



Overview of the CommBeBiz Project





Overview

- 3 year project: April '15 – Feb '18
- H2020 CSA - Coordination and support action project
- Support EC funded Bioeconomy research projects in the area of knowledge transfer & communications
- Four partners:
 - Led by Minerva Communications (UK)
 - Teagasc (Ireland)
 - European Business & Innovation Centre Network (Belgium)
 - Pracsis Communication & Public Relations Agency (Belgium)



Ambition & Characteristics



- Overall aim: to motivate, upskill and support individual researchers as well as EU-funded research projects.
- Supporting innovation in all its guises – social innovation, services, policy, scientific endeavour as well as commercial.
- Helping researchers and research projects at all levels of development and innovation.
- Developing the European Bioeconomy Community.
- Capacity building of the research community: strong emphasis on building the communication skills of researchers to engage with all audiences.





CommBeBiz Pilot Plan

1. Understand needs

- ✓ Survey of FP7 and H2020 projects

2. Design & deliver activities that engage

- ✓ Web platform – membership & access to all resources
- ✓ Webinars & podcasts – hot topics & ‘pitching/testing’ with experts across segments
- ✓ Media Panel & Media Advisory Group – priority gatekeepers
- ✓ Awards & bursaries – mentoring & support for projects
- ✓ Annual ‘meeting’ to inspire & inform: Feb 2017 London, Feb 2018 Barcelona
- ✓ Workshops & Academies – London, Prague & Barcelona (with BIC mentors)

3. Measure effectiveness

- ✓ On-going assessment & collation into final deliverable ‘BeBizBlueprint’ to share





Register for free at www.commbebiz.eu



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info@commbebiz.eu