



Dissemination, outreach and communication plan: BIGINN

COS-CLUSTER PROJECT N° 101037928 – BIGINN
Deliverable D4.2 Awareness-raising activities and events

Dissemination level - PU

The content of this document 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 European Innovation Council and Small and Medium-sized Enterprises Executive Agency (EISMEA) 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.

Co-funded by the European



Contents

- 1. INTRODUCTION 3**
 - 1.1 Executive summary 3
 - 1.2 Introduction and objectives..... 3
 - 1.3 Legal notice 3
- 2. AWARENESS-RAISING ACTIVITIES4**
 - 2.1 Communication tools 4
 - 2.2 Communication platforms..... **Error! Bookmark not defined.**
- 2. AWARENESS-RAISING EVENTS..... 6**

Version control

Version	Date	Author	Description of Changes/Status
01	2023-01-18	LITEK	First draft
01	2023-01-29	DTI	Check
01	2023-01-30	INEUSTAR	Final check

1. INTRODUCTION

1.1 Executive summary

This deliverable report is related to the WP4 – Task 4.2 Active dissemination and awareness-raising (4-24). The main goal of this deliverable is to overview the implementation of Dissemination, outreach and communication plan and dissemination and awareness-raising activities performed by the Partnership.

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.

1.3 Legal notice

© This document is the property of the BIGINN Consortium. It may not be copied, reproduced, or modified in whole or in part for any purpose without written permission from the BIGINN Consortium, which consists of the following participants:

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. AWARENESS-RAISING ACTIVITIES

2.1 Communication tools

Various communication tools to promote BIGINN Partnership were presented in the Deliverable D4.1 – Dissemination, outreach and communication plan:

- Logo;
- Colours;
- Brochures;
- Roll-up;
- Banners and other online materials;
- Slides;
- Webpage.

Maintaining a uniform style has allowed creating a visual identity for the BIGINN project and its activities, and to maintain the integrity and better recognition of the information presented.

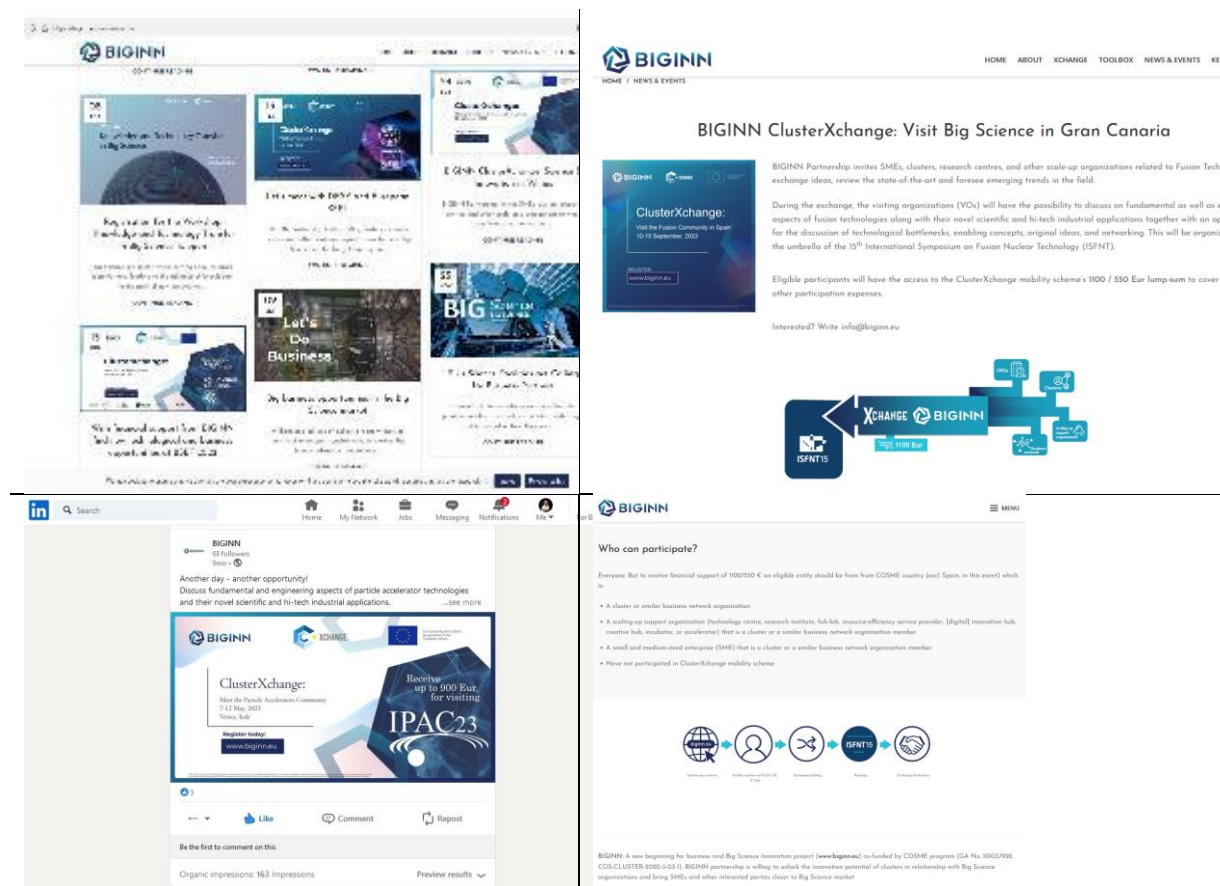


Fig. 1. Example of online BIGINN communication

Branded physical products, such as brochures, roll-ups, pens... were used to create a positive association with the BIGINN brand, enhance visibility, and ultimately contribute to the success of the BIGINN Partnership activities.



Fig. 2. Example of BIGINN branding

Short videos are also effective awareness-raising tools as they can grab attention quickly, facilitate sharing, adapt to social media trends and deliver concise messages in a format that fits modern consumption habits. With this in mind, the BIGINN partnership produced short videos to capture and disseminate the good practices presented by Xchanges participants and to present the results of the project to the public.

