

project N: BMP1/1.2/2481/2017

"SME Innovation Capacity Boost" of the
Cooperation Programme "Interreg V-B
Balkan-Mediterranean 2014-2020

Communication and Dissemination (C&D) Strategy Guide and Plan

Lead Partner

NATIONAL ASSOCIATION OF SMALL AND MEDIUM BUSINESS,
Bulgaria

Tirana, ALBANIA

01.11.2018



национално сдружение на малкия и среден бизнес

Content:

- ▶ Introduction and general Information
- ▶ Current status
- ▶ Suggestions and reminder

Introduction and general information :

- ▶ The Communication and Dissemination Strategy Guide and Plan (**CDSG**) was presented in detail on the last meeting and all the partners agreed on it;
- ▶ Main goal of this document is to direct the project implementation in regard with EU visibility, information and communication rules;
- ▶ To ensure proper implementation of WP's, having in mind that only with reaching the right target group/audience/stakeholders this project can be considered as successfully implemented;
- ▶ Serious delay and frivolous attitude regarding implementation of the Communication and Dissemination Strategy Guide and Plan;
- ▶ **New team member, a Communication manager, Mrs. Katarina Marinova from the NASMB, Bulgaria**

Current status (1)

WP1: Project Management & Coordination

- ▶ All partners are encouraged to get more actively involved in **internal communication** regarding daily problems that they are facing related to the project implementation, Request of FLC, Reporting and preparation of activities, having in mind that some of the partners are more experienced in project implementation and can transfer the knowledge in order to ensure effective project implementation;
- ▶ Except e-mail, you can use all forms for fast more comfortable transfer of information and discussions, such as: Viber, What's Up, Messenger, Phone calls, Skype and etc.

Current status (2)

WP1: Project Management & Coordination

- ▶ **New DROPBOX account was created** in order to ensure easy access and sharing of project documents. All documents will be uploaded only by Lead partner (The Communication Manager) and will be available for view and download for all the partners.
- ▶ Please **DO NOT** make any corrections of the documents or upload corrected documents.

Current status (3)

WP1: Project Management & Coordination

Activity	Status	Comment
1. Kick off meeting in BG (Sofia) (LP)	Held 3.10.2017	All materials available on project web-site. Information available on LP web-site. Press release in media available.
2. Interim meeting in GR (Thessaloniki)	Held 5.7.2018	Only announcement and agenda available on project web-site. Please add photos and materials. Absence of any kind of information on PP8 web-page as well as press releases. To be added.
3. Interim meeting in AL (Tirana)	Ongoing	Announcement and Agenda on project web site, no information in the calendar or events, as well as on PP6 web-site.
4. Interim meeting in FYRoM (Ohrid)	Not planned yet	/

Current status (4)

WP1: Project Management & Coordination

Activity	Status	Comment
5. Final meeting in BG	Not planned yet	/
6. Opening Conference in BG (Sofia) (LP)	Held 7.12.2017	All materials available on project web-site. Information available on LP web-site. Media coverage: www.business-club.bg
7. Opening Conference in AL	Not planned yet	/
8. Opening Conference in FYRoM (Skopje)	Held 31.05.2018	Materials available on project web-site. Absence of any kind of information on PP5 web-page.

Press releases from all events have to be recorded and available! The media should be more actively involved in the project!

Current status (5)

WP2: Project Communication and Dissemination

The objective of WP 2 is to ensure that project results are visible to the target group - SMEs in the BM region (both pilots and non-pilots), policy makers and other stakeholders. Therefore all partners are **recommended to:**

- ▶ Prepare a list of all possible stakeholders, interested parties and potential SMS's;
- ▶ Study them!
- ▶ Communicate that list with the other partners (via Dropbox/e-mail);
- ▶ Use all possible communication channels and methods in order to reach wider public;
- ▶ Target and modify your information in accordance /comply with the specific, interest and needs of given target group;
- ▶ Prepare Facebook, LinkedIn and Instagram users for the Project, daily update information and interesting news in order to attract different types of groups;

Current status (6)

WP2: Project Communication and Dissemination

The sequence of dissemination activities and responsible project partners are:

1. Development and maintenance of a project resource platform (web-page) where all results will be published -PP6

Recommendation:

Although visually the web-page seems attractive, still there are issues that must be settled: events to be added in the calendar; information about all past events as well e future activities on English, links to interested or related organizations, connect the web-page with Facebook user an evidence about any kind of information published in the media related to the project.

