



Dissemination, outreach and communication plan: BIGINN

COS-CLUSTER PROJECT N° 101037928 – BIGINN
Deliverable D4.1 Dissemination, outreach and communication plan

Confidential, only for members of the consortium (including the Commission Services)

Co-funded by the European Union



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02	2022-07-11	LITEK	FINAL
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1. INTRODUCTION

1.1 Executive summary

This deliverable report is related to the WP4 – Task 4.1 Dissemination, outreach and communication plan. The plan will allow the consortium to implement and monitor the project's public relations. It is focused on creating a dissemination, outreach and communication plan as a reference for the whole project, a common identity, specific tools and activities, a clear communication policy and an internal assessment procedure.

This will be a live document that might be updated during the project according to the feedback collected and the experience gained.

1.2 Introduction and objectives

BIGINN marks a new beginning for business and Big Science Innovation. The project has the overarching objective of exploiting the potential for innovation and international collaboration from the Big Science market by tapping into the huge investments in state-of-the-art technologies in this field. The consortium partners from Denmark, Spain and Lithuania have joined forces for the ClusterXchange programme to address the specific challenges of the sector, namely:

- Strengthen and professionalise the cluster management skills in the new area of Big Science clusters.
- Employ cluster mobility schemes to implement cross-fertilization of innovation opportunities at the different clusters.
- Improve SME global competitiveness by establishing international relations and collaborations.

BIGINN partnership's (further – the Partnership) project will include cluster excellence capacity-building activities and implementation of ClusterXchange mobility scheme.

Excellence capacity-building activities

BIGINN activities will focus on enhancing cluster managers' skills towards generating added-value support services for boosting the growth and competitiveness of cluster members, especially SMEs. Various analyses will be conducted in order to identify:

- the gaps and potential in the Big Science market with focus on cross-sector opportunities and competitiveness.
- the potential cluster services, which can assist to cover gaps in the market.
- The need to upgrade or reskill cluster management competencies in order to implement selected services and strengthen SMEs support to a better and more efficient scenario.

ClusterXchange mobility scheme

Furthermore, BIGINN will implement the "ClusterXchange" mobility scheme and facilitate temporary exchanges. The Partnership will coordinate not only 1 to 1 exchanges but will also elaborate and coordinate ad-hoc group visit agendas – Xchanges – covering a complete immersive experience in the environment of Big Science in a specific region. This will include group visits to Big Science facilities, workshops, conferences, visits to the local stakeholders, networking activities and other ad-hoc activities tailored to the local ecosystem. The communication dedicated particularly to promotion

of exchanges is described in detail in deliverable “D3.2 – M3 Cluster Exchange promotion procedure” and is in line with this Dissemination, outreach and communication plan (D4.1).

This document will encompass the following components:

- a communication toolkit: (i) visual identity and (ii) communication tools (website, roll-up banners, printed and online material products).
See Chapter 2. COMMUNICATION TOOLKIT
- a calendar/overview/map of potential B2B, C2C, “ClusterXchange” events.
See Chapter 3. “ClusterXchange” EVENTS
- a calendar/overview/map of potential events/conferences/workshops and other opportunities to promote the project.
See Chapter 4. BIGINN PROMOTION
- An overview of the communication channels.
See Chapter 5. COMMUNICATION CHANNELS

1.3 Legal notice

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Table 1: BIGINN partnership

Participant Organization Name	Short Name	Country
TEKNOLOGISK INSTITUT	DTI	Denmark
ASOCIACIÓN ESPAÑOLA DE LA INDUSTRIA DE LA CIENCIA	INEUSTAR	Spain
VIESOJI ISTAIGA FIZIKOS INSTITUTO MOKSLO IR TECHNOLOGIJU PARKAS	LITEK	Lithuania

2. COMMUNICATION TOOLKIT

A strong visual identity helps telling homogeneous and continuous stories, ensuring project recognition and building stakeholders' confidence. For this, the Partnership has prepared a visual identity toolbox with complementary communication tools.

2.1 Visual identity and communication tools

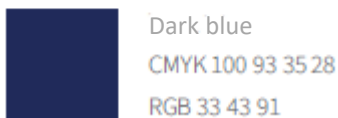
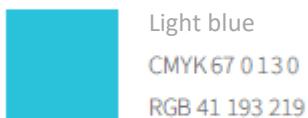
Logo

The logo consists of two parts - a graphic element and an inscription. The logo must be in colour. The one-color logo can only be used if the colour version is not available.

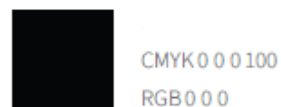
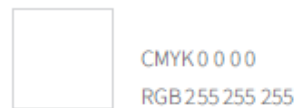


Fig. 1. BIGINN logo

Colours



Main colours



Additional colours

Brochures

The brochures will be used as a marketing instrument to promote the services BIGINN partnership offers. The layout might change during the project depending on the situation or message to be shown.

PROJECT CONTEXT

Large-scale research infrastructures – so-called Big Science organizations (BSOs) – represent huge European public investments (38,7 BEur) and act as drivers for innovation with a vast impact on society.

BSOs target global leadership within their respective fields, therefore they often require technology solutions on the forefront of what is possible. They are constantly requesting advanced supplies and seeking innovative SMEs to co-develop new solutions suiting the needs of state-of-the-art facilities.

Big Science market is seen as a platform for business development and technical innovation for the benefit of SMEs. BIGINN will operate under the hypothesis that there is a huge under-exploited potential for innovation and international collaboration based on the technological needs and procurements from the Big Science market.

BIGINN addresses specific challenges of the topic:

- ◆ Strengthen and professionalize the cluster management skills in the new area of Big Science;
- ◆ Employ cluster mobility schemes to implement cross-fertilization of innovation opportunities in different clusters;
- ◆ Improve SMEs global competitiveness by establishing international relations and collaborations.



