



# **i34BLUE GROWTH**

green innovation for blue growth

## **Deliverable D1.4**

### **COMMUNICATION AND DISSEMINATION PLAN**

[ March – 2024 ]

[ Version 1 ]

Project ID	101133055
Project title	I3-4-BLUE-GROWTH: Unlocking the potential of Sustainable Blue Economy
Deliverable title	Communication and Dissemination Plan
Deliverable number	1.4
Date of delivery	10/4/2024
Reviewed by WVP leader	Yes
Online access	Yes
Diffusion	
Nature of deliverable	Public
Partner responsible	ANI

Version	Date	Contributors	Description
1	25/03/2024	ALL partners	
2	10/04/2024	ANI	Communication and Dissemination KPIs added



Funded by the European Union, under **Project ID 101133055**. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Interregional Innovation Investment Instrument. Neither the European Union nor the granting authority can be held responsible for them.

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## **SUMMARY**

This document is of significant interest to all project partners as it outlines I3-4-Blue Growth communication and dissemination activities. By specifically identifying the target groups, key messages, visual identity, and communication tools of the project, the Communication and Dissemination Plan serves as a comprehensive guide and provides essential direction for effective communication planning and execution for project partners.

Through close collaboration among all the partners, a harmonized approach can be achieved, reinforcing the I3-4-Blue Growth project visibility, impact, and credibility, raising awareness, promoting stakeholder engagement, building partnerships, and maximizing the project's impact on society.

## COMMUNICATION AND DISSEMINATION PLAN

Project partners are committed to communicating and disseminating the results, being aware that strategic and targeted dissemination is necessary to reach and inform a wider number of final users and stakeholders. For that purpose, each partner will develop contacts with potential further beneficiaries of the project outputs: a contact list with the key stakeholders to be reached will be developed and regularly integrated and updated.

As such, it will be necessary to start by defining the target groups, identifying the communication and dissemination objectives, and defining keywords and messages to be conveyed. Subsequently, it will identify dissemination tools, the levels of dissemination, and the different topics that constitute the visual identity of the project.

### I3-4-BLUEGROWTH PROJECT OVERVIEW

I3-4-BLUEGROWTH is a capacity building and investment project preparatory action aimed at promoting interregional cooperation for innovation and investment projects in high-priority and value-added markets of the blue economy sector. In I3-4-BLUEGROWTH leading blue economy innovation ecosystem players share their knowledge to build capacity and investment opportunities in two subsectors: aquaculture and fisheries, and renewable marine energy and decarbonization.

The project involves 10 partners with track-record in blue economy sector and aims at responding to the needs of 6 less developed regions from 4 countries (Azores, Center and North – PT; Andalusia – ES, Pomorskie – PL, Croatia - HR) situated in 4 different macro-regions (Atlantic, Baltic, Mediterranean and Adriatic) in key areas for smart specialization of these regions. It will build on experience of 2 more developed regions (NL and IT) and 2 transition regions (FI and FR), which are leading European regional ecosystems in their respective fields. Table 1 Error! Reference source not found. below presents all the partners involved in the project:

Table 1. I3-4-BLUEGROWTH Partners

Partner Name	Partner Short Name	Country
1 Agência Nacional de Inovação	ANI	PT
2 Merinova OY	MERINOVA AB	FI
3 Hrvatska Agencija za Malo Gospodarstvo Inovacije I Investicije	HAMAG-BICRO	HR
4 Fundacion Centro Tecnol6gico Acuicultura de Andalucia	CTAQUA	ES
5 ClustEr Agroalimentare	C-ER	IT
6 Pole Mer Bretagne Atlantique	PMBA	FR
7 Vice-Presid6ncia do Governo Regional Dos Acores	VPGRA	PT
8 Unknown Innovation BV	Unknown Group	NL
9 Baaltycki Klaster Morski I Kosmiczny	BSSC	PL
10 BBA - Associaç3o Nacional Para os Biorecursos Marinhos e Biotecnologia Azul	BBA	PT

The primary objective of the project is to enhance capacities of less-developed coastal & insular European regions to build and reinforce innovative ecosystems for the development of a sustainable and smart blue economy. The project will equip regional stakeholders and SMEs with technical, business and investment readiness expertise, networking, business matchmaking and brokerage opportunities towards joint interregional innovation investment projects. Based on peer-to-peer knowledge exchange and regional field trips, it will provide them with exemplary best practices and advances in the sector, from both interregional policy, financing and industry perspective.

The project focus on two specific blue economy value chains with the aim to deepen the understanding of the related interregional value chains, transferring knowledge and good practices, and identifying a pipeline of innovative investments to promote sustainable growth of blue economy value chains.

