

293514	BIOPARTNERS	D4.1. Strategic Visibility Raising and Dissemination Plan
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BIOPARTNERS Project Deliverable

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PP	Restricted to other programme participants (including the Commission)	
RE	Restricted to a group defined by the consortium (including the Commission)	
CO	Confidential, only for members of the consortium (including the Commission)	

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Abstract:

This document describes **BIOPARTNERS** project visibility raising and dissemination strategy. It's objective to help the promotion of the BIOPARTNERS project and DIBBAUG's activities and results in the Biotechnology research field. The plan covers dissemination and awareness actions on Georgian, Caucasian and European level.

The document is divided in 5 sections covering the overall and specific **BIOPARTNERS** project visibility raising and dissemination strategy's objectives, focus audiences, the dissemination tools that will be developed by the project partners and the expected outputs and the indicators for evaluation of the visibility raising and dissemination plan.

Keywords: Audience, Dissemination, Visibility, Events

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Introduction

The BIOPARTNERS project, supported by the European Commission, is initiated by a Consortium of a Georgian coordinator (DIBBAUG) and two European partners (UMU and inno). The aim of the project is to improve the research capacities of Georgian research community in the FP7 thematic priority “Food, Agriculture and Biotechnology”, through twinning activities implementation between UMU and DIBBAUG, capacity building and networking. These actions will support joint Georgian-European research activities relevant to the priorities identified in the FP7 Work Programme 2011 and will help the integration of Georgian Biotechnology research to ERA.

In this context, the reinforcement of the international cooperation capacities of DIBBAUG constitutes one of project pillars and plays a crucial role in terms of tangible outcomes. Indeed, the project’s success is mainly based on information flows sine qua non condition for detecting EU-Georgian collaboration opportunities in the Biotechnology field, for promoting the research competences of DIBBAUG and for strengthening the research and cooperation capacities of DIBBAUG.

The present document is divided in 5 sections covering the overall and specific BIOPARTNERS project visibility raising and dissemination strategy’s objectives, focus audiences, the dissemination tools that will be developed by the project partners and the expected outputs and the indicators for evaluation of the visibility raising and dissemination plan.

The Visibility raising and dissemination activities focus on two major items: (i) raising visibility about DIBBAUG’s competences and results in the field of biotechnology research and (ii) disseminating information about collaboration opportunities between EU scientists and industrials and DIBBAUG’s researchers in the biotechnology domain.

The BIOPARTNERS project is looking for a large diffusion of information on the EU-**Georgian** collaboration opportunities in the field of biotechnology. The dissemination campaign helps to spread information on the collaboration opportunities between EU and Georgia, about BIOPARTNERS project objectives, work scope, outcomes and impacts among a huge number of biotechnology actors, including those beyond the biotechnology research community.

The visibility raising campaign contributes as well to this objective but in a more specific way. Visibility raising strategy represents an important tool for gathering information, ideas, opinions, feedback from the EU-Georgian biotechnology community. Acting like a “double way” information pipeline, the Visibility raising campaign helps to explore the wider biotechnology actors’ implications in the project activities.

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1. Visibility Raising and Dissemination Strategy Objectives

The overall objectives of the Visibility raising and dissemination plan are to define for the BIOPARTNERS project partners the main structure of the promotional activities and to develop a strategy, able to create a cooperative network within Europe and Georgia. The strategy will help to spread information about existing and potential collaboration opportunities between both sides and about BIOPARTNERS actions among the various stakeholders within economic sectors linked to technologies, governments, non specialized general biotechnology users and biotechnology industries in Europe and Georgian.

The focus of the dissemination activities is put on the following subjects:

- Strategic research capacities of DIBBAUG in the biotechnology field
- Scientific results, achieved by the twinning partners DIBBAUG and UMU
- Collaboration opportunities between DIBBAUG and potential EU partners, in the biotechnology field (e.g. FP7 calls for proposals);
- Cooperation models for the development of new biotechnology applications leading to the acquisition of new common markets, possible for DIBBAUG and potential EU partners;
- Biotechnology networks;

The dissemination process is declined into two distinctive parts which are closely interlinked at the same time:

Dissemination campaign aims at disseminating of information on project progress regarding to the project's activities, results and lessons learned during implementation and on the Food, Agriculture & Fisheries, and Biotechnologies Work Programme of FP7. An important aspect is to build a positive image for the project in order to federate a significant synergy and mobilization among the EU-GEORGIAN biotechnology community. Development of the project web page, with regular updates, regarding the project achievements and results will work to achieve this objective. An example of dissemination for this year is to participate in scientific conferences (e.g. 22nd IUBMB & 37th FEBS Congress: "From single Molecules to systems biology Seville, Spain, Microscon 2012— 1st Swiss International Conference on Industrial Microbiology, Olten, Switzerland)

