



Deliverable 7.2

Plan for Communication, Dissemination and Exploitation PCDE



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Author(s)	Alberto Terenzi, Katharina Kurzweil (SUB)
Editor	Juliana Carvajal (PMBA) Mariana Paupério (BBA)
Project Officer	Javier Martin-Membiela
Abstract	The PCDE outlines the internal and external project communication strategies and lists external communication channels, resources, and target groups. The last section presents the exploitation and reporting procedures during the three years of the project lifetime.
Keywords	Bluebioclusters, communication, dissemination, exploitation, blue bioeconomy, innovation, business support.

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Acronyms

BBC	BlueBioClusters
KERs	Key Exploitable Results
CSA	Coordination and Support Action
WP	Work package
D	Deliverable
PCDE	Plan for Communication, Dissemination and Exploitation
KPIs	Key Performance Indicators
PEC	Project Executive Committee
EC	European Commission
CoP	Community of Practice
EA	Ecosystem Approach
GA	Grant Agreement
GIF	Graphics Interchange Format

Executive Summary

To share and increase the impact of the innovative results produced in projects funded by Horizon Europe, beneficiaries must plan and carry out communication & dissemination activities. Relevant stakeholders must be engaged and/or informed, including the scientific community, start-ups and SMEs, civil society, and policymakers, amongst others. The project results, which have relevance for commercial purposes, tackle societal problems or can contribute to informing policy-making and communities, especially after the end of the project, must be identified and flagged out through an exploitation strategy.

Communication is defined as the promotion of actions and results to multiple stakeholders through a well-designed strategy, clear messaging, and selecting the proper media channels. The objective of communication in BlueBioClusters' (BBC) project is to engage stakeholders to participate in project activities, attract interest to the project, and raise awareness of project results to showcase success stories and outcomes from European collaboration efforts.

Dissemination is defined as the process through which results are made publicly available. This includes, e.g. publishing online and in magazines, presenting at conferences and events, posting relevant news on social media, etc. The objective is to maximise the project's impact by:

- 1) making resources available for further use,
- 2) advancing the state-of-the-art and,
- 3) making project findings available for the common good.

Exploitation is defined as the concrete use of results, whether commercially, socially, or politically. This is achieved by creating roadmaps and platforms to share findings, knowledge, and data. The objective is to provide policy recommendations and benefit the economy by tackling specific problems or meeting existing demands.

The BBC project is a Coordination and Support Action (CSA), defined as an action that improves cooperation among EU and associated countries to strengthen the European Research Area through different concrete actions, such as standardisation, dissemination, awareness raising, communication and networking activities, policy dialogues, mutual learning, or studies¹. The following Communication, Dissemination & Exploitation Plan explains how project activities and results are communicated and disseminated effectively and ensures that all project partners have an accessible and reliable source of information and knowledge on how to share project results. The document lays the foundations for a future exploitation plan, which will be drafted starting from project month 18 to ensure that the identified Key Exploitable Results (KERs) are transferred to the right stakeholders to support and inform their actions beyond the project's lifespan.

¹https://rea.ec.europa.eu/horizon-europe-how-apply_en [accessed: 15.01.2023]

INTRODUCTION

The overall objective of BBC is to increase the uptake of sustainable blue bioeconomy business opportunities in the project regions by offering innovative business development tools and methods, creating a long-lasting impact and engaging directly with hundreds of regional actors to stimulate collaboration and positive change. To reach this vision, BBC will:

Showcase integrated and circular value chains within the blue bioeconomy, which can serve as role models & inspiration to European coastal communities.

Develop tools for supporting businesses in integrating ecosystem services into novel ecology-driven business models and induce cross-sector collaborations along the value chain.

Provide regional actors access to the technologies required to transition to blue bio-based solutions across the entire value chain, e.g., biomass production, processing, product manufacturing, and selling.

Stimulate and accelerate the development of a sustainable blue bioeconomy by enabling start-ups and SMEs in the participating regions to realise their circular, eco-friendly business ideas.

Identify and strengthen blue bioeconomy efforts and their political and societal uptake through a monitoring & evaluation methodology based on SMART objectives.

Foster effective stakeholder engagement through dedicated BBC activities and exploitation of synergies and results beyond the project lifetime within and by other blue bioeconomy regions and actors.

Work package (WP) 7 “Project Management, Communication, Dissemination & Exploitation” encompasses the coordination of the project and the communication activities. Deliverable (D) 7.2 is the plan for the Communication, Dissemination, and Exploitation (PCDE) of the BBC Horizon Europe project activities and results in which all partners in BBC will be involved. It will be submitted in month 6 of the project and adapted to match its progress. It will be revised and updated in months 18 and 34. The target users of this deliverable are the BBC Consortium and the BBC Project Officer.

The PCDE is a report defining the strategy, target audiences, and key messages of project communications and how to deliver them. It identifies core issues and a cross-section of topics that allow for strategic planning of information flows, application of dissemination protocols and Key Performance Indicators (KPIs) to measure and enhance high-quality performance during and after the project. The PCDE is relevant to all WPs, as it defines the flow of information between the partners and external stakeholders. Effective communication and dissemination require a continuous reciprocal feedback loop between all partners, SUBMARINER, and the Project Executive Committee (PEC) composed of the project’s WP Leaders, in which updates

on project progress are provided, consolidated, and shared with relevant target groups to maximise the impact of those activities or the results achieved.

