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GEN.ERA

diGital gENomic Alliance to Explore new maRket for Acceleration

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1 Introduction

1.1 Purpose of this document

This document aims to provide information and define actions for the organization of the final event and to provide all the tools needed to facilitate the overall progress of the project in line with the activities foreseen in the project communication and dissemination plan.

1.2 Methodology

The methodology adopted have the objective to promote the overall project and the final event:

- Guarantee an effective communication of the project messages and activities at Local, National and EU level.
- Identify appropriate target groups to address the dissemination messages.
- Implement a wide and differentiated set of dissemination tools
- Assist GEN.ERA partners to correctly implement the communication strategy, either internal or external

2 Organization of the final event

2.1 Premises

The organization of the final event is a crucial moment in any project. A time to draw conclusions and assess the strengths and weaknesses of the project and the path taken to achieve its goals.

Undoubtedly, the full success of the project, like so many others, has been undermined by a series of events, from the Covid-19 pandemic to the Ukrainian war, which have changed the world's priorities and shifted the focus to different emergencies and objectives.

Adaptation and resilience have enabled us to overcome certain drawbacks, such as the difficulty of meeting in presence, but this does not detract from the fact that many things have not gone as planned and perhaps many things will never be the same again.

The GEN.ERA communication plan foresees the organization of a final event at the end of the

project. According to the plan, the event was to be aimed at publicly showing the results of the GEN.ERA Project to policy makers, specialized media, SMEs and their associations.

2.2 Final event organization and communication activities

The partners organized a project meeting dedicated to the organization of the final event and the definition of activities to communicate and promote the event.

All partners agreed that, in order to raise the profile of the final event, it would be useful to choose a Central/Eastern European region as the venue for the event, and to have the event close to or in parallel with other events organized in the same area.

It was therefore decided to hold the final event on **14 June 2022 in Tartu (Estonia)**, hosted by the project partner **Tartu BT Park OÜ at (Spark Demo) & online** and that the event will have a focus on:

- A “deep dive” on the project implementation by the project partners
- The perspective of the SMEs who benefitted from the Project initiatives (impacts on their business and the way they approach internationalization)
- Lessons learnt on how to plug into the new market opportunities and why it is strategic the integration of SMEs activities into global value chains
- The presentation of the joint internationalization roadmap elaborated during the project implementation
- The discussion about the key role played by the European Cluster Collaboration Platform (ECCP) as a driver for stimulating the increase of competitiveness within European small and medium enterprises.

Based on these premises and the focus of the event, all partners agreed that the communication and promotion activities, entrusted to the CBIOS partner, should be very effective, precise and targeted.

To this end, CBIOS, in line with the GA and the rules for subcontracting, has engaged a consultant as communication and dissemination expert to support all the activities related to maximize the project impact.

The actions implemented to achieve this result are:

- sharing partner mailing lists
- create a shared draft communication to be sent by email in order to standardize the communication and the information to be conveyed
- elaboration of a communication to be used on social networks as a "Save the date".
- elaboration of articles and press releases to be published on local and international magazines

2.3 Definition of the agenda and location of the event

14 June	SPARK Demo (Moderator: Sven)
10:00-10:10	Opening words Sven Parkel (Tartu BT Park) and Alexis Biton (Genopole)
9:10-10:30	Introduction on Gen.Era project achievements Alain Lusardi (Genopole)
10:30-10:50	SME perspective Soft landing perspective from SMEs toward GEN.ERA markets Matteo Oppici (Polo d’Innovazione di Genomica Genetica e Biologia (POLO GGB))
10:50-11:25	Introducing the three market opportunities: how to plug into the new market opportunities with a European value chain approach? Sachin Gaur, (Innovatio Curis)
11:25-11:40	Coffee break
11:40 -12:15	Toward Internationalisation Phase II: Soft landing roadmap <i>Alexis Biton (Genopole)</i> -
12:15-13:00	Open discussion – Round table Gen.Era partners: <i>Alain Lusardi, Alexis Biton, Teppo Laaksonen, Tero Piispanen, Roberta Lauro, Niek Wellink, Sven Parkel.</i> - Outcomes of the project - Potential for a soft landing in targeted markets. - Genomic alliance and perspective of collaboration
13:00 – 13:05	Closing words
13:30-14:30	Lunch
15:00-16:00	Visit to Estonian Genome Center

16:30-17:30	Partner meeting
19:00-21:30	Dinner

The location

GEN.ERA final event was held in Tartu. It was hosted by SPARK Demo a new business support structure for entrepreneurship in South Estonia, created in 2016 under the leadership of Tartu Science Park and with the support of the city of Tartu. The demo hall, located in the downtown area of Tartu brings together the most successful manufacturing companies, exporters, image-makers, employers, brightest startups and business support organizations in southern Estonia. SPARK Demo's aim is to bring different parties together to spark collaboration, new ideas and create new opportunities and solutions.

