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ResC4EU
RESILIENT SUPPLY CHAINS FOR EUROPE

D8.1
Project Website, Social Media Launch & First Communication Pack and Guide

Funded by the European Union

LinkedIn ResC4EU www.resc4eu.com

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List of Abbreviations

SME: Small and Medium-size Enterprises

EU: European Union

WP: Work Package

1 Executive Summary

This document is deliverable **D8.1 Project Website, Social Media Launch & First Communication Pack and Guide** of the EU funded ResC4EU project. It provides an overview of the launch and design of the ResC4EU project website and social media presence as well as a first communication pack and guide.

The ResC4EU project is a Coordination and Support Action (CSA) and aims to support manufacturing SMEs in making their production processes and supply chains more resilient and sustainable through digital tools, further training, and networking with tech-savvy SMEs.

Therefore, the aim of the website and the social media presence is to provide an easy access to information related to the ResC4EU project and the planned ResC4EU activities to support manufacturing SMEs and tech-savvy SMEs; written in an understandable way for non-specialists.

The **ResC4EU project website** has been launched on March 4, 2024; two months after project start (January 1, 2024). In parallel, the **ResC4EU social media presence** has been launched on the LinkedIn platform. We have chosen LinkedIn since this is the main social media platform both in the industry and regions, that the ResC4EU Consortium is dealing with.

The **first pack of ResC4EU Communication Materials** was launched April 17, 2024. It is a first set of valuable and quality communication/promotional materials and tools to be used for all communication as well as dissemination activities that will be done during the ResC4EU project.

These materials include the project's corporate identity and branding (i.e., logo, brand book, including information on EU funding), tools and promotional materials (i.e., project brochure, project presentation (Power Point), roll-up, template for deliverable reports and documents, template for presentations, besides others). This document also provides guidance how to use these materials to maintain graphical coherence in all publications produced within the project.

In addition, this document provides a short **Communication Guide** describing communication procedures to be followed by the consortium partners.

2 Introduction

2.1 Purpose of this document

The purpose of this document is to present the deliverable **D8.1 Project Website, Social Media Launch & First Communication Pack and Guide** of the ResC4EU project. This comprises the ResC4EU website, the ResC4EU social media presence and a first set of ResC4EU Communication materials and guidance how to use it.

2.2 Document structure

The main part of the document covers:

- **The ResC4EU website (section 3, Annex 1):** designed to provide a vehicle for explaining the project and distributing regular news
- **The ResC4EU social media account (section 4, Annex 2):** set-up to enable regular interaction with interested parties and reach out to SMEs and other stakeholders
- **A first set of valuable and quality ResC4EU communication/promotional materials and tools (section 5, Annex 3-9)**, i.e.:
    - Brand book with logos and branding guidelines (colour palettes, typography, etc.)
    - Brochure (no.1)
    - Project presentation (PowerPoint) (no.1),
    - Roll-up banner (no.1)
    - Template for deliverable reports and documents (Word)
    - Template for presentations (PowerPoint)
    - Press release (no.1)

  in an understandable way for non-specialists in order to promote wide dissemination and communication of the ResC4EU project, its results and to reach out to SMEs
- **Communication Guide (section 6, Annex 10):** a short description of the communication procedures, including how to report planned and completed communication and dissemination activities:
    - Template for monitoring and reporting of communication and dissemination activities.

2.3 Targeted group

This document is public.

The first ResC4EU Communication pack and communication guide are for the use by the Consortium partners, but also for all other parties interested to learn more about the ResC4EU project and its planned activities to support SMEs.

Feel free to distribute the ResC4EU Brochure, follow the ResC4EU project on LinkedIn and visit the ResC4EU website to be up to date on our activities.

3 ResC4EU Website

3.1 Overview

3.1.1 Guidance principles

The aim of the website is to provide easy access to information relating to the ResC4EU project and in particular to the planned ResC4EU support activities for SMEs. The website was designed to be simple to navigate, visually attractive for visitors, not too text heavy and using a language that is easy to understand also for non-experts.

3.1.2 Website address

The ResC4EU website has been launched on March 4, 2024, and will be updated regularly during the course of the project with more information as available. The ResC4EU website links are listed in **Tab. 1**.

Table 1: ResC4EU Website links

Web URL	https://www.resc4eu.com
QR code	

3.1.3 Design

The architecture of the website is simple, dynamic and was develop using Xara Software. The website approach used is a "responsive design", i.e. can be viewed both on standard computers and mobile devices with different display solutions, to maximize its potential reach. Further, focus was to minimise pages, avoiding long pages to scroll, minimise and optimise number of clicks and including some graphical elements for simple visualisation.

The Design is optimised to attract SMEs all over Europe, this requires simplified way to present information.

The content of the website was entirely created by Scaberia AS and will be continuously updated.

3.1.4 Basic structure

The basic structure of the website is:

- **HOME page**, providing a basic overview of the project, with quick links to key information.
- **ABOUT page**, providing more details on the project, the vision and mission, project consortium.
- **SME SUPPORT page**, providing information about the planned support for SMEs.
- **LIBRARY page**, providing access to useful documents related to the project (i.e. communication materials, public deliverables).

- **NEWS & EVENTS page**, providing information about press releases, latest news, events, and other new items (e.g. new documents being uploaded).
- **CONTACT page**, providing a means to contact the ResC4EU Coordinator and the ResC4EU Communication & Dissemination Manager.

In the footer of each page, there are:

- EU emblem
- Link to ResC4EU's social media account (LinkedIn).
- Link to imprint / GDPR/ disclaimers
- Copyright.

In the imprint, there are:

- For the website responsible Consortium partner
- Disclaimer by Scaberia AS
- EU disclaimer
- Privacy Policy / GDPR
- Credits with source of all photos used on the website.

Please read the ResC4EU Website (**Annex 1: ResC4EU Website**) for more details.

4 ResC4EU Social Media presence

4.1 Overview

Social media is an important part of modern communication with the public to raise awareness of the ResC4EU project and to engage stakeholders.

The ResC4EU project being a Coordination and Support Action (CSA) and focusing to reach out to SMEs, we will initially be using LinkedIn (a common platform for professional use in particular by SMEs across Europe). We have chosen LinkedIn since this is the main social media platform both in the industry and regions, that the ResC4EU Consortium is dealing with.

X (former Twitter) (used by many media and press) has been put out of focus, since it seems to be not that effective to reach out to SMEs based on experience by the consortium. Meta (firmer Facebook), Instagram and other social media are more consumer platforms, so won't be used – initially at least. If it proves necessary in the future, some of these platforms may also be used though.

The LinkedIn platform will be used to provide regular updates on the project. If there is no specific news, the platforms will be used to remind followers of existing information, keeping the channels active. The participants in the ResC4EU project will also amplify the presence by reposting on their own social media channels information put on the ResC4EU social channels.

4.1.1 LinkedIn

A LinkedIn account has been launched for the ResC4EU project on the March 4, 2024. The ResC4EU LinkedIn links are listed in **Tab. 2**.

Table 2: ResC4EU LinkedIn links

LinkedIn Web URL	https://www.linkedin.com/company/resc4eu
LinkedIn QR code	

Please read about ResC4EU on LinkedIn (**Annex 2: ResC4EU Social Media presence**) for more details.

5 ResC4EU First Communication Pack

5.1 Brand Book – Project's brand and corporate visual identity

A brand was designed to create an identity that was separate from that of any of the project partners and that reflects the professionalism of the project and to maintain visual coherence in all communication materials, presentations and reports produced within the ResC4EU project.

ResC4EU's visual identity includes:

- **Logo**: colours, proportions, variations on white and coloured backgrounds;
- **Typography:** font type and size;
- **Colour palettes:** for use in standard Microsoft Office documents, and other communication materials;
- **EU emblem** and **EU disclaimer**: to acknowledge the support received by the European Commission which is a contractual obligation;
- **Tagline:** a short tagline to address SMEs (Small and medium sized enterprises) and to highlight ResC4EU's vision and mission;
- **Templates:** basic layouts for Word and PowerPoint documents, to ensure consistency in all communication materials.

The project logo creation was done in cooperation with an external agency (i.e. a Design Agency), to get some professional support. The bulk of the work, including the creation of content and templates was carried out by the ResC4EU project partner Scaberia AS.

The **Brand Book** (see **Annex 3: ResC4EU Brand Book**) describes the logo versions, graphic elements, colour palette and typography to be used along the project in all communication materials such as project presentations, deliverable reports, word documents etc.

5.1.1 Tagline

Finding a short snappy tagline for a complex project, is always a challenge. The ResC4EU project is a Coordination and Support Action (CSA) and aims to support Small and Medium-sized Enterprises (SMEs) in making their production processes and supply chains more resilient and sustainable through digital tools, further trainings, and networking with tech-savvy SMEs. To address SMEs and the project visions and mission, the tagline presented in **Tab. 3** was selected.

Table 3: ResC4EU Tagline

Tagline	**Withstanding Supply chain disruptions &** **Making EU Businesses more resilient and sustainable**

5.1.2 Logo

The initial version of the logo and graphic identity was launched in February 2024. The logo is simple and versatile and presented in **Tab. 4**.

The logo emphasizes the "resilient supply chains" aspect of the project, which is the most-high profile and ground-breaking aspect of the project. For that reason, the "ResC4EU" part of the logo is the project acronym "ResC4EU", and the corresponding logo tagline is "RESILIENT SUPPLY CHAINS FOR EUROPE".

The graphic element emphasizes the top four modes of transport, logistics and supply chains of goods across Europe which are sea freight, air freight, rail freight and road freight with one colour for each transport mode (blue, turquoise, orange, yellow), with colour gradients to symbolise the interaction of these four modes (multimodal transport) and with three lines for each transport mode to symbolise various transport routes and supply chains.

Table 4: ResC4EU Logo version (by default)

Logo (horizontal)	ResC4EU RESILIENT SUPPLY CHAINS FOR EUROPE
	ResC4EU RESILIENT SUPPLY CHAINS FOR EUROPE

Graphic element			Sea freight
			Rail freight
			Road freight
			Air freight
		Each line	Various Transport routes

In addition, to these official logo versions, negative versions as well as black and white versions of the original logos have been produced which uses are limited to cases where the original logo cannot be used.

Please read the ResC4EU Brand Book (**Annex 3: ResC4EU Brand Book**) for more details.

5.1.3 Colour palette

Colours are part of the ResC4EU brand and visual identity. The ResC4EU colour palette (see **Tab. 5**) should be used consistently across all brand communications as flat colours and never as gradients. Tints of the base palette colours should be used and are especially useful for designing information graphics, charts, and tables. Main colours are blue, orange, light grey, and middle grey.

Table 5: ResC4EU Colour palette (by default)

Colour palette				
RGB codes	**R** 54 **G** 94 **B** 169	**R** 238 **G** 101 **B** 20	**R** 242 **G** 242 **B** 242	**R** 162 **G** 170 **B** 173
Hex	#365EA9	#EE6514	#F2F2F2	#A2AAAD
CMYK codes	**C** 88 **M** 65 **Y** 0 **K** 0	**C** 0 **M** 71 **Y** 100 **K** 0	**C** 4 **M** 3 **Y** 4 **K** 0	**C** 21 **M** 11 **Y** 9 **K** 23

Please read the ResC4EU Brand Book (**Annex 3: ResC4EU Brand Book**) for more details.

5.1.4 Typography

Calibri and Calibri light used in this document and available as standard in Microsoft Office is the primary font for all ResC4EU literature. There is also a colour code for the text (see **Tab. 6**): dark grey for the main text, orange for headings and blue for text in the footers or headers. Using the brand typography and the colour codes in all brand documents helps keeping the ResC4EU communication consistent.

Table 6: ResC4EU Typography colours (by default)

Typography Colours			
Text type	Standard text	Headings	Header, footer
RGB codes	**R** 89 **G** 89 **B** 89	**R** 238 **G** 101 **B** 20	**R** 54 **G** 94 **B** 169
Hex	#595959	#EE6514	#365EA9
CMYK codes	**C** 52 **M** 43 **Y** 42 **K** 32	**C** 0 **M** 71 **Y** 100 **K** 0	**C** 88 **M** 65 **Y** 0 **K** 0

Please read the ResC4EU Brand Book (**Annex 3: ResC4EU Brand Book**) for more details.

5.1.5 EU emblem and EU disclaimer

The acknowledgement of EU support through the EU emblem and the EU disclaimer (see **Tab. 7**) is a contractual obligation and must be done in each communication and dissemination activities (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.) and any infrastructure, equipment, vehicles, supplies or major result funded by the ResC4EU grant.

Therefore, in addition to the ResC4EU logo, the EU emblem (European flag) for the acknowledgement of EU support is part of the ResC4EU brand and visual identity. In addition, the EU disclaimer (funding statement) that this reflects only the author's view and that the Agency, and the Commission are not responsible for any use that may be made of the information it contains is also mandatory.

Table 7: EU emblem and EU disclaimer used in ResC4EU (by default)

EU emblem	Funded by the European Union
EU disclaimer	Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority (HADEA - European Health and Digital Executive Agency). Neither the European Union nor the granting authority can be held responsible for them.

Please read the ResC4EU Brand Book (**Annex 3: ResC4EU Brand Book**) for more details.

5.1.6 Images

A photo showing a container ship fully loaded with containers and sailing around the globe (see **Tab. 8**) is part of the project ID. Containers are used in all transport modes (sea, rail, road, air) and symbolise transport and supply chains for all 14 industrial ecosystems to be addressed in the ResC4EU project. The photo shall be used with acknowledgement of the source (Hapag Lloyd AG) in key communication materials (presentations, brochure, roll-up, etc.).

Table 8: ResC4EU brand photo

Photo **(Source: Hapag Lloyd AG)**	

5.2 Brochure

First brochure has been launched on April 17, 2024, and is made available for download (PDF file) in the project repository (CU's Carbon Connect) and on the ResC4EU website. It was developed in A4 format for digital applications.

The brochure has been designed to raise awareness what the ResC4EU project is about (objectives, targeted SMEs, support to be offered to SMEs, benefits for SMEs, project partners) and for distribution at upcoming events or by email to inform and attract potential SMEs.

Please see the ResC4EU Brochure (**Annex 4: ResC4EU Brochure**) for more details. The EU emblem is visible on the cover page and the EU disclaimer at the last page.

5.3 Project presentation (Power Point)

First project presentation has been launched on April 17, 2024, and is made available for download (PDF file) in the project repository (CU's Carbon Connect).

The project presentation is short (eleven slides) and has been produced introducing the ResC4EU project to begin communicating about the purpose of the project (objectives, targeted SMEs, support to be offered to SMEs, benefits for SMEs, project partners) and for the use at upcoming events to inform and attract potential SMEs.

Please see the ResC4EU project presentation (**Annex 5: ResC4EU Project presentation**) for more details and read the disclaimer for the use of photos. The EU emblem is visible on each slide and the EU disclaimer on the last slide.

5.4 Roll-up banner

First roll-up has been launched on April 17, 2024, and is made available for download (PDF file) in the project repository (CU's Carbon Connect) and on the ResC4EU website.

This first eye-catching roll-up banner has been designed for the use at upcoming events in order to increase ResC4EU's visibility and attract SMEs.

Please see the ResC4EU Roll-up (**Annex 6: ResC4EU Roll-up**) for more details. The EU emblem and EU disclaimer are visible at the bottom of the roll-up.

5.5 Template for Deliverable reports (Word)

A word template for the creation of ResC4EU deliverable reports and documents has been launched on April 17, 2024, and is made available for download (PDF file) in the project repository (CU's Carbon Connect) and on the ResC4EU website.

The template was designed with a dedicated cover and final page to highlight the EU funding and to motivate the reader to visit the ResC4EU website and to follow us on LinkedIn to be up to date on our activities.

Please see the ResC4EU Template (**Annex 7: ResC4EU Template for Deliverable reports and documents (Word)**) for more details. The EU emblem is visible at each page and the EU disclaimer is visible on the second page and again at the last page.

5.6 Template for Presentations (Power Point)

A template (Power Point) for the creation of presentations at internal and external meetings has been launched on April 17, 2024, and is made available for download (PDF file) in the project repository (CU's Carbon Connect) and on the ResC4EU website.

The template was designed with a dedicated cover and last slide to highlight the EU funding and to motivate the reader to visit the ResC4EU website and to follow us on LinkedIn to be up to date on our activities. Further, examples for making tables, graphics and charts and using the ResC4EU colour palette are given.

Please see the ResC4EU Template (**Annex 8: ResC4EU Template for Presentations (Power Point)**) for more details and read the disclaimer for the use of photos. The EU emblem is visible on each slide and the EU disclaimer is visible on the last slide.

5.7 Press Release

The first press release related to the project start has been launched on March 9, 2024, and is made available for download (Power Point file) in the project repository (CU's Carbon Connect) and on the ResC4EU website.

Please see the ResC4EU Press release (**Annex 9: ResC4EU Press release No.1**) for more details.

5.8 Videos

The first video introducing the ResC4EU project and its planned support for SMEs is planned around M6 when the first feedback from the practical use of the communication materials is available.

6 ResC4EU Communication Guide

Communication activities promoting the ResC4EU project, and its project results are essential for the project in general and for the reach out to SMEs and the success of the planned support activities for SMEs in particular.

Therefore, each consortium partner - and each industry association and cluster partner (i.e. AID, ATIM, CU, LITV, MCN, PKTK) in particular - has a dedicated effort in WP8 and WP9.

This Communication Guide shall support such contributions.

6.1 Internal Communication

ResC4EU's Communication & Dissemination Manager (CDM) is Frank Schmull from Scaberia AS (SCA) and is responsible to raise public awareness on the project and to ensure wide dissemination of project results. This includes elevating the ResC4EU's dissemination strategy, the ResC4EU's Dissemination and Communication Plan (D8.1) as well as the monitoring of all planned and concluded communication and dissemination activities in WP8 and WP9.

All information related to planned and concluded communication and dissemination activities shall be reported to Frank Schmull from Scaberia AS (SCA).

At least one person per Consortium partner should be dedicated as contact person for communication and dissemination activities.

6.2 Guidelines for the Website

All Consortium partners shall visit, contribute to and distribute the ResC4EU website (see **Tab. 9**).

Therefore, all communication materials produced (e.g. brochure, presentation, roll-up, templates for deliverable reports and presentations) have included a QR code for the ResC4EU website.

Table 9: Guidelines for the ResC4EU Website

	Expected support by project partners
ResC4EU Website URL	https://www.resc4eu.com
ResC4EU Website QR code	
Send your content to	Frank Schmull (SCA) Email: frank.schmul@resc4eu.com
Support for Content creation	Content might be news related to: ▪ Announcements of upcoming own organised events (e.g. seminars, workshops, webinars) & actual events ▪ Participation in major events, conferences, publications or similar

	▪ Main achievements of the project (e.g. launch of ResC4EU support activities; first 100 SMEs supported/trained) ▪ Main technical achievements (e.g. launch of the ResC4EU platform/tools/demonstrators)
Support for distribution	▪ Share the ResC4EU website link and/or QR code via your own communication channels ▪ Always ask your audience to visit the ResC4EU website

6.3 Guidelines for Social Media

All Consortium partners shall follow, contribute to, and distribute ResC4EU on social media (see **Tab. 10**).

Therefore, all communication materials produced (e.g. brochure, presentation, roll-up, templates for deliverable reports and presentations) have included a QR code for the ResC4EU LinkedIn page.

Table 10: Guidelines for the ResC4EU Social media presence

	Expected support by project partners
ResC4EU LinkedIn Web URL	https://www.linkedin.com/company/resc4eu
ResC4EU LinkedIn QR code	
Send your content ideas to	Frank Schmull (SCA) Email: frank.schmul@resc4eu.com
Support content creation	As for the website, content might be news related to: ▪ Announcements of upcoming own organised events (e.g. seminars, workshops, webinars) & actual events ▪ Participation in major events, conferences, publications or similar ▪ Main achievements of the project (e.g. launch of ResC4EU support activities; first 100 SMEs supported/trained) ▪ Main technical achievements (e.g. launch of the ResC4EU platform/tools/demonstrators)
Support distribution	▪ Follow ResC4EU on LinkedIn ▪ Share the ResC4EU LinkedIn web URL and/or QR code via your own communication channels ▪ Always ask your audience to follow ResC4EU on LinkedIn ▪ Create useful content directly using the ResC4EU account and then repost to your own networks ▪ Like, comment and share the content ▪ Use the hashtag #ResC4EU across all social media platforms to enhance the visibility of the posts
Hashtags to be used	▪ #ResC4EU ▪ #SMEs ▪ #supplychain, #supplychaininnovation

	▪ #resilience ▪ #sustainability ▪ #eufunded
	List of Consortium partners (as hashtags): Composites United e. V., Maritime Cluster Northern Germany e. V., Polish Cluster of Composites Materials, Latvian IT Cluster, ATIM Cluster, AIDIMME, Scaberia AS, GreenTwin GmbH, Institute of Shipping Economics and Logistics, Fraunhofer IGCV.

6.4 Guidelines for Communication Materials

All Consortium partners must exclusively use these communication materials for promoting the ResC4EU project and its planned activities to support SMEs (see **Tab. 11)**.

