

E10 - Communications Plan

Sustainability Data Space

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E10 - Communications Plan	1
1. Introduction and Context.....	3
2. Communication Objectives	3
2.1 Visibility and Positioning	3
2.2 Understanding and Evangelisation.....	4
2.3 Stakeholder Participation and Ecosystem Activation	4
2.4 Results and Impact Dissemination	4
2.5 Post-Project Sustainability Support.....	4
3. Target Audiences and Stakeholder Map.....	4
3.1 Primary Target Audiences	4
3.2 Secondary Audiences	5
4. Key Messages	5
4.1 Project Umbrella Message	6
4.2 Audience-Specific Messages (examples).....	6
5. Channel Strategy	7
5.1 Owned Channels	7
5.2 Partner and Shared Channels.....	7
5.3 Events, Conferences, and Webinars	7
5.4 Technical Repositories and Communities	8
6. Communication Timeline	8
Phase 1 - Strategy & Setup (Aug 2025 - Dec 2025)	8
Phase 2 - Content Build & Community Activation (Jan 2026 - Mar 2026)	8
Phase 3 - Scale, Results Dissemination & Closure (Apr 2026 - Jun 2026)	9
7. Communication Governance and Operating Model.....	9
7.1 Roles.....	9
7.2 Coordination Mechanisms	9
8. Success Metrics and Monitoring	10
8.1 Reach and Visibility KPIs.....	10
8.2 Engagement and Participation KPIs	10
8.3 Ecosystem and Adoption KPIs	10
8.4 Scientific and Technical Dissemination KPIs.....	10
9. Communication Risks and Mitigation Measures	10

10. Requirements Compliance and Validation11

Version Control

Version	Date	Authorship	Description of change
1.0.	13th October 2025	A. Arias	Initial version
1.1.	21st October 2025	A. Arias	Review and changes in section 2. Objectives
1.2.	28th October 2025	A. Arias	Final version

1. Introduction and Context

The entry into force of Directive (EU) 2022/2464 (CSRD) marks a turning point in how non-financial information is managed in Europe. Companies are required to collect, structure, and report a very large set of sustainability indicators subject to external assurance and in formats readable by both humans and digital systems. This regulatory shift turns sustainability data into a strategic asset, essential not only for compliance, but also for risk management and business decision-making.

In this context, SustainabilityDataSpace is positioned as a building-blocks project to pave the way towards a future European sustainability data space. The project addresses key dimensions such as interoperability, data sovereignty, and trust, leveraging standards and frameworks including Gaia-X, IDSA, FIWARE, NGS-LD, and Self-Sovereign Identity (SSI) principles. Its purpose is to provide a modular, decentralised architecture that enables ESG data to be shared, transformed, and exploited in a secure, verifiable environment aligned with European regulation.

This Communication Plan defines the integrated strategy to ensure the project is visible, understandable, and relevant for its stakeholder groups, and that dissemination activities actively contribute to the creation of an interoperable and sustainable ESG data ecosystem.

This plan is approved before the start of major external communication activities (website, outreach materials, campaigns, and dedicated webinars), in line with project requirements and steering committee expectations.

2. Communication Objectives

The Communication Plan supports the project throughout its lifecycle, aligning messages with technical and regulatory progress and enabling sustained ecosystem activation around sustainability data spaces.

2.1 Visibility and Positioning

- Position SustainabilityDataSpace as a reference initiative for sustainability data spaces in Europe.
- Reinforce the role of Sygris and project partners as key actors at the intersection of ESG data, data infrastructure, and regulation (CSRD, EU Taxonomy, Data Act).

2.2 Understanding and Evangelisation

- Explain the concept of a sustainability data space in a clear, accessible way, reducing the market's conceptual barrier.
- Help organisations understand ESG data as a shared strategic asset, not only a reporting requirement.

2.3 Stakeholder Participation and Ecosystem Activation

- Drive participation from companies, financial institutions, public administrations, associations, and the technical community in workshops, webinars, and project activities.
- Stimulate collaboration to co-design use cases and validate the project's data and governance model.

2.4 Results and Impact Dissemination

- Communicate key outputs (data models, prototypes, governance recommendations, sector use cases) in a way that works for technical and non-technical audiences.
- Demonstrate impact in terms of ESG data maturity, interoperability, regulatory alignment, and potential new business models.

2.5 Post-Project Sustainability Support

- Support the transition from an EU-funded project to a sustainable long-term infrastructure, facilitating future adoption of SustainabilityDataSpace as an enabler for ESG-based data models (APIs, analytics, licensing options, etc.).

