BIOBORD OPERATING MODEL

Guide 4:Platform Guide to Registered Users of Biobord

Contents
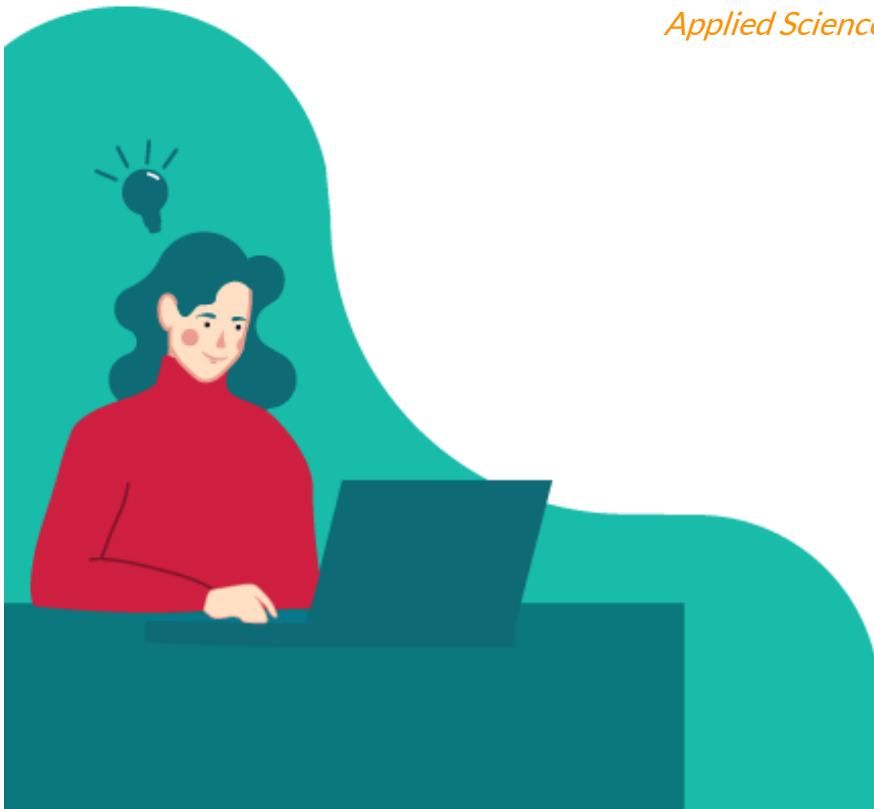
1. Introduction

The Biobord platform is an open co-working and networking forum for a growing bioeconomy developers' community across the Baltic Sea region. It is managed and administrated by JAMK University of Applied Sciences, Finland. The Biobord platform and its joint operating model for the network of bioeconomy innovation hubs has been developed using a user-centred, iterative design process involving open piloting with registered users from around the Baltic Sea region. We hope you enjoy your experience at the platform and we, along with the international Biobord Staff, are ready to assist you in getting the most out of the services available.

This guide provides information on the services and support available for all registered users of the Biobord platform. It outlines the open access innovation services that all registered users are welcome to use, and provides guidance on the interaction at the Forum. The guide also provides basic information on the rights and responsibilities of all registered users of the Biobord platform. At the end, you can find the Frequently Asked Questions (FAQ) on the use of the forum functionalities. Feedback on the Biobord

platform and its services are welcomed continuously under the 'Biobord User Support' of the Biobord Forum.

For more practical information on the technical functionalities of Biobord, please consult the Biobord Manuals published under Biobord User Support:

- Biobord Manual 1: Keycloak Account Management System
- Biobord Manual 2: Wagtail Content Management System
- Biobord Manual 3: Forum
- Biobord Manual 4: Document Management System

2. How to Register and Manage Your Account

To get full access to the Biobord services, users need to register. Without registering, you are able to read the open content of the platform. However, to get involved in the discussion and to make your own topics in the Biobord Forum, registration is necessary. As a registered user, you can manage your own account information

2.1. Registration

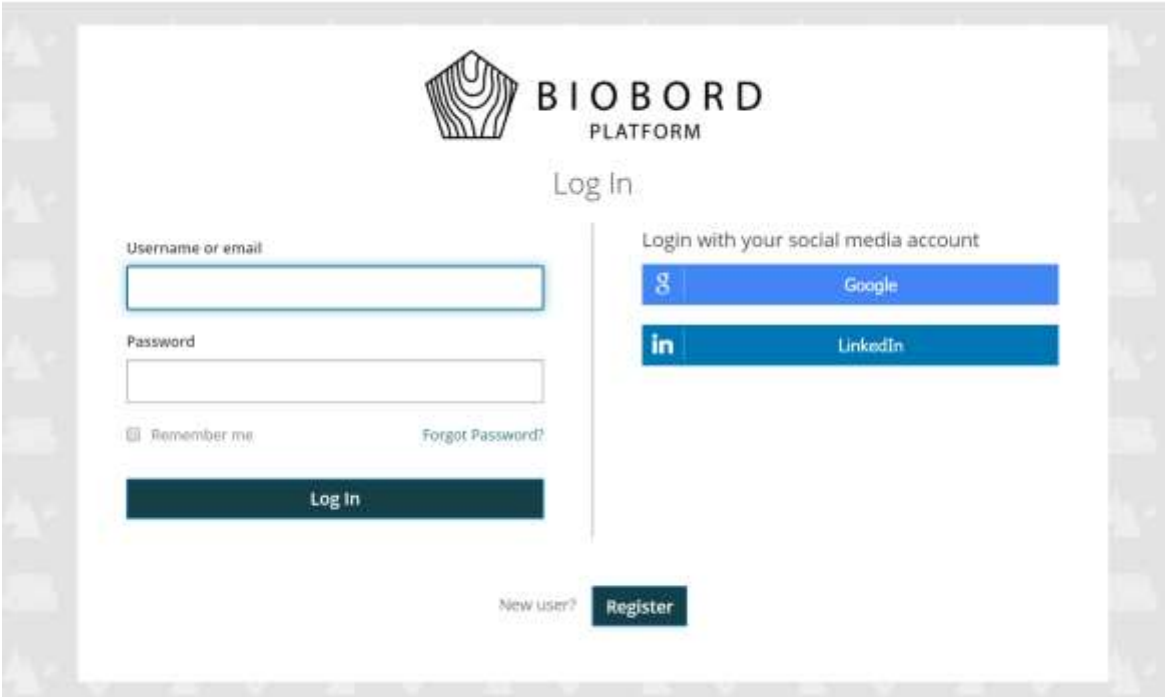
FIGURE 1: Registration to Biobord

For registration to Biobord, the user can either register via Biobord's own registration system (Keycloak) or via their existing Google or LinkedIn accounts. Google and LinkedIn accounts can also be connected to

an existing Biobord account via the Keycloak user account management system. When registering with the platform, the user consents to the Terms of Service and Privacy Policy of Biobord.

When conducting the registration via Biobord's own system, you will receive a confirmation message via email. After responding to the confirmation email, your user account is activated, and you can log in with the username and password that you created during registration.

Note! If the message does not arrive within 15 minutes, please check your junk mail. If you do not respond to the confirmation email within 4 hours, your account will be locked. In this case, kindly contact the Biobord administrator directly via email at riikka.kumpulainen@jamk.fi.

