

**DIAMOND**Providing a Digital and Modular Ecosystem for Personalized
Capabilities Development to Enhance Labour Market
Participation and Employment Transition**Funded by the
European Union****DIAMOND**

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Executive Summary

Deliverable D7.4: Disseminate / Communicate 2.0 provides a continuation and strategic update of **Deliverable D7.3**, further developing DIAMOND's communication and dissemination framework based on the outcomes of the D7.3 period (M6–M18). Building on the initial strategy, this deliverable reflects the progress achieved, integrates performance data and stakeholder insights, and outlines the transition toward a more targeted, impact-driven communication approach in the next phase of the project.

DIAMOND aims to enhance labor market participation through innovative, evidence-based Active Labour Market Policy (ALMP) solutions, structured around four Key Exploitable Results (KERs): the ^EGROW Index (KER1), the MOVE^E platform and AI models (KER2), economic analysis (KER3), and the Grassroots Living Lab (KER4). Communication and dissemination activities play a central role in ensuring that these results reach and benefit all relevant stakeholder groups.

Sections 1–2: Deliverable Objectives & Website Communication & Dissemination: The deliverable begins by outlining its objectives and positioning dissemination as a key driver of impact. It then presents the DIAMOND website and blog as the central pillars of the project's digital ecosystem. Up to M18, the website has served as the primary knowledge hub for all target groups, supported by a growing body of blog content structured around four thematic pillars: interactive engagement, future skills and labor market insights, accessible project updates, and human-centered digital skills and well-being. With over 6,000 website users and more than 60 blog posts, the platform has successfully translated complex research outputs into accessible, user-oriented content, while maintaining alignment with scientific and policy objectives.

Section 3: Social Media Communication: This section highlights DIAMOND's social media strategy and performance across LinkedIn, Facebook, Instagram, X, and YouTube. By M18, the project has published over 280 posts and built a community of over 430 followers across central channels, exceeding initial KPI targets, while reaching more than 100,000 individuals through partner networks. Social media has enabled continuous, real-time engagement, supported by a structured content strategy including interactive polls, educational carousels, skill-related posts, and project updates. Partner contributions further amplify the project's visibility across countries, languages, and stakeholder groups.

Section 4: Other Communication & Dissemination Activities: Beyond digital communication, DIAMOND has implemented a range of complementary dissemination activities, including consortium meetings, workshops, presentations, and networking events. These activities have supported stakeholder engagement, knowledge exchange, and content creation, while reinforcing collaboration within the consortium. Additional tools, such as project videos and merchandise, contribute to communicating DIAMOND's vision in accessible and engaging formats.

Section 5: Next Steps for Communication & Dissemination: Building on the strong foundation established by M18, this section outlines the transition toward a more targeted and strategic communication approach. Central to this is the introduction of a Technographic Audience Segmentation, aligning each platform with specific stakeholder groups and their digital behaviors. In parallel, the project will enhance the website through targeted updates, including a strengthened Results Page, the publication of accessible versions of deliverables, working papers, and policy briefs, and the development of additional communication tools such as a DIAMOND Press Kit and a dedicated ^EGROW page. Further developments include the introduction of DIAMOND Personas (and the potential creation of visual characters), the expansion of scientific publications through open-access repositories such as Zenodo, and the integration of short-form video content (Reels) as a key dissemination format. Influencer and ambassador-based outreach will also be explored once more tangible project results become available.

The Annexes provided offer further proof of the communication and dissemination achievements since M6.

Abbreviations

ALMP	Active labor market policies
AU	Aarhus Universitet
CETIC	Centre d'Excellence en Technologies de l'Information et de la Communication
D	Deliverable
DEC	Dissemination, Exploitation, and Communication
DEI	Diversity Equity Inclusion
EA	Evolutionary Archetypes
EAC	Evolutionary Archetypes Consulting SL
EC	European Commission
^E GROW Index	Employability Growth Index
EMiT	Ente Morale Giacomo Feltrinelli per l'incremento Dell'Istruzione Tecnica
EU	European Union
FM	Fundación Miradas
FOB	Fundacja Obiektywna
IMM	Immersion
KER	Key Exploitable Result
KPI	Key performance indicator
M	Month
MOVE ^E	Modular and Versatile Platform for Engagement and Employability
NGO	Non-governmental organization
PE	Project Executive
PDEC	Plan for Dissemination, Exploitation, and Communication
PM	Proportional Message Associacao
R&I	Research and Innovation
RWTH	Rheinisch-Westfälische Technische Hochschule Aachen
SAB	Stakeholder Advisory Board
SME	Small and Medium-sized Enterprise
UBU	Universidad de Burgos
UNIVIE	Universität Wien
VET	Vocational education and training
WP	Work Package
WPL	Work Package Leader
YP-DE	Youth Power Germany EV

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1 Deliverable Objectives

Deliverable D7.4: Dissemination and Communication 2.0 builds upon the foundations established in D7.3 and provides an updated and refined overview of DIAMOND's dissemination, communication, and stakeholder engagement activities for the period M7–M18.

As part of Task 7.3 in the Plan for Dissemination, Exploitation, and Communication (PDEC), this deliverable aims to enhance the visibility, accessibility, and impact of DIAMOND's results by ensuring more structured, transparent, and timely dissemination of project outputs. It reflects both the progress achieved during the reporting period and the ongoing refinement of strategies informed by implementation experience and Reporting Period 1 feedback.

In particular, this updated version places increased emphasis on:

- the systematic dissemination of project results, including working papers and policy-relevant outputs
- the improved use and structuring of the project website, especially the “Results” section
- the timely communication of project activities, findings, and milestones across digital channels
- the strengthening of stakeholder engagement processes and their integration into dissemination activities

By aligning dissemination and communication efforts more closely with project outputs and stakeholder needs, this deliverable contributes to maximizing the project's scientific, societal, and policy impact, in line with Horizon Europe requirements.

DIAMOND has 4 KER's: It develops four Key Exploitable Results (KERs), which together form an integrated approach to improving Active Labour Market Policies (ALMPs):

1. ^EGROW Index
2. MOVE^E platform
3. Economic Analyses & Models
4. R&I Infrastructure

Why is this relevant?

The strategic relevance of the DIAMOND project is rooted in the urgent requirement to modernize Active Labour Market Policies (ALMPs) within the European Union. The call for proposal HORIZON-CL2-2024-TRANSFORMATIONS-01 that DIAMOND responded to mentioned “*Active labour market policies are widely used by European countries to improve the functioning of their labour markets by addressing skill mismatches, labour market segmentation, and by promoting the integration into the labour market of those facing difficulties in accessing it. [...] However, there have been studies following the 2007 recession arguing that training programmes have so far had only a modest effect in generating post-programme employment.*”

Addressing the Systemic Efficiency Gap in ALMPs: Current ALMP frameworks often prioritize macroeconomic indicators, such as GDP growth, over the nuanced, capabilities-based needs of the individual. This misalignment frequently results in bureaucratic “mismatches” where job seekers are funneled into roles or training programs that do not reflect their psychological resources or technical potential. DIAMOND addresses this systemic failure by shifting the focus toward a personalized ecosystem.

Through the ^EGROW Index (KER1) and the MOVE^E platform (KER2), the project provides individuals with the tools to quantify their own capabilities and access tailored development pathways, thereby transforming labor market participation from a mandatory compliance exercise into a meaningful career transition.

Methodological Innovation - The Grassroots Imperative: A primary challenge in labor policy is the “innovation-policy lag” - the delay between technological advancement and the implementation of relevant governance. Given that the full policy impact of current research may not be realized

until the 2030s or 2040s, there is a significant risk that top-down solutions will fail to address the needs of AI-native generations (e.g., Gen Alpha).

DIAMOND's relevance is therefore underscored by its Grassroots Living Lab (KER4) methodology. By moving beyond conventional R&I structures and engaging directly with grassroots organizations, the project ensures that its technical solutions are grounded in the lived experiences and real-time needs of the target groups. This participatory approach ensures the project's outcomes remain resilient to technological shifts and socio-economic volatility.

Evidence-Based Validation and Policy Scalability: While monitoring initiatives like the sister funded project EU-ALMPO focus on observing existing policy efficacy, DIAMOND provides a proactive, implementable framework for European stakeholders. T

he project's relevance is further substantiated by its Economic Analysis (KER3), which conducts microeconomic evaluations of the DIAMOND approach. By providing a validated, evidence-based roadmap, DIAMOND offers a scalable solution for policy-makers to transition toward more effective, human-centered employment support systems that align with the European Pillar of Social Rights.

2 Website Communication & Dissemination

2.1 DIAMOND Website Overview

The DIAMOND website serves as the central communication and dissemination hub of the project, providing a structured, accessible, and multilingual platform through which all stakeholder groups can access project information, results, and updates. The website consolidates all key project elements in one place, ensuring coherence across communication and dissemination activities.

2.1.1 Website Sections

As outlined in detail in **D7.1: Website and Social Media**, the DIAMOND website is organized into clearly defined sections, each serving a specific communication and dissemination function. Since the creation of the website, which was finalized in M2, the consortium has added one additional **RESULTS Page**.

The following are the current sections of the website that are updated on a regular basis:

- **HOME**: Provides an overview of the DIAMOND project, including its mission, key objectives, and latest highlights. It acts as the primary entry point for all users.
- **ABOUT**: Presents detailed information on the project's background, objectives, and its contribution to enhancing labor market participation through digital and modular solutions.
- **CONSORTIUM**: Introduces all project partners, showcasing their expertise and roles within the DIAMOND ecosystem, thereby strengthening transparency and credibility.
- **RESULTS**: Functions as a structured **repository for project outputs**. Initially, this page was designed to host **public deliverables**, ensuring open access to key results in line with Horizon Europe requirements.
- **NEWS & ACTIVITIES (Blog)**: Acts as the dynamic communication engine of the website, publishing regular updates, articles, and insights related to project activities, research topics, and labour market developments.
- **CONTACT**: Provides a direct communication and engagement channel for stakeholders. The page includes a newsletter subscription form (managed via Mailchimp) to share project updates, as well as a central contact email (empower@diamond-empower.eu).

2.1.2 Results Page

The [Results page](#), which was added after M6, serves as the **central repository for DIAMOND's outputs and deliverables**, ensuring transparency and open access to project results in line with Horizon Europe requirements. Initially designed to host **public deliverables**, the page will be further developed, based on **feedback from Review Period 1**, to include **accessible summaries of sensitive deliverables**, allowing stakeholders to engage with key insights while respecting confidentiality constraints. As more results of the project will become available, the consortium will provide information about all major outcomes on the Results page. More information about updates on the DIAMOND Results Page is outlined in [Chapter 5: Next Steps for Communication & Dissemination - Results Page](#).


[Empowering Potentials - Sparking Success](#)
[Empowerment Potentials - Sparking Success](#)

[in](#)
[x](#)
[f](#)
[t](#)

[HOME](#)
[ABOUT](#)
[CONSORTIUM](#)
[RESULTS](#)
[NEWS & ACTIVITIES](#)
[CONTACT](#)
[EN](#)

Work Package 1 – Development, Validation, and Facilitation of the 'GROW Index

COMPREHENSIVE CAREER EMPOWERMENT INDEX (CCE)

This is a working version of DIAMOND's empowerment capabilities as one part of the overall 'GROW index. The Comprehensive Career Empowerment Index (CCE) captures psychological resources and abilities that enable individuals to take control of their career-related growth and actions to enhance their success in the labor market. This index assesses career empowerment as a multidimensional construct. It goes beyond traditional measures of career satisfaction. Measured subdimensions include career identity, career development, career clarity, career exploration, career confidence, career adaptability, career-related self-control, and resilience to career stress.



COMPREHENSIVE CAREER EMPOWERMENT INDEX (CCE)

DIAMOND
CONSORTIUM

European Union
Project Grant Agreement No. 101019742

Subdimension	Career Empowerment	Significance
Career Identity	1. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)
Career Clarity	2. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)
Career Development	3. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)
Career Exploration	4. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)
Career Confidence	5. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)
Career Adaptability	6. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)
Career-related Self-control	7. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)
Resilience to Career Stress	8. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)
Career Satisfaction	9. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)
Career Success	10. How do I feel about my career? (on a scale from 1 to 5)	What is the link to my career? (on a scale from 1 to 5)

Kirk, T., & Plunkett, A. (2021). Comprehensive Career Empowerment Index (CCE). University of Vienna. Retrieved from <https://www.diamond-consortium.eu/wp-content/uploads/2021/09/Comprehensive-Career-Empowerment-Index-CCE.pdf>

Work Package 7 – Dissemination, Exploitation and Communication

D7.1 Website and social media

This deliverable presents the development and implementation of DIAMOND's project website and official social media channels as key tools for communication and dissemination. It outlines the structure, content, and visual identity of the DIAMOND website, which serves as the central hub for project information, updates, results, and stakeholder engagement.

The deliverable also describes the project's presence on social media platforms, including LinkedIn, X, Facebook, Instagram, and YouTube, which are used to raise awareness, share project activities and results, and engage diverse target audiences. Together, the website and



DIAMOND
Digitally Enabled
Innovation and
Modelling for
Omnidirectional
Automation



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Deliverable number:	D7.1
Deliverable title:	Website and social media
EC document version:	Vn1
WP number:	WP7
Lead beneficiary:	OE-EA

Figure 1: DIAMOND Results Page

2.1.3 Website Languages

The DIAMOND website is available in eight program languages, ensuring accessibility across all consortium countries and supporting inclusive dissemination at both national and European levels. This multilingual structure enables all key DIAMOND target groups, including the Innovation & Industry Ecosystem (Scientific Community, Companies, Third Party Developers), the Education & Civil Society Network (Educators, NGOs, VET providers), the Policy & Public Affairs Community (Policy Makers), the Future Beneficiaries (job seekers from vulnerable socio-economic backgrounds), and the Employment Support Ecosystem (public and private ALMP providers), to engage with project content in their local context, thereby increasing reach and usability.

Available Languages

- English (EN)
- Spanish (ES)
- Danish (DK)
- Italian (IT)
- French (FR)
- Portuguese (PT)
- German (DE)
- Polish (PL)

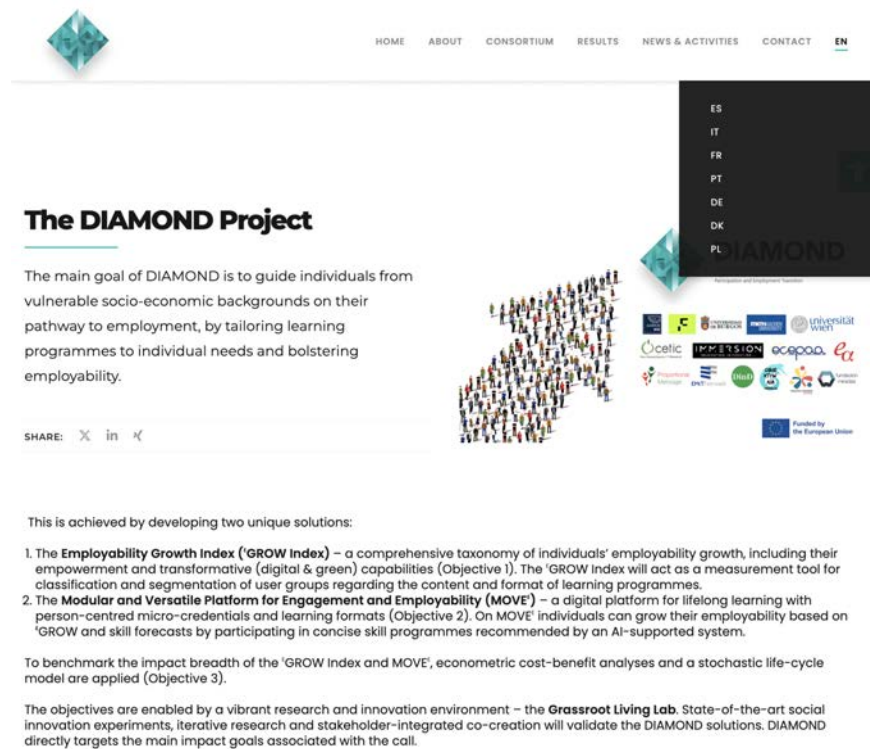


Figure 2: DIAMOND Website Languages

2.1.4 Accessibility Features

To further support inclusiveness, the DIAMOND website integrates a range of user-centered accessibility tools that allow users to adapt the interface to their individual needs. These features are particularly relevant for Future Beneficiaries (e.g., job seekers from vulnerable socio-economic backgrounds) and the Employment Support Ecosystem (e.g., ALMP providers, career support practitioners), ensuring that project content remains accessible, readable, and easy to navigate across diverse user groups.