Current status (7)

WP2: Project Communication and Dissemination

2. Dissemination of a letter for promotion of the SAT during statistical data gathering -PP2, PP3, PP4

Recommendation:

- ▶ Clear and understandable content;
- ▶ In compliance with the EU visibility rules;
- ▶ “Less is more” principle.

Current status (8)

WP2: Project Communication and Dissemination

3. Dissemination of print materials - SAT and Application Guide in local language (500), Booklet of the Successful Innovator in English (125) and Local Languages (500) -All partners

Recommendation:

- ▶ All partners should use same format and templates;
- ▶ Clear, detailed and explicable information.

Current status (9)

WP2: Project Communication and Dissemination

4. Dissemination of Online newsletters for the Innovation Summits (InnoSummit) (1 newsletter for each summit) - All partners

Recommendation:

- ▶ All dissemination materials should be available on the project web-site as well as on PP's web-sites;
- ▶ One template should be developed and used by all partners;
- ▶ Have to have eye-catching visualization in order to attract interests of the target groups;
- ▶ Clear information;
- ▶ Should be sent to more representatives from different spheres (larger number of sent invitations - bigger chance of attracting more participants)

Current status (10)

WP2: Project Communication and Dissemination

5. Implementation of 4 Innovation Summits in BG, FYROM, AL and GR -All partners

Recommendation:

- ▶ **Right timing:** check if the date you have selected is free and if there is no other events implementing in the same day. Prepare a time table for all 4 Summits;
- ▶ **Right audience:** mark and prepare a list of potential guests/interested organizations from different spheres: similar projects, national campaigns, SME's working in the IT, initiatives in the field of ICT, universities and schools, Non-governmental organizations, Operational programs, Technology parks, Students, Innovation centers and incubators, media and many others.
- ▶ **Right format:** PP's should collect the best practices in organization of similar events and carefully plan the organization. Share the experience and use one and same format in organization of the Summits;

Current status (11)

WP2: Project Communication and Dissemination

Innovation Summits Recommendation (2):

- ▶ **Right materials** - envisage and prepare enough materials, attendance lists, dissemination materials, booklet and Application guide.
- ▶ Use different kinds of **media** to share the news about the events, leave trail on everything you do (Ex. Print Screen of e-mail communication or invitation, register forms, news in the media related to the event etc.)
- ▶ Prepare attractive **invitation** depending of the target group.
- ▶ Ensure the **attendance** of policy makers, researchers, representatives of key organizations and firms dealing with the innovation topics.
- ▶ **Invite companies/universities** to present their innovative products.

Examples: (see next two slides)

We use cookies to tailor your experience, measure site performance and present relevant offers and advertisements. By clicking on 'Allow' or any content on this site, you agree that cookies can be placed. You can view our policies or manage your cookies here.

Allow

Overview

Why attend

Speakers

Agenda

Venue

Sponsors

Enquiry

From our sponsors

Articles from The Economist

AI - Whats Next?

2017 event highlights

Similar Events

- AI may learn prejudices from their human masters. Where do the greatest dangers lie, can they be regulated away, and if so, by whom?

Join the conversation on @EconomistEvents via #EconInnov.



WHY ATTEND

The Economist Events' Innovation Summit will gather 150+ leading thinkers and practitioners to explore insights and strategies for successfully embracing AI and machine learning to build a truly intelligent company.

5 reasons to attend

- Benefit from *The Economist's* unique perspective
- Hear from a variety of inspirational speakers pushing the boundaries in artificial intelligence – including BrandsEye, CognitionX, Darktrace, DeepMind and Fetch.ai
- Find out answers to questions such as "Will AI reshape what work means and how wealth is created?" and "Should the responsibility for developing safe and ethical AI lie with the companies that build them?"
- Hear from corporates leading the way in AI – including BP, Philips, Shazam and Monzo
- Be a part of an established innovation event series chaired by *The Economist* – previous summits have been held in Berlin, Chicago and Hong Kong

SPEAKERS

@EconomistEvents

#EconInnov

Share it



Add to calendar

I'm interested in

- Attending
- Sponsoring
- Media partnership / Press

Current status (12)
WP2: Project Communication and Dissemination
Innovation Summits Recommendation (3):

[Innovation Summit México 2018](#)

[Innovation Summit Sydney 2018](#)

Current status (13)

WP3: Statistical information for benchmarking

1. Information needs analysis and development of a List of indicators regarding key enabling factors for innovations in SMEs and other relevant topics resulting from the assessment - LP, PP4, PP5, PP8

Recommendation:

All visibility requirements respected. Resume of the *Analysis and the Indicators* will be uploaded on the project web-site, LP web-site and on project Dropbox account.