2.2. Account management

When using the Biobord's own registration system, Keycloak, you can manage your account information at the following web address: https://auth.biobord.eu/auth/realms/master/account

By signing into the site with the Biobord username and password, the user can change their username, password or email address, for example. Users can also review the information about the use of Biobord with their account, including the sessions and applications from where they have logged in.

For more detailed instructions, kindly review the Biobord Manual 1: Keycloak Account Management System.

2.3. Personal data protection

As a part of the registration system, data on users is collected in the Keycloak user account management system. On each registered Biobord user, the user register data includes names and email addresses. In addition, data is collected on the user's roles and rights on Biobord. This data includes rights to the content management system of Biobord. The data collected in the user register is provided by the users (the data subjects) themselves and the users are also able to manage this data, as outlined in section 2.2.

Collected user data is not transferred to third parties or used for any marketing purposes without separate consent from the user. For detailed information of the personal data protection and the rights of the users to access and erase their user data, kindly consult the Biobord Management document 2: Privacy Policy.

3. How to Manage My User Profile in the Forum

On the Biobord forum, users can manage their user profile information and different settings to customise the user experience. Managing your user profile is important to help you interact with the other users as well as for controlling the information flow based on your personal interests.
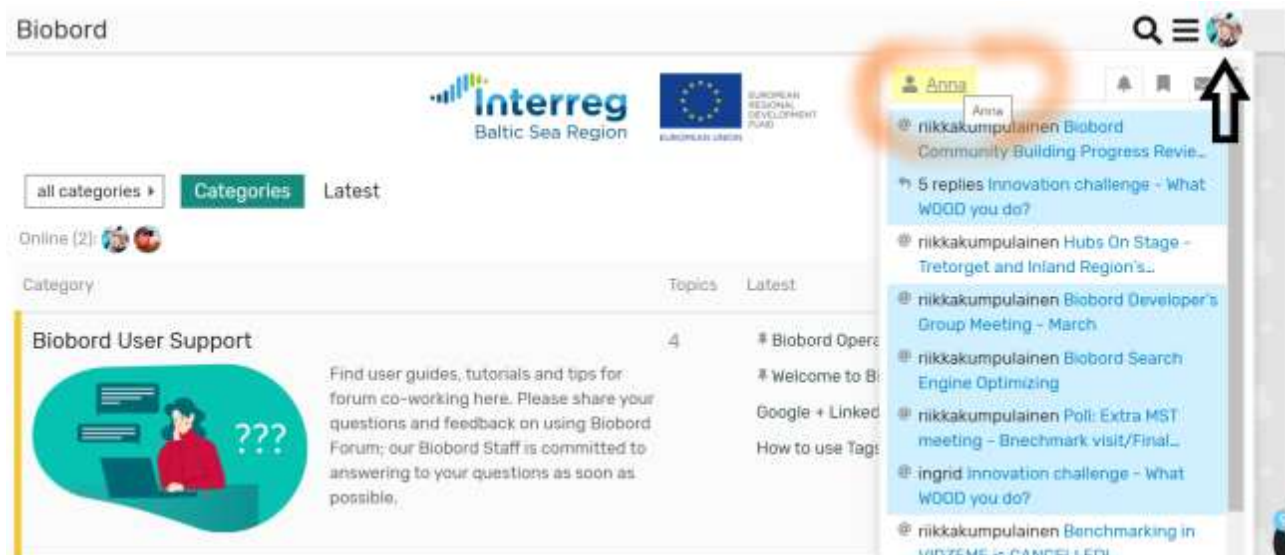
FIGURE 2: Accessing your user profile

You can find your user profile under the round icon with your profile picture (or the initials of your username) at the top right of the forum page (arrow in Figure 2). Under the round icon, you can find a menu with information on your activities at the forum, your preferences and profile information. At the top of the menu, there is your username (orange circle in Figure 2). Click your username to access the following features (as shown in Figure 2.):

- Summary
- Activity
- Messages
- Drafts
- Preferences

Note! Before you set your profile picture, the round icon will feature your initial based on the username (e.g. if your username is Anna, the initial would be 'A').

Note! You can find quick access to notifications and bookmarks from the top of the menu under your user profile as shown in Figure 3.

FIGURE 3: Quick access to 'notifications' and 'bookmarks'

Summary and activity features can help the user to track their use of the forum and access their previous forum discussions and interactions with other use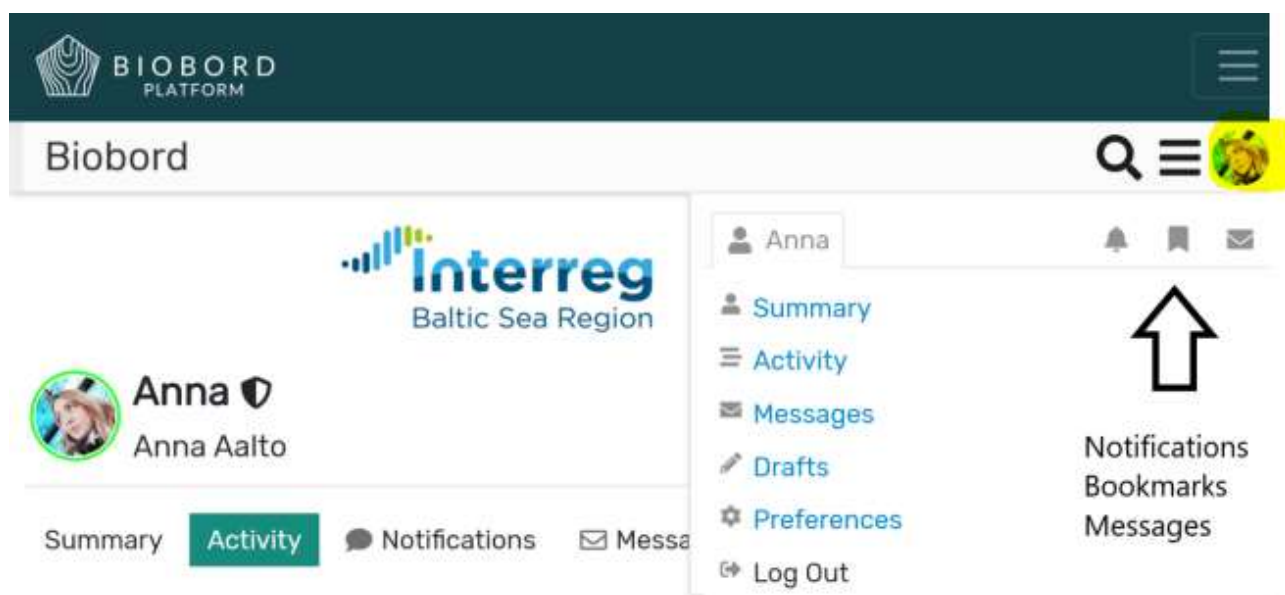rs, for example. Summary provides statistics on how the user has used the forum and interacted with other users. Activity provides a list of topics, replies, drafts, likes and bookmarked topics.

The Messages feature works as a private messaging service between Biobord users and user groups. Messages can be sent to individual user tags or group tags. From Drafts, the user can access unfinished topics, replies and messages. When a user starts composing a reply in any topic and does not finalise or publish it, the text will be autosaved as a new draft.

