

D4.1

Piloting and Demonstration Strategy



RESPONSIBLE INNOVATION
COMPASS



Grant agreement number	710543
Project acronym	COMPASS
Project website	www.innovation-compass.eu
Deliverable number	4.1
Version/last editor	1.0
Work package number	4
Lead	EBN
Nature	Report
Dissemination level	Public
Author(s)	Chiara Davalli, Robert Sanders
Tel	+39 320 4399562
Email	Chiara.Davalli@ebn.eu
Project Coordinator	a.Prof Dr. André Martinuzzi Institute for Managing Sustainability Vienna University of Economics and Business (WU Vienna) Welthandelsplatz 1, A-1020 Vienna/Austria http://www.sustainability.eu/

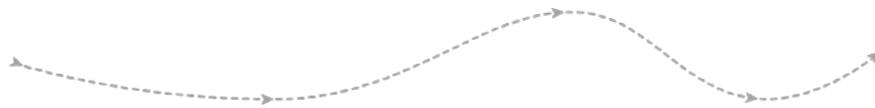
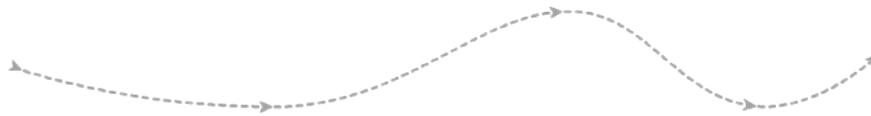


Table of Contents

1. Executive Summary.....	4
2. Introduction	4
3. The Innovation COMPASS (710543) Piloting and Demonstration Strategy: Objective, target groups and expected outcomes	5
4. The RI COMPASS (710543) method kit for co-creating RI Roadmaps and Visions for SMEs.....	7
4.1. The RI COMPASS (710543) co-creation method kit.....	8
4.2. Train-the-trainer workshop.....	9
5. Stepwise test of RI COMPASS (710543) Self-Check-Tool	10
5.1. Experts review.....	11
5.2. User testing	12
5.3. Online Consultation.....	13
6. Pilot test and assessment of the sectorial Responsible Innovation Roadmaps.....	13
6.1. COMPASS (710543) RI Consultancy and Mentoring scheme for high-tech SMEs	14
7. Pilot phase, engagement and communication strategy.....	15
8. Piloting Action Plan and Partners' Role	17



1. Executive Summary

The following deliverable presents the piloting and demonstration strategy of core components of the Responsible Innovation COMPASS developed in WP2 and WP3, namely:

- The Responsible Innovation Self-Check-Tool
- The Responsible Innovation Labs co-creation method kit
- The Responsible Innovation Sectorial Roadmaps

The piloting strategy presents objectives, target groups, activities and timeline of this project phase, providing COMPASS project (710543) partners with guidelines on how to plan, design, and implement the assessment of the three RI COMPASS components mentioned above.

2. Introduction

COMPASS (710543) has been designed to facilitate the co-creation and piloting of Responsible Innovation (RI) Roadmaps in three key innovation fields, namely biomedicine, nanotechnology and cyber security. The main goal is to deliver a Responsible Innovation COMPASS (710543), including a diagnostics self-check tool, a co-creation method kit for the development of sectorial roadmaps, as well as additional targeted evidence and resources focusing on benefits, incentives and business models for Responsible Research and Innovation (RRI) in the industrial context; with focus on small and medium-sized enterprises (SMEs)

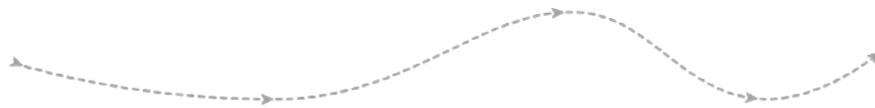
The COMPASS project (710543) has been co-developing its main components over the first 2 years of activities and it is now about to start the piloting phase aimed at testing the different tools and methodologies made available for European SMEs and Business Support Organisations interested in making the RI concept an operational framework.

