

# B-Blue

*Building the blue biotechnology community in the  
Mediterranean*

## WP2 PROJECT COMMUNICATION

D2.2.1

Communication plan

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## List of Abbreviations and Acronyms

Acronym	
BBt	Blue Biotechnologies
CT	Communication Team
PP	Project partner
LP	Lead Partner
SDGs	Suitable Development Goals

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## About B-Blue project

Partners with proved experience in the Blue Bioeconomy field from 8 Med countries and more than 300 Med stakeholders from universities, research centres, public authorities, business support organizations and Med multilateral organizations, working together for 22 months to create the Blue Biotechnologies (BBt) community in the Mediterranean. The exploitation of marine bio-resources through biotechnological solutions is a field with massive potential for innovation and economic growth. This field is a relatively young discipline, so opportunities and key enabling factors need a coordination. B-Blue project aims at gathering the key actors of the Med BBt sector and increase their innovation capacity and their coordination in order to unlock the innovation potential in the field through joint transnational initiatives, involving also organizations from the Southern Shore of the Mediterranean. The transnational coordination framework, the project aims to create, is based on an inclusive quintuple-helix approach always including the socio-environmental perspective in the decisional process and building on a common knowledge ground selected on the basis of its potential of addressing the SGDs at Med level. The B-Blue work towards to the implementation of a transnational coordination mechanism for the BBt community through the mutual interconnection the digital BBt community platform and a Med network of territorial based-collaborative space on selected BBt value chains (BBt HUBs).

## 1. Executive summary

The document presents B-Blue project communication and dissemination strategy developed in the framework of WP2. Communication and dissemination plan provides guideline to the B-Blue project partners on how communication and dissemination of the project should be performed.

Communication and dissemination plan is a detailed document explaining all aspects related to B-Blue communication and dissemination:

- main principles of internal and external communication,
- stakeholders mapping, identification of the opinion leaders, distribution of the targeted audiences and tailored messages to be sent to them, timing and role of CT.
- the rules to be followed for building the project's visual identity,
- communication and dissemination activities, tools and channels,
- creates the tools to monitor how successfully and effectively it is implemented.





### 3. Objectives

The objectives of entire B-Blue communication and dissemination strategy presented by this document are to:

- Promote B-Blue project itself, its activities and outcomes.
- Disseminate project outcomes/results.
- Encourage relevant stakeholders (industry, scientific community, policy makers) to use the potential of BBt.
- Raise awareness of the BBt and highlight its significant role for the regional development.
- Maximise visibility of the B-Blue project.
- Foster stakeholder`s involvement in the B-blue activities.
- Introduce B-Blue partners as potential strategic stakeholders for future national and regional implementation of BBt.

## 4. Visual identity of the project

All projects funded under the Interreg Med programme have to adhere to the same visual identity rules. These rules have established a joint Interreg Mediterranean brand, making the projects stand out and be easily identified with the overall Interreg Mediterranean concepts and strategies.

Detailed information about general rules of visual identity applied to all projects performed in the framework of Interreg Med programme can be found on the programme's website - <https://interreg-med.eu/><sup>2</sup>.

Logos of the Interreg Med and B-Blue project can be found in the shared working space<sup>3</sup> – [link](#). Moreover, logos can be found in Annex 1: Interreg Med and B-Blue project logos.

Template of deliverable (word file) and template of PowerPoint presentation is uploaded to the shared working space – [Templates](#) and added to this document as an Annex 2: B-Blue project's templates.

Only the most important rules regarding visual identity are highlighted in this document.

### 4.1. Usage of project logo

General rule – always use official logos provided by Interreg Med and uploaded to the shared working space by CT.

If possible, colourful logo should be used. The negative, grey scale or monochromatic (black and white or white) logos can be used only in cases when is not possible to use colourful logo. Previously mentioned logos can be used only on very dark backgrounds.

A clear space of at least one basic unit in height and width must remain around the logo. Within this area no other graphic elements or logos must be placed. Likewise, this zone has to be observed for the positioning distance to the page margins (Figure 2).

The minimum dimension for the complete logo should exceed 30mm, while for tablets and smartphones application it should exceed 355 pixels.



Figure 2 Clear space

Usage of additional logos is allowed, if below listed main rules are followed:

<sup>2</sup> <https://interreg-med.eu/documents-tools/communication-tools/programme-project-branding/>

<sup>3</sup> Shared working space - <https://eneabox.enea.it/index.php/s/BUc1rnFQgScKiMu>

- **Protected area.** EU flag width for the horizontal dimension and height for the vertical dimension are used to measure protected area. Clear horizontal and vertical space around the logo should be maintained.
- **Placement.** Additional logos can be placed only to the right, left and below the logo.
- **Size.** Additional logo cannot be longer than Interreg Med logo, while additional logos placed on the sides cannot be higher than the project logo lettering.



Figure 3 Usage of additional logos

#### 4.2. Fonts

Two fonts can be used:

1. Main one – Montserrat<sup>4</sup>, *Montserrat Hairline*, Montserrat Light, Montserrat regular, Montserrat bold, Montserrat black.
2. Alternative one – Calibri. Calibri Hairline, Calibri Light, *Calibri regular*, **Calibri bold**, Calibri black.

#### 4.3. Colours palette

The colours palette is shown in the Figure 4.

