



Boosting European Citizens' Knowledge and Awareness
of Bio-Economy Research and Innovation

D 2.1

BLOOMer working plan

Report



Funded by the European Commission
under the Horizon 2020 Framework
Programme Grant Agreement n. 773983

Document Description

Document Name	BLOOMer working plan
Document ID	D2.2
Date	1 March 2018
Responsible Organisation	Agrifood Campus of International Excellence (ceiA3)
Author(s)	Verónica Estruch Giner, Alberto León Ochoa
Co-Author(s)	M^a Dolores de Toro Jordano
Reviewers	Maria Schrammel, Judith Feichtinger



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 773983. Neither the European Commission nor any person acting on behalf of the Commission is responsible for how the following information is used. The views expressed in this publication are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission.

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Executive Summary

A main aim of BLOOM is to raise awareness, to support and contribute to education and to enlarge the bioeconomy network across Europe. To achieve this BLOOM fosters open dialogue and knowledge sharing in five European regions through co-creation workshops. At the co-creation workshops outreach activities and materials are created engaging stakeholders from policy, industry, education and research sectors as well as Civil Society Organisations (CSOs).

To support this approach, the BLOOM project establishes a platform under Work Package (WP) 2, the BLOOMer platform, created under open access and usability criteria with the purpose of being a suitable tool for citizen users as well as other stakeholders in the field of bioeconomy and to allow for interaction between these different end-user groups.

In this sense, the BLOOMer Working Plan defines the platform, including its main objectives, content and technical requirements and the allocated resources. The present document constitutes the starting point for the development of BLOOMer and provides a general guideline that will be complemented by Deliverable 2.2 with the title “Organizational chart”. The latter will contain details and procedures for the development of the tool.



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⚙️ BLOOM platform coming soon!

1. Introduction

The BLOOM project will create and establish an online platform, called BLOOMer, serving as a virtual bioeconomy hub for outreach, continuous dialogue and opinion monitoring, as well as it will provide bioeconomy information and educational content already available and/or developed by the BLOOM team.

The document is structured into following sections:

- The description of the purpose and objectives of BLOOMer
- An approach to the BLOOMer target groups
- A description of the contents of the platform
- A list of the technical requirements
- The Working Plan timeline showing assigned tasks and schedule

The Working Plan describes the main areas that will be covered by the platform, and the guidelines for its correct development and implementation which are based on accessibility and usability criteria. Thus, the purpose of the present deliverable is to serve as an informative instrument and - together with D 2.2- to serve as BLOOMer reference document to consult and work with.

The first version of the platform will be published in April 2018. The URL is: www.bloom-bioeconomy.eu

