

Blues

Communication final report

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BLUES



EXCELLENCE



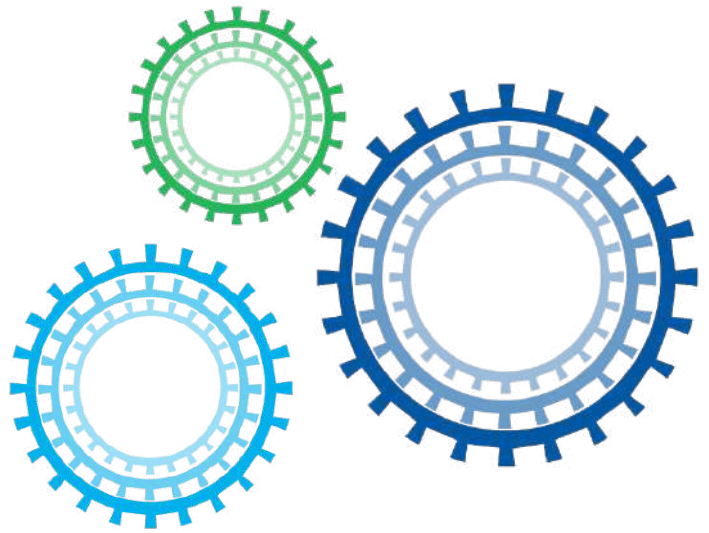
XCHANGE

Project full name	Blue and Eco industries cluster exchange for industrial modernisation
Project acronym	Blues
Partners	1 - BalticNet–PlasmaTec e.V (Germany) 2 - Asoc. Cluster para el uso eficiente del agua – ZINNAE (Spain) 3 - Mazovia Cluster ICT (Poland) 4 - Pôle Aqua-Valley (France) 5 - Nanoprogess, z.s. (Czech Republic)
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PART 1

Executive summary

EXECUTIVE SUMMARY

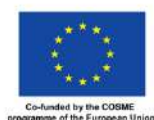
This document presents the deliverable D4.5 “Communication Final Report”, of the project BLUES - Blue and Eco industries cluster exchange for industrial modernisation – funded by the COSME European Cluster Excellence Programme (COS-CLUSTER-2018-03-02), the European Union Programme for the Competitiveness of Enterprises and SMEs.

The document is the last deliverable of WP4 “Outreach and awareness-raising activities” whose main objective is to strengthen cluster excellence management and facilitate European partnerships between blue and eco-industries clusters and their high quality services to enhance the SME competitiveness and increase their international opportunities in the single market and beyond, by means of benchmarking, long-life learning, best practices transfer and exchanges. WP4 can be considered as transversal to all the project activities.

In this context, “D4.5 “Final Communication Report”, will cover the following aspects:

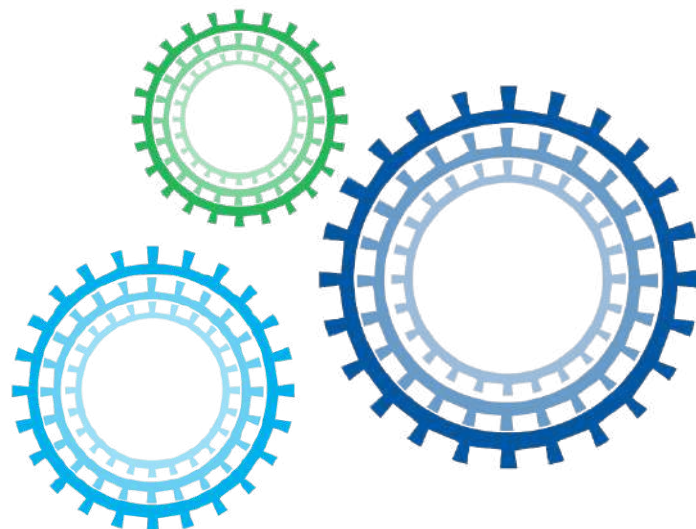
- To present all the dissemination activities at the different levels: internal communication, external communication and communication dedicated to the BluesXchange pilot
- To present the lessons learned regarding communication

Regarding the methodology, an excel file was used to allow the partners to share all the dissemination actions. For each dissemination actions, there is a vision of the audience. All the details are available on the ANNEXE A.



Preparation file for the 3th communication report of the Blues project

Tool used	Linked WP	PP	Title/Description	Date	Place	Type of audience (you can choose more than one)					
						Scientific community (higher education, Research)	Industry	Clusters	Civil society	Policy makers	Medias
Websites/Applications	WP4	MCICT	Post LinkedIn to promote BluesXchange pilot	06/07/2020	Social Media	x	x	x	x	x	x
Oral presentations to a wider public	WP4	MCICT	Promotion of BluesXchange during the training	08/07/2020	Physical-Meeting	x	x				
Oral presentations to a wider public	WP4	MCICT	Promotion of BluesXchange during the training	09/07/2020	Physical-Meeting	x	x				
Websites/Applications	WP3	AQUA-VALLEY	Post Twitter to promote BluesXchange pilot	25/08/2020	Social Media	x	x	x	x	x	x
Websites/Applications	WP3	AQUA-VALLEY	Post LinkedIn to promote BluesXchange pilot	25/08/2020	Social Media	x	x	x	x	x	x
Websites/Applications	WP4	MCICT	Post Facebook to promote IT tool	30/09/2020	Social Media	x	x	x	x	x	x
Websites/Applications	WP4	MCICT	Post LinkedIn to promote IT tool	01/10/2020	Social Media	x	x	x	x	x	x
Publication	WP3	AQUA-VALLEY	Mailing to FWT members and partners to promote the local event on the BluesXchange programme	09/10/2020	Online-Email	x	x			x	x
Organisation of Local Event	WP3	BNPT	Local Event for french partner to explain the the Blues project and promote the BluesXchange pilot	23/10/2020	Online-Meeting	x	x				



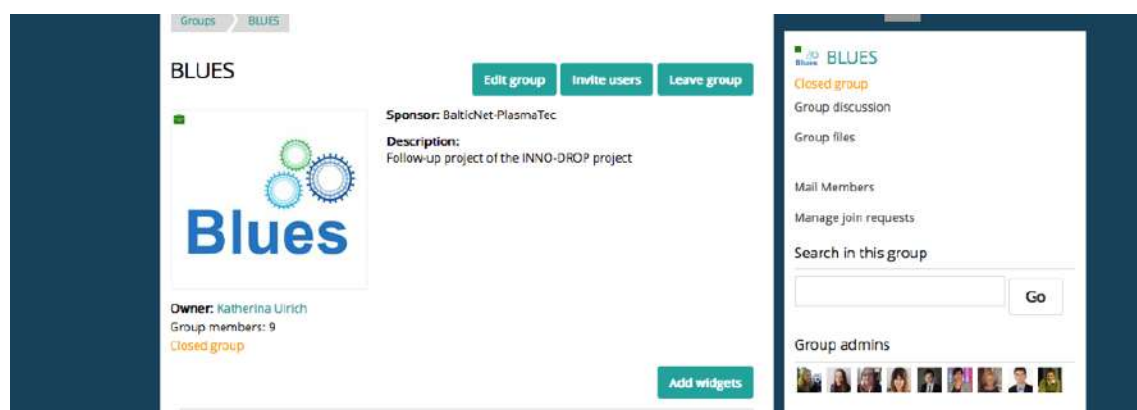
PART 2

Dissemination activities

INTERNAL COMMUNICATION

Clou5

Clou5 was used to share all the Blues project documents (Deliverables, communication tools, ...). The system allows partners to work on a common version and to collaborate easily on building together the deliverables of the project. **Clou5 is the reference to centralise all the documents between the partners.** For some management actions, the partners used also a Google Drive especially to facilitate the common work on documents.



Project and consortium meetings

Since the beginning of the project, partners organised *39 online meetings* to prepare the actions and the deliverables. This is far more than the expected six meetings per reporting period.

N° of meeting	Blues project meetings
1st PERIOD	
Blues meeting 1	09/03/2020
Blues meeting 2	07/04/2020
Blues meeting 3	28/04/2020
Blues meeting 4	12/05/2020
Blues meeting 5	20/05/2020
Blues meeting 6	09/06/2020
Blues meeting 7	23/06/2020
Blues meeting 8	29/06/2020
Blues meeting 9	29/06/2020
2nd PERIOD	
Blues meeting 10	31/08/2020
Blues meeting 11	30/09/2020
Blues meeting 12	12/11/2020
Blues meeting 13	03/12/2020
Blues meeting 14	04/12/2020
Blues meeting 15	21/01/2021
3rd PERIOD	
Blues meeting 16	11/02/2021
Blues meeting 17	17/02/2021
Blues meeting 18	24/02/2021
Blues meeting 19	01/03/2021
Blues meeting 20	15/03/2021

Blues meeting 21	24/03/2021
Blues meeting 22	30/03/2021
Blues meeting 23	07/04/2021
Blues meeting 24	21/04/2021
Blues meeting 25	06/05/2021
Blues meeting 26	21/05/2021
4th PERIOD	
Blues meeting 27	01/09/2021
Blues meeting 28	13/09/2021
Blues meeting 29	04-08/10/2021 (presential meeting in Poland)
Blues meeting 30	09/11/2021
Blues meeting 31	02/12/2021
Blues meeting 32	20/01/2022
Blues meeting 33	09/02/2022
Blues meeting 34	08/03/2022
Blues meeting 35	01/04/2022
Blues meeting 36	28/04/2022 (presential meeting in Lund)
5th PERIOD	
Blues meeting 37	22/06/2022
Blues meeting 38	30/08/2022 (presential meeting in Montpellier)
Blues meeting 39	03/11/2022

Communication plan

A communication plan was developed at the beginning of the project to give a frame to Blues dissemination activities. The document is available as the 4.1 Communication Plan deliverable. The document was not modified during the whole project.

Template library

To help the partners to keep all the Blues documentation in a same corporate design, Word and PowerPoint templates were built in accordance with the graphical charter of the project. All these templates were used by the partners in all the communication activities of the Blues project (deliverables, local event, PLW, ...). Some adjustments were made during the lifetime of the project especially to update the logos of the ClusterXchange programme.



EXTERNAL COMMUNICATION

Subpage on cluster websites

Each cluster created on their own website a specific page presenting Blues project.

Partner	Page on the website
BalticNet–PlasmaTec e.V - BNPT	https://www.balticnet-plasmatec.org/eu-project-cosme-blues/
Asoc. Cluster para el uso eficiente del agua – ZINNAE	https://zinnae.org/proyectos/blues/
Mazovia Cluster ICT - MCICT	https://klasterict.pl/en/blues-2/
Pôle Aqua-Valley and France Water Team	https://aqua-valley.com/projets/ https://aqua-valley.com/projet-blues/ https://france-water-team.com/projet-blues/
Nanoprogress, z.s.	https://www.nanoprogress.eu/104-projekty/1133-blues-2

ECCP

With the help of the EISMEA a specific page was created on ECCP website to present the Blues project and the ESCP-4X: <https://www.clustercollaboration.eu/escp-4x-profiles/blues>. This page allows presenting the project, the activities and the partners.



This tool was also used during the whole project to disseminate on Blues activities **by the publication of articles**. Since the beginning of the project, 25 articles were published on ECCP (see below).

We can notice that during the last months, some changes were made on the platform and this tool was more difficult to use (changes in the publication rights, last blues articles not included in the Blues page).

