

# ICT - BIOCHAIN

## Deliverable 3.4 Communication channels operability

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## 1. Executive Summary

The ICT-BIOCHAIN project is developing a platform prototype as the first-of-its-kind to store and share the knowledge and information regarding regional biomass and waste resources, potential opportunities to improve the biomass supply chain sustainability and efficiency, the state-of-the-art of ICT, IoT, Industrial 4.0 solutions applicable to biomass supply chain and the best practices.

This report of Communication Channels Operability (Task 3.4 Customer Relationship Management) focuses on identifying the most suitable channels to ensure the engagement of stakeholders with the ICT-BIOCHAIN Platform.

Despite the fact that the development level of the platform will reach only prototype (alpha version) level during the project, it is essential to engage end users to ensure the sustainability of the platform in the long term when it is further developed for fully operation after the lifetime of the project.

The concept of the platform is still under structure when this report is written, so this plan may be reviewed and adjusted.

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## 2. Acronyms and abbreviations

SH	Stakeholders
SP	Supply Chain Providers
LA	Local Authorities
GP	General Public
TM	Trade Media
IoT	Internet of Things

### 3. Introduction

The ICT-BIOCHAIN Platform is expected to serve as the first-of-its-kind platform, in the biomass supply chain context, to store and share the information including regional biomass and waste resources, the potential sustainability and efficiency improvement to be made, and the state of the art of Information and Communication Technologies (ICT), Internet of Things (IoT) and Industry 4.0 solutions.

The objective of the platform development within the scope of the ICT-BIOCHAIN project is to provide a prototype (beta version), which will be tested and ready for further development to reach industrial operation level after the lifetime of the project.

The key factor for the success of the ICT-BIOCHAIN platform is to ensure the engagement and active participation of stakeholders in the biomass sector as well as to provide a set of tools for stakeholder's communication and continuous feedback. Hence, the purpose of this report is to identify the most efficient channels and tools to ensure a continuous communication and feedback from the stakeholders.

## 4. Communication plan for the platform

### 4.1 Target audiences

The concept of the ICT-BIOCHAIN Platform is to serve as a place to store and share information as well as merge the users and ICT solution providers.

As end users, we could differentiate between five groups:

**1) Stakeholders from the biomass supply chain.**

Any stakeholder who is interested in searching, learning, updating or creating any information about ICT technology in the biomass context. Potential users include biomass suppliers, farmers, logistic service providers, harvest tools, fertilization suppliers, etc., who would like to enhance their knowledge of how to use advanced technology to improve their production efficiency and sustainability or diversify their incomes,

**2) ICT, IoT, Industry 4.0 solution providers.**

They can propose their products and services. However, these will be primarily screened by the platform operator, which would introduce only the promising ones. To avoid unsolicited advertising, no company can simply demand and post information. Instead, the platform operator will carefully evaluate the company request and introduce the technologies and relevant information such as the technology readiness level fitting in the scope via the platform to the end users. In addition, providers may share best practices and successful

stories using the technology to improve their business. Further functionality could also include training for users, user’s reviews and rating of the ICT solution providers.

**3) Local authorities.**

Prompt policymakers seeking to increase the efficiency of biomass supply chains for the biobased sector.

**4) General public.**

Green investors from either public or private sectors who would like to invest on green-based initiatives or product, or any citizens who are interested in this domain.

**5) Trade media.**

Media outlets related to the biobased industry.,

Although these target groups may have different interests in the platform,

Target group / Stakeholder	Targeted results/content
Stakeholders from the biomass supply chain (SH)	<p>Progress and advancement in the platform creation and implementation.</p> <p>Advantages of the platform to enhance knowledge, improve production efficiency and diversify incomes.</p> <p>Promotion of the platform’s content once it’s up and running.</p> <p>Showcase of case studies and success stories based on the platform.</p> <p>Awareness of the efficiency of the platform.</p>
ICT, IoT, Industry 4.0 solution providers. (SP)	<p>Progress and advancement in the platform creation and implementation.</p> <p>Advantages of the platform to promote products and services.</p> <p>Promotion of the platform’s content once it’s up and running.</p> <p>Showcase of case studies and success stories based on the platform.</p> <p>Awareness of the efficiency of the platform.</p>
Local authorities (LA)	<p>Prompt policymakers seeking to increase the efficiency of biomass supply chains for the biobased sector.</p>

<p><b>General Public (GP)</b></p>	<p>Awareness campaigns on the environmental and economic impacts of improving the efficiency of the biomass supply chains and the bioeconomy.</p> <p>Proof benefits for local communities in terms of employment and community development.</p>
<p><b>Trade Media (TM)</b></p>	<p>Involve media on the activities to carry out to guarantee knowledge is spread widely.</p>

## 4.2 Key messages

The message’s aim is to raise awareness of the platform existence and to ensure the engagement and active participation of the stakeholders in the biomass supply sector. In addition, messages should highlight the opportunities that exist both for the ICT, IoT and Industry 4.0 sector, but particularly for the bioeconomy sector from such collaborations.

