Blue Bio Techpreneurs

DELIVERABLE 1.3

PLAN FOR COMMUNICATION, DISSEMINATION AND EXPLOITATION

ABOUT THIS DOCUMENT

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PROJECT TITLE	**Blue Bio Techpreneurs**
PROJECT OFFICER	**Claudia Pierdominici**
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TABLE OF CONTENTS

ABBREVIATIONS

ABBREVIATION	DESCRIPTION
BBA	BlueBio Alliance
BBT	Blue Bio Techpreneurs
CDE/DEC	Communication, Dissemination and Exploitation
PCG	Project Communication Group
D	Deliverable
DMP	Data Management Plan
EC	European Commission
GA	Grant Agreement
M	Month
PCG	Project Communication Group
PCDE	Plan for Communication, Dissemination and Exploitation
PMBA	Pole Mer Bretagne Atlantique
PO	Project Officer
PP	Project Partner
SDU	University of Southern Denmark
SUB	SUBMARINER Network for Blue Growth EEIG
UG	University of Gdansk
WP	Work Package

LIST OF TABLES

LIST OF FIGURES

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EXECUTIVE SUMMARY

To share project results, promote activities and increase their impact, a plan for communication & dissemination must be carried out to inform and engage relevant stakeholders, including career seekers, the scientific community, startups and SMEs, civil society, and policymakers, amongst others. The project results tackle societal problems and can contribute to informing policymaking and communities, especially after the end of the project. The key exploitable results will be identified and flagged out through an exploitation strategy.

The PCDE illustrates three phases to guarantee efficient project promotion before, during and beyond the project's lifetime. It serves as a blueprint/guide for project partners to deliver targeted and consistent messages about the progress and actions of the BBT project.

The EMFAF co-funded project involves five partners from 5 different countries to support the development of sustainable blue careers in the blue economy. This first PCDE version includes the initial communication pathway, including the communication planning, activities, tools, materials, and media channels. The definition of key stakeholder groups, messages, objectives, and scope are listed to spread the project's activities effectively. The PCDE will be further developed and updated throughout the project's lifetime to incorporate additional stakeholder groups, activities, and exploitation measures. At the end of the project, a final version of the PCDE will be delivered, summarising the progress during the project's lifetime.

1 GENERAL

The foundation of the Blue Bio Techpreneurs' (BBT) Plan for Communication Dissemination and Exploitation (PCDE) is the knowledge management process implemented from the start of the project. It describes methods and tools for communication, dissemination, and exploitation. BBT distinguishes between communication, dissemination, and exploitation (knowledge transfer), in line with the European Commission (EC) definitions as follows:

Communication is characterised as the strategic promotion of actions and outcomes to a broad audience of stakeholders, utilising a targeted strategy, concise messaging, and the careful selection of appropriate media channels. Communication within the Blue Bio Techpreneurs project involves stakeholders in project activities, generates interest in the project, and enhances the visibility of its results, thereby highlighting the achievements and benefits of collaborative efforts.

Dissemination refers to the act of making project outcomes widely accessible to the public, which may involve activities such as publishing content online and in print media, delivering presentations at conferences and events, and sharing pertinent updates on social media platforms. The aim is to amplify the project's influence by ensuring resources are available for further utilisation, advancing current knowledge, and sharing project discoveries for the greater good.

Exploitation is the concrete use of results, whether commercially, socially, or politically. Good exploitation will be achieved by creating roadmaps and platforms to share findings, knowledge, and data. The objective is to provide policy recommendations and benefit the blue bioeconomy by tackling specific problems or meeting existing demands.
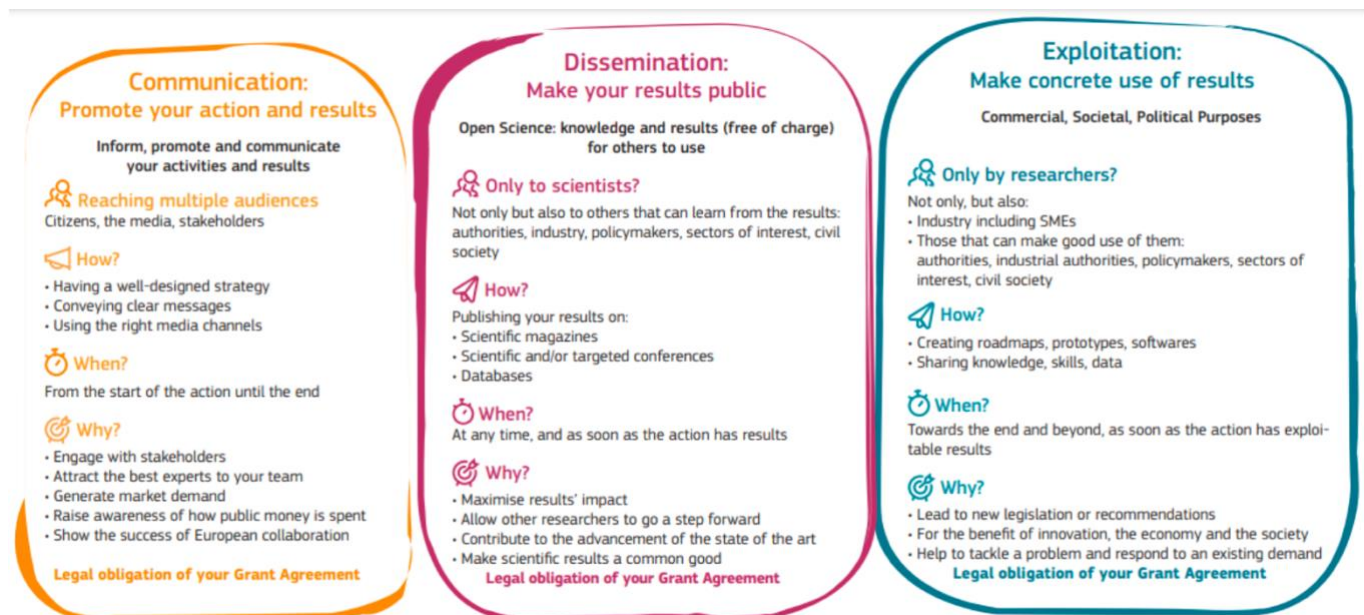
FIGURE 1 COMMUNICATION, DISSEMINATION, AND EXPLOITATION: WHY THEY ALL MATTER, AND WHAT IS THE DIFFERENCE?[1]

1.1 Terminology

Activity[2] is any action that provides factually accurate targeted information to an audience in a strategic manner and possibly engages in a two-way exchange. The activities must be effective, proportionate, strategic, and coherent.

Communication[1] includes any activity that promotes the project, its actions, and results to multiple audiences. It informs and engages with the project's stakeholders and the public. It starts at the project's outset and continues throughout its lifespan.

Dissemination[1] covers any activities that make the project results available for others to use. It happens once results are available and usually targets specialist audiences.

Exploitation[1] describes any activity that makes concrete use of the project results once available. It enables the uptake and the use of the results and targets specialist audiences. It covers the end phase of the project and beyond.

Capacity building is the improvement of the skills and abilities of individuals, communities, or organisations in a particular, defined area.

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1 https://ec.europa.eu/research/participants/docs/h2020-funding-guide/imgs/quick-guide_diss-expl_en.pdf [accessed 05.02.2024]
2 https://ri-paths-tool.eu/files/RI-PATHS_Guidebook.pdf [accessed 05.02.2024]

Impact is the intended or unintended long-term effect of activities using the resources of a project or the work performed therein.

Knowledge transfer is sharing knowledge, abilities, and ideas. It seeks to organise, create, capture, or distribute knowledge and ensure its availability for future users.

Outcome is a project's short- or long-term effect stemming from the stakeholder's uptake or interaction with the project's outputs.

Output is an immediate direct result of the project.

Stakeholder is an individual or community interested in or concerned about the project or its impacts.

1.2 Scope

This document aims to serve as a comprehensive guide and blueprint for project partners and the Project Officer (PO), outlining the diverse strategies for communicating the objectives, activities, results, and outcomes of BBT to a broad spectrum of stakeholders. It covers internal and external communication flows, identifying target groups, channels for dissemination, methods for monitoring effectiveness, and strategies for engagement following the project's conclusion. These strategies are crafted to ensure optimal engagement across various levels, from local to international, and among all sectors involved in the innovation process – academia, industry, civil society, the environmental sector, and government agencies.

By providing a consistent set of strategic actions and guidelines, this document aims to enhance and standardise the flow of information among partners and external entities, thereby increasing the project's overall efficiency and impact.

The strategic approach detailed in the Project Communication and Dissemination Plan (PCDE) focuses on elevating the visibility of BBT among crucial stakeholders, particularly master's and PhD students and recent graduates, startups, SMEs, practitioners, and professionals in the blue economy to ensure the inclusive integration of project outcomes into both private sector, academia and policy frameworks. The strategy spans the entire 30-month duration of the project and extends beyond it by initiating follow-up actions that guarantee the longevity and applicability of the project's outputs.

The core objectives of the PCDE are to:

- Precisely identify the target audiences for various project facets.

- Recommend the most effective tools and communication channels tailored to the needs of these audiences.

- Describe the BBT's approach to knowledge management and the principles and protocols for knowledge transfer, ensuring the project's key educational resources (KERs) are effectively utilised and further developed.

- Assist consortium members in efficiently promoting project initiatives and sharing BBT findings by establishing clear impact pathways and confirming the efficacy of transfer strategies within different work packages (WPs).

1.3 CDE Timing
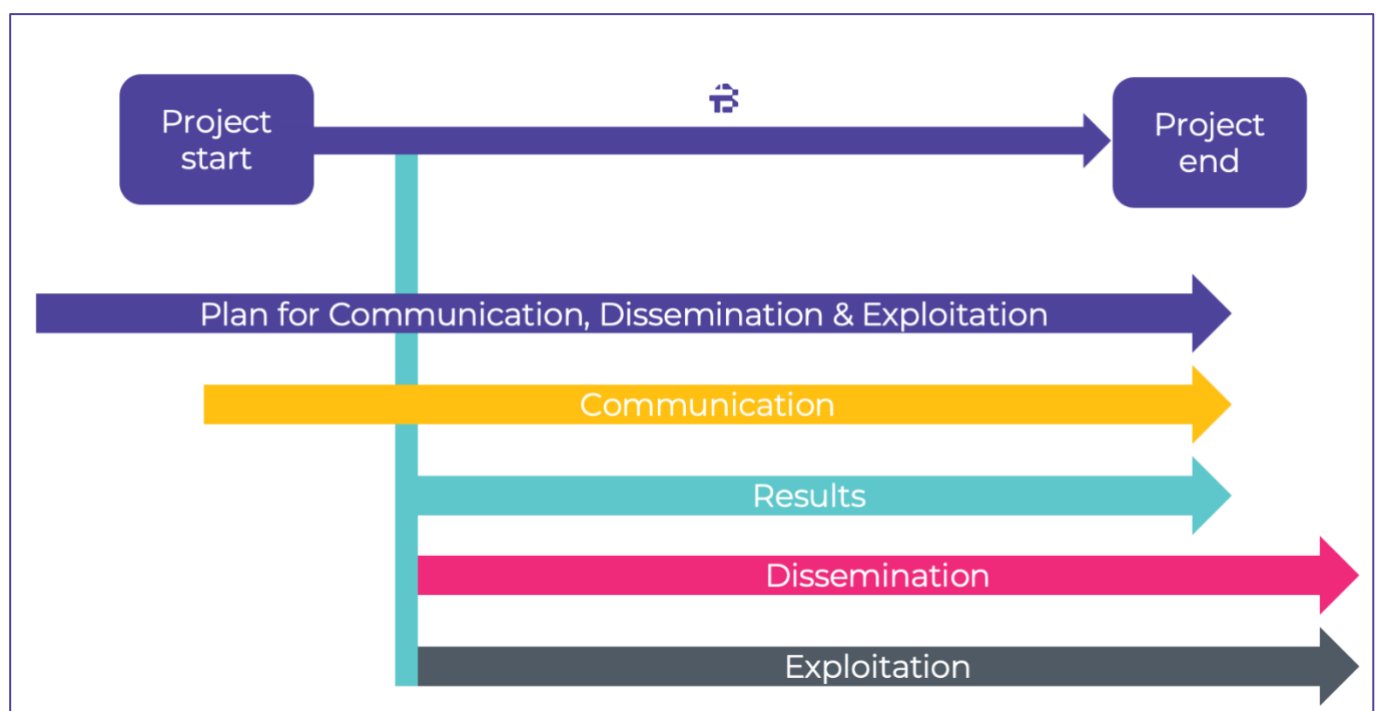
FIGURE 2 TIMING CDE[3]

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[3] Introduction to the concepts of Communication, Dissemination & Exploitation: Link [accessed 12.02.2024]

2 BLUE BIO TECHPRENEURS PROJECT

2.1 About

Research indicates a significant gap between industry and academia, a reality not limited to maritime sectors. Blue Bio Techpreneurs (BBT) aims to foster the development of advanced marine skills based on industry needs to increase appealing, sustainable maritime career opportunities and a skilled workforce for the Blue Bioeconomy. The project will support the European Green Deal by contributing to the sustainable blue bioeconomy. Specifically, it will create an innovative educational offering and training opportunities to impart the skills needed for young talent to contribute to innovation in the blue bioeconomy sector, linking marine and maritime higher education with industry needs in the field.

