

InnoBuyer

FAST TRACK TO INNOVATION PROCUREMENT

D6.1 – INNOBUYER IMPACT MASTER PLAN
31/10/2022

Grant Agreement No.: 101071212
Topic: HORIZON-EIC-2021-PUBLICBUY-01-01
Type of action: HORIZON-CSA

D6.1 – INNOBUYER IMPACT MASTER PLAN

Title	D6.1 - InnoBuyer Impact Master Plan
Work package	WP6
Task	T6.1
Due date	31/10/2022
Submission date	31/10/2022
Deliverable lead	F6S
Version	1.1
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Abstract	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.
Keywords	Communication, Dissemination, Outreach, Ecosystem development

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)

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o Project co-funded by the European Commission in the H2020 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.

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EXECUTIVE SUMMARY

This deliverable, named "D6.1 – InnoBuyer Impact Master Plan" 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:

- **Chapter 1 – Introduction**: outlines the objectives that this document aims to achieve.
- **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.
- **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.
- **Chapter 4 – 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.
- **Chapter 5 – 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.
- **Chapter 6 – Conclusions:** presents the conclusions of the deliverable.

An updated version of this plan is expected to be presented by M6.

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ABBREVIATIONS

DIH	Digital Innovation Hub
EEN	Enterprise Europe Network
EIC	European Innovation Council
EU	European Union
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

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1. INTRODUCTION

This deliverable was developed as part of the InnoBuyer project. It is named "D6.1 - InnoBuyer Impact Masterplan" 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.

It will be updated at month 6 of the project (February 2023) to prove the overall value of InnoBuyer's growth-hacking efforts and set further guidance.

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

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

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

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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.

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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.

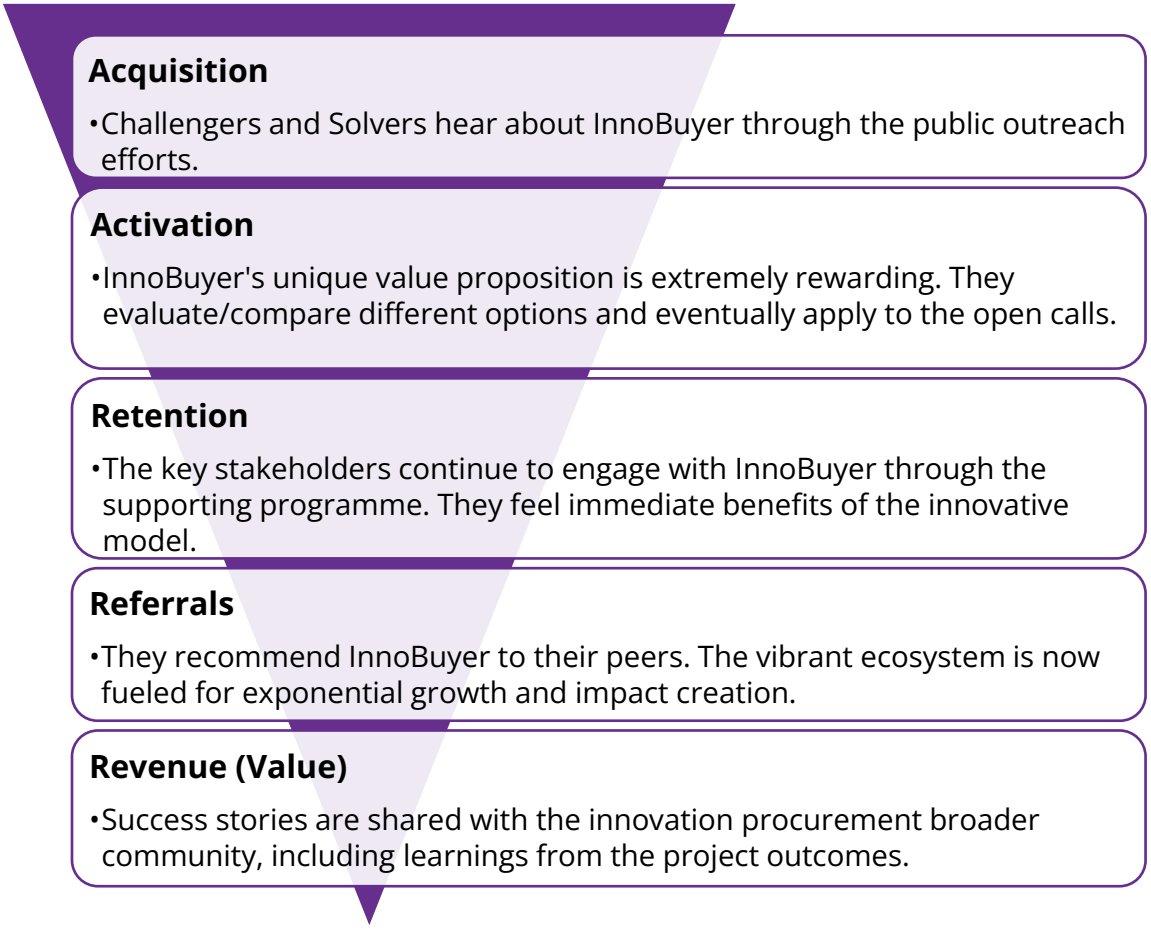
AARRR funnel/ framework (Pirate metrics)[3] – Stands for Acquisition, Activation, Retention, Referral and Revenue (see figure below) and to understanding the targeted stakeholders, their journey and, based on all abovementioned, to optimize the marketing funnel as well as setting valuable and actionable 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

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FIGURE 1: INNOBUYER AARRR FUNNEL



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.

