



**ERASMUS+
FORWARD LOOKING PROJECTS**

SACCORD

D5.1 Communication Strategy

SACCORD

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CREATIVE FED



CREATIVE PRAGUE (KREP)



CREATIVE REGION LINZ & UPPER AUSTRIA GMBH (CREARE)



ELIA (EUROPEAN LEAGUE OF INSTITUTES OF THE ARTS)



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MATERAHUB - CONSORZIO MATERAHUB INDUSTRIE CULTURALI E CREATIVE

Communication Strategy

Abstract (10 lines maximum on what the deliverable is about):

SACCORD is dedicated to developing and empowering the CCSI ecosystem through innovation, collaboration, and professional development.

Our mission is to support the European Skills Agenda by gathering skills intelligence and fostering partnerships, both regionally and across Europe. We advocate for a future where creativity thrives, inclusivity is paramount, and every individual within the CCSI ecosystem has the skills, knowledge and opportunity to flourish. With a focus on data-driven intelligence, we aim to guide upskilling and reskilling pathways within the CCSI sector.

In our commitment to fostering a robust European creative skills ecosystem, we enable and promote events like Creative Skills Week, providing platforms for dialogue, skill-sharing, future-thinking and the celebration of human creativity.

Together, we envision a world where every talent is recognised, and every creative aspiration is nurtured. SACCORD: Shaping skilled futures, empowering creative and cultural industries, realising dreams.

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Please note we have requested a one-month extension for the submission of this Communications Strategy approved by the Project Officer.

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This publication reflects the author's view only. The Agency and the Commission are not responsible for any use that may be made of the information it contains.

Disclaimer

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Introduction

SACCORD is a project that merges SKILLS and ACCORDANCE by collecting skills intelligence and data to bolster the European Skills Agenda. It also encourages collaboration and unites partners at both European and regional levels who have not previously collaborated, thereby supporting the Large-Scale Skills Partnership (LSP) in the Cultural and Creative Sector Industries (CCSI) ecosystem.

The Pact for Skills prioritises strengthening collective action on skills development through skills partnerships. At the EU level, Large-Scale Skills Partnerships (LSPs) establish a shared engagement model for collective action. This model involves major players in industrial ecosystems and value or supply chains, including associations, relevant public authorities, and SMEs, committing to cooperate and invest in providing upskilling and reskilling opportunities for working-age individuals within the entire industrial ecosystem.

The Creative Large-Scale Skills Partnership (LSP) for the CCSI ecosystem has been in existence since 2022 and brings together partners from various fields of the CCSI. To capitalise on the strong momentum of this LSP, the SACCORD consortium aims to support, transfer, and foster innovation and localisation of the Skills Partnership.

To make the language and community more accessible, the Creative Large-Scale Skills Partnership (LSP) will be referred to as the Creative Pact for Skills.

SACCORD strengthens the connection and collaboration among CCSI stakeholders, encourages actors to join the [Creative Pact for Skills Manifesto](#), and fosters the localisation of the Skills Partnership. A forward-looking approach will stimulate the development of Local Ecosystem Partners (LEPs) to accelerate the current reach and significance of the Creative Pact for Skills. The reflexive methodology (BUILD-MEASURE-LEARN) is adapted to the local and regional level in an agile way.

Demonstrators and replicators will engage with local ecosystem partners to discuss and evaluate the urgent skills needs for the European Green Transition, Digitalisation and Entrepreneurial action, explored in an evaluation study and report on the potential use of micro-skills as a means of re- and upskilling Europe's creative talent. This journey of discovery and solution-seeking underscores the need to align our Communications Strategy with the dynamic and adaptable nature of the project.

Communication Mission

Our mission is to amplify the stakeholders and initiatives of all those who are playing a role in the Creative Pact for Skills and Creative Skills Week, using our platform to foster growth, collaboration, and innovation within the Cultural and Creative Sector and Industries (CCSI) ecosystem. SACCORD is committed to being the backbone that supports and propels these initiatives forward.

The SACCORD Communications Strategy is built upon five primary objectives:

- 1. Audience Building**
- 2. Stakeholder Engagement**
- 3. Skills Awareness Raising**
- 4. Promoting Pathways for Progress**
- 5. Sharing Results and Creating Impact**

Each of these objectives encompasses a range of strategies aimed at achieving our overarching goals. These strategies include crafting key messages, promoting events, disseminating information about local partnerships, and effectively conveying an interconnected creative skills ecosystem.