#### **Value Chain 1:** Sustainable Fisheries, aquaculture and valorization of blue resources

Possible activities/investments that can be targeted include emerging technologies and investments to develop sustainable fishing and aquaculture practices, targeting the reduction of overfishing, minimizing bycatch, and improving breeding techniques; Development of traceability systems for fish and seafood products, ensuring transparency and accountability; sustainable industrial technologies for the processing and packaging of fish and seafood products, meeting quality and safety standards, recycling and upcycling of fish and seafood waste, reducing waste and pollution; valorization of blue biomass, such as seaweed/algae or shells.

#### **Value Chain 2:** Renewable Marine Energy and maritime decarbonization

Possible activities/investments that can be targeted include emerging technologies and investments to develop and upscale renewable energy technologies such as offshore wind, wave, tidal energy, underwater and offshore geothermal; implementation of energy efficiency measures in shipping and port structures, such as optimizing vessel routes and reducing fuel consumption; integration of renewable energy systems into existing infrastructure, such as ports and marinas; hydrogen-based applications for maritime decarbonization (e-fuels).

## **DEFINITION OF TARGET AUDIENCES**

The I3-4-Blue Growth project comprises several fundamental target groups required to guarantee its success:

- Outermost regions (development agencies, regional public administration);
- Public and civil society;
- I3 project promoters;
- SMEs (small and medium-sized enterprises)/Startups;
- Research and technology centers;
- Industry clusters;
- Innovation and investment facilitators;
- EU institutions and National Public Authorities in the area of regional development and Research and Innovation.

## **COMMUNICATION AND DISSEMINATION OBJECTIVES**

- Ensure the dissemination of the results and project activities to target audiences identified at a regional, national and international level.
- Communicate the results to communities and potential new users across Europe.
- Extend the discussion on the project outside the involved partners and beneficiaries.
- Widen the adoption of the results and outputs at a national and international level.
- Apply the tested cooperation approach and methodologies as best practices for the development of the regional ecosystem.

- Extend the network of users and opportunities for further enriching the results and contents.

## SUGGESTED SLOGANS AND KEY MESSAGES

Slogans can serve as concise and memorable expressions that encapsulate the essence, values, and goals of I3-4-Blue Growth, thus helping to establish a distinct identity for the project. Consortium members are encouraged to use them in their social media post.

Tagline: "Green innovation for blue growth".

Explanatory text: "Leading blue economy innovation ecosystem players to share their knowledge and build capacity and investment opportunities in two subsectors: aquaculture and fisheries, and renewable marine energy and decarbonisation, for a sustainable future."

## DISSEMINATION LEVELS

- At regional and national level, where each partner will reach out to and inform relevant organizations such as innovation agencies, business associations, industry clusters and decision-makers through workshop, roundtables and matchmaking events.
- At EU level, where the main targets will be the European decision-makers (e.g.: members of the REGI Committees of the EU Parliament) and European platforms of the sector, such as EURADA and the Assembly of European Regions. A report on the outcomes of the project will be provided and will contribute to the circulation of the established interregional cooperation model.
- At international level, the results will be described in social media and digital networks that might raise the exposure and visibility of the project. Major international organizations in the field also will be targeted and informed.

The different dissemination activities will be also carried out inside the partner organizations' networks, which include several potentially interested public and private entities.

## MAIN DISSEMINATION TOOLS

Funded by a capacity-building and investment project preparatory action, dissemination activities play a crucial role in facilitating the sharing of best practices and networking. As a result, they contribute to enhancing the capacities of less-developed coastal and insular European regions in establishing and strengthening innovative ecosystems. These ecosystems are essential for fostering the sustainable and intelligent growth of the blue economy, which stands as the primary objective of the project. The main dissemination tools are:

- Project visual identity, including the project's logo, templates for printed dissemination materials and internal and external communication templates.
- A project website, where the outputs, materials, events agenda, videos, and reports of the project will be published.
- A project e-newsletter edited every 6 months.
- Press materials to ensure full media coverage at a local/regional/national/international level.
- Social media and digital networks: LinkedIn, BlueBioMatch and other relevant.
- A set of public events that include national dissemination workshop in each partner country.
- Publication of best practice reports, namely: Handbook on innovative best practices; Report on trend analysis and ecosystem mapping and new financial instruments and validation process.
- Networking with main stakeholders and platforms of the sector.

A final publication with lessons learned and policy recommendations will be delivered, with a description of the project experience and suggestions for new policy development at the regional and interregional levels.