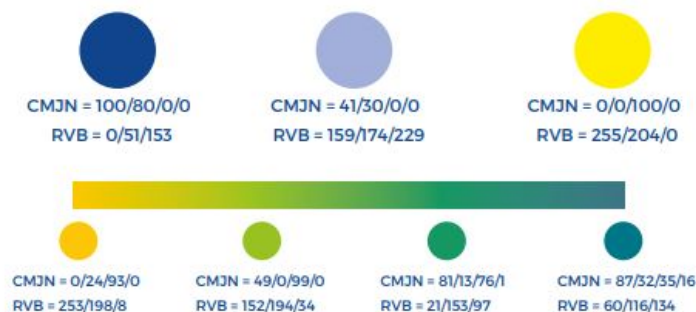


Figure 4 Colours palette

<sup>4</sup> Google Fonts download here: <https://www.google.com/fonts/specimen/Montserrat>

## 5. Internal communication

Internal communication among PPs is an important part of the successful project implementation. The main internal communication principles to be followed during B-Blue project within all WPs are:

- Maintaining a professional communication level.
- Free, unhindered and confidential communication.
- Trust among PPs creating the team feeling towards joint results.
- Enabling problem solving and troubleshooting.
- Flexible and based on good will.

A continuous information flow about the activities within the project enables all PPs to be updated about the project progress and helps identify any potential obstacles. The information, shared among PPs who are not included or taking important role in the implementation of specific project tasks, should be short and clear, without too many technical details but still providing all PPs with the same amount of basic information.

### 5.1. CT role in the project

NIB as a WP2 leader is responsible for the implementation of B-Blue communication and dissemination strategy and its monitoring. CT is in charge of managing B-Blue social media accounts, the project website, implementing, participating in the implementation of the WP2 activities and tasks, as well as the preparation, review and submission of the WP2 deliverables.

Moreover, as dissemination activities are included in other WP as well, CT monitors their implementation in the monitoring table (see Annex 4: Dissemination and Communication activities monitoring table on page 35).

CT, if needed, will support PPs in the implementation of WP2 tasks and activities by sharing knowledge related to science communication and dissemination (so called “tips and tricks”) and/or good practice examples.

PPs are obliged to inform CT of any communication and dissemination activity they performed. Information about communication and dissemination activities should be sent to CT **within 1 week after activity took place**. Depending on the performed activity, CT is in charge to:

- Inform all PPs about the progress and results of the WP2.
- Coordinate all the communication and dissemination activities among the PPs.
- Include information in the monitoring table (every activity).
- If needed assist in preparing the deliverable (meetings, workshops and other events, which are B-BLUE tasks).
- Publish information related to the event on the project website and/or social media.
- Take any other actions needed to ensure implementation of communication and dissemination strategy.

Composition of CT is presented in the Table 1 .

Team member	Role	Email
Ana Rotter	Communication Officer	<a href="mailto:Ana.Rotter@nib.si">Ana.Rotter@nib.si</a>
Anja Sergaš	Communication Manager	<a href="mailto:Anja.Sergas@nib.si">Anja.Sergas@nib.si</a>
Ernesta Grigalionyte-Bembič	Communication Manager	<a href="mailto:Ernesta.Grigalionyte-Bembic@nib.si">Ernesta.Grigalionyte-Bembic@nib.si</a>
Jan Ulčar	Communication Manager	<a href="mailto:Jan.Ulcar@nib.si">Jan.Ulcar@nib.si</a>

Table 1 CT composition

## 5.2. Internal communication tools, channels and activities

**E-mails.** Internal communication will mainly be performed using e-mails. This is a time and resource effective way to conduct communication on daily basis. The list of all PPs representatives and their email addresses can be found on the shared working space.

**Meetings (online and face-to-face).** PPs will organize meetings on per need basis. Most of the meetings will be held online as the number of face-to-face meetings are limited (4 meeting during the project lifetime) and it is impossible to discuss all issues during these meetings. Additionally, the ongoing Covid-19 pandemics followed by number of national and international travelling and meeting organization restrictions, will limit PPs abilities to organize face-to-face meetings.

**Shared working space.** LP created shared working space, where all relevant documents are placed. This allows PPs to share various documents and to work on them in a way that is more efficient than using communication via email.

All PPs are able to readily search for and upload documents. When it concerns work on relevant document three main rules should be followed:

- Title of the file should include date and abbreviation of the institution, which uploaded the document. Example: WP2\_Management\_12.12.20\_NIB.
- Changes must be made in Track Changes mode.
- When the final version of the document is uploaded, file must reflect it (date and word FINAL). Preferably the final version should be in .pdf format. Example: WP2\_Management\_10.1.21\_FINAL.

## 6. Stakeholders identification

Stakeholders identification is important not only to the implementation of WP2, but also to the implementation of entire B-Blue project, especially WP4 (Testing), WP5 (Transferring) and WP6 (Capitalising). PPs performed the stakeholders mapping in November 2020 (M3). The instructions and deadlines for stakeholders mapping were provided by NIB.

### 6.1. Stakeholders profiling

Stakeholders were divided in 7 categories, which are reflecting the quadruple helix:

- Science and academia:
  1. Scientific institutions and academia
  2. Past and current projects.
- Industry:
  3. Industry and SMEs.
- Policy makers:
  4. Administrative and public bodies.
- General public:
  5. Media representatives.
  6. NGOs

The last stakeholder category - `Other` includes international initiatives and projects, non-profit organizations and similar organizations, which cannot be placed under any of 6 categories.