To support partners in the communication, dissemination and exploitation of results, a portfolio of resources is developed under WP 7. This portfolio will be updated regularly throughout the project (D7.4 Dissemination materials - M6-M36). BBC will make use of the latest tools and communication channels to ensure cost-effectiveness and highest impact.

SCOPE OF PCDE

The overall purpose of the current document is to provide project partners and the PO with a reference and roadmap for the various strategies with which BBC objectives, activities, results, and outcomes are communicated to a wide range of target groups. The scope encompasses internal and external information flows, target groups, channels, performance monitoring, and post-project follow-up measures. The strategies are designed to achieve maximum impact among target groups from a local to an international scale and across the quintuple helix of innovation (academia, industry, civil society, environment, government). Together, the strategic actions and guidelines outlined in this document will facilitate and streamline the exchange of information between partners and externals in a uniform approach, thereby maximising the efficiency of the project's data flows and, in turn, the impact of BBC as a whole.

The overall strategy of the activities outlined in the PCDE is to maximise BBC's visibility among key target groups (especially technology providers, start-ups and SMEs in the project countries, and policymakers) to facilitate smooth uptake of results into both industrial and policy-making processes. The timeline encompasses the entire three years of the project. It continues post-project through the implementation of follow-up measures, ensuring project outputs are available for reuse and further development.

Overall, the PCDE aims to:

Identify target groups for the different project activities and results.

Propose the most effective tools and channels to respond to the needs of relevant target audiences.

Outline the BBC knowledge management system and knowledge transfer principles and protocols to ensure effective transfer and further exploitation of its KERs.

Support consortium members in promoting the project activities and transferring BBC results by defining impact pathways and validating transfer strategies embedded in tasks across WPs.

Definitions and Terminology

The foundation of the BBC's PCDE is the knowledge management process which has been implemented from the start of the project and which describes methods and tools for communication, dissemination, and exploitation. BBC distinguishes between communication, dissemination, and exploitation (knowledge transfer), in line with the European Commission (EC) definitions² as follows:

Communication is a strategically planned process that starts at the project's outset and continues throughout its entire lifetime. It is aimed at promoting BBC's objectives, activities, and results. It requires strategic and targeted measures for communicating about BBC and the project's results to different defined and targeted audiences, including the media, and possibly engaging in a two-way exchange. Activities used for communication purposes are, for example, a public website, social media, or a newsletter.

Dissemination is the public disclosure of the project results by any appropriate means. It is the process of promotion and awareness-raising right from the first project's results. It makes results known to various stakeholder groups in a targeted way, enabling them to use the results in their own work. This process must be planned and organised at the beginning of each project to ensure well-defined and strategic dissemination. Activities used for dissemination purposes are, for example, a public website, press releases, publications, and attendance at events and conferences.

Knowledge transfer and exploitation of results is more advanced than communication and dissemination and requires several steps, including identifying exploitation mechanisms and activities focused on identified end-users to ensure impact and uptake of the results, especially after the project end.

² <https://rea.ec.europa.eu/system/files/2021-11/Communication,DisseminationandExploitation-2021.pdf> [accessed: 10.01.2023].

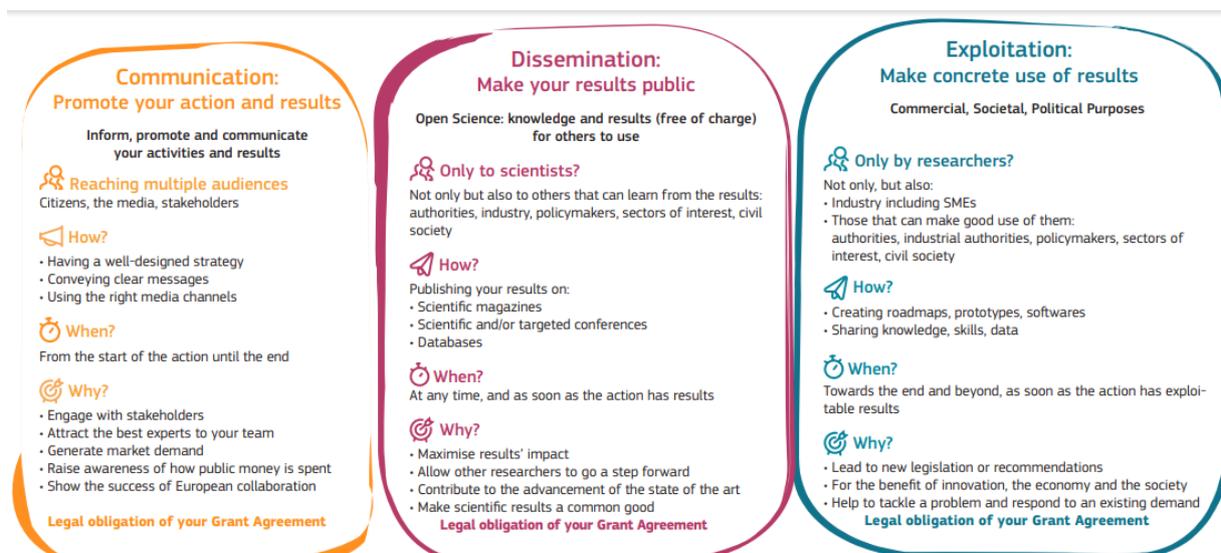


Figure 1 Communication, Dissemination, and Exploitation: Why they all matter, and what is the difference?²

