EUROPEAN CHIPS DIVERSITY ALLIANCE

Co-funded by the European Union

Deliverable D6.3 - Valorisation Report (Interim)

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Abbreviations

ECDA	European Chips Diversity Alliance
KPI	Key Performance Indicator
WP	Work Package
ECSA	European Chips Skills Academy

Executive Summary

Deliverable D.6.3 presents the work performed under Work Package 6 for Valorisation activities during April 1, 2024 to September 30, 2025. Throughout the implementation of these activities, the entire ECDA consortium has had an active role in dissemination, communication and exploitation via both online and in-person channels.

The deliverable outlines the creation of the website, explainer videos, social media campaigns, events and other marketing materials such as brochures as well as the achievement of KPI's based on individual dissemination and communication activities.

Consortium members strive to share information and results from the project with relevant stakeholders, therefore enhancing the project's visibility and impact at local, regional, European and international levels.

The project has seen targeted social media campaigns and impactful events, as well as attendance and presentations at a number of third party conferences and events that have highlighted ECDA's mission.

1. Introduction

The purpose of this deliverable is to present a report related to the respective dissemination and communication activities of the project performed by project partners of the European Chips Diversity Alliance project.

The ECDA dissemination strategy was implemented by consortium members, based on the initial Valorisation Plan that was submitted on July 31, 2024. A monitoring plan is also defined to allow the dissemination strategy adapt according to the project's KPIs.

The deliverable objectives are to document:

- The communication and dissemination channels and activities used to maximize the reach of the ECDA brand.
- The communication and dissemination strategy and activities conducted during the first 18 months.

The Key Performance Indicators (KPIs) used to monitor the implementation of the dissemination and communication strategy.

2. Intended Readership

The Interim Valorisation Report is intended as a strategic document the following audiences:

1. ECDA consortium: to be informed of the activities undertaken under Work Package 6 during the first 18 months of the project.
2. Project reviewers: to assess of the progress in dissemination and exploitation of ECDA during Year 1.
3. The wider public: to provide transparency on ECDA's dissemination and exploitation efforts during the first 18 months.

3. ECDA Identity

3.1 Visual Identity

The visual identity of ECDA was created to boost the recognition of the project, through a combination of graphic elements that represent and identify it, including its logo, colour palette, typography, imagery, and other design elements.
The creation of this visual identity was important for a number of reasons that are listed below:

- **Brand recognition**: A solid visual identity helps create brand recognition to ensure the ECDA brand is recognized immediately.
- **Differentiation**: A strong visual with the use of bright colours makes the ECDA project

stand out when compared to other EU-funded projects. The brand will be displayed in the coming sections.

- **Trust and credibility**: Consistent and coherent visual branding makes ECDA more recognizable, establishing trust and credibility with stakeholders.
- **Reinforcement**: Visual identity is important in reinforcing and visually conveying the project's overall identity and strategy.
- **Emotional connection**: A strong visual identity can evoke emotions in a brand's customers and stakeholders. The goal is to create a deeper emotional connection so stakeholders follow the results of the project closely.

3.2 Project Logo

The ECDA logo as an essential indicator of project's identity consists of the acronym and the entire title. Two versions of the logo have been created – Figure 1 shows the logo on its own. Figure 2 shows the logo placed next to the Erasmus+ logo which enables stakeholders to clearly see which programme the project originates from.

Figure 1: ECDA logo

Figure 2 ECDA Logo + EU

3.3 Project Dissemination and Presentation Templates

Presentation and dissemination templates that are specific to ECDA have been developed which reflect a bright color scheme that enables the project to create strong brand recognition. Project members can communicate relevant project developments and achievement internally within the consortium and externally in a consistent visual manner.

Figure 4 Presentation Template

3.4 Project Dissemination and Communication Materials

To support the wide dissemination of the key principles, objectives and aims of ECDA, brochures and roll-up have been developed with the objective to highlight essential information about the project to technical and non–technical audiences in a comprehensive and concise manner. The first brochure outlines the project in general, and a second brochure was developed to highlight the E-Learning platform. A rollup has been developed for all partners to take to events to promote the project.

All ECDA materials are made available on the website under the Publications tab (https://diversityinchips.eu/publications/), to encourage stakeholder engagement and facilitate the dissemination and use of project outcomes.

Figure 5 ECDA Flyer

Figure 6 ECDA Rollup

3.5 Newsletter

The first ECDA Newsletter was released in April 2025 and is published quarterly. The newsletter is distributed via the ECDA mailing list, which continues to grow steadily as new stakeholders subscribe through the project website. This list is distinct from the larger mailing databases used by consortium partners, making it a valuable dedicated channel for direct project communication. To ensure accessibility and transparency, all editions are archived in the Publications section of the project website (https://diversityinchips.eu/publications/), while a dedicated subscription page (https://diversityinchips.eu/subscribe/) allows new members to join easily.

It is important for several key reasons:

1. **Updates on Project Progress:** It provides stakeholders with regular updates on the development of the European Chips Diversity Alliance, including milestones, upcoming events, and ongoing initiatives.
2. **Stakeholder Engagement:** The newsletter ensures continuous engagement with the diverse audience that ECDA targets. This helps keep the project visible and relevant.
3. **Promotes Collaboration:** The newsletter fosters collaboration between consortium members, industry, academia, and other stakeholders by highlighting opportunities for involvement, partnerships, and participation in key programs like the Engagement Project.
4. **Dissemination of Results:** As part of the ECDA dissemination strategy, the newsletter is

a valuable tool for project results. This ensures that knowledge generated within the project is shared broadly across the microelectronics community.

