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GEN.ERA

diGital gENomic Alliance to Explore new maRket for Acceleration

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Glossary

Acronym	Meaning
CA	Consortium Agreement
cc.	Carbon Copy (send multiple people the same email)
CO	Confidential
D	Demonstrator
De	Deliverable
Dis.	Dissemination
e.g.	Exempli gratia (latin: for example)
EASME	Executive Agency for SMEs
EC	European Commission
Ed.	Edition
etc.	Et Cetera (latin: and so forth)
EU	European Union
GA	Grant Agreement
ID	Identification Data
GEN.ERA	Project Acronym: diGital gENomic Alliance to Explore new maRket for Acceleration
KPI	Key Performance Indicator
M	Month
MS	Milestone
No. / N° / Nr.	Number
O	Other
P	Prototype
PP	Program Participants. Restricted to the IST participants and the EC.
PU	Public Usage. No restrictions on access (in secured PDF format).
R	Report



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RE:	Restricted to an expressly defined group, defined by the Consortium, and the EC
SME	Small and Medium Enterprises
T	Task
WP	Work Package
WPL	Work Package Leader

Partner Short Name	Partner Full Name
GENO	GIP Genopole (Coordinator)
CBIOS	Distretto Tecnologico Campania Bioscience
OOST	East-Netherlands Development Agency
TBP	Tartu BT Park OÜ
TScP	Turku Science Park Ltd



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1 Introduction

1.1 Purpose of this document

This document defines what are the tools used within the communication strategy of the GEN.ERA project to communicate and disseminate the project information to the entities and stakeholders that will benefit or could be involved in the project initiatives. The branding strategy and communication plan will provide the possibility to achieve maximum visibility and impact by communicating the role of the GEN.ERA alliance (conceived as an organization of clusters), acting as a springboard to promote the internationalisation of European SMEs towards third countries.

A set of templates is attached as project deliverables. The purpose of the templates is to ensure that the documents exchanged within the project are unified in form and structure and ensure the quality objectives of the project.

The communication management strategy

Cooperation will be guaranteed through measures aimed at the comparison and sharing of all project activities. It is therefore essential that the transmission of the information is as effective as possible. The Communication will take place in many different forms. It will initially develop the following tools:

- 1) *The Project website pages.*
- 2) *A tool kit consisting of communication tools like logo, templates for roll-up, leaflet and brochure.*
- 3) *An information leaflet ('start-up') of the project and its objectives to be distributed at events, meetings, and conferences.*
- 4) *An electronic newsletter will be designed, published in digital form and on the website of GEN.ERA partners, aimed to the dissemination and exploitation of outcomes.*
- 5) *The communication between partners and towards the public will also be ensured by the use of light platforms, like social networks (i.e. Twitter, LinkedIn)*

1.2 References and Background Material

The preparation of this document is based on the following project material:

- Grant Agreement n.951197 and related annexes



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- GEN.ERA Consortium Agreement, as signed with possible ongoing amendments
- D1.2_“Project Work plan final document”, elaborated by Genopole as Coordinator

2 Communication messages

2.1 Premises

GEN.ERA is a European cluster collaboration in Genomic with the objective of developing and implementing a joint strategy to support internationalisation of SMEs in extra-European countries.

The consortium is formed by five bio clusters: GIP Genopole (later Geno, France), Distretto Campania Bioscience (CBIOS, Italy), Tartu BT Park OÜ (later TBP, Estonia), Turku Science Park Ltd (later TScP, Finland) and East-Netherlands Development Agency (later OOST, Netherlands). In that respect, the consortium covers strategically five regions in Europe and meets the program’s requirements of mixture of less developed (Southern Italy, Estonia) and more developed (France, Finland, and the Netherlands) regions.

This long-term partnership seeks to help SMEs in identifying, selecting and acquiring market intelligence on new and emerging markets where the genomic sector has a huge potential and therefore find new market opportunities outside Europe. We want you to acquire capacities to start an internationalization process to enter successfully new markets. SMEs will have the opportunity to take part to a common cross-sectoral internationalization strategy with other European SMEs, and integrate in a global value chain for the genomic/proteomic sector.

GEN.ERA will study 8 high-potential areas (China, Japan, Korea, Japan, Taiwan, India, Australia, USA) from which will be collectively selected 3, in line with SMEs’ business development strategy. Our partnership will then support common actions to facilitate international access to international markets and find opportunities in the selected markets. In parallel, we want to offer you the possibility to boost business and innovation, by developing interactions through B2B networking/collaborations with our European partners.