The strategy presents piloting objectives, target groups, and core activities. Moreover, it outlines the distribution of work among consortium partners and an operational framework for the last 16 months of the project lifetime. Engagement and communication activities will be implemented as defined in Deliverable 5.1 “Stakeholder and Multiplier Engagement Strategy” and in close collaboration with WP5 lead FBLC in order to address the identified target groups and get them part of this piloting phase.

The goal of the piloting and validation activities is to test and assess the practical value of the Responsible Innovation COMPASS methods and tools, and define possible exploitation opportunities where appropriate. This piloting phase will also contribute to disseminating the project and its offer towards SMEs in Europe.

The overarching questions COMPASS (710543) wants to answer through this piloting are the following:

- Is the RI COMPASS useful, usable, flexible for European SMEs willing to embed responsible innovation in their R&I process and business strategy? Are the “COMPASS products” relevant for companies?
- If relevant, how are the RI COMPASS methods and components taken up by European SMEs and BSOs?
- How do we integrate the feedback and outcomes gathered during the piloting activities into the final version of the Responsible Innovation COMPASS ?



3. The Responsible Innovation COMPASS Piloting and Demonstration Strategy: Objective, target groups and expected outcomes

The Responsible Innovation COMPASS will feature several resources. The main objective of COMPASS (710543) piloting activities is to demonstrate and test usability and scalability of these three elements:

- The RI Labs co-creation method kit
- The RI Self-Check tool
- The RI Sectorial Roadmaps emerged from the RI Labs carried out in Spain, Belgium and UK with SMEs from all three key innovation fields (biomedicine, nanotechnology, and cybersecurity).

PILOTING OBJECTIVES AT GLANCE

- Demonstrate and pilot the RI Lab for co-creation method kit (WP2)
- Pilot test the Responsible Innovation Self-Check tool (WP3)
- Pilot and test the implementation of roadmaps defined by the RI Labs for all three key innovation fields (WP2)

The piloting activities will address three main target groups:

- **European Small and Medium Enterprises (SMEs)**

COMPASS (710543) will mainly address companies in the three strategic sectors across Europe in order to assess applicability and feasibility of the RI roadmaps.

European companies will be also invited to take part in the public consultation on the Self-Check tool.

Potential “entry points” to connect with European SMEs:

B Lab Europe
Business Europe
European BIC Network
European Cyber Security Organization
Enterprise Europe Network
EUREKA Network
INSME
Startup Europe

- **Business Support Organizations (BSOs)**

COMPASS project (710543) will address European Business Support Organizations (incubators, accelerators, chambers of commerce, coaches, etc.) to present them the RI Labs co-creation method kit and validate it through train-the-trainer session(s).

The objective of involving this group is to empower BSOs by providing them with a complete methodology they can replicate with their clients/stakeholders.

Moreover, given their close relationship with European SMEs, we'll also invite them to assess relevance and usability of the Self-Check tool both in its beta version and during the open consultation.

Potential “entry points” to connect with European BSOs:

European BIC Network
 European Cyber Security Organization
 Enterprise Europe Network
 EUREKA Network
 INSME
 IASP
 TII

We are also investigating the opportunity of presenting the RI Labs co-creation method and roadmaps to Brazilian BSOs through ENRICH in Brazil and INCOBRA projects, that have included RRI as one of the areas for EU-BR cooperation and mutual learning.

- **Experts**

A third group is made of RRI and sectorial experts that will be addressed during the preliminary phases of the Self-Check tool development (mainly content wise). Among them COMPASS (710543) will also recruit representatives from the BSOs, the CSOs and SMEs.