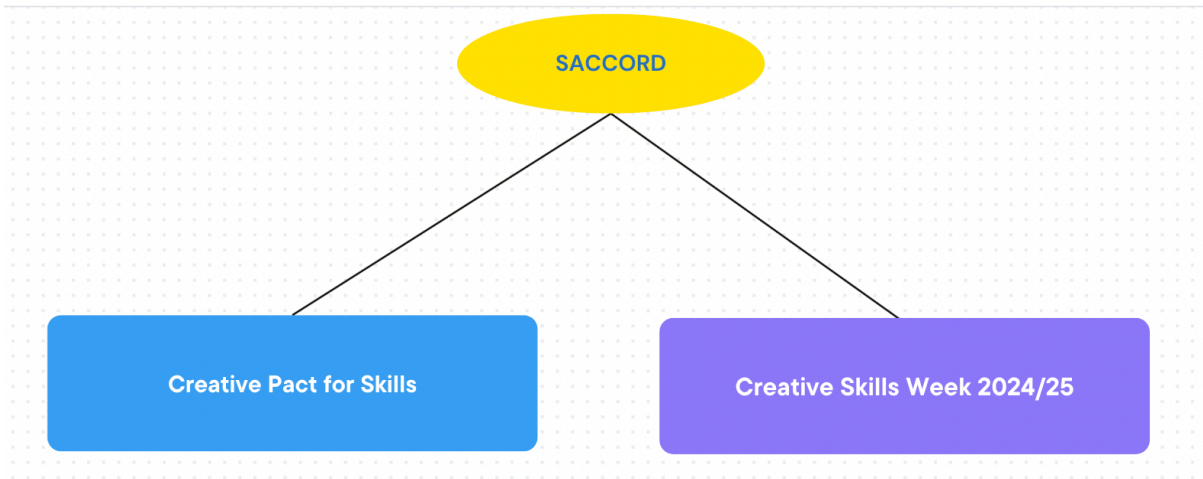
With the establishment of effective communication channels, we have developed a content strategy to ensure that key ideas, campaigns, and narratives are disseminated in a way that not only reflects the project's progress but also maximises the momentum and potential for growth, synergy, and cohesion within the project and the sector as a whole.

As the project evolves, our Communications Strategy will consistently position and plan campaigns around project developments and our two main annual events. We are committed to actively involving policymakers, CCSI stakeholders, and cross-sector actors to consistently garner support for the groundbreaking work that SACCORD represents.

Objective 1: Audience Building

The SACCORD Approach

Taking a two-pronged approach SACCORD's communication strategy aims to support the strengthening of the Creative Pact for Skills and its exploitation strategies led by WP2 while at the same time growing our existing creative skills community through the production and promotion of Creative Skills Week 2024 & 2025. With both the Creative Pact for Skills and Creative Skills Week established as brands it is our aim to strengthen their brand identity further using them as a vehicle and entry points for CCSI stakeholders to gather and engage with each other and the skills initiatives presented in order to consolidate ideas and actions which will aid the growth and development of the Cultural and Creative Sector ecosystem.



Stakeholder analyses

A SACCORD stakeholder analysis was carried out during a series of meetings lead by WP3 pertaining to the growth of Local Ecosystem Partnerships. Partners assisted in mapping their stakeholder networks and defining the intersections and potential touchpoints, needs and desires of these audiences with the SACCORD project ([See Appendix C](#) - stakeholder mapping).

Creative Pact for Skills also identified and categorised their stakeholders and audience groups for exploitation purposes as listed below.

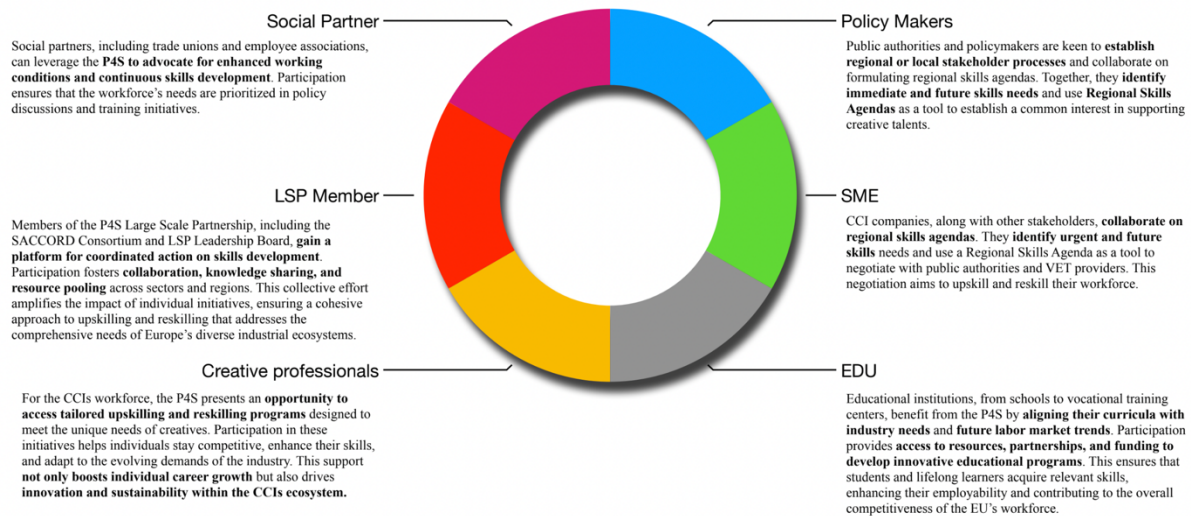
Creative Skills Week uses audience groups identified in meetings with consortium partners and related skills projects such as CYANOTYPES. As a result of this inquiry a series of audience groups have been created for message targeting purposes. See groups listed below.

Creative Pact for Skills Audience Groups

The Creative Pact for Skills focuses on building a robust creative skills ecosystem both locally at regional level and at European level. Made up of the Large Scale Partnership and Local Ecosystems Partnerships it encompasses the following stakeholders as its audiences:

- Social Partners
- LSP Members
- Creative Professionals
- Policymakers
- SMEs (non/prospective LSP Members)
- Educational Institutions

*Please note for the purposes of external communications we will refer to the Local Ecosystems Partnerships and Large Scale Partnerships as Local and European Skills Ecosystems.