This document will accompany the discussion of the results in various contexts, contributing to further multiplying the spreading of the project results throughout Europe.

The results will be freely available in multiple formats and downloadable from the project website. Visibility of the I3 funding will be ensured. All the material, outputs and communication material or platforms linked to the project will display the EU emblem and acknowledgement of the funding by the European Union as well as the disclaimer following the rules established in article 17 of the Grant Agreement.

The dissemination material will be developed in English and translated into the languages of the partner countries, when required.

The selection of dissemination activities format and topics is influenced by both the relevant project activities and their significance to specific target audiences. These audiences stand to benefit either from the event's outcomes or through direct participation. This approach not only ensures a broader outreach among stakeholders but also aligns with the overarching goals of the project. Table 2 presents the planned I3-4-BlueGrowth dissemination activities including events and trainings that will contribute to increase the impact of project results and activities.

Table 2 List of dissemination activities including events and trainings.

WP	Name	Description	Type of Activity	Target Audience	Sub-Objective	KPI
2 & 6	Working groups meetings	Meetings with Q4-stakeholders to identify the R&D&I needs of the two value chains.	Meetings	Industry and business partners Innovators National authorities Regional authorities Civil society Research communities Specific end user communities Investors	Identify gaps and trends in the two value-chains. At least 25 participants of each value chain.	At least 3 meetings per value chain involving more than 25 Q4 Stakeholders
3 & 6	Open Call	Open call for selection of a pipeline of I3 investment cases (demand-side).	Other	Industry and business partners in lesser developed regions in Europe	Identification of needs in each of value chain major actors.	One open call launched covering demand-side (1)
3 & 6	Open innovation & challenges program	Identify the supply of solutions for the needs identified in the open call.	Other	Industry and business partners in lesser developed regions in Europe	Innovation scouting and selection of innovative blue economy startups and SMEs through the launch of a call for selection of up to 50 startups / SMEs / research institutes across	One open call launched covering supply-side (1)

WP	Name	Description	Type of Activity	Target Audience	Sub-Objective	KPI
					identified challenges/themes throughout Europe.	
4 & 6	Workshops on novel instruments	Online Interregional capacity building workshops to inform the stakeholders of the two value chains about the access and use of novel financial instruments dedicated to the Blue Economy.	Other	Regional authorities Industry and business partners Innovators	Enhance the regional ecosystems stakeholders capacity to design and access to innovative funding instruments.	At least two online workshops with a number of more than 100 participants, in total.
5 & 6	Thematic workshops	Thematic workshops dedicated to sharing of best practices and examples of excellence in blue economy (flagship innovation projects and large scale, demonstration initiatives)	Conferences	Industry and business partners; Innovators	The best practices will be prepared collecting the input from all consortium partners, with focus on examples at domestic and European level for further dissemination and will be of part D2.1 – Handbook on innovative best practices	5 thematic workshops (at least 5x – 2x per value chain and one transversal) for sharing and disseminating industry best practices.
5 & 6	Regional policy Roundtables	A peer-learning action aimed at stimulating capacity building and transfer of know-how and experiences of the participating consortium partners regarding	Meetings	Regional authorities	Roundtable to share and discuss policy best practices Based on the output of T2.1 and T2.3, the project will define a set of topics illustrating some of the key policy initiatives being designed and deployed around more developed and	At least 3 online regional policy dialogues of roundtables around relevant to be selected topics.

WP	Name	Description	Type of Activity	Target Audience	Sub-Objective	KPI
		policy and regulatory solutions to boost interregional innovation & investment projects in the blue economy sector.			less developed regions.	
5 & 6	Dissemination of regional activities promoted by all partners with their stakeholders	Showcase of regional outputs that can be transferred and shared between regions (eg., new emerging value chains and innovations in the blue economy sector)	Other	Industry and business partners	This action will lead to the development of interregional peer learning and exchange activities, including regional missions and study, to facilitate knowledge transfer, promote collaboration, and build networks among quadruple-helix stakeholders in the two value chains in the involved regions.	3 Ecosystem visits, peer-to-peer field trips and cross-regional networking
3 & 6	Training capacity building program	Dissemination of a training and capacity building program. The consortium will invite business coaches/mentors, speakers, and blue economy SMEs to provide insights around opportunities for interregional collaboration	Education and Training Activities	Specific end user communities	Peer-learning, aimed at developing technical, business and investment readiness know-how and capabilities towards interregional innovation investment projects	One capacity building programme

WP	Name	Description	Type of Activity	Target Audience	Sub-Objective	KPI
		in the sector, as well as present case studies that will serve as a basis for discussion and inspiration for the participants.				