Potential “entry points” to connect with Experts:

Innovation COMPASS (710543) Advisory Board
 B Lab Europe
 European Venture Philanthropist Association
 European Commission
 RRI Tools
 PRISMA
 Smart-Map
 TAFTIE Academy

The three groups will be proposed to pilot test different elements of the Responsible Innovation COMPASS through dedicated activities:

Target Group		Pilot scope	Activity
Business Organizations	Support	1. Validate the RI Labs co-creation method 2. Test the Self-Check Tool	1a Train the trainer workshop 1b Training materials 2a Test of the beta version of the Self-Check Tool (users test and interviews) 2b Take part in the online consultation aimed at testing the Self-Check Tool on a wider scale
SMEs		1. Test feasibility and adaptability of sectorial RI Roadmaps to their specific cases 2. Pilot test the Self-Check Tool	1a Feasibility test of the sectorial RI Roadmaps (with SMEs already involved in the Labs) 1b Adaptability test of the sectorial RI Roadmaps (with



		<p>SMEs not involved in the Labs)</p> <p>2a Test of the beta version of the Self-Check Tool (users test and interviews)</p> <p>2b Take part in the online consultation aimed at testing the Self-Check Tool on a wider scale</p> <p>3a Take part in the train the trainer workshop to see how the methodology can be transferred to SMEs.</p>
Experts	1. Pilot test the Self-Check Tool	1a Offline review of the Self-Check Tool components and structure

Dedicated engagement activities will be defined with WP5 based on the strategy set out in Deliverable 5.1, so to address each target group through dedicated messages and means. A first outline of a possible engagement and communication activities is presented in paragraph 2.5.

The Responsible Innovation COMPASS piloting activities will aim the following results:

1. To **finalise the RI Lab co-creation method kit**, make it available to a wider audience and disseminate it across Europe.
2. To run a **train-the-trainer workshop** for validating the method and scale it up.
3. To finalise and **test the content and the structure of the Self-Check-Tool**.
4. To launch an **open consultation** to validate the usability and take-up of the Self-Check Tool.
5. To test the **feasibility and adaptability of the RI Sectorial Roadmaps** developed by the RI Labs.

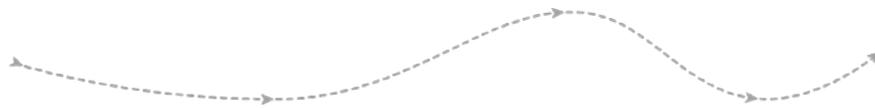
Having defined the objective, the target audience and the expected outcomes of the piloting phase, we now present in more details the different components of the Responsible Innovation COMPASS (710543) and the way partners will pilot test each of them.

4. The RI COMPASS method kit for co-creating RI Roadmaps and Visions for SMEs

A key element of the Responsible Innovation COMPASS (710543) is the co-creation method kit developed by partners under the guidance of SDS.

The method is the basis for the development of the sectorial Roadmaps defined by COMPASS RI Labs in Spain (focus on biomedicine), Belgium (focus on nanotechnology) and UK (focus on cybersecurity).

Based on the experience gathered on the field, COMPASS (710543) has defined a model (the so-called *RI Labs' choreography*) that best fits the different geographical and sectorial contexts.



In this testing phase, consortium partners aim at:

- I. Defining a **RI COMPASS co-creation method kit** that can be used as reference by BSOs willing to facilitate and enable the co-creation of RI Visions for SMEs.
- II. Organising a **train-the-trainer workshop** to present the overall method and the kit to BSOs.

4.1. The RI COMPASS co-creation method kit

The final release of the Responsible Innovation COMPASS will include the RI co-creation method kit, a very practical guide on how to facilitate and enable the co-development of sectorial RI roadmaps/visions for European SMEs.

The ultimate scope is to provide European SMEs with strategic guidance to reposition them and their business thanks to the Responsible Innovation overarching framework and the COMPASS method. It is therefore of key importance to empower BSOs' staff and professionals on the use of this method and its components. In some cases, the kit could be used by and within SMEs too. That's why we do not exclude SMEs participation in the train the trainer workshop.

