



# Communication Dissemination Exploitation of BRIGDES

**1st interregional project meeting  
21. April 2016, Ljubljana**



**Part 1. Activities & action plan**

**Part 2. Communication and dissemination strategy**

## Legal basis

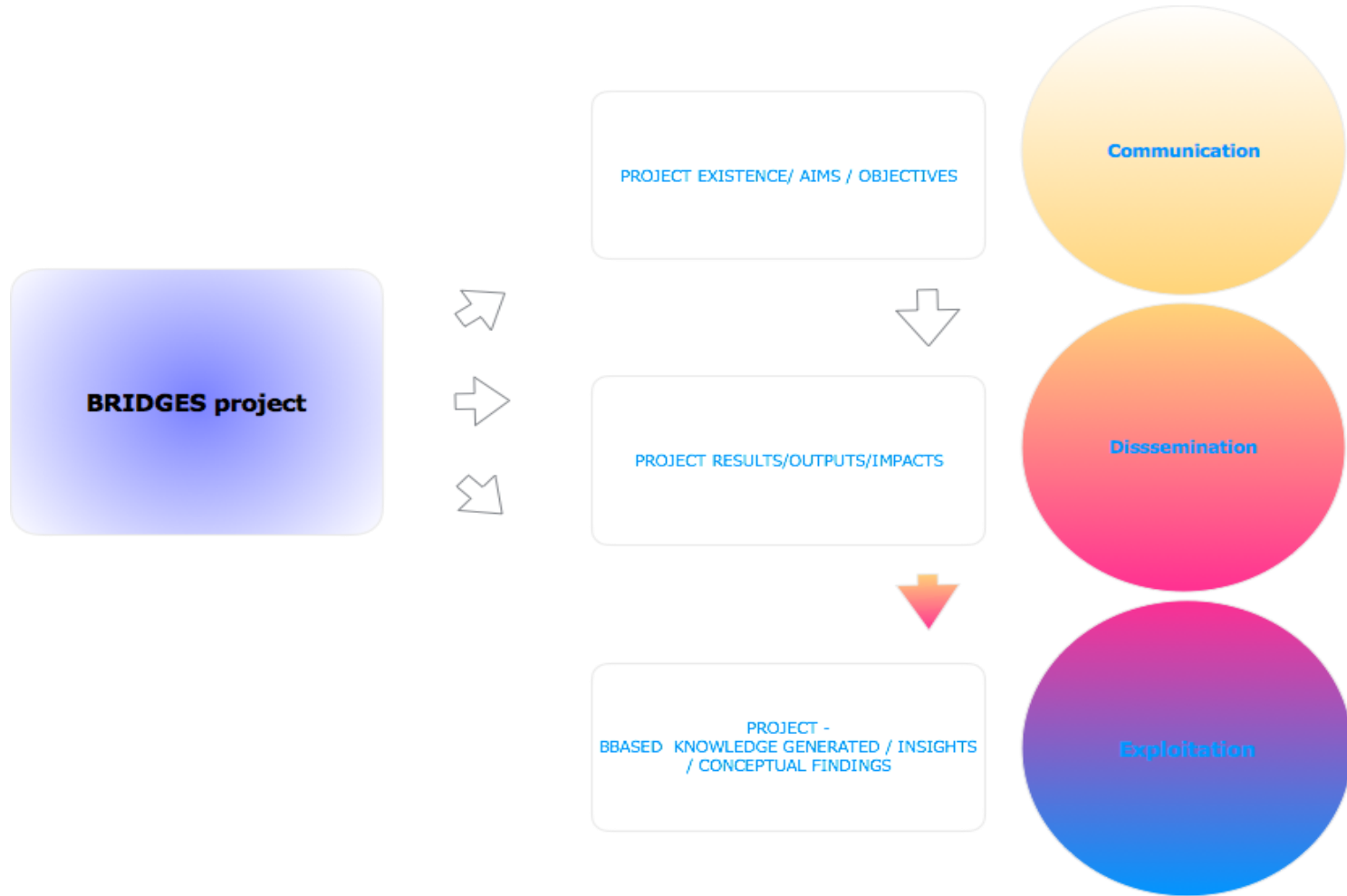
The project *communication and dissemination* will be implemented in compliance with:

- (1) the Annex XII, Article 2.2 the EU Regulation No 1303/2013
- (2) the subsidy contract (Article 12)
- (3) the programme manual

Partnership Agreement, Article 10

***„Each project partner will implement a communication and dissemination plan that ensures adequate promotion of the project and its results towards potential target group, project stakeholders and the general public.“***

