InnoBuyer

FAST TRACK TO INNOVATION PROCUREMENT

D6.2 – INNOBUYER IMPACT MASTER PLAN   V2
28/02/2023

D6.2 – INNOBUYER IMPACT MASTER PLAN V2

o	Title	o	D6.2 - InnoBuyer Impact Master Plan V2
o	Work package	o	WP6
o	Task	o	T6.1
o	Due date	o	28/02/2023
o	Submission date	o	28/02/2023
o	Deliverable lead	o	F6S
o	Version	o	2.0
o	Authors	o	Cátia Figueiredo (F6S)
o	Reviewers	o	Anna Tórz (CE), Miguel Gonçalves (F6S)
o	Abstract	o	This document defines InnoBuyer's communication, dissemination and exploitation initial plans, outlining the target groups, as well as the channels, tools and activities to reach them.
o	Keywords	o	Communication, Dissemination, Outreach, Ecosystem development

Funded by the European Union

DOCUMENT REVISION HISTORY

Version	Date	Description of change	List of contributor(s)
0.1	28/10/2022	First Full Draft	Cátia Figueiredo (F6S)
0.2	31/10/2022	Revision	Anna Tórz (CE)
1.0	31/10/2022	Final complete version	Cátia Figueiredo (F6S)
1.1	31/10/2022	Final quality check	Miguel Gonçalves (F6S)
1.2	22/02/2023	Update with the Call for Challengers materials and complete revision	Cátia Figueiredo (F6S)
1.3	27/02/2023	Revision	Anna Tórz (CE)
2.0	27/02/2023	Final version	Cátia Figueiredo (F6S)

DISCLAIMER

- o Project co-funded by the European Commission in the Horizon Europe Programme

o Nature of the deliverable:	o R*
o Dissemination Level	
o PU o Public, fully open, e.g. web	✓
o SEN o (Sensitive)	

- o * R: Document, report (excluding the periodic and final reports)
- o DEM: Demonstrator, pilot, prototype, plan designs
- o DEC: Websites, patents filing, press & media actions, videos, etc.
- o OTHER: Software, technical diagram, etc.

EXECUTIVE SUMMARY

This deliverable, named "D6.2 – InnoBuyer Impact Master Plan V2" aims to present the communication, dissemination and exploitation initial plans for the InnoBuyer project.

The plan here presented establishes all the related communication and dissemination activities on a structured basis. It also sets up the main tools that will enable the consortium to address relevant audiences with appropriate activities and, finally, promote project results and contribute to the exploitation activities.

This document is comprised of the following chapters:

o **Chapter 1 – Introduction**: outlines the objectives that this document aims to achieve.

o **Chapter 2 – Strategy**: provides the strategic context for planning and delivering InnoBuyer's outreach activities. This chapter introduces the inbound marketing methodology and its ethos of attracting, converting, closing and delighting the audience. Finally, it presents an in-depth overview of the project's target groups and their journey through InnoBuyer over time.

o **Chapter 3 – Channels, Tools & Activities**: offers an overview of tools, channels, and activities. InnoBuyer's channel mix is introduced, consisting of a dynamic website, social media content, influencer/ PR outreach, as well as in-person activities.

o **Chapter 4 – Communication & Dissemination materials:** presents the communication and dissemination materials developed for promoting the InnoBuyer project, as well as the Call for Challengers, comprising graphic materials prepared for digital and print purposes, and text templates to address different audiences.

o **Chapter 5 – Schedule & Timing**: covers timing and schedule. A collaborative activity calendar will be introduced, for both digital and in-person communication. This is to allow for flexibility to the schedule and provide opportunities for real-time engagement with InnoBuyer's key stakeholders.

o **Chapter 6 – Monitoring & Evaluation**: addresses monitoring and ongoing evaluation of the InnoBuyer outreach plan's efficiency. The chapter introduces a governance/oversight model for the coordination of InnoBuyer communication activities and offers an overview of partners' responsibilities. Moreover, this chapter describes a framework for measuring progress (KPIs) related to communication and dissemination activities.

o **Chapter 7 – Conclusions:** presents the conclusions of the deliverable.

This deliverable is an update of "D6.1 InnoBuyer Impact Master Plan", submitted in month 2 (October). The main modifications included in the document refer to the promotion materials prepared to support the launch of the Call for Challengers, which are presented in

Chapter 4. Section 3.2.1.1 was also updated, presenting the new pages published on the website.

TABLE OF CONTENTS

LIST OF FIGURES

LIST OF TABLES

ABBREVIATIONS

DIH   Digital Innovation Hub

EEN   Enterprise Europe Network

EIC   European Innovation Council

EU   European Union

H2020   Horizon 2020

HEU   Horizon Europe

IPR   Intellectual Property Rights

IT   Information Technology

M   Month

NCP   National Contact Point

PR   Public Relations

SME   Small and Medium-sized Enterprises

ToR   Terms of Reference

TRL   Technology Readiness Level

URL   Uniform Resource Locator

1. INTRODUCTION

This deliverable was developed as part of the InnoBuyer project. It is named "D6.2 - InnoBuyer Impact Masterplan V2" and is included in "WP6 – Project Outreach & Ecosystem development".

The InnoBuyer Impact Masterplan introduces the communication strategy, the lean content marketing methodology, and the growth-hacking principles that relate to InnoBuyer's brand, dissemination and ecosystem-building activities. Moreover, this report presents a list of dissemination materials specially designed according to the outlined strategy to meet the clear and well-defined KPIs, that reflect the strategic goals and objectives of InnoBuyer. It also includes a strategic stakeholder analysis. This is to help understand their expectations and attitudes as they relate to InnoBuyer, as well as craft the narrative and key messages to be delivered. A detailed activity plan is presented together with tools and channels to be used.

To spread its messages across, InnoBuyer explores the following opportunities: liaison with influencers and networks (including the EIC community), events, content creation, social media, video and so forth. Close attention is paid to promotional activities during the open calls.

This plan heavily relies on seeking complementarities and mutual benefits with current initiatives, projects and programmes to maximize outreach and engagement.

The "D6.2 - InnoBuyer Impact Masterplan V2" is an update to the "D6.1 – InnoBuyer Impact Masterplan" submitted in month 2 of the project (October), proving the overall value of InnoBuyer's growth-hacking efforts and setting further guidance.

The InnoBuyer dissemination and exploitation efforts are heavily rooted in the high-level objectives of the project:

o   Foster de development of an ecosystem to promote collaborative innovation between the best European public and private procurers and innovation suppliers (in particular, EIC projects /companies);

o   Launch and validate a support programme to co-create innovation between buyers and suppliers;

o   Demonstrate the increase of efficiency of EU public (but also private) services via piloting innovative solutions, notably the ones from the EIC-funded projects/companies.

And the WP6 objective:

o   Position InnoBuyer as a benchmark procurement innovation programme, ensuring the highest impact through the following pillars:

1. Scouting and recruiting a competitive network of public and private procurers (Challengers) committed to challenge innovation suppliers (Solvers) and co-create pilots with them, launch open calls and build long-lasting collaborations;

2. Creating and seizing synergies with the EIC community and other EU networks, initiatives and projects to maximise the outreach capacity, with special emphasis on the EIC-funded projects/companies;

3. Designing and running marketing campaigns to grow brand awareness, maximise open call participation, create buzz and establish a loyal following;

4. Managing the project's innovation through performance indicators and IPR, developing exploitation roadmaps, sustainability and business models of the key results.

2. STRATEGY

InnoBuyer's public outreach activities will rely on the core principles of growth hacking. Basic definitions of adopted methodologies and how they are going to be applied to InnoBuyer's communication, growth hacking and ecosystem-building activities are given below:

Growth hacking[1] – Identification of the most efficient ways to fuel growth through the usage of analytical, inexpensive, creative, and innovative methods. Growth hacking, as it is applied to InnoBuyer, involves experimenting with different tools, channels, and activities through validation and iterative cycles to identify the most efficient ways to reach and engage key stakeholders. It will also ensure that market challenges are captured and acted upon.

Content marketing[2] – "The strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action." In the same way, InnoBuyer content will be designed and customized to attract, engage and delight our key stakeholders.

AARRR funnel/ framework (Pirate metrics)[3] – Stands for Acquisition, Activation, Retention, Referral and Revenue (see figure below) and to understanding the targeted stakeholders, their journey and, based on all abovementioned, to optimize the marketing funnel as well as setting valuable and actionable metric goals for the business. As the AARRR is a part of Growth Hacking, within InnoBuyer, it is used as a central metric system for the classification of InnoBuyer content marketing activities, appropriate channels for the distribution of it and successful acceptance of the InnoBuyer's value proposition. Moreover, KPIs will be distributed in accordance with these stages of the funnel diagram.

---

[1] *https://growthhackers.com/about/sean-ellis*
[2] *https://contentmarketinginstitute.com/what-is-content-marketing/*
[3] *http://theleanstartup.com/principles*

Acquisition

•Challengers and Solvers hear about InnoBuyer through the public outreach efforts.

Activation

•InnoBuyer's unique value proposition is extremely rewarding. They evaluate/compare different options and eventually apply to the open calls.

Retention

•The key stakeholders continue to engage with InnoBuyer through the supporting programme. They feel immediate benefits of the innovative model.

Referrals

•They recommend InnoBuyer to their peers. The vibrant ecosystem is now fueled for exponential growth and impact creation.

Revenue (Value)

•Success stories are shared with the innovation procurement broader community, including learnings from the project outcomes.

2.1   METHODOLOGY

InnoBuyer's approach to public outreach, community building and engagement starts with outlining key activities and dependencies that should be taken into consideration to grow the impact of its communication, growth hacking and ecosystem building activities. The following table lists a set of activities and associated questions to be discussed in the following chapters.

Activity	Critical question	Chapter
Targeting	Who is InnoBuyer's target audience? What is InnoBuyer's message?	2
Methods	How is InnoBuyer going to reach that audience?	3
Content Development	What types of content does the audience find relevant?	3
Timing	When is the right time to reach the target audience?	4
Evaluation	How effective are InnoBuyer's public outreach efforts?	5

TABLE 1: SET OF ACTIVITIES AND ASSOCIATED QUESTIONS

To bring together Challengers, Solvers (in particular EIC SMEs) and other ecosystem players (e.g. policy makers), to promote networking among them, and also raise deeper understanding of the benefits of the dynamics of the InnoBuyer programme, best practices of inbound marketing will be adopted. The inbound methodology will put InnoBuyer in front of its stakeholders at the moment when they are actually looking for what InnoBuyer has to offer – a fast, secure and sponsored innovation procurement model.

Unlike outbound thinking which focuses on outputs (how many press releases and how much coverage), inbound looks at the bottom line and measures impact.

Inbound marketing, as it is applied to InnoBuyer, involves strategic planning, content development, and distribution across the most meaningful channels available, including online, print and in-person, as well as metrics for the various stages of the InnoBuyer growth funnel.

The overall purpose of InnoBuyer's inbound marketing efforts will be to attract and engage relevant stakeholders, as well as to maintain and accelerate their interest in InnoBuyer. Each type of activity will be aimed at reaching one or more of the above levels across the different audiences through the tools, channels and activities described in Chapter 3.

2.2   PRINCIPLES

In order to achieve more meaningful interactions with different target groups, a set of principles has been adopted and oriented towards the long-term sustainability of the project:

o   Long-term relationship building and earning trust. InnoBuyer will build stakeholders' respect and recognition, as well as cultivate trust in its ecosystem by leveraging hands-

on expertise and thought leadership to market its main offerings to key ecosystem players;

o Personalized, multi-channel communication. InnoBuyer will enhance interactions and foster closer links with its targeted audiences by delivering relevant and personalised messages, across various touch points of identified ecosystem stakeholders;

o Empowerment. InnoBuyer will interact with its target audiences in a mutually beneficial environment, empowering the members of its ecosystem to bypass obstacles in their InnoBuyer-fuelled transformation journey.

2.3 OBJECTIVES

In order to ensure compliance with the objectives proposed and the respective KPIs, InnoBuyer's communication, growth hacking and ecosystem-building activities aim to promote the InnoBuyer programme and engage a vast audience, while addressing the pain points that are pertinent to them. More specifically, this strategy aims to:

o Establish buzz, raise awareness and visibility for InnoBuyer;

o Engage the wider innovation procurement community;

o Capitalize upon InnoBuyer enablers to build and nurture a favourable ecosystem and attract a critical mass for the co-development of pilots;

o Drive a high number of quality applications to InnoBuyer open calls;

o Work with other relevant initiatives (EIC and EU) to cross-promote success stories and leverage communication resources.