Detailed information about identified stakeholders and used methodology is provided in the [Report on stakeholders mapping](#) (Annex 3: Report on stakeholders mapping).

### 6.2. Identification of opinion leaders

Besides the initial identification of B-Blue stakeholders, PPs were asked to identify each stakeholder`s interest in the B-Blue project and influence they have on the national level. This allows identifying key stakeholders of the B-Blue project, subjects that are opinion leaders and which will be firstly targeted by the communication and dissemination strategy.

Results of the stakeholder`s analysis in order to identify opinion leaders is presented in the Table 2.

Opinion leader's identification								
	Policy makers	Industry	Scientific	NGOs	Media	Projects	Other	Total
Monitor	2	2	1	3	-	1	-	9
Monitor – keep satisfied	9	-	1	-	-	-	3	13
Keep satisfied	11	1	-	-	-	-	-	12
Keep satisfied – manage closely	8	1	1	-	29	3	4	46
Manage closely	49	15	83	9	15	25	11	207
Manage closely – keep informed	13	23	46	7	13	21	18	141
Keep informed	3	70	7	7	3	2	11	103
Monitor - keep informed	18	13	15	-	3	5	5	59
Monitor – keep satisfied – manage closely – keep informed	14	9	11	3	15	3	12	67
<b>Total</b>	<b>127</b>	<b>134</b>	<b>165</b>	<b>29</b>	<b>78</b>	<b>60</b>	<b>64</b>	<b>657<sup>5</sup></b>

#### Explanation of colours used in the table

Manage closely	Stakeholders are managed closely, engaged fully, and every effort to satisfy them should be made.
Keep satisfied – manage closely	Stakeholders are engaged, kept satisfied, but the distance is hold in order not to disturb or annoy them.
Monitor – keep satisfied – manage closely – keep informed	Stakeholders are engaged to a lesser extent, informed about project and its activities, and kept satisfied.
Manage closely – keep informed	Stakeholders are engaged to guarantee their support to pursue project goals and informed about the project and its activities.

Table 2 Identification of opinion leaders

<sup>5</sup> 18 stakeholders are missing as partner from Greece – HCMR identified 18 projects, which are interested in B-Blue project, but it is impossible to define their influence.

## 7. Targeted audiences and messages

Stakeholders’ mapping and their categorization assists in the determination of targeted audiences and in shaping the content of the messages to be shared with them. The determination of the targeted audiences is important as the messages to be communicated to them and activities will be tailored according to the targeted audience. It will ensure the most effective communication and dissemination strategy.

B-Blue project identified five main targeted audiences – science and academia, industry, policy makers, media and public.

### 7.1. Science and academia

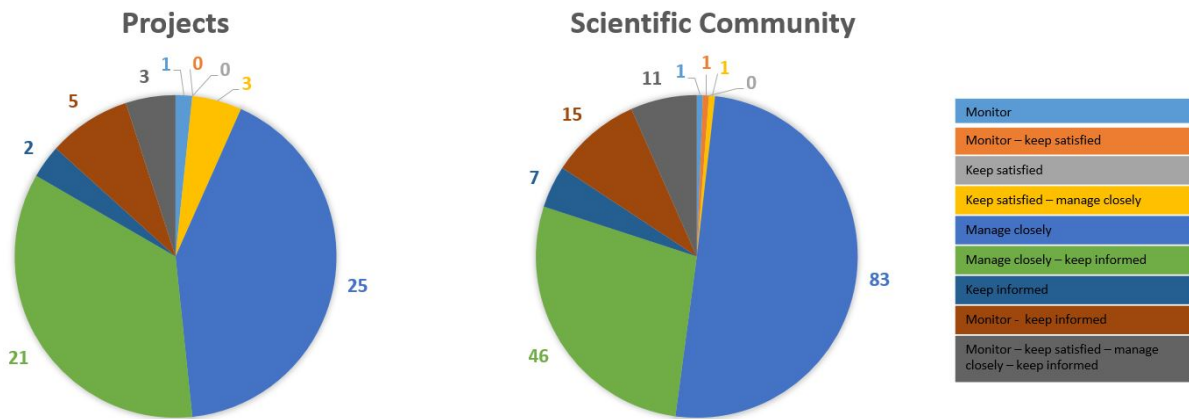


Figure 5 Target audience – scientific community and academia

Research performing organizations and academia play an important role in the implementation of the B-Blue project as they can perform the research needed and explore the potential of BBT. Obtaining the interest and commitment of the scientific organizations and academia in BBT can stimulate new, groundbreaking research in the field of BBT and boost new scientific findings.

**Channels:** scientific outcomes, including scientific papers, case studies or recommendations and other documents showing the importance and potential of BBT, participation in the scientific events (conferences, workshops etc.). Additionally, tailored press releases, newsletters, emails, direct communication (face-to-face or online), organization of workshops, seminars, trainings and other events will be used as channels to reach scientific community and academia.

**Message:** provide them with scientific proves that BBT is the future of research, which will assist in one hand creating new, environmentally friendly products and on the other hand to manage the marine resources.

**Way of communicating:** all the material should be supported by scientific evidence.



### 7.2. Industry

Industry covers all subjects active in the industrial field – from spin-offs, start-ups, small SMEs to large, well-known industrial corporations. Industry is an important player in every project as it is the subject, which applies theoretical knowledge in practice, and in a way is a bridge between research and academia community and public.