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2.2 The GEN.ERA Communication messages

Specific communication messages will be underpinned by four main concepts:

1. Transmit to the end user community in the industry of Genetics/Genomics the opportunity to broadcast their needs at a local, national and EU level throughout GEN.ERA project.
2. Support the creation and implementation of new value chain at European level.
3. Provide support on boosting internationalization of Genetics/Genomics SMEs community
4. Consider the outcomes as a valid reference for the definition and implementation of forthcoming policy frameworks or strategic plans at national or European level.

2.2.1 Specific communication messages

Starting from the concepts previously mentioned in the point 2.3, a set of basic messages can be defined, as the basis for a deeper approach to specific target audience and in relation with the activities that compose the GEN.ERA project implementation plan:

1. *"Digital genomic alliance to explore new market for acceleration"*

- It stimulates awareness of the GEN.ERA project and strengthen awareness about the potential of alliance for reinforcing genomic industry capacity to explore new markets
- It could be considered one of the best messages to make Genetics/Genomics SMEs aware of the need to support alliances in order to foster the creation of new value chains.

2. *"Expand your horizons and go global"*

- It stimulates the idea that technology has made it easier for companies to expand their business and reach new markets. Once considered to be a possibility only for big firms, globalization is an excellent business expansion solution that is also open to SMEs.
- It makes evidence of the main reasons for expanding business internationally:
 - 1) To explore new markets to increase sales
 - 2) To establish new collaborations, cooperating for identification of technological, functional, or organizational challenges



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- 3) To define its own identity as a global company, in spite of its dimension
- 4) To cut labor and logistics costs by moving closer to the resource markets.

3. “We’ll help your company to internationalize, gaining skills and insights to successfully move into the most promising markets”

- It stimulates the idea that GEN.ERA partnership will help SMEs expand outside the EU by promoting them, rationalizing new activities in priority markets and leveraging existing EU external policies.
- It stimulates the idea that GEN.ERA partnership will help in defining international business plans to address markets abroad, specific research on IPR policies, market trends, certification, and regulation policies in third countries or geographical areas, etc.
- It stimulates the idea that GEN.ERA partnership will support the establishment of liaisons and ties within the whole ecosystem of Genomics industry stakeholders: large enterprises counterparts who might act as end-users of the innovations, technical community, other regional clusters in the world, scientific community, policy makers, private financing actors, and general public.

4. “Unleashing Europe’s Genomic potential”

- It stimulates the idea that increasing the internationalization of SMEs and helping them access third markets is crucial for Europe’s competitiveness, economic growth, and innovation.

3 Communication tools

CBIOS is in charge of the production of a set of dissemination tools, both online and offline, that are the main instruments for GEN.ERA partners for a correct performance of communication actions.



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3.1 GEN.ERA Project Logo

As a first outcome, CBIOS has designed a complete GEN.ERA visual identity, that is focused on the GEN.ERA logo.



The Acronym of the project – i.e. GEN.ERA – is the main representative mark in the logo that has to be used respecting the font and colors. Otherwise, it should be written with capital letters with the two words separated by a dot in the middle “GEN.ERA”.

GEN.ERA Project Logo - The GEN.ERA logo can be downloaded at the Project intranet address

LINK GEN.ERA Project Logo: <https://cloud.genopole.fr/index.php/s/KHUapJqOUHSRim5/authenticate>

LOGO TEMPLATE ANNEX 1

3.2 GEN.ERA off-line communication and dissemination tools: brochure, flyer and roll-up

Printed promotional material - The production of a number of brochures, posters and roll-ups will widen the public reached by the communication activities, allowing other potentially interested stakeholders and the general public to be informed about GEN.ERA Project.