2.4 TARGET AUDIENCES AND KEY MESSAGES

2.4.1 Focus

With a significant part of the total budget of the InnoBuyer project oriented to fund third parties, it is easily understandable that the main focus of InnoBuyer communication efforts must be in recruiting good applicants for the open calls, which will therefore result in good success stories to be told and allow for the successful exploitation and sustainability of the project.

It is also important to be aware that communication cannot be limited to these elements.

2.4.2 Narrative evolution

The following is an indicative list of themes/ topics to be addressed to trigger the sense of urgency for InnoBuyer, raise awareness for the necessity to build a new innovation procurement model and urge key stakeholders to apply for InnoBuyer's open calls.

Attract

o   What's InnoBuyer? How does it really work? Is this a smart path to take for you?

o   Is InnoBuyer right for me? The ultimate guide to InnoBuyer Programme.

o   Why do Challengers and Solvers choose to work with InnoBuyer?

Convert

o   12 Reasons why you should join InnoBuyer and have your challenge solved in a fast, sponsored and secure way.

o   10 Reasons why you are ready to join the InnoBuyer programme.

o   5 signs you are perfect to apply for the InnoBuyer programme.

Close

o   What does joining InnoBuyer mean?

o   What should you know before joining InnoBuyer?

o   InnoBuyer as a fast track to innovation procurement

Delight

- o 5 ways InnoBuyer can solve your challenges
- o Want to better connect with innovative Challenge Solvers? Choose InnoBuyer
- o How can Challengers and Solvers get more out of InnoBuyer?
- o InnoBuyer Spotlight: Lessons from the first phase

2.4.3   Target groups and targeted messages

InnoBuyer's communication needs to be tailored to the specific needs of the different target audiences of the project. This section identifies the 5 main target audiences of the project:

1. Challengers (Challenge Owners / Buyers/ Big public and private organisations);
2. Solvers (Challenge Solvers / EIC innovative SMEs);
3. Ambassadors / Service Providers;
4. Partnerships & Networks;
5. Policy Makers.

Furthermore, this section presents an exercise of understanding key characteristics from their personas, which allows to address them through the appropriate communication channels.

Challengers	
Key characteristics	Very busy people, serious, have a lot of responsibility
	Their actions and decisions are trust-based
	Personal/direct approach is preferred
	Not looking for InnoBuyer's opportunity
	B2B type of relationship
	Everyone tries to contact them to sell product/services
Main narrative	Innovative model: simple, fast, reduced paperwork
	Support: experts & funding
	EU programme: professional, secure, reliable
Communication channels	Website, social networks, F6S, newsletter, events, online media,

TABLE 2: PUBLIC & PRIVATE PROCURERS COMMUNICATION ASSESSMENT

Solvers	
Key characteristics	6.000 companies 40% in bio & health, followed by IT Diversified TRLs May not know or understand what procurement is
Main narrative	Connection with buyers: new business opportunities Support: coaching & funding Co-creation of new solutions
Communication channels	Website, social networks, F6S, newsletter, events, online media

TABLE 3: INNOVATION SUPPLIERS / EIC NETWORK COMMUNICATION ASSESSMENT

Ambassadors / Service Providers	
Key characteristics	Work closely with Challengers
Main narrative	Generate more value
Communication channels	Website, social networks, F6S, newsletter, events, online media

TABLE 4: AMBASSADORS / SERVICE PROVIDERS COMMUNICATION ASSESSMENT

Partnerships & Networks	
Key characteristics	Dedicated to foster innovation
Main narrative	Opportunity to achieve greater impact, via cross-dissemination and co-organisation of activities
Communication channels	Website, social networks, F6S, newsletter, events, online media, professional networks

TABLE 5: PARTNERSHIPS & NETWORKS COMMUNICATION ASSESSMENT

Policy Makers	
Key characteristics	Looking for efficient innovative models
Main narrative	Lean new model for innovation procurement
Communication channels	Publications targeting policy makers, social networks, events, online media

TABLE 6: POLICY MAKERS COMMUNICATION ASSESSMENT

3. CHANNELS, TOOLS & ACTIVITIES

The goal here is to conceptualize InnoBuyer's overall values into visual and digital communication and deliver a strong and coherent visual identity through different touchpoints, from the InnoBuyer's website to social media. InnoBuyer's visual identity is a complete language that, when expressed consistently over time, communicates its values and attitude, establishes its voice and builds an emotional connection with its audiences.

3.1   INNOBUYER'S IDENTITY

3.1.1   Name

The name of the project is "Learning, sharing and co-design in innovation procurement between innovation suppliers and buyers".

The project acronym is "InnoBuyer".

3.1.2   Project descriptions

The following is a list of project descriptions of different sizes to be used on different places, from social media bios, to InnoBuyer partner's websites.

Project tagline

InnoBuyer - Fast track to innovation procurement

One-line description

InnoBuyer is an EU-funded project that connects public and private organisations with innovative companies to co-create solutions, providing expertise and funding support.

One paragraph description

InnoBuyer is an EU-funded project that aims to become a testing ground and benchmark towards the implementation of a demand-driven methodology that brings together public and private organisations (challengers) and innovative companies (solvers), to jointly co-create innovative solutions and speed-up the process leading to a concrete innovation procurement.

One-page description

The acquisition of innovation by public and private buyers enables better and more efficient service delivery to citizens and customers. These organizations can acquire innovation via direct procurement from the market when a mature solution is available. However,

frequently public and private buyers have unmet needs that require innovative solutions that are not yet in the market.

There are several instruments aimed to design and test innovative solutions in collaboration with external suppliers. Yet, these instruments are oriented towards big groups of buyers and solutions that require big investments. In addition, there is a (big) administrative burden associated with its launch, execution and justification. This discourages some public and private buyers to use them when the solution requires quicker execution times or fewer economic resources, due to the scope and characteristics of the unmet need.

InnoBuyer is a coordination and support action, funded by the European Union's Horizon Europe research and innovation programme, with a total budget of 2 million euros, that aims to become a testing ground and benchmark towards the implementation of a demand-driven methodology that brings together Challengers (public and private organisations) and Solvers (notably European Innovation Council-supported SMEs), to jointly co-create innovative solutions, and speed-up the process leading to a concrete innovation procurement.

Project goals:

o Foster the development of an ecosystem to promote collaborative innovation between the best European public Challenge Owners and Solvers (in particular, EIC-supported companies).

o Launch and validate a support programme to co-create innovation between Challengers and Solvers. The programme will be demand-driven and geared to adoption by design.

o Demonstrate the increase of efficiency of EU public (but also private) services via piloting 15 innovative solutions, notably the ones from the EIC-funded companies.

It will do so by executing four sequential actions:

o Action 1: Recruitment and aggregation of Challengers. The InnoBuyer consortium will launch a dissemination campaign to recruit unmet needs from Challengers and then select the 15 best candidates. Other interested public and private Challengers will be aggregated to the selected challenges so they can also acquire knowledge along the project.

o Action 2: Buyer-SME matching. The selected Challengers will be supported to launch an Open Market Consultation to receive feedback on their challenges, and recruit and award Solvers to answer the proposed challenges.

o Action 3: Pilot co-creation. Challengers and Solvers will jointly co-create solutions to the challenges. The solutions will be tested and evaluated. Solvers will receive support towards the future commercialization of their solutions.

o Action 4: Terms of Reference delivery. Support the creation of ToRs in collaboration with external experts, as the base for a future tender for the solution by the Challengers.

The project is operated by 3 partners with complementary expertise that form the core of a vibrant ecosystem: *F6S* (Ireland), *CIVITTA* (Estonia) and *TICBIOMED* (Spain).

3.1.3 EU funding information

All communication materials and dissemination of results should demonstrate visibility of EU funding, by displaying the EU emblem and including the following text:

	This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101071212.
Funded by the European Union	Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

TABLE 7: EU EMBLEM AND TEXT

For more information regarding the EU emblem and EU visual identity please consult the latest version of the official online manuals[4] provided by the EC.

3.1.4 Logo

The InnoBuyer logo aims to transmit three key messages:

- **Fast** – displayed through the movement transmitted via the different lines;
- **Sponsored** – using the EIC purple colour and to be used associated with the EU emblem;

---

[4] *https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf*

- **Secure** – via a common grey piece standing behind/holding the different lines and circle.

FIGURE 3: INNOBUYER LOGO

An alternative version of the logo is available, displaying InnoBuyer's tagline: Fast track to innovation procurement.

FIGURE 4: INNOBUYER LOGO WITH TAGLINE

For the logo to be applicable to the various possible backgrounds, a white and grey version of the logo were also created.

White version	Grey version

TABLE 8: INNOBUYER'S LOGO POSITIVE AND NEGATIVE VERSIONS

One icon version of the logo is also available, to be applied on social networks and other pertinent locations, as well as 1-colour versions.

Icon version	1-colour versions

TABLE 9: ALTERNATIVE INNOBUYER LOGO

3.1.5 Brand book

In order to ensure consistent use of the visual identity developed, a brand book has been created and is available to all consortium partners in the project shared folder.
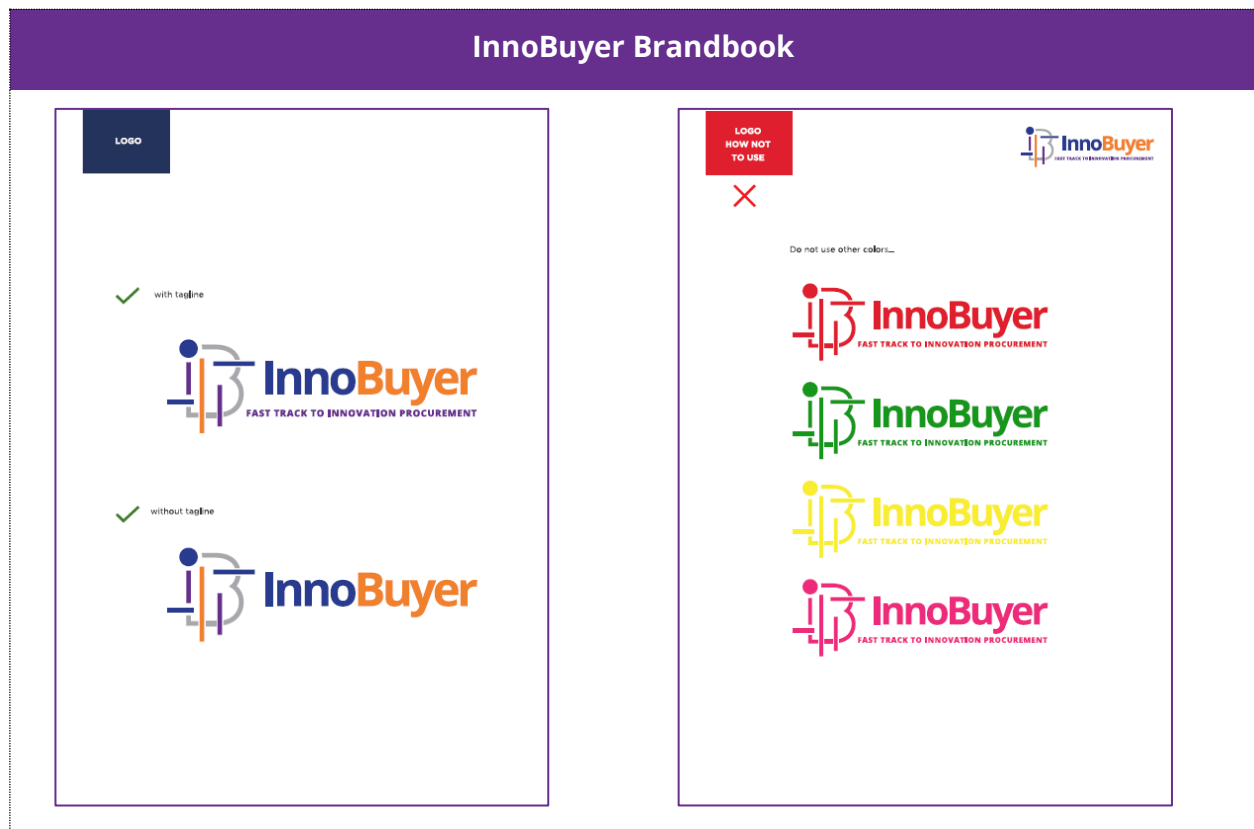
TABLE 10: EXAMPLES OF PAGES OF INNOBUYER'S BRANDBOOK

3.1.6   InnoBuyer partners' logos

To easily identify the partners involved in the project, an illustration compiling the InnoBuyer partners' logos have been developed:

FIGURE 5: PARTNERS' LOGOS

3.1.7   Colour palette

When looking at the psychology of colour, different colours transmit different messages. This is an important aspect to consider, to reflect the type of ecosystem and community the consortium wants to create. As a result, the following colour palette was defined:

o   Blue – representing trust;

o   Orange – representing confidence;

o   Purple– representing creativity;

o   Grey – representing a neutral ground for testing and co-creation.