Table 11: Guidelines for the ResC4EU Communication materials

	Expected support by project partners
ResC4EU Communication materials (status apr'24)	▪ ResC4EU Logo ▪ EU emblem & EU disclaimer ▪ ResC4EU Brand Book ▪ ResC4EU Brochure ▪ ResC4EU Project presentation (Power Point) ▪ ResC4EU Roll-up ▪ Template for ResC4EU Deliverable reports and documents (Word) ▪ Template for ResC4EU Presentations (Power Point) ▪ Template for ResC4EU Minute of the Meeting (Word) ▪ Template for monitoring and reporting of communication and dissemination activities done ▪ ResC4EU Press release
Where to find	All communication materials are stored and made available for download in ▪ the project repository (CU's Carbon Connect) and ▪ on the ResC4EU website
Send your further needs or ideas to	▪ Frank Schmull (SCA) Email: frank.schmul@resc4eu.com
Obligatory in all communication materials	▪ ResC4EU logo ▪ EU emblem ▪ EU disclaimer ▪ © copyright ▪ QR code for ResC4EU website ▪ QR code for ResC4EU LinkedIn page ▪ QR code for ResC4EU contact email address

6.5 Guidelines for Events (own organised or participation)

Consortium partner who plan to organise or participate in an event with impact on ResC4EU shall inform ResC4EU 's Communication and Dissemination Manager upfront (see **Tab 12)**.

Table 12: Guidelines for Events

	Expected support by project partners
Before the event (at least 8 weeks)	▪ Inform about the planned event in order to prepare a communication campaign if appropriate ▪ Therefore, please send email to: Frank Schmull (SCA) Email: frank.schmul@resc4eu.com
During the event	▪ Take pictures promoting the ResC4EU project and its support for SMEs ▪ Take pictures of people participating at the event ▪ Make pictures in highest quality ▪ Get permission to use these photos for ResC4EU promotion work ▪ Use communication materials to promote the ResC4EU project ▪ Promote the ResC4EU project while presenting presentations or your organisation
After the event	▪ Add the event to the template **"Monitor & Report YOUR communication and dissemination activities (as part of WP8 and WP9)"** – see 6.8 ▪ In addition, send a summary with a few pictures for publication on the ResC4EU website and/or ResC4EU LinkedIn account to: Frank Schmull (SCA) Email: frank.schmul@resc4eu.com ▪ Important: provide highest quality of the pictures

6.6 Guidelines for Publications (popularised or peer-reviewed)

All Consortium partners are encouraged to propose opportunities to publish project outcomes (e.g. articles in magazines, congress contributions, eventual scientific publications, or similar) and must follow the instructions in **Tab. 13 and Tab. 14**.

Table 13: Guidelines for Publications

	Expected support by project partners
Before publication (at least 8 weeks)	▪ Inform about the planned publications in order to proof upfront that no confidential information will be published ▪ Therefore, please send email to: Frank Schmull (SCA) Email: frank.schmul@resc4eu.com
After publication	▪ Add the publication to the template for **'Monitor & Report YOUR communication and dissemination activities'** - see 6.8

	▪ In addition, send a summary/teaser for publication (e.g. publisher, about the content, publisher, targeted group or similar) on the ResC4EU website and/or ResC4EU LinkedIn account to: Frank Schmull (SCA) Email: frank.schmul@resc4eu.com

Table 14: Guidelines for Press releases

	Expected support by project partners
Press releases	▪ Scaberia will produce and publish for specific occasions (i.e. project start, launch of ResC4EU pilots and demonstrators, SME success stories, project end, etc.) press releases on behalf of the ResC4EU Consortium.
Support distribution	▪ Publish and if appropriate translate the press release via your own organisation ▪ Distribute the press release to your own media channels
'Own' Press releases	▪ Each partner shall produce 'own' press releases if an 'own' event has been relevant for the project ▪ Each partner shall inform Scaberia about planned 'own' press releases upfront to avoid any overlapping and for compliance check before publication ▪ Therefore, please send email to: Frank Schmull (SCA) Email: frank.schmul@resc4eu.com

6.7 Photo Usage Disclaimer

- Each ResC4EU project partner is solely responsible for ensuring the legal and appropriate use of photos included in presentations or other communication materials, including obtaining necessary permissions and licenses for their use. Any potential claims by third parties due to copyright breaches or other violations related to the use of photos are the responsibility of the respective ResC4EU project partner.
- We, Scaberia AS, are not liable for any misuse or unauthorized use of photos in these presentations or other communication materials. All ResC4EU project partners are advised to exercise due diligence and adhere to copyright laws and regulations when selecting and incorporating photos into this PowerPoint presentation.
- By using these PowerPoint presentations or other communication materials, ResC4EU project partners agree to indemnify and hold harmless Scaberia AS from any claims, damages, or liabilities arising from the use of photos in violation of applicable laws or agreements.

6.8 Reporting Scheme & Tool

All Consortium partners must report to Scaberia AS (SCA) their communication and dissemination activities done (i.e. own events, event participation, own publications, articles in the press, etc.) every second month (see **Tab. 15**).

SCA will consolidate all information to prepare the three monitoring reports for ResC4EU communication and dissemination activities (D8.2, D8.3, D9.1) to achieve ResC4EU's targeted KPIs for communication and dissemination.

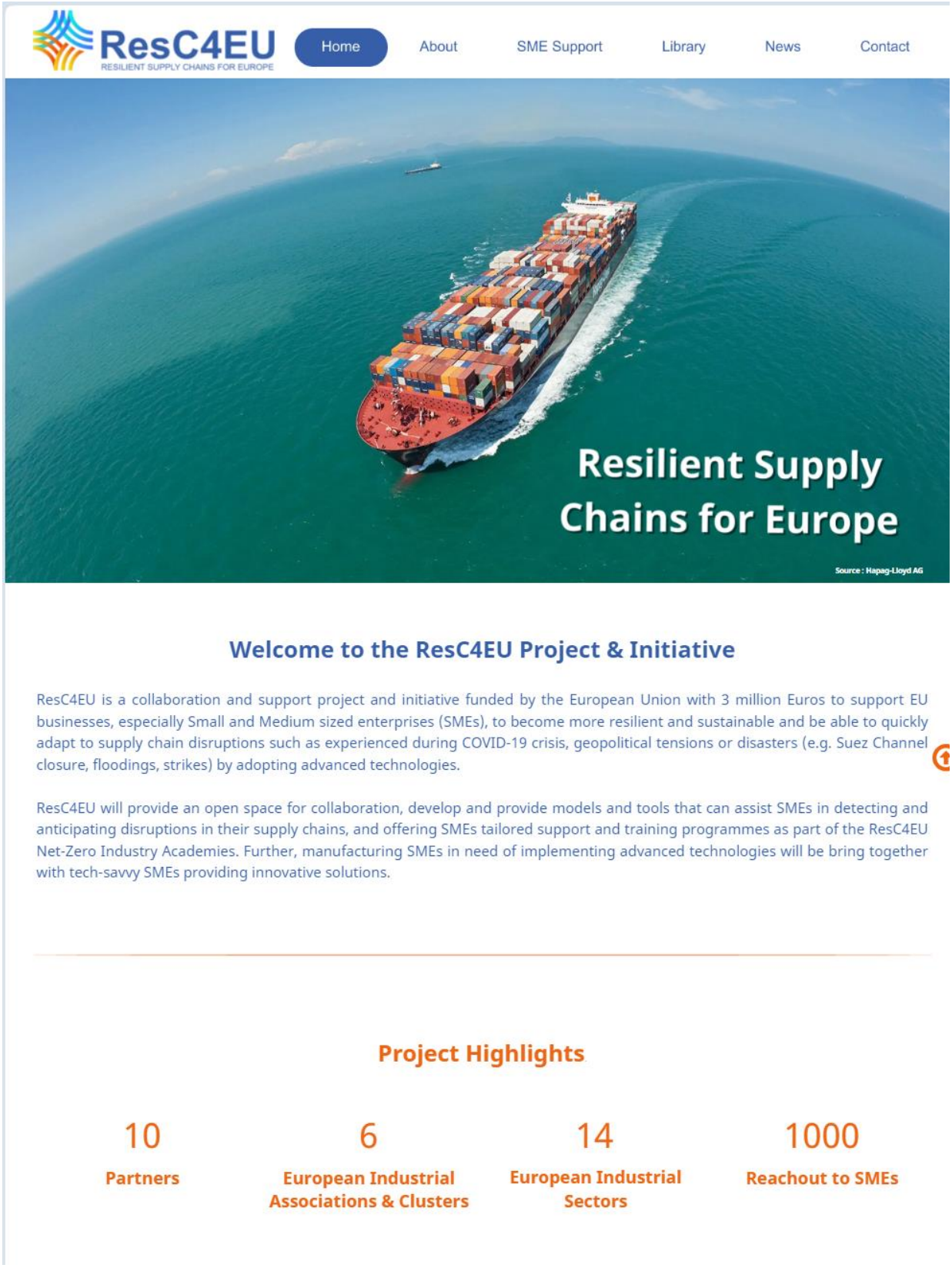
Therefore, a template has been prepared which should make it easy for all project partners to monitor and report their communication and dissemination activities (see **Annex 10 Template for Monitoring and Reporting of Communication and Dissemination activities**).

Table 15: Guidelines for Monitoring and Reporting

	Expected support by project partners
Template to be used	▪ **"Monitor & Report YOUR communication and dissemination activities (as part of WP8 and WP9)"** available in the project respiratory
Monitor all your activities	For ARTICLES/PUBLICATIONS: ▪ Table 1: ResC4EU in the PRESS – Response of press release published ▪ Table 2: ResC4EU in the PRESS – List of other Articles published (e.g. interviews in magazines) ▪ Table 3: ResC4EU in the PRESS – List of own Articles written and published (e.g. in magazines) For EVENTS: ▪ Table 4: ResC4EU own organised Events for promoting the ResC4EU project (e.g. seminar, workshop, conferences, trade fairs) ▪ Table 5: Participation in Events for promoting the ResC4EU project (e.g. seminar, workshop, conferences, trade fairs) Other activities: ▪ Table 6: Other activities for promoting ResC4EU project (e.g. training activities)
Send filled-out template every second month to	▪ Send every second month: 1st Feb, 1st Apr, 1st May, 1st Jun, 1st Aug, 1st Oct, 1st Dec ▪ Frank Schmull (SCA) Email: frank.schmul@resc4eu.com

Annex 1: ResC4EU Website

ResC4EU Website- Home page



Objectives
Press

Consortium
Press

SME Support
Press

News & Events
Press

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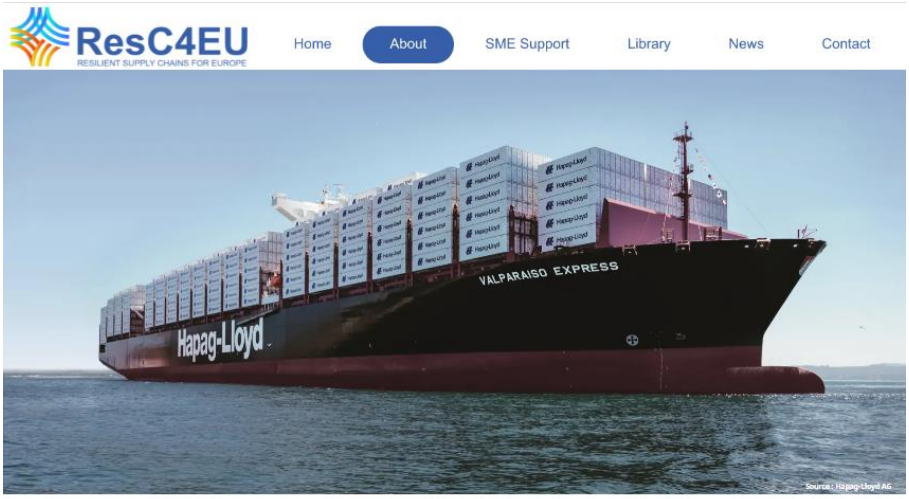
Funded by
the European Union

ResC4EU Website- About page



About

ResC4EU is a collaboration project and initiative funded by the European Union with 3 million Euros. It aims to support EU businesses, particularly Small and Medium sized enterprises (SMEs), in becoming more resilient and sustainable and be able to quickly adapt to supply chain disruptions such as experienced during COVID-19 crisis, geopolitical tensions or disasters (e.g. Suez Channel closure, floodings, strikes) by adopting advanced technologies.

ResC4EU will provide an open space for collaboration facilitated by Industry clusters, develop and provide models and tools that can assist SMEs in detecting and anticipating disruptions in their supply chains, and offering SMEs tailored support and training programmes as part of the ResC4EU Net-Zero Industry Academies. Further, manufacturing SMEs in need of implementing advanced technologies will be bring together with tech-savvy SMEs providing innovative solutions.

Our Vision

Our vision is to create a future where EU businesses are resilient and sustainable, capable of effectively navigating supply chain disruptions and contributing to economic stability and growth in Europe.

Our Mission

Our mission is to support SMEs in making their production processes and supply chains more resilient and sustainable through digital tool, further training and networking with tech-savy SMEs.

"RESILIENT SUPPLY CHAINS"

A "Resilient supply chain" is a supply chain system that can withstand and adapt to various disruptions, challenges, or changes. While ensuring continuity of operations and minise disruptions of the flow of goods or services.

Our Support for SMEs

1	8	14	4
Network	Tools & Services	Lighthouse Pilots	Demonstrators

The project supports SMEs from 14 industrial sectors across Europe

(source : European Commission)

Major benefits in making supply chains resilient ?

Risk Mitigation	Business Continuity	Cost Reduction	Competitive Advantage
Better withstand and mitigate various risks such as disruptions in transportation, natural disasters, geopolitical tensions, or other unforeseen events.	Maintain operations during disruptions, ensuring continuous supply to customers and preserving revenue streams.	Minimise costs caused by disruptions or downtime, such as expediting shipments, sourcing from alternative suppliers, potential fines or penalties, etc.	Better positioned to outperform competitors by maintaining consistent operations and meeting customer needs even during challenging times and enhancing reputation.

Increased Flexibility	Customer Satisfaction	Sustainability
Enable companies to quickly adapt to changes in market conditions, customer demands, or regulatory requirements, allowing for more agile operations.	Reliable and uninterrupted supply fosters customer satisfaction, loyalty, and trust, leading to long-term relationships and repeat business.	Incorporation of sustainability practices, such as reducing waste, optimising energy use, sourcing materials ethically, contributing to environmental and social responsibility.

Project objectives – what we want to achieve

- Developing and offering tools that can be used by manufacturing SMEs for identification and mitigation of supply chain risk and disruptions.
- Offering an open space for training of manufacturing SMEs and networking with tech-savvy SMEs.
- Accelerating Advanced Technologies in manufacturing SMEs.
- Demonstrating the benefits of supply chain resilience while also deriving improvements in sustainability (i.e. GHGs emission reduction, energy savings, resource savings).
- Increasing public understanding on resilient supply chains and advanced technologies as solutions for making EU businesses more resilient and sustainable.

Project Consortium

ResC4EU is led by a consortium of 10 robust partners from 7 European countries. It includes six of Europe's foremost industry associations and clusters, representing over 1000 SMEs across 14 European industrial sectors and spanning 5 European countries. Additionally, the consortium features two SMEs specialising in inter-cluster and innovation management, as well as B2B platform development Two research organisations specialising in logistics, supply chain risk modelling, and product life-cycle assessment complete the consortium. The ResC4EU project is coordinated by the German industry association Composites United e.V..

Composites United e.V (Coordinator)

Composites United e. V. (CU), one of the world's largest networks for fiber-based multi-material lightweight design, emerged by the two associations Carbon Composites e. V. and CFK Valley e.V. About 350 members have joined to form this high-performance industry and research association to jointly develop lightweight design solutions for the futureample text.

Maritimes Cluster Norther Germany e.V.

The Maritime Cluster Northern Germany (MCN) is a cluster that promotes and consolidates collaboration within the maritime industry in Northern Germany. It brings partners together across federal state boundaries, promote cooperation and innovation across various industries, assist in the search for innovation partners, advise on incentives and grants, and arrange contacts in the maritime sector. With over 350 members from business, academia and politics, the MCN provides an influential maritime network. We have a nationwide presence with offices in Bremen, Hamburg, Lower Saxony, Mecklenburg-Western Pomerania and Schleswig-Holstein.

Latvian IT Cluster

Latvian IT Cluster is an IT company community with a strong focus on internationalisation, cross-sectoral collaboration, and digitalisation, managing different local and international projects in a close partnership with companies, clusters, universities, and public organisations. As the European Digital Innovation Hub, we serve as a go-to partner in digitalisation projects, spreading the digital competences and skills of the EDIH ecosystem and playing a major role in increasing the competitiveness of the Latvian companies on a global scale. Our core focus is on digital transformation in agrifood, production and healthcare industries, artificial intelligence and advanced digital skills.

AIDIMME

AIDIMME is the Metal-Processing, Wood, Furniture and Packaging Technology Institute. A technology centre that fosters the competitiveness of companies through research and innovation activities. Key competences include circular economy, industry 4.0, advanced application of materials, modified surfaces, additive manufacturing, product development and optimization, water and waste treatment, toxicity of materials, packaging systems, chemical technologies, biobased materials and a wide range of testing laboratories.
As a cluster, AIDIMME as some 600 affiliated companies from sectors like metal consumer goods, machinery, manufacturing, transport, packaging and logistics, furniture and wood processing.

PKTK - Polish cluster of Composite Technologies

The Polish Cluster of Composite Technologies (PKTK) was established in October 2017 in Kraków and constitutes a platform for cooperation of entities operating in the field of composite technologies, including universities and scientific, research or development units as well as entrepreneurs, inventors, business environment units and other interested persons or institutions. Currently the cluster has over 120 members and has the status of a National Key Cluster. The main objective of the Polish Composite Technology Cluster is the development of international cooperation including the promotion of Polish and foreign technologies, companies and institutions involved in the manufacture, research and design of composite components, as well as the popularization of technological know-how on equipment and components used in the production of composites.

atim - Advanced Technology in Manufacturing

The atim (Advanced Technology in Manufacturing) cluster for manufacturing companies in Ireland. With over 70 members since it launched in July 2021, the cluster focuses on supporting members accelerate their sustainable growth and digital transition.
Members can access in-depth knowledge, services and supports to increase productivity, efficiency and prepare for markets of tomorrow through a range of cluster services. The atim cluster draws upon decades of expertise in manufacturing and innovation anchored in the Irish Midlands Region. It drives innovation of sector by fostering skill development, creating collaborative R&D projects and supporting with growth opportunities internationally.

Scaberia AS

Scaberia AS is a Technology Development and Innovation Management company based in Oslo, Norway. Services provided covering the entire business life cycle from defining strategies and project economics, suitable finance and be part in the project execution in different roles. Being specialist in global Business & Marketing, providing Deep Tech and Ai competences to clients and partner, Scaberia covers the range from research projects towards commercialisation on all levels.

GreenTwin GmbH

GreenTwin GmbH is a deep tech startup established in January 2022, in Austria. Centered around a multi-sided B2B platform for supply chain management, the company's core solution aligns with its strategic objective - to provide services that enhance the sustainability and resilience of supply chains, benefitting multiple stakeholders. Planned new platform services include the use of Copernicus Earth Observation data and support for the circular economy.

ISL - Institute of Shipping Economics and Logistics

By combining tradition and modern science, the Institute of Shipping Economics and Logistics (ISL) has positioned itself as one of Europe's leading institutions for research, consulting and know-how transfer in maritime logistics. In its seven competence areas, ISL offers customised innovative processes, analyses and solutions in the field of maritime logistics.

Fraunhofer IGCV

Fraunhofer IGCV, based in Augsburg, Germany, focuses on sustainable engineering, intelligent production, and multi-material solutions with the motto Green, Lean, Digital. In the Resc4EU project, Fraunhofer IGCV will develop an intelligent tool that, among other things, assesses the consequences of a change in the supply chain on the environmental impact of products. With the help of the tool, it should be possible to automatically and efficiently evaluate different alternatives.

