



Grant Agreement Number: **101074204**

Project acronym: **RESIST**

Project full title: **Resilience through Sustainable processes and production for the European automotive InduSTry**

D. 7.2

RESIST Webpage

Due delivery date: 31 December 2022

Actual delivery date: 20 December 2022

Organization name of lead participant for this deliverable: **CEAGA**

Project funded by the European Commission within Horizon Europe programme		
Dissemination level		
PU	Public – fully open (automatically posted online on the Project Results platforms)	x
SEN	Sensitive – limited under the conditions of the Grant Agreement	
EU classified	EU-RESTRICTED, EU-CONFIDENTIAL, EU-SECRET under Decision 2015/444	



Co-Funded by the
European Union

Document Control Sheet

Deliverable number:	D7.2
Deliverable responsible:	CEAGA
Work package:	WP7
Editor:	Sonia Piñeiro

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Document Revision History			
Version	Date	Modifications Introduced	
		Modification Reason	Modified by
V.1	16/12/22	Draft version	Sonia Piñeiro
V.2	20/12/22	Revision and improvement	Patricia Solá

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Executive Summary

This document explains the structure, content and use of the main communication channel of the RESIST initiative, that is its official page in the European Cluster Collaboration Platform (ECCP), created at the very beginning of the project.

The **European Cluster Collaboration Platform** is the most important channel of transnational and international cooperation that the European Commission has launched. Through the ECCP, more than 1,200 cluster organizations from all over Europe are in contact, sharing news of interest or highly relevant strategic knowledge. Due to its high potential to reach other European networks and partners, the European Commission decided the ECCP to be the perfect channel for Euroclusters to share their information. Although the development of our own project webpage was planned in the RESIST proposal, this idea was declined when the EC announced the impossibility to fund this site and the obligation of focusing all our communication efforts on the ECCP project profile.

One important functionality that the project website should have according to the RESIST proposal was to include the **One-stop-shop service**, that will be the main entry point to the various and multiple project services and activities. Through this tool, those SMEs interested in the project will directly receive a concerted answer to their request and will be guided to the appropriate partner or service. This support will be provided through a form accessible on the RESIST profile on ECCP (in the absence of the project own webpage) to efficiently manage and follow up requests. All received requests via the One-Stop-Shop will be classified and recorded to improve services and activities using the mentioned interests as well as the submitted feedback. Requests will also be analysed with respect to potential interests in project activities.

To complement the information published in the ECCP profile and communicate relevant services in a more attractive way, the RESIST consortium has fostered and is currently working on the development of the **Euroclusters Toolbox**, which will allow not only the RESIST project but also other interested Eurocluster initiatives, to promote the Open Calls jointly and to manage them in a simple and useful way. This way, it will be easier for SMEs to have a general view of all the support services offered by the Euroclusters and to apply to the calls that better match their needs.

1. Introduction

1.1 Purpose of Document

This document establishes the structure and use guidelines of the project profile on the European Cluster Collaboration Platform (ECCP), as the main contact point of the RESIST initiative. The content presented in this document explains the information published in this communication channel, as well as its different sections and objectives for the development of the project. As the project progresses, new content will be included (as is the case of the One-stop-shop that will be made accessible this month). The information could also be adapted if required, especially when the improved version of ECCP is made available.

It is important to note that during the last month **the European Cluster Collaboration Platform (ECCP) has not been fully operational** due to internal works for the improvement and updating of profiles. The renewed version is expected to be available in early 2023.

The information and images provided in this document belong to the ECCP old version, which was the one that was operational when the RESIST profile was created. However, all this information will be automatically transferred to the improved version of the ECCP. As soon as we have access to this updated version, we will review the information, restructuring its content or completing added fields if required.

The RESIST profile on ECCP is the most important communication channel of the project. It is the place that any interested stakeholder should visit to know all the general information about RESIST (objectives, activities and services, partners, etc.) as well as to be updated about its progress, reached milestones and latest news. It is also the main contact point for SMEs interested in getting involved in the project, as the one-stop-shop service will be accessible here too.