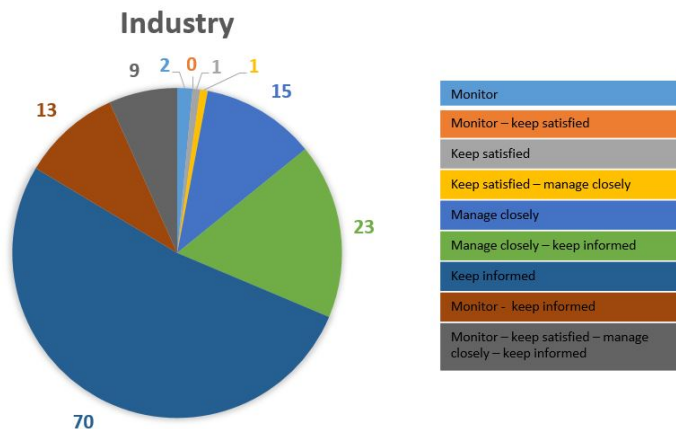


Figure 6 Target audience – scientific community and academia

**Channels:** scientific outcomes, direct communication (face-to-face and online), organization of the meetings, workshops, trainings, brokerage events, collaboration on other projects and other events.

**Message:** highlight the importance of development of innovative solutions in the field of BBt. Present the field of BBt as a new niche to develop business activities that can lead to increased profit.

**Way of communicating:** provision of brief technical information by balancing the use of scientific and technical terminology, presenting good practice examples from other countries. Establish a dialogue with the industry and encourage them to express their technological and functional needs related to the field of BBt.

### 7.3. Policy makers

Policy makers are an extremely important target group, which includes local, regional, national authorities.

Policy makers have an influence on shaping various policies, including science-funding policies.

**Channels:** policy briefs (short documents presenting state of art of the sector, maximum two pages), tailored press releases, events, workshops and direct communication (face-to-face and online).

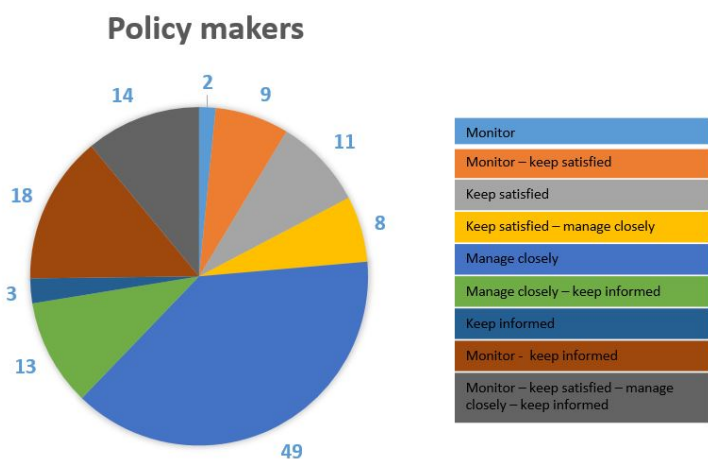


Figure 7 Target audience – policy makers

**Message:** present current state of BBt on the national level and value added for the further exploration and development of this sector. Highlight that successful exploitation of BBt sector might boost economy, create new jobs and make the region or country more competitive on the national or international level. Finally, show that BBt exploitation can improve the quality of citizen’s lives and their living environment.

**Way of communicating:** when preparing the material for policy makers use simple language, followed by insights and solid data, evidence of BBt value added, best practice examples of other countries, numbers and diagrams. All messages need to be optimally timed and not too long.

**IMPORTANT!** Local policy makers often have more influence and power on citizens than scientists or other experts of BBt field, thus do not forget to pay extra attention to the policy makers on the local level.

7.4. Media

Media should fall under general public audience, but due to their important role of being the so called ‘fourth governance’ and having huge influence to the society by informing it about local, national and international news on the daily basis, media is treated as a separate targeted audience. Media will be used to raise awareness and inform society about B-Blue project, BBt and its potential.

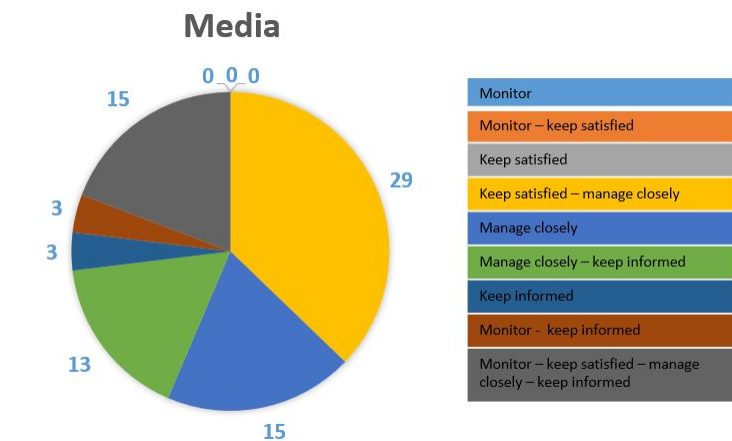


Figure 8 Target audience – media

**Channels:** tailored press releases, project website, social media, direct communication (face-to-face and online) and invitations to participate in the events organized by B-Blue.