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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:

- 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-

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

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

- Establish buzz, raise awareness and visibility for InnoBuyer;
- Engage the wider innovation procurement community;
- Capitalize upon InnoBuyer enablers to build and nurture a favourable ecosystem and attract a critical mass for the co-development of pilots;
- Drive a high number of quality applications to InnoBuyer open calls;
- 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.

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FIGURE 2: MAIN FOCUS OF INNOBUYER COMMUNICATION



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

- What's InnoBuyer? How does it really work? Is this a smart path to take for you?
- Is InnoBuyer right for me? The ultimate guide to InnoBuyer Programme.
- Why do Challengers and Solvers choose to work with InnoBuyer?

Convert

- 12 Reasons why you should join InnoBuyer and have your challenge solved in a fast, sponsored and secure way.
- 10 Reasons why you are ready to join the InnoBuyer programme.
- 5 signs you are perfect to apply for the InnoBuyer programme

Close

- What does joining InnoBuyer mean?
- What should you know before joining InnoBuyer?
- InnoBuyer as a fast track to innovation procurement

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Delight

- 5 ways InnoBuyer can solve your challenges
- Want to better connect with innovative Challenge Solvers? Choose InnoBuyer
- How can Challengers and Solvers get more out of InnoBuyer?
- 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);
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.

Challenge Owners	
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 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

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Challenge 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 PROVIDERSCOMMUNICATION 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

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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

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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 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 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 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 buyers have unmet needs that require innovative solutions that are not yet in the market.

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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 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 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:

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

- 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.
- 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.
- 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.
- 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.

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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:

Funded by the European Union	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 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;
- **Secure** – via a common grey piece standing behind/holding the different lines and circle.

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

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.

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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.

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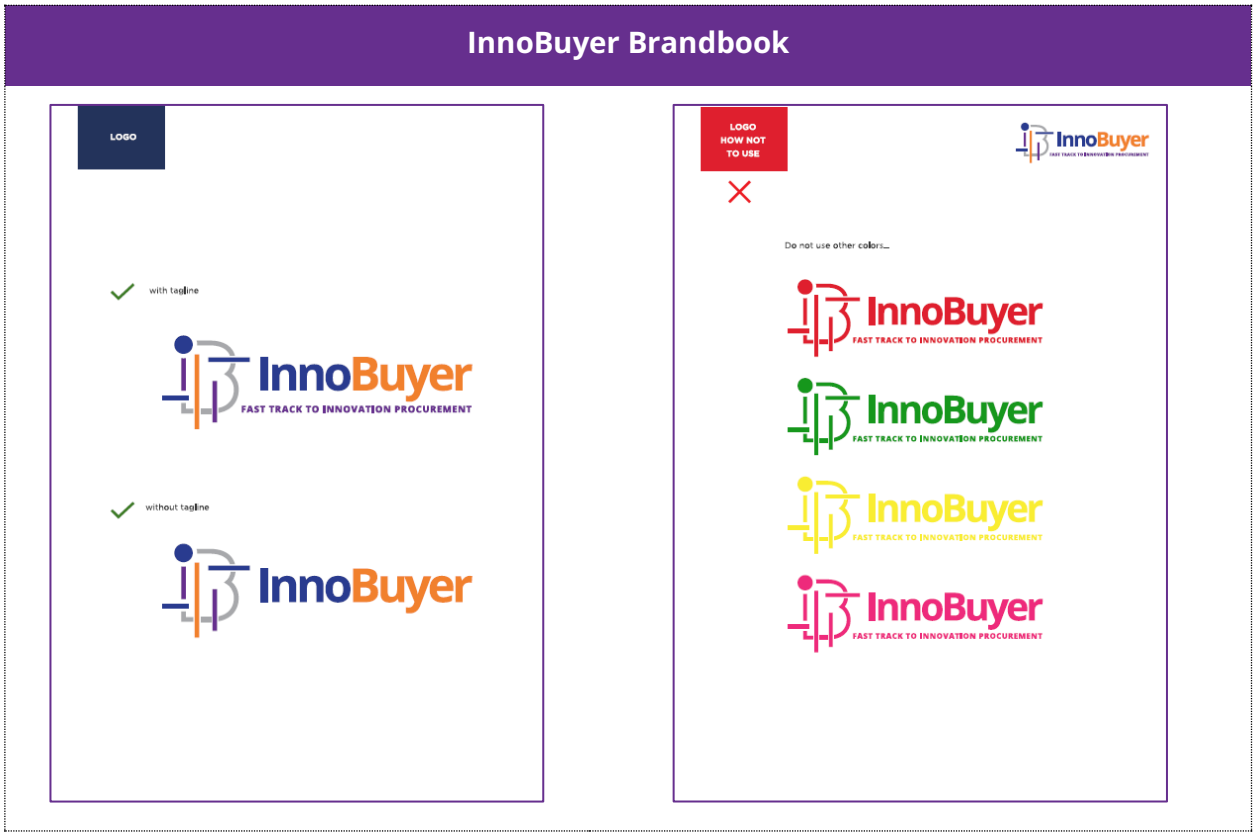


TABLE 10: EXAMPLES OF PAGES OF INNOBUYER'S BRANDBOOK

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



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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:

- Blue – representing trust;
- Orange – representing confidence;
- Purple– representing creativity;
- 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.