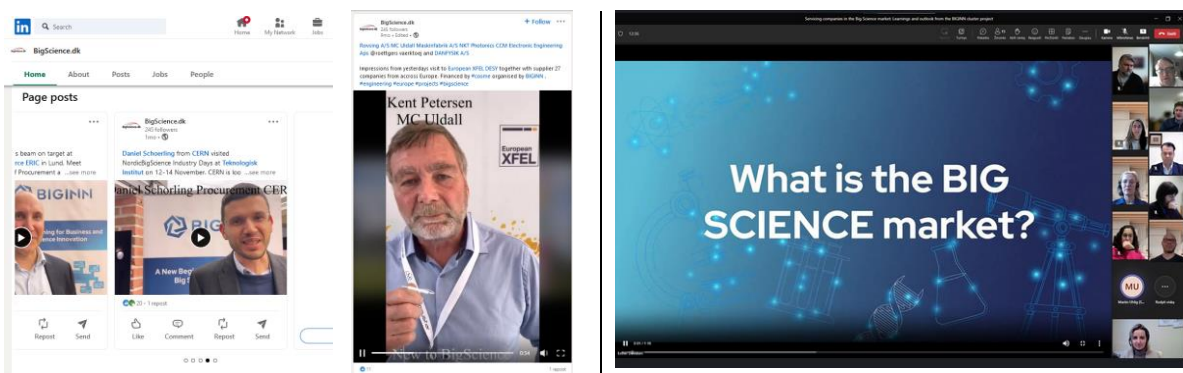


Fig. 3. Example of BIGINN related videos for communication

A video "Overview of BigScience market and BIGINN partnership's activities" was created as well: <https://youtu.be/YJJK3xiEoNk>

Testimonials

Testimonials from BIGINN ClusterXChange participants play a crucial role in establishing credibility, building trust, and promoting the success of the events. They serve as powerful tools for marketing, motivation, and improvement, contributing to the overall success and reputation of the BIGINN project. In order to show the achievements of BIGINN activities, success stories from the 360° Xchanges were collected and shared.

Testimonials were gathered in the format of video and presented on LinkedIn by using BIGINN and/or the channels of BIGINN partnership members.

See some examples of LinkedIn posted online videos:

- <https://www.linkedin.com/feed/update/urn:li:activity:7137792571988140032>
- <https://www.linkedin.com/feed/update/urn:li:activity:7136024304848154627>
- https://www.linkedin.com/posts/bigscience-dk_juan-carlos-cortiletti-from-holms-finmekanik-activity-7130198206172258304-YvUd
- https://www.linkedin.com/posts/bigscience-dk_cosme-engineering-europe-activity-7059753841000341504-_yOE

Some of the testimonials have been also posted on BIGINN webpage:

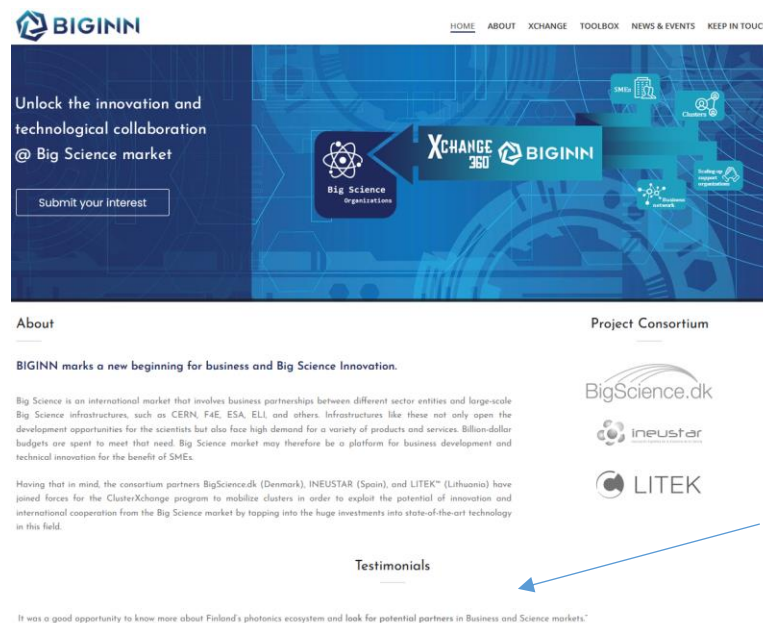


Fig. 4. Testimonials on BIGINN webpage

2.2 Press releases or communication messages

Reaching potential key partners and raising awareness on the benefits of BIGINN activities for SMEs and other actors in the Big Science sector has been of utmost interest for the Partnership. Main goals could be summarized in: to inform stakeholders and potential beneficiaries about the BIGINN Partnership, provide general information about project activities, including ClusterXchange, and main achievements, information. Depending on the purpose of the message and the target audience, communication using individual Partner's channels and/or BIGINN were used in order to reinforce the effect of the message.

- BIGINN website: <https://biginn.eu/>
- BIGINN LinkedIn: <https://www.linkedin.com/showcase/biginn>

Apart from the BIGINN website and LinkedIn posting, the Partnership and other dissemination partners were used to broaden the diffusion. The follow-up of the dissemination has not been a key for BIGINN project, so the following Figures show only dissemination activities coming from the Partnership (see Fig. 5).

