



MAINSTREAM BIO

MAINSTREAMING SMALL-SCALE BIO-BASED SOLUTIONS ACROSS RURAL EUROPE

D5.1

Dissemination and Communication Plan and Activities - initial version

WHITE

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AUTHORS (Organisation)	Galatsopoulos Anastasios (WHITE), Michopoulou Sofia (WHITE)
REVIEWERS	James Gaffey (MTU), Johanna Källman (PROC)
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ABBREVIATIONS

WP	Work Package
DCP	Dissemination & Communication Plan
NGO	Non-Governmental Organisation
CSO	Civil Society Organisation
SME	Small-medium Enterprise
SMA	Social Media Accounts
MIP	Multi-actor Innovation Platforms
NL	Netherlands
PL	Poland
DK	Denmark
SE	Sweden
BG	Bulgaria
ES	Spain
IE	Ireland

Executive Summary

This deliverable presents the Dissemination and Communication Plan (DCP) for MainstreamBIO, laying out the strategy that will guide the consortium's communication and dissemination activities carried out during the project's life cycle, in the aim of maximising its impact throughout the project and beyond.

Overall, this report delivers a comprehensive outline of the entire communication and dissemination plan. It also serves as a roadmap for the management and monitoring of the dissemination activities, with a focus on reaching the greatest possible outreach of the project's activities and results to the targeted stakeholder groups, as well as, to effectively and fully draw on the stakeholder engagement for the updating of the project's activities and actions. Additionally, this document outlines several of the required steps to be followed, in league with the organisations involved in other work packages, for the purpose of supporting the fulfilment of their objectives and meet the project's dissemination goals.

In particular, the report is structured as follows:

- The introductory **overview** of MainstreamBIO;
- The dissemination **objectives** of MainstreamBIO;
- The main **targeted audiences**;
- The **dissemination tools** and **communication channels** which will be used by the consortium partners aiming to the maximum visibility and public awareness (i.e. promotional material, social media, website, newsletters, events organised by the project, external events which partners will participate in, scientific and non-scientific publications, synergies with other similar projects and initiatives);
- The **reporting templates** of the communication and dissemination activities, which need to be completed by partners throughout the project (event's reporting, template for participation in external events/conferences, and the overall dissemination reporting template);
- The **key performance indicators** for monitoring and evaluation of the dissemination activities carried out under WP5;
- The **roles and responsibilities of the partners** in respect to the project's communication and dissemination activities;
- The **time plan** portraying the various levels of dissemination and stakeholder engagement activities.

All partners are expected to actively participate and contribute to the implementation of the dissemination activities and according to the dissemination and communication strategy, while WHITE, as a leader of MainstreamBIO communication and dissemination activities, will closely monitor the dissemination actions described in this document and provide all the necessary support.

1. Introduction

This report provides a detailed overview of the MainstreamBIO's dissemination strategy and establishes the operational framework for the project's partners, as a means to effectively promoting the project, communicating about its activities and disseminating its outcomes.

The general objective of MainstreamBIO's DCP is to promote the project's vision, its activities and results to a wide group of stakeholders. The ultimate goal is to reach audiences on both a local, national and international level, as well as, setting up a vibrant community with a well-developed combination of online and offline activities. Further, the DCP is oriented in stimulating and enhancing the consortium's awareness, with reference to MainstreamBIO's activities and results, by reaching out to the pre-defined stakeholder target groups. Doing so will further help to achieve the successful unfolding of the project, in accordance with the contractual commitments that the consortium has confirmed with the European Commission. Furthermore, it will support the consortium's efforts towards exploitation and sustainability of the assets developed during the project.

Accordingly, this document approaches the fundamental elements of an efficient dissemination strategy by:

- Bringing in multiple objectives of communication and dissemination activities;
- Defining and assigning to the partners the actions and obligations required for the communication and dissemination process;
- Establishing key target audiences;
- Displaying the primary information of the project and laying out the main assets;
- Enumerate the tools and communication channels, which will be utilised to reach the target audience, as well as, the requisite actions and resources;
- Outlining the internal monitoring, evaluation and reporting of dissemination activities;
- Distributing an indicative schedule of promotional activities that will occur during the life cycle of the project;
- Delivering the applicable guidelines and the corresponding templates for the greatest promotion of the project's results even beyond its closing period.