Furthermore, the usage of two different colours in the word InnoBuyer, represents the two targets that are key to the programme's success: the innovation suppliers (Solvers) and the Buyers (Challengers).

Finally, the purple colour, also used in EIC branding, aims to highlight the connection with it.

PANTONE	**7687 C**	**716 C**	**2597 C**	**Cool grey 6C**
CMYK	**100 / 92 / 7 / 0**	**2 / 61 / 94 / 0**	**75 / 98 / 3 / 0**	**36 / 29 / 27 / 0**
RGB	**41 / 59 / 143**	**241 / 128 / 45**	**102 / 47 / 142**	**167 / 168 / 171**
HEX	**#293b8f**	**#f1802d**	**#662f8e**	**#a7a8ab**

TABLE 11: INNOBUYER COLOUR PALETTE

3.1.8   Typography

The project communication materials adopt the typography Open Sans. Inter font can also be used.

Typography information

Open sans font (Google fonts)	**Inter** font (Google fonts)
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890'?"!"(%)[#]{@}/&\<-+÷×=>® ©$€£¥¢:;,.*	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890'?"!"(%)[#]{@}/&\←+÷× ⇒®©$€£¥¢:;,.*

TABLE 12: INNOBUYER'S TYPOGRAPHY

3.1.9 Visual elements

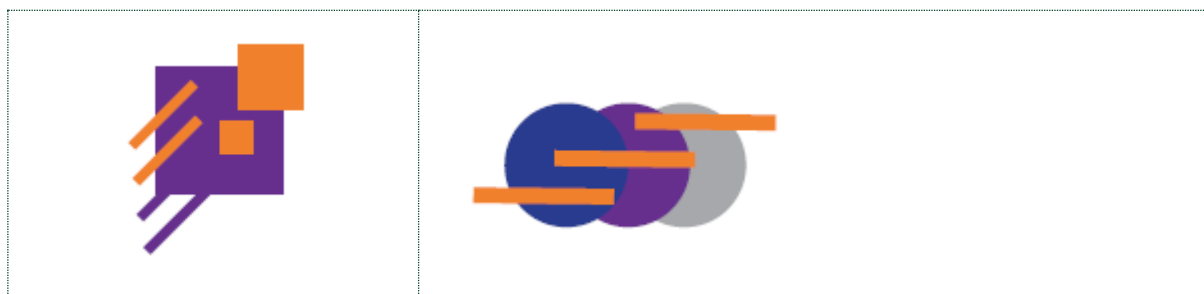A set of visual elements are available to be applied in InnoBuyer's communication materials.
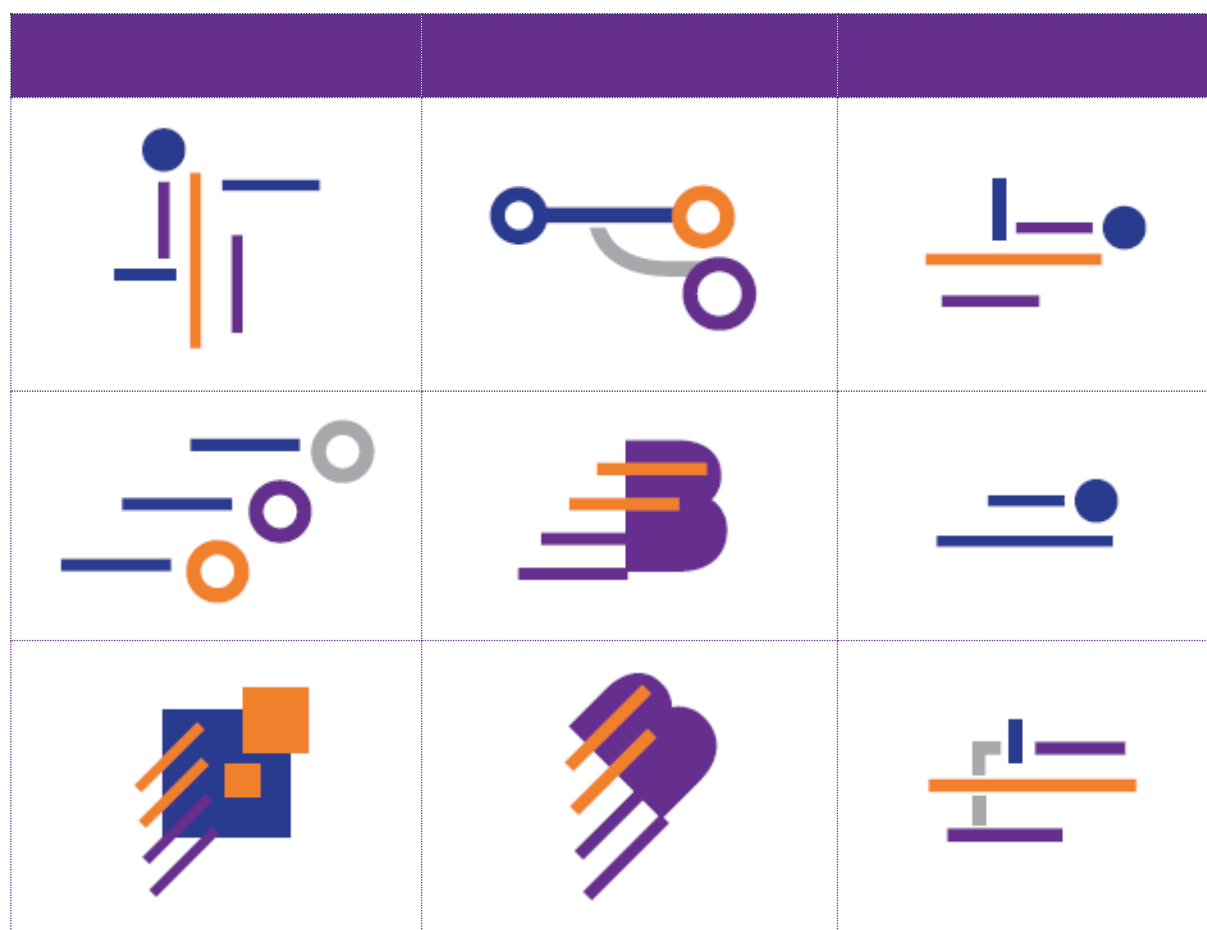
TABLE 13: INNOBUYER'S VISUAL ELEMENTS

3.1.10 Templates
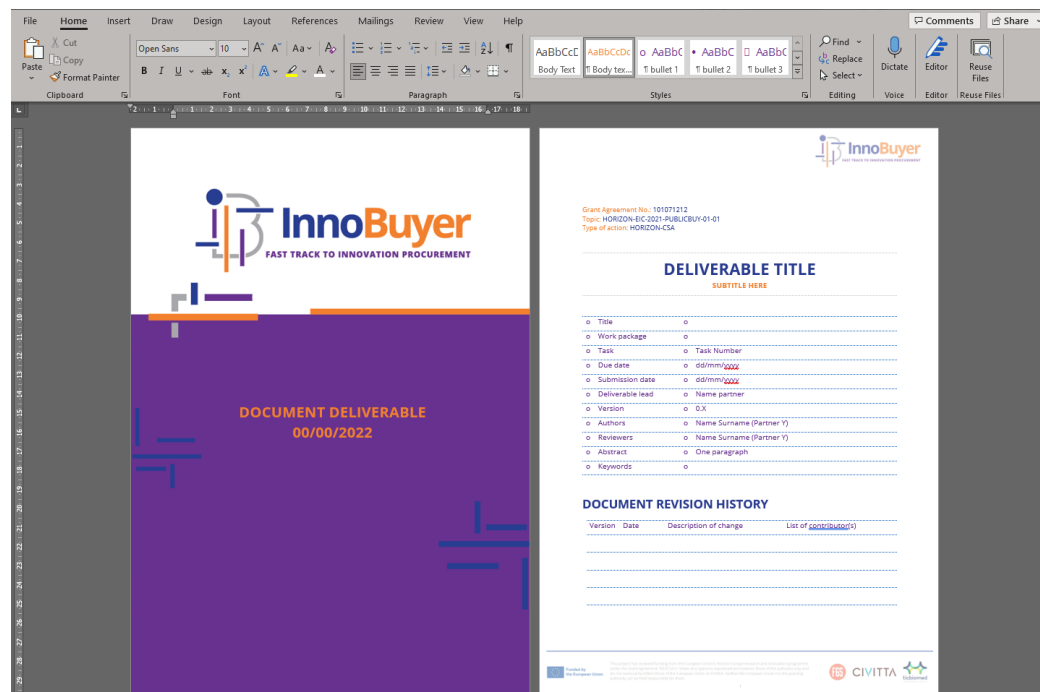
InnoBuyer consortium partners are provided with a Word document template, Word deliverable template and a PowerPoint template, to ensure standard format throughout the project lifetime. The templates are made available through the project's share folder system on Google Drive. Partners should use the InnoBuyer PowerPoint template when presenting the project and/or its outcomes at internal and external events.

InnoBuyer's templates
General document word template
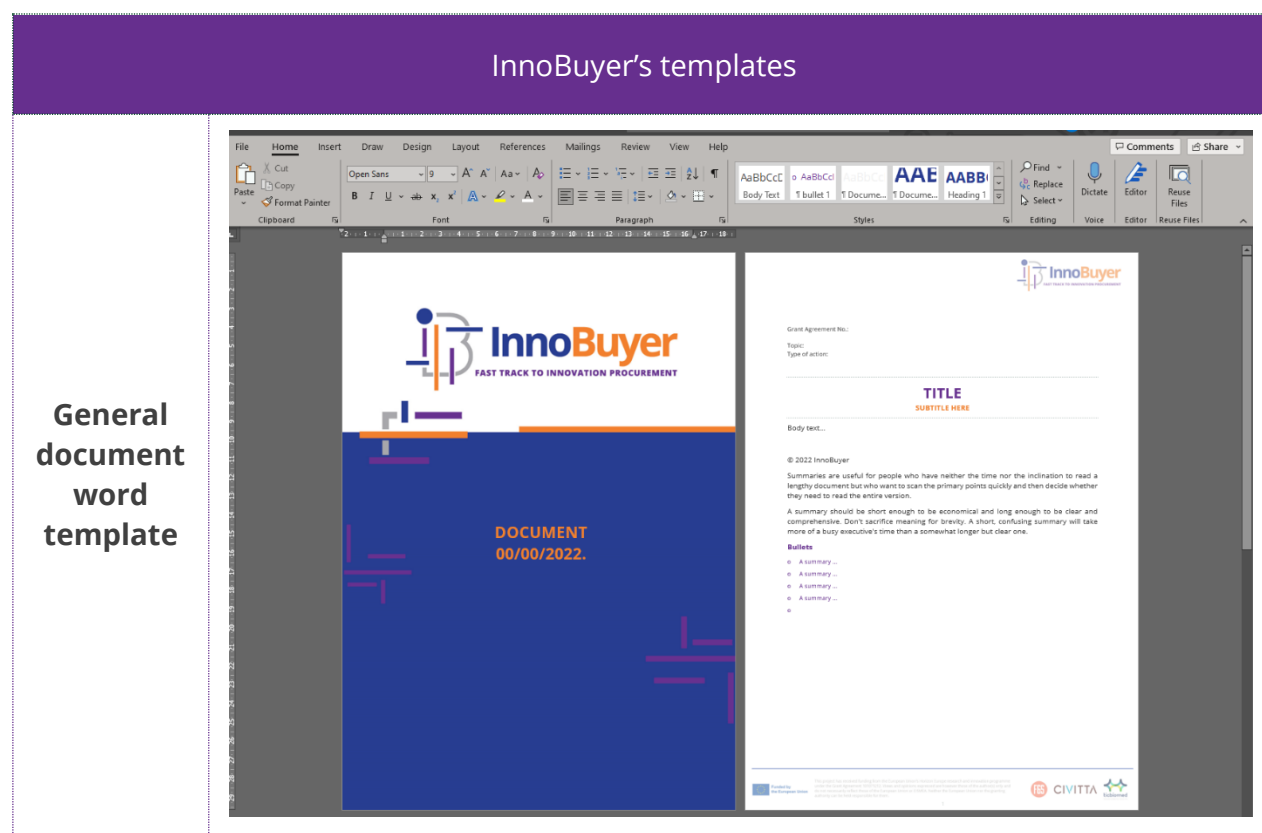
InnoBuyer's templates
Deliverable word template
PPT Template
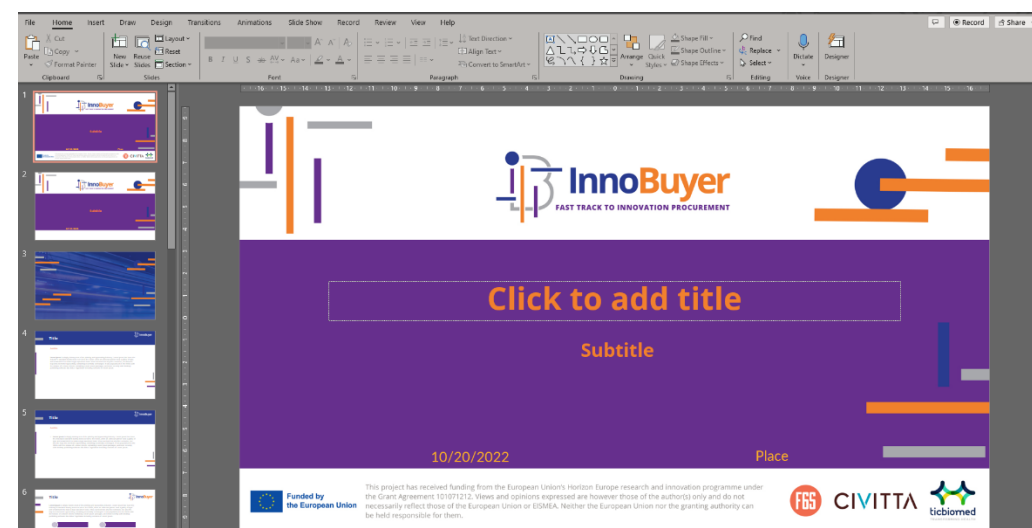
3.2 INNOBUYER CHANNEL MIX

