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Executive Summary

The communication strategy for the S4AI Hub outlines a comprehensive and actionable framework to ensure strong visibility, engagement, and impact of the Hub's activities across Serbia and within the European digital innovation ecosystem. Its main objective is to support the S4AI Hub's mission of accelerating digital transformation through the adoption of artificial intelligence (AI), high-performance computing (HPC), and advanced digital skills—particularly among SMEs, startups, public institutions, and the research community.

The approach is based on a multi-layered communication model that includes umbrella (strategic positioning), segmented (targeted messaging), and operational (action-driven) communication. This ensures alignment of the Hub's public presence with project goals while adapting to different user profiles and regional contexts. Communication efforts are planned in line with the four project phases: awareness and positioning, user activation, result promotion, and sustainable visibility with international collaboration.

Key findings emphasize the importance of localized and inclusive messaging, tailored to the specific needs and knowledge levels of target groups. The strategy proposes the use of digital channels, direct outreach, media relations, events, and strong partner involvement to establish the Hub as a national reference point for AI adoption and digital innovation.

The document provides clear messaging guidelines, channels, tools, and evaluation mechanisms, including KPIs to monitor reach, engagement, and impact. It highlights the need for simple, inspiring, and user-oriented language that builds trust and encourages participation.

Limitations include the complexity of coordinating multiple partners with diverse audiences and the risk of inconsistent messaging if guidelines are not fully adopted. However, the strategy addresses these risks through a centralized coordination system and standardized communication resources.

In summary, this strategy equips the S4AI Hub with a clear roadmap to communicate effectively, build long-term stakeholder relationships, and position itself as a key enabler of Serbia's digital transformation—both nationally and at the EU level.

2. Abbreviations and acronyms

Abbreviation / Acronym	Description
AI	Artificial Intelligence
EDIH	European Digital Innovation Hub
SME	Small and Medium-sized Enterprises
DMA	Digital Maturity Assessment
IoT	A network of interconnected devices and systems that collect and exchange data through the internet.
CDT	Center for Digital Transformation
IVI	Institute for Artificial Intelligence Research and Development of Serbia
STP	Science and Technology Park
TBI	Test Before Invest
NTP	Science and Technology Park
PR	Public Relations
EEN	Enterprise Europe Network
FOS	Faculty of Organizational Sciences
KPIs	Key Performance Indicators

3. Background

The present document represents Deliverable D.6.1 Dissemination and Exploitation Strategy within the Flagship Project S4AIHUB (Serbian European Digital Innovation Hub on AI), as outlined in the project agreement. This deliverable fulfills the requirements of Task 6.1 Development of Communication Strategy and Marketing Plan. The strategy development process involved comprehensive analysis of target audiences, market trends and competitor approaches to inform the creation of an integrated communication framework. This framework establishes clear messaging priorities, identifies optimal communication channels spanning digital and traditional platforms, and outlines engagement methodologies tailored to different stakeholder groups. A complementary marketing plan has been developed to implement targeted awareness campaigns and participation drivers, supported by robust monitoring and evaluation mechanisms to measure impact and enable continuous optimization. Collectively, these elements support S4AIHUB's strategic mission to position Serbia as a recognized center for AI innovation while ensuring effective stakeholder involvement and sustainable project outcomes.

4. Objective/Aim

This document has been prepared to provide a comprehensive communication strategy for the S4AI Hub, outlining the framework, tools, and messaging necessary to ensure visibility, engagement, and alignment with the project's overall mission.

The primary objective of this deliverable is to establish a coherent and targeted communication strategy that reinforces the S4AI Hub's role as a national and European center for digital innovation. It aims to:

- Raise awareness about the Hub's services and impact;
- Engage key target groups including SMEs, startups, public institutions, researchers, and investors;
- Promote the adoption of artificial intelligence, high-performance computing, and digital skills;
- Foster trust and build long-term relationships with stakeholders;
- Ensure consistency and coordination among project partners in all communication activities.

This strategy directly contributes to the goals of the **S4AIHUB Flagship Project**, particularly in ensuring broad outreach, inclusive participation, and European visibility of the Hub's initiatives and results.

5. Introduction

Communication is a key element in the implementation of the S4AI Hub project, whose core mission is to advance digital transformation and promote the widespread adoption of artificial intelligence (AI) among small and medium-sized enterprises (SMEs), startups, public institutions, and research and development organizations in Serbia. Through carefully planned communication, all relevant stakeholders will be informed, engaged, and motivated to use the Hub's services, contributing to the expansion of innovative technologies and strengthening Serbia's digital competitiveness, particularly in less developed regions.

The purpose of this strategy is to provide a solid framework for carrying out communication activities throughout all phases of the project, ensuring visibility of results, increased user engagement, and the development of a strong institutional identity for the S4AI Hub at both national and European levels.

The S4AI Hub is envisioned as one of the key national and regional actors in the process of digital transformation, with a focus on the practical and strategic application of artificial intelligence. This communication strategy is designed to ensure consistent, clear, and effective exchange of information throughout the project's lifecycle, ultimately positioning the Hub as a reference point for digital innovation.

5.1. PROJECT DESCRIPTION

The **S4AI Hub** is part of the **European Digital Innovation Hub (EDIH)** initiative, which aims to **support the digital transformation of the economy and public sector in Serbia**, with a focus on the application of **artificial intelligence (AI)**, **high-performance computing (HPC)**, and **advanced digital skills**. As a member of the **European network of EDIHs**, S4AI Hub connects **knowledge, technology, and support** to help organizations **harness the potential of digital technologies** and **improve their competitiveness**.

The **mission** of the S4AI Hub is to become a **central point of support for digital and AI-driven transformation in Serbia**. Its role is to provide **systematic and accessible support** to a variety of stakeholders, including **SMEs, startups, public institutions, and academic centers**, with the goal of **boosting their competitiveness and innovation potential**.

The **vision** of the S4AI Hub is that by **2027**, it will be recognized as a **European center of excellence** for the development and application of digital innovations in **strategic sectors in Serbia**—such as the **food industry, ICT sector, mechanical engineering, future manufacturing processes, and creative industries**. In addition, the Hub is tasked with connecting domestic actors with knowledge, markets, and funding opportunities from the European Union.

The thematic pillars of the S4AI Hub include three key directions:

1. **Artificial Intelligence (AI)** – Encompasses the development and application of solutions in machine learning, computer vision, natural language processing (NLP), process automation, and the Internet of

Things (IoT). This technology enables businesses and institutions to improve their business models, services, and internal processes.

2. **High-Performance Computing (HPC)** – Provides infrastructure for processing large datasets, simulations, and the development of complex models, including digital twins and advanced AI prototypes.
3. **Advanced Digital Skills and Competencies** – Focuses on education through targeted trainings, bootcamps, and specialized programs such as the Digital Academy, AI Tech Class, and Spin-off Academy, aiming to strengthen human capital in industry, the public sector, and academia.

Partners – Who makes up the S4AI Hub?

The **S4AI Hub** is composed of a **consortium of seven leading institutions** from the fields of **science, technology, and entrepreneurship** in Serbia, collectively covering a **broad spectrum of expertise and target groups**:

- **NTP Niš** – The S4AI Hub is composed of a consortium of seven leading institutions from the fields of science, technology, and entrepreneurship in Serbia, collectively covering a broad spectrum of expertise and target groups;
- **NTP Čačak** – an innovation center for central and western Serbia, with direct access to production sectors;
- **ICEF (School of Electrical Engineering, University of Belgrade)** – a research and development center with expertise in AI, robotics, IoT, and software engineering;
- **Institute for Artificial Intelligence Research and Development of Serbia (IVI)** – positions Serbia as a relevant player in AI and machine learning through scientific research, technology transfer, and the development of innovation leaders. Headquartered in Novi Sad, with offices in Belgrade and Niš;
- **CDT (Center for Digital Transformation)** – national coordinator for digital transformation and consultancy support for SMEs;
- **ICT Hub** – an organization specializing in innovation, corporate transformation, and startup investment;
- **Cluster Ni-CAT** – an IT business cluster with experience in the development of digital solutions and internationalization of innovation.

In addition to its core partners, the Hub also includes **regional RISC centers, universities, faculties, and research institutes**, ensuring nationwide reach and access to specialized expertise in fields such as engineering, technology, chemistry, security, energy, and education.

Geographic Scope

The S4AI Hub operates **across the entire territory of Serbia**, with a **particular focus on less developed and digitally underserved regions**, specifically:

- **Southern and Eastern Serbia**
- **Šumadija and Western Serbia**

Although it operates nationwide, the S4AI Hub places special emphasis on working in underdeveloped regions—such as Southern, Eastern, Šumadija, and Western Serbia. These regions **exhibit a low level of digital maturity and limited access to knowledge and innovation**. Through local initiatives, training programs, and outreach

caravans, the Hub seeks to make digital innovation accessible to all—regardless of company size, location, or sector.

5.2. ENVIRONMENTAL ANALYSIS

An effective communication strategy must be based on a realistic analysis of the broader and immediate environment in which the S4AI Hub operates and evolves. The environmental analysis includes identifying key challenges, opportunities, and specific characteristics within Serbia's technological, social, institutional, and media landscape.

External Environment – The context of digital and AI transformation in Serbia

Low level of digital maturity: According to DESI (Digital Economy and Society Index) reports, Serbia consistently scores below the EU average, particularly in areas such as **integration of digital technologies in business** and **digital skills among the workforce**. Only 53% of citizens possess basic digital skills, while the number of ICT professionals remains insufficient for a sustainable digital transformation.

Widening regional disparities: Belgrade generates approximately **40% of Serbia's GDP**, while regions such as **Jablanica, Pirot, or Toplica** have a GDP per capita more than three times lower. This creates a clear opportunity for targeted communication efforts in **Southern and Western Serbia**, where there is also less exposure to innovation and support programs.

Underdeveloped AI landscape: Although Serbia has some notable AI success stories (e.g. **Seven Bridges** in bioinformatics, **Things Solver** in data science, and IVI's AI research in Novi Sad), **the systemic application of AI in business and public administration is still in its infancy**. Many companies and institutions lack a clear understanding of how and why to use artificial intelligence.

Low awareness of donor and EU programs: According to research by NALED and CDT, **over 90% of SMEs in Serbia have never accessed EU funds**, and up to **80% have never participated in digitization support programs**. There is a need for a narrative that demystifies "where and how to start."

Internal Environment – State of the ecosystem and S4AI Hub partners

A rich but fragmented ecosystem: The S4AI Hub brings together key players such as **NTP Niš, NTP Čačak, ICEF, IVI, ICT Hub, CDT, and Cluster Ni-CAT**. Each institution has specific target groups, regional influence, and communication practices. However, there is currently no unified narrative or shared brand to attract a broader range of users.

