



PROCURE2  
INNOVATE

# COMPETENCE CENTRES' COMMUNICATION TEMPLATES AND SUPPORT

Procure2Innovate  
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ICLEI – Local Governments for Sustainability

Competence Centre Support & Communication Templates

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#### DISSEMINATION LEVEL

PU = Public

PP = Restricted to other programme participants (including the EC)

RE = Restricted to a group specified by the consortium (including the EC)

**X** CO = Confidential; only for members of the consortium (including the EC)



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# 1. INTRODUCTION

Procure2Innovate aims to improve institutional support for public procurers of information and communication technologies (ICT) and other product groups implementing innovation procurement, by establishing or expanding competence centres (CCs) for innovation procurement in ten EU Member States. The project also has the objective of inviting more countries to join the network in the future.

The project brings together a consortium of 19 partners from 10 countries: Austria, Estonia, Germany, Greece, Ireland, Italy, the Netherlands, Portugal, Spain and Sweden. Procure2Innovate is led by the Association for Supply Chain Management, Procurement and Logistics (BME).

This document comprises the suite of communication templates for the CCs participating in Procure2Innovate. In addition, the document serves as a guideline for which these CCs can explain to public authorities, in their national context (and own language), what they are doing to further innovation procurement and promote their services. The template indicates how this can be done. It is a straightforward and easily understandable two-step approach to undertaking communications (the 'creation' phase, followed by the 'implementation' phase). With this, CC communications should become more effective.

In its capacity as leader of Work Package 6, ICLEI is responsible for supporting the CCs in creating and disseminating their messages to national and EU-level stakeholders, notably by following up and monitoring progress on communications and dissemination.

In this respect, this document should be viewed as an extension of project deliverable 6.1, the communication and dissemination plan to which partners are expected to adhere for the duration of the project, and to consult in conjunction with this template document.

## 2. COMMUNICATION AND DISSEMINATION PLAN TEMPLATE

Competence centres on innovation procurement are required to create and implement their own communication and dissemination plans to promote their services and work to their main target audiences.

So, this is a two-phase process for CCs, where they

1. *Create* their country-specific communication and dissemination plan, and
2. *Implement* the plan

This template should provide CCs with a basis to create their country-specific communication and dissemination plan that they will afterwards implement.

A template was provided to competence centres within the Procure2Innovate project in Y1. For existing competence centres, completing the template is an opportunity to integrate project-related communication into their existing communication strategy. For new competence centres, it can guide the creation of a communication strategy.

In response to the request following the Year 1 review that all CCs complete a communication strategy, this template has been recreated as an online form to be completed by the CCs, so that it is easier for them to go through it and get their communication and dissemination plan ready. Here is the [link](#) to the form. Plans submitted via this form have been used to inform the update to D6.1 (Communication and Dissemination Strategy).

These are the questions that need to be answered to develop your communication and dissemination strategy:

## - WHAT ARE THE OBJECTIVES OF YOUR COMMUNICATION STRATEGY?

Why are you implementing different communication activities?

For your inspiration, these are some possible communication objectives:

- to raise awareness on innovation procurement amongst procurers,
- to engage procurers in the activities (training sessions, programmes, webinars...) we are offering,
- to encourage procurers to use innovation procurement,
- to encourage innovative suppliers to do public tendering,
- etc.

## - WHO ARE YOUR TARGET AUDIENCES?

Who are you trying to reach with your activities?

Some possible target audiences you might be considering are: public authorities, public procurers, networks of buyers, ICT suppliers of innovative solutions, media, etc.

Be realistic: you don't need to list a lot, just the ones you will focus on. If wanted, you could also organise them in two groups: primary audience and secondary audience.

## - WHAT ARE YOUR KEY MESSAGES?

What are you telling your target audiences?

For instance, a message to procurers could be:

*This competence centre, as part of the Procure2Innovate European network, supports you to increase your expertise to purchase innovative ICT solutions.*

A message to suppliers could be:

*This competence centre helps businesses and particularly SMEs working in the ICT sector to participate in public innovation driven tendering and contracting processes, to strengthen the EU Digital Single Market.*

The project communication and dissemination strategy contains a set of key messages that can be

adapted to your national reality, and that can be used for your inspiration. It would be good if you could have 2 to 3 key messages for each target audience.

### **- HOW ARE YOU COMMUNICATING?**

What products will you use? What channels do you have available and you can use?

This section should focus on a wide range of communication activities and actions that you can do to disseminate your message. Please, be as realistic and exhaustive as possible, and indicate all your planned activities.