Current status (14)

WP3: Statistical information for benchmarking

2. Workshop of statistical institutes for the development of a new, independent, relevant for SMEs Questionnaire and Methodology for the statistical survey - All partners

Recommendation:

Three workshops carried out:

- ▶ 31.01.2018 - 01.02.2018 in Slivek, Bulgaria - All materials available in the project web-site, information present on LP and PP2 web-site.
- ▶ 27.07.2018 Korca - All materials available on project web site. Available information on PP6 web-site.
- ▶ 31.05.2018 - Materials present on Project web site. Not all are in English! No information about the event on the PP5 web-page.
- ▶ **There aren't information in the local or regional media about the events except for the Slivek event!**

Current status (15)

WP4: Self-assessment tool (SAT)

WP 4 aims to develop electronic SAT for innovation capacity of SMEs, which will be unified, transnational and an Application Guide. The Activities include:

- Analysis of the best practices of similar assessment tools - LP, PP5, PP6, PP7, PP8
- Development of the SAT (electronic) and Application Guide - Main partners - LP, PP5, PP6, PP8; Supporting - PP2, PP4
- Pilot testing of the SAT with SMEs in the partnering countries (200) - LP, PP5, PP6, PP8
- Development of Benchmarking Reports using statistics data and SAT information per SME (150), per country (3) and transnational (1) - LP, PP5, PP6
- Criteria and assessment methodology for the choice of sample SMEs for which Innovation Action Plans will be developed - Main partners - LP, PP5, PP6; Supporting - PP2, PP4
- Development of Innovation Action Plans (40) for chosen pilot SMEs (open methodology/criteria) that provide the recommended steps for developing and implementing innovations - LP, PP5, PP6, PP8

All deliverables from this WP should respect the EU visibility requirement and should use templates for their preparation. They should be uploaded on the project web page and on the project Dropbox account. The project partners should maintain close cooperation in order to achieve positive results.

Current status (16)

WP5: Transnational Innovation Clusters

WP 5 will leverage on the developed tools and gathered information from previous WPs and will add value by ensuring the transnational effect to the project. Activities include:

- ▶ - Development of Recommender cluster system for transnational innovation clusters - PP7, PP8
- ▶ - Pilot implementation of the system on the basis of information from the SAT and statistics survey - PP7, PP8
- ▶ - Recommended composition of formation of pilot transnational innovation clusters in the project countries - PP7, PP8

Having in mind that this is a crucial point of the project implementation, all partners should join efforts to prepare the stated activities. Therefore the observers should be actively involved with recommendations and good practices.

The role of the OP1 (Software Engineering and Internet Technologies Lab - University of Cyprus) is to participate in the activities envisaged in WP5 as well as to be actively involved in experience sharing, dissemination of project activities and ensuring sustainability of the project in the BM region. **The responsible partner (PP7 and PP8) should inform and keep close contact to OP1.**

Current status (17)

WP6: Enabling factors for the successful innovator

WP 6: Enabling factors for the successful innovator

WP 6 will combine the compiled knowledge through the development of Report in English on the analysis of transnational enabling factors for innovations, building on the results from the data, tools and system (All partners) as well as Booklet of the Successful Innovator - in local language and in English summarizing the main findings in the report adapted for free use by SMEs (All partners).

All deliverables from this WP should respect the EU visibility requirement and should use templates for their preparation. They should be uploaded on the project web page and on the project Dropbox account. The project partners should maintain close cooperation in order to achieve positive results.

Suggestions and Reminder

To ensure the valorization of project's results, the project partners consortium will take advantage of **all dissemination and communication channels** they may reach to promote the SAT and other main results to all interested parties across Europe.

Do not underestimate the power of social media. They can play a **essential** role in reaching and attracting the target groups.



Reminder

Target groups

- ▶ 1. The direct target groups will be the pilot SMEs in the BM region and project partners. SMEs will benefit through the assessment of their standing in the innovation ecosystem and the developed action plans, increased ability to develop/attract innovations and funding and boosted capacity. The project partners will share know-how and best practices in developing data, tools and systems for the BM region.

In order to reach wider number of SMEs with appropriate profile, the project partners have to develop a strategy. In that regard, first the SMSs profile have to be defined. Secondly, according to profile, specific communication channels, methods and invitation should be prepared.

Suggestion: The Pilot SMS's should be a newly established small or medium enterprises which work in the field of Information and communication technologies. Therefore one of the most effective communication channels would be forums or web-sites that are ICT oriented, social media, trainings, meetings, radio and etc.

