



BioBoosters – Boosting Circular Transition

BioBoosters Hackathon Communication Plan

v. 1.0 to be applied in the first piloting iteration of the BioBoosters
Hackathon in August 2023 – May 2024

Interreg
Baltic Sea Region



Co-funded by
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CIRCULAR ECONOMY

BioBoosters

BioBoosters Communication Team
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1. Introduction

BioBoosters project aims to advance the transition of bioeconomy business by matchmaking competence with needs. By employing a Hackathon process, we can facilitate cross-sectoral knowledge transfer as well as connect SMEs, start-ups, and research groups with companies in an international context, all with problem solving in focus. Driven by challenges, fueled by innovation, and mentored by experts, the Hackathon process offers a turnkey service for circular economy transition.

BioBoosters partnership involves 9 innovation hubs from strong bioeconomy innovation ecosystems across the Baltic Sea Region (see Table 1). Each of the partners will host one Hackathon together with a challenge provider company and co-organizing partners from regional, national, and BioBoosters networks.

Table 1: BioBoosters Hackathon Organizers

	JAMK University of Applied Sciences, Central Finland	Hosting Hackathon in Autumn 2023
	The Paper Province economic association, Värmland Region BioFuel Region BFR AB, Västerbotten Region	Hosting Hackathons in Autumn 2023
	Vidzeme Planning Region, Vidzeme Region	Hosting Hackathon in Autumn 2023
	Estonian University of Life Sciences, Tartu Pärnu County Development Centre, Pärnu	Hosting Hackathons in Spring 2024
	Witeno, Vorpommern-Greifswald	Hosting Hackathon in Spring 2024
	Foundation for Education and Social Dialogue "PRO CIVIS", Świętokrzyskie Voivodeship	Hosting Hackathon in Spring 2024
	Sunrise Valley Science and Technology Park, Vilna	Hosting Hackathon in Spring 2024

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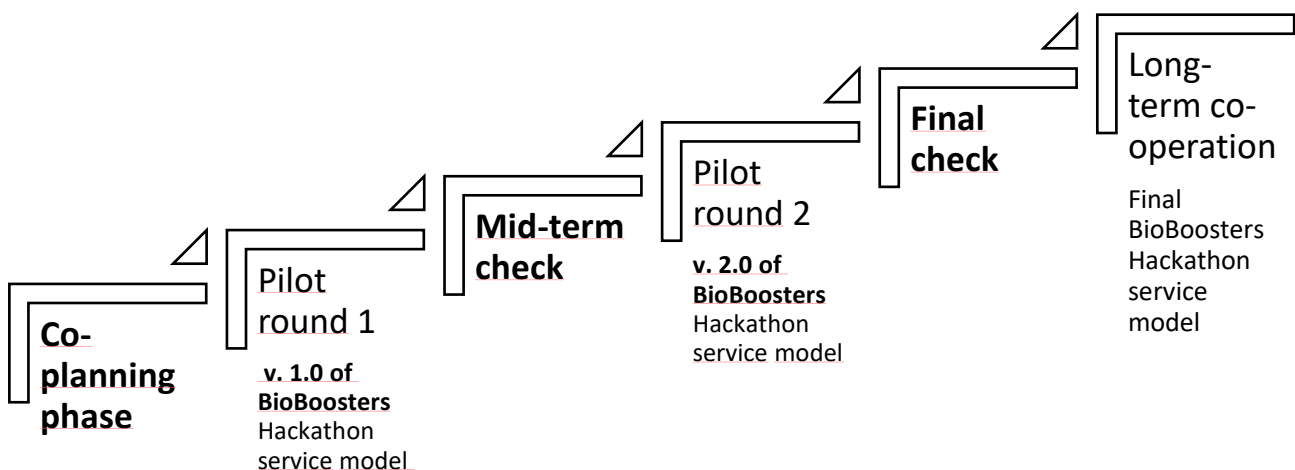
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The purpose of the BioBoosters Hackathon Communication Plan v.1.0 is to guide the communication activities in the first pilot iteration of the BioBoosters Hackathon carried out in August 2023- May 2024. The BioBoosters Hackathon Communication Plan v.1.0 provides a framework for managing, coordinating, monitoring, and evaluating the communication activities related to the Hackathon process. It sets the roles and responsibilities of the partners as well as outlines the communication channels used. Furthermore, this document outlines the BioBoosters Hackathon brand identity, communication materials, resources and platforms used.

In May-June 2024, the document will be adapted to the second pilot iteration of the BioBoosters Hackathon carried out in August 2024-May 2025. The lessons from the first pilot iteration are collected and analyzed throughout the piloting via participant survey, co-organizer dialogues, and co-learning of the BioBoosters partners as Hackathon organizers. The co-learning is supported by dialogue and group reflection sessions conducted at a digital co-learning platform and during a study visit in spring 2024.

Analyzed results are applied as recommendations for upgrading the BioBoosters Hackathon Communication Plan into a version 2.0 for the second pilot iteration. The recommendations are reviewed by Project Steering Group and Project Management Team to give guidance on implementing the recommendations.

Similar learning process is carried out during the second pilot iteration and finally a long-term adaptation of the communication plan is developed. In the long-term adaptation of this document, the focus will be shifted from engagement to piloting towards promotion of the Hackathon service and awareness-raising on the impact of the Hackathon model. The final communication plan will be modified on the basis of the formed network agreement supporting the long-term co-operation of the BioBoosters partnership in Hackathon organization after the project lifetime.



Picture 1: BioBoosters Hackathon model is piloted with target groups and stakeholders in 2023-2025.

2. BioBoosters Hackathon Value Proposition

This chapter outlines the main target groups of the BioBoosters Hackathon along with their profiles as well as the value propositions and key messages for each of the target groups. Design process has involved analysis of the target groups feedback from 15 Hackathons by Jamk as well as online and live workshops with the BioBoosters team.

The provided information follows the value proposition canvas model with the following definitions:

Job	Different tasks, problems or wish the target groups are intended to deal with, solve or satisfy
Pain	Problems or obstacles that they need solved by a product or service; the negative experiences, emotions, and risks that the target group experiences in the process of getting the job done
Gain	Benefits which the target group expects and needs, aspects that they value and the things which may increase likelihood of adopting a value proposition
Pain relivers	How the BioBoosters Hackathon can eliminate or reduce some of the things that annoy the target groups before, during, or after they are trying to complete a job or that prevent them from doing so.
Gain creators	How the BioBoosters Hackathon creates benefits that the target group expects, desires or would be surprised by, including functional utility, social gains, positive emotions, and cost savings.
Key messages	What are the key messages for the target groups to motivate them to join the BioBoosters Hackathon?

Value proposition canvases are featured as annex 1 of the document. They provided detailed information on the target group profiles.

2.1 Key Messages to the Challenge Providers

In line with the announcement on the BioBoosters online call for challenge providers, we are focusing on the following key messages in the communication.

See more at <https://www.jamk.fi/en/project/biopaavo/bioboosters>.

Action message

We are looking for prominent companies from the bioeconomy sector with a challenge related to the circular economy transition. Tell us about your challenge and we will plan an open innovation process according to your needs!

Slogan

BioBoosters Hackathon - Fast-track your circular economy transition with innovative solutions and new business and RDI partners!

“

Get Baltic Sea region experts driving innovation for your company. Fast-track your circular transition by innovative solutions. You will get business oriented solution providers.

Summary of "Key message to the challenge provider" discussion

Picture 2: AI generated summary of key messages to the challenge providers (BioBoosters workshop 14/03/2023)

Our offer

We offer an effective and effortless process to find solutions to your challenge and to engage new partners to work with you on your challenge. As a result, your company will benefit from:

- ✓ Scouting of solutions via extensive international business and research networks.
- ✓ Learning to look at your challenge in new ways with out-of-box ideas from cross-sectoral experts, SMEs, start-ups, and research teams.
- ✓ Support from experts in the further development of ideas and the commercial implementation of solutions.
- ✓ Tangible business benefits and sustainability impacts via established RDI and commercial partnerships.
- ✓ Positive visibility for your company's sustainability mission. Building brand image and employer image.

2.2 Key Messages to the Solution Providers

The key messages are published in the Hackathon invitations. In addition to the general messages, each BioBoost Hackathon will have a more detailed and specified solution provider profile and offer based on the defined Hackathon call and the needs and interests of the challenge provider.

Action message

Apply to the Hackathon to showcase your solution idea to potential client and to define the steps for commercialization with professional mentoring and expert support. Build partnerships for testing and commercialization of your solution.

Slogan

BioBoosters Hackathon – Boost your solution to the markets with professional mentoring, client dialogue and RDI partnerships.



Free, wide visibility for your company, idea and solutions - boost your company to the international market. Change the business world with new solutions. An opportunity to get more international impact and a wider network.

Summary of "Key message to the solution providers" discussion

Picture 3: AI generated summary of key messages to the solution providers (BioBoosters workshop 14/03/2023)

Our offer

- ✓ Establish co-operation and network with other companies and specialists with interest to the same field;
- ✓ Establish international contacts and connections in the field of your interest;

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- ✓ Acid test your idea with direct feedback from a potential client and discover how to fit your solution idea to the need of the end-users;
- ✓ Develop the commercialization potential of your idea and discover new business opportunities with expert mentors' support; and
- ✓ Get international recognition and visibility for your team's knowhow.

2.3 Key Messages to Mentors

Each BioBoosters Hackathon will have a portfolio of different mentor profiles based on the defined Hackathon invitation and the needs and interests of the challenge provider. Mentors are mainly looked for via active scouting in the organizer's and partners' networks.

Action message

Join the Hackathon as a mentor to help the teams make a relevant proposal to the challenge provider and plan their roadmap from validated solution idea to markets.

Slogan

*BioBoosters Hackathon – Sharing your knowledge is a great learning opportunity.
Expand your network and make an impact in green transition of business.*

“

Build your network and have an impact in the sustainable transition. Expand your international network. Share your knowledge -Be a part of the green transition.

Summary of "Key message to the mentors" discussion

Picture 4: AI generated summary of key messages to the mentors (BioBoosters workshop 14/03/2023)

Our offer

- ✓ Promote your professional knowhow and position as a circular economy professional
- ✓ Support the green transition to circular economy business models
- ✓ Build your networks and get business connections
- ✓ Join new RDI initiatives and projects
- ✓ Learn from real-life business cases on circular economy transition

2.4 Key Messages to Organizers

Organizers, i.e. innovation hubs, are a key target group of the BioBoosters project and the transfer activities related to the BioBoosters Hackathon model. Although in lesser role in the Hackathon communication, a value proposition canvas and key messages have been outlined for this target group as well. In the long-term, the ability to attract and maintain engagement of innovation hubs in the BioBoosters Hackathon activities is crucial for the success of the network co-operation model. Therefore, the BioBoosters Hackathon Communication Plan will cover this target group and offer a value proposition for them during the project lifetime, but also in the final version.

Action message

Integrate a proven and effective open innovation process for steering green transition to your regional innovation system. Join a network of innovation hubs to support your regional SMEs and innovative actors to connect with international business opportunities.

Slogan

BioBoosters Hackathon – An international meeting place that sparks business-driven RDI co-operation for leading the green transition.

Our offer

- ✓ Implement a business-driven open innovation model proven successful and impactful in supporting green transition of companies and attainment of new business opportunities.
- ✓ Get support for attracting teams and mentors in response to your clients' needs via international and cross-sectoral networks.
- ✓ Help to initiate and join international business-driven RDI co-operations and regional development projects responding to the needs of the business sector.
- ✓ Join a well-established, high-profile Hackathon brand with international visibility. Get international recognition for your organization's knowhow and region's smart specialization areas.

3. Strategy & Organization

3.1 Objectives and Indicators for Successful Piloting

Overall, the success of a Hackathon can be best measured by

- 1) the satisfaction of the participants;
- 2) the ability to solve the presented challenge;
- 3) the success in initiating RDI and commercial partnerships and;
- 4) the commercialization of the products and services as a result of the initiated co-operation.

In terms of Hackathon communication, our focus turns to the ability to engage the target groups into the Hackathon process, the success of maintaining engagement throughout the process, and finally, our ability to make an impact in leading the way towards a solution to the given challenges by engaging the needed stakeholders and expertise to the process. Engagement of target groups is not only a communication task but is affected by the success of the whole process. However, the communication plays a key role and its effectiveness should be evaluation in connection to these objectives and indicators.

At this piloting stage, the objectives of the Hackathon communication activities can be grouped to:

- 1) Engagement of target groups to the piloting; and
- 2) Participant satisfaction

Each category involves specific strategic approaches to communication as well as key performance indicators that are followed to analyze the success of the piloting activities and how well the Hackathon model is meeting the needs of the target groups.

3.1.1 Key Performance Indicators to engagement of target groups to the piloting

To accomplish a successful piloting round 1, the BioBoosters partnership aims to engage in the Hackathons organized in August 2023 - May 2024 the following numbers of target group representatives featured in Table 2.

Table 2. Target indicators for engagement of target groups to piloting in round 1

Target group	Engagement type	Communication approach	Target number per Hackathon (KPI)	Target number in total (KPI)
Challenge provider -large enterprise	Service agreement	Online call, info events Direct marketing by organizer	1	9

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Participants to the launch webinar	Registered participants to the event	BioBoosters Campaign Communication efforts by organizers and partners	80 registered participants	720 registered participants
Applicants SMEs, start-ups, research teams	Responds to the call by filling an online application	BioBoosters Campaign Active scouting Communication efforts by organizers and partners	10 6 international applicants	90 63 international applicants
Solution provider - SMEs, start-ups, research teams	Competing in the Hackathon (Kick-off to Hackathon day)	Selected by the challenge provider	5 4 SMEs 2 international SMEs	45 36 SMEs 18 international SMEs
Mentors (external = not client or organizers)	Mentoring on Hackathon Day; Approval of the mentoring principles, addition to the mentoring registry and community	Co-organizing partnerships Active scouting of mentors in regional and partner networks	7 4 international mentors	63 36 international mentors

As indicated in Table 2, the mentor involvement will be organized via co-organizing partnerships with regional innovation system actors, thematically relevant research institutes and sectoral agencies, as well as BioBoosters partners and their connections. On the level of an individual Hackathon, it is expected that each organizer is likely to get on average 3 mentors from their own organization and 5 from their client. In addition, they will engage approximately 7 mentors from external organizations.

3.1.2 Key Performance Indicators to participant satisfaction

Each Hackathon process will involve on average around 30-40 persons presenting challenge provider (client), solution providers (participating teams), the mentors and organizers. The satisfaction of the participants is affected by the communication activities and approach. Especially, the effective activation, guidance, and support to participants during the Hackathon process is crucial to the satisfaction of the participants.

Net Promoter Score (NPS) is used as the Key Performance Indicator (KPI) for the participant satisfaction. Net Promoter Score (NPS) is a simple indicator used evaluate customer loyalty, satisfaction, and enthusiasm. By asking the question, “On a scale from 0 to 10, how likely are you to recommend BioBoosters Hackathon to a friend or colleague?”, we can calculate a standardized score for a Hackathon that is comparable to other Hackathons.

$$\text{NPS} = \% \text{ of promoters} - \% \text{ of detractors}$$

Promoters have given the score 9 or 10; these persons are likely to act as brand ambassadors.

Detractors have given the score of 0–6; these people are unlikely to recommend the BioBoosters Hackathon experience, and might even actively discourage people from participating in a Hackathon event.

In BioBoosters, we'll set a launch target of above 0 for the average NPS in pilot round 1. From there on we will work on a strategy of continuous improvement where each organizer is trying to reach higher scores for each second round of Hackathons.

