



2B-BLUE

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2B-BLUE

*Boosting the Blue Biotechnology community in
the Mediterranean*

WP3: Set-up of the Blue Biotechnology
innovation ecosystem in the Mediterranean

Activity 3.4.: Communication strategy and
coordination with the thematic community and
institutional dialogue projects

DELIVERABLE 3.4.1

COMMUNICATION PLAN

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List of abbreviations and acronyms

Acronym	
PP	Project partners
LP	Lead partner
BBt	Blue biotechnologies
ICT	Information and communication technology
NGO	Non-governmental organisation
R&I	Research and innovation
SME	Small and midsize enterprise





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About the 2B-BLUE project

The Blue Biotechnology (BBt) sector can have a significant positive impact on the environment, human wellbeing, and economic growth; however, in the Mediterranean basin it is currently in its infancy. The previous B-Blue Interreg Med governance project built a preliminary network of actors related to BBt and analysed best practices, key drivers, barriers, and the readiness factors of Euro-MED companies to adopt BBts, concluding with the most promising value chains for the Euro-MED area. The project established 5 interactive national (Spain, Greece, France, Italy and Slovenia) Blue Biotechnology Hubs (BBHs) to facilitate collaboration, knowledge transfer and spill-over effects that spur innovation and business within the marine biotechnology value chains and address the challenges detected. Furthermore, a digital community was developed to support new joint initiatives using an ICT tool called the B-Blue MatchMaking Tool.

Moreover, the MediA – Mediterranean Innovation Alliance for Sustainable Blue Bioeconomy – was set-up in collaboration with the sister governance project, BlueBioMed, and two specific collaborative working groups on BBt. 2B-BLUE aims to capitalize on B-Blue positive results to:

- Exemplify evidence-based best practices identified to help communities turn BBt research into practice.
- Build national demonstration sites (DS) to experiment emerging technologies or practices in local field conditions and bridge the gap among BBt research and industry for new technologies adaptation while helping to improve the marine environment.
- Establish strategic alliances of 5-helix stakeholders for the uptake of advanced BBts by Mediterranean industries.
- Improve regional policies for enhancing sustainability, research, and innovation capacities in Euro-Med area.

Thus, the main challenges detected in the B-Blue work – mostly related to funding, normative, and public and private collaborations – can be transformed into opportunities in 2B-BLUE and result in more sustainable and efficient practices as well as better structuring of the BBt sector in the Mediterranean.



1. Executive summary

The document presents the 2B-BLUE project communication and dissemination strategy developed in the framework of WP3. It provides guidelines to the 2B-BLUE PPs on how the communication and dissemination of the project should be performed.

The communication and dissemination plan is a detailed document explaining all aspects related to 2B-BLUE communication and dissemination:

- Main principles of internal and external communication.
- Targeted audiences and tailored messages to be sent to them.
- The timing and role of PP3 - National Institute of Biology (NIB) - as the PP in charge of project communication.
- The rules to be followed for building the project's visual identity.
- Communication and dissemination activities, tools, and channels.
- Monitoring of communication and dissemination activities.



2. Scope of the document

As the results of any scientific, industrial, or other professional collaborations have a broad impact, they cannot be isolated within one project or institution. Scientific/innovation findings can only be useful if the scientific community, policy makers, industry, media, and society in general are aware of them and ideally have the opportunity to participate in their activities. This is one of the main reasons why every project should have a strong science communication based on an efficient communication and dissemination strategy.

The communication and dissemination plan is a very important document of “WP3: Set-up of the BBt innovation ecosystem in the Mediterranean” and presents a roadmap to promote 2B-BLUE messages, results, and strategies to target audiences.

The communication and dissemination plan aims to:

- Establish the visual identity of the project.
- Explain the role of NIB as PP in charge of communication.
- List the communication and dissemination objectives.
- Identify targeted audiences.
- Define the messages to be sent to targeted audiences.
- Present communication and dissemination tools, channels, and activities.
- Describe the timeline of the planned activities.
- Establish the monitoring of the implementation of the communication and dissemination plan.

The communication and dissemination plan is a living document, thus its implementation will be regularly monitored and updated at least once during project lifetime in order to be in line with the changing needs of the project.





3. Strategic overview and situation analysis

2B-BLUE's communication objective is to raise awareness and engage new companies/research entities/NGOs/policy makers operating in the selected value-chains to consolidate and expand the BBt community, established by B-BLUE.