- [LOCAL EVENT TO PROMOTE BLUESXCHANGE](#)
- [BLUES DYNAMIC VIDEO TO PROMOTE THE BLUESXCHANGE PILOT](#)
- [BLUES LAUNCHED PEER LEARNING WEBINARS TO SHARE KNOWLEDGE BETWEEN ESCP4X PARTNERSHIPS](#)
- [BLUES PARTNER OF THE WINNING DAYS](#)
- [WINNING DAYS MAIN RESULTS](#)
- [BLUES PARTNERSHIP UPDATED THEIR INDIVIDUAL STRATEGIES](#)
- [BLUES PEER LEARNING WEBINAR 1](#)
- [DISCUSSION AND KNOWLEDGE SHARING WITH OTHER ESCP-4X PARTNERSHIPS](#)
- [REGISTER NOW FOR THE FIRST BLUES WORKSHOP](#)
- [BALICNET-PLASMADEC REVISED THEIR TYPE OF CLUSTER MEMBERSHIPS](#)
- [BLUES BOOSTED THE INNOVATION UPTAKE WITH A NEW SPIN-OFF COMPANY](#)
- [BLUES VIRTUAL EXCHANGE](#)
- [1ST TRAINING SESSION OF BLUES](#)
- [BLUES 2ND PROMOTIONAL VIDEO](#)
- [BLUES TESTIMONIAL VIDEO](#)
- [BLUES SUCCESSFUL PEER LEARNING WEBINAR SERIES FINISHED](#)
- [WEBINAR "CLUSTERXCHANGE PROGRAMME: PARTICIPATION TIPS AND NEXT BLUES ACTIONS"](#)
- [A FINANCIAL TOOL FOR SMES, SCALING-UP ORGANISATIONS AND CLUSTER TO BUILD EUROPEAN COLLABORATIONS THROUGH EXCHANGES](#)

- [BLUES GROUP EXCHANGE DURING AQUATECH FAIR](#)
- [BLUES GROUP EXCHANGE TO LUND, SWEDEN](#)
- [TIPS ON HOW TO USE THE IT TOOL FOR YOUR XCHANGE - REPLAY AVAILABLE](#)
- [WRAP-UP OF THE MAIN LESSONS LEARNT FROM THE BLUES PEER LEARNING WEBINARS](#)
- [IFAT BLUES XCHANGE](#)
- [BLUES TRAINING SESSIONS AT A GLANCE](#)
- [BLUES FINAL VIDEO](#)

WST – Water Smart Territories



In 2019, the Smart Specialization Platform (S3 Platform) informed about their willingness to support the new thematic area within the Industrial Modernisation Platform, the first focused in water, named Water Smart Territories (S3P-WST). A regional partnership led by the regions Aragon (Spain), Centre Val de Loire (France) and Friesland (The Netherlands), with the direct involvement of regional water clusters (ZINNAE, DREAM and Water Alliance) and the support of S3 Platform. In total 21 regions in Europe have already joined the initiative whose main goal is to strengthen the innovation capacity of European regions to facilitate new investments based on open innovation infrastructure and new technologies for sustainable water management. The Thematic Area is committed to the generation of interregional collaboration in the following sub-areas: (1) Resilient water infrastructure; (2) Digital water solutions; (3) Circular economy towards resource recovery, and (4) Multi-stakeholder Governance. The regional partnership is implementing its development strategy, which began with the mapping of the water sector challenges and their innovative solutions. This led to the definition of 6 working groups (1 new focused on Internationalisation since November 2021), which are actually working together for identifying and developing cross-border and cross-sectoral initiatives:

- WG1. Sludge.
- WG2. Diffuse Pollution.
- WG3. Micropollutants
- WG4. Digitalisation
- WG5. Circular Economy
- WG6. Internationalisation.

S3P-WST and BLUES will mutually benefit from each other on their long-term sustainability. BLUES would reinforce *Water Smart Territories* Thematic Area, as an exchange programme to promote networking, matchmaking and collaboration in cross-regional projects. On the other hand, S3P-WST would support the long-term strategy of BLUES by facilitating a cross-border network for knowledge sharing in water technologies (blue and eco industries domain) and by promoting the collaboration between the regions. Liberec region from the Czech Republic and Occitanie have already joined the initiative. Blues and WST were again both partners of the WINNING Days #2. A specific promotion of WST and Blues was made during this event.



On the 17th of March 2022, a presentation of the BLUESXchange programme has been made by Marisa Fernandez to the members of the newly created WST Working Group focusing on internationalisation. The objective was to present the main elements of the programme and propose to organise a group exchange in parallel of the IFAT 2022 international trade fair in Munich (May 2022). The participants were very enthusiastic about the Xchange and decided to continue to work together in order to promote this opportunity and engage their SMEs.

The WINning Days

With the opportunity of a virtual exchange, the three water clusters: Zinnae, France Water Team and Water Alliance has launched a new event named the WINning Days for “Water and Innovation Networking Days”. 5th editions of the WINning Days were organised during the Blues project lifetime with 3 editions directly linked to the Blues Project.

WINning Days #1 / mainly used by the Blues project as a dissemination action

The 2nd of February 2021, ZINNAE, AQUA-VALLEY (through France Water Team) and Water Alliance have organized the first edition of the **Water Innovation and Networking Days (WINning Days)** on Horizon Europe. Blues and WST were associated partners and were presented during the event as tools to build projects and collaborations. Blues and especially the BluesXchange pilot was promoted by different ways:



First, Blues was promoted during the preparation time of the WINning Days: on the website of the WINning Days, on social media and on the ECCP platform (article, posts and logo)

- <https://winning-days.b2match.io/>
- <https://clustercollaboration.eu/community-event/winning-days-water-innovation-networking-days-2020>
- <https://clustercollaboration.eu/community-news/blues-partner-winning-days>
- <https://clustercollaboration.eu/event-calendar/winning-days-get-ready-horizon-europe>

Then, Blues was promoted during the WINning Days conference: during this conference, Blues was presented to a wider audience (more than 130 registered participants), as a tool to find partner and foster European collaborations.





Moreover, Blues was promoted during the WINning Days B2B matchmaking possibilities (2 weeks following the event): In the marketplace of the tool, Blues was proposed as an exchange and cooperation tool. B2B meetings were organized with participants to explain how it works: <https://winning-days.b2match.io/marketplace?query=blues>

There have been in total 132 participants in the event from France, Netherlands, Spain, Belgium, Portugal, Finland, Germany, Czech Republic, Israel, Romania, Tunisia, Ireland, Singapore, Sweden, Switzerland and Thailand. In total 70 B2B meetings were organised during this event.

Finally, Blues was promoted after the WINning Days #1, because conclusions and impacts of the event have been disseminated through different articles:

- <https://clustercollaboration.eu/community-news/winning-days-first-winning-action-collaboration-between-france-water-team-zinnae>
- <https://clustercollaboration.eu/community-news/winning-days-main-results>
- <https://clustercollaboration.eu/community-news/blues-virtual-exchange>

The WINning Days#2

During the 3rd period of the project, a **second edition of the WINning Days** was organised on 27th of May, as a Blues workshop led by Aqua-Valley. This workshop was also organised in the framework of the European Green Week 2021 focused on “Zero Pollution”.

- <https://www.eugreenweek.eu/partner-events/winning-days-be-part-water-smart-territories-initiative-zero-pollution-environment>



Water Smart Territory and Blues were presented as strategic tools to work on the Zero Pollution challenges and more precisely on micro pollution and diffuse pollution. The topic of digitalisation was also addressed as a transversal enabler toward zero pollution in water.

- https://www.weezevent.com/evenement.php?id_evenement=701608&id_page=721660

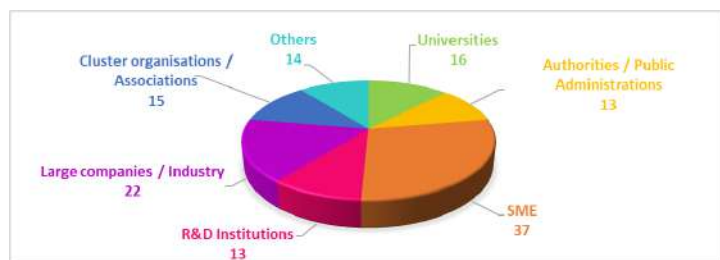
During the event, a **specific presentation of the Blues programme was made by Katherina ULRICH** the coordinator of the Blues project. She introduced the Blues project and promoted the Xchange program using the Blues promotional video (<https://www.youtube.com/watch?v=mvijSaCZNzk>). The

audience was composed of SME and large companies, R&D institutes, representatives of regions and of the European Commission (cf. graphic below). In total 130 people registered for this event.

ECCP and social media were also used to promote the event and the collaboration through Blues and Water Smart Territories:

- <https://clustercollaboration.eu/content/winning-days-target-zero-pollution-water-smart-territories>
- <https://clustercollaboration.eu/community-news/register-now-first-blues-workshop>

The WINning Days #2 registration main figures



The WINning Days#4

The WINning Days#4, was lead by Zinnae as the Blues workshop. The purpose of this 4th edition was to facilitate cross-border collaboration to promote innovation in the water sector. The specific objectives were:

- sharing strategic information on EU funding opportunities and tools and learning about success cases
- presenting proposals and their needs for cross-border collaboration.

To introduce the workshop, a representative in Brussels at Aragón Exterior (ZINNAE's region) provided an overview of the relevance of interregional collaboration to achieve European goals. The event took place on June 14th, 2022, together with two weeks for B2B sessions on the B2match tool to enhance the SMEs' European network, promote project ideas and facilitate partner search. In total, 76 organisations participated in the workshop.

Social media

LinkedIn group: A LinkedIn group was created to publish news and activities about the Blues project and to share knowledge between clusters. The audience was 61 followers. As explained in the previous communication report, for the LinkedIn group, it should have been more effective to create a page instead of a group. Indeed, the page is more open and easier to follow. That's why, in addition to the Linked group each partner has also disseminate in their own channels the main Blues information because each cluster have developed their own audience and these channels are more effective.

<https://www.linkedin.com/groups/13899211/>

Twitter: A Twitter account was created with the name @BluesXchange. This account allows us to promote the Blues activities and especially the Xchange programme. In a same analysis, the Blues twitter account was more used to post information that the clusters have retweeted on their own audience, to have a wider impact. <https://twitter.com/BluesXchange>



Regarding social media, if we combine all the followers of each cluster, the publication we made reached around 11 000 followers.

Communication tools of each cluster

All the partners used their own tools to communicate around Blues project. You will see the tools used since the beginning of the project in the table in Annex 1.

PEER LEARNING WEBINARS (PLW)

The aim of the Peer Learning Webinar (PLW) was to share knowledge and experiences between clusters. During the Blues project we have decided to focus our webinars on the others ESCP-4x partnerships to identify how the partnerships could work closer together and how they can foster exchanges between their members. Consortium clusters represented the host: Aqua Valley/France, BalticNet-PlasmaTec/Germany, Mazovia Cluster ICT/Poland, Nanoprogress/Czech Republic and ZINNAE/Spain.

5 PLW were planned into the Blues work programme. As Blues has a project extension, the consortia took the opportunity of 2022 to organize a last Peer Learning Webinar with the new generation of ClusterXchange. All the 6 PLW are describe below.

