



Why DiMAT's Communication Strategy is as Important as its Toolkit

F6S Innovation

Sara Canedo, 10th December 2025

Communication in European Union-funded projects, such as the Digital Modeling and Simulation for Design, Processing and Manufacturing of Advanced Materials (DiMAT), is not just an administrative task; it is a **fundamental pillar of success**. In a complex, multi-partner, multi-year research and innovation endeavor, the foundations of communication are built on three core requirements: visibility, transparency, and impact.

The Foundations of Project Communication

For the European Commission, communication serves to ensure transparency on how EU funds are spent and to showcase the positive, transformative impact of its programmes on citizens' lives. For a project consortium of 18 partners across 9 countries, like DiMAT, communication is the lifeblood that connects research to the real world.

A robust communication strategy must, therefore, be proactive and multi-faceted:

- **Targeted Engagement:** It must define clear objectives, identify diverse target audiences (from researchers and policymakers to manufacturing SMEs and the public), and tailor specific key messages for each group.
- **Networking and Synergy:** It must foster internal coordination among international partners and build external networks to expand the project's impact and facilitate future collaborations.
- **Dissemination and Exploitation:** Communication raises awareness about the project's goals, while dissemination ensures the practical results—the digital toolkits, in DiMAT's case—reach the stakeholders who can act on them, leading to successful exploitation and uptake.

Press contacts: Ellie Shtereva, ellie@f6s.com | Sara Canedo, sara@f6s.com



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Bridging the Gap: Toolkits vs. Visibility

The DiMAT project is a perfect illustration of a consortium delivering on its technical promise. We are developing open digital tools across three integrated suites, the DiMAT Data and Assessment Suite (DiDAS), the DiMAT Modelling and Design Suite (DiMDS), and the DiMAT Simulation and Optimization Suite (DiSOS), specifically designed to make advanced materials science affordable and accessible to European SMEs.

These toolkits represent years of expert work, aimed at enhancing efficiency, product quality, and sustainability in manufacturing.

Yet, the ultimate truth remains: If we don't show that these things exist, they don't really...

No matter how innovative the algorithm or how groundbreaking the digital solution, its value remains latent if it is not successfully communicated. An advanced toolkit sitting unused in a cloud environment offers zero impact. Communication acts as the bridge that connects the technical ingenuity of the DiMAT Cloud and its nine toolkits to the target audience of manufacturing SMEs who need them.

Our strategy, which leveraged original opinion articles from partners like NaturePlast, Hegla-Hanic, and DIN into targeted journalistic press releases, is a testament to this philosophy. By transforming dense research findings into accessible, media-friendly content for specialist publications like Robotics and Automation and Insight Media, we multiply the project's reach and ensure that the solutions are known where they are needed most.

The effectiveness of our communication is not merely about fulfilling reporting requirements; it is about guaranteeing the return on the EU's investment. It ensures that the digital transformation DiMAT promises for the materials manufacturing industry, particularly for small and medium-sized enterprises, moves from a technical deliverable to a market reality. The real success of DiMAT will be measured not just by the quality of its code, but by the number of SMEs that adopt it, and that adoption starts with awareness generated through effective communication.

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