

Project info

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Statement of Originality

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Executive summary

200SMEchallenge communication plan provides an outlet of communication objectives, target audiences, communication channels, messages, activities and evaluation criteria for the duration of the H2020-INNOSUP-2018-2020 project “Design-driven Open Innovation Challenge for 200 SMEs - 200SMEchallenge”. It also includes the visual identity of the project and the piloted SME support scheme, the UX challenge. Additionally, this document deals with the roles and responsibilities of the partnership to use communication measures for the successful implementation of the project.

The plan covers two major communication scopes of the project:

- 1) communication of the project and its results (to be done by project’s communication officer and each project’s partner);*
- 2) communication of the UX challenge to its specific target audiences and their attraction to the initiative (to be done by each project’s partner).*



1. Introduction

“Design-driven Open Innovation Challenge for 200 SMEs (200SMEchallenge) is a design-driven project from H2020-INNOSUP-2018-2020 programme. It aims at allowing a set of 7 innovation agencies to set up, deliver and evaluate the impact of a novel SME innovation support initiative following the tenets of Innovation Challenges. In particular, this support initiative is intended to allow digital SMEs to source strategic insight on market needs and technology requirements during the early stages of a new product development (NPD) process within a 2-day Innovation Challenge: the user experience or the “UX Challenge”.

In order to facilitate a more successful implementation of the project and present its results to the potential users of a similar support initiative approach, a communication plan has been developed and agreed by the partnership to outlet communication objectives, target audiences, channels, messages, activities, evaluation criteria and the roles and responsibilities of the partnership for the duration of the project. The plan establishes the visual identity of the project and its main activity, sets up information and communication touchpoints and provides ideas for communication contents.

The plan has been developed in accordance with Innovation and Network Executive Agency’s [“Communicating Horizon 2020 projects”](#), European IPR Helpdesk’s [“Making the Most of Your H2020 Project”](#), European Commission’s [“Communicating EU research and innovation guidance for project participants”](#).

The main objective of the communication plan is to provide a framework to promote the 200SMEchallenge project, its activities and ongoing findings and results to a multitude of audiences. This strategic objective, however, must be divided into two smaller fractions:

- 1) communication of the project and its results (to be done by project’s communication officer and each project’s partner);
- 2) communication of UX challenge to its specific target audiences and their attraction to the initiative (to be done by each project’s partner).

WP5 Lead will then provide guidance to project partners on what communication actions to activate during the whole project duration in order to support its objectives.



2. Communication of the Project

2.1 Target audiences

In terms of communicating the project, its main findings and results, six major target groups shall be taken into a consideration:

- 1) EU SME policy level;
- 2) Regional and national SME policy level;
- 3) SMEs and industry representatives;
- 4) Start-up incubators and research bodies;
- 5) Universities
- 6) The general public.

2.1.1 EU SME policy level

European SME policies are being drafted in an effort to capitalize on the variety of business cultures of the continent and to promote the cross fertilization of business ideas. These organizations are for example EASME; partners from previously-funded Innosup-5 Projects; EU innovation agencies and their representative networks (The European Network of Innovation Agencies – TAFTIE; regional contact points of Enterprise Europe Network).

EU policy makers at all levels are interested in knowing the feasibility and benefits of innovation contests as an innovation policy tool for SMEs; also, EU innovation policy makers are interested in observing the feasibility and operations of designing and carrying out an extensive RCT (Randomized Control Trial) study aiming at statistically validating the impact of the experimented Innovation Challenge as an innovative SME policy tool. As a result, new validated SME innovation support policy tools will be created, which will be afterwards subject to dissemination.

2.1.2 Regional and national SME policy level

Public innovation agencies strive at keeping the pace of SME innovation demand and traditional grant-based models remain the main source to fund research and innovation. These organizations are for example regional Innovation Agencies beyond project partners. Regional and national policy makers should know about the project to be aware of the feasibility and the benefits of open innovation programmes, such as the UX Challenge. Policy makers shall include them as an innovation policy tools to be adopted by innovation agencies and other innovation intermediaries. The same goes for the design and execution of the RCT – Randomized Control Trial. Communicating the project to them will maximize the chances for a more effective dissemination and exploitation of results.

2.1.3 SMEs and industry representatives

SMEs are mainly (but not necessarily) from the ICT and manufacturing sectors. These are the companies that would like to improve the value proposition and usability of their digital products on the basis of



sound tests with users. These companies would like to collect ideas for innovation and mockups for redesign.