Types of Stakeholders

BlueBioClusters will increase stakeholders' awareness, representing one of the six expected outcomes of the call "H-CL6-2021-Gov-01-09". Based on the hundreds of blue bioeconomy stakeholders identified (in WP3, WP4, WP5) within and outside the 9 BBC regions, BBC will reach out, engage, and co-create together with them through a multitude of surveys, interviews and workshops, with the final goal to stimulate the development of a sustainable blue economy.

On the following two pages, table 1 presents the main stakeholders impacted by or interested in the results of BBC, the main outputs that will be relevant to them and the impact they will generate in terms of communication, dissemination, and exploitation.

² https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf [accessed: 10.01.2023].

Type of Stakeholders	Messages	Tools of Engagement /Outputs to Transfer	Impact
I. Regional Blue Bio Companies/NGOs/Social Enterprises/Associations	<ul style="list-style-type: none"> Participate in BBC activities Engage in improving your business Tell us your needs, and we will support you with mentorship and coaching Join a platform to share practical knowledge and experience Get inspired and cooperate with other players from your or other regions (CoP) Benefit from learning about exploiting ecosystem services Streamline and innovate your processes by gaining access to new technologies 	<ul style="list-style-type: none"> Project Website BBC Platform, including a searchable database Project newsletter Participatory events Project Final Conference Series of webinars/match-making events Regional Co-Creation Workshops and Transnational Bootcamps “Blue Bio Start-ups”/SMEs Support Package³ Guide for Ecosystem Approach (EA) Wheel⁴ in Regional Blue Bioeconomy Development 	<ul style="list-style-type: none"> Raised awareness and increased confidence of local regional actors to transform/create new businesses within the blue bioeconomy Enabling innovative processes leading to new products and services Creation of a pan-European network of blue bioeconomy start-ups and SMEs
II. Technology providers/ Big companies/ SMEs, Start-ups/ Academia with commercial ambitions	<ul style="list-style-type: none"> Register on BBC Portal Offer innovative technologies and solutions to advance the blue bioeconomy Gain new clients and co-developers Benchmark other technologies / new applications with marine / aquatic biomass. Potential technology transfer from other sectors to the blue bioeconomy sector and vice versa. 	<ul style="list-style-type: none"> Project Website BBC Platform including searchable database Project newsletter Participatory events Project Final Conference Series of webinars / match-making events Regional Co-Creation Workshops and Transnational Bootcamps “Blue Bio Start-ups”/SMEs Support Package Guide for EA Wheel in Regional Blue Bioeconomy Development 	<ul style="list-style-type: none"> Improved access to suitable, effective, affordable technologies Raised awareness and increased confidence of technology providers to invest resources and to engage further with research, development, and innovation actions to strengthen the bio-based industry
III. Technology Transfer communities: e.g., EEN Maritime Group	<ul style="list-style-type: none"> Visit the BBC Portal Promote the Portal as the ‘one-stop-shop’ technology transfer platform for the bio-based industry 	<ul style="list-style-type: none"> Project Website BBC Platform including a searchable database Project newsletter “Blue Bio Start-ups”/SMEs Support Package 	<ul style="list-style-type: none"> Bringing together technology suppliers and providers Increased awareness and support Boost Technology transfer

Table 1 Stakeholder list with engagement tools 1/2

³ Support package (developed in WP 4): Network building, (inter-) regional mentoring/coaching, investment and funding opportunities, capacity building /co-creation workshops.

⁴ Definition EA Wheel concept: https://www.blauwecluster.be/sites/default/files/attachments/whitepaper_bluecluster_summary_v2.pdf [accessed: 21.01.23]. The EA wheel functions as a communication tool not only to create awareness of positive socio-ecological effects of blue bio value chains, but also illustrates how added value for business/public services can be generated through ecosystem payments.