Led by SDS, partners will define a method kit which comprises the following elements:

- Introduction to RRI and to RI COMPASS (710543), and check list to assess users' level of knowledge about Responsible Innovation.
- Overall presentation of the method / RI Labs' choreography (objectives, target groups, timeline).
- In depth presentation of the 6 steps of the standard method. For each step the kit will outline: objectives, instruments/materials, dynamics, expected outcomes.
- Different approaches to a common method - concrete examples of how the method has been applied to different contexts
- Tips and tricks on how to make the best use of the kit with your client companies
- Stories from RI Labs (the experience of both the SMEs and the Labs animators)

In addition to the actual kit, the Responsible Innovation COMPASS will include an **online crash course (webinar series)** which will be based on the method kit structure and content and that are planned for the fall 2018. Partners will also consider the opportunity of activating a **helpdesk** to provide BSOs with direct support in implementing the co-creation method and developing the RI roadmaps.

Feedback on the structure and the content of the method kit will be gathered during the train the trainer workshop through a dedicated group session aimed at collecting participants' comments and recommendations, and with follow up surveys distributed to the participants of the online crash course.

Partners involved: SDS, DMU, FBLC, EBN

- SDS and/or DMU > Lead the definition of the co-creation method kit.
- EBN > Coordinate the online crash course (webinar series).
- EBN and FBLC > Contribute to the definition of the kit.

Timeline:



4.2. Train-the-trainer workshop

Another key activity aimed at gathering direct feedback from BSOs on the RI COMPASS co-creation method is the organization and deployment of a train-the-trainer workshop.

This training programme addresses R&I players (particularly business support organizations and companies) interested in getting the instruments to implement a strategic responsible approach in their industry sector, and eventually integrate them in their service offer. Partners have defined three main outcomes they would derive from it:

- Providing business support organisations with the means to co-create visions and roadmaps for Responsible Innovation.
- Sharing experiences on successful implementation of the RI co-creation method (RI Labs) with businesses in nanotechnology, cyber security and biomedicine in Europe, therefore highlighting differences, commonalities and peculiarities across the sectors.
- Gathering feedback from participants for revision of the RI co-creation method kit.

If these outcomes are met, trained participants should be able to apply the method to their own context (geographical and sectorial).

Considering the target audience, partners agreed to run the train-the-trainer workshop at EBN Congress 2018, taking place from the 6th till the 8th of June 2018 in Esch-sur-Alzette (Luxembourg). The training will take place on June 7th, 2018 afternoon.

Designed for a group of approx. 15 participants, the workshop will be driven by COMPASS (710543) partners and will build on the experience of the RI Labs therefore enabling participants to learn from their direct experience and guidance.

Partners expect the workshop to last 3 hours to validate the robustness of the method and provide trainees with a minimum level of knowledge about RI and RI COMPASS (710543) co-creation method kit.

After the training, participants will be asked to provide COMPASS (710543) team with a feedback on the structure and the content of the RI co-creation method kit.

During preliminary discussions on the organization of the train-the trainer workshop, a few comments were made:

- Consider how the RI Lab choreography can be presented in a 3-hour programme (1,30 h simulation), therefore how to present the online sessions of the labs and reconsider the design and the use of the tools (i.e. blue and yellow cards).

- Invite SMEs that took part in the RI Labs so to organise the training around real cases and give BSOs the opportunity to gather insights from RI Labs participants, and at the same time to provide comments and inputs to companies.
- Introduce to trainees the self-check tool and propose them to test the beta version during 1:1 sessions with COMPASS (710543) partners.
- Offer participants the opportunity to meet for 1:1 sessions with COMPASS (710543) partners at EBN Congress to get further information and explanations on the co-creation method kit and the overall Responsible Innovation COMPASS platform.

Partners involved: SDS, DMU, FBLC, EBN, WU

- EBN > Leads on the workshop organization (programme, logistics, follow up)
- SDS > Support on design the workshop concept and leads the workshop implementation
- WU > Support with workshop implementation

Timeline:



Based on the feedback of training participants, COMPASS (710543) partners will finalise the co-creation method kit and the RI COMPASS online crash course.

5. Stepwise test of RI COMPASS Self-Check-Tool

Another corner stone of the Responsible Innovation COMPASS (710543) is the definition of a Self-Check-Tool for industry aimed at:

- Helping SMEs understand RI and its key elements.
- Helping SMEs find where their individual strengths and weaknesses are with regards to RI implementation at company level and R&I process level.
- Helping SMEs prioritise which aspects of RI are critical to improve on in each case.