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Creative Skills Week 2024 & 2025 Audience Groups

Creative Skills Week works as a shopfront for the sector focusing on the same groups with the practical aims of gathering actors together, collaborating and sharing knowledge and content, and facilitating the CCSI led by Creative Pact for Skills to take new steps forward. For this purpose, we have divided these stakeholder groups into the following audiences: Believers, Initiators and Promoters.

BELIEVERS

Believers are already aware of the importance and urgency of skills development at regional, governmental, and international policy levels. They are committed to changing the status quo. They are experts. They might need extra support in engaging their colleagues or more local stakeholders.

BELIEVERS include:

- European Commission
- Blueprint Drivers
- Policymakers
- National and International Policymakers
- European Creative Hubs leaders
- European Cultural leaders
- Those working and leading across sectors
- VET Associations
- National coalitions
- Networks for digital education managers
- Digital Skills Experts / Lobbyists / QA leaders
- Thought leaders, event speakers
- Regional WIFI Education and Training Institutes
- Governments
- Futurologists / Technologists

INITIATORS

This group is looking for inspiration and opportunities to advocate and actively contribute to the successful development and teaching of future creative skills through their work, and most likely in collaboration with other stakeholders. They are the essential pillars of the project's aims—promoting inclusive participation and dialogue across cultures, genders and ages.

INITIATORS include:

- VET Providers
- University, academy, art school leaders
- Companies with training departments
- Educators / trainers (digital)
- Technical staff
- Accreditors
- Quality Assurance Experts
- PhD students/supervisors/researchers
- Academics
- Technologists
- Privacy activists
- Entrepreneurs
- Influencers

PROMOTERS

This group has the power to amplify and multiply the key messages that SACCORD will be delivering to reach a larger audience. Their values are aligned with those of the Pact for Skills and SACCORD and they are open for collaboration with similar initiatives.

PROMOTERS include:

- Local creative communities
- SMEs
- Creative practitioners
- Creators
- Start-ups
- Technologists
- Education staff non-teaching
- Learners
- Creative and cultural networks
- Creative thinkers
- Press & Media

Objective 2: Stakeholder Engagement

It is important to clarify that the Communications Strategy for SACCORD relies on its positioning as an overarching project strengthening the Creative Pact for Skills and driving Creative Skills Week in 2024 & 2025.

In order to support stakeholder engagement for Creative Pact for Skills and Creative Skills Week through its Communications Strategy the project look to:

Branding

Creating and supporting the visibility of SACCORD, Creative Pact for Skills and Creative Skills Week brands

To launch the SACCORD project we set about creating a SACCORD Project branding. The consortium agreed that this would be modest in style, take inspiration from EU flag. We developed a colour palette, logo, and from that a website landing page. While the SACCORD brand will not be widely promoted, it will be clearly visible and identified as an EU-funded project and a binding agent strengthening the Creative Pact for Skills and driving Creative Skills Weeks 2024 & 2025.

With regards to external or outward-facing promotion the consortium made the decision to make Creative Skills Week a flamboyant flagship brand. We wanted to attract new stakeholders and CCSI actors. We wanted to celebrate the work of our sector and its industries, bring new research and skills opportunities to the table. We wanted to create an overarching identity that all stakeholders could comfortably engage with. Creative Skills Week has its own channels which include the Creative Skills Week website, social media channels, newsletter and mailing list. Our aim is to build Creative Skills Week as a vehicle for growth, collaboration and exchange – a key calendar highlight and meeting point for the Creative Pact for Skills and a communing of networks and stakeholders and practitioners at every level.

A brand book and media channels for the Creative Pact for Skills are being developed and managed by WP2 and outlined at a later date in D2.2. We ensure that logos and other branding elements will be visible on the relevant materials and outputs and assist the community with the promotion of their activities, events and outputs.

Focus on Creative Skills Week 2024

Mission & brand identity

Driven by SACCORD, Creative Skills Week 2024 will be a highlight of the CCSI calendar. To create awareness and spark engagement we set about building a brand our stakeholders at every level could and would trust.

As the consortium established the positioning of the event, the target audience, mission and aim, ELIA WP5 set about creating the elements necessary to create an impactful visual identity, encompassing logo design, typography, visual style, image treatment, tone of voice, and brand archetype, recognising that EU-funded project, SACCORD is the driver of this signature event.

The resulting brand packages are reflected in both the CREATIVE SKILLS WEEK Brand Book ([Appendix B](#)) and the SACCORD Brand Book ([Appendix A](#)).

To ensure consistency, ELIA (WP5) continues to serve as support and brand guardian, advising on communication materials produced by project partners to ensure consistency of both SACCORD and Creative Skills Week brands.

It is understood that Creative Skills Week branding will undergo an annual review. This is to ensure that the elements are adaptive to the changing sector and its needs. It also gives leeway for host countries to respond stylistically in a way that suits the nature of the event and activities planned in their area. The Creative Skills Brandbook will be updated annually to reflect these changes and developments.