The SWOT (strengths, weaknesses, opportunities and threats) analysis was undertaken by means of desk research and drawing from the B-BLUE project (Table 1).

Table 1. Strengths, weaknesses, opportunities and threats (SWOT) analysis of the 2B-BLUE project.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Proven high potential impact for additional capitalization activities from B-BLUE. • Use of different communication channels. • Experienced communicators for different target groups. • Guaranteed commitment by securing financial resources within 2B-BLUE. 	<ul style="list-style-type: none"> • Decreased interest among stakeholders. • The identification of target value chains and pilots in 2B-BLUE might take too long to launch an effective communication. • Limited timing for creation of optimal impact.
Opportunities	Threats
<ul style="list-style-type: none"> • The BBt economy is growing rapidly. • Interest in the sea attracts the attention of the general public. • Good practices are in great demand by stakeholders. 	<ul style="list-style-type: none"> • Lack of interest among prospective stakeholders, especially policy makers. • Local regulation and administration barriers. • Unforeseen events complicating project implementation (for example, another global pandemics).

The SWOT analysis shows that the timing for 2B-BLUE is strategically optimal as the blue biotechnologies are of increasing strategic importance by the scientific and industrial community. However, the policy making community might not be aware of our activities, therefore our communication activities should be intensified, using various communication channels and a language that is easy to understand. This can be done within the 2B-BLUE consortium, which is composed of people with relevant communication expertise, targeting their message to different target groups. Another strengths comes from the fact that Interreg Euro-MED pays special attention to communication activities, securing sufficient funding to enable the maximal outreach. However, we are constricted to the duration of the project, which is additionally slowed down as the first value chains and pilot collaborations will start in the second year of the project. Nevertheless, using this Communication strategy and its careful monitoring and evaluation, we will target the high interest-high influence target groups with top priority,



while other high interest target groups will be of special relevance for the durability and transferability of our activities.

4. Objectives

The objectives of the entire 2B-BLUE communication and dissemination strategy presented in this document are to:

- Promote the 2B-BLUE project itself, its activities, and outcomes.
- Disseminate project outcomes/results.
- Encourage relevant stakeholders (e.g., industry, scientific community, policy makers) to use the results developed during the 2B-BLUE project.
- Raise awareness of BBt and highlight its significant role for regional development.
- Maximise visibility of the 2B-BLUE project.
- Foster stakeholders' involvement in the 2B-BLUE activities.
- Introduce 2B-BLUE partners as potential strategic stakeholders for the future national and regional implementation of BBt.

The achievement of these objectives will be quantified using the following metrics: number of events, study visits, exchanges, and memorandums of understanding organised by 2B-BLUE; number of events on which 2B-BLUE activities are presented; number of participants to these events; number of downloads to newsletters; number of views to materials posted on social media; and number of followers on social media.

Specific numbers have been established for all the metrics described above in line with the knowledge developed in the previous B-BLUE project (e.g., science and academia, industry, policy makers, etc.)

The channels and tools described in this strategy (e.g., events, exchanges, social media, etc.) have been defined to be the most appropriate to reach out to the target audience and audience intended by 2B-BLUE.

The objectives of the project will be achieved throughout the 33 months according to the Timeline presented in this document (see section 9.3).



5. Visual identity of the project

All projects funded under the Interreg Euro-MED programme must adhere to the same visual identity rules. These have established a joint Interreg Euro-MED brand that makes projects stand out and be easily identified with the overall Interreg Euro-MED concepts and strategies.

Detailed information about the general rules of visual identity that apply to all projects performed in the framework of Interreg Euro-MED programme can be found on the programme’s website - <https://interreg-euro-med.eu/en/>.

Logos of the Interreg Euro-MED and 2B-BLUE project can be found in the dedicated shared working space project website space³ - [link](#) and the internal project repository space⁴ – [link](#).

Deliverable (word file) and PowerPoint presentation templates have been uploaded to the shared working space – [2B-BLUE Templates_ppt_word](#).

This document only highlights the most important rules regarding the visual identity. In case the rules seem unclear or there are any questions related to them, please contact NIB (see Table 1).

5.1. Usage of the project’s logo

General rule – always use the official logos provided by Interreg Euro-MED which have been uploaded to the shared working space on TEAMS by the LP UMU or NIB.