The NPS and variations between Hackathons are interpreted with the help of:

- Participant feedback survey and dialogue – reported satisfaction with organization
- Howspace engagement level – rate of discussion, times of usage, number of questions & answers

3.2 Network Co-operation and Partner Roles in Hackathon Piloting

BioBoosters partnership is working together in the Hackathon piloting and supporting each host in carrying out the Hackathon process. The main formats of co-operation between the partnership involve:

Active scouting

Each partner will scout and directly contact 5 potential solution providers from their networks to encourage these potential solution providers to respond to the Hackathon call.

Organization of the BioBoosters Campaigns

Partnership will collaboratively carry out joint social media campaigns to promote the Hackathon call, process, and outcomes. The organization of the BioBoosters campaigns, is a key task of the communication team of the BioBoosters project.

Co-organization

Partners may agree to work together on the Hackathon organization and offer mentors from their organization and networks to join the process and attend the Hackathon Day. This will also mean further communication co-operation. In these cases, the co-organizing partner has the same status as any regional or national co-organizing partners, and e.g. their logos will show in the Hackathon materials along the host organization.

All the aforementioned co-operation approaches are relevant to the communication objectives and indicators. Still, BioBoosters campaigns can be considered the main communication co-operation approach of the partnership in the first round of the Hackathon piloting. Therefore, it is outlined in more details in chapter 4.

3.2.1 Communicators Checklist for Hackathon Organization

The communication tasks throughout the Hackathon process are integrated to the Hackathon Organizer's Checklist. The communication teams tasks are identifiable with the labels listed in the Table 3. Please note however that in the organizer's checklist, many of these labels also hold other tasks than communication.

Table 3. Labels relevant to the communication

BioBoosters Campaign	This task is part of the social media campaigns carried out in co-operation with the BioBoosters partnership. Carried out by the communication team.
Launch webinar	<p>This task is part of planning and implementing a launch webinar for the Hackathon call. Language is English and audience scope is BSR. Planning done in collaboration with Jamk University of Applied Sciences.</p> <p>In case of BioTalks webinar concept, the technical support and Zoom platform is also provided by Jamk University of Applied Sciences.</p>
Impact OS	<p>This task is part of providing content to the Hackathon platform for external communication to all Hackathon target groups.</p> <p>Task is carried out by the Hackathon host with the technical support by Jamk University of Applied Sciences.</p>
Hackathon Howspace	This task is part of ensuring effective communication and availability of information to participants of the Hackathon via the Howspace platform. Task is carried out by the Hackathon host with the technical support by Jamk University of Applied Sciences.
Learning and evaluation	<p>This task is part of the co-learning and evaluation activities that support the further development and upgrading of the BioBoosters Hackathon communication plan. Task involves the whole BioBoosters partnership.</p> <p>Facilitation and technical support by Foundation for Education and Social Dialogue "PRO CIVIS" and Jamk University of Applied Sciences.</p>
Project communication	<p>This is part of the BioBoosters project communication and dissemination tasks connected to the Hackathon piloting.</p> <p>Hackathon host will compile this requested communication input to BioFuel Region to be published in the Interreg BSR project page.</p>
Hackathon host	This task is carried out by the Hackathon host organization.

Each Hackathon has its own organizer's checklist featured in a subchannel in Teams. The hackathon host is responsible for maintaining the list up-to-date with assignment of tasks, setting timelines for tasks, and adding further information on the tasks.

3.2.2 Weekly Meetings

Communication team with representatives from all BioBoosters partners is having weekly meetings during the pilot phase. The purpose of these weekly meetings is to offer a platform for the Hackathon hosts to guide the other partners in running the BioBoosters Campaigns in social media. Agenda will also include coordination of the content creation to project page and Impact OS.

3.2.3 BioBoosters Pilot Forum

Along with the other Hackathon organizers, the communication team is applying the BioBoosters Pilot Forum in Howspace for the following purposes during the piloting:

- ✓ Support follow-up of the pilot progress (PILOT PROGRESS)
- ✓ Support experience exchange and co-learning to upgrade the BioBoosters Hackathon model, Communication plan, and organizer's checklist. (NOTES FOR ORGANIZERS)
- ✓ Support evaluation of the Hackathon model via gathering indirect feedback from the target groups to analyse the value propositions for the target groups. (FEEDBACK FROM TARGET GROUPS)
- ✓ Support the design of a long-term network co-operation model for implementing BioBoosters Hackathons (NETWORK CO-OPERATION)

Communication team has access to the BioBoosters Pilot Forum and is asked to offer their insights for co-learning after completion of each of the Hackathon process phases as outlined in the Hackathon Organizer's checklist. The team will discuss and reflect the findings jointly in face-to-face meetings in December 2023 (Mid-Phase meeting) and May 2024 (closure meeting). In addition, some findings might be discussed in the weekly meetings when time allows.

4. Organization of the Hackathon Communication Campaigns

One Hackathon process involves 6 communication campaigns carried out in network co-operation. As the impact story campaign comes after 6 months of the Hackathon Day, this means that during the first piloting round from August 2023 to May 2024, only 4 impact stories are ready for promotion. Therefore, during the first piloting round, we expect to implement and analyze 50 social media campaigns.

The main campaign, that is the most crucial for the success of the piloting, is the Hackathon call promotion. In preparation, the launch webinar promotion campaign is a good learning opportunity for planning and refining the Hackathon call promotion campaign. Both are running approximately 4 weeks and target similar audiences. The success of the launch webinar is a good indicator also for how much effort is needed for attracting the solution providers to the Hackathon.

During these campaigns, it is important to be able to react and redirect the campaigns based on the collected data to ensure that the message is reaching the audience. It is also necessary to vary the message and communication content along the way to address different segments of the target groups and to raise new perspectives to the challenge to attract cross-sectoral knowhow.

4.1 Planning the Hackathon Communication

Each Hackathon host is responsible for planning and implementing the Hackathon communication for their own Hackathons. Table 4. Hackathon Communication Campaigns outlines the communication activities each Hackathon host needs to plan and implement. In addition, the content creation to communication platforms run by Jamk and the content creation to project page are covered in the table.

Table 4: Hackathon Communication Campaigns

	Message / Aim	Timeline	External communication platforms by Jamk	Project Page (PP3)
1. Launch webinar promotion campaign	Action call for relevant experts and potential solution providers: register to the event	~ 4 weeks Started ideally one month before launch webinar	Event page (if BioTalks)	Event page
2. Hackathon call promotion campaign	Action call for potential solution providers to apply to the Hackathon	~ 4 weeks Started at launch webinar	Call opened (info page) at Impact OS	News item adapted from press release

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	and to connectors to share the message			
3. Kick-off update	Brand building: sharing the excitement of the launched Hackathon journey to target groups	Kick-off day	Teams announced via Impact OS	
4. Hackathon Day update	Brand building: sharing the excitement of the winners and challenge providers with winner's announcement post	Hackathon day	Winner announced via Impact OS	News item adapted from press release
5. Winner's announcement	Brand building + project communication: Reference statements and video statements from winner and challenge provider	Following week to the Hackathon day	Youtube of Jamk (if needed); linked to the Impact OS	Pilot story, video + quotation
6. Impact story	Brand building + project communication: showcasing the impact to involved companies	6 months after the Hackathon day; potential updates after 1 year etc.	Indicators, published articles linked to the Impact OS	Impact story downloaded

To support the planning and implementation of the communication campaigns, various support, co-operation, and resources are available. These are further outlined in this chapter 4.2 and chapter 5 of this document.

4.1.1 Communication Channel Inventory

In the preparation phase, each partner has made an inventory of the communication channels that can be used in the Hackathon communication campaigns. The model for the inventory is elaborated in Table 5.

The inventory is a useful tool for the planning the communication campaigns. In addition, it is advisable to consult with the client about the possibilities to use the client's channels and to jointly discuss what might be relevant communication channels for reaching the target groups of the Hackathon call. For communication campaigns on the launch webinar and Hackathon invitation, the communication channels for targeting the specified target groups may need to be reviewed separately in addition to the basic inventory.

Table 5: Inventory of the communication channels

	Partner's social media	Partner's other channels	External channels
What channels are included?	Social media channels where the partner can directly make content to.	Communication channels such as newsletters, network channels, mailing lists, events, websites, intranets, events, meetings, etc. where the partner can directly make content to.	External medias, network channels, regional/national/international co-operation partners' channels where the partner can propose content to.
What information is collected to the inventory	Social media platform Tag @ Followers (nr.) Target groups Purpose of the channel: used in which campaign(s) Guidelines for use (content requirements, any restrictions, planning schedule)	Channel type Channel name (if any) Subscribers (nro) Target groups Purpose of the channel: used in which campaign(s) Guidelines for use (content requirements, any restrictions, planning schedule)	Region/Country Channel name Subscribers (nro)/Followers (nro) Target groups Purpose of the channel: used in which campaign(s) Guidelines for use (content requirements, any restrictions, planning schedule)

4.1.2 Communication Materials for the Hackathon Call

Each Hackathon host will design the communication materials for the Hackathon call (social media posts, PDF-version of the Hackathon invitation), based on the Hackathon invitation template and the BioBoosters Hackathon Brand Guide (Annex 3).

Each hackathon is named by the challenge provider company as 'ClientHackathon' with accompanying #CompanyHackathon used in the social media communication. If otherwise agreed in the service agreement phase, it is ok to have another name, as long as the name is unique.

Information offered in the Hackathon invitation is essential in planning the communication. The document includes:

- ✓ Name of the Hackathon
- ✓ Teaser – brief challenge description
- ✓ Description of the challenge
- ✓ Definition of potential participants (target groups)
- ✓ Client's offer for the participants

- ✓ Key words and hashtags
- ✓ Logos
- ✓ Main image
- ✓ Description the client and their green transition agenda

4.1.3 Planning the Launch Webinar

Launch webinar is an important communication event to raise awareness of the target groups on the opening Hackathon invitation. When getting a wide attention to the launch webinar, you are already securing an effective start for your Hackathon call communication campaign. The aim is to involve key stakeholders to the event to hear about the Hackathon invitation from the client directly. A part from potential solution providers, it is important to get the attention of different interest groups and connectors that might be able to share the message to relevant solution providers, and help to spread the message in their networks.

Launch webinar is an open online event for international audience; hence organized in English. The open registration will be at the project page (in addition partners' websites might be used). Main agenda is to announce the opening of the Hackathon invitation. The general flow of the event is as follows:

- ✓ **INTRO:** Welcoming words & introduction of organizers, presenting the program etc. (10-15 minutes)
- ✓ **THEME:** Introduction to the topic with interesting specialist speaker(s) (30-45 minutes)
- ✓ **CHALLENGE:** Presentation from client company and Launching the Hackathon invitation by client with Q&A (20-30 minutes); Introduction to BioBoosters Hackathon by organizer/LP with Q&A (20-30 minutes)

The partners have set the following expectations to the launch webinars:

- ✓ Consider the time zones and lunch times; prefer these timings: 10.00 CET and 13.30 CET;
- ✓ Keep the length under 2 hours; and
- ✓ Short presentations with topics of interest to the business target groups; e.g. market analyses.

Following good practices are recommended and will be tested in course of the piloting:

- ✓ Offer an opportunity to ask questions also in own languages via chat (e.g. related to the Hackathon model);
- ✓ Practice good time management (e.g. timer in Zoom for the speakers); and
- ✓ Activate participants via asking questions to speakers beforehand.

4.1.4 Making Social Media Posts

We focus here on LinkedIn as our shared social media channel. To start with, please remember to:

Tag client, teams, mentors, and organizers associated with the Hackathon

Tag organizations to the post. Persons can be tagged if there is specific message to them or about them. You can also tag people in comments to share the information wider.

Use hashtags

Use agreed Hackathon specific hashtags, at least the **#ClientHackathon** as outlined in the client company. Apply these hashtags in addition to the Hackathon specific hashtags: **#BioBoosters #Hackathon #Madewithinterreg #climateneutralBSR #circulareconomy #bioeconomy**.

Use key words to target the message to relevant audiences.

By incorporating relevant keywords, you increase the chances of your content appearing in search results and attracting the attention of individuals interested in those topics. Key words should be defined in the Hackathon invitation in dialogue with the client.

To create engaging LinkedIn posts, follow these simple instructions:

- **Know your audience:** Understand who you're targeting with your post. Consider their interests, needs, and pain points. Tailor your content accordingly to resonate with them.
- **Start with an attention-grabbing headline:** Craft a compelling headline that entices people to click and read your post. Use strong action words, ask thought-provoking questions, or present an intriguing statement.
- **Use visual content:** Incorporate eye-catching images, videos, or infographics in your posts. Visuals capture attention and can help convey your message more effectively.
- **Keep it concise:** LinkedIn is a professional platform, so keep your posts concise and to the point. Aim for a length of around 150-300 words to maintain engagement.
- **Provide value:** Share valuable information, insights, or tips that are relevant to your audience. Offer actionable advice or solutions to their problems. This positions you as an expert and encourages engagement.
- **Ask questions:** Pose questions related to your content to encourage interaction. Ask for opinions, experiences, or advice from your audience. People are more likely to engage when they have something to contribute.
- **Encourage engagement:** End your post with a call-to-action (CTA) that encourages readers to like, comment, or share. Be specific in your CTA to guide their actions and make it easier for them to engage.
- **Respond to comments!**
- **Be conversational and authentic:** Write in a friendly and conversational tone. Be yourself and let your personality shine through. Authenticity builds trust and fosters meaningful connections.
- **Engage with comments:** Once people start engaging with your post, make an effort to respond to comments and continue the conversation. This shows that you value their input and encourages further engagement.

Remember, consistency is key on LinkedIn. Regularly post valuable content, engage with others' posts, and build relationships within your professional network.

4.1.5 Content from the Hackathon Day

Each Hackathon host is requested to create the following content from the Hackathon Day:

- ✓ **Video story** – interview with the winner(s) and/or challenge provider.
- ✓ **Quotation** on the experience from the winner(s) and/or challenge provider

- ✓ **Pictures** of the live event for the joint image stock
- ✓ **Press release** on the winning solution and the plans for the way forward; comments from winning team and challenge provider.
- ✓ **Pilot story** – from the viewpoint of the organizer; short introduction to the challenge and why it was selected; what surprised you, what are you excited about, what did you learn

This content is featured on the project page and shared in social media.

4.1.6 Publication of the Impact Story

What is an impact story?

The aims of the impact story is to share the validated solutions identified at a BioBoosters Hackathon and to promote the BioBoosters Hackathon model to the business target groups (large enterprises and SMEs connected to the bioeconomy value chains).

Every partner needs to make an impact story article from each Hackathon. The collection of 18 impact stories will make D3.3. The results of the impact stories shall be summarized and analyzed as a part of the D3.2 Publication of the viability of the project solution to boost the BSR circular transition.

Storyline

Impact stories feature the sustainability impacts (economic, social, environmental) of the winning solution idea as real-life benefits to the challenge provider company. The purpose is to highlight the outcomes of the Hackathon as how the lessons learned, and the connections made are making an impact in the challenge provider company and the (winning) team(s).

A typical expected storyline would be to report the results of application of the winning solution idea at the challenge provider company (economic, social, and environmental benefits gained). However, in practice, it might not be as straightforward. The biggest success story might be of a start-up company formed by a research team that participated in the Hackathon, or the challenge provider learning that they need to make other incremental process improvements before being able to move forward with their development challenge.