PROJECT CONSORTIUM



Danish network composed of highly qualified companies able to deliver products and services matching the needs of Big Science organizations and their prime contractors.



A Spanish non-profit association made up by industrial companies dedicated to the conception, design, construction, exploitation and maintenance of the scientific instruments and facilities.



A Lithuanian-based cluster of companies and organizations that specializes in manufacturing and development of world-class laser and engineering technologies.

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A New Beginning for Business and Big Science Innovation

The project aims to mobilize clusters in order to exploit the potential of innovation and international cooperation from the Big Science market by tapping into the huge investments into state-of-the-art technology in this field.





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GA No. 101037928, COS-CLUSTER-2020-3-03-1

PROJECT ACTIVITIES

Excellence capacity-building:

- ◆ Identifying of business cases in the Big Science market with a focus on cross-sector opportunities;
- ◆ Determining the potential cluster services, which can assist to cover gaps in the Big Science market;
- ◆ Enhancing cluster manager's skills towards generating added-value support services.

ClusterXchange mobility scheme

BIGINN will implement the "ClusterXchange" mobility scheme and facilitate temporary exchanges. It is funded by the European Union and aims to facilitate transnational cooperation, learning, networking and innovation-oriented activities between the participants.



Excellence capacity-building activities



XCHANGE



'ClusterXchange' mobility scheme

What is Xchange?

BIGINN will elaborate and coordinate specific Xchanges according to "ClusterXchange" mobility scheme. It will be dedicated to mobilizing SMEs and other organizations in order to explore Big Science market. This will include group visits to Big Science facilities, workshops, conferences, visits to the local stakeholders, networking activities, and other ad-hoc activities tailored to the ecosystem.



Why to participate?

- ◆ Gain insights about possible business and/or innovation collaboration with entities from Big Science infrastructures and their ecosystem;
- ◆ Broaden sector- and non-sector specific skills and knowledge through capacity building;
- ◆ Expand network of contacts and develop new cross-border partnerships;
- ◆ Find innovative solutions to upgrade business, products and services;
- ◆ Create new business opportunities and get involved in new innovative projects;
- ◆ Gain knowledge on foreign markets and cultures;
- ◆ Benefit from financial assistance for an exchange (up to 1100 Eur co-finance lump-sum).

Who can participate?

- ◆ A cluster or similar business network organization;
- ◆ A scaling-up support organization (technology centre, research institute, fab-lab, resource-efficiency service provider, [digital] innovation hub, creative hub, incubator, or accelerator) that is a cluster member;
- ◆ A small and medium-sized enterprise (SME) that is a cluster member.

How to participate?

Visit www.biginn.eu and register your interest.

Fig. 2. Brochure layout

Roll-up

The roll-up will be used as a marketing instrument to promote the services BIGINN partnership offers. The layout might change during the project depending on the situation or message to be shown.

BIGINN

A New Beginning for Business and Big Science Innovation

Big Science Organizations

SMEs

Clusters

Start-up business opportunities

Innovation network

BIGINN

BigScience.dk
BigScience.dk (Taastrup, Denmark)
www.bigscience.dk

ineustar
INEUSTAR (San Sebastián, Spain)
www.ineustar.com

LITEK
LITEK (Vilnius, Lithuania)
www.litek.lt

BIGINN addresses specific challenges:

- ◆ Strengthen and professionalize the clusters' management skills in the area of Big Science
- ◆ Employ cluster mobility schemes to cross-fertilize and access new innovation opportunities
- ◆ Improve SMEs' global competitiveness through international partnerships

GA No. 101037928, COS-CLUSTER-2020-3-03-1

Big Science - large-scale scientific research/infrastructure co-funded by several governments to address some of the world's most complex issues.

EXCELLENCE

XCHANGE

Co-funded by the COSME programme of the European Union

The content of this roll-up represents the views of the author and is his/her sole responsibility. It cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME), or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