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

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.

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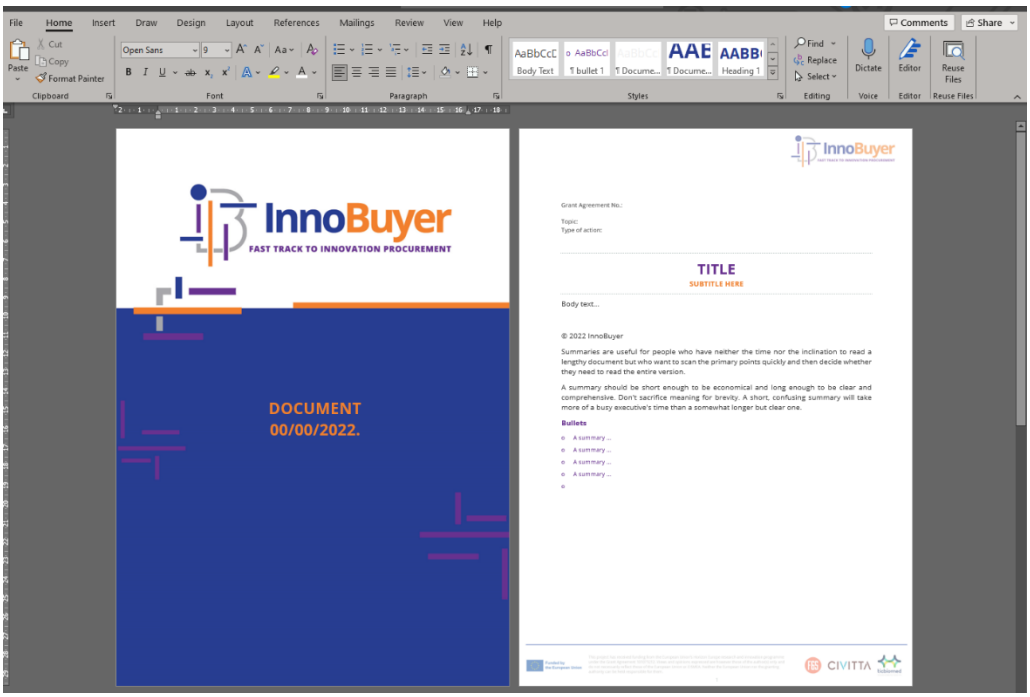
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TABLE 13: INNOBUYER'S VISUAL ELEMENTS

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	

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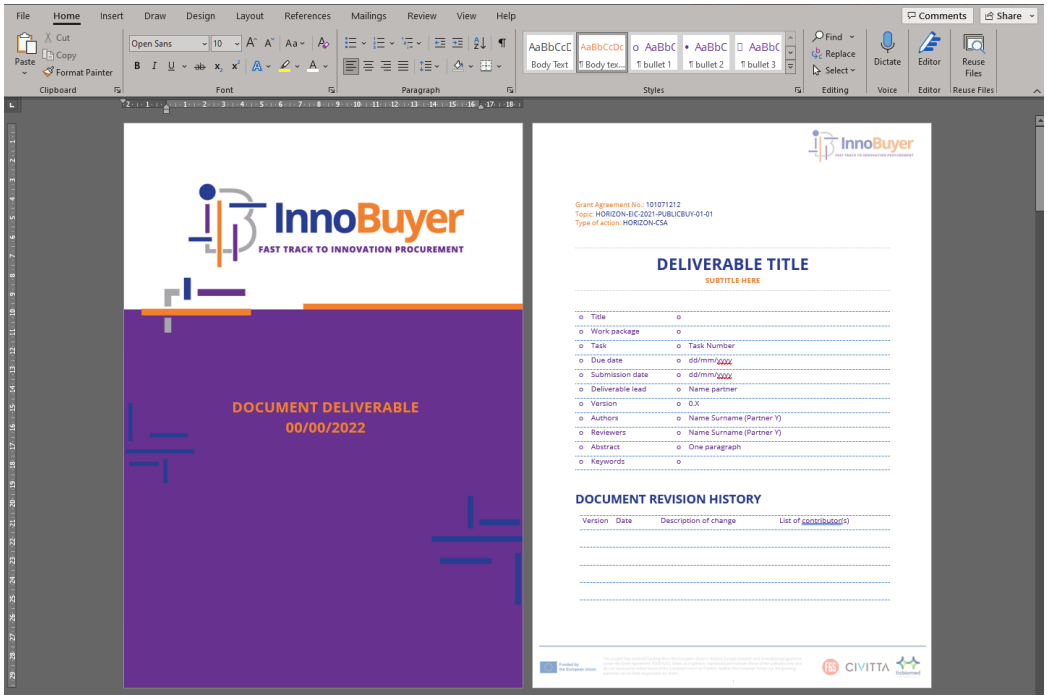
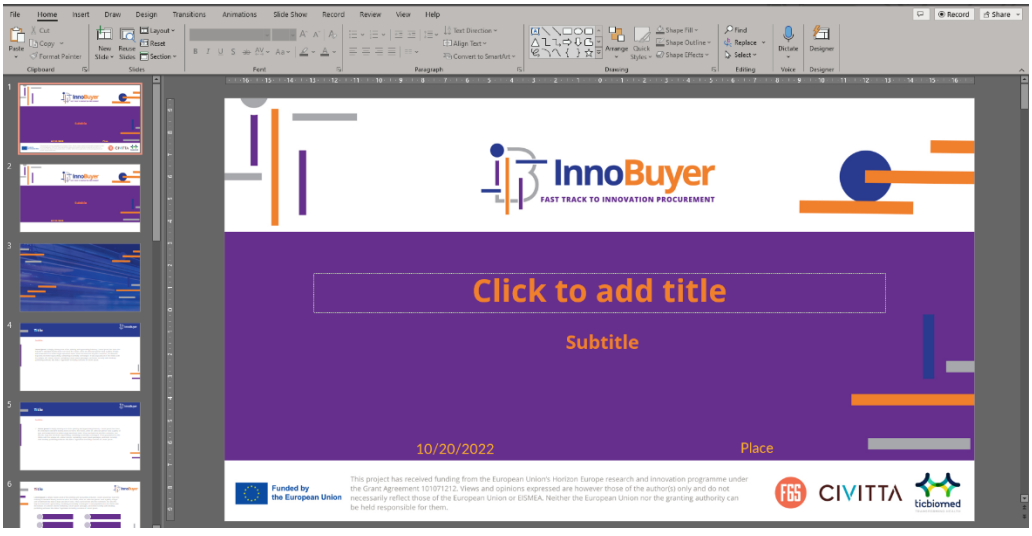
InnoBuyer's templates	
Deliverable word template	
PPT Template	