- ▶ Visibility raising campaign is focused on the mobilization of the biotechnology R&D units in Europe and Georgia as well as the governmental organisations responsible for international cooperation in the biotechnology domain. This campaign will target specific audience such as biotechnology research centers, biotechnology National contact points and coordinators of biotechnology projects running under FP7 and other relevant EU funded projects such as tempus <http://www.tempus.org.io/>, Cordis: FP7: Marie Curie Actions http://cordis.europa.eu/fp7/mariecurieactions/home_en.html .

In order to achieve the main objective and outcomes (e.g. 4+ biotechnology EU-Georgian partnerships for FP7 biotechnology proposals, and integration of 3+ Georgian organizations in ETPs), the project will organize Information, Visibility Raising and Networking events and other **large-scale** events (summer school in Georgian, a Conference in Georgian), as well as project presentations at different biotechnology events, newsletters diffusion, project card distributions, regular web-site updated.

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2. Target Audience

BIOPARTNERS's target audience is divided into 3 groups and includes:

1. Georgian and European R&D public and private organisations in the Food area (Potential partners in the R&D projects):

- R&D centers of excellence, R&D institutions and higher education institutions having strong competencies in the BIOTECHNOLOGY field
- SMEs (including start-ups) and large companies working in BIOTECHNOLOGY

BIOPARTNERS will not only target well-known researchers. Particular targets of BIOPARTNERS will also be young biotechnology researchers as graduate students. Indeed, it is very often the case that directors of research units are too busy, while young researchers are very active and motivated to initiate and coordinate collaboration activities. Personnel of organisations - participants from other FP projects will be targeted as well.

2. Georgian and European facilitators linked to various R&D organisations - NCPs, associations, networks... (Those who have access to potential project partners)

- National and regional contact points
- Other projects
- Relevant technology platforms
- Relevant associations with international dimension activities

3. Georgian and European policy makers relevant to BIOTECHNOLOGY R&D (Those who make decisions in R&D priorities)

- Ministries and agencies in charge of design and implementation of biotechnology policy

It is important to note that if the dissemination campaign addresses all target groups, the Visibility raising one is focused mainly on the public and private research organizations working in the field of biotechnology, Georgian NCP as well as on the policy decision-makers.

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3. Dissemination Tools

This chapter presents the dissemination tools to be designed and developed by the projects partners during the project course.

It is important to note that to keep visual identity of the project, the special project visual style should be developed. It will cover the visual identity of BIOPARTNERS in order to be used in its website; newsletters, seminars/conferences, presentations in brokerage events, invitations, and all other items will follow the BIOPARTNERS design, in order to highlight BIOPARTNERS's participation (see Annex 1).

3.1. Project Website

The project website will serve both as a proper communication tool, and as of disseminating channel for all project materials. It allows access to key messages on the project and its implementation results, tailored to different audiences.

Project website will be designed and structured to promote the project. It will also be used for collecting, cross-mapping, and diffusion of information during the complete project duration on the collaboration opportunities among biotechnology specialists, industrials, stakeholders involved in the biotechnology cooperation. The Contents of the BIOPARTNERS website will advance thanks to the feedback from the Visibility raising campaign.

The Key elements for BIOPARTNERS website will include the project description, BIOPARTNERS partners and experts group presentation, regular news on project progress and activities, FP7 information, a web version of project newsletters – providing links to further information – and downloadable versions of the public papers generated by the project.

The update of BIOPARTNERS website will be done regularly. Regular updating of website information is a necessary condition of its effective functioning. Basic **follow up rules of a website** are developed for management of the site contents. The template with a regular reminder will be sent to partners by the coordinator and responsible for the task, DIBBAUG, on a monthly basis. The template should be sent to expert group members once on 3 months. Once the feedback received, DIBBAUG team will integrate the information collected in the website.

Update strategy of a website assumes the decision of two primary goals - its constant **follow up** within the framework of the existing version, and also periodic **modernization** (qualitative change of a site), when necessary.

Database technology will be used for BIOPARTNERS website development in its initial construction, allowing enough reaction to new needs. With this approach, for example, input of new type of documents will not require change of the site and its design. At the same time, in process of site exploitation, expansion of a circle of participants and visitors there are offers on improvements / changes of a site which, collecting, lead to the decision on necessity of qualitative modernization.