The project page and the publication (D3.2) give us the flexibility to tell all success stories as they are, however, the project plan is guiding us to have a format that is focused especially on the 'expected storyline'. This format is aligned with the publishing criteria of the circular economy good practices at the European Circular Economy Stakeholder Platform to allow dissemination in the EU context.

What is the 'impact'?

In the service agreement phase, the challenge provider is asked to identify min. 3 indicators for assessing the proposals and to clarify their expectations. These indicators would be grouped under:

- Business impacts:
 - Monetary value indicating value of new business

- Value of expected/realized savings
- Circularity impacts /concrete societal or environmental impacts:
 - Decreased waste, run-off or emission
 - Decrease in material / energy usage
 - Decrease in water consumption
 - Recovered, recycled resource volume

Indicators would be shared in the BioBoosters Hackathon invitation and used as a part of the evaluation criteria of the jury.

When making the impact story, we would follow-up on these indicators.

Format & template

Basic principles of the impact story (in line with the European Circular Economy Stakeholder Platform)

- Relevance to the circular economy; demonstrate circularity by maintaining the value of resources throughout the cycle of production, consumption, and disposal in a European country. Products may reintegrate value back into the economy as follows:
 - improving material recyclability or using secondary raw materials;
 - improving waste prevention or the collection & sorting of waste for further processing;
 - extending product shelf life either through reuse, repair and maintenance or refurbishment;
 - encouraging smarter use of resources by functional economy for the industry;
 - introducing new ways of consumption and / or providing information to consumers;
 - improving resource and by-product flows and exchanges through industrial symbiosis.
 - added value for implementation of the circular economy via innovative processes (industrial process, consumption model, waste sorting, resource-efficient business models, etc.) or encourage the achievement of a circular economy through new financing models or opportunities, e.g. by widening the use of green public procurement.
- Completeness and clarity of information; Overall description should be clear, understandable, and give a reasonable overview about relevance to circularity, process, means and objectives. This description should focus on the process and not on the company performing the process.
- Practical nature of expected results; measurable achievements that are evidenced through:
 - concrete environmental or societal changes;
 - reduced costs for businesses;
 - new markets;
 - innovative processes being facilitated.

Paper Province will provide guidance and a template for the impact story (adapting the ECESP format) with a visualized template for charts to showcase the indicators selected by the challenge provider. These visualized charts are used to support the story and provide a joint visual framework for the stories.

Visualization of the indicators would involve making a simple visualized chart template to be used for showcasing the achieved impact in relation to the expectations set out in the start.

Visualization means the chart would be fitted with the Hackathon brand visual identity and potentially relevant icons for connecting similar impacts.

Where is it published?

Channel 1. All stories would be available at project page (downloaded pdf).

Channel 2. All impact stories are proposed to the European Circular Economy Stakeholder Platform for sharing circular economy good practices.

Channel 3. All partners should also select some other relevant high-profile bioeconomy or circular economy platforms e.g., nationally for publishing the impact stories.

When should we publish the story?

All impact stories are to be published at latest 6 months after the Hackathon Day depending on the needs for idea testing. Extension for timeline can be given for justified reasons to stories from Hackathons organized in 2023-2024. Due to the project closure, no extension can be offered for Hackathons organized in 2025.

4.2 Network Co-operation in the BioBoosters Campaigns

The Hackathon host can expect support for the communication campaigns in social media. In Table 6. outlines the roles of the partners in each of the BioBoosters Campaigns in social media. In line with the project communication plans, the campaigns 1, 2 and 5 are required for all partners to join in as these campaigns are project activities. Considering the campaigns 3, 4 and 6, the partners have the freedom to consider whether the campaigns are relevant to their target groups. Regardless of the campaign, it is always advisable to give the story regional context when reposting. For example, mention regional participants ('how did our team do') or connect a post of a hackathon call with regional RDI project.

LinkedIn is the main social media channel to be used in the campaigns, but partners are also encouraged to support each other's communication campaigns in other channels via reposting, commenting, and liking the content created.

Table 6: Network Co-operation in the BioBoosters Campaigns

	Host provides materials	Host and co-organizers	Other partners
1. Launch webinar promotion campaign	Program, introduction to speakers Hackathon call intro/teaser post at the LinkedIn page	Active promotion of the event in own channels (also other than social media) and mapped media connections	Sharing & reacting to social media posts in own channels; giving the story own perspective in re-posts

BioBoosters Hackathon Communication Plan

v. 1.0 to be applied in the first pilot iteration of the BioBoosters Hackathon in August 2023 – May 2024

2. Hackathon call promotion campaign	Press release Hackathon call information posts at the LinkedIn page	Active promotion of the Hackathon call in own channels (also other than social media) and mapped media connections <i>+Active scouting</i>	Sharing & reacting to social media posts in own channels; giving the story own perspective in re-posts <i>+ Active scouting</i>
3. Kick-off update	Social media content (pictures, participates' statements); post at the LinkedIn page	Social media posts in own channels	<i>Optional: Sharing & reacting to social media posts in own channels; giving the story own perspective in re-posts</i>
4. Hackathon day update	Social media content (pictures, participates' statements); post at the LinkedIn page Press release (or company press release)	Social media posts in own channels	<i>Optional: Sharing & reacting to social media posts in own channels; giving the story own perspective in re-posts</i>
5. Follow-up update	Video story + quotations Pilot story (blog) from organizers' point of view Posts at the LinkedIn page in connection to publication at project page	Active promotion of the event in own channels (also other than social media)	Sharing & reacting to social media posts in own channels; giving the story own perspective in re-posts
6. Impact story	Impact story Posts at the LinkedIn page in connection to publication at external platforms	Active promotion of the event in own channels (also other than social media)	<i>Optional: Sharing & reacting to social media posts in own channels; giving the story own perspective in re-posts</i>

The weekly meetings are used to coordinate the tasks. A template for sharing the communication needs is available in the weekly meetings folder under the communication teams files. The format for the template is shared in Table 7. Each communication need is followed by information on the timeline, responsible person, information on materials, as well as a monitoring form to mark which partners have shared the message, where and when.

Table 7. BioBoosters Campaigns Coordination Excel

BioBoosters campaigns (Hackathon piloting)	<i>Hackathon host: Fill in the communication need preferably 10 days in advance of the publication DL</i>
Information on communication needs, filled by the Hackathon host	

Communication need*	Timeline (published by DL)	Responsible person	Information on materials (e.g. post made to LinkedIn page)

4.3 Follow-up of the BioBoosters Campaigns

To follow and assess the impact of the BioBoosters Campaigns, the partners are observing the following indicators:

- **Unique impressions** - Shows the number of times your posts were shown to unique (signed in) members. An indicator of the reach of the communication, i.e. how many views are gained.
- **Clicks** - Shows the number of clicks on your content, company name, or logo by a (signed in) member. An indicator of the attention the content is getting.
- **Engagement rate** - LinkedIn engagement rate is the measurement that counts how many people have interacted with a page's posts through likes, comments, and shares.

5. Joint Resources for Communication

5.1 BioBoosters Hackathon Brand

The guidance and related materials of the BioBoosters Hackathon brand are available in Annex 3 of this document. The BioBoosters Hackathon Brand Guide includes instructions for the use of the Hackathon label, fonts, colors, images, and graphic elements.

Note! In all communication materials produced during the project lifetime, the BioBoosters project logo needs to be applied in addition to the Hackathon brand label.

5.2 Image Stock

The partners have collected a joint image stock to be applied in the BioBoosters Hackathon communication materials. The image stock consists of free images that all partners can use without specific licenses. Main themes of the image stock are Nordic and Baltic nature including sea. Bridges as connectors, sea as a regional symbol, and powerful sceneries and close-ups are recurring image themes. Co-operation of people will be also featured once real-life Hackathon images can be added to the image stock.

Image stock is shared via Teams and managed by the Communication manager (BioFuel Region) for the duration of the project. The images used for the roll-ups and other shared communication materials are collected in a separate folder; otherwise, all partners are welcomed to share pictures to joint use. Communication manager will check the fulfilment of quality criteria for the image stock.

The following criteria has been set for the images:

- ✓ Use realistic photographs with no digital characters, added icons or other added features;
- ✓ For nature images, use Nordic/Baltic nature;
- ✓ High resolution, preferred 300 dpi;
- ✓ In the main shared communication materials, we will avoid 'computer' images
- ✓ For 'people' images, we'll apply the real-life pictures from actual (BioBooster) Hackathons

5.3 Digital Communication Platforms and Tools

5.3.1 Impact OS

Jamk is running an Impact OS powered platform to share open innovation challenges, featured solutions & teams, as well as the impact stories from the activities of the bioeconomy accelerator. This external communication platform that will entail the information about:

- ✓ Hackathon calls
- ✓ Selected teams

- ✓ Winners and impacts of the process

The data is collected to a digital situation room where all hackathon processes can be followed in real-time individually – and with automated key performance indicators that respond to filtering per thematic areas and countries. When published in September 2023, the platform will feature 15 solved innovation challenges (Hackathons by Jamk) as a reference base that will support the marketing of the opening innovation calls as well.

Jamk will provide admin service for all partners to feature the Hackathons at the platform.

5.3.2 Howspace

Howspace is a digital workspace offered by Jamk to the Hackathons. It is an internal communication platform for the Hackathon participants (challenge providers, solution providers, mentors, organizers) for closed dialogue, discussion, feedback, and evaluation activities during the Hackathon process from Kick-off to the Hackathon Day(s) or until the co-creation workshop. The workspace houses all information the participants may need and supports the development and evaluation of the ideas. Participant surveys are also administrated via Howspace.

Jamk will provide admin service for all partners to run the Hackathon Howspace build with a common template for all Hackathons. Featured with the Hackathon brand, the Howspace will work as the tool for

- 1) Database for all information and materials for all participants;
- 2) Platform for networking and dialogue between the participants;
- 3) Forum for development phase dialogue between participants and client;
- 4) Platform of evaluation of teams for the jury and mentors; and
- 5) Participant survey tool.

5.3.3 LinkedIn page

LinkedIn page <https://www.linkedin.com/company/bioboosters/>

The page is used in the BioBoosters campaigns. Hackathon host will share posts in English on each communication campaign of the Hackathon process. The original post is reposted in national languages via partners' channels with storylines targeted to the partners' audiences and target groups.

All partners have 'content admin' rights to the page.

5.4 Communication Materials and Templates

There are several joint documents, materials, and templates that the partners can use in the communication needs along the Hackathon process. These include:

- ✓ Hackathon Invitation Format
- ✓ Rules of participation

BioBoosters Hackathon Communication Plan

v. 1.0 to be applied in the first pilot iteration of the BioBoosters Hackathon in August 2023 – May 2024

- ✓ Mentoring principles
- ✓ Hackathon model presentation
- ✓ Guidelines for Zoom & Teams participants
- ✓ Howspace instructions
- ✓ Mentors' info presentation
- ✓ Video format (starting slide, ending slide)
- ✓ BioBoosters Hackathon roll-up

Additional joint materials and templates are to be developed in the course of piloting per need.

6. Continuous Learning and Evaluation

Main processes of data collection for continuous learning and evaluation involve:

- ✓ collection of target group feedback as well as the dialogue & reflection of lessons learned carried out on continuous basis at the BioBoosters Pilot Forum;
- ✓ monitoring of the KPIs related to target group engagement to piloting; and
- ✓ collection and analysis of the participant survey results including the NPS data.
- ✓ face-to-face meetings in December 2023 (mid-phase meeting) and May 2024 (closure meeting) are used to jointly elaborate on the collected and analyzed data for reaching final conclusions on needed adjustments to the BioBoosters Hackathon Communication Plan and the Organizer's Checklist.

These learning outcomes are implemented in the v.2.0 of the BioBoosters Hackathon Communication Plan to be applied in the second round of the piloting in August 2024-May 2025. The lessons will further be used for improvement of the communication campaign approach & target group engagement strategies (chapter 4) and joint resources for communication (chapter 5). The target group feedback will also be used to validate or refine the value proposition canvases (annex 1.).

In addition, communication team will carry out monthly monitoring and analysis of the LinkedIn page analytics on each campaign to discover best practices in connection with the weekly meetings. The results will be added to the lessons learned at the BioBoosters Pilot Forum.

7. List of Annexes

Annex 1: Value Proposition Canvases for Target Groups

Annex 2: BioBoosters Project Dissemination and Communication Plan (v. 1.0)

Annex 3: BioBoosters Hackathon Brand Guide

Annex 1. Value Proposition Canvases of BioBoosters Hackathon Target Groups



PAIN RELIEVERS: SOLUTION PROVIDERS

- ✓ Direct dialogue with key staff of the potential client, a large industry leader
- ✓ Networking with other participants and experts; building partnerships
- ✓ Dialogue with a potential first client (first commercial piloting)
- ✓ Ability to assess the potential of the idea and needed next steps

GAIN CREATORS : SOLUTION PROVIDERS

- ✓ Professional mentoring for free
- ✓ Dialogue with the potential client and direct feedback to guide the innovation process
- ✓ Discovery of services and funding opportunities for idea testing
- ✓ Winners announced with press release and a social media campaign; later impact story shared in Hackathon platform and social media
- ✓ Being promoted in LinkedIn in connection to the Hackathon posts (and with a badge and/or skill endorsement) and at the Hackathon platform
- ✓ Co-creation workshop option to help launch the co-operation with the challenge provider
- ✓ Timely delivered and focused guidance throughout the process with a contact person that responds quickly to arising questions
- ✓ Professional and easy to use online platform housing all needed information throughout the process

JOBS: SOLUTION PROVIDERS

- ✓ Finding first piloting opportunities and first clients
- ✓ Establishing a RDI project plan to test an idea; testing services, consultation with experts, potential clients etc.
- ✓ Dialogue, comparison, and negotiations with potential RDI partners or commercial co-operation partners
- ✓ Getting attention and validation to our idea or proof-of-concept

PAINS: SOLUTION PROVIDERS

- ✓ As a small business, we struggle to get into dialogue with large companies
- ✓ We see a lot of potential in our solution but as a small business we hope to find partners to work with us to help pilot the solution and/or establish new value chains or build the needed ecosystem
- ✓ We are not connected in this sector and do not properly understand client needs
- ✓ We have a proof-of-concept but it is difficult to find first commercial piloting opportunities and first clients
- ✓ We are not sure what is the best way forward; it is difficult to compare potential development paths

GAINS: SOLUTION PROVIDERS

- ✓ Dialogue with a potential client; understanding client needs
- ✓ Knowing whether to invest resources into further development
- ✓ Network building and discovery of services and funding opportunities for idea testing
- ✓ High-profile promotion to company's the knowhow and solution
- ✓ Learning to speak the language of our client and how to sell our idea
- ✓ Planning an innovation process from idea to market



Annex 1. Value Proposition Canvases of BioBoosters Hackathon Target Groups



PAIN RELIEVERS: MENTORS

- ✓ Network building with relevant future-oriented innovators and learning companies that are planning their green transition
 - Discussion and interaction with leading companies and innovative SMEs during Kick-off and development phase (Howspace) and the Hackathon day + evening program
- ✓ Learning experience; professional development
- ✓ Mentoring experience; having an impact

GAIN CREATORS: MENTORS

- ✓ Being promoted in LinkedIn in connection to the Hackathon posts and with a badge and/or skill endorsement
- ✓ Being included in an international mentors registry
- ✓ Acknowledgement from solution provider teams for 'best advise of the day'
- ✓ Interaction and co-learning with the challenge providers and solution providers
- ✓ Professional and easy to use online platform housing all needed information throughout the process
- ✓ Invitation to join co-creation workshop after the Hackathon to get involved in the forming RDI partnerships

