

Interreg BSR OSIRIS

PROJECT PERIOD 5

GA 3.5 Communication and Dissemination of Smart Silver Framework

REPORT

GA 3.5 Lead Partner: Riga Technical University, LATVIA

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1. INTRODUCTION

Objectives

The GA 3.5 scope was to communicate and disseminate Smart Silver Framework (SSF) as an open innovation ecosystem concept within the project as well as outside the project in order to reach out Quadruple Helix (QH) innovation actors from the entire Baltic Sea Region (BSR). PP6 as GA 3.5 leader's task coordinated the process of communication and dissemination with the full support of LP, PP3, PP8, PP11 and PP12.

According to the project work plan there were 2 types of tasks to be implemented by the PPs within GA 3.5. First, the SSF Communication and dissemination kit (CDK) was developed and implemented. Second, PP6 coordinated the organization of Transnational Conferences to increase impact of the communication and dissemination campaign.

The purpose of the CDK was to present SSF, its objectives, functionality and eventual future actions in order to achieve SSF transferability and scalability, raise awareness and support target groups to use this open innovation ecosystem concept as a model for the cooperation. The CDK was seen as a concentrated instrument to be used for communication and dissemination campaigns both over online and offline environment (printed versions upon each Partner's considerations), to accentuate the visibility of project itself and SSF theoretical concept by extension.

The CDK was composed of the following communication materials: brochure, leaflet, overlays and banners for Partner's own adapted communications through chosen media platforms, e-newsletters and webinars, to be released by project and associated partners on social media - LinkedIn, Facebook and Twitter.

Digital versions of brochures and leaflets were published and communicated by assigned partners. Besides that, Interreg BSR guidelines and unified elements of visual communication were observed to make both the project and its deliverables more visible to all groups that are included in the QH approach to SSF by creating unified communication practices.

2. WORK PLAN

Summary of the GA3.5 Methodology / Work Plan

In order to establish a better Communication and Dissemination Plan, a comprehensive questionnaire was made to request project Partners for their opinions. Partners suggestions and remarks received in return, helped to set up the 'Communication and Dissemination Guidelines'. The document contained brief aspects and explanations of communication strategy, description of full communication and dissemination cycle, platforms and tools, general guidelines of work with social media as the primary communications and dissemination channels, best practices of their use and some useful hints for e-mail marketing. Due to the different objective reasons (focus/subject of the communication) the development of proper CDK was slightly delayed.

After the several rounds of consultations and clarifications among project teams it was commonly agreed that the CDK instruments (as brochure, leaflet, overlay templates for social media posts) would be developed for the use of all Partners mainly in digital version. To accomplish this task PP6 followed both Interreg BSR design guidelines and Interreg BSR corporate design manual instructions about sizes and shapes of logos, colors and other visual elements which were compulsory for the project identity. A professional design agency "FDS" SIA (reg. nr. 40103676292401 [Dizaina pakalpojumi. Grafiskais dizains un Reklāmas dizaina izstrāde \(firstdesign.lv\)](#)) was outsourced to accomplish the task. Thanks to LP's helping hand and closest collaboration with the LP, the following SSF CDK elements were made available for Project Partners use:

- 6 pages foldable booklet (see Annexes 2 & 3)
- 4 pages A4 brochure whether in form of hand-out or leaflet (see Annexes 4 & 5)
- Facebook, Twitter and LinkedIn overlay templates in 7 size versions appropriate for use in social media (see Annex 1)

All the files were easily adaptable, and they were provided in PNG as well as PDF formats. The PDF format allowed PPs to insert content into the text fields in their local languages. The vector files, for ex. CDR required for prints were prepared and available at request. Therefore, CDK were easily usable for each Project Partner to carry on its own communication and dissemination event at national/regional levels.

There are two remaining tasks to accomplish for forthcoming period – the coordination of transnational conferences as well as the communication assessment plan to evaluate the impact of communication actions and of dissemination kit usage.

3. RESULT – Dissemination Kit

The CDK consists of the below mentioned elements:

- 6 pages foldable booklet

The chosen format was 'A4 landscape size', divided in 6 sections over *recto* and *verso* sides. The title and last pages are bringing Interreg BSR visuals and color codes reflecting BSR area map with project Partners involved, the SSF concept, PP's logos, as well as given Partner's organization logo and contact information. In an unfolded position the booklets inside pages explain the brief overview of SSF purpose, structure and functions, the figure depicts project Partner's RIS3 strategy and QH actors' different interactions possibilities.

- 4 pages A4 brochure

These brochures were designed to be used in form of hand-outs or foldable leaflets (paper versions). *Recto* and *verso* - the title and last pages are bringing Interreg BSR compulsory visual/shape – the 'bridge' symbol, BSR color codes, PP's logos, as well as given Partner's organization logo and contact information. The brochure's inside pages explain SSF aims, key stakeholders interactions and brings SSF concept's graphic illustration.

- Overlay templates

The overlay templates and banners were created in 7 size versions and 'base layout', all appropriate for use in social media and in Partners website's design. There are banners in the following sizes: 851x315; 1024x512; 1080x1920; 1128x191; 1200x630; 1200x1200; 1500x500 pixels.

A full set of the CDK materials is available in MS Teams folder: Work Package 3 Activity 3.5 Periods 3-4 > Dissemination kit_OSIRIS_BSR_II. Some examples of booklet, brochure and overlay templates are shown in ANNEXES below.

