

D6.2

Dissemination and Communication Results



skillbill

SKILL TO BOOST INNOVATION & PROFESSIONAL
FULFILLMENT IN A SUSTAINABLE ECONOMY

WHITE RESEARCH (WR)

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DISCLAIMER

This disclaimer serves to clarify that our calculations and planning were strategic and based on our previous experience, ensuring optimal resource allocation and adherence to project requirements.

SKILLBILL's methodology (GA No. 101075587) for the project's dissemination and communication plan builds on existing expertise, tools and templates developed internally by White Research while also taking into account European Commission guidelines and best practises available in literature. Part of the standard methodology adopted has already been developed and employed in previous research projects where White Research was a beneficiary, such as the INCENTIVE (GA No. 101005330) and POP-Machina (GA No. 821479) projects. Ad hoc and tailored modifications were integrated to the methodology used by SKILLBILL to comply with GA conditions, EU recommendations and project specificities. This report presents the adjusted methodology as it was further developed and applied within SKILLBILL.

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ABBREVIATIONS

BSc	Bachelor of Science
D&C	Dissemination and Communication
DCP	Dissemination and Communication Plan
Etc.	et cetera
EU	European Union
GA	Grant Agreement
MSc	Master of Science
NGOs	Non-Governmental Organisations
RES	Renewable Energy Systems
RFOs	Research Funding Organisations
RPOs	Research Performing Organisations
SFC	Sustainable Futures Conference
STEM	Science, Technology, Engineering and Mathematics
SMEs	Small and medium-sized enterprises
SMA	Social Media Account
SSH	Social Sciences and Humanities

Executive Summary

Deliverable **D6.2** presents the **Dissemination and Communication Results** for the SKILLBILL project. It builds upon the two previous versions submitted in M4 and M18, which laid the foundation for the project's communication and dissemination strategy and were progressively refined to align with the project's evolving objectives and progress. The initial plan (M4) set out the core principles, tools, and channels for outreach, while the M18 version incorporated updates and adjustments based on the lessons learned and the needs that emerged by the project's midpoint. This final version provides a comprehensive and detailed overview of all dissemination and communication activities carried out throughout the duration of the project, both at the local and European levels. It showcases the coordinated efforts of the consortium to reach relevant stakeholders across multiple sectors and regions, using targeted messaging and a variety of tailored tools and channels. Particular attention is paid to stakeholder engagement, highlighting how feedback from stakeholders has been actively used to inform and adapt the project's communication strategy and overall direction.

The document also reflects on the success and impact of these efforts in relation to the established KPIs and offers insights into the role of dissemination in supporting broader project objectives, including awareness-raising, knowledge transfer, and policy influence. Ultimately, this deliverable serves as both a record of achievements and a guide for sustaining communication and visibility beyond the project's formal completion. The present version has been updated, taking into consideration experience gathered in the second half of the project, while also assessing the effectiveness of the activities that have been implemented since the very beginning of the project, namely September 2022. All lessons learnt have been used to adapt the D&C strategy of the project to provide an analysis of the dissemination activities through a specific monitoring process of the project's KPIs.

In particular, the report is structured as follows:

- **Chapter 1:** Introduction to the updated DCP and its purpose | This chapter introduces the final version of SKILLBILL's Dissemination and Communication Plan (DCP), outlining its revised objectives and the strategy followed to ensure meaningful outreach, stakeholder engagement, and long-term visibility of project results.
- **Chapter 2:** SKILLBILL project overview | A concise summary of the SKILLBILL project, its mission, and the importance of supporting RES education and training towards skilling, upskilling and reskilling.
- **Chapter 3:** Dissemination and communication strategy & goals | An updated look at the D&C strategy, highlighting how communication goals evolved throughout the project lifecycle. This section outlines the refined approach taken in the second half of the project and lessons learned for improved stakeholder targeting and message delivery.
- **Chapter 4:** Key target audiences and communication focus | This chapter maps the project's main stakeholder groups (e.g. RES communities, SMEs, policymakers, researchers), explores tailored messaging, and presents strategies for engaging each audience effectively across different phases of the project.
- **Chapter 5-6:** Communication tools and dissemination channels | An overview of the main tools and platforms used to share SKILLBILL's activities and results - including the project website, the Green Portal, newsletters, social media, videos, internal/external events and publication - along with insights on their effectiveness.

- **Chapter 7:** Synergies and joint activities with external projects | A presentation of collaborative activities conducted with sister and clustered projects to boost mutual visibility and co-dissemination. It also includes a summary of joint initiatives and how they contributed to SKILLBILL's outreach KPIs.
- **Chapter 8:** KPIs monitoring and progress reporting | This section outlines the project's KPIs for dissemination and communication, the methods used to track progress, and a reflection on achievements and areas where targets were exceeded or under-delivered.

Throughout the project, SKILLBILL has implemented a diverse set of dissemination and communication activities, successfully engaging a wide range of stakeholders across Europe. **The cumulative outreach of these actions exceeded 20,000 stakeholders.** In parallel, the project's online presence, particularly via social media platforms, **helped to connect with more than 8,000 individuals** through regular updates, campaigns, and knowledge-sharing posts.

A review of the project's outreach impact indicates that the most effective tools for stakeholder engagement included: (i) contributions to relevant third-party events, both physical and digital; (ii) the implementation of project's events (e.g. workshops, online WG meetings etc.); and (iii) consistent visibility through digital communication, notably via the SKILLBILL website and social media accounts. These efforts collectively contributed to building recognition for SKILLBILL and its mission, ensuring a strong and well-targeted presence within the broader RES ecosystem.

1. Introduction

This report outlines the final strategy behind SKILLBILL's **dissemination and communication (D&C) activities and presents the outcomes achieved by M36**. It also describes the established operational framework through which project partners promoted the initiative, communicated its activities, and disseminated its results.

The Dissemination & Communication Plan (DCP) has been continuously evolving since the release of its initial version in M4. Building on both the initial and updated versions, this final DCP provides a comprehensive overview of all planned and implemented activities designed to promote SKILLBILL and deliver its key messages to a broad spectrum of stakeholders at local, national and international levels. All actions and communication channels have been systematically monitored and internally assessed to measure their effectiveness and ensure that the strategy was continuously refined based on evidence and experience gained.

The main objective of SKILLBILL's D&C Strategy, as presented in D6.1, has been to define the actions to be carried out and the tools to be used for the communication and promotion of the project's results. Indeed, the DCP served as a guiding framework for the consortium's communication and dissemination activities throughout the project's lifecycle.

Accordingly, this document approaches the fundamental elements of an efficient refined dissemination strategy by:

- **Bringing multiple objectives** of communication and dissemination activities;
- **Defining** and **assigning** to the partners the **actions** and **obligations** required for the communication and dissemination process;
- Establishing **key target audiences**;
- Displaying the **primary information** of the project and laying out **the main assets**;
- **Enumerate the tools and communication channels**, which have been utilised to reach the target audience, as well as, the **requisite actions** and **resources**;
- Outlining the **internal monitoring, evaluation** and **reporting** of dissemination activities;
- Distributing an **indicative schedule of promotional activities** that occurred during the life cycle of the project;
- Delivering the **applicable guidelines** and **the corresponding templates** for the greatest promotion of the project's results.

It should be underlined that a well-developed and effective dissemination strategy requires the active involvement of all partners, who devote time and resources with the intention of spreading awareness about the project and successfully interacting with the intended audience.

The monitoring and assessment of communication activities throughout the project's three-year duration (M1–M36) have informed key refinements in D6.2. These adjustments were strategically implemented to enhance the effectiveness of outreach efforts and ensure the successful achievement of all dissemination KPIs. Emphasis was placed on strengthening engagement where progress had been slower, such as increasing SKILLBILL's social media followers and promotional videos views. Additionally, recognising the importance of expanding the project's reach, targeted efforts were made to proactively participate in external events, facilitating connections with key stakeholders and maximising the project's overall impact. This final DCP reflects the extensive efforts undertaken to disseminate SKILLBILL's activities and results effectively, ensuring their visibility and long-term value for RES sector.

2. About SKILLBILL project

The transition to a low-carbon energy system is a societal challenge not just a technical problem. The complexity of energy policy and the issues that policymakers deal with are not necessarily those that energy consumers face. Moreover, the European Union's targets for tackling climate change are unlikely to be met if the skills and knowledge related to renewable energy sources (RES) among scientists, technicians, and civil society are not well-developed. To achieve this, there is a need for more well-trained and highly educated engineers, installers and scientists.

SKILLBILL paved the way to different forms of training and education, meeting new skills requirements in the RES sector as well as engaging citizens and stakeholders to get interested or involved in RES regardless of the initial level of education, their working position and their gender.

The presence of Social Sciences and Humanities (SSH), communication and scientific experts will involve the four core components of the innovation system (Quadruple Helix Model: academia, industry, government, society) in a dedicated **Green Portal**, to improve social acceptance and encourage social innovation in bi-directional interactions:

- Providing a **comprehensive and effective information on RES technologies** to a large target audience;
- Ensuring that the next generation technology **meets citizens' needs and expectation together** with the environmental requirement;
- Encouraging **women to exploit their full potential in STEM**;
- **Maximizing the technicians' skills tutoring** and driving the students through their course of **study to maximise their talents**.

Taking into consideration that differences in employment and training opportunities often translate into further social challenges such as social exclusion and an unequal access to higher education, SKILLBILL met new skills requirements for greater economic stability and equity.

The activities of **Vocational and Educational training** and the **European Specialisation School**, taking place in the framework of SKILLBILL, facilitated the participation of both - adults returning to study and youngsters looking for opportunities in science. Flexible benefits, such as part-time, modular or evening courses, or distance-learning provision, making use of the enabling power of new technologies such as Virtual Reality and Augmented Reality helped engage various stakeholders in RES education and training.

Thus, SKILLBILL's main objectives were to:

- Steer the development of a greener, more effective and pervasive RES education;
- Launch the point of reference for qualitative information on RES and promote and accelerate the development of sustainable solutions (Green Portal);
- Develop an advanced permanent education program on RES at European level;
- Develop a technical practical permanent Vocational Education Training program on RES;
- Reduce gender gap in STEM;
- Increase awareness, reducing the lack of information, bad quality material and the phenomenon of functional illiteracy, therefore improving inclusiveness on RES.

3. Dissemination and communication strategy

SKILLBILL’s Dissemination & Communication Plan (DCP) was developed to establish a clear strategy for dissemination activities and facilitate project’s objectives and goals. This is a horizontal action, meaning that the DCP is connected to all parts of the workplan and its respective activities.

3.1 Overview

SKILLBILL’s Dissemination & Communication (D&C) strategy for stakeholder engagement, communication, and dissemination activities was developed in alignment with the project’s overall concept and approach to support the achievement of its objectives. The primary aim of the strategy was to ensure wide-reaching visibility and maximise the impact of the project’s results - by leveraging the existing knowledge within the consortium, transferring insights gained during the project to relevant stakeholders, and effectively communicating outcomes to broader audiences. The strategy also set out clear guidelines for the implementation of all dissemination activities, covering both strategic direction and operational elements throughout the project lifecycle. These elements are illustrated in the figure below (Figure1)¹:



Figure 1. Overview of the SKILLBILL dissemination and communication strategy

To ensure successful outcomes, the communication and dissemination strategy was translated into a practical and realistic plan from the beginning, paying close attention to defining the details of the elements shown above at a very early stage, including the appropriate tools, channels and actions

¹ Inspired by Fig.1 of: Gaillard, M., and N. Germain, “Deliverable 9.2 – Dissemination and communication plan”, DTOceanPlus, France Energies Marines, 10 December 2018, p.10

to engage the target audiences. All key elements for successful communication and dissemination were frequently reviewed, including: **what should be** communicated (project concepts, outcomes and assets) and **why**, to **whom** (target groups), by **what means** (tools, channels, etc.) and **when**.

3.2 Objectives of the DCP

SKILLBILL's communication and dissemination efforts aimed to raise awareness of the project and ensure high visibility of its events and activities. These efforts were instrumental in promoting the project's vision, implementation progress, and results to a wide range of stakeholders. In doing so, the DCP supported various work packages and contributed to the exploitation of SKILLBILL's outputs, reinforcing the project's overall impact through the effective use of generated knowledge.

To support the smooth execution and effective oversight of all dissemination and communication efforts, SKILLBILL defined a series of clear and attainable objectives. These goals helped clarify the rationale behind establishing a comprehensive dissemination strategy and are briefly outlined below, as initially introduced in D6.1:

- **Promote** SKILLBILL's activities and innovative education and training solutions.
- **Raise** awareness of the RES sector, also linked to skilling, upskilling & reskilling.
- **Encourage** involvement in the project's activities
- **Boost** participation in conferences and events to enhance visibility and networking.
- **Ensure** key messages effectively reach and engage target audiences.
- **Disseminate** key outcomes such as SKILLBILL's Specialization School; VET Program; Green Portal; Working Groups etc.
- **Define** partner roles and responsibilities for a coordinated dissemination approach.
- **Strengthen** partner involvement to amplify communication and outreach.
- **Expand** result dissemination through partner networks for lasting impact.
- **Support** collaboration with related initiatives to build synergies and reach.

As SKILLBILL is completed, it is evident that the core dissemination and communication objectives set at the outset have been effectively fulfilled. Strategic efforts in visibility, outreach, and result promotion ensured that project outcomes reached a broad and relevant audience. Each objective was met through carefully planned actions, contributing to the wider uptake of project insights and services. The practices developed and refined throughout the project will serve as a valuable reference for future initiatives aiming to support the RES education and training in EU.

4. SKILLBILL's target audiences and key-messages

The main messages communicated to the target groups are an important aspect for an effective dissemination and communication plan. These messages must be consistent with the project's concept and vision, but they must also be tailored to the needs of the target audiences. This is also the main reason why **different stakeholder groups receive different messages**. As mentioned before, the identified target groups were further enriched during T2.1 activities (*completed in M9 – D2.1*). For the same reason, the messages delivered during SKILLBILL are subject to change and constantly optimized based on experience and monitoring of dissemination results.

Table 1. SKILLBILL's target audience, needs and messages

Target Group	Need	Key message	SKILLBILL's related assets
Academic community (professors, BSc & MSc students, PhD candidates, etc.)	<ul style="list-style-type: none"> ○ To keep up with science and technology trends; ○ To meet and adopt novel education - training practices in RES; ○ To identify educational gaps on properly engaging stakeholders in RES. 	<ul style="list-style-type: none"> ✓ Promote best-practices on RES education and training; ✓ Inform academic community on novel technologies and trends in renewable energy sector; ✓ Fill the gaps in education and training on RES; ✓ Offer skills to strengthen capabilities; ✓ Shed light to best practices on RES education & training. 	<ul style="list-style-type: none"> ✓ Specialisation School ✓ VET Program ✓ Green Portal ✓ Working Group ✓ Workshops & WG meetings
Scientific community (RES experts, engineers, ecologists, STEM experts, etc.)	<ul style="list-style-type: none"> ○ To explore new research fields; ○ To keep up with research and development of new RES technologies; ○ To be introduced in sciences related to the RES field. 	<ul style="list-style-type: none"> ✓ Bring together scientists from different fields related to RES; ✓ Promote novel research and development results; ✓ Promote knowledge transfer and innovation at academic level; ✓ Exchange feedback among the scientific community to address and solve scientific & technological challenges. 	<ul style="list-style-type: none"> ✓ Specialisation School ✓ VET Program ✓ Green Portal ✓ Working Group ✓ Workshops & WG meetings

Target Group	Need	Key message	SKILLBILL's related assets
<p>Policy Makers (local / national / EU policy makers in energy, environment, etc.)</p>	<ul style="list-style-type: none"> ○ To understand the current landscape of RES sector and how can they be a part of sector's development; ○ To monitor the progress in the field of RES technologies and support education – training on the sector; ○ To have actual data and consistent information on the current developments in the renewable energy field. 	<ul style="list-style-type: none"> ✓ Promote the development of legal and standard (regulatory framework) aspects on RES; ✓ Get feedback from energy authorities and associations on current state in renewable energy fields and stakeholders' engagement; ✓ Provide clear and consistent information on RES. 	<ul style="list-style-type: none"> ✓ Green Portal ✓ Working Group ✓ Workshops & WG meetings
<p>Energy authorities and associations (national energy associations, bioenergy associations, etc.)</p>	<ul style="list-style-type: none"> ○ To be in touch with RES stakeholders; ○ To follow trends in renewable energy sector; ○ To stay informed about stakeholders' involvement in RES. 	<ul style="list-style-type: none"> ✓ Bring together industry, civil society, academia and research with energy authorities and associations ✓ Promote new educational – training practices and novel technologies. 	<ul style="list-style-type: none"> ✓ Specialisation School ✓ VET Program ✓ Green Portal ✓ Green Woman ✓ Working Group ✓ Workshops & meetings
<p>Civil society & General Public (consumers, sellers, citizens' initiatives, local communities, NGO's etc)</p>	<ul style="list-style-type: none"> ○ To reach higher levels of awareness and gain knowledge on renewable energy sector; ○ To build trust for RES technologies application in everyday life; ○ To be well educated and trained on sustainable energy and “circularity-by-design” on RES; ○ To have access to results regarding the benefits from RES use; ○ To introduce citizens to RES education and training; 	<ul style="list-style-type: none"> ✓ Promote project assets to capture public attention on their potential ✓ Underline direct benefits for society and environment; ✓ Provide clear and consistent information on RES; ✓ Explain the positive impact from the adoption of RES use for the industry, the local community and the environment; ✓ Shed light to best practices on RES education & training. 	<ul style="list-style-type: none"> ✓ Specialisation School ✓ VET Program ✓ Green Portal ✓ Working Group ✓ Workshops & WG meetings

Target Group	Need	Key message	SKILLBILL's related assets
RES Industry	<ul style="list-style-type: none"> ○ To meet new technologies on RES; ○ To train employees on RES; ○ To be further involved in RES market; ○ To be in touch with RES scientists and follow research trends. 	<ul style="list-style-type: none"> ✓ Bring together industry, civil society, academia and research with energy authorities and associations; ✓ Integrate education and training best practices derived from the project into civil society; ✓ Inform on novel technologies and trends in the renewable energy sector. 	<ul style="list-style-type: none"> ✓ Specialisation School ✓ VET Program ✓ Green Portal ✓ Working Group ✓ Workshops & WG meetings
Technology providers	<ul style="list-style-type: none"> ○ To be more involved in RES market; ○ To be educated – trained on trends in renewable energy field; ○ To meet new technologies; ○ To be skilled or reskilled to face market requests or new RES Policies; ○ To fulfil the demand of citizens or industries. 	<ul style="list-style-type: none"> ✓ Promote new educational – training practices and novel technologies; ✓ Promote novel research and development results; ✓ Bring together industry, civil society, academia and research with energy. 	<ul style="list-style-type: none"> ✓ Specialisation School ✓ VET Program ✓ Green Portal ✓ Working Group ✓ Workshops & WG meetings
SMEs	<ul style="list-style-type: none"> ○ To meet new RES technologies; ○ To effectively monitor trends in RES market; ○ To educate and train employees on RES; ○ To adopt activities of novel research and development on RES. 	<ul style="list-style-type: none"> ✓ Bring together industry, civil society, academia and research with energy authorities and associations; ✓ Integrate education and training best practices derived from the project into civil society; ✓ Inform on novel technologies and trends in renewable energy sector; 	<ul style="list-style-type: none"> ✓ Specialisation School ✓ VET Program ✓ Green Portal ✓ Working Group ✓ Workshops & WG meetings

Target Group	Need	Key message	SKILLBILL's related assets
<p>Women in STEM</p>	<ul style="list-style-type: none"> ○ To bridge the gender gap that keeps women away from RES and STEM; ○ To be educated – trained in RES sector and STEM field; ○ To open new job opportunities in the renewable energy field. 	<ul style="list-style-type: none"> ✓ Promote public attention on women's involvement in renewable energy sector; ✓ Boost-up and foster women's involvement in RES; ✓ Underline direct benefits for society and environment from bridging the gender gap; ✓ Provide clear and consistent information on RES; ✓ Offer skills to strengthen capabilities; ✓ Shed light to best practices on RES education & training. 	<ul style="list-style-type: none"> ✓ Specialisation School ✓ VET Program ✓ Green Portal ✓ Green Woman ✓ Working Group ✓ Workshops & WG meetings

4.1 Gender Issues

The dissemination strategy of SKILLBILL targeted all genders equally. Gender-neutral language was used in all communication and dissemination materials of the project throughout its implementation.