Communication barriers among target audiences:

- **SMEs and traditional industries** often perceive digitization as an "expensive cost" rather than a strategic investment.
- **The public sector**, especially at the local level, lacks staff with digital skills and has limited understanding of AI's role in service efficiency.
- **Startups and spin-offs** often lack knowledge in market validation, business model development, or access to investment.

- **The academic sector** has resources, but often remains within the bounds of academic research, lacking business orientation.

Key market and community actors

- **CDT (Center for Digital Transformation):** Over 4,000 companies have undergone digital maturity assessments using CDT's tools.
- **AI startups:** Examples include Anari AI, Tenev AI, Kredium, Joberty – already successful, but with limited connections to the SME sector.
- **Business incubators and RISC network:** Including ZIP Piroć, RISC Kruševac, RISC Novi Pazar, etc. – key channels for direct communication with innovators in smaller communities.
- **Educational institutions:** School of Electrical Engineering, Faculty of Sciences, Faculty of Organizational Sciences, Faculty of Technical Sciences – possess labs and resources, but are weakly linked to local businesses.

Communication opportunities and challenges

Opportunities:

- High community interest in practical educational and testing programs (bootcamps, TBI).
- Willingness of the media to cover AI as a "topic of the future".
- Connection with the European EDIH and EEN networks – opportunity for B2B visibility.
- Local success stories that can be shared as case studies and showcases.

Challenges:

- Low awareness of the concrete benefits of digitization and AI.
- Technical terminology that alienates the broader audience.
- Distrust toward "free" programs as having real value.
- Lack of communication continuity between project phases (e.g. users hear about the bootcamp but not about the TBI phase).

5.3. COMMUNICATION OBJECTIVES

The communication objectives of the S4AI Hub strategy stem from the project's broader mission and the need to establish a strong public presence through clear, consistent, and engaging communication. The aim is for communication to be not merely informative, but transformational—to raise awareness, change behavior, and reshape perceptions regarding digital transformation and the adoption of AI technologies.

The communication objectives of the S4AI Hub are rooted in the need to:

1. **Increase visibility of the Hub as a central point for digital transformation,**
2. **Engage target groups in using specific services,**
3. **Build bridges of trust between the innovation ecosystem, the private sector, public institutions, and the research community.**

Based on this, the following key communication objectives are defined:

1. **Increasing the visibility of the S4AI Hub-** The goal is for the general public and key stakeholders at the national, regional, and local levels to recognize the S4AI Hub as a central point of knowledge, support, and innovation in the fields of artificial intelligence and digital transformation. Communication activities will be aimed at positioning the Hub as a relevant and trustworthy partner for businesses, institutions, and individuals.
2. **Education and awareness raising** -One of the core objectives is to educate target groups on the potential and practical application of artificial intelligence, HPC, and digital tools. Through strategic communication, complex and technically demanding topics will be presented in a simple, accessible, and relevant way, in line with the capacities and interests of various users.
3. **Engaging users and partners** The strategy aims to motivate target groups to take action—whether it be applying for training programs, using pre-investment testing services, attending events, or requesting expert support. In this sense, communication must be not only informative, but also inspiring and user-oriented.
4. **Building trust and credibility**-In an environment often skeptical of new initiatives, especially in the domain of public-private cooperation, it is essential to develop communication that builds trust. Transparency, clearly presenting results and real-world examples, and amplifying the voices of users and partners will contribute to the credibility of the Hub and the long-term loyalty of its users.
5. **Supporting internationalization and European recognition**-Through communication efforts, the Hub will also be positioned on the European map of digital innovation hubs. The goal is to achieve recognition beyond Serbia's borders by producing bilingual content, utilizing international channels, and engaging in EU partnerships and networks.
6. **Promoting results and impact**-Ongoing communication will highlight the Hub's achievements—both quantitative (number of users, programs, events) and qualitative (examples of successful transformations, user testimonials, case studies). These outputs will form the basis for evidence-based communication toward decision-makers, the general public, and potential investors.

These objectives are designed to address the specific challenges of the environment and to support the implementation of all programmatic activities of the Hub.

5.4. TARGET GROUPS

The S4AI Hub communication strategy defines clearly profiled target groups with which it aims to establish two-way, structured, and relevant communication. Proper identification and understanding of these groups enable a more effective selection of channels, messages, and tactics, and increase the likelihood that messages will have a real impact—by raising awareness, driving engagement, and strengthening trust.

5.4.1. Profiling Target Groups

To achieve the communication objectives of the S4AI Hub, it is essential to precisely define and understand the target groups—who uses the Hub's services, who acts as a message carrier (intermediary), and who shapes the broader public narrative. Communication will be tailored to each segment in line with their needs, level of knowledge, and expectations.

Primary target groups (users of Hub services):

1. **Small and medium-sized enterprises (SMEs)** – especially those operating in the manufacturing, food industry, ICT sector, and creative industries. The focus is on companies seeking to improve their business processes, product quality, or market position through the use of advanced technologies. This group needs clear information, concrete benefits, and practical success stories.
2. **Startups, scaleups, and spin-offs** – particularly those developing solutions in AI, IoT, software engineering, automation, and related fields. The startup community is largely digitally literate, but requires technical and mentoring support, visibility, and market access. Communication should be dynamic, focused on opportunities, partnerships, and network expansion.
3. **Public sector and local governments** – including educational institutions, public enterprises, and the health sector. These organizations are key players in societal digital transformation, but often lack the capacity for strategic innovation management. Communication must be educational, emphasizing institutional benefits and collaboration opportunities.
4. **Research community** – universities, research centers, and individual researchers involved in the development of technology, AI, and data science. This group holds critical knowledge and innovation potential, and communication should recognize their expertise, offering collaboration invitations and opportunities to co-develop and test solutions.

Secondary target groups (intermediaries and ecosystem enablers):

1. **Business support and advisory organizations** – including ministries, state agencies, and international organizations. For the sustainability and institutional strengthening of the Hub, it is vital to be perceived as a credible partner in implementing national and EU digitalization policies. Communication should highlight strategic outcomes, relevance, and systemic impact potential.
2. **Investors, funds, and grant programs** – including private equity funds, banks, development agencies, and European programs. The goal is to present the Hub as a breeding ground for viable and market-ready solutions, thereby increasing its attractiveness for investment.
3. **Media and the general public** – including tech enthusiasts, students, educators, and potential users who are yet to identify their interest. Communication to this group should raise general awareness of the importance of digital transformation, humanize technology, and position AI as a tool for improving everyday life.

5.4.2. Key Messages by Target Group

1. Small and Medium-Sized Enterprises (SMEs, mid-caps)

Focus: Practical support, risk reduction, time and resource savings.

“Not sure how to introduce new technologies into your business?

The S4AI Hub offers concrete steps—no complications.”

“Boost operational efficiency without major investments—with expert support and pre-investment testing.”

“Digital solutions aren't just for big players—we're here for you.”

2. Startups, scaleups, and spin-offs

Focus: Access to knowledge, testing environments, and investors.

“Got an idea? We’ll help you turn it into a product and connect with the market.”
 “From the lab to the market—S4AI Hub is your partner in growth.”
 “Test, validate, and get investor-ready—all in one place.”

3. Public sector (local governments, institutions)

Focus: Efficiency, simplicity, and digital process support.

“Digital solutions for faster, more transparent, and better public services.”
 “We support you every step of the way—from idea to implementation.”
 “You don’t need an IT team to be innovative—we’re here to help.”

4. Research institutions and universities

Focus: Knowledge transfer, practical research application, industry collaboration.

“Your research deserves real-world impact—we connect you with actual needs.”
 “Together, we build bridges between science and industry—through projects, testing, and joint initiatives.”
 “Offer your students and colleagues hands-on experience through the S4AI Hub network.”

5. Investors and funds

Focus: Validated projects, partnerships, investment opportunities.

“Access Serbia’s top AI and deep tech projects—expertly supported and market-ready.”
 “S4AI Hub connects you with innovative teams ready for the next step.”
 “Invest in solutions already tested, validated, and developed in controlled environments.”

6. Media and general public

Focus: Understanding the importance of digital innovation, accessible success stories.

“Artificial intelligence is no longer the future—it’s the present. And Serbia has something to show.”
 “From garage ideas to market-ready products—inspiring stories are born at the S4AI Hub.”
 “Technology for people, not robots—digital innovation serving society.”

5.5. COMMUNICATION APPROACH AND STRATEGIC FRAMEWORK

The communication approach of the S4AI Hub project is based on the principles of inclusiveness, clarity, and adaptability, with the goal of ensuring that information about the Hub’s activities, services, and results is accessible and understandable to all target groups—regardless of their level of technical knowledge, digital maturity, or

geographic location. In this sense, the strategy goes beyond mere promotion and focuses on building relationships with users, partners, and the broader community.

The starting point of the communication approach is the understanding that successful digital transformation is not solely a technological issue, but a process that requires mindset change, trust building, and capacity development. Therefore, the strategy combines educational, motivational, and promotional elements through a multi-channel and multi-layered communication framework.

The strategic framework includes the following key directions:

From complexity to clarity – Artificial intelligence and high-performance computing are often perceived as complex and abstract domains. Communication must simplify these concepts and translate them into tangible user benefits, using application examples, real-life stories, and visually accessible content.

From central to local – Although the Hub has national relevance, much of its value lies in its local presence, particularly in less developed areas. The strategy foresees localized campaigns, events, and content that will help build recognition and trust in different regions.

From informing to engaging – Communication will not be one-directional. Instead of merely informing, the focus will be on engaging users in dialogue, encouraging interaction, and co-creating content—through workshops, interviews, feedback-based campaigns, and user-generated stories.

From theory to practice – Rather than highlighting only scientific and technical aspects, the communication will focus on the practical value and concrete solutions offered by the S4AI Hub—whether through pre-investment testing, training, mentorship, or technical assistance.

From isolated actors to networked cooperation – Hub partners will be actively included in communication activities through joint appearances, local media initiatives, and aligned messaging, to ensure a cohesive project voice and visibility across multiple fronts.

From local to European – In addition to domestic audiences, communication will target the European expert community and the EDIH network. Content will be bilingual, highlighting international results, best practices, and partnerships.

Through this communication setup, the S4AI Hub will not just talk about innovation—it will apply innovation to how it communicates. The strategy aims to inform, empower, and inspire, building long-term relationships that extend beyond the project's formal conclusion.