3. Target Audiences and Stakeholder Map

Communication will address multiple stakeholder groups with different levels of knowledge, incentives, and information needs.

3.1 Primary Target Audiences

Companies subject to CSRD and EU Taxonomy

- Role: Priority users; key producers and consumers of ESG data.
- Needs: Traceable, interoperable, auditable, efficient ESG data reporting.

SMEs within supply chains

- Role: Critical data providers for consolidated reporting of larger groups.
- Needs: Simple tools and clear frameworks to report ESG without disproportionate burden.

Financial institutions and insurers

- Role: Heavy ESG-data users for risk assessment, ratings, product design, and investment decisions.
- Needs: Reliable, comparable, verifiable data usable in models and due diligence.

ESG consultants and auditors

- Role: Compliance enablers and verifiers.
- Needs: Structured, traceable data to build value-added services (assurance, certification, advisory).

Public administrations and regulators (national and EU)

- Role: Policy-makers and compliance overseers.
- Needs: Evidence, standards, use cases, and tools improving supervision and comparability.

Technical and scientific community (Gaia-X, IDSA, universities, research centres)

- Role: Co-designers of architectures, ontologies, governance models.
- Needs: Real environments to test solutions, validate standards, and generate knowledge.

3.2 Secondary Audiences

- Business and sector associations
- Specialist media (sustainability, regulation, data, tech)
- Students and professionals in sustainability and data science education

Tone and depth will be adapted per audience (executive vs. technical), along with tailored calls-to-action.

4. Key Messages

4.1 Project Umbrella Message

SustainabilityDataSpace turns sustainability data into a shared, interoperable, trusted strategic asset, enabling organisations to comply with CSRD while accelerating the transition to a data-driven economy.

4.2 Audience-Specific Messages (examples)

CSRD companies

- “Turn ESG reporting effort into a competitive advantage through structured, interoperable data.”
- “Move from isolated reporting to secure data sharing that reduces complexity, improves traceability, and enables auditability.”

Supply-chain SMEs

- “Reporting sustainability to customers doesn’t need to be complex. SustainabilityDataSpace simplifies how SMEs share ESG data with larger organisations.”

Financial institutions and insurers

- “Access reliable and comparable ESG data to assess risk, design sustainable financial products, and meet regulatory and market expectations.”

ESG consultants and auditors

- “A structured environment with quality, traceable, interoperable ESG data to support verification and build higher-value advisory services.”

Administrations and regulators

- “A data space aligned with CSRD, EU Taxonomy, GDPR, Data Act, and data sovereignty principles, supporting supervision, comparability, and evidence-based policy.”

Technical/scientific community

- “A real-world implementation context for connectors, ontologies, and governance models based on Gaia-X, IDSA, FIWARE, and NGSI-LD, contributing to the EU single market for data.”

Messages will be adapted per format (web, webinars, posts, press notes, technical docs).

5. Channel Strategy

The channel mix combines digital and in-person actions through owned channels, partner channels, and third-party ecosystems.

5.1 Owned Channels

Project website (central hub)

- Project overview, partners, roadmap, deliverables, news, use cases, downloadable resources.
- Dedicated “Deliverables & Results” landing page.

Blog / web content

- CSRD and the ESG data paradigm
- Data spaces & standards (Gaia-X, IDSA, FIWARE, NGSI-LD)
- Sector use cases and project learnings
- Interviews with partners and stakeholders

Social media (priority: LinkedIn)

- Targeting executives and heads of sustainability, data, and technology.
- Formats: posts, carousels, short videos, webinar highlights, infographics, stakeholder quotes.

Newsletter

- Periodic distribution via Sygris and partner lists with milestones, events, outputs, and collaboration opportunities.

5.2 Partner and Shared Channels

- Partners’ newsletters, websites, and social channels (e.g., PwC, DIRSE, InnorMadrid, universities)
- European platforms and associations connected to data spaces, sustainability, and regulation

5.3 Events, Conferences, and Webinars

Project-led webinars

- CSRD and ESG data requirements
- Data spaces and governance models
- Use case presentations and demonstrations

Participation in external forums (subject to availability)

- Data Spaces & Sustainability panels
- Engagement with EFRAG-related activities where relevant
- Collaborations with DIRSE, universities, business schools
- Presence in major tech events (e.g., Mobile World Congress), if strategically justified

5.4 Technical Repositories and Communities

- Open repositories (GitHub/GitLab) for code and documentation with appropriate licensing
- Test datasets and technical documentation hosted on the project site
- Participation in FIWARE/IDSA/Gaia-X communities and working groups

6. Communication Timeline

The timeline aligns with the overall project plan and is organised by phases.