1st PLW - 21st of October 2020

BLUES consortium organized Peer Learning Webinar (the first of five). The invitation to PLW1 was also accepted by six ESCP-4x partnerships: CELIS, CLAMTEX, EXTREX, SAFE SMART FOOD, SMARTENERGY and SmartSports4GoodLife. After a short presentation of each participant, the following issues were covered:

- Impact of COVID-19 on the running of the projects;
- Implementation of exchanges, especially virtual,
- IT tool;
- How could the ESCP-4x partnerships work better together?

The discussion led to creation of common note with the comments of each partner, which after being made available to all 13 partnerships was passed on to the IT Support Office and the Project Officers.

2nd PLW – 11th of December 2020

The second of the planned five PLW was held on December 11th, 2020. In addition to the clusters from the BLUES consortium (Aqua Valley/France, BalticNet-Plasma Tec/Germany, Mazovia Cluster ICT/Poland, Nanoprogress/Czech Republic and ZINNAE/Spain), the following ESCP-4x partnerships participated: BRILLIANT, CELIS, CE4BIG, CLAMTEX, EXTREX, EXXTRA, RECIPE4Mobility, SAFE SMART FOOD, SMARTENERGY, SMART4NZEB and SmartSports4GoodLife.

Twelve out of thirteen ESCP-4x partnerships attend this second PLW which is a huge success and shows the interest of the partnership to work together.

Representatives of the EC, EASME and IT Support Office also accepted the invitation. The main purpose of the meeting was to discuss the issues contained in the common note prepared by all partnerships. Several additional questions came up during the webinar and were answered. All of them were related to the IT tool and implementation of the projects. At the end, two BLUES clusters – Aqua Valley and ZINNAE presented the online event “Winning Day” scheduled for the 2nd of February 2021. The concept of the meeting is preparing SMEs, researchers and collectivities to be ready for Horizon Europe to address the water challenges.

3rd PLW – 31th of March 2021

For this 3rd PLW, the Blues partners have decided to enlarge the topics addressed and not only focus on discussion about the Xchange program. Four topics were discussed:

- How to communicate in a fog period? What is working? What is not working?
- How have the partnerships adapted the other action plan in their project (study visits, training, workshop ...)?
- How can we communicate more on the actions done by the others ESCP-4x?
- What could be the next topics to be addressed during the next peer learning webinars?

In total nine partnerships joined this 3rd PLW next to BLUES consortium partners also BRILLIANT, CE4BIG, CELIS, EXTRATEX, EXXTRA, RECIPE4Mobility, SmartEnergy and SmartSport4GoodLife joined the meeting. Participants were consulted to choose the topics for the next PLW which will most likely take place in early autumn.

The next topics that were proposed for the next PLW are:

- types of memberships
- added value services, change in service portfolio in relation to covid-19
- digital transition/green transition
- speaker from EC discussing HE principles
- changes in COSME programs
- digital tools: ECCP portal – better usage, IT Support Office should be invited

During the 4th period of the project, the 4th and 5th PLW was organized.

4th PLW – 22nd of October 2021

The fourth PLW has been organised to focus the discussions on the changes in the COSME program and more broadly on the EU calls for clusters.

Ten partnerships were represented (10 ESCP-4x - BLUES, BRILLIANT, CE4BIG, CELIS, ClamTex, EXTRATEX, EXXTRA, RECIPE4Mobility, SafeSmartFood and SmartSport4GoodLife - and 1 ESCP4i – GSSC-) with a total of 23 participants.

To achieve the goal of providing strategic information, an external expert - Marc Pattinson from GAC Group, was invited to join the webinar. He gave a presentation about the EU tools for clusters development:

- Horizon Europe, the three pillars
- Single Market Programme and the JCI Joint Cluster Initiative (Euroclusters)
- Territorial and cross border initiatives: DG Regio and S3, new call I3 and regional funding via ERDF
- Interreg Europe 2021-27 & the calls to be launched in Spring 2022
- Cluster Management Excellence Labels

5th PLW – 20th of January 2022

The 5th PLW has been organised to discuss the role of clusters in supporting their members to get EU funding for their innovation's development.

In total 15 participants were connected from six ESCP-4x partnerships and even one from an actual running ESCP-4i project: BLUES, CLAMTEX, EXTRATEX, EXXTRA, Green Small Smart Cities (ESCP-4i), RECIPE4Mobility, SafeSmartFood.

The objective was to share best practices on:

- The communication & information on funding opportunities towards our network
- The support provided for partner research
- The services and actions for supporting the setting-up of EU projects
- The actions performed after the selection and during the project.

At the end of the PLW, the partnerships shared their strategies regarding the project extension, discussed about building potential synergies for the future Xchanges and launched the idea of organising one extra PLW with the new (second) generation of ESCP-4x.

6th PLW – 24th November 2022

As Blues had a project extension of 1 year, Blues partners took this opportunity to organize a last Peer Learning Webinar (6th PLW) to make the link between the first and the new generation of ClusterXchange.

The meeting gathered 20 people from 10 different partnerships (new and first generation).

Several good practices were share by the participant regarding the Xchange programme and more generality regarding the project and opportunities.

Cross-Consortia Meetings hosted by EISMEA - European Commission

Blues consortia have participated in the seven Cross-Consortia Meetings hosted by EASME/EISMEA:

- 16th of February 2021: specific presentation about the first exchange of BLUES program through the organisation of the WINNING Days #1
- 9th of June 2021 ClusterXchange Network Webinar III
- 28th October 2021: ClusterXchange pilot scheme and internationalization
- 9th November 2021: Best practices, lessons learnt and the next phase of ClusterXchange
- 23th November 2021: Partnering-side event for ESCP-4x cluster organisations. During this sessions, BLUES' coordinator presented the status and share best practices about the Xchange programme
- 8th March 2022: How to use the CXC IT Tool
- 6th October 2022: CXC IT Tool Training

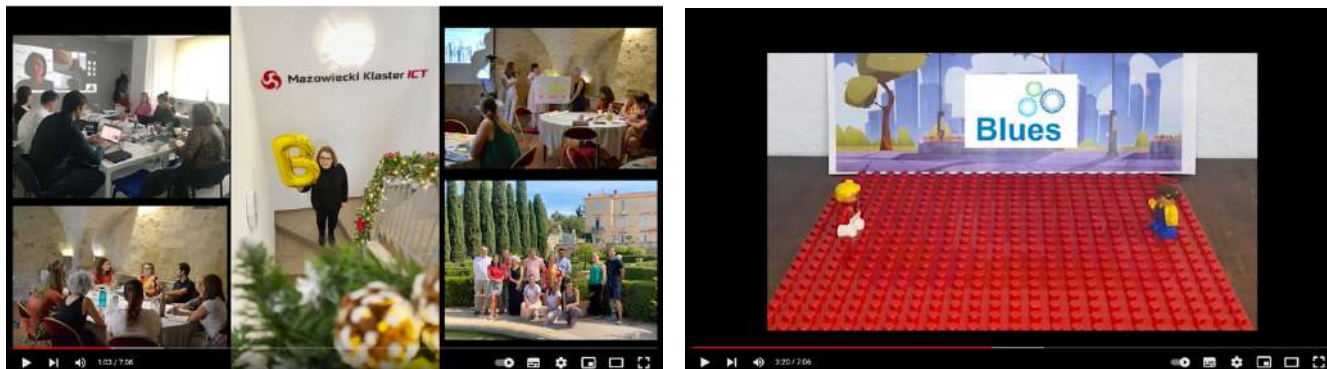


Final dissemination video

A final dissemination video was made to promote the actions of the Blues programme.

The file is available on the following link:

- https://www.youtube.com/watch?v=pEE4aIKqrS4&ab_channel=P%C3%B4leAqua-Valley



THE COMMUNICATION FOR THE CLUSTERXCHANGE PILOT

Media kits provided by the Support Office [Hosts/Visitors]

The European Commission and the Support Office have updated the communication toolkit to promote the ESCP-4x. Partners took part to the document improvement by giving comments.

Social media [Hosts/Visitors]

The LinkedIn group and the Twitter account were also used to promote the BluesXchange pilot. The partners used their own accounts (around 11.000 followers in total) and the Blues project account to promote the BluesXchange pilot.

Newsletter, Mailings, Internal tools and Direct Contact [Hosts/Visitors]

All the partners used their internal tools (newsletter, mailing, personal emails) to contact their members and present the BluesXchange programme. Especially for the registration to the IT Tool, all partners needed to help their members by direct contact via phone or online meetings. The registration process was not so easy for the members and therefore the direct contact was more than necessary.

Video [Hosts/Visitors]

Two videos were developed and created to promote the BluesXchange pilot. They are available on YouTube and were published on different social media channels to enlarge the audience:

VIDEO 1	• https://www.youtube.com/watch?v=Eu4VIKB7WiY • https://www.youtube.com/watch?v=mvijSaCZNzk&ab_channel=BalticNet-PlasmaTec • https://www.youtube.com/watch?v=e_2mXwHYxq8&ab_channel=BalticNet-PlasmaTec	143 views
VIDEO 2	• https://www.youtube.com/watch?v=ugiCe-fHK3k&ab_channel=BalticNet-PlasmaTec • https://www.youtube.com/watch?v=jXHKcuxxgSg&ab_channel=FranceWaterTeam	50 views

The videos were promoted on the social media channels and on ECCP:

[Katherina Ulrich - Project Management - BalticNet-PlasmaTec e.V. | LinkedIn](#)

<https://de.linkedin.com/company/balticnet-plasmatec-e-v->

<https://www.linkedin.com/groups/13899211/>

<https://www.facebook.com/plasmatechnologies/>

https://twitter.com/bnpt_cluster?lang=de

<https://clustercollaboration.eu/community-news/blues-new-promotional-video>

Moreover, these videos were also used to present the project and the Xchange programme in the event we participated, such as:

- WINning Days #2
- Training Camp in Poland

During the 4th period, the focus was made on building communication with the testimonials of previous exchanges to make the communication be more concrete and attractive for potential host or visitors. Two videos were built: one with testimonials of the virtual exchange with the training session and the second one with the testimonials of the first physical exchange in Poland.



TESTIMONIALS VIDEO 1	https://www.youtube.com/watch?v=P4QHnGzOHeQ&ab_channel=BalticNet-PlasmaTec https://www.youtube.com/watch?v=DZWb5A7suU4&ab_channel=FranceWaterTeam	71 views
TESTIMONIALS VIDEO 2	https://www.youtube.com/watch?v=BwWLk0cFjSo&ab_channel=BalticNet-PlasmaTec https://www.youtube.com/watch?v=3fOqu0uAkOw&ab_channel=FranceWaterTeam	68 views

Local Event [Hosts/Visitors]

Each partner organised its own local event during October 2020 to promote the BluesXchange pilot. These events were organised as webinars and the agenda was built collaboratively by the consortia to inform members about:

- The programme and its rules, benefits, recommendations, etc.
- New virtual exchanges.
- IT Tool procedures: registration, matching, exchange building, exchange implementation and reporting.

For that purpose, a master presentation was created to gather all the detailed information about the three topics described above, so each partner could select the most relevant information according to their attendees' profiles and translate it into their mother tongue to facilitate its comprehension.

The table below gathers the main information about the events' organisation:

Project partner	Date	Number of attendees
BNPT	23.10.2020	10
ZINNAE	30.10.2020	9
MCICT	23.10.2020	11
AV	29.10.2020	9
NANOPROGRESS	21.10.2020	17
Total		56

The number of attendees was not as high as expected before the pandemic due to the uncertainty scenario that causes but it was expected to balance it with the webinars organisation in a more favourable scenario. All PP gathered the questions raised during their local event. These questions were collected on a joint Q&A document.