TABLE 14: INNOBUYER WORD AND PPT TEMPLATES

3.2 INNOBUYER CHANNEL MIX

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

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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. Tools to be used to find, monitor, and respond to mentions on digital channels include Hashtagify[5], Buzzsumo[6], TweetDeck[7], and more.

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.

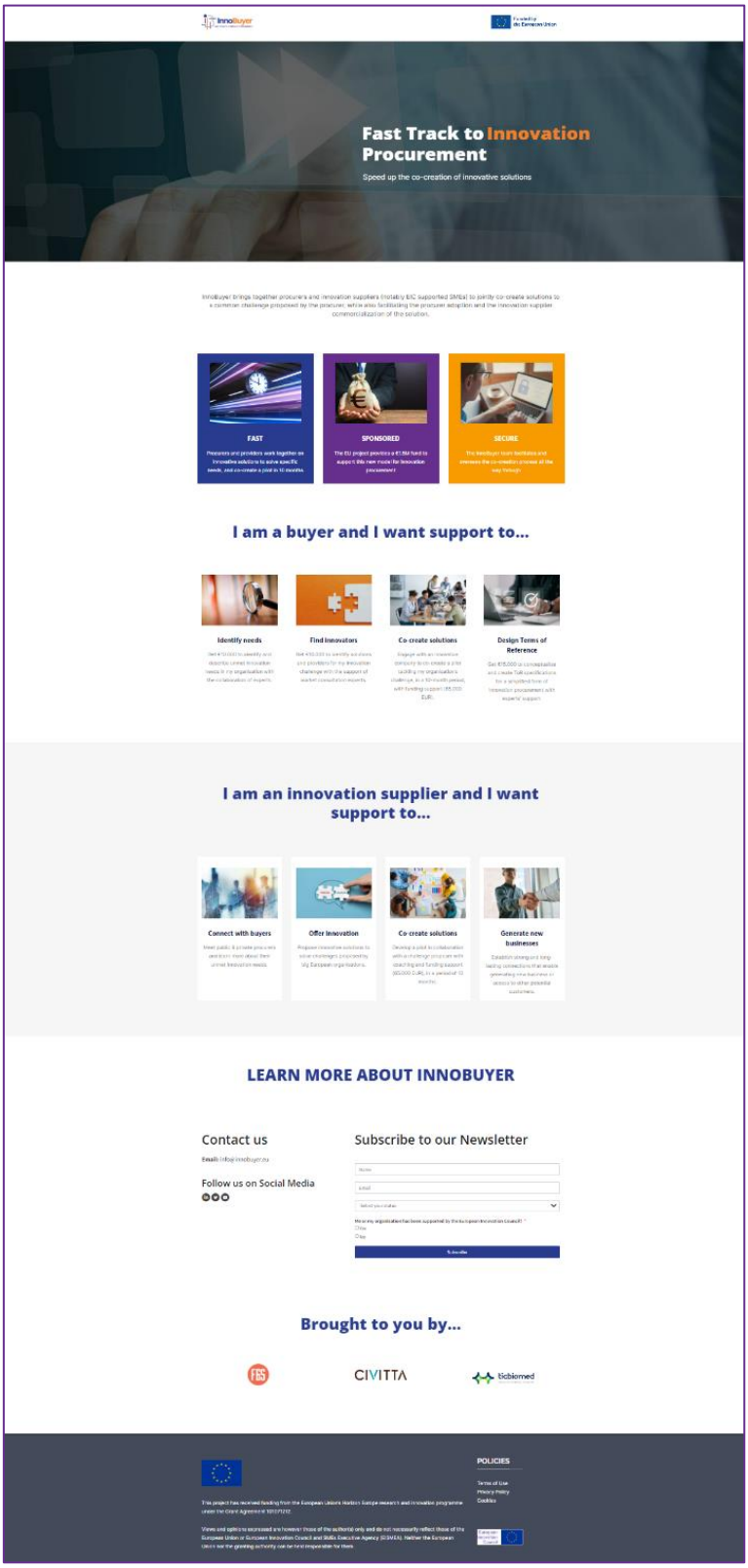
Making a landing page available since the project launch, has also allowed the consortium to start collecting feedback during 1-to-1 conversations with stakeholders regarding their needs and expectations regarding InnoBuyer, key inputs for guiding the webpage's further developments.