Economic activities in the blue bioeconomy encompass different sectors, including but not limited to:

- Aquaculture

- Marine Biotechnology

- Seafood Processing

- Bioprospecting

- Integrated Multi-Trophic Aquaculture

- Waste Management and Bioremediation

- Marine Bio-based Products

BBT will approach two main stakeholder groups from the mentioned blue bioeconomy sectors. The first group is experts and professionals who can contribute to the proposed project activities. The second group includes students, PhDs, and young professionals with higher education in the blue and other fields with a high potential to boost the development of the blue bioeconomy.

2.2 Objectives

BBT addresses EMFAF-2023-Blue Careers' goal to

- boost collaboration between academia and the private sector,

- encourage students, young graduates, and professionals to embrace blue careers and

- support companies in accessing cross-sectoral talent, fostering innovation, and closing the skills gap in the blue biotech sector.

BBT will create a learning and leadership programme around the blue biotech sector to reach these goals, uncovering its wide range of applications. By promoting interest in the blue biotech sector, BBT will match stakeholders already in the industry with those looking for information and inspiration about careers in the blue bioeconomy and students who need transversal knowledge and skills to understand how to exploit the increasing opportunities in this sector. Women's empowerment will be fostered by showcasing female entrepreneurs, who will serve as role models for girls and young women to be inspired to pursue similar careers. Outermost regions will be included in the project by participating in webinars and creating a dedicated community of practice.

The specific objectives and activities in BBT will actively contribute to tackling the sectoral challenges as follows:

1) Inspire students and professionals to explore a career in the blue bioeconomy through the BBT webinar series, where startups and innovators in the sector will meet tertiary students and any interested parties, share their stories and act as role models.

2) Make the blue biotech sector's potential applications and business opportunities known to a broad audience through dedicated MOOCs, inspiring prospective professionals to pursue a career in the field.

3) Create a fruitful dialogue between academia and the industry through the Blue Biotech Hackathons, bridging theory and practice. Students and recent graduates of different disciplines will work on real-life challenges and be offered mentoring and skills-building, which will support them in gaining perspectives for their careers and access to a community of potential employers.

2.3 Stakeholder Groups

The main stakeholders targeted by the project are:

Master's and PhD students and recent graduates in disciplines related to the BlueBioTech sector.

- **Blue Biotech sector-related disciplines:** Marine Biotechnology, Aquatic Science and Technology, Marine Science/Marine Biology, Biotechnology with Marine Specialization, Bioinformatics with a Focus on Marine Genomics,

- **Examples of Master programmes:** Master of Science in Marine Biotechnology, Master of Science in Aquatic Biosciences, Master of Science in Marine Biology, PhD in Marine Biotechnology, Master of Science in Environmental Biotechnology, Master of Science in Bioinformatics with a focus on Marine Genomics, Master in Sustainable Aquaculture, Master of Science in Oceanography with a Biotechnology Track, Master of Science in Biotechnology Management, Master of Science in Molecular Biology with Marine Applications

- **Main communication channels:** university alums and career services and in-person events, Facebook and LinkedIn, partner newsletters, and website.

Entrepreneurs (startups and SMEs), especially with business models focused on innovative circular products in the blue biotech sector.

- Main communication channels: direct contacts through project partners' vast business network (especially SUB, PMBA, BBA and BlueBioClusters Community Platform) and website.

Practitioners and professionals in the blue economy, including any learners interested in the topic, can increase their knowledge by participating in the MOOC and webinars.

- The main communication channels are Facebook and LinkedIn, partner newsletters, BlueBioClusters Community Platform (BlueBioMatch | https://bluebiomatch.eu), and the website.

Figure 3 categorises the project's target audiences according to anticipated specific outcomes. Participation in the project activities will raise confidence to embrace opportunities in the blue biotechnology sector by being exposed to hands-on experiences and success stories. Efforts will be made to engage and include the outermost regions through the networks of consortium members. A dedicated webinar will give one or more outermost regions a platform to share their insights.
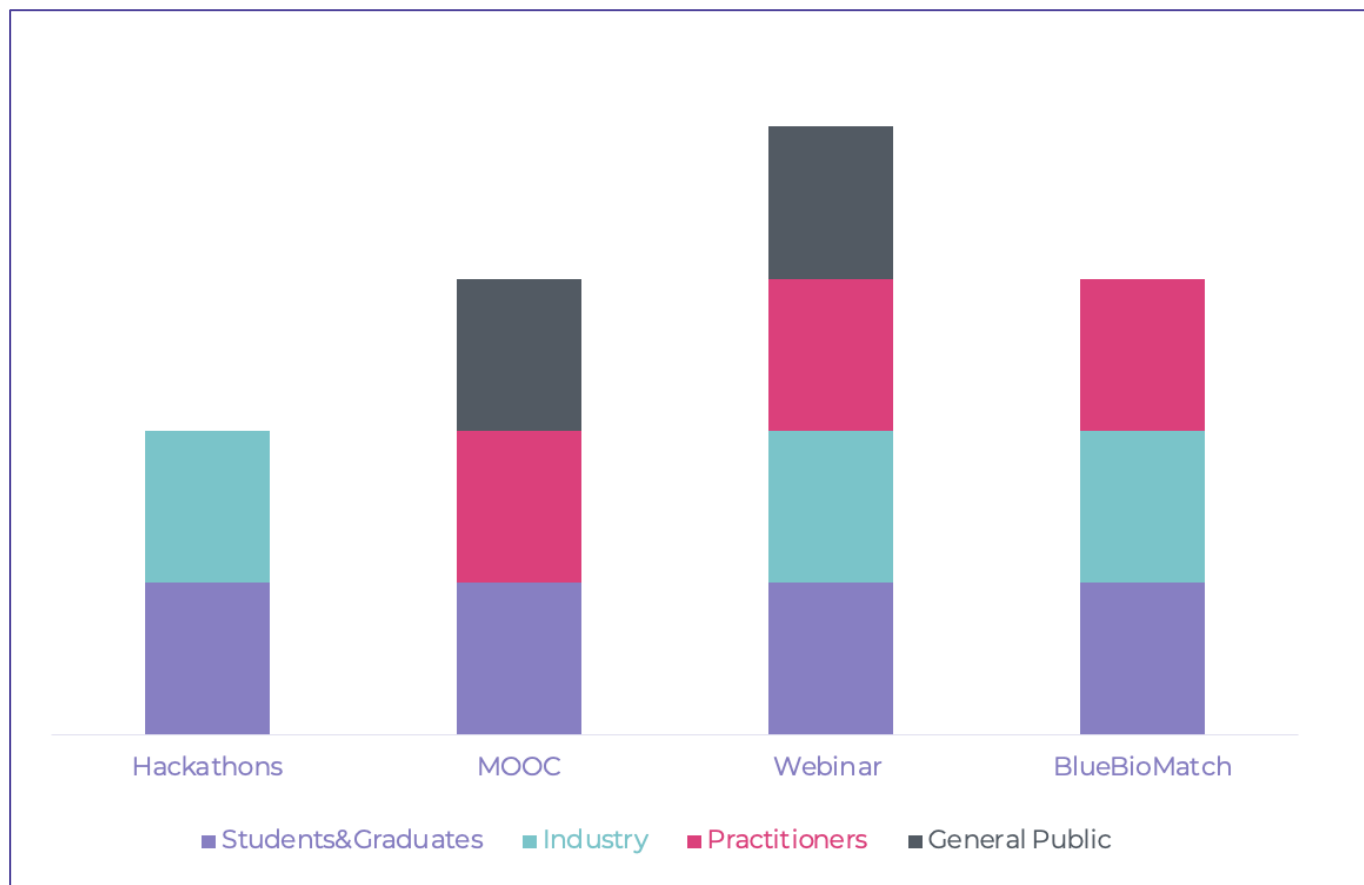
FIGURE 3 BBT TARGET GROUPS PER MAIN OUTCOMES

3 COMMUNICATION, DISSEMINATION AND EXPLOITATION

This document was developed according to EU visibility guidelines to ensure its primary target audiences understand the project's novelty, impact, and products and inspire learners beyond the core stakeholders involved.

3.1 Internal CDE Actions

The internal communication actions include an online platform (Office365), contact lists, Microsoft Office templates, and a project logo. The external actions comprise a project webpage, social media accounts (LinkedIn, Facebook), events, newsletters, teaser videos, and a flyer. A project narrative with an elevator pitch (PPT), key messages and target groups were created with project partners (PPS).

The dissemination includes the three hackathon events, social media campaigns, teaser videos, and six webinars. PPs will be equipped with a dissemination toolkit (flyer, links to social media posts, project updates via Teams notifications, infographics). They will be encouraged to attend events and give presentations and interviews about the project. Webinar recordings and highlight videos from hackathons, including interviews with participants and videos from the MOOC, will be made available on the project's website via dedicated channels and disseminated on social media.

All PPs embed project news and events in their newsletters and social media channels, which already feature a substantial following. They will create and repost BBT social media content to engage stakeholders from the private sector, such as startups and SMEs, and encourage academia, such as professors and higher education teachers, to invite master's and PhD students to participate in the BBT pathway.

3.2 Communication and Dissemination

BBT aims to enhance the visibility and recognition of its project results and outcomes through strategic communication and dissemination efforts, engaging key stakeholders to increase the project's influence. All partners within the BBT project will actively participate in promotional activities to highlight project achievements and build support. These efforts will underline the importance of collaborative work

within a European consortium for overcoming obstacles and fostering innovation in the blue bioeconomy sector. To ensure the most effective and efficient approach to external communication and dissemination, BBT establishes a Project Communication Group (PCG). This group will consist of a designated representative from each project partner tasked with ensuring successful communication.

Name	Last Name	Organisation	Work Package
Sara	de Sousa	BBA	WP 3
Ethan	Holaday	PMBA	WP 3
Jamileh	Javid Pour	SDU	WP 4
Katharina	Kurzweil	SUB	WP 1
Basia	Dmochowska	UG	WP 2

TABLE 1 PROJECT COMMUNICATION GROUP

3.3 Exploitation

Exploitation is defined as the "concrete use" of results by target groups, for example, their integration into educational courses or industry uptake and commercialisation of a product prototype into an end product. BBT Key Exploitable Results (KERs) will be identified to achieve impact and sustainable exploitation. KERs are results deemed a high priority for project transfer actions, especially after the project's lifetime. The KERs are the project's key outputs and represent the concrete exploitation actions, which will be measured to indicate the performance and overall success of the project in meeting its objectives. Table 2 summarises the foreseen exploitable results, which will be updated during the project's lifetime.

One essential part of the exploitation action is the concrete commitment to uptake and exploit the MOOC, webinar recordings and project stakeholders and alums via the BlueBioClusters Community Platform (BlueBioMatch | http://bluebiomatch.eu). Further actions will be elaborated in the upcoming PCDE as soon as key exploitable results are identified. The website will remain online and accessible to the public for up to 5 years after the project and potentially be further developed. The MOOC will be kept on the selected professional platform as long as it is financially sustainable and will be available on the project website.