The self-check tool will be available online, questionnaire based and self-implemented. It is therefore key to test it in advance to ensure proper usability of the tool once it will be online and accessible to all. The Self-Check-Tool requires two levels of testing:

- I. Comprehensibility, understandability and relevance (content: questions and structure);
- II. Feasibility (online interface/ user-experience)

The test of the Self-Check-Tool is planned to be carried out at different stages of the tool development, with different methods and with different target groups.

The table below outlines the three test phases of the Self-Check-Tool.

Phase	Period	Test focus	Target group
Experts review	March-September 2018	1 st check of the tool (content and structure).	Consortium Partners Advisory Board B Lab experts CSOs
Users testing	June-September 2018	Users' test of the beta version of the tool (content and structure).	BSOs SMEs
Open Consultation	October-December 2018	Online consultation (usability).	BSOs SMEs TTOs

5.1. Experts review

The very first check of the RI COMPASS Self-Check-Tool will be done with a restrict number of experts that will be asked to review the proposed questions and the overall structure of the questionnaire.

The objective of this first phase is to get a feedback on relevance and clarity of the proposed questions, and the consistency of the questionnaire structure and its comprehensiveness in terms of operationalising the concept of responsible innovation. Based on the experts' feedback, WU will review the questionnaire before creating a beta version for users' test.

The review will be done offline and will involve first Advisory Board members, then COMPASS (710543) Consortium partners, and, for more specific questions (e.g. scoring system) B Lab Europe experts.

Each of the above-mentioned groups of experts will receive the document with the questionnaire and will be invited to comment and provide feedback on the draft self-check tool questionnaire in writing. Their specific comments will then be reviewed by WU and, if needed, discussed either individually or with the specific group of experts. The self-check tool will be reviewed iteratively, i.e. once the first group of experts have reviewed the tool and their feedback was integrated, the tool will be handed over to the next group of expert reviewers.

Each of the expert groups will receive the questionnaire and some guiding questions for experts' review. For each section of the questionnaire experts' will comment upon relevance and clarity of each question and coherence of related answer options. Additional feedback will also be expected about the overall structure and approach.

The feedback will be gathered in writing either through comments and track changes directly in the questionnaire document or in a separate comment paper. If necessary, feedback may be discussed one-on-one with the feedback giver or in a group as a follow up in order to decide on course of action.

During summer 2018, COMPASS (710543) will contact CSOs to gather their feedback on the Beta version of the Self-Check-Tool.

Partners involved: WU, B Lab, EBN + all

- WU > Leads the definition of the method and tools and integrates expert feedback
- EBN > Support with the definition and implementation of both the method and tool

- All partners > take part in the review process

Timeline:



5.2. User testing

An offline Beta version of the RI COMPASS Self-Check-Tool questionnaire will be released at the beginning of June and will be presented to a selection of BSOs and SMEs for their feedback.

The scope of this second phase consists of testing with potential end users the clarity of the proposed questions (and related answers) and the usability of the tool.

The exercise will involve around 10 users among BSOs and SMEs. COMPASS (710543) partners will offer the opportunity to test the tool to SMEs (including those who took part in the RI Labs), and the participants of the train-the-trainers workshop (both SMEs and BSOs that didn't take part in previous RI COMPASS activities).

Possibly beta testers will be attending the train-the-trainer workshop or other activities at EBN Congress 2018, therefore available for 1:1 meetings with COMPASS (710543) partners who can guide them through the Self-Check-Tool and provide them with dedicated clarifications and support as they test the questionnaire. If in person meetings won't be possible during the EBN congress, WU will run dedicated online sessions for 1:1 testing of the questionnaire. EBN will support the testing by observing how users interact with the questionnaire and summarizing feedback points.

WU with the support of B Lab and EBN will prepare a feedback form/interview canvas that will guide the conversation with the Beta testers.