Under preferences, the user can adjust their account and profile information as well as the notifications to email and information about the categories, users and tags the user wishes to follow and get notifications from. On the left side bar in preferences, you can find the following features:

- Account
- Profile
- Email
- Notifications
  - Categories
  - Users
  - Tags

In Account, you can set your username and profile picture. Using a profile picture will help other users to recognise you when you are online. Featuring your picture is also proven to build trust and ease interaction in online discussions. The username is your official name at the platform; the other users will use it to contact you directly by mentioning you in their post with @username.

When selecting a username, please note:

- Do not make the username too difficult for others to remember
- Do not use long number codes, for example
- Do not use your email address
- The username is public, so avoid offensive names

In Profile, you can introduce yourself to other users with a brief description in the 'About me' section. You can also customise your profile header picture and the background picture of your user card. The user also has an option to select a 'Featured topic' to be linked to the user profile. For example, if you have written a topic to introduce yourself, your idea or organisation at the 'Open Biobord Forum', you can link that topic to your profile.

In the preferences, the section titled 'Email' will allow a user to select in which cases they will receive a notification message to their email. You can choose whether you want to receive an email if someone sends you a private message or when someone quotes you, replies to your post, mentions your @username or invites you to take part in a topic. You can select whether to get the email notification always or only when you are not logged in.

Furthermore, you can select to receive an activity summary in your email of the popular topics and replies, if you have not visited the platform in a selected timeframe. For example, you can select to get an activity summary if you have not logged in for a week or a month.
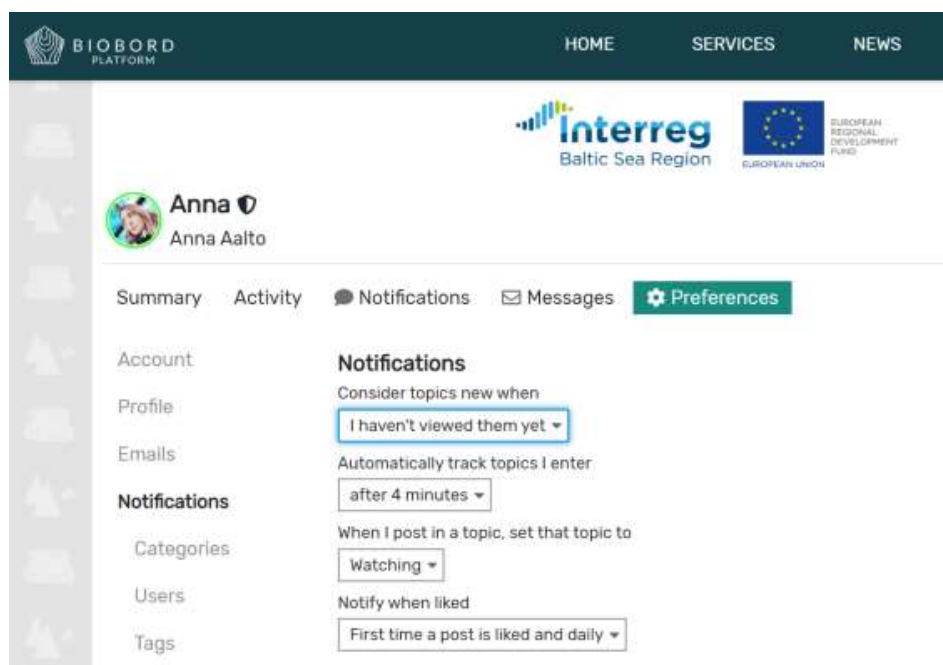

FIGURE 4: Notification settings can be customised

In 'Notifications', the user has many possibilities to adjust their information flow from Biobord forum to help them keep updated with latest topics and replies (Figure 4). Under 'Notifications' you can also

customise which categories, users and tags you are following in the forum. If you select a category or tag as watched, you will be notified of all new posts and topics under the watched category or with the watched tag, and a count of new posts will also appear next to the topic. If you do not wish to get a notification of all replies, you can select the category or tag for 'Watching first post'. Then, you will be notified of only the first post in each new topic in these categories or with the selected tags.

Apart from 'watch', you can also select to 'track' a category or tag. When a category or tag is tracked, you will automatically track all topics in the category and a count of new posts will be shown next to the topic. Under the user notification setting, you can select to ignore or mute certain users.

4. Open Services of the Biobord Platform

The Biobord platform offers open access innovation services for all registered users. These services are international and accessible in English.

4.1. Catalogue and map of innovation services

The Biobord platform contains a catalogue of services and a network map that give the users information on the organisations connected to Biobord Network and the innovation services they offer. The map and catalogue have search features to help the user to identify relevant services. The user can search services based on three features: service type (Table 1.), region and bioeconomy sector categories. The bioeconomy sectors can be selected from the following categories:

- Agriculture and Food
- Forest-based bioeconomy
- Circular bioeconomy
- Renewable energy
- Natural resource management
- Nature-based services

Table 1: Service type categories in use at Biobor

Service type	Definition
Laboratory	Facility that provides controlled conditions in which scientific or technological research, experiments, and measurement are performed. The standardised testing possibilities should be described in detail in the service card.
Testbed	Platform for conducting transparent and replicable testing of scientific theories, practices and processes, tools, and new technologies. The opportunities of SMEs and partners to utilise the testbed should be defined in the service card.
Pilot	A pilot study, pilot project, pilot test, or pilot experiment is a small-scale trial conducted in order to evaluate feasibility, time, cost, adverse events, and improve upon the design prior to performance of full-scale implementation. The pilot can showcase special expertise of the organisation and hub.
Living Lab	User-centred, open-innovation system, integrating concurrent research and innovation processes within a public-private-people partnership. The opportunities of SMEs and partners to utilise the Living Lab should be defined in the service card.
Incubator	Services, support and facilities for start-ups.
Idea Generation	Processes, services and models for solving challenges or creating new business ideas or product and service concepts.

Each of the service cards comes with contact details to connect the user with relevant experts for further discussions.

4.2. Biobord Forum

The Biobord forum offers open services available for all registered users. These include networking, matchmaking and teambuilding services, and an opportunity to participate in the information sharing and transnational learning of the 'Open Biobord Forum' as well as access to web events on 'Biobord On Stage'.

4.2.1. Categories

4.2.1.1. Open Biobord Forum

The Open Biobord Forum is a networking, matchmaking, teambuilding, information sharing and transnational learning area for bioeconomy developers around the Baltic Sea region.

Whether you are **looking for help with your business idea or partners for a research pilot**, this is the forum for you. Look for and **share timely announcements on funding opportunities** and opportunities to **get involved in projects, pilots, networks and ventures**.

In the 'Open Biobord Forum', you can **search for new contacts**. If you are **looking for expertise, partners or talented professionals** for a project or business venture, just post a topic where you describe what you are looking for. You are also welcome to **share your expertise and introduce yourself** on the Forum.