Fig. 3. Roll-up layout

Banners and other online materials

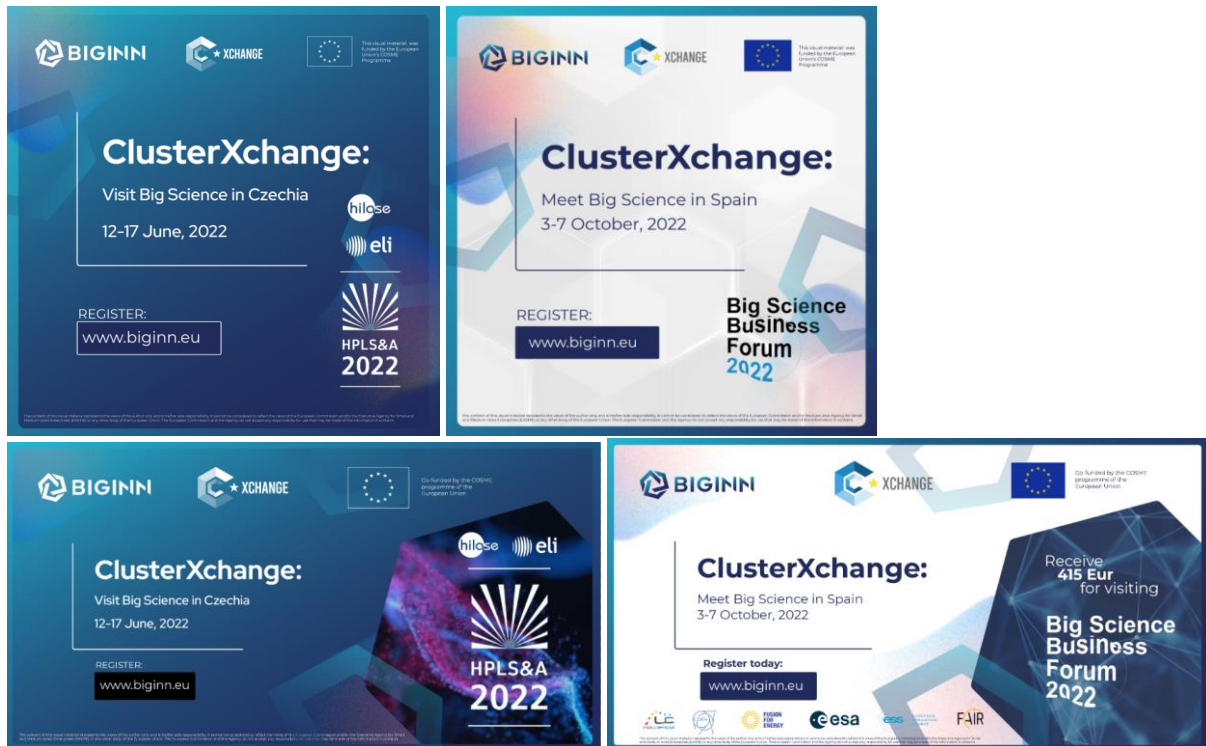


Fig. 4. Example of banners

The BIGINN partnership will be able to use two types of PowerPoint presentations. Both are correct to use, but the adapted ECCP version is preferable when making presentations about ClusterXchange mobility scheme.

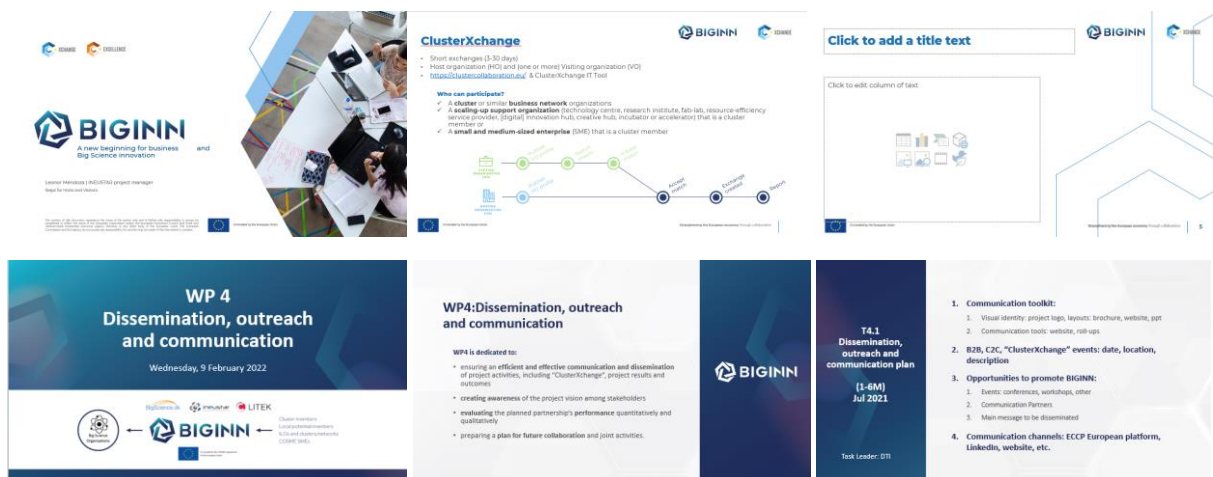


Fig. 5. Example of PowerPoint layout

For reaching clusters and clusters' members outside from the Partnership, www.biginn.eu webpage was launched. This will be the main information platform for potential ClusterXchange mobility scheme participants and other stakeholders.



About

BIGINN marks a new beginning for business and Big Science Innovation.

Big Science is an international market that involves business partnerships between different sector entities and large-scale Big Science infrastructures, such as CERN, F4E, ESA, ELI, and others. Infrastructures like these not only open the development opportunities for the scientists but also face high demand for a variety of products and services. Billion-dollar budgets are spent to meet that need. Big Science market may therefore be a platform for business development and technical innovation for the benefit of SMEs.

Having that in mind, the consortium partners BigScience.dk (Denmark), INEUSTAR (Spain), and LITEK™ (Lithuania) have joined forces for the ClusterXchange program to mobilize clusters in order to exploit the potential of innovation and international cooperation from the Big Science market by tapping into the huge investments into state-of-the-art technology in this field.

Project Consortium



Supporters, communication partners



A new beginning for business and Big Science innovation

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Fig. 6. Biginn.eu homepage

2.2 Communication guidelines for the European cluster partnerships | Excellence for ClusterXchange

The BIGINN partnership's promotion activities will follow the "Communication guidelines for the European cluster partnerships | Excellence for ClusterXchange", provided by the European Cluster Collaboration Platform (ECCP).

All communication outputs produced by the Partnership should include these elements:

- the Excellence logo
- the EU co-funding logo
- ClusterXchange logo (only when promoting ClusterXchange mobility scheme)
- a disclaimer

Excellence logo



Fig. 7. Excellence general logo



Fig. 8. Excellence logo adaptation

EU co-funding logo

In accordance with the Grant Agreement requirements for the BIGINN project implementation, unless the Agency requests or agrees otherwise, any communication activity related to the action (including at conferences, seminars, in information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via social media, etc.) and any infrastructure, equipment or major result funded by the grant must:

- display the EU emblem and
- include the following text:

"This [insert appropriate description, e. g. report, publication, conference, infrastructure, equipment, insert type of result, etc.] was funded by the European Union's COSME Programme."

When displayed in association with another logo, the EU emblem must have appropriate prominence.