Performance measurement:				Posts, press releases, newsletters	
2022					
#	Date	Partner	Headline	Channel	Link, pictures, other
1	2022-02-18	LITEK	The BIGINN project will mark a new beginning for business and Big Science Innovation	ECCP	https://clustercollaboration.eu/community-news/biginn-project-will-mark-new-beginning-business-and-big-science-innovation
2	2022-02-18	LITEK	The BIGINN project will mark a new beginning for business and Big Science Innovation	web	https://litek.lt/pranesimai-it/biginn-projektas-nauia-pradzia-verslo-ir-didziojo-mokslu-inovacijoms/
3	2022-02-22	Ineustar	The BIGINN project will mark a new beginning for business and Big Science Innovation	web	https://www.ineustar.com/en/news
4	2022-02-22	Ineustar	El proyecto BIGINN marcará un nuevo comienzo de la innovación en la Industria de la Ciencia	web	https://www.ineustar.com/noticias/1017-el-proyecto-biginn-marcará-un-nuevo-comienzo-de-la-innovación-en-la-industria-de-la-ciencia
5	2022-02-22	Ineustar	El proyecto BIGINN marcará un nuevo comienzo de la innovación en la Industria de la Ciencia	web	https://www.induciencia.es/noticias/518-el-proyecto-biginn-marcará-un-nuevo-comienzo-de-la-innovación-en-la-industria-de-la-ciencia
6	2022-02-23	BigScience.dk	Post	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6902129916473679872
7	2022-03-21	LITEK	COSME programoje dalyvaujantiems Lietuvos klasteriams skirta 6 milijonų eurų parama	web	https://klaster.lt/cosme-programoje-dalyvaujantiems-lietuvos-klasteriams-skirta-6-milijonu-euru-parama/
8	2022-03-21	LITEK	COSME programoje dalyvaujantiems Lietuvos klasteriams skirta 6 milijonų eurų parama	web	https://www.delfi.lt/uzsakomasis-turiny/verslo-poziturius/cosme-programoje-dalyvaujantiems-lietuvos-klasteriams-skirta-6-milijonu-euru-parama.d?id=89733765
9	2022-04-12	LITEK	Post	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6919563655327961088
10	2022-05-18	LITEK	Networking and Learning Xchange at Czech Republic 2022	ECCP	https://clustercollaboration.eu/content/networking-and-learning-xchange-czech-republic-2022
11	2022-06-15	LITEK	With financial support from BIGINN find new technological and business opportunities at BSBF 2022	web	https://biginn.eu/with-financial-support-from-biginn-find-new-technological-and-business-opportunities-at-bsbf-2022/
12	2022-06-15	BIGINN	Post: BSBF	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6942812656919560192
13	2022-06-15	LITEK	Re-Post: BSBF	LinkedIn	https://www.linkedin.com/posts/kristina-ananiciene_bigscience-bsbf2022-clusterxchange-activity-6942814199475539969_xaY
14	2022-06-15	LITEK	With financial support from BIGINN find new technological and business opportunities at BSBF 2022 (national language)	web	https://litek.lt/vykiai/kvieciame-registruotis-bsbf-ir-gauti-finansavima-kelionei/
15	2022-06-17	BIGINN	With financial support from BIGINN find new technological and business opportunities at BSBF 2022	web	https://clustercollaboration.eu/content/meet-big-science-spain
16	2022-06-17	LITEK	With financial support from BIGINN find new technological and business opportunities at BSBF 2022	web	https://spaces.fundingbox.com/spaces/photonhub-europe-news-events/62ac7189605ce52f656da67
17	2022-06-15	BIGINN	Meet Big Science in Spain	ECCP	https://clustercollaboration.eu/content/meet-big-science-spain
18	2022-08-30	BigScience.dk	Don't miss this offer, EUR 415, to book your place at BSBF 2022	web	https://www.bigsciencesweden.se/news-media/news/don-t-miss-this-offer-eur-415-to-book-your-place-at-bsbf-2022/
19	2022-08-15		With financial support from BIGINN find new technological and business opportunities at BSBF 2022	web	https://oes-net.de/presse/big-science-business-forum-2022_biginn/
20	2022-09-12	BIGINN	Big business opportunities in the Big Science market	web	https://biginn.eu/big-business-opportunities-in-the-big-science-market/
21	2022-09-12	BIGINN	Big business opportunities in the Big Science market	ECCP	https://clustercollaboration.eu/community-news/big-business-opportunities-big-science-market
22	2022-09-12	BIGINN	Big business opportunities in the Big Science market	LinkedIn	https://www.linkedin.com/posts/biginn_bsbf2022-businessopportunities-clusterxchange-activity-6974976850766753792-Cowc
23	2022-09-12	LITEK	Big business opportunities in the Big Science market	LinkedIn	https://www.linkedin.com/posts/kristina-ananiciene_businessopportunities-clusterxchange-bsbf2022-activity-6974977445749768192-2RMg
24	2022-09-12	BigScience.dk	Big business opportunities in the Big Science market	LinkedIn	https://www.linkedin.com/showcase/66659993/admin/
25	2022-09-12	BigScience.dk	Big business opportunities in the Big Science market	LinkedIn	https://www.linkedin.com/posts/biginn_bsbf2022-businessopportunities-clusterxchange-activity-6974976850766753792-Cowc
26	2022-09-12	BigScience.dk	Big business opportunities in the Big Science market	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6975025239160152064
27	2022-09-14	Ineustar	Oportunidades de negocio en el mercado de la industria de la ciencia	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6975713406167203840
28	2022-09-16	BIGINN	With financial support from BIGINN find new technological and business opportunities at BSBF 2022	LinkedIn	https://www.linkedin.com/posts/bsbf2022_bsbf2022-businessopportunities-clusterxchange-activity-6976140650035441664-H10G
29	2022-09-19	BIGINN	Do you want a grant to cover cost of the trip to Granada BSBF? BIGINN project can afford it	web	https://www.bsbf2020.org/module_api/282492/blog/bsbf2022-news/post/371461-do-you-want-a-grant-to-cover-cost-of-the-trip-to-granada-bsbf-biginn-project-can-afford-it
30	2022-10-05	BIGINN	BSBF starts	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6983434971721965568
31	2022-11-25	BIGINN	EU Science Facilities are Calling for Business Partners	ECCP	https://clustercollaboration.eu/community-news/eu-science-facilities-are-calling-business-partners
32	2022-11-25	BIGINN	EU Science Facilities are Calling for Business Partners	web	https://biginn.eu/eu-science-facilities-are-calling-for-business-partners/
33	2022-11-21	BIGINN	EU Science Facilities are Calling for Business Partners	LinkedIn	https://www.linkedin.com/posts/european-cluster-collaboration-platform-eccp_clusterxchange-activity-7011302177876942848-1ijk
34	2022-12-12	Ineustar	EU'S SCIENCE FACILITIES ARE CALLING FOR BUSINESS PARTNERS	web	https://www.ineustar.com/noticias/eu-science-facilities-are-calling-for-business-partners/