2.1.4 Start-up incubators and research bodies

First of all, this target audience is contacted to look for the solvers of the UX Challenge, as well as potential seekers (the companies). Also, start-ups in the incubators could be interested in finding new potential clients to work for and in expanding their network. Solvers as well as mentors could also be related to research bodies, featuring young researchers (e.g. postdocs) mainly with a background in interaction design-related studies (computer scientists, designers, sociologists, psychologists, economists). Besides that, start-up incubators and research bodies can be interested in how an open innovation contest works, and consider to adopt such scheme to support their operations.

2.1.5 Universities

Universities are communicated the project as they play a crucial role: acting as the main channel through which project partners will enrol the solvers of the UX Challenge (mainly students and Ph.D. students). Targeted universities will be those having courses in interaction design-related studies (computer scientists, designers, sociologists, psychologists, economists), as well as business and innovation management.

2.1.6 The general public

The idea of the project as well as a design sprint per se is a comparatively novel approach to fostering innovation, therefore wider audiences should be introduced to it. These are mainly the citizens who might be interested in testing products and prototypes – kids, parents, students, young entrepreneurs and so on.

2.2 Messages

The following core topics below (some illustrated with the main message bullet points) will be addressed to prepare the communication contents throughout the project durations via the various media.

- Institutional information about the project: goals, partners, etc;

- The ultimate strategic goal of the project is to support and nurture the growth of regional market of design-driven innovation services to SMEs, by qualifying demand and offer.
- 7 innovation agencies are helping to achieve this goal, including the lead partner HUB Innovazione Trentino Fondazione (Italy) and other innovation agencies such as Steinbeis Innovation GGMBH (Germany), Fundacio General De La Universitat Jaume i Fundacio De La Comunitat Valencian (Spain), Viesoji Istaiga Lietuvos Inovaciju Centras (Lithuania), Oulun Kaupunki (Finland), Dansk Design Center (Denmark) and Tehnopol (Estonia).
- Project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 824212 and has a duration of 18 months.
- A RCT – Randomized Control Trial study will be carried out to validate the impact of the piloted SME innovation support scheme.



- Information about EASME and the Call INNOSUP and INNOSUP-06;
- Added value for SMEs: benefits of user-centered design and the UX Challenge;

- User-centered design is an iterative design process in which designers focus on the users and their needs in each phase of the design process.
- In UCD, design teams involve users throughout the design process via a variety of research and design techniques, to create highly usable and accessible products for them.
- Investing in user-centric design early in the new project development process proves to highly improve product usability and user experience (UX), with positive business impact on both market value and NPD project costs.
- Companies get a working prototype for their problem they are looking a solution for, a committed team, agile feedback from the mentors and the developers and access to the new talents and investors.

- What innovation contests are and how they work;

- Innovation contests are organized to support innovation in SMEs and have been activated throughout Europe by the innovation agencies.
- Innovation contests are organized mainly by the governments, large research institutions or non-profit foundations.
- For the contest, challenges are launched, which are focused on hi-tech and applied research problems with societal impact. These challenges are presented by the companies that are open to innovation and willing to adapt the new technologies.
- Research teams or even startups compete to develop solutions for one of the challenges and during the contest, a working prototype is being developed.
- Innovation contests are utilized to advance the state of the art or scientific research and engineering.
- The benefits are mutual: companies get a working prototype for their problem they are looking a solution for, a committed team, agile feedback from the mentors and the developers and access to the new talents and investors. Developers can win a monetary award, gain worldwide recognition, receive high quality expert mentoring but also a possibility to get a new client, new job or internship.

- How the UX Challenge works: what it takes to set it up and organize it (hints and tips, also with “tales from the field” from ongoing operations at a partner level). More details are provided by D2.1;
- Why innovation agencies should embark in designing and operating open innovation contests for SMEs;
- Methodology used in the project (RCT), and how it works;



- Why RCT is important in policy making and how it can be adopted in practice by innovation agencies;
- Results of the seven pilots of the UX Challenge (TBC in Dissemination Plan);
- Results of the RCT study showing early impact on all participants (TBC in Dissemination Plan);
- Feedback for improvements of the piloted scheme (TBC in Dissemination Plan);
- Show impacts of the EU funding backing the project (TBC in Dissemination Plan);
- Availability of public deliverables, throughout the whole project (TBC in Dissemination Plan);

2.3 Channels

2.3.1 Projects' website

The project website will be designed and utilized for the purpose of providing all the relevant information about the project and serving as a complementary source of information to the UX Challenges related info on each Project Partner's individual website. Project website URL will be: <http://200smechallenge.eu/>. During the time this deliverable is being written, the project website is being designed. We expect the website information architecture and features to be the following:

HOME

1. Homepage
2. About the project
 - a. Call INNOSUP 6 short description and expected impact
 - b. Project scope, objectives and Workplan
 - c. Consortium (short description of 8 partners with logos)
3. The UX Challenge
 - a. Description of the initiative
 - b. How to apply
 - c. EU map with all 7 location with link to partners webpages for application
4. Methodology
 - a. The Design Sprint (description of the methodology - 1 page with pics)
 - b. RCT - Randomized Control Trial: quick description of the overall research study behind the project
5. Value for both SMEs and innovation agencies to get involved in the Project and methodology
6. News, media
7. Deliverables and Publications (to be uploaded those deliverables subject to dissemination)
8. Contacts

2.3.2 Projects' social media accounts

The project has its own:



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824212.

Facebook account: <https://www.facebook.com/200smechallenge>

Twitter account: <https://twitter.com/2Echallenge>

LinkedIn page: <https://www.linkedin.com/company/200smechallenge/about/>

and YouTube channel:

https://www.youtube.com/channel/UCHFSAo6k111-n5dhNRHPnYA?view_as=public

Social media accounts and channels will be primarily utilized to engage target audiences in *two-way exchange* with the Project Partners and participants allowing the Project Partners to receive instant feedback on the Project progress, outcome and impact and thus take immediate improvement actions when needed.

2.3.3 Projects' visual materials

Each partner will have available a poster, a leaflet and a roll-up, having the primary purpose of communicating the key info of a UX Challenge.

2.3.4 Project partners' website

Project partners should use their own website to promote the project.

Every partner will add project's info on their website with the short introduction of the project, project's logo, main objectives, outcomes and some project facts (partners, duration, total budget, fund and lead partner). A link to the project website will have to be in place.

Partner's should also add the press releases and news on their websites regarding the progress of the implementation of the project.

Applications to UX Challenge (for companies, solvers, testers and might be even mentors) will be done on the partner's websites: therefore, the call for selection of companies (regulation of the UX Challenge), the privacy policy document, as well as the application forms for all involved parties (seekers, solvers and testers) will be available on project partners' websites.

Also, links to the two surveys (the Baseline Survey – BS – and the Follow Up Survey – FuS) should be placed on project partner's websites.

2.3.5 Project partners' local channels

Project partners should communicate the information about the project to local partners asking them to further disseminate it on their own channels. This includes the press releases as well as social media posts.

2.3.6 The media

Traditional media still holds on to a great part of accessible audiences, therefore, it should be also engaged in terms of the project communication. News portals, news websites, targeted websites could be used to benefit the project and disseminate information about the project and its goals more widely. It can also serve as one of the best sources for the policy makers.



When politely approaching the media, the message should be very clear, why this is important to share and how newsworthy this is. Messages should use the similar tone of voice as in the emails. The benefits to the media when publishing the story should also be pointed out.

Typical press release format:

Headline

Lead – a brief overview of the project and its goals, partners, expected outcomes etc.

Body – an explanation of the brief information provided earlier in the lead, starting from the most newsworthy info to other less important, background info (including information about EASME and the Call INNOSUP and INNOSUP-06).

UX challenge info – a short paragraph about the methodology to help journalists understand how the project is carried out and make writing about it easier.

Media contact information – author or project’s contact information.

2.4 Roles and responsibilities

2.4.1 Project’s communication officer (WP5 Lead)

In terms of communicating the project, the main responsibility for this purpose will fall under a WP5 leader: Lithuanian Innovation Centre (LIC). It will be responsible for:

- Preparing communication materials for the website and other partners to utilize to execute the planned communication actions;
- Preparing posts, tweets and videos for project’s social media accounts;
- Updating project’s website;
- Preparing news and press releases;
- Providing guidance for partners on communicating the project.

2.4.2 Project partners

Project partners are responsible for providing material to the project’s communication officer regarding any local communication activities related to the project. This material should include pictures, short messages and any other written materials that could be used for project’s main channels: website and social media accounts.

2.5 Communication activities

To convey the needed information to the above mentioned six target groups (see section 2.1.) via the channels mentioned above (see section 2.3.), the following communication activities are planned by all Project Partners:

- Social media posts;
- News on project website;
- News on partners’ websites;



- Articles in design blogs and magazines;
- Press releases;
- Short video interviews to partners;
- Short promotional graphics videos.

All Project Partners will carry out communication activities on a regional and national level via their local communication channels, the WP5 Lead Partner will coordinate and centralize the communication on the Project website.