No.	BBT Key Exploitable Results (KERs)
KER 1	MOOC
KER 2	Policy Brief 1 + 2
KER 3	Digital Webinars Pack
KER 4	Hackathon Impact Report
KER 5	BBT Legacy roadmap
KER 6	Community on BlueBioMatch

TABLE 2 KEY EXPLOITABLE RESULTS

4 MEDIA CHANNELS AND TOOLS

Media channels and tools are essential not only in projects for facilitating effective communication, outreach, and engagement with diverse audiences. They enable the dissemination of project information, updates, and results to stakeholders, including the public, industry partners, and academia, thereby increasing visibility and impact. Various media channels and tools, such as social media, websites, newsletters, and webinars, allow for tailored messaging across different platforms, ensuring broader reach and engagement with target groups.

This section describes BBT media channels, additional tools developed, and resources used to reach the stakeholders. The table below comprises BBT communication channels with a targeted number of visitors, followers, or users.

Media channel and activity	Description	Target
Project Website	The project website will constitute the main communication tool as it provides easy access to a broad audience worldwide. The website will be designed following the best practice guidelines for EU project websites.	*800-1000 Visitors over the project duration.*
Social media & Campaigns	The project has a LinkedIn and Facebook account, targeting the general audience and specifically targeted stakeholders. All project partners' social media outlets will share content and highlight the relevance for their specific target groups, thus directing their audience to Blue Bio Techpreneurs' channels and website. The project's reach will be further amplified by adding relevant hashtags (included in this document).	*200-500 Followers over the project duration* *30-100 likes per project-related post* *20-50 shares of project-related posts*
Webinars	A webinar series, "Transferring the Business Gene", will be organised, focusing on inspirational frontrunners, case studies and approaches in the blue biotechnology sector. Entrepreneurial examples of circular innovations in blue biotech will be presented, also by women entrepreneurs, and case studies from outermost regions will be included. The webinars will focus on real-life experiences and showcase concrete applications through storytelling, e.g., what it took to develop a startup/innovation, what the obstacles and pitfalls were, and what advice can inspire attendees to pursue blue careers.	*400-800 participants over the project duration* *200-500 webinar streams during the project's lifetime* *8 out of 10 – 8.5 out of 10 User satisfaction score* *through feedback surveys* *30-50% of women participating in webinars*
MOOC	A Massive Open Online Course (MOOC) will be developed to address the lack of transversal and multidisciplinary skills in the blue sector. The MOOC will start with an introduction to the blue biotech sector, topics covered include project planning and management, sustainability, fundraising, leadership, risk assessment, digital skills, entrepreneurship, innovation management, design thinking, and stakeholder communication. All the above topics will be tackled from the perspective of the blue biotech sector.	*500-1000 enrolled learners over the project duration* *8 out of 10 – 8.5 out of 10 User satisfaction score* *through feedback surveys*
Hackathons	The hackathons bring together academia and industry to create a viable career pathway in the blue biotech sector. Three in-person, 3-day hackathons (Atlantic, Baltic Sea, North Sea) will be co-organised by universities and key industry players, who will provide real-life challenges that participants will join forces to find innovative solutions to, with support from academia and industry mentors.	80-100 participants over the project duration 5-10 Number of viable innovations presented at Hackathons 5-20 placement offers extended by industry leaders in conjunction with participation in the Hackathons 5-10 startup ideas generated during Hackathons
BlueBioMatch	BlueBioMatch, the Blue Bioeconomy Hub, is a collaborative platform designed to support progress within the blue bioeconomy. BlueBioMatch functions as a matchmaking community for diverse stakeholders, ranging from students, startups and SMEs to researchers, policymakers, and funders. On BlueBioMatch, users can showcase their projects and products, find and offer mentoring and share opportunities in the blue bioeconomy.	50-100 alums who create a profile on the community platform 20-50 users who join the outermost regions' group on the community platform

TABLE 3 COMMUNICATION CHANNELS & ACTIVITIES WITH TARGETS

4.1 Visual Identity

SUBMARINER has developed project communication and dissemination resources. Visual identity is a crucial element for project recognition, including the logo as an integral part of the brand in all projects' promotional material. The branding guide describes relevant guidelines and rules to achieve consistent project promotion and visibility rules to be applied by the European Commission. The Word and PPT templates and the factsheet are related communication by-products and will be complemented by the project poster and rollup.

Utilisation & EU visibility

BBT partners must comply with project branding and logo, described in Deliverable 1.1 Visual Identity Package when communicating about the project. Dissemination and communication resources are placed in the shared project repository on Teams and thereby accessible to all project partners.

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

I. The EU emblem and disclaimer must be visible on the first and last slide. More specific information is available in the Brand Guidelines (Annex of Deliverable 1.1) Visual Identity Pack).

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

III. Partners creating BBT-branded digital or printable promotional material, such as flyers and email banners, must apply the visibility rules of the EU emblem.

IV. The project name should be spelt out in any promotional material as Blue Bio Techpreneurs.

EU emblem

"Use the **EU emblem** correctly and prominently. The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the EU emblem, no other visual identity or logo may be used to highlight EU support. The EU emblem should not be modified or merged with other graphic elements or texts. If other logos are displayed in addition to the Union emblem, the Union emblem should be at least the same size as the biggest of the other logos.[4]"

4.2 Project Website

The project website serves as a central hub for information, providing a comprehensive and accessible platform for stakeholders to learn about the project's objectives, progress, and outcomes. It enhances visibility and credibility, offering an official space for detailed updates, resources, and contact information, which can attract interest and support from a broad audience. Additionally, the BBT project website facilitates engagement and interaction with the community, enabling direct communication, feedback, and dissemination of results, making it an essential tool for effective project management and outreach.

SUBMARINER developed the project website (https://bluebiotechpreneurs.eu) in English. The website structure is meant to showcase the BBT project clearly to all stakeholders. The "Home" section summarises the project, recent news, and published deliverables. The "Events" section displays events that the consortium will organise. The "BlueBioMatch" section is the entry point for the target audience to become part of the blue bioeconomy community (https://bluebiotechpreneurs.eu/bluebiomatch).

The social media Icons are placed on the homepage, other relevant pages, and in the footer to engage visitors to follow the project's channels, participate in BBC events, or share and promote the project in their networks. The footer includes the EU emblem and the disclaimer and serves as an information point about the "imprint" and "privacy policy". To ensure the project's successful promotion, sustain the target audience's

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[4]https://commission.europa.eu/document/download/3192a0ef-6bda-4e1a-81ca-65ade2ffad73_en?filename=eu_emblem_rules.pdf [accessed 07.02.2024]

interest and attract new users, the website content will be maintained, continuously updated, and populated with the latest information throughout the project's lifetime.

The website will be accessible online for five years after the end of the project, serving as a valuable public resource of information on the subject and promoting the outputs of this publicly funded project. The website is compliant with the General Data Protection Regulation (https://bluebiotechpreneurs.eu/privacypolicy).

Partners are requested to include the link https://bluebiotechpreneurs.eu on their institution's website.

4.3 Social Media

Social media accounts play a pivotal role in the success of projects across various fields. They are powerful tools for enhancing visibility, allowing projects to reach and engage with a broad and diverse audience quickly and effectively. Through platforms like Twitter, Facebook, LinkedIn, and Instagram, projects can share updates, achievements, and insights, capturing the attention of potential supporters, collaborators, and participants who might not be reached through traditional communication channels. Moreover, social media facilitates real-time interaction and feedback, creating a dynamic environment for community building. Followers can actively participate in discussions, share their views, and contribute to the project's development, fostering a sense of involvement and ownership. In addition, it's essential for raising awareness, driving participation, or building a supportive community. Social media accounts are indispensable assets for projects aiming to make a significant impact.

BBT will use LinkedIn and Facebook for its target audience of master's and PhD students, recent graduates in Blue Biotech-related disciplines, professionals in the blue economy, and entrepreneurs (startups and SMEs) focused on innovative circular products because this combination offers a strategic blend of professional networking and visual storytelling.

LinkedIn

This platform is the leading professional networking platform, making it an essential tool for reaching and engaging with academic and professional audiences not only in the Blue Biotech sector. It provides an ideal space for sharing industry insights, research findings, and professional opportunities, such as internships, jobs, and collaborations. LinkedIn is a platform for entrepreneurs and SMEs to connect with potential investors, partners, and clients, showcasing their innovations and business

models to a professional audience. The platform also facilitates knowledge sharing and community building among practitioners and experts in the blue economy, enabling projects to establish themselves as thought leaders in the field.

Facebook

With its rather visual approach, Facebook complements LinkedIn by appealing to the creative and narrative aspects of promoting the project's content tackling the Blue Biotech sector. Furthermore, using Facebook for a project targeting students and young graduates is crucial due to its widespread popularity and engagement levels among younger demographics. Therefore, BBT will disseminate information in targeted channels to effectively capture the attention of younger audiences, including master's and PhD students and recent graduates. Through behind-the-scenes content, success stories, and interactive features like polls and Q&A sessions, Facebook can emotionalise the project, making it more relatable and accessible.

The project's Facebook account www.facebook.com/bluebiotechpreneurs was established, and BBT joined relevant Facebook groups proposed by project partners and Blue Bio Experts. These groups represent the key target group of the project. One example is the "Young Algaeneers" Facebook group. The group admins describe themselves as follows:

"The Young Algaeneers Symposium is an international symposium in the field of algae biotechnology, organised by young scientists, for young scientists. We believe that PhD-students (and post-docs) are in the frontlines of science and this symposium provides a unique opportunity to participate in in-depth discussions, exchange knowledge, network with fellow PhD students and initiate collaborations. It will bring together a diverse group of young scientists working on a broad range of disciplines, including photosynthesis, downstream processing, reactor operation and growth strategies, genetic engineering, life cycle analysis, growth and metabolic modelling and photobioreactor design. The symposium will be highly interactive, with ample time for informal discussions and networking."[5]

As soon as video recordings from the webinars, behind-the-scenes footage from the MOOC, or hackathon impressions are available to transform into visually appealing content, the results will be shared on BBT social media platforms.

Combining LinkedIn and Facebook channels provides a comprehensive approach to digital communication, combining professional networking and targeted

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[5] https://www.facebook.com/groups/294891733866619

engagement of a transitioning stakeholder group – from student to employee. This dual-platform strategy enables projects within the Blue Biotech sector to maximise their outreach, foster meaningful connections, and promote their work effectively across diverse target audiences.

General Rules

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

The following rules will guide partners in their social media promotion process.

- Ensure the content is yours to share (pictures, research, or opinions) or acknowledge the source accordingly.

- Ensure there are no IP issues with pictures, statements, etc.

- Use appropriate tags and hashtags to acknowledge funding (Table 4).

- Do not use offensive language, argumentative or illegal content.

- If you communicate publicly about BBC or BBC-related matters, you must disclose your role within the project.

- Be professional, use good judgement and be accurate and honest in your communications.

- Be mindful of controversial subjects where emotions may run high, e.g., politics. It is essential to show respect for others' opinions.

LinkedIn Guidelines		
You are allowed to use max. 500-600 words for a post		
The post should contain a minimum of 5 lines ("see more" option should appear), use emojis, use max. 2 hashtags in the text and the rest at the end of the post.		
HASHTAGS	**DESCRIPTION**	**TAG LINKS**
#BlueBioTechpreneurs	Blue Bio Techpreneurs project	https://www.linkedin.com/company/bluebiotechpreneurs
#CINEA_EU	CINEA - European Climate, Infrastructure and Environment Executive Agency	https://www.linkedin.com/company/cinea-european-climate-infrastructure-environment-executive-agency/
#MissionOcean	MissionOcean	https://www.linkedin.com/company/missionocean/
#OurOcean	Pole Mer Bretagne	https://www.linkedin.com/company/p%C3%B4le-mer-bretagne-atlantique/
#blueBioeconomy	BlueBio Alliance	https://www.linkedin.com/company/bluebio-alliance/
#blueeconomy	SUBMARINER Network	https://www.linkedin.com/company/submariner-network-for-blue-growth-eeig
#education	University of Southern Denmark	https://www.linkedin.com/school/syddanskuni/
#EMFAF	European Maritime, Fisheries and Aquaculture Fund	
#entrecomp	The European Entrepreneurship Competence Framework	
#digicomp	The European Digital Competence Framework	
#greencomp	The European Sustainability Competence Framework	
#skills		
#transversalskills		
#entrepreneurship		
#innovation		
#bluebiotechnology		
#technology		
#Biology		
#marine		
#students		

TABLE 4 SOCIAL MEDIA HANDLES AND HASHTAGS

4.4 Press Releases and Newsletters

Press releases will be issued to appropriate media outlets (trade press, journals, web portals) to ensure that industry, communities, civil society, policymakers, and the wider community are aware of the BBT project, its objectives, and its later outcomes. The strategy is intended to ensure media coverage for local and in-person events, such as hackathons, to attract people at a local level. The promotion will be accomplished with targeted actions that do not exclude participants from other European regions or international areas. The consortium will use a joint approach for content development. Once approved, the event coordinator will be responsible for distribution to regional press sources.