Complementary with the local event, each cluster have launched some specific communication to inform their members on ClusterXchange programme and opportunities:

Regarding Aqua-Valley, the BluesXchange program have been presented to a working group composed of members working on Membranes technologies on June 2021. The audience was composed of 27 members (10 SMEs, 3 large companies, 13 R&D institute and 2 clusters representatives). The conclusion was that the majority was not interested in taking part in the program but if Aqua-Valley hosted an exchange in which they could be involved and visited, they could have an interest. The idea of building a hosting package were put into the agenda of the working group on the 31th march 2021 to identify which partners want to take part to the package. Unfortunately, only one partner confirmed willingness to take part in a hosting package. The main argument was that it could be interested only if the visitors are well targeted before.

Regarding Nanoprogress, the Blues project and especially BluesXchange program were presented during several events. The first big event was held on 20th May 2021. Mr. Luboš Komárek presented our project and activities during a Forum for Sustainable and Socially Investment and Trade between the Cape Verde Islands and the Czech Republic. There were 30 participants including 2 Prime Ministers, 8 Ministers and diplomats from both countries. The other important events were held from 22-23.6.2021. Cluster Day in Liberec and Steering committee of National Cluster Association were held physical in these days. In total, there have been 140 participants in both events and again Mr. Komárek presented our project, main activities and news.

On 30.06.2021 Mazovia Cluster ICT presented BLUES to 50 participants from cluster's ecosystem. Representatives of several ministries (Ministry of Science and Higher Education, Ministry of Development Funds and Regional Policy), representatives of Agency for Enterprise Development (PARP), members of MCICT, research institutes).

On 07th of April 2022, the BluesXchange program was presented in a meeting of the "Club International" of France Water Team especially to promote the group exchange organised in parallel of IFAT 2022. The audience was composed of 32 participants including 21 SMEs. After the meeting, minutes were sent to all the members of this working group to remind the possibility to join the group exchange.

BLUES Exchanges informative webinars [Hosts/Visitors]

As the first local event were organised in a difficult period, the consortia decide to postpone the Blues information webinars to the 4th period. This event has been organised on 25th of March 2022 with 20 participants.



Programme:

- Presentation of the ClusterXchange programme
- Presentation of 3 BLUESXchange opportunities: Lund, IFAT 2022 and the European Water Technology Week 2022
- A success story
- Q&A

The webinar has been recorded and published online to maximise the impacts ([WEBINAR REPLAY](#)).

IT TOOL registration process and MQC webinar [Hosts/Visitors]

The objective of this webinar was to support the online registration process for high-quality applications and detail the Minimum Quality Criteria by generating easy understanding material for prospective CXC participants. The webinar was organised as a recorded session, so project partners could share the video with their members as an initial step for their support with the IT Tool.

Agenda:

3' ClusterXchange programme: brief introduction.

5.5' ClusterXchange programme: IT Tool

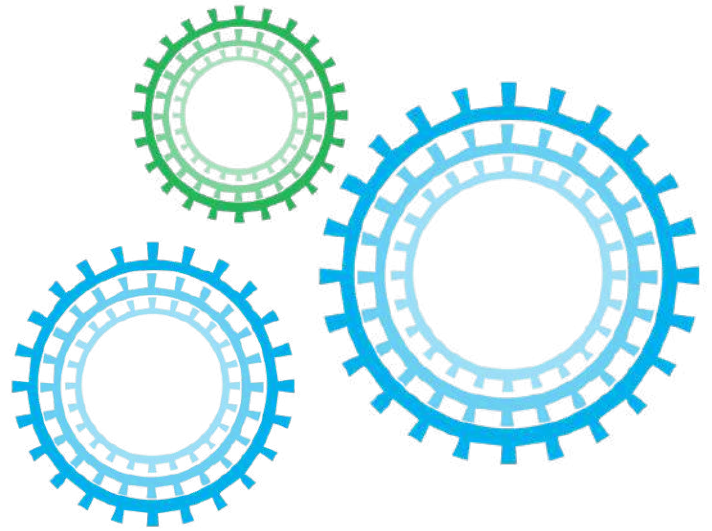
The session was uploaded on YouTube ([WEBINAR REPLAY](#)) to widen the access to the webinar to all interested parties. The video was also shared on project partners' social media and the [ECCP portal](#) to enlarge the views.

Press [Hosts/Visitors]

To enlarge the audience, a press release was written and used by each cluster to promote the BluesXchange thought the national press. The document is available in Annex 2. With the press released sent by BNPT, a publication was made by the national cluster association : https://www.clusterplattform.de/CLUSTER/Redaktion/DE/Kurzmeldungen/Aktuelles/2022/1_quartal/20220216_balticnet_plasmatec_starke_nachhaltige_koops_durch_blues_clusterxchange.html.

INDICATORS

Title	Brief Description	Target (quantity)	5° Report	% realised
Dedicated pages on internet (WP 4)	Number of pages on home website created to ensure the promotion of the project actions	5 project partner websites (sub-page) 1 Clou5, 1 EEIG, 1 ECCP 1 post in WST thematic area for industrial modernisation - S3 Platform	5 project partner websites 1 Clou5 open dissemination group 1 ECCP page 1 EEIG 1 post in website of The WINning Days Event- Target "Zero pollution" with Water Smart Territories (WST)	100%
Posts on social media (WP 4)	Number of posts on LinkedIn and on Twitter to promote the project	100	131	131%
Followers on social media (WP 4)	Total number of followers on LinkedIn and on Twitter	150	89 Followers (28 Twitter and 61 LinkedIn) through Blues program specifically 12902 followers through clusters direct audience (BNPT: 377, AV + FWT: 10135, ZINNAE: 1412, NANOPROGRESS: 543, MCICT: 459)	59%
Newsletters on ClusterXchange (WP 4)	Number of newsletters published to promote every year the success story of the ClusterXchange pilot	6 (3 per year)	6 (3 AV, 1 ZINNAE, 2 MCICT)	100%
Testimonial videos (WP 4)	Number of testimonial videos done to promote the ClusterXchange pilot	2 (1 per year)	2	100%
Publication on ECCP (WP4)	Number of ECCP publication to promote of the project	24	25	104%
Final tools on conclusions and lessons learned (WP4)	Number of tools developed to ensure the dissemination of the results and on the lessons learned	2 (1 publication and 1 video)	2	100%
Press releases (WP4)	Number of press released written and sent to the contact press	4	5	125%



PART 3

Lessons learned

LESSONS LEARNED

The first periods of the Blues project were marked by the unexpected COVID situation that has really affected the Blues actions and the communication.

Lesson learned 1: “we have to be adaptative!”

To adapt the actions to the situation, Blues partners have planned to have a “crescendo communication”:

- 1st PHASE: a small communication during the quarantine and the summer 2020 to identify the possible candidate (host and visitors) because all the SMEs must manage the crisis
- 2nd PHASE: a first wave of BluesXchange promotion in the 2nd period by organizing local events (autumn 2020 and beginning of 2021)
- 3rd and 4th PHASES: a more consequent communication by sharing experience of the first exchanges and organizing the new one.

The 2nd phase of communication was launched in the 2nd semester. Nevertheless, the impact of the communication activities was very limited: a wide audience was informed but a very little part of it has shown an interest. The difficulties for travelling and the low attractiveness of the virtual exchange can explain this limited impact.

The 3rd phase begun during the 3rd period of the project but has been most developed during the 4th period. **Indeed, we have been focusing our efforts on sharing experience and success stories of the first exchanges to foster the participation of other hosts and visitors via various means (e.g. videos, intervention during webinars, articles...).**

Lesson learned 2: it’s very difficult to “communicate in the fog”

As a lot of rules regarding ClusterXchange changed by adapting in the sanitary crisis, the message that was sent to the members to foster their participation was a little bit fuzzy. Indeed, before working with the other ESCP-4x in the common note and having the PO answers during the PLW 2 in December 2020, a lot of rules were not so clear regarding BluesXchange pilot as for example the eligibility for large companies and for universities and the in-depth details about the virtual exchanges. Communicate in a fog period is really a difficult exercise.

The main lessons learned was

- to favor the direct contact with members to explain them directly the tools and possibilities offered by the Xchange programme especially for those who have an interest of developing European collaborations
- to use several ways of communication: large and more targeted (during working groups for example) to keep the attractiveness around the topic

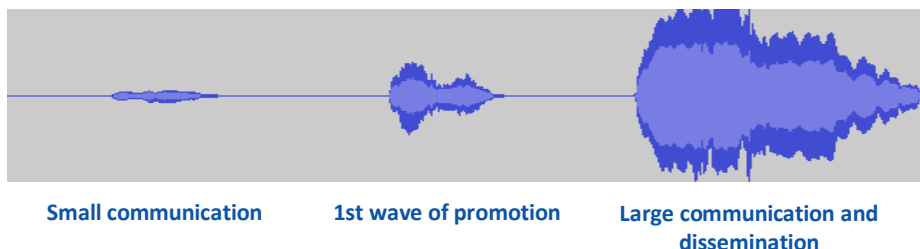
Lesson learned 3: in a really difficult period the effort of communication should be reinforced

As the members and especially the SMEs had to face a lot a difficulty, the pedagogy to show the interest of the exchange was even more important. That implies to communicate more and especially on social medias. To improve our way of communicating during the 3rd period, we have worked on some rules to enlarge the audience as sharing our posts on social media also through our cluster accounts and by inviting more contacts to follow us on LinkedIn and Twitter. We also have shared the

articles writing between the Blues team. During the last periods, we really improved our communication actions by multiplying our publications by an average of 3.

Lesson learned 4: communicate to serve a content

From the second period of the project, Blues has organizing more concrete actions (strategy building, PLW, Local Event, WINNING Days, ...), so the communication was more important.



Lesson learned 5: collectively we are strong

In the framework of the Blues project, six Peer Learning Webinars (PLW) were organized to allow all ESCP-4X partnerships to share their knowledge and experiences regarding the projects and especially the impact of COVID-19 on the implementation of ESCP-4X projects. The input from the partners was synthesized in the common note, which was a collection of feedbacks. The partnerships that have participated to this note were: Blues, Celis, Clamtex, Extratex, SafeSmartFood, SmartEnergy, SmartSport4GoodLife, CE4BIG, RECIPE4Mobility and EXXTRA. The note was sent to the POs of all projects within this call. The next step was to invite representatives of the EC (EASME, ECCP Support Office) to a webinar to discuss solutions to the problems raised in the common note. Several of the issues were resolved immediately; unfortunately, others were impossible to take care of for procedural reasons. However, this approach has received a very positive response from both partnerships and EC officials. The last PLW was also very interesting by giving the opportunity to the first generation to forward their knowledge and good practices to the new generation of clusterXchange.

Lesson learned 6: more impacts when organising the Xchanges in parallel of fairs

With the organisation of the Aquatech exchange, the Blues partnership realised that SMEs are more interested in taking part in group exchanges. Indeed, having an exchange in the framework of a fair was very attractive for them. They could have a personalized and concrete agenda to meet potential new partners while being in a very dynamic area. The impact was higher because of the short timeframe and at the same place; they could meet several entities and enlarge the networking opportunities. In addition, we realised that 3 days exchange is a more attractive duration than 5 days.