Promoting STEM pathways among women is one of the main focuses of the SKILLBILL project. To achieve this, inclusiveness and precise gender equality stand at the core of the SKILLBILL project. The consortium addressed sex, gender and equality issues early in the proposal phase. During the implementation stage, reducing the gender gap in STEM remained a primary focus of the SKILLBILL project. The consortium ensured respect for gender equality and prevents discrimination based on a person's gender during the project's activities. Identification and elimination of gender biases, stereotypes and discrimination in the field are prioritized. SKILLBILL specifically targeted the gender gap and aimed to eliminate it through various activities, tools, and appropriate language. WR particularly in the DC strategy, paid close attention to this issue to ensure adherence to these principles.

Regarding training activities within SKILLBILL, WR ensured that training and educational activities are promoted to encourage the involvement of women RES scientists and engineers in the future industrial landscape. To monitor progress in this area, the engagement of women in the project's events, as well as via social media, has also been tracked.

5. Communication and Dissemination tools and channels

SKILLBILL's DCP deployed multiple tools and channels to ensure that activities and outcomes reach a wide array of stakeholders and contribute to promoting effective and robust sustainability certification schemes and labels. Here is an overview of the various tools, channels, and dissemination activities, demonstrating **HOW** the D&C strategy was implemented: (Figure 4).

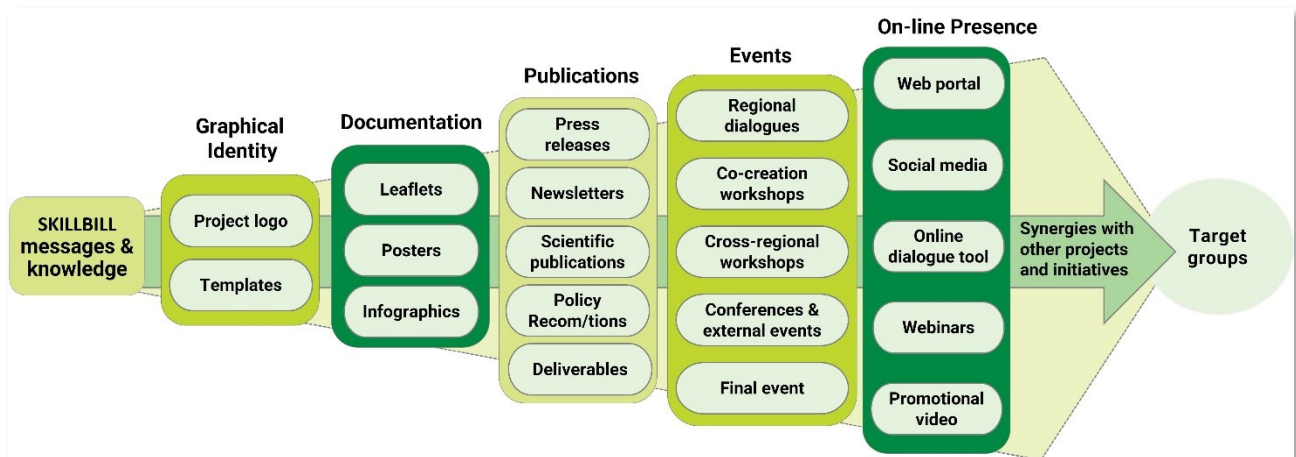


Figure 2. SKILLBILL's communication activities

The SKILLBILL promotional material and graphical identity includes:

- Project's logo
- Project's visual and graphical identity
- [Trifold leaflet](#)
- [Poster](#)
- Presentation template
- Letterheads
- [Promotional video](#)
- Ad hoc promotional material (tailored to the project's activities and needs – e.g. project banner)

The SKILLBILL online presence includes:

- [Web portal](#)
- [Green Portal](#)
- [Bi-annual Newsletter](#)
- [Facebook page](#)
- [X \(former Twitter\) account](#)
- [LinkedIn profile](#)
- [BlueSky account](#)
- [YouTube channel](#)

The SKILLBILL events include:

- Engagement events
- Participation in external events and conferences as SKILLBILL representatives

- Presentation of SKILLBILL in external events and conferences
- Final dissemination event
- Co-organisation and participation in events with projects we have established synergies with
- Organisation of project trainings, technical & policy workshops and WG meetings

The SKILLBILL publications include:

- Project's deliverables
- Scientific publications
- Other publications in different media (e.g., articles, press releases etc.)

The SKILLBILL dissemination network:

- Synergies with other relevant projects and initiatives
- Networking activities with other EU funded projects from previous H2020 and / or Horizon Europe calls

5.1 Promotional material and identity

The promotional material of SKILLBILL was prepared during the early stages of the project. WR was responsible for the graphic design and the content, while the consortium partners offered feedback throughout the development process. **The material has been freely available to the public through the project's website ([online for download](#)) and for partners to print it when needed.** The material has been used during physical activities (including external and internal project's events) to attract and engage relevant stakeholders and give more information on the project's mission and objectives.

The project logo, in conjunction with the general graphic elements and the aesthetic concept, is what distinguishes the project and serves as the foundation for the further development of the entire promotion package (e.g. leaflets, posters, infographics, newsletters, deliverables, social media, web-portal, publications, publicity for internal and external events, etc.) that is used in all dissemination and communications activities. Developed in M1, the design of the logo represents RES, education, nature, sustainability and gender balance.



Figure 3. SKILLBILL's logo

Throughout the project's implementation, the leaflet and poster (Annex 3: SKILLBILL's leaflet; poster and banner) proved to be valuable tools in supporting SKILLBILL's dissemination and communication efforts. Developed in M3, both materials were carefully designed to reflect the project's visual identity and effectively communicate its core messages.

These promotional tools also included key details about the consortium, project website, social media accounts, and Horizon Europe funding acknowledgment, ensuring consistent and informative outreach across all stakeholder groups. Made publicly available on the project's website for download, their accessibility and professional presentation significantly contributed to increasing visibility.

Promotional materials such as the leaflet and poster played a central role in conveying SKILLBILL's visual identity and key messages throughout the project's lifecycle. These materials served as effective tools to increase project visibility, offering a quick yet informative overview of SKILLBILL's objectives, key partners, communication channels, and branding elements. The poster was particularly useful in conferences and during public presentations, while the leaflet proved

instrumental in raising awareness at both internal and external events by providing accessible and engaging content for stakeholders.

By the end of the project, **787 digital copies** of the promotional material have been downloaded from the project website. In addition, a total of **491 physical copies** were distributed across various internal and external events. These numbers highlight the significant interest generated around SKILLBILL and confirm the important role of well-designed promotional tools in enhancing communication outreach and stakeholder engagement.



Figure 4. Printed copies of SKILLBILL's promotional material

Ensuring uniformity and coherence in all of the project's partners' input documents falls within the scope of the D&C Plan's activities, since by doing so, the project's identity becomes recognizable and the type of document is clarified.

Hence, **dedicated templates** were prepared with prominent graphic elements that refer to the project's graphical identity (graphic elements in background, header & footer etc.), along with the special aesthetic characteristics of SKILLBILL that make it recognizable.

The following templates have been implemented:

- The SKILLBILL presentation template;
- The template for project deliverables and reports.

In addition to the aforementioned, the SKILLBILL letterhead was created. This graphic element will be used in a variety of project activities, particularly agendas and official events.

The initial versions of the templates presented in the first version of D6.1 did not undergo changes and adjustments after shared with the rest of the consortium for review.

5.2 SKILLBILL's promotional video

Within the framework of the D&C plan's actions, **SKILLBILL's promotional video** has been created by M15 (Dec.23) with the goal of attracting public attention to the project's activities and promoting various aspects of the project. The video was posted on SKILLBILL's YouTube channel, the project's website, as well as, in the social media accounts of SKILLBILL (Facebook, X, LinkedIn, etc.). Given

that several of the project’s core concepts - such as RES technologies; the Green Portal; the Specialisation School and VET Program - may be unfamiliar to broader audiences, it was essential to present them in a clear, simple, and accessible format to promote understanding and encourage stakeholder involvement at the EU level. To date, the promotional video has received 534 views on the project’s YouTube channel.

The video’s objective was to reach a diverse audience through social networks. It has been uploaded to the project’s YouTube channel (accessible here: <https://www.youtube.com/watch?v=X-ZecFmlEo8>) and embedded on the project’s website. Additionally, it has been shared across all of SKILLBILL’s social media accounts. The promotional video serves the purpose of introducing the project in an understandable and visual manner. Given that many terms and concepts used in the project, such as “Renewable Energy Sources”, “Quadruple Helix”, “sustainability” etc., may not be widely known, it is crucial to communicate them at the EU level in a simple and accessible way. Promotional video’s goal is to encourage viewers to actively engage with the project.



Figure 5. SKILLBILL's promotional video snapshots

Table 2. Overview of promotional video KPI up to M18

KPI	Target	YouTube Views	Other views	Total
Views of the promotional video	>5000	534	392	926

Promotional Video Progress Evaluation

The SKILLBILL project’s promotional video achieved significant outreach, gathering **926 views** across various platforms. While this figure falls short of the ambitious KPI of 5,000 views, it reflects a strong engagement level, especially considering the competitive landscape of EU-funded project communications. The promotional video was also strategically integrated into the website’s homepage and actively disseminated through consortium partners’ LinkedIn networks, with a total **followers number to reach the 2,199**. This concerted effort resulted in over **4,500 visits to the website landing page**, indicating substantial stakeholder engagement. While direct view counts of the video are not available, the significant traffic to the page suggests that a considerable portion of visitors interacted with the video content. Moreover, SKILLBILL’s promotional video was broadcasted in many of the events organised by the project, .e.g, the final dissemination event (attended by 81 persons) Given the competitive digital landscape of EU-funded projects, achieving

such engagement levels reflects the effectiveness of our dissemination strategy and the relevance of the content to our target audiences. This collaborative promotion, combined with the project's overall digital presence, ensured that the video effectively conveyed SKILLBILL's objectives and outcomes to stakeholders and the interested public.

Additional promotional material

To enhance its dissemination and communication outreach, SKILLBILL produced additional promotional material (e.g., banner), when considered necessary to maximise the project's visibility.

The SKILLBILL **banner** (Annex 3: SKILLBILL's leaflet; poster and banner) was designed with the intent to increase the project's visibility when attending at internal and external events, for this reason, it contains all relevant information on the project from consortium partners, to project's aims and approaches, social media accounts and contact information.

Furthermore, a SKILLBILL website **QR code** was created as an additional easy-to-use communication tool to promote the project. When attending internal and external events, it proved to be a very useful and efficient tool to promote SKILLBILL among a wide range of RES stakeholders while also being more environmentally friendly.



Figure 6. SKILLBILL website QR code

5.3 Digital presence

5.3.1 SKILLBILL's website

The [SKILLBILL website](#) has served as a central pillar of the project's dissemination and communication strategy. As one of the project's core digital tools, it has played a vital role in raising awareness, increasing visibility, and engaging stakeholders by presenting SKILLBILL's vision, actions, and progress to a broad audience. Officially launched by M4 (Dec.2022), the website was developed to function as an accessible and informative platform for both the public and project stakeholders, while also supporting effective communication within the consortium.

The structure and content of the website have been continuously updated to reflect the project's evolution. Notable additions include a dedicated sub-section for SKILLBILL's Working Groups under the "Joint Initiative" page, as well as a publications section under the "Useful Material" page. Updates were also made to the "Specialisation School" and "VET Program" pages, particularly regarding semester timelines, course schedules, and curriculum adjustments. These enhancements ensured the platform remained up-to-date, engaging, and informative - effectively supporting user engagement and showcasing SKILLBILL's progress and key outcomes.

The website's architecture (Figure 14) and content have been configured to be useful, to fully display the content, objects, and actions of SKILLBILL, but also to contain relevant information on project progress, publications resulting from it, and event announcements. The website features all project results, the promotional materials, project deliverables, as well as other helpful information and links, in addition to the fundamental information about the project's content and vision. Thus, the website not only accurately reflects the work that was done, but it also introduces the visitor to the field of renewable energy sources required to reach a carbon-neutral Europe.

Indicative snapshots from SKILLBILL website are illustrated below:



Figure 7. SKILLBILL's website snapshots

Website updates

Since the submission of the updated version of the DCP (M18), WR team has implemented several updates to the SKILLBILL website, including structural changes and the addition of new sections beyond the initially defined architecture. These additions feature published content stemming from project activities and outputs - such as dedicated areas for the Working Groups and the Publications section. Indicative snapshots of the revised sections are presented below:

- Working Groups Highlights and Key-recommendations section under the Joint Initiative page

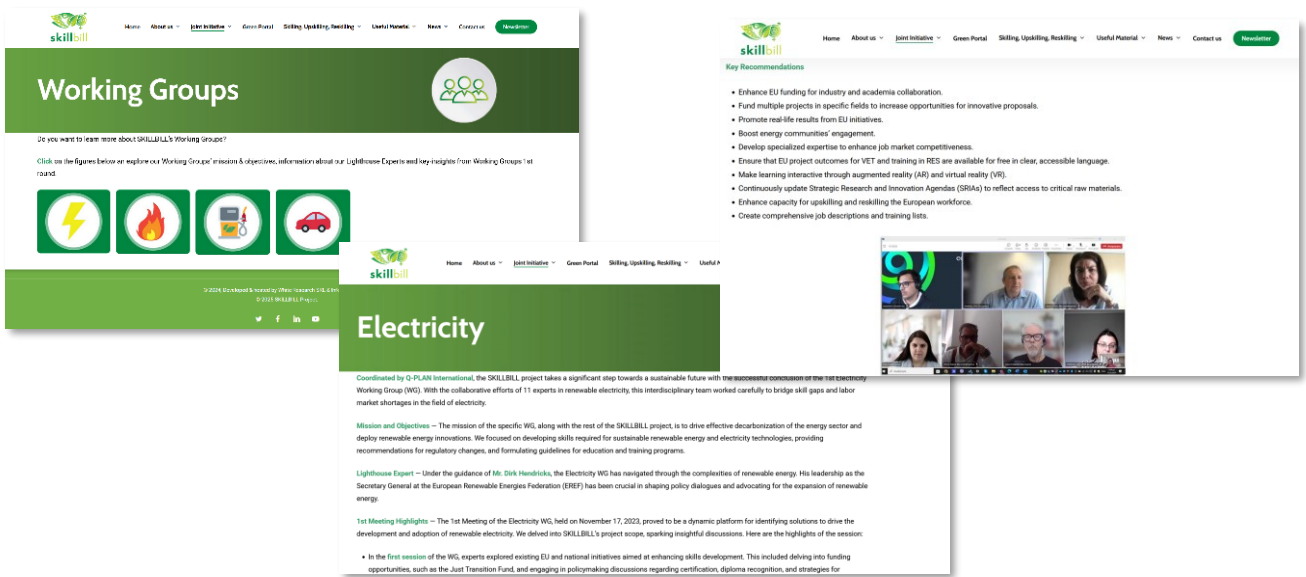


Figure 8. SKILLBILL's Working Groups section

- Updated section of SKILLBILL's publications

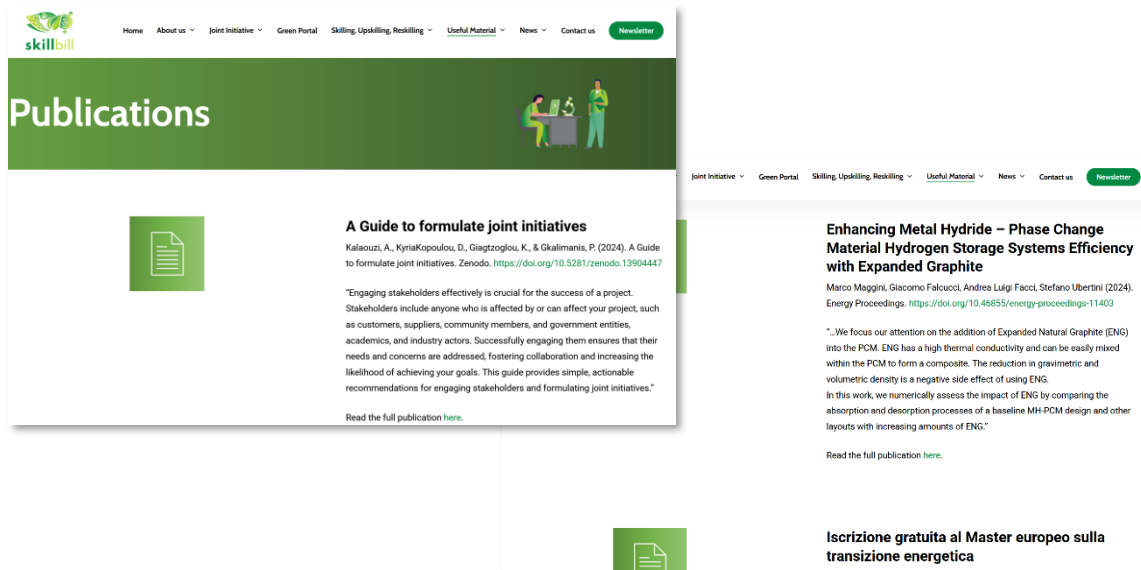


Figure 9. SKILLBILL publications section

Website Analytics

To monitor the website visits and downloaded dissemination material WR used the Google Analytics service. This tool provided valuable statistics that supported us in optimizing SKILLBILL's website and DC strategy. More specific metrics, also monitored as part of SKILLBILL's DC plan, are presented in the next sections.