In order to increase dissemination performance via website, the BIOPARTNERS project will actively encourage linking from other relevant projects or BIOTECHNOLOGY organisations websites and register the website on the appropriate portals.

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BIOPARTNERS website will use special statistical system which helps monitor the success of website by the 'hit rates' of the various pages and materials – the number of visits each page receives and number of downloads for each material. This information will provide an indication of which elements are of the most interest.

Last, visitors can subscribe to the BIOPARTNERS newsletter providing their name and email address. In this way, they can follow up the project's activities and progress. For the BIOPARTNERS team, this tool allows to detect some interested people as well as to collect contact information for possible mailings. The expected website port will be: [http. www.Biopartners.ge](http://www.Biopartners.ge)

3.2. EU-Georgian Expert Reference Group

A high level Expert Scientific Reference Group in the biotechnology domain will be set up, in order to provide a strategic input for BIOPARTNERS activities and an external expert opinion on major project materials (peer reviews).

The main purpose of setting up this independent high level expert group is to enlarge the communication scope of the BIOPARTNERS and consequently DIBBAUG with the aim to enhance collaboration between Georgian and Europe through the use of their current networks. Effective collaboration is greatly facilitated by the close interaction of individuals involved in R&D activities. In spite of the global communications revolution, project collaboration remains first and foremost a "contact sport", involving close, sustained interaction of individual scientists and engineers from different organisations. The Expert Scientific Reference Group will be constituted of 3 experts, chosen, according to a transparent selection process.

The experts shall come from different countries, they should have come from high quality institutions or laboratories working mainly in the area of the BIOPARTNERS research topics and shall be experienced networking specialists and experienced FP7 participants, with ideally Georgian experience. The final list of three experts will be validated by the Consortium. The experts will have their travel and subsistence costs reimbursed by the project, in addition to an honorarium in line with the EC standard rules.

The experts contribute in a large way for project dissemination activities carrying up the following tasks:

- enlarge the Visibility of the BIOPARTNERS project with the aim to enhance collaboration between Georgian and Europe through the use of their current networks;
- be the project ambassadors by keeping informed their various networks of the project outcomes;
- be the project active observers by notifying any new proposals seeking partners in Europe and/or Georgian;
- support to establishment of EU-Georgian BIOTECHNOLOGY partnerships;
- be the project inner reviewers by providing feedbacks, advices and ideas notably for the Twinning plan, Strategic Research Plan etc;
- participate in the workshops and networking events, organized during project life time if necessary
- help to organize BIOPARTNERS events...

The expert group members actively diffuse BIOPARTNERS information messages - such as newsletter or website announcements - to their networks.

3.3. Information and Networking Events, Training Sessions and Presentations

The BIOPARTNERS twinning partners will organize a number of scientific workshops, including FP7 training. These workshops will include researchers and representatives of the BIOTECHNOLOGY community, with relevant interest to collaboration with UMU and other Georgian teams. The BIOPARTNERS project team will also organize networking

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events (e.g. Summer School in Georgia, Large-scale conference in Georgia, specific networking events/panel sessions). The events will offer attendants valuable insights into the trends and visions of the evolving technologies in Europe and in Georgia. The researchers and business representatives will be invited ante-or post-event to submit the project fact sheets that will be matched by BIOPARTNERS in order to identify potential partners. To match the requirement of the large scale events (e.g. Scientific Conference in Georgia, Summer School in Georgia etc ...), BIOPARTNERS might organize, as an entry point, panel discussions on the specific topics, but the networking dimension will be enlarged during the social events. Also, debates might be held on how to overcome the barriers for the cooperation between Europe and Georgia. BIOPARTNERS questionnaire will be distributed to attendants in order to help them identify biotechnology topics for cooperation with DIBBAUG.

In resume, the objectives of the workshops will be:

- to create a positive Visibility effect and mutual understanding among Biotechnology and Food actors on the Georgian and European side.
- To put in relation EU and Georgian potential partners.

Feedback obtained during the events will be included in the project's final recommendations.

Ideally, the workshops shall take place during the relevant events, bringing European and Georgian representatives together. Bellow is the proposed tentative timing table.