The S4AI Hub's communication approach is also multi-layered, functioning on three complementary levels, enabling strategic positioning, target group activation, and operational support for specific project activities. This ensures that every message—regardless of format or channel—is aligned with the project's overall goals and adapted to the user's context.

1. Umbrella Communication

“Positioning the S4AI Hub as the national center for innovation through AI application”

- The main narrative that frames all communication.
- Focuses on trust-building, recognition, and the strategic image of the Hub as the go-to place for tech support.
- Emphasizes the broader social and economic value of digital transformation and AI in Serbia.
- Goal: long-term positioning of the Hub as a relevant player in the national and European innovation landscape.

Example message:

“S4AI Hub is your entry point to the digital future. We connect ideas, people, and technologies.”

2. Segmented Communication

Targeted communication by audience, theme, and region

- Messages, formats, and tone are adapted to specific target groups—SMEs, startups, public sector, research institutions, investors.
- Thematic priorities (e.g. AI in healthcare, education, manufacturing) and regional context are taken into account.
- Personalized channels are used: events, CDT, LinkedIn, newsletters, local media, expert networks.

Example:

In Southeast Serbia – focus on testing and understanding the benefits of digitalization.

In Belgrade – focus on investor connections and solution internationalization.

3. Operational Communication

Delivering clear, timely information about activities—calls, programs, events.

- Communication that drives specific actions (e.g. applying for a bootcamp, joining a workshop, registering for TBI).
- Core formats: website, social media, email campaigns, promotional materials, direct outreach.
- Tone is clear, direct, focused on "what, how, when, and why."

Example message:

“Apply for the Digital Bootcamp by October 5 and develop your digital strategy with expert support.

Cohesion across all communication levels

Effective communication within the S4AI Hub relies on a clearly defined structure of messages and actions across all levels—from strategic positioning to day-to-day operational efforts. These levels are interconnected, forming a single narrative that ensures consistency, recognizability, and impact.

At the top is umbrella communication—the strategic layer that builds the Hub’s image and credibility as a national and European center for digital innovation. It defines values, tone, and vision, and sets the framework for partner alignment.

The next level is focused communication, translating the strategic narrative into specific messages tailored to target groups—whether they are SMEs, startups, institutions, or researchers. This ensures relevance and resonance with the intended audience.

From these two layers stems operational communication, which is closest to users and encourages action—enrollment in training, participation in events, service usage, and so on. It is tactical and day-to-day, but draws strength from the trust and structure built at higher levels.

To ensure consistency and coherence, the Hub will develop detailed communication guidelines for all partners. These will include visual identity rules, tone of voice, key messages by target group, and recommended channels and formats.

In doing so, the S4AI Hub will speak with “one voice” across public appearances, digital content, promotional materials, and partner initiatives—clearly, credibly, and cohesively, no matter who delivers the message.

Multi-layered communication approach of the S4AI Hub

How is communication tailored to different target groups?

For messages to have an impact, communication must be adapted to the specific characteristics of each target group—in terms of language, values, format, and channels. The following are guidelines by group:

Applied Communication			
Target Group	Communication Tone	Message Focus	Channels
MSP, mid-cap companies	Practical, supportive, business-oriented	<i>“How can technology practically improve your business?”</i>	Local events, CDT network, local media, LinkedIn, email/newsletter
Startups, Spin-off Teams	Motivational, expert, dynamic, professional	<i>“The Hub as your partner for growth and scaling”</i> <i>“This is your chance to test and scale”</i>	Newsletter, pitching events, Instagram, LinkedIn, Discord
Public Sector	Educational, trustworthy, institutional	<i>“Digital solutions for more efficient citizen services”</i> <i>“Tools for transparency and efficiency in public service”</i>	Direct communication, expert forums, conferences, local media, PR

Applied Communication

Target Group	Communication Tone	Message Focus	Channels
Research Community	Expert, collaborative, partnership-based	<i>"Connecting science and market through real-world projects"</i> <i>"We bridge science and market—together"</i>	EDIH website, EDIH networks, partner institutions, academic networks
Investors and Funds	Credible, strategic, analytical	<i>"Access to validated solutions and markets"</i> <i>"Market-ready, validated projects"</i>	Pitching events, B2B forums, closed-door meetings, tech/business portals, PR
Media, General Public	Inspirational, informative, socially relevant	<i>"The importance of AI and innovation for Serbia's development"</i> <i>"These are the people and solutions changing our daily lives"</i>	PR, columns, TV/radio appearances, digital channels, online portals, featured articles

The Role of Partners in Communication

The partners of the S4AI Hub play a crucial role in enabling two-way communication—not only do they convey the Hub's narrative and messages to their local communities, but they also bring back valuable insights and feedback from the field, ensuring that communication remains relevant, accurate, and aligned with user needs.

Communication takes place within three main scenarios in which active involvement of partners is expected:

1. When a partner promotes a joint event or Hub project activity: The partner uses the S4AI Hub's visual identity and communicates in accordance with predefined visual and communication guidelines. This includes the use of the S4AI Hub logo, colors, visuals, and hashtags. It is essential that every piece of communication clearly highlights that the activity is part of the national S4AI Hub initiative, with a link to the central platform or open call.

Although the partner uses its own communication channels (website, social media, newsletters), the messages must be aligned with the Hub's narrative. This means emphasizing the shared goal, while using a local tone to further engage the community. For example, the Science and Technology Park Čačak may announce the "Digital Bootcamp" using localized language and a direct invitation ("apply here in Čačak"), while clearly framing the event within the national S4AI Hub initiative.

2. When a partner promotes its own activity within the Hub (e.g. a workshop or training under WP3): Partners are free to use their own tone and communication style, but must clearly state that the activity is carried

out as part of the broader objectives and support of the S4AI Hub initiative. In such cases, the “powered by S4AI Hub” logic applies—the Hub’s identity doesn’t need to be dominant, but it must be clearly and visibly present.

For example, the organization CDT can promote its “AI Tech Class” program by emphasizing its methodology and network, but should always include a reference such as: “This program is delivered as part of the national EDIH platform – S4AI Hub.”

3. When promoting results and success stories (e.g. pilot, TBI validation, case study): Results are jointly amplified through two-way communication. The partner uses their own channel to highlight the end user’s success, while the Hub incorporates these stories into its umbrella communication—through reports, videos, case studies, and posts on European platforms.

In this way, the person or company featured in the case study becomes a kind of ambassador of the Hub, regardless of their geographical location. This creates a strong emotional and professional connection between the user and the project, while successful practices receive the visibility and recognition they deserve.

The role of partners in communication is therefore multifaceted: they are at once local messengers, content creators, and sources of feedback that help ensure the communication evolves in step with the real needs of the community.

Communication Coordination System

To ensure that all partners have a consistent approach and speak with “one voice” within the S4AI Hub, a comprehensive communication support system will be established. First and foremost, a centralized communication repository will be created, containing all key elements of the Hub’s visual and content identity: logos, branded visuals, post templates, slogans, as well as PowerPoint presentations and promotional materials.

In addition, a monthly communication calendar will be developed and regularly updated, including planned events, open calls, PR activities, and other key moments. This calendar will help partners synchronize their communication efforts with the central activities of the Hub, ensuring maximum visibility and message effectiveness.

To provide additional support, each partner will have a designated person responsible for communication, as well as access to the central Hub communication team, available for consultation, content creation, message localization, and all other aspects that contribute to communication quality. In this way, all actors can maintain a coordinated presence while remaining flexible in adapting to local contexts.

5.6. PROJECT PHASES AND COMMUNICATION

The S4AI Hub communication strategy is aligned with the project’s development phases, corresponding to their specific goals and needs. Each phase serves a distinct communication function—from building recognition, to user mobilization, promotion of results, and international positioning.

PHASE 1 – Awareness and Positioning

Period: Initial project phase (0–6 months)

Objective: Establish the foundation for the Hub's recognition and credibility Huba

Key communication activities:

1. Development and launch of the Hub's **visual identity** and core narrative
2. Promotion of the **website** and social media channels
3. Creation of core **promotional materials** (brochures, presentations, PR texts)
4. Initial media presence: **interviews, announcements, introduction of mission and goals**
5. Initial mapping of target groups and channels

Tone of communication: Informative, professional, transparent

Target audience: All stakeholders – ensuring basic understanding and credibility

PHASE 2 – User Activation

Period: 6–18 months

Objective: Mobilize target groups and increase participation in programs

Key communication activities:

- Campaigns promoting calls for participation in **bootcamps, training, and DMA assessments**
- **Collaboration with CDT network, science and technology parks, and local actors** for targeted outreach
- Local engagement – **EDIH caravan**, workshops, direct outreach
- Digital campaign: **targeted ads, social media, email sequences**
- Partner activation for **promotion through local channels**

Tone of communication: Motivational, practical, personalized

Target audience: SMEs, startups, public sector institutions

PHASE 3 – Implementation and Promotion of Results

Period: 18–30 months

Objective: Showcase real results and build credibility through examples

Key communication activities:

- Presenting **user case studies** (SMEs, startups, municipalities)
- Organizing events such as **Showcases, Demo Days, and Pitching Sessions**
- Video series: **“first-hand” stories from Hub users**—their experiences, benefits, and recommendations
- Leveraging media and social platforms to enhance **visibility of results**
- Producing and distributing **storytelling content** (blogs, interviews, mini-documentaries)

Tone of communication: Inspiring, credible, human-centered

Target audience: General public, EU partners, investors

PHASE 4 – Sustainable Visibility and International Collaboration

Period: 30–36 months and beyond

Objective: Position the Hub in the European context and ensure long-term presence

Key communication activities:

- Participation in **EU events, B2B forums, and networks** (EDIH, EEN, EIT Digital)
- Content exchange with other EDIHs and European partners
- Use of EU channels (platforms, newsletters, matchmaking tools)
- **Strengthening the ambassador network and word-of-mouth effect** through former users
- Reporting on outcomes and providing future recommendations

Tone of communication: European, strategic, collaborative

Target audience: EU institutions, international partners, investors, and funds.