Newsletters:

Figure 7 ECDA Newsletters

5. Digital Dissemination

5.1 Website

The ECDA website at https://diversityinchips.eu/ and social media accounts have been designated as primary virtual gateways to amplify the project's identity among external audiences. As a key tool for digital dissemination, the project website showcases the objectives, achievements, and consortium members' identities outside of the project. The main purpose of the website is to actively promote the project and its results by providing concise, timely information to interested parties, within and outside of the consortium. The website will be updated regularly, based on the pace of progress within the project and in terms of ongoing dissemination and communication activities.

1. The overall goals and aims of the website are as followed:
2. To inform and raise awareness about the project initiative.
3. To engage external audiences with the latest project progress updates.
4. To build an understanding among industrial and academic communities about the adoption and further development of the project-delivered results.
5. To drive the (digital and physical) dissemination and exploitation efforts of the consortium.
6. To be a central content hub with embedded ECDA resources.

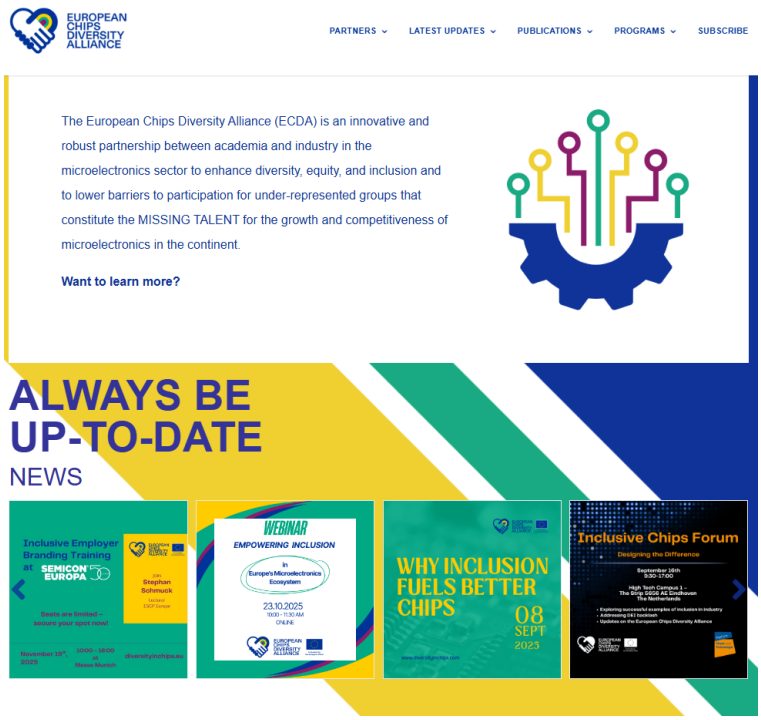


Figure 8 ECDA Website

5.2 Social Media

The Project social media channels (Instagram, LinkedIn and YouTube) further amplify consortium digital dissemination efforts and connection to Europe's innovation ecosystem and targeted audiences.

5.2.1 LinkedIn

LinkedIn is a key vehicle of the social media strategy to disseminate ECDA. The benefits of using this platform are plenty:

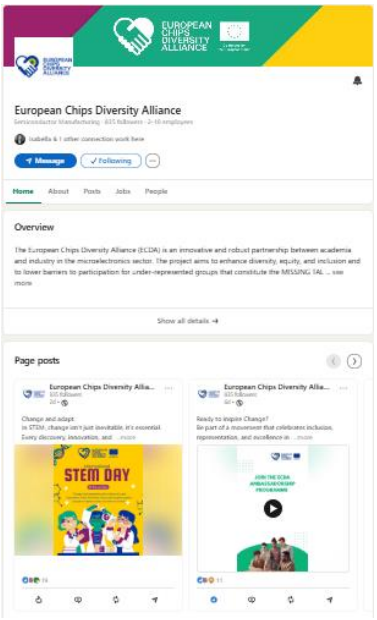
- **Establish the ECDA Brand:** Building the ECDA brand is important to enable people to recognize the project but also begin to understand the motives and aims. LinkedIn allows us to build our network as a thought leader within the sector.

- **Promote Events and Project Results:** On LinkedIn, we promote related events and project results in a targeted and efficient manner.

- **Engage in Conversation:** With the consortium encompassing partners from various parts of the value chain, the reach of ECDA can be widened through conversations on relevant topics. Using long-form posts, or even linking back to partner websites are all great ways to increase overall engagement.

- **Build our Network:** One aim on LinkedIn would be to build a network of like-minded people, thought leaders and also those that can become partners in the future. This would include industry and educational institutions for whim LinkedIn acts as a

professional communication tool.



5.2.3 YouTube Channel

YouTube has been introduced as the third social media platform within the ECDA dissemination strategy. The official channel, @DiversityinChips, can be accessed at https://www.youtube.com/@DiversityinChips

The inclusion of YouTube supports the following objectives:

- Reaching a wider audience: With over one billion users globally, YouTube offers consortium members the opportunity to create and share video content that highlights ECDA's activities, research outcomes, and project impact.

- Engaging new communities: The platform provides access to audiences that may not yet be familiar with the field of microelectronics, thereby expanding ECDA's outreach beyond traditional academic and industry networks.

To date, the ECDA YouTube channel hosts three videos: a webinar recording, a panel discussion, and the ECDA explainer video. These videos have collectively garnered over 75 views within the past two months.

Additional online events and video materials are currently being planned, which will further enhance ECDA's online visibility and audience engagement in the coming months.

