EDIH Adria DCP implementation Report

D6.3



EDIHADRIA

EDIH Adria – EUROPEAN DIGITAL INNOVATION HUB ADRIA – Digital Transformation of Adriatic Croatia
Grant agreement: 101083838
Project Duration: 01/01/2023 to 31/12/2025

DELIVERABLE FACTSHEET

Deliverable No	D6.3
Deliverable name	EDIH Adria DCP implementation Report
Lead Beneficiary	RRA Porin (formerly Smart RI)
Type	R- Document, report
Dissemination Level	SEN - Sensitive
Work package No	WP 6
Work Package Leader	RRA Porin (formerly Smart RI)
Task	6.1. – Communication and dissemination activities, 6.3 EDIH Adria Communication materials
Due date	31/12/2025
Actual date of submission	31/12/2025
Version	1.1
Authors	Emira Brkić Karninčić , Tamara Grubiša (RRA Porin, formerly Smart RI)
Contributors	
Reviewers	

Document Revision History

Version	Date	Description of change	List of contributor(s)
1.1	07/09/2026	Errata: figures harmonised with EC Portal data (10.12.2025); editorial corrections	UNIRI (Project Coordinator)

EDIH European Digital Innovation Hubs Network

Co-funded by the European Union

REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA

Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Disclaimer

Funded by the European Union (Digital Europe Programme – Grant Agreement No. 101083838), and the State Budget of the Republic of Croatia.

Views and opinions expressed in this document are, however, those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the granting authority can be held responsible for them.

EXECUTIVE SUMMARY

This Deliverable D6.3 provides the final implementation report of all Dissemination, Communication, and Exploitation (DCP) activities carried out under Work Package 6 (WP6) of the EDIH Adria project. It consolidates the actions and results achieved between January 2023 and December 2025, covering the full lifecycle of communication, outreach, and exploitation as planned in Deliverable D6.1 (April 2025).

The report summarises:

- *Key milestones in project communication and visibility,*
- *Outreach activities at local, national, and EU levels,*
- *Quantitative and qualitative indicators of performance,*
- *Lessons learned across project phases, and*
- *Recommendations for future digital innovation hub initiatives.*

Despite no dedicated advertising budget, EDIH Adria successfully achieved and, in many areas, surpassed its dissemination objectives through organic, partner-based, and network-driven channels.

Through three major phases—Awareness (2023), Engagement (2024), and Result Uptake & Exploitation (2025)—EDIH Adria established itself as a regional leader in digital transformation communication, engaging 337 SMEs and public sector bodies, building a strong digital *presence, and creating tools and content that will continue to generate visibility through EDIH Adria 2.0.*

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Contents

DELIVERABLE FACTSHEET 2
Disclaimer 3
EXECUTIVE SUMMARY 4
Definitions and general objectives 7
1. Scope and Structure of the EDIH Adria DCP Implementation Report 9
1.1. Purpose of the EDIH Adria Dissemination and exploitation activities 11
2. About the project 12
2.1. Project Core Services and Results 13
2.2. Project Impact 13
2.3. Integration with Other Work Packages 14
3. The EDIH Adria brand image 15
3.1. Logo & branding implementation 15
3.4. Templates 17
4. Dissemination and communication strategy 21
4.1 Strategic Approach 21
4.2. Objectives and Key Communication Results 22
4.3 Dissemination Goals and Outcomes 23
4.4 Communication Messages and Impact 23
4.5 Communication Tone and Socio-Economic Benefits 24
4.6. Identified Communication and Dissemination Risks – Implementation Overview 25
4.7. Dissemination and Communication Target Groups 29
4.7.1 Target Group Segmentation in Practice 29
4.8. Acknowledgment of EU funding 30
4.9. Dissemination and communication levels 33
4.10. Internal dissemination and communication 34
4.11. Partner roles in D&C activities 34
4.12. Dissemination and communication tools 36

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

4.13. Network Building and Stakeholder Engagement 56
4.13.4. Project activities as communication and dissemination opportunities 66
5. Monitoring, Evaluation and Reporting 68
5.1 Evaluation Approach 68
5.2 Evaluation Findings 68
5.3 Qualitative Assessment 70
5.4 Link to Broader Project KPIs 70
5.5 Lessons Learned and Recommendations 70
6. Conclusion 71
List of tables 72
List of Figures 72

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Definitions and general objectives

This section summarises the strategic framework for dissemination, communication, and exploitation as defined in the EDIH Adria project plan and implemented through the 2023–2025 period. The strategy guided all outreach, visibility, and result-sharing activities across the consortium and served as the foundation for coordinated communication with stakeholders at regional, national, and EU levels. Implementation of the dissemination and exploitation framework began with the launch of the project in January 2023 and continued throughout its full duration.

Progress was monitored through Deliverables D6.2 and D6.3, complemented by related inputs from WP4 (Access to Finance), WP2 (Test Before Invest), WP3 (Skills and Training), and other interlinked work packages. Following the institutional merger of Smart RI with the Rijeka Development Agency PORIN in September 2024, WP6 leadership and contact responsibilities were officially transferred to RRA PORIN. The transition was smooth and had no operational disruptions — all communication, dissemination, and exploitation activities continued seamlessly under the new entity, ensuring compliance with EU and national visibility requirements.

Definitions and Implementation Approach

During the implementation, EDIH Adria applied clear operational definitions for the three interconnected strands of WP6:

- Communication – focused on building *visibility, awareness, and understanding* of the project's objectives, services, and outcomes, especially among audiences not yet familiar with the digital transformation landscape. This included public relations, social media, press activities, and visual branding.
- Dissemination – ensured the *structured and targeted sharing* of project results, tools, methodologies, and practices, supporting replication, scaling, and contribution to policy development. Dissemination was achieved through the website, events, and EU-level collaboration within the EDIH Network.
- Exploitation – focused on *result uptake, reuse, and sustainability*, promoting continued use of outputs such as the AI Microservices platform, Bootcamp materials, and communication templates beyond the end of the project.

General Objectives and Achievements

European Digital Innovation Hubs Network
Co-funded by the European Union
MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

The general objectives defined in the plan were successfully achieved through a coordinated and partner-driven approach. By the end of 2025, EDIH Adria had met or exceeded its communication and dissemination targets across all three areas — awareness, result visibility, and exploitation.

Objective 1 – Enhance awareness of digital opportunities across the ecosystem

Achieved through awareness campaigns, conferences, and meetups targeting SMEs and public institutions with low digital maturity. Over 300 organisations were directly engaged, and more than 45,000 users visited the project website.

Objective 2 – Disseminate tools and services developed within EDIH Adria

Results such as the DMA methodology, Bootcamp curricula, and expert consultation models were promoted through events, press releases, and the AI Microservices hub launched in 2025. These tools are now accessible online.

Objective 3 – Facilitate access to funding and coordination with financial institutions

Implemented through collaboration with WP4 (Task 4.4), EDIH Adria connected SMEs with banks, funding bodies, and innovation programs, ensuring visibility of financial support mechanisms.

Objective 4 – Foster collaboration between academia, private sector, and public institutions

Achieved through cross-sectoral panels, events, and content highlighting regional R&D excellence. EDIH Adria became a recognised facilitator of collaboration within the quadruple helix model.

Objective 5 – Highlight success stories and best practices

Throughout the project, dissemination activities featured testimonials and case studies from successful digital transformation initiatives, showcasing measurable benefits and user experiences.

Objective 6 – Promote digital literacy and understanding of digital transformation concepts

Addressing one of the key challenges identified at the start - the low awareness of what digital transformation entails - EDIH Adria implemented targeted communication campaigns, practical workshops, and user-oriented materials to build comprehension and confidence across all stakeholder groups.

Summary of Results Against Objectives

Objective	**Outcome Summary (2023–2025)**
Enhance awareness of digital opportunities	Reached 337 SMEs and institutions; 3 conferences and 3 meetups delivered; website with 45,000+ visits.
Disseminate tools and services	DMA, Bootcamp, and consultation models promoted; AI Microservices launched.

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Facilitate funding access and policy alignment	Integration with WP4; visibility of digital finance opportunities increased.
Foster collaboration and knowledge sharing	Strengthened academic–industry–public partnerships through events and communications.
Highlight success stories and good practices	8+ case studies published, numerous testimonials featured in social media and events.
Promote digital literacy and engagement	Campaigns and events increased understanding of digital transformation concepts across the region.

Table 1 Summary of results against objectives

1. Scope and Structure of the EDIH Adria DCP Implementation Report

The EDIH Adria DCP Implementation Report (Deliverable D6.3) presents the comprehensive execution of dissemination, communication, and exploitation activities carried out within Work Package 6 (WP6) of the EDIH Adria project. It provides a consolidated overview of how the strategic framework defined in *Deliverable D6.1 – Dissemination and Exploitation Plan (April 2025)* was implemented, monitored, and evaluated during the project's full operational period from January 2023 to December 2025.

Whereas *D6.1* outlined the methodology, objectives, and planned tools for outreach and result exploitation, this *D6.3 Implementation Report* documents what has been achieved in practice, assessing the effectiveness of actions, the engagement of stakeholders, and the sustainability of outcomes. It demonstrates how dissemination and communication directly contributed to the project's overall mission of accelerating digital transformation across Adriatic Croatia.

Scope

The scope of this deliverable covers all dissemination, communication, and exploitation measures undertaken throughout the project, including:

- Execution of the DCP strategy across partners and work packages.
- Integration of communication and visibility actions with technical, training, and financial work streams.
- Implementation of online and offline outreach channels — website, social media, media relations, publications, and events.
- Organisation of major visibility activities such as the three Annual Conferences, thematic Meetups, and EDIH Adria Awards.
- Coordination of EU-level visibility through the EDIH Network, Digital Transformation Accelerator, and national digital-policy events.

European Digital Innovation Hubs Network
Co-funded by the European Union
MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- Monitoring, data collection, and evaluation of performance indicators for dissemination and exploitation.
- Preparation for post-project continuity

The deliverable thus provides both an evidence-based record of implementation and a reference document for good practice in managing DCP activities within the Digital Europe Programme framework.

Structure

The structure of this Implementation Report mirrors the logic and progression of the original DCP plan, translating planned components into reported achievements.
It is organised as follows:

1. Executive Summary – Key dissemination and exploitation results and their contribution to project impact.
2. Introduction and Scope – Purpose, methodology, and alignment with project objectives.
3. Implementation of the DCP Strategy – Overview of how the strategic approach was executed and coordinated among partners.
4. Dissemination and Communication Activities (2023–2025) – Detailed account of all outreach actions, digital communication, and public events.
5. Exploitation of Results – Measures ensuring uptake, reuse, and sustainability of project outputs.
6. Monitoring and Impact Assessment – Quantitative KPIs and qualitative evaluation.
7. Conclusions and Recommendations – Main lessons learned and guidance for future EDIH projects.

This structure ensures traceability between planned actions (D6.1) and their implementation (D6.3), enabling reviewers to clearly see how objectives were achieved.

Integration with Other Work Packages

DCP implementation was inherently cross-cutting, engaging multiple work packages:

- WP2 – Test Before Invest: visibility and storytelling through demonstration cases.
- WP3 – Skills and Training: dissemination of digital-skills programmes and results.
- WP4 – Access to Finance: promotion of funding tools and SME support mechanisms.
- WP5 – Ecosystem Building and Policy Engagement: stakeholder networking and policy alignment.

This integration ensured that dissemination was not a separate activity but a horizontal enabler, supporting all operational and strategic goals of EDIH Adria.

Intended Audience

This deliverable is intended for:

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- The European Commission and Digital Europe Programme reviewers, as evidence of visibility, impact, and sustainability;
- EDIH Adria partners, as a consolidated record of achievements and a foundation for EDIH Adria 2.0;
- National and regional stakeholders, including SMEs, academia, and policymakers, as a model of effective dissemination and exploitation within Croatia's digital innovation ecosystem.

1.1. Purpose of the EDIH Adria Dissemination and exploitation activities

The Dissemination and Exploitation framework, originally defined in Deliverable D6.1 – Dissemination and Exploitation Plan (April 2025), provided the strategic and operational basis for all communication and visibility activities of the EDIH Adria project. During the full implementation period (2023–2025), it ensured coherence, continuity, and alignment of outreach efforts across the consortium and established a shared structure for how project results would be communicated, disseminated, and reused. Throughout the project, this framework served as both a strategic guide and a practical instrument for achieving the overarching goal of Dissemination, Communication, and Exploitation (DCP):

to raise awareness and understanding of the EDIH Adria project, promote its services and results among diverse audiences, and support the adoption and long-term use of its outputs. The plan's purpose was fully realised through coordinated implementation across partners and alignment with project milestones. Dissemination and communication were embedded in all core work packages and activities, ensuring that project outcomes reached their intended beneficiaries in an accessible and engaging manner. Target group identification, alignment with EU and national visibility requirements, mechanisms for stakeholder feedback, and continuous coordination among partners were all integrated into the process.

From 2023 to 2025, WP6 guided the implementation of these principles through consistent messaging, unified branding, and strong cross-WP collaboration. Dissemination activities included the launch and continuous update of the project website, dynamic use of social media, extensive media relations, and the organisation of high-visibility events such as three Annual Conferences and three Meetups. These activities collectively contributed to a strong and recognisable project identity that extended well beyond the consortium.

The DCP framework also prioritised sustainability and exploitation. By the end of the project, results were not only visible but actively reused through the launch of the AI Microservices platform, which provides continuous access to selected digital tools and methodologies. All partners contributed to dissemination activities in proportion to their thematic expertise, ensuring regional coverage and alignment with sectoral priorities. Following the institutional merger of Smart RI and RRA PORIN in September 2024, the WP6 leadership continued seamlessly under RRA PORIN, maintaining operational stability and compliance with EU visibility rules.

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

The implementation of the DCP framework remained flexible and adaptive throughout the project. Based on regular monitoring and partner feedback, communication formats and channels were refined to reflect audience needs and performance data. This adaptive management approach strengthened engagement, improved content relevance, and maximised the organic reach of all dissemination activities, despite the absence of a dedicated advertising budget.

In summary, the purpose and objectives of the EDIH Adria Dissemination and Exploitation framework were fully achieved. The strategic and operational coordination established by WP6 resulted in measurable visibility, stakeholder engagement, and long-term impact, demonstrating that effective communication and exploitation can be achieved through collaboration, innovation, and consistent partner effort.

2. About the project

EDIH Adria is a European Digital Innovation Hub (EDIH) established to accelerate digital transformation across Adriatic Croatia, serving small and medium-sized enterprises (SMEs), mid-caps, public institutions, and innovation stakeholders. Operating as part of the European Commission's EDIH Network and co-funded through the Digital Europe Programme and Croatia's National Recovery and Resilience Plan, EDIH Adria functioned as a regional catalyst for technology uptake, innovation support, and capacity building throughout its full implementation period (2023–2025).