2023					
#	Date	Partner	Headline	Channel	Link, pictures, other
1	2023-02-08	BIGINN	Participate at Workshop: Knowledge and Technology Transfer in Big Science	web	https://biginn.eu/registration-for-the-workshop-knowledge-and-technology-transfer-in-big-science-is-open/
2	2023-02-08	BIGINN	Participate at Workshop: Knowledge and Technology Transfer in Big Science	ECCP	https://clustercollaboration.eu/community-news/participate-workshop-knowledge-and-technology-transfer-big-science
3	2023-02-13	BIGINN	Let's meet with DESY and XFEL	web	https://biginn.eu/lets-meet-with-desy-and-xfel/
4	2023-02-28	Ineustar	Evento networking: oportunidades en XFEL, DESY y el ecosistema de innovación alemán	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7036228034756030464
5	2023-03-01	Ineustar	Evento networking: oportunidades en XFEL, DESY y el ecosistema de innovación alemán	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7036659442934816768
6	2023-02-14	Ineustar	Evento networking: oportunidades en XFEL, DESY y el ecosistema de innovación alemán	newsletters	published at INEUSTAR newsletter . No link
7	2023-02-16	Ineustar	Evento networking: oportunidades en XFEL, DESY y el ecosistema de innovación alemán	newsletters	published at INDUCIENCIA newsletter . No link
8	2023-02-24	BIGINN	Let's meet with DESY and XFEL	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7034823990946709505
9	2023-02-24	BIGINN	BIGINN ClusterXchange: Science & Innovation in Vilnius	web	https://biginn.eu/biginn-clusterxchange-science-innovation-in-vilnius/
10	2023-02-27	Ineustar	Networking en Vilna / lasers and photonics	newsletters	published at INDUCIENCIA newsletter . No link
11	2023-03-01	Ineustar	IPAC 2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7036714317844533248
12	2023-03-01	BIGINN	Participate at Workshop: Knowledge and Technology Transfer in Big Science	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7036616789132230656
13	2023-03-01	Ineustar	TechTrans event	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7036659586174529536
14	2023-03-02	Ineustar	XFEL & DESY	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7037015088163115009
15	2023-03-07	BigScience.dk	TechTrans event	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7038858123083665408
16	2023-03-09	BIGINN	TechTrans event	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7039521154818007040
17	2023-03-09	BIGINN	TechTrans event	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7039556194193055744
18	2023-03-09	BigScience.dk	TechTrans event	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7039563347599499264
19	2023-03-09	BigScience.dk	TechTrans event	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7039598734883598337
20	2023-03-09	Ineustar	TechTrans event	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7039529933043294208
21	2023-03-09	Ineustar	TechTrans event	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7039557276252135424
22	2023-03-09	Ineustar	TechTrans event	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7039600448521089024
23	2023-03-21	BIGINN	TechTrans event	other	https://biginn.eu/kt-tt-in-big-science/
24	2023-05-01	BIGINN	BIGINN ClusterXchange: The Particle Accelerators Community	web	https://biginn.eu/biginn-clusterxchange-the-particle-accelerators-community/
25	2023-05-02	BIGINN	XFEL & DESY	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7059194367739080704
26	2023-05-02	Ineustar	XFEL & DESY	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7059154597029851136
27	2023-05-03	Ineustar	Próximos eventos (mayo-junio) - IPAC	newsletters	published at INDUCIENCIA newsletter . No link
28	2023-05-04	BIGINN	XFEL & DESY	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7059799626064748545
29	2023-05-04	Ineustar	XFEL & DESY	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7059809694151827456
30	2023-05-05	BIGINN	BIGINN ClusterXchange: The Particle Accelerators Community	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7060158621732483072
31	2023-05-05	Ineustar	IPAC 2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7060184415158571008
32	2023-05-05	Ineustar	IPAC 2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7060184794994741248
33	2023-05-05	Ineustar	IPAC 2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7061994386204540928
34	2023-05-10	Ineustar	BIGINN ClusterXchange: IPAC 2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7061994386204540928
35	2023-05-11	BIGINN	XFEL & DESY	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7062376439853019136
36	2023-05-25	BIGINN	ClusterXchange to Netherlands: Space community	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:70674717167336497152
37	2023-05-19	BIGINN	BIGINN ClusterXchange: Quantum Science in Vilnius	web	https://biginn.eu/biginn-clusterxchange-quantum-science-in-vilnius/
38	2023-06-12	BIGINN	Going for Gold	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7074122732241608704
39	2023-06-15	BIGINN	Going for Gold	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7075024999387918337
40	2023-06-16	BIGINN	Going for Gold	web	https://biginn.eu/going-for-gold-what-does-it-take-to-make-an-impact/
41	2023-06-16	BIGINN	Going for Gold	ECCP	https://clustercollaboration.eu/community-news/going-gold-what-does-it-take-make-impact
42	2023-06-16	BIGINN	BIGINN ClusterXchange: Quantum Science in Vilnius	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7075421698145009664
43	2023-09-06	BIGINN	BIGINN ClusterXchange: Nordic Big Science Industry Days	web	https://biginn.eu/biginn-clusterxchange-nordic-big-science-industry-days/
44	2023-09-06	BIGINN	Enrich Your Business Prospects: Embrace the Nordic Big Science Ecosystem at NBSID'23	ECCP	https://clustercollaboration.eu/content/enrich-your-business-prospects-embrace-nordic-big-science-ecosystem-nbsid23
45	2023-09-06	BIGINN	BIGINN ClusterXchange: Nordic Big Science Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:share:7105153743544811521/
46	2023-09-06	Ineustar	BIGINN ClusterXchange: Nordic Big Science Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7105155527025864704