Accessibility Features include:

- Increase Text
- Decrease Text
- Grayscale
- High Contrast
- Negative Contrast
- Light Background
- Links Underline
- Readable Font

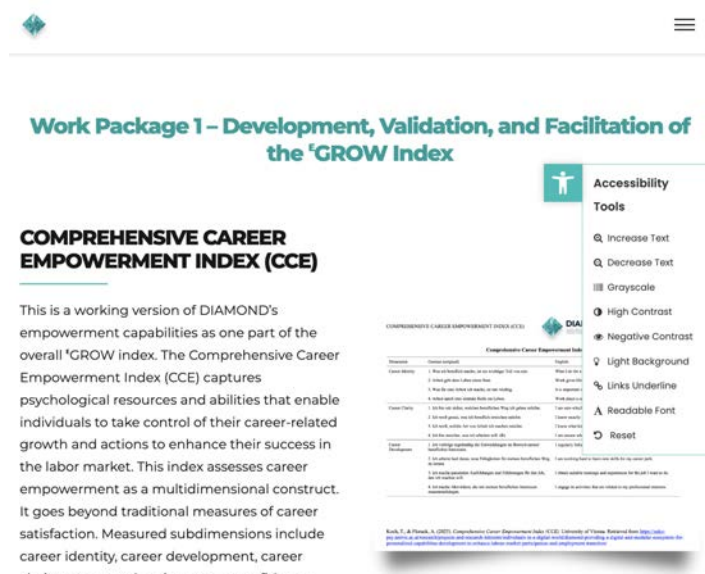


Figure 3: DIAMOND Accessibility Features

2.2 DIAMOND Website Statistics & Stakeholder Engagement

From **M1 to M18**, the DIAMOND website has established itself as the central entry point of the project's digital ecosystem, demonstrating strong progress toward its dissemination and communication targets.

DIAMOND Website Statistics

The website has reached approximately **6,100 active users** and **6,100 new users**, indicating a continuous influx of new stakeholders alongside recurring engagement. In addition, more than **30,000 user interactions (events)** as well as **11,000 views** have been recorded, reflecting active navigation and engagement with the platform's content.

This performance shows that the website is on track to achieve its KPI target of **15,000+ visitors by M30**, as defined in the DIAMOND Communication Plan.

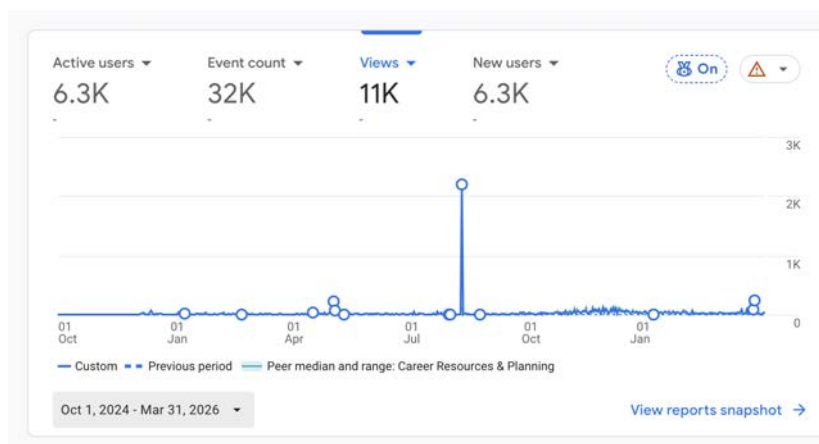


Figure 4: DIAMOND Website Statistics

A key driver of this engagement is the continuous publication of content: as of M18, the website features over **60 blog posts**, providing regular updates, insights, and accessible explanations of project developments. These articles play a central role in translating complex research into practical and user-oriented content, supporting ongoing stakeholder engagement.

DIAMOND Website Stakeholder Engagement

The DIAMOND website is designed as a cross-segment platform, serving all identified target groups within the project's technographic segmentation:

1. The **Innovation & Industry Ecosystem**, including Scientific Community (e.g., universities, labs, research institutes), Companies (e.g., SMEs; start-ups), and Third Party Developers (e.g., software developers), which engage with the website as a repository of research outputs, methodologies, and technical insights.
2. The **Education & Civil Society Network**, including Educators (e.g., NGOs, providers of vocational training and education (VET)), which accesses content focused on practical application, training relevance, and community impact.
3. The **Policy & Public Affairs Community**, including Policy Makers, utilizes the platform to access evidence-based findings and policy-relevant insights.
4. The **Future Beneficiaries**, including **DIAMOND Segments** - Job Seekers from Vulnerable Socio-Economic Backgrounds (e.g., individuals facing systemic labor market barriers, including

women, persons with disabilities, and migrants), are supported through accessible, user-friendly, and explanatory content pathways.

5. The **Employment Support Ecosystem**, including Public/Private ALMP Provider (e.g., career support), which engages with the website as a resource hub for tools, methodologies, and implementation insights.

As outlined in Section [5.3 DIAMOND Website Updates](#), while all target groups can already access central project information through the website, the DIAMOND consortium will further enhance the platform by providing more detailed, structured, and accessible content on project developments and outcomes. In addition, the website will be expanded to include targeted sections aligned with the needs of specific technographic target groups, thereby strengthening usability, relevance, and stakeholder engagement.

2.3 DIAMOND Blog Content Strategy & Thematic Coverage

The DIAMOND blog serves as a core dissemination and engagement tool, translating complex research outputs into accessible, user-oriented content.

With over 60 published articles as of M18, we maintain a consistent publication schedule, with **one post per week**, ensuring a continuous flow of content that supports stakeholder engagement and increases the visibility of project results over time.

1. Interactive Engagement Content (Polls & Reflection)
2. Future Skills & Labor Market
3. Accessible Insights & Project Updates
4. Human-Centered Digital Skills & Well-being

Across these pillars, the blog content consistently addresses cross-cutting themes such as skills development (including digital and green skills), lifelong learning, employability pathways, the future of work, and human-centered approaches to career development and well-being. In addition, the blog reflects on motivation, personal growth, and labor market inclusion, ensuring that project insights remain both policy-relevant and accessible to broader audiences.

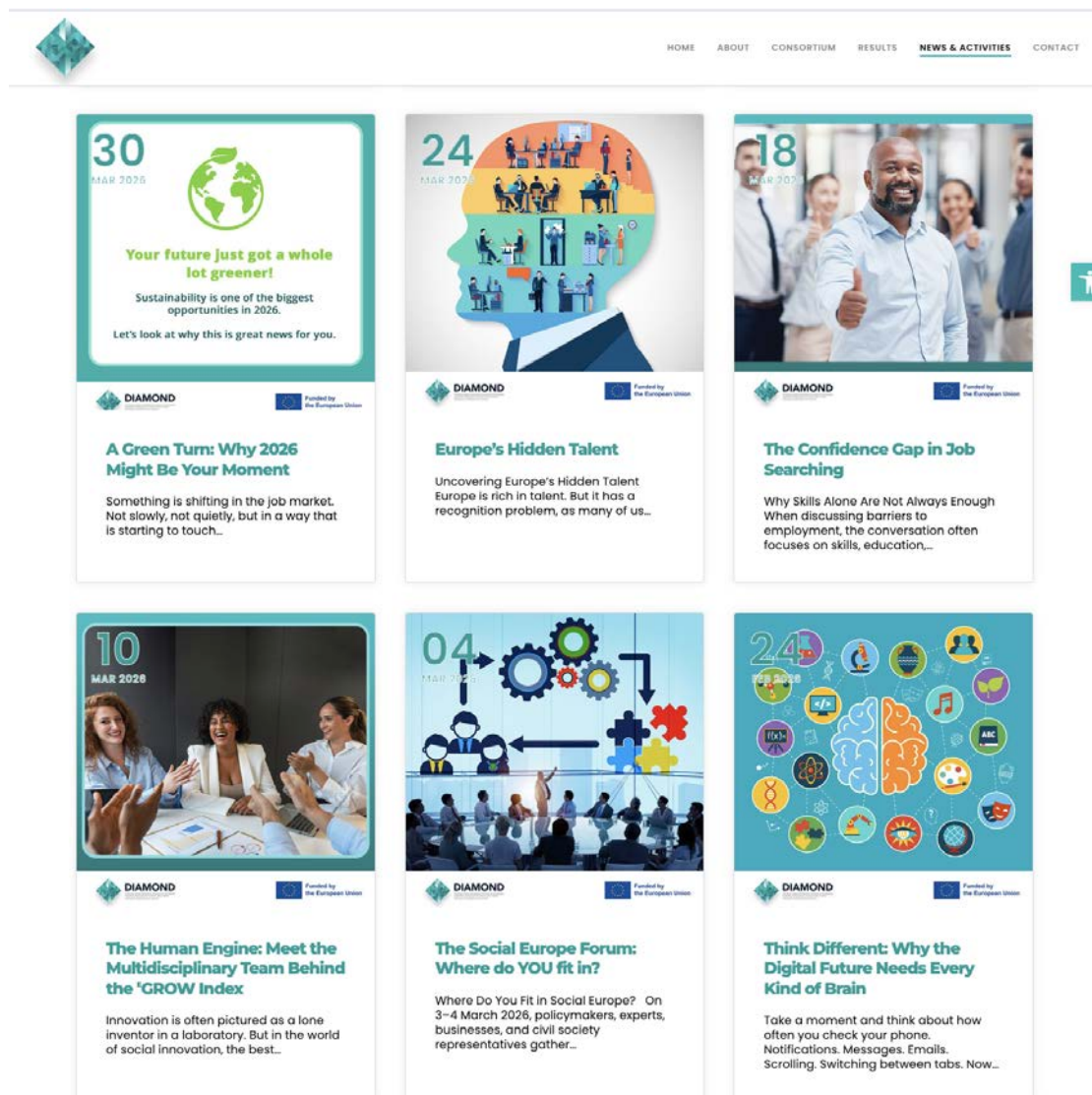


Figure 5: DIAMOND Blog

2.3.1 Blog Content Strategy 1 - Interactive Engagement Content (Polls & Reflection)

This content category focuses on active user engagement and feedback collection, creating a structured link between social media interaction and website content. The DIAMOND consortium first conducts **interactive polls on social media platforms** to gather input from target audiences on topics such as career paths, skills development, and work-life balance, and provides an **initial blog post** about the poll topic. The results are then **analyzed and translated into blog articles**, where key findings are presented alongside reflective insights and contextual explanations.

This approach establishes a continuous feedback loop, ensuring that stakeholder perspectives directly inform dissemination outputs while strengthening engagement across target groups.

To illustrate this approach, [Table 1: DIAMOND Blog - Interactive Engagement Content](#) presents selected examples of interactive engagement content:

Initial Post	Poll Results
What Green Skills Matter Most? Survey	What Green Skills Matter Most? (POLL)
	
What Makes a Dream Career? ⇒ What would your dream career include - if nothing held you back?	✳ What Makes a Dream Career? - Poll Results Are In!

10

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What Makes a Dream Career? – Poll Results Are In!

What Makes a Dream Career? – Poll Results Are In! Last week, we asked our network what matters most...

How Much Does Your Job Define You? (Poll)

Finding Balance in Work & Life (Poll)

08 AUG 2025 12 1 2 3 4 5 6 7 8 9 10 11 WORK LIFE  Funded by the European Union What's the right balance between work and life? 📌 What's the right balance between work and life? ⇒ Some believe success demands relentless hours. Elon Musk once said:...	26 AUG 2025  Funded by the European Union Finding Balance in Work & Life (Poll) 🌟 Finding Balance in Work & Life Our latest DIAMOND Empower poll asked: What do you believe would help achieve...
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Table 1: DIAMOND Blog - Interactive Engagement Content

2.3.2 Blog Post Strategy 2 - Future Skills & Labor Market

This content pillar focuses on **reskilling**, **upskilling**, and **emerging labor market trends**, aligning closely with DIAMOND's objective of enhancing employability through personalized learning pathways. Blog posts within this category explore topics such as the future of work, digital transformation, micro-credentials, and evolving skill demands, providing both strategic insights and practical guidance.

The content is particularly relevant for the **Innovation & Industry Ecosystem** and the **Policy & Public Affairs Community**, while also supporting **Future Beneficiaries** by translating complex labor market developments into accessible and actionable knowledge.

<u>What is the European Skills Agenda - And Why It Matters</u>	<u>Four Easy Digital Skills to Boost Your Career Path</u>	<u>What Really Changes When You Upskill?</u>
 What is the European Skills Agenda — and Why It Matters The European Skills Agenda is the EU's five-year plan to help people and businesses develop the skills needed for the...	 Four Easy Digital Skills to Boost Your Career Path Four Easy Digital Skills to Boost Your Career Path You don't need to be a programmer or IT expert...	 What Really Changes When You Upskill? What Really Changes When You Upskill? When people learn new skills, their confidence grows, opportunities expand, and their impact...
This blog post represents the Future Skills & Labor Market strategy by connecting DIAMOND to EU-level policy frameworks, highlighting how skills development is shaped at the European level.	This blog post represents the strategy by translating future skill demands into practical, actionable guidance, helping individuals understand which digital skills are relevant for today's labor market.	This blog post represents the strategy by exploring the real-life impact of upskilling, linking skill development to employability, career progression, and long-term labor market outcomes.

Table 2: DIAMOND Blog - Future Skills & Labor Market Content

2.3.3 Blog Post Strategy 3 - Accessible Insights & Project Updates

This content pillar focuses on communicating project progress, consortium activities, and key developments in a clear and accessible format. Blog posts within this category translate technical work, workshops, and meetings into structured, user-friendly insights, ensuring transparency and continuous engagement across all technographic target groups.

To illustrate this approach, [Table 3: DIAMOND Blog - Accessible Insights & Project Updates](#) presents selected examples of blog posts that highlight DIAMOND’s ongoing activities and project advancements.

Advancing ^EGROW: DIAMOND Workshop Highlights	Advancing the MOVE^E Ecosystem: DIAMOND Partners Align in WP5 Meeting	DIAMOND Consortium Meeting in Berlin – Recap of Day 1!
		
This blog post represents this content pillar by summarizing key outcomes from a DIAMOND workshop, translating technical discussions on the ^EGROW Index into accessible insights on project development and stakeholder collaboration.	This blog post represents this content pillar by providing an update on consortium alignment within WP5, highlighting progress on the MOVE^E platform and collaborative efforts driving project implementation.	This blog post represents this content pillar by documenting a consortium meeting, offering a transparent overview of discussions and ongoing coordination across partners.

Table 3: DIAMOND Blog - Accessible Insights & Project Updates

2.3.4 Blog Post Strategy 4 - Human-Centered Digital Skills & Well-being

This content pillar focuses on the **human dimension of employability**, addressing the intersection of digital skills, work patterns, and individual well-being. Blog posts within this category explore how technological change and evolving labor market structures impact individuals, while promoting sustainable, inclusive, and human-centered approaches to career development.

The content is particularly relevant for **Future Beneficiaries**, while also providing valuable insights for the Education & Civil Society Network and the Employment Support Ecosystem, supporting more holistic approaches to skills development and workforce integration.

To illustrate this approach, [Table 4: DIAMOND Blog - Human-Centered Digital Skills & Well-being](#) presents selected examples of blog posts that address digital transformation, work-life balance, and mental well-being in the context of employability.

The Future of Work 2026 and the Rise of Micro-Credentials	How many hours is “full-time” work? It varies around the world.	10 Mental Health Tips for Lifelong Learners & Job Seekers
		
This blog post represents this content pillar by exploring how emerging learning models and micro-credentials shape future career pathways, while emphasizing the need for flexible and human-centered approaches to lifelong learning.	This blog post represents this content pillar by examining global differences in work structures, encouraging reflection on work-life balance and the evolving meaning of employment in a human-centered labor market.	This blog post represents this content pillar by addressing the importance of mental well-being in career development, providing practical strategies to support individuals navigating learning and job search challenges.

Table 4: DIAMOND Blog - Human-Centered Digital Skills & Well-being

2.4Partner Blog Posts

In addition to the DIAMOND blog, all consortium partners have also posted on their own organization’s blogs. As of M18, the **DIAMOND consortium** has produced **nearly 80 blog posts**, reflecting a strong and continuous contribution from partners across the project.

These blog posts have been developed in multiple languages, ensuring accessibility and relevance for diverse target groups across consortium countries and supporting inclusive dissemination at both national and European levels.

Across partners, blog contributions focus on areas such as skills development (including digital and green skills), lifelong learning, employability pathways, and the future of work, while also addressing project-specific developments, consortium activities, and policy-relevant insights.

In addition, several partner blog posts emphasize the human-centered dimension of employability, including motivation, well-being, and the challenges faced by individuals navigating the labor market. This ensures that dissemination is not only aligned with DIAMOND’s scientific and policy objectives but also remains accessible, relatable, and relevant to end users, particularly Future Beneficiaries and the Employment Support Ecosystem.