The project provided integrated access to a range of cutting-edge services that supported:

- Digital readiness and strategic transformation.
- Adoption of Artificial Intelligence (AI), High-Performance Computing (HPC), and cybersecurity solutions.
- Data management, automation, and cloud computing; and
- Upskilling and digital literacy through structured educational and mentoring programmes.

The consortium brought together academic institutions, research centres, private companies, and public development organisations, ensuring a balanced, multidisciplinary approach to digital innovation. Partners included:

- University of Rijeka (UNIRI) and University of Pula (UNIPU) – providing research excellence and education infrastructure.
- Ericsson Nikola Tesla and Infobip – global technology leaders and providers of AI and communication solutions.
- Step Ri Science and Technology Park – Croatia's leading business support institution; and

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- Rijeka Development Agency PORIN (formerly Smart RI) – responsible for project coordination, visibility, and integration with regional smart city initiatives.

These partners collaborated across six work packages (WP1–WP6), delivering coherent, user-centred services aligned with EU digital priorities, regional needs, and cross-border cooperation goals.

2.1. Project Core Services and Results

Throughout 2023–2025, EDIH Adria delivered its services to hundreds of users across Adriatic Croatia, building a strong operational model for digital transformation support. Key services and outcomes included:

- Digital Maturity Assessment (DMA): 134 SMEs and public institutions (221 DMAs) assessed their digital readiness, identifying specific pathways for improvement and transformation.
- Test Before Invest (TBI): 71 unique users benefited from hands-on access to digital testing environments, tools, and expert guidance, reducing risk before major investments.
- Bootcamps and Training Programmes: A total of 77 training and bootcamp events were held, generating 3,555 participant-days and improving digital skills in areas such as AI, cloud computing, data analytics, and cybersecurity.
- Access to Finance Support: SMEs and public institutions received tailored guidance on available funding mechanisms for digitalisation, facilitated through cooperation with banks, funding agencies, and WP4's financial experts.

These services positioned EDIH Adria as a bridge between digital technology providers and end users, promoting awareness of digital policies, and connecting innovation actors across academia, industry, and government.

2.2. Project Impact

By the end of 2025, EDIH Adria had achieved measurable impact across institutional, economic, and societal dimensions — fully aligned with Croatia's Smart Specialisation Strategy and the European Commission's Digital Compass 2030 objectives.

Key impact areas included:

- Accelerated digital transition in key regional industries — tourism, healthcare, logistics, manufacturing, and public administration — leading to improved efficiency, service delivery, and technology adoption.
- Capacity building for 337 SMEs and public institutions, enabling better digital decision-making, strategic planning, and readiness for investment.

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- Wider visibility and adoption of AI, HPC, and cybersecurity solutions through Bootcamps, consultation events, and demonstration activities.
- Enhanced collaboration between academia, public administration, and industry, resulting in improved knowledge transfer and innovation-driven partnerships.
- Raised awareness and digital literacy, particularly among small and micro enterprises with limited exposure to digitalisation.
- Stimulated regional development and job creation by building digital competencies, improving competitiveness, and strengthening local innovation ecosystems.
- Sustainable ecosystem development, ensuring that digital service providers, investors, and policymakers remain connected through platforms such as RIMAP.
- Contribution to EU digital goals, supporting progress toward Digital Decade targets, including ensuring that 90% of SMEs reach at least a basic level of digital intensity.

These results demonstrate that EDIH Adria's integrated service model achieved tangible benefits for the region's digital economy, with lasting effects expected through ongoing years.

2.3. Integration with Other Work Packages

WP6 (Dissemination, Communication, and Exploitation) played a horizontal, enabling role throughout the project. It ensured that all technical, training, and financial outputs were translated into accessible content and made visible to relevant audiences, while also ensuring compliance with EU visibility rules and consistent branding.

Key cross-WP linkages and contributions:

- WP1 - Project Management and Coordination: Supported consistent reporting and communication standards across all deliverables, templates, and materials.
- WP2 - Test Before Invest: Collaborated on storytelling, demonstration visibility, and success-case promotion through events and media.
- WP3 - Skills and Training: Disseminated results from Bootcamps and trainings, integrating testimonials and performance data into outreach campaigns.
- WP4 - Access to Finance: Promoted funding opportunities, investment-readiness services, and Bootcamp success stories through targeted communication.
- WP5 - Ecosystem and Networking: Amplified cross-regional networking via joint events, stakeholder mapping, and co-branded activities with other EDIHs and DIHs.

These collaborations ensured that dissemination and communication were not standalone activities, but an integrated function supporting all project objectives and directly contributing to the achievement of measurable impact.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

3. The EDIH Adria brand image

A coherent and recognisable visual identity has been a key component of EDIH Adria's communication and dissemination success. The consistent use of branding across all communication materials, events, and media outputs significantly enhanced the visibility, recognition, and credibility of the project throughout Adriatic Croatia and the wider EDIH Network.

3.1. Logo & branding implementation

The EDIH Adria visual identity was developed and officially approved during the first year of the project as part of Milestone 8 (Visual Identity Finalisation). It was designed to reflect the project's regional focus, technological orientation, and European context while adhering to the European Commission's branding and visibility guidelines.

Throughout the project (2023–2025), the brand identity was consistently applied across all channels and updated to reflect organisational and institutional changes.

Key implementation milestones and updates:

1. Initial approval and rollout (2023):
    - The visual identity was finalised following consultations among all partners.
    - A comprehensive Brand Manual was distributed, detailing logo usage, colour standards, and co-funding acknowledgment requirements.
    - The logo was embedded across all initial communication materials — website, presentations, roll-ups, event backdrops, printed brochures, and templates.
2. Update to reflect institutional name change (mid-2024):
    - Following the reorganisation of the Croatian Ministry of Economy and Sustainable Development, all materials were updated to display its new name: Ministry of Economy.
    - These changes were implemented across the website, presentations, and press templates to ensure compliance with current national co-funding visibility requirements.
3. Transition of WP6 coordination (September 2024):
    - With the formal transfer of WP6 leadership from Smart RI to Rijeka Development Agency PORIN, all branded templates, contact points, and signature elements were revised.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- Updates ensured that the new lead beneficiary was correctly represented on all official outputs, including deliverables, event visuals, and media materials.

Core elements include:

- Logo: The official logo features both the EDIH Adria name and mandatory EU co-funding acknowledgment. It is available in horizontal and vertical formats, colour and grayscale versions, and optimized for both print and digital use.
- Colour palette: The colour scheme is inspired by Adriatic coastal tones—shades of blue, turquoise, and grey—symbolizing technology, reliability, and regional identity.
- Typography: The primary font is Open Sans, selected for readability, neutrality, and EU alignment. Additional styles (e.g., bold, italic) are used selectively for emphasis.

Brand consistency measures:

- A brand manual is distributed to all partners outlining permitted logo uses, colour combinations, and formatting rules.
- All external-facing materials must include the EU emblem and standard funding acknowledgment text as per Article 17 of the Grant Agreement.
- All visual communications (web, print, slides) are reviewed by the WP6 coordination team to ensure consistency.
- When space allows, the logo is accompanied by the tagline: *"Digital Transformation of Adriatic Croatia"*.

There are three applicable versions of the logo, depending on the medium and specifics of the application:



Figure 1: Basic graphic logo



Figure 2: Brand name with brand colours

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 3: Brand name and logo combination

The following colour code is used for the logo:

Light Blue: RGB (0, 190, 210), HEX #00bed2

Dark Blue: RGB (0, 116, 142), HEX #00748e

Black: RGB (32, 32, 34), HEX #202022

Grey: RGB (84, 89, 95), HEX #5495f

Light Grey: RGB (202, 202, 202), HEX #cacaca

As regards as the font code:

• The font used as the primary font is the Montserrat font family

• The font used as the secondary font is the PT Mono family

The EDIH Adria brand book is available for all partners on the project internal comms platform.

3.4. Templates

To ensure efficiency, consistency, and visual coherence across all dissemination and communication outputs, a comprehensive set of EDIH Adria communication templates was developed and implemented during the project.
These templates supported partner activities, accelerated content production, and maintained alignment with the project's visual identity and EU visibility requirements.

All templates were designed in editable formats (Word, PowerPoint, InDesign, and Canva-compatible versions) and accompanied by clear usage guidelines distributed to all consortium partners.

The template package includes:

- Presentation slides: PowerPoint deck with cover, agenda, and content slide layouts.

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

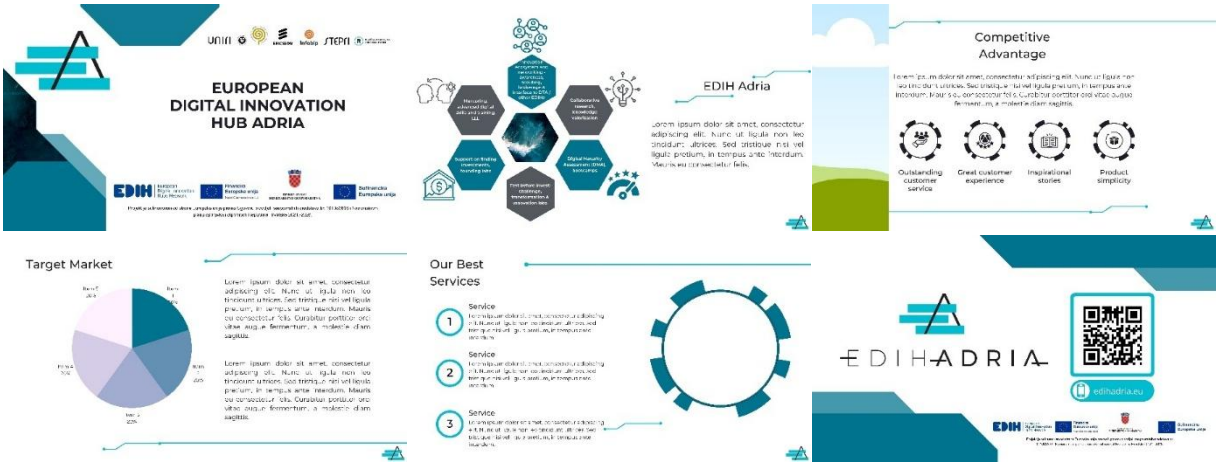


Figure 4 Presentation deck

- Email signatures: Custom signature blocks with project logo, and EU funding acknowledgment, and contact links.



Figure 5 Email signature template

- Deliverable and Milestone templates available for partners in Croatian and English

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 6 Deliverables and Milestones template

- Evaluation questionnaire template for use in project services evaluations (Bootcamp, DAP, FCO, educations) accompanied with an online version

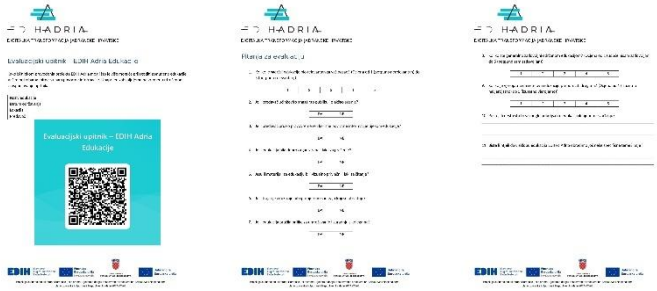


Figure 7 Evaluation questionaire example template

- Signature lists in Croatian and English to be filled in all project related events (conferences, meetups, workshops, bootcamps etc.)

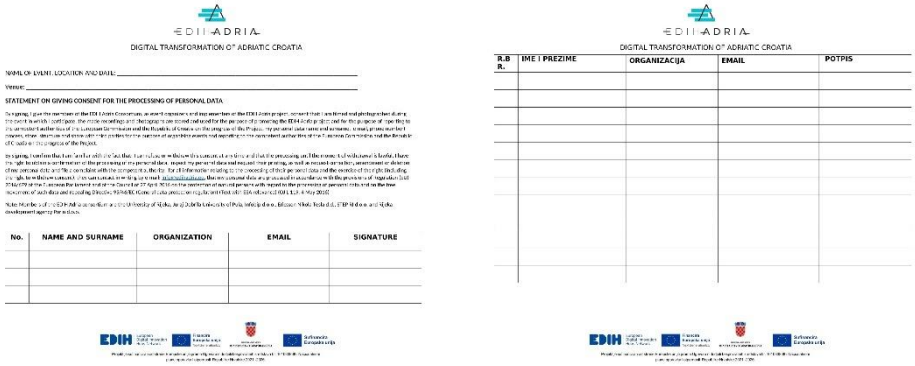
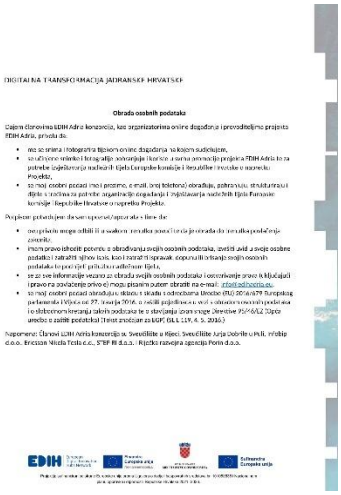


Figure 8 Signature list template

- GDPR statements for online events

Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



DIGITALNA TRANSFORMACIJA JADRANSKE HRVATSKE

Obrada osobnih podataka

Dajem dobrovoljnu EDIH Adria konzorciju, kao organizatorima ovime događanja i provoditeljima projekta EDIH Adria, privolu da:

- mogu snimati i fotografirati tijekom ovoga događanja radi kasnijeg sudjelovanja,
- mogu objaviti snimke i fotografije navedenih u svrhu promocije projekta EDIH Adria te za potrebe izvještavanja nadležnih tijela Europske komisije i Republike Hrvatske o napretku Projekta,
- mogu osobne podatke (moj prezime, e-mail, broj telefona) obrađivati, pohranjivati, strukturirati i dijeliti s trećima za potrebe organizacije događanja i izvještavanja nadležnih tijela Europske komisije i Republike Hrvatske o napretku Projekta.

Prigodom pohađanja događanja upoznat/upoznata sam da:

- osobni podaci neće biti iznošeni izvan Europske unije ili Europskog gospodarskog prostora,
- imam pravo ishoditi pristup, ispravak ili brisanje svojih osobnih podataka, zatražiti ograničenje obrade svojih osobnih podataka te pravo na prenosivost podataka, kao i pravo na povlačenje privole u bilo kojem trenutku, bez utjecaja na zakonitost obrade koja se temeljila na privoli prije njezina povlačenja. Svoja prava mogu ostvariti slanjem pisanog zahtjeva na e-mail: info@edihadria.eu,
- se za sve informacije vezane uz obradu svojih osobnih podataka i ostvarivanje prava iz ljubljanji pravo na podnošenje prituže nadzornom tijelu, pisanim putem obratiti na e-mail: info@edihadria.eu,
- se moji osobni podaci obrađuju sukladno Uredbi (EU) 2016/679 Europskog parlamenta i Vijeća od 27. travnja 2016. o zaštiti pojedinaca u vezi s obradom osobnih podataka i o slobodnom kretanju takvih podataka te o stavljanju izvan snage Direktive 95/46/EZ (Opća uredba o zaštiti podataka) (Tekst značajan za EGP) (SL L 119, 4. 5. 2016.)