Table 3. SKILLBILL website analytics

KPI	Target	M36
Website/Green Portal visits	≥15,000	Green Portal: 46,000 Website: 22,321

Overall, SKILLBILL’s website and Green Portal have attracted the interest of diverse stakeholder groups worldwide, as illustrated by the growing number of users and visitors.

Besides the reached KPI of website & green portal visits, there were some additional website metrics that were closely monitored, to have a better assessment of the impact that this digital communication tool had. To that end, google analytics metrics indicate that the site was nevertheless an effective and actively used dissemination hub. Over the course of the project, the website recorded more than **7.7k unique users**, **11.5k session starts** and over **52k user engagement events**. Additionally, there were more than **1.6k tracked link clicks**. This means that users not only visited the website but actively explored its content, initiating sessions, viewing multiple pages and interacting with key features, resources and downloads. Several deeper engagement metrics were also monitored through Google Analytics, highlighting how the SKILLBILL website truly delivered value and impact over the past three years (Figure 10):

→**Top pages**: landing page (6.6k views); European Specialisation School page (3.9k views); Green Portal page (812 views), confirming that our most vital resources attracted sustained attention to those activities

→**Global reach**: over 1,500 active users from the United States (and significant audiences in a many European countries) show that SKILLBILL content resonated well beyond Europe.

→**High engagement with project’s resources**: More 700 download material (e.g., project reports and dissemination materials) underline the site’s value as a free, go-to repository for project’s network.

The highlighted visibility of the SKILLBILL website can be attributed to several factors, including:

- (i) The weekly updates featuring project and external news, events related to project’s progress, internal events, participation in external events and general updates on renewable energy and sustainability sectors.
- (ii) The provision of high-quality information on renewable energy sources, green-education. Skilling-upskilling-reskilling through project’s public deliverables.
- (iii) Linkage to project's social media accounts by disseminating website articles on these.
- (iv) Wide distribution through engagement and research activities, such as incorporating the website QR code in project presentations and promotional material.

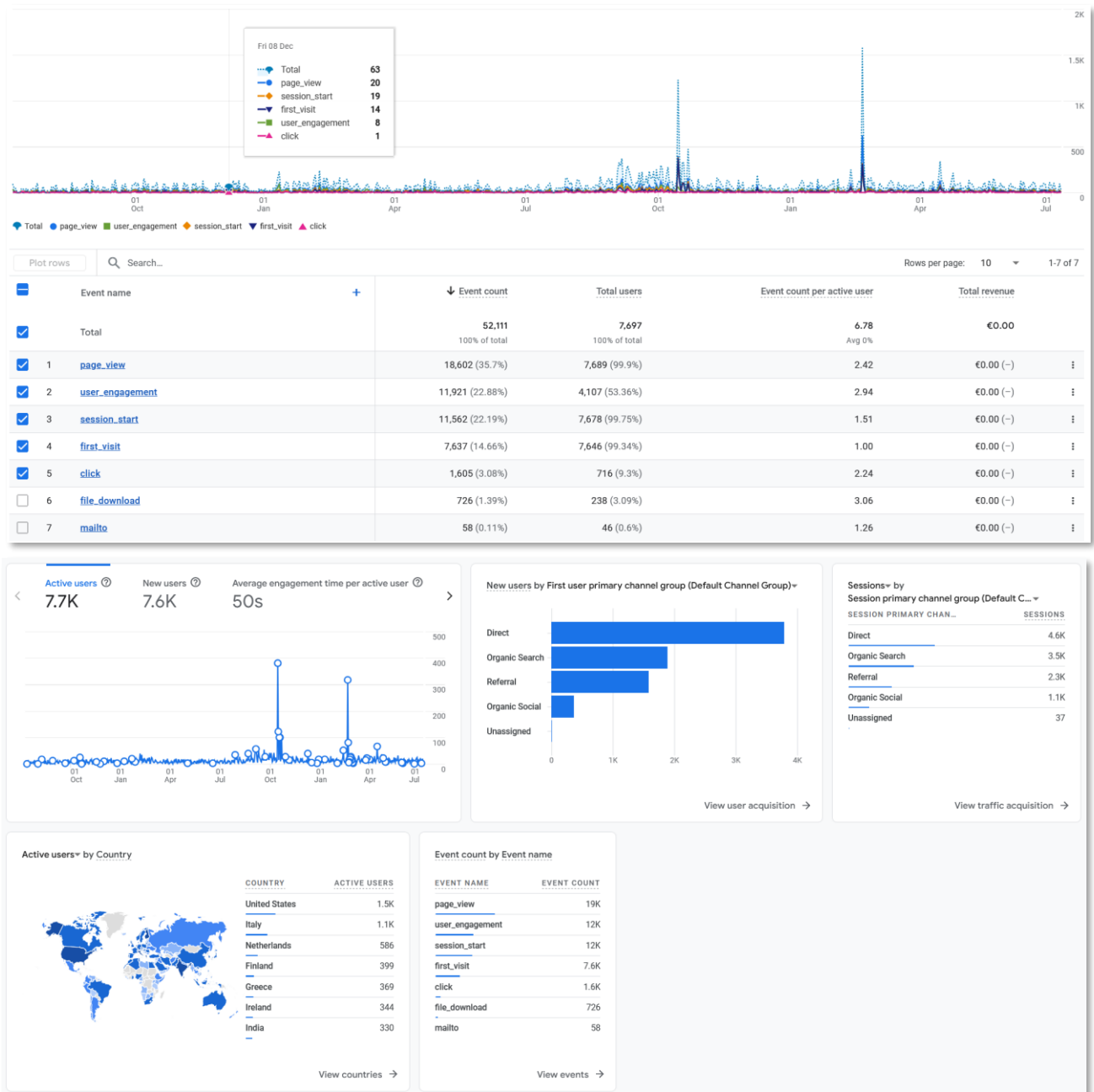


Figure 10. SKILLBILL website Google Analytics

5.3.2 Newsletter

As part of its broader dissemination strategy, SKILLBILL published a bi-annual newsletter to maintain consistent outreach and stakeholder engagement. By the end of the project, a total of six newsletters had been successfully published and made available through the project website. Each edition provided a concise yet comprehensive overview of SKILLBILL’s progress, upcoming actions and highlights from ongoing activities. The newsletter proved to be an effective complementary channel for stakeholder engagement, particularly for audiences less active on social media platforms or initially unfamiliar with the project. It served as a useful mechanism to maintain connection with a broader audience and encourage future engagement. While the responsibility for drafting and

publishing the newsletter laid with WR, its success relied heavily on timely contributions from consortium partners, who were encouraged to share relevant updates and results to enrich the content and ensure a well-rounded representation of the project's developments. Below, short descriptions of each newsletter are provided, along with hyperlinks to access them via the project's website.

1st newsletter

The [first newsletter](#) introduced the project's overarching vision to promote education and training on RES in EU. It highlighted the launch of SKILLBILL's Specialisation School; the VET Program and all research activities completed during the first 6 months of the project. This issue set the tone for the journey ahead, emphasising the importance of engaging local stakeholders and preparing the ground for the internal events and activities planned for the following months.

2nd newsletter

The [second newsletter](#) celebrated its first year of advancing the clean energy transition through comprehensive skilling, upskilling, and reskilling initiatives. It highlighted key milestones such as the launch of the Green Portal, the publication of the EU Specialisation Program syllabus, and insights from the inaugural co-creation workshop. The newsletter also emphasises the project's collaborative efforts with diverse stakeholders - including citizens, researchers, policymakers, and educators—to drive sustainable change in the renewable energy sector.

3rd newsletter

The [third SKILLBILL newsletter](#) marked the project's halfway milestone, celebrating significant achievements in renewable energy education and workforce development. Highlights included the successful 3rd Project Meeting in Seville, the launch of the Specialization Program, and the completion of the first round of Working Group sessions guided by SKILLBILL's Lighthouse Experts. The newsletter also showcased SKILLBILL's active participation in key events like the Smart City Expo 2023 and the 9th SBA Professional Conference, underscoring its commitment to collaborative progress in the clean energy transition.

4th newsletter

Celebrating two years of progress, the [fourth SKILLBILL newsletter](#) highlighted key achievements in renewable energy education and sustainability. It showcased the launch of Vocational Education and Training program, successful working group completions, and the development of SKILLBILL's educational resources. The newsletter also discusses ongoing activities aimed at enhancing impact and previews upcoming initiatives, including advanced courses in sustainability and mutual learning events planned for 2025.

5th newsletter

As SKILLBILL entered its final semester, the [fifth newsletter](#) highlighted the project's commitment to developing skills for the renewable energy sector. It featured key updates from the PV & Energy Management Courses and the Green Contest, while also covering SKILLBILL's active presence at high-profile events such as the Smart City Expo 2023. Additionally, the newsletter announced the Sustainable Futures Conference, co-organised with synergy projects, under which project's final dissemination event also took place.

6th newsletter

As SKILLBILL's journey concluded in August 2025, our 6th newsletter invited project's network to celebrate the inspiring progress we've made over the past three years in advancing RES education & training and promote skilling, upskilling and reskilling across Europe. Moreover updates from project final semester were shared, including SKILLBILL's final dissemination event and the winners

of the Green Contest. This issue also offered a high level recap of our achievements and insights since 2022.

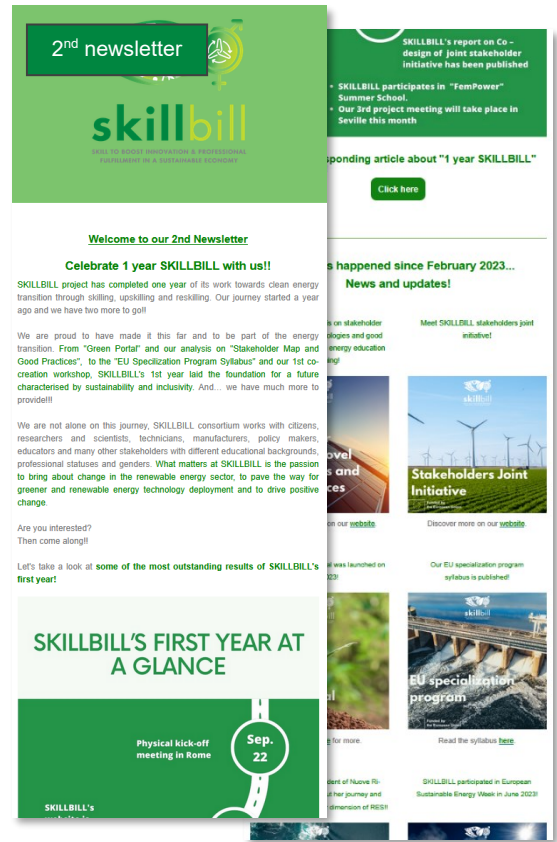




Figure 11. SKILLBILL newsletters

Table 4. Overview of SKILLBILL's newsletter KPIs.

Dissemination KPI	Target	M36
No. of newsletters	6	6
Newsletters subscribers	300	497

The newsletter has been sent to all subscribers upon its release, and each volume was also posted on the project's website and the dedicated LinkedIn SKILLBILL Newsletter account. In general, the SKILLBILL newsletter has demonstrated its effectiveness as a DC tool for connecting with virtual followers. Up to M36, SKILLBILL's newsletter gained **122 Mailchimp subscribers** and **375 LinkedIn subscribers**. The newsletter successfully complemented other communication tools, helping to expand the project's outreach to stakeholders less active on social media and supporting long-term engagement.

Importantly, beyond its circulation to official subscribers, each edition of the newsletter was further disseminated through multiple channels to maximise visibility and accessibility. All newsletters were uploaded to the project website, allowing for easy access by visitors and encouraging additional readership beyond the initial mailing list. Furthermore, consortium partners actively supported outreach by sharing the newsletter links within their own networks, extending its reach across regions and stakeholder groups.

5.3.3 Social media accounts (SMAs)

In parallel with the launch of the SKILLBILL website, dedicated social media accounts were established early in the project (M2) to expand outreach and promote the project's vision in real time. These platforms - LinkedIn, Facebook, Twitter, YouTube & BlueSky - served as powerful tools to raise awareness, engage stakeholders, and build a digital community around the project. Throughout the three-year implementation, SMAs played a central role in communicating updates, highlighting milestones, and sharing both internal achievements and relevant developments from the broader RES sector. By providing frequent and timely content, the project ensured continued visibility and engagement. All channels were actively maintained and updated on a weekly basis, fostering an online audience that extended the project's impact beyond the consortium. This consistent approach not only contributed to meeting SKILLBILL's communication KPIs but also helped lay the foundation for sustaining engagement even after the project's completion.

Encouraging partners to share and amplify the project's social media content played a critical role in increasing online visibility. By circulating important posts among the consortium, key messages, milestones and results reached a wider and more diverse audience. This coordinated effort helped strengthen engagement with external stakeholders and reinforced SKILLBILL's digital footprint across Europe's renewable energy community.

LinkedIn

LinkedIn emerged as the most impactful in terms of follower growth and stakeholder engagement. Created in M2, the project's LinkedIn page was strategically selected to reach a more professional and sector-specific audience. This platform offered direct access to a wide range of stakeholders - from RES experts and innovation intermediaries to academics, policymakers and industry actors - making it an ideal channel to promote SKILLBILL's objectives, progress and outcomes.

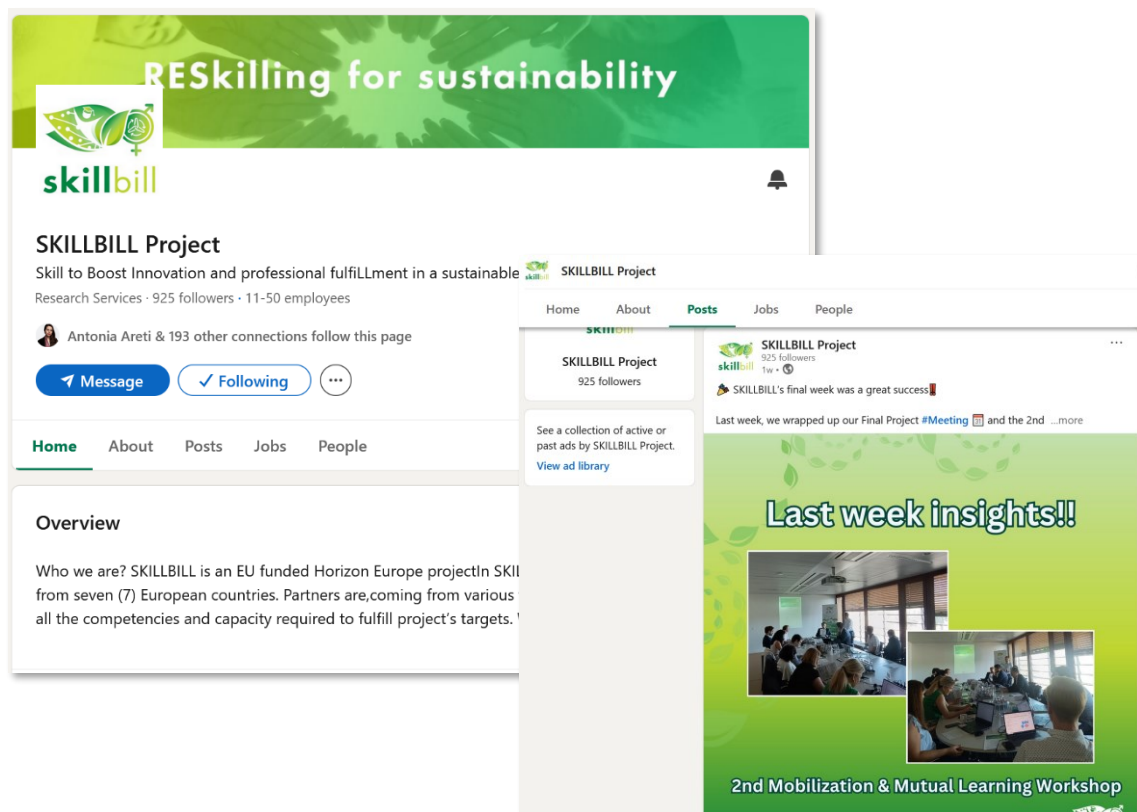


Figure 12. SKILLBILL's LinkedIn profile

Throughout the project’s implementation, the LinkedIn page was consistently updated, at a weekly basis, with project news/milestones; event announcements and sector-relevant insights. As a result, it recorded the highest follower count among all project social media accounts, validating the decision to leverage this platform for maximum visibility and knowledge exchange.

All consortium partners contributed to the success of the page by engaging with content, resharing updates within their own professional networks, and participating in knowledge-sharing discussions relevant to SKILLBILL’s themes. The performance of the account was systematically monitored using LinkedIn analytics, helping WR track progress and refine the dissemination approach. The high engagement levels and steady growth in followers confirmed that LinkedIn was instrumental in amplifying the project’s message across Europe’s RES community.

Table 5. SKILLBILL LinkedIn account analytics

	Followers	Impressions	Reactions
LinkedIn analytics	930	81,721	4,020

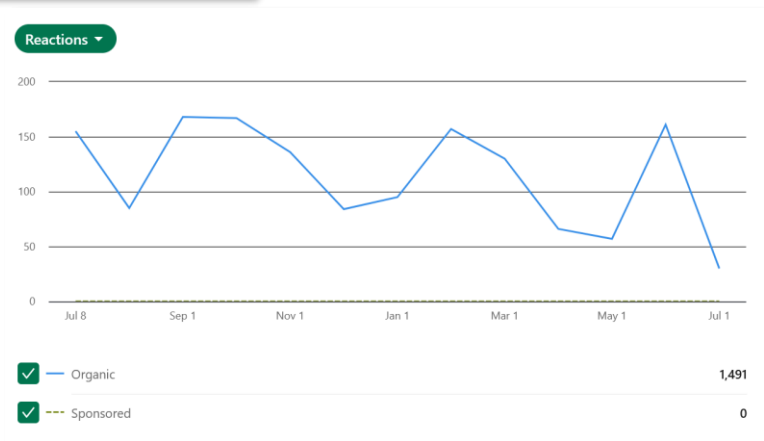
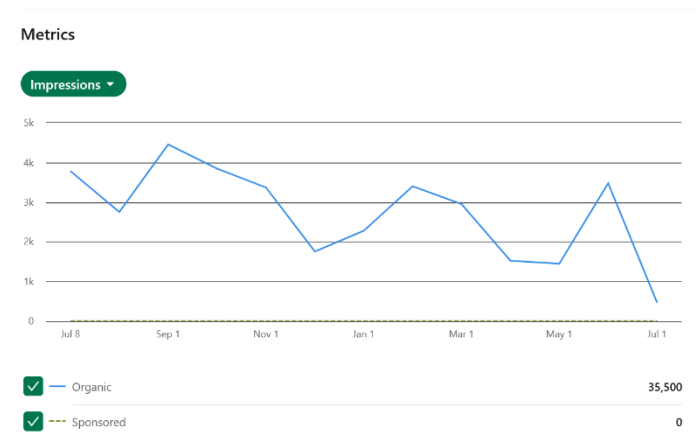


Figure 13. LinkedIn analytics (2024-2025)

As of the time of drafting this deliverable, SKILLBILL’s LinkedIn page has **attracted 930 followers**, demonstrating steady and meaningful engagement within the professional community. The platform served as a key avenue for connecting with a broad spectrum of stakeholders across RES education and training, including researchers, entrepreneurs, policy actors, and innovation intermediaries.