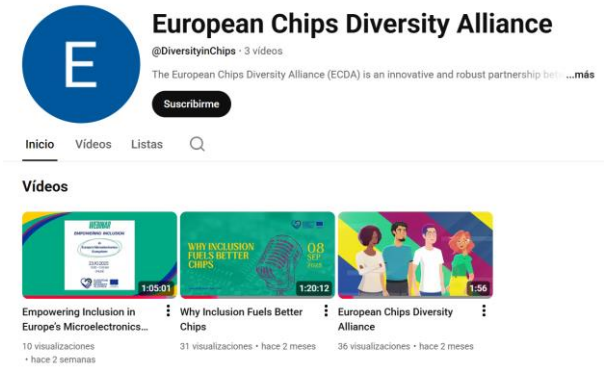


Figure 9 Youtube Channel

5.2.4 Instagram

Instagram represents the final social media platform adopted by the ECDA consortium. While this is relatively uncommon among EU-funded projects, Instagram was selected for its **visually-driven and highly interactive nature**, making it an effective tool for engaging younger audiences. The official account operates under the username **@diversityinchips**, accessible at https://www.instagram.com/diversityinchips/.

The integration of Instagram into the ECDA Dissemination and Communication strategy offers several key advantages:

- **Engaging a younger demographic:** Instagram enables the consortium to connect with users aged 18–25, particularly university students and early-career professionals — a core target audience for ECDA.
- **Youth-centric features:** Tools such as *Stories* and *Reels* allow for dynamic, quick, and shareable content that aligns with the communication preferences of younger citizens.
- **Visual and interactive storytelling:** The platform's emphasis on images, videos, and short-form content facilitates the sharing of impactful visual narratives that effectively communicate ECDA's mission, progress, and achievements.
- **Authentic, behind-the-scenes insight:** Instagram also serves as a medium for showcasing the people and processes behind ECDA, offering followers a more personal and relatable perspective on the project's ongoing activities.

Through this platform, ECDA aims to strengthen its connection with younger audiences, enhance visibility across social media, and foster a more inclusive and engaging communication environment.

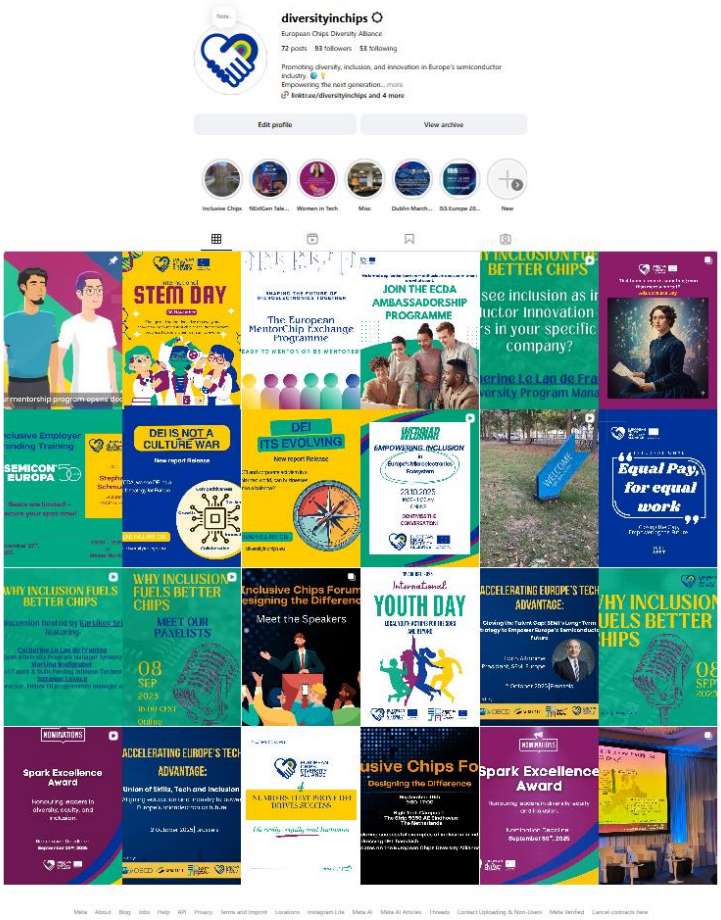


Figure 10 ECDA Instagram

6.KPIs

The activities under this Work Package 6 are divided into several key methods, each of which is outlined in detail in the Dissemination and Exploitation Plan. These methods aim to maximize the visibility and impact of the project. For each method, specific Key Performance Indicators (KPIs) have been attached to track progress and effectiveness.

In the following section, we will provide an in-depth analysis of each KPI, offering insights into how they contribute to the project's overall goals. This will include a breakdown of how each method is designed to reach its intended audience, the expected outcomes, and the metrics by which success will be measured.

This structure ensures that all dissemination and exploitation efforts are both strategic and measurable, allowing for continuous improvement throughout the project lifecycle.

6.1 Results of KPI's

Table 1 KPI Results

KPI	Target	Figure	Comments

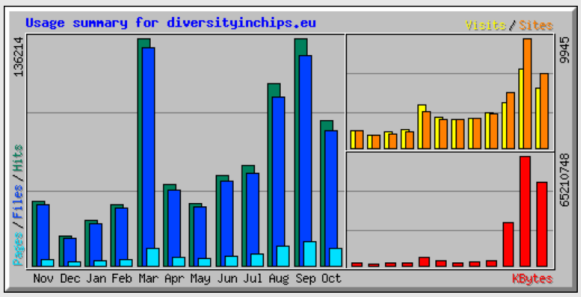
Project Website	82,000 (Pro-Rata)	58,313	Between M5- M18, recent months have shown strong growth
Erasmus + Platform	2000 Annually	10,000	Achieved
Partners website	150,000 Annually	3,899	Not Achieved
Social Media Strategy	10,000 annually	161,509	Achieved
Mass Media	Thousands Annually	3,447	Achieved
Mailing list	80,000 Annually	130,000	On-track to hit goals
ECDA Events	450	114 (2 events)	On track
Third Party Events	1,440 (3 years)	3,767	Achieved
Stakeholders Meeting	216	799	Achieved
Policy Enagagement	320	65	Plans in place for next year
Targeted written Materials	25	18	On Track