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ANNEXE A - Preparation file for the final communication report of the Blues project



Tool used	Link ed WP	PP	Title/Descripti on	Date	Place		Type of audience (you can choose more than one)					
						Scientifi c commu nity (higher educati on, Researc h)	Indus try	Clust ers	Civil soci ety	Polic y mak ers	Medi as	
Websites/Appli cations	WP4	MCICT	Post LinkedIN to promote BluesXchange pilot	6/7/202 0	Social Medi a	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6699587243260153856/
Oral presentations to a wider public	WP4	MCICT	Promotion of BluesXchange during the training	8/7/202 0	Physic al-Meeti ng	x	x					-
Oral presentations to a wider public	WP4	MCICT	Promotion of BluesXchange during the training	9/7/202 0	Physic al-Meeti ng	x	x					-
Websites/Appli cations	WP3	AQUA- VALLEY	Post Twitter to promote BluesXchange pilot	25/8/20 20	Social Medi a	x	x	x	x	x	x	https://twitter.com/BluesXchange

Websites/Applications	WP3	AQUA-VALLEY	Post LinkedIn to promote BluesXchange pilot	25/8/2020	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6704031669801889792
Websites/Applications	WP4	MCICT	Post Facebook to promote IT tool	30/9/2020	Social Media	x	x	x	x	x	x	https://www.facebook.com/MazowieckiKlasterIct/posts/3207722686016200
Publication	WP2	MCICT	IT Tool on Facebook	30/9/2020	Social Media	x	x	x	x	x	x	https://www.facebook.com/MazowieckiKlasterIct/posts/3207722686016200
Websites/Applications	WP4	MCICT	Post LinkedIn to promote IT tool	1/10/2020	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6716983555857154048/
Publication	WP3	AQUA-VALLEY	Mailing to FWT members and partners to promote the local event on the BluesXchange programme	9/10/2020	Online-Email	x	x			x	x	cf. Annexe 1.1
Organisation of Local Event	WP3	BNPT	Local Event for french partner to explain the Blues project and promote the BluesXchange pilot	23/10/2020	Online-Meeting	x	x					cf. Annexe 1.2
Organisation of Local Event	WP3	MCICT	Local Event for french partner to explain the Blues project and promote the BluesXchange pilot	23/10/2020	Online-Meeting	x	x					-
Organisation of Local Event	WP3	NANOPROGRESS	Local Event for french partner to explain the	21/10/2020	Online-	x	x					internal document - private (other internal issues were discussed)

			the Blues project and promote the BluesXchange pilot		Meeting							
Organisation of PLW	WP2	ALL	Peer Learning Webinar (PLW) n°1 with all the other ESCP4X partnership: each partnership presented itself	21/10/2020	Online Meeting			x				-
Organisation of Local Event	WP3	AQUA-VALLEY	Local Event for french partner to explain the the Blues project and promote the BluesXchange pilot	29/10/2020	Online Meeting	x	x			x		https://www.youtube.com/watch?v=-1dPRwy27eE
Organisation of Local Event	WP3	ZINNAE	Local Event for Spanish partner to explain the the Blues project and promote the BluesXchange pilot	30/10/2020	Online Meeting	x	x					-
Websites/Applications	WP4	MCICT	Post LinkedIn to promote virtual CXC	23/11/2020	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6716325947517276160/
Oral presentations to a wider public	WP3	BNPT	Promotion of BluesXchange during the General Assembly of BNPT	26/11/2020	Online Meeting	x	x					cf. Annexe 1.3

Videos	WP3	BNPT	Video to promote the BLUESXchanges	26/11/2020	Online-Website	x	x		x	x	x	https://www.youtube.com/watch?v=oH-ks9-6Pic&t=98s
Videos	WP3	MCICT	Video to promote the BLUESXchanges	26/11/2020	Online-Website	x	x					mailing list
Videos	WP3	ZINNAE	Post LinkedIN on the BluesXchange Video	2/12/2020	Social Media	x	x	x	x	x	x	https://www.linkedin.com/company/zinnae
Videos	WP3	AQUA-VALLEY	VIDEO to promote BluesXchange Pilot on Youtube	3/12/2020	Online-Website	x	x	x	x	x	x	https://www.youtube.com/watch?v=Eu4VIKB7WiY
Websites/Applications	WP3	AQUA-VALLEY	ECCP Post : Local event to promote BluesXchange	11/12/2020	Press-Media	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/local-event-promote-bluesxchange
Websites/Applications	WP3	AQUA-VALLEY	ECCP Post : Blues dynamic video to promote the BluesXchange pilot	11/12/2020	Press-Media	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/blues-dynamic-video-promote-bluesxchange-pilot
Websites/Applications	WP2	AQUA-VALLEY	ECCP Post : Blues launched Peer Learning Webinars to share knowledge between ESCP4X partnerships	11/12/2020	Press-Media	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/blues-launched-peer-learning-webinars-share-knowledge-between-escp4x
Organisation of PLW	WP2	ALL	Peer Learning Webinar (PLW) n°2 with all the	11/12/2020	Online-Meeting			x				-

			other ESCP4X partnership									
Websites/Applications	WP3	AQUA-VALLEY	Post LinkedIn on the BluesXchange Video	15/12/2020	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6744926983328808960
Oral presentations to a wider public	WP3	ZINNAE	Promotion of the WINning Days and the associated partner including Blues during a general meeting of the WST	17/12/2020	Online-Meeting	x	x	x		x	x	-
Websites/Applications	WP2	AQUA-VALLEY	ECCP Post : Blues partner of the WINning Days	18/12/2020	Press-Media	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/blues-partner-winning-days
Websites/Applications	WP2	AQUA-VALLEY	Post Twitter : Blues partner of the WINning Days	6/1/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange
Websites/Applications	WP4	MCICT	Post Facebook to promote WINning Days	18/1/2021	Social Media	x	x	x	x	x	x	https://www.facebook.com/MazowieckiKlasterIct/posts/3517258841729248
Newsletter	WP4	MCICT	Article in Polish about WINning Days	18/1/2021	Online-Email	x	x		x	x		-
Publication	WP3	EXTERNAL	Promotion of WINning Days on https://www.horizon-europe.gouv.fr	6/1/2021	Online-Website	x	x	x		x	x	https://www.horizon-europe.gouv.fr/sites/default/files/2021-01/programme-des-winning-days-2647.pdf
Publication	WP3	EXTERNAL	Promotion of WINning Days on Regional Agency of	6/1/2021	Online-Website	x	x	x		x	x	https://www.devup-centrevaldeloire.fr/actualites/winning-days-water-innovation-networking-days-330.html

			Centre Val de Loire Region									
Websites/Applications	WP2	AQUA-VALLEY	Post Twitter : BluesXchange is one of the WINning tool to enlarge your european network and start to prepare yourself to be ready for #horizoneurope	2/2/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange
Websites/Applications	WP3	ZINNAE	Promotion of BluesXchange during the WINning Days	2/2/2021	Online-Website	x	x	x		x	x	https://winning-days.b2match.io/participants/3#292030
Websites/Applications	WP3	ZINNAE	Blues logo on the home page of the WINning Days	2/2/2021	Online-Website	x	x	x		x	x	https://winning-days.b2match.io/
Interviews	WP3	ZINNAE	Promotion of ClusterXchange programme on B2B meetings scheduled by ZINNAE during The WINning Days	8/2/2021	Online-Meeting	x	x	x		x		
Publication	WP4	BNPT	Post on LinkedIn Promotion of WINning Day #2 including BLUES presentation	9/2/2021	Online-Website	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6764834622242123776
Oral presentations	WP3	AQUA-VALLEY	Key results of the WINning	11/2/2021	Online-	x	x	x		x	x	cf. Annexe 1.5

to a wider public			Days during the WST general meeting, information on the associated partners of the event (WST, Blues)		Meeting							
Publication	WP4	ZINNAE	Promotion on the project in LinkedIn	23/2/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6770023091687960576
Publication	WP4	ZINNAE	Promotion on the project in Twitter	23/2/2021	Social Media	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1364256013378084865
Publication	WP3	BNPT	FAQ for BluesXchange program on the website of BNPT	23/2/2021	Online-Website	x	x		x	x	x	https://www.balticnet-plasmatec.org/eu-project-cosme-blues/
Publication	WP3	AQUA-VALLEY	FAQ for BluesXchange program on the website of AV	24/2/2021	Online-Website	x	x		x	x	x	http://www.pole-eau.com/Communication/Actualites/News/Projet-BLUES
Publication	WP3	AQUA-VALLEY	FAQ for BluesXchange program on the website of FWT	24/2/2021	Online-Website	x	x	x	x	x	x	https://france-water-team.com/projet-blues/
Publication	WP3	AQUA-VALLEY	Post On LinkedIn to foster registration on the IT Tool	24/2/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6770386393492525056
Publication	WP1	BNPT	Post Twitter on the improved strategy of BNPT	24/2/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1364570315460902914/photo/1
Publication	WP1	BNPT	Post LINKEDIN on the improved	24/2/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6770351367094702081

			strategy of BNPT									
Publication	WP2	AQUA-VALLEY	ECCP Article WINning Days main results - on the results of the WINning Days in which Blues were associated.	25/2/2021	Online-Website			x		x		https://clustercollaboration.eu/community-news/winning-days-main-results-0
Publication	WP1	AQUA-VALLEY	ECCP article BLUES partnership updated their individual strategies	25/2/2021	Online-Website			x		x		https://clustercollaboration.eu/community-news/blues-partnership-updated-their-individual-strategies
Publication	WP2	AQUA-VALLEY	ECCP article Peer Learning Webinar 1	3/3/2021	Online-Website			x		x		https://clustercollaboration.eu/community-news/blues-peer-learning-webinar-1
Publication	WP1	NANOPROGRESS	Article about Blues	7/3/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6774418867214131200
Publication	WP3	BNPT	Repost Katherina - Blues Video promoted by ECCP	11/3/2021	Online-Website	x	x	x	x	x	x	https://www.linkedin.com/posts/katherina-ulrich-3a586a32_projet-blues-activity-6777872014444154880-CFLB/
Publication	WP2	AQUA-VALLEY	ECCP article PLW2 : Discussion and knowledge sharing with other ESCP-4x partnerships	12/3/2021	Online-Website			x		x		https://clustercollaboration.eu/community-news/discussion-and-knowledge-sharing-other-escp-4x-partnerships
Publication	WP4	BNPT	Retweeted on Twitter promotion of BLUES video by EISMEA	12/3/2021	Online-Website	x	x	x	x	x	x	https://twitter.com/bnpt_cluster?lang=de

Publication	WP4	ZINNAE	Promotion on the project in LinkedIn	16/3/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6777554941872492544
Publication	WP2	BNPT	Post on LinkedIn about BLUES Peer Learning Webinar	26/3/2021	Online-Website	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6781162160107134976
Publication	WP2	BNPT	Post on Twitter about BLUES Peer Learning Webinar	26/3/2021	Online-Website	x	x	x	x	x	x	https://twitter.com/bnpt_cluster?lang=de
Publication	WP2	AQUA-VALLEY	ECCP article REGISTER NOW FOR THE FIRST BLUES WORKSHOP - Workshop 1 - WINning Days #2	21/4/2021	Online-Website			x		x		https://clustercollaboration.eu/community-news/register-now-first-blues-workshop
Publication	WP2	AQUA-VALLEY	Promotion of the WINning Days through a dedicated website	1/4/2021	Online-Website	x	x	x		x	x	https://www.weezevent.com/the-winning-days-target-zero-pollution
Publication	WP2	AQUA-VALLEY	Promotion of Blues on the WINning Day Website	1/4/2021	Online-Website	x	x	x		x	x	https://www.weezevent.com/evenement.php?id_evenement=701608&id_page=721660
Publication	WP2	AQUA-VALLEY	Promotion of the WINning Days on the FWT website	1/4/2021	Online-Website	x	x	x		x	x	https://france-water-team.com/evenements/evenement/the-winning-days-2-water-innovation-networking-days/
Publication	WP2	AQUA-VALLEY	Promotion of the WINning Days on the cluster Dream website	1/4/2021	Online-Website	x	x			x	x	https://www.poledream.org/europe/the-winning-days-2/
Publication	WP2	AQUA-VALLEY	Promotion of the WINning	1/4/2021	Online-	x	x			x	x	https://aqua-valley.com/evenements/evenement/winning-days-objectif-zero-pollution/