If possible, colour logos should be used. The negative, grey scale or monochromatic (black and white or white) logos should only be used when colour is not available on that support, e.g., on very dark backgrounds. Moreover, it is recommended to use standard logos; horizontal logos should only be used when the available space does not allow a good visibility for the standard logo.

A blank 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 of the page’s margins (see Figure 1).

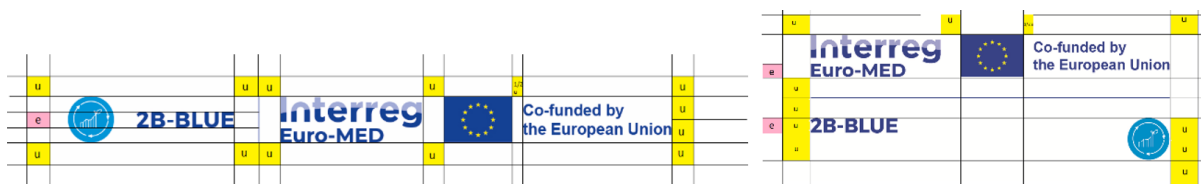


Figure 1: Standard and horizontal placement of the 2B-BLUE logo.

² https://interreg-euro-med.eu/wp-content/uploads/documents/published/fr/documents-du-programme/documents-du-programme/communication/charte-interreg-euro-med-mission_23.pdf

³ <https://2b-blue.interreg-euro-med.eu/media-kit/>

⁴ Shared working space - <https://univmurcia.sharepoint.com/f:r/sites/2B-BLUE9/Documentos%20compartmentos/General?csf=1&web=1&e=fgNcvh>



5.2. Minimum size of the logo

Find below the minimum size of the logos for screen, print, and video (see figure 2).

Print A4 portrait (210x297) <i>Impression A4 portrait (210x297)</i>	52,5 mm
Print A4 landscape (210x297) <i>Impression A4 paysage (297x210)</i>	52,5 mm
Print A4 portrait (210x297) <i>Impression A4 portrait (148x210)</i>	52,5 mm
Print A4 portrait (210x297) <i>Impression A4 portrait (148x210)</i>	52,5 mm
Print business card (85x55) <i>Impression carte de visite (85x55)</i>	26,25 mm
Print sign (plaque) portrait any large format (A2+) <i>Impression enseigne (plaque) en portrait en grand format (A2+)</i>	52,5 mm
Print sign (plaque) landscape any large format (A2+) <i>Impression enseigne (plaque) en paysage en grand format (A2+)</i>	52,5 mm
Screen smartphone <i>Ecran smartphone (960x640 px)</i>	240 px
Screen tablet <i>Ecran tablette (1024x768 px)</i>	240 px
Screen laptop <i>Ecran ordinateur portable (1920x1080 px)</i>	300 px
Screen desktop <i>Ecran ordinateur (2560x1440 px)</i>	300 px
PowerPoint 16:9 (254x142,88 mm)	52,5 mm
Video FullHD (1920x1080 px)	300 px
Video HD (1280x720 px)	300 px
Video SD (1050x576 px)	240 px

Figure 2: Minimum size of logos for screen, print and video.

The minimum height of the EU emblem must be 1 cm. For specific items, like pens or business cards, the emblem can be reproduced in a smaller size.

5.3. Fonts

Three fonts can be used:

1. Primary – Montserrat⁵.
2. Substitution primary – Open Sans⁴.
3. Secondary – Bodoni⁴.

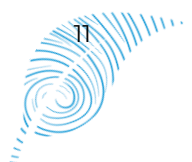
5.4. Colour palette

2B-BLUE project's colour scheme is the same as that of Mission 1 "Strengthening an innovative sustainable economy" colour palette (Table 2).

Table 2. 2B-BLUE colour scheme.

CMJN	89/18/0/0

⁵ Google Fonts download here: <https://www.google.com/fonts/specimen/Montserrat>





RVB	0/145/218
HEX	#0091DA
PANTONE	2192 C

6. Internal communications

Internal communications among project partners are an important part of the successful implementation of the project. The main internal communication principles to be followed during for all WPs are:

- Maintaining a professional communication level.
- Free, unhindered, and confidential communication.
- Promoting trust among PPs to create a team feeling to work towards joint results.
- Enabling problem solving and troubleshooting.
- Flexibility and good will.

A continuous information flow about the activities within the project enables all PPs to be updated about its progress and helps identify any potential obstacles. The information shared among PPs who are not included or taking an important role in the implementation of specific project tasks should be short and clear, with few technical details, but still provide the same amount of basic information.

