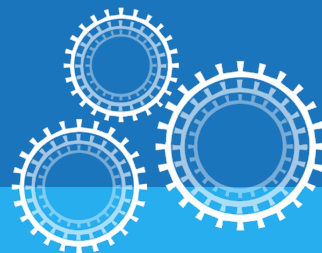


Local event to promote



News Blues Project

As one of the ESCP4X partnerships supported by the COSME program, the Blues consortia has promoted the BluesXchange pilot by organizing local events during the second semester of 2020.

The local events mission was to present to members and especially to SMEs, the concept of the exchanges and how they will be managed. The sanitary situation is still very difficult and therefore the European Commission made a decision that not only face-to-face but also virtual exchanges are possible.

These local events were also the opportunity to introduce the IT Tool developed by the European Commission to allow matches and exchanges.

To build these events, the five Blues partners prepared a presentation with each cluster adapting the document to their own event. To improve the impact, some sessions were recorded to allow members that couldn't attend the meetings to have access to the information.



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