Conceptual Evolution of the CSW Brand:

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Year One: Driven by SACCORD, CSW focuses on growing its community. Hosted in the city of Amsterdam, the setting provides the perfect opportunity to showcase the local dynamic and introduce the location as the first replicator of the Local Ecosystem Partnership module. This will also be the first in-person meeting of the Creative Pact for Skills, a momentous event. Event topics will also include: the European Skills Agenda, the shifting concept of learning pathways and the potential of micro-credentials in the CCSI.

Year Two: CSW shifts its focus to the city of Prague, with a forward-looking plan for a scalable partnership model, policy recommendations, and an action plan.

Content Strategy – Creative Skills Week

As the SACCORD project develops and Creative Skills Week takes shape there will be a continuous need to inform and engage our audience groups. To achieve this, we have developed a strategy that will ensure the steady flow of content necessary to build awareness, engage, nurture, inform and retain our growing community.

Our overarching aim is clear: to disseminate impactful event campaigns across CREATIVE SKILLS WEEK channels. Through this strategy, we seek to achieve several key objectives:

- Raise awareness about CREATIVE SKILLS WEEK
- Encourage partners and stakeholders to take part either hosting events or participating
- Promote a programme of sector-specific events and knowledge sharing opportunities
- Promote SACCORD project developments, CCSI and consortium activities
- Grow the Creative Skills Week mailing list
- Document Creative Skills week in progress
- Disseminate SACCORD project outcomes and deliverables

Sample campaigns & key ideas

Target audiences	Key idea to convey	Main calls to action	Suggested campaign types
Creative Skills Week audience: the Believers & Creative Pact for Skills Audience Groups	SACCORD will drive strategic interventions and concrete skills development solutions that can be adopted across the European CCSI ecosystem.	<ol style="list-style-type: none"> 1) Engage in active cooperation with SACCORD through Creative Skills Week. 2) Engage in active cooperation with SACCORD through Creative Pact for Skills. 3) Promote skills opportunities and CCSI micro-credentials developments. 4) Share feedback, data, stories and documentation which support SACCORD new training frameworks for CCSI skills development. 	<p>Invitation to main events.</p> <p>Website call to subscribe.</p> <p>Invitation to main events.</p> <p>Sign the Creative Pact for Skills Manifesto.</p> <p>SACCORD representatives to speak at key events e.g., NEB Festival, EIT KiC mtgs.</p> <p>Publish report in website.report</p> <p>Share with project one-pager EU representatives.</p>
Creative Skills Week audience group: The Initiators & Creative Pact for Skills Audience Groups	SACCORD—and its mission of contributing to digitalisation, the Green Shift, and mapping urgencies with regards to skills development in the CCSI— can only be realised fully in cooperation with the partners across sectors, industries and professions.	<ol style="list-style-type: none"> 1) Join SACCORD activities and events via Creative Pact for Skills membership and Creative Skills Week mailing list. 2) Actively participate in discussions, workshops, survey, mapping exercises and breakouts. 	<p>Paid social campaign to join SACCORD events.</p> <p>Direct mail campaign to all contacts inviting them to partake in surveys, focus groups etc.</p> <p>Infographic campaign explaining SACCORD project initiatives and the benefits.</p>

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<p>Creative Skills Week audience group: The Promoters & Creative Pact for Skills Audience Groups</p>	<p>In order to find effective solutions, we must join forces to raise awareness about skills gaps, urgent and future skills needed to safeguard the future of the CCSI.</p>	<p>1) Disseminate information, calls, stories, etc. related to SACCORD activities.</p> <p>2) Collaborate with SACCORD. Adopt and/ engage with our newly developed skills training programmes.</p> <p>3) Attend our main event and connect with other CCSI stakeholders.</p>	<p>Collaborators direct mail campaigns to their network contacts.</p> <p>Collaborators promote SACCORD at their all-hands events, newsletters etc.</p> <p>Collaborators actively participate in SACCORD events then document & share their experience through SACCORD and their own channels.</p>
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The success of these campaigns hinges on the active engagement of our partners, who play vital roles in both content creation and distribution. For instance, when members of our community showcase SACCORD at events or share workshop activities on professional platforms like LinkedIn, they contribute significantly to nurturing a robust, resilient community of influence. Such engagement is pivotal in driving broader acceptance and implementation of European and local partnerships.

We have also set up the SACCORD Monthly Outreach group to aid dissemination of campaigns

- Crafting and refining key messages
- Establishing and nurturing multi-platform communication channels
- Promoting a diverse program of online and in-person workshops and events throughout the year
- Curating and orchestrating the annual flagship event, Creative Skills Week
- Developing a comprehensive content strategy to effectively convey THE SACCORD STORY

Content Strategy – Creative Pact for Skills

Please refer to D2.2 managed by WP2.

Objective 3: Raising Skills Awareness

Strengthening local ecosystem partnerships by advancing creative skills for the future of Europe

SACCORD endeavours to bolster a compelling, pan-European narrative that resonates with key stakeholders and champions skills innovation and development within the Cultural and Creative Industries Sectors. Our narrative aims to create promote a level playing field and entry points for creative talents to continuous upskilling and reskilling initiatives within the sector. At its core, SACCORD's story is that of a community committed to driving change, advocating for the pivotal role of the CCSI in fostering innovation and empowering its creative workforce to shape the present and envision future possibilities.