However, to complement the functionalities of this channel, the Euroclusters Toolbox platform will also be used, aimed at promoting the different Open Calls that will be launched during the project. This deliverable also explains the use, objective and main advantages of this platform for the development of the project.

1.2 Intended audience

This deliverable is firstly addressed to the consortium partners so they can be aware of the use of the RESIST profile on ECCP as the main communication channel of the project. This is essential as they should act as loudspeakers in their region or country, complementing the general promotional efforts whenever is possible.

This document is also intended for CEAGA, the partner leading the communication of the project, in order to have a registration of all the communication activities carried out, as well as to evaluate the results of the work done during the life of the project. For this aim, the

support of the ECCP platform administrators is required, so we can have access to relevant KPIs such as the number of visitors to our project profile.

Moreover, the EU Project Officer assigned to this initiative is another target addressee of this report, in order to follow up the actions carried out and its right implementation.

Finally, this document can also be of reference to general public with potential interest in the project, to understand better where to find relevant information about the RESIST initiative.

2. RESIST profile in ECCP

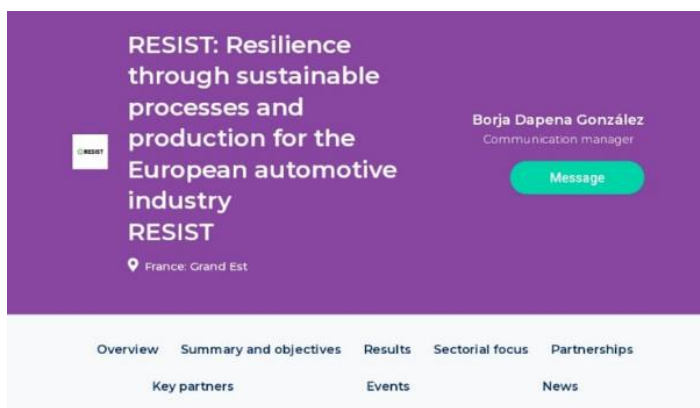
The official page of the RESIST Eurocluster initiative on the European Cluster Collaboration Platform (ECCP) was created in September 2022, in order to promote the launch of the project. The registration was made on the old version of ECCP, profile that will be the one explained and showed with images in this deliverable.

However, it is important to notice that the ECCP platform is currently in the middle of an improvement process based on the feedback received by the registered clusters and partnerships, so all the previous information is being transferred to the new updated version of the platform. Our profile is available in the following link: <https://clustercollaboration.eu/eu-cluster-partnerships/euroclusters/resist> although the internal works commented before may in some occasions generate problems to access to it. This circumstance is just temporary, and the RESIST profile will be operational again under the same link in a short time.

The structure of the RESIST profile on ECCP (old version) is as follows:

							
Overview	Summary and Objectives	Results	Sectorial focus	Partnerships	Key partners	Events	News

2.1 Overview, summary and objectives



Overview

Type of partnership	
Partnership origin	 France

Summary and objectives

RESIST is a Eurocluster initiative created to support SMEs from the Mobility – Transport – Automotive ecosystem to succeed in their digital and green transition thanks to personalized and targeted services.

Formed by a consortium of 3 MTA clusters and 2 manufacturing and digital clusters, this initiative will help more than 100 SMEs in their effort becoming more sustainable and resilient, through co-funding for innovation projects, coaching and mentoring services, networking, training, and internationalisation services.

Participating companies will also get access to key information and studies such as future challenges, opportunities and benefits from greening and digitizing production, internationalisation needs, and they meet potential business partners from an alternative ecosystem.

The first thing displayed in the RESIST profile on ECCP is the full project name, logo and contact person, enabling a direct button through which interested parties can contact this Eurocluster initiative. The site is structured into eight sections, as it is shown below the header (see image on the left).

In the Overview section, the origin and type of partnership is shown. In this case, RESIST is one of the 30 Euroclusters launched in September 2022 with the support of the European Commission to implement the EU Industrial Strategy. On the other hand, the partnership has its origin in France, as the leader of the project, “Pôle Véhicule du Futur” has its headquarters there.

The next section is called “Summary and objectives”, where the visitor can find a brief introduction of the project, explaining its main objectives and the main areas of support, activities and services that will be provided to SMEs.