For solving your business challenges with fresh ideas, new technologies and innovation, you are also welcome to **post your call for innovation**. The growing network of bioeconomy developers may just entail the right solution for you – or we may jointly establish a group to solve it. If you have no luck right away, don't worry. Our **Biobord Staff will be in contact with you and help you in your quest.**

The Open Biobord Forum has **four sub-categories** to organise data:

- Knowledge on bioeconomy
- Services and tools for bioeconomy innovation
- Raising awareness on bioeconomy
- New ideas for Joint actions

Discussion in this category is only in English.

4.2.1.2. Biobord On Stage

Biobord on Stage provides you information about the online events of Biobord Network. The events are **announced in the Biobord On Stage discussion area.** After the event, the **materials are shared and discussion on outcomes may continue under the event topic.**

On Stage events are open for bioeconomy companies looking for information on and contacts to the Baltic Sea markets and for all those interested in developing the bioeconomy. Whether you are looking for international partners or thinking about starting an export venture, we will assemble an expert panel to hear your case and give you feedback and guidance on the way forward. On Stage events are 45–60-minute online events with a 15–20-minute presentation from the company following feedback and discussion with the invited panellists. Currently, our pool of experts is focusing on Finland, Norway, Sweden, Poland, Latvia and Estonia. If a user wishes to host an online On Stage event, they only have one step to take – contact Biobord's staff. The user should send a private message (contact persons listed here) where they describe their case. Biobord's staff will take care of the rest within 30 days. The organisers should also consider whether the event is open or limited access.

4.2.2. Tags

The Biobord Forum has a tag system to help its users identify topics and to categorise information. Tags are bioeconomy-themed and have an 'umbrella' concept (Figure 5).


FIGURE 5: Tagging system of Biobord Forum

Note! Tags are altered based on the feedback of Biobord users. Please always see the current tag list from Biobord User Support: https://forum.biobord.eu/t/tutorial-biobords-tags/1470. Tag recommendations are welcomed, and the list is updated by admin each month. Only admins are able to add or remove tags.

Each Biobord category has been installed with the tag package, which includes agreed tags and their icons. When setting up a new category on Biobord, admin need to install the tag-package to categories settings.

The 'Umbrella' concept means that Biobord tags have two levels: upper theme tags and more specific tags underneath related to them. For example: #forestry is the upper tag and under that theme there are multiple forestry related tags like #sawmill or #biorefinery.

To help identify the theme of the topic at first glance, tags have related icons. Please see the icons of the tag groups in picture 1. Both, upper level theme tags and their sub-tags have the same icon. This means that it is easy to see what theme the sub-tag is presenting. Please see an example in Picture 2. It is recommendable that both the upper0level theme-tag and its sub-tag are tagged in a topic.
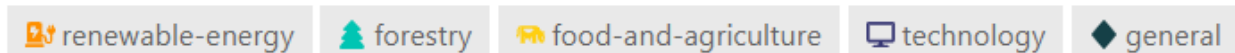
Picture 1: Icons of tags

Picture 2: Example of tag icons

The text editing field on the Biobord forum will only present the most commonly used tags. It is recommendable that before posting a topic, the user will see relevant tags from the User Support tag-list. The tag-field will suggest tags when typing.

By adjusting the user preferences for notifications on tags, the user can easily follow relevant topics on the forum. With notifications, a user can, for example, choose to get an email alert when there is a new 'Call for partners' posted on the 'Open Biobord Forum'. Using the tags will also help the users to make their topic stand out for their target group. Systematic utilisation of the tags will help all forum users find their topics of interest.

4.2.3. Biobord staff

The Biobord staff are a group of forum facilitators representing all regions involved in the Biobord Network – Central Finland, Inland County (Norway), Świętokrzyskie Voivodeship (Poland), Vidzeme (Latvia) and Estonia. Swedish staff members will be added to the next version of the Operating Model (4.0). The Biobord Staff are assigned to welcome and assist the new users of Biobord. Users can contact the staff members directly (private message via Biobord) or start a topic at the 'Biobord User Support' to get assistance to start using the Biobord Forum and other platform services. Biobord staff also share tips on the use of Forum via tutorial topics shared on 'Biobord User Support'.

The Biobord staff are listed in the below link 1. and the members have also represented themselves on the Open Biobord Forum in the Meet the Staff topic pinned on the top of the category. The users can also contact staff members in local languages. If you are unsure which category to use for your topic, or how to get involved in the discussion, you are always welcome to contact the staff members.

Link 1, Biobord Staff: https://forum.biobord.eu/t/meet-the-staff-of-biobord/850/12

4.3. User support on Biobord

There are two main channels for user support on the Biobord platform. The first is a Helpdesk ticketing system for private communication with the Biobord Administrators. The second option is open forum category, 'Biobord User Support', where an open dialogue concerning the use of forum can be carried out with Biobord staff. In Figure 6., Helpdesk access is shown at the top right corner of the forum page. 'Biobord User Support' can be found as the first category of the forum page.
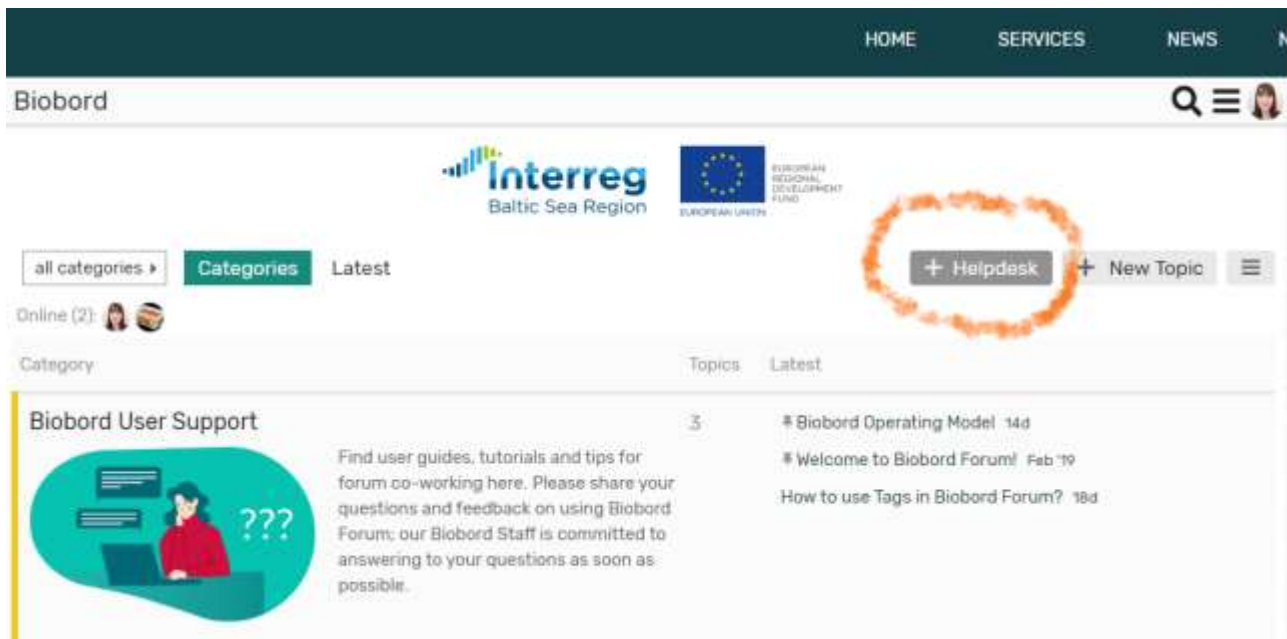

Figure 6: Helpdesk access and the Biobord User Support Category

As a general policy, the Helpdesk is oriented towards more technical problems and reporting problems, while 'Biobord User Support' is more focused on the services and interaction on the Forum. However, users are welcome to select the option they feel most comfortable with.