To cultivate and disseminate this narrative effectively, WP5 will enlist the collaborative efforts of project partners, fostering cooperation at both European and regional levels. Central to this endeavour are our key messages tailored to resonate with three distinct audience groups. These messages will be deployed through multi-platform campaigns spanning direct mail, social media, and more, across our various communication channels.

A key text devised for this purpose was the description and positioning of Creative Skills Week 2024:

“Creative Skills Week 2024 gathers third-level educators, university leaders, vocational education and training (VET) providers, industry partners, SME’s and policymakers dedicated to the future of the Cultural and Creative Sector Industries (CCSI).”

Working in the cultural and creative ecosystem, we often lack the time to come together and think about the future of our sector, particularly how we can strengthen the organisations and businesses within it.

Join us for Creative Skills Week 2024, a unique opportunity to shape and steer the discussion around skills for our somewhat fragmented sector. To achieve this, we need all stakeholders to be involved and help us address skills gaps, identify opportunities for upskilling, and start shaping strategic skills for future creatives.

Explore common ground for the cultural and creative ecosystem throughout Europe. Develop local and European solutions which address urgent challenges within the CCSI. Together, let’s learn from each other how local communities can strengthen their work and enhance collaboration within their local ecosystems. Contribute to expanding creative skills training beyond systems and sectors to secure sustainable futures in the CCSI!

Powered by [SACCORD](#), in association with [CYANOTYPES](#), and hosted by [Conservatorium of Amsterdam and the Amsterdam University of the Arts \(AHK\)](#).”

By focusing our communication efforts on supporting the Creative Pact for Skills and Creative Skills Week, SACCORD will contribute to the growth and development of the CCSI, streamlining its presence and maintaining its impact. SACCORD endeavours to strengthen lobbying channels for policy change and positive sector skills development.

SACCORD through its messaging and content aims to gather and build a community of influence with a vested interest in the development of learning pathways, micro-credentials, creative skills, re- and upskilling, training and education initiatives.

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In alignment with the overarching project goals, SACCORD's Communication Strategy focuses on communicating to advance the project's mission, highlight its activities, events, and outcomes. Our objective is to implement a communication and dissemination strategy that enhances the CCSI, fosters community engagement, and identifies innovative learning approaches to bolster the CCSI's future.

For Creative Skills Week as an event, we have established design principles that align with our identity and mission.

DESIGN PRINCIPLES:

- Collaborative
- Co-creative
- Inclusive
- Content-driven
- Participatory
- Innovative /experimental

Events are posted on the [Creative Skills Week website](#) with a registration platform built and made operational. Event content is tailored to incorporate insights gathered from project activities and stakeholder programs received through the "host your own event" application process.

Key messages: SACCORD

Building on the communication objectives, the project's positioning and the analysis of the main target audiences, our messaging strategy will be developed around the following key ideas:

Year One - building awareness & engaging and nurturing our community

Year Two - encouraging stakeholders to adopt up and reskilling initiatives & lead sector change

YEAR ONE**Key Messages:**

- ◇ Highlighting the significance of Cultural and Creative Sector Industries (CCSI) and their societal, economic, and environmental contributions.
- ◇ Establishing local and European frameworks to foster up and reskilling within the CCSI ecosystem.
- ◇ Promoting collaboration and collective impact among CCSI stakeholders.
- ◇ Strengthening the Creative Pact for Skills.

Content Types:

- **Articles:** Publish articles on the significance of CCSI, their economic influence, and their potential for driving transformative change and innovation. Showcase successful projects and collaborations through compelling case studies across various sub-sectors.
- **Social Media Posts:** Share visually engaging infographics, impactful statistics, and concise posts underscoring the value of CCSI and its societal and economic significance.

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- Interviews: Conduct insightful interviews with industry experts, creative professionals, and CCSI leaders, delving into requisite skills, encountered challenges, and growth opportunities.
- Events: Organise Creative Skills Week, serving as the flagship in-person gathering for the Large-Scale Skills Partnership. Feature speakers from the CCSI discussing the critical role of future skills training and its impact on society and the economy.
- Website: Create a website as the central hub for hosting all the content types mentioned above. The website should also provide information about the initiative's goals, progress, and ways for stakeholders to get involved.
- Direct Mail Campaigns: Send personalised direct mail packages to key stakeholders, including introductory letters, and invitations to upcoming events related to SACCORD.

YEAR TWO**Key Messages:**

- ◇ Engaging and cultivating community within the CCSI Ecosystem.
- ◇ Adapting to technological advancements and impacting trends in the CCSI;
- ◇ Encouraging stakeholders to adopt SACCORD's recommendations and innovations;
- ◇ Leveraging micro-credentials and micro-learning for sustainable growth and development within the CCSI.
- ◇ Cultivating a Culture of Continuous Learning and Innovation in the CCSI;
- ◇ Empowering CCSI Professionals to Drive Sector Change and Growth.