Fig. 9. EU co-funding logo

ClusterXchange logo

The ClusterXchange logo should be included in all outputs related to the ClusterXchange mobility scheme produced by the Partnership.



Fig. 10. ClusterXchange logo

Disclaimer for publications by the Partnership

Any communication activity related to the action must indicate the following disclaimer:

“The content of this [insert appropriate description, e.g., report, publication, conference, etc.] represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the Executive Agency for Small and Medium-sized Enterprises (EASME) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.”

3. “ClusterXchange” EVENTS

BIGINN partnership will be the central contact point for the implementation of the “ClusterXchange” mobility schemes of the project. Registration and participation in the “ClusterXchange” mobility scheme will be open for any Host organization (HO) and Visiting organization (VO) any time during the project period. However, the Partnership will encourage group visits, with specific agendas, so-called “360° Xchanges” or “Xchanges”.

Having this in mind, ClusterXchange promotion procedures will include: (i) general promotion of ClusterXchange mobility scheme and general rules/tools; (ii) promotion of particular “360° Xchanges”. For more information see D3.2 – M3 Cluster Exchange promotion procedure.

Possible and planned group “360° Xchanges” are listed in the table on Fig. 11. The organisation of each exchange will develop during the project depending on the host, registered participants, received feedback and new ideas/suggestions. This overview will be a live tool to list potential exchange possibilities. The Partnership plans to prioritise 5 group exchanges, marked in green in Fig. 11.

List of Host candidates + events

No.	BIGINN Partner	Host name	Type	PoC	Country	If linked to an event		
						External event acronym	External event date	Event website
1	LITEK	HILASE			Czech republic		13-17 June 2022	https://www.hplsa2022.com/
2	INEUSTAR				Croatia - Dubrovnik	SOFT2022	18-23 September 2022	https://soft2022.eu/
3	INEUSTAR	INEUSTAR			Spain	BSBF2022	4-7 October 2022	https://www.bsf2020.org/
3	LITEK	CERN	BSO		France		Autumn 2022	Self organised - Baltic delegation
4	INEUSTAR	ALBA Synchrotron	BSO		Spain	-	-	-
5		IPAC			Italy - Venice	IPAC2023	7-12 Maj 2023	https://www.ipac23.org/
6	BigScience.dk	CERN - Greentech	BSO		France	-	Spring 2023	Self organised
7	INEUSTAR	Astrophysics - Cana	BSO		Spain		Spring 2023	self organised
8					France - Marseilles	IBF2023	4-6 April 23	https://www.iterbusinessforum.com/
9		ELI	BSO		Romania	-	-	-
10	BigScience.dk	ESS	BSO		Sweden	-	late 2023	Self-organised

Fig. 11. BIGINN's draft ClusterXchange calendar

12-16 June 2022, Czech Republic, Praha

Host	HiLASE web https://www.hilase.cz/en/
Xchange description	<p>HiLASE centre stands for top-class research that focus on the experimental development of a new generation of high energy diode-pumped solid state laser systems with high repetition rates. It is a part of the Institute of Physics, the largest institute of the Czech Academy of Sciences. HiLASE core activity is research, design and building of thin disk laser systems with high average power. At the same time HiLASE is developing applications that are the most suitable for use of such laser systems such as multibeam processing methods for micromachining and laser surface structuring. Therefore, HiLASE Centre are expected to push the frontier of laser technology beyond its current limits and serve as a bridge between the academic world and industry.</p> <p>Main objective of the exchange – to provide a group opportunity for researchers, engineers, and potential end-users of high-power lasers to exchange ideas, review the state-of-the-art and foresee emerging trends in the field of high-power lasers and Big Science behind it. Physical visits to HiLASE and ELI Beamlines (leading pan-European Research Infrastructure and a part of ELI (Extreme Light Infrastructure) hosting the world's most intense lasers) will be arranged. This will be organized by HiLASE under the umbrella of International Symposium on High-Power Laser Systems and Applications (HPLS&A).</p>

18-13 September 2022, Croatia

Host	tbc
Xchange description	<p>Main objective of the exchange – this exchange will be ideal for the participants to have a deep immersion within the Croatian Big Science sector, as all the key players will be present in Dubrovnik at the time of the exchange. The participants will, in addition, have the opportunity to participate in some industry-related conferences of the utmost importance organized thanks to the SOFT 2022 congress, a leading international gathering in the Science Industry (Big Science) field. This exchange will allow them to learn about innovative applications and new cutting-edge projects on Fusion technologies and acquire new networks of contacts. The participants will also be enjoying a physical visit to the Ruđer Bošković Institute and some local companies, key actors of the Croatian R&D field.</p>

4-7 October 2022, Spain

Host	INEUSTAR web https://www.ineustar.com/
Xchange description	<p>BIGINN Consortia member. The Spanish non-profit association made up by industrial companies dedicated to the conception, design, construction, exploitation and maintenance of the scientific instruments and facilities. It also acts as the Technical Secretariat of INDUCIENCIA, the Spanish Science Industry Technological Platform.</p> <p>Main objective of the exchange – to gather an international group of SMEs that work in the Big Science sector with the aim of arranging exchanges and experiences on projects, skills, capacities, challenges, and objectives in the short, medium and long term. This exchange will be ideal for the participants to gain a deep immersion within the Big Science sector in Spain in particular, and in Europe as well, as all the key players will be present in Granada at the time of the exchange. The meeting will take place</p>

in Granada in parallel to the BSBF 2022 congress, which will bring an additional key focus to the participants with the possibility to attend plenary sessions and thematic meetings of their particular interest. The whole Big Science community, both from Europe and abroad, is expected to participate at the event.