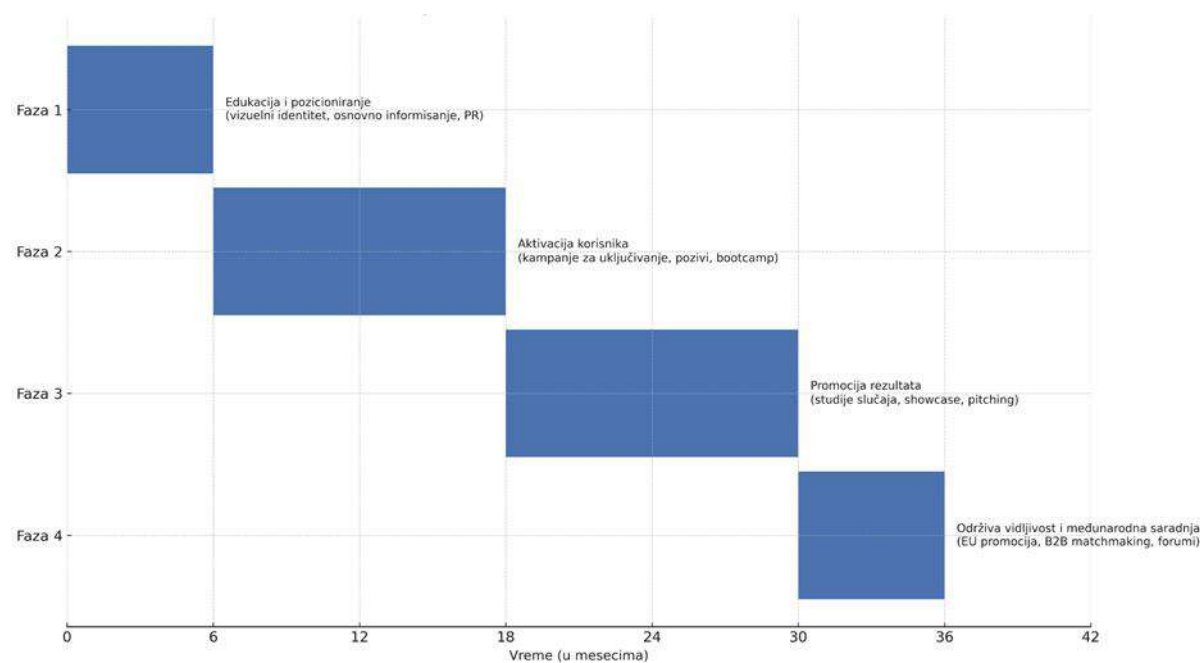


Figure 1: Communication Phase Timeline

5.7. TACTICS AND ACTIVITIES BY PHASE

S4AI Hub communication activities are planned in accordance with the objectives of each project phase. To maximize impact, a mix of formats is used—digital, direct, institutional, and promotional. Below is an overview of key tactics per phase:

PHASE 1 – Awareness and Positioning

Objective: Establish a recognizable identity and credibility for the Hub

Tactics and activities:

- Development of visual identity (logo, color palette, typography)
- Creation of basic communication tools (brochure, presentation, PR kit)
- Launch of website and social media channels (LinkedIn, Instagram, Facebook)
- Series of PR announcements: introduction of the project, partners, objectives
- Participation in relevant events (e.g. Digital Summits, tech forums, conferences)
- Internal training of partners on the communication strategy and messages (trainings, roundtables, meetings)

PHASE 2 – User Activation

Objective: Attract and engage users to join Hub programs

Tactics and activities:

- Local promotions through the EDIH caravan and workshops
- Targeted digital campaigns (Meta ads, Google Ads, landing page campaigns)
- Bootcamp and DMA call announcements via direct email and the CDT network
- Video series with previous users and partners (testimonials, behind-the-scenes)
- Partners as local promotional channels – posts, newsletters, trade fairs

PHASE 3 – Results Promotion

Objective: Showcase project impact, strengthen trust and credibility

Tactics and activities:

- Production of case studies and user video stories
- Showcase events and Demo Days
- Blogs and articles from the perspective of users, mentors, partners
- Visual content: infographics, mini-reports, carousel posts
- Pitch events for investors and media

PHASE 4 – Sustainable Visibility and International Cooperation

Objective: Position the Hub within the EU network and ensure continuity of presence

Tactics and activities:

- Participation in EU events, forums, and conferences (EDIH, EEN, EIT)

- Publication of results on European platforms
- B2B matchmaking events and international info days
- Long-term campaign “Success stories from Serbia”

Tactics and Activities by Communication Phase

PHASE	OBJECTIVE	Tactics and Activities
Phase 1: Education and Positioning	Establish the identity and credibility of the Hub	• Visual identity development • Internal channels / website and social media • PR announcements • Digital campaigns • Participation in relevant events
Phase 2: User Activation	Engage users in the Hub’s programs	• EDIH roadshow, workshops • Direct outreach • Promotional events, bootcamps, partner support • Video testimonials
Phase 3: Promotion of Results	Showcase impact and outcomes, strengthen trust	• Case studies and promotional videos • Showcase and pitch events • Blogs, articles, infographics • Partner support, network outreach
Phase 4: Sustainable Visibility & International Collaboration	Position the Hub within the EU network and solidify local/regional leadership	• Participation in EU and relevant regional events • Success stories • Matchmaking • Ambassadors program

- Engagement of European ambassadors/mentors to expand influence

5.8. COMMUNICATION CHANNELS AND TOOLS

5.8.1. Communication Channels

The S4AI Hub communication strategy relies on carefully selected channels and tools, aligned with the habits and profiles of target groups, the type of message, and the phase of the project. It combines digital, direct, institutional, and media channels to ensure visibility, engagement, and continuity.

The **communication channel mix** is designed to simultaneously achieve three key goals:

1. Position the Hub as the national center for AI and digital innovation,
2. Activate target groups – startups, SMEs, institutions, and researchers,
3. Ensure visibility and credibility at both national and European levels.

To achieve these goals, a combination is used of communication channels (where messages are delivered) and communication tools and materials (how messages are shaped and presented). This approach enables consistency of expression, flexibility in delivery, and clarity in communication with diverse audiences. The strategy

integrates **digital channels, direct institutional pathways, media and public formats, as well as interactive events.**

Communication channel mix:

1. **Website** – the central point for information
2. **Social media** – LinkedIn, Facebook, Instagram, YouTube
3. **Media outlets** – online portals, radio, television, print
4. **Partners and networks** – EDIH network, EU institutions, science and technology parks (STPs), CDT, etc.
5. **Events** – caravans, showcases, demo days, B2B gatherings
6. **Direct communication** – email, newsletters

Communication Mix

Channel	Purpose and Function	Target Audience	Tone / Message
Website	Central source of information, registrations, results, case studies	All	Informational, operational
LinkedIn	Professional network for SMEs, investors, EU stakeholders	Professional audience	Expert, institutional
Instagram	Visual promotion, showcases, community stories	Startups, youth	Inspirational, educational
Facebook	CDT/STP and local networks, practical information	SMEs and the general public	Practical, direct
YouTube	Video content – testimonials, tutorials, events	All	Inspirational, educational, demonstrative
Media	Credibility and public promotion of results and initiatives	General public, institutions	Narrative, legitimizing, inspirational
Partners & Networks	Targeted activities for selected groups, local activation and visibility	SMEs, public sector	Tailored, endorsed, operational

Communication Mix

Channel	Purpose and Function	Target Audience	Tone / Message
Events	In-person contact, Hub visibility and user experience	Local communities, media	Experiential, demonstrative
Newsletter	Periodic updates on calls, programs, and results	Existing users	Direct, operational
Email Campaigns	Direct activation and reminders for concrete actions	Registered users	Action-driven, motivational

5.8.2. Communication Tools and Materials

In addition to channels, the use of standardized and professional communication tools is equally important, as it ensures consistency, clarity, and a recognizable visual identity for the Hub across all points of contact.

Tools

Tool	Purpose
Brand identity elements (logo, templates, color palette)	Ensures visual consistency and recognizability
PR kit and media packages	Supports partners and journalists in delivering key messages
Communication materials for partners	Enables localized and consistent communication
Infographics, brochures, case studies	Visually engaging format for complex messages
Video materials	Authentic presentation of user stories and processes
Roll-ups, presentations, printed materials	Visibility at events, roadshows, and B2B meetings
Registration and evaluation platforms (e.g., DMA tools)	Facilitates user engagement and provides insight into results

By combining digital and direct channels with a rich base of communication tools, the S4AI Hub creates a communication system that is adapted to diverse user profiles, aligned with regional and institutional contexts, visually consistent and recognizable among target audiences, and ready for effective coordination between partners and EU networks.

This approach ensures that the Hub's messages are visible, relevant, useful, and engaging.

5.9. KEY MESSAGES AND COMMUNICATION TONE

5.9.1. Slogan

Given that the S4AI Hub's communication approach is multi-layered yet coherent, it ensures that every message—regardless of channel or format—is aligned with the overall objectives of the project and tailored to the user's context. In line with this, the chosen slogan is designed to convey accessibility, support, and understanding.

Slogan: AI for You

(Alternatives: On First-Name Terms with AI, On T-Terms with AI, Getting Familiar with AI)

The slogan "AI for You" conveys a clear message of approachability and breaking down barriers toward artificial intelligence, which the S4AI Hub presents as an accessible, useful, and human-centered technology. It brings AI out of the abstract and remote, and makes it tangible, helpful, and relevant for all target audiences. The slogan reflects the S4AI Hub's stance: technology is not imposed—it is brought closer, simplified, and made to work for people.

This slogan establishes the core narrative of the entire communication approach. Messages derived from it, tailored to different target groups and communication streams, are unified in highlighting the broader social and economic value of digital transformation and the adoption of new technologies, particularly artificial intelligence.

The focus is on building trust, recognition, and a strategic image of the Hub as a key resource and support center in this process—for all ecosystem players: from public institutions and businesses, to innovators, individuals, and the general public.

10.2. Applying the Slogan Through Key Messages

1. Small and Medium-Sized Enterprises (SMEs, Mid-Caps)

Message:

"AI for You – because technology works for your business."

AI often seems unattainable or costly for SMEs. This message assures them that S4AI Hub offers concrete, simple, and cost-effective steps, supported by experts, to make digitalization and innovation an investment—not a risk. Key focus:

- Practical support and risk reduction
- Saving time and resources

- Test before you invest

2. Startups, Scaleups, and Spin-Off Teams

Message:

“AI for You – because innovation starts with you.”

Startups are told they are not alone—S4AI Hub provides an environment for development, testing, and validation, helping turn ideas into market-ready solutions and easing the path to investors. “For you” reinforces a sense of partnership and accelerated growth. Key focus:

- Access to expertise
- Investor connections
- Scalability

3. Public Sector (Local Governments and Institutions)

Message:

“AI for You – for faster, smarter, and more accessible public services.”

Institutions need support to adopt AI in a simple, reliable, and secure way. This message highlights that the S4AI Hub offers concrete models, training, and guidance to enhance the quality and availability of citizen services. Simultaneously, public employees are educated to carry this message forward. Key focus:

- Efficiency and transparency
- Support in digitalizing processes
- Assistance at every step

4. Research and Academic Community

Message:

“AI for You – because knowledge deserves application.”