JOBS: MENTORS

- ✓ Establishing dialogue with the business sector
- ✓ Building business networks
- ✓ Studying green transition in the industries; understanding systematic challenges hindering green transition and potential solutions to them
- ✓ Personal branding to position as a specialist

PAINS: MENTORS

- ✓ Trouble of engaging business sector in a dialogue as a public sector organization, NGO or research and educational institute
- ✓ Lack of business sector connections
- ✓ Trouble of identifying business-driven RDI challenges and barriers to transition
- ✓ Perceived lack of tangible sustainable development impacts from own daily work

GAINS: MENTORS

- ✓ Using one's expertise for making an impact
- ✓ Getting validation to professional knowhow
- ✓ Growing business networks
- ✓ Getting early leads on potential RDI projects and partnerships and having the opportunity to pitch own services and knowhow to join these co-operation initiatives



Annex 1. Value Proposition Canvases of BioBoosters Hackathon Target Groups



PAIN RELIEVERS: CHALLENGE PROVIDER

- ✓ Formulation of the challenge (our need) in a clear and well-targeted communication message
- ✓ Focused innovation process designed to fit our needs (tailored service)
- ✓ Timely delivered and focused guidance throughout the process with a contact person that responds quickly to arising questions
- ✓ Expert support throughout the innovation process; guided turnkey service with minimal work time resourcing
- ✓ Ability to guide marketing and stakeholder involvement
- ✓ A professional team of mentors to help refine the presented ideas and guide on steps needed to commercialize the solution
- ✓ Learning experience on open innovation process; having a new strategy to approach RDI needs in the future

GAIN CREATORS: CHALLENGE PROVIDERS

- ✓ Professional marketing campaign targeted via multiple networks giving visibility to the sustainability mission of the company and enhancing employer brand; building trust
- ✓ Discovery of services and funding opportunities for idea testing
- ✓ Expert network supporting scouting of solution providers and providing help to validate teams and ideas
- ✓ Co-creation workshop option to help launch the co-operation with the winning team
- ✓ Professional and easy to use online platform housing all needed information throughout the process
- ✓ International scope

JOBS: CHALLENGE PROVIDERS

- ✓ Market research and mapping of potential solutions not yet on the market
- ✓ Addressing the growing requirements and pressure for green transition from clients, investors, and consumers.
- ✓ Identification of tangible steps to implement climate/sustainability/green transition strategies/ industrial symbiosis
- ✓ Dialogue, comparison, and negotiation with potential RDI partners or commercial co-operation partners

PAINS: CHALLENGE PROVIDERS

- ✓ Our RDI need is not related to the company core business and expertise
- ✓ We do not have networks or partnerships in the scope of the arising RDI need or new business potential (e.g. potential value chain)
- ✓ We are not sure what is the best way forward; it is difficult to compare potential development paths
- ✓ We feel stuck with this problem and we need fresh perspectives
- ✓ The key staff does not have enough work time or relevant competences to tackle the challenge
- ✓ We lack a focused process for tackling our sustainability agenda

GAINS: CHALLENGE PROVIDERS

- ✓ Getting relevant experts to support the RDI planning
- ✓ Effective international scouting of solution providers
- ✓ Help to validate teams and their ideas
- ✓ Finding and being able to assess cross-sectoral, out-of-box solutions and specialized partners
- ✓ High-profile promotion to the sustainability mission of the company; employer brand building
- ✓ Finding the active players connected to the field of our sustainability mission



Annex 1. Value Proposition Canvases of BioBoosters Hackathon Target Groups



PAIN RELIEVERS: ORGANIZER

- ✓ Proven and complete process for Hackathon organization supported by strong portfolio of references.
- ✓ Strong, international, and high-visibility brand supporting communication activities of the Hackathon and supporting the promotion of the Hackathon service.
- ✓ Network supports solution provider & mentor search via active scouting co-operation.

GAIN CREATORS: ORGANIZER

- ✓ Business-driven, demand-driven, and mission-oriented open innovation model has relatively high business impact in comparison to many Hackathon concepts.
- ✓ Network is built of strong, complementary, bioeconomy regions that can offer cross-sectoral knowhow and connections.
- ✓ Ability to learn from the innovation hub practices in the network.
- ✓ The network of networks offers high visibility for communication actions.
- ✓ Professional toolbox of digital and other communication tools for running the Hackathon process and the related communication activities.
- ✓ Ability to establish and grow cross-sectoral and international networks that support green transition of regional business sector.
- ✓ Joint visual brand supported with e.g. an impact platform showcasing KPIs

JOBS: ORGANIZER

- ✓ Support the internationalization and growth of the regional SMEs
- ✓ Support the green transition of the regional business sector
- ✓ Act as a meeting place for the regional innovation system
- ✓ Act as a connector of the regional innovation system to strategically significant networks supporting the implementation of the smart specialization strategy
- ✓ Offer open innovation processes to promote new business opportunities in the region
- ✓ Offer matchmaking services to find solution providers for businesses

PAINS: ORGANIZER

- ✓ We have organized Hackathons, but there is...
 - growing competition between open innovation services and it is difficult to attract challenge providers.
 - lack of tangible business or green transition impact from the Hackathons as well as low business sector involvement.
 - high efforts in attracting solution providers and/or mentors.
 - lack of standardization of the process; high costs of organization.
 - lack of effective communication channels and partnerships
 - lack funding models to support the Hackathons
- ✓ We lack an effective open innovation service concept to support green transition of our business sector.

GAINS: ORGANIZER

- ✓ Implement a business-driven open innovation model proven successful and impactful in supporting green transition of companies and attainment of new business opportunities.
- ✓ Get support for attracting teams and mentors in response to your clients' needs via international and cross-sectoral networks.
- ✓ Understanding the real development needs within companies, our customers
- ✓ Help to initiate and join international business-driven RDI co-operations and regional development projects responding to the needs of the business sector.
- ✓ Join a well-established, high-profile Hackathon brand with international visibility. Get international recognition for your organization's knowhow and region's smart specialization areas. Building brand and employer image.





BioBoosters – Boosting Circular Transition

BioBoosters Project Dissemination and Communication Plan (DCP)

To be reviewed in Mid-term phase of the project.

Interreg
Baltic Sea Region



Co-funded by
the European Union



CIRCULAR ECONOMY

BioBoosters

BioBoosters Communication Team
9-28-2023

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1 INTRODUCTION

This document sets up the framework of strategies aiming to boost the project visibility, reaching selected relevant stakeholders, and engaging them in line with the project scope. Central to this objective is to provide guidelines to all project partners so that their implementation of dissemination and communication actions will be correctly executed.

Dissemination of result and communication are an important and integral part of the project implementation. This Dissemination & Communication Plan (DCP) is the guiding and steering document for BioBoosters in regard to meeting the requirement, achieve the aims and ensure the transparency of the use of EU funds.

This Dissemination & Communication plan for BioBoosters is written in a way so that it primarily is to work as a general structure and framework for the project's communication. The communication plan tries to keep the detailed steering to a minimum and thereby leaving room for structured creativity for those closest to the target groups who do the actual communication and know their stakeholders.

The DCP includes activities realized from the very start of the project, and the hereafter planned activities together with tools and support to the consortium partners to plan and carry out the dissemination and communication on behalf of the project in a coherent and reflective way.

The DCP has a structural objective to address the following objectives:

- To identify how BioBoosters will be profiled towards stakeholders and how to engage with them in order to be successful.
- To outline the construction and purpose of the DCP.
- To present some visual examples of dissemination and communication material.
- To present planned and executed activities within the project.

Objectives of the dissemination and communication

- Informing and generating interest across a broad range of audiences
- Facilitating communication, information exchange and synergy in order to transfer knowledge
- Creation two-way communication
- Boosting dissemination activities thoughts already existing initiatives
- Ensure the uptake of project results after the end of the project

Goals for the dissemination and communication

The main goal of the dissemination and communication activities is to raise awareness among the target groups about the Hackathon service as an opportunity and possibility for circular transition. An integral part for this is to reach external innovation hubs and thereby promote the Hackathon model.

2 STRATEGY

With a lifespan of 36 months, it is important to provide a clear and easy structure for the dissemination and communication work. To offer the best possibility to communicate the project the necessary tools, e.g., visual identity, message, strategy, material, etc. must be available at an early stage and easy to implement.

In order to facilitate this work, a general project communication strategy divided into three phases has been drawn up:

Phase one: Spread the message and inform about the project. Active work on inventorying and organizing channels for communication and relationships with relevant stakeholders.

Phase two: Active communication to all target groups to support engagement to pilot activities and the dissemination of the results.

Phase three: Present and spread the final results of the project to primarily relevant stakeholders but also towards an interested public. Here efforts should also be on relaying the messages of what happening after the project life-time as a long-term results of the project.

This three-phased strategy is not set in stone, nor completely conceived as solitary steps, but should be viewed as a continuous and iterative process for the development of the project and its communication.

The responsibility of deploying the shared project communication and dissemination strategy is required to all partners within the consortium. As leader for dissemination and communication, BIOFUEL REGION will continually work to ensure that proper information is released, to develop and support full communication of the project results.

In order to ensure an efficient structure, create a dynamic approach to the communication of the project, and legitimacy to the methodology, all partners in the consortium have been involved in the work with the DCP and been presented the continuous work, through the setup of channels for collaboration set up by JAMK as Lead Partner.

2.1 Communicating the Project

First and foremost, it is instrumental for the project communication that everyone is familiar with the rules and guidelines that governs all EU funded projects. It is therefore crucial to both understand those aspects as well as have a shared paradigm/approach within the project of how to communicate.

From a communications perspective one of the most important aspects of a project regarding the regulations is that both dissemination and communication is coherent and that all partners fulfil the obligations concerning proper acknowledgement. This is addressed in *INTERREG BALTIC SEA REGION Programme Manual for the period 2021 – 2027, Version 2.0*. 25.04.2022, under section 1.5 *Visibility requirement*. Here the following is stated:

Lead partners and project partners in all Programme objectives have to follow the visibility requirements for all co-financed visibility, transparency and communication activities.

In this way the project partners properly acknowledge the support from Interreg, and communicate the role and achievements of Interreg. Visibility requirements apply to all co-financed printed and digital products, publications, websites (including their mobile views), online, offline and on-site activities and events. Specific regulations apply to the physical investments and purchase of equipment of the project partners.

For more in-depth aspects of the visibility rules, see 3.1.4 EU Guidelines.

It is important to have a general understanding of project communication so that everyone share the same understanding of what types of communicative actions are to be taken at what point as well as what is the purpose. Below is a general overview of this.

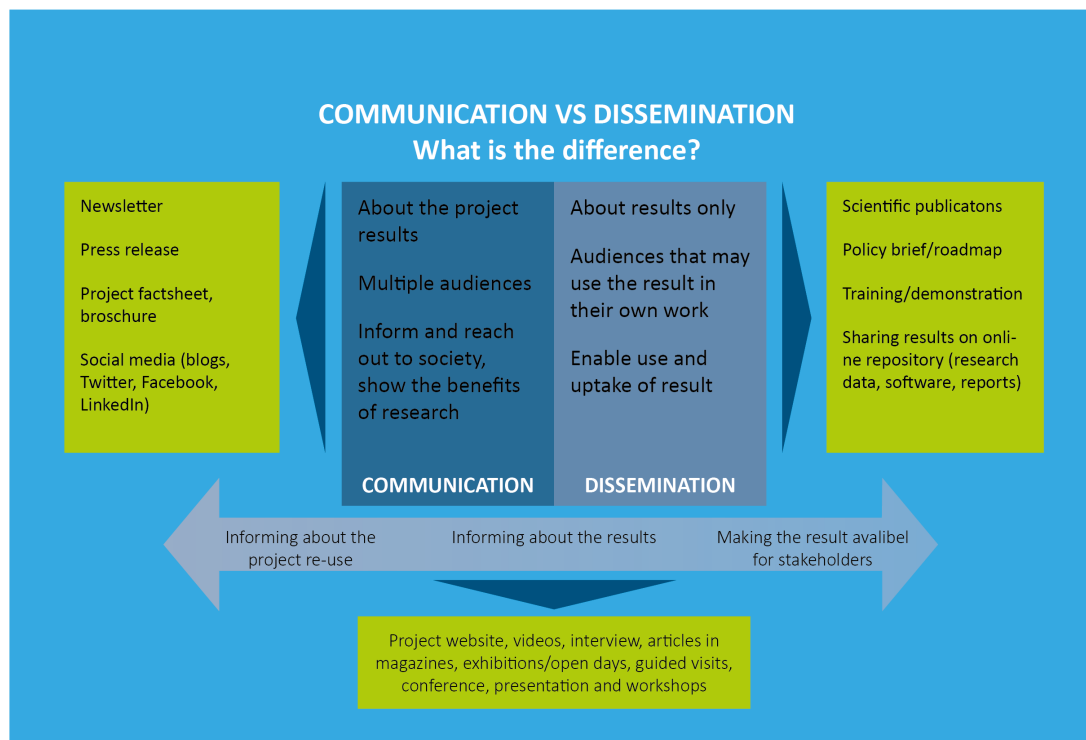


Figure 1. An overview of the difference between communication and dissemination.

As shown in project plan the communication is an integral part of the project and communicating and disseminate the project is a joint effort and everyone in the project. Therefore, it is encouraged that everyone should take all and any opportunity to promote and inform about the project and feel secure in doing so. In order for this to be a realistic goal the project has developed a set of simple guidelines to start from and apply in the ongoing communications work.

For *BioBoosters* there are five bullet points that are to be viewed as core ideas that should guide all external communication regardless of channel, context, or recipient:

1. The communication should be as clear and transparent as possible given the context.
2. The project shall always be put in the correct context given partners, location, and funding.
3. The main message should always, if possible, be included in the communication.
4. There should always be information about how to get more knowledge about the project and how to get in contact with relevant people in the project.
5. All communication shall have the recipient in focus and be open for dialogue.

These bullet points are not the entire answer for all external communication, but together with the other parts of the communication plan they set up a framework for the external communication of the project making sure that there is a guiding structure communal for the whole project.

It is the ambition and goal of *BioBoosters* that all communication produced within the frame of the project, both textual and visual, are included so that all possible audiences can feel involved regardless of class, ethnicity, religion, disability, or gender.

2.2 Message

In order to be successful in the communication of *BioBoosters* it is important that everyone send the same message when communicating about the project. This does not mean that everyone must communicate the same way, but it means that the message always is the same regardless of who is communicating. In order to make this task easier a primary and secondary message have been formulated. These messages should not be seen as absolute and to followed to the letter, they are rather a ready to use framework for the communications work.

In order to communicate the project in a way that makes the project, accumulated knowledge, and forthcoming results more accessible to a general audience and to engage a wider public two primary messages have been developed. These messages are to functions as the projects core message when describing the project, primary when engaging in communication actions.

“BioBoosters Hackathon process offers a turnkey service for circular economy transition.”

“BioBoosters aims to advance the green transition of bioeconomy business by matchmaking competence with needs.”

These messages are to be used to highlight the project in contexts where space and/or time are limited, and a full explanation cannot be user or are not desirable given the context.

2.3 Visual Communication

Visual communication is important in all projects on a general level as it strengthens the identity of the project and builds recognition for stakeholders. To develop and employ project specific communication is outside of this and not planned to be a part of *BioBoosters*. However, if there is a need and purpose to do specific visual communication the material will focus be on keeping a style that is in line with manner of other Interreg Baltic Sea Region communication in regards of colors and style.