6.1. NIB's role as a communication officer in the project

The partnership has assigned communication responsibilities to NIB for the implementation and monitoring of 2B-BLUE's communication and dissemination strategy. NIB oversees managing 2B-BLUE's social media accounts and the project's website; it also participates in the implementation of the dissemination and communication activities, which are spread over all WPs.

PPs are obliged to inform NIB's team of any communication and dissemination activity they perform. Information about these activities should be sent to NIB's team **within 1 week of having taken place**. Depending on the performed activity, NIB's team is in charge of:

- Coordinating the communication and dissemination of activities among the PPs.
- Updating the information in the monitoring table (every activity).
- Assisting, if needed, with the preparation of the deliverable (meetings, workshops and other events, which are 2B-BLUE tasks).
- Publishing information related to events on the project's website and/or social media.
- Taking any other actions needed to ensure implementation of the communication and dissemination strategy.

NIB's team has the financial and human resources to carry out the communication and dissemination tasks. In order to ensure the smooth implementation and dissemination of activities the responsibilities are shared by three NIB members and coordinated by NIB's team leader (Table 3).

Table 3. Communication roles of NIB's team.

Team member	Role	E-mail
-------------	------	--------



Ana Rotter	Communication Officer	Ana.Rotter@nib.si
Anja Sergaš	Communication Manager	Anja.Sergas@nib.si
Ernesta Grigalionyte-Bembič	Communication Manager	Ernesta.Grigalionyte-Bembic@nib.si
Daniel Bosch Ibáñez	Communication Manager	Daniel.Bosch@nib.si

6.2. Internal communication tools, channels, and activities

E-mails. Internal communications will mainly be handled by e-mail. This is a time- and resource-effective way of conducting daily communications. The LP UMU has created a project mailing list - 2b-blue@listas.um.es - which should be used for communications within the consortium.

Meetings (online and face-to-face). The 2B-BLUE consortium will meet online once a month to discuss the project's progress. Face-to-face meetings will be held every 6 months in one of the PPs countries. PPs are free to organise online meetings to discuss progress of particular WP or activities, as well as, to perform specific tasks that are necessary for the successful implementation of the project.

*Shared working space*⁶. The LP UMU created a shared working space, where all relevant documents are deposited. This allows project partners to share various documents and to work on them in a way that is more efficient than using communication via e-mail. In addition, PP will use Basecamp as a repository for uploading final documents.

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

- Title of the file should include WP, deliverable number, version, date, and abbreviation of the institution which uploaded the document. Example: WP3_D3.4.1_V1_1.6.24_NIB.
- Changes in the documents must be made in the "track changes" mode.
- When the final version of the document is uploaded, the filename must reflect this (date and word FINAL). Preferably, the final version should be in pdf format. Example: WP3_D3.4.1_V1_1.6.24_NIB_FINAL.

⁶ <https://univmurcia.sharepoint.com/f/r/sites/2B-BLUE9/Documentos%20compartidos/General?csf=1&web=1&e=AP0d10>



7. Stakeholders' identification

Stakeholders' identification is still an ongoing task that should be finalised by M6 (June 2024). Stakeholders will be classified in seven categories which reflect 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
- **Other**

Under the category "others" will fall all stakeholders that cannot be classified under the already established categories.



8. Target groups, audiences and messages

Stakeholders' mapping and their categorisation will assist in the determination of target audiences. This will, in turn, shape the content of the messages to be shared with them. Identifying the target audiences is important as the messages to be communicated and activities will be tailored to them. It will ensure the most effective communication and dissemination strategy.

To identify target audiences, a dynamic stakeholder database has been proposed in collaboration with Activity 1.1 of the project. To this end, a survey was prepared and sent to potential target audiences⁷ - [link](#). The survey enables stakeholders to identify their a) sector and b) type of target audience.

a) Sector

The survey identifies these sectors of interest for 2B-BLUE: Aquaculture and fisheries technologies, Waste valorisation, Food and feed, Agriculture, Biomedical, Pharmaceutical, Bio-inspired materials, Energy, Cosmetics and wellbeing, Bioremediation, ecosystem restoration, climate change mitigation and other environmental biotechnology, Biorefinery, Circular economy, and Other.

b) Type of target audience

The 2B-BLUE project identified five main target audiences – science and academia, industry, policy makers, media, and public (including non-governmental target audiences). To focus the communication efforts, stakeholders are classified according to interest and influence using a Mendelow's matrix (see Figure 3). A first exercise of stakeholder classification was already done within B-Blue, from which we are continuing the strategy.