For academia, the Hub offers a bridge to industry and the market. The message communicates that together, research results can move from the lab into practice, giving students and researchers a platform for real-world impact. Key focus:

- Knowledge transfer
- Industry collaboration
- Participation in projects and innovation

5. Investors and Funds

Message:

“AI for You – because investments deserve validated solutions.”

The message for investors is that the S4AI Hub is a safe space for project validation and growth—solutions that pass through the Hub are tested and verified both technically and commercially, reducing risk for financing. Key focus:

- Validated projects
- Partnerships and scalability
- Time and resource savings in sourcing innovation

6. Media and the General Public

Message:

“AI for You – because innovation is not a privilege, but an opportunity for all.”

AI often seems distant and complex to the public. This slogan opens a space for demystification and encourages dialogue—not just among experts, but also among citizens, journalists, and communities, because this topic concerns everyone. S4AI Hub offers real stories, proof, and human faces that illustrate how technology improves lives and drives development. It's not a threat, nor a privilege—but a chance for better everyday life. Key focus:

- Understanding the value of digital innovation
- Motivation through inspiring stories
- Linking technology to real-life challenges and solutions
- Technology serving society

The application and development of the slogan into key messages sets a simple yet powerful statement: Artificial intelligence is not distant, foreign, or out of reach—it is here to work for people, businesses, and communities. Through tailored messages to each target group, the S4AI Hub translates this slogan into concrete values:

1. *For SMEs – practical, understandable, and cost-effective solutions*
2. *For startups and innovators – partnership and space for rapid growth*
3. *For the public sector – tools for better, more accessible, and transparent services*
4. *For the research community – a bridge to real-world challenges and markets*
5. *For investors – security and verified potential*
6. *For media and the public – inspirational stories, transparency, and social impact*

In this way, the slogan becomes more than a catchy phrase—it turns into a practical communication tool carrying a clear stance:

AI doesn't have to be distant and complex. It can be close, understandable, and helpful.

Through all its communication efforts, the S4AI Hub ensures this message reaches every user, regardless of their digital maturity or technical knowledge, and encourages trust, collaboration, and real-world adoption of innovation

5.10. MONITORING AND EVALUATION OF COMMUNICATION ACTIVITIES

Effective communication is not only about visibility—it also requires measuring the real impact of messages, in terms of target group engagement, behavioral change, and the achievement of strategic goals. That is why the S4AI Hub, in collaboration with its partner organizations, implements a systematic approach to monitoring and evaluating communication activities—to identify successful tactics, detect weaknesses, and continuously improve communication efforts.

5.10.1. Key Evaluation Dimensions

Monitoring is carried out on both quantitative and qualitative levels, across the following areas:

1. Engagement and Performance Metrics

Provide insight into the effectiveness of digital and operational campaigns:

Indicator	What it Measures
Number of impressions / reach	Content visibility per platform/phase
Clicks (CTR)	Level of interest in the message
Number of applications	Conversion of interest into action
Event participation	Activation of target groups
Newsletter opens/clicks	Relevance and quality of content

2. Media Presence

Beyond digital channels, media visibility is tracked as an indicator of reputation and trust:

Indicator	What it Measures
Number of mentions	Amount of PR coverage
Type/quality of media	Media reputation and influence
Publication reach	Estimated number of readers
Message tone	ositive / neutral / negative representation

3. Qualitative Insights and Feedback

As a complement to quantitative indicators, qualitative insights play a key role in evaluation. These are gathered directly from users and participants during and after each activity. Post-event evaluations include both quantitative ratings and narrative reflections from participants on content, relevance, and overall experience. During workshops and meetings, the S4AI Hub team and partner organizations also collect verbal feedback, which often includes valuable suggestions for improving formats, approaches, or engagement methods.

In addition, further insights are obtained through structured or ad hoc interviews with partners and users, helping to deepen the understanding of their needs, expectations, and challenges in adopting digital technologies. An important source of feedback also comes from comments and messages on social media, which reflect both perceptions of content and community engagement levels. Though qualitative and often spontaneous, such insights serve as important indicators of communication effectiveness, offering a clearer view of how Hub messages resonate with target audiences.

5.10.2. Adapting and Improving Based on Results

To ensure that the S4AI Hub's communication activities remain relevant and effective throughout the entire duration of the project, a mechanism has been established for ongoing monitoring and adjustment. Communication results are systematically analyzed through periodic reports that cover performance across channels, formats, and types of user engagement. These reports serve as the basis for making concrete decisions to improve communication strategy and effectiveness.

Based on these findings, the Hub team—together with partners—analyzes which activities are delivering expected outcomes and which need further adjustment or refinement. In some cases, this may involve changing or discontinuing underperforming communication channels. In others, it may mean adapting the tone of messaging or content formats—for example, increasing the use of video content if it proves to generate higher engagement.

In addition to content-related adjustments, attention is also given to optimizing the timing of posts to better align with the digital habits of target groups, as well as improving the precision of segmentation and targeting in digital campaigns. All recommendations are then translated into concrete improvement plans and shared with partners for implementation.

An important component of this process is the organization of regular coordination meetings with partners, during which communication results are reviewed, implementation challenges are identified, and next steps for improvement are jointly defined. This ensures dynamic and flexible management of the communication strategy—aligned with user needs and the evolving context of the project.

5.10.3. Monitoring Tools

The monitoring and evaluation of communication activities are conducted using a range of interconnected tools and data sources. Website traffic and user behavior are tracked using tools such as Google Analytics or Matomo. Social media performance is analyzed through built-in platform statistics—such as Meta Insights and LinkedIn Analytics—while email campaign results are monitored via mailing tools such as Mailchimp.

In addition to digital channels, traditional media coverage is also monitored, both manually and through clipping services, and when needed, with support from PR agencies. Evaluation also relies on direct user feedback collected through digital surveys, evaluation forms, and questionnaires—most commonly implemented via tools like Google Forms and Typeform. For in-person activities such as workshops and events, internal tools provided by partners are used for registration, attendance tracking, and quality assessment.

This multi-layered approach ensures that communication evaluation is a continuous process—not a separate phase, but an integrated part of every activity. In this way, the S4AI Hub not only measures its external impact, but also learns from results, adapts, and maintains ongoing relevance in relation to user needs.

6. Conclusions

The communication strategy for the S4AI Hub has been developed within the context of Serbia's ongoing digital transformation and the broader European push for innovation through artificial intelligence (AI), high-performance computing (HPC), and advanced digital skills. While awareness of digitalization is growing, many stakeholders—particularly in less developed regions—continue to face challenges related to capacity, technical understanding, and trust in new technologies.

To address this gap, the main objective of this deliverable was to create a structured and adaptable communication strategy that ensures visibility, stakeholder engagement, and alignment with the project's overall mission. The strategy is based on a multi-layered methodology, combining umbrella communication for strategic positioning, segmented communication tailored to different target groups, and operational communication that supports concrete project activities.

Key findings indicate that effective communication must be simple, inclusive, and action-oriented—especially when addressing non-technical audiences. The strategy successfully outlines channels, messaging, tools, and coordination mechanisms needed to reach and activate users, while also strengthening the Hub's presence in the European innovation ecosystem.

The evaluation of this work shows that the deliverable meets its planned objectives. It provides a clear, comprehensive, and flexible framework that partners can use to deliver consistent and targeted messages. One potential limitation is the risk of inconsistent implementation if partner alignment is not maintained. To mitigate this, the strategy includes coordination tools, visual identity guidelines, and regular monitoring processes.

The strategy also offers insights and templates that may be replicated or adapted in other digital innovation initiatives. Its structure and approach can inform similar efforts in national and EU projects seeking to communicate complex technologies in accessible and motivating ways.

Future work will involve continuous monitoring and refinement of communication efforts, deeper integration with EU-level platforms and networks, and the development of scalable success stories and impact narratives that amplify the reach of the S4AI Hub beyond its initial scope.

7. Appendix

MARKETING PLAN

S4AI EDIH

JUN 2025





Co-funded by
the European Union



European
Digital Innovation
Hubs Network



S4AI

UVOD

Godišnji marketing plan predstavlja operativni nastavak komunikacione strategije S4AI Huba i osmišljen je da podrži vidljivost, angažman i relevantnost aktivnosti projekta tokom prve godine implementacije. Njegova uloga je da obezbedi koordinisanu i doslednu komunikaciju svih partnera, jasno postavi uloge i zadatke u promociji aktivnosti, sistematizuje komunikaciju prema ciljnoj grupi kroz sve kanale, i omogući praćenje i merenje efekata komunikacije.

Plan je zasnovan na strateškim prioritetima projekta i prati njegovu dinamiku, uz akcenat na postepeno jačanje prepoznatljivosti Huba, aktivaciju ciljnih grupa i međunarodnu pozicioniranost. S4AI Hub teži da se profilše kao vodeći centar za digitalnu transformaciju i primenu veštačke inteligencije u Srbiji i regionu, uz jasan doprinos evropskim mrežama i standardima.

MARKETINŠKI I KOMUNIKACIONI CILJEVI

BRAND AWARENESS



Podizanje svesti o značaju veštačke inteligencije i mogućnostima koje korisnici imaju kroz Hub. Ovo se postiže kontinuiranom edukacijom, primerima iz prakse i jasno komuniciranim benefitima.

AKTIVACIJA KORISNIKA



Drugi cilj je aktivacija korisnika, odnosno podsticanje malih i srednjih preduzeća, startapa i javnih aktera da koriste usluge Huba, prijavljuju se na programe i dele povratne informacije.

IZGRADNJA KREDIBILITETA



Treći cilj podrazumeva izgradnju poverenja i kredibiliteta, što se postiže kroz transparentnu i doslednu komunikaciju, podršku partnera, i prikaz konkretnih rezultata rada.

EU POZICIONIRANJE



Četvrti cilj odnosi se na evropsku vidljivost i pozicioniranje unutar EDIH mreže, što uključuje deljenje rezultata, showcase primera i učešće u zajedničkim inicijativama sa drugim EU akterima.

KOMUNIKACIJA JE ALAT ZA PODRŠKU SPROVOĐENJU SVIH PROJEKTNIH AKTIVNOSTI, KROZ NAJAVE, PROMOCIJU I IZVEŠTAVANJE O DOGAĐAJIMA, USLUGAMA I REZULTATIMA.

TON KOMUNIKACIJE

Kako zvučimo?

