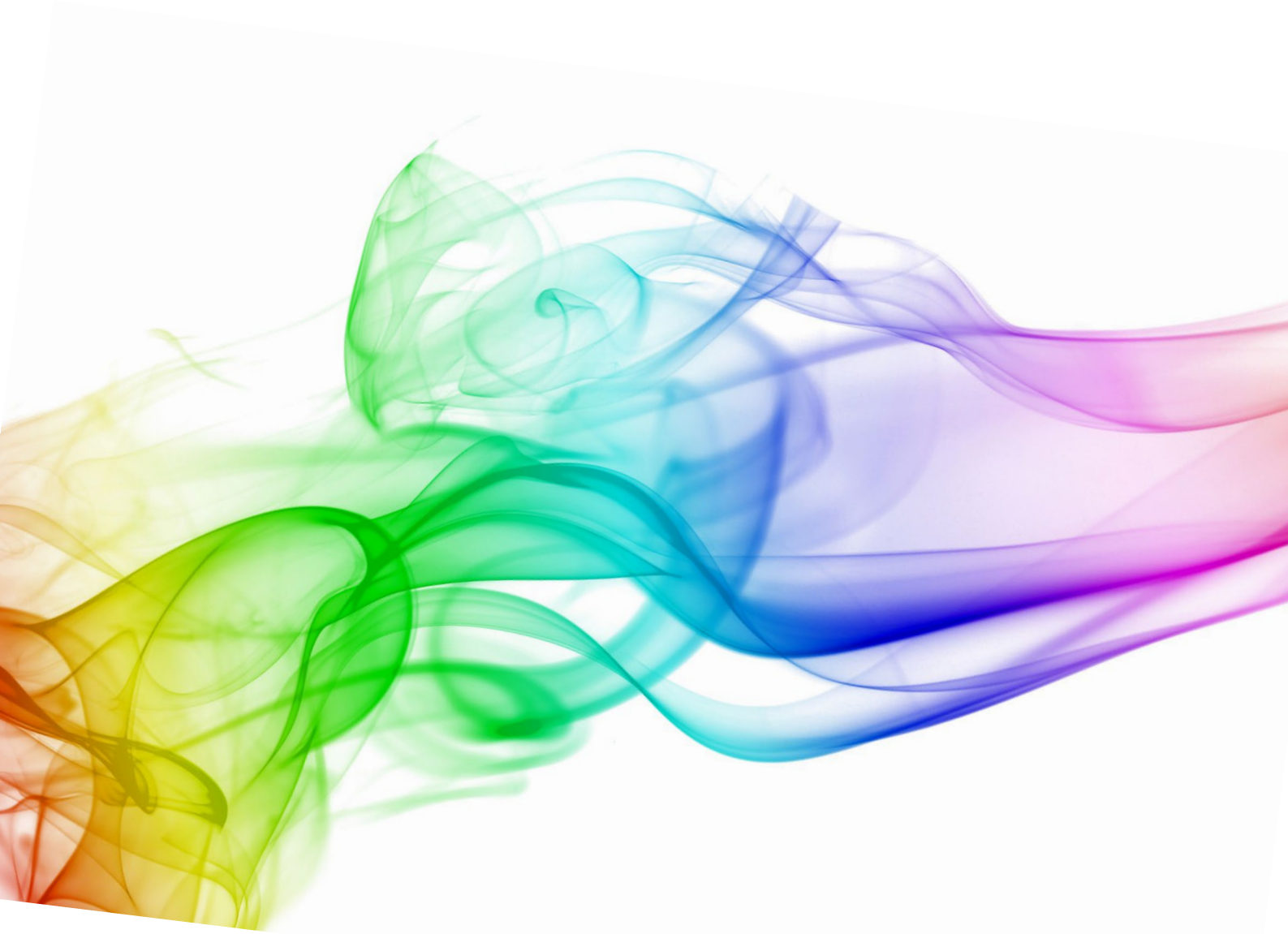
SPECTRA

STIMULATING PERFORMANCE IN CREATIVE TERRITORIES AND REGIONAL ACTORS

D6.6 Project Identity and Platform



Funded by the European Union

Deliverable Summary

Deliverable:

D6.6 Project Identity and Platform

Due date:

28/02/2023

Actual submission date:

28/02/2023

Project start date:

01/12/2022

Duration:

24 Months (till 30th November 2024)

Work Package concerned:

WP6

Work package leader:

Western Development Commission

Dissemination level:

PUBLIC (PU)

Authors:

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Revision history:

14/02/2023 First Draft
28/02/2023 Final Version

Project Summary

SPECTRA project (Stimulating Performance of Ecosystems in Creative Territories and Regional Actors) embodies the collaborative vision of 8 partners (including 3 associate partners) representing 4 regional ecosystems – an emerging innovator region in Bulgaria (North-Central-BG), moderate innovator region in Ireland (Northern and Western), together with lead innovator regions in Denmark (Hovedstaden) and Germany (Berlin).