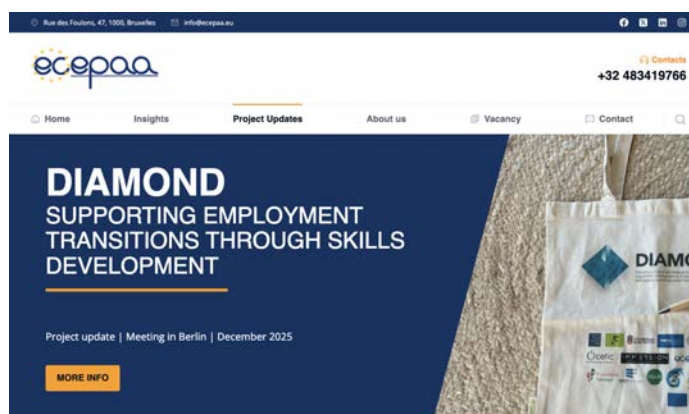
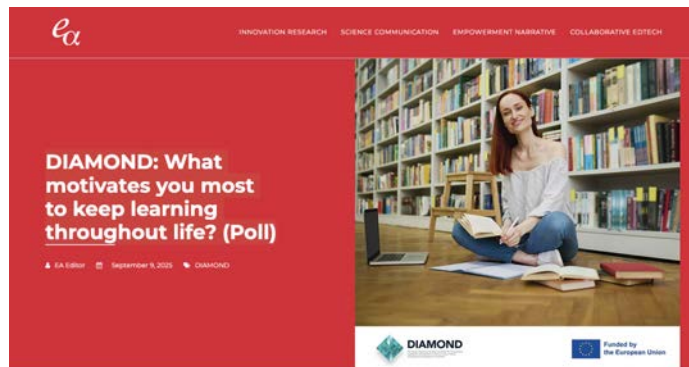
To illustrate the thematic diversity and multilingual nature of partner blog contributions, [Table 5: DIAMOND Partner Blog Posts](#) presents selected examples of blog posts published by consortium partners across different countries and languages.

FM also provided and disseminated **2 Newsletters** that were also published as blog posts.

In addition, newsletters will be developed and distributed to targeted stakeholder groups, highlighting key project updates, results, and opportunities for engagement.

Title, Link & Language	Partner	Image
Shaping Potential, Sparking Success: Elevating Employability English	AU	

Page 21 of 66

<u>A Productive Two Days of Collaboration!</u> English	ECEPAA	 A Productive Two Days of Collaboration! Earlier this month, the DIAMOND consortium gathered in Berlin for two intensive days of collaboration, planning, and project alignment – and our team from ECEPAA was there in person, engaged and ready to contribute. Moving the Project Forward The first day opened with a warm welcome from the lead partner, Aarhus University, and immediately got into the heart of the work. Partners reviewed the upcoming reporting period, key deadlines, and overall project alignment, ensuring the entire consortium is moving in the same direction. Discussions covered several critical areas that are shaping DIAMOND's progress. On the methodology and scientific framework, partners refined the structure of the project's evidence-based approaches and shared templates for integrating research insights across teams. Updates on communication and outreach ensured that DIAMOND's messaging remains clear and consistent across Europe, while a dedicated session on research progress brought together the latest findings on empowerment, transformative capabilities, and learner profiles – the knowledge foundation that drives the entire project. Two other sessions stood out: an update on the DIAMOND digital platform, with a clear roadmap of integration points and upcoming milestones, and a comprehensive review of the Living Lab and social innovation experiments, mapping the next steps toward community-driven experimentation across European regions.
<u>DIAMOND: What motivates you most to keep learning throughout life? (Poll)</u> English	EAC	 DIAMOND: What motivates you most to keep learning throughout life? (Poll) EA Editor September 5, 2025 DIAMOND What Keeps Us Learning Throughout Life? « On the one hand, research shows that personal fulfillment and a sense of control are strong motivators, especially for adults over 45, who often learn to stay mentally sharp and define their path (Source). « On the other hand, educators highlight that intrinsic motivation, the joy of learning itself, is key to retaining knowledge and applying it across life contexts (Source). So, what does this mean for lifelong learning? It suggests that while career and security are important, people often keep learning because of curiosity, personal growth, and the satisfaction of discovery. At DIAMOND Empower, we explore how these motivations shape lifelong learning pathways across schools, workplaces, and communities. Question for you: What motivates you most to keep learning throughout life - Career growth, Personal interest, Community influence or Job security? More about DIAMOND: https://diamond-empower.eu/ Project 10107081 – DIAMOND – HORIZON-CL2-2024-TRANSFORMATIONS-01 Disclaimer: 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 the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them. DIAMOND Funded by the European Union EMPOWER PAC EMPOWER PAC: How to Manage Disrupt - 1st Disrupt – The Emotion That Helps Protect Us Imagine noticing something that smells spoiled, looks dirty, or simply feels... READ MORE HATE LESS Defending Truth in the Digital Age

Reunião do DIAMOND em Berlim Portuguese	PM	About Services Projects News Contacts Reunião do DIAMOND em Berlim by pmessage Dec 29, 2025 Sem categoria Nos dias 4 e 5 de dezembro de 2025, os parceiros do projeto DIAMOND Empower reuniram-se em Berlim para dois dias de colaboração, reflexão e planeamento conjunto. Estes encontros reforçaram aquilo que está no centro do DIAMOND: colocar as pessoas no centro das soluções para o emprego. No DIAMOND, juntamos perspetivas económicas, psicológicas, tecnológicas e sociais para desbaratar percursos de empregabilidade centrados nas pessoas - adaptados às suas realidades, necessidades e objetivos. Através do Living Lab, da investigação e de ferramentas baseadas em IA como o NBDW Index e a plataforma MOVIR, transformamos investigação complexa em apoio prático e acessível para pessoas que enfrentam barreiras no mercado de trabalho, incluindo pessoas desempregadas, jovens, e pessoas com diversidades funcionais. • O nosso objetivo é simples, mas ambicioso: • combater a pobreza social com desenvolvimento de competências; • criar soluções com as pessoas diretamente envolvidas; • contribuir para o futuro das Políticas Ativas de Mercado de Trabalho. • O DIAMOND Empower capacita as pessoas a construir, manter e ampliar no seu potencial. Seguimos motivados para levar este impulso para a próxima etapa do DIAMOND, que se revela fundamental para o desenvolvimento do projeto. • Saiba mais: https://diamond-empower.eu
Czy wiesz, że tylko 22% specjalistów AI to kobiety? Polish & English	DEI	10.02.2026 Diamond Czy wiesz, że tylko 22% specjalistów AI to kobiety? Przyszłość technologii nie należy już do jednego typu eksperta. W 2026 roku realny wpływ powstaje dzięki łączeniu kompetencji: technologii z etyką, nauki z finansami, kreatywności z przywództwem. Dlatego Międzynarodowy Dzień Kobiet i Dziewcząt w Nauce (11.02.2026) w tym roku koncentruje się na synergii. Innowacyjne innowacje powstają wtedy, gdy kobiety są wspierane we wnoszeniu wielu perspektyw do przestrzeni cyfrowych. W Diamond Empower wierzymy, że wzmacnianie pozycji to coś więcej niż kompetencje techniczne. To także pewność siebie, możliwość wyboru i świadomość szerszego wpływu technologii. Jakie umiejętności Twoim zdaniem będą najważniejsze dla przyszłych liderów i liderów cyfrowych? Źródło danych: Organizacja Narodów Zjednoczonych, Międzynarodowy Dzień Kobiet i Dziewcząt w Nauce, 11 lutego Link: https://www.un.org/.../jobs.../women-and-girls-in-science-day Agencja finansująca: European Research Executive Agency (REA) https://rea.ec.europa.eu/ Dowiedz się więcej o projekcie DIAMOND: https://diamond-empower.eu/

<u>DIAMOND: Providing a digital and modular ecosystem for personalised capabilities development to enhance labour market participation and employment transition</u>	YP-DE	
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Table 5: DIAMOND Partner Blog Posts

3 Social Media Communication

3.1 DIAMOND Social Media Statistics & Stakeholder Engagement

DIAMOND Social Media Statistics

Social media plays a central role in DIAMOND’s dissemination strategy, complementing the website by enabling real-time communication, broader outreach, and continuous stakeholder interaction. Through coordinated and regular posting across platforms, the consortium ensures that project updates, insights, and results reach diverse audiences in an accessible and engaging format.

By M18, DIAMOND has established an active presence across LinkedIn, Facebook, Instagram, X (Twitter), and YouTube, building a growing online community of **430 followers across the central project channels**. This exceeds the initial KPI target of **200 followers within the first year**, demonstrating strong early growth and visibility.

DIAMOND publishes weekly posts on LinkedIn, Facebook, X, and Instagram, and will publish further videos on YouTube.

#	Channel	Posts	Likes Reactions	Reposts	Views	Comments	Followers
1	LinkedIn	71	961	258	13,529	49	251
2	Facebook	73	559	114	7,087	31	76
3	X	69	160	84	4,696	36	7
4	Instagram	72	558	150	23,888	44	91
5	YouTube	1	40	-	32	-	5
	Total	286	2,278	606	49,132	160	430

Table 6: DIAMOND Social Media Statistics

Beyond the central channels, DIAMOND’s content benefits from amplification through consortium partners, reaching a combined audience of **over 100,000 individuals (108,663)** across partner networks.

In terms of activity, the consortium has shared a total of **286 posts across platforms** during the first 18 months of the project, maintaining a consistent publishing rhythm. These posts include project updates, blog promotions, interactive content (e.g., polls), awareness-raising messages, and event dissemination, ensuring a continuous flow of communication and engagement.

This sustained activity has resulted in strong engagement, including over **49,000 views**, more than **2,200 likes and reactions**, over **600 reposts**, and **160 comments**, demonstrating active interaction with project content across platforms. Overall, these results demonstrate that DIAMOND’s social media presence is not only growing in reach but also generating consistent and meaningful engagement across diverse stakeholder groups.

The consortium keeps track of all published DIAMOND social media and blog posts in a consortium-wide tracking document (described in the [Appendix - 7.1 Dissemination Log](#))

DIAMOND Social Media Stakeholder Engagement:

EAC conducted a technographic and platform-specific analysis to better understand DIAMOND’s target audiences. DIAMOND’s social media channels are already reaching a diverse range of

relevant stakeholders. Current audiences primarily include **educators, trainers, NGO professionals, researchers, and EU project communities**, as well as **students and early-career professionals** interested in skills development, employability, and lifelong learning.

LinkedIn has been the most popular platform.

In addition, social media engagement reflects strong interaction with **youth workers, inclusion practitioners, and professionals in education and career support**, who are particularly responsive to accessible, visual, and practice-oriented content.

In terms of platform performance, DIAMOND's strongest reach and engagement are currently observed on **LinkedIn and Instagram**, which generate the highest levels of visibility, interactions, and content engagement across the project's social media ecosystem. **LinkedIn has emerged as the leading platform** for professional and institutional audiences, while **Instagram shows particularly strong performance** in terms of views and engagement, especially among the primary target audiences. **Facebook also demonstrates solid performance**, particularly within community-oriented and practice-based networks.

Building on the success of these platforms, the [5.2 Technographic Audience Segmentation](#) will also provide a **strategic pathway to further expand DIAMOND's reach by strengthening its presence on X** (formerly Twitter). The current engagement on X is comparatively lower, as the platform holds significant potential for reaching the **Policy & Public Affairs Community**, particularly policymakers, researchers, and advocacy stakeholders. These are stakeholders the DIAMOND consortium intends to reach with an adjusted social media strategy.

As a result, the next phase of dissemination will place increased emphasis on targeted and policy-oriented content on X, ensuring a more balanced and comprehensive outreach across all key stakeholder groups. This alignment confirms that DIAMOND's social media activities are effectively reaching their intended audiences while providing a strong foundation for further targeted engagement.

This confirms that DIAMOND's social media presence is already aligned with its key technographic target groups, while also creating a foundation for further expansion toward Future Beneficiaries and the Employment Support Ecosystem.

3.2 Social Media Content Strategy & Thematic Coverage

3.2.1 Overview

DIAMOND's social media content strategy is designed to complement the website and blog, translating project outputs into engaging, visual, and platform-specific formats. While the website serves as a structured repository and the blog provides in-depth insights, social media focuses on visibility, accessibility, and interaction, ensuring continuous engagement with diverse audiences. The strategy is built around four core content pillars, which align with the DIAMOND blog content strategy while adapting content formats to the strengths of each platform:

1. Interactive Engagement Content (Polls & Reflection)
2. Educational Carousels
3. Skill-Related Posts
4. Project News & Accessible Insights

Across these pillars, content is designed to be visual, concise, and user-oriented, supporting both awareness-raising and stakeholder interaction.

3.2.2 Social Media Content Strategy 1 - Interactive Polls

This content pillar focuses on active audience participation and feedback collection, using platform-specific interactive features to engage users directly. Polls are published on **LinkedIn, X, and Instagram**, where native poll functions are available, and are adapted as **question-based posts on Facebook**, ensuring consistent engagement across all platforms.

These posts encourage users to reflect on topics such as career paths, skills, and work-life balance, while generating valuable input from target audiences. The results collected across platforms are then reviewed and analyzed by the consortium, and key findings are translated into blog articles and structured insights.

This approach creates a continuous feedback loop between social media and the website, ensuring that stakeholder perspectives directly inform dissemination outputs while strengthening engagement across target groups.

Table 7: Social Media Content Strategy 1 - Interactive Polls presents selected examples of interactive poll-based content across platforms, illustrating how DIAMOND actively engages stakeholders through questions and feedback collection mechanisms.

LinkedIn 💬 What do you believe would help achieve a better work-life balance for you?	Instagram What defines a dream career?	Facebook 🌱 What Green Skills Matter the Most?

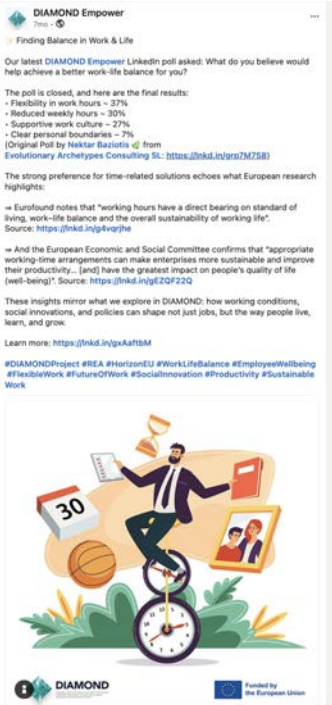
Poll results (all channels)  DIAMOND Empower 7mo · 6 Finding Balance in Work & Life Our latest DIAMOND Empower LinkedIn poll asked: What do you believe would help achieve a better work-life balance for you? The poll is closed, and here are the final results: • Flexibility in work hours - 37% • Reduced weekly hours - 30% • Supportive work culture - 27% • Clear personal boundaries - 7% (Original Poll by Niktor Bazianis @ from Evolutionary Archetypes Consulting SL: https://lnkd.in/g/7M758) The strong preference for time-related solutions echoes what European research highlights: → Eurofound notes that "working hours have a direct bearing on standard of living, work-life balance and the overall sustainability of working life". Source: https://lnkd.in/g/4vgrjhe → And the European Economic and Social Committee confirms that "appropriate working-time arrangements can make enterprises more sustainable and improve their productivity... [and] have the greatest impact on people's quality of life (well-being)". Source: https://lnkd.in/g/EZF22Q These insights mirror what we explore in DIAMOND: how working conditions, social innovations, and policies can shape not just jobs, but the way people live, learn, and grow. Learn more: https://lnkd.in/g/Aa8tBM #DIAMONDProject #REA #HorizonEU #WorkLifeBalance #EmployeeWellbeing #FlexibleWork #FutureOfWork #SocialInnovation #Productivity #SustainableWork		
These posts represent the strategy by encouraging professional audiences to reflect on work-life balance, generating insights relevant to employability and well-being, and consolidating and communicating stakeholder feedback, transforming engagement data into structured insights.	This post represents the strategy by using a visually engaging and accessible format to prompt personal reflection among future beneficiaries.	This post represents the strategy by adapting the poll format into a discussion-based question, enabling participation on platforms without native polling features.

Table 7: Social Media Content Strategy 1 - Interactive Polls

3.2.3 Social Media Content Strategy 2 - Educational Carousels

Educational carousel posts are designed to present structured, easy-to-digest information in a visually engaging and user-friendly format. These posts break down complex topics, such as lifelong learning, digital and green skills, and employability, into clear, step-by-step insights that can be quickly understood and revisited.

Carousel formats are particularly effective on platforms such as Instagram and LinkedIn, where users engage with swipeable content that encourages deeper interaction. These posts are designed to maximize content retention and “save” behavior, making them especially valuable for audiences seeking practical, reusable knowledge.

Table 8: Social Media Content Strategy 2 - Educational Carousels presents selected examples of educational carousel content, demonstrating how DIAMOND translates complex topics into structured, visually engaging, and easy-to-digest formats.

