

BRIDGES project

Dissemination activities 1.10.2021 - 31.8.2022

Closing meeting
Helsinki, 27.9.2022

CONTRIBUTORS

1.- CEEI BURGOS, PP8: The rôle of PP8, as per the BRIDGES additional activities has been to disseminate the results and insights of the period 1.7.2021-30.9.2022 within the EU.

2.- REGIONAL COUNCIL OF KAINUU, PP2/LP: Following the withdrawal of PP3 Lubelskie Voivodship from the 5th call, PP2/LP took over the task of updating the IE location.

Activities implemented, PP8

1.- BRIDGES presentation focused on the project extension concepts and objectives within the framework of the IV International Economic Forum (<https://economicforum.lv/>), held in Riga (Latvia) on 17/09/2021. Over 150 attendees. Access to the presentation at https://projects2014-2020.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1659892183.pdf .

2.- Booth set up at the European Business Network (EBN) annual conference (<https://www.ebncongress.eu/>) held in Brussels (Belgium) on 24-25/05/2022. 300 delegates approx.

3.-News brief on the PLP matchmaking session (Supporting Interregional Value Chain Development and Advancing Trends) on 30/03/2022. Access to the news brief and the material from the PLP session are accessible at https://projects2014-2020.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1659893739.pdf .

New social media channels open: LinkedIn (<https://www.linkedin.com/company/bridges-interreg-project>) and Twitter (<https://twitter.com/InterregBridges>).

5.- Production of Infography template for GPs and other project outcomes dissemination.

Future actions already agreed:

- Insert in the conference bag of the European Forum for Industrial Biotechnology and the Bioeconomy 2022 to be held in Vilnius (Lithuania) on 26-27/10/2022.

Activities implemented, PP2/LP

1. Updates to the Interreg Europe location corresponding to the BRIDGES additional activities have been made as follows:

1.- **NEWS updates** have been organised into

- 'BRIDGES project reflections', 3 items: insights, partner feedback and linkages to final deliverables and to the Library section.
- 'BRIDGES project 5th call implementation', 7 items: information on the progress of the implementation of the additional activities
- 'BRIDGES, project dissemination', 3 items: references to participations in dissemination activities.

2.-LIBRARY

- 'BRIDGES additional activities, value chain mapping': on going, 5+1 items forthcoming.
- 'BRIDGES additional activities, good practices, 1 item: completed, https://projects2014-2020.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1659251514.pdf .
- 'BRIDGES, additional activities, policy impact': on going, 5+1 items forthcoming.
- Regional Science Association, Regions in recovery event, 31.3.2022, online. Article submitted by the two Finnish partners (PP2 & PP4), Redefining the place-based approach; practice-based insights (<https://lounge.regionalstudies.org/AbstractManagement/reviewabstracts>), <https://regions.regionalstudies.org/ezone/article/issue-12-dimitri-corpakis/> and for the presentations: <https://projects2014-2020.interregeurope.eu/bridges/news/news-article/14431/bridges-project-dissemination-2/> and https://projects2014-2020.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1659796498.pdf .
- Joint Research Centre and the Regional Council of Lapland, hybrid event on circular economy. Presentation of the BRIDGES project, evolution of Action 1 development of the lignin industry. Event information and BRIDGES-related presentations accessible at https://projects2014-2020.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1660023170.pdf .

The BRIDGES project has followed five “lines” of dissemination:

- social media: OK, but results, we need to discuss
- partners’ web sites: OK, but....
- presentation in events: the added value is in the attendees (thematic targeted group) and the interaction with them. Our assessment is that this is a very positive option. We are thinking of some ways to make the presentation more alive, more effective.
- PLP meetings: this is one of the best options, but of course it depends on the themes and criteria of the Policy Learning Platform events.
- articles / presentations to scientific events: to our experience, this is one of the very positive options, it allows insights and paths the way for next steps.

One more type of dissemination was identified, but not tested as much as we would like: we have been trying to join hands with the Joint Research Centre initiatives and S3 partnerships.