



European Projects

A large, dynamic splash of water in the background, creating a sense of movement and freshness. The water is clear and white, with various droplets and ripples visible.

We are your **partners in
Communication,
Dissemination and
Exploitation of research
results.**

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About Us

Context

In the landscape of EU-funded projects, such as Horizon Europe and Horizon 2020, communication, dissemination, and exploitation are vital elements that ensure the success of any initiative. These components are not mere formalities but integral to achieving project goals, engaging diverse stakeholders, and maximizing societal impact.

At **elements digital**, we position ourselves as the **bridge between technical excellence and impactful communication**. With a multidisciplinary team and extensive experience in EU-funded projects, we are dedicated to helping consortia translate their research into accessible, engaging, and actionable insights that maximize project visibility, engagement, and long-term impact.

OBJECTIVE

Our primary objective is **to amplify the success of EU-funded projects** by ensuring their results are highly visible, effectively engaging relevant stakeholders, and leaving a lasting impact. By integrating **communication, dissemination, and exploitation** into every phase of a project, we help transform technical achievements into narratives and strategies that resonate across sectors and sustain long-term benefits.

Pillars



Communication and dissemination excellence.

Ensuring clear, effective messaging and wide dissemination of project results is crucial for engaging stakeholders and maximizing impact.



Tailored exploitation strategies.

Developing strategies specific to your project ensures results are effectively translated into long-term benefits and societal value.

Strengths



Proven expertise in EU-funded project frameworks.

Familiarity with EU guidelines and standards ensures smooth execution and compliance at every stage.



Multidisciplinary team with creative, technical, and strategic capabilities.

A diverse skill set allows us to address complex challenges and deliver comprehensive solutions.



Comprehensive understanding of stakeholder needs across sectors.

Tailoring approaches to varied audiences fosters meaningful engagement and successful outcomes.



Extensive network for outreach and collaboration.

Leveraging a broad network enhances visibility, partnerships, and the overall impact of your project.



Why Us

Choosing **elements digital** means partnering with a team that not only understands the intricacies of EU-funded projects but also excels in delivering **tailored solutions** to meet your project's unique needs. We combine **strategic foresight, creative innovation, and technical expertise** to ensure your **communication, dissemination, and exploitation** efforts surpass expectations.



"AAL has left its own digital communication strategy in the hands of **Gloria and her team**. Not only were the **results extremely successful**, but we **learned to make a digital transition** that we had never considered before.

Thanks elements!"
– Nicola Filizola , AAL Programme

Our approach prioritizes collaboration and alignment with your objectives, creating a seamless integration of impactful messaging, targeted outreach, and sustainability-focused strategies. With a proven track record and an extensive network, we are uniquely positioned to help your project reach its **full potential**.

Effective communication is the backbone of stakeholder engagement and public awareness in EU-funded projects.

At **elements digital**, we specialize in transforming complex technical concepts into compelling, accessible narratives that resonate with diverse audiences. Our tailored communication strategies align with key project objectives, such as ensuring visibility, promoting inclusivity, and achieving impactful public outreach. By strategically amplifying project results, we foster meaningful connections with stakeholders and enhance the project's societal relevance.

Ultimately, effective communication is not just about delivering a message; it's about creating engagement and understanding that drive project success. At elements digital, we ensure that communication efforts are **impactful, inclusive, and aligned with the overarching goals of your initiative.**

Expertise

Our multidisciplinary team brings a wealth of experience in communication strategy and implementation, supported by advanced tools and platforms that enable seamless execution:

- **Design and content creation**
- **Newsletter**
- **Collaboration tools**

By leveraging these tools and our team's expertise, **we ensure that every aspect of your communication strategy is meticulously planned**, executed, and optimized for maximum impact.

Dissemination is the key to transforming project results into actionable knowledge that drives innovation and collaboration.

At **elements digital**, we define dissemination as the strategic process of sharing knowledge and results with target audiences, ensuring they reach decision-makers, researchers, industry stakeholders, and the wider public. By effectively disseminating project outputs, we enable collaborations, inspire innovation adoption, and amplify the societal impact of your initiatives.