4.5 Other Tools and Resources

Other promotional material can be developed as required, depending on budget availability and sustainability considerations. Project partners should contact SUB with any other ideas for promotional material to support your communication and dissemination activities.

Blue Bio Match

BlueBioMatch (https://bluebiomatch.eu), the Blue Bioeconomy Hub, is a collaborative platform designed to support progress within the blue bioeconomy. BlueBioMatch functions as a matchmaking community for diverse stakeholders, ranging from students, startups and SMEs to researchers, policymakers, and funders. On BlueBioMatch, users can showcase their projects and products, find and offer mentoring and share opportunities in the blue bioeconomy.

This platform, dedicated to creating the blue bioeconomy community, has a crucial role in the BBT project. It will be the matchmaking platform, especially for students, young graduates, and PhDs to understand the market, create awareness about the opportunities in their specific field, get insights from the sector and start building their network in the blue bioeconomy as the most crucial career step.

The key facts are briefly summarised below, and a pdf will be provided in the annexe.

Key facts

BlueBioMatch is an open community platform connecting stakeholders in the blue bioeconomy.

Target Audience: Students, Researchers, SMEs, startups, public authorities, NGOs, entrepreneurs, funders, and more.

Goals:

Support stakeholders in:

- Connecting with an innovation ecosystem.

- Showcasing their work.

- Finding collaboration opportunities.

- Platform Launch: September 18, 2023, and we currently have 220+ active users.

Why Join the Platform?

Features in the "Discover" bar:

- People: Connect and filter by keywords, location, industry, skills, and more.
- Organisations: Profile promotion, event listings, and contact information.
- Projects: Showcase activities and events and promote them via live feed.
- Product Showcase: Spotlight and explore a catalogue of products.
- Features in the "Explore" bar:
- Working Groups: Topic-specific discussions with experts.
- Current WGs: Algae, Aquaculture, Mussels, Biotechnology, Ecosystem Services and Valorisation, Life Cycle Assessment, Women in the Blue Economy, …
- Forum: Public conversations and insights sharing.
- Mentorship: Guidance and support from the community.
- Opportunities: Funding, careers, internships, and matchmaking listings.
- Events: Post upcoming events and notify users by location, industry, and bioeconomy sector.

ANNEXES

1 BlueBioMatch Information Guide

BlueBioMatch

An introduction to the Blue Bioeconomy Hub and its features

The platform in a nutshell

- BlueBioMatch is an **open community platform** designed to **empower blue bioeconomy actors** (researchers, companies, public authorities, technology providers, NGOs, entrepreneurs and others) to **connect with an innovation ecosystem**, **showcase their work** and **find opportunities for collaboration**.

- Users **get access to projects, products, working groups and openings** in the blue bioeconomy sector.
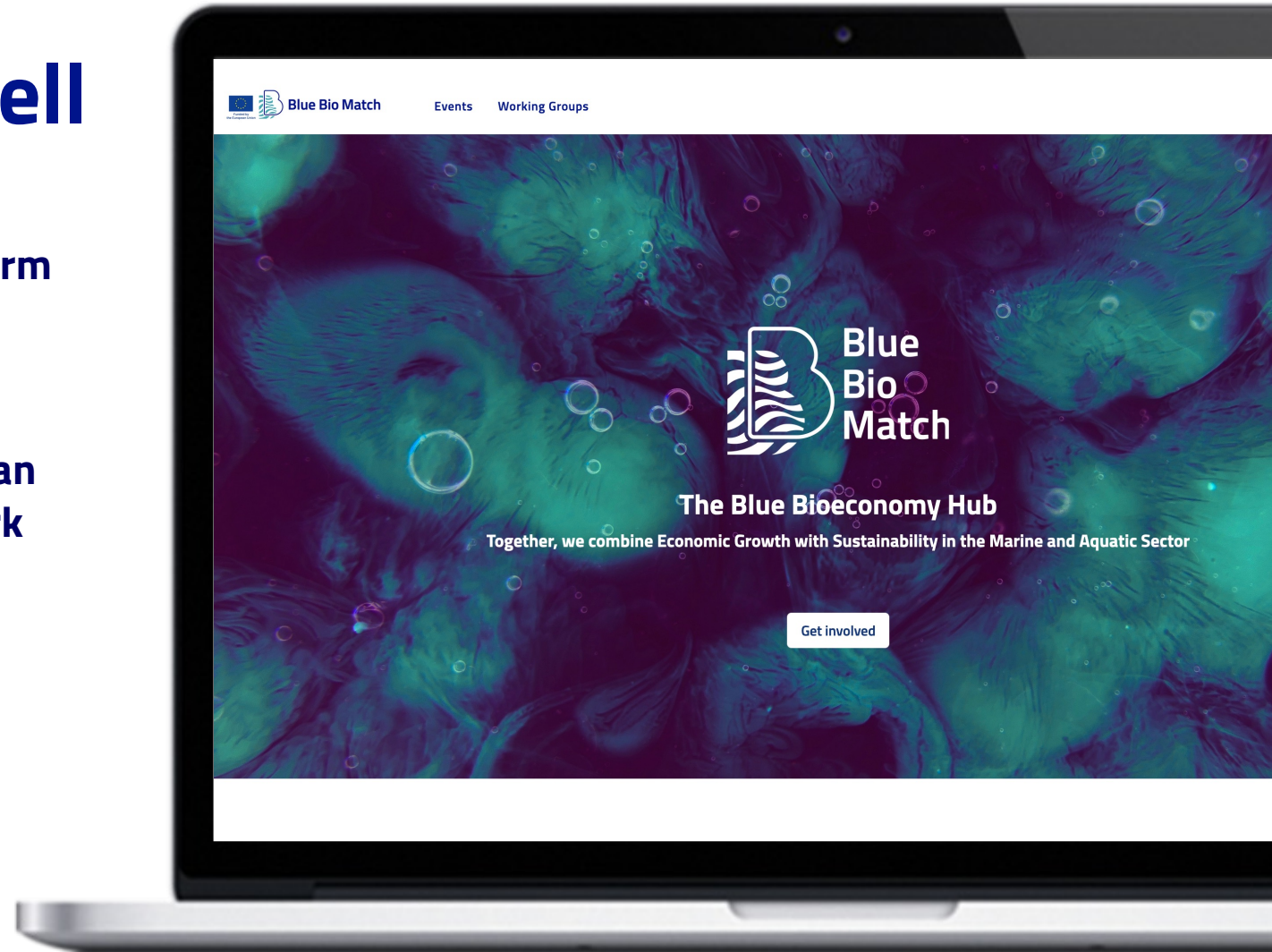
Features

People

- **Create your profile and find the people you need to get in touch with to advance your work.** You can filter to search by keyword, location, industry, blue economy sector, skills, education, etc.
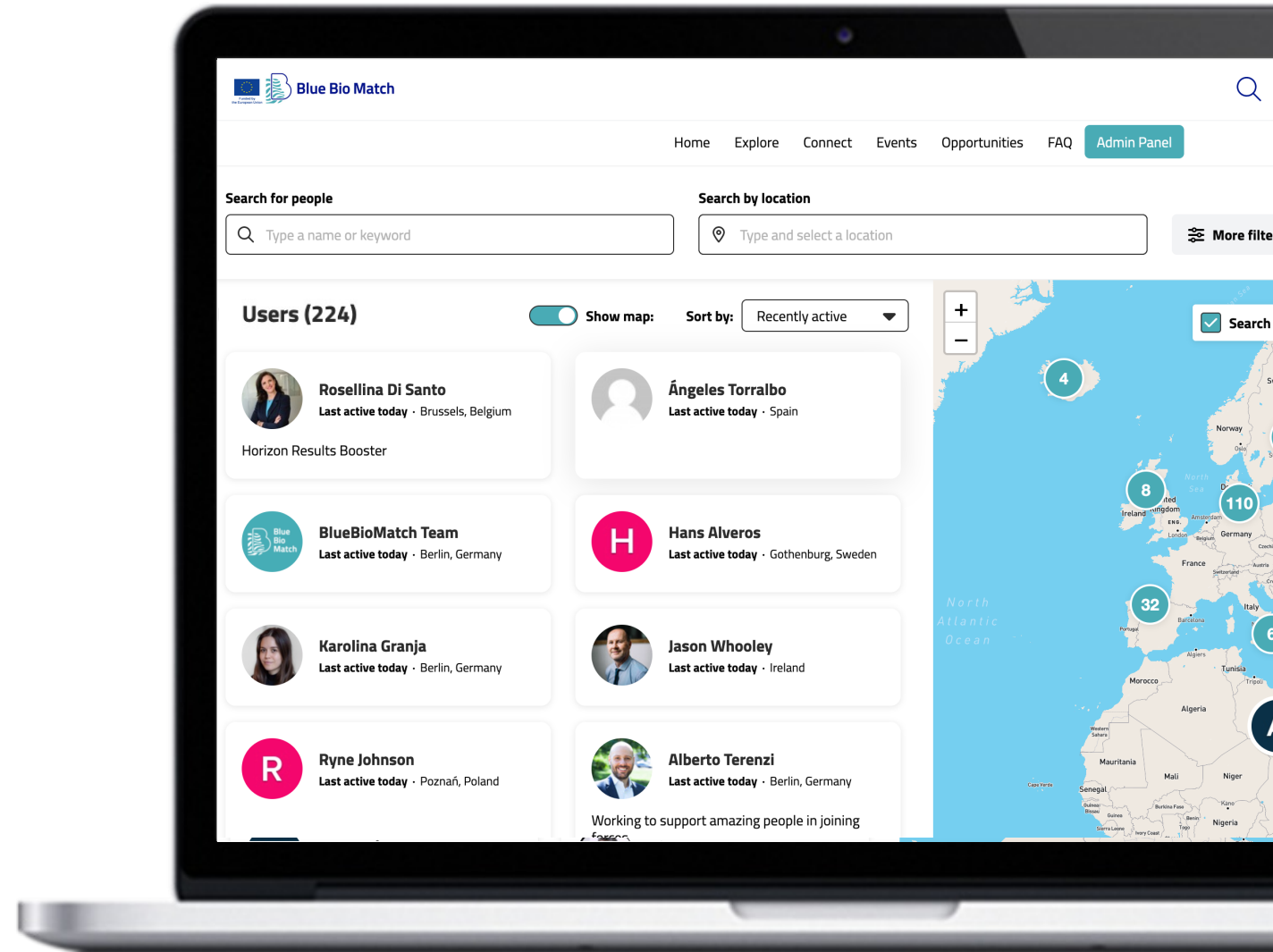
Organisations