Facebook

SKILLBILL's Facebook page was created on M2 with the aim of developing a strong group of followers. This dissemination channel has been an excellent opportunity to promote the news and results resulting from SKILLBILL among followers who are closest to project's subject and activities. Over the course of the project, the Facebook page effectively contributed to increasing awareness around RES and education/training practices. Specifically, the page served the following purposes:

- ➔ Acted as a hub for news and discussions, where content related to SKILLBILL's core concepts and approaches was shared regularly;
- ➔ Provided timely updates on project progress, events, key activities and notable achievements;
- ➔ Engaged with citizens and key stakeholders by promoting participation in project activities such as workshops, pilots, and campaigns;
- ➔ Created linkages with other relevant groups, initiatives, and communities working in the field of RES; education & training.
- ➔ Functioned as an additional feedback channel, offering opportunities for interaction and input from followers.

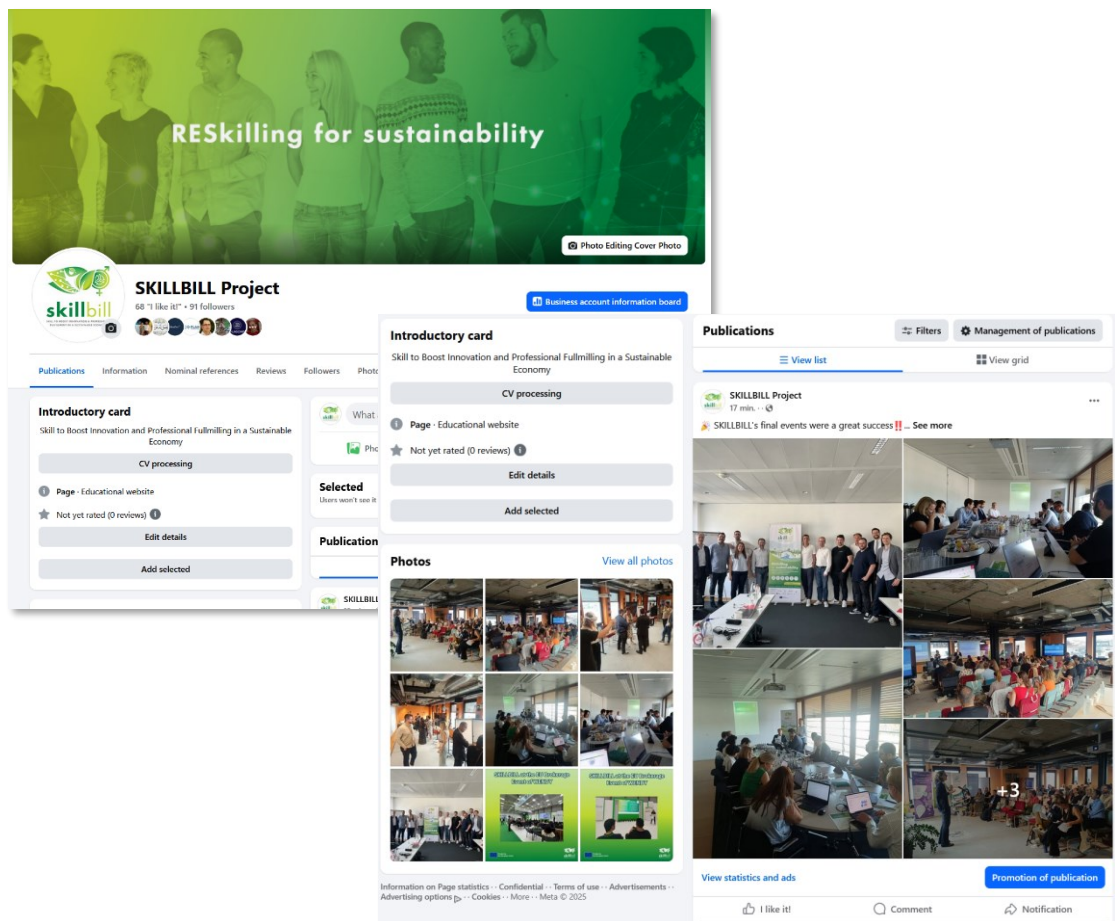


Figure 14. SKILLBILL Facebook profile

The monitoring of the account's performance was based on the metrics and insights provided by Facebook's analytics.

Table 6. SKILLBILL Facebook account analytics

	Profile Views	Followers	Post engagement
Facebook analytics	10,652	91	2,740

Since its launch in M2, the SKILLBILL Facebook page has played an important role in amplifying the project’s visibility and reaching a wider audience beyond its immediate network. Throughout the project's lifecycle, **86 posts** were published, featuring updates on project milestones, partner activities, events, and RES-related news. As of Month 36, the page had gained a total of **91 followers**, reflecting a steady growth in interest from stakeholders and the broader public. The total reach of the page **10,652 views**, showcasing the page’s effectiveness in extending project content beyond direct followers through shares and organic engagement.

While LinkedIn has been SKILLBILL’s primary channel for engaging with professionals and sector-specific audiences, the Facebook page proved particularly effective in complementing this effort by targeting civil society, individual consumers and broader community groups. Its more accessible and casual nature allowed the project to reach users who may not be part of the renewable energy ecosystem, but who are still key to promoting awareness and behavioural change. Therefore, despite showing comparatively lower engagement than LinkedIn in professional circles, Facebook successfully served its purpose in building awareness and expanding the project’s outreach into the general public domain.

X (former Twitter)

SKILLBILL’s X (formerly Twitter) account was created in M2, becoming one of the core channels for real-time updates and quick dissemination of project-related news. From its early days, the platform allowed the project to remain connected with a broad digital community, including professionals, policy actors, and renewable energy enthusiasts. The X account proved particularly useful during high-visibility activities, such as project-organised events and participation in external events, where live updates helped expand reach and enhance audience engagement. The use of relevant hashtags enabled SKILLBILL to position its messages within broader sectoral discussions and to attract the attention of stakeholders beyond the existing network.



Figure 15. SKILLBILL's X profile.

While not all consortium members had dedicated X accounts, those who did played an active role by regularly reposting SKILLBILL’s content, amplifying its visibility and contributing to a more vibrant digital presence. As of M36 the account had reached **50 followers** and had shared more than **108 posts** since launch.

To monitor the performance of the SKILLBILL X account, built-in analytics tools were initially used to assess engagement, reach, and audience growth. However, following the platform’s transition from Twitter to X, access to these analytics became limited. This shift has constrained the project’s ability to track detailed performance indicators as previously possible. Despite this limitation, SKILLBILL continued to maintain a regular posting schedule and monitored post interactions

manually where feasible, ensuring that the platform remained an active part of the project’s overall digital dissemination strategy.

BlueSky

While not initially foreseen in the previous version of SKILLBILL’s Dissemination and Communication Plan, the launch of a SKILLBILL BlueSky account in spring 2025 was a strategic decision made to respond to the evolving digital landscape. Considering the global shift in social media usage-particularly driven by the transition of stakeholders from X (formerly Twitter) to BlueSky following the American elections-the consortium identified an opportunity to further expand the project’s online reach and visibility.

Recognising this momentum, SKILLBILL established a BlueSky account as a complementary dissemination channel aimed at enhancing engagement and contributing to the project's ambitious goal of surpassing 5,000 total social media followers. Although a relatively new addition to the project's toolkit, the BlueSky platform has already shown promising results, with the account reaching **17 followers** to date.



Figure 16. SKILLBILL's BlueSky profile

YouTube Channel

A dedicated YouTube channel was established in M2 as part of SKILLBILL’s broader digital communication strategy. The channel served as the main hub for hosting all audiovisual content produced throughout the project’s lifecycle, playing a vital role in increasing the project’s visibility and engaging a wider audience through dynamic, accessible formats. While the platform primarily hosted SKILLBILL promotional video, it also offered the potential for broader outreach through connections with other relevant channels, thereby expanding the project’s digital footprint.

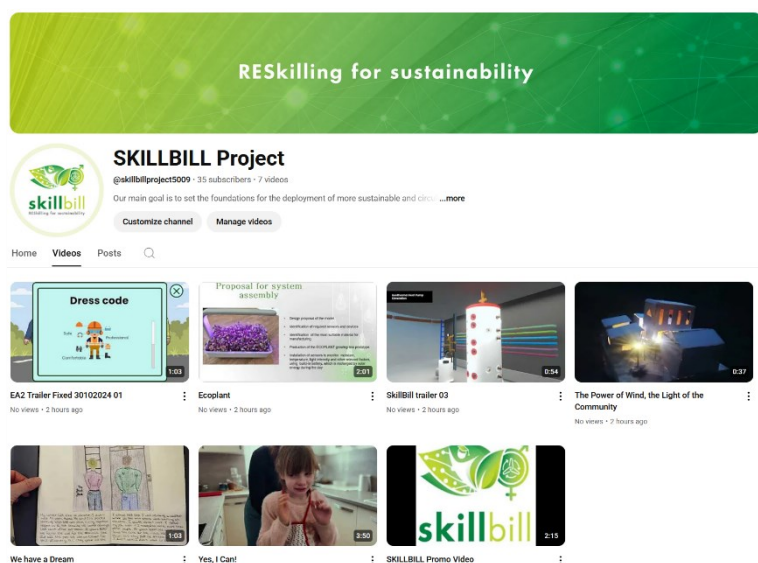


Figure 17. SKILLBILL's YouTube channel

Following the initial upload of the SKILLBILL promotional video in M15 - which introduced the project’s vision; objectives and impact across RES education & training Europe - the channel grew significantly in both content and strategic use. Over the course of the project, the channel was enriched with several important uploads, including the Green Contest participants’ videos.

As of the writing of this report, SKILLBILL’s YouTube channel had **35 subscribers**, while the promotional video had a total of **534 views**.

Social Media Progress Evaluation

The overall progress of SKILLBILL social media followers up to M18 is presented in the following table.

Table 7. Overview of SKILLBILL’s social media KPIs.

Dissemination KPI	Target (M36)	M36
Followers on social media	≥5,000	1,123

While the official KPI for social media outreach targeted a following of over 5,000 users, the SKILLBILL project successfully engaged **1,123 direct followers** across its channels. Although this figure does not meet the initial target, it reflects a strong and consistent digital presence given the highly saturated environment of EU-funded initiatives putting effort for attracting stakeholder attention. Furthermore, thanks to the active dissemination efforts of SKILLBILL partners - who regularly reshared and promoted project content - our reach extended far beyond direct followers a total number of **719,000 followers were reached via consortium partners** social media accounts, amplifying visibility across multiple networks. Complementing this, the high volume of website traffic and interaction with project updates further confirms that key stakeholders remained consistently informed about SKILLBILL’s outcomes, events and opportunities. SKILLBILL was also featured in the social media accounts of **all synergy project which collectively have more than 4k followers**. In this context, the social media performance is considered effective, particularly when evaluated against the broader challenge of maintaining engagement and visibility in a competitive and information-heavy online landscape.

5.3.4 SKILLBILL’s Green Portal

Overview

The Green Portal is a key communication and dissemination tool within the SKILLBILL project, playing a crucial role in enhancing its outreach and long-term impact. Designed as an open-access online platform, it offers a curated and well-organized selection of reliable, up-to-date, and comprehensive information on renewable energy sources. Its goal is to raise awareness (regardless the user’s educational background) and improve understanding of renewable technologies and the role of greenhouse gases in climate change. Indeed, it is targeted at students, teachers, adult learners and working professionals, but also citizens willing to have reliable information on RES.

The portal covers a wide range of RES technologies. It also provides practical guidance on how the adoption of these technologies in everyday life can contribute to climate change mitigation. In addition to its educational purpose, the Green Portal actively promotes gender equality by showcasing inspiring examples of outstanding women in STEM. These role models serve to encourage more inclusive participation in the green transition at different levels.

The Green Portal (<https://www.skillbill-greenportal.eu/>) was launched in March 2023 (M7). This platform has several separate dedicated sections:

- Knowledge hub: in this section it's possible to search for all the material uploaded in the portal;
- Green woman: a dedicated section of material on STEM done by women or talking about the relationship between women and STEM. This section aims to emphasize the presence of strong positive female role models, by directing youth involvement through a sense of participation in a community;
- Green schools: this section is dedicated to students, starting from younger to more advanced learners. The learning materials and resources provide opportunities for students to broaden and deepen their knowledge;
- Good practice database: this section is dedicated to collect young careers testimonials and RES job profiles factsheets and requests. The database provides also a searchable repository of good practices and lessons learned on RES;
- Green e-board forum: this section serves as an open environment for exchanging information, asking questions on RES, sharing experiences, and receiving data, good practices and suggestions by experts.

To facilitate basic content comparison and help users navigate through the portal, the following filters are available in all sections:

1. SKILLBILL Quality label (Basic school; Intermediate school; Advanced school; Basic citizens; Intermediate citizens; Advanced citizens; Basic technicians; Intermediate technicians; Advanced technicians);
2. Renewable energy and efficiency technology (Wind; Biogas, Biomethane, Biodiesel, Bioethanol; Combustion, Gasification, Pyrolysis; Fuel cells and Storage; Geothermal; Heat pumps; Hydroelectric turbines and plants; Hydrogen; Photovoltaic; Solar thermal; Tidal, Wave, Thermal, Salinity; Other);
3. Language (Italian; English; Dutch; Finnish; French; Greek; Slovak);
4. Type of material (Video; Game; Informative material; Interview; Manual/Guideline; Policy/Regulatory; Projects; Scientific article; Other).

As of July 2025 (M35) the Green Portal contains **550 contents**. Figure 18 illustrates the distribution of Green Portal contents according to the SKILLBILL quality label. The pie chart shows that each macro category - "school", "citizens", and "technicians" - contains more than 130 contents. Specifically:

- The "school" macro category includes 151 contents: 64 basic, 37 intermediate, and 50 advanced;
- The "citizens" macro category comprises 266 elements: 65 basic, 172 intermediate, and 29 advanced;
- The "technicians" macro category counts 133 contents: 0 basic, 58 intermediate, and 75 advanced. It is worth noting that the "basic technicians" category does not include any content since, by definition, a technician is expected to deal with specialized topics and detailed aspects, which are hardly compatible with a basic level of complexity.

This balanced distribution ensures that each type of user can find relevant and valuable contents, supporting targeted growth and learning.

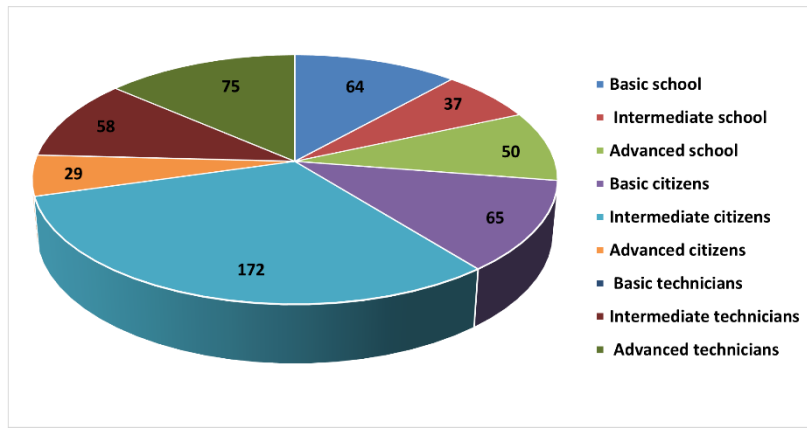


Figure 18. Pie chart showing the distribution of Green Portal contents based on the SKILLBILL quality label

Evaluation metrics

As already mentioned, the Green Portal contains **550 contents** (that have received a total of **26,000 “likes”**), **150** of which are **in the “Green woman” section**. Since its launch, the Green Portal has demonstrated a significant impact both in terms of visibility, with more than **46,000 views**, and a **widespread international audience**. The top chart in Figure 18 clearly shows that, while activity remained relatively stable for the initial months, a major turning point occurred around mid-April 2025 when the number of views suddenly rose to over 6,000 per day. This peak reflects the success of either ad hoc advertisement on social media, sponsored campaigns on Google, dissemination campaign by WR, and notably the Green Contest. It is worth highlighting that the increase in views can be attributed also to the growing volume of contents within the portal, which has been updated on a weekly basis. Additionally, out of the 46,000 total views, the portal recorded **17,000 active users**, including **1,600 returning users**, suggesting a growing base of loyal users returning to the portal after their first visit. The bottom graphic in Figure 19 provides a breakdown of active users by country. Countries with stronger user activity are shaded in darker blue, reflecting the global interest in the portal and strong European penetration. Italy leads with 5,700 active users, followed by Spain (2,000), Netherlands (1,800), Slovakia (1,500), and Greece (1,300). Northern Europe is also well represented with Finland (1,200) and Ireland (862). The world map further confirms this broad reach, with notable engagement across multiple continents. Moreover, it is plausible to expect continued growth, in terms of views and user involvement, of the portal also after the project ends.