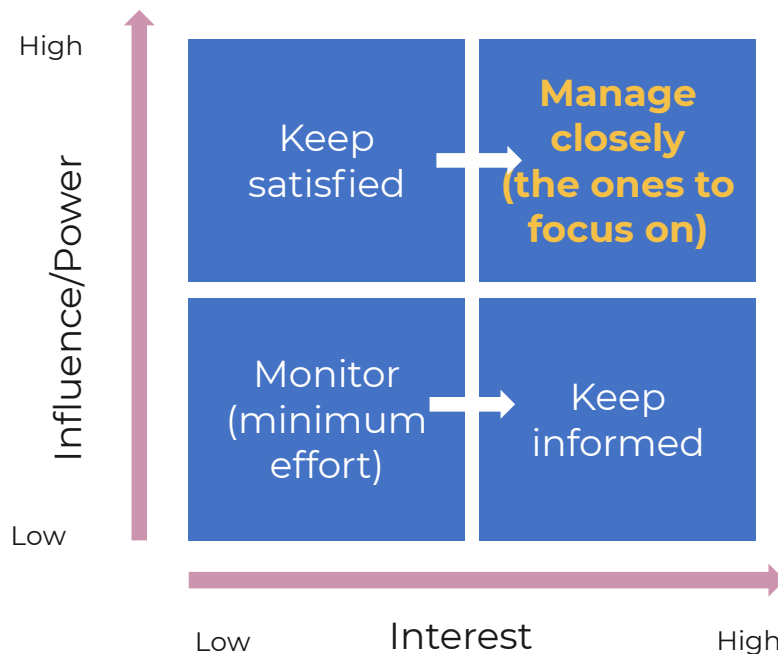


Figure 3. Analysis of stakeholders for the communication strategy.

⁷ https://ec.europa.eu/eusurvey/runner/2B_BLUE



8.1. Science and academia

Research-performing organisations and academia play an important role in the implementation of the 2B-BLUE project, as they can carry out the research needed and explore the potential of BBt. Attracting the interest and commitment of scientific organisations and academia to 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, participation in scientific events (conferences, workshops, etc.), and other documents showing the importance and potential of BBt. Additionally, tailored-made press releases, newsletters, e-mails, direct communication (face-to-face or online), organisation of workshops, seminars, trainings and other events will be used as channels to reach the scientific community and academia.

Message: provide them with scientific proof that BBt is the future of research. This will, on the one hand, assist creating new environmentally friendly products, and on the other hand, manage marine resources.

How to communicate: all the material should be supported by scientific evidence.

8.2. Industry

Industry covers all actors active in the industrial field – from spin-offs, start-ups, SMEs, and well-known industrial corporations. Industry is an important player in every project as it converts theoretical knowledge into practice, and it is a bridge between research and the academia community and the public.

Channels: scientific outcomes, direct communication (face-to-face and online), organisation of 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 profits.

How to communicate: 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.

8.3. Policy makers

Policy makers are an extremely important target group, which includes local, regional, and national authorities. Policy makers influence and shape various policies, including those related to science funding.

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

Message: present the current state of BBt at the national level and the added value for the development of this sector. Highlight that successful exploitation of the BBt sector might boost the economy, create new jobs, and make the region or country more competitive at



the national and international level. Finally, show that BBt exploitation can improve the quality of citizen's lives and their surrounding environment.

How to communicate: when preparing materials for policy makers use simple language, followed by insights and solid data, evidence of BBt added value, best practice examples in other countries, numbers, and diagrams. All messages need to be optimally timed and not tedious or long.

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

8.4. Media

Media should fall under general public audience, but due to their important role of being the so called 'fourth branch of government' and having huge influence on 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 the 2B-BLUE project, and BBt and its potential.

Channels: tailored-made press releases, project website, social media, direct communication (face-to-face and online), and invitations to participate in the events organised by 2B-BLUE.

Message: highlight BBt's value-added role at the local, regional, and national economic development, the protection of the environment and improvement of society's life.

How to communicate: avoid the use of excessive technical or scientific terms, rather promote the use of simple and attractive language. It is strongly advised to use visual material, including tables, numbers, graphics, videos, photos, etc.