**Message:** highlight BBt value added role in the local, regional and national economic development, protection of the environment and improvement of society’s life.

**Way of communicating:** avoid usage of too technical or too scientific terms, rather promote the use of simple and attractive language. Strongly advised to use visual material, including tables, numbers, graphics, videos, photos etc.

**IMPORTANT!** In the era of fast news it is necessary to establish a good relation with the media by being polite and responsive.

7.5. General public<sup>6</sup>

This category covers stakeholders who do not have any type of specific knowledge related to BBt such as society at large, NGOs, and similar individuals and groups. It is important to get this group on board, to raise their awareness on BBt and to get their feedback and opinion about BBt.

**Channels:** social media, mostly focusing on Twitter, project website, press releases, various public events etc.

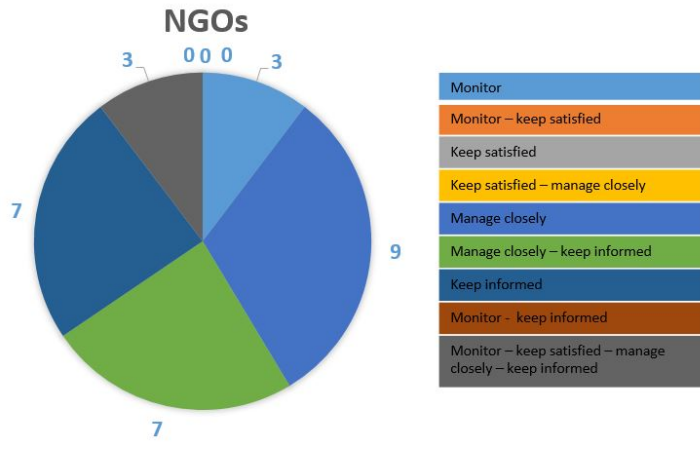


Figure 9 Target audience – NGOs

**Message:** highlight that BBt is relevant, useful and interesting for the daily life. Moreover, show that development of BBt and its practical application can improve life quality and living environment. Raise awareness of importance of the oceans and BBt and their role in citizens life.

**Way of communicating:** the topic of BBt is complexed, thus it should be presented by using simple language and avoiding too technical/scientific terms. Use audio-visual measures such as infographics, success stories, best practice examples, as well organize public events.

<sup>6</sup> During the stakeholders, mapping partners were asked to identify only NGOs that are relevant to the B-Blue project. Requirements to identify stakeholders representing general public would be yield an unspecific list of NGOs.

## 10. Dissemination strategy

Dissemination is the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.<sup>7</sup>

**Objective:** to transfer knowledge and results with the aim of enabling others to use and take up results, thus maximising the impact of EU-funded research.

**Focus:** results (describe and ensure results available for others to use).

**Targeted audience:** every subject that may take an interest in the potential use of the results, for example scientific community, industrial partner, policymakers etc.

### 10.1. Objectives

The main objectives of B-Blue dissemination strategy are:

- To spread results of the projects to the potential beneficiaries.
- To facilitate interactions with PPs and external stakeholders, that might develop to new collaborations.
- To contribute to the implementation and shaping of national, regional and European policies and systems.
- To demonstrate the importance and untapped business opportunities in the BBT field.

### 10.2. Dissemination tools

B-Blue project will use various dissemination tools. Three main dissemination tools – scientific publications and training tools and material are planned to be implemented. Nevertheless, additional dissemination tools will be introduced to the project, if needed.

#### 10.2.1. Scientific publication

B-Blue PPs will prepare and publish scientific articles on BBT in international scientific journals. The exact number of publications is not defined, but PPs are encouraged to be proactive and prepare scientific publications in order to disseminate the results of B-Blue project.

Scientific publications category includes submission of conference papers and manuscripts.

Partners will submit conference papers, and manuscripts to open access journals to enable a wider impact potential.

Scientific publications must comply with the Open Access requirements for EU funded projects<sup>8</sup>.

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<sup>7</sup> [https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E\\_0.pdf](https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf)

<sup>8</sup> [https://ec.europa.eu/info/research-and-innovation/strategy/goals-research-and-innovation-policy/open-science/open-access\\_en#open-research-europe](https://ec.europa.eu/info/research-and-innovation/strategy/goals-research-and-innovation-policy/open-science/open-access_en#open-research-europe)

**IMPORTANT!** Every scientific article must have this acknowledgment of EU funding: “This publication has been produced with the financial assistance of the Interreg MED Programme, co-financed by the European Regional Development Fund (Project No. 8MED20\_4.1\_SP\_001) – B-Blue project.”

#### 10.2.2. Training tools and material

One training tool and one set of training material will be created during the B-Blue project.

In the framework of T3.4, the existing training tool – [Marina platform](#) will be updated according to the needs of PPs.

Moreover, PPs will prepare training material for BBT community, including potential BBT links with the SDGs.

#### 10.2.3. Policy briefs/recommendations

In the framework of T6.4.2 B-Blue project PPs will prepare policy recommendations aimed to improve coordination schemes between EU Cohesion programmes and Interreg Med policy. Policy recommendations will be focused on BBT sector and will be based on the data and findings provided by each PP.

Additionally, PP will prepare the B-Blue project final publication, which will include harmonized outputs and results from all WPs.

PPs will be actively participating in shaping the policy of Interreg Med programme and drafting internal documents.