#### **Own channels**

How are you planning to use your own channels (that is your own newsletter, your own website, etc.)? Please, indicate the number of articles you will publish in your newsletter (if you have one) and in your website (if you have one) and when they will be published.

If you have any other channels, please add the relevant information.

#### **Social media**

Do you have a Twitter handle? Do you have a Facebook account? Do you have a LinkedIn profile, page or group? How are you planning to use your social media channels?

For instance, from the @ProcureInno account, we plan post one tweet per month during 2020 about our competence centre as part of the Procure2Innovate project. On LinkedIn, we will post three articles, one on the Procure2Innovate network and us being part of it, one on the services we offer, and one to announce an event we are organising in October 2020.

#### **Articles for the Procure2Innovate website – Stories section**

How many stories are you planning to provide to the WP6 leader to be shared via the Procure2Innovate website?

For instance, during 2020, we will provide a minimum of 3 possible stories for the Procure2Innovate website: one to announce the market dialogue we are organising, one will be an interview with a procurer who used our services, and one will be on a challenge to suppliers.

## Events

How many events are you planning to organise during the year? Will you be hosting the national event indicated in the Grant Agreement? Add a bit of information on the scope of the events you will organise. For instance, in 2020, we are planning three events. (1) One market dialogue (around spring time) for public authorities and suppliers to meet and discuss their needs and wants, and their possible solutions. (2) One one-day workshop with national public procurers (in September) to train them on how to use innovation procurement. (3) One services fair for procurers and suppliers, to show to them what they can get out of the competence centre (date to be confirmed).

Note: REMEMBER TO PERIODICALLY UPDATE THE [SHARED CALENDAR](#) WITH YOUR PLANNED EVENTS. This will allow them to also be featured on the Procure2Innovate website and other project communication channels.

## Third-party events

Are you planning to attend third-party events with an active role to promote Procure2Innovate? For instance, as a speaker or with a stand?

Explain it in this section by indicating the name of the event, when and where is happening, and what you will do there.

## Press releases

Are you planning to send out any press releases to media? If so, how many and on what topic?

## Articles in media

Are you planning to reach relevant media to offer them a ready-to-publish article or to offer them the possibility of interviewing someone in your competence centre?

Explain your approach in this section.

## Procura+ Awards

The Procura+ Awards are an excellent way of promoting innovation procurement (IP and PCP) and to encourage procurers to get recognition for the work they have done.

How are you planning to disseminate the Procura+ Awards during the submission time? How are you planning to promote the Awards once announced?

Specify in this section what steps you plan to do. For instance, during the submission of applications

period, we will have a permanent button on our website, linking to the Procura+ Awards. Once the Awards are announced, we will publish a specific article about the awarded procurements on our website.

### **Other promotional materials**

Are you planning other promotional materials, such as a video, a FAQ document or others? This would be the section where you can add this information. Please, check the *Annex 1 – Glossary* for some extra ideas and guidance on creating communication products.

### **Others**

If you think or plan other possible communication activities that have not been listed here, please add them in a new section.

### **- WHEN ARE YOU COMMUNICATING?**

Do you have any specific dates for any of these activities?

A straightforward but simple approach for each CC is to think about two types of communication: **'time-sensitive'** content (which requires more careful planning) and **'evergreen'** content.

For example, a press release or news item is time sensitive and must be released with journalists' deadlines or news interests in mind, and a news item must refer to something which has recently happened (and cannot therefore be published at any time). 'Evergreen' content is content which can be published at any time for the purpose of keeping a website active and refreshed, reminding readers/viewers that the CC is continuously active, and releasing information which should be in the public domain but without urgency (this might comprise a profile of a public authority or business, or an interview/Q&A with CC management explaining what the CC does and how it does it).

In the template form, the 'WHEN' question has been integrated with the 'HOW' one.

## 3. FACTSHEET TEMPLATE

A flyer/fact sheet template has been produced by ICLEI for Procure2Innovate competence centres to promote their services. It is available on the Procure2Innovate Group (private one) on the Procurement Forum.

In order to avoid a duplication of existing materials, those competence centres that already have flyers promoting their services in their national language can produce the flyer in English, to make it available for international audiences. Those competence centres that have no promotional material to disseminate their services should publish it in their national language.

Once the template is filled in by the competence centres on innovation procurement, the document is transformed into a pdf and published in the COUNTRY webpage within the Procure2Innovate website.