Napomena: Članovi EDIH Adria konzorcija su: Sveučilište u Rijeci, Sveučilište Jurja Dobrile u Puli, Infobip d.o.o., Ericsson Nikola Tesla d.d., STEP RI d.o.o., Riječka razvojna agencija Porin d.o.o.

Figure 9 GDPR Statement template

- Roll-up banners: Designed for use at all physical events including conferences, Bootcamps, and external events. These feature key messages, partner logos, QR codes to the website, and thematic visuals.



Figure 10 Roll up versions

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

By maintaining a shared and regularly updated repository of templates, partners were able to:

- Produce communication materials faster and with consistent quality.
- Ensure all outputs reflected the unified EDIH Adria visual identity.
- Meet EU and national visibility requirements without additional design costs.

The use of these templates also supported **brand recognition**, making EDIH Adria communications instantly identifiable across events, social media, and official publications.

All templates remain available in the consortium's shared repository.

4. Dissemination and communication strategy

Throughout its implementation (2023–2025), EDIH Adria followed a coherent and results-oriented Dissemination, Communication, and Exploitation (DCP) strategy that ensured visibility, engagement, and impact at both regional and EU levels. This strategy was originally established in *Deliverable D6.1 – Dissemination and Exploitation Plan (April 2025)* and has since been fully executed and continuously adapted to reflect the project's progress, milestones, and contextual changes.

During implementation, it was essential to distinguish between the complementary roles of communication, dissemination, and exploitation while maintaining operational coherence among these functions:

- Communication focused on building public visibility and awareness of EDIH Adria, its services, and its contribution to EU digitalisation goals.
- Dissemination emphasised the structured sharing of project results, tools, and methodologies to ensure replication, adoption, and knowledge transfer.
- Exploitation targeted the practical uptake, sustainability, and continued use of project outputs by SMEs, public institutions, and partner organisations.

These interconnected elements allowed EDIH Adria to maintain a consistent narrative — from awareness raising to result application — while ensuring that each activity contributed to measurable engagement and impact.

4.1 Strategic Approach

The strategic approach of WP6 was built upon a combination of broad public communication and targeted stakeholder dissemination. By adapting the level of messaging and the choice of tools to

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

the maturity of each audience, EDIH Adria successfully reached both specialised and general groups, including SMEs, mid-caps, municipalities, academia, and policymakers.

This multi-layered approach resulted in:

- Enhanced brand visibility among direct and indirect beneficiaries.
- Effective transfer and exploitation of project outcomes; and
- Increased engagement and service uptake, particularly in digitally less developed areas of the region.

The implementation of this strategy was guided by four main operational principles:

1. Clarity and consistency in messaging and visual identity.
2. Targeted communication adjusted to sectoral and stakeholder needs.
3. Integration across work packages to ensure coherent outreach; and
4. Evidence-based monitoring to assess visibility, engagement, and reach.

4.2. Objectives and Key Communication Results

As defined in the project proposal, the dissemination and communication actions were guided by two overarching objectives, implemented throughout the project's duration:

- O6.1 – Raising awareness, motivating, and incorporating various stakeholders and target groups into the EDIH Adria project.
- O6.2 – Energising end-users' and potential end-users' attitudes and behaviours toward digitalisation.

These objectives were translated into practice through an integrated dissemination strategy that promoted visibility, facilitated collaboration, and supported behavioural change across Adriatic Croatia.

The implementation of this strategy resulted in:

- A recognisable EDIH Adria brand established across Croatia's digital innovation ecosystem.
- Over 45,000 website visits and 820 social media followers achieved organically.
- Direct engagement with more than 500 organisations through services, events and consultations; and
- Sustained collaboration with public bodies, SMEs, and EU-level stakeholders.

Dissemination and communication activities evolved through three phases:

1. Awareness Building (2023) – project launch, branding, initial media visibility.
2. Engagement (2024) – active participation, storytelling, and service promotion.
3. Result Uptake (2025) – exploitation, sustainability, and EU-level recognition.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

4.3 Dissemination Goals and Outcomes

The goals defined in D6.1 served as the backbone of the project's communication framework. By 2025, these goals were not only implemented but exceeded in scope and quality of results.

Original Dissemination Goal (from D6.1)	**Implemented Result / Outcome (2023–2025)**
Establishment of project key messages	Clear communication narrative established across website, social media, and events; consistent tone and visual identity adopted by all partners.
Identification of communication and dissemination strategies and tools	Toolkit developed, including templates, digital media plans, and event guidelines; refined based on partner feedback.
Dissemination of project results, solutions, and information to the audience	Continuous publication of success stories, event reports, and result summaries; dissemination through EU and national networks.
Definition of partners' duties in dissemination activities	Each partner contributed to outreach under WP6 coordination; communication focal points established and active across all partners.

Table 2 Dissemination golas versus implemented resutl/outcomes

4.4 Communication Messages and Impact

The communication strategy implemented under WP6 successfully translated EDIH Adria's project objectives into communication objectives and messages that reached target audiences through tailored channels and formats. The tone of communication was designed to emphasise *inclusivity, relevance, and real-world benefit*, showing how digital transformation directly impacts competitiveness, efficiency, and sustainability.

Project Objective	**Communication Objective**	**Key Communication Message (as implemented)**
Support companies and public bodies in their digital transformation process.	Emphasise the benefits of digital transformation and promote EDIH Adria services as accessible and practical.	*Digital transformation is not a one-size-fits-all process — EDIH Adria provides expert guidance and tailored support to help every organisation progress.*

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Develop a regional innovation ecosystem creating new jobs, products, and services.	Position EDIH Adria as a knowledge and resource hub for SMEs and institutions.	*EDIH Adria connects academia, business, and government to drive innovation and growth across Adriatic Croatia.*
Promote interdisciplinary collaboration (quadruple helix model).	Educate audiences about collaboration between science, business, government, and society.	*Through EDIH Adria, users benefit from the combined expertise of researchers, entrepreneurs, and innovators.*
Bridge the gap between research and business sectors.	Highlight the role of EDIH Adria as a connector and facilitator.	*EDIH Adria helps businesses discover new markets, partnerships, and opportunities for growth.*
Enhance digital skills and STEM capacity in the region.	Present EDIH Adria as a leading regional provider of training and capacity building.	*Digital transformation is impossible without a skilled workforce — EDIH Adria provides tailored training for all levels of experience.*

Table 3 Links between project and communication objectives

4.5 Communication Tone and Socio-Economic Benefits

Communication activities throughout the project were designed to emphasise not only the technological but also the economic and social value of digital transformation. Messages consistently linked EDIH Adria's outputs to tangible benefits for individuals, companies, and communities.

Short-term benefits achieved (2023–2024):

- Empowered SMEs to introduce or expand digital solutions.
- Increased ability of public and private entities to absorb funding for digitalisation.
- Supported industrial transition towards Industry 4.0.
- Strengthened collaboration with other EDIHs and national networks.
- Promoted continuous education and digital literacy across sectors.
- Enhanced visibility of local success stories demonstrating impact.

Medium- and long-term benefits initiated (2025 and beyond):

- Established a sustainable regional innovation ecosystem integrating education, policy, and industry.
- Promoted smart mobility, energy efficiency, and AI-based solutions for public and private use.

European Digital Innovation Hubs Network
Co-funded by the European Union
MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- Contributed to health, energy, and environmental digitalisation objectives in line with EU Digital Compass 2030.
- Reduced regional digital divides by reaching underrepresented SMEs and municipalities.
- Set the foundation for continued impact under **EDIH Adria 2.0 (2026–2028)**.

4.6. Identified Communication and Dissemination Risks – Implementation Overview

Dissemination, communication, and outreach activities carried out through WP6 were considered *mission critical* to the success of the EDIH Adria project. The ability to reach and engage as many private and public institutions as possible was directly linked to the project's capacity to promote digitalisation and combat the region's relatively low digital maturity.

From the outset, WP6 identified potential communication and dissemination risks through partner consultations and integrated corresponding mitigation measures into all operational procedures, templates, and coordination mechanisms. The approach proved highly effective, ensuring that no major communication disruptions or inconsistencies occurred during implementation.

Key Risks Identified and Mitigation in Practice

1. Technical Language and Complexity of Concepts

At the beginning of the project, partners recognised that the terminology surrounding digital transformation, AI, and HPC could be too technical for many SMEs and public users. Without simplification, these topics risked alienating non-experts.

Mitigation:

- WP6 developed clear language guidelines promoting *plain communication* and contextual explanations of technical terms.
- Content was regularly reviewed by communication staff to ensure readability and accessibility.
- Educational articles, infographics, and videos were created to make complex topics approachable.
- The *EDIH Adria FAQ portal* (https://edihadria.eu/faq) was introduced in 2024 to clarify frequently misunderstood processes and terminology.

Outcome:
By 2025, external feedback indicated that EDIH Adria's communication was perceived as clear and approachable, particularly by SMEs and municipalities new to digitalisation.

2. Excessive Detail and Information Overload

During the first implementation year, there was a tendency among partners to include too many technical details in public materials, potentially overwhelming readers.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Mitigation:

- WP6 established a structured editorial process to streamline content before publication.
- Core messages were limited to three per topic ("What, Why, How"), while additional detail was made available via the website.
- Partner communication leads received editorial feedback to maintain concise messaging.

Outcome:
All external materials produced after 2023 maintained a balanced level of detail, ensuring clarity and message retention.

3. Complexity of Procedures for Users

Users reported that the administrative steps related to service access — especially for Test Before Invest and DMA — could be confusing.

Mitigation:

- WP6 collaborated with WP2 and the Ministry of Economy to publish simplified instructions, timelines, and checklists.
- The FAQ page became one of the most visited website sections (over 5,000 unique visits by mid-2025).
- Step-by-step visuals were integrated into presentations and newsletters.

Outcome:
User inquiries dropped significantly after Q2 2024, indicating improved understanding of procedures.

4. Inadequate Internal Communication and Coordination

As a large consortium with varied partner profiles, EDIH Adria initially faced challenges in ensuring smooth internal communication and alignment of messages.

Mitigation:

- Regular WP6 coordination meetings (monthly) were introduced for communication focal points from each partner.
- A shared repository for templates, visuals, and draft content facilitated real-time collaboration.
- Partner-specific communication calendars reduced overlap and ensured consistent timing of outputs.

Outcome:
Internal coordination improved markedly by 2024, and partner satisfaction surveys confirmed streamlined information flow and better cross-WP cooperation.

5. Adapting Messages to Diverse Target Audiences

Stakeholders across Adriatic Croatia represented highly diverse profiles — from digital-native start-ups to traditional SMEs, municipalities, and academic institutions.

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Mitigation:

- Audience segmentation was implemented (SME, public sector, academic/research, policy).
- Messaging was adapted for each segment: concise, practical content for SMEs; policy-aligned narratives for institutions.
- Events were designed with sector-specific panels and examples to ensure relevance.

Outcome:
Event satisfaction surveys showed over **90% of participants** found communication "clear and relevant" to their needs.

6. Low Stakeholder Engagement and Digital Illiteracy

Given the region's limited digital maturity, initial engagement levels were modest.

Mitigation:

- Targeted outreach through chambers of commerce, development agencies, and regional clusters.
- Simplified language and peer examples were used in presentations and social media.
- Demonstration sessions (Test Before Invest) were used as practical entry points.

Outcome:
Stakeholder participation increased significantly in 2024–2025, reflected in the uptake of DMA and Bootcamp services. Engagement among small municipalities and micro-enterprises grew by over 30% compared to 2023.

7. Inconsistent Messaging Across Partners

In the early phase, differing communication tones and visual approaches risked fragmenting the project's image.

Mitigation:

- WP6 established **a unified editorial review process** and enforced mandatory use of the official **EDIH Adria templates and brand manual**.
- A joint content calendar and peer-review system ensured aligned messaging.
- WP6 offered optional "editorial support" for partners contributing materials.

Outcome:
Consistency improved rapidly; by 2024 all outputs were uniform, reinforcing brand recognition across events, press materials, and online channels.

8. Limited EU-Level Visibility

Without targeted effort, there was a risk that EDIH Adria might remain underrepresented in the broader EDIH Network.

Mitigation:

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- Active participation in EU-level events such as **EDIH Academy, EDIH Network meetings**, and **DTA campaigns**.
- Use of cross-tagging (#EDIH, #DigitalEU) and regular English-language updates on LinkedIn.
- Joint appearances with other Croatian EDIHs strengthened recognition at the European level.

Outcome:
By 2025, EDIH Adria was featured multiple times in EDIH Network communication channels and recognised as a best practice case in regional collaboration.

9. Limited Partner Capacity for Outreach

Some smaller consortium members initially lacked the resources or staff to manage external communications effectively.

Mitigation:

- WP6 provided direct hands-on assistance and shared resources for event organisation and social media management.
- When necessary, tasks were redistributed among partners with stronger communication capacity.
- Subcontracting was used selectively for design and translation support.

Outcome:
All partners contributed regularly to WP6 communication outputs, and smaller organisations gained capacity and confidence to continue communication independently post-project.

10. Negative User Feedback or Public Perception Risks

As with any user-facing project, early service feedback could influence reputation.

Mitigation:

- WP6 monitored feedback from surveys, social media comments, and direct inquiries.
- Identified issues were communicated to service leads (WP2, WP3, WP4) for corrective action.
- Positive testimonials and user stories were highlighted to balance perception and demonstrate responsiveness.

Outcome: No significant negative public reactions were recorded. The feedback loop between WP6 and service teams ensured a positive, trustworthy public image for EDIH Adria.

11. Competitive Market Environment

EDIH Adria operated in a competitive ecosystem alongside commercial consulting, training, and technology providers. There was a risk that project activities could be overshadowed by market actors with higher visibility and advertising budgets.

Mitigation:

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- WP6 positioned EDIH Adria as a **public-benefit initiative** offering neutral, high-quality, and free support rather than commercial services.
- Communication emphasised *trust, expertise, and EU affiliation* as differentiators.
- Collaboration rather than competition was promoted through joint participation in external events and cross-referrals.

Outcome: EDIH Adria successfully built a unique market identity as a credible, EU-backed regional hub — complementary rather than competitive within the digital service ecosystem.