#### 10.2.4. Data

PPs will share data gathered during the B-Blue project with the relevant stakeholders. Data sharing should comply with the EU data protection requirements<sup>9</sup>.

According to B-Blue project, plan data will be shared with Interreg Med programme (T2.4.2) and to Panoramad project and Blue Growth Horizontal projects (T2.5.3).

### 10.3. Dissemination channels and activities

B-Blue project results will be shared through various dissemination channels and activities, including the participation in the conferences and workshops organised by other subjects or organized by B-Blue PPs.

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<sup>9</sup> [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination_en.htm)

GDPR - <https://gdpr-info.eu/> and <https://gdpr.eu/checklist/>

### 10.3.1. Conferences, workshops, meetings and other dissemination events

**Participation.** B-Blue PPs will participate in number of dissemination event organized by Interreg Med Programme (T2.4.1), BlueBiomed project (T2.5.1), Panoramed and Blue Growth projects (T2.5.2). Additionally, PPs will participate in two relevant events for BBt sector (T2.6.4).

PP will be participating in other conferences, workshops, meetings and other various dissemination events with the purpose to disseminate the results of B-Blue project.

**Organization.** PP will organize workshops, technical meetings and other events aimed to disseminate results of the B-Blue project:

- Blue Biotech Awareness days in each PP country (T2.6.1) combined with the Blue Biotech Hub innovation community work café (T4.2.2).
- Transnational matchmaking forum in Croatia (T2.6.2).
- B-Blue final Forum in Italy (T2.6.3) combined with BBt workshop (6.4.4).
- Technical events:
  - Crash courses workshop in Portugal (T5.3.1).
  - Peer-learning bootcamp in Croatia (T5.3.2).
  - National or regional bootcamps on horizontal innovations (5.3.4) together with seminars spreading vertical knowledge (5.3.3) and local alliance meeting (6.3.3).
- Sounding group meeting (6.2.1).

Meetings are planned to be organized face to face, but due to uncertain pandemic situation caused by Covid-19 and followed by number of national and international restrictions on travelling and organizing the meetings, their virtual organization is more likely.

### 10.3.2. Networks and related projects

B-Blue project will seek to become an important member of national, regional and international networks that are active in the field of BBt.

Moreover, B-Blue project will be actively collaborating with other Interreg Med Programme projects, especially with BlueBiomed, Panoramed and Blue Growth projects.

## 11. Communication strategy

The communication about projects is a strategically planned process that starts at the onset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. PPs will promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange.<sup>10</sup>

Moreover, communication activities are designed to raise awareness of the society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.

**Objective:** to inform and promote the B-Blue project and its results/success.

**Focus:** project itself.

**Targeted audience:** media, society, as well scientific community, industry, policymakers.

### 11.1. Objectives

The main objectives of B-Blue communication strategy are:

- Increase the visibility of B-Blue project, its activities and outcomes.
- Raise awareness of BBt (and research in this field) importance to the development of the Mediterranean region.
- Highlight the untapped potential of BBt, especially in the Mediterranean region.
- Engage targeted audiences and include them in the project and its activities.

Each time CT and PPs are preparing communication material, they should keep in mind the main communication principles to be followed during B-Blue project:

- **Talk about the story that matter.** Link communication to the topics that are interesting to the society and that are connected to the events in the region or globally. Do not talk only about the project, but also highlight what issues project is addressing. Keep it real and personal!
- **Make it relevant to the daily life.** Show the BBt impact on the society, its daily life, possibility to improve quality of the life and of the living environment. As well, highlight how BBt can contribute to the local, national, regional and international development. Avoid too complicated language, do not use scientific or technical terms. Keep it simple!
- **Build and maintain B-Blue brand.** Use project logo and colours palette in all communication material. Become a trusted source of information by contributing when is possible and where is relevant. Make it visible!

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<sup>10</sup> [https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E\\_0.pdf](https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf)

- **Be creative.** Use the visual presentation of data and information, reduce the amount of written information. Data and information can be presented by using various online and/or offline tools, templates, graphs etc. Think outside of the box!

## 11.2. Communication tools

A number of B-Blue communication tools will be prepared to promote the project and its activities. Brief descriptions of each communication tool are provided below.

### 11.2.1. Project poster

Project poster is a form of written visual communication used in academic and scientific events to present the project and its results. Poster is a brilliant tool to publicize and promote the project and even to generate discussion.

B-Blue project poster will be prepared in English and in all PPs languages.

### 11.2.2. Project video

Project video aims to present project in brief and interesting manner and in this way to promote the project, its topic, and expected results and to raise the awareness of the project.

One video will promote BBT in the Mediterranean region and wider, present its concept and benefits to the society and economy. It will be created during the B-Blue project. Maximum duration of the video is 3 minutes.

In order to create high quality of the video, the possibility to create B-Blue video in collaboration with other projects will be discussed.

### 11.2.3. Project infographic

Infographic is a visual presentation of the information and data. An important feature of the infographic is that information and data are presented using images, charts, graphs and minimal amount of the text. This tool is very friendly to the audience, which is not familiar with the topic.

B-Blue project will have one infographic presenting B-Blue project and BBT importance in the Mediterranean region. Infographic will be made in English and in all PPs languages.