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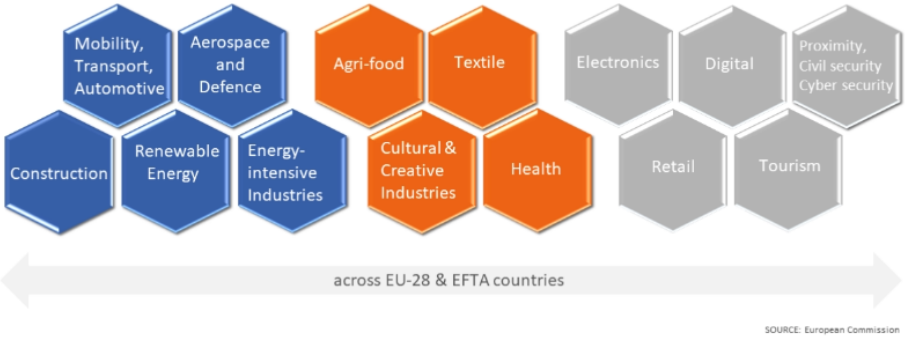
ResC4EU Website – SME support page

We support SMEs from 14 industrial sectors across Europe



We offer 4 kinds of support for SMEs - All free of charge

1 ResC4EU Assessments

- **Analysing your supply chain** for improvements
- **Analysing your digital readiness** for improvements

2 ResC4EU Tools

- **ResC4EU B2B Marketplace Platform** to find suitable B2B partners by offering or seeking goods or services.
- **ResC4EU Tool to alert on supply chain disruptions** & for cost-efficient decisions
- **ResC4EU Tool for transport-related risk** to find best transport route
- **ResC4EU LCA Tool** to calculate the product environmental footprint

3 ResC4EU Training & Networking

- **ResC4EU Events** to learn about new Technologies
- **ResC4EU Working Groups** to network with tech-savvy SMEs
- **ResC4EU B2B Matching** to explore concrete collaborations
- **ResC4EU Training** to build up employees' skills
- **ResC4EU Demonstrators** to simulate the benefits of supply chain resilience and of sustainability practices

4 ResC4EU Network

- **14 ResC4EU pilots** (one in each sector)
- **6 ResC4EU Industry associations/clusters** including 1 EDIH
- **Alliances** with other EU Industry clusters

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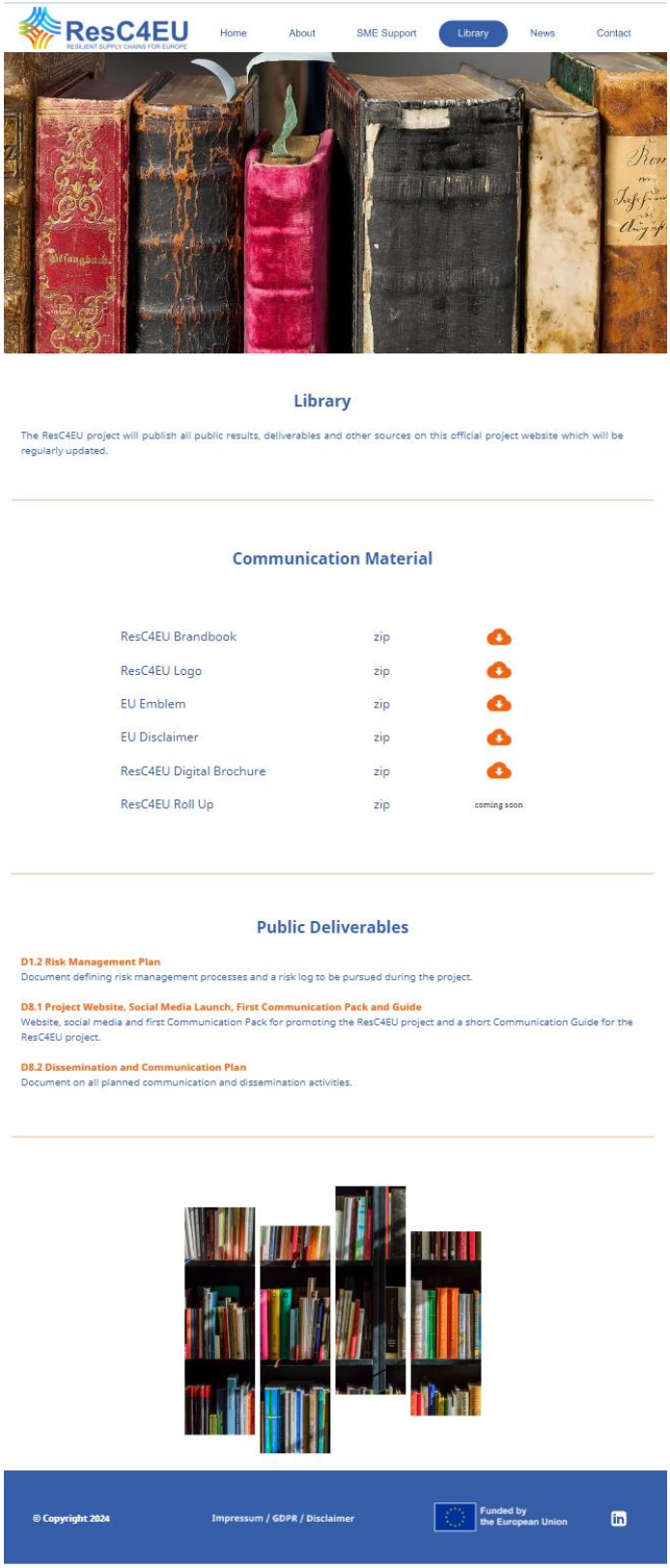
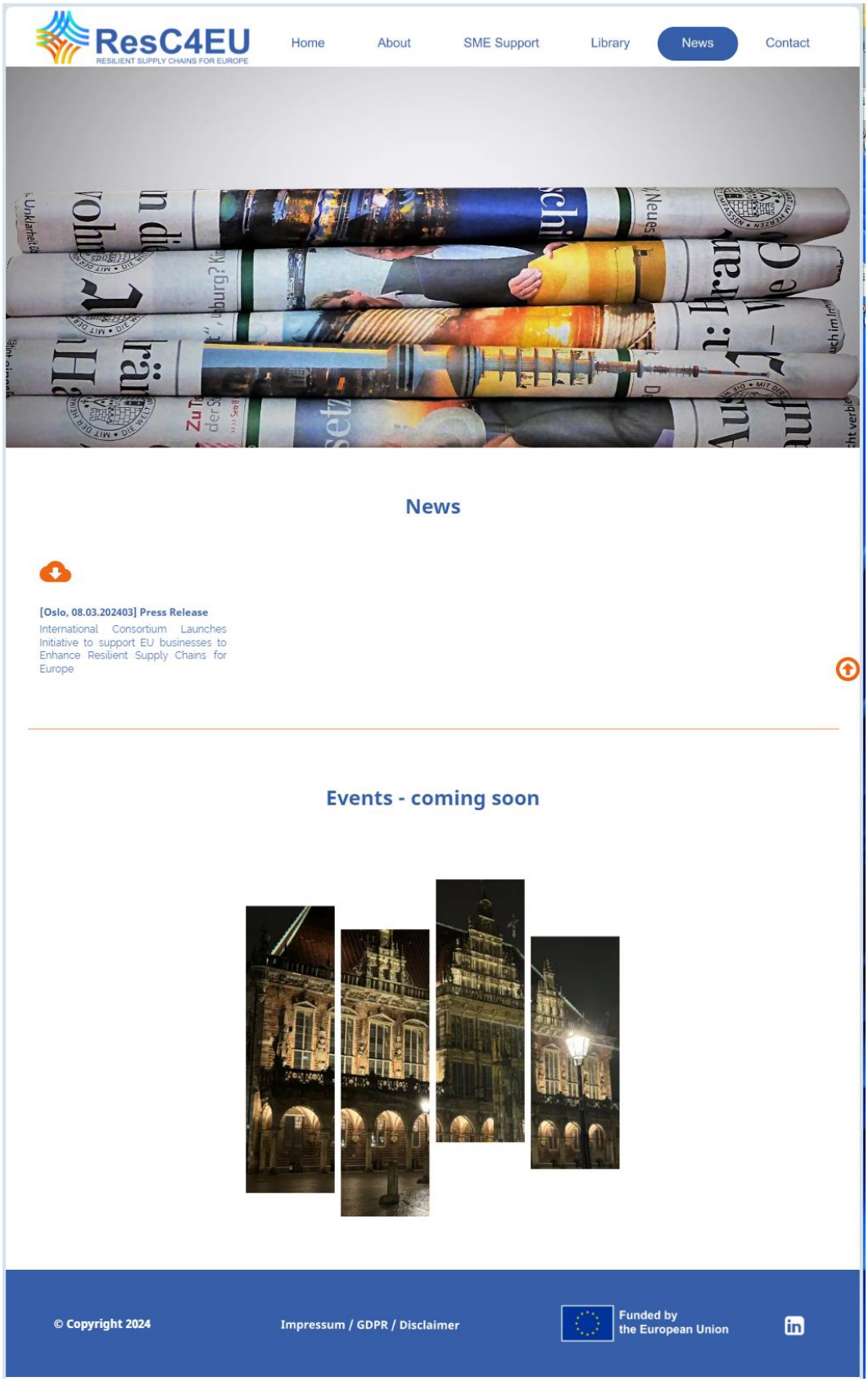
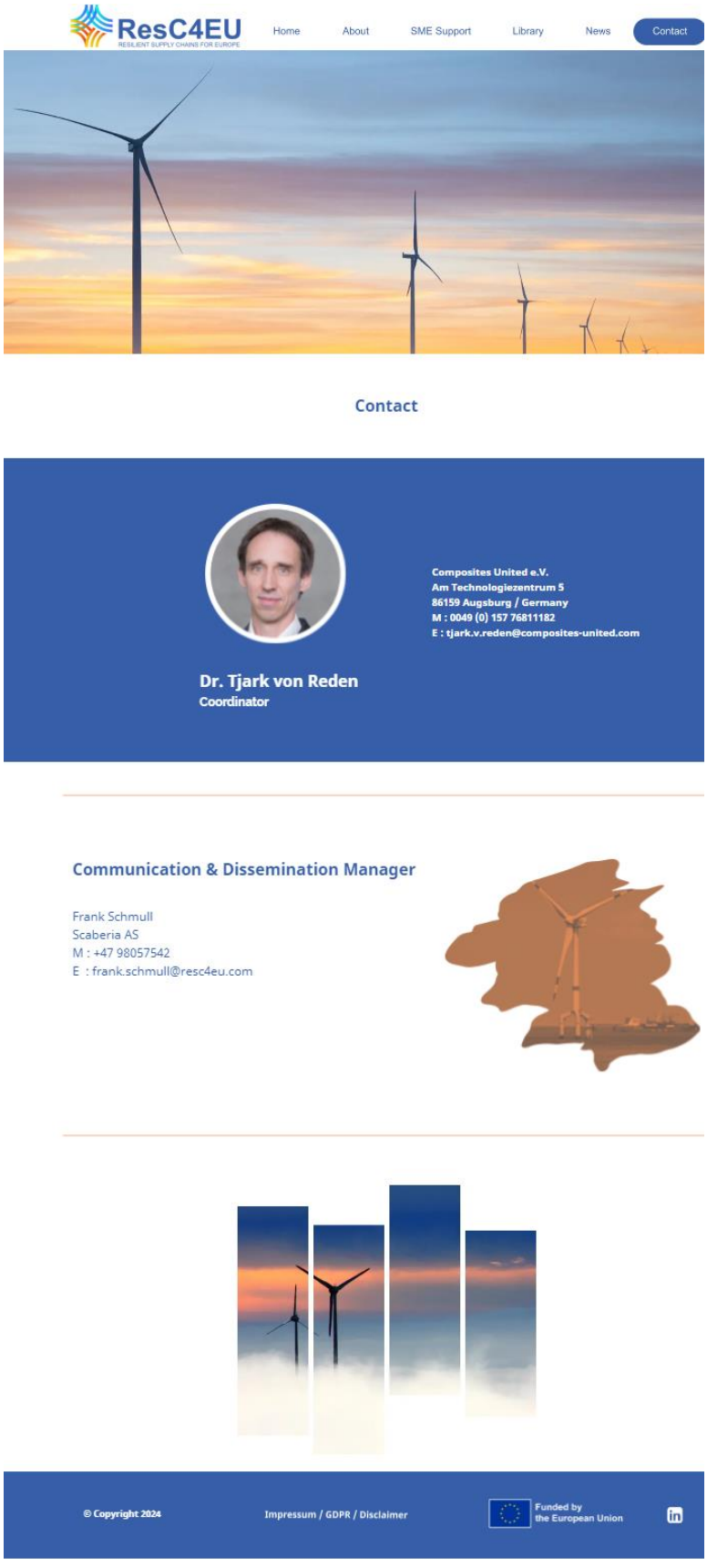
ResC4EU Website- Library page



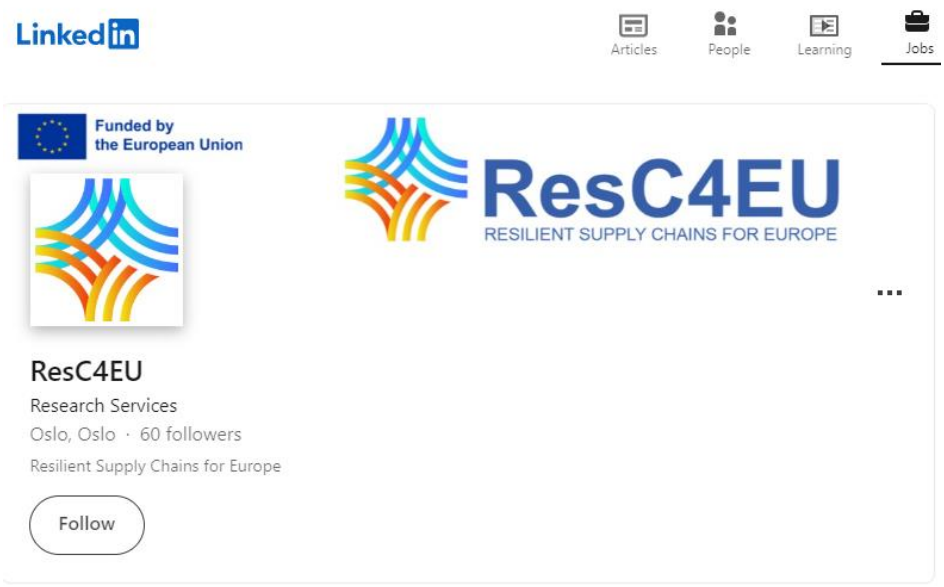
ResC4EU Website – News & Events page



ResC4EU Website – Contact page



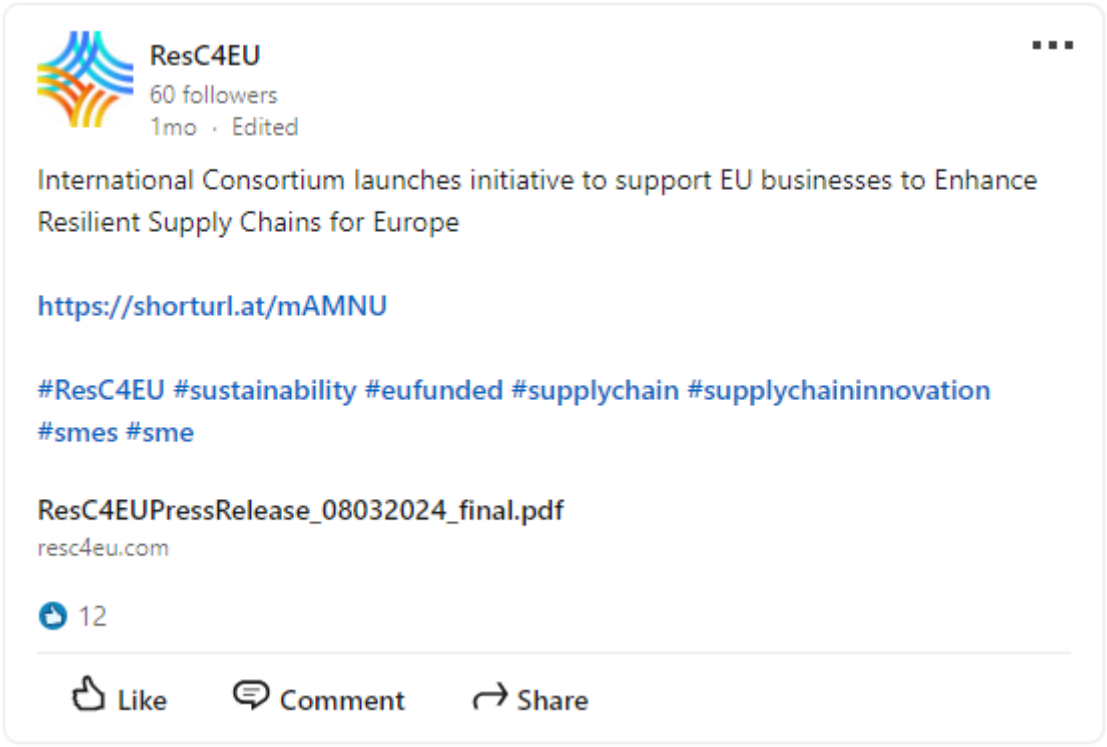
Annex 2: ResC4EU Social Media presence



About us

Resilient Supply Chains for Europe

Website	https://www.resc4eu.com
Industry	Research Services
Company size	11-50 employees
Headquarters	Oslo, Oslo
Type	Nonprofit
Founded	2024
Specialties	EU project, Horizon Europe, CSA, Resilience, and resilient supply chain


ResC4EU
60 followers
1mo · Edited
International Consortium launches initiative to support EU businesses to Enhance Resilient Supply Chains for Europe
https://shorturl.at/mAMNU
#ResC4EU #sustainability #eufunded #supplychain #supplychaininnovation #smes #sme
ResC4EUPressRelease_08032024_final.pdf
resc4eu.com
12
Like
Comment
Share

Annex 3: ResC4EU Brand Book

ResC4EU
RESILIENT SUPPLY CHAINS FOR EUROPE

ResC4EU's Brand book

ResC4EU project's brand and corporate visual identity & guidelines how to use it

- Scaberia AS
- v1, 15.04.2024, PUB

Funded by the European Union

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ResC4EU
RESILIENT SUPPLY CHAINS FOR EUROPE

Content

1. Logo
2. Colour palette
3. Typology
4. EU emblem & EU disclaimer
5. Contact

Funded by the European Union

PUBLIC 2

Logo
Horizontal version (by default)

- Main original version of the logo
- Should be used by default and whenever possible

ResC4EU
RESILIENT SUPPLY CHAINS FOR EUROPE

PUBLIC 3

Logo
Vertical version (extra)

- Second version of the logo
- Can only be used in specific cases when the original horizontal version cannot be used

ResC4EU
RESILIENT SUPPLY CHAINS FOR EUROPE

PUBLIC 4

Logo
Colour background

- The logo must have by default a white background
- The logo can also have a light grey background.
- No other background colours are acceptable.

Background
White
RGB 255/255/255
Hex #FFFFFF

Background
Light grey
RGB 242/242/242
Hex #F2F2F2

PUBLIC 5

Logo
Positive and Negative versions

- The negative versions should only be used in specific cases when the original-coloured positive logos cannot be used.
- The negative versions should be used whenever the logo must be applied on a dark background.

Positive (colour)

Negative (colour)

PUBLIC 6

Logo
Black and White versions

- Can only be used because of **printing limitations** when the original-coloured versions (positive and negative) cannot be used.

Black (positive)

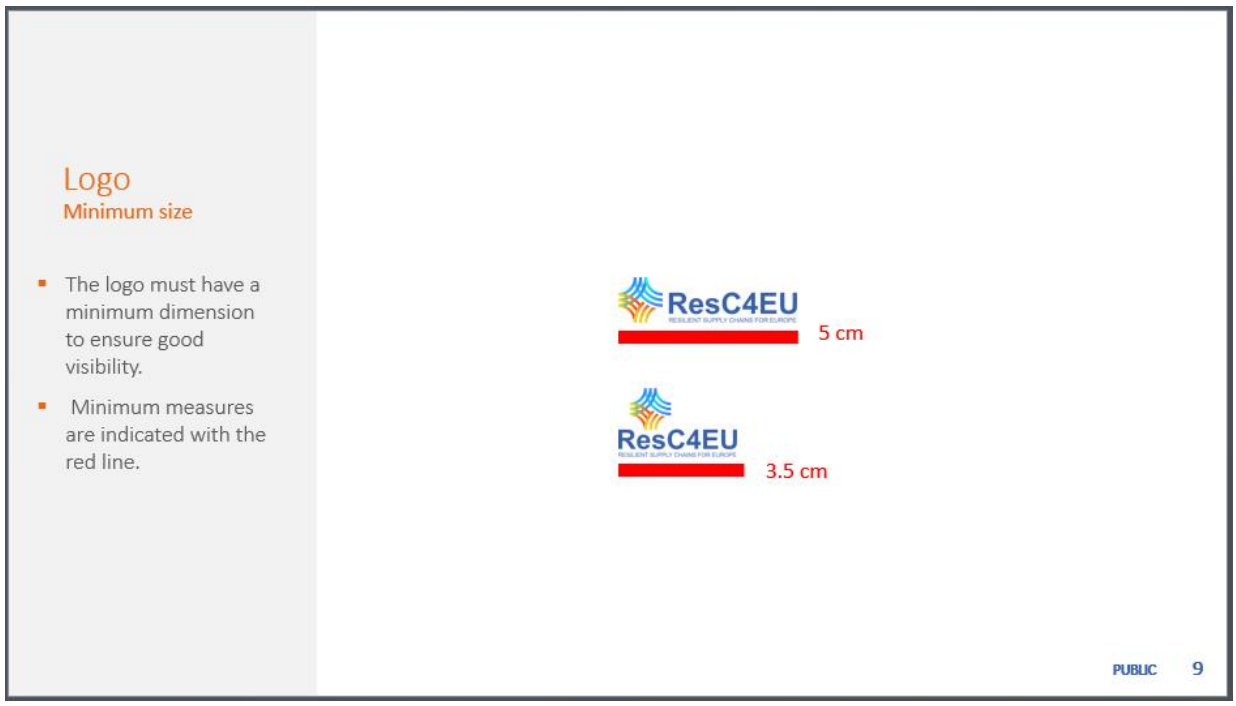
White (negative)

PUBLIC 7

Logo
Exclusion zone

- The minimum space allowed around the logo is 5 mm (black boxes ■)
- The minimum space should be increase wherever possible

PUBLIC 8


Logo
Minimum size
The logo must have a minimum dimension to ensure good visibility.
Minimum measures are indicated with the red line.
ResC4EU
5 cm
ResC4EU
3.5 cm
PUBLIC 9

Logo
Incorrect usage
The logo should not be redrawn or altered in any way.
Here are some examples of major mistakes.
INCORRECT
Changing logo colours
Changing the proportions
Changing background colours
Rotating
Changing background (photo)
Applying shape effects (shadows)
Changing the order of the logo
Applying shape effects (3D)
PUBLIC 10

Logo
Summary

The ResC4EU logo is at the core of our visual identity.