All communication activities will be carried out on *ad hoc* basis, though within a monthly tentative planning, meaning that whenever there is some relevant content or info to share it will be done (e.g. calls to participate, deadlines, event results, feature stories of participants or mentors, project highlights, etc).

2.6 Objectives, KPIs and targets

During the implementation of the project, by activating communication actions, WP5 leader and project partners, collaborating with each other, will achieve the below listed objectives:

Table 1. Project's objectives

KPIs	Responsible	Target M9	Target M15	Target M20
Contacts in social media channels	WP5 Lead	50	150	200
Posts in social media channels	WP5 Lead	10	25	50
Views/impressions reached by the audience	WP5 Lead	0	100	200
Entries on project's website	WP5 Lead	0	10	20
Project's website created	WP5 Lead	1	-	-
Social media channels created	WP5 Lead	4	-	-
Short video interviews to video partners	WP5 Lead	-	7	-
Short promotional graphics video	WP5 Lead	-	-	1
Information for post on social media channels	Partner	2	3	-
Updates for project's website	Partner	2	3	-
Reports or other publications for project's website	Partner	-	1	-
Press releases	Partner	2	4	6
Blogs articles	WP5 Lead	2	4	6



3. Communication of the UX Challenge

3.1. Target audiences

In terms of communicating the UX Challenge initiative with the specific aim to attracting audiences to apply and take part in it, four targeted audiences shall be taken into a consideration:

- SMEs;
- Solvers;
- Testers;
- Mentors.

3.1.1 SMEs

SMEs are mainly from the ICT field. These are the companies that would like to improve the value proposition and usability of their digital products on the basis of sound tests with users. These companies should be willing to collect ideas for innovation, mockups and prototypes for improving the user experience of their products.

3.1.2 Solvers

Possible solvers include:

- university students (including Ph.D. students);
- young professionals mainly with a background in interaction design-related studies (computer scientists, designers, sociologists, psychologists, economists);
- start-ups in the incubators who could be interested in finding new potential clients to work for and in expanding their network;
- young researchers from universities and other research institutions;

3.1.3 Testers

Design Sprint involves a “testing” phase which requires the involvement of real end users. These are mainly the citizens who are invited to test products and prototypes – may be generic citizens (for B2C products) or professionals (for B2B), students, young entrepreneurs and so on. Testers must be selected on the basis of the selected companies and products (testers need to meet the profile of potential users of the selected products). The test consists of a 50 mins task-based interview with each tester featuring Thinking Aloud technique executed by solvers.

3.1.4 Mentors

Each team is mentored by at least one senior mentor, who is an UX design professional. Mentors are mainly searched from the regional UX design firms, universities, local partners’ channels or from the personal network (they may be freelancers). Professional mentors are interested in showing their abilities to potential future customers (the involved SMEs).



3.2. Channels and actions

The below flowchart shows the main promotional touchpoints that will be utilized to outreach the targeted audiences for the UX Challenge.