Figure 19. Total views and Geographic coverage of Green Portal (Google Analytics)

Table 6 below summarizes all the KPIs related to the Green Portal activities, as outlined in the grant agreement, along with the corresponding achieved values. As can be observed, all the KPIs have been met and exceeded

Table 8. List of KPIs related to the Green Portal

Outcome	Target	Reached No.	Status
To have an organized user-friendly Green Portal	1	1	Completed
Quality label for info-material	1	1	Completed
Green Portal: uploaded material	300	550	Completed
Green Portal: labelled material	500	550	Completed
Individuation of green positive examples between women	more than 100	150	Completed
Green Portal material 'liked' at least 10,000 times	10,000	26,000	Completed
Shares of social media posts about the green portal	100	102	Completed
To create or upload contents every month	at least 15	15	Completed

Feedback evaluations of Green Portal

The Green Portal includes a dedicated section with three questionnaires aimed at assessing: (i) the SKILLBILL project's impact on gender aspects in STEM, (ii) RES awareness, and (iii) the impact of the Green Portal itself. A total of **70 responses** were collected across these questionnaires, showing that users engaged with the portal proactively. The voluntary nature of the questionnaires, which were not linked to any specific service request, further demonstrates the users' willingness to provide feedback and contribute to the platform's continuous improvement. Breaking down the results:

- The **gender-related questionnaire** received **33 responses**;
- The **RES awareness questionnaire** gathered **21 responses**;
- The **Green Portal impact questionnaire** received **16 responses**.

The gender-focused questionnaire was the most completed, emphasizing the strong relevance of this topic. This highlights how SKILLBILL has addressed gender issues in STEM in a concrete and timely manner, aligning with current societal concerns and priorities. Deliverable 6.4 offers an in-depth and comprehensive analysis of the questionnaires results, which can be consulted for additional details. However, it is useful to briefly evidence in this section some key findings and observations that demonstrate the positive impact of the Green Portal across multiple dimensions. These insights provide tangible evidence of the portal effectiveness in supporting the SKILLBILL project's main objectives. In detail, Figure 20 includes four graphs that collectively highlight how the vast majority of users have enhanced their awareness and skills related to Renewable Energy Sources through the Green Portal, and intend to continue using the platform in the long term.

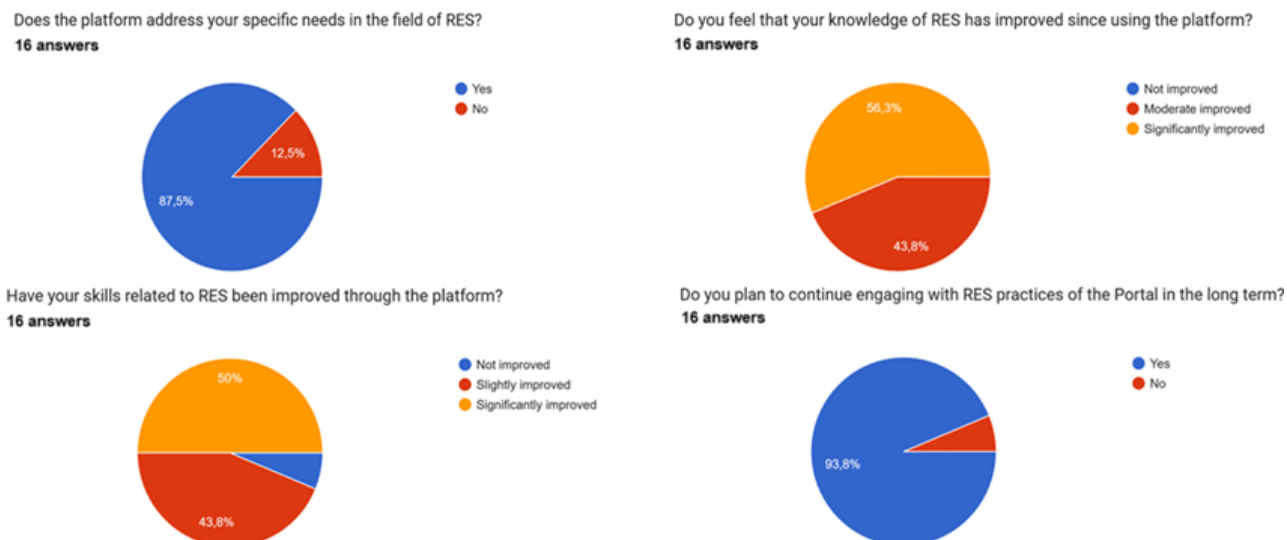


Figure 20. Graphs of user feedback on Green Portal impact

Promotional initiatives for the Green Portal

As previously observed in Figure 19, the platform has reached 46,000 views, with a clear concentration of visits occurring in the most recent period. This significant result has been achieved thanks to targeted promotional initiatives, designed to attract users interested in the portal's core themes, such as renewable energy sources, gender gap in STEM, and climate change. All the activities carried out to maximize the Green Portal visibility can be categorized in 4 groups:

- Ad hoc advertising on social media platforms (such as LinkedIn and Facebook).**
 Tailored promotional content was regularly published on social media platform to raise awareness about the Green Portal and its educational resources. These campaigns were designed to engage specific target groups (namely educators, students, citizens, and professionals) by highlighting relevant features and encouraging interaction with the portal.
- Sponsored Google Ads campaigns targeting users with high thematic interest.**
 Dedicated advertising campaigns were launched through Google Ads, with careful keyword selection and audience profiling to ensure visibility among users with a demonstrated interest in RES, STEM education, climate action, and gender-related issues. These campaigns were optimized to improve reach, click-through rate, effectively attracting high-quality traffic to the platform.
- D&C campaign coordinated by WR.**
 A continuous and structured D&C campaign was managed by WR, aimed at expanding the Green Portal's audience over time. The campaign involved regular updates, cross-posting through affiliated networks, strategic use of newsletters and targeted communications to stakeholder communities. This consistent effort significantly contributed to increasing the number of returning visitors and broadening the user base of the platform.
- Green Contest.**
 The Green Contest, is an open European school contest held during the 2024/2025 academic year. It specifically aimed to raise student awareness on RES and the gender gap in STEM and the green economy, while fostering creativity, critical thinking, and social engagement. The contest featured two distinct categories: one for students under the age of 14 and one for students over 14 (still in high school). Participants could join individually or in groups of up to four. Contributions had to address one or both of the following themes: (1) the role of RES in a sustainable future; (2) the gender gap in STEM and green economy fields. Contributions could

take various creative forms, such as videos, essays, comic strips, podcasts, photographs, or 3D plastic works, and were required to be submitted in English, along with a brief description. The participation of European students was remarkable, and the overall quality of the submitted projects was truly impressive. The 10 finalist contributions (5 per category) were uploaded to a dedicated section of the Green Portal, specifically created for the Green Contest (<https://www.skillbill-greenportal.eu/green-contest/>). Following a thorough evaluation process, two winners were selected. Specifically, the winners who stood out for originality, impact, and commitment are:

- **Category Under 14** - "[Yes I can](#)"
- **Category Over 14** - "[The power of wind, the light of the community](#)"

Each phase of the contest, from its launch to the final awarding (which included the distribution of diplomas and educational tablets), was carefully promoted and disseminated by the partners through various communication channels.

5.4 Events

Throughout its three-year journey, SKILLBILL has proactively organised and participated in a diverse range of events designed to advance its mission, disseminate key project outcomes, and strengthen its role in shaping education and training on renewable energy across Europe. By capitalising on both internal events and external opportunities - such as thematic workshops and working groups - SKILLBILL significantly enhanced its visibility, forged strategic partnerships, and actively contributed to broader conversations on sustainable development, the circular economy, and the skilling-upskilling-reskilling of key actors within the RES sector.

5.4.1 Internal events

Digital co-creation workshop (Task 2.2): Q-PLAN organised SKILLBILL's Digital Co-Creation Workshop on June 24th 2023. The workshop was organised with the support of all partners, where a diverse group of 32 participants, including external stakeholders, experts on renewable energy across the quadruple helix, advisory board members, and consortium partners, came together with a shared vision of advancing renewable energy. The results of the workshop were documented and delivered in the dedicated D2.2. report (read the full report [here](#)).

The main focus of the workshop was to establish four thematic working groups, each with a unique emphasis on critical aspects of the renewable energy sector. These working groups then served as collaborative hubs and expertise among experts and enthusiasts alike.



Figure 21. SKILLBILL's co-creation workshop

SKILLBILL Working Groups (Task 2.3): The Working Groups (WG) were set-up and operated to share knowledge, expertise and give feedback to the consortium of the project on key topics in the energy sector. SKILLBILL sets-up 4 Working Groups under the thematic of Electricity; Fuels; Heat & Mobility. Since November 2023, four rounds of online Working Groups meetings took place (Nov.2023; May 2024; Oct. 2024 and May 2025), discussing (i) the identification of new jobs and skills; (ii) the translation of technological advancements into training needs; (iii) solutions for development and adoption of sustainable renewable energy and fuel techs and (iv) direction on Regulatory Shifts and Guidelines to shape favorable environment for RES diffusion.

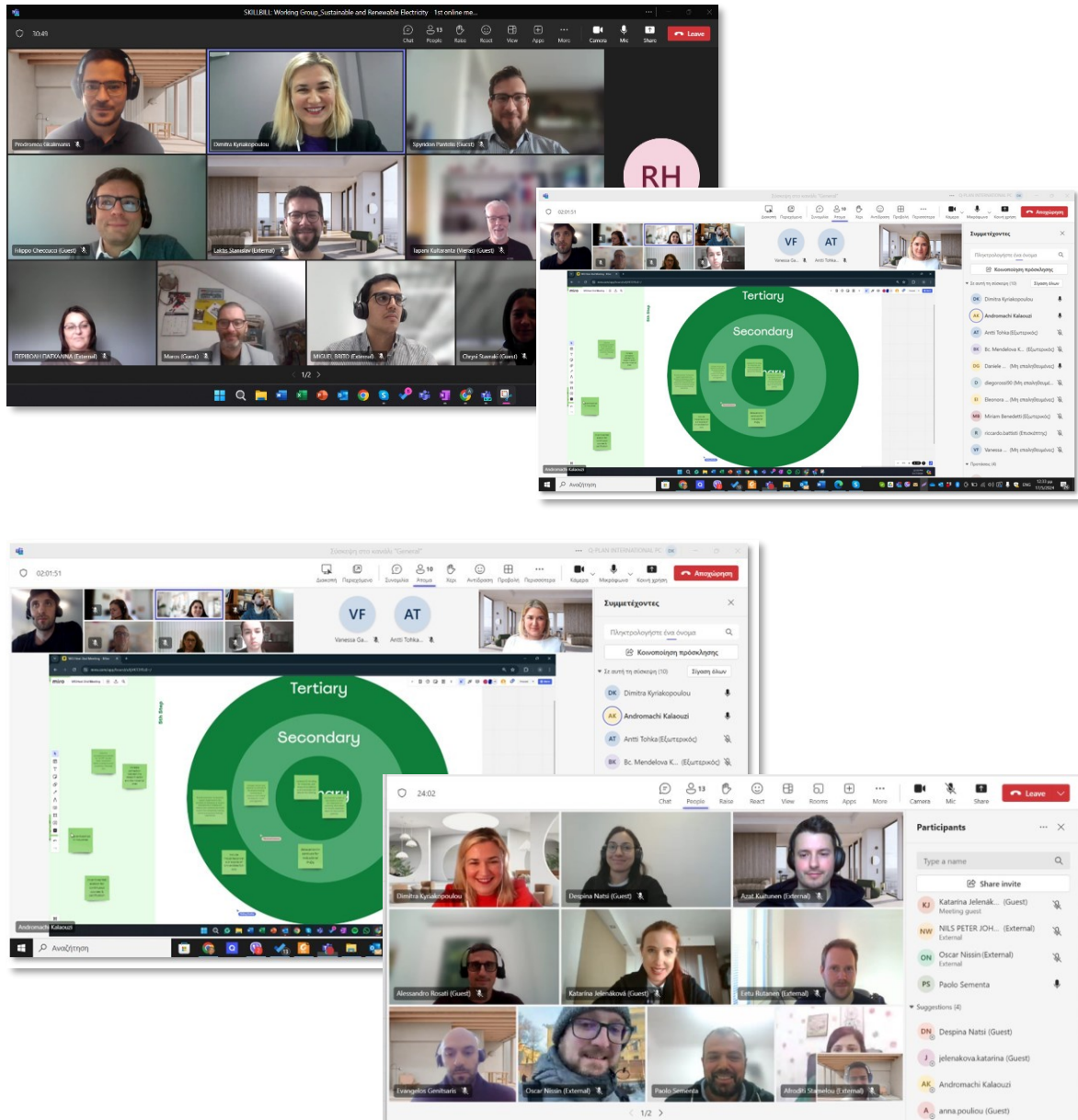


Figure 22. SKILLBILL's Working Groups Meetings

Mobilisation and Mutual Learning Workshops (Task 2.4): In line with the work of the Working Groups, two MML workshops were organized by PC on November 19th, 2024 and June 25th, 2025. The workshops utilized a co-creative bottom-up approach to collect suggestions, recommendations, and ideas for further improving the outputs of the working groups. During these workshops, the experiences and results of WP2, WP4, and WP5 were shared and discussed to produce actionable

D6.2: Dissemination and Communication Results, 29/08/2025

knowledge that could improve our work, all while raising awareness and stimulating the practical application in different contexts by the participating stakeholders.

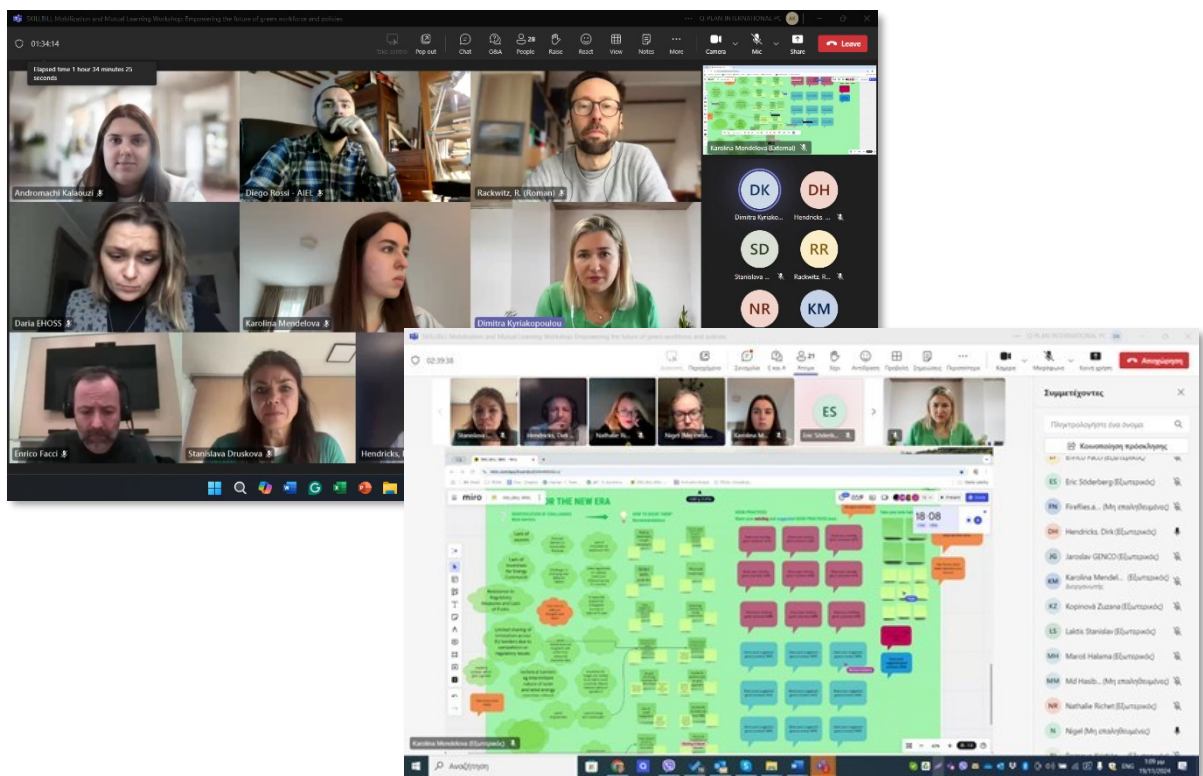


Figure 23. SKILLBILL's MML Workshops

Final dissemination event (Task 6.1): SKILLBILL's final dissemination event was successfully held on June 26th, 2025, in Brussels, within the framework of the Sustainable Futures Conference. The event was co-organised by SKILLBILL; Bluerev; Engage4Bio and BlueBioClusters, creating a joint platform to amplify outreach and visibility. As part of this conference, SKILLBILL's final event

highlighted the diverse perspectives and practical tools that enable local communities, businesses, and policymakers to adopt novel educational and training approaches on RES in EU. Through presentations of real-world success stories and project results, the event inspired 81 participants by showcasing tangible progress and impact achieved on the ground. Further details on SKILLBILL's final event can be found in "Chapter 6: Final dissemination event" of this deliverable.



Figure 24. Sustainable Futures Conference

Table 9. List of SKILLBILL's internal events_provides an overview of SKILLBILL's internal events, along with the corresponding engagement metrics achieved:

Table 9. List of SKILLBILL's internal events

Event	Task	No. of events	No. of participants	Status	Deliverable
Digital Co-creation Workshops	T2.2	1	32	Completed	D2.2
1st round of online Working Group Meetings	T2.3	4	50	Completed	D2.2; D2.3
2nd round of online Working Group Meetings	T2.3	4	41	Completed	
3rd round of online Working Group Meetings	T2.3	4	44	Completed	
Working Groups Plenary Meeting	T2.3	1	23	Completed	
Mobilisation and Mutual Learning (MML) Workshops	T2.4	2	1 st round:29 2 nd round: 24	Completed	
Final event	T6.2	1	81	Completed	D6.2
Total		17	324		

SKILLBILL's internal events proved to be instrumental in building awareness, building collaboration, and advancing the main project's assets regarding skilling, upskilling and reskilling on RES. These diverse activities, ranging from co-creation to mutual learning workshops and working group meetings, successfully mobilised stakeholders, stimulated dialogue, and reinforced knowledge exchange. The strong participation numbers and the broad spectrum of topics covered reflect the project's inclusive and hands-on approach to stakeholder engagement. By aligning event objectives with project goals and tailoring each activity to local contexts, SKILLBILL maximised its outreach and laid the groundwork for continued engagement beyond the project's lifecycle.

5.4.2 External events and conferences

Throughout the three-year implementation of SKILLBILL, the consortium actively participated in a wide range of external events and conferences at both EU and national levels. In line with the goals originally outlined in the first version of the DCP, these participations allowed the consortium to:

- Present SKILLBILL's concept, objectives, and methodology.
- Showcase project results and success stories from the field.
- Promote awareness-raising and stakeholder engagement actions.
- Strengthen collaborations and explore synergies with related initiatives.
- Attract relevant stakeholders to engage in project activities (e.g. Specialisation School; VET Program; WGs etc.).
- Disseminate project materials and raise visibility of communication channels (website, SMAs, newsletter).
- Stay informed on emerging trends and policy developments within the RES education and training.