### 11.2.4. Project newsletters

Project newsletters are intended to inform stakeholders about project outcomes, activities and upcoming or past events. Newsletters content is not yet prescribed, it will be developed during the project, taking into account state-of-art of the project and the ongoing activities. CT and PPs will decide on the content of each newsletter and will be participating in its creation.

During the B-Blue project, three electronical newsletters in English will be prepared.



### 11.2.5. Press releases

A press release is a tool aimed to announce something that is newsworthy in the most objective way possible. The whole purpose of a press release is to get media coverage and be noticed by wider audience.

Press releases should follow a strict structure, which includes: Headline and sub-headline, intro paragraph, main body, contact details and links for more information.

B-Blue project press releases will be prepared, when the need to inform a wider audience about project results or events will arise.

### 11.3. Communication channels and activities

Two main digital communication channels - social media (twitter and LinkedIn, the latter in collaboration with BlueBioMed) and project website will be used for communication of B-Blue project.

#### 11.3.1. Project website

Project website is constructed by Interreg Med Programme and will be the main communication channel with the world and the platform where all necessary information about the project, its activities, events, news and partners can be found.

A preliminary website structure is as described in the Table 3, but it might be changed during the project`s implementation, if the need to introduce changed will arise.

Our story	What we achieve	News and event	Press corner
Why and how?	Project results	Events	Media coverage
When and where?	Scientific publications	News	Photo gallery
Who we are?		Blogs	Video
Contact us			Press releases
			Newsletter

Table 3 initially planned structure of the website

Initially planned structure of the website has been changed and is presented in the table below.

Our story	What we do	What we achieve	News and event	Press corner
Why and how?		Deliverables database	Events	Video
When and where?			News	Newsletter
Who we are?				
Contact us				

Table 4 Updated structure of the website

CT is in charge of managing B-Blue website and performing all tasks related to it. PPs will contribute to the creation of the website's content by providing CT with relevant information to be shared with the stakeholders via website.

### 11.3.2. Social media

Experience from previous projects has shown that each social media channel has its own audience and content, thus not all of them are appropriate to communicate and promote projects. Considering this, B-Blue project will use two social media channels, which are the most appropriate to promote the project – Twitter and LinkedIn. Thoughtful choice of social media channels and optimal number of created accounts will allow CT to ensure high quality content and purposeful communication.

Instagram, Facebook and YouTube are considered not suitable channels for efficient communication of B-Blue project due to its short duration and different user groups.

CT will be in charge to manage B-Blue Twitter account and to provide information to LinkedIn group, while PPs will contribute to the creation of the content by providing information and visual material.

All the communication will be made in English, but if needed relevant tweets will be translated to the other languages as well.

**Twitter.** Twitter account has been created in September 2020 and is managed by CT. Twitter account will be used as main tool spreading the news about the project and making announcements related to it to the public, media and other stakeholders.

B-Blue twitter account - [https://twitter.com/BBlue\\_Med](https://twitter.com/BBlue_Med)

Hashtags include (but are not limited to):

#B-Blue, #BBlue, #B-Blueproject, #interreg, #interregMED, #BBt, #BBtinMED.

**LinkedIn.** The Blue Growth Community created LinkedIn group. The HP LinkedIn account manager is Vera Bougiouri from National Technical University of Athens ([vbougiouri@naval.ntua.gr](mailto:vbougiouri@naval.ntua.gr)).

CT is in charge to provide information about B-Blue project to the manager of this LinkedIn group. LinkedIn group will be used as a communication channel to promote B-Blue project and to initiate creation of professional networks.

## 12. Communication and dissemination plan

Activity	Responsible PP	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22
T2.1.2 WP2 Performance monitoring mid-term report	NIB																						
T2.1.2 WP2 Performance monitoring final report	NIB																						
T2.3.1 BBT community social media	NIB																						
T2.3.2 B-Blue project website	NIB																						
T2.3.3 Project poster	NIB																						
T2.3.4 Project video	NIB																						
T2.3.5 Project infographic	NIB																						
T2.3.6. Project newsletter	NIB							1							2							3	
T2.3.7. B-Blue project final publication	NIB																						
T2.4.1 Participation to Interreg-Med Programme events	All																						
T2.4.2 Contribution with information & data to Programme communication activities	All																						
T2.5.1 B-BLUE project participation to the "Multistakeholder workshops" activity of the BlueBioMed project	All																						
T2.5.2 Participation to Panoramad, Blue Growth & BlueBioMed projects events	All																						
T2.5.3 Contributing to Community identity with information & data for Panoramad project & Blue Growth HP	All																						
T2.6.1 Blue Biotech Awareness Days	All																						
T2.6.2 Transnational matchmaking forum on fostering innovation to market strategies in the BBT sector	NIB, HAMAG																						
T2.6.3 B-Blue project final forum	NIB, ENEA																						
T2.6.4 Participation to relevant events for the BBT sector with oral or poster contributions	All																						
T3.4.1 Marina platform exploitation & B-Blue project digital space creation	UMU																						
T3.4.2 Training contents for the BBT digital community	UMU																						
T4.2.2 Blue Biotechnology Hub innovation community work café	All																						