SPECTRA will put in place key ingredients required to equip the emerging innovator and moderate innovator regions with a more responsive, resilient ecosystem, capable of growing and developing coordinated responses to many challenges creative industries are facing to achieve the National and European goals. It will harness and multiply the power of individual ecosystem initiatives to create a collaboration driven innovation network - resulting in enhanced, more inter-connected, diverse, gender-responsive, competitive, and sustainable ecosystems.

Additionally, SPECTRA will include activities directed at the creative innovation eco-system stakeholders that will encourage development of joint strategies and amplify collaboration. They will benefit extensively from the advanced business support models developed to fast-track start-ups, produce scale-ups, avail of best practice, new systems, structures, and tools, as well as data-driven & carbon-reducing challenge-based innovation methods, case studies, role models, cross-sectoral and intra-territorial learning - creating an excess of 300 new linkages.

In addition to addressing the relevant project call and work programme contexts, the National, Regional and EU Policy framework and its associated strategies and objectives, the overall concept for SPECTRA has been conceived around formulating coordination and support measures based on the preliminary needs analysis of the 3 key primary audiences: ecosystems as a whole (as catalysts for businesses to thrive and drivers of innovation), SMEs, start-ups and scale-ups (entrepreneurs/solution providers and key beneficiaries), and other ecosystem stakeholders (public organisations, HEIs, researchers, clusters, incubators, accelerators, etc.).

All 3 audiences are perceived beneficiaries of the SPECTRA outcomes, with the proposed project removing obstacles to achieving expected impacts (further elaborated on below, including other target audiences).

SPECTRA is funded through EISMEA.I – Innovation Ecosystems, SMP/Entrepreneurship and Consumers strand, EU and place-based Innovation Ecosystems Call HORIZON-EIE-2022-CONNECT-01-01: Towards more inclusive networks and initiatives in European innovation ecosystems, under Horizon Europe Lump Sum GRANT AGREEMENT No. 101097000.

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1 Deliverable Description

Under Work Package 6 Joint Collaborative Initiatives, Communication, Dissemination & Outreach, led by project partner CREW, the specific T6.5 Communication Channels, Dissemination Strategy and Closing Event (led by Coordinator Western Development Commission (WDC)), focuses on:

- Design project brand logo, aligned with project market position within the investors/start-up ecosystem.

- Development of a project website (to be undertaken by WDC, in collaboration with partners). The project website will make information about the activities and events available, and feature supports, success stories and achievements, as well as the consortium members profiles and contacts – it will also contain a repository where the toolkits, reports and other project publications will be shared, with ability to download them.

The outputs are a brand identity for the project (logo) and a project website.

2 Project Identity

Through public procurement, a creative agency was employed to generate options for the SPECTRA project. The creative agency was briefed on the project objectives and target audiences, with the key message being the interconnection of partner creative ecosystems.

Following a development and option appraisal process, the logo options were narrowed to the following logo portrayals:

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SPECTRA
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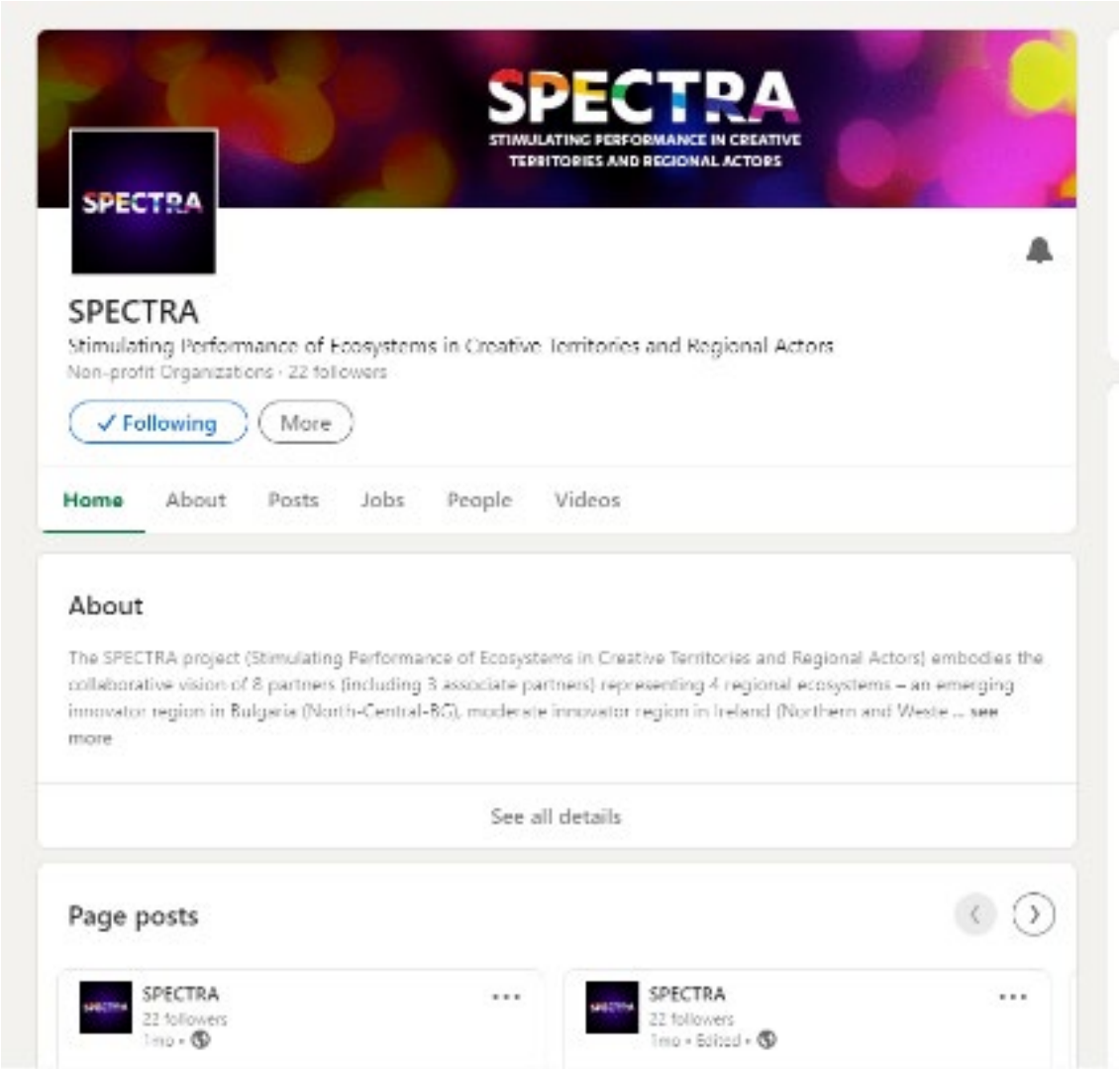
Extra Bold font
Thicker line

This project identity was further developed for social media use as follows:



3 Project Platform

Following the public procurement process, a creative agency was engaged to develop the project website. Guideline criteria included:

Website Purpose

Promoting work of the Project partners, and to share news, resources and events the project will produce.

Target Audience

Creative and cultural industries stakeholders in target countries (Ireland, Bulgaria, Germany, Denmark), SMEs, investors, female innovators, as well as wider European CCSI audience.

Proposed domain address:

www.spectraproject.eu

Domain email & Hosting

To be included.

Long-term Website Maintenance for project timeframe – and Access to Content/Ability to modify/add content.

The website will be in the long-term ownership of WDC, who will manage the recurring costs of hosting and domain name renewals. Passwords and access rights to website/email/domain/hosting are to be handed over once specified website development has been completed and signed off on.

Website Structure

Suggested website mock-up - Web Pages to include:

- Home/Landing Page
- About SPECTRA– details of project and partners (partner logos to be included)
- Resources (uploading of files/documents and videos/podcasts)
- Events + news page (with ability to upload dynamic content – videos, photos/images/links to event registration websites).
- Contact page (incl. interactive form), contact details of partners.

Security

Standard anti-hacking/anti-virus measures to be included, SSL certificate to be included. SSL Certificate also for project duration (2 years) and 3 years post project end.