IMPORTANT! In an era of fast news, it is necessary to establish a good relationship with the media by being polite and very responsive.

8.5. General public

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 towards BBt and gather their feedback and opinion about it.

Channels: social media, mostly focusing on X (formerly known as Twitter), project website, press releases, various public events, etc.

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

How to communicate: the topic of BBt is complex, thus it should be presented using simple language and avoiding too many technical/scientific terms. Use audio-visual measures, such as infographics, success stories, best practice examples, as well organise public events.



9. Communication strategy

The communication of a project 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 communication 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.⁸

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 2B-BLUE project and its results/success.

Focus: the project itself and promotion of blue biotechnology in general.

Targeted audience: media, society, as well the scientific community, industry, and policy makers.

Objectives. The main objectives of the 2B-BLUE communication strategy are to:

- Increase the visibility of the 2B-BLUE project, its activities, and outcomes.
- Raise awareness of BBt importance (and research in this field) for the development of the Euro-MED area.
- Highlight the untapped potential of BBt, especially in the Euro-MED area.
- Engage targeted audiences and include them in the project and its activities.

Each time PPs prepare communication materials, they should keep in mind the main communication principles to be followed during the 2B-BLUE project:

- **Talk about the stories that matter.** Link communication to the topics that are interesting to 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 the project addresses. Keep it real and personal!
- **Make it relevant to people's daily life.** Show BBt's impact on society, daily life, the possibility to improve quality of life and the surrounding environment. In addition, highlight how BBt can contribute to local, national, regional, and international development. Avoid complicated language and do not use scientific or technical terms. Keep it simple!
- **Build and maintain the 2B-BLUE brand.** Use the project's logo and colour palette in all communication materials. Become a trusted source of information by contributing when possible and where relevant. Make it visible!

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

9.1. Communication tools

A number of 2B-BLUE communication tools will be prepared to promote the project and its activities. Brief descriptions of each communication tool are provided below.

⁸ https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf



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

The 2B-BLUE project's poster will be prepared using the template provided by the Interreg Euro Med programme in English. NIB has prepared 2B-BLUE's project posters templates in English, which can be translated to local languages by PPs. 2B-BLUE posters templates can be found in the shared working place – [poster templates](#).

Project video. The project video aims to present the project in a brief and interesting manner, and in this way, promote the project, its topic, and expected results, and to raise awareness of the project itself. *(two videos, one presenting the project month 18, and the results M33)*

Project newsletters. Project newsletters are intended to inform stakeholders about project outcomes, activities and upcoming or past events. Newsletters content has not yet been prescribed; it will be developed during the project, taking into account the state-of-art of the project and ongoing activities. During the 2B-BLUE project, three electrical newsletters in English will be prepared (November 2024, November 2025, and June 2026).

Organisation of the events. In order to raise awareness about the importance of BBT, in each 2B-BLUE project country half day awareness-raising events will be organised.

9.2. Channels and key activities

Two main digital communication channels - social media (X) and the project website - will be used for communication of the 2B-BLUE project. All the communications will be made in English, but if needed, relevant posts will be translated to the other languages as well.

Project website. The project website is constructed by the Interreg Euro-MED Programme. It will be the main communication channel with the world and also the platform where all information about the project, its activities, events, news, and partners can be found. (project summary targeting the general public in both languages) *Results will be communicated in non-technical languages)*

A preliminary website structure is described in **Error! Reference source not found.**, but it might change during the project's implementation, if the need to introduce changes arises.

Table 4. 2B-BLUE's website structure.

Home	What we achieve	What we do	Our story	Events	News
Project description	Project results	WP description	Partnership	Calendar of events	Project news
News					Media kit
Numbers					
Link to Mission					

NIB is in charge of managing 2B-BLUE's website and perform all tasks related to it. PPs will contribute to the creation of the website's content by providing NIB with relevant information to be shared with the stakeholders via website.

The project website (<https://2b-blue.interreg-euro-med.eu/>) was launched on M6 (June 2024).



Social media. The 2B-BLUE project will use social media channels, which are the most appropriate to promote it – X. Thoughtful choice of social media channels and optimal number of created accounts will ensure high quality content and purposeful communication.

NIB will be in charge of managing 2B-BLUE’s X account, while PPs will contribute to the creation of content by providing information and visual material.

