

D6.7 Social Media Accounts



Deliverable Summary

Deliverable:

D6.7 Social Media Accounts

Due date:

31/12/2022

Actual submission date:

31/12/2022

Project start date:

01/12/2022

Duration:

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Work Package concerned:

WP6

Work package leader:

Western Development Commission

Dissemination level:

PUBLIC (PU)

Authors:

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31/12/2022 First Draft

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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

Deliverable D6.7 is targeting creation of social media accounts for the SPECTRA project on linkedin and twitter, under the auspices of the Work Package 6 focusing on Joint Collaborative Initiatives, Communication, Dissemination & Outreach.

The deliverable supports the following WP objectives:

- ❖ Stimulate joint initiatives and joint communication and dissemination activities widening participation of ecosystems stakeholders and underrepresented groups via joint thematic challenges and deep dives
- ❖ Communicate information about the project and its implementation status to target audiences
- ❖ Coordinate communication between consortium members through dedicated project website and social media platforms
- ❖ Coordinate communication activities with other relevant innovation and stakeholder networks
- ❖ Disseminate the results of the project to target audiences and key stakeholders, including policymakers
- ❖ Ensuring a meaningful outreach, facilitating utilisation, replication and continuation of project outcomes
- ❖ Growing linkages and interactions/interconnectivity across innovation ecosystem and territories.

Task 6.5 under this WP is focused on building a dissemination and communication strategy/plan and implementing it and complements the outreach activities in this WP. The plan aims to attract and engage with the project beneficiaries and relevant stakeholders while raising awareness on SPECTRA activities/results.

The elaboration of the dissemination and communication strategy & plan and its implementation (in line with EC guidelines/recommendations) takes into consideration, among a string of others, the following activity:

- ❖ Definition of communication protocols to be followed by the partners (communication channels, frequency & timeline and type of message language for each customer segment in each project moment), including social media (twitter, linkedIn).

This specific activity then links to the deliverable D6.7 to create Social Media accounts (Twitter, LinkedIn), to be delivered in M1, as a public usage (PU) DEM deliverable.

1.1 Twitter Account

A twitter account was created for SPECTRA, with the handle @SPECTRA-eu, under the name SPECTRA-EUProject, pictured below.