Partners involved: WU, B Lab, EBN

- EBN > Leads the definition of the method and tools, WU will contribute by defining key points to seek feedback on
- WU and B Lab > Support with the definition and implementation of both the method and tool

Timeline:



If the online questionnaire will not yet be ready by the time of the EBN congress the users who will test the questionnaire online at later stages will be offered to receive their results (in the

form of a pre-filled online questionnaire and intermediary results) in an online format at a later point w=once it is available.

5.3. Online Consultation

The third and last pilot phase of the RI COMPASS Self-Check-Tool is the Open Consultation which is planned for the fall 2018 (October-December).

This last phase aims at gathering the feedback of as many users as possible, from different target groups and sectors. The consultation will be run online, enabling users to test the usability of the tool (not only the questionnaire, but also its outcome and user interface). In this case, partners will get a less in-depth feedback touching upon the usability, relevance, and clarity of the tool and its outcomes (by offering an option for “Submit feedback” next to each question or at end of questionnaire). This testing will be run again in two phases, first phase with a restricted number of users, possibly the consortium only to mark critical issues, and only then in an open consultation format.

The Open Consultation will involve both BSOs and SMEs from across Europe and possibly representing different technological sectors, so to see the responsiveness and adaptability of the Self-Check-Tool.

In order to attract enough users, COMPASS (710543) will develop and implement a dedicated communication/promotion campaign which will be launched and deployed through different channels (project website, relevant platforms, partners’ websites and communication channels, EC, etc.). EBN and B Lab will activate their networks and will target specific countries and sectors to ensure a diversified target audience.

Partners involved: WU, B Lab, EBN, FBLC

- EBN > Leads the definition of the feedback form
- WU and B Lab > Support with the definition and implementation of the survey; dissemination of the open call through their networks
- FBLC > Leads on the dissemination and communication about the Open Consultation

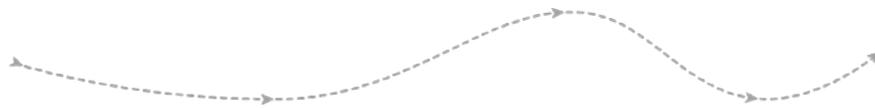
Timeline:



This 3-step review process will bring to the final version of the Responsible Innovation Self-Check-Tool that will be release with the new COMPASS platform in February 2019.

6. Pilot test and assessment of the sectorial Responsible Innovation Roadmaps

COMPASS (710543) partners are now working on the synthesis of the RI Labs’ outcomes in order to finalise the sectorial roadmaps and prepare a comparative assessment.



Despite the three labs used the same co-creation method, the actual implementation of this method varied from one lab to the other due to the specificities of each sector. While the biomedicine workshops run according to the initial methodology, the nanotechnology labs followed the agreed methodology but involved more BSOs and less companies than planned, and the cybersecurity labs have been run individually with each company, requiring analysis at the end to develop a sector-wide approach.

In the pilot phase partners aim at testing the feasibility and adaptability of the sectorial roadmaps with a selection of European SMEs in the biomedicine, nanotechnology and cybersecurity sectors. The overall objective is to assess the scalability of the sectorial roadmaps; in other words:

- Are the sectorial RI roadmaps compatible with SMEs' individual R&I strategy? **[feasibility]**
- Are the sectorial RI roadmaps relevant to SMEs who didn't participate in the RI Labs? **[adaptability]**

A selection of SMEs will work together with COMPASS (710543) partners over a period of 6 to 10 months (starting in September 2018) to pilot test and assess the RI roadmaps in the framework of the "RI Consultancy and Mentoring scheme for high-tech SMEs".

6.1. COMPASS RI Consultancy and Mentoring scheme for high-tech SMEs

The RI Labs served the main objective of developing sectorial roadmaps. The feasibility and adaptability test aims at assessing if and how the sectorial roadmaps can be integrated in the individual R&I strategy of European SMEs. The result is the piloting of the COMPASS RI Consultancy and Mentoring scheme for high-tech SMEs that will receive light guidance and support in understanding RI and assessing their governance structure and R&I processes against it, defining their priorities against the RI Roadmaps, and undertaking concrete actions to embed RI in their business strategies.