Activity	Responsible PP	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22
T5.3.1 Crash courses workshop on horizontal knowledge, innovation & financing tools for the BBT sector to address the SDGs in the Med area	HAMAG																						
T5.3.2 Peer-learning bootcamp on transnational knowledge exchange on BBT value chains addressed in the project	HAMAG																						
T5.3.3 Seminars spreading vertical knowledge on specific value chains of the BBT sector	All																						
T5.3.4 Bootcamps on horizontal innovation to market solutions for the BBT sector	HAMAG																						
T5.4.1 Knowledge transfer through e-learning material & matchmaking tool activation	UMU																						
T6.2.1 Sounding Group meetings	ENEA							1							2							3	
T6.3.3 Local alliance for the territorial outliving & growth of each BBT HUB	All																						
T6.4.2 Policy recommendations to improve coordination among EU Cohesion Programs & Med Policy Schemes for Innovation in the BBT sector	ENEA																						
T6.4.4. BBT Ecosystem for a Med Alliance workshop	ENEA																						

## 13. Monitoring

CT will perform day-to-day monitoring of B-Blue communication and dissemination activities and evaluate the success of performed activities. Monitoring will help to ensure efficient implementation of the communication and dissemination strategy. In the case, if monitoring will show that communication and dissemination strategy is not implemented efficiently, CT will introduce changes in the strategy.

Performed activities will be recorded in the communication and dissemination monitoring table, which can be found [online](#) and included into the Annex 4: Dissemination and Communication activities monitoring table. CT once per month will send an email to all PPs reminding to update the table in the case if communication and dissemination activities have been performed.

Two monitoring reports of implementation of the communication and dissemination plan will be prepared:

- Middle term monitoring report – September 2021 (M13).
- Final monitoring report – May 2022 (M21).

Key performance indicators (KPI) identified by CT are listed in the Table 4 Communication and dissemination monitoring KPIs. KPIs will help to evaluate how successful were performed outreach activities in the reporting period (middle term monitoring report) and during the entire B-Blue project (final monitoring report).

Activity	KPI
<b>Website</b>	100 unique visitors per month
<b>Twitter</b>	200 followers on the M22
<b>Project video</b>	300 views
<b>Newsletter</b>	100 downloads per newsletter
<b>Participation in the events</b>	
Participation in Interreg Med programme events	3
Participation to relevant events for BBT sector (oral or poster contribution)	3
Participation to BlueBioMed multi-stakeholder Workshop	1
Participation to Panoramed, Blue Growth and BlueBioMed events	3
	<b>Total</b> <b>10</b>
<b>Data provision</b>	
Contribution with information and data to Programmes communication activities	3
Contribution to Community identity with information and data for Panoramed and Blue Growth projects	3

Contribution with information and data to LinkedIn group of the Blue Growth Community	3
<b>Total</b>	<b>9</b>
<b>Organization of the political/public events</b>	
Blue Biotech Awareness days	8
Transnational matchmaking forum for fostering innovation to market strategies in BBt sector	1
B-Blue final forum	1
Marine platform exploitation and B-Blue digital space creation	1
<b>Total</b>	<b>12</b>
<b>Organization of the technical events</b>	
Crash courses workshop on horizontal knowledge, innovation and financing tools for the BBt sector to address the SDGs in the med area	1
Peer-learning bootcamp on transnational knowledge exchange on BBt value chains addressed to the project	1
Seminars spreading vertical knowledge on specific value chains of BBt sector	8
Bootcamps on horizontal innovation to market solutions for BBt sector	3
Local alliance for the territorial outliving and growth of each BBt HUB	5
<b>Total</b>	<b>18</b>
<b>Preliminary study</b>	
Blue Biotechnology Hub innovation community work café	5
<b>Total</b>	<b>5</b>
<b>Training material</b>	
Knowledge training transfer through e-learning material and matchmaking tools activation	1
<b>Total</b>	<b>1</b>
<b>Organization of meetings</b>	
Sounding Group meetings	3
BBt Ecosystem for Med Alliance workshop	1
<b>Total</b>	<b>4</b>
<b>Preparation of the documents</b>	
B-Blue final publication	1
Policy recommendations to improve coordination among EU Cohesion Program and Med policy Schemes for innovation in the BBt sector	1
<b>Total</b>	<b>2</b>

Table 5 Communication and dissemination monitoring KPIs

## 14. Biography

1. <https://interreg-med.eu/documents-tools/communication-tools/programme-project-branding/>
2. [https://www.iprhelppdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E\\_0.pdf](https://www.iprhelppdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf)
3. [https://ec.europa.eu/info/research-and-innovation/strategy/goals-research-and-innovation-policy/open-science/open-access\\_en#open-research-europe](https://ec.europa.eu/info/research-and-innovation/strategy/goals-research-and-innovation-policy/open-science/open-access_en#open-research-europe)
4. [https://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination\\_en.htm](https://ec.europa.eu/research/participants/docs/h2020-funding-guide/cross-cutting-issues/open-access-dissemination_en.htm)
6. <https://gdpr-info.eu/>
7. <https://gdpr.eu/checklist/>





## Annex 2: B-Blue project`s templates

Template of deliverable (word file) –



B-BLUE\_template.docx

Template of PowerPoint presentation is uploaded to the shared working space –



B-BLUE\_template.pptx

Power Point template can be open in editable mode by: right click on the icon → Presentation Object → Edit.

## Annex 3: Report on stakeholders mapping

Report on stakeholders mapping can be found here –



B-BLUE\_stakeholder  
Mapping.docx

## Annex 4: Dissemination and Communication activities monitoring table

Dissemination and communication activities monitoring table can be found here -



BBLUE\_Dissemination&Communication.xlsx