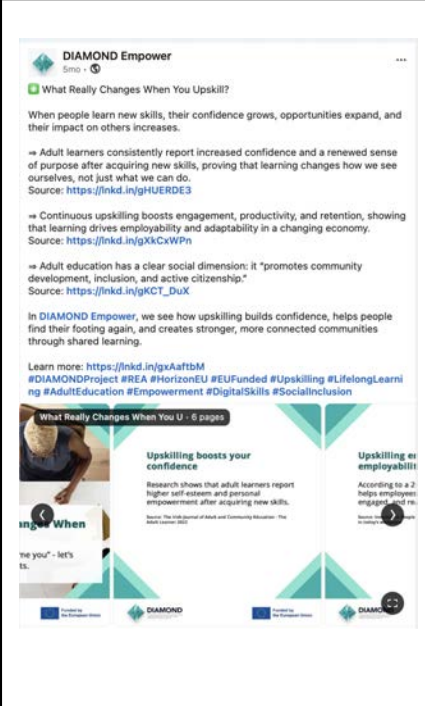
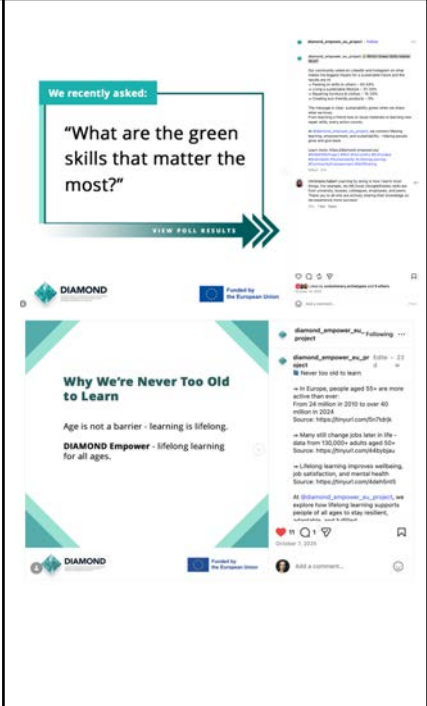
LinkedIn 🌟 <u>What Really Changes When You Upskill?</u>	Facebook 💡 <u>Four Easy Digital Skills to Boost Your Career Path</u>	Instagram 🌿 <u>Which Green Skills Matter Most?</u> <u>Never too old to learn</u>
		
This post represents the strategy by breaking down the impact of upskilling into clear, structured insights for a professional audience.	This post represents the strategy by presenting practical and accessible skill recommendations tailored to a broad and community-oriented audience.	These Instagram posts represent the strategy by using visually engaging carousel formats to simplify concepts such as green skills and lifelong learning, making them accessible, relatable, and easy to retain for a broad audience.

Table 8: Social Media Content Strategy 2 - Educational Carousels

3.2.4 Social Media Content Strategy 3: Skill-Related Posts

This content pillar focuses on translating DIAMOND's research and outputs into practical, actionable insights related to skills development, including digital skills, green skills, and transferable competencies. These posts are designed to support individuals in understanding which skills are relevant in the evolving labor market and how they can be applied in real-world contexts.

Content is presented in accessible and visually engaging formats, including short posts, infographics, and carousel summaries, ensuring that complex concepts are simplified without losing their relevance. This makes the content particularly effective for Future Beneficiaries, who benefit from clear guidance on employability and career development.

In addition, these posts are often linked to blog articles and project outputs, providing users with the opportunity to explore topics in greater depth. This ensures a strong connection between awareness (social media) and knowledge development (website and blog).

Table 9: Social Media Content Strategy 3: Skill-Related Posts presents selected examples of skill-related content, illustrating how DIAMOND communicates labor market challenges and opportunities through actionable and user-oriented insights.

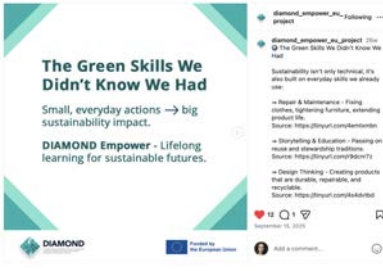
X 75% of European businesses struggle to find the right skills.	Instagram The Green Skills We Didn't Know We Had	Your career just got a "Green Light" for 2026!
 DIAMOND Empower @Diamond_Empower 75% of European businesses struggle to find the right skills. DIAMOND provides learning for digital skills like AI, Cybersecurity & Cloud Computing, and green skills like Energy Efficiency & Circular Economy are essential for future success! 🌱🔧 #DIAMONDProject #REA Shaping a smarter, greener, and more inclusive workforce.	 The Green Skills We Didn't Know We Had Small, everyday actions → big sustainability impact. DIAMOND Empower - Lifelong learning for sustainable futures.	 Diamond Empower is with Aarhus Universitet and 13 others. March 21 at 1:01AM Your career just got a "Green Light" for 2026! 🌱💡 The data is in: Demand for green talent is growing twice as fast as the supply. This isn't just for scientists, it's for everyone! At the Diamond Empower Project, we are following the "New Horizon" of the labor market. Our "GROW" Index focuses on Transformative Capabilities, helping you gain the Green and Digital skills that employers are actually looking for. ❓ Did you know? Over 50% of green hires are in "regular" roles like Project Management, Sales, and Admin. You just need a "Green Lens." We are moving away from top-down rules and toward human-centric growth. Let's build your future-proof toolkit together. 🌱 Source: Sustainability Magazine, How Green Skills Will Drive Global Jobs Growth in 2026, https://sustainabilitymag.com/...how-green-skills-will- Funding Agency: European Research Executive Agency (REA): https://rea.ec.europa.eu/ Learn more about DIAMOND: https://diamond-empower.eu/ #DIAMONDProject #REA #HorizonEU #EUfunded #SDGS #Upskilling #FutureOfWork #InclusiveLaborMarket #LifelongLearning #Innovation
This post represents the strategy by highlighting labor market gaps through concise, data-driven messaging suited for policy and awareness-oriented audiences.	This post represents the strategy by translating emerging skill concepts into relatable and accessible content for future beneficiaries.	This post represents the strategy by linking green skills to future career opportunities through an engaging and forward-looking narrative.

Table 9: Social Media Content Strategy 3: Skill-Related Posts

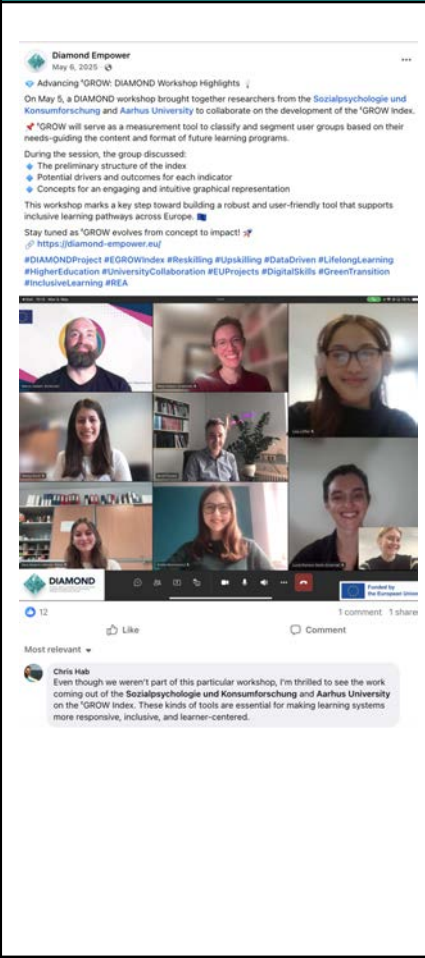
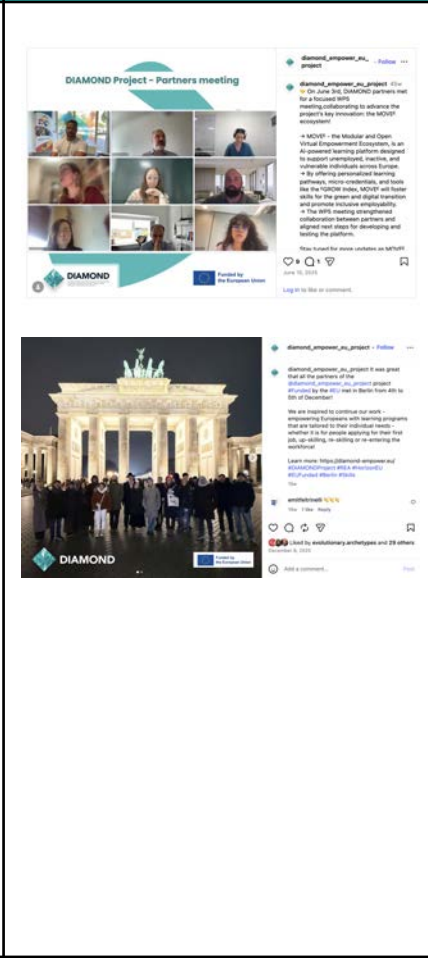
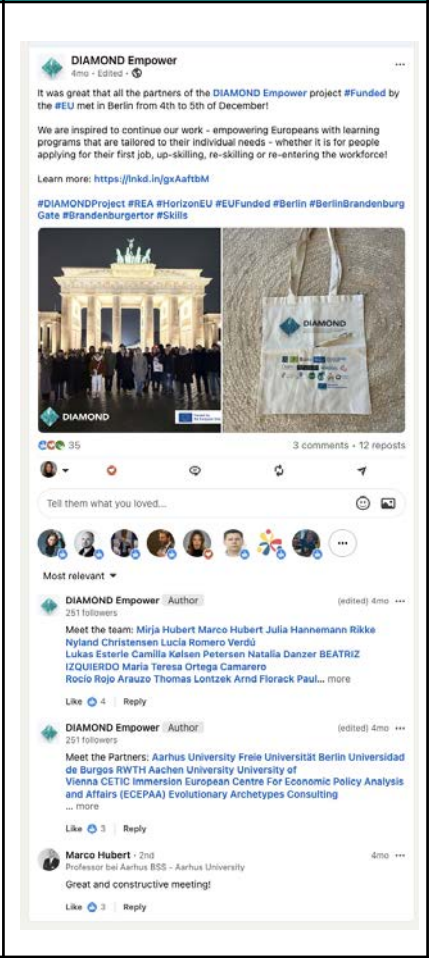
3.2.5 Social Media Content Strategy 4: DIAMOND Project News & Accessible Insights

This content pillar focuses on communicating project developments, consortium activities, and key results in a clear, timely, and accessible format. Social media posts within this category provide updates on workshops, meetings, events, and milestones, ensuring continuous visibility of project progress.

Content is designed to translate technical work and research outputs into visual, concise, and user-friendly formats, making complex topics understandable for a broad audience. This includes highlights from consortium meetings, snapshots of collaborative activities, and simplified explanations of project concepts and results.

These posts play a key role in ensuring transparency and accountability, while also strengthening stakeholder engagement by showcasing the ongoing work of the consortium. They are particularly relevant for the Policy & Public Affairs Community, the Innovation & Industry Ecosystem, and the Employment Support Ecosystem, while remaining accessible to wider audiences.

Table 10 presents selected examples of project-related content, demonstrating how DIAMOND communicates consortium activities and key developments in an accessible and engaging format.

Facebook: Advancing EGROW: DIAMOND Workshop Highlights	Instagram DIAMOND Project - Partners Meeting DIAMOND Meeting Berlin!	LinkedIn DIAMOND Meeting Berlin
		

This post represents the strategy by summarizing key outcomes from a project workshop, translating technical discussions into accessible insights.	These posts represent the strategy by visually documenting consortium collaboration, and the Berlin in-person meeting, increasing transparency and engagement through storytelling.	This post represents the strategy by communicating project milestones in a professional format tailored to institutional and industry stakeholders.
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Table 10: Social Media Content Strategy 4: DIAMOND Project News & Accessible Insights

3.3 Social Media Partner Contributions

In addition to DIAMOND’s central communication channels, consortium partners play a key role in expanding the project’s visibility and reach through their own social media networks and communication activities.

All partners have actively contributed to dissemination efforts by sharing project updates, promoting blog content, and communicating key results across their institutional channels.

By M18, partners have collectively **produced over 377 social media posts**, significantly amplifying the project’s outreach beyond the central DIAMOND platforms.

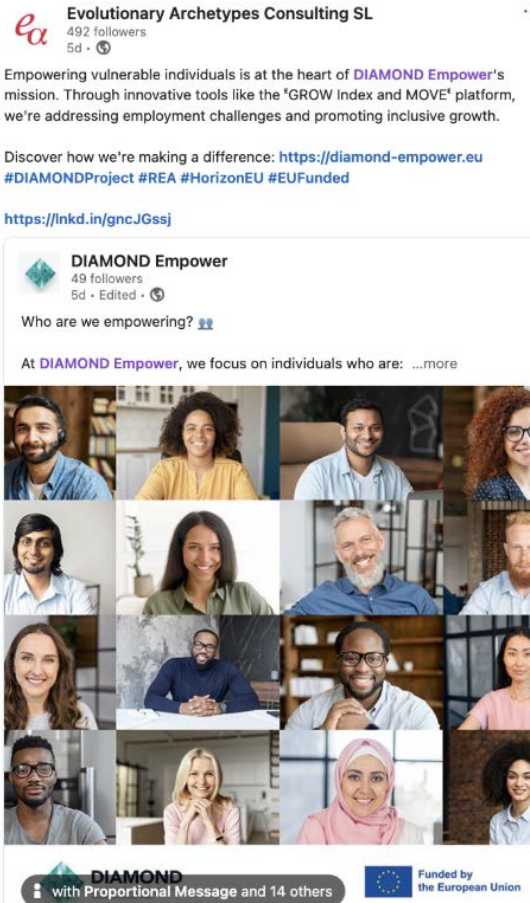
These contributions reflect a coordinated and distributed dissemination approach, where communication activities are embedded across the consortium and adapted to partner-specific audiences and national contexts. Through this model, DIAMOND content is shared across a wide range of networks, including academic, professional, and civil society communities.

What makes this approach particularly effective is the diversity of contributions across countries, formats, topics, and languages, including English, French, Portuguese, Italian, Polish, and Spanish, enabling DIAMOND to reach stakeholders in a locally relevant and accessible way.

Partner dissemination is further strengthened by their **combined audience reach of over 100,000 individuals**, reinforcing DIAMOND’s ability to engage diverse stakeholder groups across countries and sectors.

To illustrate this collaborative approach, [Table 11: Partner Post Examples](#) highlights selected examples of partner social media posts across different platforms.

Title, Link & Language	Language	Partner	Image
Advancing EGROW: DIAMOND Workshop Highlights	English	UNIVIE	

<u>Face à la transformation des compétences et des métiers, les formats d'apprentissage traditionnels montrent leurs limites.</u>	French	IMM	
<u>Empowering vulnerable individuals is at the heart of DIAMOND Empower's mission.</u>	English	EAC	
<u>Capacitar competências digitais e ecológicas com o DIAMOND!</u>	Portuguese	PM	

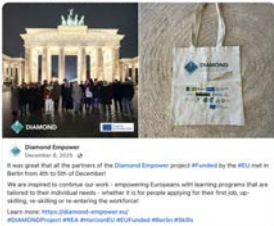
 <u>“Formazione sartoriale per chi rischia di restare indietro. Ma con uno sguardo europeo.”</u>	Italian	EMiT	
 <u>Równe szanse na rynku pracy – jak to osiągnąć?</u> 	Polish	DEI	
 <u>Rozpoczęcie projektu DIAMOND!</u> 	Polish	FOB	
<u>Youth Power Germany couldn't be more proud to be part of this consortium!</u>	English	YP-DE	
 <u>Tras la reunión celebrada en Berlín, desde Fundación Miradas continuamos avanzando en el desarrollo del proyecto Diamond Empower</u>	Spanish	FM	

Table 11: Partner Post Examples

4 DIAMOND Other Communication & Dissemination Activities

4.1 DIAMOND Partner Meetings

DIAMOND partner meetings, conducted **both in-person and online**, play a key role in supporting the project's dissemination and communication activities. These meetings provide a structured space for coordination, alignment, and strategic planning, ensuring that communication efforts remain consistent across the consortium.

4.1.1 In-Person Meetings

Kick-Off Meeting Milano

To date, the consortium has organized two transnational in-person meetings. The two-day Kick-Off Meeting, held in Milano in October 2024 and hosted by EMI^T Feltrinelli, focused on establishing a shared vision, aligning on project objectives and WPs, and introducing key concepts such as the ^EGROW Index, the MOVE^E platform, and the Living Lab approach.

The meeting also included dedicated workshops on Dissemination, Exploitation, and Communication (DEC), ensuring early alignment of communication strategies and visual identity across partners.



Figure 6: Kick-Off Meeting in Milano 1



Figure 7: Kick-Off Meeting in Milano 2

Berlin Consortium Meeting:

The second in-person meeting, held in Berlin in December 2025 and hosted by Freie Universität Berlin and Youth Power Germany, focused on project alignment ahead of the reporting period, as well as the advancement of key technical and research components.

Day 1 included discussions on the DIAMOND methodology and framework, communication and outreach activities, research progress, and platform development.

Day 2 focused on Living Labs and social innovation experiments, where partners defined concrete goals, timelines, and implementation pathways for the upcoming experimentation phase.

The main activities of this meeting were also shared on the DIAMOND blog and social media channels, outlined in [Table 12: Berlin In-Person Meeting - Blog Posts](#).

<u>DIAMOND Consortium Meeting in Berlin – Recap of Day 1!</u>	<u>DIAMOND Consortium Meeting in Berlin – Impressions from Last Week</u>	<u>DIAMOND Consortium Meeting in Berlin – Highlights from Day 2</u>
		
This post summarizes the first day of the Berlin meeting, focusing on project alignment, methodology refinement, communication updates, research progress, and platform development discussions.	This post provides an overall reflection on the Berlin meeting, highlighting collaboration, partner engagement, and the collective momentum built across the consortium.	This post presents the second day's focus on Living Labs and social innovation experiments, including the definition of goals, timelines, and next steps for implementation.