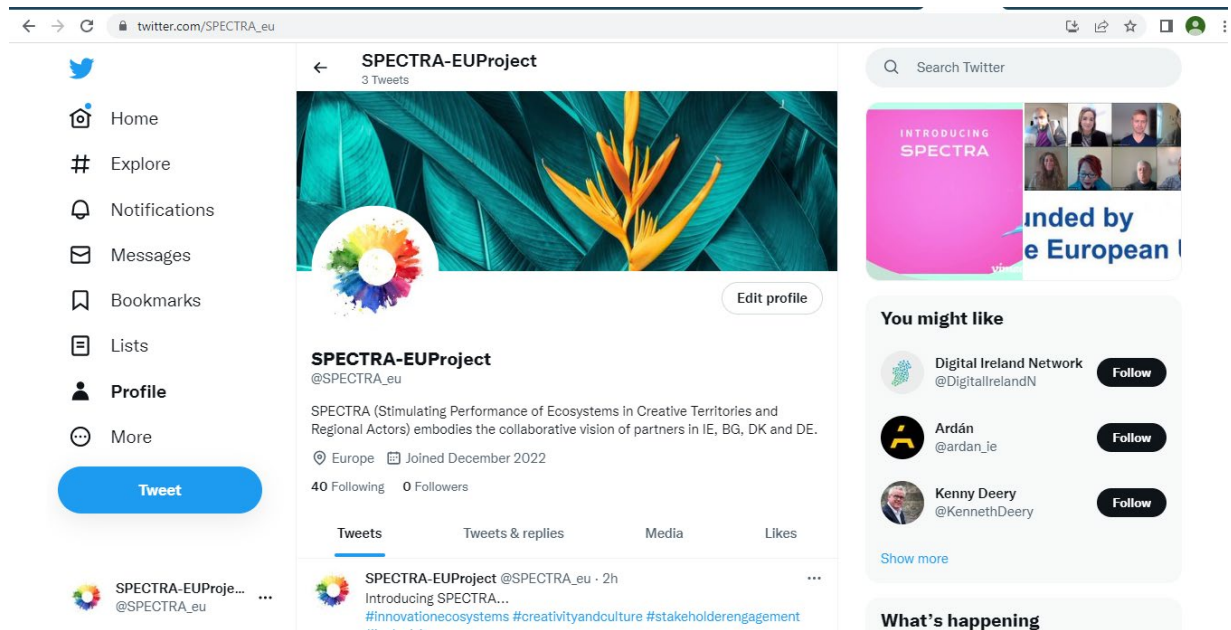
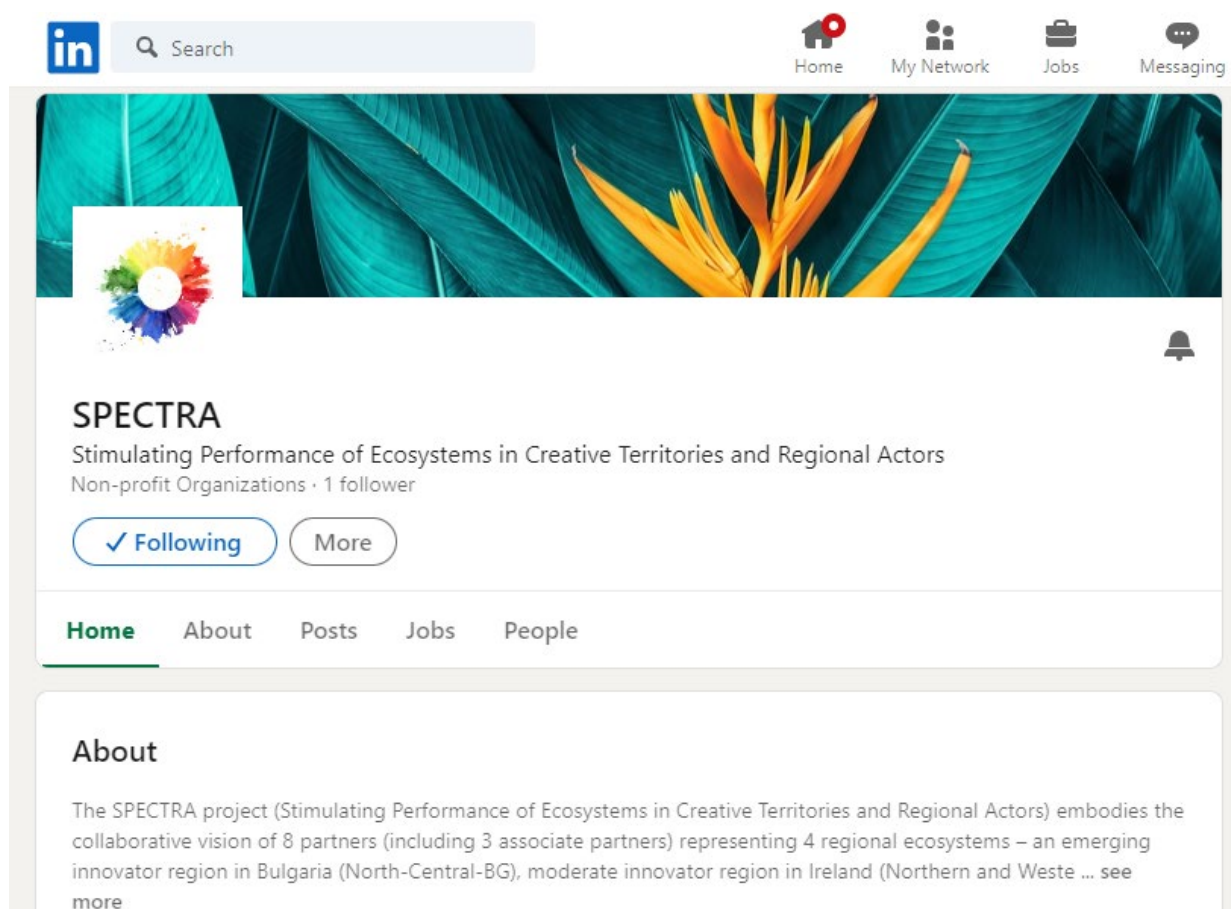


Figure 1: SPECTRA Twitter Account

1.2 LinkedIn Account

A LinkedIn account for SPECTRA has been created and is accessible under the following link: <https://www.linkedin.com/company/spectra-euproject>





SPECTRA PROJECT



@SPECTRA_EU



<https://www.linkedin.com/company/spectra-euproject/>



Funded by
the European Union