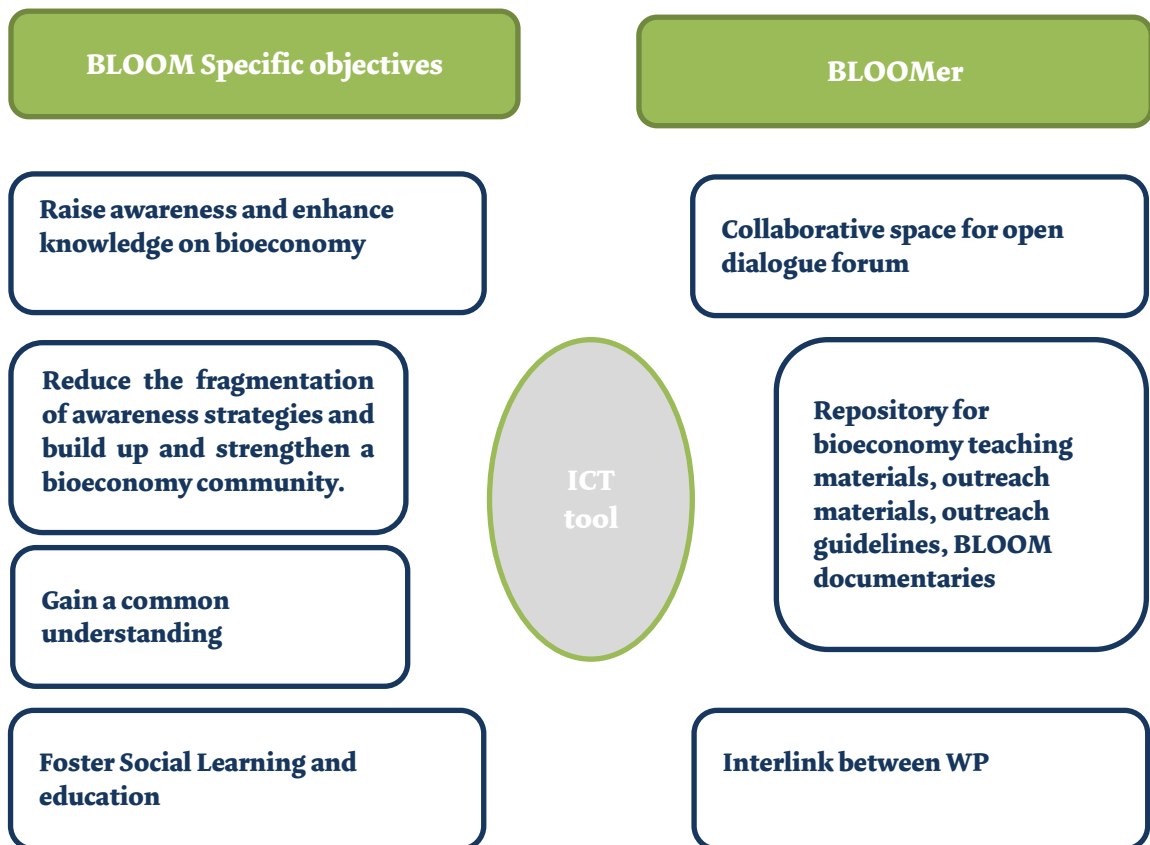
2. Purpose and objectives of the BLOOMer platform.

The main objective of BLOOM is to establish open and informed dialogues, co-created by Civil Society Organisations (CSO), bioeconomy innovation networks, local research centres, business and industry stakeholders and policy makers. In this context, BLOOM will elaborate bioeconomy communities of practice, outreach activities, webinars and collect and develop bioeconomy teaching resources, among other activities, with and for the target audiences.

Being part of this process, the BLOOMer platform will provide space for exchange and networking and make openly accessible all resources developed within the project. These resources will include outreach, dissemination and audio-visual materials as well as teaching resources for formal education.

In this regard, it is intended to build strong connections between all WPs.

Additionally, one section will host the project website and in this context gives open access to all publicly available deliverables and publications of the project.



The BLOOMer platform is an important key element of the BLOOM project that therefore covers the following requirements:

- It is easy to use, intuitive and target group oriented;
- It enables access to elaborated bioeconomy outreach materials
- It provides materials formal education and spread them among the European teacher community;
- It fosters dialogue;
- It fosters the re-use and replicability of materials developed;
- It interlinks to other relevant platforms.

3. Target Audience

BLOOM adopts a collaborative approach by bringing together different stakeholder groups, by strengthening as well as broadening already existing networks and activities, combining newcomers and learners in the field together with pioneers. By bringing together different

stakeholders including schools, civil society organisations, policy makers and industry experts, the approach is certainly diverse and integrative.

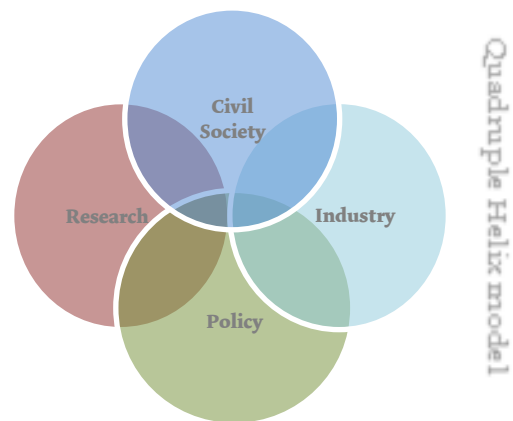
The strength of the approach consists in its ability to bring together different actors, their knowledge and expertise, and apply it to create local and stakeholder appropriate activities and materials, all of them reflected and hosted in BLOOMer. Likewise, the platform, will offer spaces for personal encounter, exchange and learning to generate engagement, and commitment among stakeholders who probably would not meet otherwise.