These external engagements played a crucial role in expanding SKILLBILL's outreach, facilitating peer learning, and reinforcing its presence in the broader RES community. They also offered a platform for two-way knowledge exchange, enabling the project to contribute to ongoing sectoral discussions while gathering insights to improve its activities. This final version of the DCP includes

a detailed list of the external events attended by consortium members. All partners were encouraged to use the project’s official visual identity and communication materials (e.g. leaflet, poster, presentation templates) during their participations and to complete the event reporting template (Annex 5: SKILLBILL External Events & Conferences Reporting Template) for internal monitoring and assessment.

Table 10. Attended events up to M36

No.	Event	Locations	When
1	European Sustainable Energy Week	Barcelona, ES	20-22/6/2023
2	CLUST-ER Build - Formazione - Costruire innovazione attraverso la progettazione europea	Brussels, BE	27/9/2023
3	CH4 Expo 2023	Thessaloniki, GR	11/10/2023
4	FemPower Summer School 2023	Online	2/9/2023
5	9th SBA Professional Conference - The Future of Slovak Biogas 2023	Martin, SVK	19-20/10/2023
6	Final conference of RESTART project	Bologna, IT	25/10/2023
7	SmartCity Expo World Congress	Bratislava, SVK	7-9/11/2023
8	Renewable Energy Expo MARINEWIND co-creation	Thessaloniki, GR	8/3/2024
9	Bioeconomy Changemaker Festival	Nitra, SVK	13/3/2024
10	ECOMONDO - The green technology expo	Rimini, IT	4-7/11/2024
11	10th Annual Slovak Biogas Association Conference	Zvolen, SVK	7-8/11/2024
12	BioRural Challenge South West-EU Finals	Valladolid, ES	27-28/11/2024
13	BioCH4 Forum - BWE	Bari, IT	27/11/2024
14	Workshop RH2Ine	Online	9/12/2024
15	Forward Green Renewable Energy Expo	Thessaloniki, GR	13-15/3/2025
16	WENDY EU Brokerage event	Thessaloniki, GR	13/3/25
17	KEY- The Energy Transition Expo 2025	Rimini, IT	5-7/3/2025
18	APAFORM Grand Tour	Online	9/7/2025

Below representative photos are illustrated showcasing SKILLBILL’s participation in external events.



Figure 25. EU Green Week (2023)



Figure 26. Bioeconomy Changemaker Festival (2024)



Figure 27. 10th Annual Slovak Biogas Association Conference (2024)



Figure 28. SmartCity Expo World Congress (2024)



Figure 29. Forward Green | Renewable Energy Expo (2025)



Figure 30. KEY- The Energy Transition Expo (2025)

Table 11. Overview of SKILLBILL's external events attended KPIs.

KPI	Target	M36
No. of external events attended	15	18

By the end of the project, consortium partners had participated in a total of **18 external events**, actively promoting SKILLBILL's vision; activities and results. To ensure consistent representation, all partners had access to a full suite of promotional materials. These tools helped maintain a coherent and professional visual identity across all dissemination activities. Presentations delivered at external events adhered to the project's communication guidelines and were aligned with the core messaging and objectives of SKILLBILL. In preparation for external engagements, partners informed WR in advance, allowing for coordinated promotion through the project's digital channels. This helped maximise visibility and audience engagement. After participating as speakers; panellists, or organisers, partners were asked to complete the Event Reporting Template, enabling the project to systematically document dissemination actions and assess their contribution to the overall communication strategy.

5.5 Publications

Since the very beginning of SKILLBILL, partners were actively encouraged to disseminate key project findings and outcomes through scientific publications. These publications represent one of the most valuable outputs of the project, as they capture and preserve the new knowledge generated through the support and development of novel approaches on RES education and training. According to the dissemination strategy, a minimum of five open-access publications in peer-reviewed journals was set as a key target. Beyond this, partners were welcomed to propose and pursue additional publications that could further amplify the visibility and impact of SKILLBILL's achievements.

The following table provides a detailed overview of all publications produced within the framework of SKILLBILL, highlighting the title, date and responsible partner for each publication:

Table 12. SKILLBILL's Publications

Title	Source	Leading Author	Date	Link
A Guide to formulate joint initiatives	Zenodo	QPLAN	Oct. 2024	Link
Enhancing Metal Hydride – Phase Change Material Hydrogen Storage Systems Efficiency with Expanded Graphite	Energy Proceedings	UNITUS	Sep. 2024	Link
Iscrizione gratuita al Master europeo sulla transizione energetica	Zenodo	A0	Sep. 2024	Link
Green Contest: Giovani Europei in gara per un futuro sostenibile e inclusivo	Zenodo	A0	Dec. 2024	Link
Design of a Zero-Emission Metal Hydride-based Refueling Station for H ₂ -powered L6e Light-Duty Hybrid Vehicles	EFCH2025	UNITUS	Sep. 2025	Link
Does the availability of alternative energy choices lead to more environmentally friendly outcomes? The case of thermal energy communities and natural gas	Applied Energy	UU	Nov. 2024	Link

consumption (<i>acknowledging SKILLBILL for financial support</i>)				
Perception towards reducing natural gas consumption and imports in Europe: A theoretical and empirical investigation (<i>acknowledging SKILLBILL for financial support</i>)	Heliyon	UU	May 2024	Link
Why and how can agent-based modelling be applied to community energy systems? A systematic and critical review (<i>acknowledging SKILLBILL for financial support</i>)	Energy Research & Social Science	UU	Aug. 2024	Link

Table 13. Overview of SKILLBILL's publications KPIs.

KPI	Target	M36
No. of scientific/generalist papers	5	8

SKILLBILL has successfully delivered total of **8 scientific articles**, exceeding the original KPI of five open-access publications. These outputs reflect the strong engagement of partners in sharing project-generated knowledge with the broader academic, policy, and practitioner communities. The publications addressed key themes of the project, such as RES perspectives, scientific topics and methodology guidelines. By publishing in relevant conferences and peer-reviewed forums, SKILLBILL not only broadened its visibility but also contributed valuable insights to ongoing discussions around RES skilling; upskilling and reskilling.

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Enhancing Metal Hydride – Phase Change Material Hydrogen Storage Systems Efficiency with Expanded Graphite#

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ABSTRACT

Hydrogen storage systems and, specifically, metal hydride-based systems, hold a significant potential when it comes to finding safe, affordable, and efficient energy storage solutions [1-3]. A challenge often associated with most metal hydride compounds is building an efficient Heat Management System to prevent the hydride temperature to diverge from equilibrium and, thus, slow down the storage process [4]. We analyze a hybrid Metal Hydride – Phase Change Material (MH-PCM) configuration, where the PCM surrounds the MH powder and works as Thermal Storage Unit (TSU). During desorption of hydrogen (endothermic), the PCM provides heat to the MH by using the same energy that it had previously stored during the absorption stage (exothermic) [5]. However, PCMs suffer from low thermal conductivities, thus several Thermal Augmentation Systems (TAS) might be employed to try and solve this issue. Among them, we focus our attention on the addition of Expanded Natural Graphite (ENG) into the PCM. ENG has a high thermal conductivity and can be easily mixed within the PCM to form a composite. The reduction in gravimetric and volumetric density is a negative side effect of using ENG.

In this work, we numerically assess the impact of ENG by comparing the absorption and desorption processes of a baseline MH-PCM design and other layouts with increasing amounts of ENG.

The results show that the overall cycle time is reduced by 20.5% when increasing the ENG volume fraction from 0% to 25%. The gravimetric density drops by 12.3%, thus suggesting the increase in the storage system weight and size. The average inlet and outlet power increase from 2.7 kW to 3.6 kW and from 1.2 kW to 1.45 kW, respectively.

Keywords: renewable energy resources, hydrogen storage, metal hydride, phase change material, energy systems, climate change

This is a paper for the 16th International Conference on Applied Energy (ICAE2024), Sep. 1-5, 2024, Nigata, Japan.

NOMENCLATURE

Abbreviations

MH	Metal Hydride
PCM	Phase Change Material
RES	Renewable Energy Source

Symbols

L	Length
D	Diameter
m	Mass
M	Molecular weight
S_c	Stoichiometric coefficient
f	Hydrogen mass flow rate
r	Reaction rate
C	Kinetic constant
E	Activation energy
ΔH	Reaction enthalpy
ΔS	Reaction entropy
β	Reaction plateau slope coefficient

Subscripts

a	Absorption
d	Desorption

1. INTRODUCTION

Hydrogen holds a significant potential when it comes to finding new and innovative energy storage solutions, as it can either be stored in gaseous, liquid, or solid form and boast flexibility as for integration with Renewable Energy Sources (RES) [6]. The first two methods pertain to the physical-based storage methods, where the density of hydrogen is increased by increasing the pressure or lowering the temperature, respectively. Solid-state hydrogen storage relies on the different concept of either trapping hydrogen by adsorption (so-called physisorption) or making it react with a metal or metal alloys (so-called chemisorption). In particular, the

European Fuel Cells and Hydrogen

PIERO LUNGHINI CONFERENCE

Design of a Zero-Emission Metal Hydride-based Refueling Station for H2-powered L6e Light-Duty Hybrid Vehicles

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Keywords: hydrogen, hybrid electric vehicles, zero-emission vehicles, metal hydrides

Abstract: This paper investigates the potential of hydrogen as a sustainable alternative fuel to mitigate the environmental impact of the automotive industry. It presents the design of a hydrogen refueling station for L6e light vehicles, powered by a photovoltaic system. The study optimizes the capacity of the energy storage elements (buffer battery and hydrogen tank) and of the electrolyzer to minimize the levelized cost of hydrogen storage for a fleet of 8 vehicles in urban driving cycles. Key components such as the photovoltaic system, PEM electrolyzer, and hydrogen storage method are discussed.

Introduction: An ecologically sustainable mobility is necessary to reduce the environmental impact of this sector, in line with the 17 points of sustainable development set out by the UN [1]. Transport still accounts for 26.6% of total greenhouse gas emissions in the EU, falling far short of the objectives of the European Green Deal targets to reduce greenhouse gas emissions by 60% compared to the 1990 levels [2]. The characteristics that make hydrogen particularly interesting for its applications in the energy and automotive fields, namely in Fuel Cell-powered cars, are: absence of local emissions, high energy density, high driving range compared to battery electric vehicles, short refueling times [3]. In terms of on-board and stationary hydrogen storage solutions, Metal Hydrides (MH) are a promising alternative to traditional compression or liquefaction storage systems, inasmuch the theoretical energy density is higher and the safety issues overcome [4,5], thanks to a lower storage pressure.

Methodology: A hydrogen refueling station is powered by a PV system to produce green hydrogen, which is then stored in a MH storage system (see Fig. 1). A buffer battery decouples

Figure 31. Representative SKILLBILL's scientific publications

6. Final dissemination event

The final dissemination event of SKILLBILL was held on June 26th, 2025 in Comet Louise venue (Brussels, BE), as part of the [Sustainable Futures Conference](#). This one-day event brought together four Horizon Europe (HEU) projects - SKILLBILL; [BlueBioClusters](#); [BlueRev](#) and [Engage4BIO](#). These EU funded projects share a common goal: supporting sustainable development by advancing green energy, circular bio-based systems, and innovative governance frameworks. By addressing regional challenges and leveraging the untapped potential of bio-based & renewable energy solutions, these four projects aimed to shape a more resilient, inclusive, and environmentally responsible future.



Figure 32. Sustainable Futures Conference visual identity

Hosted at Comet Louise, the conference brought together a diverse group of **81 stakeholders**, including regional policymakers, researchers, industry representatives, and members of civil society. The [Sustainable Futures Conference](#) (SFC) was an opportunity for everyone to learn how these four projects have revitalized local communities, implemented biobased solutions, accelerated the adoption of renewable energy, and built stakeholders' capacity through engagement and skills development. Participants gained firsthand insights into actionable solutions and the tangible benefits of integrating sustainable systems into real-world applications. Attendees engaged with the key outcomes of the projects, including practical tools for business development, methodologies for stakeholder engagement, and strategies for supporting sustainable EU renewable energy and bioeconomy ecosystems.

The event featured fruitful discussions on social acceptance, business models, governance frameworks and the role of education and upskilling in enabling a green transition. The day began with a [welcoming session](#), setting the tone for a dynamic and forward-looking event. [Keynote speeches](#) from leading EU representatives followed, offering strategic perspectives on renewable

energy, bioeconomy advancements and the role of ocean sustainability in shaping future EU policies. Each of the four organising projects then took the stage for a concise round of **fire-pitching presentations**, highlighting their contributions and unique regional approaches. This led into the **Marketplace Session**, an engaging exhibition space where attendees had the chance to explore project outcomes, digital tools and success stories through hands-on interactions and direct discussions with project partners. At SKILLBILL's corner, attendees had the chance to engage with the leading partners of the Specialisation School and VET Program, experience a live AR demonstration of SKILLBILL's training software, and explore the scientific outcomes of the Specialisation School along with the videos of the Green Contest participants.



Figure 33. SFC key-note session



Figure 34. SFC fire-pitching (top) and marketplace (bottom) sessions

The afternoon began with the **first thematic panel**, where representatives from the projects shared best practices on stakeholder engagement and co-creation approaches that have proven effective in regional transitions to sustainable bioeconomy systems. This was followed by a participatory **World Café session**, allowing participants to rotate through four discussion stations focused on critical themes such as education and skills development, business models, value chains, and the integration of ecosystem services. The discussion round facilitated by SKILLBILL, was titled

“*Workforce Development & Skills Enhancement in Renewable Energy*”. This session explored how to improve connections between industry and academia, promote gender inclusivity in STEM, and identify practical ways to strengthen the renewable energy workforce across Europe.



Figure 35. SFC World Caffe session

The coffee break offered continued **networking opportunities** alongside interactive showcases. In the final plenary session, high-level project representatives provided reflective insights, drawing connections between the day’s discussions and the broader European vision for inclusive, resilient, and sustainable development. The event concluded with **closing remarks** from project leaders, followed by a networking cocktail that provided space for informal exchanges and new synergies to emerge.



Figure 36. Networking (left) and closing (right) sessions

The **Sustainable Futures Conference** highlighted the **critical role that Horizon Europe projects** play in shaping the bioeconomy and renewable energy landscape across Europe. These projects act as catalysts for structured dialogue among businesses, public authorities, civil society, and academic institutions, strengthening stakeholder engagement and creating inclusive platforms for co-creation. By emphasizing local value creation and empowering underrepresented communities, they support bottom-up innovation and improve the long-term social acceptability of green solutions. Moreover,

their outreach activities have contributed to raise awareness among citizens about their role in shaping future markets, governance structures, and sustainable development trends.

Building on the experience and achievements of these initiatives, **several key recommendations were proposed** to enhance policy and programme design. These include promoting cross-sector collaboration and synergistic funding approaches that connect projects across bioeconomy and RES domains. Strengthening stakeholder engagement is also essential, particularly through platforms that enable co-creation with SMEs, municipalities and regional actors. Participants further emphasized the **need for tailored regional training ecosystems and investment in Vocational Education and Training, designed collaboratively by universities, industry, and local authorities.** Improving collaboration between academia and industry, **addressing gender gaps in STEM,** and **offering training for public officials** were also identified as priority actions to ensure a just and effective green transition.

To ensure the long-term impact of project outcomes, **the conference underlined the need to integrate sustainability strategies into the lifecycle of Horizon Europe projects.** This includes developing business models for digital tools, identifying future tool owners, and incorporating resources into EU-wide platforms to guarantee accessibility. Additionally, harmonizing educational standards across borders, leveraging AI and digital tools for learning access, and promoting the role of art and culture in sustainability communication were seen as vital steps. Lastly, empowering local and regional authorities through targeted governance support and alignment with EU strategies was proposed as a crucial element in driving systemic change from the ground up.

The detailed agenda of SFC has been included in [Annex 6: Sustainable Futures Conference Agenda](#).

News articles were published on SKILLBILL’s website both prior to the event ([link](#)) and following its completion ([link](#)).

Embedding SKILLBILL’s final dissemination event within the framework of the SFC was a carefully considered strategic decision that significantly enhanced the project’s visibility, impact, and outreach. Rather than opting for a standalone event, we chose to co-organise a high-level joint conference alongside complementary EU-funded projects. This collaborative approach not only maximised logistical and communication synergies but also positioned SKILLBILL within a broader policy and stakeholder dialogue, enabling meaningful cross-project exchange and amplifying the project’s voice in key discussions. From conceptual planning to execution, the organisational process required sustained coordination among multiple consortia, alignment on thematic priorities, and active engagement to co-design sessions that reflected shared challenges and ambitions. The outcome was a dynamic event, attended by 81 participants, that reached far beyond the immediate project network, serving as a platform for knowledge transfer; stakeholder interaction and forward-looking policy reflection.

Table 14. Final dissemination event KPI

KPI	Target	M36
No. of participants	80	81

7. Networks and synergies

Leveraging networks and communication multipliers has been a cornerstone of SKILLBILL's dissemination and communication strategy. From the beginning of it, the project prioritised building connections with high-impact initiatives, relevant scientific communities, and key stakeholder groups. Establishing [synergies](#) - particularly with other EU-funded projects - significantly enhanced the visibility of SKILLBILL's actions and results by broadening its outreach and strengthening its relevance within EU RES skilling, upskilling and reskilling.

Throughout the project's lifecycle, SKILLBILL actively pursued joint dissemination activities with clustered and sister projects. These collaborations included participating in and co-organising joint events and inviting external initiatives to participate in SKILLBILL's activities such as workshops and campaigns. Furthermore, the project supported EC-driven efforts to increase cross-project collaboration and visibility within Horizon Europe and Horizon 2020 communities.

Collaboration took various practical forms, including:

- Mutual referencing of project websites and digital platforms;
- Cross-promotion through official social media channels;
- Exchange of news results, event invitations and press releases;
- Participation in and co-organisation of joint events;
- Inviting representatives from other projects to SKILLBILL-led events and workshops.