Komunikacija S4AI Huba mora biti **profesionalna, ali pristupačna; stručna, ali razumljiva.**

Ton komunikacije je **pozitivan, ohrabrujući i fokusiran na rešenja.** Naročito je važno da sadržaj bude prilagođen krajnjim korisnicima – onima koji možda prvi put dolaze u kontakt sa AI tehnologijama.

Kako prilagođavamo ton?

Kada posmatramo npr društvene mreže kao kanal sa najširrom primenom:

Na LinkedIn-u komunikacija će biti orijentisana ka B2B publici i donosiocima odluka, dok će Instagram koristiti jednostavan jezik, vizuale i primere koji motivišu i inspirišu.

Facebook će služiti za jačanje lokalnog doseg a i direktnu komunikaciju sa širom publikom, dok će YouTube biti kanal za edukativne i dokumentarne sadržaje.



KROVNA KOMUNIKACIJA & SLOGAN

“Sa AI na Ti”, “Budi na Ti sa AI”

Ovaj slogan prevodi veštačku inteligenciju iz apstraktnog i udaljenog pojma u nešto **blisko, korisno i konkretno** svim ciljnim publikama. Ovom krovnom porukom gradimo glavni narativ celokupne komunikacije i demistifikujemo tehnologiju (veštačku inteligenciju).

Poruke koje proističu iz slogana segmentirano prema TG, unisono treba da komuniciraju vrednost digitalne transformacije i primene novih tehnologija sa fokusom na veštačku inteligenciju prema svakoj od identifikovanih TG na svojstven način.

Fokus je na izgradnji poverenja, prepoznatljivosti i strateškog imidža Huba kao ključnog mesta za podršku sve prepoznate stakeholdere – od javnog sektora, privrede, preko inovatora, sve do pojedinaca i opšte javnosti.

CILJNE GRUPE

Efikasna komunikacija zahteva jasno definisane ciljne grupe prema kojima se sadržaj oblikuje.

Primarne ciljne grupe uključuju mala i srednja preduzeća, naročito iz sektora industrije, prehrambene prerade i logistike, startape i spin-off timove koji razvijaju AI rešenja, javne institucije i lokalne samouprave koje imaju potrebu za digitalizacijom, kao i akademsku i istraživačku zajednicu.

Sekundarne grupe obuhvataju investitore i fondove koji podržavaju digitalnu transformaciju, medije koji imaju uticaj na javno mnjenje i ekspertsku zajednicu, mreže i inicijative EU (EDIH, EEN, EIT Digital), kao i organizacije koje pružaju podršku preduzećima i inovacionom ekosistemu.

CILJNE GRUPE



**MSP,
MID-CAP**



**JAVNI SEKTOR,
SAMOUPRAVE**



**STARTUPI,
SPIN-OFF**



**INVESTITORI I
FONDOVI**



**NAUČNA
ZAJEDNICA**



**OPŠTA
JAVNOST**

Za svaku grupu razvijaju se specifične poruke i alati – na primer, tehnički vodiči i pozivi za MSP, policy preporuke za javne institucije, video priče i prilozi za širu javnost itd.

MSP, MIDCAP

Ton: praktičan, podržavajući, poslovno orijentisan

Cilj:

- Praktična pomoć i smanjenje rizika
- Ušteda vremena i resursa
- Testiranje pre investiranja

Kanali komunikacije i formati:
lokalni događaji, CDT mreža, lokalni mediji,
LinkedIn, e-mail/ newsletter



„Sa AI na Ti – jer tehnologija radi za vas.“

MSP-u AI često deluje nedostižno ili skupo. Ovaj slogan potvrđuje da S4AI Hub nudi **konkretne, jednostavne i isplative korake**, uz podršku stručnjaka, kako bi digitalizacija i inovacije bile investicija, a ne rizik.

JAVNI SEKTOR

Ton: edukativan, pouzdan, institucionalan

Cilj:

- Efikasnost i transparentnost
- Pomoć u digitalizaciji procesa
- Podrška na svakom koraku

Kanali komunikacije i formati:
direktna komunikacija, stručni skupovi,
konferencije, lokalni mediji, PR



„Sa AI na Ti – za bržu, pametniju i dostupniju javnu uslugu svima.“

Institucijama je potrebna podrška da uvedu AI na jednostavan, pouzdan i bezbedan način. Ovaj slogan ističe da S4AI Hub nudi konkretne modele, edukaciju i podršku, kako bi inovacije unapredile kvalitet i dostupnost usluga građanima. Paralelno sa tim edukujemo i same zaposlene koji treba da prenose našu poruku korisnicima javnih servisa.

STARTAPI

Ton: motivišući, ekspertski, dinamičan, stručan

Cilj:

- Pristup znanju, ekspertima
- Povezivanje sa klijentima i investitorima
- Skalabilnost

Kanali komunikacije i formati:
newsletter, bootcamps i pitching događaji,
Instagram, LinkedIn, Discord



**„Sa AI na Ti – jer inovacija
kreće od tebe.“**

Startupima se šalje signal da nisu sami – Hub im daje okruženje za razvoj, testiranje i validaciju, **pomaže da se ideje pretvore u tržišno održive proizvode** i lakše dođe do investitora. „Na Ti“ stvara doživljaj ravnopravnog partnerstva i ubrzanog rasta.

INVESTITORI, FONDOVI

Ton: kredibilan, strateški, analitički

Cilj:

- Validirani projekti
- Partnerstva i skalabilnost
- Ušteda vremena i resursa u pronalaženju inovacija

Kanali komunikacije i formati:
pitching događaji, B2B forumi, zatvoreni sastanci, tech/biz portali, PR



„Sa AI na Ti – jer ulaganja zaslužuju proverena rešenja.“

Investitorima se šalje poruka da S4AI Hub predstavlja sigurno okruženje za validaciju i rast projekata – rešenja koja prolaze kroz Hub su proverena, tehnički i tržišno validirana, a time manje rizična za finansiranje.

NAUČNA ZAJEDNICA

**Ton: stručan, partnerski/
kolaborativan**

Cilj:

- Transfer znanja
- Saradnja sa industrijom
- Učešće u projektima i inovacijama

Kanali komunikacije i formati:

EDIH websajt, EDIH mreže, partnerske institucije, akademska mreža



***„Sa AI na Ti – jer znanje
zaslužuje primenu.“***

Akademskoj zajednici Hub nudi most prema privredi i tržištu. Slogan im komunicira da zajedno mogu preneti rezultate istraživanja iz laboratorije u praksu, i omogućiti studentima i istraživačima da stvore vidljiv uticaj.

MEDIJI & JAVNOST

Ton: inspirativan, informativan, društveno značajan

Cilj:

- Razumevanje značaja digitalnih inovacija
- Motivacija inspirativnim primerima,
- Povezivanje sa realnim problemima iz svakodnevnog života i primena tehnologija u njihovom rešavanju
- Tehnologija u službi društva

Kanali komunikacije i formati:

PR, kolumne, TV/Radio gostovanja, digitalni kanali/ online portali, featured članci itd.



„Sa AI na Ti – jer inovacije nisu privilegija, već šansa za sve.“

Opštoj javnosti AI često deluje kao udaljena i složena tema. Ovaj slogan i poruka otvaraju prostor za demistifikaciju i poziva na razgovor – ne samo među stručnjacima, već i među građanima, novinarima i zajednicama jer se ova tema tiče svakog građanina. S4A Hub nudi stvarne priče, dokaze i ljudska lica koja ilustruju kako tehnologija doprinosi kvalitetu života i razvoju. Nije bauk, nije privilegija, vec prilika za bolju svakodnevicu.

FAZE PROJEKTA I MARKETINŠKA PODRŠKA

Marketinške aktivnosti prate dinamiku implementacije projekta i podeljene su po fazama:

Faza 1: Postavljanje osnova (meseci 1–6.)

U ovoj fazi kreira se celokupni identitet Huba. Radi se predstavljanje dizajna logotipa, odabir boja i tipografije, izrada vizualnih šablona. Pokreću se društvene mreže i objavljuju prvi sadržaji, revidira se po potrebi komunikacija na veb sajtu, kreiraju osnovne brošure, roll-up materijali i brendirani predlozi. Uključeni partneri prolaze kroz internu edukaciju kako bi komunikacija bila usklađena i jedinstvena. PR lansiranje je ključni momenat za dobijanje prve pažnje medija i javnosti.

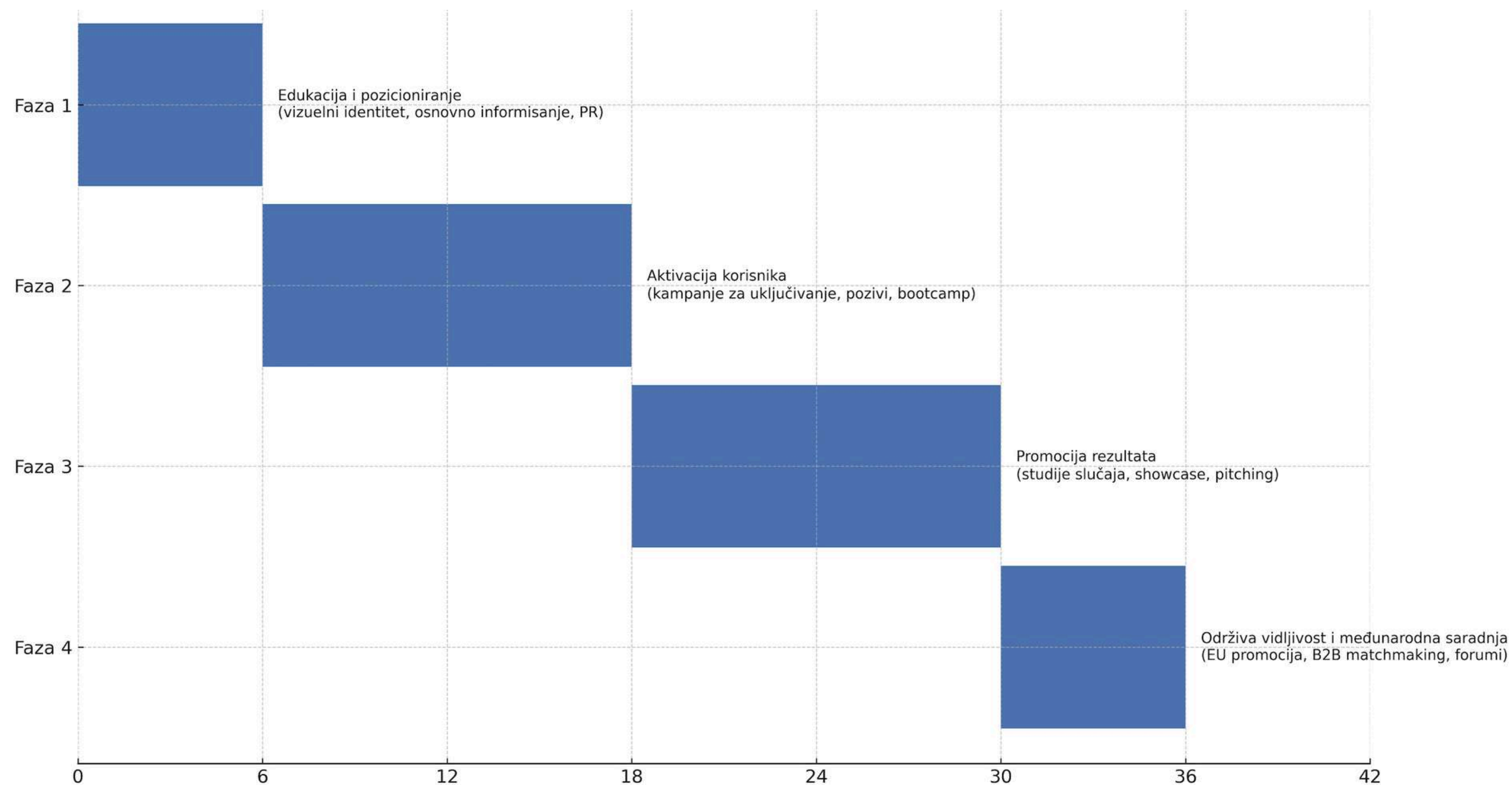
Faza 2: Aktivacija korisnika (meseci 6–18.)