- **Create a profile for your organisation.** Use the platform to promote your organisation's projects, opportunities, and events. You can include all your contact information (website, LinkedIn, Twitter, and more), **provide a detailed description, and upload media** that highlight your contributions to the blue bioeconomy. You can also **search for other organisations** by industry, location, or keywords, and start networking!
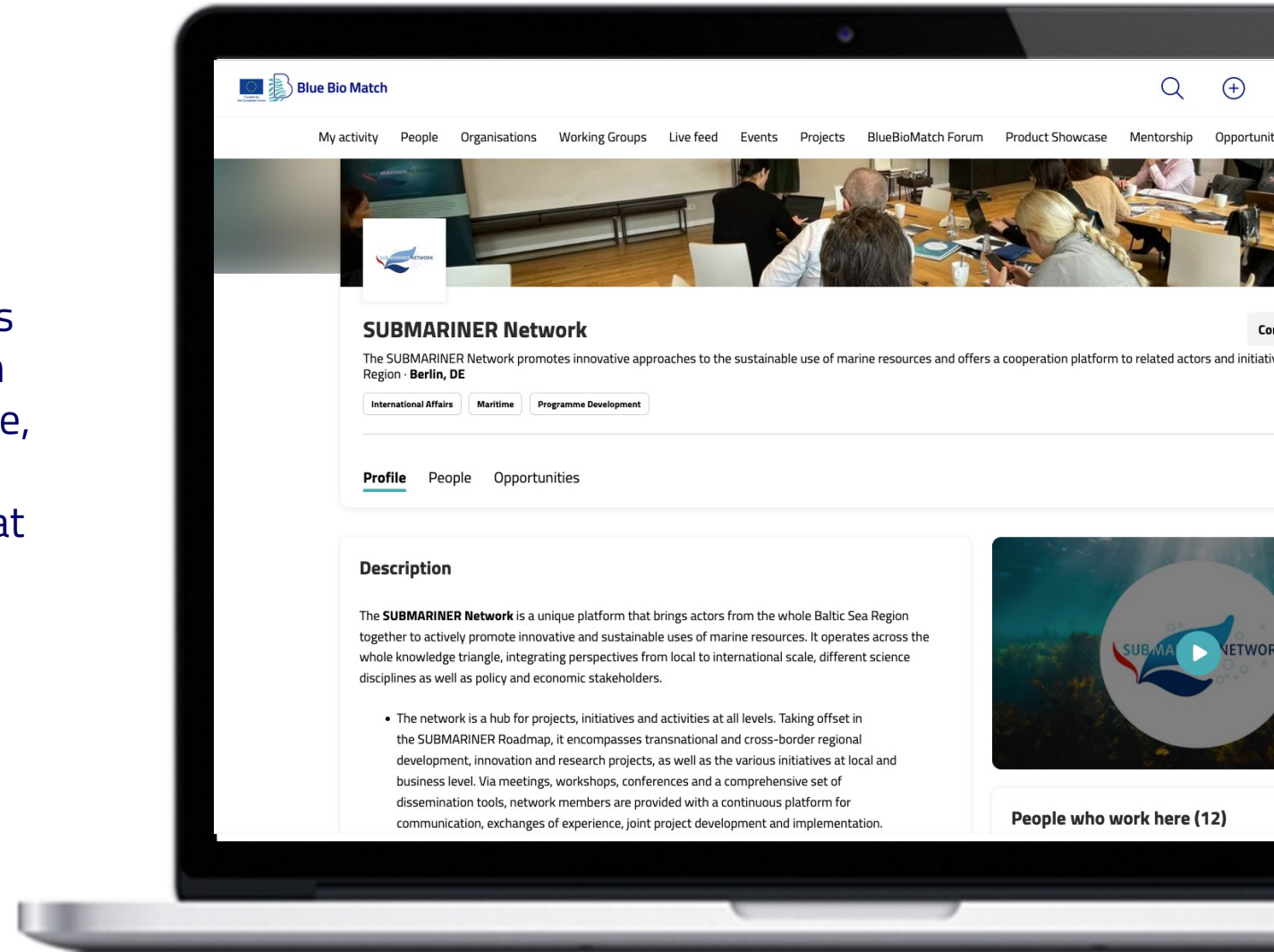
Projects

- **Are you working on a project** that deals with one or more sectors of the blue bioeconomy? In the projects section you **can present your activities, events and outreach channels**. **Create your own project**, **assign people involved**, and **promote it in the live feed** with the Blue Community.

- **You can also search and discover new projects!** Filter by industry and location and start networking!
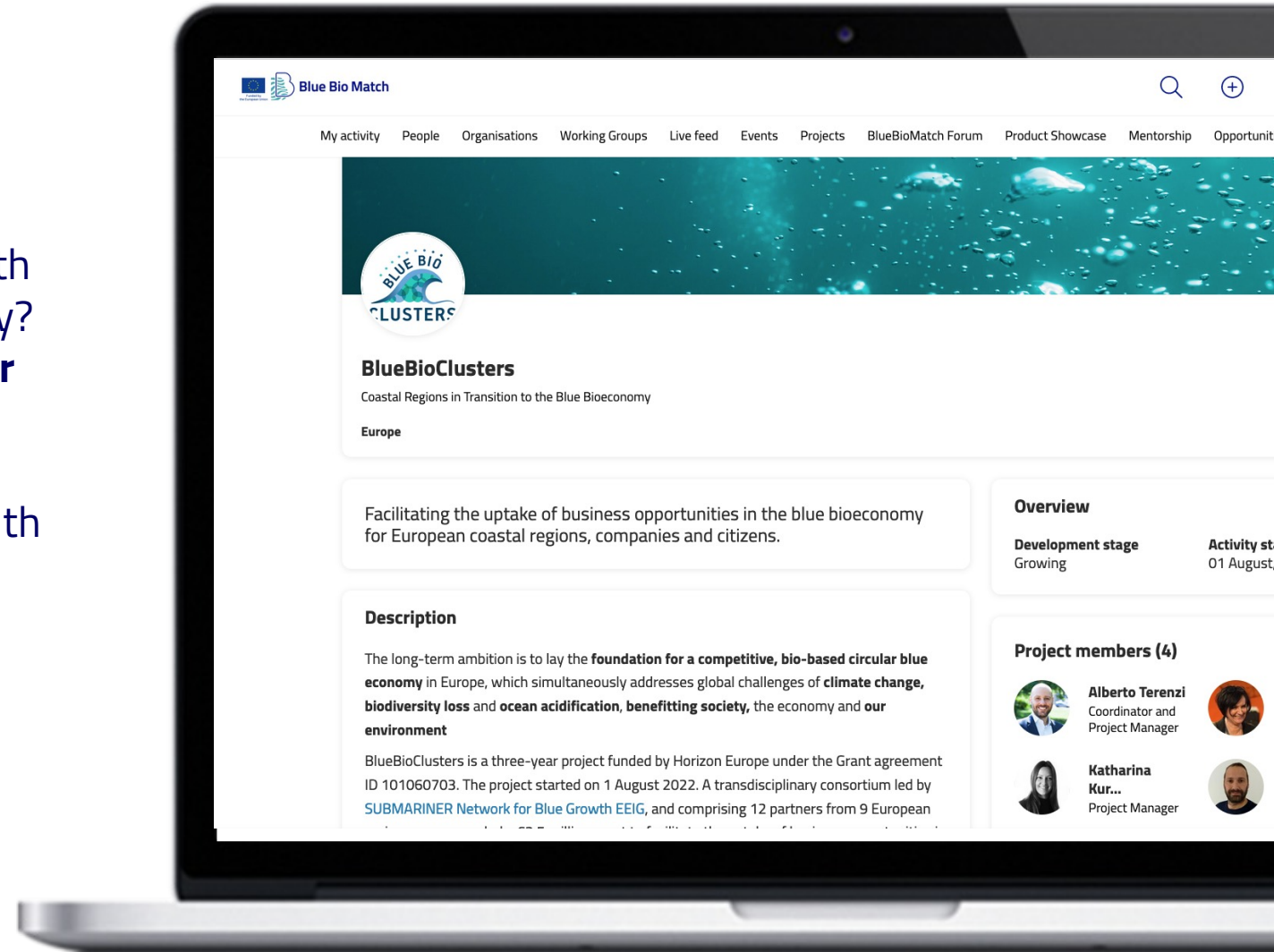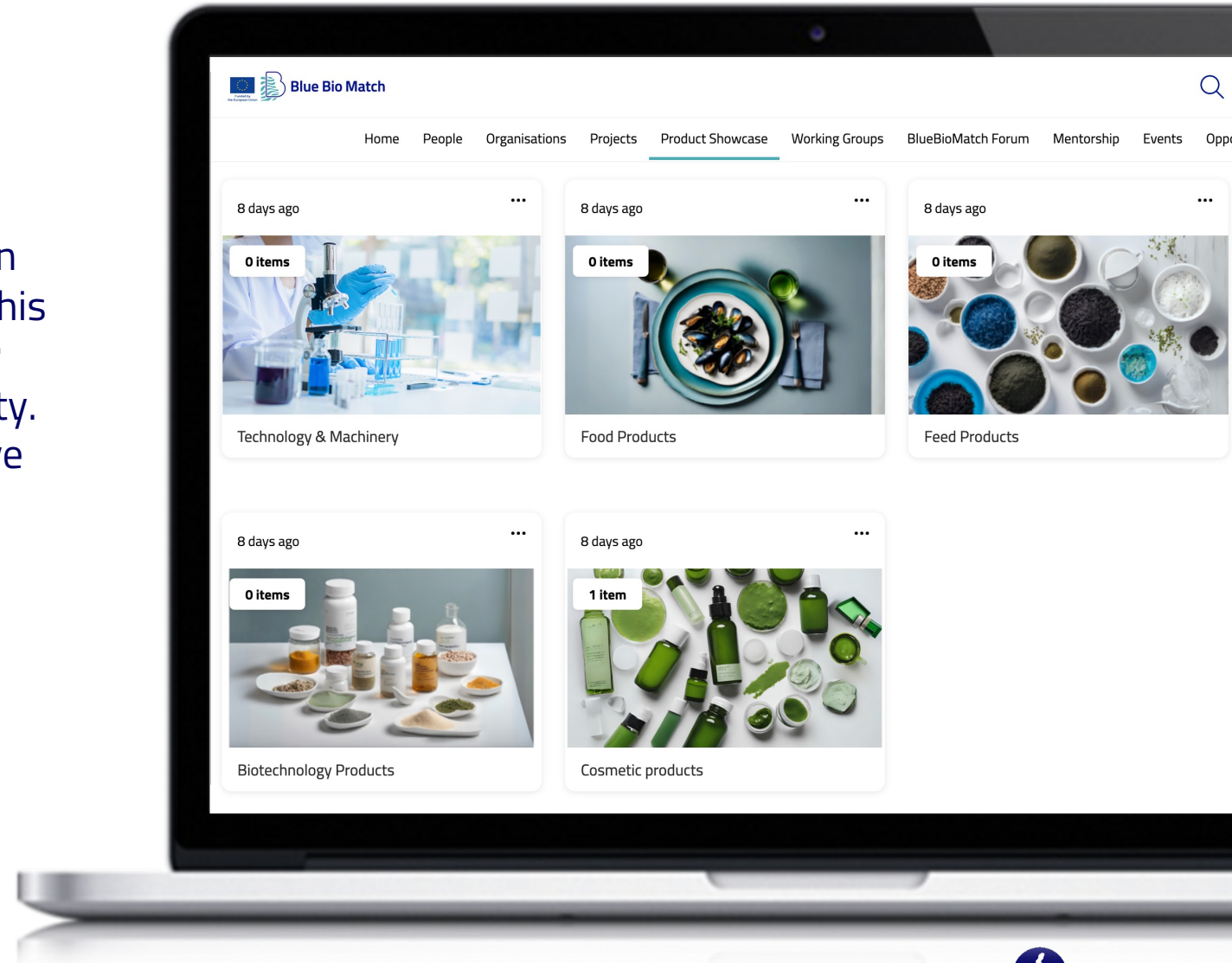
Product Showcase