COUNTRY	FACTSHEET COMPLETED	URL	COMMENTS
Austria	Yes	<a href="https://procure2innovate.eu/fileadmin/user_upload/Austria/P2I-Competence_centre_Factsheet_Austria_EN.pdf">https://procure2innovate.eu/fileadmin/user_upload/Austria/P2I-Competence_centre_Factsheet_Austria_EN.pdf</a>	EN
Austria	Yes	<a href="https://procure2innovate.eu/fileadmin/user_upload/Austria/P2I-Competence_centre_Factsheet_Austria_DE.pdf">https://procure2innovate.eu/fileadmin/user_upload/Austria/P2I-Competence_centre_Factsheet_Austria_DE.pdf</a>	DE
Estonia	Yes	<a href="https://procure2innovate.eu/fileadmin/user_upload/Estonia/P2I_Compentence_Centres_Factsheet_Estonia.pdf">https://procure2innovate.eu/fileadmin/user_upload/Estonia/P2I_Compentence_Centres_Factsheet_Estonia.pdf</a>	ET
Germany	Yes	<a href="https://procure2innovate.eu/fileadmin/user_upload/Germany/Factsheet_KOINNO.pdf">https://procure2innovate.eu/fileadmin/user_upload/Germany/Factsheet_KOINNO.pdf</a>	DE
Greece	No		To be developed
Ireland	Yes	<a href="https://procure2innovate.eu/fileadmin/user_upload/Ireland/P2I_Compentence_Centres_F">https://procure2innovate.eu/fileadmin/user_upload/Ireland/P2I_Compentence_Centres_F</a>	

		<a href="#">actsheet PTI.pdf</a>	EN
Italy	Yes	<a href="https://procure2innovate.eu/fileadmin/user_upload/Italy/P2I_Compentence_Centres_Factsheet_CONSIP.pdf">https://procure2innovate.eu/fileadmin/user_upload/Italy/P2I_Compentence_Centres_Factsheet_CONSIP.pdf</a>	EN
Netherlands	No		To be developed
Portugal	No		To be developed in 2020
Spain	Yes	<a href="https://procure2innovate.eu/fileadmin/user_upload/Spain/P2I_Compentence_Centres_Factsheet_Spain.pdf">https://procure2innovate.eu/fileadmin/user_upload/Spain/P2I_Compentence_Centres_Factsheet_Spain.pdf</a>	ES
Sweden	Yes	<a href="https://procure2innovate.eu/fileadmin/user_upload/Sweden/P2I_Compentence_Centres_Factsheet_Sweden.pdf">https://procure2innovate.eu/fileadmin/user_upload/Sweden/P2I_Compentence_Centres_Factsheet_Sweden.pdf</a>	EN

Here is a screenshot of the template.



The screenshot shows a template for a Competence Centre Fact Sheet. At the top, it features the Procure2 Innovate logo and a header for 'COUNTRY NAME - NAME OF PARTNER'. Below this, there is a section for 'Brief description of what the competence centre does and the target areas', followed by a 'Contact details' box for name, position, email, and phone number. The main body of the template lists various services offered: Training offered (with examples), Funding assistance/opportunities, Sustainability advice, Circular procurement, and Assistance with Pre-commercial procurement. It also mentions 'Join our XX (e.g. 'Meet the Buyer', national conference) event!'. At the bottom, there is a footer for 'THE EUROPEAN NETWORK OF COMPETENCE CENTRES FOR INNOVATION PROCUREMENT' and a small European Union logo with text about funding from the Horizon 2020 research and innovation programme.



# ANNEX 1 – GLOSSARY

These are some other communication products that could be used by competence centres. We include some hints of how to develop them and when to use them, as well as some other extra information that can be relevant and useful.

## A. WEBSITE ARTICLES

Website articles are a good medium to share news about activities, events and achievements. They can also serve as the basis for social media content, or to create newsletters at a later date. A website article might consist of the following:

- a. Concise headline.
- b. Sub-header of 30-50 words.
- c. Main text comprising 150 – 250 words in short paragraphs (with embedded hyperlinks to further information).
- d. A picture - including copyright information, where necessary (see point H also).

**STOCK IMAGES – Images with Creative Common licenses (free to use) can be found at the following sites. Please remember to attribute your images i.e. reference source and image author:**

- [www.pexels.com](http://www.pexels.com)
- [www.unsplash.com](http://www.unsplash.com)
- [www.pixabay.com](http://www.pixabay.com)

## B. TWITTER

Twitter can be an effective way of sharing website content, attract new audiences and keeping up to date with other partners and stakeholder's activities. The following tips can make your tweeting more



effective:

- Include relevant hashtags (#) – but do not overload the tweet with more than three or four, and certainly not several hashtags in succession in one sentence (this will negatively affect the readability of the tweet).
- Add a picture, visual or video to your tweets to vastly improve attractiveness and increase retweet potential! See point H also.
- Use the picture or visual to “tag” relevant organisations (i.e. @ProcureInno) – again, to improve retweet potential.
- Include link to relevant website/ other content to provide more information.