4. CONCLUSION

Summary

The GA 3.5 was conducted according to the Project General Working Plan in order to comply with the WP 3 Communication Strategy. The base of strategy is three pillars of communication aims – receive input, increase knowledge and, as a consequent, foster the change of behavior of region’s innovation actors: local public authorities, RIS3 authorities, businesses, business support organizations, scientific and research organizations, end users – senior citizens. In accordance with these requirements and specifically to communicate and disseminate the concept of SSF created by all Project Partners efforts, PP6 developed the Communication and Dissemination Kit (CDK) comprising the required elements: booklets, brochures and social media overlay templates.

The CDK’s elements are easily adaptable to each project Partners needs for diffusion in different communication channels, mainly digitally or physically in form of printed material as an easy and efficient way to reach the target audience – BSR region’s innovation actors.

5. ANNEXES

Annex 1: Base_layout.jpg



Annex 2: Bklt_folded_LV_recto



Lead partner:

HAMK
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Project partners:

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RTU
Rīgas Tehniskā universitāte
Riga Technical University

1862
RIGA TECHNICAL
UNIVERSITY

CONNECT
LATVIA

TAL TECH

**INNOVATION
CENTRE**

KVK
KLAIPĒDAS
VALSTYBINĒ
KOLEGIJA

iamus
DABLING THE INTERNET OF THINGS

**AARHUS
KOMMUNE**

**VIA University
College**

ITMO UNIVERSITY

**BUSINESS INCUBATOR
INGRIA
RIGA TECHNICAL UNIVERSITY**

"By strengthening all economic activities relevant to the needs of older adults, OSIRIS will address the region's societal challenges."

Smart Silver
Framework
as open
innovation
ecosystem

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Osiris Interreg BSR Smart Silver Framework



Annex 3: Bklt_folded_LV_verso

Smart Silver Framework

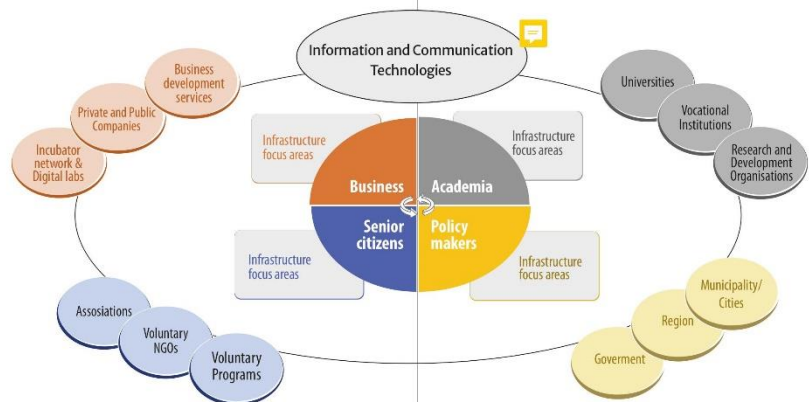
is a structure for the creation of regional open innovation ecosystems – Smart Silver Labs – in the Baltic Sea region.

It connects regional innovation actors such as researchers, product and service developers, financiers, local authorities and user organisations, involved in the implementation of national innovation strategies for smart specialisation – the Information and Communication Technologies – into a network for collaboration in Latvian Silver Economy.

- provides a structure for the regional open innovation ecosystem – Smart Silver Lab – which connects researchers, product and service developers, financiers, local authorities and user organisations, who are innovation actors involved in the implementation of of national/ regional innovation strategies for smart specialisation in Latvia – the Information and Communication Technologies.

- supports building regional open innovation ecosystems that foster creation of innovations in technology, business models as well as necessary conditions for their uptakes in the Silver Economy market of the Baltic Sea region

Smart Silver Framework was created by a Joint Expert Panel representing project partners from Finland, Latvia, Estonia, Lithuania, Denmark and Russia.



Annex 4: brch_leaflet_handout__Klaipėdos Vastybine Kolegija_recto

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Project Partners working on
Smart Silver Framework:



Osiris Interreg BSR Smart Silver Framework

Annex 5: brch_leaflet_handout__Klaipedos Vastybine Kolegija_verso

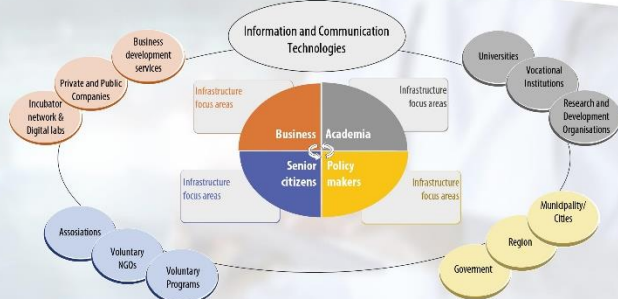
SMART SILVER FRAMEWORK

provides a structure for the regional open innovation ecosystem – Smart Silver Lab – which connects researchers, product and service developers, financiers, local authorities and user organisations, who are innovation actors involved in the implementation of national innovation strategies for smart specialisation in Latvia – the Information and Communication Technologies.

enables all innovation actors to screen and accelerate the uptake of innovative products and services enabling older adults to continue living a comfortable, independent and active life.

supports building regional open innovation ecosystems that foster creation of innovations in technology, business models as well as necessary conditions for their uptakes in the Silver Economy market of the Baltic Sea region

SMART SILVER FRAMEWORK



Smart Silver Framework was created by a Joint Expert Panel representing project partners from Finland, Latvia, Estonia, Lithuania, Denmark, and Russia.

Learn more about Smart Silver Framework at:
www.osiris-smartsilvereconomy.eu