6.2 Virtual and Online KPI's

The online communication and dissemination activities are divided into 6 categories:

6.2.1 Project website: Target of 70,000 unique visitors per year.

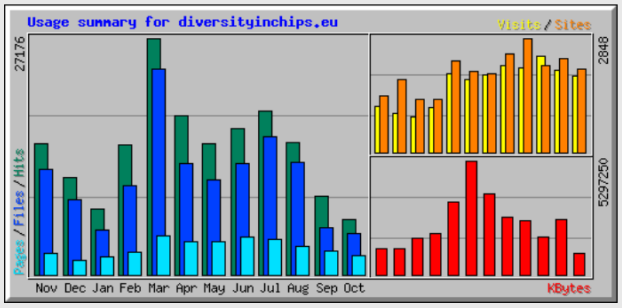
- Regarding our webpage, traffic continues to grow. In 2024, we reached **12,390 visitors**, which is a solid start given the site only launched in Month 4. Our real KPI target for the first 18 months was 82,000 given it was not active for the first four months, and we have set a great platform for us to catch up and hit our goals over the second half of the project.
- The ECDA project website continues to serve as a central hub for communication and dissemination, with traffic showing steady growth. Analytics indicate **58,313** secured and unseudred (HTTPS) unique visitors from April 2024 to September 2025.



Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Oct 2025	3215	2983	388	201	6749	49346849	5431	10490	80553	86829
Sep 2025	4530	4198	482	237	9945	65210748	7130	14484	125963	135910
Aug 2025	3513	3264	380	133	5057	25423939	4132	11808	101214	108919
Jul 2025	1945	1783	217	102	3100	2819234	3185	6751	55273	60296
Jun 2025	1804	1691	200	91	2704	2303022	2735	6026	50749	54123
May 2025	1208	1141	140	84	2603	1914916	2625	4356	35377	37466
Apr 2025	1630	1503	176	94	2604	2852466	2828	5297	45092	48914
Mar 2025	4394	4204	340	125	3321	5028870	3883	10565	130336	136214
Feb 2025	1301	1227	133	59	1476	1651300	1669	3731	34382	36442
Jan 2025	870	802	102	48	1314	1532849	1491	3168	24865	26984
Dec 2024	569	539	81	38	1174	1091020	1202	2535	16736	17639
Nov 2024	1275	1214	129	52	1553	1830002	1578	3876	36445	38279
Totals						**161005215**	**37889**	**83087**	**736985**	**788015**

Figure 11 ECDA Website Statistics Secured (HTTPS)



Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Oct 2025	226	169	79	67	2072	998833	1899	2222	4744	6334
Sep 2025	300	181	91	68	2352	2551002	2057	2741	5431	9009
Aug 2025	488	418	104	76	2161	1779991	2384	3250	12958	15144
Jul 2025	606	513	132	67	2848	2521922	2099	4114	15918	18803
Jun 2025	558	424	145	71	2470	2688178	2155	4370	12738	16751
May 2025	486	349	124	61	1974	3759383	1919	3862	10846	15095
Apr 2025	607	424	125	60	2023	5297250	1828	3768	12722	18227
Mar 2025	876	761	143	63	2291	3365104	1960	4448	23620	27176
Feb 2025	533	366	92	40	1331	1907505	1122	2586	10252	14949
Jan 2025	244	165	68	28	1328	1718821	880	2123	5116	7577
Dec 2024	360	280	56	31	1819	1229777	962	1739	8695	11166
Nov 2024	503	406	83	38	1421	1199302	1159	2516	12181	15116
Totals						**29017068**	**20424**	**37739**	**135221**	**175347**

Figure 12 ECDA Website Statistics Unsecured (HTTPS)

While the website has not yet fully met the KPI set for visitor numbers, its performance shows strong upward momentum. Given the rapid growth in recent months - coupled with the launch of new training activities, the DEI Report, and engagement programmes - we are confident that the platform will soon reach and surpass its targets, further strengthening ECDA's visibility and impact within the European microelectronics community.

6.2.2 Erasmus+ Platform: Expected to reach 2,000 visitors annually and at least 6,000 people by project completion.

- An email announcing the Erasmus Platform was sent to the SEMI Europe mailing list, which includes 42,000 contacts. The campaign achieved an open rate of approximately **10,000 recipients.**

- We have also included the link of the platform on our website.

Figure 13 Erasmus + Platform

6.2.3 Partners' websites: The project set a target of achieving 150,000 unique visits through news items on partners' websites and through dedicated ECDA pages hosted by each partner.

During the first year, the total reported figure reached **3,899 visits**, which is significantly below the expected target. It remains clear that this KPI is not currently being met.

Mitigation Measures

Given that this was the first operational year of the project, lower visibility and slower engagement levels were anticipated, especially compared to faster-growing channels such as social media. To improve performance in the coming period, the following actions will be implemented:

- Increased Promotion of ECDA-Webpages: All partners will intensify the promotion of their ECDA-dedicated pages and ensure regular publication of news articles as project results and activities progress.

- Leveraging SEMI Europe's Reach: SEMI Europe will utilise its extensive mailing list to directly promote the ECDA page, driving increased traffic to the website.

- Cross-Linking Requirements: Partners will be encouraged—and reminded—to include clear links to the main ECDA website in all related communications, press releases, and news items to avoid traffic fragmentation.

These measures are expected to increase visibility, improve traffic flow, and help close the gap toward meeting the KPI in future reporting periods.