Majority of the communication materials will follow the BioBoosters Hackathon visual brand. The primary color of the Interreg BSR priority 3. has been adopted as a primary color in the Hackathon visual brand to avoid confusion.

In addition, the project has its own website as well as e.g. posters that feature a shared main image for the project. All partners have acquired rights to use this image.



Figure 2. Project main image for the project communication materials.

2.4 Channels

There are a variety of channels available for communication, all with their advantages and drawbacks. The central channel for the project in many aspects is the website but it is not always the best channel you can take advantage of. There is always a relationship between sender, message, audience, and goal of the communication that must be taken into consideration when deciding on the best available option given the circumstances. The guiding principle for all communication should therefore be to use the best option in relationship to the target group(s) and the goal of the communication.

Digital communication is usually to prefer, when possible, since it normally is more flexible and has a potentially bigger outreach. Digital communication is also a more sustainable and environmentally friendly alternative which should play in when deciding between digital and printed communication for example.

2.4.1 Project Page and Partner websites

BioBoosters has one main website for the project, www.interreg-baltic.eu/project/bioboosters/. It will be hosted at the provided domain and primarily administrated by the communication manager. Each partner can and should, if possible, have a short presentation about the project on respective website and link to the main website for more information.

As the visibility rules are rather strict regarding the presentation of project it is the responsibility of each partner to make sure that the local website meets these requirements. For relevant information about this, see “3.1.4 EU Guidelines”.

The project page represents one of the most central communication tools for the project when it comes to:

- informing stakeholders and the general public about the aim, objectives and results of the project.
- disseminate the projects initiatives and activities, including public deliverables.
- collect, store, and distribute information and knowledge generated within the project work through news and public deliverables that will be freely available to download.
- invite external parties to dialogue and interaction in order to build and facilitate transfer of knowledge among other things.

2.4.2 Social media

Social media has not a defined or strategical role in the project communication. The management will not set up accounts specific to this project, but the use of already existing channels among partners are encouraged. It is therefore the ambition of the management to use the partners channels to extend the range of the communication on the website. Social media will be use as a tool for boosting communication. This is where social media has its biggest potential and offers an aspect that other channels do not. In this perspective, the

biggest strength of the project in this regard is the already existing and established channels of all project partners.

The partners channels and networks are extenders and multipliers of communicating that the project can make use of right from the start. And by doing this in a coordinated way as a collective, for example by the use of common shared #hashtags selected for the project.

These are **#BioBoosters #hackathon #Madewithinterreg #climateneutralBSR**

If individuals involved in the project are already on social media platforms and would like to use them to promote the project, they are encouraged to do so. In that case the general guidelines and project messages will still function as acting guidelines. And if there are any concerns or questions how to use social media to promote the project as an individual the Communication Manager can provide general support and feedback.

For sharing information on the Hackathons, the partnership has established a joined BioBoosters LinkedIn page: <https://www.linkedin.com/company/bioboosters/>. This page is supporting coordination and collaboration in the Hackathon communication campaigns.

2.4.3 Media

Media is somewhat of a special case in communication as the project do not control the message, nonetheless – media can play an important role for the project.

Media is primarily to be viewed as a multiplier of information in order to reach farther and to other stakeholders and/or interested parties. This objective can be reached by press releases, submitted articles of different sort and, of course, interviews. Here, maybe more than otherwise, it is crucial to have a clear message and know what information to push since you often have no control over the communication and how the information is framed. For this reason, it is important to be well prepared, have a clear idea of the message, and a strategy for how to convey this message.

2.4.4 EU & BSR Network channels

Project is planning to apply at least these EU or BSR channels to disseminate results:

2.4.5 Eubionet.eu

The European Bioeconomy Network (EuBioNet) is a proactive alliance of 140 EU funded projects and initiatives dealing with Bioeconomy promotion, communication, and support. The main goal is to maximise the efforts, increasing the knowledge sharing, networking, mutual learning, coordination of joint activities and events.

Channel is used to:

- share open event information, including launch webinars for Hackathon
- promote the project <https://eubionet.eu/bioboosters-project/>

2.4.6 EUSBSR channels

The Annual Forum of EUSBSR are considered as an option for a BSR transfer event. A workshop hosted or co-hosted by BioBoosters could be foreseen for 2024 or 2025 when more results are available from the project. Co-operation with PA Bioeconomy and PA Innovation are anticipated in relation to potential workshops in Annual Fora of the EUSBSR.

In addition, the highlight blog is planned to be used for reporting pilot results in the end of each pilot round: <https://www.eusbsr.eu/news-room/highlights-blog>.

2.4.7 European Circular Economy Stakeholder Platform #CEstakeholderEU

A joint initiative by the European Commission and the European Economic and Social Committee, the European Circular Economy Stakeholder Platform brings together stakeholders active in the broad field of the circular economy in Europe. The platform allows for sharing good practices which is planned to be applied as a one channel for publication of impact stories for sharing in EU context. Also, the Hackathon model could be shared in the toolbox of the platform.

For more information: <https://circulareconomy.europa.eu/platform/en>

2.4.8 ScanBalt network

ScanBalt MTÜ is an innovation network that brings together academic and industrial research, university hospitals and non-university research institutions, study centres and highly specialised suppliers in the pharmaceutical, biotechnology and medical technology sectors from different European countries and regions. ScanBalt is Northern Europe's Leading Accelerator for Inter-regional Cooperation envisioning the region as a Global Hotspot for Health and Bio Economy. Read more from <https://scanbalt.org/about-scanbalt/>.

Witeno with University of Greifswald are leading the ScanBalt Bioeconomy Working Group. This working group is one forum for transfer of BioBoosters Hackathon model. The ScanBalt website and communication channels can be used to promote the open events of the BioBoosters project. These communication actions are coordinated by Witeno.

2.4.9 Biobord network

Biobord network, connecting bioeconomy developers, originates from the Baltic Sea Region. The open network was established by some of the leading and emerging bioeconomy regions around the Baltic Sea – Central Finland, Inland Region (Norway), Vidzeme (Latvia), Świętokrzyskie (Poland) and Estonia. Read more from <https://biobord.eu/>.

Biobord platform and the annual meetings of the network are used for transfer activities of the BioBoosters project. Biobord platform and communication channels can be used to promote the open events of the BioBoosters project.

2.5 Target Groups

The *BioBoosters* project primarily has an ambition to enhance the competence and knowledge of these identified target groups. These target groups are elaborated in the project data (application) as presented in the Table 1.

- ✓ **Innovation hubs** represented by business support organizations, Higher-Education Institutes, Research Institutes, sectoral and regional agencies and NGOs.
- ✓ **Large enterprises** of the bioeconomy value chains.
- ✓ Growth-oriented and cross-sectoral **SMEs** around the Baltic Sea.

Table 1. BioBoosters project target groups as per application

Target group	Sector and geographical coverage	Its role and needs
Business support organisation	<p>Sector: Regional innovation hubs (BioBoost hubs) operated e.g., by the business support organizations (BSO). The hubs are connected to bioeconomy. They support business development in line with the S3 strategy of the region and have a mediator role regionally.</p> <p>Geography: Finland (Central Finland); Latvia, (Vidzeme region); Estonia (Pärnu and Tartu); Sweden, (Värmland and Västerbotten); Poland (Świętokrzyskie), Germany (Mecklenburg-Vorpommern) and Lithuania (Vilnius).</p>	<p>Target group is reached by having them as project partners. Partners represent already functioning or forthcoming innovation hubs (BioBoost hubs). The main aim of the WP1 activities is to prepare the BioBoost hubs for the hackathon model integration and piloting. This happens by peer-learning between the hubs (i.e. webinars and hackathon visits), finding and studying hub development needs (study trips) and by strongly involving the hubs to the hackathon model development and transferring (train the trainer –program, concept, and communication building). Associated Organizations (AOs) representing BSOs will evaluate the hackathon model viability through out the project implementation (from the preparation to transfer stage). The Project Steering group, also partly consisting of BSOs, is evaluating the overall project implementation.</p>
Small and medium enterprise	<p>Sector: SMEs represent cross-sectoral solution providers, e.g., technologies, digital solutions, and service providers. They are rural BSR entrepreneurs and startups looking for growth opportunities transnationally in BSR in the field of circular bioeconomy.</p> <p>Geography: BSR, with special focus on Finland (Central Finland); Latvia, (Vidzeme region); Estonia (Pärnu and Tartu); Sweden, (Värmland and Västerbotten); Poland (Świętokrzyskie), Germany</p>	<p>The cross-sectoral solution providers (SMEs, start-ups, innovators) are matched in WP2 with challenge providers (larger, well-established bioeconomy enterprises) and can be selected from any BSR partner region without participation limits. During the preparation stage in WP1, the effort is put into conceptualization and communication planning (GoA 1.1 & GoA 1.2) targeting to engage solutions providers to the piloting. To increase hackathon engagement, selected solution providers also have a possibility to take part in transnational hackathon visits (GoA 1.3), open events and transnational hackathons.</p>

	(Mecklenburg-Vorpommern) and Lithuania (Vilnius).	
Large enterprise	<p>Sector: Well-established and preferably large global (or aim to work transnational/global) BSR enterprises facing sustainability challenges; bioeconomy sector or looking to transition to bioeconomy sector.</p> <p>Geography: BSR, with special focus on Finland (Central Finland); Latvia, (Vidzeme region); Estonia (Pärnu and Tartu); Sweden, (Värmland and Västerbotten); Poland (Świętokrzyskie), Germany (Mecklenburg-Vorpommern) and Lithuania (Vilnius).</p>	<p>The large well-established bioeconomy enterprises represent the challenge providers. During the preparation on WP1, the effort is put into the conceptualization and communication planning targeting to engage challenge providers in WP2.</p>

3 COMMUNICATION MATERIAL

3.1 Visual identity

As more and more communication become visual, and text becomes the second interaction when communicating it is important to design the communication based on these premisses.

In order to achieve a coherent project communication and ensure maximum visibility the project will use the by Interreg Baltic Sea Region developed graphic identity to be used in all communication on behalf of the project. This will ensure a consistent representation of the project for all dissemination and communication.

3.1.1 Logo

The project logo will provide a recognizable visual identity for *BioBoosters* through the lifetime of the project. And the logo is to be used in every document produced within the project context and in all types of external communication.



Figure 3. Primary version of BioBoosters logo.



Figure 4. Horizontal BioBoosters logo.

The logo is composed of a symbol to in the lower left corner and the name of the project in text in close proximity to the right and the funding information above. This is the primary design and is always the first option when communicating the project. The proportions of this not allowed to be changed.

There are different eligible logo versions available shared by the Interreg BSR programme. These include black and white versions that can be fitted on top of a picture. Also, all versions of the logo are available as a horizontal version (Figure 4.).

3.1.2 Colours

Colours are an essential part of a project identity and functions as an additional layer of the message of the visual logo. Interreg Baltic Sea Region has priority colours and for BioBoosters the priority colour is green, see Figure 5.

Accent colours are used in line with the BioBoosters Hackathon visual brand where needed.



Figure 5. Priority colour for *BioBoosters*.

3.1.3 Fonts

Majority of the communication materials within the BioBoosters project are produced in line with the visual brand of the BioBoosters Hackathon. Specific fonts (e.g. Lato) used in the visual brand are defined in the BioBoosters Hackathon Communication Plan.

For project communication materials not directly related to the Hackathon communication, the use the Calibri font is also allowed.

3.1.4 EU Guidelines

For everyone who does communication on behalf of the project it is important to be familiar with the rules and regulations for visibility regarding an Interreg Baltic Sea Region project. You can find the information on the following website: <https://interreg-baltic.eu/toolkit/comms-visibility/>

In order to properly follow the visibility requirements, project partners have to:

1. **Include the Project logo**, which consists of three elements:
 - a. **the emblem of the European Union** presented in accordance with the technical specifications laid down in Annex IX of the EU Common Provisions Regulation 2021/1060;
 - b. the statement '**Co-funded by the European Union**' written in full and placed next to the emblem of the European Union;
 - c. the Project name '**BioBoosters** and the funding priority
2. **Include a statement on the Interreg support**
 - a. **include a statement** that highlights the support from Interreg in all documents and communication materials for general public and for participants;
 - b. **include on the partner's official website and social media sites**, if such exist, a short description of the project, proportionate to the level of support, including its aims and results, and highlighting the financial support from Interreg.
3. **Publicly display at least one poster** of a minimum size A3 or equivalent electronic display (at partner locations) to highlight the support from Interreg. If installing durable plaques or billboards this is not applicable.

For more information about the legal requirements and technical specification of the practical use of the EU emblem, please check the following regulations at: <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=OJ:L:2021:231:TOC>

- *Responsibilities of beneficiaries*: Article 36 of the Regulation (EU) 2021/1059 of the European Parliament and of the Council of 24 June 2021,
- *Responsibilities of beneficiaries*: Article 47, 50 of the Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021,
- *Technical specifications of using the EU emblem, incl. size and colours*: Annex IX of the Regulation (EU) 2021/1060 of the European Parliament and of the Council of 24 June 2021.

3.2 Newsletter

The project plans to publish a newsletter biannually throughout the project. Initial mailing list compiled in January-March 2023 contains 345 contacts of partners, associated partners, and other interested target group representatives.

The publication schedule is featured in Table 2.

Table 2. Newsletter publication schedule

No.	Title	Time	Period
1	Preparation phase activities	May 2023	P1
2	Results of the piloting	December 2023	P2
3	Results of the piloting	May 2024	P3
4	Results of the piloting	December 2024	P4
5	Results of the piloting	May 2025	P5
6	Results of the piloting; Reports of transfer activities	December 2025	P6

3.3 News and Press Releases

The project will produce and publish short news and press releases continually announcing project progress, updates, news, and relevant participation in different events. These communication items will be distributed through relevant channels, e.g., project website, social media channels, etc.

When publishing a press release, the partner is asked to provide a version to be published in English as a news to be featured in the project page. Communication manager is responsible for formulating the news items to the project page with the support of the project partner providing the content.

3.4 Video Content

The project will produce basic video content for social media in connection to the Hackathons and this material will also be used in communication regarding the project and shared at the project page.

As a practical example, each Hackathon will feature a 'winner's interview' video that will be shared also on the project page.

4 PARTNER DISSEMINATION

All partners in the project consortium have been requested to actively participate in the work with the DCP and therein stipulated strategies. Proactive and continued participation with this work is of central importance for the success of the project's dissemination and communication. The active involvement in this work will have a profound effect on the communication work throughout the project and will guarantee that the techniques and strategies of the DCP is fully applied by all.

4.1 Websites

Table 3. Websites of the partners in the consortium.

Organisation	Address	Country
JAMK University of Applied Sciences	Jamk	Finland
Paper Province	Paperprovince	Sweden
BioFuel Region	Biofuelregion	Sweden
Vidzeme Planning Region	Vidzeme Planning Region	Latvia
Estonian University of Life Sciences	Emu	Estonia
Witeno	Witeno GmbH	Germany
Pärnu County Development Centre	Pärnu Inkubator Centre	Estonia
PRO CIVIS	Pro civis	Poland
Sunrise Valley Science and Technology Park	Sunrise Valley Science and Technology Park	Lithuania

4.2 Social media

As featured in Table 4., the most important social media platforms for the BioBoosters partnership are Facebook and LinkedIn, with around 40 000 followers in total for each. When considering also Instagram, YouTube and Twitter, the total joint number of followers exceeds 100,000.

Table 4. Social media accounts of the partners in the consortium.

