



Deliverable n°T.5.3.1

SYNTHETIC REPORT AFTER THE
DISSEMINATION OF INFORMATION BY THE
BSO AND CLUSTERS
03/2023

UBS



European Regional Development Fund



Partners

PP Leader : UBS

Partners involved :
Kairos

Content

The FLOWER project partners relied on the knowledge and networks of the French and English competitiveness clusters to promote the project results in the nautical sector. Due to COVID, a number of events were cancelled and the partners had to scale down their interactions, especially in the period 2020-2021, when the project was producing its first industrial developments. The dissemination strategy was questioned and rethought. The partners nevertheless succeeded in organising dissemination with the competitiveness clusters in three ways: dissemination of information via newsletters, promotion at thematic events and participation in the preparation of the third project conference.

Dissemination of information via newsletter and social networks

Thanks to good relations with the clusters and supporting organisations, the partners were able to keep in touch with intermediaries during the project and inform them of the project's progress and the various actions implemented. When the information concerned the nautical sector, the Bioeconomy For Change cluster (formerly called IAR in the application), EMC2, Pôle Mer Bretagne Atlantique and Lorient Technopole were contacted to disseminate this news either through their newsletters or through their respective social networks.

As described below, the third conference was particularly disseminated thanks to the clusters communication.

Promotion at thematic events

The partners communicated the progress of the project in the nautical sector through their participation in events organised by the competitiveness clusters. Due to the COVID crisis, this number of events was drastically reduced in the period 2020-2021, when the partners started to see results.



For example, the partners were not able to attend the Paris Boat Show, which was cancelled in 2020 and was held during the preparation of the 4th FLOWER conference in 2021.

In connection with the Bioeconomy For Change cluster dedicated to the bioeconomy, UBS presented the results of the project during the biosourced materials commissions, a plenary meeting held once or twice a year. This committee brings together all the members concerned by this theme. About fifty people attended the event.

Alain Bourmaud (UBS) also presented the project's progress during the 24H B4C, an event that brings together all the cluster's members.

The Marine South East cluster invited partners University of Portsmouth and Kairos to the closing event of the European SeaBioComp project on 19 January 2023 to present the results of the project related to the marine sector. The theme of the event was "Bio-based composites: is this a viable solution for the marine environment?"

UBS participated in an online workshop on the end of life of boats on 1 March 2022, organised by the European Boating Industry, a body representing the recreational boating industry in Europe. The organisation approached UBS and Kairos through communication on the project's social networks and contact made during the organisation of the 3rd project conference.

Organisation of the third conference of the project focusing on nautical issues:

Different clusters were contacted and involved in the organisation of the third conference of the project, which was held online in April 2021. The COVID crisis forced UBS, the partner responsible for this conference, to organise this event by video conference rather than in person. In order to optimise the success of this event despite these conditions, UBS joined forces with various clusters and organised preliminary meetings with Bretagne Développement Innovation, the Pôle Mer Bretagne Atlantique, Lorient Technopole Audélor, and Eurolarge Innovation.

The Bretagne Développement Innovation cluster supported UBS in the preparation of the event and in particular proposed to organise B2B (business to business) meetings by helping UBS to find the best platform to do this. Meetings were held as early as November 2021 with this organisation to ensure the possibility and success of this action. In total, 14 individual meetings were held via the B2match platform managed by BDI.

BDI had also suggested that companies be given the opportunity to pitch their project ideas in 5 minutes. Ten companies took advantage of this opportunity, which was set up jointly by UBS and BDI.

The other clusters, such as the Lorient Technopôle Audélor or the Pôle Mer Bretagne Atlantique, helped with the preparation of the programme, as their specificity is directly linked to the nautical sector in addition to economic development. Meetings between their representatives and Chloé Joly had taken place in the months preceding the event.



Other clusters contributed to the dissemination of information related to this event but without contributing to the organisation: Bioeconomy For Change, Europe Enterprise Network, European Boating Industry, Rhode Island Marine Trades Association. Dissemination was done in particular through the newsletters of the clusters, which included this event in their agenda, and through their social networks by relaying the project's publications on LinkedIn and Twitter.

Conclusion

Although the actions envisaged with the poles had to be revised downwards, on the whole they made it possible to reach a destination of 200 people who did not know about the project. This was achieved in particular by helping to prepare the third conference, supported by a large number of key players in the nautical sector. Relationships with the clusters were created, maintained or strengthened, which will enable the partners to continue to promote their future developments.

Finally, the competitiveness clusters were also invited to the project's closing event, at which the nautical tender produced as part of the extension was exhibited. During the day, videos were shown of the tender being used at sea in test conditions. The EMC2 and Bioeconomy For Change clusters, which were present, then relayed this information to their networks.

NEXT STEPS