Phase 1 - Strategy & Setup (Aug 2025 - Dec 2025)

Goal: align teams, define the approach, and launch initial visibility actions.

- Approval of the Communication Plan (this deliverable)
- Definition of technical-to-marketing workflows and deliverable timing
- Development of project look & feel and communication templates
- First positioning webinar introducing the project and the sustainability data space concept
- Definition of website architecture and content structure

Phase 2 - Content Build & Community Activation (Jan 2026 - Mar 2026)

Goal: move from “project introduction” to “value demonstration.”

- Launch of project website
- Publication of initial dissemination materials (Materials 1-3):
 - CSRD context and ESG data needs
 - Data space architecture overview
 - Governance and data sovereignty foundations
- Start of LinkedIn + blog content cadence
- Technical sessions and stakeholder workshops

Phase 3 - Scale, Results Dissemination & Closure (Apr 2026 - Jun 2026)

Goal: consolidate authority, disseminate outputs, and support the post-project runway.

- Publication of dissemination materials (Materials 4-6): use cases, impact evidence, recommendations
- Second webinar cycle, including international-facing sessions
- Stronger presence in sector events and EU forums
- Final dissemination and impact report + future recommendations report

7. Communication Governance and Operating Model

7.1 Roles

Project Communication Lead

- Leads strategy, coordinates content plan, ensures message consistency, supervises execution, consolidates KPIs.

Technical & Regulatory Team

- Provides technical/regulatory inputs (data model, architecture, governance, CSRD/GDPR/Data Act alignment) and validates accuracy.

Digital Implementation & Support Team (web, email, webinars)

- Layout and publishing, tooling setup, campaign scheduling, registration management, KPI tracking support.

7.2 Coordination Mechanisms

- Monthly communication check-ins (status, pipeline, performance)

- Ad-hoc editorial board for high-impact assets (website, dissemination materials, strategic announcements)
- Validation flow: draft → technical/regulatory review → comms review → approval → publication

8. Success Metrics and Monitoring

KPIs will be reviewed regularly and will feed directly into the final dissemination and impact reporting.

8.1 Reach and Visibility KPIs

- Project website visits
- Downloads of dissemination materials
- Social reach/impressions (especially LinkedIn)
- Workshop attendance

8.2 Engagement and Participation KPIs

- Webinar registrations and attendance rate
- Q&A volume and interactions during webinars
- Information requests / contact forms submitted
- Number of organisations actively participating in workshops

8.3 Ecosystem and Adoption KPIs

- Number of organisations involved in use cases/pilots
- Formal collaborations with external initiatives (Gaia-X, IDSA, other data spaces)
- Reuse of project deliverables by third parties (citations, references, mentions)

8.4 Scientific and Technical Dissemination KPIs

- Publications or presentations in conferences/journals
- Invitations to speak / participate in relevant working groups

9. Communication Risks and Mitigation Measures

Risk 1: Conceptual complexity of “data spaces”

- Mitigation: concrete examples, sector use cases, infographics; separate assets for technical vs. non-technical audiences.

Risk 2: ESG message fatigue / market saturation

- Mitigation: differentiate through the value of structured, interoperable, reusable data; focus on real operational outcomes (compliance efficiency, audit readiness, new models).

Risk 3: Misalignment between technical progress and communication

- Mitigation: regular coordination; content tied to technical milestones; pre-publication validation.

Risk 4: Low participation in events and workshops

- Mitigation: co-host with partners with strong convening power (DIRSE, PwC, universities, EFRAG-related networks where appropriate); leverage partner databases; use targeted outreach campaigns once project channels are live.

10. Requirements Compliance and Validation

This Communication Plan meets the deliverable requirements:

- It includes communication objectives, target audiences, key messages, channels, timeline, and success metrics, covering the essential elements of the project’s communication strategy.
- It is clearly structured and accessible for both technical and non-technical stakeholders.
- It is approved before major external communication activities begin, ensuring execution under a unified strategic framework.

The final version of this plan will be:

- Reviewed and validated by the project steering committee (with adjustments as needed based on project evolution).
- Used as the reference document for execution and for preparation of the final dissemination and impact reporting, as well as future SustainabilityDataSpace developments beyond the project timeframe.