Spring 2023, location tbc

Host | **CERN** | **web** <https://home.cern/fr>

CERN, the European Organization for Nuclear Research (*Organisation européenne pour la recherche nucléaire*), is the European research organization that operates the largest particle physics laboratory in the world. Established in 1954, the organization is based on the Franco–Swiss border and has 23 member states. CERN is an official United Nations Observer.

The acronym CERN is also used to refer to the laboratory, which in 2019 had 2,660 scientific, technical, and administrative staff members, and hosted about 12,400 users from institutions in more than 70 countries.

Xchange description

CERN is currently developing a strategy aimed at making its activities greener. The BIGINN Greentech@CERN Xchange will be designed to bring new green solutions to the Big Science market.

The focus will be on contributing to the green transformation of CERN towards reduced energy consumption, decarbonisation and adoption of a circular mindset for material streams, CERN has an annual energy consumption of 1.3 terawatt hours, and all BSO are motivated to find new solutions. The BIGINN partners will identify possible partnerships with innovative SMEs that are specialised in energy solutions within, e.g., recirculation cooling systems, superconductors or energy storage. Established companies with green solutions will also be identified and invited to the Xchange A catalogue of green company contacts with a description of their solution for the BSO market will be produced.

CERN submitted a support letter to the BIGINN application.

Spring 2023, Spain

Host | **The Instituto de Astrofísica de Canarias (IAC)** | **web** <https://www.iac.es/en>

The Instituto de Astrofísica de Canarias (IAC), an astronomical centre of excellence in the Northern Hemisphere recognized by the Spanish government as a "Severo Ochoa Centre of Excellence", is a Spanish nationally funded research centre that runs two of the best international observatories in the world. In administrative terms, it is a Public Consortium constituted by the General Administration of the Spanish State, the Public Administration of the Autonomous Community of the Canary Islands, the University of La Laguna (ULL), and Spain's Science Research Council (CSIC, after its Spanish initials).

Xchange description

Main objective of the exchange – to serve as a tool to bring technologists from European companies closer to the IAC's fields of technological

development: the instrumentation area, the scientific-technical facilities of the Canary Islands Observatories, and the specific IACTEC programs (Large Telescopes, Space and Medical Technology). The participants will have the opportunity to spend five days at the facilities of IACTEC, as a visitor, with a specific networking program to bring them closer to the different groups of technological activity of the IAC. They will also have the chance to visit some local companies with activity on the Astrophysics sector, as well as the IAC facilities and observatories.

4. BIGINN PROMOTION

To increase the visibility of BIGINN partnership activities and the Xchanges, outreach and awareness-raising activities are foreseen:

- BIGINN promotion at conferences, workshops, B2B meetings, other places and events.
- BIGINN dedicated events.

Implementing these activities will allow the partnership to:

- raise awareness about the BIGINN Partners services and activities.
- share and spread information about the main activities and achievements (developed cluster management skills, implemented new services for cluster members, success stories from implemented joint activities (B2B, C2C, ClusterXchange)) of this project.
- reach members of the Partners (and beyond current network) and communicate about the possibilities to enter the market of Big Science Infrastructures.
- build a strong identity for BIGINN as a platform

4.1 Dissemination and outreach activities

Dissemination events

To raise the awareness, active promotion and dissemination is essential. The BIGINN partnership is planning to participate in various workshops, conferences, B2B meetings and other multiplier events to share and spread the information with stakeholders and potential members/clients about the opportunities offered by the BIGINN project.

A live document (shared excel sheet) has been established in order to plan and track potential events. It contains all the main information – event name, date, location, format, who will be participating from the Partnership and more. It will be reviewed at least once per quarter to have the latest information.

Each outreach activity will be tracked (see Fig. 13). This will allow to see what dissemination activities were made by the Partnership and what outcome it created.

Dissemination events

No.	Date	Event	About event/target	Place	Webpage	Activity	Partner
1	2022-04	LITEK general meeting	General meeting of LITEK members	Lithuania, Vilnius	-	Presentation	LITEK
2	2022-04-26(29)	Laser World of Photonics	The largest exhibition of EU laser community	Germany, Munich	https://www.world-of-photonics.com/en/	Ion1, brochures	LITEK
3	2022-11Q	Cluster Forum	Annual Lithuanian Cluster's gathering	Lithuania, tbc	-	Ion1, presentation	LITEK
4	2022-08	National Conference "Lasers, Science and Technology"	A national conference of Lithuanian laser community	Lithuania, tbc	-	Presentation	LITEK
5	2022-11Q	Baltic Photonics 2022	Other sector, working with photonics (eg. life science)	Lithuania, tbc	-	Ion1, brochures	LITEK
10	2022-04-07(08)	EPIC Annual General Meeting 2022	The meeting and 838 of the largest EU photonics association	Lithuania, Vilnius	https://epic-asso.com/events/epic-annual-general-meeting-2022/	Ion1, brochures	LITEK
11	2022-11Q	Basque Country Big Science projects dissemination event	Dissemination and mutual knowledge amongst Basque Country R&I projects	Spain, Basque Country	-	Presentation, Ion1, brochure	INEUSTAR
12	2023-11Q	Basque Country Big Science projects dissemination event	Dissemination and mutual knowledge amongst Basque Country R&I projects	Spain, Basque Country	-	Presentation, Ion1, brochure	INEUSTAR
13	2022-06	international meeting on opportunities&challenges for Hicans	INEUSTAR is coordinator of the event	Spain, Leioa	https://www.imoh.eu/	Ion1, brochures	INEUSTAR
14	2022-11Q	CERN BIC network annual meeting	Other BICs in CERN BIC network	tbc	https://it.cern.int/entrepreneurship/bic-network	Presentation	INEUSTAR
15	2022-11Q	INEUSTAR General Meeting	General meeting of INEUSTAR members	Spain, tbc	-	Presentation	INEUSTAR
16	2022-11Q	INDUCENCIA General Meeting	General meeting of INDUCENCIA members	Spain, online	-	Presentation	INEUSTAR
17	2023-11Q	INEUSTAR General Meeting	General meeting of INEUSTAR members	Spain, tbc	-	Presentation	INEUSTAR
18	2023-11Q	INDUCENCIA General Meeting	General meeting of INDUCENCIA members	Spain, online	-	Presentation	INEUSTAR
19	2023-11Q	Spanish BS Facilities strategic plans	INEUSTAR is the promoter of the event	Spain, tbc	-	Ion1, presentation	INEUSTAR
20	2022-11Q	ELT Instrumentation Day	Company fair to promote projects on ELT Instrumentation	Switzerland, Geneva	https://indico.cern.ch/event/1095734/		
21	2022-11Q	BigScience.dk network meeting	Yearly network meeting in BigScience.dk	Denmark, Taastrup	https://www.linkedin.com/feed/update/urn:li:activity:6938043664568885248?utm_source=linkedin_share&utm_medium=member_desktop_web	Presentation + 1to1	BigScience.dk
22	2022-11Q	Danish Instrumentation for Big Science	Meeting for danish stakeholders in the science instrumentation community	Denmark			
23	2022-11Q	Big Science Business Forum	BSBF meeting in Grenada	Spain, Granada	https://www.bsf2020.org/	Brochures + 1to1	BigScience.dk
24	2023-11Q	BigScience.dk network meeting	Annual network meeting in BigScience.dk	Denmark, Taastrup			
25	2022-11Q	Digital Tech Summit	Danish Digital Tech summit, BigScience.dk to have a stand	Denmark, Bella Center	https://my.eventsby.com/event/digital-tech-summit-2022-10651/detail		