4.3.1. Helpdesk

Helpdesk access can be found in the top right corner of the Forum view at https://forum.biobord.eu/. If Biobord users experience any technical challenges in the use of Biobord, they are welcome to leave a ticket via the Helpdesk to the Biobord Administrators, who will address the issue and respond to the ticket. The ticket is titled 'Report a Problem' but it can also be used to ask questions or propose improvements to Biobord Administrators. 'Report a problem' is a simple ticket with a text field where to explain the issue. To assist the administrators to respond to your problem, it is advisable to indicate if you are using the platform with a mobile device and to indicate which web browser you are using. Administrators strive to answer the tickets within two working days. Admin staff are from JAMK University of Applied Sciences.

4.3.2. Biobord user support

'Biobord User Support' is featured as the first discussion category in the Biobord Forum. In 'Biobord User Support', the Biobord users can find user guides, tutorials and tips for forum co-working and interaction. The registered users can also share any questions and feedback on using Biobord Forum by starting a topic under the 'Biobord User Support'; Biobord staff are committed to answering your questions as soon as possible. Biobord User Support also includes the 'Help us develop' topic, where users can share their direct development ideas or malfunctioning notifications. The topic has been created to collect user feedback and experiences.

5. Forum Interaction

Biobord Forum is a civilised place for public discussion. It is a shared community resource – a place to share skills, knowledge and interests through ongoing conversation. Respect other users and keep the discussion active but civilised. Be aware of the intended purpose of the categories you are using and take full advantage of all forum features to improve your user experience.

5.1. Purpose of the categories

Each category of the Forum has an introductory topic, 'About the category name', pinned to the top of the category to introduce its purpose. It is advisable to read through this introductory topic to familiarise yourself with any guidelines related to the activities in the category, e.g. language preferences, relevant topics, and expectations of provided information in the topics. You can also find information about who is facilitating the category and who are the target groups.
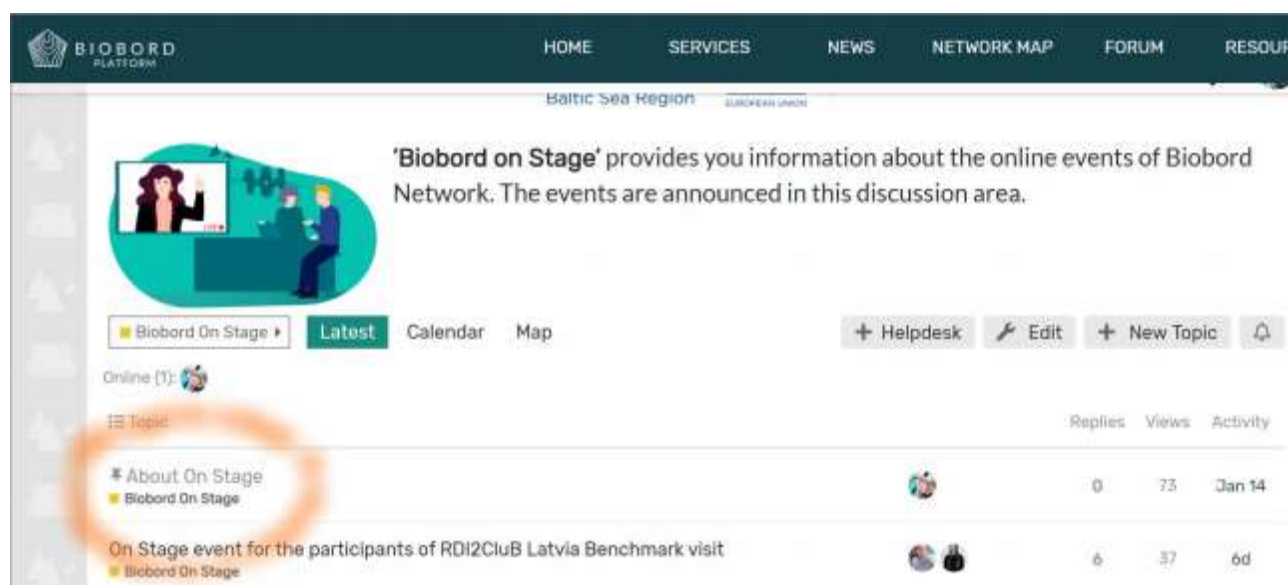

Figure 7: About the category -topic is pinned to the top of each category

5.2. Principles of civilised public discussion

Be respectful of the topics and the people discussing them, even if you disagree with some of what is being said. Remember to criticise ideas, not people.

The Biobord Forum contains tools to address uncivilised topics and posts. If you encounter negative behaviour (name calling, aggressive or disrespectful argumentation, etc.), we advise you to **'flag' it**. Do not reply as it encourages the bad behaviour by acknowledging it, consumes your energy and wastes everyone's time. **Administrators will review the flagged posts and address the behaviour directly with the user.** Remember, you are engaged in a public discussion. **You may not post anything digital that belongs to someone else without their permission.** You may not post descriptions of, links to, or methods for stealing someone's intellectual property (software, video, audio, images), or for breaking any other law. **Administrators reserve the right to remove any offensive, illegal, hateful, explicit or harassing content and spam.**

5.3. Terms of service

Biobord Forum has a Terms of Service describing your (and our) behaviour and rights related to content, privacy and laws. **To use the Biobord Forum, you must agree to abide by our Terms of Service.**

6. Frequently Asked Questions

In this section we have collected some of the most frequently asked questions (FAQ). These questions and answers are also available on Biobord (Figure 8): https://forum.biobord.eu/faq
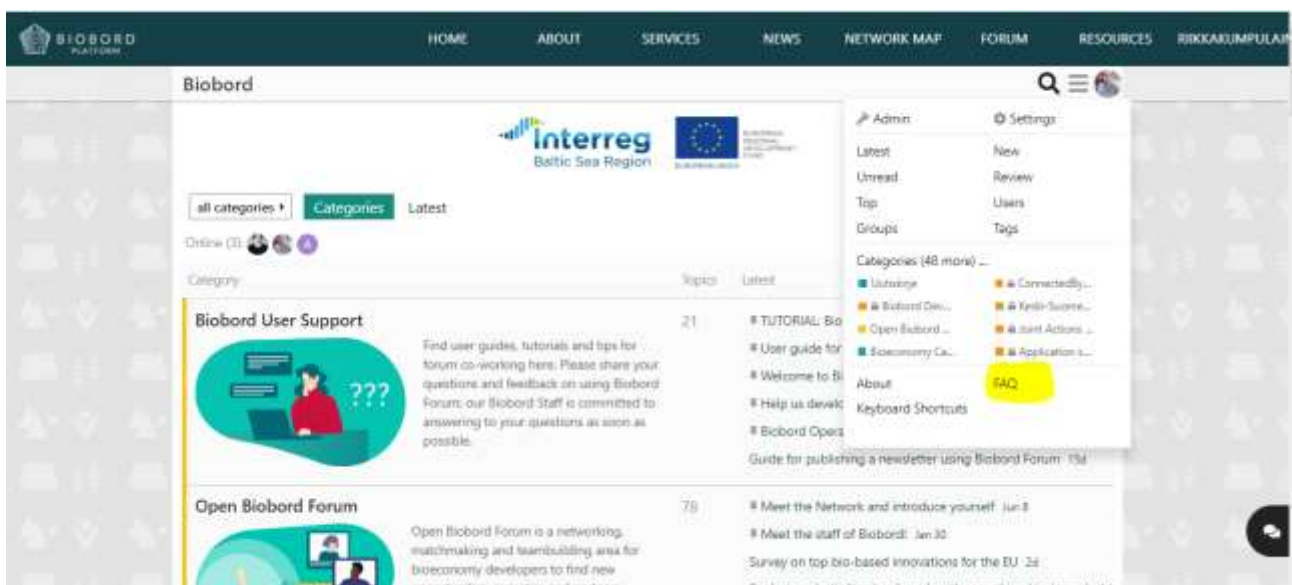