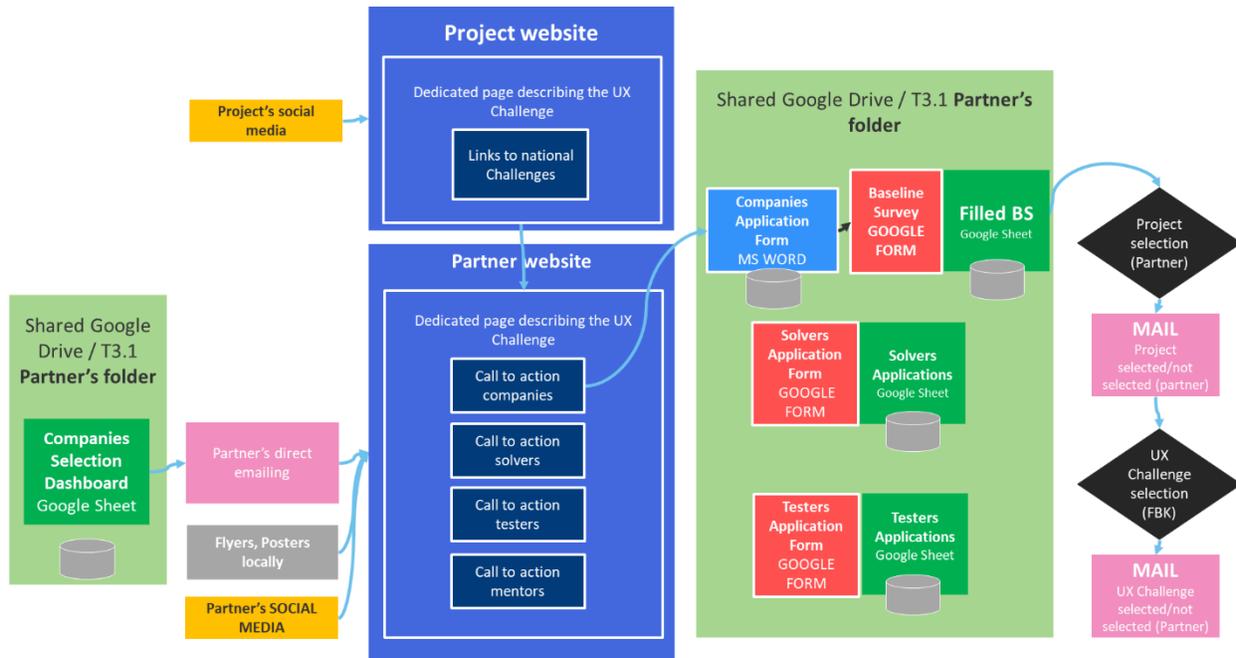


Figure 1. UX Challenge promotional touchpoints

3.2.1. Partners' websites

Similar to the project's information, also full information about the UX Challenge needs to be added on the partners' websites. This information should include the logo of the UX Challenge and an appropriate description of the UX Challenge to all the relevant target audience that will have to fill in their application to the Challenge via the partner's website (companies, solvers, testers, and possibly mentors). When clear, the date and place of the event with the application forms should be added as well.

3.2.2. Partners' social media accounts

Partner's social media channels should be utilized while engaging with the targeted audience in inviting SMEs, solvers, testers to apply for the UX challenge as well as providing some information and results from the UX challenge.

During the events, you should share the activities covered by posting in social media pictures and tags. One post per each workshop module should be enough. Just remember to tag partners and add some relevant hashtags and most of all, posts should be fun!

Hashtags that can be used in the posts:



#200SMEchallenge
#UXChallenge
#InnovationChallenge
#DesignSprint
#DesignThinking
#UserCentricDesign
#UserExperience
#OpenInnovation
#SME
#H2020
#INNOSUP

Facebook

Facebook is a good channel to find participants in each target audience (either SMEs, solvers or testers). Posts can be shared in specific groups or targeted as a campaign for money. Facebook could also be used to raise awareness of the project.

1. Right after the application is opened for the challenge, a general post about the challenge should be posted (introduction of Design Sprint, the benefits from it and with the call to action to register) (see Annex 1.1).
2. After one week from the previous post, to attract the target audience, benefits for this target group with the call to action should be posted before the challenge (see Annex 1.1).
3. During the challenge, some pictures with the progress of the challenge should be posted (see Annex 1.1).
4. After every UX Challenge, the results should be posted. There should also be the pictures of the event included. Post should cover these topics:
 - Place of the UX Challenge
 - Number of participants
 - Description of the challenges that were being solved during the Design Sprint
 - Mention name of served companies and tag them and relevant company contacts
 - Winner team and their solution
 - Next place of the UX Challenge



Twitter

Twitter is a very effective channel for the real-time communication. For this reason, during every Design Sprint the tweets should reflect what is happening during the event. See the example from Annex 1.2.

After every Design Sprint, the results and the pictures of the event should be tweeted. Tweets should cover these topics:

- Place of the UX Challenge
- Number of participants
- Description of the challenges that were being solved during the Challenge
- Mention name of served companies and tag them and relevant company contacts
- Winner team and their solution
- Next place of the UX Challenge

LinkedIN

LinkedIN posts should be posted before the challenge, during the challenge and right after the challenge with the pictures and hashtags. See the examples from Annex 1.3. Supported companies, as well as local partners should be tagged in posts.

Image and video related social medias

If available, during the Design Sprint, a professional cameraman should film or take pictures of the UX Challenge and later upload them on image or video related social medias, including hashtags to the UX Challenge and the project. Please share the links with the WP5 leader in order to share them on project's channels.

3.2.3. Partner's emails and newsletters

Personal emails and newsletters should be utilized, especially for contacting the SMEs, start-ups, research institutions. UX Challenge promotional actions such as email or newsletter will first of all have to include basic information about the Design Sprints, such as the followings:

- Targeted audiences;
- Description of UX Challenge;
- Speakers and mentors;
- Dates;
- How to apply and deadline.

See the examples of the emails from Annex 2.