47	2023-09-11	Ineustar	BIGINN ClusterXchange: Nordic Big Science Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:71069373241475256
48	2023-09-11	Ineustar	Networking en Dinamarca (DTI) y Suecia (ESS y MAX-IV)	newsletters	published at INDUCIENCIA newsletter . No link
49	2023-10-03	BIGINN	BIGINN ClusterXchange: Nordic Big Science Industry Days	web	https://litek.lt/pranesimai-lt/sustiprinkite-savo-verslo-perspektyvas-susipazinkite-su-siaures-saliu-didziojo-mokslo-ekosistema-nbsid23/
50	2023-10-05	Ineustar	BIGINN ClusterXchange: Nordic Big Science Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7115596856901926912
51	2023-10-27	Ineustar	BIGINN ClusterXchange: Nordic Big Science Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7123617417892626432
52	2023-10-27	Ineustar	BIGINN ClusterXchange: Nordic Big Science Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7123559402275491841
53	2023-10-27	Ineustar	Last call – Evento oportunidades de negocio en ESS, ESO, XFEL y CERN & visita ESS y MAX-IV	newsletters	published at INDUCIENCIA newsletter . No link
54	2023-11-02	Ineustar	Nordic Big Science Industry Days – oportunidades de negocio en ESS, ESO, E-XFEL y CERN	newsletters	published at INEUSTAR newsletter . No link
55	14/11/2023	BigScience.dk	BIGINN Cluster Xchane NordicBigScience Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7137792571988140032
56	14/11/2023	BigScience.dk	BIGINN Cluster Xchane NordicBigScience Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7136024304848154627
57	14/11/2023	BigScience.dk	BIGINN Cluster Xchane NordicBigScience Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:713086567641857024
58	14/11/2023	BigScience.dk	BIGINN Cluster Xchane NordicBigScience Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7130198206172258304
59	14/11/2023	BigScience.dk	BIGINN Cluster Xchane NordicBigScience Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7130156111231344641
60	14/11/2023	BigScience.dk	BIGINN Cluster Xchane NordicBigScience Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7130138879495434240
61	2023-11-14	Ineustar	BIGINN ClusterXchange: Nordic Big Science Industry Days	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7130139784974376961
62	2023-11-23	Ineustar	INEUSTAR recibe el sello europeo de Excelencia en Gestión de Clústeres	web	https://www.ineustar.com/news/ineustar-sello-europeo/
63	2023-11-23	Ineustar	INEUSTAR recibe el sello europeo de Excelencia en Gestión de Clústeres	web	https://induciencia.es/news/ineustar-sello-europeo/
64	2023-12-09	BigScience.dk	Award of Bronze cluster certificate	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7142852260778217472
65	2023-12-19	Ineustar	Oportunidades en ESS y MAX-IV	newsletters	published at INEUSTAR newsletter . No link
66	2023-12-22	Ineustar	Award of Bronze cluster certificate	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7143870306502307840
2024					
1	2024-01-16	BIGINN	Servicing companies in the Big Science market: Learnings and outlook from the BIGINN cluster project	web	https://biginn.eu/servicing-companies-in-the-big-science-market-learnings-and-outlook-from-the-biginn-cluster-project/
2	2024-01-29	BIGINN	Servicing companies in the Big Science market	web	https://biginn.eu/servicing-companies-in-the-big-science-market/
3	2024-01-29	BIGINN	Servicing companies in the Big Science market	ECCP	https://clustercollaboration.eu/content/servicing-companies-big-science-market

Fig. 5. 2022-2024 Posts, press-releases, newsletters... (results from live tool). In total, 34 posts in 2022, 66 in 2023, 3 in 2024.

Core messages:

- [Networking and Learning Xchange at Czech Republic 2022](#)
Purpose: Invite to CxC to Czechia
- [With financial support from BIGINN find new technological and business opportunities at BSBF](#)
Purpose: Invite to CxC to meet BigScience in Spain
- [Big business opportunities in the Big Science market](#)
Purpose: overview of business opportunities
- [EU Science Facilities are Calling for Business Partners](#)
Purpose: introduction to BigScience players and opportunities
- [Participate at Workshop: Knowledge and Technology Transfer in Big Science](#)
Purpose: invite to sharing best-practice workshop organised by BIGINN Partnership
- [Let's meet with DESY and XFEL](#)
Purpose: introduce CxC to DESY and XFEL
- [BIGINN ClusterXchange: Science & Innovation in Vilnius](#)
Purpose: introduce CxC to Vilnius
- [BIGINN ClusterXchange: The Particle Accelerators Community](#)
Purpose: introduce CxC to Venice, Italy
- [ClusterXchange to Netherlands: Space community](#)
Purpose: publicise successful CxC to Netherlands
- [BIGINN ClusterXchange: Quantum Science in Vilnius](#)
Purpose: introduce CxC to Vilnius
- [Going for Gold](#)
Purpose: publicise successful learning experience and outcomes
- [Enrich Your Business Prospects: Embrace the Nordic Big Science Ecosystem at NBSID'23](#)
Purpose: introduce CxC to NBSID'23
- [Servicing companies in the Big Science market](#)
Purpose: review BIGINN Partnership's achievements

3. Dissemination and awareness-raising events

To raise the awareness, active promotion and dissemination is essential. The BIGINN partnership has organized and participated in many 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.

Since the beginning of the project, potential events and other activities have been planned and tracked. This has allowed to see what dissemination and awareness-raising activities were made by the Partnership and what reach out it created.

BIGINN consortium using presentations, introductions, carrying out other outreach activities reached more than 2.500 people during project time (see 3.2 BIGINN promotion in other events).

Additionally, more than 700 participants (~50% SMEs) benefited from the awareness-raising activities organized by BIGINN Partnerships; where, among others, key achievements and goals of BIGINN were presented, an introduction on BIGINN Partnership's portfolio or services (including new) was given, possibilities for new partnerships/collaboration activities were promoted, etc. (see 3.1 BIGINN events).