InnoBuyer segments its communication, growth hacking and ecosystem building activities into two main categories – online and offline.

3.2.1 Digital channel promotion

The digital channels identified for promoting InnoBuyer include: the InnoBuyer website, social media, newsletter and other e-mail outreach.

3.2.1.1 Website

The *https://innobuyer.eu/* web address is intended to be InnoBuyer's primary asset for promoting the project activities and results to all target audiences, providing comprehensive information about InnoBuyer, its objectives, the open calls, relevant events and project outcomes. All communication materials and dissemination activities aim to redirect stakeholders to the project website, where all the relevant information about InnoBuyer will be displayed.

A landing page was made available at this URL since the project kick-off, with information about the project goals, benefits to Challengers and Solvers, the option to subscribe to the project newsletter and links to follow the news on InnoBuyer's social media pages. This allowed the consortium to start creating awareness, as well as getting the key target groups to subscribe the project news and be informed once the moment comes to take advantage of the InnoBuyer opportunity.

Making a landing page available since the project launch, has also allowed the consortium to start collecting feedback during 1-to-1 conversations with stakeholders about their needs and expectations regarding InnoBuyer, key inputs for guiding the webpage's further developments.

FIGURE 6: INNOBUYER LANDING PAGE
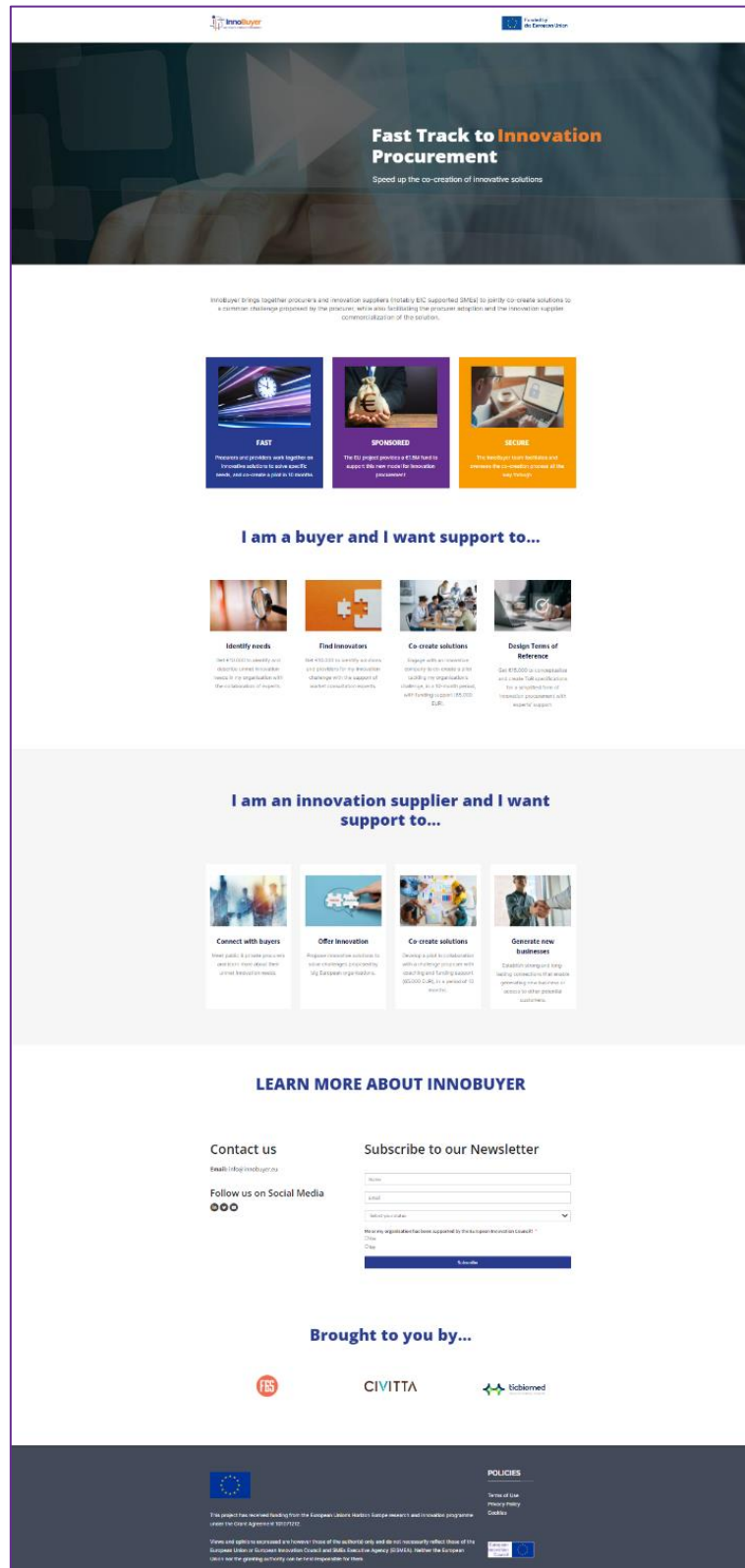
On month 6, this landing page had grown into a wider website, with new sections:

o   About InnoBuyer - providing visitors with a more comprehensive understanding of the project and how the different stakeholders can take part in it;

o   Open Call - fully dedicated to InnoBuyer's Call for Challengers, explaining the programme and the benefits, and providing all the necessary materials and information on how to apply;

o   Ambassadors – presenting who and what are InnoBuyer's Ambassadors and how to become one;

o   News – displaying information about the project main activities and events;

o   FAQ – listing the more frequently asked questions and the answer to them.

FIGURE 7: SCREENSHOT FROM ONE OF THE WEBSITE NEW PAGES
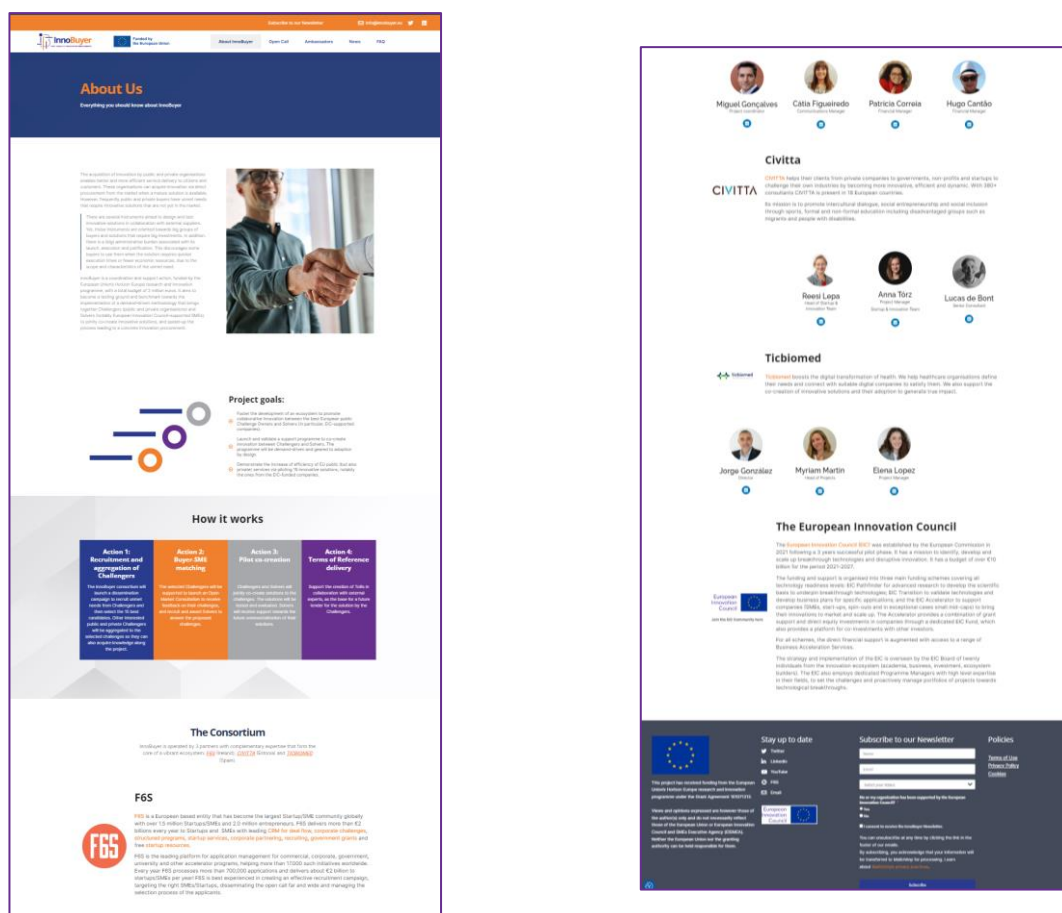
Furthermore, the consortium will publish new sections fully dedicated to InnoBuyer's offer to Solvers, to Experts, as well as to presenting the Pilots.

In order to disseminate the project outcomes, a Resources section will also be made available.

3.2.1.2 Influencers and Public Relations

InnoBuyer will take the PR and content marketing efforts to the next level through relationship development and backlinks to reputable and influential websites. To this end, InnoBuyer is conducting the following:

o Generate a list of influencers/ambassadors and key contacts InnoBuyer can reach out to;

o Get familiar with people involved in the content distribution of the target sites, and draft personalized emails and follow-ups to start relevant conversations and explore possibilities for cross-promotion and partnerships;

o Closely monitor traffic referrals and links to www.innobuyer.eu.

Furthermore, a dedicated press kit will be developed for circulation to journalists and relevant blogs for coverage. The kit will contain press releases, background information, article suggestions and contact points for more information.

A number of specialized media channels will be targeted with press releases.