An updated list of EU-funded projects and initiatives that synergised with SKILLBILL is provided in Table 15. Regular and open communication with these projects ensured mutual support, facilitated knowledge transfer and enabled the identification of new opportunities for joint action

Table 15. Established Synergies

Synergy Project	Short description	Website
<p>SEANERGY</p> <p>Sustainability EducationAI programme for greenER fuels and enerGY on ports</p>	<p>Aims to provide a solution for exploiting the untapped potential of EU-ports energy's system by implementing the SEANERGY Master Plan which assesses stakeholders to execute the necessary activities towards transforming ports, regardless of their geographical context, into active members of the clean energy and fuel generation grid of EEZ.²</p>	<p>Link</p>
<p>TRANSIT</p> <p>TRANSITION to sustainable future through training and education</p>	<p>Aims to provide sustainable training and reskilling programmes for current and future generations on a multidisciplinary approach in renewable energy and fuel technologies, identifying global and local challenges to realise the large deployment ambitions, covering European level and all different stakeholders' levels.³</p>	<p>Link</p>

² <https://cordis.europa.eu/project/id/101075710>

³ <https://cordis.europa.eu/project/id/101075747>

<p>RES4CITY</p> <p>Upskilling students and members of the workforce to prepare for the green transition, in support of a low carbon economy</p>	<p>RES4CITY is a 36-month project, starting in Q4-2022, and funded by the European Union, that aims to enhance the development of sustainable renewables and fuel technologies in cities by co-designing an innovative educational programme with stakeholders and promoting sustainability and circularity, filling the knowledge and skills gaps for a successful energy transition.</p>	<p>Link</p>
<p>ALFA</p> <p>Scaling up the market uptake of Renewable Energy Systems by unlocking the biogas potential of Agriculture and Livestock Farming</p>	<p>ALFA supports at least 50 livestock farmers in 6 EU countries (IT, DK, DE, BE, SK, EL, ES) to overcome existing barriers and viably take up biogas systems. We start by establishing regional Hubs that analyse the local framework conditions and livestock value chains and help engage local stakeholders in co-designing our approach⁴</p>	<p>Link</p>
<p>W4RES</p> <p>Women for market uptake of renewable heating and cooling</p>	<p>The project aims at the involvement of women to support market uptake of Renewable Heating and Cooling.</p>	<p>Link</p>
<p>GreenSkills4H2</p> <p>Design of a reactive and urgent upskilling and reskilling programme for occupational profiles for a career in the Hydrogen value chain</p>	<p>The 4-year project aims at developing sectoral skills strategies to reduce skills shortages, gaps and mismatches, in the short and the medium term.</p>	<p>Link</p>
<p>FemPower</p> <p>Gender Equality in the Clean Energy Transition</p>	<p>FemPower is a Cooperation Partnership in Higher Education. FemPower aims to increase female representation in the sector, empower and prepare those who are already active in academia or the market, and integrate the gender dimension in CET research and development.</p>	<p>Link</p>
<p>ENFLATE</p> <p>Flexibility from grid to market across sectors ENabling FLexibility provision by all Actors and sectors through</p>	<p>The project ENFLATE relates to the European Commission's policy framework and seeks to decarbonise the energy system, encourage the electrification of heat and transport, as well as the connection of more clean but intermittent generation.</p>	<p>Link</p>

⁴ <https://cordis.europa.eu/project/id/101075659>

markets and digital TEchnologies		
MARINEWIND Market Uptake Measures of Floating Offshore Wind Technology Systems (FOWTs)	MAREWIND project is a research project funded by the European Union's Horizon 2020 research and innovation programme. The project provides vital solutions to help building a next generation of large offshore wind energy- and tidal power generators by solving the current challenges related to materials, coatings and multi-material architectural performance.	Link
iSOP	The aim of iSOP four-year work programme is to undertake cutting edge multidisciplinary research and development to make a step change in understanding and advancing Supercritical CO2 based power generation systems' technology.	Link
GenB Young BioVoices for a sustainable future	GenB is a 30-month project funded under Horizon Europe, the EU's key funding programme for research and innovation. The project focuses on educating and empowering the Generation Bioeconomy (GenB) to become aware, sensitive, and engaged with environmental issues, sustainability, and circularity.	Link
BlueBioClusters Coastal regions in transition to the blue bioeconomy	BlueBioMatch is a novel platform designed to function as a convergence point for a diverse spectrum of stakeholders, ranging from startups and SMEs to researchers, policymakers, and funders. Its purpose is to facilitate the exchange of vital information, products, and opportunities within the blue bioeconomy domain.	Link
BlueRev Revitalising bio-based value chains	BlueRev project focuses on the revitalisation of European local communities through innovative bio-based business models, governance frameworks and social innovations in the blue bio-based sector, to underline the benefits the wide deployment of the bio-based sector can offer.	Link
Engage4BIO Multi-stakeholder engagement to strengthen regional bioeconomy value- chains	Engage4BIO will strengthen circular, sustainable bioeconomy and sustainable regional development through processes of design thinking, co-creation, (re)training and skills development.	Link
WENDY	The WENDY project aims to enhance social acceptance of wind energy by identifying key technical, environmental, and social factors that drive public support. Through multi-spatial planning, stakeholder engagement, and	Link

<p>Changing the perception of renewable energy projects</p>	<p>knowledge-sharing, WENDY fosters a shift from opposition to community-driven enthusiasm for wind energy adoption across Europe</p>	
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SKILLBILL successfully established **15 synergies** with EU-funded projects and initiatives operating in the RES; education and training sectors. As a result of these partnerships, a number of joint activities were carried out, including: co-branded events (e.g. Sustainable Future Conference); shared newsletters; social media campaigns and mutual support in implemented activities of various synergy projects. Overall, the synergies established served as effective multipliers of SKILLBILL’s impact, helping ensure the sustainability and long-term visibility of its outcomes. Indicative snapshots of mutual support activities with synergy projects are presented below.



Figure 37. Mutual participation in external events



Figure 38. SKILLBILL's participation in WENDY's event

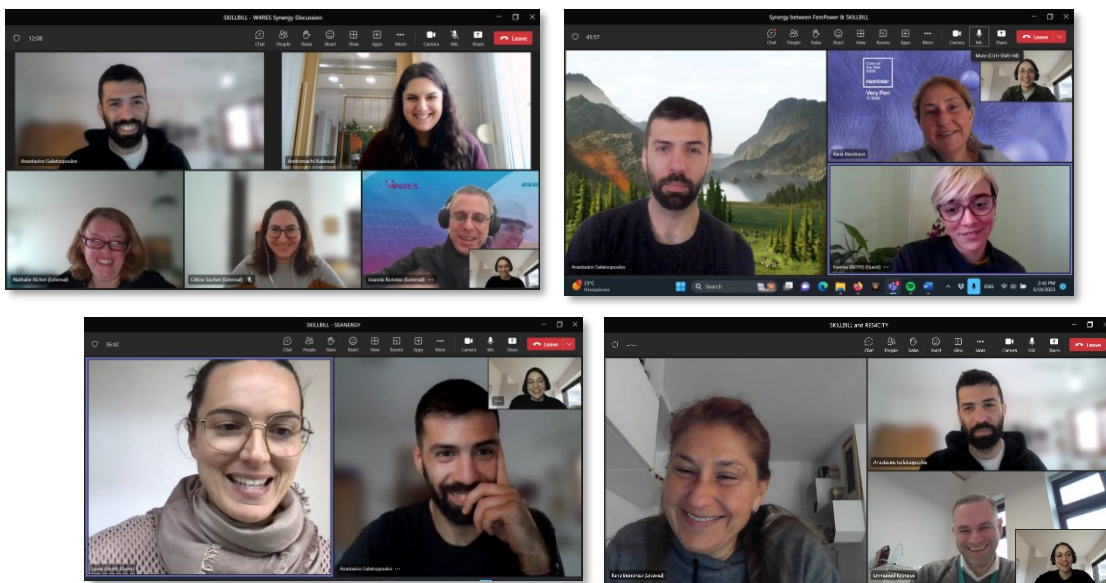


Figure 39. Online meetings with synergy project

SKILLBILL Project
 928 followers
 6mo • Edited • 🌱

Starting 2024 with a Green Synergy! 🌱🚀

SKILLBILL is happy to announce its synergy with GenB, a Horizon Europe project dedicated to empowering the next generation with knowledge and tools for a sustainable and circular bioeconomy. 🌍

This collaboration opens doors to shared resources, innovative initiatives and impactful activities aimed at fostering sustainability awareness among students and educators across Europe. 📖🌱

Together, we'll join our efforts in [#skilling](#), [#reskilling](#) and [#upskilling](#) for the green transition while promoting [#inclusivity](#) and [#innovation](#).💡🤝

👉 Learn more about BIOVOICES and their initiatives here: <https://lnkd.in/eKKbjhck>

AzzeroCO2| Q-PLAN INTERNATIONAL | White Research | Utrecht University | Metropolia University of Applied Sciences| PEDAL Consulting| SINERGIE | Università degli Studi della Tuscia| Universidad de Sevilla| European Renewable Energies Federation (EREF)

BIOVOICES reposted this

SKILLBILL Project
 928 followers
 6mo • Edited • 🌱

Starting 2024 with a Green Synergy! 🌱🚀

SKILLBILL is happy to announce its synergy with GenB, a Horizon Europe ...more

SKILLBILL x GenB:
Empowering the Future Together

skillbill
 RESkilling for sustainability

GENB
 YOUNG BIOVOICES
 FOR A SUSTAINABLE FUTURE

Figure 40. Mutual DC support with GENB Project



Figure 41. Joint-organisation of Sustainable Futures Conference



Figure 42. SKILLBILL's participation in FemPower's Summer Schools

8. Monitoring, Evaluation and Reporting of activities

8.1 Assessment of metrics

Monitoring

The effectiveness of SKILLBILL's D&C strategy was guided by a structured and responsive monitoring and reporting framework. From the kickstart of the project, D&C activities were planned considering the KPIs outlined in the GA (Table 18). These included metrics such as number of website visits, newsletters released & subscribers, social media followers, participation in external events, views of promotional video, and promotional material distributed.

To track the progress against these KPIs, we relied on a combination of digital analytics tools, partner reporting inputs, and internal reviews. Website traffic was monitored through Google Analytics, providing insight into user behaviour, page visits and engagement trends. Social media performance was tracked via platform-native tools (e.g. LinkedIn Analytics, Facebook Insights, and X metrics), helping to assess visibility and interaction levels in real time. These tools allowed the project team to gauge which types of content generated the highest engagement and to adapt communication tactics accordingly.

At the consortium level, all partners were required to document their dissemination efforts on a semester basis using standardised templates. These included the Dissemination Reporting Template and dedicated Internal and External Events Reporting Templates (Annexes 1,2,4,5), which captured information on promotional activities, event participation, publications, and stakeholder engagement. Additionally, throughout the project, results were reviewed regularly to assess performance against established targets. While many KPIs were met or even exceeded, some areas required targeted intervention, such as the number of social media followers and the view of SKILLBILL's promotional video. In response, the communication team implemented adjustments such as increasing the promotion of the promotional video through published content on both social media and website articles, and cross-linking SKILLBILL's social media accounts to all published newsletters and to every DC activity implemented.

Table 16. SKILLBILL's Key Performance Indicators

Assessed element	Metric	Target	M36
Visits to SKILLBILL website/Green Portal	No. of visits	≥ 15,000	68,321
Social media accounts (LinkedIn, YouTube, Facebook, Twitter)	No. of followers	≥ 5,000	1,123
	No. of impressions	≥ 50,000	81,721
Publications	No. scientific / generalist papers	≥ 5	8
Newsletter	No. of newsletters	6	6
	No. of subscribers	≥ 300	497

Promotional material	<i>No. of material distributed</i>	≥ 300	1,278
Participation in external events	No. of events	≥ 15	18
Promotional video	No. of views	≥ 5,000	926
Synergies with other projects	No. of synergies	>10	15
Final dissemination event	No. of participants	≥ 80	81
Green Portal	No. of uploaded materials	≥ 300	550
	No. of labelled material	≥ 500	550

KPIs progress evaluation

Given the dynamic nature of digital communication today and the completion of SKILLBILL, it is important to assess in this report the progress of the KPIs in terms of dissemination and communication activities. SKILLBILL's dissemination and communication activities have had a substantial and far-reaching impact throughout the project's three-year implementation. From wide engagement in high-profile events to strong academic outputs and a dynamic digital presence, the project successfully activated multiple communication layers to engage its diverse target audiences. Notably, SKILLBILL's visibility and recognition were boosted by its participation in numerous international conferences, exhibitions, and stakeholder workshops, which attracted widespread attention and reinforced its positioning within the renewable energy and skills development landscape. In addition, the publication of scientific results and practice-oriented reports served not only to strengthen the project's scientific and technical credibility but also to provide lasting resources for researchers and professionals across Europe and beyond.

Specifically, considering that all internet users are overwhelmed by the constant stream of digital information via different channels (e.g. social media and websites), the pace of KPI development for certain KPIs (i.e., number of social media followers and number of views of promotional video) was considered since the very beginning of the project relatively slow. Despite the perceived slow KPI's progression that led to not meeting these KPIs, alternative indicators shed light on the considerable impact of SKILLBILL's dissemination and communication activities. The joint commitment of the SKILLBILL consortium has been constantly extending the reach of the project. By following a strategic approach on which partners posted new posts on their LinkedIn accounts and mutual support was provided amongst the synergy projects, the visibility of the project was increased through their respective networks. This domino effect ensures that a wide audience (totalling more than 720k LinkedIn users) remained informed about SKILLBILL's activities and successes beyond the direct SKILLBILL followers or subscribers. Since the launch of SKILLBILL's LinkedIn account, more than 80k LinkedIn impressions and 4k reactions have already been counted. Reaching the impression KPI shows that even though the social media audience is smaller than expected, all of SKILLBILL followers are fully engaged to our content and results.

Additionally, SKILLBILL's dissemination extended beyond digital boundaries. More than 1k digital and physical promotional materials were distributed, providing a tangible and inclusive touchpoint,

particularly for audiences less active on social media. While they may not be directly connected to SKILLBILL's online channels, exposure to promotional materials cultivates awareness and familiarity with the project's objectives. Similarly, participation in internally organized workshops and knowledge-sharing & mutual-learning events boosted the dissemination of experience gained by project's activities on a broader scale.

Based on this multi-dimensional approach, it's evident that the impact of dissemination and communication efforts goes beyond the KPI metrics agreed at the GA. Although quantitative indicators provided valuable insights, qualitative feedback gathered from events participation, partners' active engagement through their social media and project's internal events offer alternative perspectives essential for refining dissemination strategies. Even if the development of the KPIs appears to be gradual, the holistic assessment of SKILLBILL's dissemination landscape emphasises the project's great influence and popularity among its target group.

8.2 Dissemination reporting by partners

Keeping track of the dissemination, communication and engagement activities that were carried out by all partners in the framework of the project is fundamental for its successful implementation. Therefore, the reporting and documentation has been very important for the DCP. In particular, throughout the duration of the project, all consortium partners reported their dissemination and communication activities on a monthly basis by filling in the template shared by WR (online in the project's repository). Each semester (M6, M12, M18, M24, M30, M36) WR consolidates the results and will develop the semestrial technical reporting of WP6.

For keeping track of the activities performed by the consortium partners, three documents have been designed and shared (Annex).

Table 17. List of Annexes for dissemination

Annex	Dissemination Tool	Coverage	When
Annex 2	Dissemination reporting template	All the dissemination activities carried out by the partners every month.	Every month
Annex 4	Event's reporting template	Each single event organised by the partners or where the partners participated.	Within 30 days after the implementation of the event
Annex 5	External conferences and Events template	Any external event/conference that it is relevant to our project and with potential benefit to attend	Throughout the project (ad- hoc basis)

Dissemination reporting template: This template recorded all the dissemination and communication activities of the project. The document should be updated monthly by all partners. Keeping track of the activities ensures that any problems or gaps are observed early, and mitigation measures will be put in place in order to be solved.

Event reporting template: This template was filled by all partners whenever they organise or participate in an event (e.g., workshop, conference, meeting etc.). The template should be sent to White Research and AzzeroCO2 no later than 30 days after the implementation of the event.

Moreover, the events should be always communicated to White Research and AzeroCO2 in advance for promotional purposes.

The external conferences and Events template: This template facilitated the identification of events (workshops, conferences, webinars) with topics relevant to the SKILLBILL vision. Each partner should fill in this template and send the information to White Research and AzeroCO2 when identifying any event or conference that could be useful for the consortium (e.g., attend, present etc.).

9. Conclusions

Reflecting on the communication and dissemination strategy, it's clear that the SKILLBILL project effectively shared its results with both a wide audience and its targeted stakeholder groups. Through its outreach activities, the project raised awareness among key actors, strengthened its presence within the EU landscape of related initiatives, and successfully conveyed its core outcomes and tools.

Throughout the project's duration, the consortium engaged over 20k stakeholders from across Europe and beyond. The diverse mix of communication tools, approaches, and activities enabled the team to connect with various target groups and, in many instances, surpass the original KPIs. A total of 35 events, including external, project-specific and joint initiatives, further enhanced the project's outreach, while close cooperation with other relevant projects fostered strong synergies.

Regular updates to the project's website and social media channels, alongside biannual newsletters and creative promotional content, kept stakeholders informed and engaged. A major number of public deliverables and resources (815) were made available via the project website and Zenodo, ensuring ongoing visibility and accessibility. The website will remain active for two years beyond the project's conclusion, until August 2027 continuing to serve as a repository for the project's materials and outputs.

During the entire project's duration, SKILLBILL partners prioritised openness and knowledge sharing, aligning all data publications with FAIR principles to ensure they remain findable, accessible, interoperable, and reusable. These practices strengthen the long-term value of the project's research and facilitate future collaboration across scientific and policy communities.

Looking forward, the consortium is focused on ensuring its outcomes remain impactful and accessible. The project's policy recommendations, shaped by practical experience and stakeholder feedback, are intended to guide the future adoption and upscaling of RES development across Europe. Furthermore, the project's outcomes support key objectives of the Green Transitions Strategy by advancing the RES education and training sector. These materials, along with the openly available tools, datasets, and reports, will continue to serve as a foundation for future innovation and policy alignment. By maintaining an active online presence and supporting ongoing collaborations, the project sets the stage for lasting contributions to the EU's green and circular economy ambitions.

ANNEXES

Annex 1. Dissemination and Communication Guidelines

Main Guidelines

1. Actively contribute to the dissemination of project results and key messages.
2. Use the wording “SKILLBILL” to refer to the project; do not use “SkillBill”.
3. For all your communications related to the project please include in your electronic signature the project logo, linked to the project's website.
4. Do not forget to include the EU logo and the disclaimer:



- a. When displayed with another logo, the EU emblem must have appropriate prominence.
 - b. You can download the needed EU emblem in the desired resolution following this link:
https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/
5. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, citation style.
 6. Use Arial as font for documents generated with MS Office programmes and for web applications. The preferred spacing is 6 pt. before and after paragraph, whereas the preferred line spacing is single.
 - Make sure to use the logo colour scheme for documents to ensure consistency and to reinforce the visual identity of the project.
 - Whenever possible, use the logo letter type for promotional materials. If in doubt, check with White Research.
 - Always use the same style for references, both for in-text citations and in the bibliography/footnotes.
 - Be consistent in using currency references (for example, use EUR instead of € throughout).
 - Be consistent in the numbering format; comply with the British usage (e.g., 75,000,239.23), unless differently indicated.
 - If you abbreviate a word, use the correct abbreviation (for instance, “M” for million, not “mn”).
 - Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
 - Review the language and the coherence of the structure of the text you drafted.
 7. Whenever possible, use the templates that will be provided to you, i.e., letterhead, presentation, publication. A leaflet and a poster will be prepared for you to use throughout the project. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed.