FIGURE 8: Where to find FAQ-section from Biobord-platform.

How can I get to know the other users ?

If you find an interesting topic of reply and wish to learn more about the person that wrote the topic, you can check their user profile. By clicking the profile picture of a registered user, you can see the information they have shared with other users. This can include a short description, featured topics or links to websites. Make sure you have also updated your own profile to introduce yourself. The Open Biobord Forum is available for all registered users to introduce themselves, their ideas and cooperation proposals. You can browse through the Open Biobord Forum to find interesting contacts – and of course introduce yourself. Remember – the best way to get connected is to be active yourself!

How can I follow content that is relevant to me?

Adjust your notifications: Tags, categories

How do I attract the right users to read my topic?

There are several forum features to help you to connect with the right users. To start with, make sure you are using the correct category by checking the purpose of the category by reviewing the 'About the category' topics pinned to the category. Also, it pays to check if there are already active and ongoing topics that are relevant to your topic. By connecting with an existing discussion, you will have a better chance to meet others who share your interests. A very important tool for making sure you connect with the relevant users are the Tags. Remember to use the pre-set tags to improve your success in matchmaking. The tags can help you to direct your topic to the relevant audience.

Tags are easy to add to your topic.

1. Create a new topic
2. Write a headline
3. Choose a tag or tags that are most relevant to your topic. You can find the list of topics on the top bar of the text editing screen ´optional tags'

Can I share videos in the topic ?

Yes, **your video can be played directly on a forum post if it is available via a weblink**. In other words, the video **should be downloaded to a video viewing service, such as YouTube**, and embedded to the Biobord forum topic via the weblink. Video **can be embedded in your post with the URL (Picture 3)** of the video. The weblink **will be automatically converted to embedded video (picture 4)** that can be viewed directly on Biobord.
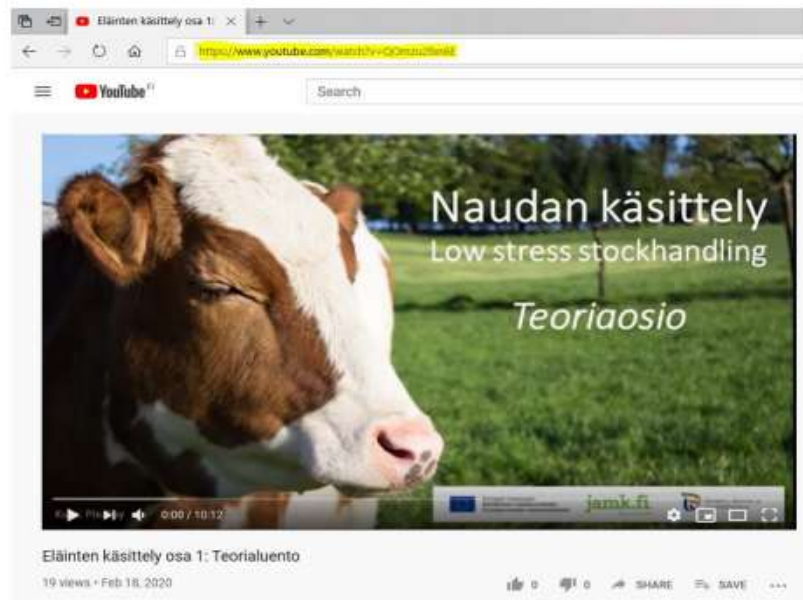
PICTURE 3: Where to find the URL in your YouTube video.
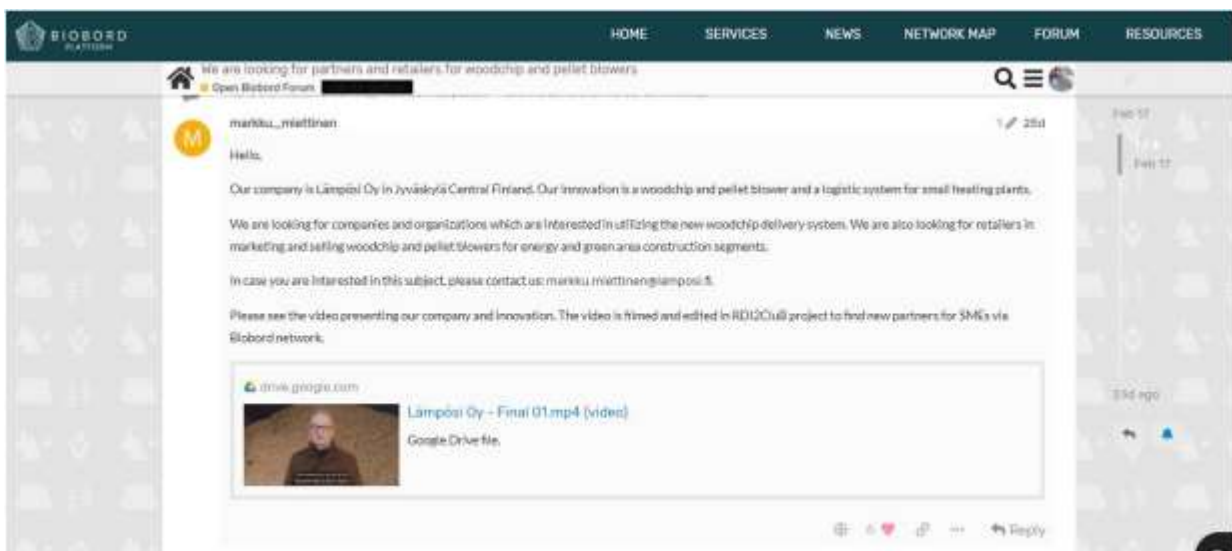
PICTURE 4: Embedded YouTube video on Biobord Forum

I would like to share a collection of photos. How do I do that?