Type of Stakeholders	Messages	Tools of Engagement /Outputs to Transfer	Impact
IV. Policymakers and regulatory bodies: European Commission, National Ministries, Regional Authorities, CPMR	<ul style="list-style-type: none"> Gain information on opportunities to revitalise coastal communities through blue bio solutions Understand barriers/obstacles & solutions/actions to overcome them Understand your role in fostering the blue bioeconomy 	<ul style="list-style-type: none"> Project Website BBC Platform, including a searchable database Project newsletter Project Final Conference Infographics of 3 showcases Lessons learnt from creating CoPs: Policy Brief Guide for EA Wheel in Regional Blue Bioeconomy Development 	<ul style="list-style-type: none"> Raised awareness of the (blue) bioeconomy potential for regional development In-depth knowledge of areas which need additional policy support More favourable investment conditions and supporting regulations
V. Other: Business Support Organisations, other relevant Projects & Initiatives, Investors, and the Public	<ul style="list-style-type: none"> Use targeted easy-to-use capacity-raising and facilitation material & methods for own stakeholders 	<ul style="list-style-type: none"> Project Website BBC Platform, including searchable database Project newsletter Project Final Conference Infographics of 3 showcases “Blue Bio Start-ups”/SMEs Support Package Lessons learnt from creating CoPs: Policy Brief 	<ul style="list-style-type: none"> Increased uptake of other regional support organisations of methods/business models
VI. Media: local, regional, national	<ul style="list-style-type: none"> Use local success stories of how regions can transform via new blue biobased, creating businesses and jobs while increasing quality of life in regions 	<ul style="list-style-type: none"> Project Website Project newsletter Project Final Conference Infographics of 3 showcases Lessons learnt from creating COPs: Policy Brief 	<ul style="list-style-type: none"> Increased awareness and support from society / political perspective for blue biobased industries

Table 2 Stakeholder list with engagement tools 2/2

INTERNAL PROJECT COMMUNICATION

SUBMARINER manages the internal communication processes. All project partners communicate with their peers to share important results, news and updates related to their work in different WPs. The results obtained in BBC will be structured and catalogued to ensure a fluent and efficient information flow within the Project Consortium. To succeed, the following tools will be used:

Email distribution lists and a project Teams space will be used as the common communication tools.

Communication via Teams will be incentivised to spur interaction and participation.

A Teams channel dedicated to communications and dissemination, where partners can share information that they would like to be published on the project's social media.

A logbook of events attended by partners, so that they can be taken stock of and reported to the European Commission.

Meetings, workshops, and seminar minutes will be available on the project's Teams space. All the deliverables will be uploaded to the internal Teams space to be available to partners.

SUBMARINER will also upload them on the project's website, which will serve as an open-source, public repository. A calendar with all public project activities will be available on the BBC's website.

COMMUNICATION AND DISSEMINATION ACTIVITIES

BBC's communication and dissemination activities aim to make the project and its results visible and known to all relevant stakeholders to amplify its impact. All BBC partners will engage in communication activities to showcase and gather momentum around project results. Through its communication activities, BBC will demonstrate why working together in a European consortium is crucial to address challenges and spur innovation in the blue bioeconomy. To maximise the efficiency and effectiveness of BBC's external communication, dissemination and exploitation activities, a Project Communication Group (PCG) will be set up, comprised of one representative per project region, who will be responsible for the effective outreach to target stakeholders.

On the next page, table 3 describes the key communication channels and the target number of visitors, followers, or users envisaged for specific communication tools:

Media channel	Description	Target
Project Website	The project website will constitute the main communication tool as it provides easy access to a broad audience worldwide. The website will be designed following the best practice guidelines for EU project websites.	Visits over the 3-year project duration: Minimum: 10.000 target: 20.000
Social Media and Campaign	The project has a LinkedIn and Twitter account which will target the general audience and specific stakeholders. Project partners will support content sharing via their social media channels, thus directing their audience to BlueBioClusters' channels and website. By adding relevant hashtags (table 4), the project's reach will be further amplified	Followers over the 3-year project duration: Minimum: 2.000 Target: 4,000
BBC Portal	BlueBioClusters will develop a highly interactive and user-friendly portal powered by a database to collect and promote state-of-the-art as well as emerging technologies suitable for blue bioeconomy companies. In this way, the Portal will narrow the gap between research and the market as well as stimulate an increased interaction between the 'blue' bioeconomy users and providers in local communities. Already within the project's lifetime, technology suppliers will be encouraged to populate the Portal with technologies (minimum TRL 6) ⁵ ; while technology searchers are encouraged to fill in a search request. The portal will also function as a connector between searchers and providers and a marketplace for the blue bioeconomy community.	Portal users: Minimum 150 target: 300
Events and Workshops	Approximately 40 workshops will be organised, including bootcamps, webinars and ~27 local co-creation workshops. The consortium will participate in at least 10 conferences with different target audiences. Several national, European, and international events will be targeted for dissemination activities, including side events, webinars, and online campaigns.	BlueBioClusters events will target > 4,000 people, while attendance at "external" events will reach > 3,000 people

Table 3 Key communications channels with targets

⁵ https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/wp-call/2021-2022/wp-13-general-annexes_horizon-2021-2022_en.pdf
[accessed: 15.01.2023].

COMMUNICATION AND DISSEMINATION RESOURCES

SUBMARINER has developed specific project communication and dissemination resources, including:

Logo and branding guide.

Word and PPT templates.

Related communication by-products, including project posters, rollups, and a flyer.

The resources will be shared with partners on the dedicated Teams channel, and relevant resources will also be published on the website (<https://bluebioclusters.eu/outcomes/>).

BBC partners must comply with project branding and logo, described in Deliverable 7.1 Visual Identity Pack when communicating about the project. Dissemination and communication resources are placed in the shared project repository on Teams and thereby accessible to all project partners (<https://bluebioclusters.eu/outcomes/>).