[5] *https://hashtagify.me/*
[6] *https://buzzsumo.com/*
[7] *https://tweetdeck.twitter.com/*

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FIGURE 6: INNOBUYER LANDING PAGE



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The consortium is currently working on growing this landing page into a wider website, with specific new sections fully dedicated to InnoBuyer's offer to Challengers, to Solvers, to Experts, as well as to presenting the Pilots.

In order to disseminate the project news and outcomes, a News area and a Resources section will be made available. Finally, a section about the InnoBuyer project and a Frequently Asked Questions area will provide visitors with a more comprehensive understanding of the project and how the different stakeholders can take part in it.

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 will conduct the following:

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

- Boost brand awareness by driving up engagement (comments, likes, shares and re-posts) and foster genuine conversations with the target audience;
- Improve lead generation;
- Foster lasting relationships with key stakeholders;
- Learn from parallel initiatives/ projects, etc.

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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:

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

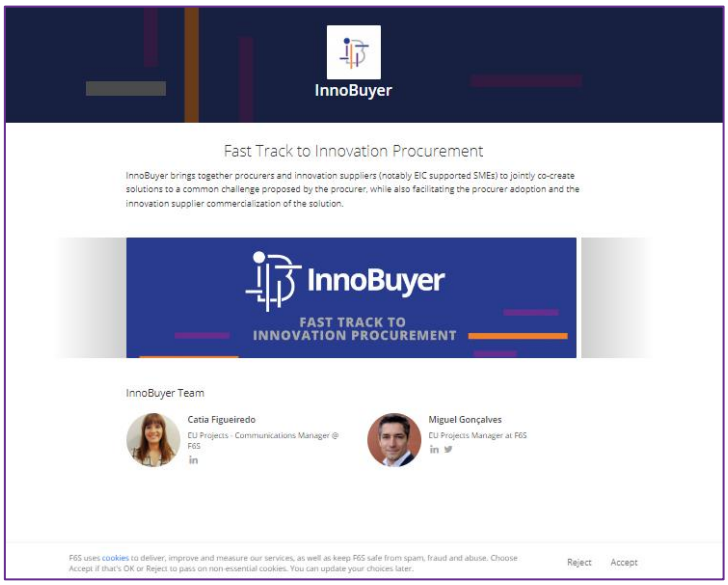
Dedicated pages to each of the open calls will also be available at F6S, with information about the corresponding opportunity, including the project website, social media pages and the team. The F6S platform will be used for channelling and managing the InnoBuyer open call applications and for the InnoBuyer community building. Likewise, visitors to the project website will be redirected to the F6S platform and have access to the InnoBuyer's application forms and the InnoBuyer community at F6S.

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

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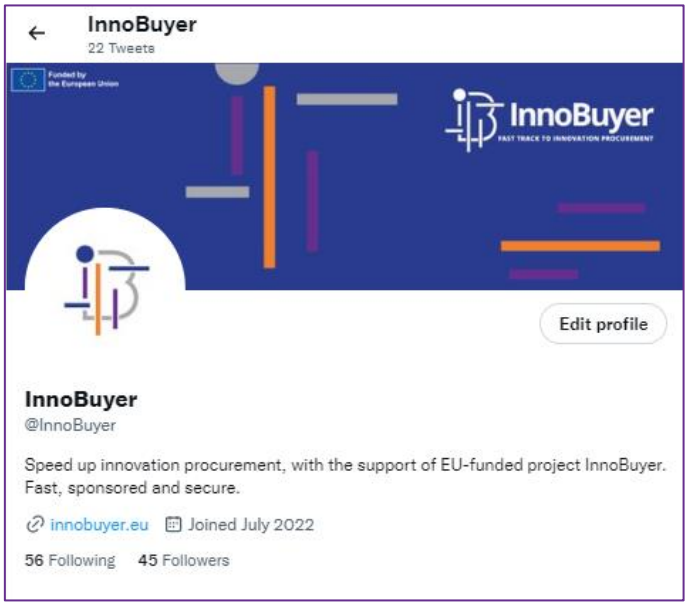
FIGURE 7: INNOBUYER'S F6S PAGE