The BLOOMer target audience will be determined according to the findings in WP 3, mainly in task 3.1 “Mapping of stakeholder, needs, drivers and barriers” and in collaboration with task 1.1 “Knowledge and dialogue content mapping”. Relevant stakeholders will be mapped and potentials and barriers to its use in each participating country related to research and regional innovation, and broader stakeholder engagement will be assessed.

Nevertheless, one of the key success factor for the BLOOM approach is the integration of civil society in the existing regional bioeconomy networks, based on the quadruple helix model (Industry, Government, civil society and research) of multi-stakeholder collaboration. The quadruple helix model includes these four types of actors in social innovation collaboration processes on regional, national and international level, all of whom are crucial.

By fostering dialogue and providing materials useful for various stakeholder groups, BLOOMer will actively address and reach those four types of actors.

The platform will be useful for researchers to find resources and contacts, for industry to find projects and innovative ideas for their sectors, as well as opportunities for collaboration. CSO will be able to use BLOOMer resources to develop projects aiming at solving society problems and challenges. Policy makers could use the information generated by the project to integrate them into their bioeconomy strategies. And all of them can use the platform to get in contact and exchange.

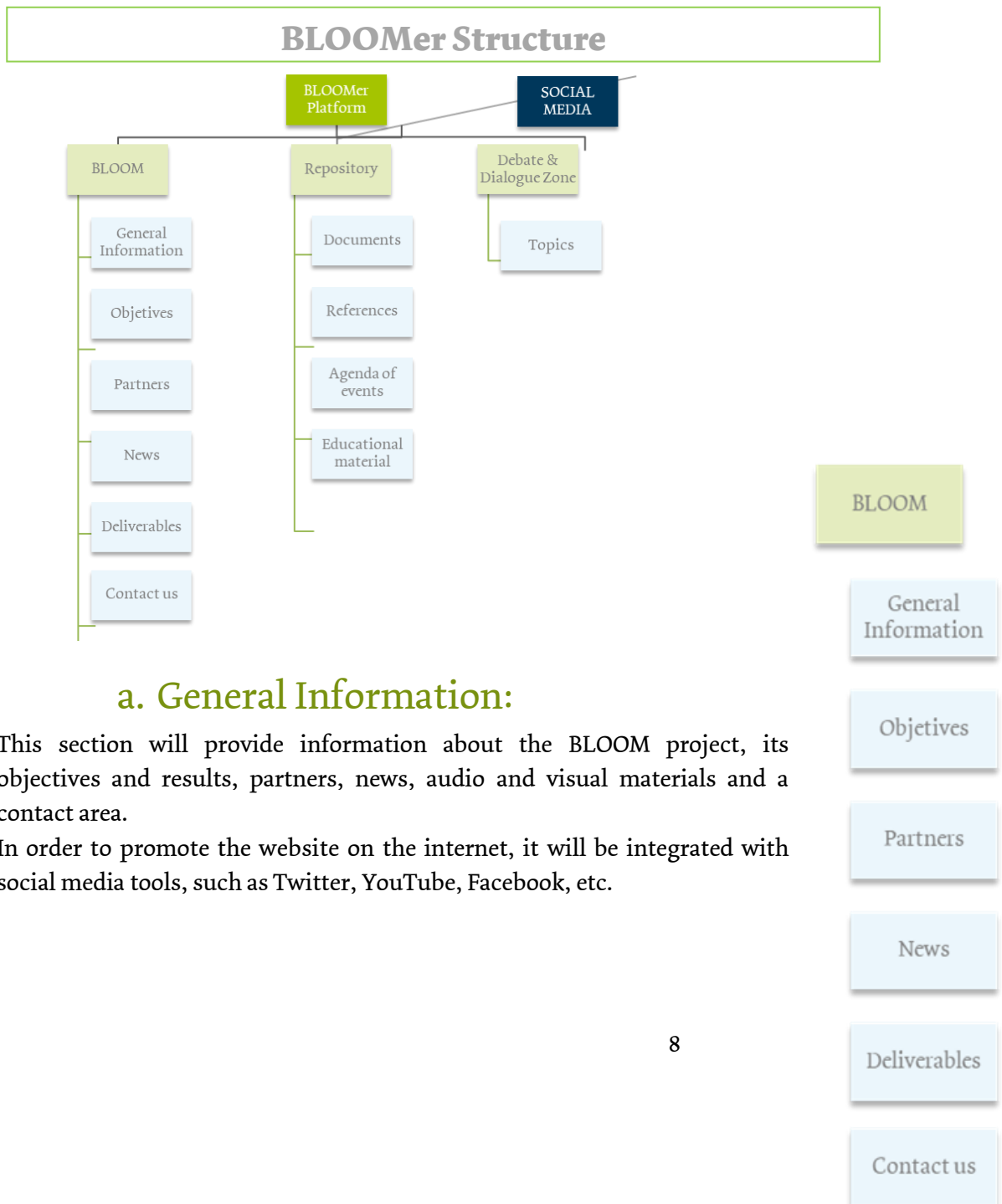


4. Content

The content and functionalities of the BLOOMer platform have been discussed and determined by all consortium partners at the BLOOM kick-off meeting in December 2017 in Vienna. Based on one of the main aims of BLOOM, raising awareness on the potential economic, environmental and social impact of bioeconomy through dialogue and outreach

activities and involving different actor groups (see section 2) the following platform contents have been agreed:

- **General project information section (Project website):** provides general information about the project and its team and gives access to all public deliverables produced.
- **Repository:** All outreach activity, teaching and dissemination resources produced within BLOOM can be accessed.
- **Bioeconomy Debate and Dialogue zone:** To foster the dialogue and interaction among main bioeconomy actors, this will be a discussion area about the topic bioeconomy and outreach in a broader sense. Different stakeholders can meet there and use the space to discuss.