Organisation	Name tag	Followers (Nro.)	Platform
JAMK University of Applied Sciences	JAMK	15 000	Facebook
	JAMK Biotalous	900	Facebook
	JAMK Teknologiayksikkö	885	Facebook
	Biotalouskampus	615	Facebook
	BioPaavo	650	Facebook
	JAMK	6000	Instagram
	Jamk teknologiayksikkö	760	Instagram
	Jamk Biotalous	765	Instagram
	JAMK	5 200	Twitter
	Biotalouskampus	300	Twitter
	Biotalouskampus	161	YouTube
	JAMK	25 000	LinkedIn
	Jamk Biotalous	570	LinkedIn
Paper Province	Paper Province	4 800	LinkedIn
	Paperprovince	775	Instagram
	Paperprovince	1 200	Facebook
	PaperProvince	555	Twitter
BioFuel Region	BioFuel Region	765	LinkedIn
	BioFuel Region	10	Twitter
	BioFuel Region	760	Facebook
Vidzeme Planning Region	Vidzeme planning region	240	LinkedIn
Estonian University of Life Sciences	EMÜ	13 000	Facebook
	EMÜ	4 000	LinkedIn
	EMÜ	2 700	Instagram
	EMU & BioMak	937	Facebook
	EMU & BioMak	2 676	Instagram

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Witeno	WITENO Gmbh	325	Facebook
	WITENO Gmbh	860	Instagram
	WITENO Gmbh	446	LinkedIn
Pärnu County Development Centre	Pärnumaa arenduskeskus	2900	Facebook
	Pärnumaa	393	Facebook
	Pärnu Ettevõtlusinkubaator	580	Facebook
	Pärnu Ettevõtlusinkubaator	260	Instagram
	Pärnumaa Arenduskeskus	11	YouTube
	Pärnumaa	43	YouTube
	Pärnumaa Arenduskeskus	87	LinkedIn
PRO CIVIS	Pro Civis	118	LinkedIn
Sunrise Valley Science and Technology Park	https://twitter.com/sunrisevalley	300	Twitter
	https://www.linkedin.com/company/sunrise-tech-park/	2 100	LinkedIn
	https://www.facebook.com/sunrisetechpark	5 400	Facebook

4.3 National Channels and Platforms

Partners have been assigned to identify nationally important platforms and channels for sharing the impact stories (D3.3) to the business sector target groups to disseminate the validated solutions to circular economy transition challenges of the bioeconomy sector. These platforms and channels are collected to the table 5.

This table is still under development and is to be updated for the second iteration of the communication plan.

Table 5. National well-established platforms and channels focusing on circular and bioeconomy (preliminary information)

COUNTRY	PLATFORM OR CHANNEL
Finland	https://www.bioeconomy.fi/ in English or https://www.biotalous.fi/ in Finnish Publishes articles and news on business relevant bioeconomy development. Coordinated by the Ministries in charge of the Finnish Bioeconomy Strategy
Sweden	
Estonia	Pollumeheteataja , Maaleht Postimees , Err
Latvia	Latvian-high-added-value-and-healthy-food-cluster/ (Latvian food bioeconomy cluster), & Latvian-high-added-value-and-healthy-food-cluster , Latvia-ministry-of-agriculture/ , Woodhouses.lv/en/ (associated partner), Latvian Forest Industry Federation , Furniture-producers-association-in-latvia , Baltic Sea States Subregional Co-operation network (VPR innovation cluster)
Lithuania	Klimatokaita , Inovacijos.lt
Poland	Rzecz o Innowacjach , Polish innovation sector , The Polish Agency for Enterprise Development
Germany	IHK Faktor Wirtschaft , BVIZ AG Green Economy , Biocom (bioeconomy community)

5 ACTIVITY PLAN

5.1 Communication Team Members

Dated on 31/08/2023, the members of the BioBoosters communication team representing all partners are as outlined in the Table 6.

Table 6. Communication Team Members

Partner	Name	Position	Email
PP1	Anna Aalto	Project Manager	anna.aalto@jamk.fi
	Annemari Sinikorpi	Communication coordinator	annemari.sinikorpi@jamk.fi
	Eija Iso-Ahola	Project Specialist	eija.iso-ahola@jamk.fi
PP2	Malin Hildén	Communication manager	malin.hilden@paperprovince.com
PP3	Moa Jonsson	Communication manager	Moa.jonsson@biofuelregion.se
PP4	Krista Bluma	Public Relations Specialist	krista.bluma@vidzeme.lv
PP5	Kerli Liiv		kerli.liiv@emu.ee
	Katrin Kepp	Head of the Centre of Bioeconomy	katrin.kepp@emu.ee
PP6	Gudrun Mernitz	Project Manager	mernitz@witenode.de
	Wolfgang Blank	CEO	blank@witenode.de
PP7	Svea Uusen	Business Development Consultant	svea@parnumaa.ee
PP7	Kaydi Tomson	Head of Pärnu County's Business Incubator	kaydi@parnumaa.ee
PP8	Karolina Misztal	Communication Manager	k.misztal@procivis.org.pl
	Artur Sobolewski	Project Coordinator	a.sobolewski@procivis.org.pl
PP9	Antanas Propiera	Project manager	antanas@ssmtp.lt

5.2 Workplan for the Communication Team

Table 7. Activity plan for the communication team

Action	Medium	When	Responsible	Target group	Objective
Website and content creation (incl. quotations, videos, news, events, pilot stories, and documents)	Web	P1-P6	BFR; communication team for content provision	All	Promote the project
Project poster	Print	P1	BFR	Public	Promote the project
Establish a communication group	Teams, Zoom	P1	BFR	Partners	Organise project communication
Project DCP	Digital	P1	BFR	All	Structure project communication
News/posts	Digital Web	P1-P6	BFR	All	Promote the progress of the project
Hackathon communication plan is use	Digital Web	P2-P6	BFR; Communication team	Organizers will use the document	Guide the Hackathon organizer and the network co-operation
18 challenges (Hackathon invitations) published	Digital, web	P2-P5	Jamk; all partners	Business sector target groups	Engagement to the piloting
18 impact stories published	Digital, events	P3-P6	Paper Province, All partners	Business sector target groups	Disseminate the validated solutions and promote the Hackathon model
Publication of the viability of the project solution	Digital; events	P6	Witeno; Jamk	Innovation hubs, stakeholders	Transfer and promotion of the Hackathon model

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Presentation at BSR/EU wide event	Physical	P4-P6	Witeno; all partners	Innovation hubs, stakeholders	Transfer of the Hackathon model
Presentations at regional and national networks	Physical	P1-P6	Witeno; all partners	Innovation hubs, stakeholders	Transfer and promotion of the Hackathon model
Blogs and articles published in prominent channels	Digital, web	P2-P6	Witeno; Communication team	Target groups	Spread the results of piloting; transfer the model
Kick-off event	Web	P1	Jamk; all partners	Target groups	Launch the project
Mid-term event	Web	P3	Witeno; Communication team	Target groups	Spread the results of pilot round 1
Final event	Physical Web	P6	Witeno; Communication team	All	Spread the results of the project

5.3 Communication deliverables

Here are the basic definitions of the deliverables with relevance to communication team.

5.3.1 Deliverable 1.2: A communication plan for the BioBoosters hackathon model

The purpose of the deliverable 1.2 is to support the piloting and transferring of the BioBoosters hackathon model during and after project lifetime. Deliverable 1.2 is a time sustainable and durable digital document, which is user friendly, easy to understand and visual. The communication plan includes a list of the transnational communication group members, a list of communication channels for strong business audience engagement (business support organizations and individual businesses) and guidance on how to communicate effectively to attract audience to hackathon events. The D1.2 is needed to successfully implement the hackathon model, since communication has a key role in the hackathon process.

5.3.2 Deliverable 3.2: Publication of the viability of the project solution to boost the BSR circular transition

The publication of the viability of the project solution to boost the BSR circular transition, collects the project piloting results and overall analyzes together to one digital publication. It

describes with practical examples how the project solution can be used to boost the circular transition, and what should all be considered. The publication will be widely disseminated via BSR and EU channels.

Project Dissemination and Communication plan will define key communication platforms for dissemination to reach relevant innovation hubs that would potentially like to try out the model.

5.3.3 Deliverable 3.3: 18 online stories of the impact of the circular solutions

Deliverable 3.3 is a collection of online impact stories that visualize the impacts of the found circular solutions through the BioBoosters hackathon model in GoA 2.2 and GoA 2.3 piloting. The impacts are reflected through economic, social, and environmental indicators. The aim of the stories is to highlight the impact of the circular transition, to boost transferability across the BSR and to create business interest in the circular bioeconomy transition. Stories reflect different Baltic Sea regions and different types of businesses. Thus, the stories are helping with hackathon marketing (challenge provider and solution provider engagement). The stories will be embedded on the project website and disseminated widely in various BSR communication channels.

6 Evaluation and Updates

The first 3 months of the *BioBoosters* project has gained access to the project website provided by Interreg Baltic Sea Region for communication, received and distributed the design communication material (e.g., poster, templets, etc.) provided for the project, and draw up the framework and content of the project DCP. This is all important groundwork for the communication and dissemination work to come as the project progresses.

In the coming months adaptations and revisions will be collected as the work in respective work package foregoes and needs and opportunities will become clearer.

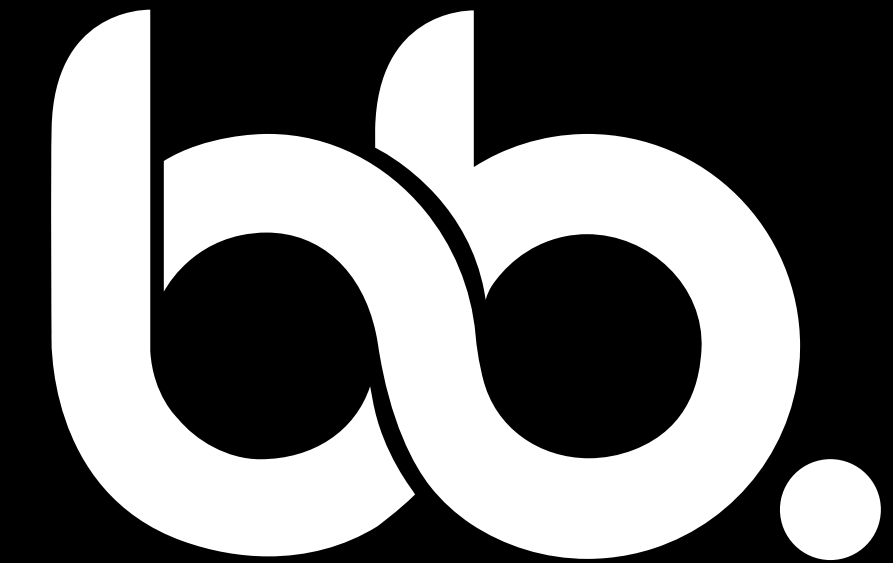
The communication plan for *BioBoosters* is to be viewed as living document and will be reviewed, and if necessary revised, once during the project to make sure it is up to date, serves its purpose and contribute to the progress of the project.

The review of the project communication plan will also include a review of the communication of the project up to that point, both in quantitative and qualitative terms.