Mobility

Website to be readable on mobile devices.

Analytics

Standard analytics (Google analytics or similar) to be included.

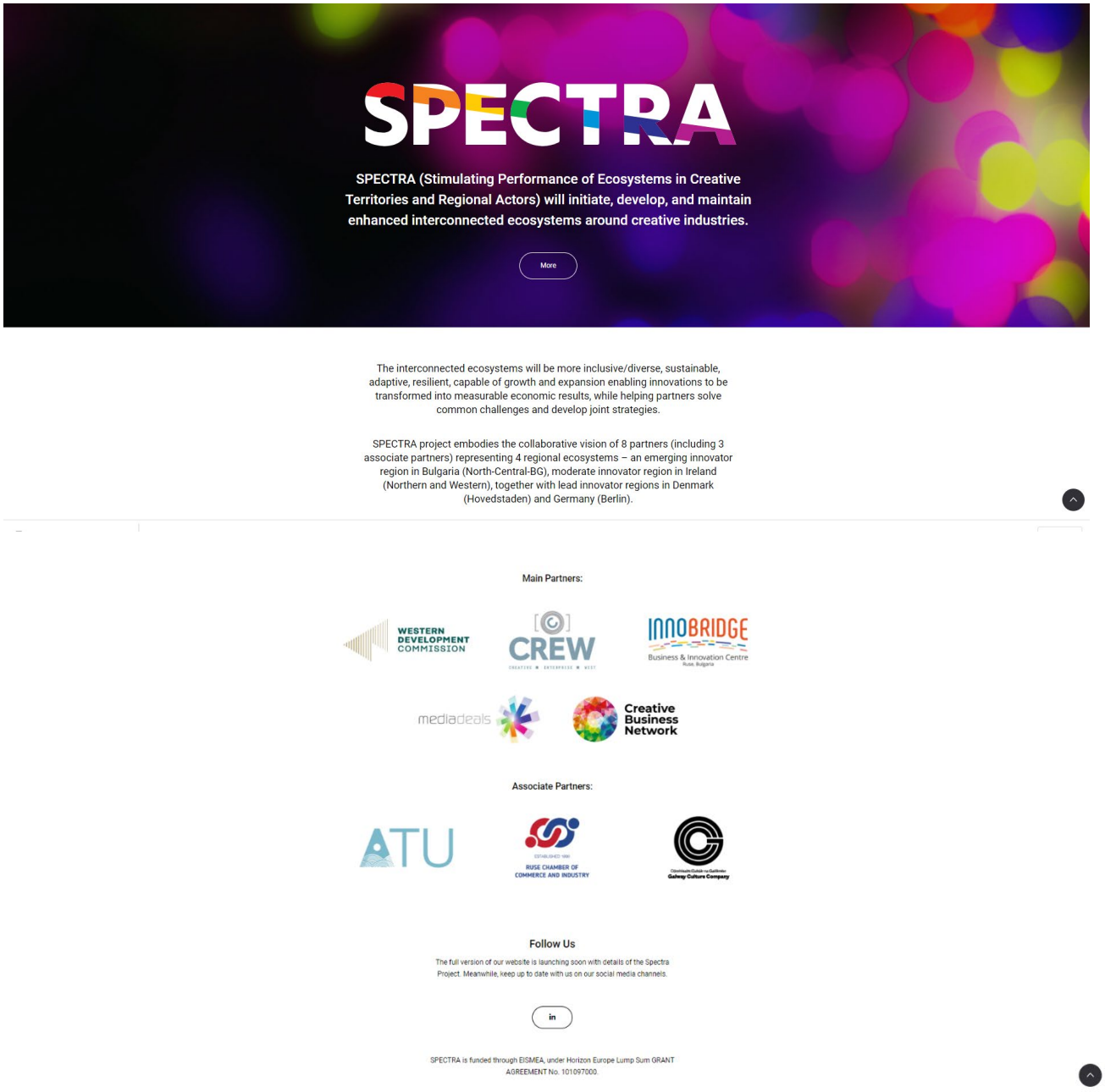
GDPR Compliance

Website should be compliant with GDPR, EU Cookie Law and any other relevant legislations/regulatory requirements.

EU Funding recognition

Website needs to include recognition of EU funding (typically included at the bottom/footnote of webpages) and the project partner logos. See https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

Website landing page impression is illustrated here:



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