3.2.1.3 Social Media & Digital Marketing

There are a variety of reasons why InnoBuyer will heavily rely on the use of social media marketing. The following is a list of the four most beneficial reasons that have been considered:

o Boost brand awareness by driving up engagement (comments, likes, shares and re-posts) and foster genuine conversations with the target audience;

o Improve lead generation;

o Foster lasting relationships with key stakeholders;

o Learn from parallel initiatives/ projects, etc.

To ensure the biggest impact, InnoBuyer social media activities will be aligned with the project's broader communication objectives and values, effectively considering the needs of the target audience, as well as the nuances between different social media platforms. Moreover, the consortium, will seek to demonstrate the personality behind the brand and

its unique value proposition. In this regard, InnoBuyer will emphasize stakeholder engagement and interaction with followers, placing a premium on quality over quantity.

The following rule illustrates a roadmap to help maintain the diversity of interactions and messages across InnoBuyer's social media channels:

o 1/3 of social content will serve to demystify the InnoBuyer offer, raise the sense of urgency, and trigger call-to-action (i.e. apply to InnoBuyer open calls);

o 1/3 of social content will be focused on sharing success stories, content from influencers and other innovation procurement initiatives related to InnoBuyer;

o 1/3 of social content will inspire personal interactions with the audience (e.g. support to potential applicants, Q&A, etc.).

Digital channels to be used are F6S, Twitter, LinkedIn and YouTube. InnoBuyer will present a unified branding experience across all social channels (e.g. core values, the promise, mission, vision, the InnoBuyer advantage).

3.2.1.3.1 F6S

The InnoBuyer's F6S page is available at *https://www.f6s.com/innobuyer/about*, with information about the project and the team.

Dedicated pages to each of the open calls will also be available at F6S. Example of this is the Call for Challengers page already available at *https://www.f6s.com/innobuyer-call-for-challengers/about*, displaying information about the corresponding opportunity, the project website, social media pages and the team. The F6S platform is used for channelling and managing the InnoBuyer open call applications and for the InnoBuyer community building. Likewise, visitors to the project website are redirected to the F6S platform, and have access to the InnoBuyer's application forms and the InnoBuyer community at F6S.

Through F6S, the consortium also announces InnoBuyer's events (e.g. webinars).

FIGURE 8: INNOBUYER'S F6S PAGE
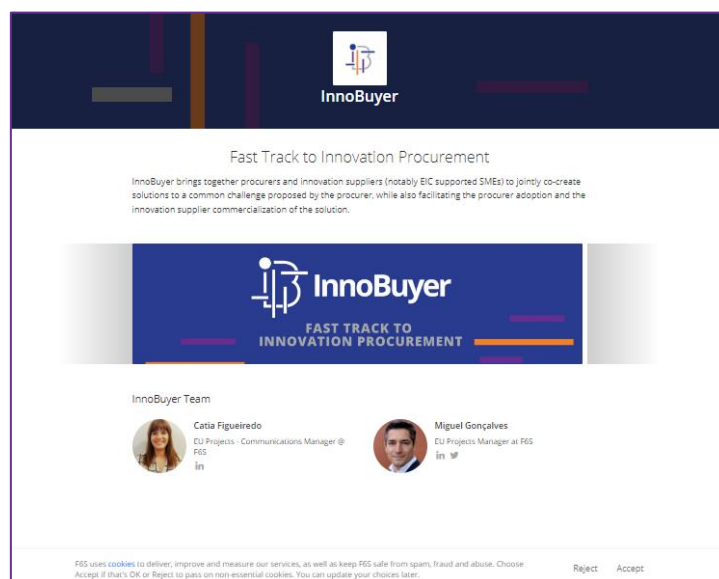
3.2.1.3.2 Twitter

A Twitter profile was created to provide high-quality information and key trends related to the InnoBuyer project (@InnoBuyer). Through Twitter, InnoBuyer aims to generate thought leadership, grow influence and be informative. InnoBuyer will take advantage of this networking platform to develop a community of Challengers, Solvers, Experts and Influencers in the innovation procurement field.
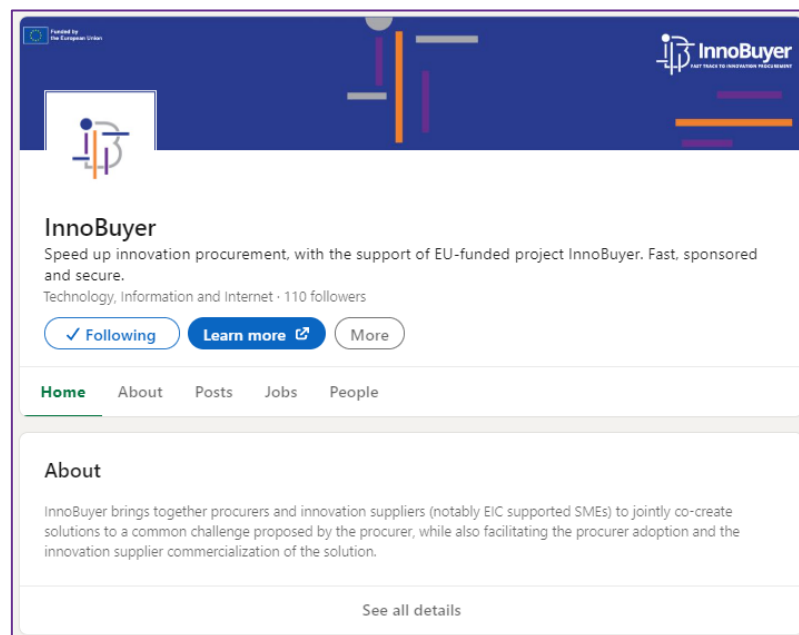
FIGURE 9: INNOBUYER TWITTER PAGE
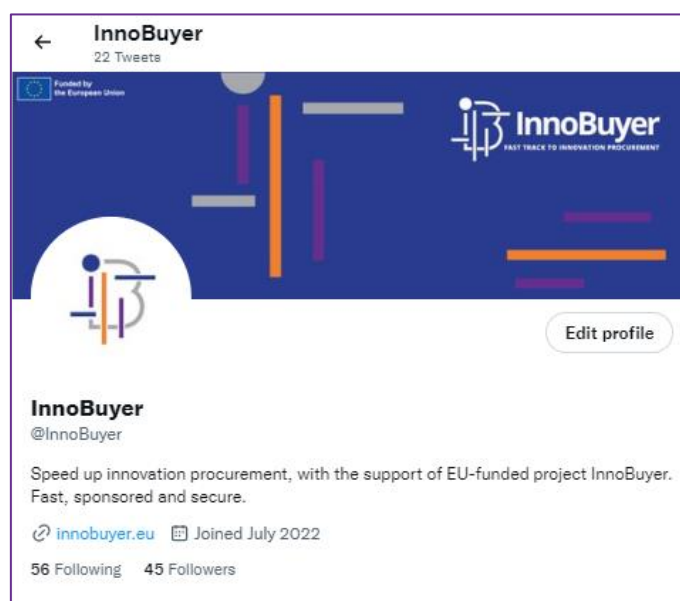
3.2.1.3.3 LinkedIn

A LinkedIn page was created for InnoBuyer, to engage with professionals in the innovation procurement field.

FIGURE 10: INNOBUYER LINKEDIN PAGE

The page is open to all who are interested in learning about InnoBuyer. Through LinkedIn, the consortium will strategically engage its audience and encourage them to share their opinions.

3.2.1.3.4 YouTube

A YouTube channel[5] was setup to host InnoBuyer videos such as promotional videos, interviews, or webinars. YouTube is the number one video host platform in the world which helps in driving more visitors to InnoBuyer's channel, content and website.

---

[5] *https://www.youtube.com/channel/UCLcf7EW1khAvNLNPxiWH7PA*

FIGURE 11: INNOBUYER YOUTUBE PROFILE
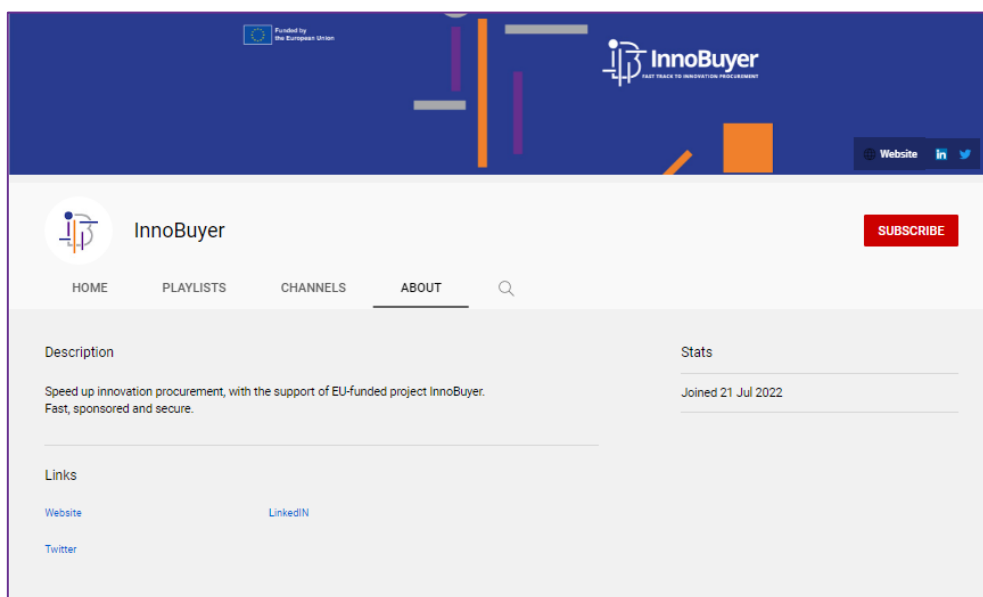
3.2.1.3.5 Hashtags

Hashtags make a post discoverable by other users who are browsing or searching for that hashtag. Hashtags can increase brand awareness, increase engagement, help to learn about InnoBuyer's target groups and generate new leads. In order to accelerate InnoBuyer's brand awareness and marketing effectiveness, the consortium uses tools to help master hashtags to enhance social media performance such as hashtagify[6]. Based on InnoBuyer's field of action it is easy to identify some hashtags: #procurement, #innovation, #publicsector. Using the hashtagify tool it is possible to find some correlation with other useful hashtags, with higher and lower popularity levels. InnoBuyer consortium can use this information to choose the right hashtag for each situation depending on the intended promotion.

Hashtag	Popularity level	Hashtag	Popularity level
#procurement	55.3	#innovation	74.7
#publicservices	37.5	#publicsector	47

---

[6] https://hashtagify.me/

Hashtag	Popularity level	Hashtag	Popularity level
#publichealth	58.6	#publicpolicy	41.1
#publicsafety	47.9	#publicschools	42.5

TABLE 15: EXAMPLE OF HASHTAGS RELEVANT FOR INNOBUYER

3.2.1.3.6 Email outreach

3.2.1.3.6.1   Newsletter

An online newsletter will provide regular information on the InnoBuyer news, and highlighting the open calls, the latest project developments and activities, events, success stories, etc. News articles developed for the project website will be included in the newsletters if applicable.

Both the InnoBuyer partners and third parties will be welcome to contribute to the newsletters with news about the project activities and other relevant content. The newsletter will be sent by email to subscribers and shared on InnoBuyer's social networks.

At the moment of this deliverable, a first issue of the InnoBuyer newsletter has already been sent to the subscribers.

3.2.1.3.6.2   InnoBuyer email

An e-mail account under the innobuyer.eu domain was created for InnoBuyer (*info@innobuyer.eu*) to serve as a principal contact point for stakeholders.

3.2.1.3.6.3   Email tagline

The addition of a tagline under each partner email's signature is another way to continuously promote InnoBuyer.

> **Example**: Check out the InnoBuyer project: *www.innobuyer.eu* €1.5M to speed up the co-creation of innovative solutions.

3.2.1.3.7 Partner's online channels

The InnoBuyer project has 3 partners from 3 European countries operating in different areas. Partners will contribute to the InnoBuyer dissemination activities, making use of their

well-established networks and communication channels: the organisation's websites, social networks (Facebook, LinkedIn, Twitter, etc.), regular newsletters, and networks.

3.2.2 Offline communication

To raise awareness, and also for placement of achievements and results, InnoBuyer will target a set of offline communication opportunities, such as events, networks and liaisons with other relevant initiatives and projects and media.

3.2.2.1 Events

There are two types of events planned in the InnoBuyer project, as described below:

3.2.2.1.1 InnoBuyer Events

InnoBuyer events are organised within and by the consortium in the different phases of the programme. They target selected Challengers and Solvers, as well as a wider audience, to promote the project and to share its outcomes with the community.