Our approach aligns closely with the EU's **open-access policies and impact frameworks**, ensuring compliance while maximizing the reach and visibility of your project's outcomes. Through tailored strategies, we help **bridge the gap between research and practice**, fostering meaningful connections and long-term value creation.

Expertise

Our team combines deep expertise in dissemination with the use of cutting-edge tools to ensure the widest possible reach for your project:

- Social media management
- Website and content management
- Digital advertising and campaigns
- Graphic Design and Presentation tools

Exploitation is the cornerstone of transforming project results into tangible value—whether commercial, societal, or scientific.

At **elements digital**, we empower your project to make the leap from innovation to implementation, aligning with EU priorities and maximizing value creation for all stakeholders. In EU-funded projects, effective exploitation ensures that innovations don't just remain on paper but become actionable outcomes that drive real-world change. Our approach to exploitation focuses on bridging the gap between research outputs and their application, ensuring alignment with EU frameworks and maximizing long-term project impact.

These strategies are essential for **creating a legacy for your project**. They ensure that the results are not only impactful but also sustainable, fostering adoption across industries, policy environments, and communities. From managing Intellectual Property (IP) to developing market-driven business models, **we help your project achieve its full potential** and align with the EU's expectations for value creation and sustainability.

Expertise

Our exploitation services are powered by industry-leading tools and frameworks:

- **Exploitation Roadmaps and Impact Assessment**
- **Stakeholder Engagement**
- **Business Model Development**

A strong visual identity is essential for conveying your project's value and engaging diverse audiences.

At **elements digital**, we understand that visual communication is a powerful tool for making complex concepts accessible and memorable. We specialize in crafting high-quality, clear and professional designs, including infographics, reports, event materials, and websites.

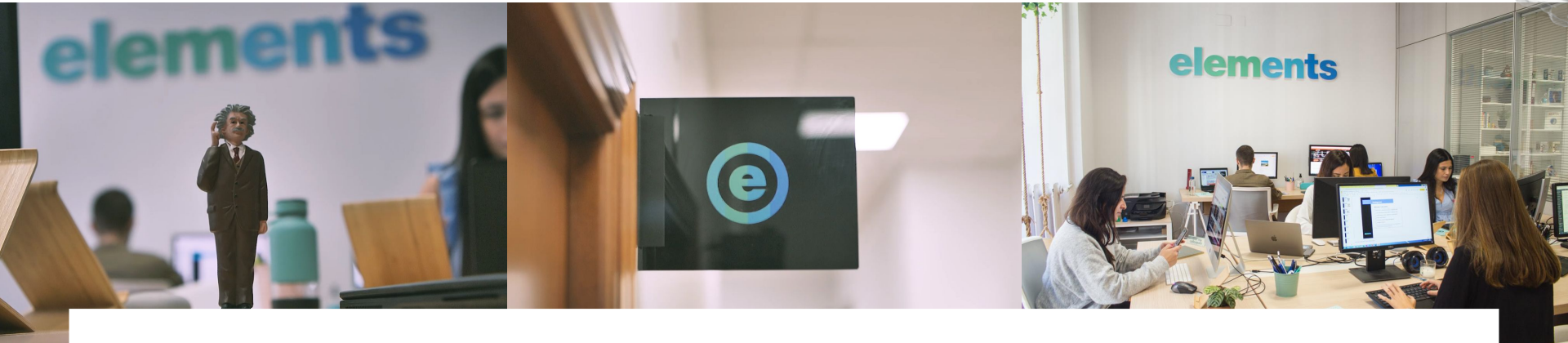
We focus on **keeping designs consistent and easy to understand**. By following branding rules and making materials that are clear and accessible, we help projects build trust, look professional, and make a lasting impact.