Communication and dissemination activities will be carried through the entire lifespan of the project (M1-M36) in an effort to raise the awareness of the project's activities and performance, as a supplemental feedback mechanism, which will lead to greater refinements of the consortium's functions. Hence, the partners should emphasise on communicating the messages and findings elicited from MainstreamBIO, while engaging stakeholders across a wide selection of both online and physical tools and channels.

It should be underlined that a well-developed and effective dissemination strategy requires the active involvement of all partners, who devote time and resources with the intention of spreading awareness about the project and successfully interacting with the intended audience.

Additionally, it should also be emphasised that this study and the associated recommendations (see Annex 1. MainstreamBIO Dissemination and Communication Guidelines) are adaptable to any potential changes and updates in accordance with the project's development and the knowledge gained via the project's numerous activities. As a

result, the dissemination, awareness raising and communication strategy that is presented here is dynamic and it will be reviewed at regular intervals in order to account for any challenges or opportunities that may arise. An updated version of the DACP is already planned for M18 (interim version) and is anticipated to expand upon the knowledge gained over the first 18 months of MainstreamBIO, whereas the final version is scheduled to be delivered in M36.

2. About MainstreamBIO

Bioeconomy development holds great potential for driving sustainable growth in the EU, while contributing to key policy initiatives. Bioeconomy is a core component of EU's economy, while bio-based solutions offer promise for many new green jobs, still being essential tools for dealing with the challenges that arise at an industrial, environmental and social level. Despite considerable investments in bioeconomy many European regions have yet to fully realise this potential. Subsequently, there is much room for improvement and growth that can allow a broader range of rural actors to become involved in the field.

MainstreamBIO sets out to get small-scale bio-based solutions into mainstream practice across rural Europe, providing a broader range of rural actors with the opportunity to engage in and speed up the development of the bioeconomy via regional Multi-actor Innovation Platforms and tailored innovation support. These platforms will be established in 7 EU countries (PL, DK, SE, BG, ES, IE and NL) along with a digital toolkit to better match bio-based technologies, social innovations and good nutrient recycling practices with available biomass and market trends.

By carrying out the intended actions, MainstreamBIO aims to achieving the following goals:

- ✓ **Goal 1:** Establish regional Multi-actor Innovation Platforms to bring together and enhance cooperation between key stakeholders, opening up sustainable bio-based business model paths in rural areas;
- ✓ **Goal 2:** Co-develop innovation support services and digital tools to build awareness, understanding and capacity to uptake small-scale bio-based solutions in line with market demand and regional specificities;
- ✓ **Goal 3:** Deliver tailored innovation support services to accelerate the deployment of scientific and practical knowledge, introducing bio-based solutions to the market along with marketable products and services;
- ✓ **Goal 4:** Evaluate results and use evidence to drive multi-actor dialogues, peer learning and knowledge transfer, delivering guidelines and recommendations for replication in rural areas across Europe;
- ✓ **Goal 5:** Raise awareness, cluster with relevant initiatives and communicate the project, disseminating its results, while also acting towards their widespread adoption and sustainable exploitation.

In all respects, MainstreamBIO is intended to improve understanding of the bioeconomy through a suite of educational resources based on existing research findings, as well as, to support multi-actor partnerships in overcoming barriers and bringing bio-based innovations to market through hands-on innovation support. As a result, MainstreamBIO aims to both accelerate the development of marketable bio-based products and services, as well as, to collaborate with relevant initiatives and provide tools to aid in the replication of project results, ensuring their long-term viability for supporting the growth of local inclusive and circular bio-economies in other rural areas.

3. Dissemination and Communication Plan

The MainstreamBIO Dissemination & Communication Plan (DCP) was developed to establish a clear strategy for dissemination activities and facilitate project's objectives and goals. This is a horizontal action, meaning that the DCP is connected to all parts of the workplan and its respective activities.