Table 12: Berlin In-Person Meeting - Blog Posts

Upcoming Meeting in Porto: The next in-person meeting is planned for the end of May 2026.

4.1.2 Online Meetings

In addition to in-person meetings, the consortium holds regular online meetings across WPs, ensuring continuous coordination, knowledge exchange, and alignment of dissemination and communication activities throughout the project lifecycle.

Each WP is led by a designated WP Leader (WPL), ensuring structured coordination across the project: WP1 (AU), WP2 (UNIVIE), WP3 (AU), WP4 (RWTH), WP5 (CETIC), WP6 (UBU), WP7 (EA), WP8 (AU), WP9 (EA), and WP10 (AU). In addition to consortium-wide meetings, WPLs hold quarterly meetings to monitor progress, align deliverables, and coordinate activities within their respective WPs.

At the strategic level, the Project Executive (PE), comprising the Coordinator (AU), Scientific Manager (UNIVIE), Communication and Dissemination Manager (EAC), and Administrative Manager (AU), holds monthly virtual meetings to oversee project implementation, ensure alignment across WPs, and support decision-making processes. These formal structures are complemented by frequent informal communication among key roles and partners, enabling a responsive and collaborative working environment.

Importantly, these meetings not only support internal coordination but also serve as key moments for content creation, documentation, and dissemination, generating materials that are actively shared through the DIAMOND website, blog, and social media channels.

4.2 DIAMOND Dissemination Events: Workshops, Presentations & Networking

As part of its dissemination and communication strategy, the DIAMOND consortium actively organizes and participates in a wide range of events, including workshops, presentations, conferences, and networking activities. These events play a key role in engaging stakeholders, validating project results, and ensuring the continuous exchange of knowledge across research, policy, and practice communities.

They are strategically designed to reach all DIAMOND target groups, including the Innovation & Industry Ecosystem, Policy & Public Affairs Community, Education & Civil Society Network, Employment Support Ecosystem, and Future Beneficiaries, while also supporting the dissemination and validation of the project's Key Exploitable Results (KERs).

DIAMOND - ^EGROW: DIAMOND Workshop:

One example includes the first ^EGROW DIAMOND Workshop, co-organized by Universität Wien and Aarhus University. This workshop brought together scientific partners to advance the development of the ^EGROW Index (KER1), align methodological approaches, and strengthen collaboration across research institutions. In addition to its research focus, the workshop contributed to early-stage validation of the Index and supported knowledge exchange within the scientific community.

PM - Face-to-face networking event:

Proportional Message organized a face-to-face networking event in Porto as part of the international seminar Migration and Citizenship: Policies and Practices. The DIAMOND project was presented to an audience of **approximately 30 participants**, including researchers, practitioners, and policy-interested stakeholders. This event contributed to raising awareness of DIAMOND's approach to inclusive employability and fostering connections with relevant stakeholder networks.

PM - Casa da Pertença (Porto) Presentation:

The project was further introduced at **Casa da Pertença**, engaging migrant communities and local organizations and reaching **approximately 40 participants**. This activity represents an important example of DIAMOND's grassroots engagement approach (linked to KER4 – Grassroots Living Lab), ensuring that dissemination activities remain connected to real-world needs and target group perspectives.

DIAMOND presented at the 2025 UN Forum of Human Rights:

At the international level, DIAMOND was presented by EAC at the 2025 UN Forum of Human Rights. This high-level dissemination activity positioned the project within a global policy context, highlighting its contribution to innovation, inclusion, and evidence-based policy development, and expanding its visibility beyond the European research ecosystem.

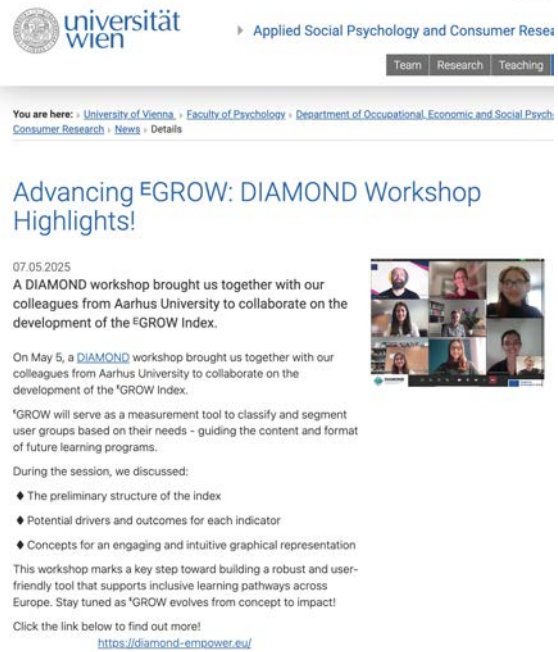
DIAMOND - EGROW: DIAMOND Workshop	PM - Casa da Pertença (Porto) Presentation
	

Table 13: DIAMOND Dissemination Events Examples

Ongoing and Future Dissemination Activities:

Building on these initial activities, the DIAMOND consortium will continue to actively organize and participate in workshops, conferences, policy forums, and stakeholder events throughout the project lifecycle. Particular emphasis will be placed on:

- Presenting emerging results (e.g., EGROW Index and MOVEE platform developments)
- Engaging policymakers and ALMP providers in dialogue on implementation pathways
- Strengthening stakeholder involvement through Living Lab activities
- Participating in key EU and international events related to employment, skills, and social innovation

In addition, DIAMOND will contribute to EU-level events, policy roundtables, and thematic conferences, ensuring that project findings are disseminated to relevant institutional audiences and contribute to ongoing discussions on the future of labor market policies.

4.3 Merchandise

As part of its dissemination strategy, DIAMOND developed branded merchandise based on the results of the Merchandise for Target Groups Survey, ensuring that selected items reflect stakeholder preferences.

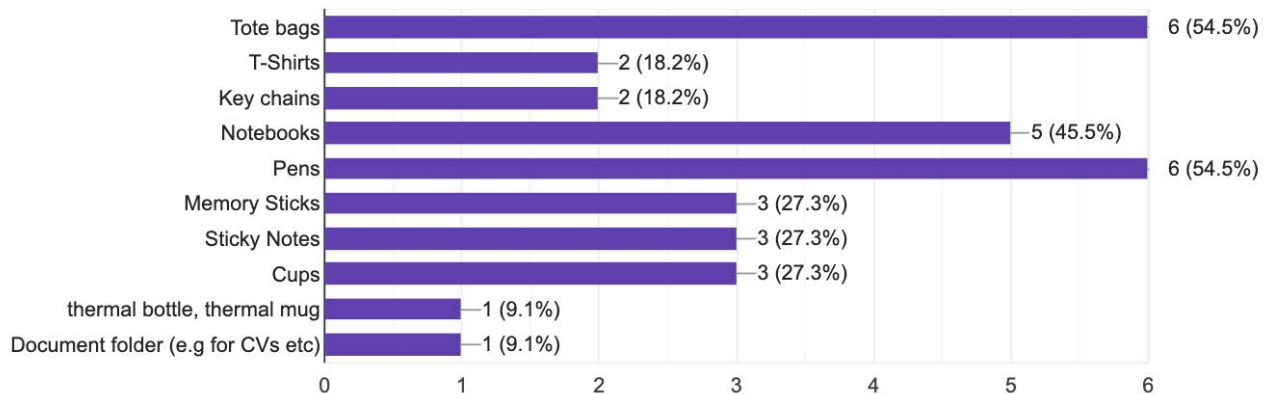


Figure 8: DIAMOND Merchandise for Target Groups Survey Results

The survey identified tote bags and pens as the most popular options, and these were produced as practical and widely usable dissemination materials. Designed with the DIAMOND visual identity, the merchandise supports project visibility during events, workshops, and networking activities, while also serving as a tangible and lasting communication tool.

By aligning merchandise choices with stakeholder input, DIAMOND ensures that dissemination materials are both relevant and impactful, reinforcing project recognition across different target groups.



Figure 9: DIAMOND Merchandise - Tote bag & pens

4.4 DIAMOND Videos

As a key highlight of DIAMOND’s dissemination activities, the consortium collaboratively developed a project video bringing together contributions from all partners. This video represents a collective effort to communicate not only the project’s objectives and outputs, but also its broader vision and collaborative spirit. The video showcases the people behind the project and emphasizes DIAMOND’s core mission: ensuring that no one is left behind in the future of work. By combining visual storytelling with key project messages, the video provides an engaging and accessible way to communicate complex concepts to diverse audiences.

Across these platforms, the video achieved a total of **663 views, 144 reposts, 97 likes and reactions, and 9 comments**, demonstrating strong engagement and cross-platform visibility. The high number of reposts, particularly on LinkedIn, indicates effective amplification within professional and research-oriented networks.

#	Channel	Post Link	Views	Reposts	Likes Reactions	Comments
1	LinkedIn	Link 1	274	136	15	4
2	Facebook	Link 2	145	4	22	1
3	X	Link 3	45	1	3	0
4	Instagram	Link 4	184	3	17	3
5	YouTube	Link 5	15	0	40	1
	Total	5+ Posts	663	144	97	9

Table 14: Diamond Video Statistics

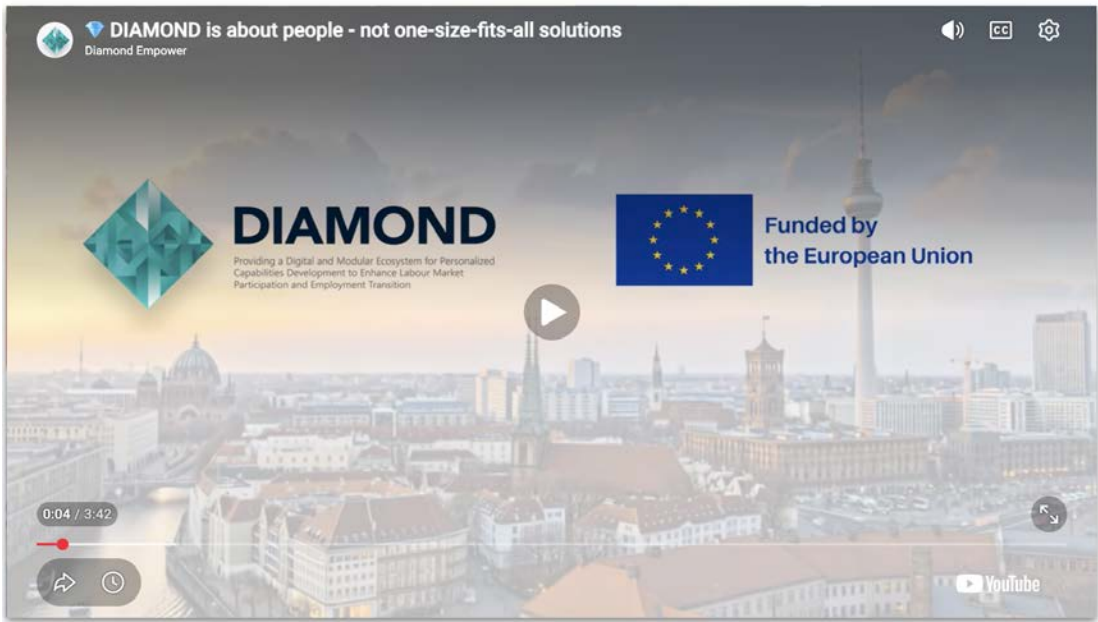


Figure 10:  DIAMOND is about people - not a one-size-fits-all solution

As outlined in Chapter [5.6 Short Reels](#), the DIAMOND consortium will expand its communication and dissemination strategy in the next phase through the development of short-form video content, enhancing reach, accessibility, and engagement across platforms. Video footage has already been recorded and will be edited and prepared from M19 onward.

5 Next Steps for Communication & Dissemination

5.1 Overview

Building on DIAMOND’s strong digital presence established in the first project phase, the next phase of communication and dissemination focuses on **transitioning from broad outreach to targeted, audience-specific engagement**. This shift is guided by a **technographic segmentation approach**, which identifies how different stakeholder groups interact with digital platforms and what types of content best meet their needs.

The analysis shows that each communication channel within the DIAMOND ecosystem serves a distinct purpose and audience. While the website remains the central, authoritative hub accessible to all stakeholders, social media platforms are strategically aligned with specific target groups: **LinkedIn** engages the Innovation & Industry Ecosystem, **Facebook** supports the **Education & Civil Society Network**, **X** targets the **Policy & Public Affairs Community**, **Instagram** reaches Future Beneficiaries, and **YouTube** serves the **Employment Support Ecosystem**.

This segmentation enables DIAMOND to deliver more relevant, accessible, and impactful content, ensuring that communication efforts are tailored not only to who the stakeholders are, but also to how they consume and interact with information. As a result, the project strengthens its ability to translate complex research into meaningful engagement across all target groups, while increasing the effectiveness and long-term impact of its dissemination activities.

5.2 Technographic Audience Segmentation

5.2.1 Overview of Transition to Technographic Audience Segmentation Strategy

Building on the initial dissemination phase, the DIAMOND consortium is now transitioning from a broad communication approach toward a targeted, technographic audience segmentation strategy. This transition is based on dedicated research into how different stakeholder groups engage with digital platforms, allowing DIAMOND to align each channel with specific audiences, content formats, and communication objectives.

Importantly, this transition is not only grounded in theoretical research but also in the performance of DIAMOND’s communication channels during the first 18 months of the project. Engagement patterns across platforms, particularly the strong performance of LinkedIn and Instagram, alongside consistent engagement on Facebook, have confirmed the need for a more targeted, platform-specific communication approach. At the same time, lower engagement on X highlights an opportunity for strategic growth toward policy-oriented audiences.

While the current digital ecosystem already reflects elements of this segmentation in practice, the **next phase will further strengthen platform-specific strategies**, ensuring more targeted, accessible, and impactful dissemination.

Table 15: DIAMOND Technographic Audience Segmentation outlines this transition from a broad digital presence to structured stakeholder engagement. Research into the DIAMOND digital ecosystem shows that each platform serves a distinct cognitive and professional need.

Platform	Target Group Segment	Target Group Segments
Website	All	All
LinkedIn	Innovation & Industry Ecosystem	Scientific Community (e.g., universities, labs, research institutes) Companies (e.g., SMEs; start-ups)

		Third Party Developers (e.g., software developers)
Facebook	Education & Civil Society Network	Educators (e.g., NGOs, provider of vocational training and education (VET))
X	Policy & Public Affairs Community	Policy Makers
Instagram	Future Beneficiaries	DIAMOND Segments - Job Seekers from Vulnerable Socio-Economic Backgrounds (e.g., individuals facing systemic labor market barriers, including women, persons with disabilities, and migrants)
YouTube	Employment Support Ecosystem	Public/Private ALMP Provider (e.g., career support)

Table 15: DIAMOND Technographic Audience Segmentation

5.2.2 Research Findings

DIAMOND Website

The DIAMOND Website serves as the project's primary authoritative reference point and, unlike social media channels, is designed to be accessible to all target groups simultaneously. As the central hub of the project's digital ecosystem, it balances high-level methodological rigor for institutional stakeholders with clear, intuitive navigation for future beneficiaries and practitioners.

Research (**DIAMOND Technographic Audience Segmentation**) conducted by EAC shows that users visiting the website are primarily seeking evidence of impact, data-driven insights, and policy relevance. As a result, the platform functions as a **formal repository for analytical tools and research outputs**, particularly for policymakers, researchers, equality bodies, and NGO professionals already familiar with EU frameworks.

Consequently, the website plays a central role in ongoing dissemination and awareness-building, functioning as the foundational knowledge base for the entire DIAMOND ecosystem rather than a campaign-driven platform.

However, while the website already performs strongly as a formal repository for research and policy-oriented audiences, the Technographic Audience Segmentation highlights the need to further adapt its structure to effectively reach all defined target groups. In particular, additional effort is required to improve accessibility for Future Beneficiaries and parts of the Education & Civil Society Network.

To enhance accessibility across all segments, the website integrates formats such as visual summaries and structured content flows. We will start developing short explainer videos, translating complex data into digestible insights without compromising scientific integrity.

As outlined in [5.3 DIAMOND Website Updates](#), the consortium will therefore adapt and expand the website to include more layered content, simplified entry points, and target group-specific sections, ensuring that DIAMOND's outputs are accessible, understandable, and actionable for all stakeholders.

DIAMOND LinkedIn

According to our technographic research, this audience segment is composed of the Scientific Community (including universities, research labs, and institutes), Companies (ranging from SMEs to start-ups), and Third-Party Developers such as software and tool creators. While the current follower base includes broader policy stakeholders, the new strategic focus prioritizes these

technical and academic actors who are essential for the long-term adoption and technical scaling of the project's outputs.

The professional interests of this ecosystem are centered on methodological credibility and technical transferability. For the scientific community, LinkedIn serves as a space for high-level discourse on data-driven insights and indicators, while for companies and developers, the platform provides evidence of how DIAMOND's analytical tools can be integrated into existing industry frameworks or software solutions. Unlike broader social networks, the LinkedIn audience demonstrates a high alignment with project credibility but a lower intent for casual discovery.

They seek specific, high-value content that supports research-to-policy translation and evidence-based decision-making.