The project logo is an integral part of the brand, as it is included in all project's promotional material. The logo consists of three elements: 1) the wave, 2) circles in the body of the wave and 3) nine dots over the wave forming a "comb". The latter illustrates the 9 regions where the project activities will be focused and where the development of the blue bioeconomy will be promoted. The growing blue wave shows the project's increasing impact on the blue bioeconomy over time. The circles in the wave vary in size, shape, and colour and partly overlap. This illustrates the different consortium partners, active in various fields and sectors but pulling together towards the same goal. The overlap stands for the "common ground" that allows partners to join forces and empower the wave's growth trajectory.

Guidance on how to properly utilise the different versions of the BBC logo, and the rules about how and where to place them, can be found in the Brand Guidelines, which are available in the project partner repository on Teams (Annex of Deliverable 7.1 Visual Identity Pack).



Figure 2 BBC Logo Horizontal Version

Utilising BBC Branding alongside other Institutional Branding

While all partners should use BBC-branded resources when disseminating the project's results, we recognise that some institutions will require partners to use their own institutional branding for conferences and presentations. To balance the interests of BBC, and our contractual obligations to the EC, with various institutional requirements, we require the following requirements to be included at a minimum:

I. The EU emblem and disclaimer must be visible on the first and last slide. More specific information is available in the Brand Guidelines (Annex of Deliverable 7.1 Visual Identity Pack).

II. Partners should use the BBC PowerPoint template or Word template when promoting the project's objectives or presenting project results, respecting the template format (background, font, and layout) and always ensuring that the correct EU Emblem, acknowledgement and disclaimer is present on any BBC presentations. In other institutional presentations which partially include information on the BBC project, the BBC logo must be included on the relevant slide, or at least the title page and conclusion/thank you slide; however, usage on all slides would be preferred.

Visibility of EU emblem

Partners are obliged to use the EU emblem when publishing and/or presenting work carried out under the BBC project (GA Article 17.2). Unless the Agency requires or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must display the EU emblem. This includes conferences, seminars, information material (such as brochures, leaflets, posters, presentations, etc.), electronic forms via social media, etc. and any infrastructure, equipment or major result funded by the grant. When displayed in association with another logo, the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the partners may use the EU emblem without first obtaining approval from the Agency. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the EU emblem or any similar trademark or logo, either by registration or by any other means.

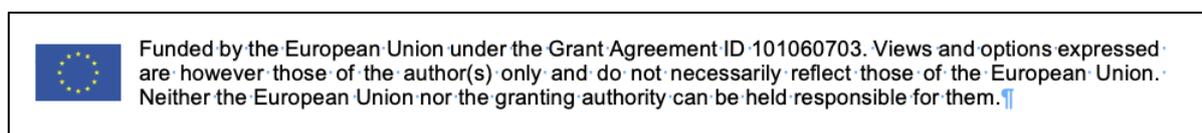


Figure 3 EU Disclaimer and Emblem

Should project partners have any queries about the use of this disclaimer, they can either use the project guidelines, which refer to the official Guidelines⁶ or contact media@bluebioclusters.eu.

Project Website

The project website (<https://bluebioclusters.eu>) was developed by SUBMARINER in English. The website structure is meant to showcase the BBC project clearly to all stakeholders. The “About” section presents a summary of the project and, i.e., its duration, partners, and funding programme. Once populated, the “News & Events” section will display, a.o., events that the consortium will organise, but also external events which are relevant for the project’s target audience.

All project deliverables marked as public (PU) will be made available on the project website (<https://bluebioclusters.eu/outcomes>) upon completion and approval on the part of the European Commission. As such, the website will serve as an open-access repository of project results. The section “Region” will also show the description and contact points of the 9 project regions to create a specific entry point for specific website visitors. The “Region” section will include links to regional websites, which are mostly also accessible in the local languages. Some parts of the “Region” section can be made available in more languages if necessary to increase stakeholder outreach. The BBC technology portal will also be included in the header menu “Portal” as soon as it is established. The social media icons are placed on the homepage, on other relevant pages and in the footer to engage visitors to follow the project’s channels, participate in BBC events or share and promote the project in their networks. The footer includes the EU emblem and the disclaimer and serves as an information point about the “imprint”, “privacy policy, and contains a section with a contact form.

To ensure the successful promotion of the project, sustain the interest of the target audience and attract new users, the website content will be maintained, continuously updated, and populated with the latest information throughout the project’s lifetime. The website will be accessible online for five years after the end of the project, serving as a valuable public resource of information on the subject and promoting the outputs of this publicly funded project. The website is compliant with the General Data Protection Regulation (<https://bluebioclusters.eu/privacypolicy>).

Partners are requested to include a link to the BBC website on their own institution/company website where possible (<https://bluebioclusters.eu/>)

Any partners who wish to upload materials, news or events to the website should contact media@bluebioclusters.eu.

⁶ https://commission.europa.eu/system/files/2021-05/eu-emblem-rules_en.pdf [accessed 20.01.2023].

Social Media

Social networking is an integral part of BBC's communication strategy. The project results and outputs will be actively disseminated through LinkedIn and Twitter. The project has already a presence and over 100 followers⁷. Stakeholders are encouraged to follow BBC social media, which are relevant forums for engagement with interested parties. A dedicated Teams channel was created for partners to share news and events with SUBMARINER, who will then post them on the projects' social media.