			Days on the cluster Aqua-Valley website		Website							
Publication	WP2	EXTERNAL	Promotion of the WINNING Days on the Université Rennes Bretagne	1/4/2021	Online-Website	x						https://www.unidivers.fr/event/the-winning-days-2-water-innovation-networking-days-100-digital-pole-dream-eau-et-millieux-2021-05-27/
Publication	WP2	EXTERNAL	Promotion of the WINNING Days on Water Alliance Website	1/4/2021	Online-Website	x	x			x		https://wateralliance.nl/event/the-winning-days-target-zero-pollution-met-water-smart-territories-wst/
Publication	WP2	ZINNAE	Promotion of the WINNING Days on the ZINNAE website	1/4/2021	Online-Website							-
Organisation of a workshop	WP4	MCICT	On-line meeting w/SPINIT incubator from Split, Croatia	15/4/2021	Online-Meeting	x	x				x	-
Publication	WP2	AQUA-VALLEY	Promotion of the WINNING Days during the European Green Week	1/5/2021	Online-Website	x	x	x	x	x	x	https://www.eugreenweek.eu/partner-events/winning-days-be-part-water-smart-territories-initiative-zero-pollution-environement
Publication	WP2	ZINNAE	Promotion of the WINNING Days during the European Green Week	17/5/2021	Online-Meeting	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6800123182197030912/
Publication	WP2	MCICT	Study visit on LinkedIn	19/5/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6856264840080613376
Presentations	WP1	NANOPROGRESS	Promotion of Blues project during Forum	20/5/2021	Online-	x	x	x	x	x	x	Forum for Sustainable and Socially Investment and Trade between the Cape Verde Islands and the Czech Republic

			for Sustainable and Socially Investment and Trade between the Cape Verde Islands and the Czech Republic		Meeting							
Publication	WP2	ZINNAE	Promotion of the WINNING Days during the European Green Week	20/5/2021	Online Meeting	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6801080601127473152/
Oral presentations to a wider public	WP3	MCICT	Information about group exchange	20/5/2021	Physical Meeting		x					https://www.linkedin.com/feed/update/urn:li:activity:6856576589640065025
Publication	WP2	ZINNAE	Promotion of the WINNING Days during the European Green Week	22/5/2021	Online Meeting	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6801993804988608512
Publication	WP3	MCICT	BLUES presentation during the training	22/5/2021	Online Website	x	x	x	x	x	x	https://klasterict.pl/prezentacja-projektu-blues/
Publication	WP2	ZINNAE	Promotion of the WINNING Days during the European Green Week	26/5/2021	Online Meeting	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1395309858338054148
Publication	WP2	ZINNAE	Promotion of the WINNING Days during the European Green Week	26/5/2021	Online Meeting	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1397524908087857160
Organisation of a workshop	WP2	AQUA-VALLEY	WINNING Days #2 on zero pollution	27/5/2021	Online Meeting	x	x	x		x		Annexe 1.6

Publication	WP1	MCICT	Training	28/5/2021	Online-Website	x	x	x	x	x	x	https://klasterict.pl/en/blues-training/
Publication	WP2	MCICT	Post on Facebook	31/5/2021	Social Media	x	x	x	x	x	x	https://pl-pl.facebook.com/pg/MazowieckiKlasterIct/posts/
Publication	WP4	MCICT	Post Facebook	31/5/2021	Social Media	x	x	x	x	x		https://www.facebook.com/MazowieckiKlasterIct/posts/3895179427270519
Publication	WP3	MCICT	Post on Facebook re: BLUES	31/5/2021	Social Media	x	x	x	x	x	x	https://www.facebook.com/MazowieckiKlasterIct/posts/3895179427270519
Publication	WP4	MCICT	Post www.klasterict.pl	8/6/2021	Online-Website	x	x	x	x	x		https://klasterict.pl/blues-szkoli/
Publication	WP4	MCICT	Post www.klasterict.pl	9/6/2021	Online-Website	x	x	x	x	x		https://klasterict.pl/sukces-seedia/
Publication	WP4	MCICT	Post Facebook	9/6/2021	Social Media	x	x	x	x	x		https://www.facebook.com/MazowieckiKlasterIct/posts/3920366384751823
Publication	WP4	MCICT	Post LinkedIn	9/6/2021	Social Media	x	x	x	x	x		https://www.linkedin.com/feed/update/urn:li:activity:6808017901744906240/
Presentations	WP3	AQUA-VALLEY	Presentation of BluesXchange program to the Membranes working group of Aqua-Valley	10/6/2021	Online-Meeting	x	x					Annexe 1.7
Oral presentations to a wider public	WP4	AQUA-VALLEY	Presentation of Blues project in the General Assembly	22/6/2021	Physical-Meeting	x	x			x		Annexe 1.8
Presentations	WP1	NANOPROGRESS	Cluster day in Liberec - presentation	22/6/2021	Physical-	x	x	x	x	x	x	https://www.nca.cz/obsah/dny-klastru/

					Meeti ng							
Presentations	WP1	NANOPROG RESS	Presentation of GSSC project during the Steering committee of National Cluster Association	23/6/20 21	Physic al- Meeti ng	x	x	x	x	x	x	https://www.nca.cz/obsah/dny-klastru/
Oral presentations to a wider public	WP4	MCICT	Grand Opening of Space Bridge Fund	30/6/20 21	Physic al- Meeti ng	x	x	x	x	x	x	-
Publication	WP1	BNPT	ECCP - BalticNet- PlasmaTec revised their type of cluster memberships	5/7/202 1	Onlin e- Websi te	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/balticnet-plasmatec-revised-their-type-cluster-memberships
Publication	WP1	NANOPROG RESS	ECCP - Blues boosted the innovation uptake with a new spin-off company	5/7/202 1	Onlin e- Websi te			x		x		https://clustercollaboration.eu/community-news/blues-boosted-innovation-uptake-new-spin-company
Publication	WP3	ZINNAE	ECCP-BLUES Virtual Exchange	5/7/202 1	Onlin e- Websi te			x		x		https://clustercollaboration.eu/community-news/blues-virtual-exchange
Publication	WP3	ALL	1st Blues Exchange with members / LINKEDIN	12/7/20 21	Social Medi a	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6820269858199101440
Publication	WP3	ALL	Blues Training with Members / TWITTER	12/7/20 21	Social Medi a	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1414505867286827008
Publication	WP3	ALL	Promotion of the additional training session	12/7/20 21	Social Medi a	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6820340960401211392

			with David White / LINKEDIN									
Publication	WP3	ALL	Promotion of the additional training session with David White / TWITTER	12/7/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1414579260753330186
Publication	WP1	ALL	ECCP - Feedback on the 1st training	12/7/2021	Online Website			x			x	https://clustercollaboration.eu/community-news/1st-training-session-blues
Publication	WP1	BNPT	Retweeted on Twitter promotion of BLUES training with members	12/7/2021	Online Website	x	x	x	x	x	x	https://twitter.com/bnpt_cluster?lang=de
Publication	WP1	BNPT	Retweeted on Twitter promotion of BLUES additional training session with David White	12/7/2021	Online Website	x	x	x	x	x	x	https://twitter.com/bnpt_cluster?lang=de
Videos	WP3	BNPT	Promotional video 2 for BLUES Exchange on Youtube	19/7/2021	Social Media	x	x	x	x	x	x	https://www.youtube.com/watch?v=ugiCe-fHK3k
Publication	WP3	BNPT	Promotional video 2 for BLUES Exchange on LinkedIn Katherina Ulrich	19/7/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6822886648108388353/

Publication	WP3	BNPT	Promotional video 2 for BLUES Exchange on LinkedIn BalticNet-PlasmaTec	19/7/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6822888432558239744
Publication	WP3	BNPT	Promotional video 2 for BLUES Exchange on Twitter	20/7/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1417405251112558613
Publication	WP3	BNPT	Promotional video 2 for BLUES Exchange on Facebook	19/7/2021	Social Media	x	x	x	x	x	x	https://fb.watch/v/2av220ecx/
Publication	WP5	NANOPROGRESS	Blues video-shared	20/7/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6823141058721927168/
Publication	WP3	ALL	Promotional video 2 for BLUES Exchange on LinkedIn Blues Exchange	22/7/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/groups/13899211/
Publication	WP3	ZINNAE	Promotion of the Blues 2nd Video / LINKEDIN	2/8/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/zinnae_blues-exchange-activity-6827902534301040641-MkGI
Publication	WP3	ZINNAE	Promotion of the Blues 2nd Video / TWITTER	2/8/2021	Social Media	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1422125363606560772?s=20
Publication	WP4	MCICT	Post LinkedIn	6/8/2021	Social Media	x	x	x	x	x		https://www.linkedin.com/feed/update/urn:li:activity:6829343594009174017
Publication	WP4	MCICT	Post Facebook	6/8/2021	Social Media	x	x	x	x	x		https://www.facebook.com/MazowieckiKlasterIct/posts/4082795731842220

Videos	WP3	MCICT	BLUES VIDEO on Facebook	6/8/2021	Social Media	x	x	x	x	x	x	https://www.facebook.com/MazowieckiKlasterIct/videos/kolejne-zabawne-zaproszenie-do-wzi%C4%99cia-udzia%C5%82u-w-projekcie-blues/4725186647508834
Publication	WP3	AQUA-VALLEY	Promotion of the Blues 2nd Video / LINKEDIN	9/8/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6830491073949892608
Publication	WP3	AQUA-VALLEY	ECCP - Promotion of the Blues 2nd Video	9/8/2021	Online Website	x	x			x	x	https://clustercollaboration.eu/community-news/blues-2nd-promotional-video
Publication	WP3	AQUA-VALLEY	Promotion of the Blues 2nd Video / TWITTER	9/8/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1424738142729510920?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1424738142729510920%7Ctwgr%5E%7Ctwcon%5Es1_c10&ref_url=https%3A%2F%2Fpublish.twitter.com%2F%3Fquery%3Dhttps3A2F2Ftwitter.com2FBluesXchange2Fstatus2F1424738142729510920widget%3DTweet
Publication	WP3	AQUA-VALLEY	Publication of the Blues 2nd Video on the Aqua-Valley YouTube	2/9/2021	Online Website	x	x	x	x	x	x	https://www.youtube.com/watch?v=9yn5rn4Nugs&ab_channel=P%C3%B4leAqua-Valley
Publication	WP3	AQUA-VALLEY	Publication of the Blues 2nd Video on the France Water Team YouTube	3/9/2021	Online Website	x	x	x	x	x	x	https://www.youtube.com/watch?v=jXHKcuxxgSg&ab_channel=FranceWaterTeam
Publication	WP2	ALL	Launch of study visit in Warsaw	5/10/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1445327769794195460?s=20
Publication	WP2	BNPT	Launch of study visit in Warsaw	5/10/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1445327769794195460?s=20
Publication	WP2	BNPT	Launch of study visit in Warsaw	6/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6853607844932071424
Publication	WP2	ALL	Peer learning meeting with CBI Pro Akademia	5/10/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1445360505099542532?s=20