# Communication, dissemination and exploitation concept in BRIDGES project



## BRIDGES C&D team / contact persons:

PP1 Kainuun Etu - *Tuomo Tahvainen, Ninetta Chaniotou*

PP2 Regional Council of Kainuu -

PP3 Lubelskie Voivodeship – *Agata Kossakowska*

PP4 Uusimaa Regional Council -

PP5 Regional Development Agency of Western Macedonia S.A. –ANKO-

PP6 Soča Valley Development Centre –

PP7 Pannon Business Network Association -

PP8 European Business and Innovation Centre of Burgos –

PP9 Centre for Research & Technology - Hellas Institute for Research and Technology – Thessaly -

10. PP10 University of Wageningen -

## Communication and dissemination action plan

Action		Time / semester	Partner
<b>Elaboration of project dissemination strategy</b>	CDS approach and draft of the document presented during 1st ISC / approval of the final document 2nd ISC	1- 2	PP 3
	specifics to be filled-in in collaboration with regional partners	1	regional partners
<b>Elaboration and update of project website</b>	formulation of project web pages	1	PP3 / PMT
	regular update of project web pages / upload of policy learning deliverables	1-10	PP 3 / PP1
<b>Project corporate identities</b> (design of brochure, newsletter, publication)		1 - 2	PP 6
<b>Elaboration of project brochures</b> (2): 1st - in Phase 1 – sem 2. 2nd – in Phase 2 – sem. ?	Writing brochures	2 ?	PP1,2,3,4,5,6,7 ,
	Upload to the website	2	PP3
	Upload to own website/ printing and distribution in the regions	2	PP1,2,3,4,5,6,7
<b>Elaboration of project newsletter</b> (3) : • 1st , 2nd in Phase 1 • 3rd in Phase 2	Writing a newsletter	1&2 , 3&4, 5 &6	???
	Upload to the website	1&2 , 3&4, 5 &6	PP3
<b>Initiation press release</b>	Formulation of general text	1	PP 3
	Formulation of text in local language adjusted to partner priorities		PP1, 2, 3, 4, 5, 6, 7,8,9,10

## Communication and dissemination action plan

Action		Time / semester	Partner
<b>Press releases on the occasion of the interregional project meetings and high level events</b>		1, 2, 3, 4, 5, 6,8, 9	Organizer of the event
<b>Press releases for the announcement of closing of Phase 1 and endorsed action plans</b>		6	PP1,2,3,4,5,6,7
<b>Exploitation – scientific articles (2):</b> • 1st – sem 5 • 2nd – sem 6		5-6	TBA
<b>Project publication / project handbook</b>	Planning and writing	4 - 9	all partners
	Printing	9	PP 5
<b>Interregional C&amp;D meetings</b> (assessment of effectiveness of the CDS)		1-10	all partners
<b>Synergy meeting and participation in new initiatives</b> (5 participations)		3-6	TBA
<b>High level events:</b> • 1st – end of Phase 1 • 2nd – end of Phase 2 (closing conference)		6 & 9	PP 7 & PP3
<b>Communication and dissemination reporting</b>		1-10	all partners

# Communication and dissemination strategy - structure of the document

## Part 1 . Background information (AF) / the terms of reference for CDS

1. *Introduction*
2. *Executive summary*
  - 2.2 *Structure and formulation of this document*
3. *Objectives of the communication and dissemination strategy*

## Part 2 . Concrete activities

4. *Implementation approach*
  - 4.1 *Communication and dissemination contact persons*
  - 4.2 *Communication and dissemination planned outputs per semester*
  - 4.3 *Specification of activities: quality of awareness raising and ensuring maximum impact*
    - 4.3.1 *Questions to ensure impact*
    - 4.3.2 *Questions to ensure the quality of awareness raising*
  - 4.4 *Results of the partner consultations on impact and quality of the awareness raising questions*
  - 4.5 *Specified target groups & activities*

## Part 3 . Evaluation process

5. *Evaluation*
6. *Annexes*
7. *References*



## **Checklist for the communication strategy:**

- ✓ **description of your project**
- ✓ **definition of communication objectives**
- ✓ **main messages you would like to get across**
- ✓ **description of target groups**
- ✓ **a selection of communication tools**
- ✓ **a timeline when to do what**
- ✓ **a budget for your communication activities**
- ✓ **an indication of how the communication plan will be evaluated**

## The communication strategy consists of internal & external actions:

**Internal communication** – among project partners

- **free, unhindered** and **confidential** to ensure trust and team feeling towards joint results, problem solving and trouble-shooting
- **e-based** and **face2face**

**External communication** - making the project and its achievements known and accessible to various target groups

- stronger stakeholder engagement and consensus building including MAs and regional authorities
- capitalising project results by peer sharing
- encouraging interaction and transferability of solutions

# Objectives of the communication and dissemination strategy

- describe how communication can help deliver the project aims
- are linked to:
  - raising awareness
  - *changing behaviour*
  - *disseminating knowledge*