8. **Always** inform White Research and AzzeroCO2 regarding every dissemination and communication activity that you plan to carry out (e.g., organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the project's communication channels in a timely manner.
9. You will have to report in detail all the dissemination actions you undertook. Please see **Dissemination Reporting Template** for instructions.
10. Always report about meetings and events you organised and/or participated in. Please see **Internal Events Reporting Template** for an explanation on how to report about events.
11. Inform White Research and AzzeroCO2 about relevant events (e.g., conferences, workshops, seminars etc.) in which SKILLBILL partners may be interested in participating to promote or present the project. You have received an .xls file named "**External Conferences and Events**". All partners are kindly requested to fill in this specific .xls file, each time they identify an event relevant to the project and share it with White Research.
12. In compliance with GDPR requirements, always gather stakeholders' consent, when collecting, using and storing personal data during events/conferences. Please consider that pictures which make individuals identifiable are also considered personal data. Partners are responsible to gather participants' consent for the activities they undertake.

Dissemination and monitoring tools

SKILLBILL Dissemination Reporting Template

This is an Excel file (online in the project's repository) that has to be updated on a monthly basis by all consortium partners. All the information required must be provided – the European Commission collects all these data from the Dissemination Manager. Therefore, for each activity please indicate:

- Date;
- Place;
- Short description;
- Type of activity;
- Online/physical;
- Title;
- If the activity is part of the project;
- Role and description of the organisation's involvement;
- Other project partners involved;
- Type of audience;
- Size of audience per type of stakeholder group;
- Countries addressed;
- Gender of audience;
- Type of material used and quantity (e.g. number of flyers distributed);
- Other partners or external organisation involved;
- Short description of action and dissemination activities;
- Other comments;
- Relevant contacts made (if consent was given).

SKILLBILL Events & Conferences Reporting Template

Internal events: the events that are planned to be held based on the GA and which are organized and coordinated by the consortium partners

The event report has to be sent after every event within 30 days to both White Research and AzzeroCO2. It is a structured file that includes:

- Event data (title, date, venue, organisers, type and number of attendants, duration);
- Goals and relevance within the project;
- Organisation;
- Dissemination activities;
- Short minutes of the events (structure);
- Outcomes of the event;
- Evaluation;
- Appendixes (list of participants and scanned copy of the list signed by all participants– if possible, in compliance with the GDPR, agenda, photos, presentations).

SKILLBILL External Events & Conferences Reporting Template

External events: events that are not organized within the framework of SKILLBILL but are close to the project's theme. The participation of partners in these events is important to share knowledge and interact with key stakeholders

This is an Excel file that you can fill in each time you identify an external event (e.g. conferences, workshops, seminars etc.) relevant to SKILLBILL and in which SKILLBILL partners may be interested in participating to promote or present the project. Please share it with White Research and AzzeroCO2.

Website and social media guidelines

Website

1. Collect photos and videos for all SKILLBILL activities and share them with White Research and AzzeroCO2, to make them usable on the website and on the SKILLBILL SMAs.
2. Actively contribute (if possible, with one (1) news item per month per partner) to the news section of the website. Please send each news item to White Research and AzzeroCO2. A news item can be anything, like a link to other similar projects/activities, an article about a new regulation, a notice regarding a new policy or initiative, an article about an event etc.
3. Inform White Research regarding every event you organise or take part to for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide White Research and AzzeroCO₂ with a link to the event, so that it can be posted online in the dedicated section of the website.
4. Inform White Research about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning your pilot area or the SKILLBILL project and provide WR with a link/scan for giving it more visibility online. All provided material should be written in English.

Social Media Accounts

1. Connect with all SKILLBILL SMAs (i.e. Facebook, Twitter, LinkedIn and YouTube) and use them accordingly: monitor announcements and posts, comment, like and retweet.

2. Do make your own posts on your own SMAs to foster discussion and maintain project's accounts' activity.
3. If you would like White Research to publish a post on one or more of the SMAs (e.g., promote an event that is coming up in your city, announce the achievement of a milestone, etc.), please share the post using the dedicated Excel file on SKILLBILL Dropbox (Dropbox (SkillBill)\WP6\T6.1\4_Dissemination & Communication Guidelines-Reporting Templates).
4. Promote the SKILLBILL SMAs within your network of contacts.
5. Inform White Research about any relevant profiles (e.g. sister projects) you may detect during the project, so that we can expand our network on SMAs.
6. If you create a short video, make any edits necessary in order to improve the project's identity (add the project's name, logo, EU emblem and the official Horizon EUROPE disclaimer). White Research is then accountable for uploading the video on YouTube.

Annex 3: SKILLBILL's leaflet; poster and banner



SKILLBILL aims to develop a large and strong foundation for the growth and acceleration of renewable energy's deployment, through engaging with stakeholders, diffusing scientific culture and skilling multi-level workers.

OUR TEAM

- AzzerCO₂** AzzerCO₂ SRL
<https://www.azzerco2.it/>
Italy
- Q-PLAN** Q-Plan International Advisors PC
<https://qplan-intl.gr/>
Greece
- WHITE** White Research SRL
<https://white-research.eu/>
Belgium
- UNIVERSITA' DELLA TUSCIA** Università degli Studi della Tuscia
<http://www.unitus.it/>
Italy
- UNIVERSIDAD DE SEVILLA** Universidad de Sevilla
<https://www.us.es/>
Spain
- Metropolia** Metropolia Ammattikorkeakoulu Oy
<https://www.metropolia.fi/fi>
Finland
- Utrecht University** Universiteit Utrecht
<https://www.uu.nl/>
Netherlands
- EREF** European Renewable Energies Federation
<https://eref-europe.org/>
Belgium
- SINERGIE** Sinergie Soc. Cons. a r.l.
<https://www.sinergie-italia.com/>
Italy
- PEDAL CONSULTING** PEDAL Consulting s.r.o.
<https://pedal-consulting.eu/>
Slovakia



skillbill
SKILL TO BOOST INNOVATION & PROFESSIONAL FULFILLMENT IN A SUSTAINABLE ECONOMY

PROJECT ID

Project name: Skill to Boost Innovation and professional fulfillment in a sustainable economy
Grant Agreement: 101075587
Programme: Horizon Europe
Type of action: HORIZON-CSA
Start date: 1 September 2022
Duration: 36 months
EU contribution: 2,493,640.00€
Coordinator: AzzerCO₂ SRL

COORDINATOR: AzzerCO₂ SRL

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RESkilling for sustainability
HIGHER EDUCATION AND VOCATIONAL TRAINING
TOWARDS INCLUSIVE AND SUSTAINABLE
RENEWABLE ENERGY TECHNOLOGIES

www.skillbill-project.eu



THE CHALLENGE

The transition to a low-carbon energy system is both a societal and a technical challenge. Several barriers that hamper RES diffusion can derive from educational and awareness gaps. What could be done to overcome these obstacles? Here SKILLBILL comes into play!

THE SOLUTION

SKILLBILL believes that knowledge should be spread at different levels and should be qualitatively appropriate both to train workers and to increase RES awareness, achieving a more social and inclusive Europe.

SKILLBILL addresses numerous complex challenges across multiple disciplines, including economy and sociology, reaching the goal with openness and flexibility, creating several pathways to induce participation of target groups in RES regardless their initial level of education, working position and gender.



THE METHOD

The successful completion of this process can be reached by developing interest in the topic with a clear approach, using innovative tools and suitable language.

SKILLBILL follows an effective methodology to facilitate the participation of both adults and young people in learning activities for the acquisition of scientific, technical, entrepreneurial and digital skills that are vital for getting involved in RES.



6 STEPS TO LAY THE FOUNDATION

- Steer the development of a greener, more effective and pervasive next generation of sustainable Technologies**
SKILLBILL creates interdisciplinary working groups to discuss on technological and non-technological barriers for RES penetration with the involvement of industry, academia, government and civil society organizations – "Joint Stakeholder Initiative"
- Launch the point of reference for qualitative information on RES and promote and accelerate the development of sustainable solutions**
SKILLBILL develops an inclusive, dynamic and open depository and network for educational videos, interviews with business leaders and training lectures for several technologies and levels of details- "Green Portal"
- Develop an advanced permanent education program on RES at European level**
SKILLBILL launches an education program for the upskilling of technicians, designers and researchers on renewable energy with additional focus on circular economy, performed by several universities along with industries – "European Master"
- Develop a technical practical permanent Vocational Education Training program ON RES**
SKILLBILL establishes new training courses online and/or using virtual reality for people looking for new or updated competences on RES - "Vocational Education training Program on RES"
- Reduce gender gap in Science, Technology, Engineering and Mathematics (STEM)**
SKILLBILL's Green Portal includes a dedicated section to increase the value and involvement of female talent in technology, innovation and scientific research, combating stereotypes and gender
- Increase awareness on RES**
SKILLBILL works on increasing awareness, fighting against lack of information, bad quality material, gender gap and the phenomenon of functional illiteracy, and therefore improving acceptability on RES

Figure 44. SKILLBILL leaflet



Figure 45. SKILLBILL poster

skillbill
SKILL TO BOOST INNOVATION & PROFESSIONAL FULFILLMENT IN A SUSTAINABLE ECONOMY

RESkilling for sustainability

PERMANENT EDUCATION, AWARENESS RAISING,
KNOWLEDGE DIFFUSION AND STAKEHOLDER INVOLVEMENT
TOWARDS INCLUSIVE AND SUSTAINABLE
RENEWABLE ENERGY TECHNOLOGIES

- EUROPEAN MASTER
- GREEN PORTAL
- JOINT STAKEHOLDER INITIATIVE
- VOCATIONAL EDUCATIONAL TRAINING
- GENDER BALANCE
- AWARENESS

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CONSORTIUM

AzzeroCO, Q-PLAN, WHITE, UNIVERSITA' DI TUSCIA, Metropolia, Utrecht University, EREF, SINERGIE, PEDAL

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Figure 46. SKILLBILL banner

Annex 4: SKILLBILL Internal Events Reporting Template

1. Event's Aggregate Data

Title	
Date	
Venue	
Organisers	
Audience (number and type)	
Duration	

2. Stakeholders reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, SMEs, general public etc.)
- How many people attended?
- How many women/ men/ non binary attended?

3. Event's goals, objectives and relevance with SKILLBILL

What were the key objectives of this event/activity? (e.g. to gather ideas, gather data, find new stakeholders, etc). Was the event relevant to SKILLBILL? To what extent?

4. Organisation of the event

In case of organizing a project's event. **For participation in external events do not complete this section.**

How was the event/activity organized?

- What steps were taken to set up the activity/event?
- What was the location of the event and why was this area selected?

5. Dissemination activities

How was the event/activity promoted? Was project material used for promotion? Was the SKILLBILL project promoted during the event?

6. Structure of the event (short minutes)

Description of the event's sessions.

- What did the event/activity consist of?
- What tools were used? Why were these selected?

For participation in external events, please report what you did at the event.

7. Outcomes of the event

What information or data was gathered as part of this activity? (a brief summary of the information/data gathered is sufficient)

What ideas were generated? (brief explanations are sufficient)

8. Evaluation of the event

What are the main impressions and observation that you made?

- Were there any challenges with this event/activity?
- What were the key successes of this activity?
- If re-deploying this event/activity how will/would you do it differently?

9. Annex: Attachments

- The list of participants (if consent to store and share data was given)
- A scanned copy of the list of participants signed by each participant (if possible)
- The agenda of the event
- Photos (please make sure to have the consent of participants to use them)
- Presentations (if applicable)
- Copies of materials used to promote the event (e.g., links to press releases, videos, posts, leaflets etc.

Annex 5: SKILLBILL External Events & Conferences Reporting Template

No.	Event's name	Thematic Focus	Abbreviation	Date	Location	Registration fees	Deadline for submission	Website	Specific requirements for participation (e.g. abstract submission, ...)	Added by (Partner)
example	Example: 19th European Roundtable on Sustainable Consumption and Production – Circular Europe for Sustainability: Design, Production and Consumption	Circular economy, sustainable production	ERSCP 2019	15-18 October 2019	Barcelona	EUR 225-550	Closed (18/02/2019)	https://erscp2019.eu	N/A	WR
1	European Sustainable Energy Week 2023	Career opportunities in the energy transition: the skills you need for the green economy	EUSEW 2023	20-22 June 2023	Brussels			https://energy.ec.europa.eu/events/european-sustainable-energy-week-2023-2023-06-20_en	no	AzzeroCO2
2	FemPower Summer School 2023			2 Sep. 2023	Thessaloniki			https://fempower.ee.auth.gr/summer-school/	SKILLBILL project overall presentation	WR
3	CLUST-ER Build - Formazione - Costruire innovazione attraverso la progettazione europea			27 September 2023	Online			https://build.cluster.it/news/costruire-informazione-attraverso-la-progettazione-europea/		SINERGIE
4	CH4 Expo 2023			11 October 2023	Bologna			https://www.ch4expo.it/en/		AzzeroCO2
5	9th SBA Professional Conference - The Future of Slovak Biogas 2023	Annual biogas conference in Slovakia		19-20 October 2023	Martin	Eur 249-750 (promotional stand + other benefits incl.)	onset	https://www.sba.sk/aktuality/pozyvame-vas-na-9-rocnik-odbornej-konferencie-sba-buducnost-slovenskeho-bioplynu-2023/	SKILLBILL project overall presentation	PC
6	Final conference of RESTART poroject	final conference		25 October 2023	Bratislava	none	online registration form	https://www.restartproject.eu/index.php?fbclid=IwAR2vqAKaP6oOD0rwDs9y55CNI1RhMTuTc88DNP1PwYNP_cJATkVnlyCr7tk	none	PC
7	SmartCity Expo World Congress			7-9 November 2023	Barcelona			https://skillbill-project.eu/skillbill-takes-the-spotlight-at-smartcity-expo-barcelona-2023-showcased-by-pedal-consulting-in-urban-innovation/		PC

Figure 47. SKILLBILL's external events reporting template

Annex 6: Sustainable Futures Conference Agenda



Sustainable Future Conference June 26th, 2025 | Comet Louise, Brussels, Belgium

AGENDA

Schedule	Sessions
09:30-10:00	Registration & welcoming coffee
10:00-10:15	Welcome and Opening
10:15-11:05	Key-note presentations "The EU strategy for renewable energies by EU Parliament Member" "The New Bioeconomy Strategy by EU Policy Officer" "The Blue Bioeconomy and Ocean Pact"
11:05-11:35	Fire-pitching of hosting projects BlueBioClusters Sonja Andr�n (INNOVATUM) BlueRev Ilaria Bientinesi (APRE) Engage4BIO Maria Schrammel (ZSI) SKILLBILL Enrico Facci (AzzeroCO2)
11:35-13:00	Marketplace session Showcasing tangible results with project members
13:00-14:00	Lunch
14:00-14:45	First Thematic Panel Engaging stakeholders for a Sustainable, Bio, Circular Economy BlueBioClusters Mariana Pauperio (BBA); Alexandra Leeper (IOC) BlueRev Giovanna Ottaviani Aalmo (NIBIO); Alessia Careccia (APRE) Engage4BIO Judith Feichtinger (ZSI); Concetta Messina (UNIPA) SKILLBILL Dimitra Kyriakopoulou (QPLAN); Andromachi Kalaouzi (QPLAN) <i>*Thematic panel featuring project representatives sharing stakeholder engagement activities and key insights.</i>
14:45-16:00	World Caffe session Station 1: Led by Engage4Bio: Innovation & Education for a Circular Bioeconomy Station 2: Led by SKILLBILL: Workforce Development & Skills Enhancement in Renewable Energy Station 3: Led by BBC: Value Chain Innovation & Ecosystem Services Station 4: Led by BlueRev: Sustainable business, governance and social innovation models to boost regional bioeconomy <i>*A session aiming to encourage collaborative dialogue on key challenges, opportunities,</i>

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	and actions, gathering stakeholder input to help shape a sustainable future.	
16:00-16:30	Coffee Break Project Showcase continued	
16:30-17:30	<p>Closing Panel Insights for creating sustainable futures.</p>	<p>BlueBioClusters Juliana Carvajal (PMBA); Jurgen Adrien (De Blauwe Cluster) BlueRev Daniel Mattisson (RISE); Bjørn-Tore Flåten (UIA) Engage4BIO Harriette Bos (WUR), Aila Majanen (Clic Innovation) SKILLBILL Andrea Facci (UNITUS)</p>
17:50-18:00	<p>Closing remarks BlueBioClusters Alberto Terenzi (SUBMARINER Network for Blue Growth) BlueRev Ilaria Bientinesi (APRE) Engage4Bio Maria Schrammel (ZSI) SKILLBILL Enrico Facci (AzzeroCO2)</p>	
18:00-19:30	Networking Cocktail	



Figure 48. Sustainable Future Conference Agenda

The project

SKILLBILL's overall objective is to develop a large and strong foundation for the growth and acceleration of renewable energy's deployment, thanks to engaging with stakeholders of the whole chain, diffusing scientific culture and skilling multi-level workers. The basic idea underlying the project is that the knowledge should be diffused at several different levels and qualitatively appropriate both to train the adequate number of workers and to increase RES awareness and to reach a more social and inclusive Europe. The project aims at creating several pathways to induce target groups to get interested or involved in RES besides their initial level of education and their working position. It's important, beside the creation of instruments for the upskilling and reskilling of workers, technician and designers, to have awareness modules for unspecific public in order to fight against ignorance, fake news, gender gap and the phenomenon of functional illiteracy: it is widely documented that lifelong suitable learning process is the fundamental driver to support the development, maintenance and update of skills. Thus, SKILLBILL proposes concrete actions to accelerate the deployment of renewable energy at different levels to analyse and involve all the interested parts in open discussion using adequate language; create several different pathways to increase skills after having mapped knowledge gap and without gender prejudice; develop and implement innovative learning method; and evaluate the work performed.



Coordinator: **AZZERO CO2 SRL (AzzeroCO2)**

PARTNER	SHORT NAME	
	AZZERO CO2 SRL	AzzeroCO2
	Q-PLAN INTERNATIONAL ADVISORS PC	Q-PLAN
	WHITE RESEARCH SPRL	WR
	UNIVERSITA DEGLI STUDI DELLA TUSCIA	UNITUS
	UNIVERSIDAD DE SEVILLA	USE
	METROPOLIA AMMATTIKORKEAKOULU OY	METROPOLIA
	UNIVERSITEIT UTRECHT	UU
	EUROPEAN RENEWABLE ENERGIES FEDERATION	EREF
	SINERGIE SOC CONS ARL	SINERGIE
	PEDAL CONSULTING SRO	PC

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