



Deliverable Report

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1. Executive Summary

The project “Nordic Baltic Universities boosting entrepreneurial and innovation support systems (NOBALIS)” is implemented by a consortium of five higher education institutions (HEIs) and two innovation support organizations from the Nordic and Baltic region. NOBALIS is part of HEI Initiative program of the European Institute of Innovation & Technology (EIT) (cohort 2) and is supported by EIT Food and funded by the European Union.

The overall objectives of NOBALIS are:

- To integrate innovation and entrepreneurship as part of daily routines in all parts of the activities of higher education institutions (HEIs),
- To leverage the integration of HEIs and their contribution to the innovation ecosystem through close collaboration on the part of a variety of knowledge triangle stakeholders.

The present report is an interim report analysing the NOBALIS communication and dissemination activities in Phase 1 of the project (June- December 2022). The aim of the report is to review the activities implemented in WP5. Communication, Dissemination and Exploitation so far and whether those meet the targets set in the NOBALIS application and in D5.1. Communication, Dissemination and Exploitation Plan (CDP). The final analysis of communication and dissemination activities will be submitted with D5.2. Report on communication and dissemination activities that is due in May 2024.

The interim report provides an opportunity to update targets, channels and activities for the Phase 2 (January 2023- June 2024) and take into account the lessons learned in the Phase 1. The present deliverable contains a short summary of communication and dissemination activities. A more detailed info is provided in the Annex 1.

The communication and dissemination activities planned in CDP have been mostly implemented as planned. Some channels (HEIs’ web site received more active use from what was planned). Internal list and use of partners’ social media channels have been fractured and require a review and better planning in the Phase 2. As the Phase 1 provided first tangible results, those have not yet been actively exploited. In overall, the partners will proceed with the CDP and follow the targets set in the plan for Phase 2.

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3. Annex 1. NOBALIS Communication, Dissemination and Exploitation Activities in Phase 1 (June- December 2022)

The aim of NOBALIS communication, dissemination and exploitation activities is to support the implementation of the project by ensuring efficient and timely internal communication between partners and engagement with external actors, to maximise the visibility of the project and the dissemination of the results during the project and beyond the project period, to facilitate exploitation and transfer of knowledge created within the consortium, to facilitate institutionalization of good practices and knowledge transfer in the entrepreneurship and innovation ecosystem.

The communication and dissemination activities cross-cutting and facilitate the implementation of all other WPs. All partners bear responsibility for communication, dissemination and exploitation activities.

Main channels of **internal communication and dissemination**:

- Emails for everyday communication.
- Shared MS Teams folder in the server Norwegian University of Life Sciences (NMBU): was set up in M1(July 2022) and access had been ensured to all relevant parties. Folder contains relevant information, project documents, drafts. Potential shortcoming is that some information is not updated as frequently as it should be.
- Virtual meetings: executive board meeting has been held every two weeks and the format has proven to be suitable for reviewing the progress. WP leader hold separate meetings for WP working groups according to their needs and ongoing activities.

External communication concerns informing various stakeholders about the project, while dissemination focuses on utilizing the project results. The project web page is the focal point of external communication activities (Fig. 1). Web page was set up in September 2022 and contains description of project, news, ongoing activities and resources created during the project. The web page will evolve through the project and will remain available also after the end of the project. The web page is also the main channel for dissemination activities as it contains video materials, idea bank and other resources intended for both NOBALIS partners and for external stakeholders.