Biobord allows multiple pictures to be shared simultaneously in a topic. The uploading of pictures needs to be done one by one **using the upload function or through grid gallery.** Very high-resolution pictures need to be embedded through a URL.
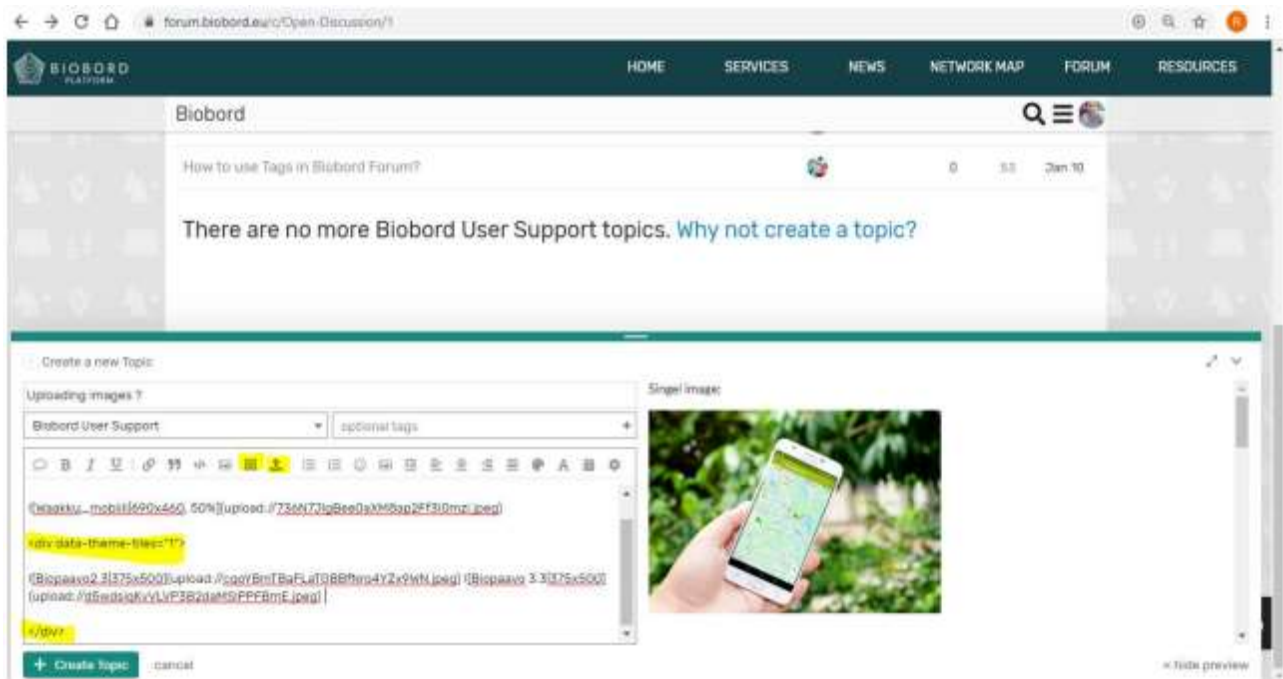

FIGURE 9: Uploading images to a Biobord topic

Single images can be uploaded using the uploading function in the text editing box. The uploading function will open a new window that allows you to select the image from your personal files. Image size can be adjusted (100%/75%/50%) in the preview window (right side of the text editing box).

The grid gallery allows you to share multiple pictures at once in gallery form. Please see an example in Picture 5. It works using the drag and drop method.

1. Open text editing on Biobord
2. Select Grid Gallery function
3. <div data-theme-tiles="1"> AND </div>This text appears in the text box.
4. Open your personal files on your computer
5. Drag the selected images between these two codes
6. Uploading of the images takes a few minutes. You can see the progress from the preview side.
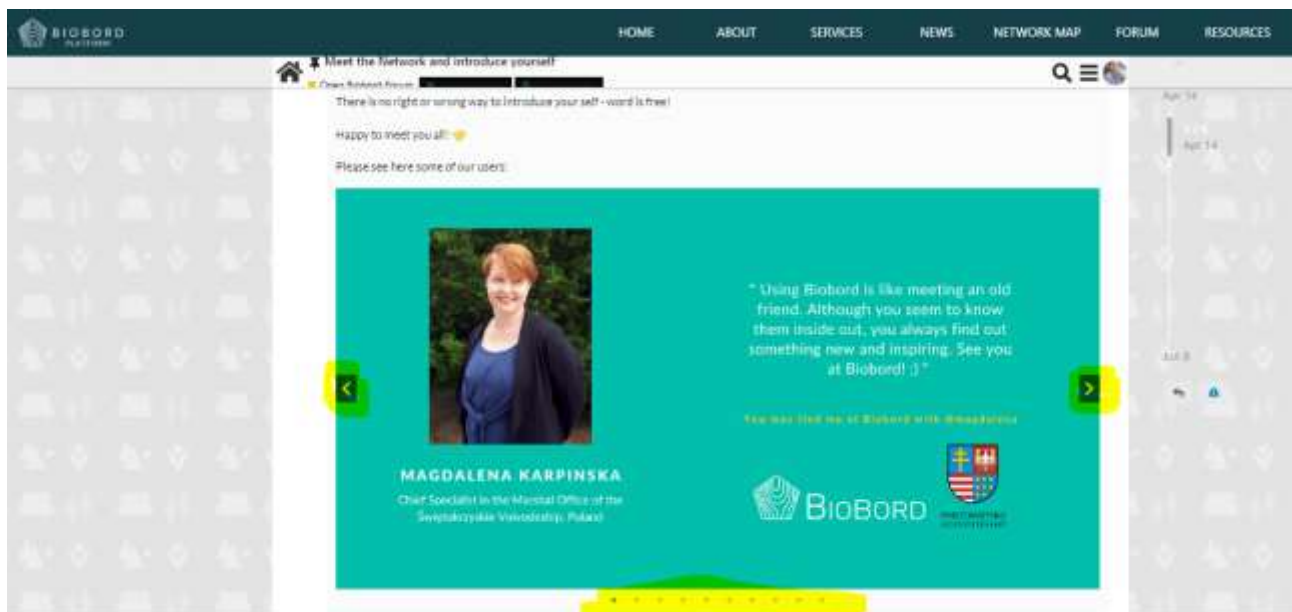
Picture 5: Grid gallery used in a Biobord topic.

How can I contact people privately?

For private discussion, Biobord Forum offers two tools – Chat and Private Messaging.