- Would you like to **spotlight your products** in the BlueBioMatch Products Showcase? In this section you can **find a virtual catalogue for products** from the BlueBioMatch community. Join the Blue Products Sharing group to have your products showcased here and explore how it works!
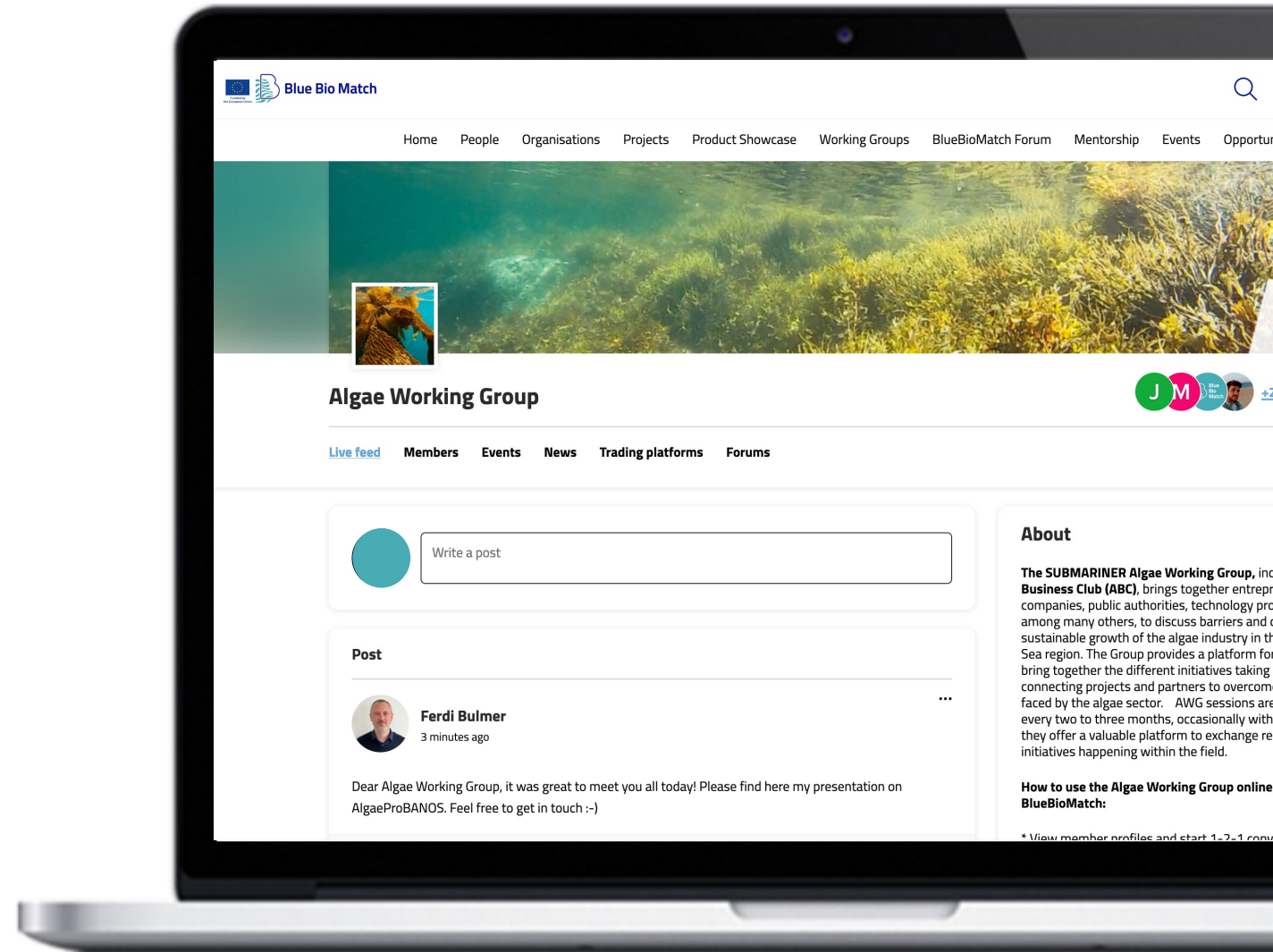
Working Groups

- **Groups** allow users who work on a specific topic to **discuss with experts**, **start 1:1 conversations, and remain up to date** with the latest news and events. Our current groups include Algae, Aquaculture and Mussels. More groups are coming!
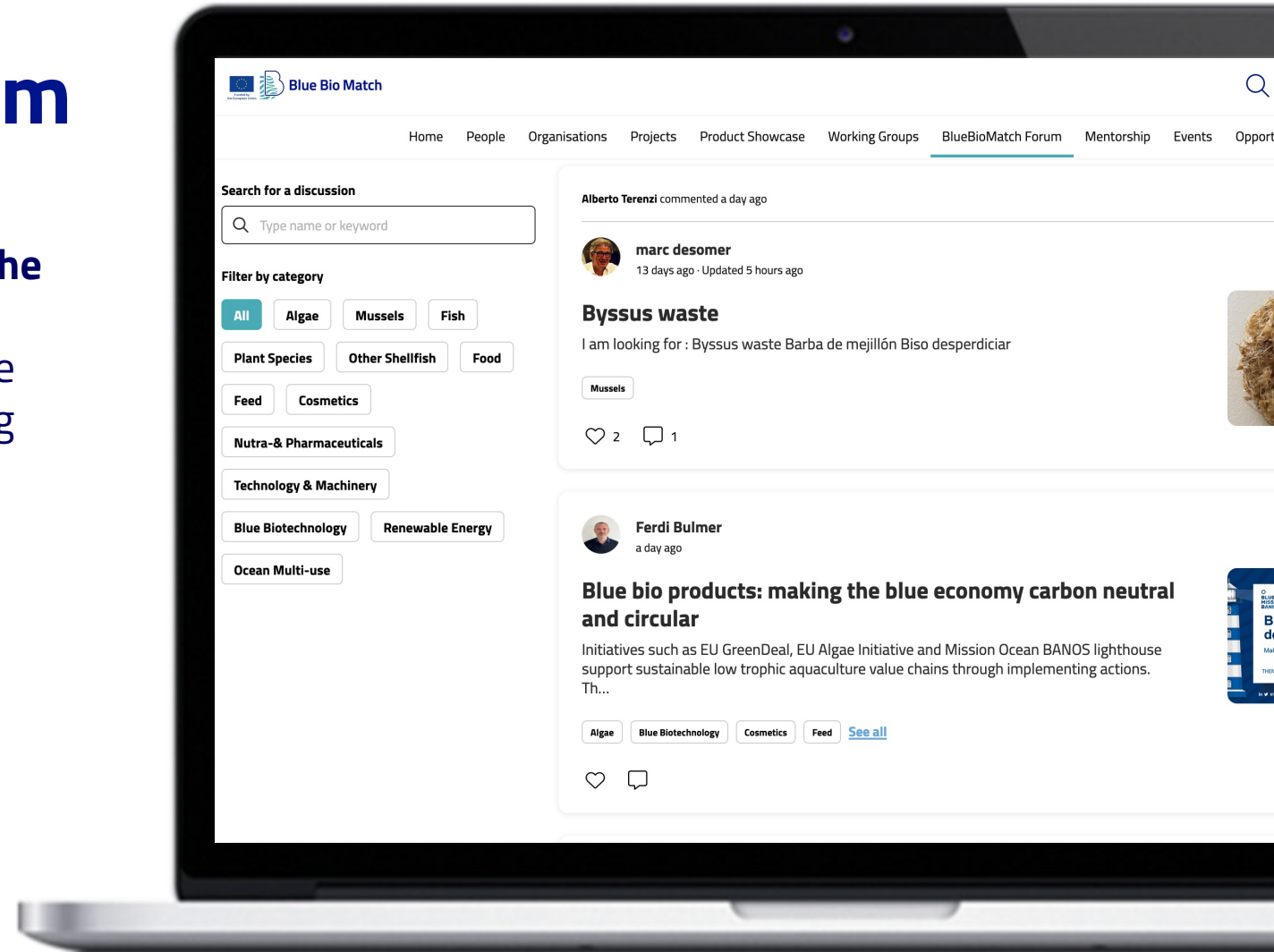
The BlueBioMatch Forum

- **Start a virtual and public conversation in the BlueBioMatch Forum** to share insights and discuss questions on various topics with the community. **Explore the forum** by searching for your case of interest, add folders or external links, and **tag (@) community members** to involve them.

Mentorship

- Are you **looking for a mentor?** Or are you **happy to share your knowledge and expertise with people who need it?** Then create your mentoring profile in the mentoring space, where you will **find all community members who are open to give advice, guidance and support**. When you are a BlueBioMatch-approved mentor/mentee, your personal workspace is available by clicking the "Check my mentoring".
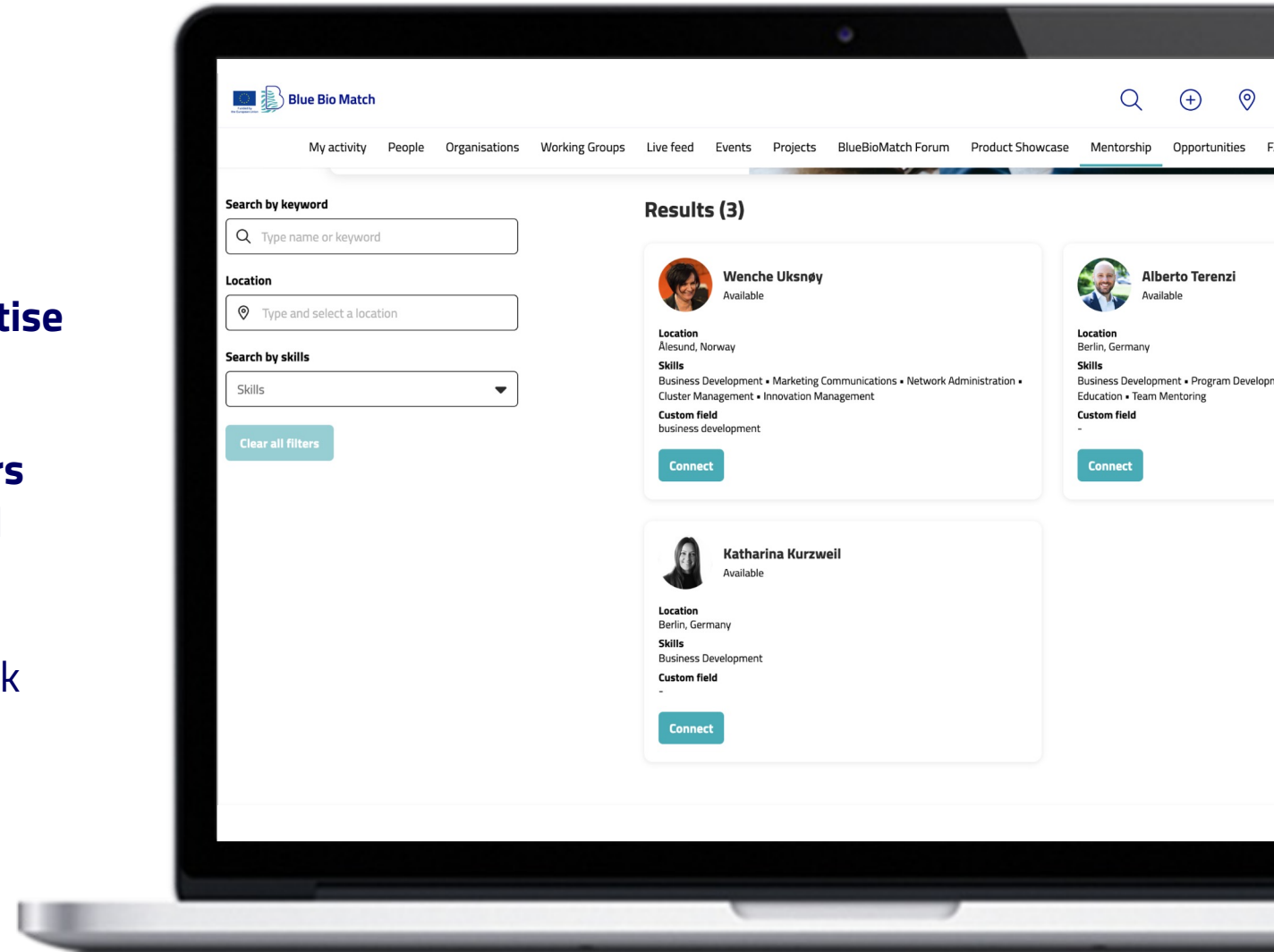
Live Feed