3.1 BIGINN events

Members of BIGINN Partnership organized and/or co-organized various round-table discussions, open door visits and sharing best practices events in order to create an active community and boost the awareness of BigScience market and BIGINN Partnership. The main aim of these events was to support the activities of the Partnership for cluster excellence capacity-building, outreach and awareness raising activities related to the ClusterXchange mobility scheme outreach, presenting BIGINN Partnership activities and/or creating Big Science community that would potentially benefit to get from BIGINN Partnership's activities by introducing actors to the market for Big Science and how to benefit from being a part of it.

Performance measurement:		Events		-organized by BIGINN	
Date	Partner	Occasion/event	Type	Audience size	Outcome, success story
2022-03-29	BigScience.d	Nordic ITER Business Forum	Round-table	100 participants from ITER member countries (40 SMEs)	Full day event. Presentation of business opportunities by ITER, F4E, 40 Danish Companies. Event hosted at Danish Technological Institute (DTU) which has a synchrotron.
2022-05-24	Ineustar	ALBA Synchrotron Industry Day	Open doors	48 participants from Spanish companies and Research and Technological Institutes (38 SMEs)	"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. 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.
2022-06-02	BigScience.d	Members network day	Round-table	15 participants (10 SMEs)	Full day networking, 1:1 consultations with ESS and CERN. Presentation on ITER and visit to Danfysik
2022-09-30	LITEK	Partnership event	Open doors	8 participants (6 SMEs)	Introduction to Big Science market was given, companies presented their experience in working with Science industry, excursion to their laboratories where organised
2022-10-27	LITEK	Extreme Light Infrastructure (ELI) and Lithuania: in search of synergy	Round-table	13 participants: 2 SMEs, ELI representatives, scientists, governmental authorities	Introduction to ELI activities and Lithuania's involvement; political discussion on how Lithuania could involve more and reach higher synergy
2022-11-29	LITEK	Partnership event	Open doors	24 participants (20 SMEs)	Introduction to Big Science market was given, potential suppliers for BSOs introduced their capabilities and research fields
2022-11-29	Ineustar	Spanish Big Science round table. Dialogue between companies and institutions	Sharing best-pract	32 participants from Spanish companies, government, RIs and other R&D support organizations (13 SMEs)	The objective of the round table was to be a forum for discussion among the different agents in the sector with the aim of finding specific formulas and activities that allow this public-private collaboration to be maximized with the aim of strengthening companies in the sector while promoting the technological and scientific development of Spain.
2022-11-29	BigScience.d	Visit to ESS	Open doors	20 participants (11 SMEs)	Visit to ESS. Presentation by ESS of future needs. 1:1 meetings with companies

2023-01-13	BigScience.dk	BigScience.dk new year reception	Round-table	18 participants (16 SMEs)	Future trends for BigScience market, and BIGINN programme for 2023
2023-03-22	LITEK	Big Science in Vilnius	Open doors	25 participants (8 SMEs)	Introductions to Lithuanian laser community, participation in ELI, visits to companies and laboratories, discussion for joint collaboration projects and other initiatives
2023-03-23	LITEK	Laser particle accelerators, their applications, and possibilities of experiments in the ELI infrastructure	Sharing best-practi	75 participants (20 SMEs)	Sharing best practices in working with ELI, technologies and possibilities for business and science
2023-04-21	BigScience.dk	BigScience + meeting for paying members	Round-table	6 participants (4 SMEs)	Use of road maps on procurement and technology needs from BIGINN and BSBF
2023-05-11	LITEK	Partnership event	Open doors	27 participants (12 SMEs)	Main idea to introduce laser technologies and electronics possibilities for industry and Science, find new partners, present existing capabilities
2023-06-06	LITEK	Photonics for Science and Science for photonics	Open doors	25 participants (10 SMEs)	Introduction to Lithuania's & Czech's laser community, finding points of contact between business and science, discussing how to initiate joint activities, introducing community members and best practises
2023-06-14	Ineustar	Spanish Big Science facilities event	Round-table	110 participants, >50% SMEs	The main objective was to serve as a meeting point to establish links between the Spanish science industry and the most relevant scientific infrastructures in the areas of particle physics, fusion and astronomy. Based on the investment plans foreseen for this set of centers, in the event the most outstanding technological challenges and opportunities for the Spanish science industry in the coming years were discussed
2023-07-11	BigScience.dk	VISIT to CERN	Sharing best-practi	7 members, 250 LinkedIn followers, 350 recipients of BigScience dk newsletter plus Research Ministers media	Four Danish companies participated in a vacuum workshop at CERN. At the same occasion, they met the Danish Research Minister, Christina Egelund
2023-08-29	BigScience.dk	Partnership event	Open Doors	340 recipients of BigScience.dk newsletter and 250 LinkedIn followers	BigScience.dk annual meeting The programme included news about projects at European Spallation Source ERIC and insights into how to become part of Big Science projects with Integrator AVS Added Value Solutions, Hans Priem @VLD ETG and IDOM Consulting, Engineering, Architecture. Networking and B2B
2023-09-29	Ineustar	Canary Islands Astrophysics Institute - opportunities and challenges	Open doors	64 participants, including Spanish Ministry, scaling-up support organizations, technology centers... ~30% SMEs	The objective of these conferences was to bring the industry closer to the current and future technological opportunities and challenges of the Canary Islands Observatories.
2023-12-12	LITEK	Discussion: photonics in business and big science	Sharing best-practi	21 participants (17 SMEs)	Discussion with LT laser, optics and photonics companies about their involvement in the science and in BigScience markets, future vision and opportunities
2023-12-13	Ineustar	Partnership event	Open doors	31 participants (12 SMEs)	Insights on Particle detectors past, present and future trends and needs. Visit to IFIC, the Spanish Institute for Corpuscular Physics

Fig. 6. 2022-2023 Awareness-raising activities (results from live tool)

Outreach and dissemination examples:



5/11/23 Open doors



3/9/2023 KT/TT trainings



3/23/23 Sharing best-practice

Outreach (participants in BIGINN events)	Plan	Results
No. of participants in BIGINN events	150	704
- involved SMEs	- 120 (80%)	- 349

Organized BIGINN events contribute not only to raising awareness of the project and the ClusterXchange mobility scheme, but also help to attract participants to organized exchanges or other BIGINN project activities (e.g., trainings).