When the **One-Stop-Shop** of the project is ready to be launched, a paragraph explaining its purpose will be included in this section, as well as the corresponding link to access this tool. The idea of the one-stop-shop service is to provide an individualized support to SMEs interested in the RESIST initiative, gathering their needs and guiding them towards the most suitable project activities and services. For this aim, we are currently designing a form using EUsurvey, the European Commission online survey-management system. The form will be ready in December, as established in the proposal and so included in the ECCP project profile.

2.2 Results







This section will include the main outcomes of the project. This space is right now empty, as the project needs to be more advanced in its development and have several milestones executed before we can disseminate any result.

2.3 Sectorial and Industrial focus

This section aims to give information about the sectoral industries and the ecosystems which the project is focused on, based on the consortium choice from a list of predetermined options provided by the European Commission. The RESIST initiative aims to support SMEs from the Mobility, Transport and Automotive industrial ecosystem, involving several sectors. However, the ECCP registration just allowed us to choose one activity, so we selected one related to transport, which is "Manufacturing C29 - Manufacture of motor vehicles, trailers and semi-trailers". We hope that the improved version of ECCP takes into account this topic and we could select more than one activity to correctly indicate all the points that the project touch.

2.4 Partnerships

Partnership composition

Profile name	Location	Project coordinator
Galician Automotive Cluster (CEAGA)	 Spain	Contact
Pôle Véhicule du Futur	 France	Coordinator Contact
Autoklastr	 Czech Republic	Contact
Cluster IDiA	 Spain	Contact
Mechatronics Cluster @ Business Upper Austria - OÖ Wirtschaftsagentur	 Austria	Contact
Cluster IDiA	 Spain	Contact

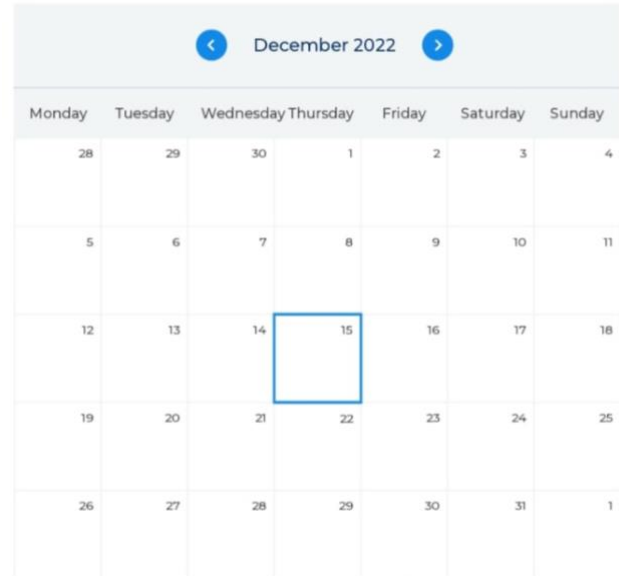
This section shows the consortium partners, including their full name with a link to their account on ECCP.

It also shows the country where they are located and the contact information, showing which partner is the project coordinator.

In the case of RESIST, the consortium is made up of six partners. This information is very relevant for those interested in the project, as they can directly contact the partner in their country if preferred.

2.5 Events

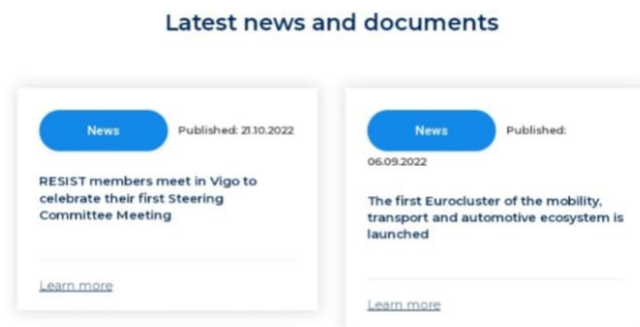
The following section is dedicated to show events in a calendar format. This way, the visitors can know in advance about all the relevant events organized within the framework of the RESIST Eurocluster initiative. This allows stakeholders, both companies and other cluster organizations, to have continuously updated information on project activity. This content is essential to show, for example, the deadlines for submitting applications when the different open calls are launched. It is also important as a mean to disseminate other types of activities such as webinars, events, meetings, etc.