The logo consist of:

- a coloured graphic element
- the project acronym "ResC4EU"
- the logo tagline "Resilient Supply Chains for Europe"

When using the logo there are some rules to follow:

- there are only two official logo versions to be used (horizontal and vertical)
- the logo must appear in its original colours
- the colour background of the logo must be white or light grey
- the minimum space around the logo must be 5 mm and should be increased wherever possible.
- the logo must not be redrawn or altered in any way (e.g. rearranged, added by other elements, rotated, etc.).
- there is a minimum size the logo must be used

PUBLIC 11

Colour palette
Main colours

- Colours are part of the ResC4EU identity.
- Main colours are blue, orange, light grey, and middle grey.
- Use RGB codes for digital media
- Use CMYK codes (32- bit) for print media

RGB code: R: 54 G: 94 B: 169 Hex: #365EA9	RGB code: R: 238 G: 101 B: 20 Hex: #EE6514	RGB code: R: 242 G: 242 B: 242 Hex: #F2F2F2	RGB code: R: 162 G: 170 B: 173 Hex: #A2AAAD
CMYK code: C: 88 M: 65 Y: 0 K: 0	CMYK code: C: 0 M: 71 Y: 100 K: 0	CMYK code: C: 4 M: 3 Y: 4 K: 0	CMYK code: C: 21 M: 11 Y: 9 K: 23

PUBLIC 12

Colour palette
Additional colours

- Additionally, the colours from the ResC4EU logo can be used when more colours are needed (e.g. in charts)
- Use RGB codes for digital media
- Use CMYK codes (32- bit) for print media

RGB code:	RGB code:	RGB code:
R: 6	R: 241	R: 89
G: 242	G: 205	G: 89
B: 219	B: 22	B: 89
Hex: #06F2DB	Hex: #F1CD16	Hex: #595959
CMYK code:	**CMYK code:**	**CMYK code:**
C: 56	C: 2	C: 53
M: 0	M: 13	M: 43
Y: 34	Y: 94	Y: 42
K: 0	K: 6	K: 32

PUBLIC 13

Colour palette
In summary

The ResC4EU colours are part of the brand and identify

- The corporate primary colours provide a definite, solid and professional base for the ResC4EU identity.
- The colour palette must be used consistently across all communication as flat colours and not as a gradient.
- The colours must be used when designing graphics, charts, or tables.
- Main colours are blue – orange – light grey :
  - Light grey as background
  - Light grey/blue for tables
  - Orange/blue/light grey/middle grey for graphics, charts
- Additional colours are turquoise – yellow – dark grey :
  - Turquoise/yellow/dark grey additionally for charts
- The colours are also part of the text (see below).

PUBLIC 14

Typography

- Calibri light & Calibri are the primary fonts for all ResC4EU documents.
- The font has been selected due to its compatibility with all digital and print media and IT systems (Windows, Mac).

Calibri light Regular (pt 18)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%&*()'

Calibri light Bold (pt 18)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%&*()'

Calibri light Italic (pt 18)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%&()'*

Calibri light Bold Italic (pt 18)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%&*()'

Calibri Regular (pt 18)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%&*()'

Calibri Bold (pt 18)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%&*()'

Calibri Italic (pt 18)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%&()'*

Calibri Bold Italic (pt 18)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%&*()'

PUBLIC 15

Typography
Colours

- Standard text: dark grey
- Headings in text, figures, tables: orange
- Text in header, footer: blue

Standard text
Standard text

RGB code:
R: 89
G: 89
B: 89
Hex: #595959

CMYK code:
C: 53
M: 43
Y: 42
K: 32

Headings
Headings

RGB code:
R: 238
G: 101
B: 20
Hex: #EE6514

CMYK code:
C: 0
M: 71
Y: 100
K: 0

Header, Footer
Header, Footer

RGB code:
R: 54
G: 94
B: 169
Hex: #365EA9

CMYK code:
C: 88
M: 65
Y: 0
K: 0

PUBLIC 16

EU emblem
Horizontal version
(by default)

- Main original version of the EU emblem
- Should be used by default and whenever possible

Funded by the European Union

PUBLIC 17

EU emblem
Vertical versions
(extra)

- Second version of the EU emblem
- Can only be used in specific cases when the original horizontal version cannot be used

Funded by the European Union

PUBLIC 18

EU emblem
Colour background

- The EU emblem must have by default a white background
- The EU emblem can also have a light grey background.
- No other background colours are acceptable.

Background
White
RGB 255/255/255
Hex #FFFFFF

Background
Light grey
RGB 242/242/242
Hex #F2F2F2

PUBLIC 19

EU emblem
Positive and Negative versions

- The negative versions of the EU emblem should only be used in specific cases when the original-coloured positive versions cannot be used.
- The negative versions should be used whenever the EU emblem must be applied on a dark background.

Positive (coloured)

Negative (coloured)

PUBLIC 20

EU emblem

Black and White versions

- Can only be used because of **printing limitations** when the original-coloured versions (positive and negative) cannot be used.

Black (positive)

White (negative)

PUBLIC 21

EU disclaimer

- funding statement
- where appropriate, to be translated into local languages

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the granting authority (HADEA - European Health and Digital Executive Agency). Neither the European Union nor the granting authority can be held responsible for them."

PUBLIC 22

EU emblem & EU disclaimer
In summary

The EU emblem & disclaimer are part of the brand and visual identify

- In addition to the ResC4EU logo, always display the EU emblem (European flag) & the EU disclaimer (funding statement) for the acknowledgement of EU support.
- There are only two official EU emblem versions to be used (horizontal and vertical)
- No other visual identity or EU emblem may be used to highlight the EU support.
- When displayed in with other logos (e.g. of beneficiaries or sponsors), the EU emblem must be displayed at least as prominently and visibly as the other logos.
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Annex 4: ResC4EU Brochure

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RESILIENT SUPPLY CHAINS FOR EUROPE
Withstanding Supply Chain disruptions
& making EU Businesses more Resilient and Sustainable
Source: Hapag Lloyd AG
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www.resc4eu.com

Supporting EU Businesses in making their production processes and supply chains more resilient and sustainable

ResC4EU is a collaboration project and initiative funded by the European Union with 3 million Euros. It aims to support EU businesses, particularly Small and Medium sized enterprises (SMEs), in becoming more resilient and sustainable and be able to quickly adapt to supply chain disruptions such as experienced during COVID-19 crisis, geopolitical tensions or disasters (e.g. Suez Channel closure, floodings, strikes) by implementing Advanced Technologies.

ResC4EU will provide an open space for collaboration facilitated by industry associations and clusters, develop and provide digital tools that can assist SMEs in detecting and anticipating disruptions in their supply chains, and offering SMEs tailored support and training programmes. Further, manufacturing SMEs in need of implementing advanced technologies will be brought together with tech-savvy SMEs providing innovative solutions.

We support various kinds of SMEs

1

SMEs along the supply chain

1. Manufacturing SMEs
2. Supplier SMEs
3. Supply chain SMEs

Your benefits

- learn how to overcome supply chain challenges
- learn about benefits of Advanced Technologies
- learn what is possible to do for your business
- find suitable partners (e.g. suppliers, tech SMEs, etc.) across Europe

2

Tech-savvy SMEs
providing innovative solutions
from the field of **Advanced Technologies**
such as: Artificial Intelligence (AI) and machine learning, IoT, blockchain, robotics, electronics, 3D printing, advanced materials, biotechnology, etc.

Your benefits

- offer and showcase your innovative solutions to manufacturing SMEs
- exploit new business opportunities
- expand your market potential in the EU

We support SMEs from 14 Industrial sectors across Europe

We offer 4 kinds of support to SMEs – All free of charge

1 ResC4EU Assessments

- **Analysing your supply chain** for improvements
- **Analysing your digital readiness** for improvements

2 ResC4EU Tools

- **ResC4EU B2B Marketplace Platform** to find suitable B2B partners by offering or seeking goods or services.
- **ResC4EU Tool to alert on supply chain disruptions** & for cost-efficient decisions
- **ResC4EU Tool for transport-related risk** to find best transport route
- **ResC4EU LCA Tool** to calculate the product environmental footprint

3 ResC4EU Training & Networking

- **ResC4EU Events** to learn about new Technologies
- **ResC4EU Working Groups** to network with tech-savvy SMEs
- **ResC4EU B2B Matching** to explore concrete collaborations
- **ResC4EU Training** to build up employees' skills
- **ResC4EU Demonstrators** to simulate the benefits of supply chain resilience and of sustainability practices

4 ResC4EU Network

- **14 ResC4EU pilots** (one in each sector)
- **6 ResC4EU Industry associations/clusters** including 1 EDIH
- **Alliances** with other EU Industry clusters

What we want to achieve

2000 Employees trained

500 SMEs supported

300 Collaborations facilitated

A "**Resilient supply chain**" is a supply chain system that **can withstand and quickly adapt to various disruptions, challenges, or changes,** while ensuring continuity of operations and minimise disruptions to the flow of goods or services.

"**Organisational resilience**" is the capacity of an enterprise to withstand, adapt and grow (recover) in the face of turbulent changes (e.g. disruptions) to meet customer demand and target performance.

Why making Supply chains resilient?

Major benefits for EU Businesses:

- **Risk Mitigation:** Withstand disruptions in transportation, natural disasters, geopolitical tensions, or other unforeseen events.
- **Business Continuity:** Keep production running, keep continuous supply to customers, and keep revenue streams.
- **Cost Reduction:** No costs due to downtime, fines, or penalties.
- **Increased Flexibility:** Quickly adapt to changes in market conditions, customer demands, or regulations.
- **Sustainability:** Easy incorporation of sustainability practices (e.g. CO2 calculations).
- **Customer Satisfaction:** Reliable and continuous supply fosters customer satisfaction, and increase customer loyalty, retention, advocacy, and trust.
- **Competitive Advantage:** Deliver any time as promised – even in challenging times.

Who we are

ResC4EU is led by a consortium of 10 robust partners from 7 European countries. It includes six of Europe's foremost industry associations and clusters, representing over 1000 SMEs across 14 European industrial sectors. Additionally, the consortium features two SMEs specialising in inter-cluster and innovation management, as well as B2B platform development. Two research organisations specialising in logistics, supply chain risk modelling, and product life-cycle assessment complete the consortium. The ResC4EU project is coordinated by the German industry association Composites United e.V. (CU).

COMPOSITES UNITED

maritimes cluster norddeutschland

PKTK POLISH CLUSTER OF COMPOSITE TECHNOLOGIES

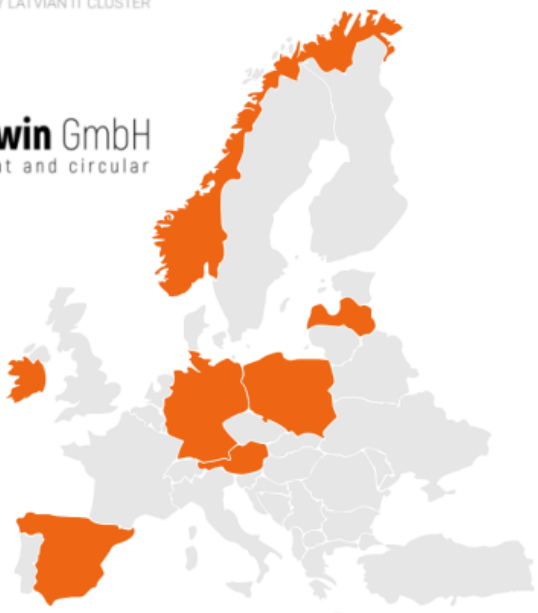
atimcluster

Latvian Digital Innovation Hub
POWERED BY LATVIAN IT CLUSTER

AIDIMME

SCABERIA® Innovation to Business

GreenTwin GmbH get resilient and circular



Fraunhofer IGCV

ISL Institut für Seeverkehrswirtschaft und Logistik

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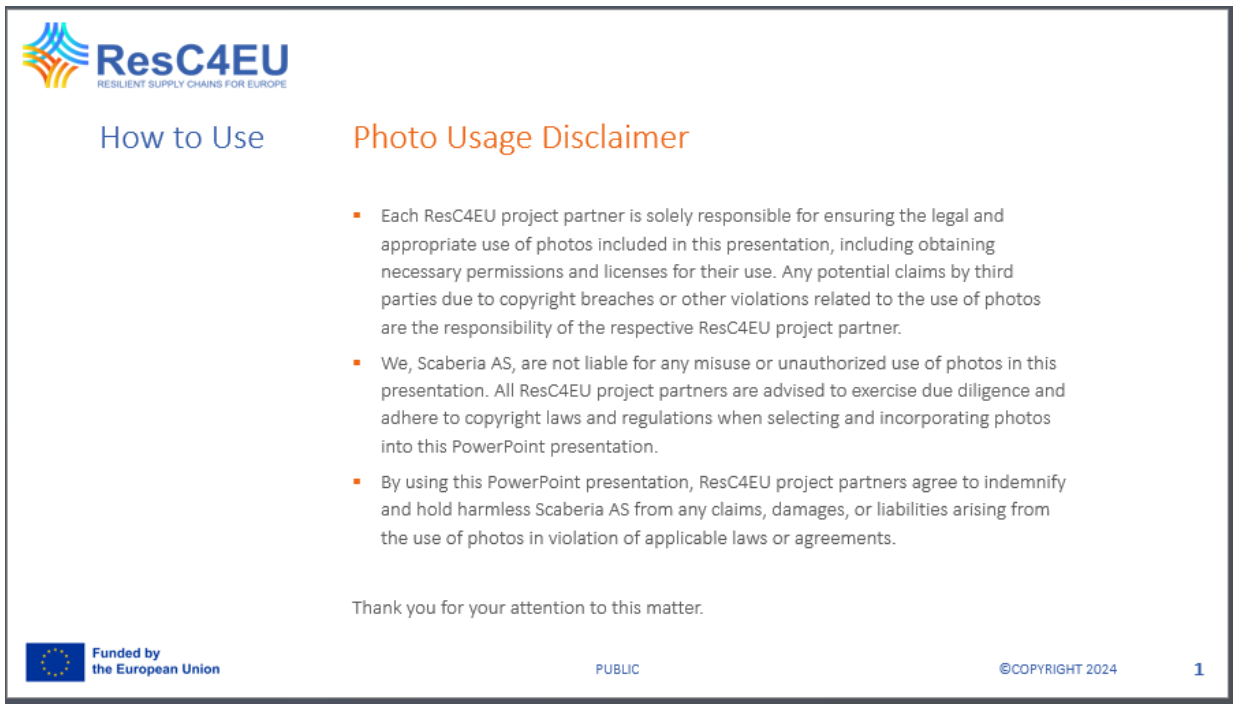
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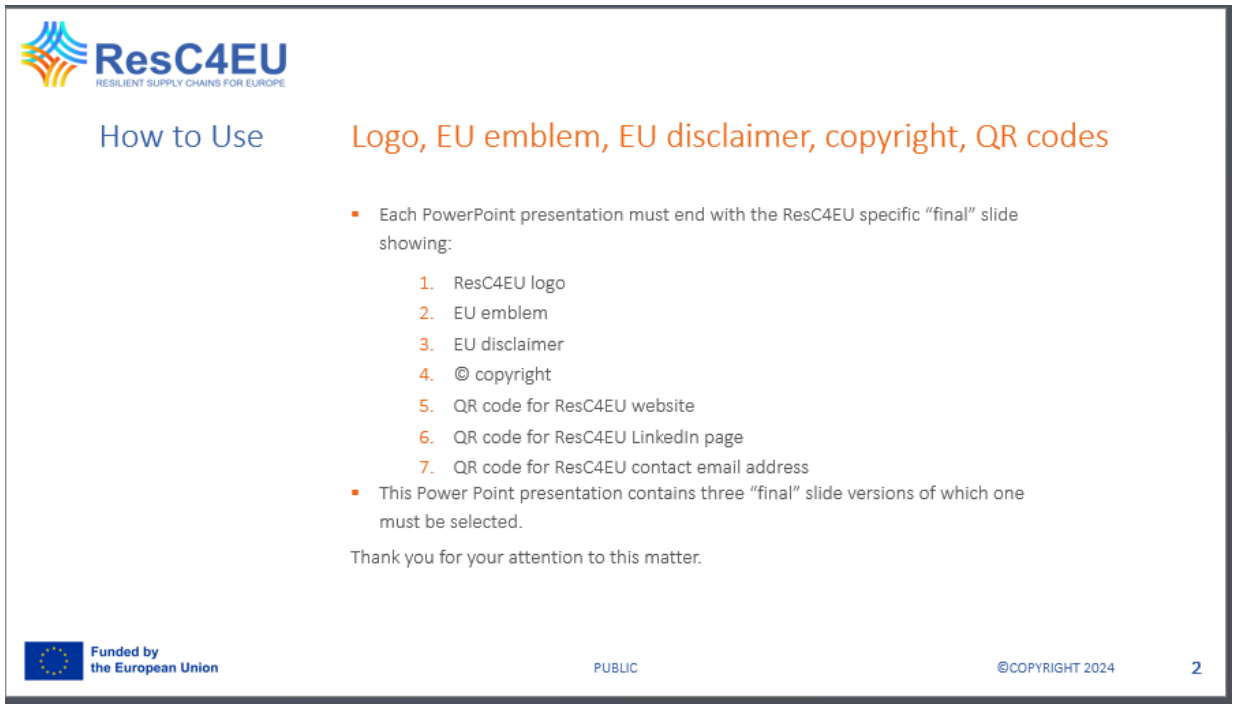
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Resilient Supply Chains for Europe
An Introduction
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Withstanding Supply Chain disruptions
& making EU Businesses more Resilient and Sustainable
Source: Hapag Lloyd AG