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 8: INNOBUYER TWITTER PAGE



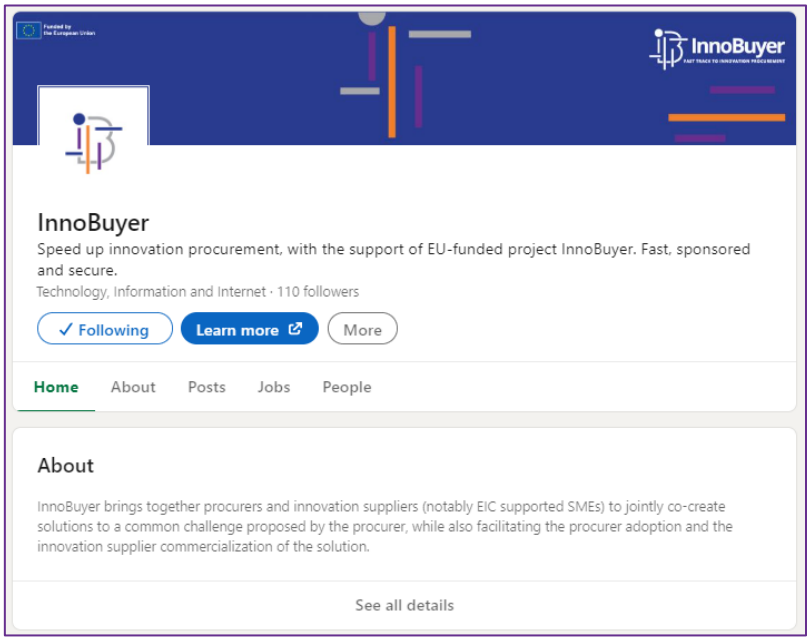
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3.2.1.3.3 LinkedIn

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

FIGURE 9: 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

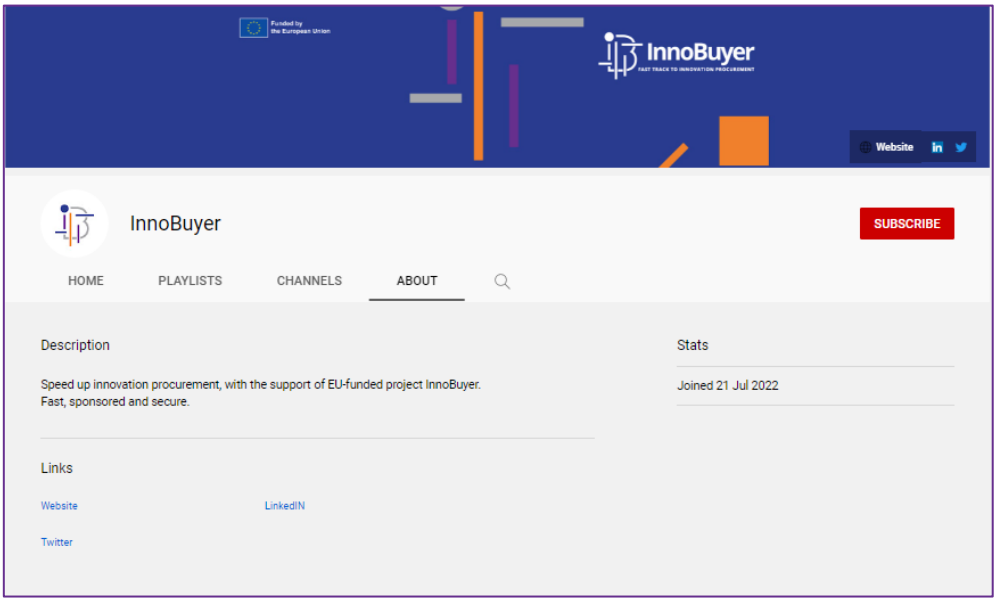
A YouTube channel[8] was setup to host InnoBuyer videos such as promotional videos, interviews or webinars. YouTube is the number one video host platform in the world which helps in driving more visitors to InnoBuyer's channel, content and website.

[8] https://www.youtube.com/channel/UCLcf7EW1khAvNLNPxiWH7PA

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FIGURE 10: 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[9]. 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

[9] https://hashtagify.me/

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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 be developed, providing 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.

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, SlideShare, etc.), regular newsletters, and networks.

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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 will be organised within and by the consortium in the different phases of the programme. They will 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 will be organized – all aimed at the demystifying InnoBuyer programme to potential applicants including a deep dive into eligibility criteria and the application/ evaluation process. The consortium will also guide them through the programme details. The team will dedicate plenty of time to Q&A. For those who might miss the session, InnoBuyer will put 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:

- Cross promotion of open calls, activities and events;
- Participation in events;
- Knowledge sharing.

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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 setup 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 Projects Supporting InnoBuyer Ecosystem

Beyond the EIC ecosystem, InnoBuyer will network and liaise with other relevant EU projects and initiatives (e.g. Procure4Health[10], PROCEDIN[11], BUILD[12], Big Buyers[13]), to explore cross dissemination activities, events and other relevant opportunities.