4.7. Dissemination and Communication Target Groups

The dissemination and communication strategy of EDIH Adria was designed to be *highly audience-oriented* and responsive to the diversity of stakeholders across Adriatic Croatia. During implementation (2023–2025), the consortium applied a segmented approach that combined broad outreach with targeted engagement of individual sectors and institutions. Each audience group received information adapted to its digital maturity, sectoral context, and communication preferences.
The strategy proved successful, reaching thousands of direct and indirect beneficiaries and ensuring that all key regional actors — from micro-enterprises to universities and public administrations — had access to understandable, actionable information about EDIH Adria services.

The following extended table builds upon the previous segmentation by presenting detailed communication goals, core messages, and value propositions for each stakeholder group. It reflects insights gained during project implementation and emphasizes the strategic use of EDIH Adria services in addressing specific user needs across different maturity levels and sectors.

4.7.1 Target Group Segmentation in Practice

By the end of 2025, EDIH Adria had provided services to a total of 337 unique organisations across Adriatic Croatia. The user base demonstrates a well-balanced distribution between the private and public sectors, confirming that the project effectively reached both its target SME audience and the wider network of public institutions.

Small and Medium-Sized Enterprises (SMEs)

A total of 162 SMEs (representing approximately 48% of all users) participated in one or more EDIH Adria services. Most belonged to the micro and small enterprise category, typically characterised by limited internal digital capacity but strong motivation to modernise business operations.
These users were primarily engaged through Digital Maturity Assessments, Test Before Invest (TBI) activities, and Bootcamps, where they received hands-on support and mentoring for AI adoption, process automation, and digital strategy development. EDIH Adria played a crucial role in enabling

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

these enterprises to move from basic awareness of digitalisation toward practical implementation and investment readiness.

Public Sector Organisations (PSOs)

The public sector and academia accounted for 175 organisations (approximately 52% of the total**), confirming EDIH Adria's strong contribution to the digitalisation of local government, education, and research institutions.
PSO users included municipalities, development agencies, universities, healthcare institutions, and regional administrations. They benefited from targeted capacity-building activities, consultancy on process optimisation and data management, and awareness programmes promoting the adoption of smart solutions in public services. Collaboration with universities and schools also strengthened the project's impact on digital education and R&D transfer.

Summary of Service User Structure

Category	***Number of Unique Users***	***Share of Total***
Small and Medium-Sized Enterprises (SMEs)	162	48.1 %
Public Sector Organisations (PSOs, including academia and R&D)	175	51.9 %
Total	**337**	**100 %**

Table 4 Summary of service user structure

4.8. Acknowledgment of EU funding

Throughout the 2023–2025 implementation period, EDIH Adria ensured full compliance with the visibility and acknowledgment requirements for both European Union and national co-funding sources. All dissemination, communication, and outreach materials created under Work Package 6 (WP6) adhered strictly to the rules defined in the Grant Agreement and the guidelines for projects financed through the Digital Europe Programme and the Croatian Recovery and Resilience Facility (RRF).

Implementation of Visibility Requirements

All partners consistently displayed the European Union emblem and the accompanying funding statement - *"Funded by the European Union – NextGenerationEU"* on every public-facing material, digital or print. This included the project website, deliverables, press releases, newsletters, social media visuals, posters, roll-ups, and presentation templates. Where appropriate, the national co-funding acknowledgment for the Republic of Croatia was also included, ensuring full transparency of funding sources.

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

The Project Coordinator (University of Rijeka) and WP6 Lead (Rijeka Development Agency PORIN, formerly Smart RI) maintained oversight of all communication outputs to verify compliance before publication. Regular reviews and internal guidance ensured that no deviations from EU visibility standards occurred.

Technical Rules for EU Emblem Usage

In accordance with Article 17 of the Grant Agreement, all partners applied the following technical rules:

- The EU emblem was displayed clearly, prominently, and separately from other logos, remaining unaltered and free of additional visual marks or text.
- When other logos were presented, the EU emblem appeared at least as prominently as any other.
- No alternative logo or visual identity was used to suggest EU support.
- The emblem and acknowledgment text were provided in Croatian and English on all materials.

Where applicable, the standard disclaimer was added to publications:

"Funded by the European Union – NextGenerationEU. Views and opinions expressed are solely those of the author and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them."

Integration into the EDIH Adria Visual Identity

The acknowledgment of EU and RRF funding was integrated into all official EDIH Adria templates and the project's visual identity package, including:

- Deliverable templates and reports.
- PowerPoint presentations.
- Event backdrops and banners.
- Printed promotional materials.
- Digital posts and web graphics.

Each communication item included, where applicable:

- The EU emblem with the NextGenerationEU statement.
- The EDIH Network logo.
- The national co-funding acknowledgment (Government of the Republic of Croatia / RRF emblem).

Outcome

By the end of the project, all EDIH Adria outputs had been fully compliant with the EU visibility requirements. Periodic checks confirmed that both partners and subcontractors correctly

implemented the prescribed visual standards. The consistent inclusion of EU and RRF acknowledgment across all communication channels reinforced the project's credibility, transparency, and connection to the broader European Digital Innovation Hub Network.



Figure 11 Funding acknowledgment

In line with national visibility requirements, materials were updated in 2024 to reflect the renaming of the Ministry of Economy and Sustainable Development to the Ministry of Economy, including all related logos and naming conventions.



Figure 12 National funding visuals update

Following the entry into force of the Contract Addendum in December 2025, visibility materials were further adjusted to reflect the change in national co-financing, discontinuing references to the

Recovery and Resilience Facility (RRF/NPOO) and clearly indicating co-financing by the European Union under the Digital Europe Programme and by the Ministry of Economy, in line with the applicable visibility rules.

4.9. Dissemination and communication levels

Throughout its implementation (2023–2025), EDIH Adria applied a multi-level dissemination and communication strategy that ensured broad outreach and stakeholder engagement at the regional, national, and European levels. This tiered approach allowed the project to tailor its messages and tools to different audiences while maintaining consistent alignment with national and EU priorities in digital transformation.
At the regional level, communication and dissemination activities focused on direct engagement with SMEs, public institutions, and local authorities across Adriatic Croatia. Most materials and events were conducted in Croatian and adapted to the specific needs and digital maturity of local communities. EDIH Adria organised regional bootcamps, workshops, and meetups attended by more than 300 participants, supported by local development agencies, chambers of commerce, and municipalities. Local and regional media, together with project partners' networks, played an important role in amplifying visibility and encouraging participation among smaller enterprises and public bodies.

This close engagement helped build trust and awareness of digital opportunities among organisations at the early stages of their transformation journey.

At the national level, EDIH Adria established itself as one of Croatia's key reference points for digitalisation and SME support. Through collaboration with the Ministry of Economy and other national stakeholders, the project contributed to the visibility of the European Digital Innovation Hub initiative within Croatia and to the implementation of the country's Smart Specialisation Strategy. Press releases and media coverage resulted in over 160 national mentions across print, radio, and online platforms, while participation in conferences and policy events showcased EDIH Adria's practical contributions to SME and public sector digitalisation. National-level dissemination also included the adaptation of project materials to reflect Croatian digital policy priorities and their integration into government and institutional newsletters.

At the European level, EDIH Adria was an active member of the European Digital Innovation Hubs Network and the Digital Transformation Accelerator (DTA). Its service portfolio and success stories were published in the official EDIH Catalogue, ensuring visibility across the EU. The project participated in DTA-led activities such as the EDIH Academy and contributed to European-level forums and webinars on digital transformation, AI, and SME engagement. Cross-border collaboration was strengthened through cooperation with neighbouring EDIHs in Slovenia and Italy, focusing on knowledge exchange and potential joint initiatives. The project consistently used EU-level digital campaigns (#EDIH, #DigitalEU, #NextGenerationEU) to enhance its international presence.

European Digital Innovation Hubs Network
Co-funded by the European Union
MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

By operating coherently across these three levels, EDIH Adria ensured that its messages reached all relevant audiences — from local SMEs and municipalities to policymakers and international stakeholders. This multi-layered communication structure significantly enhanced visibility, reinforced trust, and positioned EDIH Adria as a leading regional and European actor in the field of digital transformation.

4.10. Internal dissemination and communication

Effective internal communication was a key factor in the successful coordination of EDIH Adria activities and the consistent implementation of the Dissemination, Communication, and Exploitation (DCP) strategy. Throughout the project (2023–2025), structured communication channels and regular coordination mechanisms ensured efficient information exchange, alignment between work packages, and timely decision-making across the consortium.
Internal communication was organised through a set of project bodies and working groups, each with clearly defined roles and responsibilities. These groups were established at the beginning of the project and remained active throughout implementation, providing a stable structure for collaboration and problem-solving. The main objective was to facilitate continuous dialogue between technical, administrative, and dissemination teams, ensuring that updates, deliverables, and strategic decisions were effectively shared among partners.

Regular meetings were held according to the agreed framework, as presented below:

Project Organisational Body	***Frequency of Meetings***	***Chair / Coordination***
Project Board	Quarterly	EAD (Project Coordinator)
Project Implementation Team (PIT)	Monthly	EAD (Project Coordinator)
WP2 & WP4 Working Groups	Monthly	WP Leaders
WP3 Working Group / Training Board	Bimonthly	WP3 Leader
WP5 & WP6 Working Groups	Quarterly	WP5 and WP6 Leaders
EDIH Adria Ethics Advisory Board	Quarterly or as needed	Task 2.4 Leader

Table 5 Project organisational bodies meetings

4.11. Partner roles in D&C activities

All EDIH Adria partners actively contributed to the planning, implementation, and continuous improvement of dissemination and communication activities throughout the 2023–2025 period. The consortium operated on the principle of shared responsibility, ensuring that the project's visibility and impact extended across all institutional and regional networks. Each partner played a distinct

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

but complementary role in promoting EDIH Adria services, events, and results to their target audiences.

All partners systematically used their institutional communication channels — including official websites, newsletters, social media platforms, and press contacts — to disseminate EDIH Adria-related content. They also contributed to increasing project visibility through participation in conferences, interviews, and external collaborations, thereby leveraging their existing communication infrastructures to extend EDIH Adria's outreach. Regular partner contributions to news updates, LinkedIn posts, and event promotion materials ensured that the project maintained a steady presence in both regional and national media. This collaborative approach significantly enhanced reach and ensured that dissemination efforts were embedded within each institution's ecosystem.

The Work Package 6 leader, Rijeka Development Agency PORIN (formerly Smart RI), was responsible for the overall coordination and implementation of dissemination, communication, and exploitation activities. WP6 leadership oversaw the development and execution of the EDIH Adria Dissemination, Communication, and Exploitation Plan (DCP), including performance monitoring and quality control of all outputs. In this capacity, RRA PORIN coordinated event organisation, provided hands-on support to partners, and ensured that EU visibility requirements were met across all channels. The WP6 team also facilitated partner alignment and cross-promotion through joint content calendars, regular coordination meetings, and shared templates.

Step Ri – Science and Technology Park of the University of Rijeka played a key role in the visual and content design of dissemination materials (Task 6.3). Step Ri developed and maintained the visual identity package, created press and presentation templates, and provided design support for conferences, promotional campaigns, and online materials. Its expertise ensured that all outputs were visually coherent, user-friendly, and compliant with EU branding guidelines.

The University of Rijeka (UNIRI) coordinated the content and programme of the EDIH Adria Annual Conferences (Task 6.2) - the project's flagship dissemination and networking event. UNIRI was responsible for curating conference agendas, engaging keynote speakers, and managing stakeholder sessions. The university also supported the organisation of stakeholder meetups and knowledge-sharing events that facilitated continuous engagement between SMEs, academia, and the public sector.

The EDIH Adria Awards, introduced in 2023, became a signature dissemination instrument, jointly coordinated by RRA PORIN and UNIRI. The awards recognised users and institutions that made exceptional contributions to digital transformation and innovation in the region. Two categories were presented annually: the EDIH Adria Social Impact Award, highlighting contributions to society and sustainability, and the Annual Innovation Award, recognising overall excellence and advancement of the regional innovation ecosystem. The award ceremonies, held during the Annual Conferences, served as high-visibility events attracting strong media coverage and stakeholder interest.

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

To ensure close integration of communication with overall project management, RRA PORIN also co-led Task 1.4 (Project Organisational Unit Management), providing WP6 with direct access to all relevant project information and decision-making processes. This structure enabled timely dissemination of updates and ensured alignment between technical results, strategic goals, and external communication.

Overall, the clearly defined roles and consistent partner engagement enabled EDIH Adria to maintain a coherent public image, achieve broad visibility, and strengthen stakeholder relationships.

4.12. Dissemination and communication tools

This section outlines the specific tools used by EDIH Adria for dissemination and communication, along with strategic guidance on how each is applied. Every tool contributes uniquely to informing, engaging, and supporting project stakeholders. Below, each subsection presents a micro-strategy including the purpose, content type, audience fit, and frequency or modality of use.

4.12.1 Project E-tool

Since its launch in early 2023, the EDIH Adria E-tool (hosted at www.edihadria.eu) served as the project's central digital communication and engagement platform. It functioned as a comprehensive online hub providing access to all project services, resources, and news while acting as the primary interface between EDIH Adria and its stakeholders. The platform was designed to simplify user interaction, increase service uptake, and ensure that information about digital transformation opportunities reached SMEs, public institutions, and intermediaries across the Adriatic region.

The E-tool enabled visitors to explore available services, register for consultations, access training schedules, and follow project updates. It also linked directly to EDIH Adria's social media and partner sites, ensuring cross-promotion and consistency across communication channels.

Strategic Implementation and Use

- Purpose: To provide a single, user-friendly access point for all information related to EDIH Adria's digital transformation services, events, and funding opportunities.
- Content: Regularly updated news, open calls, event announcements, partner stories, and a dynamic calendar of activities.
- Functionality: Contact modules, service descriptions, downloadable resources, and a booking interface for consultations and DMA assessments.
- Audience Fit: Targeted toward SMEs, public institutions, and intermediary organisations seeking expert guidance on digitalisation.
- Update Frequency: Weekly content updates maintained by WP6 communication staff, with interface improvements performed semi-annually based on analytics and user feedback.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Key Features

- A comprehensive FAQ section introduced in 2024, developed in response to frequent partner and user questions concerning application procedures and eligibility.
  This page became one of the most visited sections of the website, providing clear and accessible explanations of administrative steps.
- Integrated access to RIMAP (Regional Innovation Matchmaking Platform), enabling connection between digital service providers, academic experts, and SMEs.

AI Microservices Hub

In 2025, the EDIH Adria E-tool was expanded with a new strategic component — the AI Microservices Hub, representing one of the project's key exploitation and sustainability outcomes. This module was developed to demonstrate how digital solutions can be operationalised for practical, sector-specific use and to showcase applied AI services that emerged from successful EDIH Adria collaborations.