#### HASHTAGS TO BE USED:

#Procure2Innovate #H2020 #procurement #ICT #innovation #InnovationProcurement #EU  
#Europe #HorizonEU #publicprocurement #EUfunding #EUpublicprocurement  
#innovation #ESIfunds #digitilisation #europeanunion

## C. LINKEDIN

LinkedIn offers a means of sharing with other professionals. It can be used as another place to disseminate website articles, or as an opportunity to share more personalised blog-type pieces.

- Remember to “Share to feed” articles written about Procure2Innovate, so your personal network will also see them.
- LinkedIn articles can also be shared on Twitter.
- For blog-style pieces, bear in mind that length is limited, and articles should be succinct.

## D. PRESS RELEASES

Press releases should be reserved for important or substantial announcements through which you would

like to draw the attention of external media.

Bear in mind that a press release, when well written, should be as close to a newspaper article as possible, given that journalists are very busy and have little time to edit or fact check prior to deadline. A good press release will do their work for them, and requires the following elements:

- Strong, catchy headline with maximum length of one line.
- Date and place.
- Lead paragraph in italic font to distinguish from rest of content. This paragraph should be no longer than three to four lines and avoid overly long sentences. It should elaborate on the headline and introduce the main tenets of the announcement.
- Main content including four to six paragraphs (of four to five lines each) maximum. Please note that a good press release should include at least two quotes emphasising the importance of the announcement, or giving details about the announcement. The quotes bring the press release to life and are very important,
- Notes to editor: this paragraph should be reserved for the very end of the press release and in italic font. This is an opportunity to include basic information and statistics on your CC or on Procure2Innovate. Journalists often refer to this for information to supplement their main content – so make it count!

## **E. FEATURE ARTICLE**

A feature article is a longer piece (500 – 1500 words) where the author has more space to outline concepts and arguments, or in the case of Procure2Innovate partners, to fully explore a theme together with quotes, data and facts. It can be published via your own channels or through the Procure2Innovate website, and even external publications (indeed many specialised publications will publish feature articles on request as they need to fill their pages with good content).

## **F. OP-ED**

An Op-Ed (originally short for “opposite editorial”) is an opinion piece, typically between 500 – 1200 words and published by a magazine or newspaper. It should be a personal and authentic reflection on



a topic, and ideally regarding a topic which is in the news or especially relevant at the time of publication. If you cannot source a newspaper to publish it, you may also wish to publish it on your CC's website as a blog entry, or via the Procure2Innovate website.

## G. FAQs

Frequently Asked Questions (FAQs) are a good opportunity to provide clear, concise information in simple terms. An FAQs page on your CC's website is a very useful tool for readers/viewers who have little or no knowledge on your competence centre or innovation procurement.

EXAMPLE FAQs:

### **What is innovation procurement?**

Innovation procurement can refer to any procurement process that gives public buyers the opportunity to influence the market towards innovative solutions. This can include buying the process of innovation (i.e. buying research and development services) for products which do not yet exist but which meet a public buyer's needs, or, acting as an early adopter of a new product, service or process which has not yet been widely adopted by the market.

### **What is Procure2Innovate?**

Procure2Innovate is a project funded by the European Union Horizon 2020 programme. It aims to improve institutional support for public procurers implementing innovation procurement in a range of sectors. It will do this by both establishing *new* innovation procurement CCs, and enlarging the scope of support offered by *existing* CCs in 10 European countries. Over the course of the project, Procure2Innovate aims to add more countries to the network.

### **How can I get support for innovation procurement?**

*Add short explanation of how to get in touch and use services offered by your CC.*

## H. GRAPHICAL ELEMENTS

Visual communication is crucial in order to effectively deliver a meaningful message. Getting your message across in a clear, concise way can be difficult with words alone. By incorporating visuals, you

can save a lot of back and forth due to confusion.

Creating images is not exclusive to those with formal graphic design training or with access to expensive, high-end tools. Simple screenshots are also an example of an easy way to create your own image while conveying a message in a meaningful way.

We have collected and developed a few graphical elements (icons and photos) to help you in your communication work. Approach ICLEI to get those.

**BEFORE PROCEEDING, ALL CCs SHOULD HAVE:**

- **Provided all requested input in to the Procure2Innovate website country pages.**
- **Fully consulted the Procure2Innovate communications and dissemination plan.**



# PROCURE2 INNOVATE

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