**The overall objective of the Communication Strategy is to contribute to maximising the impact of the project towards achieving its objectives, namely improving RIS3 governance, and capitalising on the most important lessons learnt.**

## Sub objectives CD strategy

- reflect the project sub objectives

## Sub objectives CD strategy

- CSO1:** Impacting structural funds / engaging managing authorities and inter-mediate bodies
- CSO2:** Strengthening regional consensus
- CSO3:** Raising awareness / general and wide dissemination
- CSO4:** Information sharing and reinforcing thematic aspects with peers
- CSO5:** Contributing to maintaining the European interest of the Centres of Competence
- CSO6:** Knowledge exploitation
- CSO7:** To benefit from social media as a way to reach out towards the relevant expert communities, join, and contribute to relevant thematic groups
- CSO8:** To communicate methodological achievements and progress of the project towards reaching its objectives during Phase 1, and focus on the project results and lessons learnt during Phase 2 of the project
- CSO9:** Ensure good internal communication among the partners

## Target groups:

- TG1** Regional authorities dealing with RIS3 implementation
- TG2** Structural funds Managing Authorities and / or Intermediate Bodies
- TG3** Bioeconomy research resources; Research to Industry programmes
- TG4** Bioeconomy business associations
- TG5** Regional bioeconomy-related incubators (education spinn offs) and education programmes
- TG6** Regional innovation infrastructures dealing with RIS3 implementation
- TG7** Academic community on regional economic growth models
- TG8** General public in the regions and MS
- TG9** Interreg EUROPE platform and Committee of the Regions
- TG10** project partners

Sub objectives	Target groups	Activities
<p><b>CSO1:</b> Impacting structural funds / engaging managing authorities and inter-mediate bodies</p>	<p><b>TG1</b> Regional authorities dealing with RIS3 implementation  <b>TG2</b> Structural funds Managing Authorities and / or Intermediate Bodies</p>	<ul style="list-style-type: none"> <li>• from the local dissemination budget - one national level event organised in sem 9 or 10</li> <li>• downloadable project outputs and scientific articles form the project web site.</li> <li>• Q&amp;A options in the project and partner organisations web site .</li> </ul>
<p><b>CSO2:</b> Strengthening regional consensus</p>	<p><b>TG3</b> Bioeconomy research resources; Research to Industry programmes  <b>TG4</b> Bioeconomy business associations  <b>TG5</b> Regional bioeconomy-related incubators (education spinn offs) and education programmes  <b>TG6</b> Regional innovation infrastructures dealing with RIS3 implementation  <b>TG8</b> General public in the regions and MS</p>	<ul style="list-style-type: none"> <li>• Information on the web site in local language regarding project objectives and project progress</li> <li>• Specialised parts of the project newsletters</li> <li>• donwloadable final reports form the web site and the partner organisations web sites</li> <li>• Q&amp;A options in the project and partner organisations web site</li> <li>• back to back with stakeholder meetings - dissemination meetings (sem 6, 8, 10)</li> <li>• high level events, website updates &amp; downloads, 3 brochures / factsheets, 3 newsletters, 1 publication / handbook, 22 press releases.</li> </ul>

Sub objectives	Target groups	Activities
<b>CSO3:</b> Raising awareness / general and wide dissemination	<b>TG9</b> Interreg EUROPE platform and Committee of the regions	Contribution to Interreg Europe Platform
<b>CSO4:</b> Information sharing and reinforcing thematic aspects with peers	<b>TG6</b> Regional innovation infrastructures dealing with RIS3 implementation	<ul style="list-style-type: none"> <li>• Establishing &amp; maintaining exchanges EU networks e.g. EURADA, ERRIN, relevant Horizon 2020 projects in WIDESPREAD/ TEAMING, similar Interreg Europe projects, research infrastructure project at EU and Baltic Sea Region levels</li> <li>• Participating in events, developing new projects if relevant.</li> </ul>
<b>CSO5:</b> Contributing to maintaining the European interest of the Centres of Competence	<b>TG7</b> Academic community on regional economic growth models <b>TG1</b> Regional authorities dealing with RIS3 implementation <b>TG2</b> Structural funds Managing Authorities and / or Intermediate Bodies	2 scientific articles produced during the project life time (the themes to be decided during the project)

Sub objectives	Target groups	Activities
<p><b>CS06:</b> Knowledge exploitation</p> <p><b>CS07:</b> To benefit from social media as a way to reach out towards the relevant expert communities, join, and contribute to relevant thematic groups</p>	<p><b>TG1 through TG10</b></p>	<p>We are dealing with the Interreg Europe platform, the RIS3 platform, Linked In groups, Yammer (DG Regio) and online scientific communities</p> <ul style="list-style-type: none"> <li>• <b>TO BE DISCUSSED:</b> whether we establish a separate Linked In group or whether we will disseminate through discussion-based thematic initiatives &amp; linkages to our web sites?</li> </ul> <p><b>social media strategy – part of CDS!</b></p> <ul style="list-style-type: none"> <li>• <b>TO BE DISCUSSED:</b> <ul style="list-style-type: none"> <li>- the goals of social media functions we target (mainly dissemination of results + discussion groups of relevant themes)</li> <li>- the ways we will be reaching these groups</li> <li>- the rules of communication</li> </ul> </li> <li>• <b>TO BE DISCUSSED:</b> the involvement of the scientific community through the Research Gate network for example</li> </ul>