Chat is a way to send a quick message or a comment to a fellow Biobord user that is currently online. Messages should be brief. Quick responses and informal language are natural here. Chat is not meant for formal matters (Figure 10). Biobord's chat can be found in the bottom right corner of the Biobord forum, with a speech bubble-icon. Notifications are shown with the number of received messages. Chat messages do not give notifications to your profile – this happens only above the Chat icon. Although the messages will be saved even if the user is not online, it is preferable to use the chat function with users that are online and active at that moment.
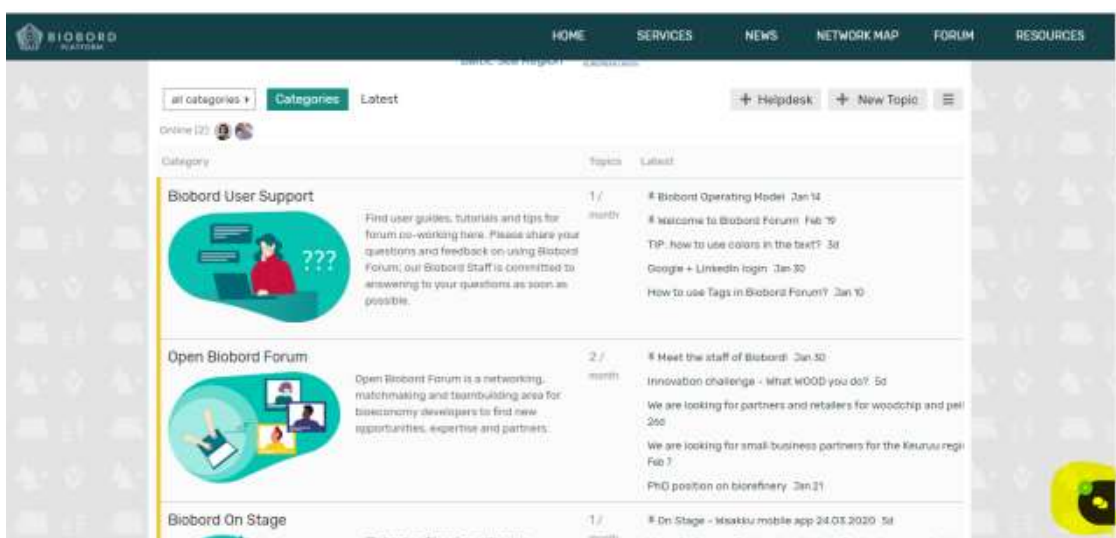

FIGURE 10: Biobord Chat function

Private messaging is used in a similar way to emails and can be used to connect with users that are not online at that moment. Notification of a new private message will be shown in the user's Biobord forum notifications. Users can add several recipients or a group tag to a private message and use it as a private group discussion. Writer can also make the text livelier by using the same editing tools as in the forum, such as font colours, emojis and bolding. All the forum functions are available in private messages. The private message function is available in each user's profile (Figure 11).
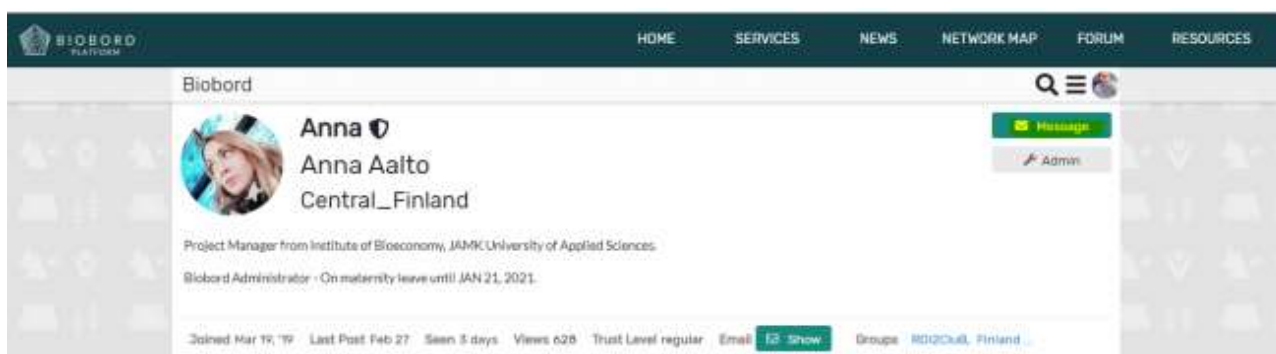

FIGURE 11: Private Messages

Why is no one responding to my topic?

It is of course impossible to provide one answer, but please consider these four perspectives to help engage people in your topic.

Did you tag anyone or use relevant tags?

By using user or group tags (@username or @groupname), you can ensure that the message reaches these users. In addition, you should use tags in your topic to connect with users that have corresponding interests. Did you share the topic in social media, email or other channels? Social media sharing can be done in two different ways:

- Directly from Biobord forum. Please see Figure 12. The Biobord forum will provide a ready-made URL to your topic and users can copy-paste this link to his/her own social media.
- Alternatively, they can directly share the topic from the social media icons. Icons will directly move you Twitter, Facebook or email.
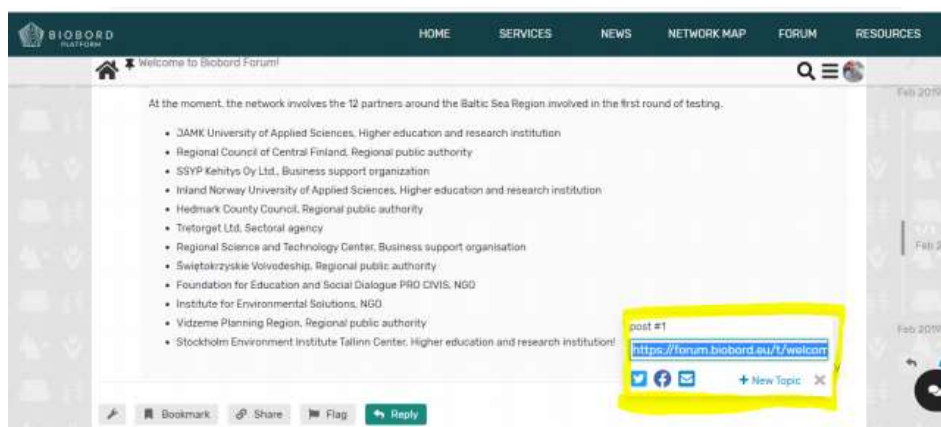
FIGURE 12: Social media sharing of Biobord topic.

Does your topic involve an activation message? Are you inviting people to interact with you?

Post your topics as first-person accounts. Share the information from your personal perspective and include your personal reflections. Emoticons, videos and photos can help as well.

Do not simply attach a document. Try to summarise the main points and the needed actions as text, so that the reader can react to your topic without opening the attachment.

Involve an action message in your topic. Ask for specific feedback or include a question, poll or vote.

Respond and react to the topics posted by others. If nothing else, like the topic and let them know you read their text.

Is your profile up to date? Do people on the Forum know who you are?

Having a rich and up-to-date profile is important when engaging in forum interaction. People are likely to engage with you more when they know who you are and what your background is. A good profile picture, a short description of the user and an introduction post on Open Biobord will make users more easily approachable. Please see examples from the profiles of our Biobord staff.

The Open Biobord forum introduction should contain these elements:

- Name
- Location
- Line of business/expertise/company
- How can you help others?
- What kind of expertise, knowledge, skills, etc. you are looking for?
- Contact information

How do I keep track of interesting discussions?

Bookmark interesting topics

Using a bookmark is a good way to save interesting topics on Biobord for a later use (Figure 13). There is a bookmark function under every Biobord topic. Saved bookmarks can be found in your Biobord notifications bar (Figure 14).

FIGURE 13: How to bookmark a topic

FIGURE 14: Saved bookmarks

Watch and track interesting tags and categories

Users can follow the topics they are interested in by following tags and categories of their choice, bookmarking discussions, and following the activities in their groups. Users may follow the tags and categories of their choice in their profile settings, Figure 15.

1. Go to your profile settings (preferences)
2. Select 'Notifications' from the left SIDE BAR
3. Here you can change notification and tracking settings to categories, users or tags

FIGURE 15: Tracking of categories, users and tags