Performance data from M1-M18 confirms that LinkedIn is one of DIAMOND's strongest platforms in terms of reach, engagement, and interaction, particularly among professional and institutional stakeholders.

To effectively reach the identified segments, content formats will emphasize **professional utility and technical clarity**. Research indicates that **native uploads (such as 30–90 second videos** explaining specific indicators or **document carousels** summarizing technical frameworks) outperform external links, and these formats will therefore be prioritized. **Expert quotes from project partners and visual breakdowns of comparative insights** will be used to bridge the gap between academic theory and industry application. By providing clear professional value with concise framing and subtitles, LinkedIn will ensure that DIAMOND's outputs remain visible within the competitive EU research and innovation landscape.

Furthermore, we are considering the implementation of **targeted micro-campaigns** that reinforce DIAMOND's contribution to evidence-based governance. Campaigns such as "*Evidence-Based Gender Equality Policy*" and "*From Research to Policy Impact*" will be designed to address the institutional need for measurable and comparable metrics. These initiatives will highlight both the "why" behind equality measurement and the practical "how" of translating research into usable governance tools. By utilizing dynamic, context-aware hashtags such as **#EqualityIndicators** and **#PolicyDesign**, the project will strengthen its position at the intersection of scientific innovation and industrial accountability.

DIAMOND Facebook

The audience on the DIAMOND Facebook page is generally more community-focused and practice-oriented compared to the LinkedIn audience. The audience on Facebook comprises various NGOs, equality bodies, community organisations, project partners, and practitioners involved in gender equality and social inclusion projects at the local or regional level.

This platform will now strategically focus on the Education & Civil Society Network, specifically targeting educators, NGOs, and providers of vocational training and education (VET). Research into this segment indicates that these stakeholders prioritize the practical application of equality tools over theoretical discourse. This platform is best suited to reach the audience who is associated with civil society organisations and educational institutions. The audience on Facebook is less inclined towards research-based material.

The material that is shared on the Facebook platform should be **more accessible**. Dense policy-based material or highly complex explanations may not be as effective as visual-based material. **Videos with subtitles, infographics, research summaries, and partner-based material** may help to convey the project messages to the audience in a manner that is more likely to appeal to the community-based audience.

To support this network, Facebook will serve as a space for "**Equality in Practice.**" Effective engagement is driven by shareable visuals and simplified findings that demonstrate how data helps improve everyday outcomes for local communities. This includes specific outreach during key periods, such as **International Women's Day** in March or **Human Rights month** in November,

where the focus shifts to NGO perspectives and practical local insights. In these contexts, the platform provides an opportunity to present research insights in a way that connects them with everyday experiences and community-level discussions. By focusing on clarity and emotional resonance rather than technical density, DIAMOND will ensure its tools remain accessible to practitioners outside academic environments.

DIAMOND X

X (formerly Twitter) serves primarily as a visibility and discourse platform, specifically tailored to reach the Policy & Public Affairs Community and key Policy Makers. Unlike more technical platforms, X is utilized as a tool for concise positioning rather than detailed explanation, allowing the project to sit at the center of real-time policy-oriented conversations. DIAMOND's audience on this platform is more limited than on other platforms, but currently includes researchers, policy professionals, NGOs active in advocacy, journalists, and accounts connected to EU institutional ecosystems.

Our research indicates that for the DIAMOND project, the primary value of X lies in **"PAC-style" (Policy/Advocacy) engagement**. This involves using **clear, assertive statements linked to research to influence policy-interested audiences**. The platform is an efficient tool to convey concise messages, emphasize the importance of findings, and contribute to ongoing discussions on relevant legislation. This is achieved by posting direct links to project resources, participating in thematic awareness days, and providing **"Think Before You Share"** style commentary that aligns with media literacy and evidence-based governance.

The most efficient approach to engaging on the platform will be to adopt an ongoing, high-frequency engagement strategy. This will include reposting of relevant content from partners and institutions, accompanied by a brief one-sentence contextual comment to join the conversation. By following and engaging with 10-20 highly aligned policy accounts, the project will position itself within broader debates on equality and accountability.

Thematic micro-campaigns will also be used to drive visibility on X, such as the "Evidence Over Hate" initiative during March (Zero Discrimination Day). These moments will allow DIAMOND to frame its research-based tools as solutions to systemic labor market barriers.

Hashtags will play a significant role in improving visibility; using relevant thematic tags such as #ZeroDiscrimination, #EvidenceBased, and #EUProjects will help connect DIAMOND with ongoing institutional discussions and expand the project's reach within the public affairs sphere.

Instagram:

Instagram is strategically utilized to reach **Future Beneficiaries, specifically the DIAMOND Segments comprising job seekers from vulnerable socio-economic backgrounds. This includes individuals facing systemic labor market barriers, such as women, persons with disabilities, and migrants**. While current followers include NGOs and youth educators, the platform's primary purpose within the project is to provide a low-threshold, accessible entry point for those who stand to benefit most from DIAMOND's empowerment tools.

Our research indicates that for this segment, Instagram is not a platform for in-depth policy explanations, but rather for **awareness, emotional engagement, and micro-storytelling**. Because these beneficiaries often face complex systemic hurdles, the content strategy focuses on **"representation and accessibility."** The audience looks for content that is **practical, visually engaging, and easy to apply to their personal professional journey**. This means that content formats such as **Reels, short scenario-based videos, practical Carousel posts, and visual metaphors** perform especially well.

By using aesthetic graphics and instructional carousel posts, the project will translate complex project concepts into "micro-learning" moments that feel attainable rather than academic.

To effectively support these job seekers, Instagram will host micro-campaigns centered on inclusion, diversity, and overcoming labor market discrimination. These will be tied to EU inclusion days or project milestones, creating short educational series that guide beneficiaries toward the project's resources. By highlighting key project messages through quote cards and eye-grabbing graphics, DIAMOND will foster a sense of community cohesion.

This approach will ensure that the project's outputs are not only visible to policy experts but are actively discovered by the individuals they are designed to serve. A mix of project-specific and topic-adapted hashtags will be used to ensure these resources appear in the discovery feeds of those seeking support and career guidance.

YouTube:

Within the DIAMOND technographic framework, YouTube serves as the primary repository for long-form educational and instructional content. While other platforms prioritize brief engagement, research indicates that YouTube is the destination for the Employment Support Ecosystem (specifically public and private ALMP providers, career coaches, and NGO practitioners) who require a deep dive into the project's methodology. These professionals utilize the platform not for casual browsing but as a functional resource to support workshop preparation and professional development in areas such as inclusion and anti-discrimination.

The strategic value of YouTube lies in its capacity for detailed demonstration. Unlike the character-limited environment of X or the rapid-scroll nature of Instagram, YouTube allows the DIAMOND project to present comprehensive methodology explainers and recorded webinars. This makes it an essential tool for demonstrating how the project's specific instruments, like the ^EGROW Index, can be applied in real-world career support settings.

To ensure long-term utility, content will be organized into thematic playlists that act as a structured, evergreen knowledge base. These will include dedicated sections for Toolkit Demonstrations & Exercises, Methodology and Framework Explanations, and Partner Discussions. By categorizing videos and including event recaps from training or workshops into toolkit demonstrations, framework explanations, and partner discussions, the project will create a library of evidence-based resources.

These videos will serve as the "destination content" for the rest of the social media ecosystem; posts on LinkedIn, Facebook, and Instagram will drive traffic to YouTube whenever a stakeholder requires a more nuanced understanding of the project's outcomes. This cross-platform synergy will ensure that the project's complex research remains accessible and actionable for those on the front lines of employment support.

Because YouTube's discovery system relies primarily on descriptive titles (e.g., "Using DIAMOND toolkit exercises to address labor market barriers") and professional thumbnails, clear naming and presentation will be more important than the use of hashtags on this platform.

5.3 DIAMOND Website Updates

5.3.1 Overall Website Updates

As the central hub for dissemination and communication, the DIAMOND website will be further developed and refined in the next phase to better address the needs of all target audiences. These updates are informed by the **Technographic Audience Segmentation**, feedback from Reporting Period 1, and the identified needs of key stakeholder groups.

While a significant part of these improvements will focus on the [Results Page](#) (see Section [5.3.2 Results Page](#)), EAC has conducted a comprehensive analysis of the website and is currently working on restructuring and revising key sections. The objective is to make information more accessible, user-friendly, and tailored to specific target groups, ensuring that different audiences can more easily understand and engage with the project's content and outcomes.

In parallel, the consortium will strengthen the timely dissemination of project updates, news, and emerging results through both the website and its integration with social media channels, ensuring that relevant information is shared with stakeholders as soon as it becomes available and appropriate for publication.

5.3.2 Results Page

Building on the initial dissemination phase, the DIAMOND consortium will further strengthen the visibility and exploitation of its **Key Exploitable Results (KERs)** in the next phase of the project. During the first 18 months, activities focused primarily on **methodological development, research alignment, and framework design**, which is typical for early-stage Horizon Europe projects. As a result, fully finalized outputs were not yet available for large-scale public dissemination.

As the project progresses into the next review period, DIAMOND will begin to deliver more **mature, interconnected results**, structured around four key components. **KER1 (the ^EGROW Index)** supports **educators, policymakers, and ALMP providers** by enabling individuals, particularly those facing labor market barriers, to better understand their capabilities, needs, and development pathways. Building on this, **KER2 (the MOVEE platform and associated AI models)** will provide **personalized training opportunities and learning pathways**, allowing users to translate these insights into concrete upskilling actions. The first updates to the AI models are expected by **Month 25**, with full platform deployment planned for **Month 42**.

In parallel, **KER3 (economic analysis)** will assess the DIAMOND approach from a **microeconomic perspective**, providing evidence on effectiveness, scalability, and policy relevance. Furthermore, **KER4 (the Grassroots Living Lab)** introduces an innovative, community-driven methodology that ensures solutions are grounded in **real user needs and lived experiences**. At this stage of research, the operationalization of a Grassroots Living Lab in this context can itself be considered a **key result**, reflecting DIAMOND's commitment to participatory and inclusive innovation.

Together, these components form an integrated pathway that can inform future **Active Labour Market Policies (ALMPs)**. In practice, this means enabling individuals to first understand their personal development needs (via ^EGROW), and then access targeted training and support (via MOVEE), supported by evidence-based policy insights (KER3) and real-world validation through grassroots experimentation (KER4).

In response to feedback received during Review Period 1, the consortium will place increased emphasis on **systematically leveraging the [Results Page](#) of the DIAMOND website**. While certain outputs, particularly those related to AI models and platform development, may remain sensitive, DIAMOND is committed to **sharing all non-sensitive insights with the public**. This includes the publication of **working papers, policy briefs, and accessible summaries of deliverables**, ensuring that ongoing research and project outcomes are transparently communicated.

Looking ahead, DIAMOND is positioned to contribute to long-term policy development in the field of employability and skills. Given typical EU policy timelines, the project's impact may extend well beyond its completion in **March 2028**, potentially informing future frameworks addressing the needs of **AI-native generations**. In this context, the project's strong emphasis on **grassroots engagement** ensures that solutions remain closely aligned with the realities and needs of target groups, reinforcing both their relevance and long-term sustainability.

Policy Briefs

In line with the feedback received during Review Period 1, the DIAMOND consortium acknowledges that the **submitted Policy Brief (D7.9 Policy Brief 1.0)** was not published on the project website, as it was classified as a **sensitive (SEN) deliverable**. However, to ensure transparency and strengthen dissemination, the consortium will develop a **public-facing version of the Policy Brief**, presenting key insights, recommendations, and takeaways in an accessible format.

This shareable document will be published in the "Results" section of the DIAMOND website, alongside future working papers and summaries of project outputs, ensuring that emerging findings are effectively communicated to stakeholders while respecting confidentiality requirements.

Working Papers

In response to the feedback received during Review Period 1, the DIAMOND consortium will introduce a structured approach to the development and dissemination of Working Papers. These documents will present **ongoing research, intermediate findings, and methodological insights generated across the different WPs**, allowing the consortium to share progress even before final deliverables are completed.

Working Papers will be published in the **Results Page** of the DIAMOND website, ensuring that emerging knowledge is made accessible to key stakeholders, including the Scientific Community, Policy Makers, and the Employment Support Ecosystem. Where necessary, content will be adapted to ensure that non-sensitive information is shared, while maintaining compliance with confidentiality and intellectual property requirements.

By introducing Working Papers as a dissemination format, DIAMOND strengthens its ability to communicate continuously throughout the project lifecycle, rather than only at the point of finalized outputs. This approach enhances transparency, supports knowledge exchange, and increases the potential impact of the project's research and innovation activities.

5.3.3 DIAMOND Press Kit

To further strengthen external communication and media outreach, the DIAMOND consortium is developing a comprehensive Press Kit. This will serve as a structured and easily accessible resource for journalists, stakeholders, and partners, enabling consistent and high-quality communication about the project.

EAC has already conducted dedicated research into **press kit best practices and benchmark examples** from EU projects and organizations, forming the basis for the development of DIAMOND's Press Kit structure and content.

The Press Kit will include key materials such as a standardized project boilerplate ("About DIAMOND" paragraph), logo package, press releases, templates, and visual assets, as well as a project fact sheet, impact highlights, and contact information. In addition, social media asset packs and presentation templates will support partners in promoting DIAMOND in a consistent and visually aligned way across different channels.

By providing ready-to-use communication materials, the Press Kit will enhance the project's visibility, coherence, and accessibility, ensuring that DIAMOND's key messages can be effectively disseminated across media, institutional, and public audiences.

5.3.4 Stakeholder Advisory & Ethics Board Page

To further strengthen transparency, governance visibility, and stakeholder engagement, the DIAMOND consortium will develop a dedicated webpage presenting the Stakeholder Advisory Board (SAB) once its revised composition has been finalized. This page will provide a clear overview of the SAB's role within the project, including its contribution to strategic guidance, validation of project outputs, and support for dissemination and exploitation activities.

The SAB page will introduce individual members, highlighting their expertise, institutional affiliations, and relevance to DIAMOND's objectives, thereby reinforcing the project's credibility and connection to policy, research, and practice. In addition, the page will outline how SAB members are involved throughout the project lifecycle, particularly in relation to key exploitable results (KERs) and stakeholder-oriented outputs.

This update directly responds to feedback from Review Period 1, which emphasized the need for increased visibility and engagement of advisory structures. By integrating the SAB into the website and broader communication ecosystem, DIAMOND will ensure that its governance framework is transparent, accessible, and actively connected to its dissemination and impact strategy.

5.3.5 ^EGROW Page

To strengthen the visibility and accessibility of DIAMOND's key results, the consortium will develop a **dedicated ^EGROW page** on the project website. As one of the core Key Exploitable Results (KER1), the **^EGROW Index** requires a focused and user-oriented presentation that goes beyond general project descriptions.

The ^EGROW page will provide a **clear and accessible explanation of the Index**, including its purpose, methodology, and practical application for different target groups, particularly **educators, policymakers, and ALMP providers**. It will also include **visual elements, simplified explanations, and user-oriented content**, ensuring that complex concepts are translated into understandable and actionable insights.

In addition, the page will serve as a central entry point for **non-sensitive outputs related to ^EGROW**, such as summaries of findings, working papers, and selected insights derived from ongoing research. Where possible, the page will also highlight how the ^EGROW Index connects to the **MOVE^E platform (KER2)**, demonstrating the broader DIAMOND ecosystem and its application in supporting personalized learning and employability pathways.

By creating a dedicated ^EGROW page, the consortium ensures that this key result is **clearly communicated, easily accessible, and tailored to stakeholder needs**, supporting both dissemination and future exploitation.

5.4 DIAMOND Personas & Characters

To further enhance user-centered communication and ensure that dissemination activities effectively reach and resonate with all target groups, the DIAMOND consortium plans to develop a set of **DIAMOND Personas**.

These personas will represent key stakeholder groups identified through the **Technographic Audience Segmentation**, including the **Innovation & Industry Ecosystem, Scientific Community, Education & Civil Society Network, Policy & Public Affairs Community, Future Beneficiaries, and the Employment Support Ecosystem**. Each persona will be based on typical user profiles, needs, challenges, motivations, and preferred communication channels.

The personas will be used to **guide content creation, platform selection, and messaging strategies**, ensuring that communication is tailored not only to who the stakeholders are, but also to how they interact with digital environments. This will support the development of more **targeted, relevant, and engaging dissemination materials**, including website content, social media posts, working papers, and policy briefs.

In addition, DIAMOND Personas will support the translation of complex project outputs, such as the **“GROW Index and MOVE” platform**, into **practical, relatable use cases**, helping stakeholders better understand how the project’s results can be applied in real-world contexts.

To further enhance user-centered communication and ensure that dissemination activities effectively reach and resonate with all target groups, the DIAMOND consortium plans to develop a set of **DIAMOND Personas**.

In addition, the consortium is **currently exploring the development of visual characters** inspired by these personas. While still in the conceptual phase, these characters aim to provide a more **engaging, relatable, and accessible way to communicate complex project concepts**, particularly for broader and non-expert audiences. Further development and implementation of these characters will be refined in the next phase of the project.