The AI Microservices Hub provides accessible, modular examples of AI tools applicable to areas such as:

- Business process optimisation and analytics
- Energy efficiency and environmental monitoring
- Smart mobility and traffic management
- Healthcare and well-being applications

Each microservice is presented with a short description, user guide, and contact information for follow-up or replication. The platform's design allows for future integration of new microservices developed by regional partners or EDIH Adria 2.0 initiatives, ensuring that project results remain visible and usable beyond the original project timeframe. The hub acts as both a knowledge repository and a showcase of innovation readiness, bridging the gap between dissemination and exploitation.

The AI Microservices Hub is now an active online "library" with **34 presented real case studies** from EDIH Adria users an continues to be updated. All case studies are available according to their respective category at:

https://edihadria.eu/en/ai-alati-za-energetsku-tranziciju/

https://edihadria.eu/en/ai-alati-za-optimizaciju-prometa/

https://edihadria.eu/en/ai-alati-za-optimiziaciju-poslovanja/

Results and Impact

By the end of 2025, the E-tool had attracted over 45 000 visits and served as the principal entry point for stakeholder engagement. It significantly contributed to converting visibility into participation, with many SMEs and PSOs initiating their cooperation with EDIH Adria through the platform. The

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

e-tools multilingual content (Croatian and English) and accessible design supported inclusivity and compliance with EU visibility standards. It remains operational beyond the project period and will continue to function as the main digital gateway for EDIH Adria 2.0 (2026–2028), ensuring long-term visibility, access to services, and sustained stakeholder interaction.

4.12.2 Project partners websites

According to the Annex 5, Article 17 of the Grant Agreement, all project beneficiaries are obligated to present the project (including project summary, coordinator contact details, list of participants, European flag and funding statement and special logo and project results) on their websites or social media accounts.

Each EDIH Adria partner maintains a dedicated subpage or article archive on their institutional website that includes basic information about the project, logos, relevant services, and contact points. These web pages are critical for SEO (Search Engine Optimization), local outreach, and credibility within their regional or sectoral communities.

Strategic Use:

- Purpose: Extend the reach of EDIH Adria beyond the main platform by leveraging the individual networks and website traffic of consortium members.
- Content types: Project summaries, press releases, links to the main E-tool, announcements of events hosted by the partner, and partner-specific success stories.
- Audience fit: Local SMEs and institutions with an existing relationship with the partner; regional media and ecosystem actors.
- Frequency of updates: At least twice yearly, coordinated with milestone or event releases.

Partners are encouraged to use WP6-provided templates and keep their content aligned with branding and messaging standards. Regular checks are carried out by the WP6 team to ensure consistency and interoperability with the main project website.

All project partners have fulfilled this obligation, and their respective pages are listed below:

- UNIRI - https://uniri.hr/vijesti/sveuciliste-u-rijeci-s-partnerima-postaje-sjediste-europskog-centra-za-digitalne-inovacije-edih-adria/
- StepRI - https://www.step.uniri.hr/projekt/edih-adria-digitalna-transformacija-jadranske-hrvatske/
- UNIPU - https://www.unipu.hr/medunarodna-suradnja/projekti/edih_adria
- INFOBIP – https://www.infobip.com/european-digital-innovation-hub-adria
- ENT – https://ericssonnikolatesla.com/wp-content/uploads/migration/EDIH_Adria_detaljnije.pdf
- RRA Porin (formerly Smart RI) - https://smart-ri.hr/smart-ri-jedan-od-partnera-na-projektu-european-digital-innovation-hub-adria/

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 13: EDIH Adria info for partners websites example

4.12.3 Social media (Linked IN, Facebook and YouTube)

Social media played a vital role in EDIH Adria's dissemination and communication activities, enabling real-time, interactive engagement with a wide range of stakeholders throughout the 2023–2025 period. Each platform contributed uniquely within the project's digital ecosystem, supporting visibility, dialogue, and storytelling while ensuring alignment with EU-level campaigns and communication standards.

The overall objective of social media use was to provide timely, dynamic, and accessible communication about EDIH Adria's services, results, and events, while encouraging interaction between SMEs, public institutions, and the innovation community. Content types included event announcements, partner highlights, testimonials, infographics, and short video recaps — all designed to present digital transformation concepts in a simple, relatable manner.

LinkedIn

LinkedIn proved to be the most engaging and effective communication tool within EDIH Adria's digital strategy. Its professional environment matched the project's primary audiences — SMEs, public sector representatives, policymakers, and researchers — and enabled targeted, high-quality interactions. Weekly posts coordinated by WP6, with contributions from project partners, featured success stories, project milestones, event recaps, and E-tool updates. The platform facilitated direct outreach to over 820 followers, generating the highest engagement rates among all

communication channels. It also served as a space for knowledge sharing and informal feedback, where users and partners exchanged experiences following DMA workshops, Bootcamps, and conferences. This strong LinkedIn performance positioned EDIH Adria as a visible and credible actor within both the Croatian and wider European digital innovation ecosystem.

YouTube

The project's YouTube channel served primarily as a repository for audiovisual materials, ensuring long-term visibility and accessibility of multimedia content. It hosted demonstration videos, expert interviews, Bootcamp highlights, and AI Microservices presentations, acting as a visual archive that complemented textual and graphic communication. Videos were embedded across the website and E-tool to enrich the user experience and illustrate real-life applications of digital transformation services. This approach extended the reach of dissemination materials well beyond live events, providing a lasting and reusable communication asset for EDIH Adria and its partners.

Facebook

Facebook was used as a supporting platform aimed at maintaining continuous community engagement and promoting regional activities. It was particularly effective for local event promotion, photo updates, and informal storytelling, ensuring that EDIH Adria's messages remained visible to audiences less active on professional networks. While not the lead platform for strategic communication, it contributed to broadening the project's overall reach and visibility among local communities and smaller enterprises.

Coordination and Performance

Content across all social channels was developed collaboratively by WP6 and project partners, ensuring message consistency and alignment with the project's brand identity. Hashtag strategies such as #EDIH, #DigitalEU, #EDIHAdria, and #DigitalAdria were applied systematically to increase discoverability and integration with European-level campaigns. Social media updates were published weekly on LinkedIn, monthly on YouTube, and flexibly on Facebook depending on the event schedule and regional activity.

By combining these three platforms, EDIH Adria established a robust digital presence that effectively balanced professional engagement, public visibility, and multimedia storytelling. The integration of LinkedIn as the primary outreach tool and YouTube as a structured video repository proved particularly successful in driving user interaction, sustaining interest, and extending the project's visibility beyond its duration.

4.12.4 EDIH Adria Award concept

The EDIH Adria Award was established as an annual recognition programme celebrating outstanding achievements in digital transformation among SMEs, mid-caps, public institutions, and other ecosystem actors who demonstrated impactful use of services provided by the EDIH Adria consortium. Introduced as part of the project's broader communication and engagement strategy,

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

the Award became a high-visibility initiative promoting success stories, encouraging participation, and strengthening the sense of community within the regional digital innovation ecosystem.

The awards were designed and produced by consortium partner Rijeka Development Agency PORIN (RRA PORIN) using 3D printing technology, symbolising EDIH Adria's commitment to innovation, sustainability, and applied use of advanced manufacturing techniques. Each annual edition of the Awards was integrated into the project's major dissemination events, such as the Annual Conferences and Final Conference, ensuring strong visibility and stakeholder engagement.

Strategic Implementation

- Purpose: To encourage active participation, reward digital innovation, and publicly showcase the real-world impact of EDIH Adria's services.
- Audience Fit: SMEs, digital service providers, public institutions, and ecosystem partners actively engaged in EDIH Adria activities.
- Visibility: Award ceremonies were integrated into annual conference events and accompanied by social media campaigns, video highlights, and tailored press releases to maximise public exposure.

Award Editions and Recipients

The EDIH Adria Annual Awards were successfully presented on three occasions:

- 2023 – Regional Development Agency of Primorje-Gorski Kotar County (PRIGODA)



Figure 14 Vedran Kružić, PRIGODA, with EDIH Adria Annual Award 2023

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Recognised for outstanding contribution to regional digitalisation efforts and active cooperation with EDIH Adria in promoting digital transformation services to SMEs and local authorities.

- 2024 – Istrian Development Agency (IDA) and Kvarner Health Turism Cluster



Figure 15 Jelena Nikolić Ražem, IDA, Saša Zelenika, EDIH Adria project lead, Maria Banac, Kvarner Health Tourism Cluster manager, Damir Medved, EDIH Adria director

Presented at the 2024 Annual Conference, these two institutions were honoured for exceptional collaboration and proactive engagement. IDA was recognised for its strong outreach and communication efforts, effectively connecting SMEs with EDIH Adria services, while the Health Tourism Cluster was commended for facilitating cross-sector partnerships.

- 2025 - EDIH Adria Final Conference

Six special recognitions were presented, highlighting social impact, SME collaboration, and public sector partnerships:

- *Social Impact Awards:* Francesca Gržinić (City of Opatija) and Mario Rajn (Koprivničko-križevačka County) – for initiatives that demonstrated measurable community benefits and enhanced digital inclusion.
- *SME Collaboration Awards:* Dragan Sokolović (Smart Aqua) and Zorana Matić (CENOSCO) – for exemplary integration of digital solutions in business processes through EDIH Adria mentoring and support.
- *Public Sector Collaboration Awards:* Marin Gregorović (City of Cres) and Sanja Cinkopan Korotaj (Tourist Board of the City of Pula) – for leadership in local government digitalisation

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 16 EDIH Adria Awards ceremony 2025

Each award cycle attracted significant public recognition, reinforcing the visibility of EDIH Adria's mission and impact. The award programme effectively highlighted the diversity of beneficiaries — from small businesses and public administrations to innovation clusters - and demonstrated how EDIH Adria's services translated into tangible societal and economic benefits.

Impact

The EDIH Adria Award initiative proved to be one of the project's most successful communication instruments for promoting success stories and motivating continued engagement. It showcased the practical results of digital transformation across sectors and inspired new participants to join EDIH Adria programmes. This award recognized their exceptional contributions and successful collaborations in digital transformation initiatives. The award concept not only serves recognition purposes but also acts as a storytelling tool to reinforce public understanding of how EDIH Adria contributes to regional competitiveness and digital leadership.

4.12.5 Roll-up Banner

Roll-up banners are a key component of EDIH Adria's physical visibility strategy. They are designed in accordance with EU and national branding guidelines and are prominently displayed at all in-person events, such as conferences, meetups, bootcamps, and public workshops.

Strategic Use:

European Digital Innovation Hubs Network
Co-funded by the European Union
MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- Purpose: Reinforce visual identity and project legitimacy at public and stakeholder-facing events.
- Content elements: EDIH Adria and EU logos, core messages, visual motifs (linked to branding), contact QR codes, and service overviews.
- Placement strategy: Located at registration desks, panel backdrops, and speaker podiums.
- Frequency of use: At every physical dissemination or training event organized by EDIH Adria or attended by partners.

2 roll-up banners were developed in an early stage of the project. These banners were used to present the project during conferences, workshops, and other activities. They were used separately or together with one being a visual representation of the project and the other being more explanatory of EDIH Adria services.



Figure 17 Roll up versions

4.12.6 Press Releases

Press releases and related media activities were one of the key instruments for ensuring visibility and transparency of EDIH Adria's work throughout the 2023–2025 period. They served as the project's formal communication channel for announcing milestones, events, and results to the wider

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

public, while also supporting the credibility of the consortium within Croatia's innovation and business ecosystem. All official press materials were published through the project E-tool at www.edihadria.eu/novosti and distributed to regional and national media outlets, with follow-up dissemination across partners' digital channels and LinkedIn.

Press releases were coordinated by WP6 (RRA Porin) and reviewed internally to ensure compliance with EU and national visibility standards. Each release included the required EU emblem, the "Funded by the European Union – NextGenerationEU" acknowledgment, and the Croatian national RRF co-funding reference. Content typically covered project milestones, event announcements, bootcamp launches, success stories, and highlights from the EDIH Adria Awards and conferences.

The consortium maintained a structured media distribution list that included national outlets (via HINA), regional and local newspapers, specialised ICT and business media, and sector-specific platforms focusing on digitalisation and innovation.
This list was reviewed semi-annually and expanded with new contacts as EDIH Adria's profile grew.

Representative Media Coverage

The project achieved consistent coverage in both national and regional outlets, demonstrating strong media interest in its themes of digital transformation, artificial intelligence, and SME support.

Representative examples include:

- Launch and institutional positioning:

Novi list articles "Sveučilište s partnerima postaje sjedište europskog centra za digitalne inovacije" and "Predstavljen projekt EDIH Adria – Pomagat će malim i srednjim poduzetnicima u digitalizaciji poslovanja" introduced the hub to the public and positioned it as a national centre for digital innovation.

- Awareness and outreach:

Coverage such as Step Ri poziva mala i srednja poduzeća da iskoriste mogućnost procjene prilika za digitalizaciju poslovanja (Riportal) and Damir Medved o umjetnoj inteligenciji srednjoškolcima (Novi list) promoted specific events and outreach actions.

- Events and Bootcamps:

Outlets including Split Tech City, Pametni Gradovi, Šibenik.in, Istra24, and eIstra.info reported on EDIH Adria Bootcamps and training sessions across Croatia, highlighting their role in supporting SMEs and public institutions in adopting digital technologies.

- Annual conferences and meet-ups:

Articles such as "U prepunom Infobip Quantumu održana je godišnja konferencija – Meet-up 2023" (PodUčkun.net), "RRA Porin domaćin konferencije projekta EDIH Adria" (Torpedo Media), and "Pridružite se na prvoj godišnjoj konferenciji i Meet-up-u projekta EDIH Adria" (eKvarner.info) showcased strong stakeholder participation and public engagement.

- Thematic and feature coverage:

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

National technology platforms such as Netokracija published in-depth interviews and features — "Damir Medved o EDIH Adria" and "Testiranje prije ulaganja: kako EDIH Adria pomaže poduzetnicima" — providing expert insight and linking the project to Croatia's broader digital transformation debate.

These and other articles collectively demonstrate that EDIH Adria maintained a continuous and diverse media presence, spanning general news, business, technology, education, and regional development outlets.
Media tone was consistently positive, with coverage emphasising the project's practical value for SMEs, the public sector, and regional innovation systems.

Impact and Continuity

Press releases and media features significantly contributed to the project's overall communication impact by ensuring public awareness, credibility, and trust in EDIH Adria's activities.
They helped reach audiences beyond the project's immediate network, stimulated new service requests, and supported the project's positioning as a reference point for digital transformation in Adriatic Croatia.