Expertise

Our team combines creativity with technical expertise, utilizing advanced tools to deliver outstanding visual solutions:

- Design and content creation
- Animation and video editing
- 3D modeling and immersive design

elements digital's **Approach**



At elements digital, we follow a comprehensive methodology tailored specifically to the needs of EU-funded projects, ensuring **alignment with European Commission guidelines, program objectives, and impact frameworks.**

Our **client-centered approach** is designed to maximize project visibility, stakeholder engagement, and long-term impact, while maintaining compliance with EU requirements for **communication, dissemination, and exploitation.**

Communication Solutions

METHODOLOGY

01

Strategy Development

Define the communication objectives, key stakeholders, and target audience. Develop a **tailored communication strategy** based on project goals to ensure clarity and alignment with EU expectations.

02

Message Development and Channel Planning

Craft tailored narratives aligned with project objectives and select communication channels (ex. social media, newsletters, press releases) to deliver content to **the right audience at the right time**, ensuring broad visibility.

03

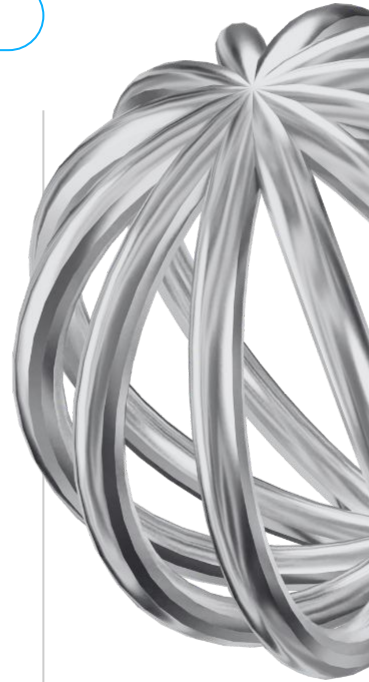
Content Creation and Deployment

Design and distribute communication materials, including visuals, reports, and videos, across identified channels to **ensure optimal reach**. Ensure this content resonates with stakeholders such as citizens, media, and policymakers.

04

Monitoring and Adjustment

Track performance using analytics tools, gather audience feedback, and refine strategies to **maximize impact**, and optimize engagement. Adjust strategies as necessary in alignment with EU expectations.



Dissemination Solutions

METHODOLOGY

01

Result Identification and Planning

Identify project results to disseminate and segment target audiences, such as policymakers, researchers, industry stakeholders. **Mapping and audience segmentation** studies will be developed.

02

Content Strategy, Development and Tool Selection

Develop dissemination plans using **optimal tools and materials** tailored to various audiences, such as scientists, policymakers, and public authorities.

03

Implementation and Campaign Execution

Launch dissemination activities, such as events, publications, and digital campaigns, ensuring compliance with open-access policies. Publish the results through appropriate channels to **reach target audiences**.

04

Post-Project Evaluation and Reporting

Measure the effectiveness of dissemination efforts, document outcomes, and prepare reports in line with EU impact frameworks.



Exploitation Solutions

METHODOLOGY

01

Impact Assessment and Exploitability Identification

Analyze project results to **identify** societal, scientific, or commercial exploitation **opportunities**. Assess which innovations, tools, or data can be further developed and used beyond the project.

02

Exploitation Plan Development

Develop **roadmaps** or **prototypes** based on identified exploitable results. These include IP management strategies, stakeholder mapping, and business modeling.

03

Knowledge Transfer and Stakeholder Engagement

Build partnerships with relevant industries, policymakers, and end-users to foster collaborations to bring the **results into real-world applications**.

04

Implementation and Long-Term Value Creation

Execute the exploitation plan, monitor outcomes, and adapt strategies to ensure **sustained value and project relevance**.





Graphic Design & Visual Solutions

METHODOLOGY

01

Visual Identity and Branding Development

Design project logos, templates, and branding guidelines to ensure a **cohesive and professional visual identity**.

02

Content Planning and Asset Creation

Develop a content calendar and create visuals such as infographics, reports, event materials, and videos using **suitable tools**.