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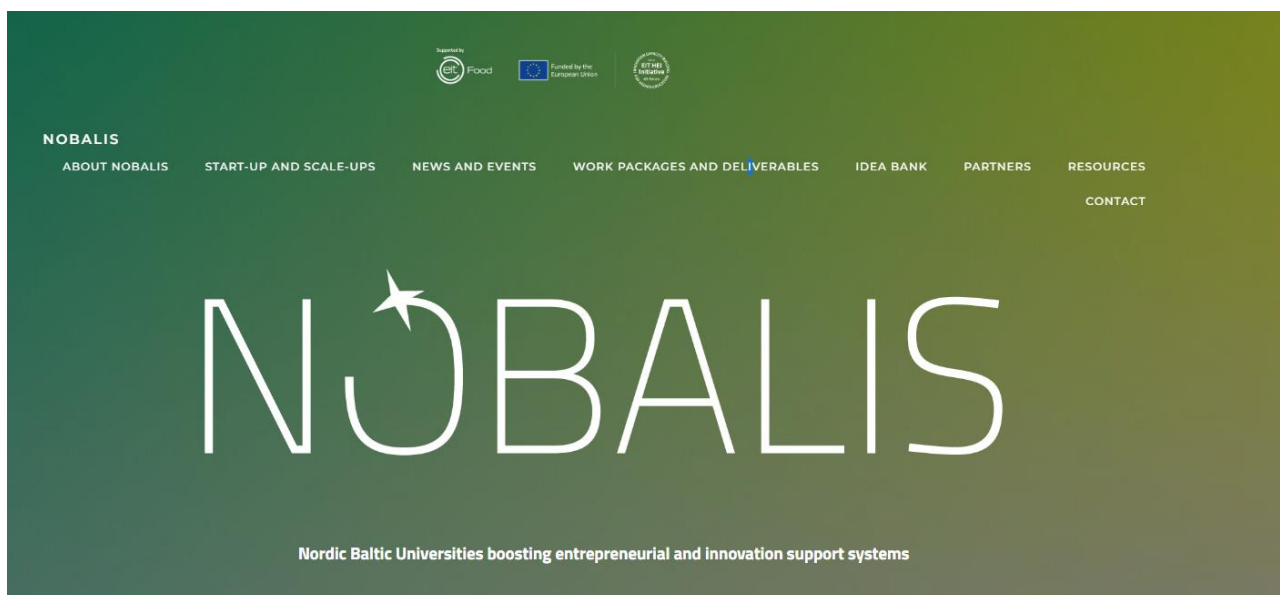


Figure 1. NOBALIS webpage nobalis.eu

CDP set the project KPI of getting 1000 annual views for the web page. During the 4 months (September-December 2022) the web page has received the total of 482 views, 287 of which have been unique visitors (Fig.2). Views depend on the activities in WPs. In overall the 1000 annual views is realistic and achievable target.

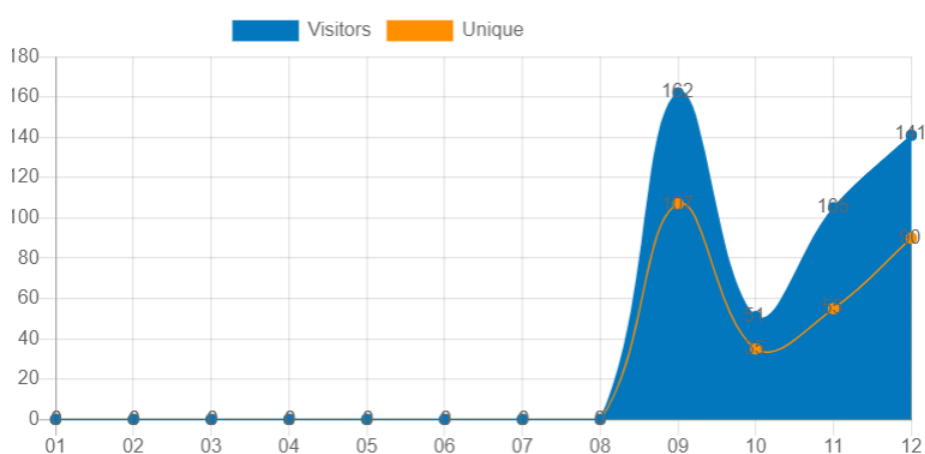


Figure 2. Nobalis.eu web page views in Phase 1



NOBALIS project application and CDP set a list of specific communication and dissemination targets (Table 1).