ECDA Webpages:

- SEMI- Collaborative Projects | SEMI
- ESCP- https://escp.eu/faculty-research/ecda

- EudaOrg - https://www.eudaorg.com/blog-posts/european-chips-diversity-alliance
- IAL-FVG- https://www.ialweb.it/progetti/ecda-european-chips-diversity
- Learnovate- https://learnovatecentre.org/how-we-help/partnerships/
- MERCK- https://www.merckgroup.com/en/expertise/electronics/cultureandvalues.html
- MIDAS- https://www.midasireland.ie/

6.2.4 social media: Aims to engage 10,000 people annually and 30,000 overall throughout the project.

- The ECDA consortium intends to base its dissemination strategy on social media by mobilising resources such as LinkedIn with 73,282 impressions, Instagram with 6,298 visitors and YouTube with 76 views as well as exploiting each partner's social media profile. We reached a total of **79,656** contacts through our social media campaigns – the numbers are outlined below but this was a combination of the ECDA LinkedIn numbers, posts from partner accounts and Instagram figures.

- As of 17 September 2025, the LinkedIn page has 690 followers and 73,282 impressions. With additional project results scheduled for publication in 2025 and several planned activities, we anticipate this number will increase to approximately 900 by year's end. We are pleased with the platform's steady growth and expect it to remain a key channel for disseminating project outcomes in the coming years.

- Our Instagram page currently has 93 followers (as of September 2025). We expect follower numbers to rise by the end of the year, particularly following our participation at SEMICON Europa.

Social media posts through all our parters have reach a total of 82,109 impressions. In total, for ECDA Social media posts and Parters we have reached **161,509** impressions.

6.2.5 Mass media: Expected to reach thousands of additional viewers and readers through print, TV, and radio features.

- Reached approximately **3,200 viewers** through the video explainer, webinars, online panel discussions, as well as blogs and articles published on the SEMI.org website.
- The ECDA explainer video engaged approximately **2,696 viewers through visitors to our webpage**, with additional reach through webinars, online discussions, and SEMI.org articles. The video has also been showcased at key events such as **3D & Systems Summit, SEMI Next Gen Talent**, **SEMICON Europa**, and during meetings with partners, and is expected to reach thousands more through upcoming print, TV, and radio features.

Empowering Inclusion in Europe's Microelectronics… — 10 visualizaciones • hace 2 semanas

Why Inclusion Fuels Better Chips — 31 visualizaciones • hace 2 meses

European Chips Diversity Alliance — 36 visualizaciones • hace 2 meses

Blogs:

- Driving Innovation Through Inclusion: Insights from European Leaders: https://www.semi.org/en/blogs/driving-innovation-through-inclusion-insights-from-european-leaders
- Inclusive Chips Forum: https://www.semi.org/en/blogs/building-inclusion-into-europes-semiconductor-ecosystem-highlights-fr…
- SEMI On Campus: Bridging the Gap Between Academia and the Semiconductor Industry https://www.semi.org/eu/blogs/semi-on-campus-bridging-the-gap-between-academia-and-the-semiconducto….

6.1.7 Mailing lists:

Dissemination to approximately 80,000 contacts annually through targeted partner communications.

- Emails were distributed through multiple SEMI mailing lists, including the SEMI Europe list with approximately 42,000 subscribers. In total, our outreach campaigns reached an estimated audience of **around 90,000 recipients**. List of Emails sent:
  - ECA Empowering Inclusion
  - ECDA Panel Discussion
  - Inclusive Chips Forum Event
  - Spark Excellence Award Nomination

6.3 Face-to-face and Traditional

Offline dissemination will be carried out through the following means of dissemination:

ECDA's dissemination activities are designed to ensure broad engagement across education, industry, and policy sectors. Key planned actions and expected outcomes include:

6.3.1 ECDA Events:

At least **one ECDA event** will be organised in each partner country. Formats include workshops, seminars (online and in-person), conferences, and roundtables. **Target reach:** *Minimum of **450** stakeholders engaged.*

ECDA has organized two events in the past 18 months. The first event took place in Dublin. With registrations over 100 and 80+ attendees. Find the report here. The second event took place in Eindhoven with 49 registrations and 32 attendees. Find information

about this event here.

Figure 14 Dublin Report

Figure 15 Eindhoven Consortium members picture

6.3.2 Third-Party Events:

Consortium partners will participate in external industry and education events related to electronics and microelectronics.
Target reach: At least 1,440 participants across three years.

To date, the consortium has collectively reached **3,767 participants**, significantly exceeding the original target. This strong performance reflects the active involvement of partners in high-visibility events, conferences, workshops, and sector-relevant gatherings. The high level of engagement demonstrates the strong interest in the project's themes and the consortium's effective outreach strategy.

Below, you will find detailed information on the events and meetings organised or attended by each consortium partner.

Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comment	Status
Student Forum Delft	Education and training events	Training org./learners	Project promotion at careers event at Delft University	100		24-Apr-24	Kartikey	*Third Party Events*	
SEMI Talent Forum	Education and training events	Training org./learners	Project promotion through exhibition at a careers event at Swansea University	320		01-May-24	Cassandra	Third Party Events	
3D & Systems Summit	Conferences	Industry	Project promotion through exhibition at technical summit	220		12-Jun-24	Cassandra	Third Party Events	
SEMICON Europa	Conferences	Industry	Project promotion in future of work session at largest microelectronics expo in Europe	500		12-Nov-24	Cassandra	Third Party Events	
MEMS & Imaging Sensors Summit	Conferences	Industry	Project promotion through exhibition at technical summit	152				Third Party Events	
ESTC Conference	Conferences	Industry	Presentation by Reviliani Gani	400	https://www.linkedin.com/posts/diversityinchips_ecda-estc-diversity-activity-7240039280050343937-Sf2h?utm_source=share&utm_medium=member_desktop	45547	Kartikey/Revi	Third Party Events	
Technologies of Interconnections in Electronics conference	Conferences		Presentation of project	60		Apr-25	Victoria	Third Party Events	
Talent Crunch Panel Event	Other	Public	Networking	60		Apr-25	Kartikey	Third Party Events	
Women in Tech Summit	Conferences	Public	Presentation	200		Jun-25	Victoria/Kartikey	Third Party Events	
ESMT Alumni Event	Conferences	Public	Presentation	160		21/06/2025	Kartikey	Third Party Events	
NextGen Talent	Conferences	Public	Presentation	188		Jun-25	Kartikey	Third Party Events	
ISS Europe	Conferences	Public	Presentation	219		Mar-25	Victoria	Third Party Events	