03

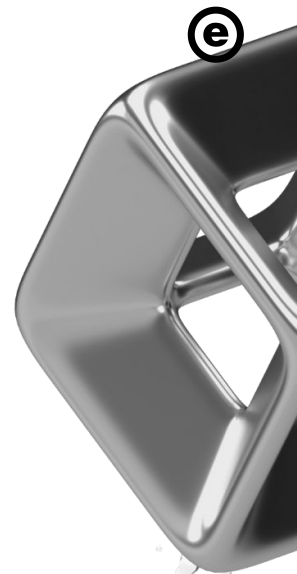
Approval and Adaptation

Share drafts with project stakeholders for **feedback**, refine designs, and adapt them for accessibility and multi-language use.

04

Delivery and Optimization

Deploy visuals across digital and print platforms, **monitor** performance, and **optimize** based on audience engagement and project milestones.





Challenge:

To carry out the dissemination of the third version of the **SMART AGEING PRIZE** in Europe and the Baltic countries, providing support throughout its duration.

Action:

We developed a dissemination strategy that included owned, paid, and earned media.

To strengthen and secure communication, we carried out specific actions on LinkedIn, content management through link building, and the involvement of micro-influencers.

We achieved:

32.320

Impressions

3,3%

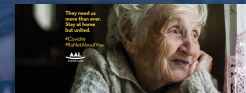
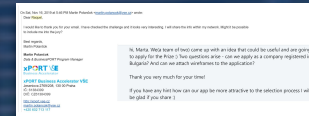
Engagement

↑701,3%

Traffic increase



Smart Ageing Prize | Funding up to €35,000
aallchallenges.org
AAL Programme is seeking solutions to promote senior entrepreneurship



Challenge:

Develop a communication and dissemination plan for the **BBT Intelligent Tool System** project within the **Horizon 2020 Program (2018-2019)**. The main objective of the BBT project is to develop a concept for an intelligent tool for the internal profiling of the engine's transmission shaft, integrating different technological subsystems to achieve a high **Length to Diameter Ratio** and meet the aerospace requirements related to the state of the machined surface.

Action:

- We created a tailored communication and dissemination plan to promote the BBT project. This involved defining key messages, identifying target audiences, and choosing the most effective channels to communicate the project's objectives and results to both technical and non-technical stakeholders.



We achieved:

45,000

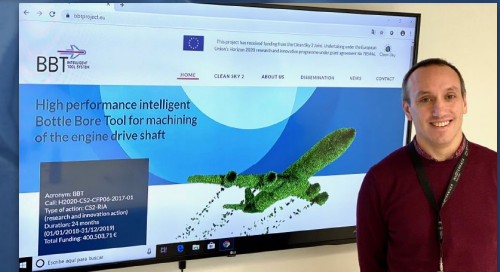
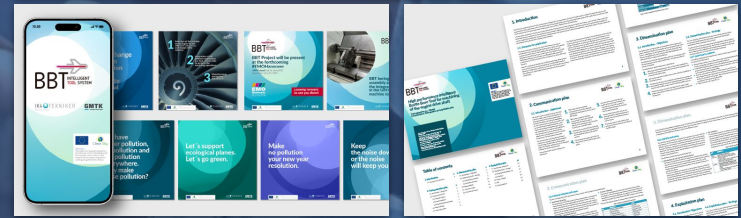
Impressions

5.6%

Engagement Rate

620%

Increase in Website Traffic



Challenge:

Develop a communication and dissemination plan for the **RED 5R** project within the **CERVERA CENTROS TECNOLÓGICOS call** (2020-2023). The main objective of the R5 project is to develop a scientific-technical strengthening plan for the participating centers, positioning the network as the reference **R&D network** for the development and application of **robotic technologies**.

Action:

We designed and executed a comprehensive communication and dissemination strategy aimed at showcasing the R5 project's objectives and achievements. This included creating engaging content, identifying key stakeholders, and utilizing diverse media channels to position R5 as a leading network in robotics research and application.