3.2.4. Project partners' local partners' channels

Project partners should spread the word of the UX Challenge to the organizations in their network. All related press releases and news should be forwarded to these organizations. Local partners' channels are also good when looking for the participants. For example, universities are for finding the solvers and testers and SME representative organizations are for finding the seekers.



3.2.5. Personal meetings/phone calls

When it comes to SMEs, personal contacts could be the most effective way to reach out to them, let them know about the UX challenge, ask them to join the pilot initiative, present the main findings etc. Personal contacts could be done through direct meeting, phone call, personal email. It shall be supported by appropriate and professional communication materials (e.g. flyers, posters, roll-ups, [PowerPoint presentation template](#)). All visual materials are uploaded in the Project [Google Drive folder](#).

Messages in the meetings and phone calls should focus on the benefits that this company or person is going to receive. In order to be able to provide value to the company, little research should be done before the meeting or phone call about the company and their product.

3.2.6. Traditional media

Traditional media still holds on to a great part of accessible audiences, therefore, it should be also engaged in terms of implementation of the UX challenge. News portals, news websites, targeted websites could be used to benefit the project and disseminate information about the UX challenge more widely. It can also serve as one of the best sources for the policy makers.

When politely approaching to the media, the message should be very clear, why this is important to share and how newsworthy this is. Messages should use the similar tone of voice as in the emails. The benefits to the media when publishing the story should also be pointed out.

Typical press release format:

- **Headline**
- **Lead** – a brief overview of the event, including answers to the questions – who, what, when and the result of this event.
- **Body** – an explanation of the information provided earlier in the lead, starting from the most newsworthy info to other less important, background info.
- **UX challenge info** – a short paragraph about the project to help journalists understand the nature of the project and make writing about it easier.
- **Media contact information** – author or project’s contact information.

3.2.7. Gadgets (merchandise)

During the UX challenge these are some of the gadgets that can be given out for free to the participants:

- T-shirts (Examples provided in the Brand Guidelines in [Google Drive folder](#));
- Reusable bags;
- Coffee mugs (examples provided in the Brand Guidelines in [Google Drive folder](#));
- Pens and pencils;
- Chargers/power banks;
- Socks.



All these gadgets must have:

- a) UX Challenge logo;
- b) 200SMEchallengelogo;
- c) EU flag with the text “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 824212” next to it. That latter may not be applied on very small objects, such as pens or headphones

3.3. Roles and responsibilities

3.3.1. Project’s communication officer (WP5 Lead)

In terms of communicating the UX challenge, the WP5 lead will play a supporting role to the project partners by resharing, retweeting or reposting information regarding each partner’s UX challenge activities.

3.3.2. Project partners

The main role of communicating UX challenges and attracting targeted audiences to take part in fall under project partners. They should utilize all the communication channels listed below:

- Emails and newsletters to SMEs and or start-ups, research institutions, etc.;
- Phone calls and meetings with SMEs, potential mentors, etc.;
- Communicating UX challenge by using own and local media channels;
- Producing and disseminating project’s merchandise and visual materials.

3.4. Objectives, KPIs and targets

Every partner should follow the project’s objectives down below.

Table 2. UX Challenge objectives

KPIs	Responsible	M9	M15	M20
Posts in social media channels	Partner	5	10	15
Views/impressions reached by the audience	Partner	200	400	600
Section dedicated to the project/initiative created on partners’ website and link to the three application forms (companies, solvers, testers)	Partner	1	-	-
Merchandise with project/initiative visuals produced and disseminated	Partner	50	50	-
Direct emails sent to targeted SMEs including promotion of the UX Challenge and link to the application form	Partner	50	-	-



Phone calls with targeted SMEs to promote the UX Challenge	Partner	25	-	-
One to one meeting executed with targeted SMEs to explain value proposition and benefits of the UX Challenge	Partner	15	-	-
Direct emails to universities or other academic and relevant institutions to engage with solvers, including the link to application form	Partner	10	-	-
Phone calls with universities or other academic and relevant institutions to engage with solvers	Partner	10	-	-
Direct emails to universities, companies or other institutions promoting UX challenge towards the testers and link to testers application form	Partner	-	80	-
Direct emails sent to targeted mentors including promotion of the UX Challenge	Partner	15	-	-
Phone calls with targeted mentors to promote the UX Challenge	Partner	10	-	-
Flyers printed out	Partner	50	20	-
Poster printed out	Partner	-	3	-
Roll up printed out (if applicable)	Partner	-	1	-



4. Project visual identity

4.1. Project's logo



Above is the project logo. See the application options and other possible colours in the Brand Guidelines in [Google Drive folder](#).