4.9.7 Brochure/flyer

Printed and digital brochures and flyers were among EDIH Adria's most practical and versatile dissemination tools, used throughout the project to provide concise and accessible information to a broad range of stakeholders. These materials effectively introduced the project's mission, services, and contact points to SMEs, public institutions, and policy representatives, supporting awareness-raising during events and direct outreach activities. Produced in both Croatian and English, the brochures and flyers ensured accessibility to local and international audiences, depending on the format and event type. They were designed in alignment with the EDIH Adria visual identity guidelines and EU visibility requirements, incorporating the European Union emblem, NextGenerationEU acknowledgment, and national RRF co-funding reference.

Purpose and Use

The materials served as portable overviews of the project's mission, service portfolio, and partnership structure.
They were distributed primarily at conferences, bootcamps, meetups, and workshops, as well as through partner offices and email campaigns. The main purpose was to facilitate quick understanding of EDIH Adria's offer and to direct interested organisations toward further engagement via the E-tool or direct contact with partners.

Content and Formats

- Content: Short mission statement, overview of key services (Digital Maturity Assessment, Test Before Invest, Bootcamps, and Access to Finance), contact details of consortium partners, website and social media links, and funding acknowledgment.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- Formats: Folded brochures for large conferences and fairs, one-page flyers for specific training sessions or thematic workshops.
- Audience Fit: SMEs, mid-caps, public institutions, policy makers, and event participants seeking introductory information about EDIH Adria.

Distribution and Accessibility

Distribution was coordinated through partner organisations and took place both physically (during events, fairs, and partner meetings) and digitally (via targeted mailing campaigns and downloads from the shared archive). The digital versions were stored in the consortium's internal repository to ensure easy access for partners and to maintain a record of all updates. This approach ensured consistency in messaging and branding across all dissemination contexts.

Results and Impact

The brochures and flyers proved particularly effective as first-contact materials, helping potential users quickly understand EDIH Adria's value proposition. Their simple design and bilingual format made them adaptable for various audiences — from small local enterprises to policymakers and research institutions. By combining printed visibility with digital accessibility, these materials contributed significantly to EDIH Adria's outreach efficiency and coherence.



Figure 18 Brochure mockup

Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

4.12.8 Informative Project presentations

Informative project presentations represented one of EDIH Adria's core communication tools, used extensively throughout the project to engage a wide range of audiences — from EU policymakers and regional authorities to SMEs, academia, and the public. They served as a flexible and consistent instrument for visually communicating the project's mission, service portfolio, and impact across both in-person and online settings.

Throughout 2023–2025, EDIH Adria presentations were used at all major dissemination and stakeholder events, including the Annual Conferences, Meetups, Bootcamps, EU-level forums, and policy roundtables. These materials were critical in ensuring that the project's objectives, results, and success stories were presented clearly and coherently, regardless of the event format or audience type.

Purpose and Structure

The main purpose of these presentations was to communicate EDIH Adria's mission, services, and measurable achievements in a professional, visually unified format. Typical presentation decks included:

- Overview of project goals and consortium structure.
- Description of core services (Digital Maturity Assessment, Test Before Invest, Bootcamps, and Access to Finance).
- Examples of user success stories and testimonials.
- Quantitative impact indicators and progress toward KPIs.
- Branding elements, funding acknowledgments, and contact details.

Format and Accessibility

All presentations were prepared in PowerPoint format (Croatian and English) and designed according to templates developed by WP6 to ensure consistent branding and compliance with EU visibility standards. Templates featured the EDIH Adria logo, EU emblem with the "Funded by the European Union – NextGenerationEU" acknowledgment, and standard colour palette aligned with the project's visual identity. Partners were encouraged to adapt the general presentation to their specific contexts (e.g., regional events, EU networking sessions) while maintaining a unified visual and editorial style.

The general project presentation deck was distributed to all consortium partners early in implementation, providing a baseline tool that could be easily updated and customised. This ensured that every partner was ready to represent EDIH Adria at external events, ensuring continuity of messaging and consistency of tone across the consortium.

Frequency and Updating

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

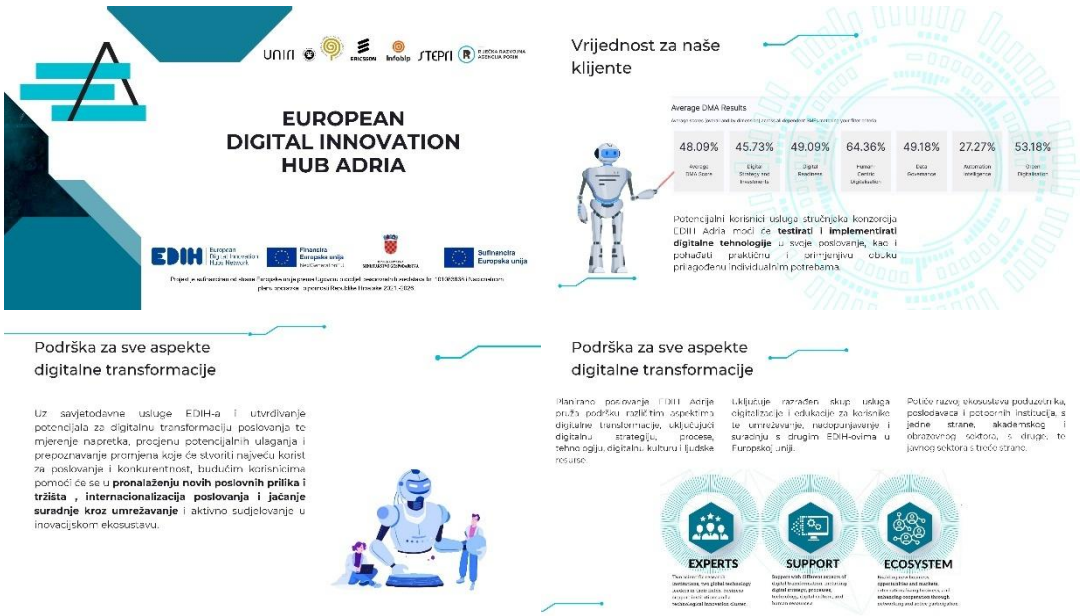
Project presentations were used at every major dissemination activity, including regional meetups, national policy events, and European-level conferences organised through the EDIH Network and Digital Transformation Accelerator (DTA). Content was regularly updated to reflect:

- Newly launched services or calls.
- Progress toward KPIs.
- Recent success stories and user testimonials.
- Upcoming events and cross-EDIH collaborations.

Updated versions of presentation decks were stored in the shared consortium repository and circulated through WP6 communication channels. Where relevant, presentation slides or video excerpts were also shared on the project website and social media accounts, extending their visibility beyond live audiences.

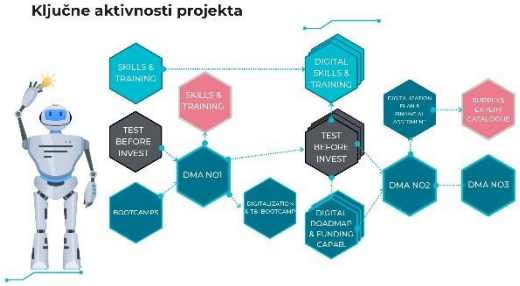
Results and Impact

The use of harmonised and visually consistent presentations proved to be one of the most effective tools for promoting EDIH Adria's work. They allowed partners to confidently and uniformly present the project at national and EU levels, ensuring that EDIH Adria was represented as a cohesive and professional initiative. The presentations also helped foster recognition and trust among stakeholders, providing a clear overview of available services, success cases, and opportunities for collaboration.



EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Ključne aktivnosti projekta





EDIH Adria

EDIH Adria pomoći će poduzećima u ubrzanju integracije moderne tehnologije, obuci osoblja, identificiranju financijskih opcija i uspostavljanju veza s ključnim regionalnim, nacionalnim i europskim akterima

Riječka razvojna agencija Porin

RIJEČKA RAZVOJNA AGENCIJA PORIN

Riječka razvojna agencija Porin d.o.o. u projektu EDIH Adria sudjeluje s dugogodišnjim iskustvom u pružanju podrške malim i srednjim poduzećima te razvoju inovacija. Preuzimanjem Smart Rijeka, Porin je dodatno osnažio svoju ulogu u razvoju i implementaciji naprednih tehnoloških rješenja.

Step Ri

STEPRI

Step Ri jedna je od glavnih hrvatskih institucija za pomoć poduzetništvu, središte za spajanje istraživanja i poslovanja te potporu poduzetništvu temeljenom na znanju.
Osmišljavaju projekte i specijalizirane programe koji potiču poduzetničke pothvate koristeći naše znanje i iskustvo, samostalno i uz pomoć međunarodne mreže partnera i prijatelja.

Step Ri nastoji biti najbolje mjesto za transformaciju poslovanja, javnog sektora i znanosti, kao partner EEN mreže s iskustvom u više od 50 EU i nacionalnih inicijativa.

Infobip

infobip

Infobip je prvi hrvatski jednorog s vrhunskom infrastrukturom, tehnološkim vodstvom i golemim ljudskim resursima. Partnerstva s tehnološkim divovima, telekomunikacijskim tvrtkama, konzultantskim tvrtkama i start-upovima potaknula su njihovo eksponencijalno širenje.

Infobip omogućuje globalne digitalne transformacije poduzeća i državnih agencija, povećavajući prihode i profitabilnost uz povećanje zadržavanja i lojalnosti klijenata.

Ericsson Nikola Tesla

ERICSSON

Sadašnje usluge koje pruža Ericsson Nikola Tesla temelje se na vrhunskoj tehničkoj kompetenciji, analizi podataka, automatizaciji, optimizaciji i operacijama vođenim umjetnom inteligencijom.

ENT ima profesionalce u razvoju 4G/5G rješenja, pružanju i prodaji usluga, digitalnoj transformaciji pružatelja usluga temeljenoj na oblaku i automatizaciji, upravljanim uslugama te razvoju i implementaciji novih platformskih rješenja u segmentu industrije i društva.
Nudi niz obrazovnih usluga kako bi zadovoljio zahtjeve svojih zaposlenika, klijenata i partnera.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

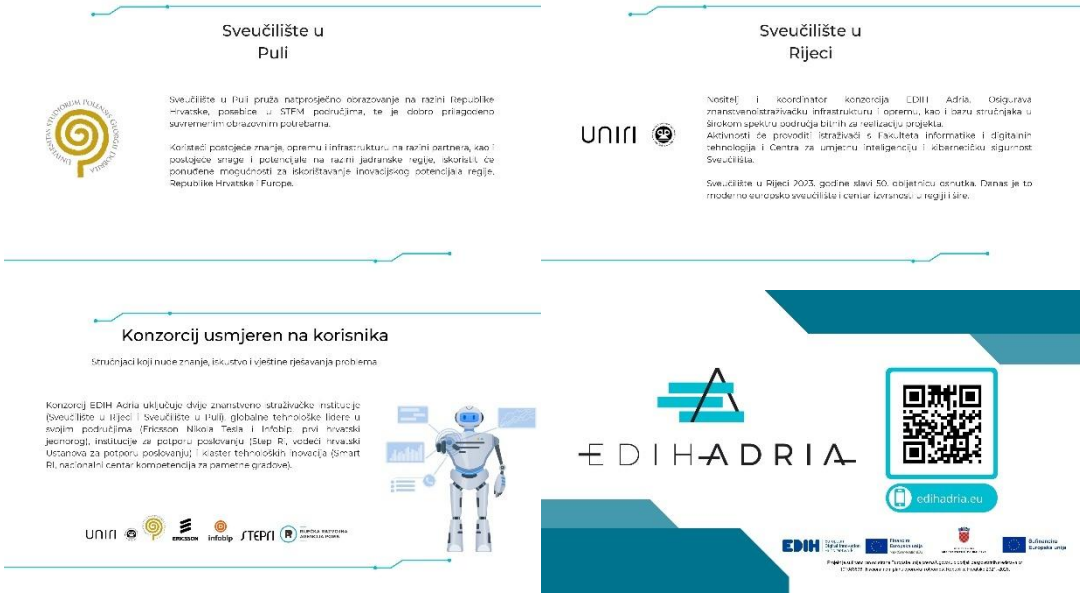


Figure 19 Project general info presentation slides

4.12.9 Poster

A B1-format poster was designed and produced in April 2023 as part of EDIH Adria's core visual communication materials. Ten printed copies were distributed to all consortium partners for display in public and institutional spaces, ensuring consistent project visibility at partner offices, events, and high-traffic locations. The poster functioned as a passive but effective awareness tool, communicating EDIH Adria's mission, service offer, and contact points to a broad audience.

Design and Content

The poster design followed the official EDIH Adria visual identity and incorporated all mandatory EU and national funding acknowledgments, including the European Union emblem with the *"Funded by the European Union – NextGenerationEU"* statement and national RRF co-financing logos. Key content elements included:

- Visual identity and project tagline (*"Empowering digital transformation across Adriatic Croatia"*).
- Concise summary of services (Digital Maturity Assessment, Test Before Invest, Bootcamps, and Access to Finance).
- QR codes providing direct access to the EDIH Adria website and E-tool.
- Partner and contact references for follow-up communication.

The layout prioritised clarity and recognisability, allowing the poster to remain legible and visually appealing across various display contexts — from institutional corridors to event venues.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Purpose and Distribution

The poster was intended to serve as a long-term awareness instrument, maintaining the project's public visibility outside of digital channels. It was prominently displayed at partner institutions, innovation centres, universities, and event venues. A digital master version was made available in the consortium's shared repository for reprinting or adaptation by partners as needed. This ensured the poster's continued use throughout the project and easy scalability for future events.

Adaptations and Continued Use

In 2024, the poster was updated for specialised dissemination contexts, including its adaptation for the SRCE DEI Conference, where visuals and key messages were tailored to better resonate with academic and public sector audiences. The updated version retained the core visual identity while integrating new imagery and refreshed messaging aligned with the conference's theme on digital innovation and education. The poster continued to be displayed at partner events and premises through 2025 and remains part of the official EDIH Adria communication toolkit.

Results

The EDIH Adria poster proved to be a simple but enduring dissemination asset that complemented the project's digital channels by providing physical, high-visibility representation of the initiative. Its continued use and adaptability demonstrated the flexibility of the project's visual strategy and contributed to maintaining brand consistency across public appearances and institutional environments.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

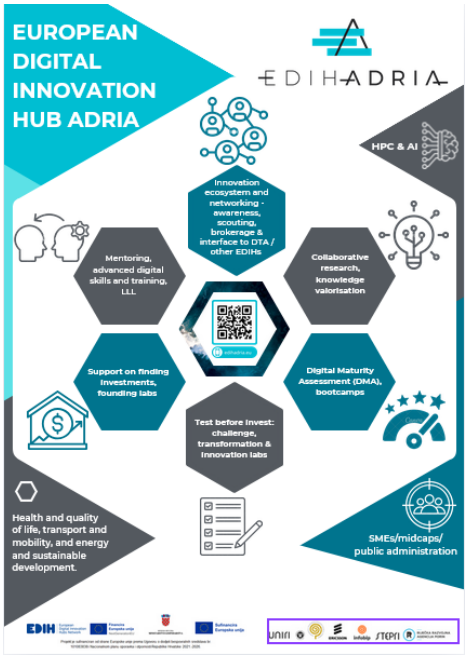


Figure 20 Project B1 poster design

4.12.10. Promo materials – goodie bag

Promotional materials played an important role in enhancing EDIH Adria's visibility and physical presence at public events, conferences, and training activities. They served as tangible reminders of the project's identity and mission, reinforcing brand recognition while providing participants with practical, high-quality items that reflected the project's professional and innovative character.