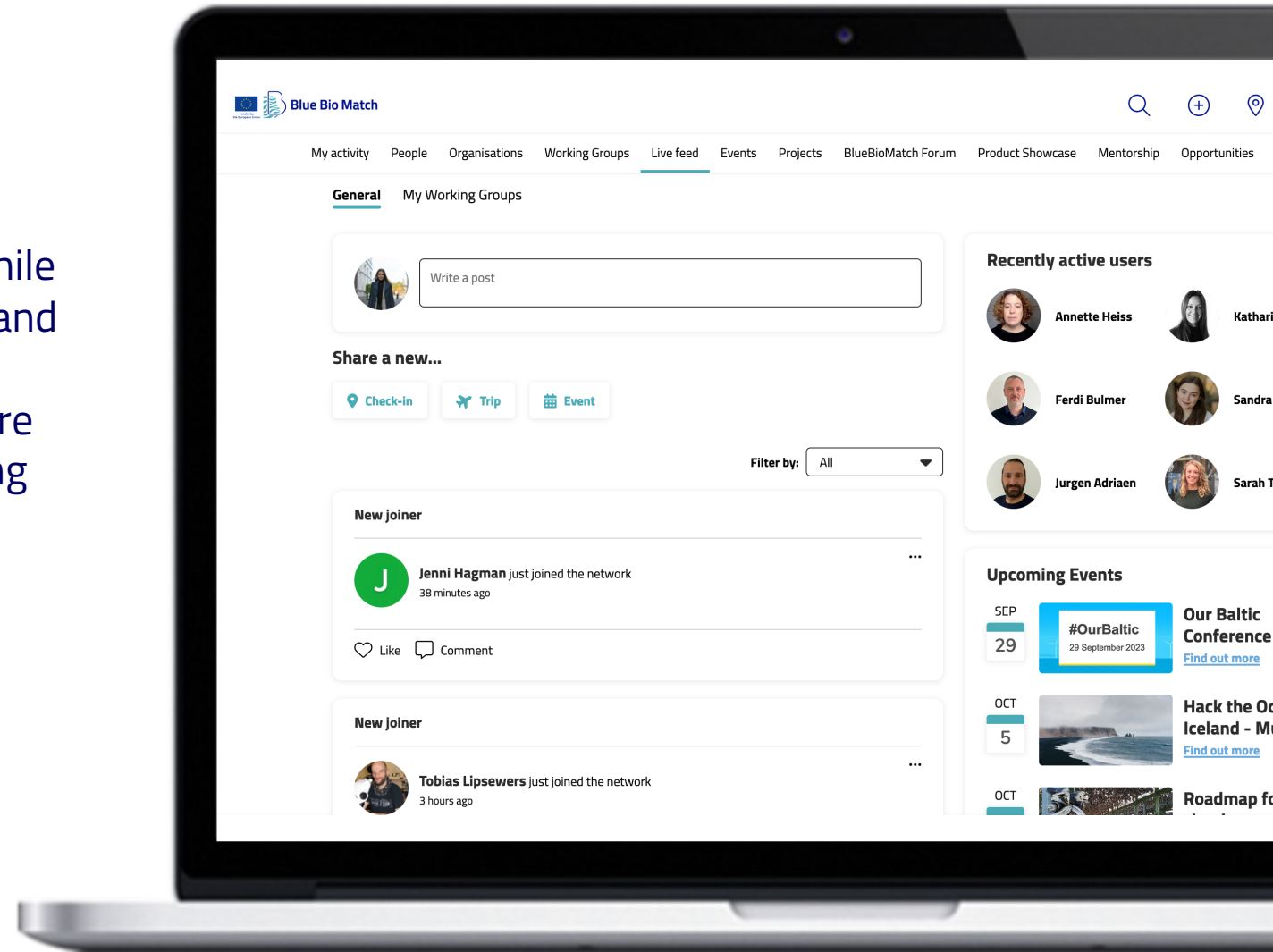- Would you like to know what you missed while you were offline? Open the "Live Feed" tab and select "General" to **check out activity in the BlueBioMatch community,** or switch to more specific news posted in the thematic working groups you are involved in.
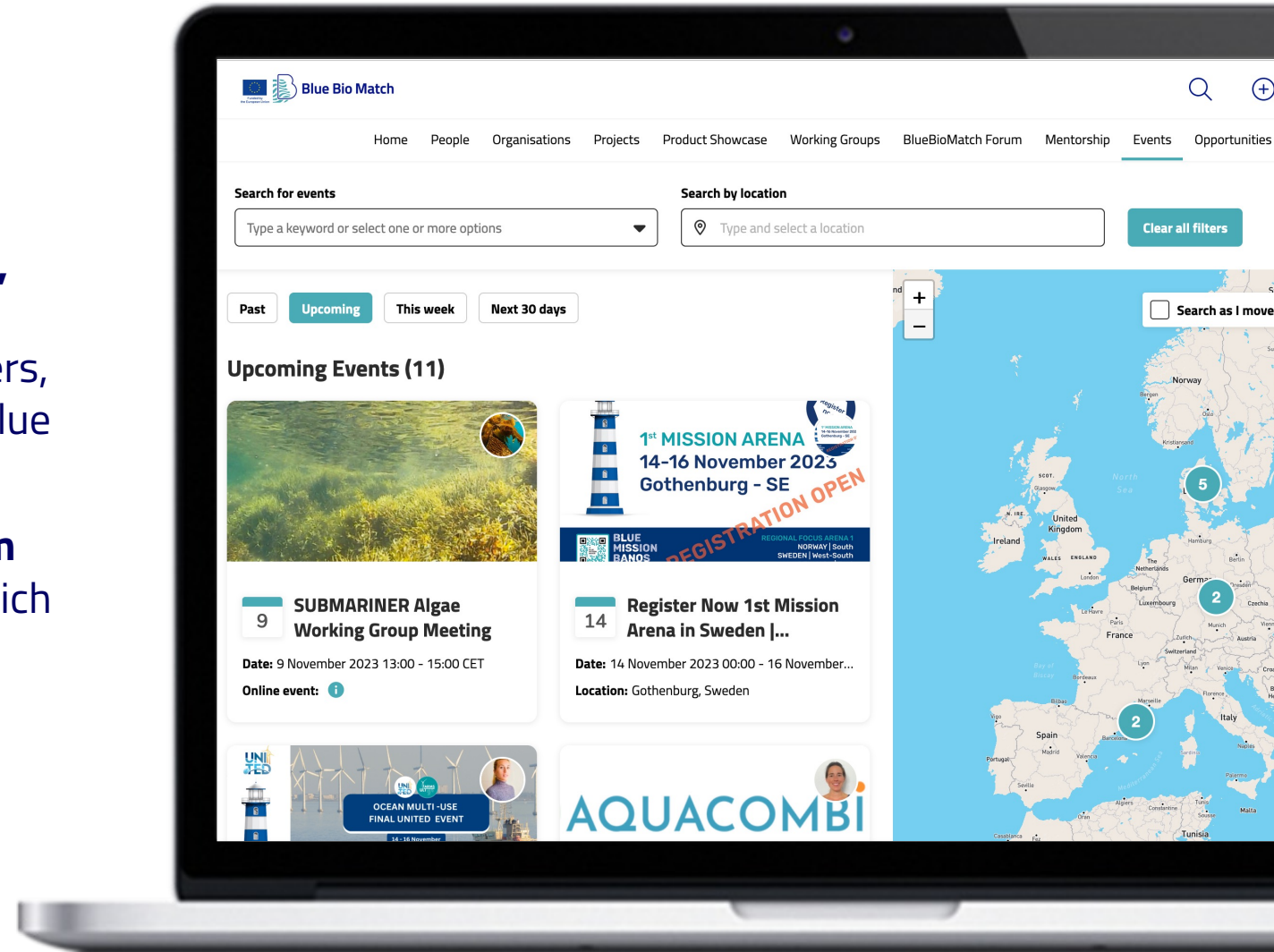
Other features

- **Opportunities:** offers overview **for funding, career development or matchmaking opportunities.** You can also publish job offers, funding calls or other opportunities in the blue bioeconomy.

- **Events**: post **upcoming events for and from the BlueBioMatch community.** Indicate which events you will attend and tag community members who might be interested!

Events

- **Post and discover upcoming events for and from the BlueBioMatch community**. Add exciting events, indicate which events you will attend and tag community members who might be interested!
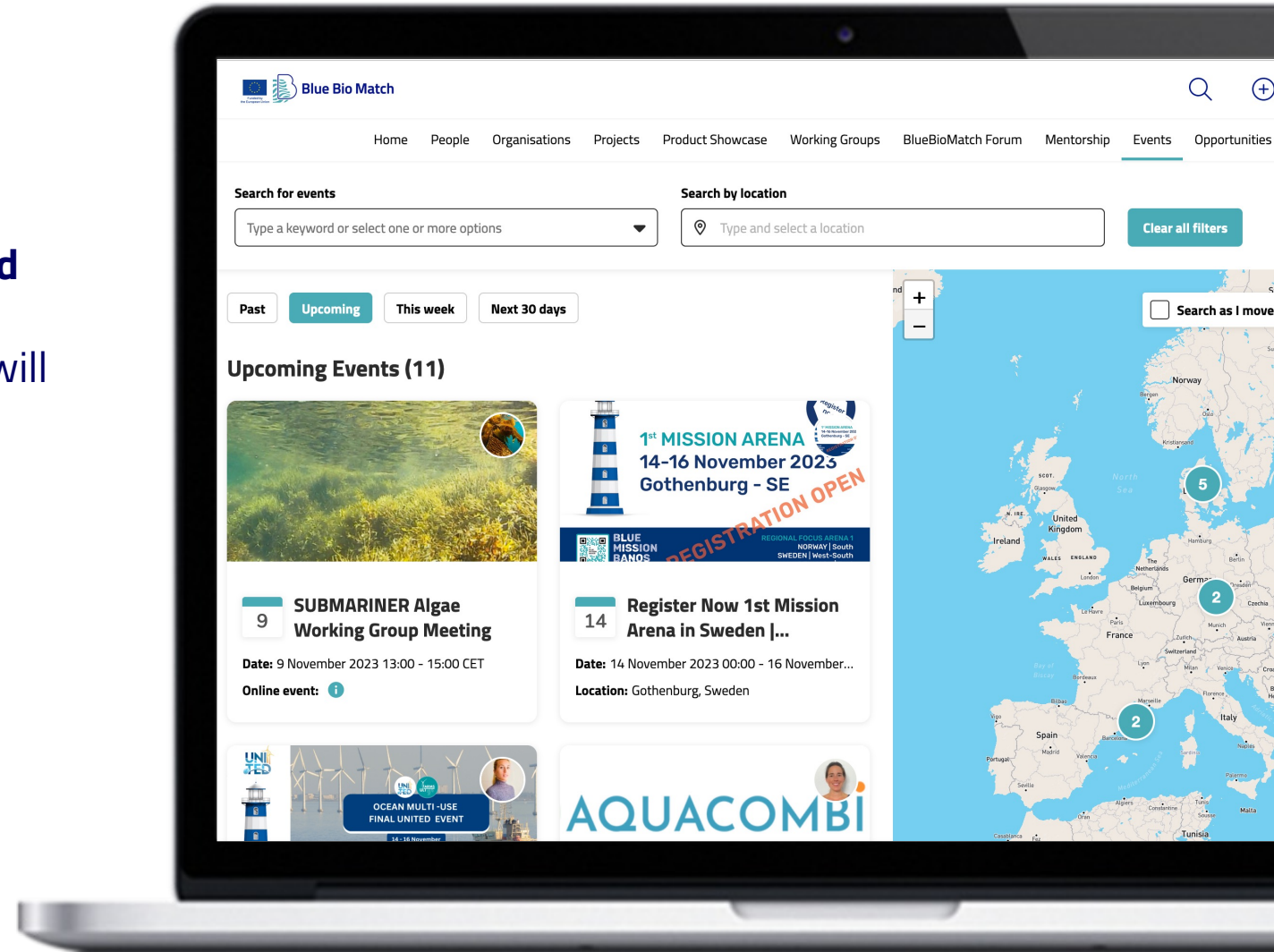
Opportunities