3.2 BIGINN promotion in other events

The reason to promote BIGINN Partnership in other events has been to disseminate the activities carried out by BIGINN Partnership by introducing, sharing and spreading the information with stakeholders and potential members/clients about the opportunities offered by the BIGINN project. This was done by participating in various workshops, conferences, B2B meetings and other multiplier events. Each outreach activity was planned and tracked (see Fig. 7). In total, BIGINN consortium members participated in 61 events, reaching out to more than 2500 participants.

Performance measurement:

-outreach + presentations (other events)

2022						
Date	Partner	Occasion/event	Type	Audience size		Aim / Outcome
2022-03-15	Ineustar	INEUSTAR board meeting	Presentation	7 participants	7	Introduction to the project
2022-03-29	BigScience.dk	ITER Nordic Business Forum	verbal introduction	5 participants	5	Agreed to further discussions on BIGINN with BigScience Sweden
2022-03-31	LITEK	LITEK board meeting	Presentation	11 participants	11	Introduction to BIGINN activities and CXC mobility scheme
2022-04-21	LITEK	Introduction to HILASE	Presentation	2 participants	2	HILASE agrees to host Xchange
2022-05-24	Ineustar	ALBA Synchrotron Industry day	Presentation	48 participants	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
2022-06-01	BigScience.dk	Meeting with Peeria board talk about disseminating BIGINN	Presentation	6 participants	6	will sign dissemination partnership agreement, survey of services and interested in discussing survey outcome
2022-06-01	Ineustar	ELI iberian info day	verbal introduction	42 participants	42	EU and CLPU glad to host Xchange. Introduction on BIGINN Xchanges and possibilities for collaborations
2022-06-02	Ineustar	Meeting with CDTI	verbal introduction	3 participants	3	Iter Business Forum for organizing agenda around it. CDTI agrees to collaborate
2022-06-02	BigScience.dk	Members network day	Presentation	10 participants	10	Informed the BigScience.dk members present and the ESS ILO Mirko Menninga about BIGINN and the upcoming Xchanges
2022-06-22	Ineustar	IMoH - 1st International Meeting on Opportunities and Challenges for Hicans	Presentation	15 participants	15	Informed participants on BIGINN project opportunities for them, specially upcoming BSBF
2022-07-16	Ineustar	SPIE. Possibilities of support for future agendas	verbal introduction	9 companies	9	Informed several companies on future BIGINN events that could boost their knowledge of Big Science market
2022-08-05	Ineustar	preparation of proposals for 3 projects - for Spanish call "Misiones CDTI 2022"	verbal introduction	20 companies	20	Assisted to the preparation of 3 collaborative projects. INEUSTAR helps in the dissemination, and told the companies of the possibilities of preparing international Xchanges under the umbrella of BIGINN
2022-08-10	BigScience.dk	Visit of ESS CEO Helmut Schober to DTI/BigScience	verbal introduction	5 participants	5	Introduction of BIGINN Project
2022-08-27	LITEK	LT laser community conference	Presentation	35 participants	35	Introduction of BIGINN Partnership to laser community
2022-09-19	Ineustar	SOFT. Possibilities of support for future agendas	verbal introduction	15 companies	15	Informed several companies on future BIGINN events that could boost their knowledge of Big Science market
21-23/09/2022	LITEK	Baltic Photonics conference	verbal introduction	20 companies	20	Introduction to BIGINN project and CxC to BSBF
26-27/09/2022	LITEK	EU cluster conference	verbal introduction	20 clusters	20	Introduction to upcoming CxC activities and possibilities for clusters and their members to benefit from this mobility scheme
2022-10-04	Ineustar	BSBF	Presentation	11 companies + 1 cluster	12	what is BSBF, what is BIGINN, how BIGINN Xchange boosts participation in BSBF
2022-10-10	LITEK	2nd CERN Baltic Conference (CBC 2022) (10-10/12)	other	40 participants	40	Introduction to BIGINN activities and main goal
25-26/10/2022	BigScience.dk	Digital Tech Summit	Open doors	10 participants to the ESS session. 20 to CERN session	30	What is CERN and ESS and what are their Digital needs
2022-11-15	BigScience.dk	Kick-off meeting, Nordic ILO collaboration group for ILOs from DK, SWE, NOR, FIN and ES.	Presentation	6 ILOS	6	BIGINN was introduced briefly and BIGINN events in 2023 were mentioned, including proposal for collaboration on ESS-event in Copenhagen, Nov 2023.
2022-11-29	Ineustar	INEUSTAR's general meeting	verbal introduction	10 companies	10	Information on activities performed during 2022 and potential events in 2023. Possibilities with BIGINN support
2023						
Date	Partner	Occasion/event	Type	Audience size		Aim / Outcome
2023-01-10	BigScience.dk	Workshop between Danish Ministry for Science and Education and BigScienceSWEDEN	Presentation	3 ILOS 2 ministerial representatives	5	Discussion on the operational models of ILOs in Scandinavia and collaboration on BIGINN events agreement to collaborate closer and for BigScience Sweden to disseminate BIGINN events
2023-01-17	LITEK	Good practices: pre-exchange phase	Presentation	15 clusters	15	Sharing best practices with CxC community
2023-01-30	LITEK	SPIE Photonics west	Presentation	20 clusters	20	Introduction to the project
2023-02-06	BigScience.dk	Meeting in Nordic ILO collaboration group for ILOs from DK, SWE, NOR, FIN and ES.	Presentation	6 ILOS	6	The BIGINN KT-event in Spain, 09.03.2023 was promoted.
2023-02-24	Ineustar	Workshop Spain Croatia on IFMIF-DONES	verbal introduction	19 SMEs	19	what is BIGINN and a proposal for collaboration on a physical meeting in the end of 2023 in Spain
2023-03-03	LITEK	LITEK meeting	Presentation	12 SMEs	12	Introduction to upcoming xchanges
2023-03-30	Ineustar	EAJADE EU project meeting	verbal introduction	15 universities and other Big Science entities	15	Introduction to BIGINN project
2023-04-13	BigScience.dk	BigScience.dk Advisory Board	Presentation	6 participants	6	Disseminating BIGINN activities and results
2023-05-15	LITEK	Partnership event in Izrael	Presentation	10 science and government representatives	10	Introduction to the project
2023-05-22	LITEK	Meeting with SpaceNED	Presentation	25 SMEs, 2 clusters	27	Introduction to the project
2023-05-31	Ineustar	2 spanish project meetings - NEURON-DONES and DONES-EVO	verbal introduction	15 SMEs, 2 big companies	17	Introduction to BIGINN activities and main goal
2023-05-31	BigScience.dk	Webinar with France	Presentation	20 SMEs	20	Introduction to the project
2023-05-23(25)	LITEK	Laser World of Photonics	verbal introduction	1000 SMEs	1000	General dissemination: roll-ups, brochures, etc.
2023-06-02	Ineustar	Spanish project meeting - DONES-FLUX	verbal introduction	6 SMEs	6	Introduction to BIGINN activities and main goal
2023-06-15	BigScience.dk	BigScience.dk Reference Group	Presentation	8 participants	8	Disseminating BIGINN activities and results
2023-06-23	Ineustar	INEUSTAR board meeting	Presentation	8 participants	8	Disseminating BIGINN activities and results
2023-07-05	LITEK	Humboldt Kolleg on Synthetic Quantum Matter	other	100 participants	100	General dissemination: logos, brochures, verbal introductions, etc.
2023-07-18	Ineustar	project meeting online MAGIA	Presentation	16 participants	16	Invitation to participate in Xchanges
2023-07-24	Ineustar	project meeting online E4XTREM	Presentation	9 participants	9	Invitation to participate in Xchanges
2023-08-17	BigScience.dk	BigScience.dk Reference Group	Presentation	8 participants	8	Disseminating BIGINN activities and results
2023-8-25(26)	LITEK	LT laser community conference	verbal introduction	360 participants	360	Introduction to the project
2023-09-05	Ineustar	Project meeting online LINAC7-II	verbal introduction	16 participants	16	Invitation to participate in Xchanges
2023-09-12	Ineustar	Project meeting online PROMETEO	verbal introduction	8 participants	8	Invitation to participate in Xchanges