We achieved:

60,000

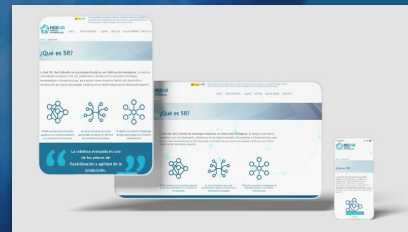
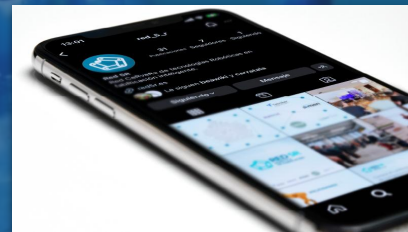
Impressions across
digital platforms

7.4%

Engagement Rate

30

Publications in
Relevant Robotic
Technology Journals





Challenge:

Participate as a partner in the **Digi4 MSK project** under the **ERASMUS – EDU 2022 Program**. The main objective of the project is to create an innovative methodology to understand, analyze, and improve current communication about **musculoskeletal health**.

Action:

We were responsible for the communication and dissemination efforts of the Digi4 MSK project, including developing strategies to engage a diverse audience, creating impactful content, and utilizing digital channels

- to increase awareness about musculoskeletal health and the project's innovative approach.

We achieved:

6.2%

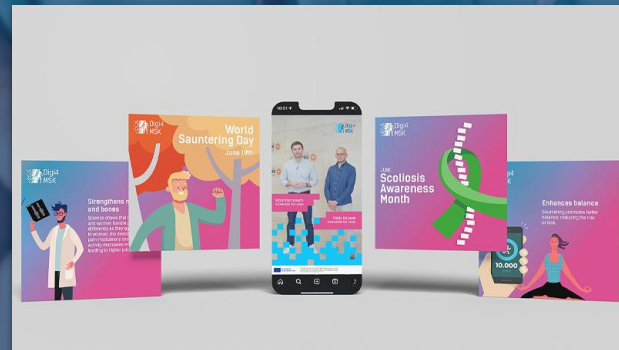
Engagement Rate

500%

Increase in Website Visits
related to MSK Health Topics

20

Collaborative
Partnerships with
Health Organizations





Challenge:

Develop a communication and dissemination plan for the Recycomp project within the Horizon 2020 Program (2020-2023). The main objective of the project is to develop a machine for the recovery and recycling of uncured polymer waste reinforced with carbon fiber, using excess material from lamination to create new pre-impregnated material in a roll.

Action:

We designed and implemented a targeted communication and dissemination strategy to highlight the environmental impact of Recycomp's innovative recycling technology. This included developing engaging content for digital channels, organizing industry-focused webinars, and securing media coverage to raise awareness of the project's sustainable solutions.

We achieved:

4.2%

Engagement Rate
on social media

250%

Increase in Website Visits from
recycling and sustainability sectors

15

Media Mentions in environmental
and technology outlets



About Us



Social Media



We create a **social media strategy** that allows us to focus the content on Instagram, Facebook, X, LinkedIn, Pinterest, YouTube, TikTok, Bluesky and Threads towards specific and measurable objectives (KPIs).

Online Reputation



We **analyze the current situation** of your brand and digital footprint. We conduct initial ORM audits, which are essential for developing an optimal online reputation strategy for your brand.

Digital Consulting



We analyze the current situation of the brand and provide a digital consulting service with **improvement conclusions for your business**. We have experts who add value and scale your business growth.

Advertising Campaigns



We create an advertising **strategy with measurable objectives (KPIs)**. We define formats, networks, and channels based on needs and available budget. We configure, support, and optimize campaigns throughout the process, delivering a report at the end of the actions.

Search Engine Optimization



We work on SEO positioning (On-page and Off-page) for your brand online. We believe in well-done work, which starts with good SEO that allows us to create a solid website structure and long-tail content to **improve conversions**.

Web Design and Development



We design **visually appealing and intuitive** websites and online stores, paying special attention to web usability and CRO, always starting from a solid SEO foundation. We align the design with the brand's corporate identity to ensure coherence between offline and online channels.



European Projects

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Guaranteed confidentiality, 24/7

SERVICES

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Dissemination Solutions

Exploitation Solutions

Graphic Design & Visual Solutions

Online Reputation Management Solutions

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