Publication	WP2	BNPT	Peer learning meeting with CBI Pro Akademia	5/10/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1445360505099542532?s=20
Publication	WP2	BNPT	Peer learning meeting with CBI Pro Akademia	5/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/katherina-ulrich-3a586a32_virtual-working-mission-second-of-the-five-activity-6852524725663518720-0iNY
Publication	WP2	ALL	Final meeting of the consortium Blues during the study visit in Warsaw	7/10/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1446159220026576902?s=20
Publication	WP2	BNPT	Final meeting of the consortium Blues during the study visit in Warsaw	7/10/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1446159220026576902?s=20
Publication	WP2	BNPT	Blues first study visit	12/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6853607844932071424
Publication	WP2	ZINNAE	Final meeting of the consortium Blues during the study visit in Warsaw	7/10/2021	Social Media	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1446166370354409473
Publication	WP2	ZINNAE	Blues first study visit	8/10/2021	Social Media	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1446506915652120578
Publication	WP2	ZINNAE	Blues first study visit	8/10/2021	Social Media	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1446500418826260480
Publication	WP2	ZINNAE	Blues first study visit	8/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6852272169058091008

Publication	WP2	ZINNAE	Blues first study visit	8/10/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6852271249515663360
Publication	WP2	ZINNAE	Blues first study visit	8/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/zinnae_blues-activity-6852271249515663360-YJW6
Publication	WP2	Nanoprogress	Sharing experience from study visit in Warsaw	13/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6853957020903727105
Publication	WP2	ZINNAE	Recommendation: Blues first study visit	12/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6853629395408617472
Websites/Applications	WP3	ZINNAE	New web of ZINNAE: BLUES help desk	14/10/2021	Online-Website	x	x	x	x	x	x	https://zinnae.org/proyectos/blues/
Publication	WP2	BNPT	First physical exchange in the BLUES project	14/10/2021	Online-Website	x	x	x	x	x	x	https://www.balticnet-plasmatec.org/first-physical-exchange-in-the-blues-project/
Newsletter	WP3	ZINNAE	Blues first study visit	15/10/2021	Online-Email	x	x					https://mailchi.mp/d79e5e19c80e/boletin-zinnae-15102021?e=49262974c0
Publication	WP2	MCICT	Study visit in Warsaw	19/10/2021	Social Media	x	x	x	x	x	x	https://www.facebook.com/MazowieckiKlasterIct/posts/4311911212264003
Publication	WP3	MCICT	BLUES exchange Warsaw	19/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6856576589640065025
Publication	WP3	MCICT	BLUES exchange Warsaw	20/10/2021	Social Media	x	x	x	x	x	x	https://www.facebook.com/MazowieckiKlasterIct/posts/4314421758679615
Publication	WP4	MCICT	BLUES on GSSC virtual working mission	20/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6856674402088611840
Publication	WP2	MCICT	Study visit on Facebook	20/10/2021	Social Media	x	x	x	x	x	x	Mazowiecki Klaster ICT – posty Facebook

Publication	WP2	MCICT	BLUES on GSSC virtual working mission	20/10/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6856674402088611840
Publication	WP3	MCICT	Post on first physical exchange	20/10/2021	Social Media	x	x	x	x	x	x	
Publication	WP2	MCICT	BLUES on GSSC virtual working mission	5/10/2021	Online-Website	x	x	x	x	x	x	BLUES PROJECT DURING VIRTUAL WORKING MISSION – Klaster (klasterict.pl)
Publication	WP3	AQUA-VALLEY	Sharing knowledge webinar	23/11/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6868907337520967680
Publication	WP3	AQUA-VALLEY	Sharing knowledge webinar	23/11/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1463142598315544582?s=20
Publication	WP3	ZINNAE	Retweet Sharing knowledge webinar	23/11/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1463142598315544582?s=20
Publication	WP3	ZINNAE	Recommendation: Sharing knowledge webinar	23/11/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6869204386766221312
Publication	WP3	AQUA-VALLEY	Retweet Benoit Esmanne promote the #ESCP-4x partnering side event	23/11/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BenoitEsmanne/status/1463145455748108297?s=20
Publication	WP3	ZINNAE	Retweet Benoit Esmanne promote the #ESCP-4x partnering side event	23/11/2021	Social Media	x	x	x	x	x	x	https://twitter.com/BenoitEsmanne/status/1463145455748108297
Publication	WP5	BNPT	ClusterXchange partnerships in Paris for cluster days	2/12/2021	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6869172419815366656

Presentations	WP4	Nanoprogress	Presentation of Blues project and its results during the state visit in Oman by Mr. Lubos Komarek the Chairman of the Board	10/12/2021	Physical-Meeting	x	x			x		-----
Newsletter	WP3	ZINNAE	Information about group exchange	21/1/2022	Online-Email	x	x					https://mailchi.mp/62b55c1f7b14/boletn-zinnae-21012022?e=49262974c0
Publication	WP3	BNPT	BLUES testimonial video	27/1/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1486704775865511936?s=20&t=L5_vZsXuW7IWqD_em80P8g
Videos	WP3	AQUA-VALLEY	Publication on YouTube of the 1° testimonials video	28/1/2022	Online-Website	x	x	x	x	x	x	https://www.youtube.com/watch?v=DZWb5A7suU4&ab_channel=FranceWaterTeam
Publication	WP3	AQUA-VALLEY	Post on LinkedIn to promote the 1° testimonials video - FWT ACCOUNT	28/1/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/france-water-team_innovation-business-formation-activity-6892835857972158464-3Rzv
Publication	WP3	AQUA-VALLEY	Post on LinkedIn to promote the 1° testimonials video - AQUA-VALLEY ACCOUNT	28/1/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/aqua-valley_blues-testimonial-1-activity-6892836760460558336-rLYm
Newsletter	WP3	ZINNAE	Post on internal's newsletter	28/1/2022	Online-Email	x	x					https://mailchi.mp/f600d044c79b/boletn-zinnae-28012021?e=49262974c0
Publication	WP3	BNPT	BLUES testimonial video	28/1/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/katherina-ulrich-3a586a32_blues-testimonial-1-activity-6892470945513357312-3OY6

Publication	WP3	BNPT	BLUES testimonial video	28/1/2022	Social Media	x	x	x	x	x	x	https://www.facebook.com/plasmatechnologies/posts/4997082466979094?_tn=-R
Publication	WP1	Nanoprogress	Sharing experience as a HOST organisation from the exchange and from trainings of cluster managers	28/1/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6892743109239803904
Publication	WP2	BNPT	Peer Learning Webinars	31/1/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1488060470070329345?s=20&t=L5_vZsXuW7IWqD_em80P8g
Publication	WP2	BNPT	Peer Learning Webinars	31/1/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6893824703333822464
Publication	WP3	ALL	ECCP - BLUES TESTIMONIAL VIDEO	28/1/2022	Online-Website	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/blues-testimonial-video
Publication	WP3	NANOPROGRESS	NP LinkedIn - HO testimonial exchange promotion	28/1/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6892743109239803904
Publication	WP2	ALL	ECCP - BLUES SUCCESSFUL PEER LEARNING WEBINAR SERIES FINISHED	31/1/2022	Online-Website	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/blues-successful-peer-learning-webinar-series-finished
Publication	WP3	AQUA-VALLEY	RE-tweet for the 1st video testimonials	1/2/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1486704775865511936?s=20&t=GuMwXnvMIMOj7YDviSHzhQ
Publication	WP3	BNPT	Post on LinkedIn to promote the 2° testimonials	10/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/katherina-ulrich-3a586a32_blues-testimonial-video-2-activity-6897536545193349120-DrqA

			video - KU Account									
Publication	WP3	BNPT	Post on LinkedIn to promote the 2° testimonials video - BNPT Account	10/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/balticnet-plasmatec-e-v-blues-testimonial-video-2-activity-6897537195927044097-0SB8
Publication	WP3	BNPT	Post on TWITTER to promote the 2° testimonials video - BNPT Account	10/2/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1491772509779279876?s=20&t=XRNfUDp7kepBAaKFog5vzQ
Publication	WP3	BNPT	Post on LINKEDIN to promote the 2° testimonials video - BluesXchange group	10/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6897537774732595200
Publication	WP3	BNPT	ReTWEET to promote the 2° testimonials video - Blues Account	10/2/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1491772509779279876?s=20&t=XRNfUDp7kepBAaKFog5vzQ
Videos	WP3	BNPT	YOU TUBE - BLUES Testimonial video 2	10/2/2022	Online Website	x	x	x	x	x	x	https://www.youtube.com/watch?v=BwWLk0cFiSo
Publication	WP3	BNPT	BLUES Testimonial video 2 - Post on Facebook	10/2/2022	Social Media	x	x	x	x	x	x	https://www.facebook.com/plasmatechnologies/posts/5025905554096785?_tn=-R
Publication	WP3	MCICT	Post on Facebook - BLUES Testimonial video 2	10/2/2022	Social Media	x	x	x	x	x	x	https://www.facebook.com/watch/?v=4725186647508834

Publication	WP3	MCICT	Post on LinkedIn - BLUES Testimonial video 2	10/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6897897667020562432
Publication	WP3	BNPT	ECCP - A financial tool for SMEs, scaling-up organisations and cluster to build European collaborations through exchanges	11/2/2022	Online-Website	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/financial-tool-smes-scaling-organisations-and-cluster-build-european
Publication	WP3	BNPT	Post on LinkedIn to promote the ECCP article - A financial tool for European collaborations KU Account	11/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/katherina-ulrich-3a586a32_a-financial-tool-for-smes-scaling-up-organisations-activity-6897807473257115648-0n6H
Publication	WP3	BNPT	Post on LinkedIn to promote the ECCP article - A financial tool for European collaborations BNPT Account	11/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6897807563841495040
Publication	WP3	BNPT	Post on TWITTER to promote the ECCP article - A financial tool for European collaborations	11/2/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1492041060285042691

Publication	WP3	BNPT	Post on Facebook to promote the ECCP article - A financial tool for European collaborations	11/2/2022	Social Media	x	x	x	x	x	x	https://www.facebook.com/plasmatechnologies/posts/5028207863866554?_tn=-R
Publication	WP3	BNPT	ECCP ARTICLE - BLUES group exchange during AquaTech Fair	11/2/2022	Online-Website	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/blues-group-exchange-during-aquatech-fair
Publication	WP3	BNPT	Post on LinkedIn to promote the ECCP article : BLUES group exchange during AquaTech Fair BNPT Account	11/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6899970965388824576
Publication	WP3	BNPT	Post on LinkedIn to promote the ECCP article : BLUES group exchange during AquaTech Fair KU Account	11/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/katherina-ulrich-3a586a32_blues-group-exchange-during-aquatech-fair-activity-6899970740251193344-lrry
Publication	WP3	BNPT	Post on TWITTER to promote the ECCP article : BLUES group exchange during AquaTech Fair	11/2/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1494204608796934144