4.2. Initiative logo



In addition to the project's logo, there is also a UX challenge logo developed. All options are available at [Google Drive](#).

4.3. Templates

WP5 lead has developed the following templates, all available in [Google Drive folder](#).

- Presentation template (ppt);
- Poster
- Leaflet
- Roll-up



5. Annexes

5.1. Annex 1 - Social media posts

Facebook posts

General post to share before the challenge

Does your product or service need some improvement with UX? or Are you a professional in the UX field looking for the internship or new work opportunities? Join “200SMEchallenge” Design Sprint that has proven to be a bullet-proof user-centric innovation framework for digital companies and career making opportunities for early professionals.

- 2 day-long face-to face hackathon, seminars and hands-on work with the help of senior mentor. You will be offered top-level professional learning experiences during the Design Sprint;
- New contacts and further collaboration opportunities;
- Prizes;
- E-learning contents made available online, featuring recordings of the main workshop sessions, slides, practical tools and exercises.

Read more and apply: [URL to the source.](#)

Targeted posts to share before the challenge

1. Text for the SMEs

Attention SMEs! 200SMEchallenge invites you to take part of the UX Challenge to get your digital products and services even better in cooperation with the university students, young researchers and professionals from the service design and Human Computer Interaction fields!

Attending in the intense **Design Sprint** gives you FREE opportunity to be part of the:

- 2 day-long face-to face hackathon, featuring seminars, hands-on work on your product or service. You will be offered top-level professional learning experiences during the Design Sprint;
- Motivated and hands-on team of students and professionals working on your product or service improvement in UX for free;
- Opportunity to gather actionable insight and inputs (e.g. new validated interface mock-ups and prototypes) that can easily be implemented in the new product development process right after the end of the Challenge;
- E-learning contents made available online, featuring recordings of the main workshop sessions, slides, practical tools and exercises.

Find your city and fill in the survey about your challenge [URL link](#). You can submit more than one product!

We are looking forward to see you at the UX Challenge!



2. Text for the solvers

Are you interested in finding internship opportunities, new contacts in the UX field or putting your knowledge into practice? 200SMEchallenge invites you to take part of the UX Challenge to develop prototype solutions to the digital industry SMEs.

Attending in the intense **Design Sprint** gives you many benefits for FREE:

- 2 day-long face-to-face hackathon, seminars and hands-on work with the help of senior mentor. You will be offered top-level professional learning experiences during the Design Sprint;
- Delivering prototype solutions to the real challenges companies are facing, which might lead to further collaborations with the companies and mentors;
- Internship opportunity or getting hired to exploit results of the Challenge;
- Best solutions are awarded;
- E-learning contents made available online, featuring recordings of the main workshop sessions, slides, practical tools and exercises.

Apply now URL link.

We are looking forward to see you at the UX Challenge!

3. Text for the testers

Are you interested in improving products or service you might use in the future? Take part in the UX Challenge to test out the prototype solutions developed during the Design Sprint.

UX Challenge takes place on the *(date)* at the *(place)*. You get the unique opportunity to be part of the **Design Sprint** and contribute to the product development of SMEs. Attending the hackathon gives you many benefits for FREE such as:

- Contributing to the product development of SMEs and testing out their innovative digital products and services;
- Being part of this unique 2-day hackathon and finding new contacts in the UX field;
- Thank you gifts.

We are looking forward to see you at the UX Challenge! For participation, please contact *(insert your email)*.

Post to share during the challenge

The Design Sprint has begun. 8 teams are working intensely on the challenges of these SMEs to develop their digital product or service more user friendly:

(List of the companies and their challenges shortly)

Design Sprint has proven to be a bullet-proof user-centric innovation framework for digital companies by making use of design thinking techniques. We are expecting to see the prototype solutions which might lead to further collaborations with the companies and mentors!



More information about the UX challenge (point to URL link).

Twitter post

Today #200SMEchallenge is @Tehnopol. 8 teams are working on the prototypes to make #UX solutions better for the innovative SMEs. #DesignSprint is soon coming to (*number*) other countries, find your city and apply www.200SMEchallenge.eu

LinkedIn posts

LinkedIn post to share before the challenge

Similar to FB posts, add hashtags.

#UXChallenge #DesignThinking #DesignSprint #UsercentricDesign #UserExperience #200SMEchallenge #SME #H2020 #INNOSUP #Europe #Innovation #InnovationPrize #InnovationChallenge #OpenInnovation

LinkedIn post to share during the challenge

Similar to FB posts, add hashtags.