Content Types:

- Articles: Spotlight success stories of individuals and organizations embracing new upskilling and reskilling approaches.
- Social Media Posts: Foster community engagement through contests, challenges, and online events promoting collaboration and creativity within the CCSI.
- Interviews: Conduct interviews with individuals exemplifying personal and professional growth through their learning journeys, showcasing their efficacy.
- Events: Sustain the Creative Skills Week series as the premier event for the entire CCSI sector.
- Website: Continue to maintain and update the website with all content types, alongside additional resources like downloadable materials or training modules.
- Direct Mail Campaigns: Send follow-up direct mail packages to engaged stakeholders, expressing gratitude for their involvement and offering exclusive resources or opportunities aligned with the initiative.

Key Messages: Creative Pact for Skills

Developed by WP2 outlined in D2.2 our key messages for Creative Pact for Skills have been created as follows - Formulating a key message in a communication strategy is essential as it ensures that all information shared across various platforms and stakeholders is clear, focused, and consistent. This clarity helps audiences easily understand and retain the core message, increasing its impact and effectiveness. A well-defined key message also aids in maintaining the alignment of all communications with the overarching goals of the campaign or initiative, fostering a strong and unified brand voice that resonates with the audience, reinforcing trust and engagement.

Architecture of a Key Message**Central Idea:**

The central idea, or the main message of this text, is embodied in the key message itself.

Hook:

The hook is the opening sentence and is designed to grab the reader's attention by introducing the concept of SACCORD and its empowering role in driving sustainability within the CCSI.

Transition:

The transition in this text can be seen in how the narrative moves from discussing the empowerment by Creative Pact for Skills to the specifics of what the initiative entails.

Additional Actions and Goals:

The transition smoothly guides the reader from the introduction of the main idea to the detailed actions and goals of the initiative

Voice:

The voice of the text is asserting and inspiring, conveying a sense of urgency and optimism. It

emphasises collaboration and innovation, appealing to a wide audience of industry leaders, educational institutions, and policymakers. The tone is professional yet engaging, aiming to motivate readers to join the initiative and contribute to the transformation of Europe's Cultural and Creative Industries.

Key Message #1

“Unleashing Creative Potential for the Green and Digital Transformation: The Creative Pact for Skills”

Empowering Creativity for a Sustainable and Digital Future: Join the Creative Pact for Skills and Shape the Future of Innovation, by fostering a transformative journey towards environmentally responsible practices and green skills. The Creative Pact for Skills is a transformative initiative aimed at empowering Europe’s Cultural and Creative Industries by addressing urgent skills needs through coordinated re- and upskilling efforts, fostering collaboration among industry, educational institutions, and policymakers. This partnership seeks to build a resilient, future-ready creative workforce equipped with essential digital, green, and entrepreneurial skills to drive innovation and economic growth.

Key Message #2

“Collaborate for Sustainability: The Creative Pact for Skills Pioneers transformative skilling initiatives”

Unlock creative potentials: Embrace Lifelong Learning with the Creative Pact for Skills, focusing on continuous education and skill development focusing on the green and digital transition. The Creative Pact for Skills aims to fortify the competitive edge and adaptability of creative professionals in a dynamic environment. This initiative advocates for avant-garde educational frameworks and interdisciplinary collaboration, ensuring that all stakeholders within the Cultural and Creative Industries have equitable access to essential skillsets. We are a network of organizations dedicated to supporting artists and creative professionals, with lifelong learning initiatives being essential to cultivating a vibrant and resilient creative ecosystem.

Key Message #3

“Elevate Creativity: Collaborate with Our Extensive Partner Network for Enhanced Skills and Innovation”

Advance Your Creative Projects: Engage with Our Partners Network, through a coalition of dedicated member organizations, the Creative Pact for Skills systematically enhances the professional capacities of Europe’s creative sector by facilitating reskilling and upskilling programs. This initiative equips artists, designers, and creative professionals with cutting-edge tools and knowledge, fostering a competitive edge in their fields. Our network is committed to supporting a thriving, innovative, and adaptive creative ecosystem.

Tag Lines

The purpose of a tagline serves as a succinct, memorable phrase that encapsulates the ethos, vision, or unique selling proposition of a project. It acts as a verbal logo and communicating the vision or mission of a project but also can be used to talk about actions and commitment or the ethos of a project.

In essence, while a tagline doesn't contain detailed components like a full text or key messages, its construction cleverly mirrors the function of a hook to draw interest, a transition to connect ideas, and a core to convey the central message.

Tagline#1

“Forge the Future of Creative Skills: Connect, Learn, Innovate”

This tagline highlights the project's core mission of integrating sustainable practices within the Cultural and Creative Industries. It underscores the notion of 'cultivating' – suggesting growth, development, and care – and positions GreenCCircle as a bridge between the realms of creative expression and environmental responsibility.

Hook: "Forge the Future of Creative Skills" serves as the hook. It grabs attention by presenting an image of growth and positive development towards sustainability. This phrase is compelling and sets the expectation of a forward-thinking initiative.

Transition: The colon ":" acts as a transition in this context. It serves to connect the initial idea of "cultivating green futures" with how this concept is realised—"Bridging Creativity and Sustainability in CCIs."

Core: "Connect, Learn, Innovate" is the core of the tagline. It encapsulates the main idea or mission of the initiative, which is to link the creative processes within Cultural and Creative Industries (CCIs) with sustainable practices. This part of the tagline conveys the essential action and goal of the initiative.