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RESILIENT SUPPLY CHAINS FOR EUROPE
Withstanding Supply Chain disruptions
& making EU Businesses more Resilient and Sustainable
Our Vision
Our vision is to create a future where EU businesses are Resilient and Sustainable,
capable of effectively navigating Supply Chain Disruptions and
contributing to Economic stability and Growth in Europe.
Our Mission
Our mission is to support SMEs
in making their production processes and supply chains more resilient and sustainable
through digital tools, further training and networking with tech-savvy SME.
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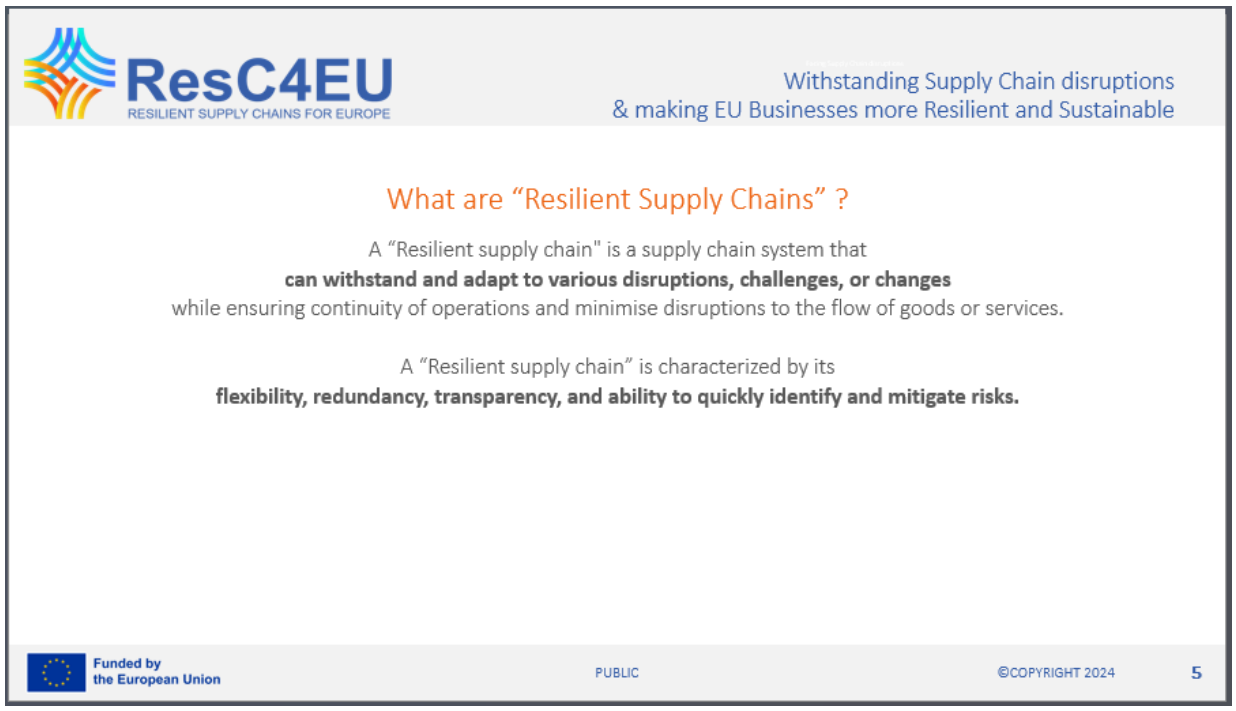
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& making EU Businesses more Resilient and Sustainable
What are "Resilient Supply Chains" ?
A "Resilient supply chain" is a supply chain system that
can withstand and adapt to various disruptions, challenges, or changes
while ensuring continuity of operations and minimise disruptions to the flow of goods or services.
A "Resilient supply chain" is characterized by its
flexibility, redundancy, transparency, and ability to quickly identify and mitigate risks.
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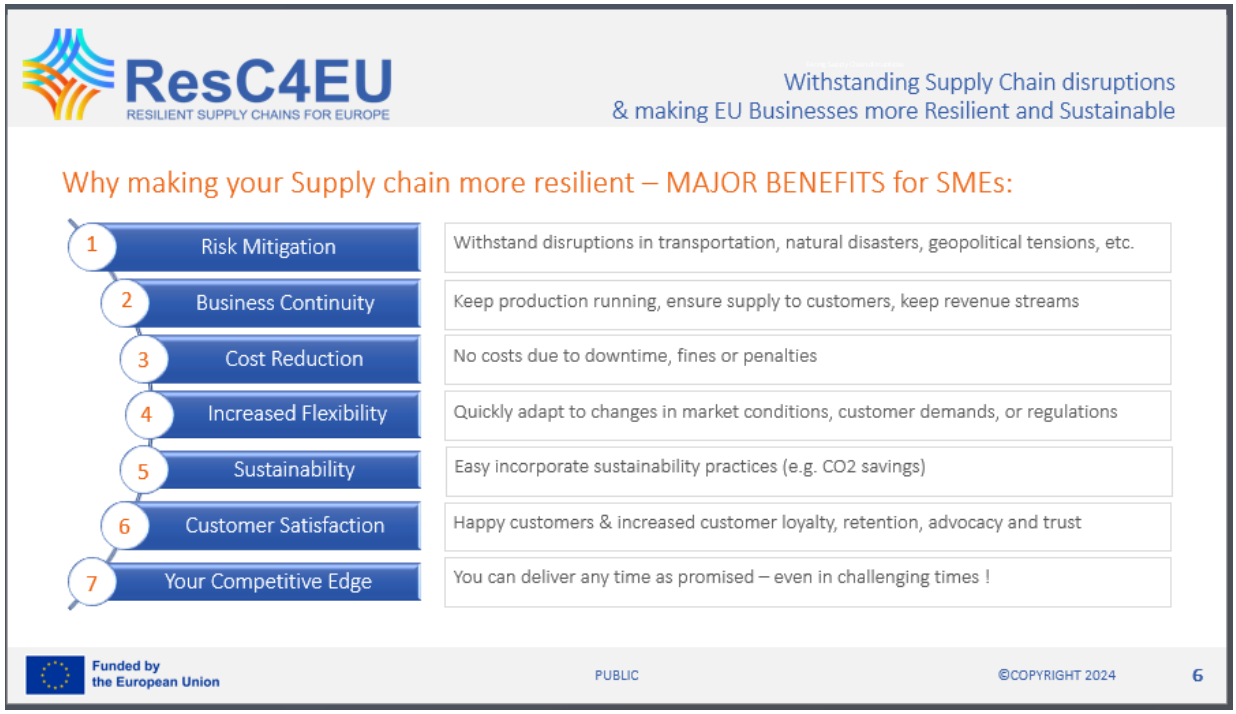
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Withstanding Supply Chain disruptions
& making EU Businesses more Resilient and Sustainable
Why making your Supply chain more resilient – MAJOR BENEFITS for SMEs:
1 Risk Mitigation
Withstand disruptions in transportation, natural disasters, geopolitical tensions, etc.
2 Business Continuity
Keep production running, ensure supply to customers, keep revenue streams
3 Cost Reduction
No costs due to downtime, fines or penalties
4 Increased Flexibility
Quickly adapt to changes in market conditions, customer demands, or regulations
5 Sustainability
Easy incorporate sustainability practices (e.g. CO2 savings)
6 Customer Satisfaction
Happy customers & increased customer loyalty, retention, advocacy and trust
7 Your Competitive Edge
You can deliver any time as promised – even in challenging times !
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How to make an Existing supply chain more resilient ?
1 Risk Assessment
Identify supply chain risks (e.g. reliance on suppliers and changes in demand)
2 Diversification
Broaden supplier network, transportation routes, and sourcing locations
3 Collaboration
Exchange information and build trust with suppliers and partners
4 Agility and Flexibility
Use agile practices like dynamic sourcing, optimised inventory, responsive production
5 Redundancy and Backups
Create backup plans for critical components, suppliers, and production facilities
6 Technology Adoption
Utilise Advanced Technologies to predict and mitigate risks and improve decision-making
7 Training and Education
Train employees on risk management, supply chain resilience, Advanced Technologies
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We support various types of SMEs
1
SMEs along the supply chain
1. Manufacturing SMEs
2. Supplier SMEs
3. Supply chain SMEs
2
Tech-savvy SMEs
providing innovative solutions
from the field of Advanced Technologies
such as: Artificial Intelligence (AI) and machine learning, IoT, blockchain, robotics, electronics, 3D printing, advanced materials, biotechnology, etc.
Your benefits
learn how to overcome supply chain challenges
learn about benefits of Advanced Technologies
learn what is possible to do for your business
find suitable partners (e.g. suppliers, tech SMEs, etc.) across Europe
Your benefits
offer and showcase your innovative solutions to manufacturing SMEs
exploit new business opportunities
expand your market potential in the EU
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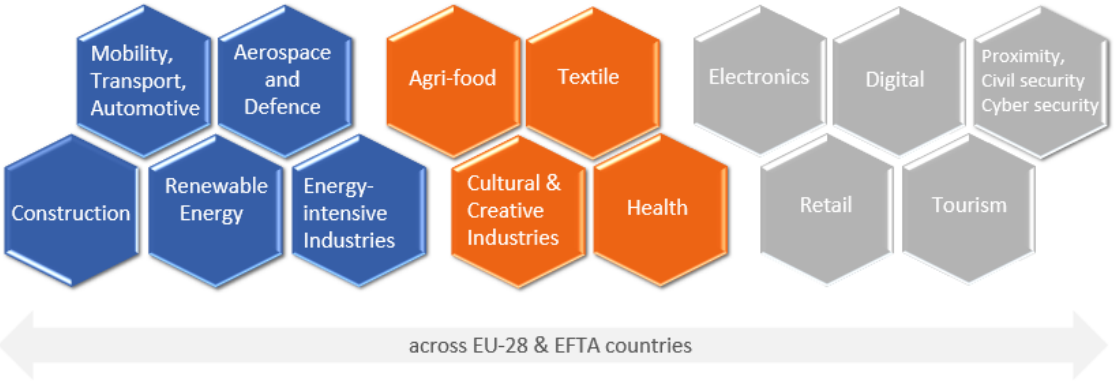
We support SMEs from 14 Industrial sectors across Europe



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We offer 4 kinds of support to SMEs – All free of charge !

1 ResC4EU Assessments

- **Analysing your supply chain** for improvements
- **Analysing your digital readiness** for improvements

2 ResC4EU Tools

- **ResC4EU B2B Marketplace Platform** to find suitable B2B partners by offering or seeking goods or services.
- **ResC4EU Tool to alert on supply chain disruptions** & for cost-efficient decisions
- **ResC4EU Tool for transport-related risk** to find best transport route
- **ResC4EU LCA Tool** to calculate the product environmental footprint

3 ResC4EU Training & Networking

- **ResC4EU Events** to learn about new Technologies
- **ResC4EU Working Groups** to network with tech-savvy SMEs
- **ResC4EU B2B Matching** to explore concrete collaborations
- **ResC4EU Training** to build up employees' skills
- **ResC4EU Demonstrators** to simulate the benefits of supply chain resilience and of sustainability practices

4 ResC4EU Network

- **14 ResC4EU pilots** (one in each sector)
- **6 ResC4EU Industry associations/clusters** including 1 EDIH
- **Alliances** with other EU Industry clusters

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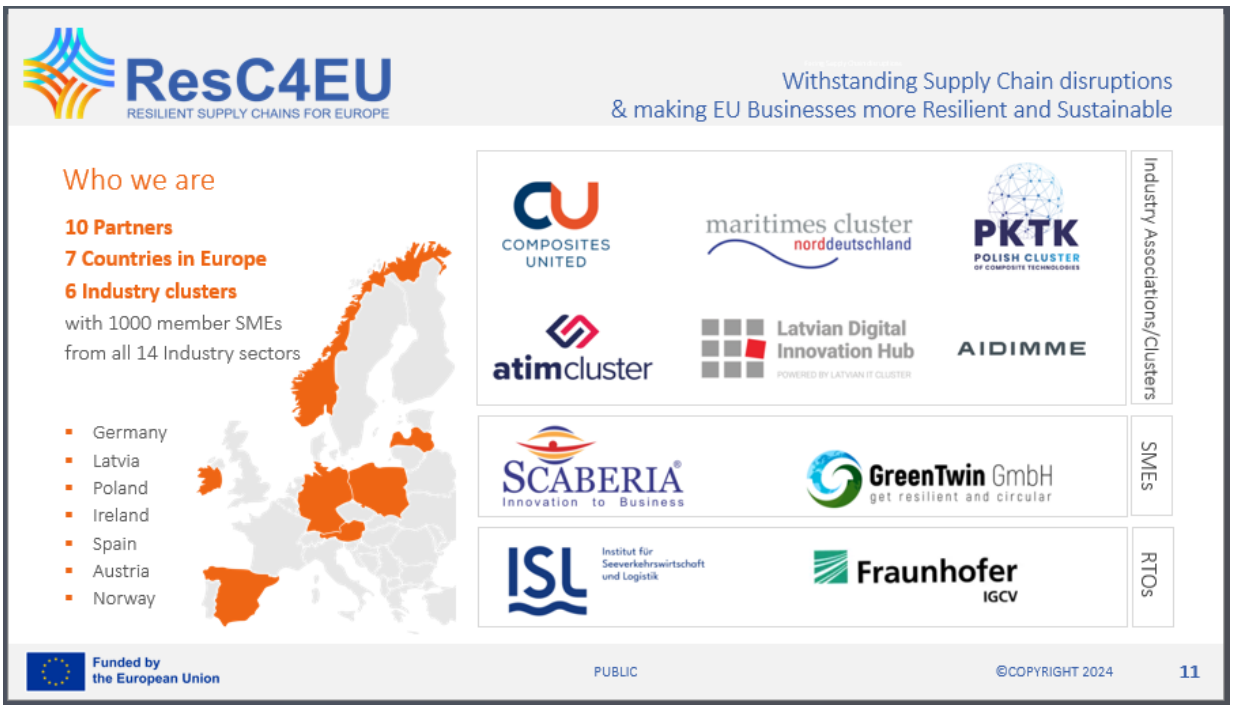
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Withstanding Supply Chain disruptions
& making EU Businesses more Resilient and Sustainable
Who we are
10 Partners
7 Countries in Europe
6 Industry clusters
with 1000 member SMEs
from all 14 Industry sectors
Germany
Latvia
Poland
Ireland
Spain
Austria
Norway
COMPOSITES UNITED
maritimes cluster norddeutschland
PKTK POLISH CLUSTER OF COMPOSITE TECHNOLOGIES
atimcluster
Latvian Digital Innovation Hub
AIDIMME
Industry Associations/Clusters
SCABERIA Innovation to Business
GreenTwin GmbH get resilient and circular
SMEs
ISL Institut für Seeverkehrswirtschaft und Logistik
Fraunhofer IGCV
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What we want to achieve
ResC4EU project objectives
1. Developing tools that can be used by manufacturing SMEs for identification and mitigation of supply chain risk and disruptions.
2. Offering an open space for training of manufacturing SMEs and networking with tech-savvy SMEs.
3. Accelerating Advanced Technologies in manufacturing SMEs.
4. Demonstrating the benefits of supply chain resilience while also deriving improvements in sustainability (i.e. GHGs emission reduction, energy savings, resource savings).
5. Increasing public understanding on resilient supply chains and advanced technologies as solutions for making EU businesses more resilient and sustainable.
2000
Employees trained
500
SMEs supported
300
Collaborations facilitated
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- Insert email
- Insert phone
- Insert city and country

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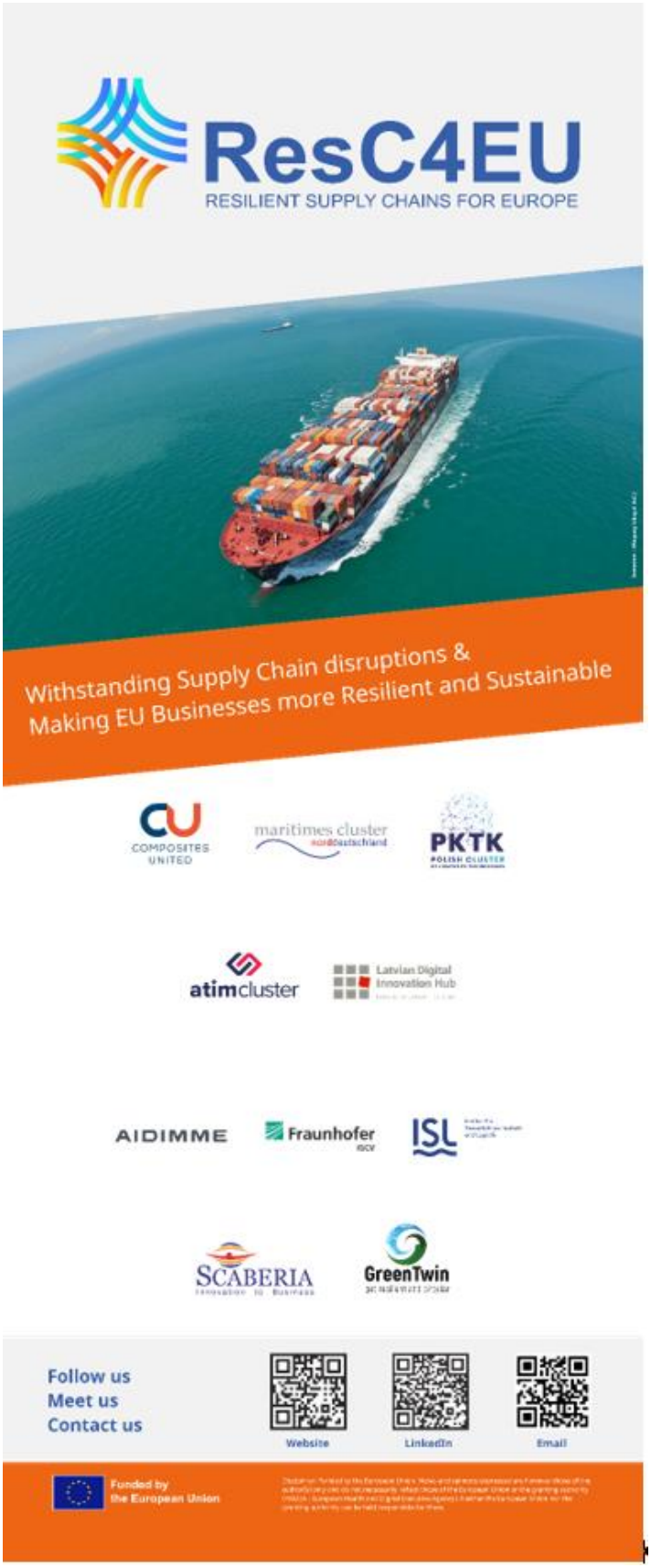
Annex 6: ResC4EU Roll-Up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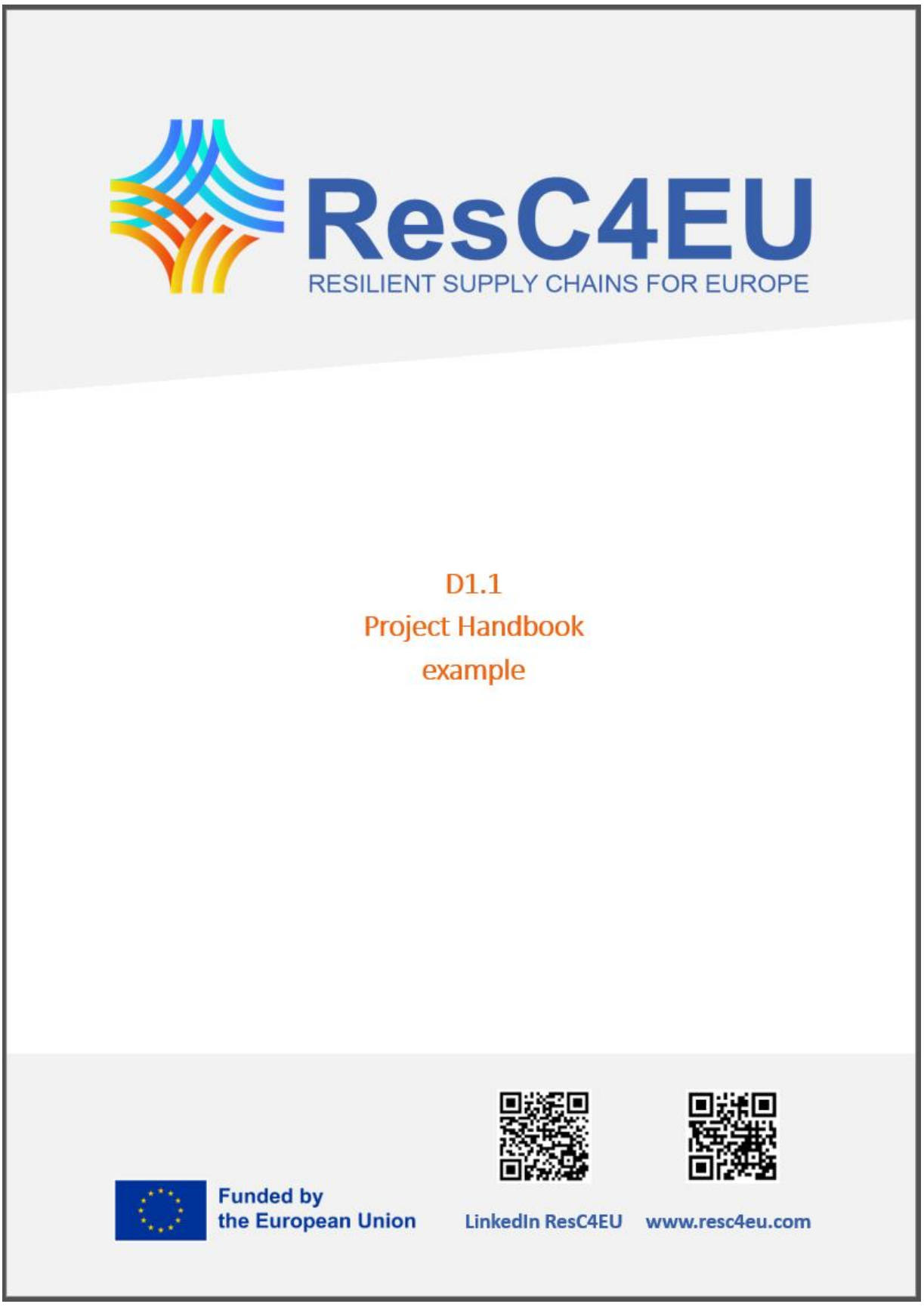
Annex 7: Template for Deliverable reports and documents (Word)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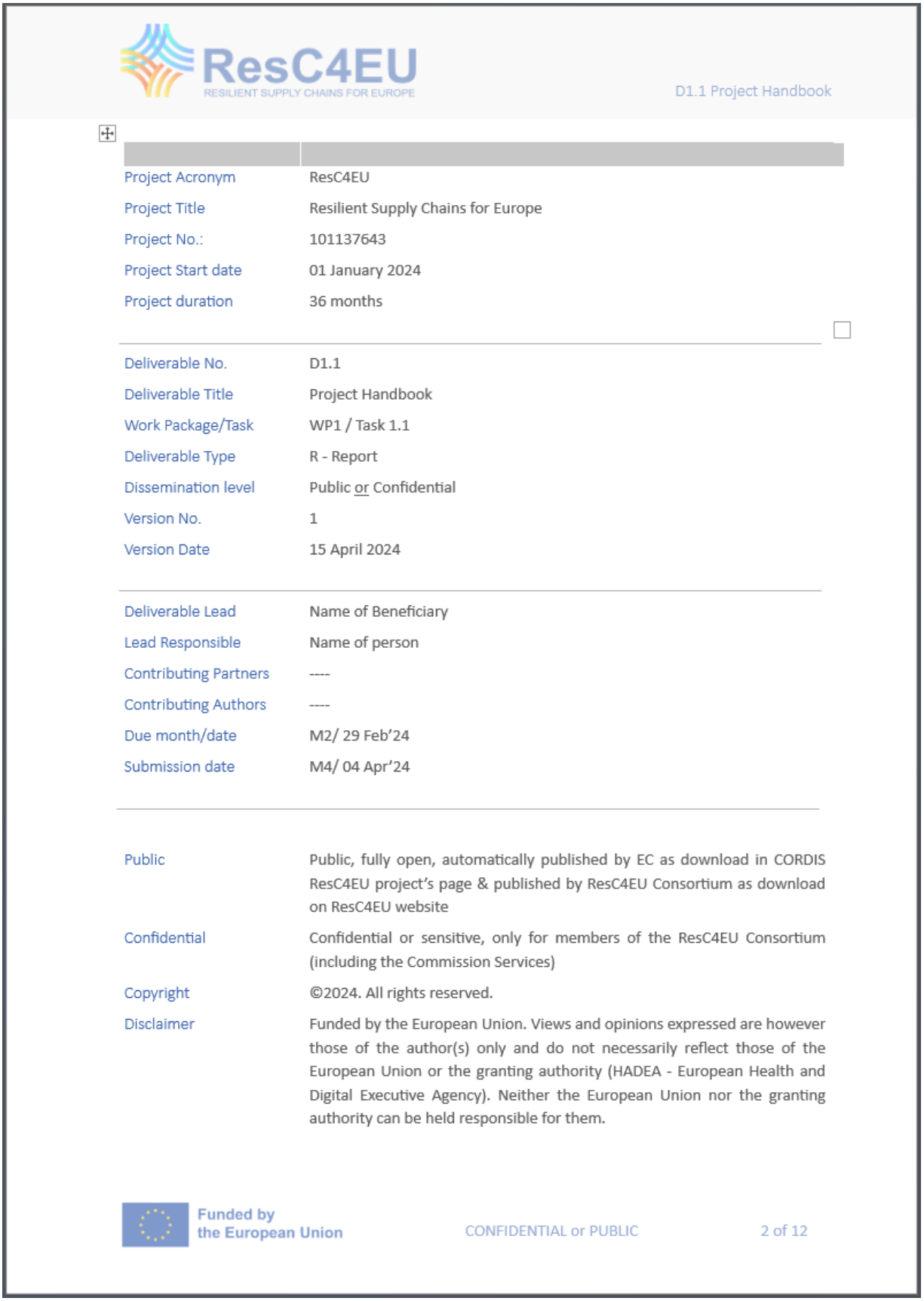