3.2.3 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:

- The articles and press releases will be developed by the consortium.
- 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. Through local efforts from all partners, it will be possible to achieve a wide European outreach.

[10] https://procure4health.eu/
[11] https://procedin.eu/
[12] https://cordis.europa.eu/project/id/101070745
[13] https://bigbuyers.eu/

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- 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

3.3 DISSEMINATION MATERIALS

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. Newsletter template: to use as the basis for the email campaigns;
2. Videos: to share in the various communication channels;
3. Roll-up: to promote InnoBuyer during events and raise awareness of the project;
4. Sticker: to handout during project activities and share during dissemination actions;
5. T-shirt, pen, notebook, badge ID: to use during project activities and share during dissemination actions.

Specific open call dissemination material will also be prepared, 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).

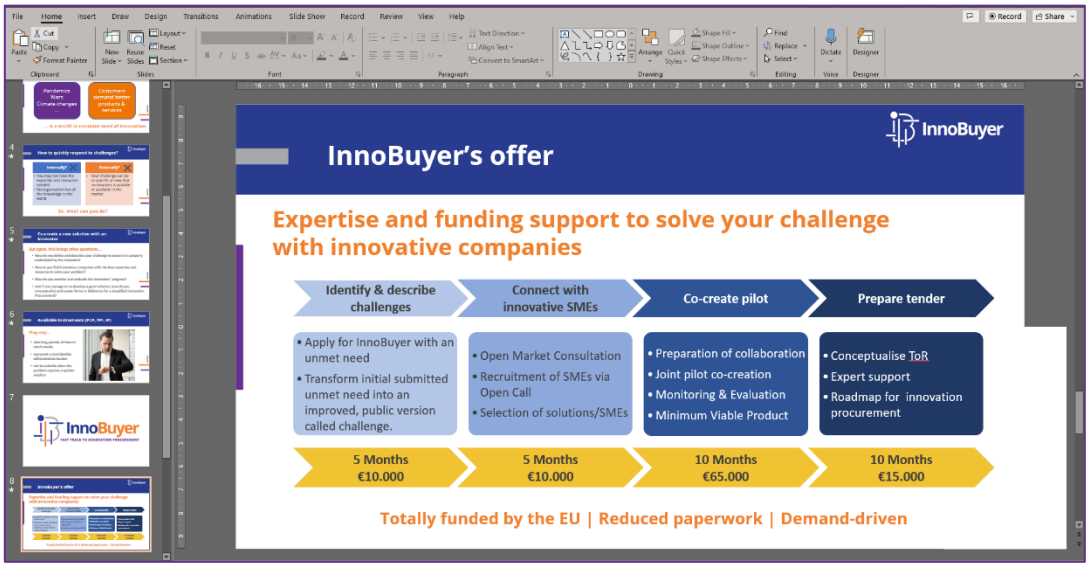
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3.3.1 PRESENTATIONS

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 11: POWER POINT PRESENTATION



Likewise, a 1-slide presentation is also available, to be used in shorter time slots.

FIGURE 12: 1-SLIDE PRESENTATION



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CIVITTA
ticbiomed

3.3.2 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 13: INNOBUYER BUSINESS CARD EXAMPLE



3.3.3 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.

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FIGURE 14: INNOBUYER STRESS BALLS



3.3.4 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 15: INNOBUYER TABLE ID CARD EXAMPLE



3.3.5 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		

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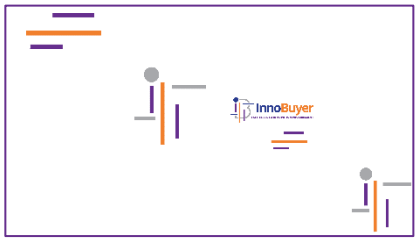
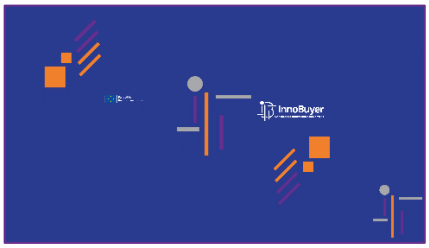
Social Media Channel	Cover pictures	
Twitter		
F6S	 	 
YouTube		

TABLE 17: SOCIAL MEDIA COVER PICTURES EXAMPLES

3.3.6 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.

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Template type	Visual
Quote	
Open Call	
Webinar	
Event participation	

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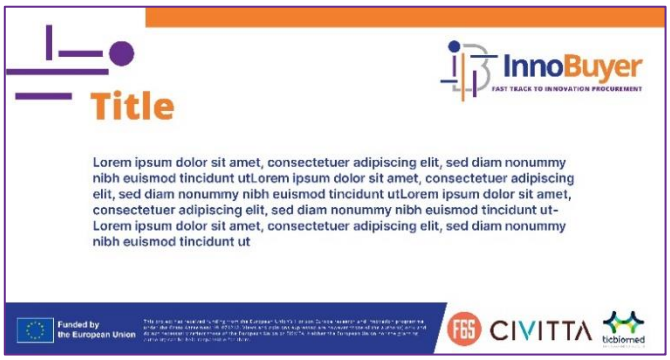
Template type	Visual
Text	