Ova faza donosi intenzivnu promociju programa – DMA, Bootcamp, TBI i drugih. Svaki događaj dobija svoj komunikacioni tretman: najavu, aktivno praćenje i follow-up. Istovremeno se radi na produkciji korisnički orijentisanog sadržaja: blogovi, video izjave, case study. Partneri pojačavaju doseg putem svojih kanala i mreža. Medijska prisutnost raste uz serije priča o stvarnim korisnicima i lokalnim primerima AI rešenja.

Faza 3: Vidljivost rezultata i EU pozicioniranje (nakon 18. meseca)

Fokus je na prezentaciji rezultata, organizaciji showcase događaja, produkciji studija slučaja i pozicioniranju unutar evropskih mreža. Komunikacija se širi na međunarodne kanale i učestvuje se u relevantnim konferencijama.

FAZE PROJEKTA I MARKETINŠKA PODRŠKA



FAZE PROJEKTA I MARKETINŠKA PODRŠKA

1. POSTAVLJANJE OSNOVA

1 – 6 MESECI

Cilj: Uspostaviti prepoznatljiv identitet i kredibilitet Huba

Aktivnosti: Kreiranje vizuelnog identiteta (logo, kolorna paleta, tipografija), Izrada osnovnih komunikacionih alata (brošura, prezentacija, PR kit), Pokretanje veb sajta i društvenih mreža nterna edukacija partnera o komunikacionoj strategiji i porukama (treninzi, okrugli stolovi, sastanci)

2. AKTIVACIJA KORISNIKA

6 – 18 MESECI

Cilj: Privući i aktivirati korisnike da se uključe u programe Huba

Aktivnosti: Lokalne promocije kroz EDIH karavan i radionice, Ciljane digitalne kampanje (meta oglašavanje, Google Ads, landing page kampanje), Pozivi na bootcamp i DMA kroz direktan e-mail i CDT mrežu, Video serijali sa prethodnim korisnicima i partnerima (svedočenja, behind-the-scenes), Partneri kao lokalni promotivni kanali – objave, newsletteri, sajmovi

3. PROMOCIJA REZULTATA

18 – 30 MESECI

Cilj: Prikazati efekat projekta, ojačati poverenje i kredibilitet

Aktivnosti: Produkcija case study i video priča korisnika, Showcase događaji i Demo dani, Blogovi i članci iz ugla korisnika, mentora, partnera, Vizuelni sadržaji: infografici, mini-reportaže, karusel postovi, Pitch eventi za investitore i medije

KANALI KOMUNIKACIJE I ALATI



ONLINE

Website, Društvene mreže (Linkedin, Instagram, Facebook, YouTube), Newsletter i direct mailing



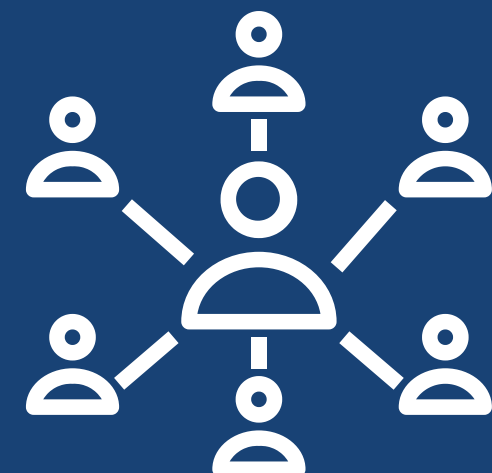
DOGAĐAJI

Stručni događaji u okviru partnerske mreže i naučno istraživačke zajednice (okrugli stolovi, edukacije, sastanci), događaji za aktivaciju korisnika (karavan, showcase, demo dani, B2B), promo događaji za medije i širu javnost



PR

Nacionalni i lokalni mediji, stručni portali, gostovanja i autorski tekstovi. Najave, saopštenja, prilozi sa događaja, showcases.



MREŽA PARTNERA

Segmentirane aktivnosti partnera sa lokalnom orijentacijom, aktivacijom i vidljivošću. Putem svojih kanala dele informacije, aktiviraju zajednice i šire poruke projekta.

TIPOLOGIJA SADRŽAJA I FORMATA

Sadržaji se dele prema svojoj funkciji i publici:

- Za awareness koriste se PR tekstovi, edukativni blogovi i mini kampanje o mitovima i činjenicama o AI.
- Za aktivaciju: pozivi za prijave, reminderi, direktni pozivi putem videa i CTA objava.
- Edukativni sadržaji: vodiči, testimonijali, interaktivne objave na mrežama.
- Showcase materijali: case study PDF-ovi, infografici, pitch videi.
- Partner sadržaji: mini serijali, blogovi na lokalnim jezicima, partner objave na društvenim mrežama.



FORMATIRANJE I VIZUELNA IDENTIFIKACIJA

Dosledna vizuelna identifikacija je osnova prepoznatljivosti Huba.

Svi zvanični vizuali sadržaće:

- Logotip S4AI Huba u gornjem levom uglu
- Logotipe partnera u donjoj zoni – poredane po utvrđenom sistemu
- EDIH i EU logotipe kada je komunikacija vezana za institucionalne ili međunarodne formate

Boje, fontovi, razmeri elemenata i tipografija definisani su u brend vodiču koji će biti distribuiran svim partnerima. Dodatno, priprema se priručnik za komunikaciju koji sadrži primere postova, smernice za korišćenje disclaimer-a i uloge partnera u komunikaciji.



KALENDAR AKTIVNOSTI

MARKETING PODRŠKA

Kalendar aktivnosti			
Projektna Aktivnost	Datum	Marketing Aktivnost	
EDIH Caravan-South-East Serbia, EDIH Caravan-West Serbia, EDIH Caravan-Belgrade, EDIH Caravan-Vojvodina , Digital Maturity Assessment –Bootcamp for digital transformation , Prepare and publish an open call for Bootcamps, Developing programme curriculum (Link D13), Preparation of Operational Manual for TBI, Operational Manual for Securing investment	2025-03	Video intervjui sa timom, priprema promo brošura za korisnike, info serijal na mrežama: 'Kako da se uključite?'	
Participation in 1st industry-related events, fairs, and tradeshow, Printing promotional materials, Creating EDIH office visibility, Creating digital materials, Promoting through media channels, Developing partner portal pages	2025-05	Prikaz rezultata DMA, najava i poziv za Bootcamp programe, blog primeri korisnika koji prolaze proces.	
Publish an open call for Bootcamps, Participation ion 1st General European Commission events	2025-06	Kampanja 'Letnji koraci za digitalizaciju' – laganiji edukativni sadržaj, PR članak o benefitima ranih učesnika.	
Organization of 2ndProject Team Meeting, KPIs report M6, Commission evaluation , Contracting open Innovation Expert for integration successful projects from TBI phase into the framework, Securing Investment, Support in assessment of financial possibilities, Utilizing data analytics and financial expertise, Support in the development of business plans/investment plans/grant applications/pitch, Support in developing feasibility studies , Organization of promo days-Test before buying	2025-07	Testimonijali iz prve ruke: objave sa iskustvima iz Bootcamp-a, video formati, partner objave, mrežno deljenje.	
Selecting trainers for educational and capacity	2025-08	Priprema za TBI: teasing objave, edukativni mini-vodiči, studije slučaja koje su spremne za skaliranje.	
Organization of S4AI_HUB community events-1, Expert analysis of the company, Organization of Business to Business Digital Brokerage events, Participation on second EDIH events, Provide advanced digital knowledge and skills	2025-09	Glavna kampanja za TBI prijave, podcast/intervju sa prethodnim korisnikom, serijal 'Test Before You Invest'.	
Organization of S4AI_HUB community events-2, Organization of "Business clubs", Participation in 2nd General European Commission events , Providing the training, Providing mentoring	2025-10	Promocija rezultata i showcase događaji – organizacija Demo dana, pozivi, follow-up sa učesnicima.	
Developing strategy and first project idea for digitalization/innovation, Networking online session with diaspora, Participation in 2nd industry-related events, fairs, and tradeshow	2025-11	Cross promotion u EU mrežama, PR priče o 'AI u praksi', intervju sa međunarodnim mentorima.	
Providing the Strategy and TBI Voucher	2025-12	Recap godine: video sažetak, partner poruke, objava ključnih postignuća, EU showcase i EDIH mreža.	
Test before Invest Launching, Restricted Public Call -preparation,Application & Selection	2026-01	Nova godina – novi fokus: kampanja 'AI trendovi 2026', info za nove korisnike, reaktivacija postojećih.	
Analyse technical requirements and fulfil the specific agreements to cover them	2026-02	Storytelling o projektima korisnika u javnom sektoru, blog serijal 'AI u lokalnim samoupravama'.	
Develop detailed work plans including objectives, milestones, KPIs, IPR and exploitation plans	2026-03	Digitalne kampanje za nova partnerstva, PR najava prolećnih radionica, B2B promocija.	