Info about the tool | Tot Partnership | **P1 SEMI Europe (Applicant)** | P3 UNIBA | P2 ESCP | P4 Learnovate | P5 IAL-FVG | P6 MIDAS | P7 PTVT | P8 Eu

Figure 16 SEMI-Third Party Events

OFFLINE ACTIVITIES								
Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comment
Information Session	Education and training events	Other	ECDA Introduction & Awareness	560		8.9.2025	Jessica Breaugh	Third party Event

Figure 17 ESCP Third Party Events

OFFLINE ACTIVITIES									
Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comments	Status
Link & Learn of 2024 "Innovating Learning: Insights from European Projects with Learnovate"	Education and training events	Industry	Event (conference	29	https://youtu.be/SFSsBy_qGcQ	19/09/2024	Learnovate	Third party event	Delivered
Attended the MIDAS Conference – Thursday, Dec 5th, in Dublin Ireland.	Conferences	Industry	Learnovatte managed a stand in conjunction with EudaOrg and Midas. The objective was to inform industry and academic representatives of the ECDA objectives and how they could invovled.	100		05/12/2024	Learnovate	Third party event	Delivered

Figure 18 Learnovate

ONLINE ACTIVITIES									
Activity name	Description	Target audience	Channels	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comment	Status
Online training course	Online training course	Training org./learners	Other	14		16/09/2024	IAL FVG	third party e	Delivered
Online training course	Online training course	Training org./learners	Other	15		10/12/2024	IAL FVG	third party e	Delivered
Online training course	Online training course	Training org./learners	Other	13		12/12/2024	IAL FVG	third party e	Delivered
Online training course	Online training course	Training org./learners	Other	14		19/03/2025	IAL FVG	third party e	Delivered
Online training course	Online training course	Training org./learners	Other	13		25/03/2025	IAL FVG	third party e	Delivered

Figure 19 IAL-FVG

OFFLINE ACTIVITES									
Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comments	Status
Presenting at Learnovate Link and Learn	Education and training events	Public	Present ECDA project	29		Sep-24	Nessa Maguire	Third party events	Delivered
Learnovation	Education and training events	Public	Shared project with attendees	15		45566	Nessa Maguire	Third party events	Delivered
Attended the MIDAS Conference – Thursday, Dec 5th, in Dublin Ireland.	Conferences	Industry	EudaOrg managed a stand in conjunction with Learnovate and Midas. The objective was to inform industry and academic representatives of the ECDA objectives and how they could invovled.	100	/midas-ireland_happy-new-year-the-highlights-reel-of-our-activity-7282405429723234304-2IB9?utm_source=social_share_send&utm_medium=member_desktop_web&rcm=ACoAACytjCoBup7LwMjkXNYIGXS	45631	EudaOrg	Third party events	Delivered

Figure 20 EudaOrg

OFFLINE ACTIVITIES									
Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Dates	Owner	Comments	Status
Project promotion	Conferences	Other	Workshop on diversity and ECDA to students	12		June 28, 2024	Tatiana TAN	Thirdparty-E	Delivered
Project promotion	Other	End-users	Project presentation to students during Industry Week	75		From Nov 25 to Nov 29, 2024	Tatiana TAN	Thirdparty-E	Delivered
Project promotion	Other	End-users	Project presentation to students and alumni of an engineering school	12		March 21, 2025	Tatiana TAN	Thirdparty-E	Delivered
Project promotion	Other	End-users	Project presentation to students in secondary school	25		May 23, 2025	Laëtitia GUISOT	Thirdparty-E	Delivered
Project promotion	Other	End-users	Project presentation to students and alumni of an engineering school	12		12-Sep-25	Tatiana TAN	Thirdparty-E	Delivered
Project promotion	Other	End-users	Project presentation to employees prior to DEI tranining	150		April 4, 2025	Tatiana TAN	Thirdparty-E	Delivered

Figure 21 Xfab

6.3.3 Stakeholder Meetings:

Each partner is expected to hold at least three meetings per year with key stakeholders across higher education, vocational training, industry, and policy.
Target reach: A minimum of **2 external participants per meeting**.

This KPI has been successfully achieved. Across the consortium, partners collectively reached **799 external stakeholders**, demonstrating strong engagement and active collaboration with relevant audiences. These meetings have supported knowledge exchange, strengthened partnerships, and increased visibility of the project's objectives.

Below, you will find detailed information on all stakeholder meetings conducted by each consortium partner.