3.1 Overview

The MainstreamBIO DCP has been studied and developed with the goal of responding to the project's objectives and goals. Accordingly, the strategy's main goal is to enable a broad reach and to maximise the impact of project's results, both through exploiting knowledge within the consortium, transferring knowledge collected throughout the project towards interested stakeholders and communicating the results to broad audiences. This strategy establishes clear guidelines for all dissemination activities that will take place throughout the project, including all operational dissemination elements. These elements are illustrated in the figure below¹:



Figure 1. Overview of the MainstreamBIO dissemination and communication strategy

To ensure successful outcomes, the communication and dissemination strategy is translated into a practical and realistic plan from the beginning, paying close attention to defining the details of the elements shown above at a very early stage, including the appropriate tools, channels and actions to engage the target audiences. However, the plan remains adaptable and open to changes as needed. All key elements for successful communication and dissemination will be reviewed at regular intervals, including: **what should be** communicated

¹ Inspired by Fig.1 of: Gaillard, M., and N. Germain, "Deliverable 9.2 – Dissemination and communication plan", DTOceanPlus, France Energies Marines, 10 December 2018, p.10.

(project concepts, outcomes and assets) and **why**, to **whom** (target groups), by **what means** (tools, channels, etc.), and **when**.

3.2 Objectives

The MainstreamBIO DCP outlines a comprehensive dissemination strategy, which takes into account numerous important factors and spans the whole project period. It therefore serves as a horizontal document that is linked to every section of the project workplan and its associated activities.

Overall, communication and dissemination actions should raise project awareness and provide high visibility to events and activities, paving the way for the effective promotion of the project's vision, its actual unfolding and its results among a wide range of stakeholders. In that way, the DCP assists in the success of various work packages, as well as, the exploitation of MainstreamBIO's results, while supporting the project's impact through the exploitation of knowledge generated by the project. The DCP is strategically essential, since it outlines the expectations in relation to each partner's involvement in the dissemination process, as well as, the required dissemination tasks that should be carried out throughout the project.

In general, the C&D of MainstreamBIO aims to accomplish a number of high-level objectives:

- Promote project's actions and the novel solutions provided it offers;
- Raise awareness and perception levels regarding the bioeconomy and bio-based solutions, products and nutrient circularity practices, amongst a broader group of stakeholders (including consumers);
- Widely disseminate the results of the project (7 MPis, digital toolkit, multi-actor partnerships, bio-based products & services) to the public;
- Define partners' responsibilities in dissemination activities;
- Encourage the participation in relevant conferences and other events, as well as, the involvement in the project's activities;
- Promote contact and cooperation with other relevant initiatives and projects

To ensure the achievement of the above objectives, the dissemination and communication strategy focuses on the implementation of a realistic action plan with the goal of involving as many target audiences as possible, while also providing the option of flexible solutions where necessary. The existence of a well-defined methodology that refers to what we want to disseminate (vision, news, achievements, results), to whom (stakeholders, target groups), by what means (strategies, tools, channels), and when to disseminate are key elements of a successful DCP plan.

Taking these into account, the following steps for project dissemination and communication emerge:

- Determine the project's goals, as well as the communication channels and tools required for maximum visibility and promotion;
- Identify the key messages and project's assets;
- Link each communication channel to the appropriate target group and define the tools and methods to be used in project dissemination.;

- Define each partner's roles and responsibilities so that they actively participate and manage the project's dissemination and communication activities;
- Monitor key dissemination indicators and make appropriate changes where necessary;
- Determine steps during the project's dissemination and communication activities and monitor the actions' consistency with the overall timeline.

3.3 Roles and Responsibilities

All the members of the consortium will play a key role in MainstreamBIO's communication activities, in order to fulfill the goals and objectives set by the DCP plan and, thus, to achieve its optimal functioning. The participation and contribution of partners will have a direct impact on the project's development, such as the activities, results, and overall progress, which will be promoted through dissemination activities and communication tools.