Publication	WP3	BNPT	Post on FACEBOOK to promote the ECCP article : BLUES group exchange during AquaTech Fair	11/2/2022	Social Media	x	x	x	x	x	x	https://www.facebook.com/plasmatechnologies/posts/pfbid02ivtw2i1XDxTgxNtog43bUasw_waoRDKuLfxfnBw7Ka7qLYHxFDKlc8UcNsYoZCoBSI
Publication	WP3	MCICT	Post on LinkedIn - BLUES Testimonial video 2	11/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6897897667020562432
Publication	WP3	ZINNAE	BLUES testimonials video 2 and promotion of exchanges	11/2/2022	Social Media	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1492058120436203554?cxt=HHwWxiCyzZG97bQpAAAA
Publication	WP3	ZINNAE	BLUES Testimonials video 2	11/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6897830065930153984
Publication	WP1	NANOPROGRESS	NP LinkedIn - Study Visit in Warsaw	14/2/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6898893379808178176
Press releases	WP4	BNPT	Press Release publication - National cluster Association Germany	16/2/2022	Online-Website	x	x	x	x	x	x	https://www.clusterplattform.de/CLUSTER/Redaktion/DE/Kurzmeldungen/Aktuelles/2022/1_quartal/20220216_balticnet_plasmatec_starke_nachhaltige_koops_durch_blues_clusterexchange.html
Press releases	WP4	NANOPROGRESS	Press Release publication - National cluster Association Czech Republic	18/2/2022	Online-Website	x	x	x	x	x	x	https://nca.cz/aktuality/projekt-blues/
Presentations	WP5	NANOPROGRESS	Cape Verde mission - presentations of Blues project	14-22.3.2022	Physical-Meeting	x	x	x	x	x	x	-

			during the mission									
Publication	WP3	ALL	Webinar for Blues Xchange	16/3/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6909895293866049537?utm_source=linkedin_share&utm_medium=member_desktop_web
Publication	WP3	AQUA-VALLEY	Webinar for Blues Xchange	17/3/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/france-water-team_blues-webinar-clusterxchange-programme-participation-activity-6910149204958961664-3bC9?utm_source=linkedin_share&utm_medium=member_desktop_web
Publication	WP3	BNPT	Post on LinkedIn to promote the Webinar for Blues Xchange KU Account	17/3/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/katherina-ulrich-3a586a32_blues-webinar-clusterxchange-programme-participation-activity-6910133232420147201-QT9B?utm_source=linkedin_share&utm_medium=member_desktop_web
Publication	WP3	BNPT	Post on FACEBOOK to promote the Blues webinar 25.03.	17/3/2022	Social Media	x	x	x	x	x	x	https://www.facebook.com/plasmatechnologies/posts/5126049254082414
Publication	WP3	BNPT	Post on LINKEDIN to promote the Blues webinar 25.03 KU Account	17/3/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/katherina-ulrich-3a586a32_blues-webinar-clusterxchange-programme-participation-activity-6910133232420147201-QT9B?utm_source=linkedin_share&utm_medium=member_desktop_web
Publication	WP3	BNPT	Post on TWITTER to promote the Blues webinar 25.03	17/3/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1504366676929921024
Publication	WP3	ZINNAE	Promotion of BLUES webinar on newsletter for members	18/3/2022	Online-Email	x	x					https://mailchi.mp/f8f253a747b4/boletn-zinnae-18032022
Publication	WP3	MCICT	Post on LinkedIn - Info on Webinar "ClusterXChange programme: Participation	21/3/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6911608936596951041

			tips and next BLUES actions"									
Videos	WP3	ZINNAE	Webinar to present the IT Tool	22/3/20 22	Onlin e- Websi te	x	x	x	x	x	x	https://www.youtube.com/watch?v=3ITALN33B3I
Publication	WP3	ALL	ECCP - Webinar "ClusterXChang e programme: Participation tips and next BLUES actions"	23/3/20 22	Onlin e- Websi te	x	x	x	x	x	x	https://clustercollaboration.eu/content/webinar-clusterxchange-programme-participation-tips-and-next-blues-actions
Publication	WP3	ZINNAE	Video tutorial for IT Tool	23/3/20 22	Social Medi a	x	x	x	x	x	x	https://www.linkedin.com/posts/marisafernandezclustermanager_tips-on-how-to-use-the-it-tool-for-your-xchange-activity-6914642272126939136-tQ-C?utm_source=linkedin_share&utm_medium=member_desktop_web
Publication	WP3	ZINNAE	BLUES Exchange in Sweden	25/3/20 22	Social Medi a	x	x	x	x	x	x	https://www.linkedin.com/posts/marisafernandezclustermanager_blues-group-exchange-to-lund-sweden-activity-6914538041000759296-yR_z?utm_source=linkedin_share&utm_medium=member_desktop_web
Publication	WP3	BNPT	ECCP - Article on Lund Exchange	29/3/20 22	Onlin e- Websi te	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/blues-group-exchange-lund-sweden
Publication	WP3	BNPT	TWITTER - Article on Lund Exchange	29/3/20 22	Social Medi a	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1508691674024845314
Publication	WP3	ALL	ECCP - Tips on how to use the IT Tool for your Xchange - Replay available	29/3/20 22	Onlin e- Websi te	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/tips-how-use-it-tool-your-xchange-replay-available
Publication	WP3	BNPT	Post on TWITTER to promote the Blues Exchange Sweden	29/3/20 22	Social Medi a	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1508691674024845314
Publication	WP3	BNPT	Post on FACEBOOK to promote the	29/3/20 22	Social Medi a	x	x	x	x	x	x	https://www.facebook.com/plasmatechnologies/posts/5156737111013628

			Blues Exchange Sweden									
Publication	WP3	NANOPROGRESS	NP LinkedIn - Group exchange promotion	29/3/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6914541231284903937
Publication	WP3	ZINNAE	BLUES Exchange in Sweden	29/3/2022	Social Media	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1508770672775999498?s=20&t=twTWJFcpScTgNfIfG7Hang
Publication	WP3	ZINNAE	Video tutorial for IT Tool	29/3/2022	Social Media	x	x	x	x	x	x	https://twitter.com/InfoZinnae/status/1508875739097038855?s=20&t=twTWJFcpScTgNfIfG7Hang
Publication	WP3	BNPT	Post on TWITTER to promote the Video tutorial for IT Tool	30/3/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1509063482322440192
Publication	WP3	BNPT	Post on Facebook to promote the Video tutorial for IT Tool	30/3/2022	Social Media	x	x	x	x	x	x	https://www.facebook.com/plasmatechnologies/posts/pfbid0F8sQR3orKzRvNUmJHydd7FeQzq4VD328DpSbH56ce3FX99x5iwNa44fGeFKFbEJcl?_tn=-R
Publication	WP3	BNPT	TWEET - How to use the Xchange IT Tool	30/3/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1509063482322440192?s=20&t=XkiX7MgSkK6TmpQnysv1vg
Publication	WP3	ZINNAE	Email sharing the materials and video from the BLUES webinar with attendees	1/4/2022	Online-Email	x	x	x				
Publication	WP3	AQUA-VALLEY	LinkedIn Post on Lund exchange	7/4/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6925748709649485824?utm_source=share&utm_medium=member_desktop
Publication	WP3	AQUA-VALLEY	RE-TWITTER - Article on Lund Exchange	8/4/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1508691674024845314

Publication	WP3	AQUA-VALLEY	RE-TWEET - How to use the Xchange IT Tool	8/4/2022	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1509063482322440192?s=20&t=XkiX7MgSkK6TmpQnysy1vg
Publication	WP2	ALL	ECCP - Wrap-up of the main lessons learnt from the BLUES Peer learning webinars	19/4/2022	Online Website	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/wrap-main-lessons-learnt-blues-peer-learning-webinars
Publication	WP3	ZINNAE	Publication in ZINNAE's newsletter	22/04/2022	Online Email	x	x	x	x	x	x	
Publication	WP3	ZINNAE	Publication in ZINNAE's newsletter	03/05/2022	Online Email	x	x	x	x	x	x	
Publication	WP3	AQUA-VALLEY	LinkedIn Post on IFAT Exchange	1/6/2022	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:6937443161401118720?utm_source=share&utm_medium=member_desktop
Publication	WP3	AQUA-VALLEY	ECCP - IFAT BLUES Xchange	19/8/2022	Online Website	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/ifat-blues-xchange
Publication	WP4	AQUA-VALLEY	ARTICLE TO PROMOTE THE STUDY VISIT IN MONTPELLIER	21/10/2022	Online Website	x	x	x	x	x	x	https://aqua-valley.com/avec-les-projets-europeens-pas-le-temps-davoir-le-blues-a-montpellier/
Publication	WP1	AQUA-VALLEY	ECCP - BLUES training sessions at a glance	4/1/2023	Online Website	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/blues-training-sessions-glance
Videos	WP4	AQUA-VALLEY	FINAL DISSEMINATION VIDEO	31/1/2023	Online Website	x	x	x	x	x	x	https://www.youtube.com/watch?v=pEE4aIKqrS4&ab_channel=P%C3%B4leAqua-Valley
Publication	WP4	AQUA-VALLEY	ARTICLE ON AQUA-VALLEY WEBSITE TO PROMOTE THE FINAL VIDEO	31/1/2023	Online Website	x	x	x	x	x	x	https://aqua-valley.com/finalisation-projet-blues/

Publication	WP4	AQUA-VALLEY	LINKEDIN AV - Post to promote the final video	31/1/2023	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:7026154961163943937
Publication	WP4	AQUA-VALLEY	LINKEDIN - Blues - Post to promote the final video	31/1/2023	Social Media	x	x	x	x	x	x	https://www.linkedin.com/feed/update/urn:li:activity:7026158345375883264?utm_source=share&utm_medium=member_desktop
Publication	WP4	AQUA-VALLEY	TWITTER - Blues - Post to promote the final video	31/1/2023	Social Media	x	x	x	x	x	x	https://twitter.com/BluesXchange/status/1620393858235527168?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1620393858235527168%7Ctwgr%5E937b54311c8c85d71813f4168c809646c0b8b615%7Ctwcon%5Es1_c10&ref_url=https%3A%2F%2Fpublish.twitter.com%2F%3Fquery%3Dhttps3A2F2Ftwitter.com2FBluesXchange2Fstatus2F1620393858235527168widget%3DTweet
Publication	WP4	BNPT	ECCP - BLUES FINAL DISSEMINATION	31/1/2023	Online-Website	x	x	x	x	x	x	https://clustercollaboration.eu/community-news/blues-final-video
Publication	WP4	BNPT	LINKEDIN - Blues - Post to promote the final video	31/1/2023	Social Media	x	x	x	x	x	x	https://www.linkedin.com/posts/balticnet-plasmatec-e-v- blues-activity-7026186702863912960-ofVU?utm_source=share&utm_medium=member_desktop
Publication	WP4	BNPT	RE-TWITTER - Blues - Post to promote the final video	31/1/2023	Social Media	x	x	x	x	x	x	https://twitter.com/BNPT_cluster/status/1620423079733399559?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1620423079733399559%7Ctwgr%5Ebc2daa1af88715bda5139d4709c1d54e1b970af6%7Ctwcon%5Es1_c10&ref_url=https%3A%2F%2Fpublish.twitter.com%2F%3Fquery%3Dhttps3A2F2Ftwitter.com2FBNPT_cluster2Fstatus2F1620423079733399559widget%3DTweet