2.6 News

Finally, the news section appears at the bottom of the RESIST page. This is one of the most important sections for several reasons:

- It will be the main communication channel to launch announcements or news about the project.
- It will allow the interested target, both companies and clusters, to be permanently updated on the activity of the project.
- The publication of news through the ECCP has a double impact, since apart from appearing on the RESIST page itself, the article will also be shown in the generic news section of the entire platform. Likewise, those news about the RESIST project disseminated through the ECCP channel, may also appear in the monthly newsletter of the European platform, which is sent, via email, to more than 1,200 registered clusters.



The publication of news is made in a format that includes a headline, unlimited text with all the information and a featured image. Moreover, it is possible to attach documents of interest in this section too. This will be useful during the project to upload the different public deliverables, as well as important files related to the Open Calls.

3. Euroclusters Toolbox

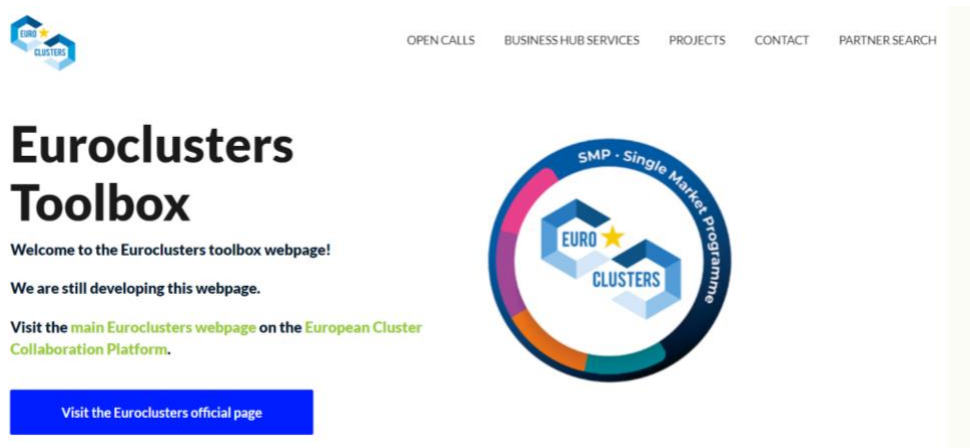
Although in the RESIST proposal the creation of our own project website was planned, the consortium was forced to give up this idea when the European Commission announced in the Euroclusters kick-off meeting that they wouldn't fund this kind of activity. Instead of that, the Eurocluster initiatives should mainly focus on their project profiles on ECCP to launch their communication and dissemination activities.

As the structure of ECCP profiles is rigid and cannot be fully adapted to the initial functionalities considered in our website, the consortium proposed the project officer to complement the communication on ECCP with the use of another tool, especially focused on the promotion of the Open calls, to make them more attractive, visible, and accessible to SMEs. This tool wouldn't be made from zero, but it would be an adaptation of a platform that the cluster IDiA had developed in the framework of another project (MINE.THE.GAP). Moreover, this tool could be used not just for the RESIST initiative but also for other Eurocluster projects that could be interested.

The project officer accepted our suggestion. In fact, this new tool is currently under development under the name "Euroclusters Toolbox platform" and is accessible in the following link: <https://euroclusters.eu/>

This platform will allow to manage the different FSTP Calls launched from the Euroclusters in a simple, easy and useful way, complementing the information released through the ECCP. Moreover, other services offered by the Eurocluster projects through the vouchers, could also be made visible here.

Additionally, this site will also be useful to promote the creation of collaborative projects, helping SMEs to identify partners with similar needs and common synergies as well as to find service providers that can support the implementation of their projects. The main advantage of this platform is that it allows in real time conversations between the different participants.



The Euroclusters Toolbox platform currently has the following structure:



Below are images of the Eurocluster Toolbox platform. At the moment, work is underway to adapt the platform to the needs of the Euroclusters. The idea is that this tool can be operational when the first Open Calls are launched.