TABLE 18: SOCIAL MEDIA VISUALS TEMPLATES

3.3.7 NEWSLETTER HEADER

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

Headers	
	

TABLE 19: HEADERS NEWSLETTER

3.3.8 PRESS RELEASE TEMPLATE

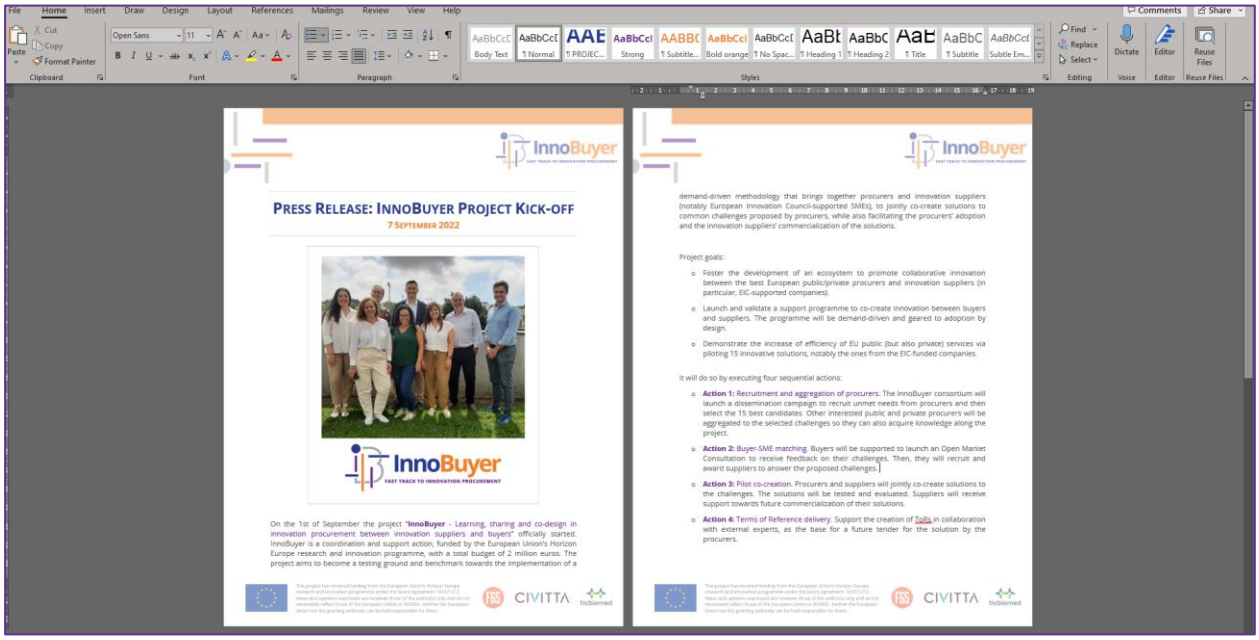
To ensure compliance with InnoBuyer visual identity, a model for press releases has been designed and is available in the project shared folder, having already been used to make the project kick-off announcement.

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FIGURE 16: INNOBUYER PRESS RELEASE



PRESS RELEASE: INNOBUYER PROJECT KICK-OFF

7 SEPTEMBER 2022

On the 1st of September the project "**InnoBuyer** - Learning, sharing and co-design in innovation procurement between innovation suppliers and buyers" officially started. 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. The project aims to become a testing ground and benchmark towards the implementation of a

demand-driven methodology that brings together procurers and innovation suppliers (notably European Innovation Council-supported SMEs), to jointly co-create solutions to common challenges proposed by procurers, while also facilitating the procurers' adoption and the innovation suppliers' commercialization of the solutions.

Project goals:

- Foster the development of an ecosystem to promote collaborative innovation between the best European public/private procurers and innovation suppliers (in particular, EIC-supported companies).
- Launch and validate a support programme to co-create innovation between buyers and suppliers. The programme will be demand-driven and geared to adoption by design.
- 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:

- **Action 1:** Recruitment and aggregation of procurers. The InnoBuyer consortium will launch a dissemination campaign to recruit unmet needs from procurers and then select the 15 best candidates. Other interested public and private procurers will be aggregated to the selected challenges so they can also acquire knowledge along the project.
- **Action 2:** Buyer-SME matching. Buyers will be supported to launch an Open Market Consultation to receive feedback on their challenges. Then, they will recruit and award suppliers to answer the proposed challenges.
- **Action 3:** Pilot co-creation. Procurers and suppliers will jointly co-create solutions to the challenges. The solutions will be tested and evaluated. Suppliers will receive support towards future commercialization of their solutions.
- **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 procurers.

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4. 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 17: INNOBUYER COMMUNICATION SCHEDULE

Main points of the communication plan:

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

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5. 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:

- Email insights & reporting sheet;
- Custom Google Analytics reporting dashboards;
- 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 20: INNOBUYER COMMUNICATION & DISSEMINATION KPIS

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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 21: INNOBUYER KIP'S PER AUDIENCE TYPE

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

FIGURE 18: INNOBUYER AARRR FUNNEL

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CONCLUSIONS

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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.

An update to this plan is expected by M6.

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