A **brochure** will focus on specific elements of GEN.ERA (consortium, objectives, roadmap, etc.). The brochure will exist in electronic form to be forwarded via e-mail and downloaded on the website; furthermore, there will be printed versions to be used for conferences and



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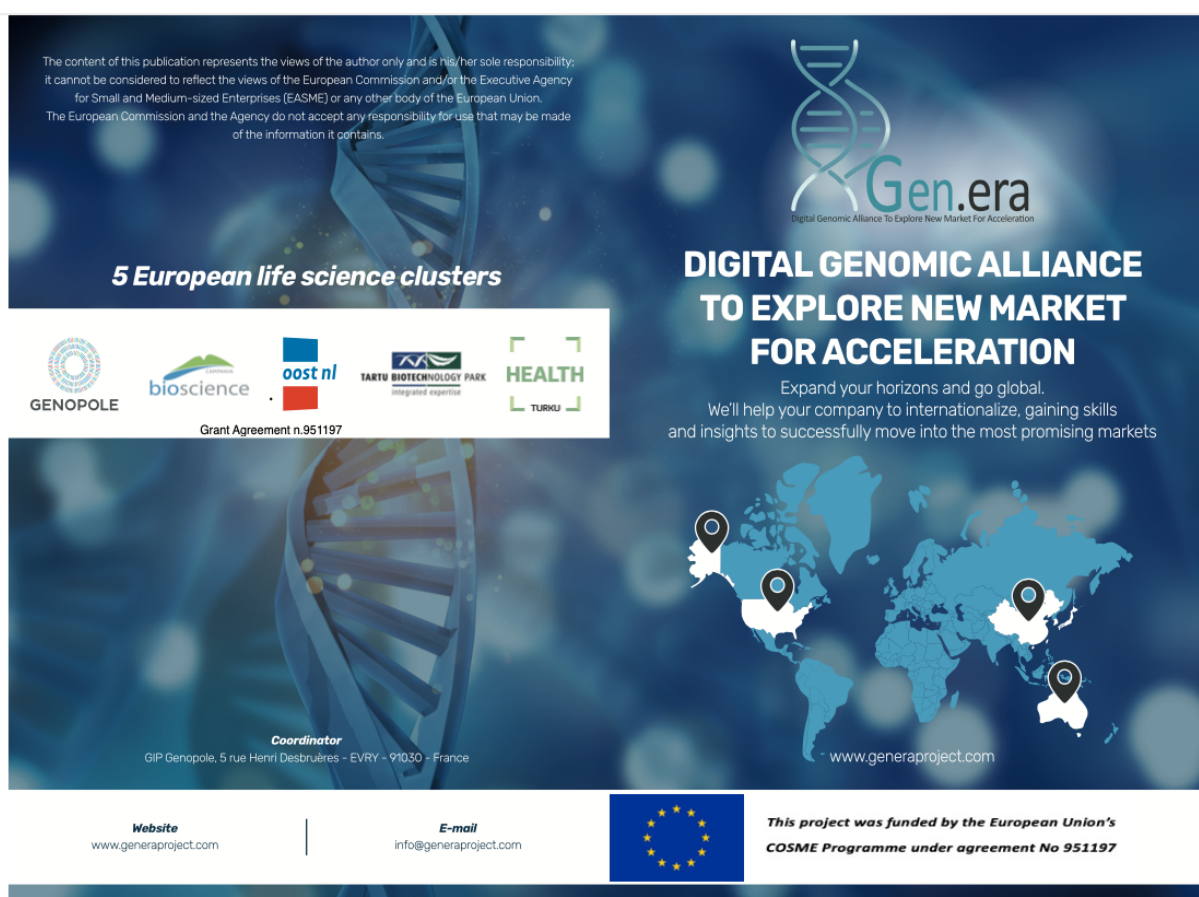
live events.

When preparing the brochure special attention has been given to a clear language and a friendly, light design which represents the idea of the Project.

The brochure has a four-sided format:

Side 4

Side 1

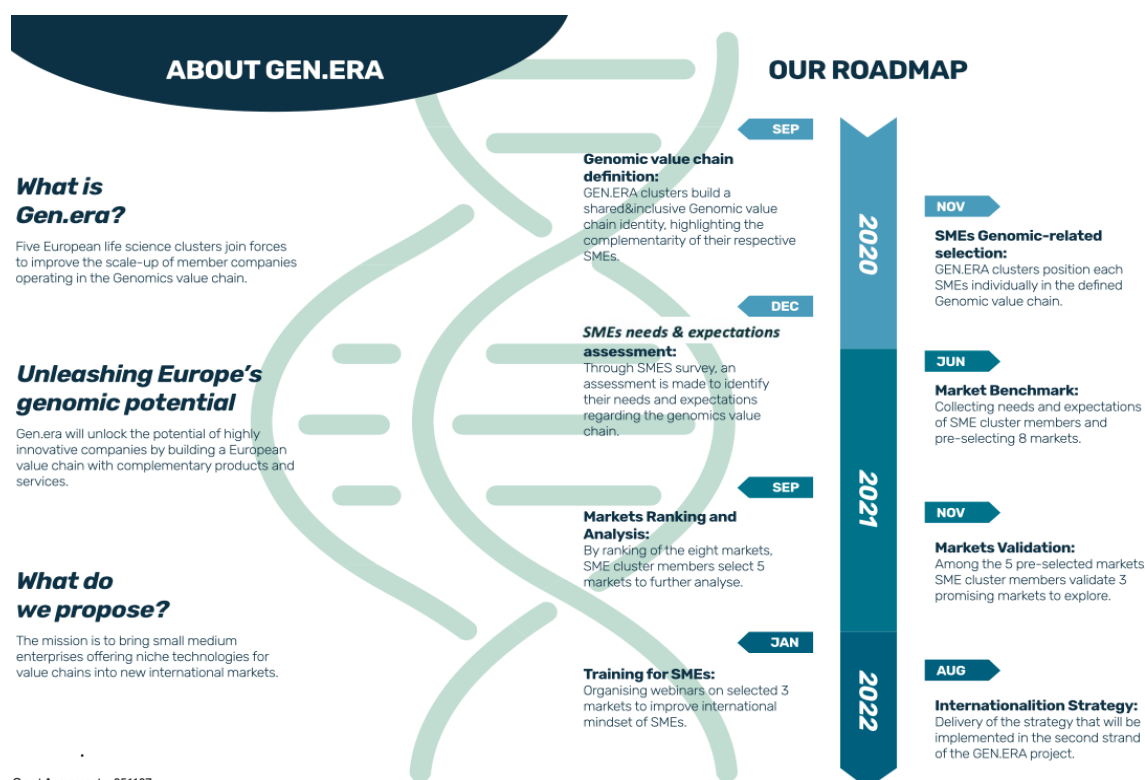


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Side 2

Side 3



The brochure reflects the vision that underlies the Project: a European cluster collaboration in Genomics with the objective of developing and implementing a joint strategy to support internationalization of SMEs in extra-European countries. Five complementary clusters from France, Netherlands, Italy, Finland and Estonia combine and share skills and know-how to reach new markets.

This long-term partnership seeks to help SMEs in identifying, selecting, and acquiring market intelligence on new and emerging markets where the genomic sector has a huge potential and therefore find new market opportunities outside Europe.

In the first side, the eight high-potential areas GEN.ERA will study are clearly highlighted in the worldmap: China, Japan, Korea, Japan, Taiwan, India, Australia, USA.

In the second side, information about GEN.ERA, its objectives and the offer are briefly described: short messages give the idea that GEN.ERA partnership will support common actions to facilitate SMEs' access to international markets.



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In the third side, a roadmap is clearly designed to inform about the several steps to be reached.

In the fourth side, information about GEN.ERA contacts are reported, together with the partners' logos and the reference to the Coordinator

GEN.ERA Project Brochure - The GEN.ERA brochure can be downloaded at the Project intranet address:

LINK GEN.ERA Brochure : <https://cloud.genopole.fr/index.php/s/KHUapJqOUHSRim5/authenticate>

Brochure TEMPLATE ANNEX 2

The **Flyer** is one of the oldest marketing methods. It will be used whenever a short information needs to be given.



Flyer format



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GEN.ERA Project Flyer - The GEN.ERA flyer can be downloaded at the Project intranet address:

LINK GEN.ERA Project Flyer: <https://cloud.genopole.fr/index.php/s/KHUapJqOUHSRim5/authenticate>

FLYER TEMPLATE ANNEX 3

The roll-up banner is one of the most easy-to-use advertising displays: it can be easily taken at events and promote the GEN.ERA message efficiently amongst the people. It can give visibility at an event grabbing the attention of the people.



Roll-up format



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GEN.ERA Project Roll-up - The GEN.ERA roll-up can be downloaded at the Project intranet address:

LINK GEN.ERA Roll-up: <https://cloud.genopole.fr/index.php/s/KHUapJqOUHSRim5/authenticate>

ROLL-UP TEMPLATE ANNEX 4

All the tools shown above will be available for partners to be used in specific dissemination actions in events, or workshops promoting GEN.ERA project.