## VISUAL IDENTITY

I3-4-Blue Growth visual identity and branding is based on the I3 branding. The guidelines are included in a communication toolkit which includes project logo, roll-up, PowerPoint and word template, website page, project-specific branding guidelines, and social media template, content and hashtags. These materials are part of the project Communication Toolkit, shared in the consortium online space and publicly as part of Deliverable 6.1 - Website & social media communication report.

## COMMUNICATION ACTIVITIES

This section aims to highlight the various communication initiatives aiming to maximize the I3-4-Blue Growth's reach and impact. From social media and digital networks strategies to in-person events, each activity is carefully planned to reach specific target audiences and ensure widespread dissemination of the project's key messages. Table 3 will describe the planned communication activities, their respective target audiences, and the chosen channels for implementation.

Table 3 List of I3-4-BlueGrowth communication activities according to the project proposal

Work Package	Communication Activity Name	Description	Target Audience	Channel	KPI
WP6	Announcement of project activities.	Communication of project activities to specific target audiences. It includes the communication of workshops, roundtables, training programme and open calls.	Local & Regional Authorities, Industry and business partners	Newsletter & Social Media post	Semestral Newsletter (4 in total) reflecting the ongoing activities. At least 20 social media posts.
WP6	I3 Advisory innovation system	Promoting the I3 advisory hub and innovation system established in the project, as a supporting tool for regional stakeholders and project promoters in the preparation	Local Authorities, Industry and business partners	Newsletter and Social networks post	Semestral Newsletter (4 in total) reflecting the ongoing activities. At

Work Package	Communication Activity Name	Description	Target Audience	Channel	KPI
		and development of their interregional innovation investment projects in blue economy.			least 5 social media posts.
WP6	Communication of project results and activities	Continuous communication throughout the duration of the project, including deliverables, outcomes and databases, activities, webinars, roadmap and advisory hub. Flagship innovation projects and large scale demonstration initiatives will be identified, and mapping will be done to showcase best practices across several blue economy segments and by regions, with particular focus on 13 priority identified areas. Fieldtrips and events aftermath.	Civil society	Social media	Semestral Newsletter (4 in total) reflecting the ongoing activities. At least 20 social media posts.

## SOCIAL MEDIA AND DIGITAL NETWORK

The selection of social media and digital networks was based on its relevance to reach the target audience. LinkedIn as a professional network will foster the connections between a wide audience from local to international stakeholders and the type of communication fits the purpose of the project. Other relevant digital networks will be used such as BlueBioMatch with a more focused approach according to the working value chains of the project.

Throughout the project, relevant information to engage stakeholders with project activities will be provided using the mentioned social media and digital networks. The strategy is to maintain all followers updated about what is going on in terms of activities, events e achievements of I3-4-Blue Growth.

A set of keywords and hashtags was defined to better track the communication, standardise it between all partners, and also for promoting the posts/re-posts from all the partners through their social media.

Hashtags: #I34BlueGrowth #SustainableBlueEconomy #bluegrowth #blueresources #energytransition #bluebioeconomy #I3Instrument.

Keywords: bioeconomy, sustainability, capacity building, interregional collaboration, partnership, aquaculture, fisheries, maritime energy efficiency, innovation, renewable energy, investment, value chain, blue-green, decarbonisation, three, internationalisation, smart solution, low emission

## CONCLUSIONS

The communication and dissemination plan for the I3-4-BLUEGROWTH project defines the target audiences, objectives and key messages to effectively promote interregional cooperation in the blue economy sector. By identifying specific activities and sub-objectives, the plan can be aligned with the project's overall objectives of building capacity and promoting investment in 2 value chains: 1) aquaculture, fisheries and 2) marine renewable energies and decarbonization. In addition, the consideration of dissemination levels and the use of key dissemination tools will ensure the widest possible reach among the various stakeholders and regions.

The plan presents the visual identity of the project that was designed to reflect the innovative and collaborative nature of the project, serving as a communication symbol for stakeholders from different regions. This plan also details the implementation of a series of communication activities, including workshops, conferences and publications, which will facilitate knowledge sharing and engagement between project partners and target audiences. In addition, the use of social media platforms will enable real-time interaction and the dissemination of project updates, fostering a dynamic online community around blue economy innovation.

As the I3-4-BLUEGROWTH project involves partners from various regions and countries with distinct blue economy priorities, the communication and dissemination plan must be adaptable and responsive to the specific needs of each partner and region. By fostering collaboration and knowledge exchange among leading blue economy players, the project aims to drive sustainable growth and innovation in high-priority markets.