Companies will define their own action plans and will receive COMPASS (710543) support in meeting the set objectives.

COMPASS (710543) will select up to 12 companies to support them over a period of 6 months (minimum timeframe) to monitor and support the integration of the sectorial RI roadmaps in their R&I strategies. COMPASS (710543) is keen to work with companies who already took part in the sectorial RI Labs and other European companies showing clear interest and commitment to test the RI Roadmaps.

A call for Expression of Interest will be launched in April 2018 by COMPASS (710543) to select the beneficiaries of the "RI Consultancy and Mentoring scheme for high-tech SMEs". The call will be online till the end of August 2018, and a first cut-off date is foreseen in May 2018 to allow early-applicants to benefit from COMPASS (710543) activities at EBN congress 2018.

In the framework of the "RI Consultancy and Mentoring scheme for high-tech SMEs" partners will support the selected SMEs through the following activities:

1. Introduction about the scheme and RI
2. SME self-assessment using COMPASS self-check tool.
3. In depth presentation of RI Sectorial Roadmaps + experts insights.

4. SME positioning against the sectorial roadmap and definition of the individual RI Action Plan outlining the elements of the sectorial roadmaps each company wants to focus on to improve its own business/R&I strategy.
5. 1:1 mentoring support which consists of regular meetings/e-meetings (monthly) to assess progresses against the plan and eventual needs/challenges RI COMPASS (710543) can help to overcome.
6. Networking and visibility.
7. At the end of the piloting period, SMEs together with their mentors will assess the actual feasibility and adaptability of sectorial RI roadmaps, and will reflect on how to best integrate them in a company's strategy.

Partners involved: EBN, DMU, SDS, FBLC, WU, B Lab

- EBN > To coordinate the mentoring scheme, developing tools and organizing activities.
- DMU, SDS, FBLC > To mentor the SMEs in their relevant sectors during the piloting
- WU > To liaise with sectorial experts (AB), to lead the RI assessment dimension.
- B Lab > To support EBN with overall organization of the pilot scheme and launch of the call for EoI.

Timeline:



The final assessment will result from the individual piloting done by each SME with the support of their mentors, and a final gathering that will bring them together (either online or at COMPASS (710543) final conference) to share their experiences and provide specific feedback to COMPASS (710543) partners on the usability of the RI sectorial roadmaps.

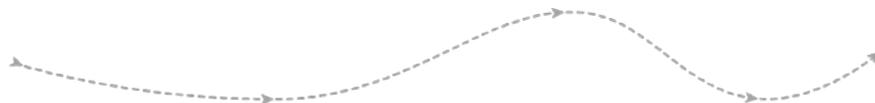
7. Pilot phase, engagement and communication strategy

As already mentioned, the piloting phase addresses two key stakeholders: SMEs and BSOs. They will be involved in different ways and at different stages of this wider piloting scheme.

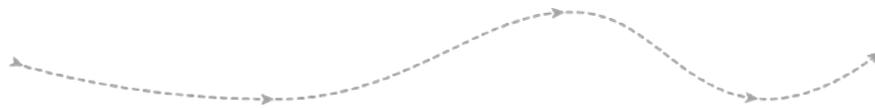
The success of this phase also depends on the communication activities partners will put in place to achieve the following expected outcomes:

- (a) Promote the RI COMPASS opportunities to European SMEs and BSOs
- (b) Attract participants to the train the trainer workshop
- (c) Gather expression of interests from SMEs willing to join the adaptability test activities
- (d) Communicate about piloting activities and results, with emphasis on SMEs' experiences and results

As part of the wider and comprehensive COMPASS dissemination strategy, the following activities have been identified as key for the specific communications about the piloting phase.