5.5 Scientific Publications and Open Access (Zenodo)

During the first phase of the project, scientific dissemination has already been initiated through early outputs, including the article **“Shaping Potential, Sparking Success: Elevating Employability” by Aarhus University**, which introduces the DIAMOND project to research and innovation audiences and highlights key components such as the **“GROW Index and MOVE” platform**. This publication represents an important first step in positioning DIAMOND within the scientific and innovation landscape.

As the project progresses and more **mature and validated results become available**, the consortium will significantly expand its scientific dissemination activities. This will include the preparation of **peer-reviewed journal articles, conference contributions, and thematic working papers**, ensuring that DIAMOND’s research findings are systematically shared with the **Scientific Community and Policy & Public Affairs stakeholders**.

In response to feedback received during Review Period 1, the consortium will ensure that all eligible publications and outputs are made available through an **open-access repository, such as Zenodo**, in line with Horizon Europe requirements. This will guarantee that DIAMOND’s scientific results are **accessible, citable, and widely disseminated**, supporting both academic impact and knowledge transfer.

By strengthening its scientific publication strategy in the next phase, DIAMOND will enhance the **credibility, visibility, and long-term impact** of its research outputs, while contributing to open science practices and evidence-based policy development.

5.6 Short Reels

As part of the Technographic Audience Segmentation, the DIAMOND consortium identified **short-form video content (Reels)** as the most effective and widely consumed content format across all major social media platforms. This applies particularly to Instagram, LinkedIn, and Facebook, where short videos significantly increase reach, engagement, and discoverability.

Based on these insights, DIAMOND will strengthen its video-first communication approach in the next phase of the project by systematically integrating short Reels (typically 30–90 seconds) into its dissemination strategy. These videos will be designed to translate complex project concepts into clear, engaging, and accessible content, supporting both awareness-building and knowledge transfer.

Planned Short Reel formats include:

- **Explainer videos** introducing key concepts such as the ^EGROW Index and MOVE^E platform
- **Short educational clips** on skills, employability, and the future of work topics
- **Event highlights and behind-the-scenes insights** from consortium meetings and workshops
- **Partner and stakeholder testimonials**, showcasing real-world relevance and impact

Short Reels will be uploaded natively on each platform, as this format is prioritized by social media algorithms and leads to higher visibility and interaction. Subtitles will be included to ensure accessibility, as a large share of users consume video content without sound.

By integrating Short Reels into its dissemination strategy, DIAMOND ensures that its communication remains aligned with current digital consumption patterns, increasing the project's ability to reach both professional and broader audiences in an engaging and impactful way.

5.7 Influencer Marketing

As DIAMOND progresses and more tangible and validated results become available, the consortium plans to explore influencer and ambassador-based dissemination activities to further expand the project's reach and impact.

At the current stage (M1–M18), communication efforts have focused on building a strong and credible foundation, ensuring that key concepts such as the ^EGROW Index and MOVE^E platform are clearly defined and supported by research. In the next phase, once these results are more mature and publicly shareable, DIAMOND will be in a stronger position to engage external voices who can communicate the project's value to wider audiences.

This may include collaboration with:

- Thought leaders and experts in employability, education, and digital skills
- Practitioners and trainers within the Employment Support Ecosystem
- Content creators and professional influencers aligned with DIAMOND's thematic areas

These actors can support the dissemination of DIAMOND results by translating project outputs into accessible, relatable, and real-world narratives, particularly for audiences beyond the immediate research and policy communities.

By introducing influencer and ambassador outreach at a later stage, DIAMOND ensures that communication remains credible, evidence-based, and aligned with validated results, while also increasing its potential for broader societal reach and engagement.

6 Conclusion

In conclusion, Deliverable D7.4 demonstrates that DIAMOND has successfully established a solid and coherent communication and dissemination foundation during the first reporting period (M1–M18), achieving strong visibility, stakeholder engagement, and alignment with project objectives. Building on this progress, the consortium is now transitioning toward a more targeted, data-driven, and impact-oriented approach, grounded in technographic audience segmentation and user-centered communication.

By strengthening the website as a central results hub, expanding scientific dissemination through open-access channels, and integrating innovative formats such as short-form video content, personas, and future influencer outreach, DIAMOND will ensure that its Key Exploitable Results, particularly the ^EGROW Index and MOVE^E platform, are accessible, actionable, and relevant to all stakeholder groups. This strategic evolution positions the project to maximize its long-term impact and contribute meaningfully to more inclusive, evidence-based, and future-oriented labor market policies across Europe.

7 References

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8 Appendix

8.1 Dissemination Log

The Dissemination Log serves as a structured and continuously updated monitoring tool to track all communication and dissemination activities implemented throughout the project lifecycle. It provides a comprehensive overview of outputs across channels, including website updates, social media posts, blog articles, events, stakeholder engagement activities, and the publication of project results.

The Dissemination Log enables the consortium to:

- Monitor progress against dissemination KPIs and targets
- Ensure timely publication and promotion of project results
- Increase transparency and traceability of communication efforts
- Support alignment between dissemination activities and stakeholder engagement processes
- Collect statistical data systematically.

Furthermore, the log supports a more proactive dissemination approach by ensuring that news, updates, and results are shared as soon as they are available and appropriate for publication, in line with reviewer recommendations.

DIAMOND WP7 DEC - Log											
File Edit View Insert Format Data Tools Extensions Help Accessibility											
H1 Statistics - views											
	A	B	C	D	E	F	G	H	I	J	K
	WP7	WHERE	PARTNER	LINK-WEB	screenshot/printscreen	Statistics - Likes/Reactions	Statistics - Reposts/Shares	Statistics - views	Statistics - Comments	Note	Date
332	WP7	LinkedIn	DIAMOND	https://www.linkedin.com/feed/update/urn:li:activity:743994374000329111		6	108	1	1		3/18/2026
333	WP7	Facebook	DIAMOND	https://www.facebook.com/diamondempowerment/posts/37421248		4	2		0		3/18/2026
334	WP7	X	DIAMOND	https://x.com/Diamond_Empower/status/2034177994827399343?c=20		2	1	59	0		3/18/2026

Figure 1: WP7 DEC - Log

8.2 Social Media Posts & Topics Covered M7-18

The following table gives an overview of the 50 social media posts published on DIAMOND's social media channels alone. This table does not include all social media posts on the consortium partners' social media channels.

Activity	Where	Social Media Post Title & Embedded Post Link
WP7	LinkedIn	Re-skilling & Up-skilling: Why Personalized Learning is the Future
WP7	Facebook	Re-skilling & Up-skilling: Why Personalized Learning is the Future
WP7	Instagram	Re-skilling & Up-skilling: Why Personalized Learning is the Future
WP7	X	Re-skilling & Up-skilling: Why Personalized Learning is the Future
WP7	LinkedIn	Building a Skilled Europe
WP7	Facebook	Building a Skilled Europe
WP7	Instagram	Building a Skilled Europe
WP7	X	Building a Skilled Europe
WP7	LinkedIn	Strengthening the Evidence for Smarter Skills Policies: Introducing WP4
WP7	Facebook	Strengthening the Evidence for Smarter Skills Policies: Introducing WP4
WP7	Instagram	Strengthening the Evidence for Smarter Skills Policies: Introducing WP4
WP7	X	Strengthening the Evidence for Smarter Skills Policies: Introducing WP4
WP7	LinkedIn	What will the job market of tomorrow look like?
WP7	LinkedIn	DIAMOND Project Number & Disclaimer
WP7	Facebook	DIAMOND Project Number & Disclaimer
WP7	Instagram	DIAMOND Project Number & Disclaimer
WP7	X	DIAMOND Project Number & Disclaimer
WP7	LinkedIn	What Is the European Skills Agenda — and Why It Matters
WP7	Instagram	What Is the European Skills Agenda — and Why It Matters
WP7	X	What Is the European Skills Agenda — and Why It Matters
WP7	LinkedIn	Preparing for Green Jobs: A Sustainable Future with DIAMOND Empower 
WP7	Facebook	Preparing for Green Jobs: A Sustainable Future with DIAMOND Empower 
WP7	Instagram	Preparing for Green Jobs: A Sustainable Future with DIAMOND Empower 
WP7	X	Preparing for Green Jobs: A Sustainable Future with DIAMOND Empower 

WP7	LinkedIn	Building the Future of Learning with MOVE^E: Introducing WP5
WP7	Facebook	Building the Future of Learning with MOVE^E: Introducing WP5
WP7	Instagram	Building the Future of Learning with MOVE^E: Introducing WP5
WP7	X	Building the Future of Learning with MOVE^E: Introducing WP5
WP7	LinkedIn	Advancing ^EGROW: DIAMOND Workshop Highlights
WP7	Facebook	Advancing ^EGROW: DIAMOND Workshop Highlights
WP7	Instagram	Advancing ^EGROW: DIAMOND Workshop Highlights
WP7	X	Advancing ^EGROW: DIAMOND Workshop Highlights
WP7	Facebook	Capacitar competências digitais e ecológicas com o Diamond Empower!
WP7	LinkedIn	🧠 10 Mental Health Tips for Lifelong Learners & Job Seekers 💡
WP7	Facebook	🧠 10 Mental Health Tips for Lifelong Learners & Job Seekers 💡
WP7	Instagram	🧠 10 Mental Health Tips for Lifelong Learners & Job Seekers 💡
WP7	X	🧠 10 Mental Health Tips for Lifelong Learners & Job Seekers 💡
WP7	LinkedIn	🌍 Micro-credentials are the future of learning in Europe!
WP7	Facebook	🌍 Micro-credentials are the future of learning in Europe!
WP7	Instagram	🌍 Micro-credentials are the future of learning in Europe!
WP7	X	🌍 Micro-credentials are the future of learning in Europe!
WP7	LinkedIn	💡Bringing Innovation to Life: Introducing WP6 - Grassroots Living Lab & Social Innovation Experiments
WP7	Facebook	💡Bringing Innovation to Life: Introducing WP6 - Grassroots Living Lab & Social Innovation Experiments
WP7	Instagram	💡Bringing Innovation to Life: Introducing WP6 - Grassroots Living Lab & Social Innovation Experiments
WP7	X	💡Bringing Innovation to Life: Introducing WP6 - Grassroots Living Lab & Social Innovation Experiments
WP7	LinkedIn	Who are we empowering? 👤👤
WP7	Facebook	Who are we empowering? 👤👤
WP7	Instagram	Who are we empowering? 👤👤
WP7	X	Who are we empowering? 👤👤
WP7	LinkedIn	👉 Advancing the MOVE^E Ecosystem: DIAMOND Partners Align in WP5 Meeting
WP7	Facebook	👉 Advancing the MOVE^E Ecosystem: DIAMOND Partners Align in WP5 Meeting

WP7	Instagram	 Advancing the MOVE^E Ecosystem: DIAMOND Partners Align in WP5 Meeting
WP7	X	 Advancing the MOVE^E Ecosystem: DIAMOND Partners Align in WP5 Meeting
WP7	LinkedIn	Reskilling Isn't Easy - But Smarter Tools Can Help
WP7	Facebook	Reskilling Isn't Easy - But Smarter Tools Can Help
WP7	X	Reskilling Isn't Easy - But Smarter Tools Can Help
WP7	Instagram	Reskilling Isn't Easy - But Smarter Tools Can Help
WP7	LinkedIn	 WP7 → Dissemination, Exploitation, and Communication
WP7	Facebook	 WP7 → Dissemination, Exploitation, and Communication
WP7	Instagram	 WP7 → Dissemination, Exploitation, and Communication
WP7	X	 WP7 → Dissemination, Exploitation, and Communication
WP7	LinkedIn	 What is the Grassroot Living Lab in DIAMOND?
WP7	Facebook	 What is the Grassroot Living Lab in DIAMOND?
WP7	X	 What is the Grassroot Living Lab in DIAMOND?
WP7	Instagram	 What is the Grassroot Living Lab in DIAMOND?
WP7	LinkedIn	EGROW Prototype & Project Progress Shared at DIAMOND Empower Consortium Meeting
WP7	Facebook	EGROW Prototype & Project Progress Shared at DIAMOND Empower Consortium Meeting
WP7	X	EGROW Prototype & Project Progress Shared at DIAMOND Empower Consortium Meeting
WP7	Instagram	EGROW Prototype & Project Progress Shared at DIAMOND Empower Consortium Meeting
WP7	LinkedIn	 What is the EGROW Index?
WP7	Facebook	 What is the EGROW Index?
WP7	X	 What is the EGROW Index?
WP7	Instagram	 What is the EGROW Index?
WP7	LinkedIn	 What are Empowerment Capabilities, and why do they matter?
WP7	Facebook	 What are Empowerment Capabilities, and why do they matter?
WP7	X	 What are Empowerment Capabilities, and why do they matter?
WP7	Instagram	 What are Empowerment Capabilities, and why do they matter?
WP7	LinkedIn	 What are Transformative Capabilities, and why do they matter?

WP7	Facebook	 What are Transformative Capabilities, and why do they matter?
WP7	X	 What are Transformative Capabilities, and why do they matter?
WP7	Instagram	 What are Transformative Capabilities, and why do they matter?
WP7	LinkedIn	So what's the "right" approach to work-life balance?
WP7	Facebook	So what's the "right" approach to work-life balance?
WP7	X	So what's the "right" approach to work-life balance?
WP7	Instagram	So what's the "right" approach to work-life balance?
WP7	LinkedIn	 How many hours is "full-time" work? It varies around the world.
WP7	Facebook	 How many hours is "full-time" work? It varies around the world.
WP7	X	 How many hours is "full-time" work? It varies around the world.
WP7	Instagram	 How many hours is "full-time" work? It varies around the world.
WP7	LinkedIn	 Work can be a paycheck, a routine, a community, or for some, a central part of who they are.
WP7	Facebook	How much does your job define you, and why does that matter for motivation?
WP7	X	How much does your job define you, and why does that matter for motivation?
WP7	Instagram	How much does your job define you, and why does that matter for motivation?
WP7	LinkedIn	 Finding Balance in Work & Life
WP7	Facebook	 Finding Balance in Work & Life
WP7	X	 Finding Balance in Work & Life
WP7	Instagram	 Finding Balance in Work & Life
WP7	LinkedIn	 How Much Does Your Job Define You?
WP7	Facebook	 How Much Does Your Job Define You?
WP7	X	 How Much Does Your Job Define You?
WP7	Instagram	 How Much Does Your Job Define You?
WP7	LinkedIn	 What motivates us to keep learning?
WP7	Facebook	What Keeps Us Learning Throughout Life?
WP7	Instagram	What Keeps Us Learning Throughout Life?
WP7	X	What Keeps Us Learning Throughout Life?
WP7	LinkedIn	 The Green Skills We Didn't Know We Had

WP7	Facebook	 The Green Skills We Didn't Know We Had
WP7	Instagram	 The Green Skills We Didn't Know We Had
WP7	X	 The Green Skills We Didn't Know We Had
WP7	LinkedIn	 Four Easy Digital Skills to Boost Your Career Path
WP7	Facebook	 Four Easy Digital Skills to Boost Your Career Path
WP7	X	 Four Easy Digital Skills to Boost Your Career Path
WP7	Instagram	 Four Easy Digital Skills to Boost Your Career Path
WP7	LinkedIn	 What Green Skills Matter the Most?
WP7	Facebook	 What Green Skills Matter the Most?
WP7	X	 What Green Skills Matter the Most?
WP7	Instagram	 What Green Skills Matter the Most?
WP7	LinkedIn	 Why We're Never Too Old to Learn
WP7	Facebook	 Why We're Never Too Old to Learn
WP7	X	 Why We're Never Too Old to Learn
WP7	Instagram	 Why We're Never Too Old to Learn
WP7	LinkedIn	 Which Green Skills Matter Most?
WP7	Facebook	 Which Green Skills Matter Most?
WP7	X	 Which Green Skills Matter Most?
WP7	Instagram	 Which Green Skills Matter Most?
WP7	LinkedIn	What Makes a Dream Career?
WP7	Facebook	What Makes a Dream Career?
WP7	X	What Makes a Dream Career?
WP7	Instagram	What Makes a Dream Career?
WP7	LinkedIn	 What does a dream career really mean to you?
WP7	Facebook	 What does a dream career really mean to you?
WP7	X	 What does a dream career really mean to you?
WP7	Instagram	 What does a dream career really mean to you?
WP7	LinkedIn	 What Really Changes When You Upskill?
WP7	Facebook	 What Really Changes When You Upskill?
WP7	X	 What Really Changes When You Upskill?