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Project Acronym	ResC4EU
Project Title	Resilient Supply Chains for Europe
Project No.:	101137643
Project Start date	01 January 2024
Project duration	36 months

Deliverable No.	D1.1
Deliverable Title	Project Handbook
Work Package/Task	WP1 / Task 1.1
Deliverable Type	R - Report
Dissemination level	Public or Confidential
Version No.	1
Version Date	15 April 2024

Deliverable Lead	Name of Beneficiary
Lead Responsible	Name of person
Contributing Partners	----
Contributing Authors	----
Due month/date	M2/ 29 Feb'24
Submission date	M4/ 04 Apr'24

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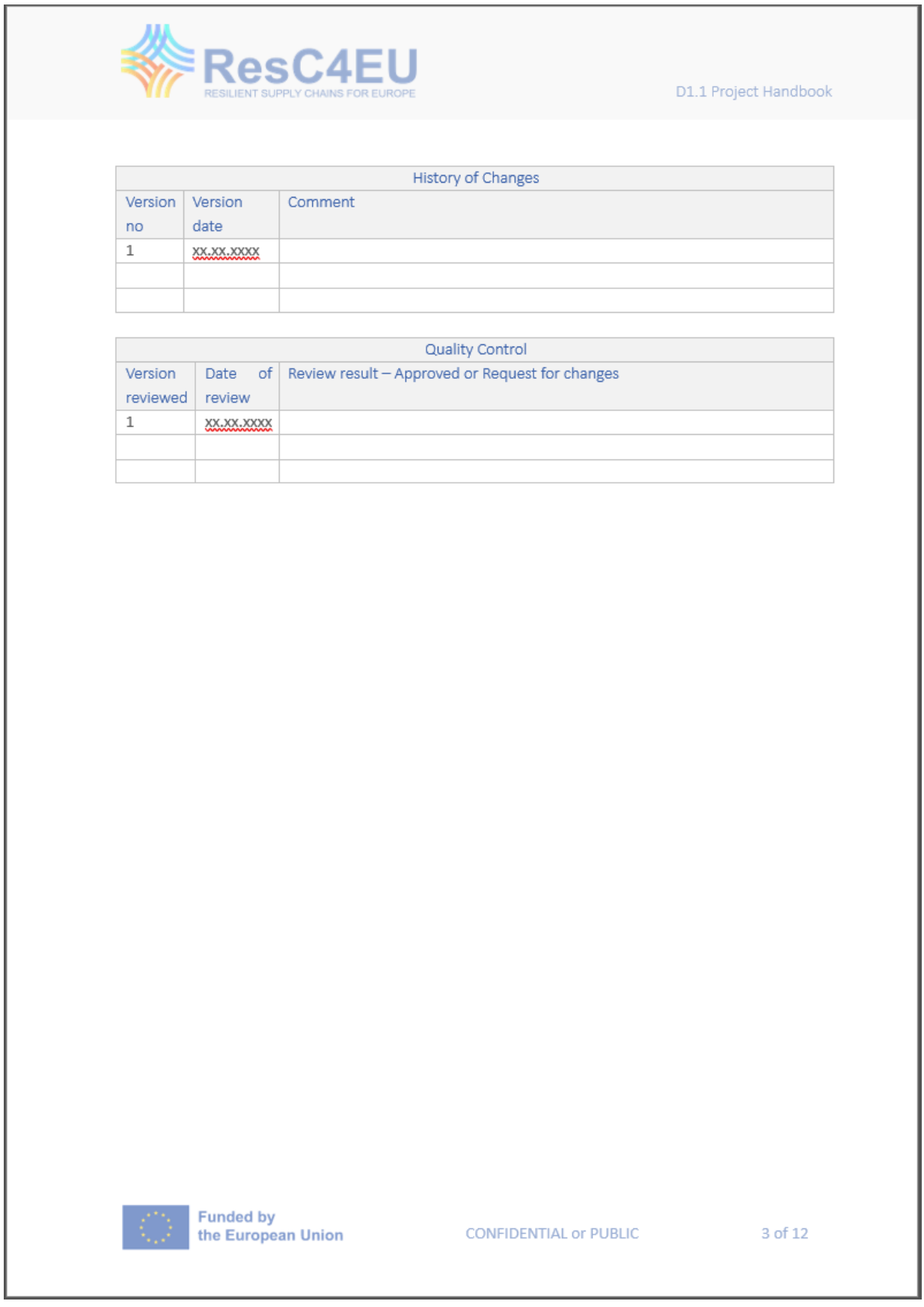

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History of Changes		
Version no	Version date	Comment
1	xx.xx.xxxx	

Quality Control		
Version reviewed	Date of review	Review result – Approved or Request for changes
1	xx.xx.xxxx	

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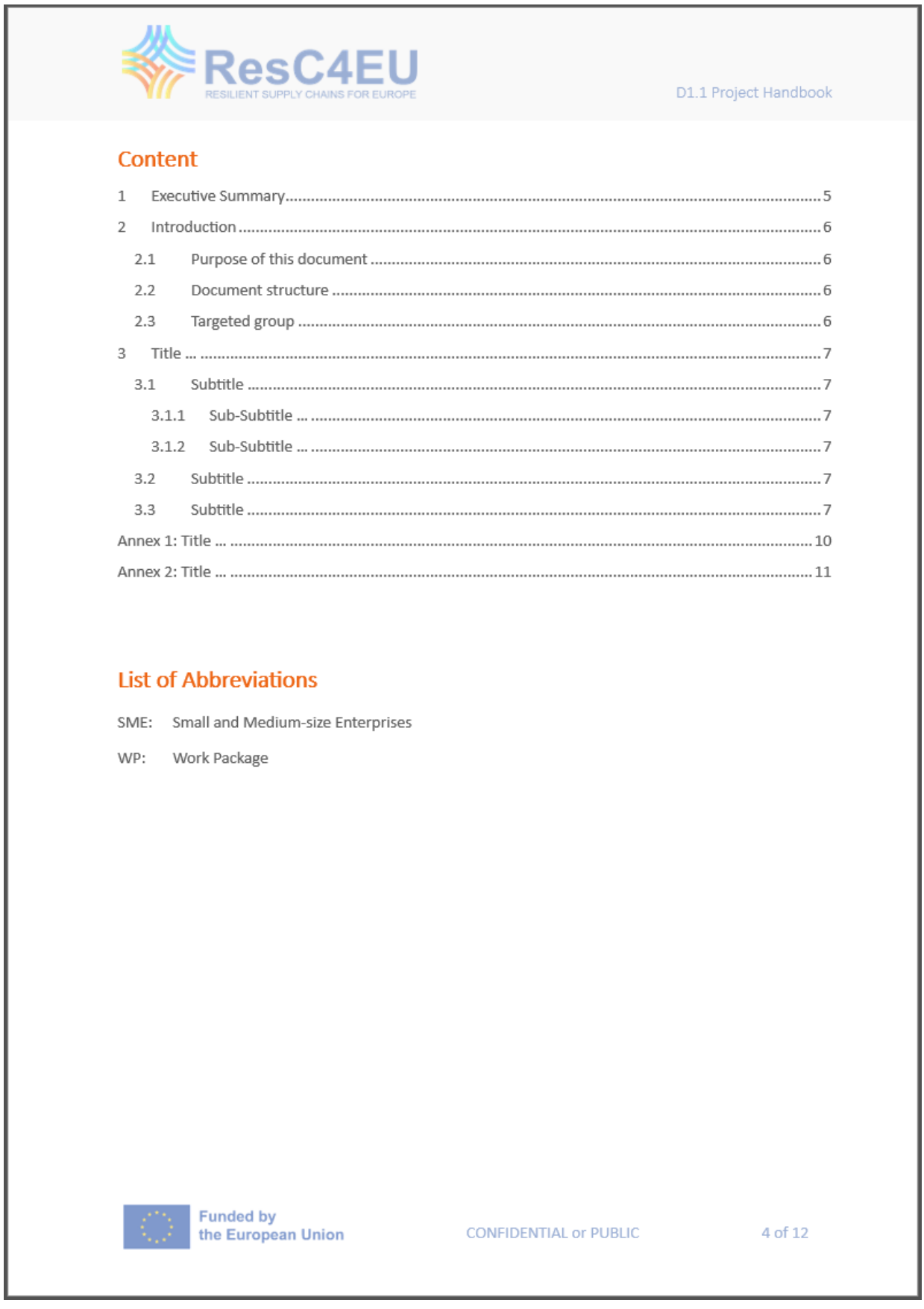

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D1.1 Project Handbook

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2.2 Document structure 6
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3.1.2 Sub-Subtitle 7
3.2 Subtitle 7
3.3 Subtitle 7
Annex 1: Title 10
Annex 2: Title 11

List of Abbreviations

SME: Small and Medium-size Enterprises

WP: Work Package

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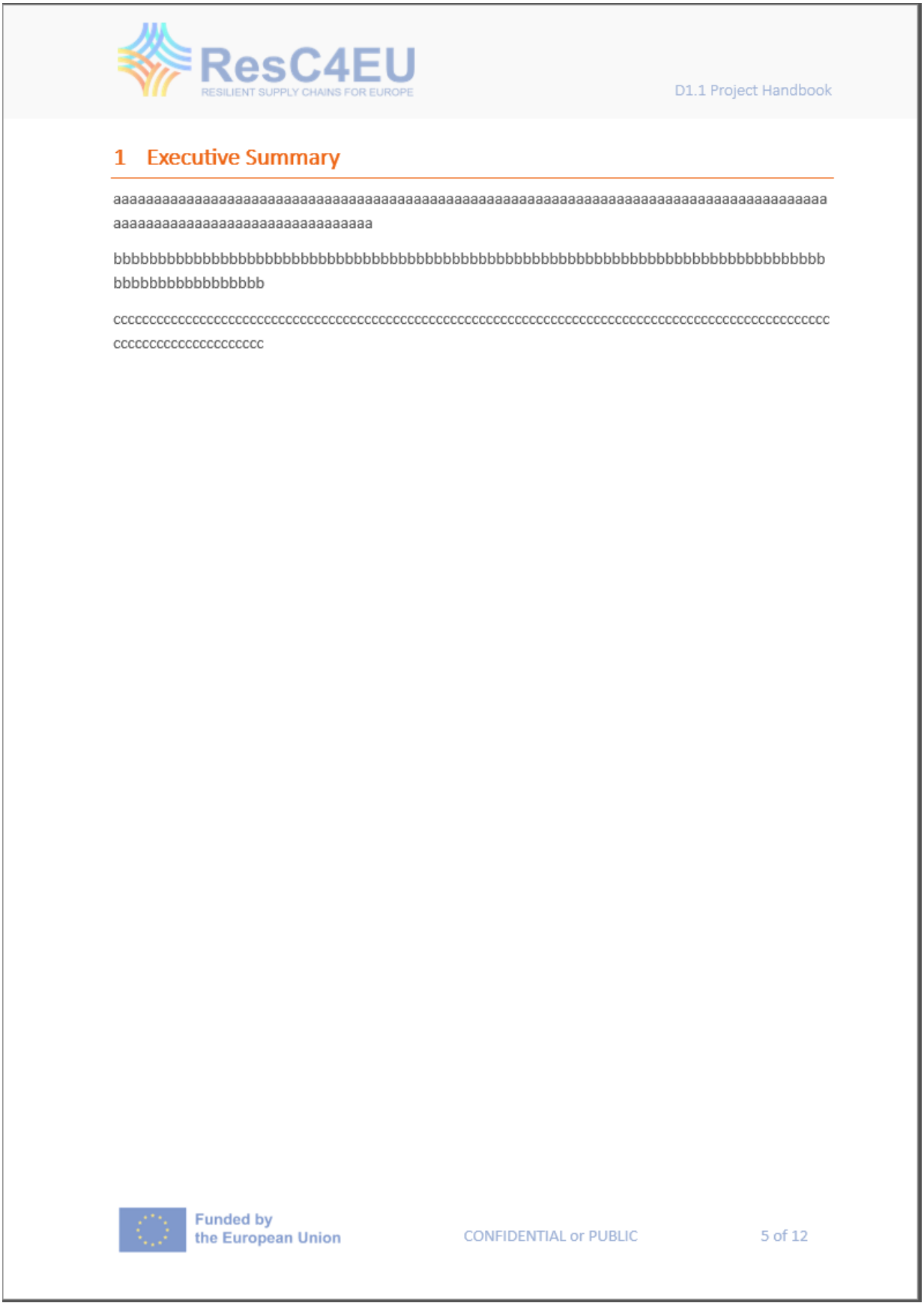

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1 Executive Summary

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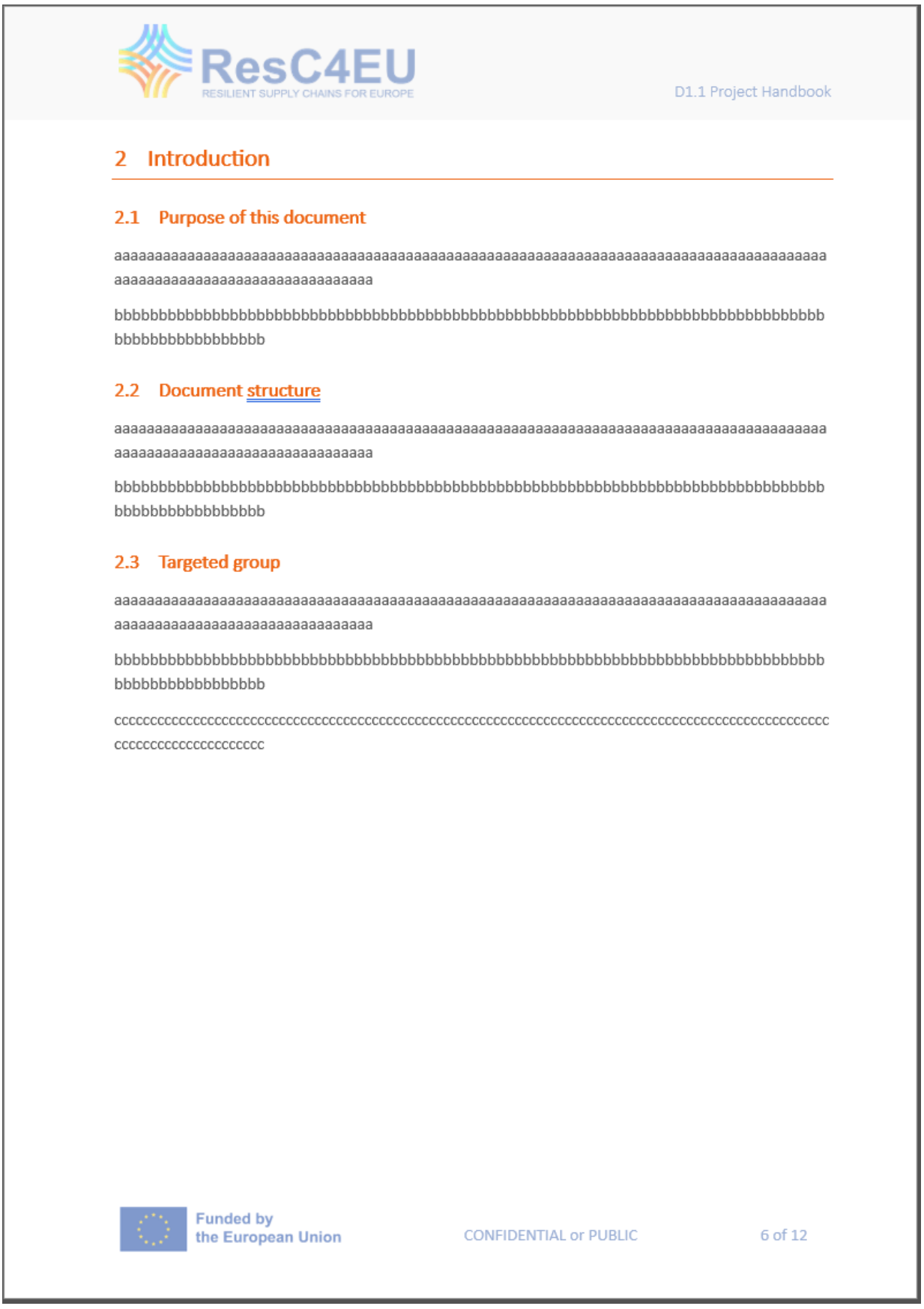

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2 Introduction

2.1 Purpose of this document

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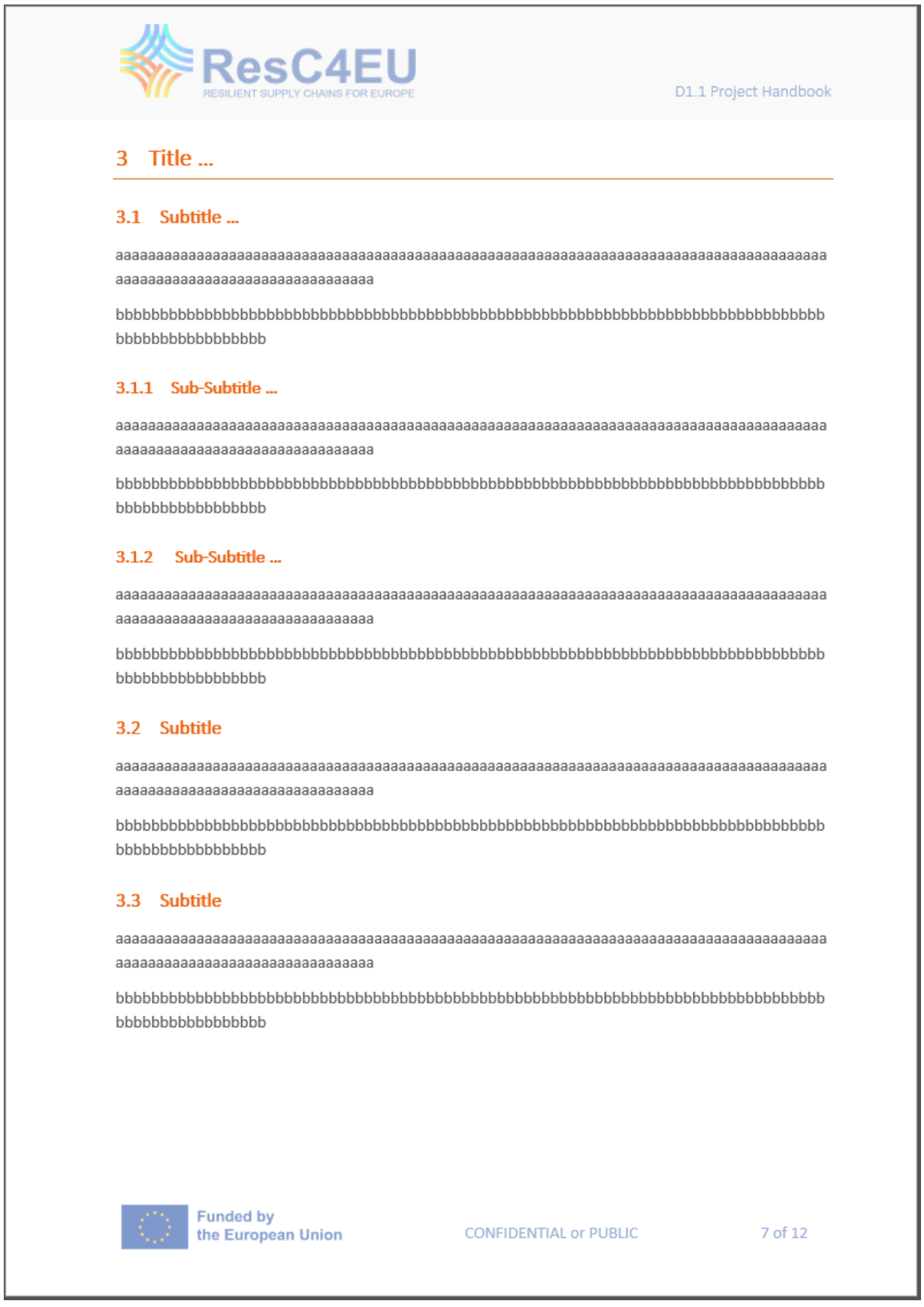

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3 Title ...