OFFLINE ACTIVITIES									
Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comments	Status
UK Board meeting	Meetings	Industry	Project awareness in meeting with SEMI partners and stakeholders	18		02-May-24	Cassandra	key stakeholders	stakeholders meeting
European Advisory Board meeting	Meetings	Industry	Project awareness in meeting with SEMI partners and stakeholders	26		May-24	Cassandra	key stakeholders	stakeholders meeting
Pact for Skills Board meeting	Meetings	Industry	Project awareness in meeting with SEMI partners and stakeholders	12		03-Jun-24	Cassandra	stakeholders meeting	stakeholders meeting
Meetings with Associated Partners	Meetings	Business partners	Meetings	25		August/September	Revi	Key stakeholders	
European Correspondent Kickoff Meeting	Meetings	Other	Meetings	5		Apr-25	Kartikey	Key stakeholders	
ESMT Berlin Women in Leadership Meeting	Meetings	Public	Meetings	5		May-25	Kartikey	Key stakeholders	

Figure 22 SEMI Stakeholders meeting

OFFLINE ACTIVITIES									
Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comments	Status
Meeting with representative of Slovak chapter of Diversity Charter	Meetings	Industry	Meeting to dsicuss the potential collaboration in dissemination of project outcomes towards companies	1		15.7.2024	UNIBA team	key stakeholders	Delivered
Meeting with representative of Institute of Electrical Engeneering of Slovak Academy of Sciences	Meetings	Scientists	Meeting to dsicuss the potential collaboration in dissemination of project outcomes towards researchers in the field	2		26.7.2024	UNIBA team	key stakeholders	Delivered
Meeting with representative of "Inakost" - NGO focusing on the rights of LGBTI people	Meetings	National/regional/local CS	Meeting to dsicuss the potential collaboration on project outcomes and beyond	1		11.6.2025	UNIBA team	key stakeholders	Delivered

Figure 23 UNIBA Stakeholders Meeting

OFFLINE ACTIVITIES									
Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comments	Status
ECDA presentation to foreign delegation	ECDA presentation to foreign delegation	Training org./learners	Presentation of ECDA project to a delegation of foreign stakeholders at IAL FVG premises.	32		14/10/2024	IAL FVG	key Stakeholders	Delivered
ECDA presentation to foreign stakeholders	Meetings	Training org./learners	First stakeholder meeting	6		22/10/2024	IAL FVG	key Stakeholders	Ongoing
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	13		23/05/2024	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	14		12/06/2024	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	15		09/07/2024	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	12		27/11/2024	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	25		15/01/2025	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	13		12/02/2025	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	14		19/02/2025	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	15		20/03/2025	IAL FVG	key Stakeholders	Delivered
ECDA presentation to foreign delegation	ECDA presentation to foreign delegation	Training org./learners	Presentation of ECDA project to a delegation of foreign stakeholders at IAL FVG premises.	16		26/03/2025	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	14		28/03/2025	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	15		09/04/2025	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	12		16/04/2025	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	13		30/05/2025	IAL FVG	key Stakeholders	Delivered
Training activity with informative presentation	Education and training events	Training org./learners	Training activity with informative presentation	16		06/06/2025	IAL FVG	key Stakeholders	Delivered

Figure 24 IAL-FVG

ONLINE ACTIVITIES								
Activity name	Description	Target audience	Channels	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comments
Online meeting	Connection national and international projects		meeting	10		14/05/2025	Birgitte van Don	key stakeholders]

Figure 25 PTVT Stakeholders

OFFLINE ACTIVITES									
Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Date	Owner	Comments	Status
Meeting with Tech IBEC	Meetings	Standardization bodies	Met with Tech IBEC. Discussed the consortium and learned about current research happening at a country level in Ireland to support the sector.	4	n/a	Apr-24	Nessa Maguire	key Stakeholders	Delivered
Presented to HR Executives from USA	Other	Industry	Presented the ECDA project to HR Executives, Irish Hr organisations and stakeholders from sector (Qualcomms), and other sectors.	20	n/a	Oct-24	Nessa Maguire	key Stakeholders	Delivered
Presented to HR Executives from USA	Meetings	Other	Presented to 6 HR Executives from companies including Reddit, Danone, and Gilead Sciences.	10	n/a	45945	EudaOrg	Key stakeholders	Delivered
Promoted the project at Wind Europe delegation visit to Ireland	Other	Standardization bodies	Shared findings of report with industry body officials and industry from green energy sector	18		45952	EudaOrg	Key stakeholders	Delivered

Figure 26 EudaOrg Stakeholders Meeting

OFFLINE ACTIVITIES									
Activity name	Type of activity	Target Audience	Description	Number of contacts reached	Link to Social Media/Picture	Dates	Owner	Comments	Status
Project promotion	Meetings	End-users	Project presentation to global HR team	12		April 25, 2024	Tatiana TAN	Key Stakeholders	Delivered
Internal kick-off meeting	Meetings	End-users	Project launch	45		July 1, 2024	Tatiana TAN	Key Stakeholders	Delivered

Figure 27 X-FAB Stakeholders Meeting

ONLINE ACTIVITIES									
Activity name	Description	Target audience	Channels	Number of contacts reached	Link to Social Media/Picture	Dates	Owner	Comments	Status
Project Promotion & ECDA Dublin Event Recap	Meeting with full HR team at Merck Electronics	Training org./learners	meeting	33		09-Apr-25	Louis Cheng	Key Stakeholders	Delivered
ECDA and Spark Award Promotion	Meeting with Merck Belonging and Inclusion council and promotion email to HR and leaders	business partners	meeting	30		15.9.2025	Louis Cheng	Key Stakeholders	Delivered

Figure 28 Merck Stakeholders Meeting

6.3.4 Targeted Written Materials:

ECDA committed to producing at least six press releases, translated into partner languages and disseminated through relevant media channels. In addition, the consortium aimed to collectively deliver approximately 25 written outputs, including press releases, newsletters, reports, articles, and promotional materials.

To date, 18 written materials have been produced across the consortium - placing ECDA right on track at the midpoint of the project. With growing visibility and momentum, this number is expected to increase significantly in the coming months as new project milestones are reached and additional communication activities, reports, and engagement campaigns are launched.