Event	Place	Date	Resp	Objective	Status
First Scientific meeting	Murcia, Spain	March, 2012	UMU	Define the research objectives and the training modules	Done
Training event		TBC	UMU	Implementation of the first round of training module	
Training event in Georgian	Tbilisi, Georgia	TBC	DIBBAUG -UMU	Implementation of training module	
First BIOPARTNERS Workshop	Tbilisi, Georgia	November, 2012	DIBBAUG	Presentation of scientific work, evaluation, discussion for further research	
Second BIOPARTNERS Workshop	Nice, TBC	TBC	UMU	Presentation of scientific work, evaluation, discussion for further research	
Large Scale Conference	Tbilisi TBC Georgia	TBC	DIBBAUG	Implementation of an International Conference in the BIOTECHNOLOGY area	
Summer school	Tbilisi, TBC Georgia	TBC	DIBBAUG -UMU	Implementation of Summer School in the field of BIOTECHNOLOGY	
Third BIOPARTNERS Workshop	Tbilisi, Georgia	November 2013	DIBBAUG	Presentation of scientific work, evaluation, discussion for further research	
Fourth BIOPARTNERS Workshop	Murcia, Spain	March. 2014	UMU	Presentation of scientific work, evaluation, discussion for further research	
Fifth BIOPARTNERS	Tbilisi, Georgia	October, 2014	DIBBAUG	Presentation of scientific work, evaluation	

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Workshop

In addition to these events BIOPARTNERS will actively seek to be presented at the most important relevant events for the BIOTECHNOLOGY community in EU and Georgian. A carefully planned events programme will ensure that the investment made in promoting project achieves the highest impact.

The types of participation in events may include:

- using speakers opportunities
- organizing special BIOPARTNERS sessions in the framework of larger scale events
- participation with project stands and literature
- linking project web site to event web site

3.4. Publications

3.4.1. *Project Leaflet*

The project leaflet will be prepared. It will serve as an executive summary of the project for presentation to influential readers - other projects' coordinators, potential partners and interested parties.

Project leaflet will include:

- overview of the project: project logo, website, partners, contact names, e-mail details;
- main objectives and the mission of the initiative;
- approach for the project work;
- expected results for the BIOTECHNOLOGY community;
- key issues and main results of the project.

3.4.2. *Project Poster, Roll-up and Project Business Card*

Project poster, roll up stand and project business card will be produced, to use during the project events, workshops and conferences. They will respect the visual identity of the project BIOPARTNERS.

3.4.3. *Initial Mailing and Newsletter*

Initial mailing will be sent to the Georgian and European specialists. Email address will be collected through the partners and through the lists of attendance of Biotechnology conferences. The goal of the mailing will be to inform Biotechnology specialists about the BIOPARTNERS project and its activities, and to invite to visit the BIOPARTNERS website.

A newsletter is a key tool to inform relevant target audiences about the evolution of a project. A periodic newsletter offers the means to report unfolding developments during the course of a project. BIOPARTNERS will issue **four**

newsletters over the duration of the project – the first newsletter at the beginning of the project (with the introductory content similar to the website main page’s content) to introduce the project; the second and third newsletters in the middle of the project and the last one will be published two months before the end of the project, to raise Visibility about proposed recommendations and obtain feedback. The newsletters will be diffused on the project website as downloadable PDF files.

To increase the efficiency of the diffusion process, the newsletters will be mailed in electronic form to about 500 addresses from the consortium members’ database (both in Georgian and Europe) and to people subscribed to newsletters, thus promoting project results and the project competence platform.