a. General Information:

This section will provide information about the BLOOM project, its objectives and results, partners, news, audio and visual materials and a contact area.

In order to promote the website on the internet, it will be integrated with social media tools, such as Twitter, YouTube, Facebook, etc.

- **BLOOM description:** it will contain the general description of the project and a summary, containing the list and short descriptions of each WP.
- **Objectives and purposes:** it will entail a description of the objectives of the BLOOM project.
- **Partners:** it will comprise information regarding partners' names, logos, links to their websites and brief description of their areas of expertise.
- **News:** the platform will also include a news section with bioeconomy- related information of each hub and a calendar for BLOOM dissemination activities
- **Deliverables:** in this section the deliverables generated by BLOOM will be provided.
- **Contact:** this section will encompass contact details for different responsibilities: ceiA3 for technical support, ZSI as project coordinators, and the hub contacts. One person per organisation will be responsible as contact person.

b. Repository:

The repository will host visual and understandable resources for the aforementioned stakeholder groups. These will be the following:

- materials for formal education (WP4),
- videos, pod casts and other multimedia materials (WP6),
- bioeconomy outreach materials (WP3),

The contents will be classified and labelled according to country, profile, language and type of documents. Ceia3 will ensure the frame and provide the partners with access to upload the materials created. Partner organisations are responsible for uploading all created materials.

- **Resources:** All BLOOM publications, a list of BLOOM outreach materials and guidelines for practical implementation, videos, podcasts and dissemination materials etc. produced and collected in BLOOM will be accessible here.
- **References:** Useful links to national and European institutions as well as projects collaborating with BLOOM.
- **Agenda of events:** This sub-section will include the main events at local, regional, national and European level related to bioeconomy (congresses, seminars, info days, working groups...), and particularly events that are organised within the framework of BLOOM (WP3).
- **Educational materials:** there will be a special subsection dedicated to all educational materials generated and collected during WP4.