2023-09-14	BigScience.dk	BigScience.dk Steering committee	Presentation	4 participants	4	Disseminating BIGINN activities and results
2023-09-21	Ineustar	Meeting at Canfranc Institute	verbal introduction	4 participants	4	Disseminating BIGINN activities & results, inviting to participate in 1on1 Xchanges
2023-10-06	Ineustar	Project meeting online DONES FLUX	verbal introduction	13 participants	13	Invitation to participate in Xchanges
2023-10-25	Ineustar	Project meeting online EAJADE	verbal introduction	5 participants	5	Invitation to participate in Xchanges
2023-11-21	LITEK	Horizon4Poland	verbal introduction	150 participants	150	Disseminating BIGINN activities & results, inviting to participate in 1on1 Xchanges
2023-11-28	LITEK	Cluster conference (Lithuania)	verbal introduction	50 participants	50	Disseminating BIGINN activities & results, inviting to participate in 1on1 Xchanges
2023-12-01	Ineustar	LEAPS event at ALBA Synchrotron	Presentation	100 participants	100	Disseminating BIGINN activities and results
2023-12-04	Ineustar	Project meeting at CLPU (Spain)	verbal introduction	12 participants	12	Disseminating BIGINN activities and results
2023-12-07	LITEK	CxC Network Webinar: ClusterXchange Insights	verbal introduction	20 participants	20	Disseminating BIGINN results, experience with CxC mobility scheme and IT tool
2023-12-11	Ineustar	INEUSTAR board meeting	Presentation	8 participants	8	Disseminating BIGINN activities and results
2023-12-13	Ineustar	INEUSTAR general meeting	Presentation	31 participants	31	Disseminating BIGINN activities and results
2023-12-20	BigScience.dk	BigScience.dk Reference Group	Presentation	8 participants	8	Disseminating BIGINN activities and results
2023-12-21	LITEK	LITEK general meeting	verbal introduction	6 participants	6	Disseminating BIGINN activities & results, inviting to participate in 1on1 Xchanges
2023-12-22	LITEK	LLA board meeting	verbal introduction	8 participants	8	Disseminating BIGINN activities & results, inviting to participate in 1on1 Xchanges
Workshop meetings	BigScience.dk	PERIIA	Presentation	8 participants	8	Invitation to disseminate BIGINN Xchanges and invite companies
Workshop meetings	BigScience.dk	Nordic ILOS	Presentation	4 participants	4	Invitation to disseminate BIGINN Xchanges and invite companies

Fig. 7. 2022-2023 Awareness-raising activities (results from live tool)

Participation at other events and carrying out dissemination activities contributes not only to raising awareness of the project and the ClusterXchange mobility scheme, but also help to attract participants to organized exchanges or other BIGINN project activities (e.g., trainings).

Outreach/dissemination examples:



7/2-5/2023 Humbolt Stiftung



6/2-29/2023 Laser World of Photonics



6/2-29/2023 Laser World of Photonics

BIGINN

A new beginning for business and Big Science innovation

COS-CLUSTER PROJECT N° 101037928 – BIGINN
Deliverable D4.2 Awareness-raising activities and event



Strengthening the European economy through collaboration