In the frame of the InnoBuyer open calls, online events/ webinars are organised – all aimed at the demystifying InnoBuyer programme to potential applicants including a deep dive into eligibility criteria and the application/ evaluation process. The consortium also guides them through the programme details. The team dedicates plenty of time to Q&A. For those who might miss the session, InnoBuyer puts up a recording on the project's YouTube channel.

3.2.2.1.2 Events participation

InnoBuyer partners will participate in relevant events, aimed at the audiences targeted by the project, to raise awareness about the programme and disseminate results.

3.2.2.2 Networks and liaisons with other relevant initiatives and projects

The consortium will join forces and create synergies with projects and initiatives (notably established EU actions) related to the topic of the InnoBuyer project to ensure a scalable impact of its ecosystem, by developing the following activities:

o   Cross promotion of open calls, activities and events;

o   Participation in events;

o   Knowledge sharing.

The rationale behind these activities is to exchange timely and contextual information and build collaboration networks. These networks include: EEN, DIHs, NCPs, and other organisations and associations related to the InnoBuyer domain.

To facilitate outreach and engagement, InnoBuyer set up an outreach list, a living document with contacts to these innovation intermediaries.

3.2.2.2.1 European Innovation Council community

Being InnoBuyer a project that aims to attract innovative SMEs (notably EIC-supported SMEs), the consortium will collaborate with the EIC, exploring the different EIC channels and tools, for creating awareness about the InnoBuyer opportunity, its activities, as well as sharing its outcomes.

3.2.2.2.2 Complementarities with H2020 and HEU Projects Supporting InnoBuyer Ecosystem

Beyond the EIC ecosystem, InnoBuyer will network and liaise with other relevant EU projects and initiatives (e.g. Procure4Health[7], PROCEDIN[8], BUILD[9], Big Buyers[10]), to explore cross dissemination activities, events and other relevant opportunities.

3.2.2.3 Media

This communication activity refers to the development of newspaper articles, external blog posts, and online articles at selected publications.

The following media strategy will be adopted, which will allow for a regular publication of press releases:

o   The articles and press releases will be developed by the consortium.

o   All partners should translate the developed articles and press releases into their local language (if applicable) and release them to their country/local media channels and lists of journalists/contacts. Partners are free to adapt the articles as reasonably convenient.

---

[7] https://procure4health.eu/

[8] https://procedin.eu/

[9] https://cordis.europa.eu/project/id/101070745

[10] https://bigbuyers.eu/

Through local efforts from all partners, it will be possible to achieve a wide European outreach.

o Once results are available, the news will be success story-oriented.

The developed press releases will be sent to a certain number of media channels and platforms, to amplify the impact and visibility of the project, both on channels focused on the procurement theme only, as well as channels covering wider relevant topics (e.g., businesses, supply chains).

Media channels/platforms	URL
Procurement Magazine	*https://procurementmag.com/*
Essential Business	*https://www.essential-business.pt/*
The Business Magazine	*https://businessmag.co.uk/*
Supply Management	*https://www.cips.org/supply-management/*

TABLE 16: MEDIA CHANNEL EXAMPLES LIST

4. PROJECT DISSEMINATION MATERIALS

4.1   GENERAL PROJECT DISSEMINATION MATERIAL

Promotional materials following the project's visual identity will be used, to support both online and offline activities.

The following sections present the general project dissemination material, available at the InnoBuyer shared folder, that can be used throughout the project duration. Further materials will be developed throughout the project, as needed, such as:

1. Videos: to share in the various communication channels;

2. Roll-up: to promote InnoBuyer during events and raise awareness of the project;

3. Sticker: to handout during project activities and share during dissemination actions;

4. T-shirt, pen, notebook, badge ID: to use during project activities and share during dissemination actions.

Specific open call promotion material will also be used, specially designed for the promotion of InnoBuyer's open calls (e.g.: leaflets to share on the website, via e-mail or social media, as well as in-person events).

4.1.1   Presentations

To support the consortium partners presenting the InnoBuyer project at events and meetings, a PowerPoint presentation has been prepared and is available at the project internal folder.

FIGURE 12: POWER POINT PRESENTATION
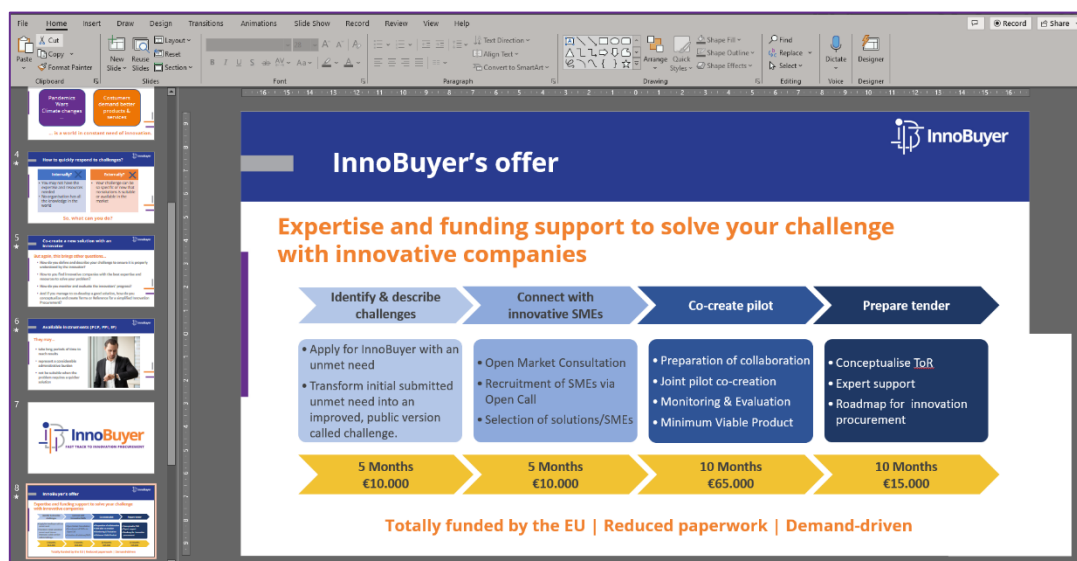
Likewise, a 1-slide presentation is also available, to be used in shorter time slots.

FIGURE 13: 1-SLIDE PRESENTATION

4.1.2 Business Cards

A business card can be a valuable asset to build relationships after a first in-person contact. The InnoBuyer consortium has designed and printed business cards with the project details, to be handover at events, 1-to-1 meetings and other in-person activities.

FIGURE 14: INNOBUYER BUSINESS CARD EXAMPLE

4.1.3 Merchandising

To be distributed as handouts at events, a promotional stress ball with the InnoBuyer brand was designed, as a way to attract the attention of the attendees and create meeting and presentation opportunities.

FIGURE 15: INNOBUYER STRESS BALLS

4.1.4   Table card

Table ID cards are an effective tool for displaying people's names, companies and roles at in-person events. The InnoBuyer consortium has designed branded table ID cards.

FIGURE 16: INNOBUYER TABLE ID CARD EXAMPLE

4.1.5   Social media headers

Digital profile and cover pictures following the project's visual identity have been developed, to be used on the different digital channels.

Social Media Channel	Cover pictures	
LinkedIn		
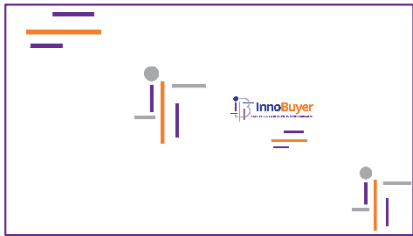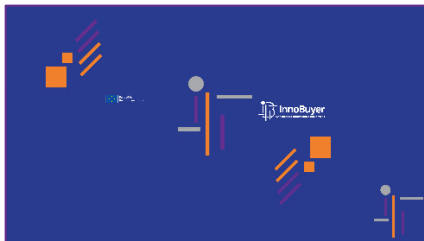
Social Media Channel	Cover pictures	
Twitter		
F6S		
YouTube		

TABLE 17: SOCIAL MEDIA COVER PICTURES EXAMPLES

4.1.6   Social media visuals

To promote the various activities implemented by the consortium, a set of social media post illustrations has been developed to be easily adapted to the different situation, enabling the fast production of social media content while ensuring branding consistency.

Template type	Visual
Quote	
Open Call	
Webinar	
Event participation	

Template type	Visual
Text	

TABLE 18: SOCIAL MEDIA VISUALS TEMPLATES

4.1.7 Newsletter header

Following the same visual language, two headers for the newsletters are also available.

Headers

TABLE 19: HEADERS NEWSLETTER

4.1.8 Press release template

To ensure compliance with InnoBuyer visual identity, a model for press releases has been designed and is available in the project shared folder, having already been used to make the project kick-off announcement.
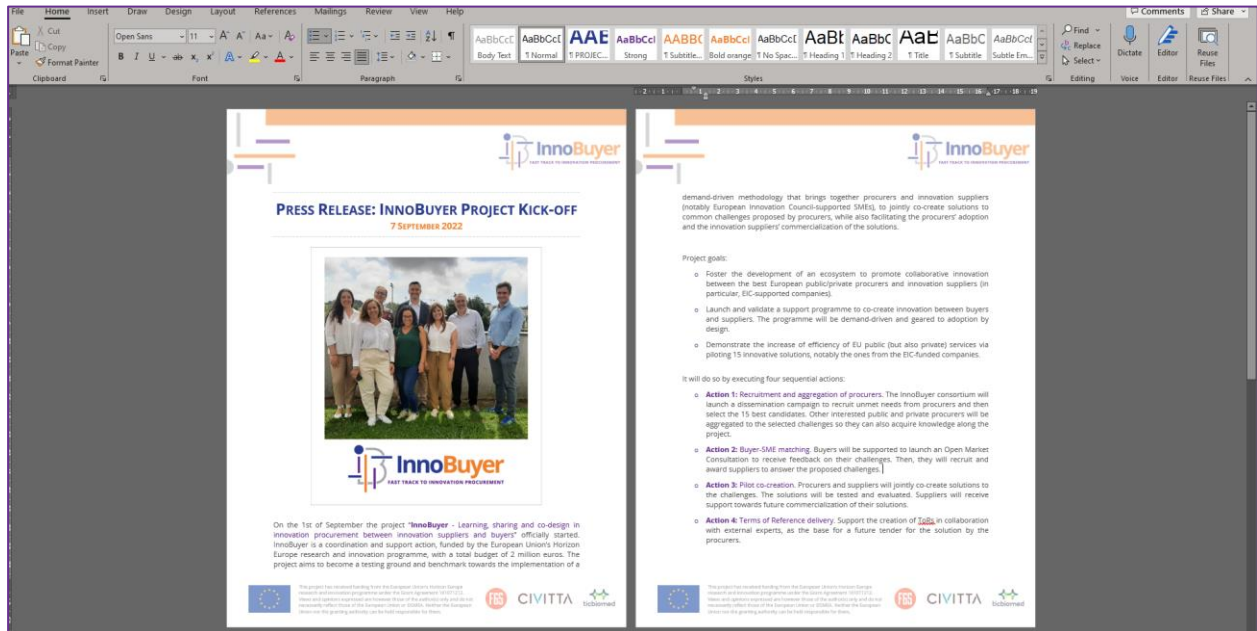
4.2 CALL FOR CHALLENGERS PROMOTION MATERIAL

This section presents the materials specially designed for the promotion of the first of open call of the project: the Call for Challengers.

4.2.1 Flyer

As a portable promotion material, a flyer enables the person who received it to deeply analyse the information it contains, making it a preferred material to use when there is an opportunity to distribute it personally.

It has also the potential to be turned into a powerful digital asset, that can be easily shared via e-mail, for example.

A flyer presenting the Call for Challengers was developed and is available in digital format for all partners, Ambassadors and intermediaries (innovation support entities) to use.

4.2.2 Banners

Different banners were developed and are available, for partners and Ambassadors to use on their webpages, as well as to be sent to relevant online channels that can spread the word about InnoBuyer's opportunity.

Topic	Banner
InnoBuyer programme	
Call for Challengers	

Topic	Banner
Open Call Webinar	
Webinar "How to Master Innovation Needs Identification"	

TABLE 20: BANNERS FOR PROMOTING THE OPEN CALL, THE PROGRAMME AND THE EVENTS

4.2.3 Social Media posts

Different post templates were developed, to be published on both InnoBuyer's' social network accounts (Twitter and LinkedIn), as well as to be used by partners, Ambassadors and other intermediaries, on their own social media pages.