3.1 Subtitle ...

aaaa

Table 1: Title

abc	abc	abc	abc	abc

Table 2: Title

abc	abc	abc	abc	abc

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Figure 1: Title

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Figure 2: Title

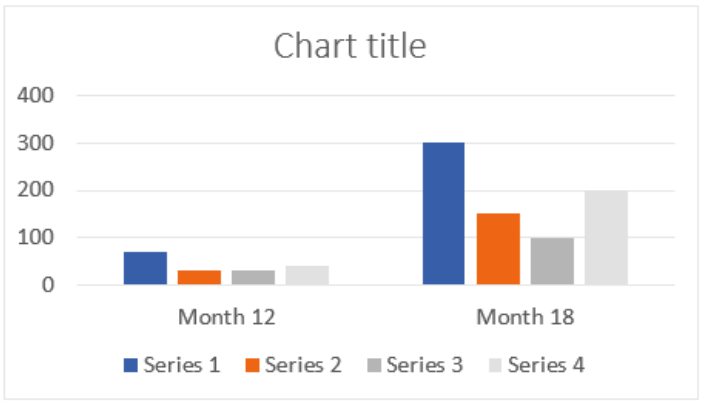


Figure 1: Title

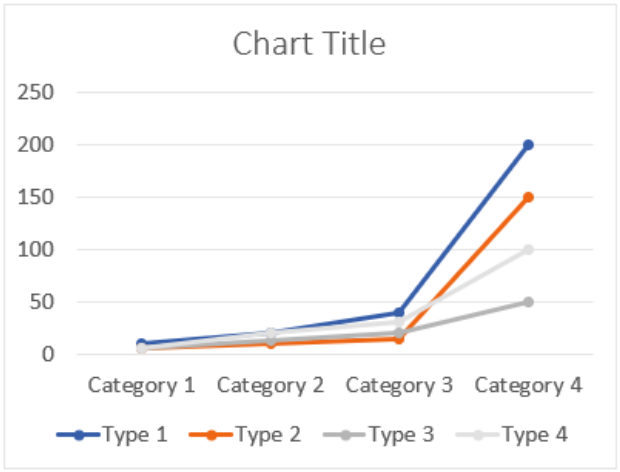
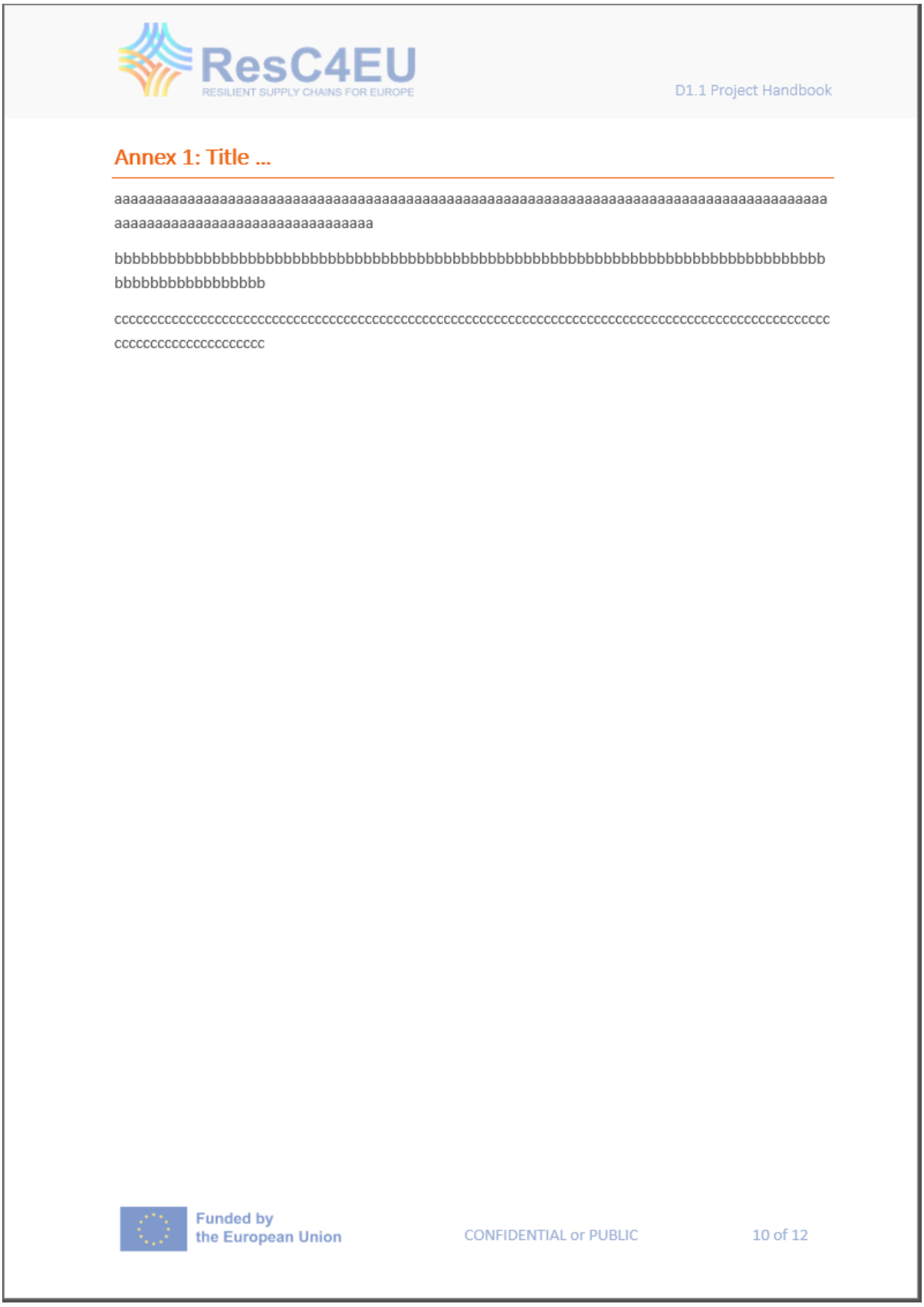


Figure 1: Title



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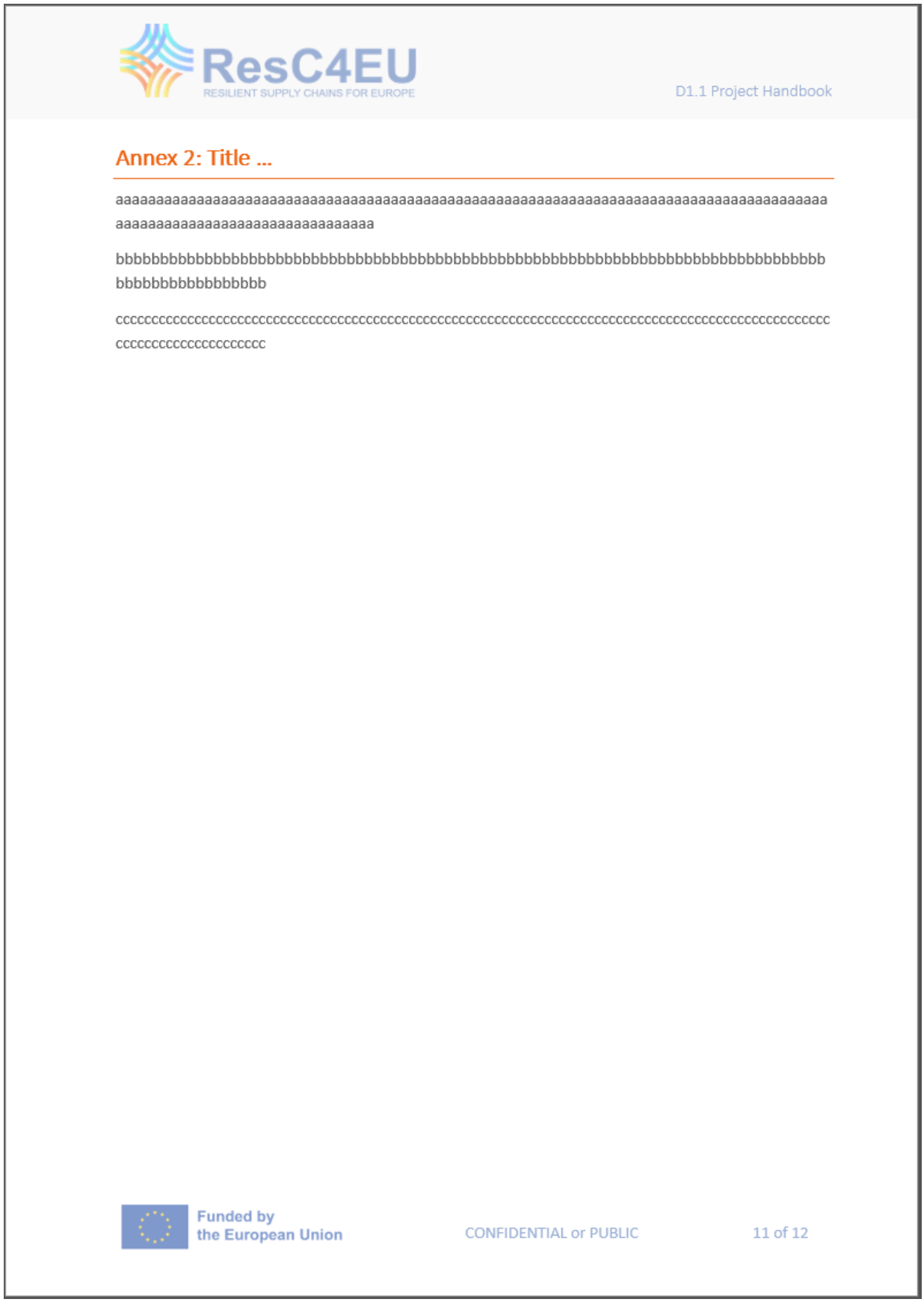
D1.1 Project Handbook

Annex 1: Title ...

aaaa



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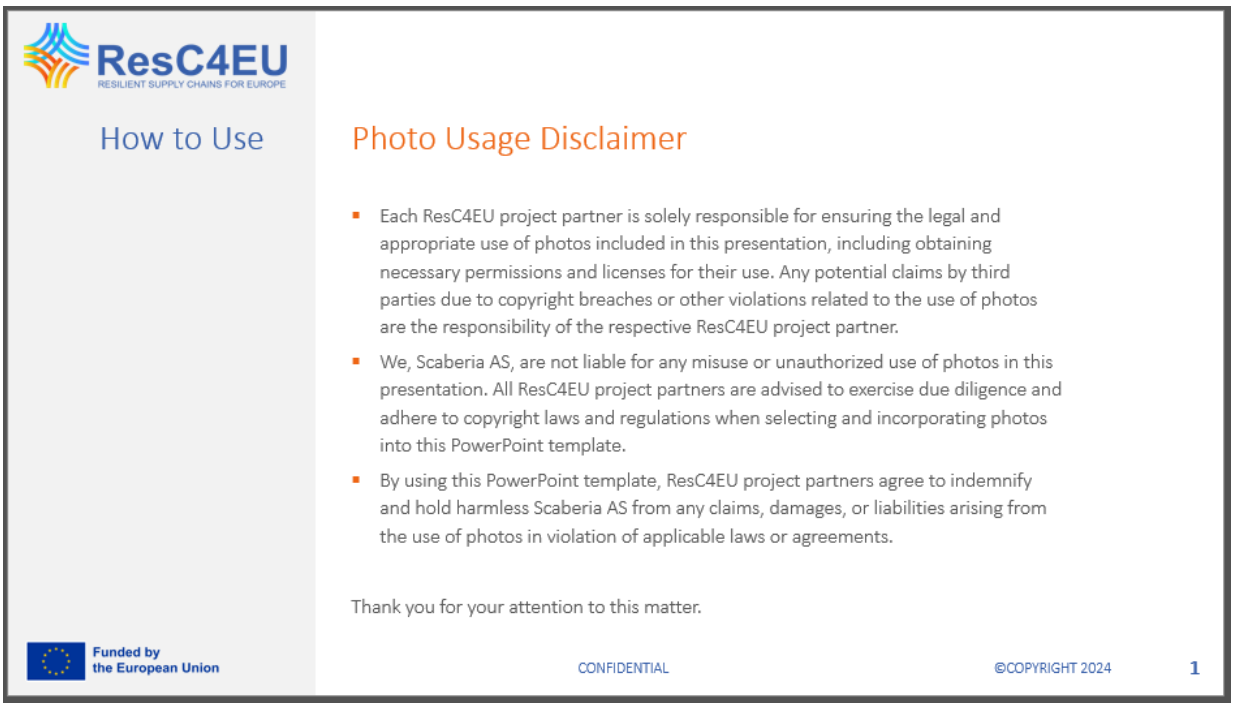
Annex 8: Template for Presentations (Power Point)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Insert speaker (s) 14 pt
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Withstanding Supply Chain disruptions
& making EU Businesses more Resilient and Sustainable
Source: Hapag Lloyd AG

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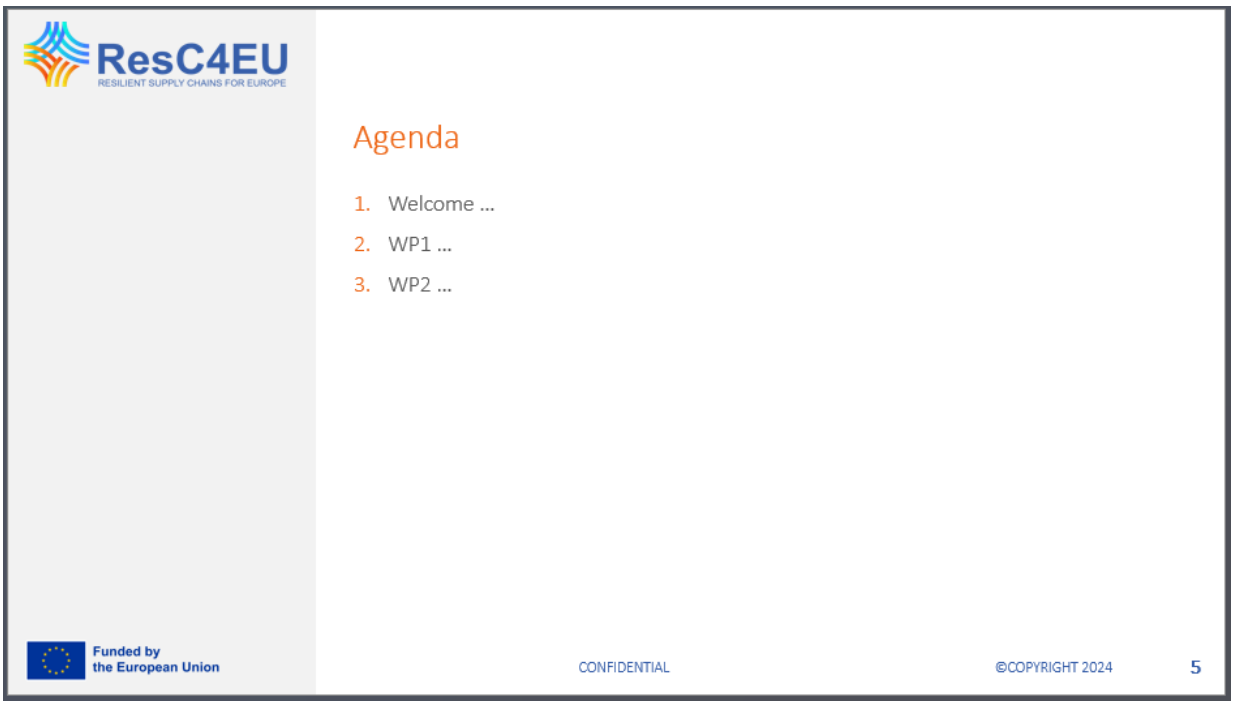
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2. WP1 …
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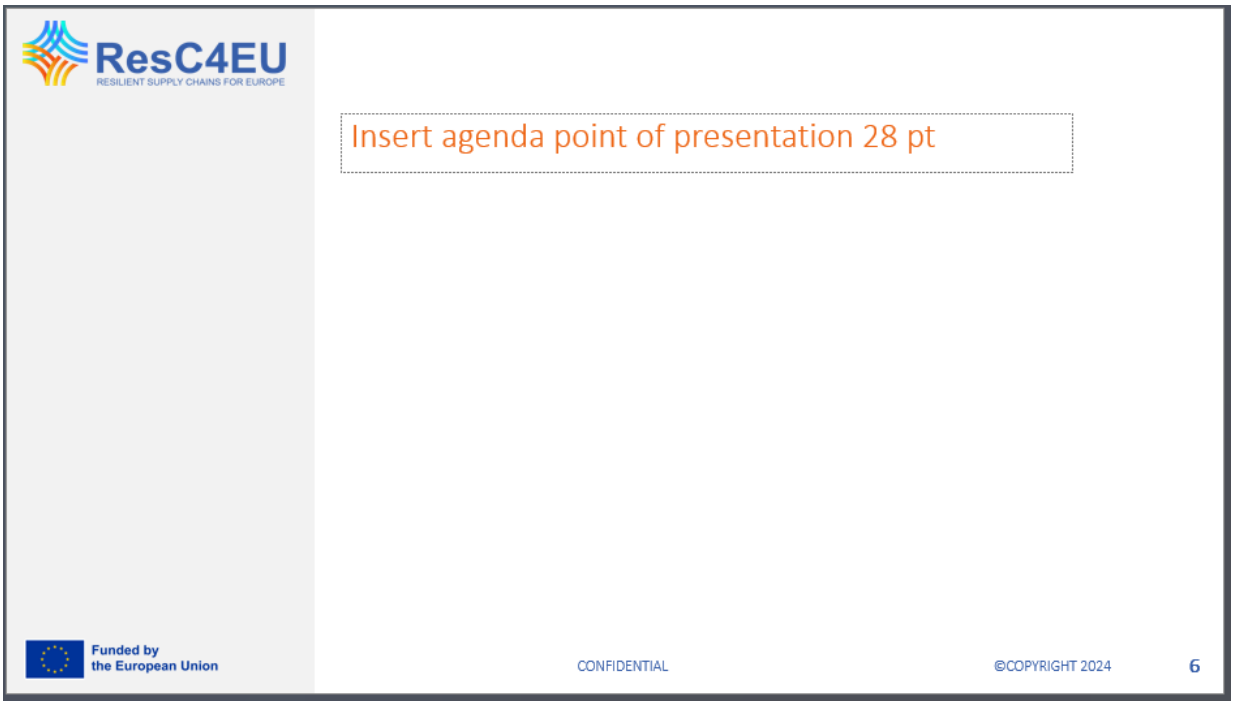
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C ...
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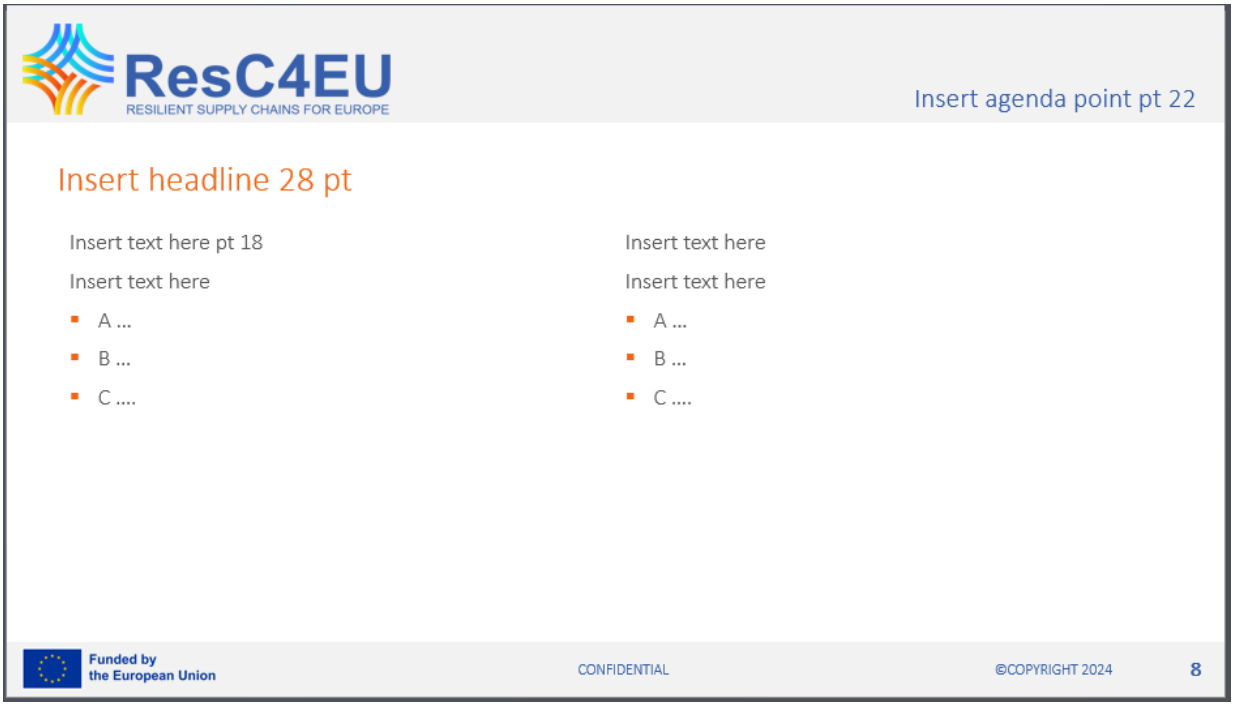
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Example - Table