Table 1. Communication and dissemination activities planned and implemented in Phase 1

	Implemented		Planned			Total planned
	Phase 1 (July- Dec 2022)	Phase 1 (July- Dec 2022)	Phase 2A (Jan- Dec 2023)	Phase 2B (Jan-Jul 24)		
Web page (M5.1.)	1	1			1	
Communication and Dissemination Plan (CDP), (D5.1.) incl.	1	1			1	
News about project on partner web pages	23	12	24	12	48	
News in partner internal news lists	7	15	25	20	60	
News on project in different local, national media, portals, newspapers	5	5	3	2	10	
Social media engagement (English and national languages)	13	16	20	20	56	
Showcase in EIT HEI initiative web page	1	1			1	
Project presentations in EIT events	0	1	2	1	4	
Project presentations in scientific and practical conferences	0	0	2	6	8	
Project presentations in entrepreneurship and innovation forums	2	0	5	10	15	
Monitoring sheet for CDP	1	1			1	
Final Report on CD (D5.2.)				1	1	



	Implemented		Planned					
	Phase 1 (July- 2022)	Dec	Phase 1 (July- 2022)	Dec	Phase 2A (Jan- 2023)	Dec	Phase 2B (Jan-Jul 24)	Total planned
Idea bank for partnership activities (D5.3)	1						1	1
Three new partnerships established (M5.2.)	1		1		1		1	3
Videos on good practices (D5.4.)	1		1		2		1	4
Final conference (M5.3.)							1	1

The NOBALIS partners used their institutional web pages to communicate the news about the project and calls for participation. The internal lists (academic and student lists) were somewhat used for calls for participation in the WP3 EICD program and training for non-academics, but not as actively as originally planned. As the success of activities in other WPs (student and staff participation) is very dependent on getting the information out, this requires more attention and planning in next Phase 2.

The project did not plan to have separate social media accounts for just project itself as during preparation of CDP it was deemed to be too time and resource intensive, while HEI's already have their existing social media channels that could be used for project related info. However, this resulted in fractured use of social media channels and this should be amended in the Phase 2.

One presentation of the project in an EIT event was planned, but project team did not find a suitable event for Phase 1. Another issue was that as the project just started, it was did not have yet sufficient results to present. The review of Phase 1 (lessons from first edition of EICD, idea bank, training of non-academics, innovation ecosystem mapping) provides interesting input and info on practices for presentations during Phase 2, so the target of at least 4 presentations will remain.

Partners used opportunities to introduce the project in national practical forums and events (specifically Riga Food Fair and exhibition "Agriculture and forestry technique 2022"), even though it had not been planned for Phase 1.



Articles in external portals, newspapers included an article about food and bioresource hackathons in farm and food sector publication, but also mention of project and its activities in relatively short news items in different external portals. There are several events planned for Phase 2 (e.g., final conference) that would provide opportunity for more substantial media coverage and should be utilized more actively in Phase 2.

Project identified following exploitable activities in CDP:

- NOBALIS Entrepreneurial and Innovation Capacity Development Program (EICD)
- I&E curricula and methodological and pedagogical tools
- Partnership idea bank
- Videos
- Materials from mapping and review of institutional practices
- New partnerships
- Start-ups/spin-offs

At this point in Phase 1 the project has provided first results (first implementation of EICD, video material, curricula development, idea bank etc) and it has not been yet explored how those outcomes could be further exploited.

Partners will follow the CDP plan for the Phase 2, but assessment of Phase 1 indicates, there is room for improvement, particularly through better coordination of communication activities and use of underutilised channels. As the Phase 1 provided tangible results, the dissemination and exploitation opportunities require specific attention in Phase 2 as those will determine the long term transfer and adoption of practices beyond the project period.

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