#	Topic	Twitter	LinkedIn
1	Call for Challengers	@InnoBuyer is calling for Public & Private organisations with innovation needs 💰Grants up to €41.5k 🤝Co-create with top-notch companies ✓Demand-driven process ✗ Reduced paperwork ⚖️Legal support to launch a tender Info: https://innobuyer.eu/challengers/ Apply: https://bit.ly/innobuyer-apply	Public & Private organisations with unmet innovation needs: @Innobuyer's opportunity is for you! 💰 Grants up to €41.5k totally funded by the European Commission 🤝 Access to top-notch companies, to jointly co-create innovative solutions ✓ Demand-driven process ✗ Reduced paperwork ⚖️ Legal support to launch a tender Learn more and start your application today! #opencall Info: https://innobuyer.eu/challengers/ Apply via: https://bit.ly/innobuyer-apply
2	Open Call Webinar	💰 €1.1M to support public & private organisations with #innovation needs! Interested in this opportunity? Then join @InnoBuyer's #opencall webinar and come learn more about the	💰 @InnoBuyer #opencall for Challengers has €1.1M to support public & private organisations with #innovation needs! Interested in knowing how you can take advantage of this opportunity? InnoBuyer invites you to join a free-of-charge webinar to

#	Topic	Twitter	LinkedIn
		programme and how you can apply for it. 📅 16 February at 12:00pm CET **i** https://bit.ly/InnoBuyer-webinar	discover more details about the support provided by the programme, the timeline and how you can apply for it. Register now: 📅 16 February at 12:00pm CET **i** https://bit.ly/InnoBuyer-webinar
3	Webinar How to Master Innovation Needs Identification	Big organisations with #innovation needs: ☑ Join this training to learn how to identify & describe them 👉 Particularly interesting for organisations applying for @InnoBuyer #opencall for Challengers, for which they can submit up to 4 innovation needs **i** *https://bit.ly/needs-identification*	Are you part of a big public or private organisation with #innovation needs? ☑ Join @InnoBuyer's free webinar and learn how to identify & describe them, to boost effective & sustainable adoption of demand-driven innovative solutions. 👉 The training will be particularly interesting for organisations applying for the InnoBuyer #opencall for Challengers, for which they can submit up to 4 innovation needs. 📅 1 March, 11:00am CET **i** *https://bit.ly/needs-identification*

TABLE 21: SOCIAL MEDIA POSTS TEMPLATES

In order to increase the visibility of each post, retain the viewers' attention, and reinforce the different messages, a set of post illustrations are available:

Topic	Visual
Call for Challengers	
Open Call Webinar	
Webinar "How to Master Innovation Needs Identification"	

TABLE 22: VISUALS TEMPLATES FOR SOCIAL MEDIA

4.2.4 E-mail templates

A set of e-mail templates have been prepared and are available to support the partners when e-mailing with different targets.

4.2.4.1 E-mail template to potential applicants

Two e-mail templates were created to directly invite potential applicants:

o   One to invite public organisations;

Subject line: You are invited to InnoBuyer - Up to €100k to address your innovation needs.

Hello,

My name is [NAME] from [ORGANISATION]. I am inviting you to join the InnoBuyer programme.

We found out about your organisation on [RESOURCE/WEBSITE] and think that it would be a great fit.

InnoBuyer is an EU-funded project that connects public and private organisations with innovative companies to co-create solutions, providing expertise and funding support.

The InnoBuyer Call for Challengers aims to select 15 public and private entities with unmet innovation needs, from any sector, to join the InnoBuyer programme.

What's in it for your organisation?

- Apply for InnoBuyer with up to 4 unmet innovation needs
- Grants up to €41.5k totally (100%) funded by the European Commission
- Access to top-notch companies that can receive up to €58.5k to co-create an innovative solution
- Demand-driven process
- Reduced paperwork
- Legal support to launch a tender

Applications are open on F6S until the **31st of March 2023**, 17:00 CET.

Don't miss this opportunity and start your application now.

Subject line: You are invited to InnoBuyer - Up to €100k to address your innovation needs.

Register for the *info webinar* that will be held on the 16th of February, 12:00pm CET, to know more about the programme and the application process, and for the *online training session on "How to master Innovation needs identification"* that will take place on the **1st of March, at 11:00am CET**.

For more information go to *https://innobuyer.eu/challengers*where you can find a detailed guide for applicants.

Stay tuned by following us on social media (*LinkedIn*, *Twitter*) or signing up for our newsletter!

Best regards,

[NAME]

TABLE 23: E-MAIL TEMPLATE TO POTENTIAL APPLICANTS - PUBLIC ORGANISATIONS

o   And one to invite private organisations.

Subject line: You are invited to InnoBuyer - Up to €20k to address your innovation needs

Hello,

My name is [NAME] from [ORGANISATION]. I am inviting you to join the InnoBuyer programme .

We found out about your organisation on [RESOURCE/WEBSITE] and think it would be a great fit.

InnoBuyer is an EU-funded project that connects public and private organisations with innovative companies to co-create solutions, providing expertise and funding support.

The InnoBuyer Call for Challengers aims to select 15 public and private entities with unmet innovation needs, from any sector, to join the InnoBuyer programme.

What's in it for your organisation?

- Apply for InnoBuyer with up to 4 unmet innovation needs
- Grants up to €20k totally (100%) funded by the European Commission
- Connect with top-notch companies to co-create innovative solutions
- Demand-driven process

- Reduced paperwork

Applications are open on F6S until **the 31st of March 2023,** 17:00 CET.

Don't miss this opportunity and start your application now.

Register for the *info webinar* **that will be held on the 16th of February**, 12:00pm CET, to know more about the programme and the application process, and for *the online training session on "How to master Innovation needs identification"*, that will take place on the **1st of March, at 11:00am CET**.

For more information go to *https://innobuyer.eu/challengers*where you can find a detailed guide for applicants.

Stay tuned by following us on social media (*LinkedIn*, *Twitter*) or signing up for our newsletter!

Best regards,

[NAME]

TABLE 24: E-MAIL TEMPLATE TO POTENTIAL APPLICANTS - PRIVATE ORGANISATIONS

4.2.4.2 E-mail template to intermediaries

The following e-mail template was created to involve intermediaries (innovation support entities), in the open call promotion activities.

[NAME OF INTERMEDIARY]: InnoBuyer Open Call for Challengers - Up to €100k to support Public & Private Organisations in your network
Hello,

Hello,

My name is [NAME] from [ORGANISATION]. I am contacting you because I think the InnoBuyer Open Call for Challengers can be an interesting opportunity for the Public and Private Organisations with innovation needs in your community.

InnoBuyer is an EU-funded project that connects public and private organisations with innovative companies to co-create solutions, providing expertise and funding support.

[NAME OF INTERMEDIARY]: InnoBuyer Open Call for Challengers - Up to €100k to support Public & Private Organisations in your network

What's in it for Public & Private Organisations?

- Apply for InnoBuyer with up to 4 unmet innovation needs
- Grants up to €41.5k totally (100%) funded by the European Commission
- Access to top-notch companies that can receive up to €58.5k to co-create an innovative solution
- Demand-driven process
- Reduced paperwork
- Legal support to launch a tender

Potential applicants can find more information on *https://innobuyer.eu/challengers*

Applications for the InnoBuyer Call for Challengers are open on F6S until the **31st of March 2023**, 17:00 CET.

An *info webinar* will be held on the 16th of February, 12:00pm CET, providing potential applicants more information about the programme and the application process. An *online training session on "How to master Innovation needs identification"* will take place on the 1st of March, at 11:00am CET.

Please do spread this opportunity. *Here* you can find a kit with different communication materials. Feel free to use them:

- A text suggestion and visuals for social media
- Press Release
- Banner
- 1 paragraph description
- Flyer
- Project logo

Thank you for your time,

[NAME]

TABLE 25: E-MAIIL TEMPLATE TO INTERMEDIARIES

4.2.4.3 E-mail template to partner projects

The following e-mail template was created to announce InnoBuyer's open call through the communication channels of all the projects in which the partners are involved.

Subject line: Request to [PARTNER PROJECT NAME]: Your help is needed to disseminate the InnoBuyer Call for Challengers

Dear [NAME],

As a partner of [PARTNER PROJECT NAME], I would like to ask your help to disseminate an opportunity that can be of interest to your project community: the Open Call for Challengers of our exciting project InnoBuyer.

InnoBuyer is an EU-funded project that connects public and private organisations with innovative companies to co-create solutions, providing expertise and funding support.

The InnoBuyer Call for Challengers aims to select 15 public and private entities with unmet innovation needs, from any sector, to join the InnoBuyer programme.

Applications are open until the **31st of March 2023**, 17:00 CET.

Could you **help us disseminate this opportunity** through a blog post, on social media, or in your newsletter? We would really appreciate it!

Here you can find a kit with different communication materials. Feel free to use them:

- A text suggestion and visuals for social media
- Press Release
- Banner
- 1 Paragraph description
- Flyer
- Project logo

Thank you for your time,

[NAME]

TABLE 26: E-MAIL TEMPLATE FOR PARTNER PROJECTS

4.2.4.4 E-mail template to press and media contacts

In order to introduce the InnoBuyer's open call press release to the press and media entities, the following e-mail template was created.

Story for [NAME OF PRESS ORGANISATION]: InnoBuyer Call for Challengers | 1.1 Million Euros to support 15 Public & Private Organisations

Hello,

My name is [NAME] from [ORGANISATION]. I am contacting you because I believe this story can be of interest to your readers.

InnoBuyer is an EU-funded project that connects public and private organisations with innovative companies to co-create solutions, providing expertise and funding support.

What's in it for Public & Private Organisations?

- Apply for InnoBuyer with up to 4 unmet innovation needs
- Grants up to €41.5k totally (100%) funded by the European Commission
- Access to top-notch companies to co-create innovative solutions
- Demand-driven process
- Reduced paperwork
- Legal support to launch a tender

Applications for the InnoBuyer Call for Challengers are open on F6S until the **31st of March 2023**, 17:00 CET.

An *info webinar* will be held on the 16th of February, 12:00pm CET, providing potential applicants more information about the programme and the application process. An *online training session on "How to master Innovation needs identification"* will take place on the 1st of March, at 11:00am CET.

I am attaching the official press release and some visuals that you are free to use.

For more information go to *https://innobuyer.eu/challengers* or feel free to get in touch with me.

Story for [NAME OF PRESS ORGANISATION]: InnoBuyer Call for Challengers | 1.1 Million Euros to support 15 Public & Private Organisations
If you do cover InnoBuyer, we would love to hear about it and help to promote your article! Thank you for your time, Best wishes, [NAME]

<p align="center">TABLE 27: E-MAIL TEMPLATE TO PRESS AND MEDIA CONTACTS</p>

4.2.5 Press Release

To notify the media about the InnoBuyer Call for Challengers, a press release was made available, to be sent to the different audiences defined in this document.

1.1 MILLION EUROS TO SUPPORT ORGANISATIONS WITH INNOVATION NEEDS

APPLICATIONS FOR THE INNOBUYER CALL FOR CHALLENGERS ARE OPEN

The EU-funded project InnoBuyer is inviting public and private organisations with challenges to be solved, to apply for the Open Call for Challengers. A total amount of €1.1M is available to support 15 entities with unmet innovation needs, from any sector.

The InnoBuyer programme offers funding, expertise and access to top-notch SMEs, to speed-up the development of innovative solutions to solve organisations' needs: from

the identification of unmet innovation needs, to the procurement of innovations, including the co-creation of solutions with innovative companies.

"InnoBuyer has the potential to be a game-changer in the innovation procurement field by testing an agile and faster process to deliver better and more efficient services to face societal challenges." – Miguel Gonçalves, Project Coordinator

How it works?

Public and private organisations (Challengers) can apply for InnoBuyer proposing up to 4 unmet innovation needs.

The 15 selected entities will join the InnoBuyer programme to participate in 4 support actions:

- Action #1: Expertise and 10.000€ funding support to develop a 'Challenge Description' which represents an improved version of the initially submitted unmet need, considering inputs from other relevant departments in the organisation such as IT, legal, and management, among others. The aim is to have business-oriented wording that can be appealing and well understood by innovative SMEs, to feed the Call for Solvers (Action #2).