Fig. 12. Dissemination events (live tool)

Performance measurement:

Presentations/introductions/outreach

Date	Partner	Occasion/event	Type	Audience size	Outcome, success story	Link, pictures, other
2022-03-31	LITEK	LITEK board meeting	Presentation	11		
2022-04-21	LITEK	Introduction to HILASE	Presentation	2	HILASE agrees to host Xchange	
2022-06-01	BigScience.dk	Meeting with Preira board talk about disseminating BIGINN	Presentation	6	will sign dissemination partnership agreement, survey of services and interested in discussing survey outcome	
2022-03-15	Ineustar	INEUSTAR board meeting	Presentation	7		
2022-06-01	Ineustar	ELI Iberian info day	verbal introduction		ELI and CLPU glad to host Xchange	https://indico.eli-laser.eu/event/8/overview
2022-06-02	Ineustar	Meeting with CDTI	verbal introduction	3	CDTI agrees to collaborate	
2022-05-24	Ineustar	ALBA Synchrotron industry day	Presentation	48	The BIGINN project was introduced to the participants in the introduction and also addressed verbally face to face to the potential interested SMEs participating	
2022-06-02	BigScience.dk	Members network day	Presentation	10	Informed the BigScience.dk members present and the ESS ILO Mirko Menninga about BIGINN and the upcoming Xchanges	https://www.linkedin.com/feed/update/urn:li:activity:6938057560864268288?utm_source=linkedin_share&utm_medium=member_desktop_web
2022-03-29	BigScience.dk	ITER Nordic Business Forum	verbal introduction	5	Agreed to further discussions on BIGINN with BigScience Sweden	https://ec.europa.eu/info/events/nordic-iter-business-forum-2022-jan-19_en

Fig. 13 Dissemination and outreach activities - tracking

BIGINN events

It is foreseen to organise at least 9 events of different nature (online and physical). Events might be from local to international. It is expected that, counting the overall participation, in these events will take part up to 150 SMEs and other institutions (at least 80% SMEs).

Table 2: Events organized by BIGINN

Type of event	Quantity	TOTAL
<p>"Sharing best practice" public talks with SMEs and RTOs</p> <p>Aim to raise awareness and share knowledge. The following event topics: a) biggest challenges to start supplying to BSO; b) future exploitation of gained unique Big Science experience; c) Science vision: future trends of Big Science infrastructures development in Europe; d) Working together we can achieve more – benefits from being a part of a Cluster community; other. Target group: SMEs, research centres, public institutions, Big Science Infrastructures.</p>	2	9 events 150 entities (80% SMEs)
<p>Round-table discussion on the government involvement in cooperation with BSO</p> <p>Aim – to raise the awareness and discuss on the local/national government involvement in cooperation with BSO</p>	1	
<p>BIGINN Open Doors: visits to SMEs and research centres – existing or potential suppliers to BSO</p> <p>Visit to/discussions with SMEs and research centres – existing or potential suppliers to BSO.</p>	6 (2/partner)	

Similar as to dissemination events, a live tool for planning (see Fig. 14) and monitoring (see Fig. 15) of activities will be used.