VISUAL IDENTITY

STANDING LOGO AGAINST BLACK



BioBoosters

STANDING LOGO AGAINST WHITE



BioBoosters

HORIZONTAL LOGOTYPE

bb. Bio
Boosters

ALTERNATIVE LOGO MULTI-COLOR



SYMBOL AGAINST COLOR



SYMBOL AGAINST COLOR



SYMBOL AGAINST COLOR



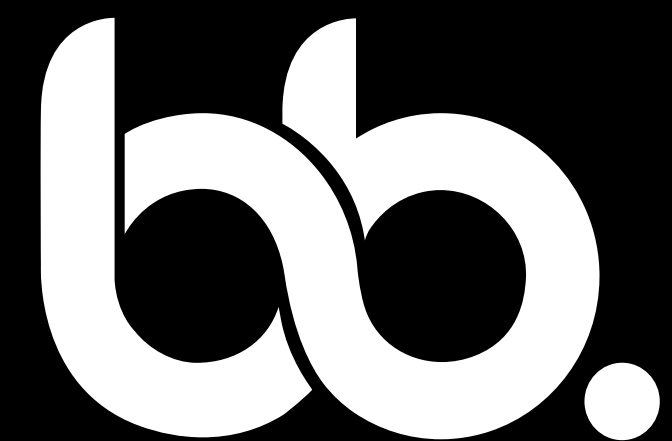
SYMBOL AGAINST COLOR



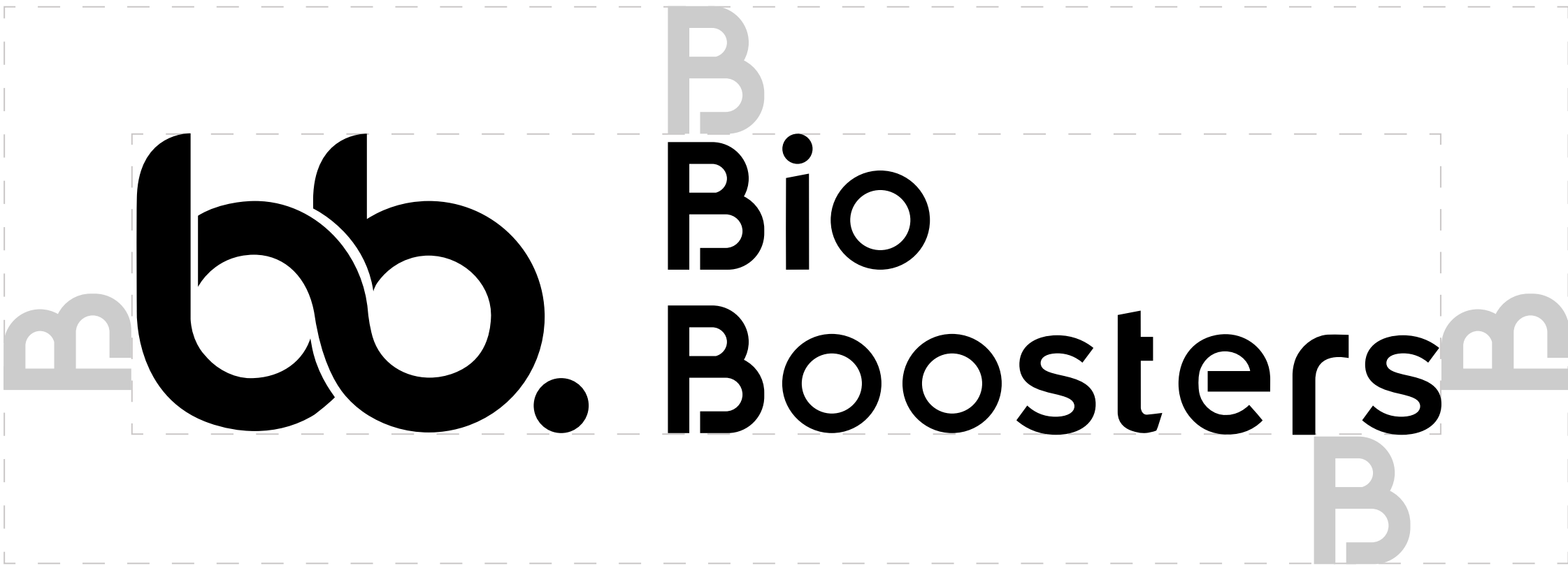
SYMBOL AGAINST COLOR



SYMBOL AGAINST COLOR

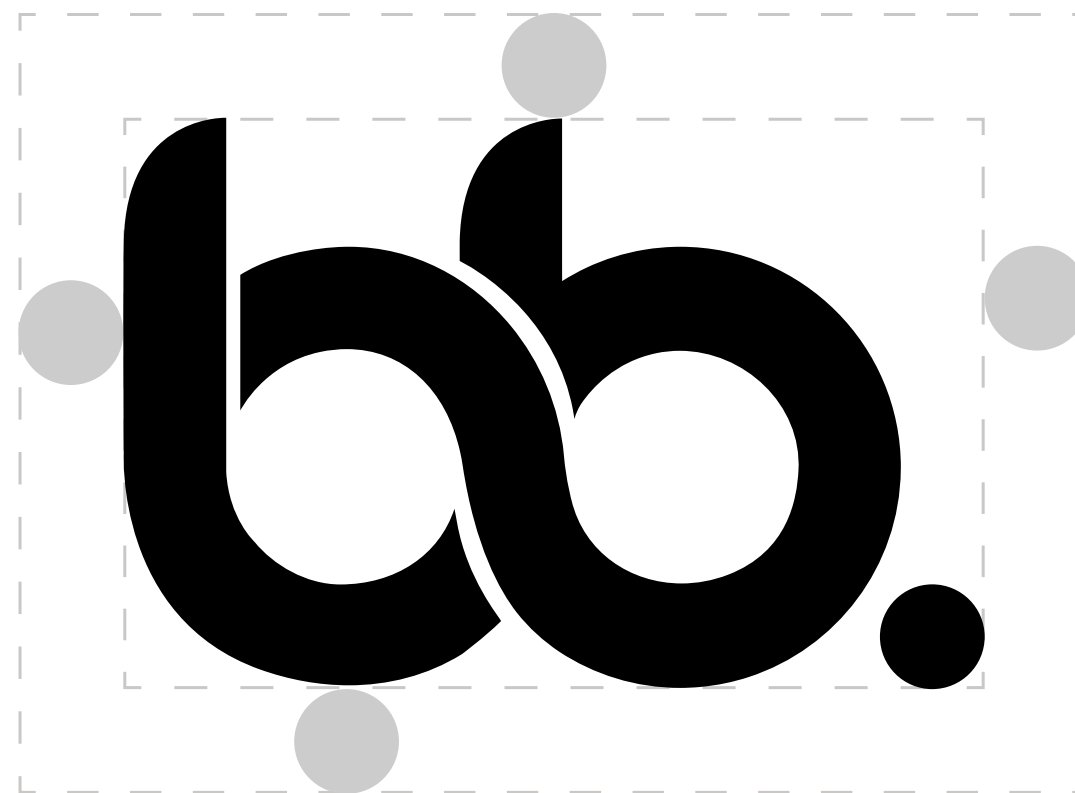


FREE ZONE LOGO VERTICAL & HORIZONTAL



The logo should be presented with enough space to be able to take up space without overpowering, surrounding graphics. The logo should have at least the same distance as an object in the logo, to the next object or margin. This is the free zone of the logo. In the example, we have used the "B" of the logo to easily measure distances to edges and nearby graphics. The free zone of the landscape logo receives the same rules as the vertical one

FREE ZONE AROUND LOGO SYMBOL



The symbol free zone receives the same approach as the original logo. In the example we have instead used the symbol's "point" to easily measure distances to edges and nearby graphics.

RULES FOR APPLICATION



Udae cum ea disquaecupti con porepellam eium reri quam, te volut que
petitibus enis et
ium aliquae
repudis quossi-
resequidest
nimolor re del
aut aspitas se-
explitiundi odit
et audam fugi-
quid qui ac-
enihici cusant
pelignatur?Ad moluptatur, con cum que verit aut odistint ma quiantios mol-
uptam aut quis re enim quiaspiciae. Dolesti

et mi, con rest, omnihit,
nitat laut venit apis
mus qui blam am ilibus
occae. Ibus adit que
ea quatum velitaecus
nem sandige ndunt, isit
voles sam dolum ipis
atus ea cus.Ferrupta
catum faces doloreh
ma consediosani que

bb.
BioBoosters

bb. *Bio*
Boosters



For the brand to feel consistent and clear, the logo should follow guidelines for its application. Here is what not to do. The rules apply to the original logo as well as the symbol. For example, do not place the logo where it is difficult to read, or place it too close to surrounding objects, do not skew it, and do not remove parts of the symbol.

RULES FOR APPLICATION

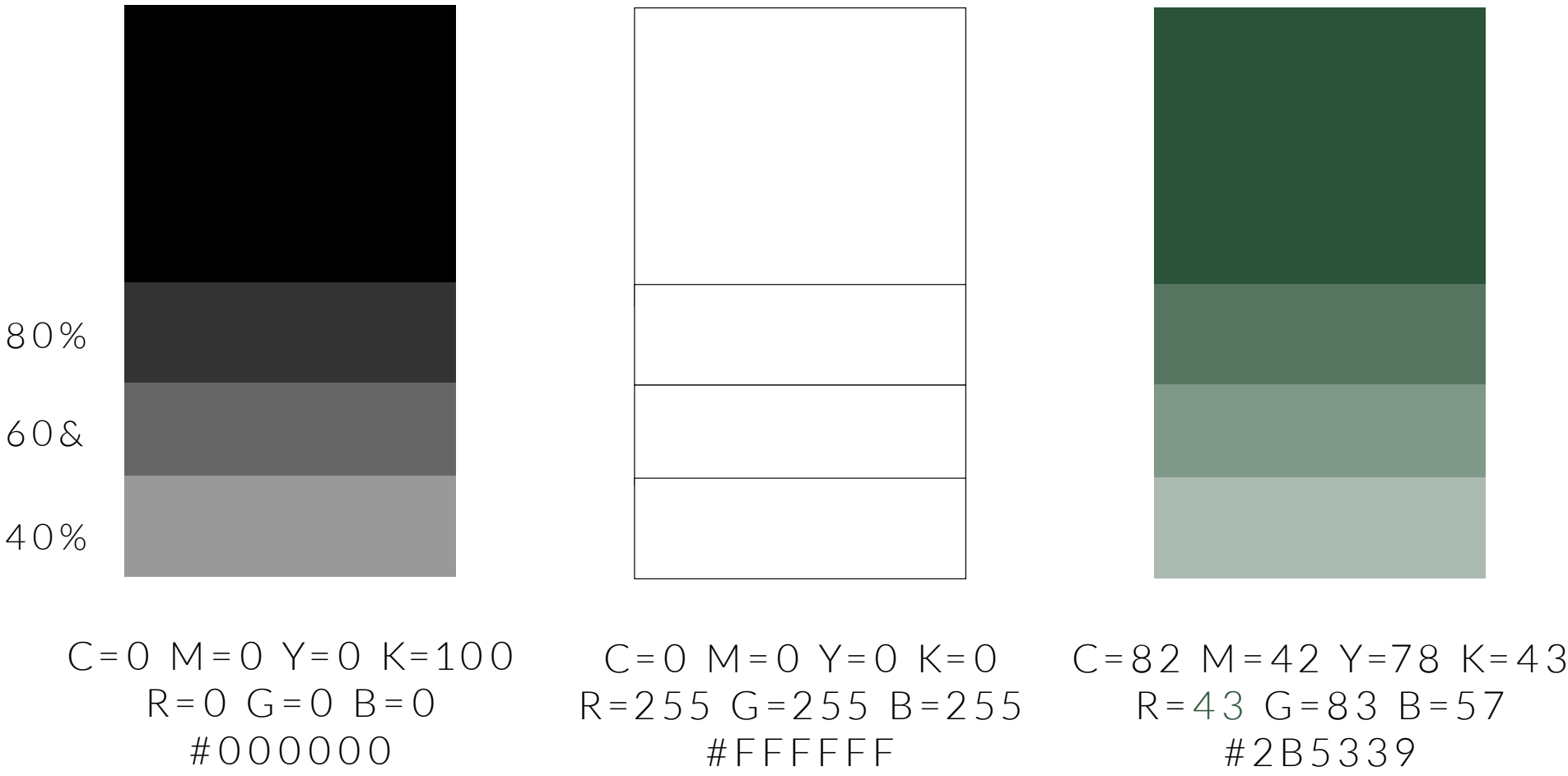


How to use the logo with the founders and project logos.
BioBooster's logo can be considered an emblem. It can thus be used in a larger format than the financiers' logos. However, it is important not to use images with too low a resolution, the wrong dimensions or with too much space between other logos, images, borders and texts. There must always be room for an EU flag between the objects. It's the free zone of the logo.

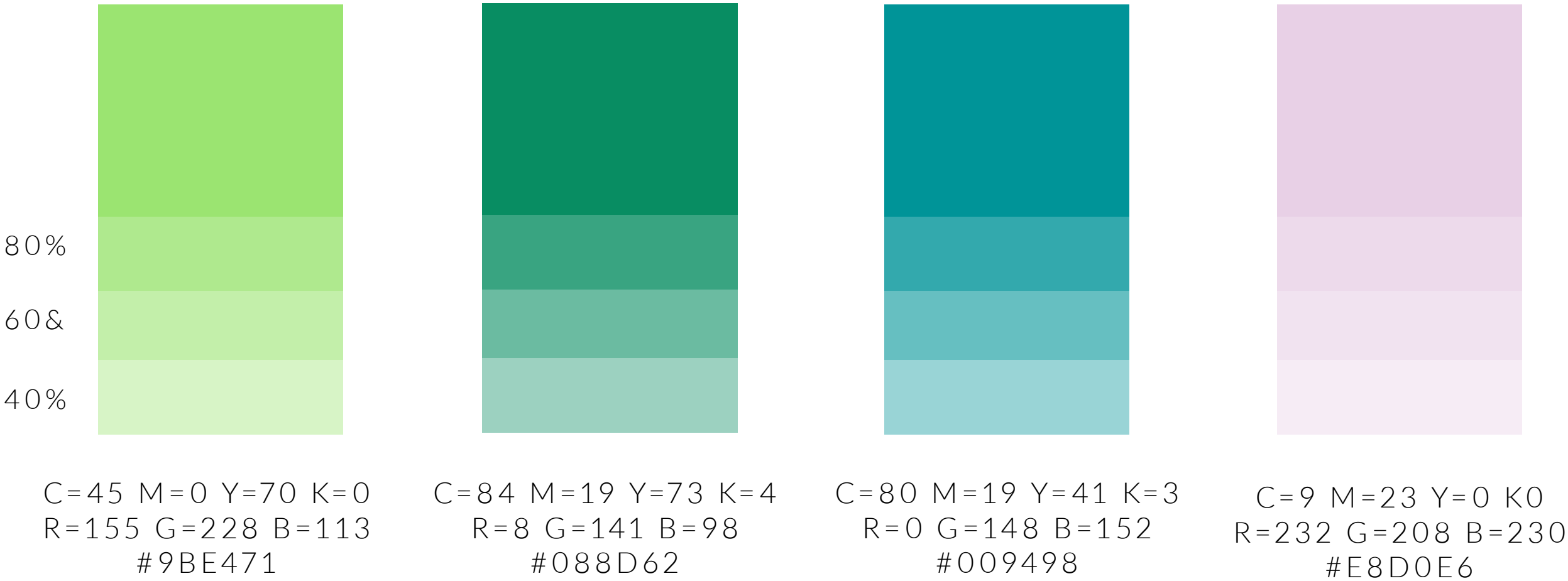
COLOURS

The developed colors give BioBooster a modern, strong and playful look that will stand the test of time. The colors have been developed to create a palette of different possibilities and combinations, both for web and printed material. The colors can also be used in different opacities.

PRIMARY COLOURS



ACCENT COLOURS





COLOR PALETTE AGAINST IMAGE

C=84 M=19 Y=73 K=4
R=8 G=141 B=98
#088D62

C=82 M=42 Y=78 K=43
R=G=83 B=57
#2B5339

C=45 M=0 Y=70 K=0
R=155 G=228 B=113
#9BE471

C=80 M=19 Y=41 K=3
R=0 G=148 B=152
#009498

C=9 M=23 Y=0 K0
R=232 G=208 B=230
#E8D0E6

C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000

C=0 M=0 Y=0 K=0
R=255 G=255 B=255
#FFFFFF

STAATLICHES - HEADING

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

LATO BOLD - SUB-HEADING

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

LATO LIGHT - BODY TEXT

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
0123456789

FONT

BioBooster uses strong and confident Google fonts for its brand expression. These fonts work well in both print and digital media. The font Staatliches is used as a headline font, Lato Bold is used in subheadings and prefaces/subheadings and Lato Light in body text. All fonts are available for download at fonts.google.com.

FALLBACK FONT

BioBooster uses two fallback fonts

Heading - Impact
Sub-heading- Trebuchet MS Bold
Body text - Trebuchet MS Regular.

FONT Staatliches

PROJECT BIOBOOSTERS

Boosting Circular Transition

Body text in Lato Light usaeruptatia sitet et experument quos seditio. Name quist provid eos vellam, quodips andio. Nam volest facest, idellabo. Pedis maxim fugiaspicae pa del iur, ne ommolorere idunti vent provitius as earit quid qui aut auda ped ulla digendiae. Ut ese quunda voluptatiame nus nos endae. Itaqueis archit aped expe sim ne coresectint quae.

Sub-heading in Lato Bold

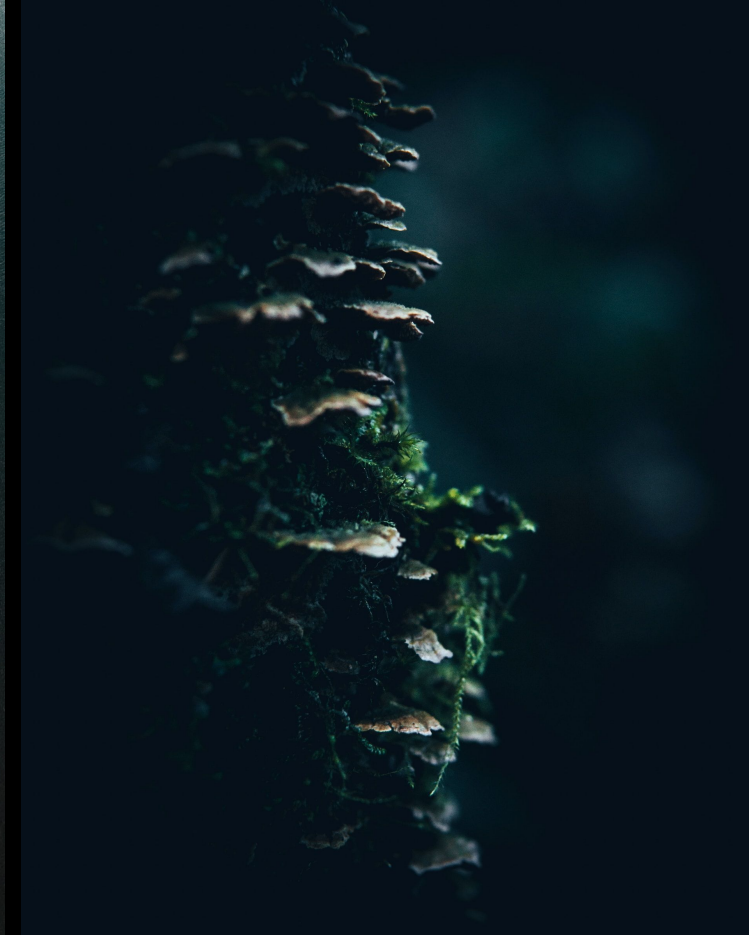
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cori atis aute ad quis expligenihit ex et eari delit landerum que id quis di dian-dig enihil iliquunde vid que que officia sinctec.