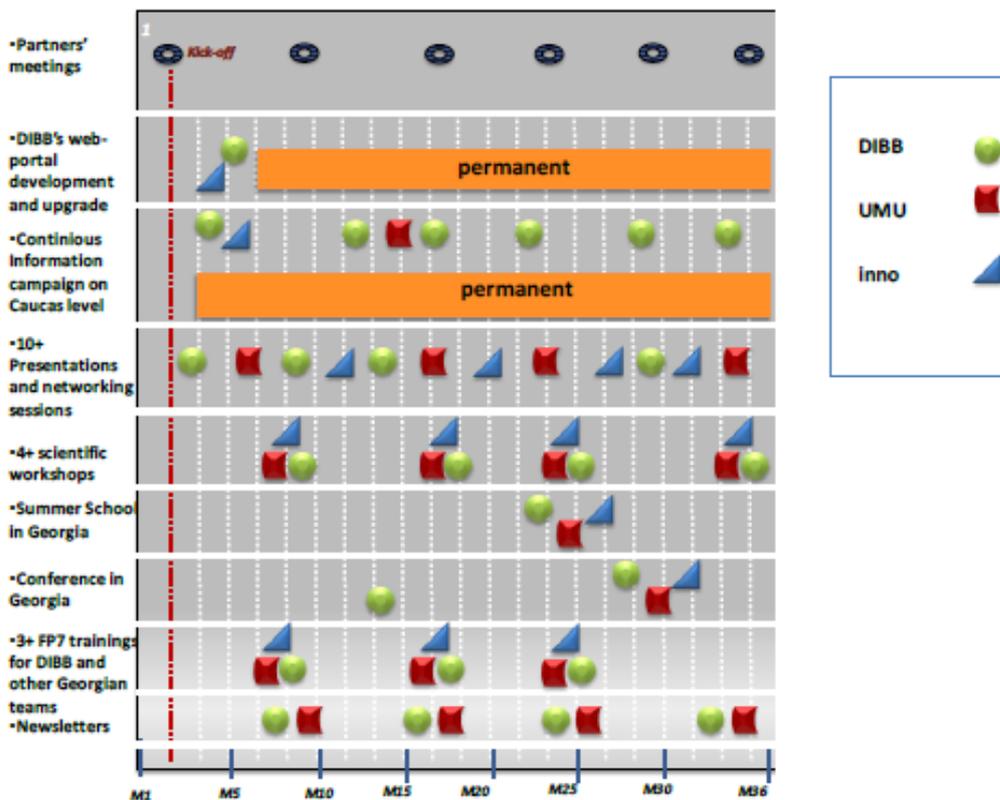
3.4.4. Success stories

The project will illustrate the success of EU-Georgian cooperation: available success stories, if any (e.g. under FP 7) will be published on the website and in the newsletter. At least 1 success story is planned to be presented.

3.4.5. Publications including specialized journals and mass-media relation

Both consortium partners and members of the EU-Georgian expert group are encouraged to prepare and publish articles in specialized BIOTECHNOLOGY, R&D and innovation journals. At least 4 EU / Georgian publications on the project progress, new opportunities for EU-Georgian BIOTECHNOLOGY collaboration (e.g. calls under FP7) and success stories of EU-Georgian BIOTECHNOLOGY collaboration will be prepared by project partners and expert group members and published in the relevant journals (might be internet-journals).

3.4.6. Overview presentation of the dissemination plan



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4. Expected Outputs

- One Visibility raising and dissemination plan prepared;
- Project visual identity set prepared (logo, template for PowerPoint presentations, template for formal letters, website design etc.)
- One project website established, regularly updated and popular among EU-Georgian BIOTECHNOLOGY research community;
- Set of communication materials (posters, web banner, roll up stand and business cards)
- Visibility raising events, networking and brokerage events, FP7 training events, Biotechnology Summer School and International Biotechnology Conference in Georgian to deepen collaborations between EU and Georgian in Biotechnology, to strengthen the scientific cooperation capacities of DIBBAUG and to create basis for the long term strategic cooperation on this sphere;
- One report about results of Visibility raising and dissemination activities of the project.

As a result:

- ⇒ Biotechnology and Food organisations in EU and Georgia will be informed about the project, its progress and collaboration opportunities.
- ⇒ All the above mentioned actions will converge to the main expected output of BIOPARTNERS project: at least 4 Biotechnology EU-Georgian partnerships for FP7 proposals, and integration of at least 3 Georgian organisations in ETPs.

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5. Indicators for Evaluation of the Visibility Raising and Dissemination Plan

In order to evaluate the effectiveness of project Visibility raising and dissemination plan, the project will use the following indicators:

- Website performance monitoring (number of visitors, page hits, etc.)
- Number of participants in the BIOPARTNERS events
- Number of publications (articles, press releases, etc.)
- Number of project presentations
- Number of networking and brokerage events
- Number of FP7 training days linked to the project events
- Number of participants in the Summer School in Georgia
- Number of participants in the International Biotechnology Conference in Georgia

The BIOPARTNERS team is confident that the dissemination activities will make use of the project results and will contribute to the reinforce Georgian international cooperation capacities.

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Annex 1 Abbreviations

Abbreviation	Meaning
EC	European Commission
FP7	Seventh Framework Programme
DIBBAUG	AGRARIAN UNIVERSITY OF GEORGIA
UMU	UNIVERSIDAD DE MURCIA
inno	INNO TSD SA
EU	European Union

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Annex 2 List of Planned Events

Event Title	Date	Place
Environmental Microbiology and Biotechnology in the frame of the Knowledge-Based Bio and Green Economy	10-12 April, 2012	Bologna, Italy
22nd IUBMB & 37th FEBS Congress: "From single Molecules to systems biology"	4-9 Sep 2012	Seville, Spain
15th European Congress on Biotechnology (ECB15)	23-26 Sep 2012	Istanbul, Turkey
Euro Phages 2012 — Bacteriophage in Medicine, Food and Biotechnology	24 - 26 Sep 2012	Oxford, United Kingdom
Microscon 2012 — 1st Swiss International Conference on Industrial Microbiology	16 - 17 Oct, 2012	Olten, Switzerland