Alternative Taglines

“Forge the Future of Creative Skills: Connect, Learn, Innovate”

“Empowering Creatives, Shaping Futures: Join the Creative Pact for Skills”

“Skill Up, Stand Out: Elevate Your Creative Skill Set”

“Transform Talent, Inspire Industry: The Creative Pact for Skills”

Public Relations (PR)

The PR strategy will prioritise continuous engagement, utilising frequent updates, press releases, and newsletters to ensure stakeholders and the news media remain informed and engaged as the project progresses.

Through the development of a compelling narrative, highlighting concrete achievements, and fostering collaboration with a variety of media platforms, the PR strategy aims to position SACCORD as a key driver in promoting innovation in skills development and fostering advancement within the Cultural and Creative Sector Industries.

Channels

It is crucial to establish and develop SACCORD communication channels. Currently, the following channels have been created and are actively utilised:

Websites

<https://saccord.eu/>

<https://creativeskillsweek.eu/>

<https://www.creativepactforskills.eu/>

We have two linked SACCORD websites. The first saccord.eu is a simple, static project website to present all the necessary information about the project.

The project website leads towards content specific website, according to the visitor's interest. It links directly to the main events and the LSP platforms. See D2.2 for more information regarding Creative Pact for Skills channel promotion.

Regarding content, the CREATIVE SKILLS WEEK website will serve as a primary platform for disseminating thought leadership and informative texts. The look and feel of the website will be playful. Partners will generate content, with dissemination oversight managed by ELIA (WP5). See Content Plan.

[Saccord.eu](https://saccord.eu/) website will contain official reports, statistics and deliverables as required for legal documentation and archive purposes.

creativeskillsweek.eu is a website created for the yearly Main Event, Creative Skills Week which contains programme info, call to host your own event, registration links, updates about the activities throughout the CCSI sector etc. It also contains a mailing list subscribe widget allowing us to capture email addresses from target leads from each page. The social media link provides extra opportunity for visitor to keep in touch with the project.

SACCORD Partner Websites: project partners will create a SACCORD landing page in their own organisation's website. These landing pages will contain basic information about the project such as a project description, main results expected, partners, etc., and redirect to the SACCORD & Creative Skills Week website.

Social Media Channels

LinkedIn <https://www.linkedin.com/groups/12720458/>

<https://www.linkedin.com/company/creative-skills-week/>

Instagram <https://www.instagram.com/creativeskillsweek>

Threads <https://www.threads.net/@creativeskillsweek>

As of April 2023, all social media content is pre-planned into the social media calendar [here](#). The hashtags we are using at the moment are:

#creativeskillsweek #EuropeanYearofSkills #CreativeSkillsWeek2024 #PactForSkills #Amsterdam #skills

Direct Mailing

The project's mailing system is hosted at ELIA's Mailchimp account. Mailings will be sent on regular basis, depending on current campaigns.

Events Platform

All main SACCORD events will utilise the [PINE](#) conference app.

See [Appendix D](#) – Creative Skills Week 2024 Communication Plan.

Plans for the Creative Skills Week 2025:

- The event will take place in Prague, another local ecosystem replicator of the SACCORD project.

The SACCORD consortium will explore synergies with European initiatives and local partners to maximise impact within the CCSI.

Objective 4: Promoting Pathways for Progress

Through this objective SACCORD aims to utilise events as pivotal moments for fostering building community and ecosystem infrastructure, generating ideas, knowledge exchange, and showcasing thought leadership. We aim to elevate the visibility of the work produced by the SACCORD project while contributing to a broader global discourse on skills.

Strategies to accomplish this:

- Promote Creative Skills Week events and highlight outcomes.
- Promote and share the work and accomplishments of Creative Pact for Skills
- Cultivate a sense of community by actively engaging participants and fostering meaningful interactions.
- Follow-up with sharing SACCORD project outcomes & deliverables.

Promote Creative Skills Week events and showcase results

The annual events (Creative Skills Week) within the SACCORD project offer an exceptional opportunity to convene the community, celebrate achievements, and host discussions pertinent to the entire Cultural and Creative Sector Industries (CCSI). These events serve as platforms to present findings, unveil research developments, and outline future plans. Additionally, they facilitate innovative collaborations across practices, industries, and networks, positioning the project at the forefront of sectoral skills development.

Active participation from all consortium partners is crucial during these events. These events and personal experiences need to be documented and shared.

See [content plan](#) and [campaigns & key ideas](#).

This objective is pursued through various channels:

1. Through events and the sharing of ideas and concepts
2. project websites serving as repositories of information
3. PINE Conference App enabling networking and collaboration.
4. Mailing campaigns disseminating updates and announcements.
5. Regular online and in-person meetings fostering engagement.
6. Articles
7. Active involvement of project partners in community-building efforts.

Engaging Policy and Decisionmakers

Policy makers constitute a pivotal stakeholder group actively engaged in various SACCORD activities, including workshops and Creative Skills Week events. SACCORD prioritises direct involvement of policymakers from project inception, ensuring their continuous engagement rather than treating them solely as recipients of final reports and outcomes. This proactive approach aims to cultivate buy-in and facilitate the adoption of SACCORD ideas, theories, and governance structures as they evolve.