## 4.3 Tools and channels

Different tools and channels will be used to disseminate the platform. Each of them to address different target groups at different stages of the platform’s implementation, including the project website, articles targeted at both a general and a technical audience, press-releases, e-newsletters, leaflets, social media presence, and participation in workshops/conferences.

Table 1: Channels / tools / target groups /objective

Channels	Tools	Target Group	Objective
<p><b>Offline</b> <b>(Printed Materials)</b></p>	<ul style="list-style-type: none"> <li>• Brochure</li> <li>• Factsheet</li> <li>• Poster</li> </ul>	<p>SH, SP, LA, GP, TM</p>	<p>Awareness of the tool’s objectives and development.</p>
<p><b>Online</b></p>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Newsletters</li> <li>• Social media</li> </ul>	<p>SH, SP, LA, GP, TM</p>	<p>Inform on the day-to-day of the platform and its developments.</p>
<p><b>Publications</b></p>	<ul style="list-style-type: none"> <li>• Articles</li> <li>• Press releases</li> </ul>	<p>SH, SP, LA, GP, TM</p>	<p>Demonstrate the platform effectively accomplishes the</p>



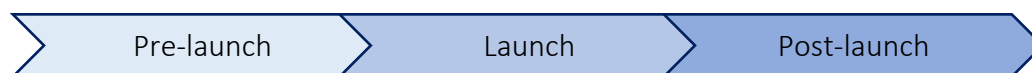
			objectives of the project.
Events (Organised by ICT-BIOCHAIN)	<ul style="list-style-type: none"> <li>Workshops</li> <li>Final conference</li> </ul>	SH, SP, LA, TM	<p>Build capacity among stakeholders to replicate the creation of DiHs in other regions.</p> <p>Present the platform and the project results.</p>
Events (Attended by ICT-BIOCHAIN)	<ul style="list-style-type: none"> <li>Meetings with standardisation Committees</li> <li>Conferences</li> <li>Tradeshows</li> </ul>	SH, SP, LA, TM	<p>Bring the technology to market</p> <p>Disseminate results on the project</p> <p>Raise interest on the stakeholders.</p>

Since the platform is a digital tool itself and it will be hosted in the project website, digital channels such as e-newsletters, social media channels and the website itself will be the main information resources to disseminate the platform once it's operational.

As soon as the platform is operational, the link to it will be added to the printed materials and a press release will be launched to announce it to the trade media. The link will be also shared at event presentations.

## 4.4 Timeframe

There are three stages for the development of the platform and messages would differ in each of them.



### Pre-launch:

Since the beginning of the project and during the platform development, it is being communicated that one of the key objectives of ICT-BIOCHAIN is to develop this platform.

One week ahead of the platform launch, we will start a "Setting Expectations" campaign. We will be announcing that the platform is "Coming soon" on social media, on the news section of the website and as a pop up on the project website.

#### Broad launch:

On launch day we should implement an integrated campaign and announce that the platform is up and running through several channels: on the website as a pop-up, on the news section of the website, as a direct mailing to stakeholders, on social media and through a press release to trade media.

All printed materials produced from then on should also include the link to the platform, and this will be also communicated on events, conferences and trade shows.

#### Post-launch:

One month after the launch of the website, we will issue a follow-up campaign to gather users' feedback. We will create a survey (Annex A) to collect the opinion of the users and host it on the website, disseminate on social media and email it directly to stakeholders.

In addition, we will try to gather users' and partners' testimonials to encourage others who may have not used the platform yet. These testimonials will be shared as blog posts and on social media.

## 4.5 Involvement of the partners

All project partners are expected to support the platform's dissemination, to ensure that stakeholders will be engaged. Partners' activities may include but are not limited to: engaging with relevant national and local media (print, radio, television, web-based), contributing to SIE's inputs on social media, proactively sharing information with SIE about project results, listing their own communication activities in a shared file, and providing SIE with translations of lay materials in their local language. Where possible, partners will translate press releases into their national languages and keep SIE informed about plans, by creating lists of national media channels they will try to reach.

## 5. Information flow between stakeholders

The platform will include a chat option through which the stakeholders involved can communicate with each other.

To accomplish with the GDPR, they are asked for permission to store their data for two years, after which all the data will be deleted, and they are informed about their rights.

Additionally, the project email address [ict-biochain.capder@juntadeandalucia.es](mailto:ict-biochain.capder@juntadeandalucia.es) is always visible at the top of the project website and a specific email address has been created for GDPR and platform-related matters [platform.ict-biochain.cagpds@juntadeandalucia.es](mailto:platform.ict-biochain.cagpds@juntadeandalucia.es).

## Annex A. Platform Feedback Survey

1. From 1 to 10, how would you rate the interest of the content in the platform? 1 being not interesting at all and 10 been extremely interesting.  
1  2  3  4  5  6  7  8  9  10
2. From 1 to 10, how would rate the usefulness of the content in the platform? 1 being not useful at all and 10 been extremely useful.  
1  2  3  4  5  6  7  8  9  10
3. From 1 to 10, how would rate the usability of the platform? 1 being very difficult to use and 10 been very easy and intuitive.  
1  2  3  4  5  6  7  8  9  10
4. Would you recommend any changes?  
Yes    No
5. If yes, could you, please, specify?