3.3 GEN.ERA on-line communication and dissemination tools: website and social networks

GEN.ERA website - GEN.ERA website will be the main information showcase of the Project. The proposed domain is www.generaproject.com. Website efficiency will be underpinned by the criteria of:

- Usability. Clear and accessible structure
- Content updating

All partners will be requested to deliver content for the website during the Project. The working language of the website is English. The Web Site map has been designed to offer a complete overview of the project and an easy access to all its activities.

The website map structure will have six main pages:

1. Homepage (Introduction to GEN.ERA)
2. The Project (Objectives - Summary)
3. The Roadmap (WP/Milestones)
4. The Partners (Presentation of each Partner)
5. News and Events (to enrich during the Project life)
6. Contacts: the main contact email will be info@generaproject.com;



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The website contents will be flexible: it will be always allowed to modify/eliminate/upload info during the Project life. The main page will give visibility to the concept of “Digial Genomic Alliance”.

About privacy and cookie policy, it will be considered to create a link to Genopole’s website as Coordinator: this won’t be a main issue because the website won’t treat sensible data, it won’t use private data, and it won’t keep trace of contacts:

Password protected intranet private platform (<https://cloud.genopole.fr/index.php/s/KHUapJgOUHSRim5>) will be accessible from the main page. This private tool will enhance the information exchange among all GEN.ERA partners. (minutes, internal documents, WP’s specific information, etc.), facilitating internal coordination.

After the Project’s conclusion the web site will be online for 2 more years.

GEN.ERA social networks - Social media has become a very popular means of disseminating information fast across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device. To extend the project target audience (specially to involve the great public and not only sector experts) GEN.ERA is integrating these media tools strategically in the communication activities.

Twitter and LinkedIn have been selected as two social networks to promote the project achievements, news, and outcomes. From Month 6, the following account and profile will be generated:

Twitter Account: @EU_ProjectGENERA; Official Hashtag: #ProjectGENERA

Link to the account <https://twitter.com/projectgenera>

Use of Twitter will be focused on broadcasting relevant news, events, and partners activity, in real-time if possible.

LinkedIn Profile: EU Project GENERA; Discussion Group: EU Project GENERA

Link to the account [linkedin.com/in/eu-project-genera-61238b209](https://www.linkedin.com/in/eu-project-genera-61238b209)

Communication page on European Cluster Collaboration Platform – GEN.ERA will ask the European Cluster Collaboration Platform -ECCP - (<https://www.clustercollaboration.eu/>) to create its entry page in the category of Cluster Projects in EU Programs. ECCP is an action of the Cluster Internationalization Program for SMEs funded under COSME launched by DG GROW of the European Commission in 2016. The ECCP provides networking and information



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support for clusters and their members aiming to improve their performance and increase their competitiveness through transnational and international cooperation. The ECCP addresses primarily the needs of cluster managements, but its rich content is useful for both the SME cluster members and for the cluster policy makers at regional, national, or international level.

ECCP Platform will be used for the communication of events and news about GENERA project activities:

<https://clustercollaboration.eu/community-news/genera-project>

<https://clustercollaboration.eu/community-news/growing-interest-genera-genomic-value-chain-new-associated-partner-board>

Press conferences and press releases - Press releases will be eventually issued by all Partners during the Project coinciding with important milestones. They will be targeted at key players (e.g. SME's, GEN.ERA stakeholders, relevant local authorities, local and national media, other funders, etc.). In the case a press conference or press release will be eventually issued, each Partner is responsible of the information given. Each Partner is asked to comply with the communication material (logos, reference to EU funding, etc.).

As general rule, it is advised to include a description of the project at the end of every publication / press release with a link to GEN.ERA website. The template below is recommended:

GEN.ERA is a European cluster collaboration in Genomics with the objective of developing and implementing a joint strategy to support internationalization of SMEs in extra-European countries. Five complementary clusters from France, Netherlands, Italy, Finland, and Estonia combine and share skills and know-how to help SMEs in identifying, selecting and acquiring market intelligence on new and emerging markets where Genomics has a huge potential and therefore find new market opportunities outside Europe. This publication was funded by the European Union's COSME Programme under agreement No 951197. More information on www.generaproject.com

Newsletter – From month six, an electronic newsletter aimed to the dissemination and exploitation of outcomes will be designed, published monthly (where needed) in digital form. It will be published on GEN.ERA website and sent to Partners for being disseminated through their own channels. The newsletter will essentially synthesize the Project advancements and provide links to download the reports and relevant information elaborated in GEN.ERA. The newsletter will provide information in a synthetic form, which will be accessible in full version in GEN.ERA webpage.



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