Objectives	<ul style="list-style-type: none"> - To announce the call for expression of interest - To announce the SMEs that will be part of the RI Roadmaps pilot - To announce the Open Consultation on the RI COMPASS Self-Check-Tool - To disseminate the co-creation method kit
Activities COMPASS newsletter	-Promote pilot activities through COMPASS newsletter
Activities Emails to contacts	-A template message which can be adapted to partners' needs will be drafted (EBN) and shared. Personalised message to be sent out to individual network inviting them to participate or share the call for expression of interest and the open consultation with others.
Activities COMPASS website	<ul style="list-style-type: none"> - Newspiece to be published on www.innovation-COMPASS.eu to announce launch of the pilot activities (one for the call, one for the train-the trainer, and one for the Open Consultation). -Newspiece to be published on the website to recall the attention on the ongoing activities and gather users for the Open Consultation. - Newspiece presenting the main outcomes of the piloting activities (through testimonials and quotes from participants).
Consortium partner websites	<ul style="list-style-type: none"> - Consortium partners to EACH publish the open consultation on their own organisations' websites. - EBN and BLabs to publish the call for expression of interest. - Consortium partners to write additional newspieces or updates for their own websites throughout the piloting period.
Activities Events	- When Consortium members are at events, they should highlight and promote COMPASS piloting activities, and particularly the training workshop, the call for expression of interest and the Open Consultation.
Activities Social Media	<p>Promotion via Twitter</p> <ul style="list-style-type: none"> - @inno-COMPASS to lead the way in promoting and sharing the call, the training and the Open Consultation in a series of regular tweets. - COMPASS (710543) consortium partners present on Twitter to play an active role on retweeting @inno-COMPASS tweets throughout the pilot phase. - COMPASS (710543) consortium partners to share personalised and individual Tweets about Call, inviting followers to share and participate.



	<p>Promotion via other social media networks</p> <ul style="list-style-type: none"> - If Consortium partners are active on other networks (Facebook, YouTube) then the relevant information and promotions should also be carried out here.
--	--

FBLC and EBN will coordinate this specific campaign which builds on the wider COMPASS dissemination strategy. The support of consortium partners is key in reaching out the relevant audience and attract users to the piloting activities.

Partners involved: FBLC, EBN, B Lab + all

- EBN and FBLC > To develop dedicated communication strategy for each piloting phase, and coordinate the implementation
- B Lab > To support COMPASS (710543) in reaching out European SMEs.
- All > To support the implementation of the communication strategy.

8. Piloting Action Plan and Partners' Role

Task	Partners involved	Role
Pilot Strategy definition and coordination	EBN, WU, DMU, SDS, FBLC	EBN > Leads the development of the strategy. WU, DMU, SDS, FBLC > Provide feedback and inputs.
RI co-creation method kit definition & Online Crash Course	SDS, DMU, FBLC, EBN	SDS > Lead the definition of the co-creation method kit. EBN > Coordinate the online crash course (webinar series). EBN, DMU, and FBLC > Contribute to the definition of the kit.
Train-the-trainer WS	EBN, SDS, DMU, FBLC, WU	EBN > Leads on the workshop organization (programme, logistics, follow up) SDS > Support on design the workshop concept and leads the workshop implementation EBN, WU > Support with workshop implementation
RI Self-Check-Tool Experts review	WU, B Lab, EBN	WU > Leads the definition of the method and tools EBN and B Lab > Support with the definition and implementation of both the method and tool All partners > take part in the review process

Self-Check-Tool Beta Version review	WU, B Lab, EBN	WU > Leads the definition of the method and tools EBN and B Lab > Support with the definition and implementation of both the method and tool
Open Consultation	WU , B Lab, EBN, FBLC	WU > Leads the definition of the survey EBN and B Lab > Support with the definition and implementation of the survey; dissemination of the open call through their networks FBLC > Leads on the dissemination and communication about the Open Consultation
RI Roadmaps - feasibility and adaptability	EBN , DMU, SDS, FBLC, WU, B Lab,	EBN > To coordinate the mentoring scheme, developing tools and organizing activities. To launch the call for Eol and assess entries. DMU, SDS, FBLC > To mentor the SMEs in their relevant sectors during the piloting WU > To liaise with sectorial experts (AB), to support with SMEs self-assessment activities. B Lab > To support EBN with overall organization of the pilot scheme and launch of the call for Eol.