- Action #2: Training and 10.000€ funding support to learn and adopt the latest methodologies on sourcing and market consultation, attend market dialogue sessions to share unmet needs with potential Solvers and identify interesting solutions in e-pitching sessions, among other opportunities to connect Challengers and Solvers. The InnoBuyer consortium will launch an open call to attract innovative SMEs to propose solutions to the challenges developed in Action #1, and Challengers are expected to actively participate in the evaluation and selection of Solvers and corresponding proposed solutions.

- Action #3: (Only for public organisations) Monitoring and up to 6.500€ funding support to co-create, deploy, test and assess a pilot, in collaboration with an innovative SME, to address the unmet innovation need described in Action #1 with a Solver selected in Action #2. (The Solver can get up to 58.500€ to develop the pilot.)

- Action #4: (Only for public organisations) Legal expertise and 15.000€ funding support to design and deliver Terms of Reference (ToR) for a simplified form of innovation procurement, to acquire the solution developed in Action #3.

"EISMEA is very glad to launch this call for Challenges which is open to public and private buyers willing to co-create innovative solutions with SMEs.

This call has the purpose to test a fast and agile avenue with the intention to cover partially the costs of procurers for their needs assessments, their market consultations, and their co-creation of pilots and solutions testing, where they will be able to involve EIC start-ups and companies." - Jean-David Malo, Director of the European Innovation Council

Applications for the InnoBuyer Open Call for Challengers are open on F6S until the 31st of March 2023, at 17:00 CET (Brussels time).

An info webinar will be held on the 16th of February, at 12:00pm CET, providing potential applicants more information about the programme and the application process. An online training session on "How to master Innovation needs identification" will take place on the 1st of March, at 11:00am CET, for professionals who want to learn how to identify and describe unmet innovation needs, to boost demand-driven, effective and sustainable adoption of innovative solutions.

All the information about the InnoBuyer Open Call for Challenger is available at:

https://innobuyer.eu/challengers/

ABOUT INNOBUYER

InnoBuyer is an EU-funded project that aims to become a testing ground and benchmark towards the implementation of a demand-driven methodology that brings together public and private organisations (Challengers) and innovative companies (Solvers) to jointly co-create innovative solutions, and speed-up the process leading to a concrete innovation procurement.

The project is operated by 3 partners with complementary expertise that form the core of a vibrant ecosystem: _F6S_ (Ireland), _CIVITTA_ (Estonia) and _TICBIOMED_ (Spain).

PRESS CONTACT AND SOCIAL MEDIA

E-mail: info@innobuyer.eu

Website: www.innobuyer.eu

Twitter: https://twitter.com/InnoBuyer

LinkedIn: https://www.linkedin.com/company/innobuyer/

This project has received funding from the European Union's Horizon Europe research and innovation programme under the Grant Agreement 101071212. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them.

TABLE 28: PRESS RELEASE ANNOUNCING THE OPEN CALL LAUNCH

4.2.6 Open Call Short description

Finally, a short description of the Call for Challengers for smaller placements, such as newsletters, was prepared. This is aimed to be used by the project partners, Ambassadors and other intermediaries.

> InnoBuyer Call for Challengers: 1.1 million euros to support big organisations with unmet innovation needs
>
> The EU-funded project InnoBuyer is looking for big Public and Private Organisations with unmet innovation needs, to join the InnoBuyer programme. It offers funding support, expertise, and connections with innovative SMEs, to co-create new solutions, in order to deliver better and more efficient services to citizens and customers.
>
> *Applications for the InnoBuyer Call for Challengers are open on F6S* until the 31st of March 2023, 17:00 CET. An *info webinar* about the open call will be held on the 16th of February, 12:00pm CET and an online *training session on "How to master Innovation needs identification"* will take place on the 1st of March, at 11:00am CET.

<div align="center">

TABLE 29: OPEN CALL SHORT DESCRIPTION FOR SMALL SPACES

</div>

4.3   AMBASSADORS

This section presents the materials specially designed for InnoBuyer's Ambassadors

4.3.1   **Invitation letter template**

To support the partners invitation to individuals and organisations, to become InnoBuyer's Ambassadors, an e-mail template has been prepared.

> Subject: [PARTNER NAME] invites you to become an InnoBuyer Ambassador
>
> Dear [NAME],
>
> On behalf of the InnoBuyer consortium, **I would like to invite [YOU/ THE NAME OF ORG/ THE NAME OF PROJECT] to become an InnoBuyer Ambassador**. I have looked at [YOUR/YOUR ORGANISATION/YOUR PROJECT PROFILE] and think you would be a great fit.
>
> *InnoBuyer* **is a new EU-funded project that connects public and private organisations (Challengers) with innovative companies (Solvers) to co-create solutions, providing expertise and funding support.**

Subject: [PARTNER NAME] invites you to become an InnoBuyer Ambassador

We just launched a Call for Challengers with a total amount of €1.1M to support 15 entities with unmet innovation needs, from any sector.

How does it work?

- Public and private organisations (Challengers) can apply for InnoBuyer proposing up to 4 unmet innovation needs.
- The 15 selected entities will join the InnoBuyer programme to participate in 4 support actions:

    - **Action #1: Expertise and 10.000€ funding support to develop a 'Challenge Description'** which represents an improved version of the initially submitted unmet need, considering inputs from other relevant departments in the organisation such as IT, legal, and management, among others. The aim is to have business-oriented wording that can be appealing and well-understood by innovative SMEs, to feed the Call for Solvers (Action #2).

    - **Action #2: Training and 10.000€ funding support to learn and adopt the latest methodologies on sourcing and market consultation**, attend market dialogue sessions to share unmet needs with potential Solvers and identify interesting solutions in e-pitching sessions, among other opportunities to connect Challengers and Solvers. The InnoBuyer consortium will launch an open call to attract innovative SMEs to propose solutions to the challenges developed in Action #1, and Challengers are expected to actively participate in the evaluation and selection of Solvers and corresponding proposed solutions.

    - **Action #3: (Only for public organisations) Monitoring and up to 6.500€ funding support to co-create, deploy, test and assess a pilot, in collaboration with an innovative SME**, to address the unmet innovation need described in Action #1 with a Solver selected in Action #2. (The Solver can get up to 58.500€ to develop the pilot.)

    - **Action #4: (Only for public organisations) Legal expertise and 15.000€ funding support to design and deliver Terms of Reference (ToR)** for a simplified form of innovation procurement, to acquire the solution developed in Action #3.

What is an InnoBuyer Ambassador?

FGS CIVITTA ticbiomed

TABLE 30: INVITATION LETTER TO AMBASSADORS

4.3.2 Visuals

To allow InnoBuyer's Ambassadors to public announce their role, visuals templates have also been prepared.

Type	Visual
Template for organisations	
Template for Individuals	

TABLE 31: VISUALS FOR AMBASSADORS

71

5. SCHEDULE & TIMING

The table below represents indicative frequency and tentative dates for posting on InnoBuyer main communication channels. The frequency and content will be regularly monitored to allow for adjustments and modifications according to the project's progress.

	YEAR 1												YEAR 2												YEAR 3											
	Sep-22	Oct-22	nov-22	dec-22	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Agu-23	Sep-23	Oct-23	nov-23	dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Agu-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Agu-25
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Website	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Social networks	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Newsletters						■			■									■			■					■				■					■	
Events	According to events calendar																																			
Press releases	■					■												■				■				■				■						■

FIGURE 19: INNOBUYER COMMUNICATION SCHEDULE

Main points of the communication plan:

o The communication activities are led by F6S, with a strong contribution from all partners;

o The WP leaders have the responsibility of contributing to the creation of content related to their WP activities, to be communicated in the various channels;

o All partners should prepare their communication activities according to this plan. All partners play a crucial role in communicating the project at a local, national and European level. Thus, it is important that they are aware of the timeline of key results to be communicated, as well as of the set of communication tools made available. The communication tools and channels, as well as the promotional materials planned, support the InnoBuyer consortium in reaching out to the target stakeholders with the maximum impact.

All communication materials will be available in the InnoBuyer project shared folder.

6. MONITORING & EVALUATION

All outreach activities will be subject to a regular follow-up. To monitor week-over-week and month-over-month performance on InnoBuyer's key channels of growth, the following tools will be adopted:

o   Email insights & reporting sheet;

o   Custom Google Analytics reporting dashboards;

o   Social media dashboards & reporting.

These tools/ spreadsheets are stored in the project's shared folder and will be updated on a regular basis. Moreover, each partner is required to provide brief reports on their outreach activities monthly. A closer report will be asked during the implementation of key campaigns, such as the open calls promotion campaigns. The following table presents critical KPIs to be tracked and benchmarked to prove the overall value of InnoBuyer outreach activities, and set further guidance regarding communication, growth hacking and ecosystem-building.

	Metrics	Target KPI
Communication	No. **contact points** reached via e-mail campaigns	5,000
	Average no. of **website unique visitors/month**	500
	No. social media **followers: Twitter | LinkedIn**	+1,000 | +300
	No. online **followers and monthly impressions**	1,500 | +50
	No. of contributions to **benchmark newsletter**	6
	No. hard-copy **printing/merchandising** items	1,000
	No. **graphic elements** produced	60
	No. generic **videos** produced	2
Dissemination	Insight Brief with best practices observed	1
	No. downloads InnoBuyer library	500+
	No. webinars/workshops (co)-organised	15
	No. unique participants	1,000
	No. events where InnoBuyer is presented	6
	No. success stories	15

TABLE 32: INNOBUYER COMMUNICATION & DISSEMINATION KPIS

The table below presents other important KPI's to be tracked, per audience type.

Target	Metrics	Target KPI
Public & private procurers	**Downloads of the guidelines for procurers and webinar** on the thematic – identify unmet needs	>100 | 1
	InnoBuyer **library downloads**	>500
	No. **Procurers** benefiting from **project materials**	>200
	No. **procurers** subscribing to the **newsletter**	+100
Procurers, providers	Unique **participants at webinars/ workshops**	200
Ambassadors	No. **Ambassadors participating** in webinars and sessions	+50
Innovation suppliers	**Downloads of the guidelines for solution providers and webinar** on the thematic – identify & approach public/private procurers	>100 | 1
	Guidelines for solution providers downloads and webinar on the thematic – co-creation models	>100 | 1
	InnoBuyer **library downloads**	>500
	No. **SMEs reached** through D&C activities	>1,000
EIC companies	**Challenges posted** to the EIC Forum	15
	Collaboration agreements and promotion campaigns together with EIC ecosystem	4 | 3
	No. EIC projects/companies **subscribing to the newsletter**	+150

TABLE 33: INNOBUYER KIP'S PER AUDIENCE TYPE

Finally, the following image presents the indicators related to each phase of the growth hacking AARRR funnel.

Acquisition

• Social Media Posts Reach
• E-mails sent
• Website page views
• F6S InnoBuyer page views

Activation

• Webinar participants
• Applications started
• Applications submitted
• Applications approved

Retention

• Procurers and SMEs finishing the programme

Referrals

• Applicants who participate in the programme by recommendation

Revenue (Value)

•Number of success stories
•Stakeholders attending to InnoBuyer showcase events
•Stakeholders taking advantage of the project's library assets

7. CONCLUSIONS

This deliverable is crafted to be all-inclusive and dynamic – outlining tools, techniques, materials and timelines, with the ultimate goal being to help InnoBuyer stay sharp and focused, relevant and connected.

The InnoBuyer consortium is committed to a coherent approach, especially to issues concerning establishing an engaging and differentiated experience through meaningful channels and messages that resonate. As a result, this will help the consortium reach the project's specific audience with a personalized message and offer.

This deliverable has identified the project's key target audiences and the key messages to deliver. It has also defined the visual identity concept of the project (i.e. its logo), the colour palette applied to the presented dissemination and communication materials, templates made available for the consortium partners and so on.

The deliverable has concluded with the definition of a detailed action plan for InnoBuyer's dissemination and communication activities, together with the process to be followed to monitor and evaluate the dissemination and communication activities.

Since the project is still in an early phase, the impact plan designed in this report will be considered as a living plan that will go through a number of iterations throughout the project, specifically with relation to the existence of events suitable for dissemination, many of which are still not known at the time of writing.

This report reflects the continuous assessment, and corresponding answer, to the project communication and dissemination needs, by providing an update to the initial plan draft in M2.