Project partners with social media accounts will also share/retweet project news and results by posting within their network and vice versa to create efficient dissemination and participation.

Support can be requested at [media\[at\]bluebioclusters.eu](mailto:media[at]bluebioclusters.eu).

General Rules

- Ensure the content is yours to share (pictures, research, or opinions) or acknowledge the source accordingly.
- Ensure there are no IP issues.
- Use appropriate tags and hashtags to acknowledge funding (Table 4).
- Do not use offensive language, argumentative or illegal content
- If you communicate publicly about BBC or BBC-related matters, you must disclose your role within the project.
- Be professional, use good judgement and be accurate and honest in your communications; unprofessional language or behaviour reflect poorly on the project, and may result in liability.
- Unless approved by the coordinator, your social media name, handle, and URL should not include BBC project name or logo.
- Be mindful around controversial subjects, where emotions may run high e.g., politics. It is important to show respect for others' opinions.

On Twitter, partners can refer to BBC by tagging the project (using @bluebioclusters, Table 4 Social media tags and hashtags) in their own tweets/posts; SUBMARINER will always aim to retweet/share such posts. In all posts, there are handles and hashtags which should be included where possible (i.e., @HorizonEU, Table 4 Social media tags and hashtags)

- On either Twitter or LinkedIn, partners are encouraged to retweet/share BBC posts through their personal and institutional social media accounts.
- Tips for social media usage:
- Social media is becoming increasingly visual: post pictures, videos, Graphics Interchange Formats (GIFs), or data visualisations.
- Engage with your audience using replies, likes retweets/reposts, or tags.

⁷ Status: 30.01.2023

Ask questions instead of making statements to drive the conversation.

- Leverage existing social media presence e.g., the host institution, researchers, team members or other relevant organisations, and tag and follow relevant accounts, particularly EC accounts (i.e., @HorizonEU, Table 4 Social media tags and hashtags)
- Follow the news and use trending hashtags where appropriate
- Content could include the announcement of milestones, results, scientific publications, press releases, newsletters or when the project is featured at a conference or event.

Table 4 summarises the information about Twitter and LinkedIn posts, the difference of posting on both social media platforms and the most important tags and hashtags:

TWITTER		LinkedIn	
You are allowed to use max. 280 character		You are allowed to use max. 500-600 words	
Guideline: Short and very specific headlines, use and 2-3 Hashtags		Guideline: The post should contain min. 5 lines (the “see more” option should appear), use emojis, place max. 2 hashtags in the text and the rest at the end of the post.	
HASHTAGS #	Tags @	HASHTAGS #	Tags @
Bluebioclusters	bluebioclusters	Bluebioclusters	bluebioclusters
HorizonEU	HorizonEU	HorizonEU	HorizonEU
REA_research	rea_research	REA_research	European Research Executive Agency (REA)
MissionOcean	MissionOcean	MissionOcean	MissionOcean
BlueEconomyEU		BlueEconomyEU	
Blueeconomy		Blueeconomy	
Start-ups		Start-ups	
Innovation		Innovation	
BlueBioTech		BlueBioTech	
bluestartupeurope		Bluestartupeurope	
entrepreneurship		Entrepreneurship	

Table 4 Social media tags and hashtags

Press Releases and Newsletters

Press releases will be issued to appropriate media outlets (trade press, journals, web portals) to ensure that industry, communities, civil society, policymakers, and the wider community are aware of the BBC project, its objectives, and its later outcomes. The strategy is intended to ensure that there is media coverage at local, regional, European, and international levels as these relate to the project activities. WP7 leader SUBMARINER will share project news through internal (Teams) and external (press

releases, social media, project newsletter, website, BBC portal) channels, which ensures a broad awareness of the project across the spectrum of relevant stakeholders. Partners are encouraged to publish articles and press releases at regional, national, and international levels, making use of their own communication networks and channels. SUBMARINER can support partners in these activities.

IMPORTANT: Partners should notify SUBMARINER if there is news suitable for an official project press release.

SUBMARINER will develop a draft in collaboration with relevant project partners and upload it to the project website for all partners to distribute at national or regional levels. Where necessary, the partners can adapt the press releases to customise them to their audience and if needed translate the articles.

NOTE: Partners may also initiate the writing of press releases (e.g., local, national). SUBMARINER can then support writing and editing if required. Partners are asked to provide a summary in English if the original communication is in another language. Partners who publish any article/press release at a regional or national level must send a copy to SUBMARINER and where possible provide metrics to demonstrate uptake by other news channels/readership.

BBC Portal

BBC will develop a highly inter-active and user-friendly portal powered by a database to collect and promote state-of-the-art as well as emerging technologies, suitable for blue bioeconomy companies. In this way, the Portal will narrow the gap between research and the market as well as stimulate an increased interaction between the blue bioeconomy users and providers in local communities. Already within the project's lifetime, technology suppliers will be encouraged to populate the Portal with technologies, while technology searchers are encouraged to fill in a search request. The portal will also function as a connector between searchers and providers, and function as a marketplace for the blue bioeconomy community.