With SACCORD outcomes backed up by research, we are addressing policymakers at different levels. At the EU level, we are addressing two DG's in the first year (DG Grow - Internal Market, Industry, Entrepreneurship and SME's; DG EAC - Education, Youth, Sport and Culture, in particular, the European Education and Culture Executive Agency (EACEA)), and aim to include more European policymakers over the course of the project.

Aligned with European policies and initiatives, SACCORD focuses on upskilling and reskilling within the Cultural and Creative Sector Industries (CCSI), in line with the European Green Deal, the European Skills Agenda, and the Pact for Skills. Over the next two years, SACCORD endeavours to strengthen collaboration with other DGs at the EU level, particularly those responsible for Environment, Employment and Inclusion, and the Digital sectors.

During the second year, SACCORD will conduct pilots in various locations, emphasising the importance of engaging policymakers not only at the EU level but also at the local level. This approach recognises SACCORD's broader societal impact beyond its industrial domain, emphasising its potential to influence other sectors and society as a whole. By involving policymakers at the local level, SACCORD can tailor its initiatives to address specific regional needs and contexts, ensuring the relevance and effectiveness of its sustainability efforts.

SACCORD

Collaboration with DGs responsible for Environment, Employment and Inclusion, and Digital sectors is paramount to fostering a comprehensive and integrated perspective on sustainability. Through these partnerships, SACCORD aims to advocate for a holistic approach to sustainability and the future of CCSI skills at the policy level, extending its influence to positively impact other sectors and society as a whole.

Besides the collaborations with different policy level representatives, the SACCORD project, under *T5.4 (Lead by BEDA)* will work on a *Policy action plan and recommendations*. This policy action plan will involve identifying policy objectives out of the project findings. The policy action plan will focus on developing strategies to achieve these goals and setting specific actions and timelines for implementation. The plan will also involve the identification of stakeholders who will be affected by the policy and engaging with them to gather input and feedback. The goal of a policy action plan is to provide a structured and systematic approach to develop policy recommendations out of the project findings.

Furthermore, SACCORD is implemented to support the work of the Creative Pact for Skills. To extend the dissemination and implementation of SACCORD project outcomes to a broader audience, we establish strategic partnerships with the following organisations:

- CHARTER Blueprint (Cultural Heritage)
- BASE Blueprint (Proximity & Social Economy)
- Creative Skills Europe
- ESCO
- INCREAS Project
- CEDEFOP
- Creative FLIP Project
- Creative Pact For Skills
- CLIMATE KIC
- EIT CREATIVE KIC
- FAST 45 Project
- SACCORD

Communications Strategy will be revisited and a product marketing roadmap will be devised to ensure its successful integration. We will campaign for prototype implementation into the CCSI ecosystem at local, national, industry, and policy level.

Methods to achieve this:

- Collaborate with other skills networks and alliances.
- Demonstrate how new tools and skills frameworks can be applied, and the potential positive impact these will have on the CCSI ecosystem. Promote engagement and the implementation of these tools across the sectors.
- Highlight new and innovative up and reskilling opportunities across the sector.
- Assist in the prototyping of new models and methodologies advocating for new skills frameworks and learning programmes.

Promote Creative Pact for Skills and showcase developments

Objective 5: Sharing Results to Create an Impact

Monitoring, Evaluation and Reporting

The project aims to question the relevance of this type of reporting and how these documents are utilised. This concept will be worked on in Year Two. WP5 are in regular contact with the SACCORD Outreach Board and together have compiled the following [statistics](#).

Metrics for now include:

- Mailing list subscribers
- Registrants to events
- Views of event recordings
- Social media:
 - Number of followers per channel
 - Engagement, including comments and reactions (number)
 - Total post outreach per channel (number)
- Websites:
 - Number of users
 - output downloads
- Database marketing (including email marketing):
 - Total number of project contact datasets
 - Number of subscribers
 - Open rate
 - Click rate
- Press and other traditional mass media:
 - Number of media hits

European Union and European Commission Visibility

The European Union as the primary funder of SACCORD is acknowledged via logos and text on all SACCORD channels and promotional materials. The 'Co-funded by the European Union' Logo with text is used, alongside with the disclaimer.

These acknowledgements also refers to all Creative Skills Week promotional materials and channels.

Appendix A - SACCORD Brandbook

The SACCORD branding elements can be found on the project's shared folder:

https://drive.google.com/drive/folders/1tUGPQ4f9nECgs6buoA9w228_J7hSJuw?usp=sharing

Appendix B - CSW Brandbook

The Creative Skills Week Brandbook can be found on the project's shared folder:

https://drive.google.com/file/d/1qzBQhN1jP3u1CCBUgpYGNUWOAKQ8r7zB/view?usp=drive_link

Appendix C - Stakeholder Analysis (WP2 Results)

The Stakeholder Analysis results can be found in the following Manual for LEP document:

<https://drive.google.com/file/d/1oEvHuBtOV1qI02vUW6iMUKcO69-PxMKi/view?usp=sharing>

Appendix D - Communications Plan for Creative Skills Week 2024 (for Partners)

The document is on the project's shared folder:

<https://docs.google.com/document/d/1T86c5L2eRPcY2gfUGXCub29Bnev51ctzFSqWPBTmREw/edit?usp=sharing>