X. An account in X was created for the previous Interreg Med project B-Blue in September 2020 and it is managed by NIB. As the 2B-BLUE project is the continuation of B-Blue, it has been decided to change the account name but keep the content. Existing and future followers will be able to see where it all started and where it is going. The X account will be used as the main tool for spreading news about the project and making announcements related to it to the public, media, and other stakeholders.

B-Blue twitter account - https://x.com/bblue_med

Hashtags include (but are not limited to):

#2B-BBLUE, #2BBLUE, #2B-BLUEproject, #interreg, #interregEuroMED, #BBt, #BBtinMED.

9.3. Timeline

Communications will be released throughout the life of the project to support its work. See below a calendar of the communication activities, though these will adapt to the needs of the project. All communication and dissemination events organised are listed in the [monitoring and evaluation section](#).

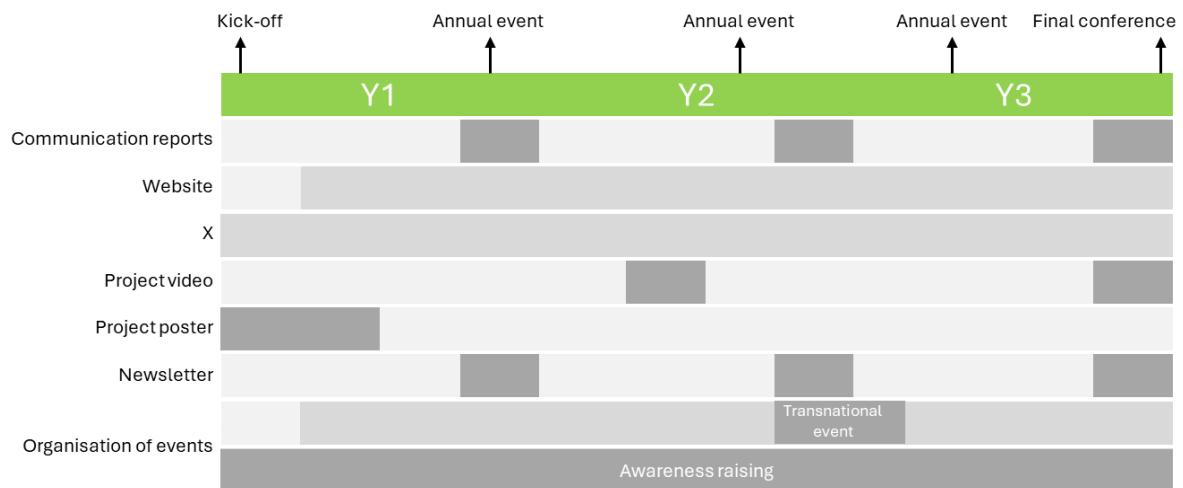


Figure 4. Timeline of 2B-BLUE communication strategy.



10. Dissemination strategy

Dissemination is the public disclosure of the results by any appropriate means (other than those resulting from protecting or exploiting the results), including by scientific publications in any medium⁹.

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

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

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

Objectives. The main objectives of 2B-BLUE's dissemination strategy are to:

- Spread the results of the projects to the potential beneficiaries.
- Facilitate interactions with PPs and external stakeholders that might develop into new collaborations.
- Contribute to the implementation and shaping of national, regional, and European policies and systems.
- Demonstrate the importance of untapped business opportunities in the BBT field.
- Initialize collaborations that will capitalize the results from BBT HUBs or focus on other value chains with high potential for advancing in the BBT in the Euro-MED area.

10.1. Dissemination tools

Reports. During the 2B-BLUE project a great deal of technical reports will be prepared. Depending on the nature of the information included, these reports might be made publicly available and become a dissemination tool.

Memorandum of Understanding (MoU), D3.4.2., M33. MoU will be signed by national BBH members, private partners participating in Demo-Sites and T-Labs for the outliving of BBH outcomes.

Dissemination plan, D3.3.1., M33. To raise awareness about and aid in the transfer of project assets, a specific dissemination plan will be implemented by the BBH Network (M33).

Scientific publications. In order to systemise work performed during the 2B-BLUE project; at least one scientific publication is planned to be prepared to be published in an open-access journal.

IMPORTANT! Every scientific article must have this acknowledgment of EU funding: "*This publication has been produced with the financial assistance of the Interreg Euro-MED Programme, co-financed by the European Union (project number - Euro-MED0200514) – 2B-BLUE project.*"

10.2. Channels and key activities

⁹ https://www.iprhelppdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf



2B-BLUE's project results will be shared through various dissemination channels and activities, including participation in conferences and workshops organised by other subjects or by 2B-BLUE's PPs.