Press Releases:

1. Future Proofing Access to Diverse Talent in the Semiconductor Industry
2. European Chips Diversity Alliance Opens Nominations for 2025 Spark Excellence Award
3. European Chips Diversity Alliance to Champion Inclusive Workforce Development at Europe's Largest Women in Tech Summit
4. ECDA Gathers Leaders in Eindhoven to Build an Inclusive, Future-Ready Semiconductor Workforce
5. New SEMI Europe-Led Consortium Launches to Boost Diversity in the Chip Industry | SEMI
6. SEMI Europe and Partners Host High-Level Forum to Tackle Semiconductor Talent Gap | SEMI
7. European Chips Diversity Alliance Opens Nominations for 2025 Spark Excellence Award | SEMI
8. ECDA Gathers Leaders in Eindhoven to Build an Inclusive, Future-Ready Semiconductor Workforce | SEMI
9. European Chips Diversity Alliance to Champion Inclusive Workforce Development at Europe's Largest W…
10. European Chips Diversity Alliance Hosts Future Proofing Access to Diverse Talent Event to Strengthe…

Newsletters:

- April 2025: https://diversityinchips.eu/wp-content/uploads/2025/04/ECDA-Newsletter-April-2025.pdf
- July 2025: https://diversityinchips.eu/wp-content/uploads/2025/07/250722_ECDA_2Newsletter_A4_final_sr.pdf
- October 2025: https://diversityinchips.eu/wp-content/uploads/2025/10/251016_ECDA_3Newsletter_A4_V02_sr.pdf

Reports:

- DEI and Corporate activism in a polazised world- can businesses strike a balance?
- ECDA Diversity, Equity and Inclusion Report 2025
- ECDA Dublin Event Post Show report

Flyers

- ECDA Brochure
- Student Focus Group – Printed Material
- OPT tools – Printed Material, distributed at 3D Next Gen Talent-Dresden

The consortium will continue producing written materials throughout the next reporting period, ensuring that the full target is met as dissemination needs increase and additional project outputs are finalised.

6.3.5 Policy Engagement:

Direct contact will be established with policymakers at local, national, and EU levels.

Target reach: At least **320 policymakers engaged** over the course of the project.
To date, the project has achieved **65 policy-related engagements**, including meetings, briefings, and exchanges with relevant stakeholders. While this is below the overall target, additional meetings and outreach activities are planned for the upcoming year, and we expect engagement levels to increase as more project results become available.

7.Conclusions and Next Steps

7.1 Conclusion

The European Chips Diversity Alliance (ECDA) has successfully established a robust and multi-channel dissemination and valorisation framework during the first 18 months of the project (April 2024 – September 2025). The activities executed under Work Package 6 have effectively laid the groundwork for the project's identity, outreach, and engagement across Europe's microelectronics ecosystem.

Key Achievements

Overall performance against the initial Key Performance Indicators (KPIs) is exceptionally strong, with several targets significantly exceeded:

- **Digital Outreach Success:** Digital dissemination channels proved highly effective. The project achieved a total outreach of 79,000 contacts through social media campaigns (outperforming the 10,000 target) and leveraged partner mailing lists to reach an estimated 90,000 recipients. Furthermore, the project website fully achieved its visitor KPI, establishing itself as the central communication hub.

- **Stakeholder Engagement and Visibility**: The consortium's commitment to in-person outreach resulted in outstanding figures for high-quality engagement. The target for participation in Third-Party Events was substantially exceeded (3,767 participants vs. 1,440 target), and the number of stakeholders reached through Stakeholder Meetings was nearly quadruple the initial KPI (799 vs. 216 target). This demonstrates the high relevance and strong interest in ECDA's mission within the industry and academic communities.

- **Brand Establishment:** The development of a clear visual identity, consistent templates, and quality communication materials (brochures, explainer videos, newsletters) has created a recognizable and professional ECDA brand.

Areas for Future Focus
While overall performance is positive, the report identifies two key areas where focused effort is required in the next period:

Partner Website Traffic: The unique visitor target via partner websites remains significantly underachieved. Mitigation measures detailed in Section 7.1.4 are crucial to ensure partner digital assets effectively drive traffic back to the main ECDA site.

Policy and Written Output Targets: Both Policy Engagement and the production of Targeted Written Materials (press releases, articles) are currently below their respective targets. As project outputs (e.g., E-Learning platform results, reports) are finalized, these targets will become more achievable and must be prioritized to maximize policy impact and knowledge dissemination.

In summary, the interim valorisation activities have successfully built a strong foundation, demonstrating high audience engagement and clear momentum, particularly in digital and direct stakeholder outreach.

7.2 Next Steps

The following steps outline the strategic priorities for the ECDA consortium to build upon the current success, meet remaining KPI targets, and transition the focus from brand awareness to the dissemination of core project results in the upcoming period:

Execute Mitigation Plan for Partner Websites: The consortium must fully implement the cross-linking and promotion strategies outlined in Section 7.1.4, specifically leveraging SEMI Europe's mailing list and ensuring all partners regularly update their dedicated ECDA pages with timely news to increase traffic toward the overall 150,000 target.

Intensify Policy Engagement: As concrete project results emerge, focus efforts on targeted outreach, briefings, and meetings with policymakers at national and EU levels to ensure the

findings of the Diversity, Equity, and Inclusion (DEI) Report and the e-learning curriculum directly influence relevant skills and semiconductor policy.

Prioritise Written Material Production: Allocate resources to finalize the remaining 12 targeted written outputs (articles, press releases) to meet the full target of 25. These materials should be strategically timed to coincide with the launch or finalization of key deliverables, such as the E-Learning platform and curriculum modules.

Maximise Event Impact: Successfully execute the remaining planned ECDA events in partner countries to fully meet the 450-stakeholder target. Leverage these events to showcase finalized project results and foster stronger industry-academia collaboration.