Sub-heading in Lato Bold

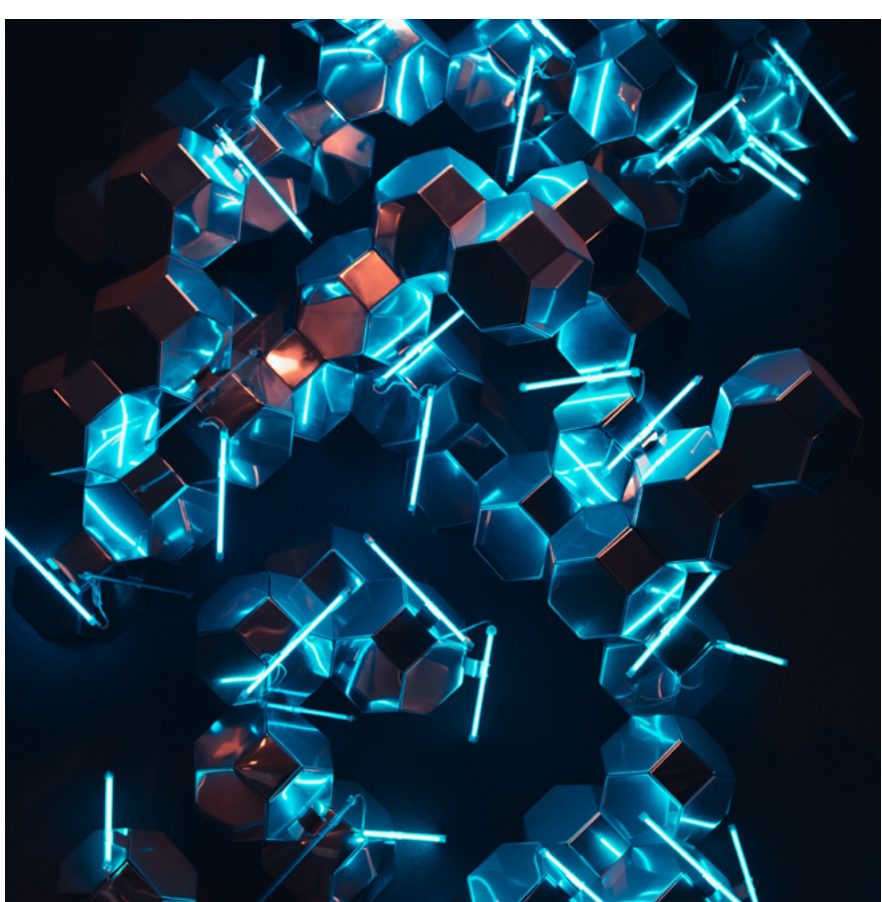
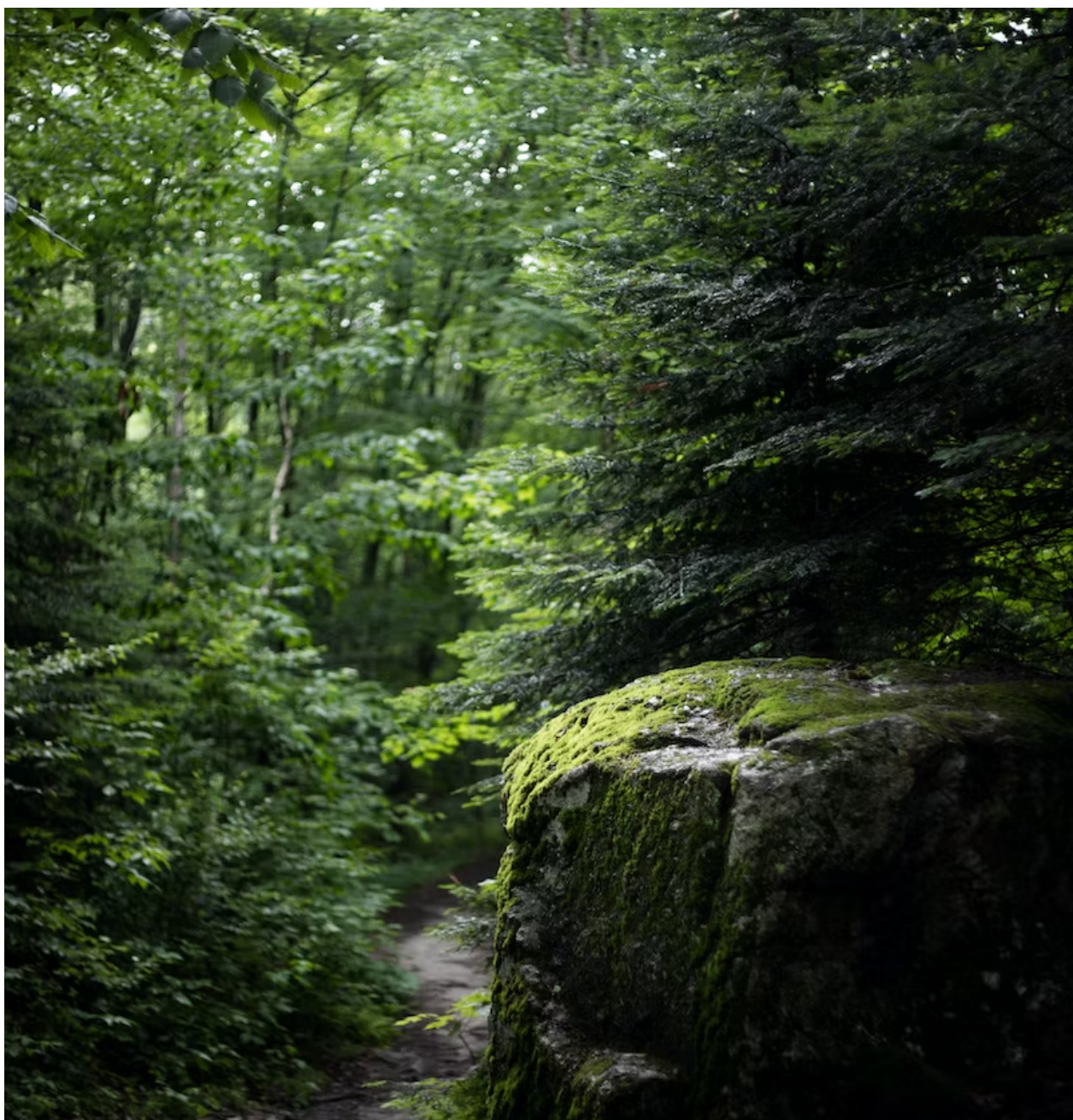
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VISUAL IMAGERY



The imagery will consist of images of nature and people coming together at the Hackathon. Main themes of the images are Nordic and Baltic nature including sea. Bridges as connectors, sea as a regional symbol, and powerful sceneries and close-ups are recurring image themes. Co-operation of people will be also featured prominently once real-life Hackathon images can be added to the image stock. We have set following guidelines for image themes:

- Use realistic photographs with no digital characters, added icons or other added features;
- For nature images, use Nordic/Baltic nature;
- In the main shared communication materials, we will avoid 'computer' images
- For 'people' images, we'll apply the real-life pictures from actual (BioBooster) Hackathons



DESIGN ELEMENT WHITE

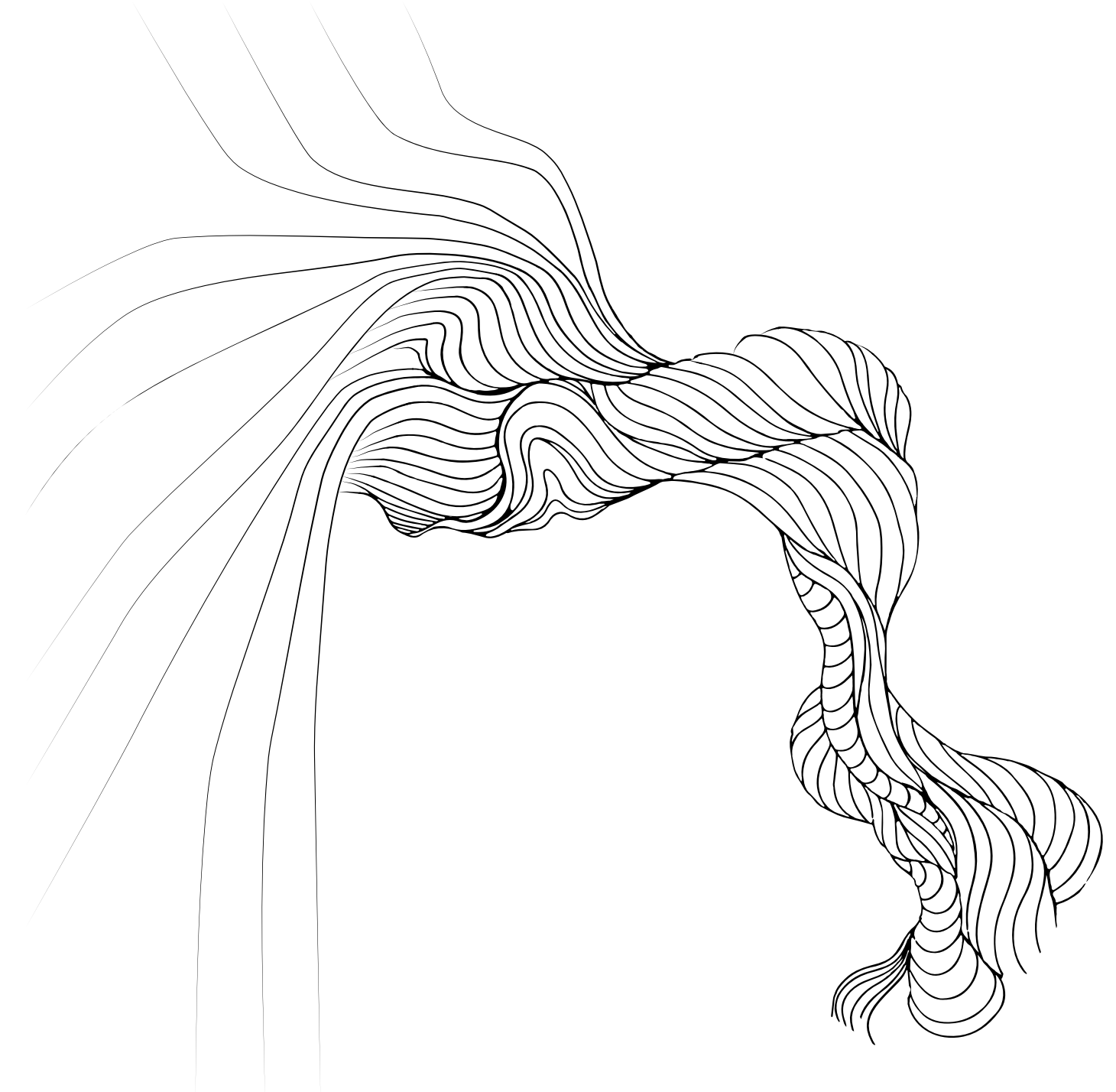


The design element consists of an abstract pattern. With its enigmatic and organic structures, one cannot really define what it exactly represents, leaving the viewer free to interpret and find their own connections to reality.

The pattern is flexible and can be used in enlarged form and in different colors with a selectable opacity. Use different parts of the pattern for different needs. Note that the graphic element should not be used in its entirety.

It works best when the beginning and end are not visible in the image.

DESIGN ELEMENT BLACK



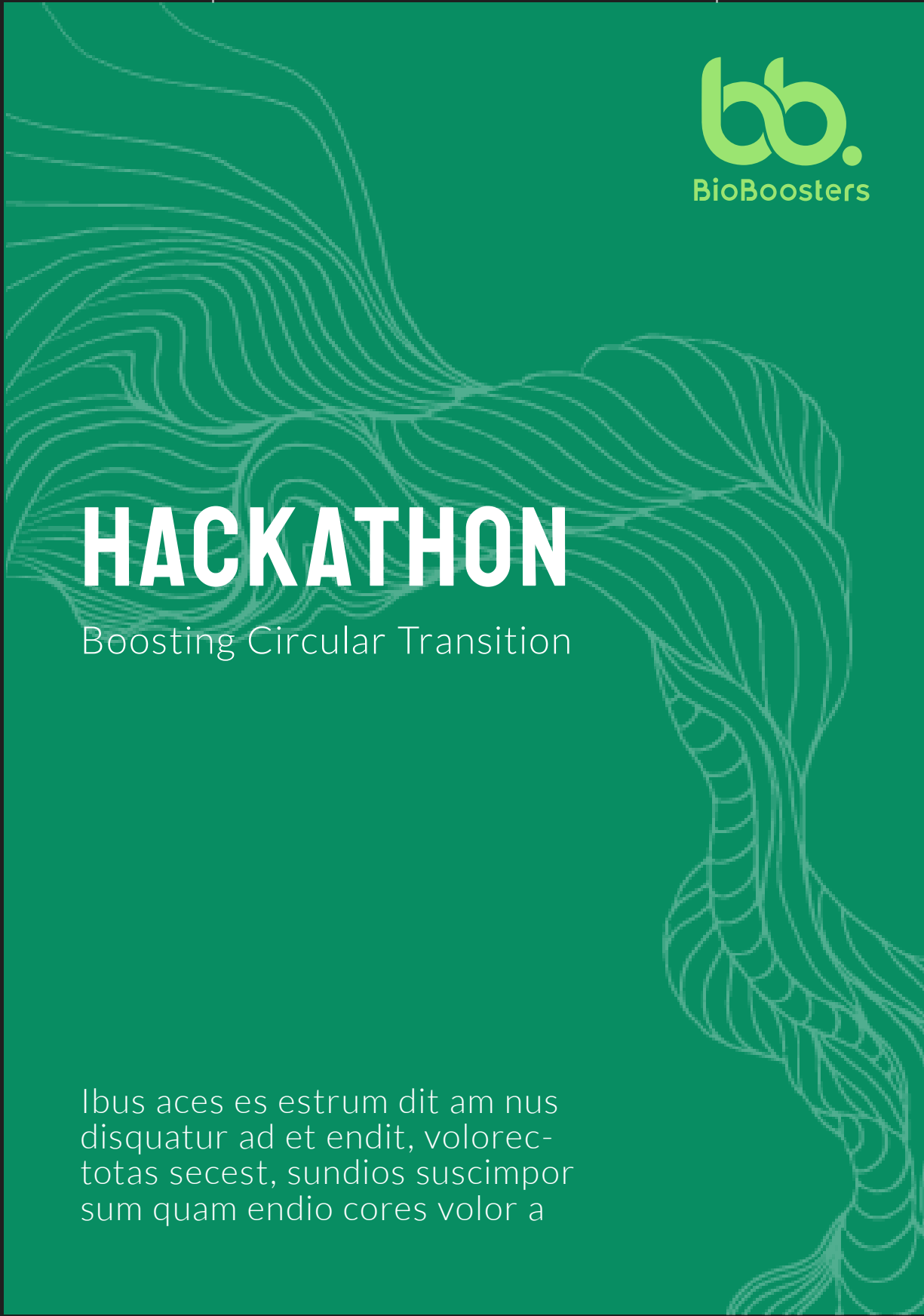


APPLICATION EXAMPLE

These are not available products, the images illustrate how the graphic profile can be used.



APPLICATION EXAMPLE
POSTERS



APPLICATION EXAMPLE





APPLICATION EXAMPLE





bb.