Type	Activity (short description, idea, target group, etc.)	Estimated Date	Estimated No of participants	Type	Partner
round-table	Lithuania finances its participation in CERN, ESA, ELI – large scale infrastructures. But the questions remain: (i) what is the benefit for Lithuania from participating in these infrastructures? (ii) Do we have success stories? (iii) what is the position of the governmental side to involve business to Big Science market? And for the business: (i) what benefits, business, and collaboration possibilities they see? (ii) do we have success stories? (iii) is BigScience an attractive market to do business with? It will include government, SMEs, research organizations, other up-scale organizations, interested in BigScience market	2022 IV Q	40	physical	LITEK
Open Doors	Invite technological SMEs and research centers to visit laser and engineering technologies SMEs ans reserch centre developing laser, photonics and other engineering related technologies that can be applicable not only for the BigScience market but also for various industries	2022 IV Q	9	physical	LITEK
Open Doors	Invite technological SMEs and research centers to visit laser and engineering technologies SMEs ans reserch centre developing laser, photonics and other engineering related technologies that can be applicable not only for the BigScience market but also for various industries	2023 II Q	12	physical	LITEK
Open Doors	Invite technological SMEs in the field of Big Science to visit a Research Center such as Ciemat, IFIC or IAC. Networking activity among visitors and with experts from the Institute	2022 IV Q	12	physical	INEUSTAR
Open Doors	Invite technological SMEs in the field of Big Science to visit a Research Center such as Ciemat, IFIC or IAC. Networking activity among visitors and with experts from the Institute	2023 IV Q	12	physical	INEUSTAR
Open Doors	In the coming years, the Spanish ALBA Synchrotron plans to update the facility (ALBA II), which involves both the accelerator complex and the addition of new beamlines to the synchrotron. As a consequence, new industrial opportunities will arise, mainly in the fields of magnets, diagnostic systems, RF, X-ray optics, vacuum and cryogenics, mechanics, electronics and IT. During the 2022-2030 period, significant investments are planned. This conference was undoubtedly a great opportunity for companies to receive relevant technical information on ALBA's industrial investments in the short and medium term. Also, companies had enough time for B2B meetings with ALBA technicians, as well as a networking meal and an attractive visit to the Synchrotron and its Laboratories.	2022 II Q	48	physical	INEUSTAR
Sharing BP	Discuss outcome of survey on ILO and BigScience organisations with PERIIA board and ILOs	2022 IV Q	25	Virtual	BigScience.dk
Sharing BP	BigScience.dk visit ESS and BigScience Sweden to discuss WP2 service audit and future collaboration	2022 IV Q	12	physical	BigScience.dk
Open Doors	bigScience.dk members visit Danfysik - who has extensive experience with delivering to BSOs	2 June 2022	12	physical	BigScience.dk
Open Doors	bigScience.dk members to visit another member company during network days	2023 IIQ	15	physical	BigScience.dk

Fig. 14. Events that are planned to be organized by BIGINN (live tool)

Events			
Type	Audience size	Outcome, success story	Link, pictures, other
Open doors	48 participants from Spanish companies and Research and Technological Institutes	"In the coming years, the Spanish ALBA Synchrotron plans to update the facility (ALBA II), which involves both the accelerator complex and the addition of new beamlines to the synchrotron. As a consequence, new industrial opportunities will arise, mainly in the fields of magnets, diagnostic systems, RF, X-ray optics, vacuum and cryogenics, mechanics, electronics and IT. During the 2022-2030 period, significant investments are planned. This conference was undoubtedly a great opportunity for companies to receive relevant technical information on ALBA's industrial investments in the short and medium term. Also, companies had enough time for B2B meetings with ALBA technicians, as well as a networking meal and an attractive visit to the Synchrotron	https://dtioffice365.sharepoint.com/f:/r/sites/opgsys_963430/Shared%20Documents/WP4/Events/Open%20Doors/2022_05_24%20Alba%20Synchrotron%20Industry%20Event?csf=1&web=1&e=Jl0bf4

Fig. 15. Event organized by BIGINN – tracking

4.2 Target groups and communication message

Target groups

BIGINN project activities will target the following four groups:

- Companies in the clusters, typically SMEs, will be approached directly by the cluster management and offered to participate in Xchanges and matchmaking events with BSOs and collaborators.

- Companies and other organisations that are potential members of the clusters will be contacted to establish their interest in taking part in the project activities and/or to become member of the cluster.
- Non-partner ILOs and company groups/clusters working with BSO, e.g., BigScienceSWEDEN, BigScienceNL, CDTI... will be approached to a) offer knowledge exchange about how to manage and operate clusters in the BigScience area; b) reach the companies in the clusters.
- Companies from other countries than the partnership members.

BIGINN communication partners

The live tool/database will also be used to follow the activities of other stakeholders – communication partners. They will be involved in project’s dissemination activities as multipliers to reach the target groups.

The BIGINN partnership will provide the multipliers with all necessary information in order for them to carry out dissemination and outreaching activities on behalf of BIGINN (e.g., Communication toolkit).

At project start, the BIGINN partnership has a list of potential 47 communication partners (clusters, companies, agencies, other scaling-up support organisations).