Participation in an event. 2B-BLUE's PPs will participate in a number of dissemination events organised by the Interreg Euro-MED Programme (at least 2 per year), Mission4Innovation governance project (thematic community event, once per year) and other thematic projects.

PPs will be participating in other conferences, workshops, meetings, and various dissemination events with the purpose to distribute the results of the 2B-BLUE project.

Organisation of events. PPs will organize workshops, technical meetings and other events aimed to disseminate results of the 2B-BLUE project:

- A co-design and co-creation workshop within T-Labs (Activity 1.3. in connection with Activity 3.1., M30).
- A workshop for validating and evaluating the technical, environmental, and socioeconomic results achieved; and introduce them in the T-Labs programs (Activity 2.4 in connection with Activity 3.1, M30)
- Showcase events (Activity 2.4 and Activity 3.4, M33).
- Study visits of demonstration sites (Activity 3.2, M22-M30).
- Technology transfer workshops in connection with study visits of demonstration sites (Activity 3.2, M22-M30).
- Training dedicated to SMEs (Activity 3.2, M30).
- A transnational event to be organised back-to-back with one key Thematic community projects event (Activity 3.3, M33).

Training materials. NIB in collaboration with 2B-BLUE's PPs will participate in the elaboration of informative material (e.g. videos, brochures, promotional material, etc.) with other projects aiming to have a common approach feeding the Euro-MED Academy.



11. Monitoring and evaluation

NIB will regular monitoring of 2B-BLUE communication and dissemination activities and evaluate their successful performance. Monitoring will help ensure the efficient implementation of the communication and dissemination strategy. If monitoring showed that the communication and dissemination strategy was not implemented efficiently, NIB would introduce appropriate changes, in accordance with all PPs.

Performed activities will be recorded in the communication and dissemination monitoring table, which is uploaded in the shared working space – [monitoring table](#).

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

- Middle term monitoring report – April 2025 (M16).
- Final monitoring report – August 2026 (M32).

Moreover, NIB will be in charge of filling in the communication and dissemination report and to submit it to the Interreg Euro Med Joint Secretariat once a year. An example of such a report can be found here - https://interreg-euro-med.eu/en/projects_monitoring_2023/.

Key performance indicators (KPI) identified by NIB are listed in **Error! Reference source not found.** KPIs will help evaluate how successful outreach activities were performed in the reporting period (middle term monitoring report) and during the entire 2B-BLUE project (final monitoring report).

Table 5. Communication and dissemination monitoring of key performance indicators (KPIs).

Activity	KPI
Website	100 unique visitors per month
X	200 followers on the M33
Project video	100 views
Newsletter	50 downloads per newsletter
Participation in the events	
Participation in Interreg Med programme events	6
Participation in Mission4Innovation events (thematic community events)	3
Participation in thematic project events	3
Participation in other national or international events with the main purpose of promoting the 2B-BLUE project	10
	Total 22
Organisation of the events	
Awareness raising days throughout the project	6
A co-designing and co-creation workshop within T-Labs (M7-12) - Activity 1.3	1
A workshop for validating and evaluating the technical, environmental, and socioeconomic results achieved and introduce them in the T-Labs programs (M25-30) - Activity 2.4	1
Technology transfer workshop in connection with study visits (M19-30) - Activity 3.2	6
Showcase event (M25-30) - Activity 2.4	1
Training dedicated to SMEs (M19-30) - Activity 3.2	1





Transnational event to be organised back-to-back with one key Thematic community projects event (M19-33) - Activity 3.3	1
Total	17
Study visits	
Study visits of demonstration sites (M19-30) - Activity 3.2	6
Total	6
Memorandum of Understanding	
Memorandum of Understanding among national Blue Biotechnology Hubs members, private partners participating in Demo-Sites and T-Labs (M31-33) - Activity 3.4	1
Total	1
Dissemination plan	
Specific dissemination plan for awareness and transfer of project assets (M6-12)	1
Total	1



12. Bibliography

1. https://interreg-euro-med.eu/wp-content/uploads/documents/published/fr/documents-du-programme/documents-du-programme/communication/charte-interreg-euro-med-mission_23.pdf
2. https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E_0.pdf