Throughout 2023–2025, branded items were distributed as part of EDIH Adria goodie bags at major dissemination events, including Annual Conferences, Bootcamps, and Meetups. The inclusion of these materials contributed to a unified and recognisable project presence, supporting both outreach and participant engagement.

Purpose and Function

The primary purpose of the promotional materials was to strengthen EDIH Adria's visual identity and recall value among stakeholders. Each item was designed to reflect the project's aesthetic and thematic focus on digital transformation, technology, and collaboration. The goodie bags were distributed to event participants, guest speakers, and institutional representatives as part of registration materials or welcome packages.

Design and Implementation

The production and budget management for promotional materials were coordinated by project partner Step Ri, which oversaw the full process from design to procurement and distribution. Items

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

were produced in accordance with EDIH Adria's visual identity guidelines and EU visibility requirements, featuring the project logo, EU emblem, and co-funding acknowledgment.

Core items included:

- Branded tote bags featuring the EDIH Adria logo and EU funding reference.
- Pens and notepads used during training sessions and Bootcamps.
- Reusable water bottles and power banks distributed at conferences and outdoor events.
- USB drives containing digital brochures, presentations, and promotional materials.

Initial production took place in 2023 in line with the dissemination and events calendar, with additional quantities ordered in 2025 to accommodate growing outreach needs and increased event participation. This flexible approach allowed Step Ri to adjust procurement based on actual usage trends, ensuring cost-efficiency and sustainability.

Distribution and Use

Goodie bags were distributed at Annual Conferences, regional Meetups, Bootcamps, and training workshops, where they were well-received by participants as both useful and symbolic items of affiliation with EDIH Adria. Promotional materials were also used at information stands during partner-organised events and cross-EDIH meetings, further expanding visibility among national and European audiences.

Results

The consistent use of branded promotional materials across all events strengthened brand recognition and contributed to a cohesive, professional image of EDIH Adria. These items also acted as long-term visibility tools, as participants continued to use them beyond event contexts, extending the project's presence into workplaces, academic institutions, and public offices.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 21 Promo materials - goodie bag content

Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

4.13. Network Building and Stakeholder Engagement

Network building and stakeholder engagement represented a central pillar of EDIH Adria's dissemination and communication strategy. Beyond information sharing, these activities fostered dialogue, trust, and long-term cooperation with SMEs, public institutions, academia, and digital service providers across Adriatic Croatia. Through structured engagement actions, EDIH Adria successfully built a strong, collaborative ecosystem that extended beyond project implementation and laid the groundwork for continued cooperation under EDIH Adria 2.0 (2026–2028).

The two primary engagement formats — Annual Conferences and Project Meetups — were designed to complement each other. While the conferences served as high-visibility flagship events focused on results dissemination and strategic dialogue, the meetups offered a more informal, interactive environment for peer exchange and practical learning.

4.13.1. Project Annual Conferences

The EDIH Adria Annual Conferences served as the project's flagship dissemination events, combining public accountability, knowledge sharing, and ecosystem building. Each edition gathered key representatives from the private and public sectors, academia, and the media to present project progress, share user experiences, and discuss emerging digital transformation trends. The conferences consistently attracted regional and national attention and became recognised as key events in Croatia's digitalisation landscape.

First Annual Conference – 30 November 2023, Infobip Quantum, Vodnjan

The inaugural EDIH Adria Annual Conference officially launched the hub's service offer to the broader public. Held at Infobip Quantum, one of Croatia's leading innovation venues, the event brought together over 100 participants, including SMEs, universities, local authorities, and industry partners. Discussions focused on artificial intelligence, digital readiness assessment, and cross-sector collaboration. The event featured interactive panels, service presentations, and networking sessions, providing participants with first-hand insights into available EDIH Adria services.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 22 EDIH Adria annual conference 2023.

During the conference, the first EDIH Adria Award was presented to the Regional Development Agency of Primorje-Gorski Kotar County - PRIGODA for outstanding contribution to regional digitalisation. The physical award was designed and 3D printed by RRA PORIN, highlighting the use of innovative technologies within the consortium.

Second Annual Conference – 2 October 2024, Proizvodni park Torpedo, Rijeka

The second Annual Conference, titled *"Digital Transformation for All – Scaling Innovation in the Adriatic Region"*, was held at Proizvodni park Torpedo in Rijeka and attracted more than 60 participants. The event presented the outcomes of TBI services, shared success stories from SMEs and public institutions, and introduced the AI Microservices Hub as one of the project's flagship exploitation results. Panel sessions explored AI adoption, digital skills development, and regional policy alignment under the Digital Europe Programme.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 23 EDIH Adria Annual Conference 2024

The EDIH Adria Awards 2024 were awarded to Istarska Razvojna Agencija (IDA) and the Kvarner Health Tourism Cluster, recognising exceptional collaboration, outreach, and contribution to the regional innovation ecosystem.

Final Annual Conference – 21 November 2025, Hotel Bonavia, Rijeka

The third and final EDIH Adria Annual Conference marked the culmination of the project's activities and achievements. Held at Hotel Bonavia in Rijeka, the event brought together over 70 participants from across Croatia and the wider European Digital Innovation Hub network.

The Final Conference also served as a platform for producing audiovisual dissemination materials, including stakeholder testimonials and project leadership statements. video communication materials were filmed during and ater the Final Conference, including recorded sessions and testimonial videos featuring EDIH Adria users, the Project Manager, and the Project Director. Produced output included:

These materials were used to:

- demonstrate concrete user impact and satisfaction,
- communicate project results in an accessible and reusable format,
- support post-project visibility and sustainability of EDIH Adria services.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 24 EDIH Adria Annual Conference 2025

The conference included panels on AI in practice, data management, and SME digital strategies, as well as a presentation of the final project results and lessons learned. The closing EDIH Adria Awards 2025 were presented in three categories:

- *Social Impact Awards:* Francesca Gržinić (City of Opatija) and Mario Rajn (Koprivničko-križevačka County).
- *SME Collaboration Awards:* Dragan Sokolović (Smart Aqua) and Zorana Matić (CENOSCO).
- *Public Sector Collaboration Awards:* Marin Gregorović (City of Cres) and Sanja Cinkopan Korotaj (Tourist Board of the City of Pula).

4.13.2. Project Meetups

The EDIH Adria Meetups complemented the Annual Conferences by providing smaller, high-engagement spaces for direct interaction with users and stakeholders. These gatherings were designed to encourage dialogue, exchange experiences, and promote peer learning among SMEs, public institutions, academia, and digital service providers.
Each Meetup focused on a specific theme relevant to EDIH Adria's mission — from practical AI applications to public-sector digital readiness — and served as an important mechanism for collecting feedback and strengthening community ties within the regional innovation ecosystem.

First Meetup – 30 November 2023, Infobip Quantum, Vodnjan

The first EDIH Adria Meetup took place immediately following the inaugural Annual Conference, at Infobip Quantum in Vodnjan.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 25 EDIH Adria Meetup 2023

The event gathered participants from across Adriatic Croatia and served as an informal extension of the conference programme, offering an opportunity for stakeholders to connect directly with EDIH Adria experts and partners. The session included interactive discussions, Q&A exchanges, and networking activities, allowing users to share their first experiences with digital transformation services such as DMA and Bootcamps. This initial Meetup helped establish the EDIH Adria community model and demonstrated the value of user-centred, participatory engagement.

Second Meetup – 22 November 2024, Proizvodni park Torpedo, Rijeka ("Torpedo Days")

Theme: *AI in Business – How Digital Evolution Drives Success*

The second EDIH Adria Meetup was organised in cooperation with Proizvodni park Torpedo Rijeka as part of the Torpedo Days 2024 event, co-hosted by RRA PORIN. With more than 60 participants, this meetup explored the practical application of artificial intelligence in business and public administration, demonstrating how digital tools can improve efficiency, decision-making, and competitiveness.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 26 EDIH Adria Meetup 2024

The programme featured panel discussions, expert presentations, and live technology demonstrations, showing how EDIH Adria services help organisations test and adopt AI-based solutions responsibly.



Figure 27 EDIH Adria Meetup 2024 - panel discussion

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Speakers included representatives from SMEs, academic institutions, and EDIH Adria partner organisations who shared use-cases and lessons learned from DMA and TBI processes. The event drew strong media attention and positioned EDIH Adria as one of the key promoters of AI adoption in Croatia's innovation ecosystem.

Third Meetup – 17 June 2025, RiHub, Rijeka

Theme: *Digital Transformation and AI – Where We Are and Where We're Going*

The third EDIH Adria Meetup, hosted at RiHub Rijeka, continued the project's tradition of hands-on and discussion-based engagement.



Figure 28 EDIH Adria Meetup 2025 panel discussion

The event gathered around 70 participants, including entrepreneurs, researchers, local authorities, and students, to reflect on the current state of digital transformation and explore future directions for AI deployment. Interactive sessions combined panel discussions, quizzes, and open debates with practical demonstrations of AI Microservices developed through the project.

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske



Figure 29 EDIH Adria Meetup 2025

EDIH Adria partners presented concrete results from TBI activities and facilitated conversations on how organisations can maintain digital momentum beyond the project's completion. The atmosphere was highly participatory, underscoring EDIH Adria's commitment to inclusive, user-driven dialogue.

Both the 2024 and 2025 Meetups showcased EDIH Adria's ability to create inclusive, user-driven spaces for learning and collaboration, where technical insights were complemented by practical examples and real-world feedback. These events strengthened relationships between EDIH Adria partners, end users, and the broader innovation ecosystem, directly supporting the hub's long-term sustainability objectives.

4.13.3. External Events (Project Info Days and Demo Labs)

EDIH Adria has actively participated in a wide range of external events—in Croatia and across the EU—to expand its visibility, engage target groups, and share knowledge with peers and policymakers. While initially conceived as standalone dissemination actions, Info Days and Demo Labs were strategically integrated into existing national and international events to leverage larger audiences and reduce organisational costs. This approach ensured greater impact, alignment with partner activities, and long-term visibility of the project within broader digitalisation and innovation ecosystems.

Strategic Use

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

- Purpose: Amplify project visibility, demonstrate EDIH Adria's services and results, strengthen cross-sector collaboration, and position the hub as a recognised regional and European innovation actor.
- Formats: Keynote and panel contributions, live service demonstrations, case-study presentations, and interactive workshops.
- Audiences: SMEs, local and regional authorities, academia, digital service providers, policy institutions, and fellow EDIHs.
- Event types: Conferences, industry expos, EU forums, digital-innovation workshops, and thematic policy roundtables.

Implementation Update

To maximise efficiency and outreach, WP6 and partners embedded Info Days and Demo Labs within prominent events and innovation gatherings rather than hosting them separately. This strategy resulted in participation in 50+ external conferences and forums across Croatia and the EU, 7 training and workshop sessions where EDIH Adria contributed expert content, and 2 collaboration activities with EU-funded projects for knowledge exchange. In addition, one clustering activity was undertaken to build synergies with related innovation networks and EDIHs.

These activities significantly increased EDIH Adria's reach beyond its immediate user base and supported feedback loops from broader innovation communities.

Year	***Event & Location***	***Description and EDIH Adria Involvement***
March 2023	SRCE DEI Conference 2023 (Zagreb)	EDIH Adria was presented to academia and public institutions as part of the national e-Infrastructure Days (*Dani e-infrastrukture SRCE DEI 2023*), promoting the use of AI, HPC, and digital tools in higher education and research.
May–June 2023	Digital Assembly 2023 (Stockholm, Sweden)	EDIH Adria was showcased at the European Commission's flagship event for digital policy and innovation, highlighting its approach to digital transformation services for SMEs.
September 2023	DIH World Community Days 2023 (EU Network)	EDIH Adria participated in this pan-European networking event, exchanging experiences and best practices among the Digital Innovation Hub community.
May 2024	Ljubljana Forum 2024 (Slovenia)	EDIH Adria presented examples of advanced services, including DMA and Bootcamp results, to an international audience of policymakers and innovation professionals.
June 2025	MIPRO 2025 – ICT and Electronics Convention (Opatija, Croatia)	EDIH Adria participated with a promotional stand and contributed to expert panels, showcasing digital innovation services and engaging with industry and academic stakeholders.
July 2025	PulaTechCon 2025 (Pula, Croatia)	EDIH Adria project results were presented at the Central and Mediterranean European Conference on New Technologies, Innovations, Society, and Development, organised by the University of Pula, enabling international knowledge

Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

		exchange and networking on emerging technologies and innovation.
October 2025	CIHT 2025 (Crikvenica International Health Tourism Conference)	Participation in the panel on *Digital Transformation and AI in Health Tourism*, demonstrating EDIH Adria's impact in the health and wellness sectors.
September 2025	ADR Forum 2025 (Stavanger, Norway)	Contribution to the European EDIH track, sharing insights on regional collaboration and SME engagement models.
September 2025	CityUpgrade Conference 2025	AI Implementation – Case Study: Chatbot for Spatial Planning Gordan Krčelić (UNIPU), Danijel Blazsetin (Infobip), Mario Rajn (Koprivničko-križevačka County); presented as part of the City Upgrade conference, showcasing practical implementation of AI for urban planning.
October 2025	RSA 2025 Conference (Porto, Portugal)	Presented *"Umjetna inteligencija i mikrousluge kao temelj digitalne transformacije"*, focusing on AI microservices as a key exploitation result and practical enabler of digital transformation.
October 2025	Unlock Rijeka Conference 2025	EDIH Adria acted as co-organiser of the conference, contributing to programme design, speaker curation, and dedicated sessions on AI, digital transformation, and EDIH services, positioning the hub as a regional convenor of innovation stakeholders.