#UXChallenge #DesignThinking #DesignSprint #UsercentricDesign #UserExperience #200SMEchallenge #SME #H2020 #INNOSUP #Europe #Innovation #InnovationPrize #InnovationChallenge #OpenInnovation

LinkedIn post to share after the challenge

Similar to FB posts, add hashtags.

#UXChallenge #DesignThinking #DesignSprint #UsercentricDesign #UserExperience #200SMEchallenge #SME #H2020 #INNOSUP #Europe #Innovation #InnovationPrize #InnovationChallenge #OpenInnovation



5.2. Annex 2 - Emails and newsletters

Example of an email to SMEs

Dear company,

(Insert your organization's name) invites you to take part of the UX Challenge to get your digital products and services even better in cooperation with the university students, young researchers and professionals from the service design and Human Computer Interaction fields!

UX Challenge takes place on the *(date)* at the *(place)*. This is a unique opportunity to be part of the **Design Sprint**, which gives you FREE:

- 2 day-long face-to-face hackathon, featuring seminars, hands-on work on your product or service. You will be offered top-level professional learning experiences during the Design Sprint;
- Motivated and hands-on team of students and professionals working on your product or service improvement in UX for free;
- Opportunity to gather actionable insight and inputs (e.g. new validated interface mock-ups and prototypes) that can easily be implemented in the new product development process right after the end of the Challenge;
- E-learning contents made available online, featuring recordings of the main workshop sessions, slides, practical tools and exercises.

For participation, please fill in the application form about your challenge here before the *(date)*: *(link)*. You can submit more than one product!

We are looking forward to see you at the UX Challenge!

UX Challenge is part of the Design Driven project called 200SMEchallenge *(this should be linked to www.200smechallenge.eu)*, which aims to make an impact on SMEs awareness on the benefits of adopting design thinking and user-centric design validated practices to the extent of validate market fit and technology requirements during the early stages of a new product development (NPD) process. Project is financed by Horizon 2020.

Example of an email to solvers

Are you interested in finding internship opportunities, new contacts in the UX field or putting your knowledge into practice? *(Insert your organization's name)* invites you to take part of the UX Challenge 2-day hackathon to develop prototype solutions to the challenges that SMEs are facing.

UX Challenge takes place on the *(date)* at the *(place)*. This is a unique opportunity to be part of the **Design Sprint**, which gives you FREE:

- 2 day-long face-to-face hackathon and hands-on work with the help of senior mentor. You will be offered top-level professional learning experiences during the Design Sprint;
- Opportunity to develop prototype solutions to real challenges companies are facing, which might lead to further collaborations with the companies and mentors;
- Internship opportunity or getting hired to exploit results of the Challenge;
- Awards,



- E-learning contents made available online, featuring recordings of the main workshop sessions, slides, practical tools and exercises.

These are the innovative companies that are looking for the team members to solve their challenges:

(List of the SMEs and their challenges or the link to the page, where the challenges are written down):

1. *Company name – description of their challenge.*

2. *Company name – description of their challenge.*

...

8. *Company name – description of their challenge*

For participation, please fill in the survey about which challenge you would like to solve before the *(date)*:
(link).

We are looking forward to see you at the UX Challenge!

UX Challenge is part of the Design Driven project called 200SMEchallenge *(this should be linked to www.200smechallenge.eu)*, which aims to make an impact on SMEs awareness on the benefits of adopting design thinking and user-centric design validated practices to the extent of validate market fit and technology requirements during the early stages of a new product development (NPD) process. Project is financed by Horizon 2020.

Example of an email to testers

Are you interested in finding internship opportunities, new contacts in the UX field or putting your knowledge into practice? *(Insert your organization's name)* invites you to take part of the UX Challenge to test out the prototype solutions developed during the Design Sprint.

UX Challenge takes place on the *(date)* at the *(place)*. You get the unique opportunity to be part of the **Design Sprint** and contribute to the product development of SMEs. Attending the hackathon gives you many benefits for FREE such as:

- Contributing to the product development of SMEs and testing out their innovative digital products and services;
- Being part of this unique 2-day hackathon and finding new contacts in the UX field;
- Thank you gifts.

We are looking forward to see you at the UX Challenge! For participation, please contact *(insert your email)* or register here *(link)*.

UX Challenge is part of the Design Driven project called 200SMEchallenge *(this should be linked to www.200smechallenge.eu)*, which aims to make an impact on SMEs awareness on the benefits of adopting design thinking and user-centric design validated practices to the extent of validate market fit and technology requirements during the early stages of a new product development (NPD) process. Project is financed by Horizon 2020.