LINK: [Kalendar projektnih i marketing aktivnosti](#)

PRIMENA LOGOTIPA

OSNIVAČI & PARTNERI





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НАУЧНО
ТЕХНОЛОШКИ
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INI



CDT
Centar za digitalnu
transformaciju



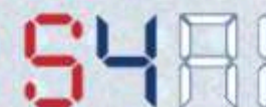
ICT HUB
EMPOWERING INNOVATION



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the European Union



European
Digital Innovation
Hubs Network



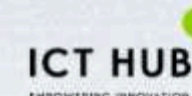
Save the date!

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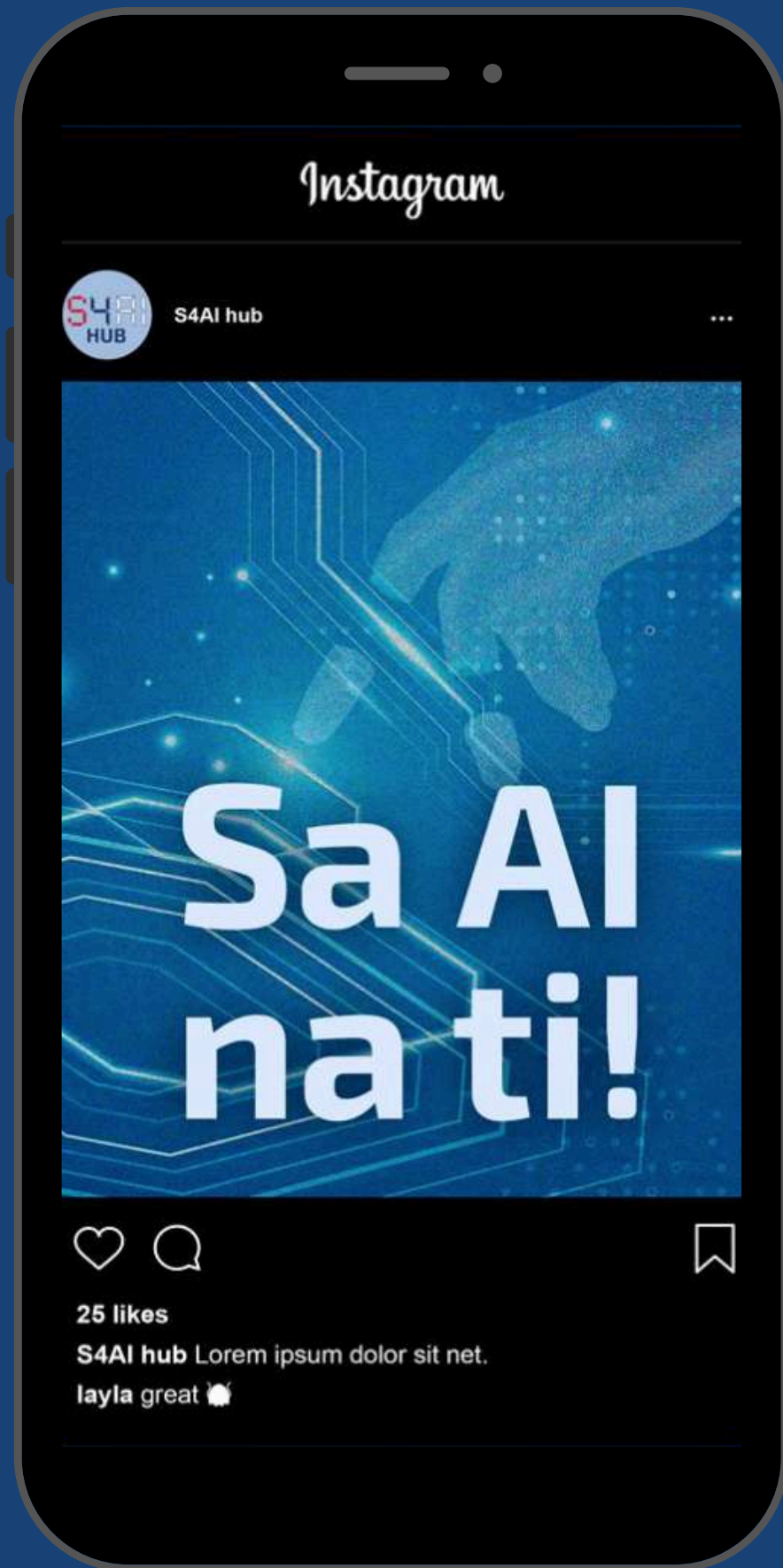
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Sa AI na ti!



Project „Serbian European Digital Innovation Hub on AI-S4AI_HUB“ is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Commission. Neither the European Union nor the granting authority can be held responsible for them.





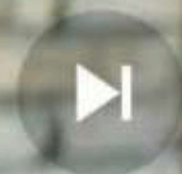
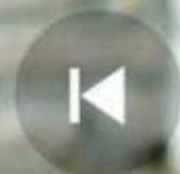


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MEDIA PLAN

SPLIT & PREDLOG MEDIJA



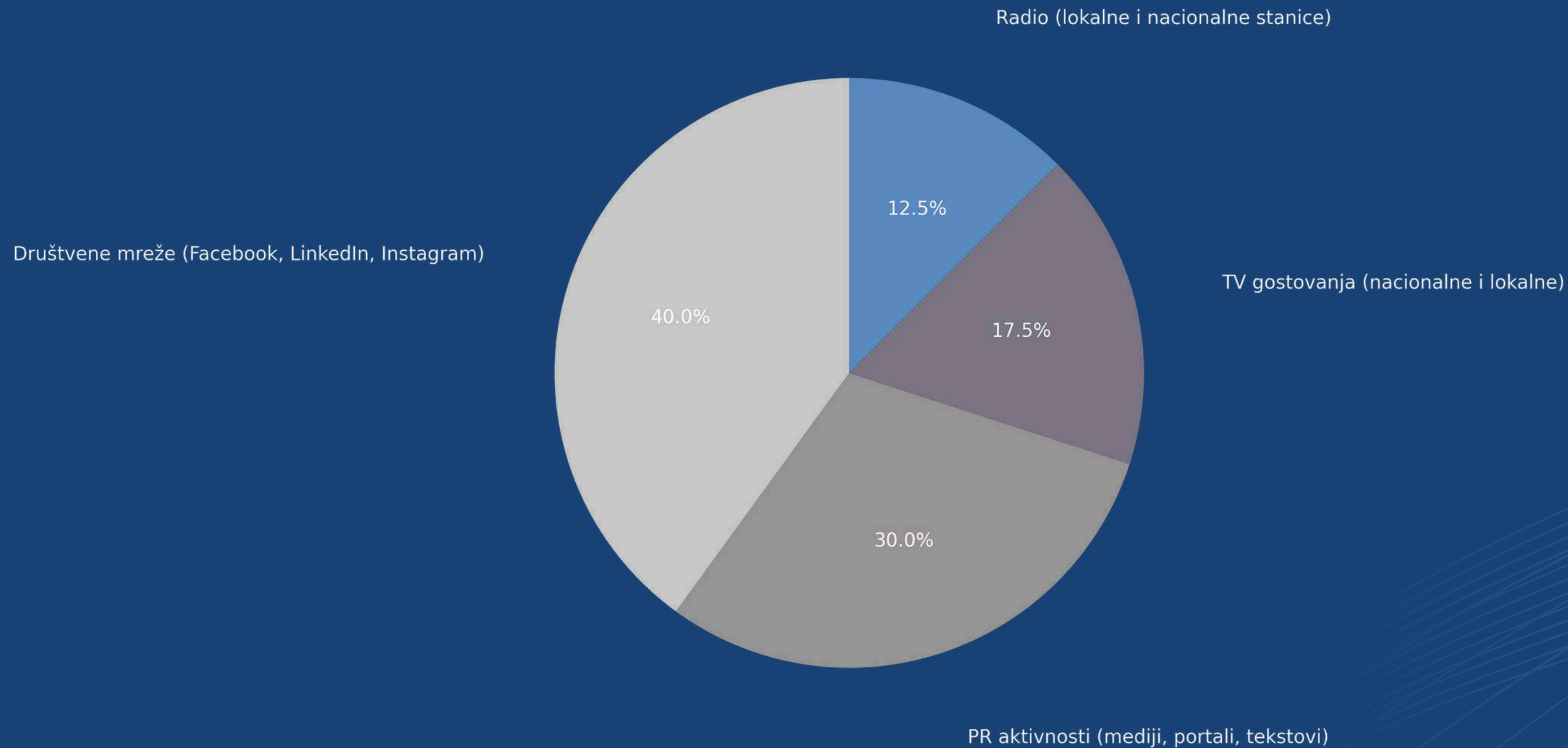
MEDIJSKO USMERENJE

U skladu sa ciljevima strategije i dostupnim budžetom, preporučuje se fokus komunikacionih aktivnosti na PR sadržaje i digitalne kanale. Ovi kanali pružaju najbolji odnos vidljivosti i troškova, omogućavaju brzo prilagođavanje poruka i obuhvataju širok dijapazon ciljnih grupa – od preduzetnika i startapa do javnih institucija i istraživačke zajednice.

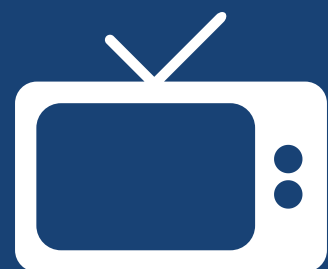
PR aktivnosti i digitalne platforme imaju ključnu ulogu u izgradnji awareness-a o misiji i rezultatima Huba, kao i u podršci promociji konkretnih događaja, poziva i primera dobre prakse. Poseban značaj imaju medijska partnerstva, jer omogućavaju kontinuiranu prisutnost Huba u relevantnim kanalima, ali i dodatnu podršku kroz gostovanja, distribuciju sadržaja i zajedničko planiranje objava.

Uz to, deo budžeta predviđen je za prisustvo i gostovanja u tradicionalnim medijima – televiziji i radiju – kao dodatnom vidu legitimizacije, posebno u lokalnim sredinama i među ciljnim grupama koje i dalje dominantno prate ove formate.

BUDGET SPLIT



PREDLOG MEDIJA ZA PR



TV

Kao prioritetne medijske kuće i kanali predlažu se:

RTS 1, RTS 2, TV Prva, Nova S, RTV Vojvodina, N1, Pink, TV Belle Amie, NTV Niš, kao i ostale lokalne TV stanice koje pokrivaju gradove i regione u kojima se sprovode aktivnosti Huba.



RADIO

Za radio komunikaciju preporučuju se:

Radio Beograd 1 i 2, Radio S, Radio JAT, Radio Niš, kao i druge lokalne radio stanice sa stabilnom slušačkom bazom u ciljanim sredinama.

HVALA



94RI

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