Table 6 Examples of external engagements (2023 – 2025)

Results

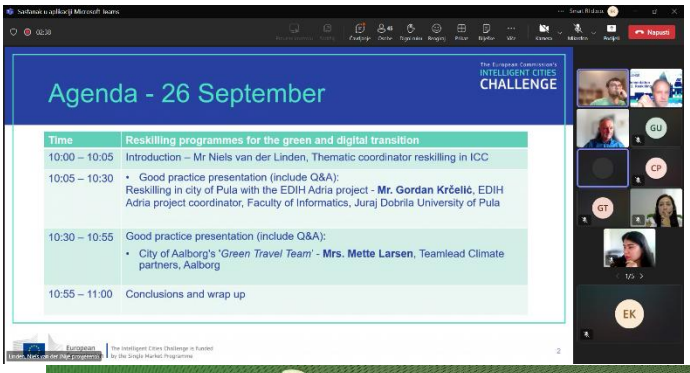
Participation in these events enabled EDIH Adria to:

- Strengthen its position as a key digital-innovation hub for Adriatic Croatia.
- Build bridges with European counterparts through the EDIH Network and Digital Transformation Accelerator (DTA).
- Collect valuable stakeholder feedback and identify cross-border collaboration opportunities.
- Promote user success stories and present practical examples of digital transformation in both the private and public sectors.
- Demonstrate leadership capacity by co-organising regional innovation events and acting as a convenor for SMEs, policymakers, and innovation actors.

By integrating Info Days and Demo Labs into high-profile events and maintaining a continuous presence at European and national fora, EDIH Adria achieved broader exposure, greater cost efficiency, and stronger stakeholder trust.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske









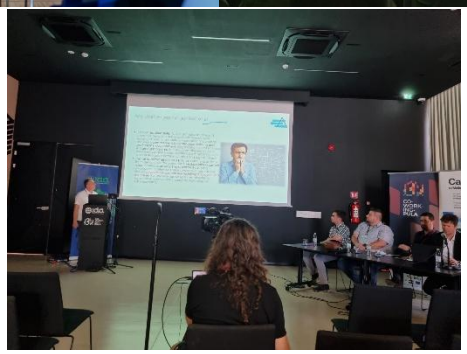


Figure 30 EDIH Adria presented on external events

4.13.4. Project activities as communication and dissemination opportunities

Throughout the implementation period, EDIH Adria systematically leveraged its core operational activities—including Digital Maturity Assessments (DMAs), Bootcamps, Test Before Invest (TBI) trials, and training sessions—as ongoing communication and dissemination opportunities. This integrated

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

approach ensured that communication was not treated as a separate function but as an embedded element of service delivery, allowing the project to reach beneficiaries directly at moments of highest engagement and relevance.

Purpose and Approach

The objective of this approach was to maximize the communication potential of user-facing services and to ensure that outreach and feedback were naturally incorporated into daily project operations. By doing so, every service interaction also became a touchpoint for storytelling, visibility, and impact measurement.

To achieve this, dissemination principles were systematically integrated into service workflows:

- User success stories and testimonials were collected during and after service delivery, highlighting tangible results and satisfaction.
- Quotes, case studies, and photos from Bootcamps, DMAs, and TBI consultations were regularly compiled and used in newsletters, press releases, and social-media updates.
- Short follow-up surveys were distributed to participating organisations to capture their perception, satisfaction level, and expected next steps in their digital-transformation journey.
- Expert engagements and mentoring sessions were used as opportunities to explain the broader role of the EDIH network and promote cross-service participation.

This method provided a continuous flow of authentic, user-driven content that strengthened EDIH Adria's visibility while feeding real experiences back into project evaluation and planning.

Cross-Work Package Collaboration

The implementation of this model required close collaboration among WP6 (Dissemination and Communication) and other work packages:

- WP2 (TBI) shared early success cases and site-visit visuals to illustrate concrete transformation results achieved through testing and mentoring.
- WP3 (Training and Skills Development) provided feedback from trainees, attendance data, and user stories for dissemination across digital channels.
- WP4 (Digital Maturity Assessments and Bootcamps) contributed quantitative metrics and participant insights used in progress reporting and outreach materials.

This inter-WP collaboration proved to be a major improvement over the original plan, creating a consistent "feedback loop" between project implementation, storytelling, and external communication.

Outcomes and Impact

Embedding communication into service delivery generated a steady pipeline of high-quality, evidence-based dissemination materials. By the end of 2025, over 300 SMEs and public institutions

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

that had engaged in DMAs, Bootcamps, or TBI consultations provided qualitative feedback that was used in communication outputs such as press releases, success stories, and conference materials. These authentic narratives illustrated the direct benefits of digital transformation and increased the credibility of EDIH Adria's communication efforts.

This approach ensured that dissemination activities were grounded in real user experience and measurable impact, rather than generic promotion. It also reinforced the project's reputation as a user-oriented initiative that listens, learns, and adapts based on stakeholder needs. The model established under WP6 will continue to be applied and refined under EDIH Adria 2.0 (2026–2028) to maintain the strong link between implementation and communication.

5. Monitoring, Evaluation and Reporting

Monitoring and evaluation were integral components of the EDIH Adria Dissemination and Communication (D&C) strategy. Throughout the 2023–2025 period, WP6 systematically tracked the performance and outcomes of communication tools, channels, and events, using both quantitative and qualitative indicators. The results of this continuous monitoring have informed tactical adjustments, guided stakeholder engagement, and ensured that dissemination remained closely aligned with the project's evolving objectives.

5.1 Evaluation Approach

The monitoring framework established in D6.1 evolved into a full evaluation system during the project's implementation. It combined *quantitative data* (web analytics, media metrics, attendance lists) with *qualitative insights* (user testimonials, partner feedback, media tone, and engagement quality). This dual approach allowed WP6 to measure not only outreach and visibility but also engagement depth, content relevance, and perceived value among stakeholders.
Evaluation was carried out semi-annually by WP6, in cooperation with WP1 (Project Management), through structured internal reviews and coordination meetings. Findings were used to optimise social-media strategy, strengthen storytelling practices, and tailor event formats to target-group needs.

5.2 Evaluation Findings

Across all dissemination channels, EDIH Adria met or exceeded most performance targets set out in the original D6.1 plan. While KPIs primarily measure visibility and engagement, many broader achievements—such as the creation of the E-tool, growth of digital channels, and organisation of high-impact conferences—also demonstrate communication effectiveness and ecosystem impact.

Activity	Indicator	2023 (Baseline)	End of Project (2025)	Evaluation Summary

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Website	Page visits (Google Analytics)	~100/month	> 3000/month	Traffic grew steadily, driven by event news, open calls, and AI Microservices updates.
LinkedIn	Followers	0	> 807	Surpassed target (500); most engaging platform, consistent organic growth.
YouTube	Videos / views	0	36 videos / 493 views	Established as a content repository for demo and event videos.
Press Releases	Number issued	4	> 12	Targets achieved; diversified coverage across national and regional media.
Media Coverage	Clippings (online/offline)	25 target total	> 30	Wide coverage in *Novi list*, *Netokracija*, *Riportal*, *Pametni gradovi* and others.
Expert Publications	Articles / papers	0	>9	Published in thematic and policy venues, incl. SRCE DEI and CIHT proceedings.
Annual Conferences	Events held	1	3	Three successful editions (2023, 2024, 2025).
Conference Attendance	Participants	≥ 75 target	> 350 total	Exceeded target ; strong stakeholder mix.
Meetups	Events held / participants	1 / 35	3 / ~300	Fully achieved; high user interaction and feedback.
Promotional Materials	Outputs (brochures, bags, posters)	Initial set	All updated and distributed 2023-25	Continuous use across events; branding consistency maintained.
EDIH Adria Awards	Editions held	1	3	Annual recognition program established and widely covered.

Table 7 Achievements and indicators

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

5.3 Qualitative Assessment

- Channel Performance: LinkedIn proved the most effective engagement platform, fostering professional discussion and generating sustained visibility. The E-tool became the primary conversion channel for service requests, demonstrating that online communication translated into tangible service uptake.
- Content Relevance: Posts and press releases highlighting user success stories (especially DMA and TBI cases) achieved the highest interaction rates.
- Audience Diversity: Engagement extended beyond the initial SME and PSO target groups, attracting academia, development agencies, and financial intermediaries.
- Media Tone: External coverage remained consistently positive, positioning EDIH Adria as a credible and impactful initiative.
- Partner Collaboration: WP2–WP6 cooperation improved content quality and timeliness; several partners integrated dissemination outputs into their institutional communication.

5.4 Link to Broader Project KPIs

D&C activities directly supported the achievement of broader project outcomes defined in Section 2.2 (Project KPIs). By increasing awareness, understanding, and trust, they contributed to higher service uptake, stronger cross-sector collaboration, and the establishment of a sustainable innovation ecosystem. Many qualitative impacts—such as user confidence, knowledge transfer, and perception of digital readiness—were amplified through consistent communication practices.

5.5 Lessons Learned and Recommendations

- Integrate evaluation from the start: Embedding analytics and feedback loops early simplified performance tracking and adaptive management.
- Prioritise storytelling over volume: Fewer, higher-quality outputs had greater engagement than frequent low-impact posts.
- Sustain community channels: LinkedIn and the E-tool community sections will remain active under EDIH Adria 2.0.
- Balance digital and in-person formats: Physical events generated authentic content and trust; digital follow-ups extended reach.
- Keep data-driven management: Combining analytics with qualitative feedback ensures responsive, evidence-based communication.

In summary, the evaluation confirms that EDIH Adria's dissemination and communication actions were effective, efficient, and strategically aligned with project objectives. All quantitative indicators were met or exceeded, and qualitative evidence demonstrates strong stakeholder engagement and lasting visibility.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

6. Conclusion

Over the course of 2023–2025, EDIH Adria successfully implemented a comprehensive, results-oriented Dissemination, Communication and Exploitation (DCE) strategy that fulfilled and, in many cases, exceeded the objectives defined in the initial plan (Deliverable D6.1). Through coordinated actions across the consortium, the project established a recognisable brand, maintained continuous visibility, and built a trusted network of stakeholders actively engaged in the digital transformation of Adriatic Croatia.

Communication and dissemination activities were fully embedded in the project's operational structure. WP6 worked in close cooperation with WP2, WP3, WP4 and WP5 to ensure that information flows, user engagement, and success stories reflected real experiences and measurable impact. This integration made dissemination a living process—directly connected to service delivery and user satisfaction—rather than a parallel or purely promotional activity.

Key achievements of the implementation period include:

- Establishment and continuous enhancement of the EDIH Adria E-tool, the central platform for service access and visibility.
- Growth of digital communication channels, particularly LinkedIn and YouTube, which became effective tools for engagement and storytelling.
- Organisation of three Annual Conferences and three regional Meetups, attracting more than 600 participants in total and generating sustained media attention.
- Active participation in 50+ external conferences and forums at national and EU levels, ensuring cross-border visibility and knowledge exchange.
- Continuous production of high-quality promotional materials, including digital brochures, videos, and branded assets that reinforced the project's identity.
- Implementation of the EDIH Adria Awards, which became a symbolic and motivational element of stakeholder recognition.
- Embedding dissemination within core activities such as DMA assessments, Bootcamps, and TBI processes, creating authentic, user-driven communication content.

Quantitative and qualitative evaluation confirms that the D&C objectives have been fully achieved. All major performance indicators - web traffic, social-media growth, event participation, and media coverage—met or exceeded their targets, demonstrating consistent effectiveness and broad stakeholder reach.
Equally important, qualitative analysis shows that EDIH Adria's messages were well understood, its tools widely adopted, and its identity firmly established within Croatia's digital innovation landscape.

The project has also created foundations for sustainability and continuity. Many of the networks, partnerships, and communication mechanisms established under EDIH Adria will remain active and evolve within EDIH Adria 2.0 (2026–2028), ensuring that visibility, knowledge sharing, and user engagement continue seamlessly. The lessons learned—particularly the integration of storytelling

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

into service delivery and the focus on evidence-based communication—will inform future outreach efforts and enhance impact replication across the European EDIH Network.

In conclusion, EDIH Adria has demonstrated that effective dissemination and communication are not peripheral activities but core enablers of digital transformation. By combining strategic consistency, creative content, and active partner collaboration, the project succeeded in building an informed, connected, and motivated community around digital innovation in the Adriatic region—leaving a strong legacy for its continuation and for the wider European digital ecosystem.

European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

List of tables

Table 1 Summary of results against objectives 9
Table 2 Dissemination golas versus implemented resutl/outcomes 23
Table 3 Links between project and communication objectives 24
Table 4 Summary of service user structure 30
Table 5 Project organisational bodies meetings 34
Table 6 Examples of external engagements (2023 – 2025) 65
Table 7 Achievements and indicators 69

List of Figures

Figure 1: Basic graphic logo 16
Figure 2: Brand name with brand colours 16
Figure 3: Brand name and logo combination 17
Figure 4 Presentation deck 18
Figure 5 Email signature template 18
Figure 6 Deliverables and Milestones template 19
Figure 7 Evaluation questionaire example template 19
Figure 8 Signature list template 19
Figure 9 GDPR Statement template 20
Figure 10 Roll up versions 20
Figure 11 Funding acknowledgment 32
Figure 12 National funding visuals update 32
Figure 13: EDIH Adria info for partners websites example 39
Figure 14 Vedran Kružić, PRIGODA, with EDIH Adria Annual Award 2023 41
Figure 15 Jelena Nikolić Ražem, IDA, Saša Zelenika, EDIH Adria project lead, Maria Banac, Kvarner Health Tourism Cluster manager, Damir Medved, EDIH Adria director 42
Figure 16 EDIH Adria Awards ceremony 2025 43
Figure 17 Roll up versions 44
Figure 18 Brochure mockup 47
Figure 19 Project general info presentation slides 51
Figure 20 Project B1 poster design 53
Figure 21 Promo materials - goodie bag content 55
Figure 22 EDIH Adria annual conference 2023. 57
Figure 23 EDIH Adria Annual Conference 2024 58
Figure 24 EDIH Adria Annual Conference 2025 59
Figure 25 EDIH Adria Meetup 2023 60
Figure 26 EDIH Adria Meetup 2024 61
Figure 27 EDIH Adria Meetup 2024 - panel discussion 61
Figure 28 EDIH Adria Meetup 2025 panel discussion 62

EDIH European Digital Innovation Hubs Network
Co-funded by the European Union
REPUBLIKA HRVATSKA MINISTARSTVO GOSPODARSTVA
Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

Figure 29 EDIH Adria Meetup 2025 63
Figure 30 EDIH Adria presented on external events 66

Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske

EDIH ADRIA

DIGITALNA TRANSFORMACIJA JADRANSKE HRVATSKE

European Digital Innovation Hubs Network

Co-funded by the European Union

REPUBLIKA HRVATSKA
MINISTARSTVO GOSPODARSTVA

Projekt je temeljem Ugovora o dodjeli bespovratnih sredstava br. 101083838, sufinanciran od strane Europske unije iz programa Digitalna Europa (DIGITAL) te iz Državnog proračuna Republike Hrvatske