WP7	Instagram	 What Really Changes When You Upskill?
WP7	LinkedIn	 What Makes a Dream Career? - Poll Results Are In!
WP7	Facebook	 What Makes a Dream Career? - Poll Results Are In!
WP7	X	 What Makes a Dream Career? - Poll Results Are In!
WP7	Instagram	 What Makes a Dream Career? - Poll Results Are In!
WP7	LinkedIn	 What do you know about the Power of Mentorship in Lifelong Learning?
WP7	Facebook	 What do you know about the Power of Mentorship in Lifelong Learning?
WP7	X	 What do you know about the Power of Mentorship in Lifelong Learning?
WP7	Instagram	 What do you know about the Power of Mentorship in Lifelong Learning?
WP7	LinkedIn	The Hidden Skill We Rarely Notice: Transfer Thinking
WP7	Facebook	The Hidden Skill We Rarely Notice: Transfer Thinking
WP7	X	The Hidden Skill We Rarely Notice: Transfer Thinking
WP7	Instagram	The Hidden Skill We Rarely Notice: Transfer Thinking
WP7	LinkedIn	DIAMOND Consortium Meeting in Berlin Coming Up! 
WP7	Facebook	DIAMOND Consortium Meeting in Berlin Coming Up! 
WP7	X	DIAMOND Consortium Meeting in Berlin Coming Up! 
WP7	Instagram	DIAMOND Consortium Meeting in Berlin Coming Up! 
WP7	LinkedIn	DIAMOND Consortium Meeting in Berlin - Recap of Day 1!  
WP7	Facebook	DIAMOND Consortium Meeting in Berlin - Recap of Day 1!  
WP7	X	DIAMOND Consortium Meeting in Berlin - Recap of Day 1!  
WP7	Instagram	DIAMOND Consortium Meeting in Berlin - Recap of Day 1!  
WP7	LinkedIn	It was great that all the partners of the DIAMOND Empower project #Funded by the #EU met in Berlin from 4th to 5th of December!
WP7	Facebook	It was great that all the partners of the DIAMOND Empower project #Funded by the #EU met in Berlin from 4th to 5th of December!
WP7	X	It was great that all the partners of the DIAMOND Empower project #Funded by the #EU met in Berlin from 4th to 5th of December!
WP7	Instagram	It was great that all the partners of the DIAMOND Empower project #Funded by the #EU met in Berlin from 4th to 5th of December!
WP7	LinkedIn	 DIAMOND Consortium Meeting in Berlin - Impressions from Last Week
WP7	Facebook	 DIAMOND Consortium Meeting in Berlin - Impressions from Last Week
WP7	X	 DIAMOND Consortium Meeting in Berlin - Impressions from Last Week

WP7	Instagram	 DIAMOND Consortium Meeting in Berlin - Impressions from Last Week
WP7	LinkedIn	 DIAMOND Consortium Meeting in Berlin - Highlights from Day 2
WP7	Facebook	 DIAMOND Consortium Meeting in Berlin - Highlights from Day 2
WP7	X	 DIAMOND Consortium Meeting in Berlin - Highlights from Day 2
WP7	Instagram	 DIAMOND Consortium Meeting in Berlin - Highlights from Day 2
WP7	LinkedIn	 DIAMOND is about people - not one-size-fits-all solutions
WP7	Facebook	 DIAMOND is about people - not one-size-fits-all solutions
WP7	X	 DIAMOND is about people - not one-size-fits-all solutions
WP7	Instagram	 DIAMOND is about people - not one-size-fits-all solutions
WP7	Facebook	 We've also shared the DIAMOND video on YouTube!
WP7	LinkedIn	 As 2025 Comes to a Close, Here's What We Take With Us Into 2026
WP7	Facebook	 As 2025 Comes to a Close, Here's What We Take With Us Into 2026
WP7	X	 As 2025 Comes to a Close, Here's What We Take With Us Into 2026
WP7	Instagram	 As 2025 Comes to a Close, Here's What We Take With Us Into 2026
WP7	LinkedIn	 Starting 2026 with DIAMOND Empower
WP7	Facebook	 Starting 2026 with DIAMOND Empower
WP7	X	 Starting 2026 with DIAMOND Empower
WP7	Instagram	 Starting 2026 with DIAMOND Empower
WP7	LinkedIn	The beginning of the year often brings questions about skills, work, and technology.
WP7	Facebook	The beginning of the year often brings questions about skills, work, and technology.
WP7	X	The beginning of the year often brings questions about skills, work, and technology.
WP7	Instagram	The beginning of the year often brings questions about skills, work, and technology.
WP7	LinkedIn	 Where do good ideas really come from?
WP7	Facebook	 Where do good ideas really come from?
WP7	Facebook	 Where do good ideas really come from?
WP7	X	 Where do good ideas really come from?
WP7	Instagram	 Where do good ideas really come from?
WP7	LinkedIn	Did you know that 99% of international data doesn't travel through satellites

		in space? 🌍
WP7	Facebook	Did you know that 99% of international data doesn't travel through satellites in space? 🌍
WP7	X	Did you know that 99% of international data doesn't travel through satellites in space? 🌍
WP7	Instagram	Did you know that 99% of international data doesn't travel through satellites in space? 🌍
WP7	LinkedIn	💡 You can't empower the world if you're burnt out by your notifications.
WP7	Facebook	💡 You can't empower the world if you're burnt out by your notifications.
WP7	X	💡 You can't empower the world if you're burnt out by your notifications.
WP7	Instagram	💡 You can't empower the world if you're burnt out by your notifications.
WP7	LinkedIn	💡 Only 22% of AI professionals worldwide are women.
WP7	Facebook	💡 Only 22% of AI professionals worldwide are women.
WP7	X	💡 Only 22% of AI professionals worldwide are women.
WP7	Instagram	💡 Only 22% of AI professionals worldwide are women.
WP7	LinkedIn	Your Job Title Is Dead. Your Skills Are Not.
WP7	Facebook	Your Job Title Is Dead. Your Skills Are Not.
WP7	X	Your Job Title Is Dead. Your Skills Are Not.
WP7	Instagram	Your Job Title Is Dead. Your Skills Are Not.
WP7	LinkedIn	The digital revolution is changing how we think, learn, and work.
WP7	Facebook	The digital revolution is changing how we think, learn, and work.
WP7	X	The digital revolution is changing how we think, learn, and work.
WP7	Instagram	The digital revolution is changing how we think, learn, and work.
WP7	LinkedIn	✨ The Social Europe Forum: Where do YOU fit in?
WP7	Facebook	✨ The Social Europe Forum: Where do YOU fit in?
WP7	X	✨ The Social Europe Forum: Where do YOU fit in?
WP7	Instagram	✨ The Social Europe Forum: Where do YOU fit in?
WP7	LinkedIn	The Science Behind the ^EGROW Index
WP7	Facebook	The Science Behind the ^EGROW Index
WP7	X	The Science Behind the ^EGROW Index
WP7	Instagram	The Science Behind the ^EGROW Index

WP7	LinkedIn	The Confidence Gap in Job Searching
WP7	Facebook	The Confidence Gap in Job Searching
WP7	X	The Confidence Gap in Job Searching
WP7	Instagram	The Confidence Gap in Job Searching
WP7	LinkedIn	Europe's Hidden Talent
WP7	LinkedIn	Europe's Hidden Talent
WP7	Facebook	Europe's Hidden Talent
WP7	X	Europe's Hidden Talent
WP7	Instagram	Europe's Hidden Talent
WP7	LinkedIn	A Green Turn: Why 2026 Might Be Your Moment
WP7	Facebook	A Green Turn: Why 2026 Might Be Your Moment
WP7	X	A Green Turn: Why 2026 Might Be Your Moment
WP7	Instagram	A Green Turn: Why 2026 Might Be Your Moment

Table 4: Completed Social Media Posts on DIAMOND Social Media Channels

8.3 Social Media Posts & Topics Covered M7 Onward

Moving forward, the consortium will continue with the same social media approach and share posts about relevant topics and news regarding the DIAMOND project.

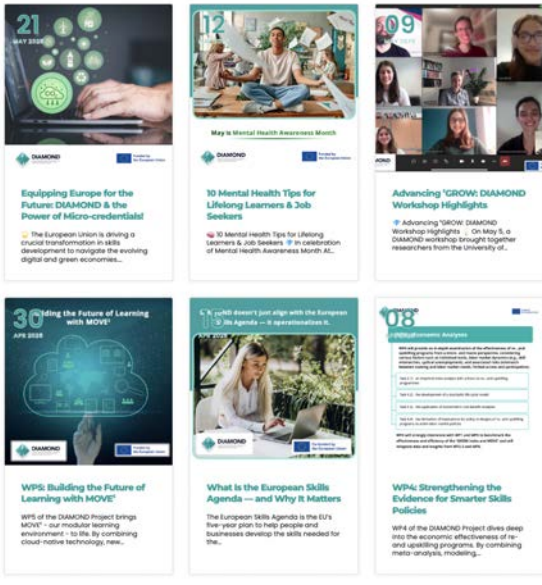
These topics will cover more information about the importance of personalized learning, re-skilling and up-skilling, policies, mental well-being, and managing stress during job search, WPs 5-9 and partners, the future of work, and other relevant topics related to the DIAMOND project.

8.4 Blog Posts M7-18

During Months 7-18, blog posts have played a central role in the DIAMOND dissemination and communication strategy, serving as a key mechanism for translating project activities, results, and emerging insights into accessible and engaging content for diverse target audiences.

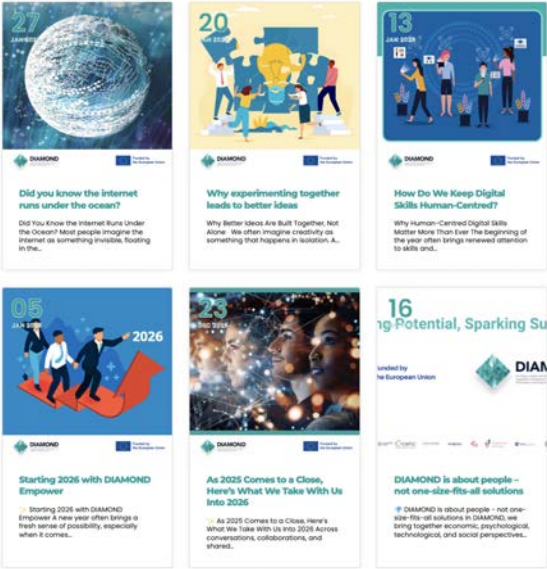
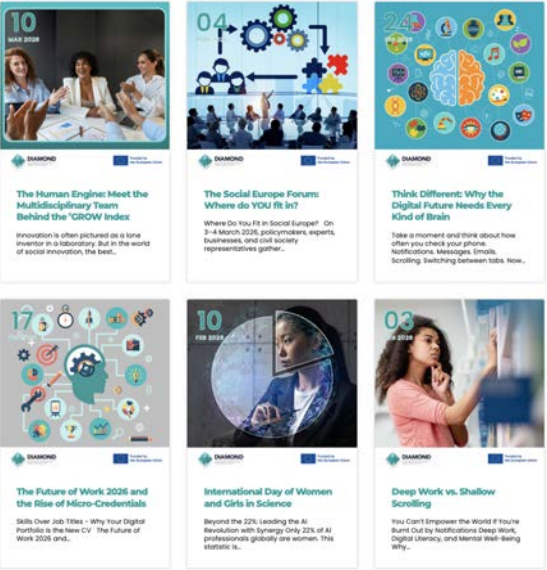
In line with Reporting Period 1 recommendations, the blog will be further leveraged to ensure the timely dissemination of project developments, including updates on ongoing activities, preliminary findings, and the publication of key outputs such as working papers and policy-related insights. This contributes to a more dynamic and continuously updated communication approach, strengthening the visibility and impact of the project.

The following table outlines the posts published from M7 to M18.

#	Activity	Visuals	Links
1-4	WP7		1. Personalized Learning with MOVE 2. WP3: Unlocking Transformative Capabilities 3. Re-skilling & Up-skilling: Why Personalized Learning is the Future 4. Building a Skilled Europe: Coordinator's Day
5-10	WP7		1. WP4: Strengthening the Evidence for Smarter Skills Policies 2. What Is the European Skills Agenda — and Why It Matters 3. WP5: Building the Future of Learning with MOVE 4. Advancing EGROW: DIAMOND Workshop Highlights 5. 10 Mental Health Tips for Lifelong Learners & Job Seekers 6. Equipping Europe for the Future: DIAMOND & the

			Power of Micro-credentials!
11-16	WP7	     	1. Bringing Innovation to Life: Introducing WP6 – Grassroots Living Lab & Social Innovation Experiments 2. Who Are We Empowering? Meet DIAMOND's Target Groups 3. Advancing the MOVE^E Ecosystem: DIAMOND Partners Align in WP5 Meeting 4. Objective 3: Cost-Benefit Analyses/Stochastic Life-Cycle model 5. WP7 Dissemination, Exploitation and Communication & Partners 6. Grassroot Living Lab Procedure
17-21	WP7	    	1. Shaping the ^EGROW Index: Insights from the Ground Up 2. WP2 – Simple terms: Insights Into Empowerment Capabilities 3. What's the right balance between work and life? 4. How many hours is "full-time" work? It varies around the world. 5. How much does your job define you, and why does that matter for motivation?

22-27	WP7	30 OCT 2024 What Green Skills Matter Most? - "What Green Skills matter the most? Repairing clothes, passing on traditions, creating durable products, or changing our daily habits..." 23 OCT 2024 Four Easy Digital Skills to Boost Your Career Path Small tech skills → Big professional impact. DIAMOND Empower - Career growth through digital learning. 16 OCT 2024 The Green Skills We Didn't Know We Had The Green Skills We Didn't Know We Had Sustainability isn't just about wind turbines or solar panels, it's also... 02 OCT 2024 What motivates you most to keep learning throughout life? - "What keeps us learning throughout life?" On the one hand, research shows that personal fulfillment and a sense... 03 OCT 2024 How Much Does Your Job Define You? (Poll) - How much does your job define you? We recently asked "To what percentage does your job define you?" The... 26 OCT 2024 Finding Balance in Work & Life (Poll) - Finding balance in Work & Life Our latest DIAMOND Empower poll asked what do you believe would help achieve...	1. Finding Balance in Work & Life (Poll) 2. How Much Does Your Job Define You? (Poll) 3. What motivates you most to keep learning throughout life? 4. The Green Skills We Didn't Know We Had 5. Four Easy Digital Skills to Boost Your Career Path 6. What Green Skills Matter Most?
28-33	WP7	10 OCT 2024 What Makes a Dream Career? - Poll Results Are In! - What Makes a Dream Career? - Poll Results Are In! Last week, we asked our network what matters most... 04 OCT 2024 What Really Changes When You Upskill? Goodbye "same job, same you", let's explore the ripple effects. 28 OCT 2024 Your Dream Career: What Matters Most? Your Dream Career: What Matters Most? Last week, we explored what makes a dream career, and research showed it's... 20 OCT 2024 What Makes a Dream Career? - What Makes a Dream Career? - Poll Results Are In! Last week, we asked our network what matters most... 14 OCT 2024 Which Green Skills Matter Most? (POLL) - Which Green Skills Matter Most? We recently asked "What are the green skills that matter the most?" The poll... 07 OCT 2024 Why We're Never Too Old to Learn Age is not a barrier - learning is lifelong. DIAMOND Empower - lifelong learning for all ages.	1. Why We're Never Too Old to Learn 2. Which Green Skills Matter Most? (POLL) 3. What Makes a Dream Career? 4. Your Dream Career: What Matters Most? 5. What Really Changes When You Upskill? 6. What Makes a Dream Career? - Poll Results Are In!
34-39	WP7	10 OCT 2024 DIAMOND Consortium Meeting in Berlin - Highlights from Day 2 - DIAMOND Consortium Meeting in Berlin - highlights from Day 2 - last week, the DIAMOND Empower partners continued their... 09 OCT 2024 DIAMOND Consortium Meeting in Berlin - Impressions from Last Week - DIAMOND Consortium Meeting in Berlin - impressions from last week last week's DIAMOND Empower meeting in Berlin offered updates... 05 OCT 2024 DIAMOND Consortium Meeting in Berlin - Recap of Day 1 - DIAMOND Consortium Meeting in Berlin - Recap of Day 1 - The DIAMOND Empower partners are in Berlin today... 04 OCT 2024 DIAMOND Consortium Meeting in Berlin Coming Up! - DIAMOND Consortium Meeting in Berlin Coming Up! - This week, the DIAMOND Empower partners are coming together in Berlin... 25 OCT 2024 The Hidden Skill We Rarely Notice: Transfer Thinking - The Hidden Skill We Rarely Notice: Transfer Thinking - A recent analysis found that adults underestimate their own skill level... 18 OCT 2024 The Power of Mentorship in Lifelong Learning - The Power of Mentorship in Lifelong Learning - We learn best when we learn together. One thing stays the same in...	1. The Power of Mentorship in Lifelong Learning 2. The Hidden Skill We Rarely Notice: Transfer Thinking 3. DIAMOND Consortium Meeting in Berlin Coming Up! 4. DIAMOND Consortium Meeting in Berlin - Recap of Day 1! 5. DIAMOND Consortium Meeting in Berlin -

			Impressions from Last Week DIAMOND Consortium Meeting in Berlin – Highlights from Day 2
40-45	WP7		Did you know the internet runs under the ocean? Why experimenting together leads to better ideas How Do We Keep Digital Skills Human-Centred? Starting 2026 with DIAMOND Empower As 2025 Comes to a Close, Here's What We Take With Us Into 2026 DIAMOND is about people – not one-size-fits-all solutions
46-51	WP7		Deep Work vs. Shallow Scrolling International Day of Women and Girls in Science The Future of Work 2026 and the Rise of Micro-Credentials Think Different: Why the Digital Future Needs Every Kind of Brain The Social Europe Forum: Where do YOU fit in? The Human Engine: Meet the Multidisciplinary Team Behind the "GROW Index"

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