Repository

Documents

References

Agenda of events

Educational material

c. Bioeconomy Debate and Dialogue zone:

Debate & Dialogue Zone

Topics

The Bioeconomy Debate and Dialogue zone intends to be a stakeholder interaction online space that traces the state of debate and controversy. It will gather a plurality of actors with different perspectives, knowledge and experiences and enable open dialogue between the different stakeholders. The Bioeconomy Debate and Dialogue zone will be structured by topics identified by the consortium partners and focused on the interests of the target groups.

5. Technical requirements

The BLOOMer technical requirements describe the platforms features and functions. These requirements are:

- BLOOMer will include an advanced search through labels and filters which simplify the access to information and navigation through the platform.
- The platform will allow to select a visitor profile in order to see the information targeted to visitor.
- BLOOMer will facilitate that users can opine, contribute or start a dialogue through the integration and interaction with social networks, making the tool participative.
- The content management will authorise different permission settings, allowing specific user groups to access more or less of the functionalities of the platform. Through that, a user of a specific profile group can have access to the execution while another user group has not - depending of the permission settings.
- BLOOMer will be fully functional on touch-screen technology, mobile device operating systems, to increase the interactivity and popularity of the platform.
- The user management will facilitate the administration of the users. Authorised members can enter the platform under a username and validated password.
- The platform will integrate fill in and sent forms.
- BLOOMer will host discussion forums in order to foster open dialogue and participation of the target audience.
- Innovative visualization and cartography tools will also be taken under consideration to be integrated.
- The platform will allow uploading and downloading documents in order to facilitate the information exchange.
- It will be possible to perform analysis through metrics to consult the statistics about the use of the system.
- Feedback questionnaire – users will have the possibility to give feedback, to improve the platform

6. Work plan

Phase	Tasks	Leader	Weeks															
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Requirements analysis	Define objectives and strategies	BLOOM partners																
	Review of existing websites, technological systems,...	BLOOM partners																
	Identification of roles and responsibilities.	BLOOM partners																
	Work plan development	ceiA3																
Environment and network configuration	Select and hire hosting services	System administrator (ceiA3)																
	Choose and register the domain	System administrator (ceiA3)																
	Adapt technologies	System administrator (ceiA3)																
Web design	Establish standards and templates according to accessibility and usability criteria	Web designer (ceiA3)																
	Data and content design	Web designer (ceiA3)																
	Establish interaction with users	Web designer (ceiA3)																
	Elaborate a functional design document	Web designer (ceiA3)																
	Design browsing menus.	Web designer (ceiA3) Design team																
	Assign and design style list (colours, fonts, buttons,...)	Web designer (ceiA3)																

	Adapted to general BLOOM design guideline																			
Web development	Selection and implementation of the content management system (CMS)	Web developer (ceiA3)																		
	Data base creation	Web developer (ceiA3)																		
	Functionalities development and implementation	Web developer (ceiA3)																		
	Custom applications development	Web developer (ceiA3)																		
Tools integration	Integration with social networks	Web developer (ceiA3)																		
	Plugin integration	Web developer (ceiA3)																		
Contents	Generation and collection of contents	BLOOM partners (hub coordinator)																		
	Upload and content adaptation	BLOOM partners (hub coordinator)																		
	Establishment of policies and intellectual property rights	BLOOM partners																		
Testing and improvement.	Usability testing	Web developer (ceiA3)																		
	Functionality testing	Web developer (ceiA3)																		
	Design and contents testing	Web developer (ceiA3)																		
	Improvement and optimization	Web developer (ceiA3)																		
Analytics and positioning.	SEO positioning	Web developer (ceiA3)																		
	Installation and metrics monitoring	Web developer (ceiA3)																		
Launching	Beta version publication	System administrator																		

7. Links

<https://cor.europa.eu/en/documentation/studies/Documents/quadruple-helix.pdf>

<http://www.s3platform.eu/1-governance/>

<http://make-it.io/>

http://ec.europa.e/regional_policy/sources/docgener/informat/2014/smart_specialisation_en.pdf

http://economia.gencat.cat/web/.content/70_economia_catalana/arxius/colleccions/monografies/M-22-2018-en.pdf

http://www.biostep.eu/fileadmin/BioSTEP/Bio_documents/BioSTEP_D2.4_Actors_and_network_activities_in_the_bioeconomy.pdf