Dissemination partners							
Nc	BIGINN Part	Dis.Partner	Type	Country	STATUS	Target Group	Link
5	LITEK	Agency for Science, Innovation and Technology (MITA)	Governmental	Lithuania			https://mita.lv/lt/en/
12	INEUSTAR	ALBA Synchrotron	BSO	Spain	Agrees to collaborate		https://intranet.celis.es
13	INEUSTAR	AVS Added Value Industrial Engineering Solutions, S.L.U.	other	Spain			https://www.a-v-s.es/about
43	BigScience.dk	BigScience.nl / IoNet	Cluster	Nederland			https://www.bigscience.nl/en/io-net
42	BigScience.dk	BigScienceSweden	Cluster	Sweden		2-300	www.bigsciencesweden.se
36	INEUSTAR	CDTI, the Spanish Centre for the Development of Industrial Technology	Business support	Spain	Partnership agreement		https://www.cdti.es/
39	BigScience.dk	CenSec	Cluster	Denmark	Agrees to collaborate	2-300	www.censec.dk
41	BigScience.dk	CEAN	BSO	Switzerland		1000	www.cem.ch
38	INEUSTAR	Cleimat, the Spanish Research Centre for Energy, Environment and Technology	Other	Spain			https://www.cleimat.es/
47	INEUSTAR	CleanCluster.dk	Cluster	Denmark	Agrees to collaborate	170 members	CLEAN = Energy Cluster Denmark
45	LITEK	Czech optical cluster	Cluster	Czech Republic	Partnership agreement		https://www.optick.kjktv.cz/en/main/
21	LITEK	DIGITAL ROCKET cluster	Cluster	Lithuania		5 members	https://www.dietrocket.lt
18	BigScience.dk	DTI Danish Technological Institute	BSO	Denmark			https://www.dti.dk/about
11	INEUSTAR	ELYTT ENERGY	other	Spain			https://www.elytt.com/
46	INEUSTAR	EnergyCluster Denmark	Cluster	Denmark	Agrees to collaborate	400 members	https://www.energycluster.dk/
7	LITEK	EPIC	Association	International		500 SMEs	https://epic-assoc.com/epic-events/
37	INEUSTAR	ESS-Bilbao - European Spallation Source@Bilbao	Other	Spain			https://www.essbilbao.org/
9	LITEK	European Spallation Source ERIC	BSO	Sweden			https://www.european-spallation-source.eu
27	LITEK	Human technology Styria	Cluster	Austria		100 members	https://www.humantechnology.at/en
14	INEUSTAR	IACTEC Canary Islands Astrophysics Institute (IAC)	BSO	Spain	Communicating		https://www.iac.es/en
35	INEUSTAR	INDUCENCIA, the Science Industry Spanish technological platform	Business support	Spain	Partnership agreement	1000 members	http://www.inducia.es
22	LITEK	kaunas Science and Technology Park (kaunas STP)	Business support	Lithuania		100 members	https://kaunomtp.lt/mones-paga-sritis?vars/sritis/uzsienio
23	LITEK	Klaipėda Science and Technology Park (KSTP)	Business support	Lithuania		100 members	https://www.kstpa.lt/bendruomenes/kmp-mones/2s/category/1s14556
1	LITEK	Klaster.lt	Association	Lithuania	Agrees to collaborate	~40 clusters, 500SMEs	https://klaster.lt/
34	LITEK	Knowledge Transfer Network (UK)	Business support	UK			About Us - Knowledge Transfer Network - KTN UK
6	LITEK	Laser 15 Dim	Business support	Lithuania		20 SMEs	https://www.laser15dim.lt/
2	LITEK	LINPRA	Association	Lithuania		100 Industrial SMEs	https://linpra.lt/
4	LITEK	Lithuanian Innovation Center (LIC)	Business support	Lithuania		Lithuanian Innovation Industry SMEs	https://lic.lt/
3	LITEK	Lithuanian Laser Association	Association	Lithuania	Partnership agreement	19 Photonics SMEs	https://lpa.lt/
16	LITEK	Magurele High Tech Cluster (MHTC)	Cluster	Romania			http://www.mhct.ro/en/
30	LITEK	Optecnet Deutschland e.V.	Association	Germany		300 members	Optecnet Germany e.v. - Optecnet

Fig. 16. Communication partners (database tool)

BIGINN main message

The main communication message to be delivered:

- BIGINN unlocks the innovation and technological collaboration of the BigScience market,
- Participation in ClusterXchange mobility scheme helps enterprises to explore opportunities in the Big Science market, create new business partnerships and take up new technologies.
- ClusterXchange facilitates transnational, cross-regional, sectoral and cross-sectoral cooperation through short-term exchanges between clusters and their members. It helps boost learning and innovation-oriented activities aiming at increasing the competitiveness of the EU.

5. COMMUNICATION CHANNELS

To raise awareness about the BIGINN project and activities, it is foreseen to use the BIGINN and consortium partners' webpages, LinkedIn profiles, etc., combined with existing cooperation with other networks and actors such as:

- Business clusters and associations
- EIT innovation communities and innovation hubs
- Local authorities and public entities
- Digitalization and manufacturing networks
- Big Science infrastructure organizations
- Others

Tools that will be used:

- **Website:**
 - o An ad-hoc dedicated website (Biginn.eu) for promoting BIGINN activities and opportunities will be used as the main communication platform.
 - o Each partner of the BIGINN partnership will use their own websites for dissemination activities:
BigScience.dk – www.bigscience.dk
INEUSTAR – www.ineustar.com
LITEK – www.litek.lt
 - o The Partnership will involve multiplying dissemination partners and other channels to disseminate the opportunities. Examples:
<https://www.periia.eu/>
<http://www.induciencia.es>
<https://enriitc.eu/>
- **European Cluster Collaboration Platform:** A BIGINN partnership profile is registered and will be used for dissemination purposes amongst the cluster community.
<https://clustercollaboration.eu/content/biginn>
- **Social networks:**
<https://www.linkedin.com/showcase/biginn>
<https://www.linkedin.com/company/laser-engineering-technologies-cluster-litek/>
<https://www.linkedin.com/company/ineustar-spanish-science-industry-association/>
<https://www.linkedin.com/groups/4959118/>
<https://www.linkedin.com/showcase/bigscience/posts/?feedView=all>
The social network channels of multiplying partners will be also in use.
- **Promotion materials:** posters, roll-ups, brochures, videos, and other promotional materials will be created and used for dissemination activities at physical events, like info days, exhibitions, etc. Digital promotion materials will also be displayed at websites and social networks, when appropriate.
- **Emails/newsletters:** Direct emails and/or newsletters will be sent to disseminate the activities related to BIGINN idea and “ClusterXchange” mobility scheme and upcoming possibilities to participate at ‘360° Xchange’ group visits. They will be used to contact:
 - o the cluster members of the BIGINN partners
 - o the dissemination partners and other networks
 - o contacts that expressed their interest at biginn.eu

BIGINN

A new beginning for business and Big Science innovation

COS-CLUSTER PROJECT N° 101037928 – BIGINN

Deliverable D4.1 Dissemination, outreach and communication plan



Strengthening the European economy through collaboration