We want to support EU businesses

Targeted SMEs

- Manufacturing SMEs
- Supplier SMEs
- Supply chain SMEs
- Tech-savvy SMEs

Month	Type 1	Type 3	Type 3	Type 4
M12	10	10	10	10
M18	50	50	50	50
M24	100	100	100	100
M30	150	150	150	150
M36	200	200	200	200

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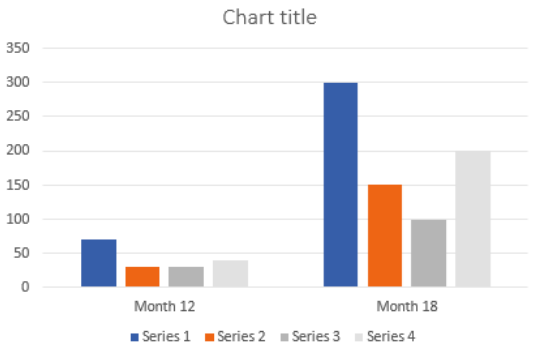
Example – Chart (bars)

We want to support EU businesses

Targeted SMEs:

- Traditional manufacturing SMEs
- Supplier SMEs
- Supply chain SMEs
- Tech-savvy SMEs



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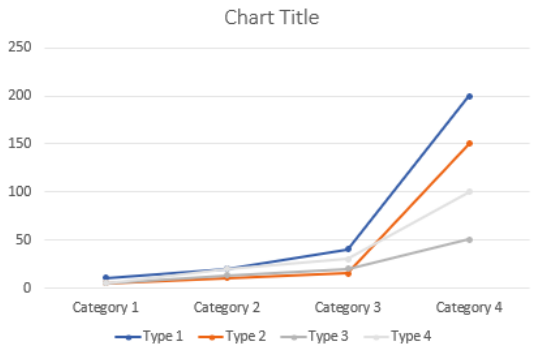
Example - Chart (lines)

We want to support EU businesses

Targeted SMEs:

- Manufacturing SMEs
- Supplier SMEs
- Supply chain SMEs
- Tech-savvy SMEs



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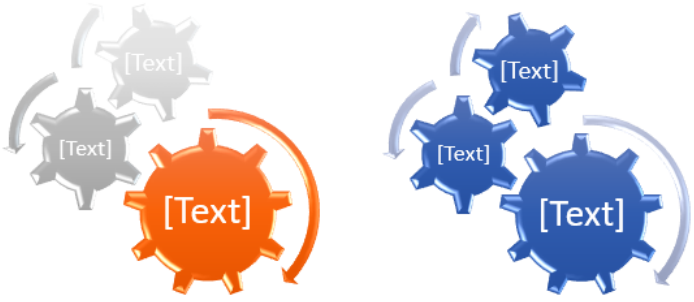
Example – chart (figure)

We want to support EU businesses

Targeted SMEs:

- Manufacturing SMEs
- Supplier SMEs
- Supply chain SMEs
- Tech-savvy SMEs



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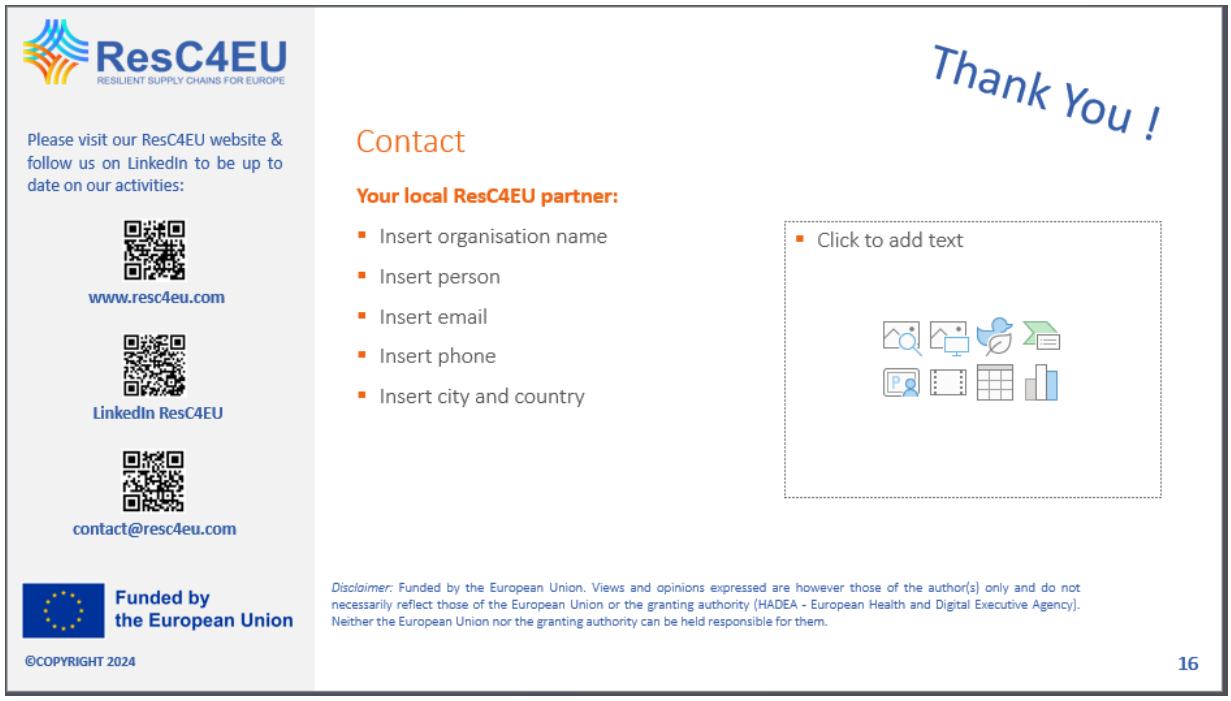
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Annex 9: Press release No.1

Press Release ResC4EU Consortium

ResC4EU
RESILIENT SUPPLY CHAINS FOR EUROPE

FOR IMMEDIATE RELEASE

International Consortium Launches Initiative to support EU businesses to Enhance Resilient Supply Chains for Europe

Oslo, Norway, 9 March 2024 - The ResC4EU Consortium proudly announces the launch of its collaboration and support initiative "Resilient Supply Chains for Europe" (ResC4EU) funded by the European Union with 3 million Euros.

The purpose of this ambitious three-year initiative is to support EU businesses, especially small and medium sized enterprises (SMEs), to become more resilient and sustainable and be able to quickly adapt to supply chain disruptions such as experienced during COVID-19 crisis or other ongoing conflicts or disasters (e.g. Suez Channel closure, Ukraine war, floodings) by adopting advanced technologies.

The ResC4EU will provide an open space for collaboration, develop and provide models and tools that can assist companies in detecting and anticipating disruptions in their supply chain, and offering SMEs tailored support and training programmes as part of the ResC4EU Net-Zero Industry Academies.

Another focus is to explore collaboration opportunities and building alliances among traditional manufacturing SMEs in need of implementing advanced technologies and tech-savvy SMEs providing innovative solutions for more resilient and sustainable processes.

The Consortium will start with an assessment of the needs, risks, disruptions, challenges and opportunities for SMEs.

ResC4EU will bolster the resilience of European supply chains in Europe's most critical industrial ecosystems: mobility, transport & automotive; retail; proximity & social economy; textiles; tourism; aerospace & defence; renewable energy; energy-intensive industries, electronics; digital; construction; agri-food; health; and creative & cultural industries.

The ResC4EU consortium comprises six of Europe's leading industry clusters, one inter-cluster and innovation management expert (SME), one tech-savvy SME and two research organisations with a direct outreach to up to 1000 SMEs across Europe and covering all envisaged 14 industrial ecosystems. The project will be coordinated by the German Leading-edge Cluster Composites United e.V.

The ResC4EU consortium partners are:

- Composites United e.V. (CU, Germany) - Coordinator
- Maritime Cluster Northern Germany e.V. (MCN, Germany)
- Latvian Information Technology Cluster (Latvia), a European Digital Innovation Hub
- AIDIMME (Spain), Technology Institute and Innovative Business Association
- Polish Cluster of Composite Materials (PKTK, Poland), coordinated by GoFar Sp.z.o.o

Press Release ResC4EU Consortium

- Advanced Technology in Manufacturing Cluster (ATIM, Ireland), facilitated by Technological University of the Shannon: Midlands Midwest (TUS)
- Scaberia AS (Norway)
- GreenTwin GmbH (Austria)
- Institute of Shipping Economics and Logistics (ISL, Germany)
- Fraunhofer Society e.V. (Germany)

For more information about ResC4EU and its initiatives, please visit our website (**www.resC4EU.com**).

Media Contacts

Media contact: ResC4EU Communication Manager
Frank Schmull, CEO, Scaberia AS
M: +47 970 79 830
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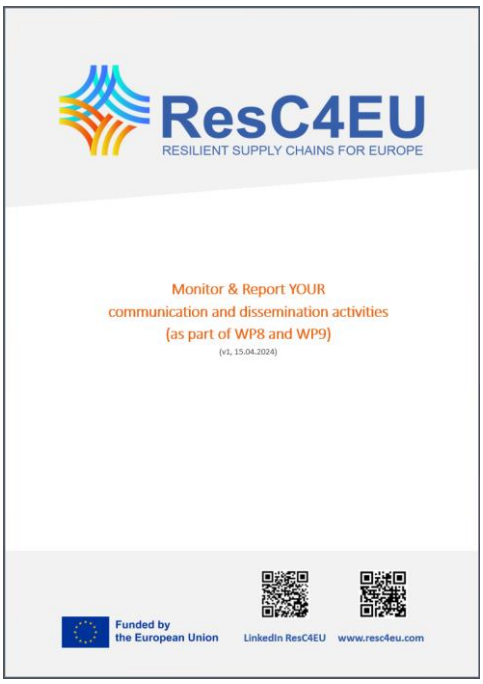
Annex 10: Template to Monitor and Report YOUR Communication and Dissemination activities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Monitor & Report YOUR
communication and dissemination activities
(as part of WP8 and WP9)
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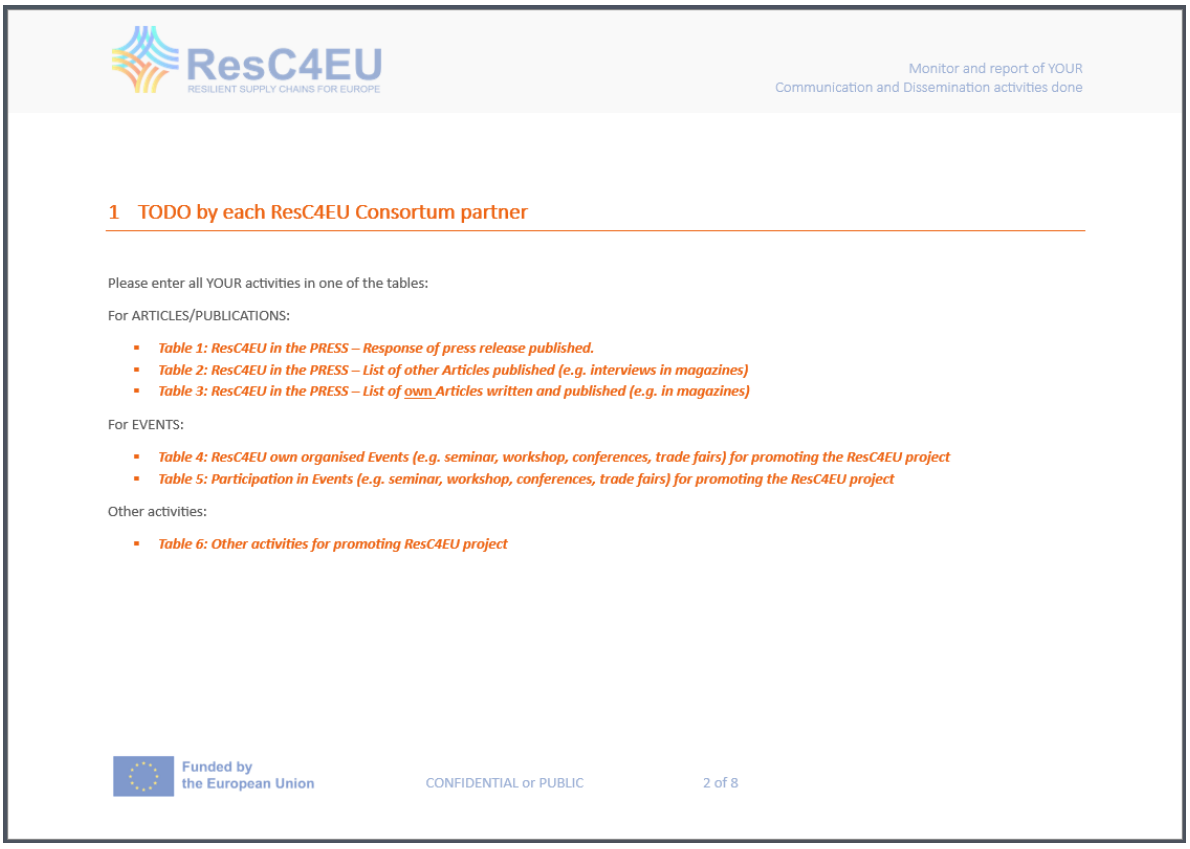
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Monitor and report of YOUR
Communication and Dissemination activities done
1 TODO by each ResC4EU Consortum partner
Please enter all YOUR activities in one of the tables:
For ARTICLES/PUBLICATIONS:
Table 1: ResC4EU in the PRESS – Response of press release published.
Table 2: ResC4EU in the PRESS – List of other Articles published (e.g. interviews in magazines)
Table 3: ResC4EU in the PRESS – List of own Articles written and published (e.g. in magazines)
For EVENTS:
Table 4: ResC4EU own organised Events (e.g. seminar, workshop, conferences, trade fairs) for promoting the ResC4EU project
Table 5: Participation in Events (e.g. seminar, workshop, conferences, trade fairs) for promoting the ResC4EU project
Other activities:
Table 6: Other activities for promoting ResC4EU project
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Table 1: ResC4EU in the PRESS – Response of press release published.

No	Date	Publisher	Article title	Link to article	Stakeholders reached	Industry sector reached	Regions reached	Est. number of persons reached
1	Xx/xx/xx				▪ Manu SMEs ▪ Tech-savvy SMEs ▪ Associations/clusters ▪ Scientific Com. ▪ Policy makers ▪ Public	1. Aerospace and defence 2. Agri-food 3. Construction 4. Cultural and creative industries 5. Digital 6. Electronics 7. Energy intensive industries 8. Energy-renewables 9. Health 10. Mobility, transport, automotive 11. Proximity, social economy and civil security 12. Retail 13. Textile 14. Tourism	Austria Germany Ireland Latvia Norway Poland Spain ... Europe Global	
2								
3								

Table 2: ResC4EU in the PRESS – List of other Articles published (e.g. interviews in magazines)

No	Date	Publisher	Article title	Link to article	Stakeholders reached	Industry sector reached	Regions reached	Est. number of persons reached
1	Xx/xx/xx				▪ Manu SMEs ▪ Tech-savvy SMEs ▪ Associations/clusters ▪ Scientific Com. ▪ Policy makers ▪ Public	1. Aerospace and defence 2. Agri-food 3. Construction 4. Cultural and creative industries 5. Digital 6. Electronics 7. Energy intensive industries 8. Energy-renewables 9. Health 10. Mobility, transport, automotive 11. Proximity, social economy and civil security 12. Retail 13. Textile 14. Tourism	Austria Germany Ireland Latvia Norway Poland Spain ... Europe Global	
2								
3								

Table 3: ResC4EU in the PRESS – List of own Articles written and published (e.g. in magazines)

No	Date	Publisher	Article title	Link to article	Stakeholders reached	Industry sector reached	Regions reached	Est. number of persons reached
1	Xx/xx/xx				▪ Manu SMEs ▪ Tech-savvy SMEs ▪ Associations/clusters ▪ Scientific Com. ▪ Policy makers ▪ Public	1. Aerospace and defence 2. Agri-food 3. Construction 4. Cultural and creative industries 5. Digital 6. Electronics 7. Energy intensive industries 8. Energy-renewables 9. Health 10. Mobility, transport, automotive 11. Proximity, social economy and civil security 12. Retail 13. Textile 14. Tourism	Austria Germany Ireland Latvia Norway Poland Spain ... Europe Global	
2								
3								

Table 4: ResC4EU own organised Events (e.g. seminar, workshop, conferences, trade fairs) for promoting the ResC4EU project

No	Event Date	Event Name & Place	Event Organiser& Participants from ResC4EU	Activities (presentation title, B2B, etc.)	Link to Event or contribution	Stakeholders reached	Industry sector reached	Regions reached	Est. number persons reached
1	Xx/xx/xx					▪ Manu SMEs ▪ Tech-savvy SMEs ▪ Associations/clusters ▪ Scientific Com. ▪ Policy makers ▪ Public	1. Aerospace and defence 2. Agri-food 3. Construction 4. Cultural and creative industries 5. Digital 6. Electronics 7. Energy intensive industries 8. Energy-renewables 9. Health 10. Mobility, transport, automotive 11. Proximity, social economy and civil security 12. Retail 13. Textile 14. Tourism	Austria Germany Ireland Latvia Norway Poland Spain ... Europe Global	
2									
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Table 5: Participation in Events (e.g. seminar, workshop, conferences, trade fairs) for promoting the ResC4EU project

No	Event Date	Event Name & Place	Event Participants from ResC4EU	Activities (presentation title, B2B, etc.)	Link to Event or contribution	Stakeholders reached	Industry sector reached	Regions reached	Est. number persons reached
1	Xx/xx/xx					▪ Manu SMEs ▪ Tech-savvy SMEs ▪ Associations/clusters ▪ Scientific Com. ▪ Policy makers ▪ Public	1. Aerospace and defence 2. Agri-food 3. Construction 4. Cultural and creative industries 5. Digital 6. Electronics 7. Energy intensive industries 8. Energy-renewables 9. Health 10. Mobility, transport, automotive 11. Proximity, social economy and civil security 12. Retail 13. Textile 14. Tourism	Austria Germany Ireland Latvia Norway Poland Spain ... Europe Global	
2									
3									

Table 6: Other activities

No	Date	Activity Name & Place	Participants from ResC4EU	Activities	Link to Activity or contribution	Stakeholders reached	Industry sector reached	Regions reached	Est. number persons reached
1	Xx/xx/xx					▪ Manu SMEs ▪ Tech-savvy SMEs ▪ Associations/clusters ▪ Scientific Com. ▪ Policy makers ▪ Public	1. Aerospace and defence 2. Agri-food 3. Construction 4. Cultural and creative industries 5. Digital 6. Electronics 7. Energy intensive industries 8. Energy-renewables 9. Health 10. Mobility, transport, automotive 11. Proximity, social economy and civil security 12. Retail 13. Textile 14. Tourism	Austria Germany Ireland Latvia Norway Poland Spain ... Europe Global	
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