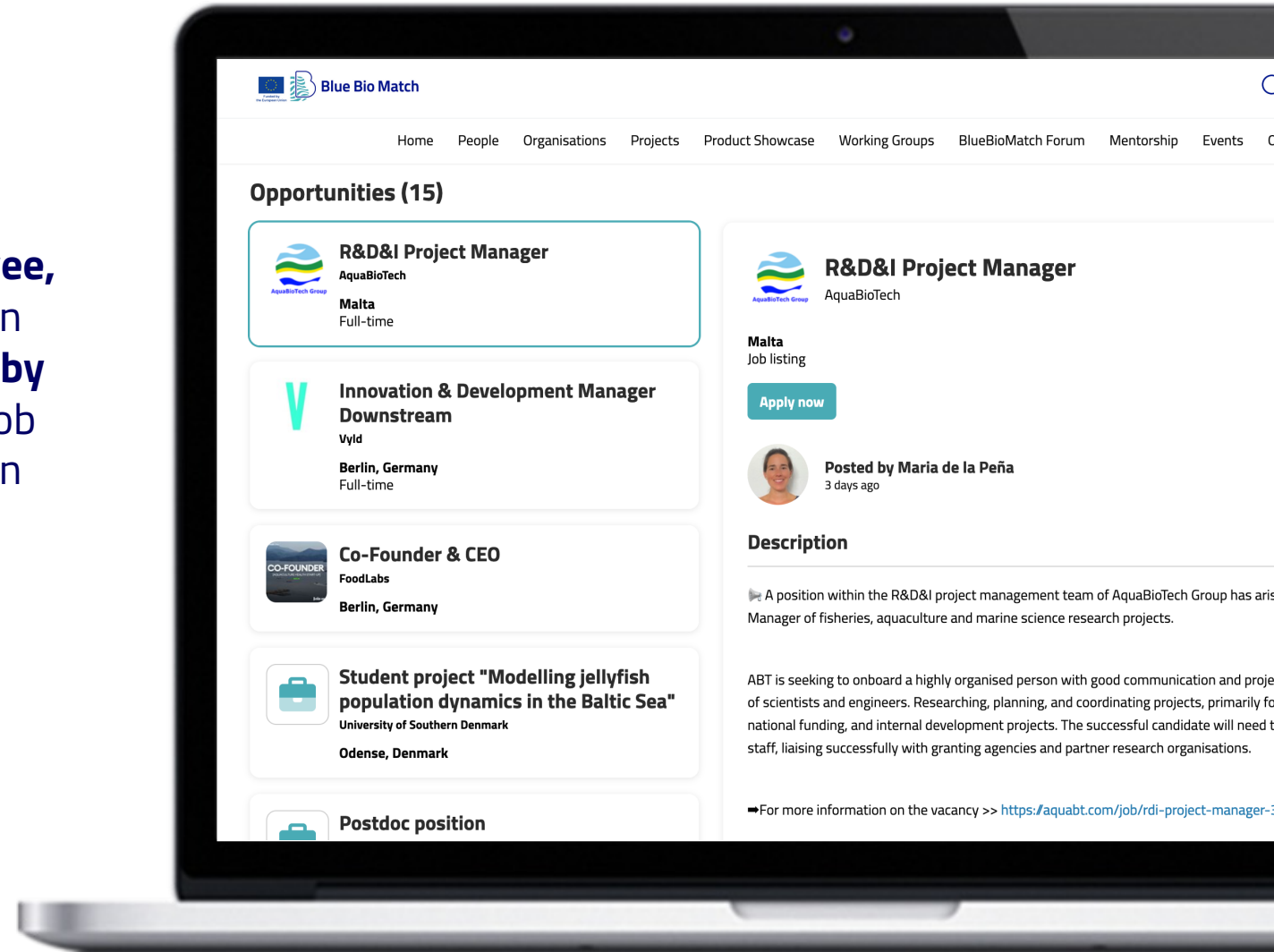- Are you **looking for funding, a new employee, career development or matchmaking?** Then head to the Opportunities page and **search by keyword or location**. You can also publish job offers, funding calls or other opportunities in the blue bioeconomy.

How to register

Fill out the registration form.

This form includes basic information like your name and email, and specific information related to your organisational and Blue Bioeconomy involvement, and your interest in the mentorship programme.

We will review your affiliation to approve your request.

This might take some time! To make the process smoother from your end make sure to provide as much info as possible in the registration form. Once we approve your request, you will receive a confirmation email.

Share some more details and activate your profile!

Your confirmation email will redirect you to the platform. After selecting your preferred login option (LinkedIn or email account), fill out all required fields to activate your profile and become an active Blue Community member!

Blue Bio Techpreneuers

BLUE BIO CLUSTERS

AlgaePro BANOS

Baltic MUPPETS

SEAMARK Seaweed-based Market Applications

BlueBioMatch is powered by:

Blue Bio Techpreneurs

Seeks to inspire students, young professionals, and entrepreneurs to explore blue careers, with the ambition of bridging the skills gap within the blue biotech sector.

BLUE BIO CLUSTERS

Brings together 12 organisations from 10 European countries to offer blue bioeconomy players innovative business development tools and methods.

AlgaePro BANOS

Builds acceleration networks and digital solutions to support algae businesses and bring eight innovative algae-based products to the market.

Baltic MUPPETS

Develops a new value chain for mussels from the Baltic Sea while providing ecosystem and environmental services.

SEAMARK Seaweed-based Market Applications

Strives to demonstrate how to scale up innovative seaweed cultivation and processing into price-competitive product applications.

Funded by the European Union

Blue Bio Techpreneuers   BLUE BIO CLUSTERS   AlgaePro BANOS   Baltic MUPPETS   SEAMARK Seaweed-based Market Applications

Do you want to join us?

Then head to this link and register now!

Blue
Bio
Match

Or download now our Mobile App!

https://qrco.de/belzqx

Blue Bio Match

The Blue Bioeconomy Hub

Together, we combine Economic Growth with Sustainability in the Marine and Acquatic Sector

Get involved
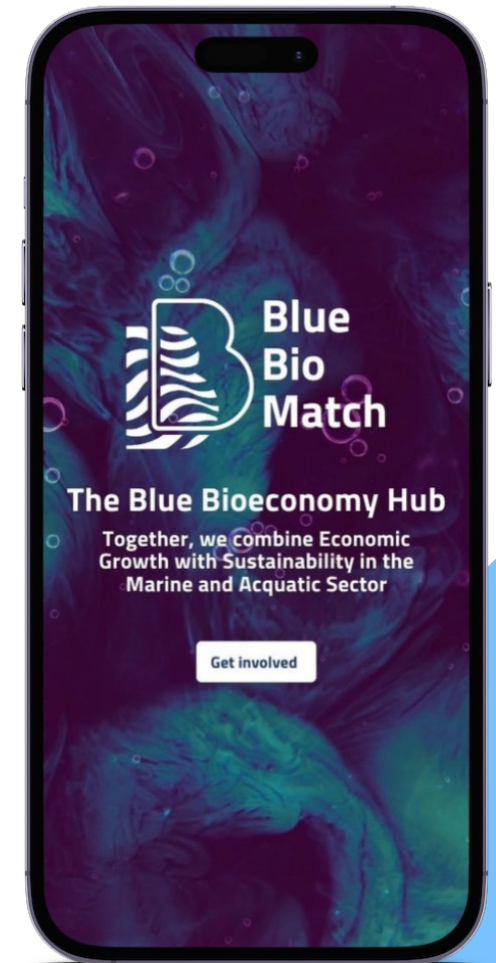
2 BBT Factsheet 1

Blue careers for a sustainable blue economy
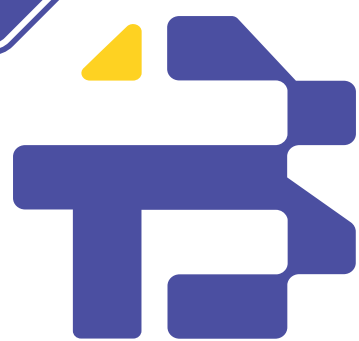
Blue Bio Techpreneurs

09|2023 - 03|2026

SUBMARINER NETWORK Coordinator · BLUEBIO ALLIANCE · PÔLE MER BRETAGNE ATLANTIQUE · SDU Blue · University of Gdańsk
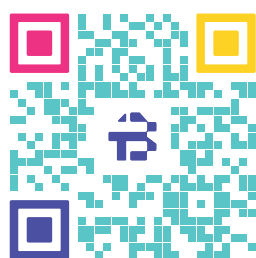
Research indicates a significant **skills gap between industry and academia** when it comes to entrepreneurship, which is an obstacle to innovation in the blue bioeconomy. BlueBioTechpreneurs (BBT) fosters the development of **transversal and entrepreneurial skills** in the blue biotechnology sector to **match talent with industry needs** and drive innovation. To this end, BBT will create dedicated **educational resources and training opportunities** to position Master students and young graduates at the forefront of a **sustainable and innovative blue economy.**

Blue Economy Sector
Blue Biotechnology

Key Target Group
Master's & PhD students |
Young graduates & professionals

Contributors
Experts | Mentors | Entrepreneurs |
Professionals | ...

Co-funded by
the European Union

OBJECTIVES
Boost collaboration
between academia and the private sector

Attract talent to blue careers

Support in accessing cross-sectoral talent

Close the skills gap

Hackathons · BALTIC SEA · NORTH SEA · ATLANTIC

MOOC

Communication · Sustainability · Innovation Management · Risk Assessment · Leadership · Project Planning · Entrepreneurship · Fundraising · Design Thinking

ACTIVITIES
Massive Open Online Course
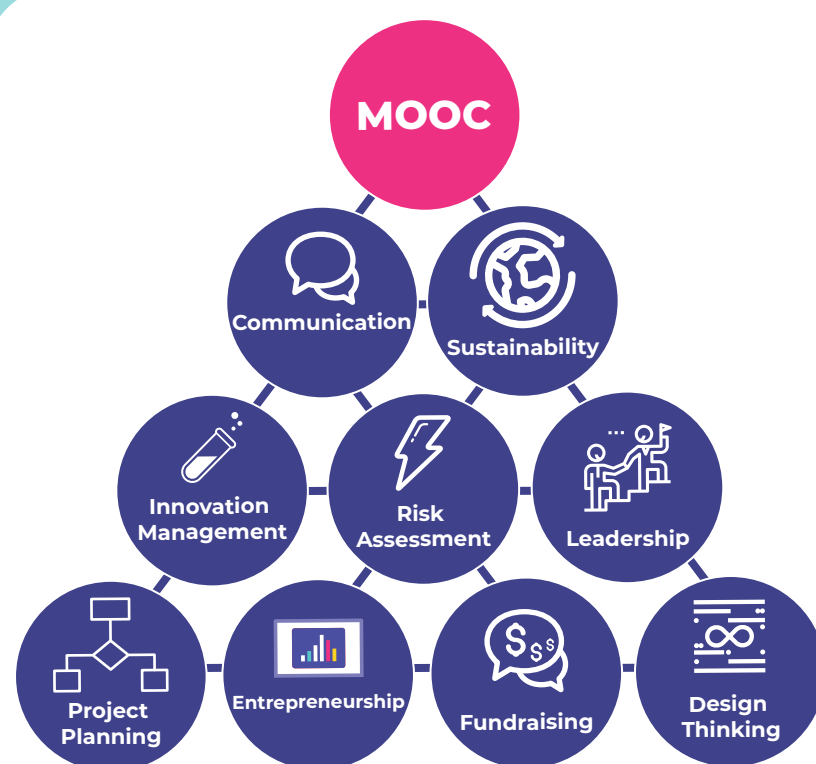Interactive e-learning modules

Webinar Series
Blue Biotech innovator stories

Hackathons
Hacking innovations

WEBINARS

From Academia to Entrepreneurship · How to Build a Startup · Women Entrepreneurship · Opportunities for EU Outermost Regions · Sustainable & Circular Economy Approaches · BlueBio Techpreneurs Trailblazers

2023

3 BBT Webinar programme & activities

2024 Blue Bio Techpreneurs

Webinar Series Programme Ed.II

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Spring Semester 2024

Fall Semester 2024

02 2024

WEBINAR 1

From Academia to Entrepreneuship

04 2024

WEBINAR 2

How to Build a Startup

09/10 2024

Hackathon 1

10 2024

10 2024

MOOC Series 1

WEBINAR 3

Sustainable and Circular Economy Approaches

12 2024

WEBINAR 4

Women Entrepreneurship

2025 Blue Bio Techpreneurs

Webinar Series Programme Ed.II

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec

Spring Semester 2025

Fall Semester 2025

02 2025

WEBINAR 5

Emerging Opportunities

04 2025

04 2025

MOOC Series 2

WEBINAR 6

BlueBioTechpreneurs Trailblazers

2025

Hackathon 2

2025

Hackathon 3