2.3.1 Communication and numbers

GEN.ERA partners had defined the communication to be adopted to broaden and maximize the impact of the final event, both through social media and traditional communication channels such as newspaper articles, press releases and mailing lists.

In the figure below the graphic that have been chosen for the final event to be used both for [LinkedIn](#) and for the [mailing list](#):



Regarding press releases and publication, a dedicated communication has been created.

Starting from the end of May we launched a communication campaign in order to increase

the audience for the final event.

N° of Save the Date	Date of publication	Visualisations	Reactions
1	26/5/2022	117	8
1	6/6/2022	135	6
1	6/6/2022	59	5
1	9/6/2022	95	4
1	13/6/2022	43	9
1	13/6/2022	237	9

In addition to social media communication, we created a communication campaign for partner contacts and members, and the project mailing list created over the past two years (in which our partner members are included, as well as institutional and associate partner contacts, businesses and networking organizations).

The following table shows the numbers in relation to the type of contact:

N° of mailings	Date of mailings	Members of Gen.Era Project Cluster	Institutions	Networking Organizations	Associated partners	Companies	Total contacts
1	24/5/2022	853	9	6	11	59	938
1	13/6/2022						

Registration to the event and figures

GENERA partners created on the project website a link for the registration to the event.

The following table gives an overview of the number of registrations in relation to the kind of registered users:

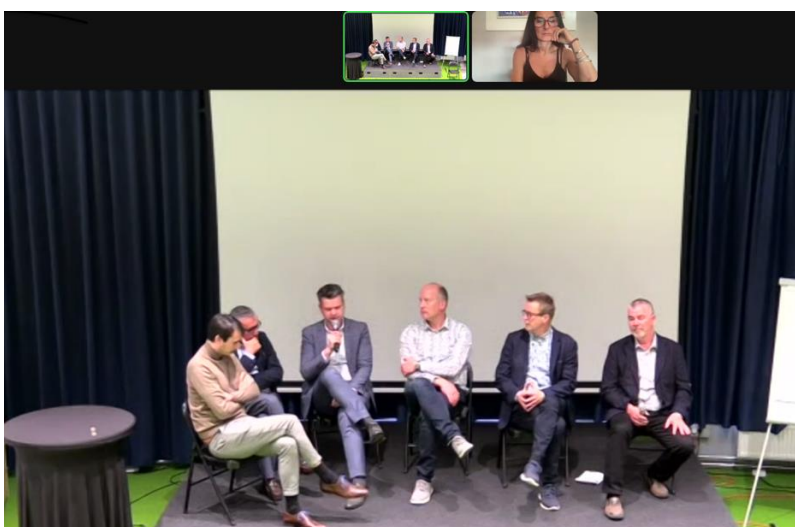
N° of Registrations	Organizations
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4	Clusters
11	Companies
6	Research Organizations
2	Chamber of Commerce
2	Associated Partner
2	Institutional Partnership
27	TOTAL

The event registration can be found here:

https://drive.google.com/file/d/1Zz26l_OEx40o914YAAHJMPQ3NIhPCyen/view

In the figures below the Final Event in Tartu (Demo & Online) – Round table Gen.Era partners



3 Conclusions

The final event of the GEN.ERA project was an opportunity to draw conclusions about the project and its success.

Apart from the remarks made in the opening remarks about the difficulties arising from the emergency period, it must be said that the project certainly had the ambition to create a soft-landing approach in strategic markets of genomics and genetics, which are very niche areas. This aspect made it more complex to involve the companies, which mostly move independently in these areas. The identification of the three target markets -Singapore, Japan, and the U.S.- has provided an even clearer view of the future of genetics and genomics and the need to create an increasingly broad and strong network and alliance, especially given the challenges that lie ahead in the coming years: future pandemics and infections, global warming, lack of raw materials, and excessive dependence on non-European countries.