Other Resources and Tools

Other promotional material can be developed as required, depending on budget availability, and considering sustainability. Please contact SUBMARINER (media[at]bluebioclusters.eu) with any other ideas for promotional material to support your communication and dissemination activities.

STAKEHOLDER EVENTS

To ensure coherent project dissemination during key project outreach and engagement activities, partners will be encouraged to use project communications resources and brand identity to design project events and activities. SUBMARINER will provide ad-hoc support to project partners to ensure effective communication

around project activities. The main outreach activities foreseen by the BBC project are described in the paragraphs below.

Series of Webinars / Match-making Events

BBC will organise online 'Matchmaking events' (Task 4.5 - Technology Transfer and Matchmaking) to stimulate real matchmaking between technology providers and users to inspire new or improved value chains. At least 3 online workshops will be organised for 3 main target audiences:

- Technology users: showcase/prioritise technology challenges of the blue bioeconomy
- Technology providers: foster co-creation and boost interaction and identify priorities/ gaps in terms of technology.
- Stakeholders from the non-blue and or non-bio-based sector will be invited to these roundtables

The roundtables will follow specific criteria, such as:

- at least two participants per kind of stakeholder
- two representatives per different sort of resource
- one representative from the BBC consortium
- one representative per application field

This will allow the most effective impact in terms of knowledge exchange and dissemination.

Regional BBC Network of Mentors and Coaches

BBC will create a regional BBC Network of Mentors, Coaches and Support Actors, which will set in motion an EU-wide network of blue mentors and coaches (Task 5.3 - Create Regional BBBC Network of Mentors/Coaches/Support Actors). Through the BBC Platform, this community will be enlarged in time and contribute to project result dissemination.

Capacity Building / Co-creation Workshops and Bootcamps

This task aims to design capacity-building and co-creation activities based to support start-ups/SMEs in overcoming their challenges (Task 5.6 – Capacity Building / co-creation workshops.) To promote this, a set of experiences and dissemination actions will be developed including, i.e. co-creation workshops, bootcamps, pitching sessions, webinars and supporting materials responding to the needs of the start-ups. BBC will invite experts to deliver content and facilitate workshops and in the bootcamps and webinars.

Co-creation workshops will be facilitated by BBC partners and designed to include relevant actors from value-chain subsectors to participate in co-designing solutions.

Resulting solutions from co-creation workshops can apply to be part of regional boot camps, which will be organised around important regional challenge themes and business development support needs. Transnational boot camps will be then organised for a smaller selection of regional start-ups/SMEs to engage in international networking and cross-border exchanges for blue bio business development.

Communities of Practice

Task 6.1 - 'Communities of Practice' and Blue Visions will bring together regional blue bioeconomy stakeholders through COPs. Based on an agreed common methodology. BBC partners will organise interactive workshops with these CoPs to show, identify and discuss opportunities along suitable bio-based value chains, and forms of collaboration necessary to take them up to develop skilled jobs and (small-scale) establishments in the bioeconomy. Thus, helping to revitalise local communities. The CoPs will co-create a joint vision for the blue bioeconomy development in given pilot regions. Stakeholders involved are regional and national policymakers, educators, private companies, public bodies, NGOs, and everyone interested in the blue bioeconomy.

External Events

All partners are encouraged to initiate dissemination activities that are appropriate for their respective contributions and that will be supported by the dissemination materials provided by SUBMARINER.

The project results will also be presented as oral presentations, posters, etc. at major international meetings and conferences of relevance to BBC. Conferences, seminars, workshops, and other meetings are beneficial forums to consult with BBC target audiences in a face-to-face capacity and to address issues relevant to the work done in the project. International and sector-relevant conferences, meetings, etc. will be frequently attended to communicate the results of the project to the maximum number of persons.

Partners should inform SUBMARINER of their planned outreach activities using the dedicated communications "Teams channel" and add them to the shared calendar accessible to all partners. All activities, including attendance at external events, should be added to the Continuous Reporting Log (see paragraph reporting), providing insights into the type of activity, audience type, reach (number of people) and other requested information. All public engagement and outreach activities must be reported during (internal and external) reporting periods.

Table 5 lists potential “external” events that may be of interest to BBC partners or stakeholders:

Event	Location	Date	Link (if available)
Iceland Innovation week 2023	Regional	22-26.05.2023	ok. bye - Iceland Innovation Week
BioHackathon Europe	Europe wide	End of the year tbc	BioHackathon Europe
Start-up Day	Regional (Tartu, Estonia)	15-16 March 2023	Start-up Days
Flemish Aquaculture Sympos	Regional	Tbc	Tbc
TMA BlueTech week	Regional / US California	Tbc	TMA BlueTech week
Campus Week	Regional	September 2023	Tbc
Tech Tour Events	Europe wide	Regular events	Tech Tour Events
Blue Invest E-Pitching Events	Europe wide	23.03.2023 & 06.07.2023	Blue Invest
Mission Ocean Annual Assembly	Europe wide	Annual in October (23-25.10.23)	Ocean Mission Events
Contact start-up activities	Regional	Tbc	Tbc
Portathon - International Port Technology Hackathon	Global	Annual in September/October	Tbc - Event link 2022
Blue Growth Leaders Academy	Regional	Tbc	Programme link
Seaweed academy	Regional	Tbc	Programme link
Manifesto / blue bioeconomy international	Global	Annual in tbc	Tbc - Event link 2022
EIT Food - Inspire aquaculture	TBD	TBD	Tbc - Event link 2022
2024 - International conference. of bioeconomy in the Klaipeda region	Global	Every 2 years	TBD
Investormatch	Global	29. March 2023	Investormatch
World Biodiversity Day	Global	Annual in May	More information
World Environmental Day	Global	Annual in June	More information
World Ocean Day	Global	Annual in June	More information
World Maritime Day	Global	Annual in September	More information
IUCN World Conservation Congress	Global	Every 4 years	IUCN World Conservation Congress
European Week of Regions and Cities	Regional	Annual in October	European Week of Regions and Cities
European Research & Innovation Days	Brussels	Annual tbc	European Research & Innovation Days
European Maritime Day	Europe wide	Annual in May	European Maritime Day
New European Bauhaus Festival	Europe, Global	Annual tbc	New European Bauhaus Festival

Table 5 Relevant events for BBC consortium and stakeholders

REPORTING

Continuous Reporting of Communication and Dissemination Activities (Continuous Reporting Log)

BBC partners are encouraged to disseminate and communicate their findings to stakeholders. For every communication and dissemination activity, all partners are requested to collect the following information:

- 1. Type of activity** (specify the number of actions per type): organisation of a conference or workshop, press release, exhibition, flyer, training, social media, website, communication campaign, participation in a conference, workshop or other events, video/film, brokerage event, pitch event, trade fair, participation in activities organised jointly with other EC funded projects, etc.
- 2. Type of audience reached** (specify the number of persons per type): scientific community, industry, civil society, the public, policymakers, media, investors, and customers.

NOTE: Data on all Dissemination & Communication activities will be collated and uploaded to the EC Funding and Tender Opportunities Portal by SUBMARINER.

Beneficiaries **do NOT** need to upload this information to the portal. To successfully manage the communication and dissemination activities, we require all partners to routinely update the “BBC Continuous Reporting Log”, which will be located on the project’s TEAMS channel.

Continuous Reporting of Scientific Publications

Scientific publications’ citations must be uploaded to the EC Funding and Tender Opportunities Portal once they have been accepted for publication. This includes articles in journals, publications in conference proceedings/workshops, books/monographs, chapters in a book, thesis/dissertation, etc.

NOTE: Publications will be collated and uploaded to the EC Funding and Tender Opportunities Portal by SUBMARINER.

Beneficiaries do **NOT need** to upload this information to the portal. Partners are encouraged to list their publications on the dedicated worksheet in the “BBC Continuous Reporting Log”, which will be located on the project’s TEAMS channel.

IMPORTANT: Please do not change anything directly on the EC Funding and Tender Opportunities Portal yourself in relation to dissemination or publication activities. SUBMARINER will upload the communication & dissemination activities and publications to the portal.

Item	Action needed by acting partner	Upload to ECAS Portal
Scientific Publications	Log Publication in the 'BBC Continuous Reporting Log.'	SUBMARINER Network
Communication and Dissemination Activities	Regularly log all communication/ dissemination activities in the 'BBC Continuous Reporting Log.'	SUBMARINER Network

Table 6 Overview of continuous reporting procedures

EXPLOITATION OF RESULTS

The third objective of this document is to identify and maximise the exploitation of KERs. Exploitation is defined as the “concrete use” of results by target groups, for example, their integration into educational courses or industry uptake and commercialisation of a product prototype into an end product. The KERs are the main outputs of the project, the concrete exploitation of which will be measured to indicate the performance and overall success of the project in meeting its objectives.

KERs are results which have been deemed to be of high priority for project transfer actions, especially after the project’s lifetime. The project consortium will elaborate a specific plan for transferring and exploiting KERs to relevant stakeholders and users to make sure the project results are exploited to the maximum extent. For this reason, A Knowledge Transfer Plan (KTP) will be developed for all selected KERs during the second iteration of the PDEC in Month 18 to maximise the chance of successful transfer resulting in uptake and application.

Table 7 will be updated during the project and lists KERs identified so far:

No.	Key Exploitable Results (KERs) of BBC
KER1	BBC Portal, including a searchable database
KER2	“Blue Bio Start-ups”/SMEs Support Package
KER3	Guide for EA Wheel in Regional Blue Bioeconomy Development
KER4	Lessons learnt from creating CoPs: Policy Brief

Table 7 Key exploitable results

MONITORING AND EVALUATION

Throughout the project, WP7 leader SUBMARINER will continue to review and amend the PCDE in line with the deliverables on the exploitation and dissemination of results. These updates of the PCDE will include a summary of the activities carried out and monitoring of the KPIs. As part of the revision process, each subsequent version of this deliverable will be shared with the consortium for comments and approval. Furthermore, the project coordinator and project partners will also review the PCDE at each review stage and provide recommendations. The current version will function as the operational manual and will be revised in months 18 and 32.