Sub objectives	Target groups	Activities
<p><b>CSO8:</b> To communicate methodological achievements and progress of the project towards reaching its objectives during Phase 1, and focus on the project results and lessons learnt during Phase 2 of the project</p>	<p><b>TG10</b> project partners</p>	<ul style="list-style-type: none"> <li>• 3 newsletters</li> <li>• project publication</li> <li>• 2 scientific publications</li> <li>• participation in events</li> <li>• mid term closing event</li> <li>• high level event</li> </ul>
<p><b>CSO9:</b> Ensure good internal communication among the partners</p>	<p><b>TG10</b> project partners</p>	<p>Internal communication: through emails, tele-meetings, phone calls; scheduled and ad hoc; problem solving / trouble shooting especially encouraged and joint development thinking are strongly encouraged</p>

## Social media approach

*“Don’t be on social. Be social.”*

*„Going to where the audience is”*

Different **social media** channels help reach out to different audiences.

Social media	Target
<b>Facebook</b>	Potential beneficiaries and potential project partner, other ETC programmes, general public and ‘friends’ of the programme.
<b>LinkedIn</b>	Project partners, potential beneficiaries
<b>Twitter</b>	EU institutions and organisations, experts, thematic communities
<b>Youtube</b>	EU institutions and organisations, potential partners & project beneficiaries, regional authorities, general public
<b>Google+ / Picasa targets</b>	EU institutions and organisations, potential partners & project beneficiaries, regional authorities, general public

# Specification of activities: quality of awareness raising and ensuring maximum impact - regional partner inputs!

## 1. Questions to ensure impact:

- (1) What is the highest impact we want to reach?
- (2) What are the most directly involved target groups to the agreed impacts?
- (3) What are the most effective and accessible ways to promote the project to reach the target groups? What kind of activities, what time?

## 2. Questions to ensure the quality of awareness raising :

- (1) How the project, its results and outputs would be best presented to larger audiences in order to raise awareness of the positive impacts of our actions?
- (2) What could be the criteria ensuring the quality of awareness raising?

# Specified Communication and dissemination activities

based on individual partner inputs

Partner	Timetable	Impact activities	Awareness raising
Project			
PP1 KE			
PP2 RCK			
PP3 LUVO			
PP4 HURC			
PP5 ANKO			
PP6 SVDC			
PP7 PBN			

# Evaluation

- once per semester, during the scheduled interregional steering meeting
- three issues:
  - (1) achievement of planned outputs**
  - (2) achievement of results (impact and quality of awareness raising)**
  - (3) adjustment / improvement needs, or even important dissemination opportunities that could be integrated**

## Activities & outputs – semester 1

1. **Communication and dissemination strategy** - presentation of the CDS draft and agreement in the 1st project meeting – PP3
2. **Filling in of the dissemination strategy** – inputs from regional partners concerning specifics of regional CD actions - **setting deadline!!!**
3. **Initiation press releases** – 10 (all partners)
4. **Press release announcing the project 1<sup>st</sup> interregional meeting** – PP6
5. **Project corporate identities** (design of brochure, newsletter, publication) - PP6
6. **Project description for the web site** - PP3 in cooperation with the PMT
7. **Project web site:**
  - structure of the pages** – PP3 in cooperation with PMT
  - website update / upload of policy learning deliverables** – PP1 & PP3
8. **Reporting of communication and dissemination activities** – all partners to PP3 – part of the semester progress report – 10 reports by partners
9. **Reporting on C&D comprising all partner inputs** - PP3 to PP1
10. **A3 poster** - within six months of the approval !!!

## CD activities – workplan for semester 2

1. **Communication and dissemination strategy** – finalised and approved in the 2nd ISC
2. **Elaboration of the project brochure** – PP1,2,3,4,5,6,7 and upload to the website – PP3
3. **Elaboration of the newsletter** (summary of the key results, outputs and findings from the project implementation) – PP3 & PP1 and upload to the website – PP3
4. **Press release issued on the occasion of the 2nd interregional meeting** – PP8
5. **Final delivery of project corporate identities** (design of brochure, newsletter, publication) - PP6
6. **Upload to the website final deliverables from regional and interregional policy learning sessions** - PP3
7. **Reporting of communication and dissemination activities** – all partners