Reminder

Target groups

- ▶ 2. The indirect target groups that will benefit from the project will be all SME innovation ecosystem stakeholders in the region (not only pilots), including SMEs, the business, research institutions, investors, universities, policy makers, technological parks, related NGOs, etc. The SME innovation ecosystem stakeholders will benefit from the availability of comparable statistical data, self-assessment tool and universal system for innovation cluster formation available at the project resource platform (web-page).
- ▶ **Suggestion:** The invitations and information for the wider target groups can be: detailed and target oriented OR general. General information should contain basic Project information as well as event details. The detailed and target oriented, from the other hand, should contain the information that the target recipient wants to hear. They should be written in attractive way, clearly showing what kind of benefit one can have by participating in our event.

Reminder

The project partners should use SMEInnoBoost Project Factsheets as a tool to reach the media, major stakeholders and the general public

Dissemination proof documents: Copies from promotional materials, photos, agendas, attendance lists, copies of publications, copies of presentations at conferences, screenshots from web pages, etc.

Communication and Dissemination Planned Activities

Planned	Realized
Development of the project logo	✓
Development and maintenance of a project resource platform	✓
Dissemination of a letter for promotion of the SAT during statistical data gathering	X
Dissemination of print materials - SAT and Application Guide in local language (500), Booklet of the Successful Innovator in English (125) and Local Languages (500)	X
Dissemination of Online newsletters for the Innovation Summits (1 newsletter for each summit)	X

Communication and Dissemination Planned Activities

Planned	Realized
Implementation of 4 Innovation Summits in BG, FYROM, AL and GR	<i>X</i>
Promotional materials	<i>partly</i>
Press conference (3 times) reporting on important project stages and results;	<i>partly</i>
A closing valorization conference in Sofia, Bulgaria	<i>X</i>

Reminder

The aim of the consortium is to execute those C&D activities which will lead to extension of the existing network with new SMEInnoBoost friends, who will form the network of the "SMEInnoBoost Associates & Friends". This network will help to create new channels and circles for cooperation on four levels: international, national, regional and local. In this way, sustainability of the results will be supported. Another consequence from C&D activities will be benchmarking of the results internationally and domestically – using the web site communication and presentations at conferences, meetings and discussions. The expectation is that this will provoke further curiosity in the general public and a challenge in professional circles in the partners' countries. Another effect of successful C&D campaigns will be the inspiration for institutions to introduce novelties on SMEs innovation capacity building. In this direction, cooperation with institutions is considered.

One of our press releases

КОНФЕРЕНЦИЯ "КЛЮЧОВИ ФАКТОРИ ЗА ГЕНЕРИРАНЕ И ВНЕДРЯВАНЕ НА ИНОВАЦИИ ОТ МСП"

На 07 декември от 13.30 часа, в зала «Парк-хотел Москва, ул. Незабравка № 25, конферентна зала» ще се проведе конференция на тема: „Ключови фактори за генериране и внедряване на иновации от МСП“

Събитието се организира в рамките на изпълнение на проект: „Повишаване на иновационния капацитет на малките и средните предприятия (МСП)/SMEINNOBOOST“, финансиран по програмата „Балкани – Средиземно море 2014-2020“, водещ партньор по проект е Националното сдружение на малкия и среден бизнес. Проектни партньори са 9 организации от България, Гърция, Кипър, Македония и Албания, включително НСИ на България, НСИ на Македония и НСИ на Албания.

Целта на проекта е да се допринесе за развитие на иновационната екосистема в целевите страни чрез подкрепа иновационната активност и капацитет на МСП за генериране и внедряване на иновации.

В конференцията ще вземат участие :

- Елеонора Негулова Председател и член на УС на Националното сдружение на малкия и среден бизнес и проектен мениджър проект SMEINNOBOOST
- Любомир Ганчев – Съветник на министър Емил Караниколов – Министерство на икономиката
- Ивелина Пенева - Главен директор - УО на ОПИК 2014-2020 - Успехи в подкрепа иновационната



KRESTON BULMAR
счетоводни услуги
за растежа на всеки бизнес




Банки Инвестиции Пари



Нови 7 проекта на неправителствени организации бяха финансирани от Обществения борд на TELUS International в България

25.10.2018



Бургаските читалища представят дейността си в своеобразен съботен фестивал с множество събития

25.10.2018



Първите 20 души вече бяха в подкрепа на реновирането на спортните площадки в България

25.10.2018



Биографичен филм за дядо Добри с премиера през декември

25.10.2018

Thank you for your attention

Eleonora Negulova

Project Manager,
National Association of Small and Medium Business