Therefore, partners are expected to assist and support the project's online presence, both by providing appropriate material for social media and website posts, and by promoting the posts in order to gain more followers who will stay informed about MainstreamBIO's actions and results. Furthermore, partners are encouraged to support project's wider promotion by attending relevant events/conferences and publishing in online and offline publications (e.g., websites, newspapers, magazines etc.).

At the end of each project semester, all partners must fill out the Dissemination Reporting template to present the main dissemination actions they carried out during the semester (Annex 2). The organising of events, taking part in events, informal gatherings, interviews, communication campaigns (such as newsletter distribution, leaflet distribution, etc.), publishing, training, and other activities are examples of dissemination acts included in this template.

In addition to the Dissemination Reporting template, partners are asked to complete the Event's Reporting template (Annex 3) for each event they either organised or participated in, during the semester, presenting the main dissemination actions that occurred in that specific event.

4. Target audiences and tailored messages

4.1 The MainstreamBIO target audiences

The primary goal of dissemination and communication activities is to disseminate information about the project's vision, what results from it, and which problems are solved, thereby maximising the project's impact. As a result, it is critical to define the target groups to whom the DCP plan is directed.

The main stakeholder groups are illustrated in Figure 2. In terms of the relevance of their field of action, these are deemed to be the most appropriate for MainstreamBIO. As seen, these target groups represent a diverse range of professions, as well as, distinct interactions with the agricultural sector and the bioeconomy.

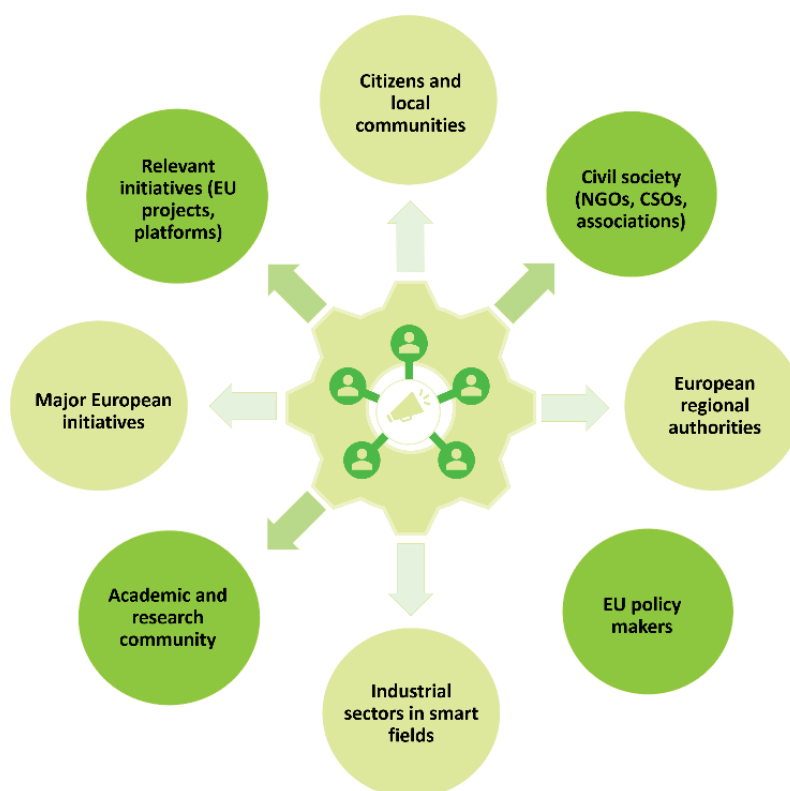


Figure 2. MainstreamBIO's target audiences

Following that, a brief description of each target group is provided, so that DCP plan recipients can be clearly represented:

1. Bio-mass producers (farmers, forestry, aquaculture, unions, associations, etc.)
2. Biobased & agri-food industry, including SMEs
3. Innovation intermediaries in agriculture & bioeconomy (e.g. developers, business model innovators; intellectual property managers; services innovators etc.)
4. Innovation and policy advisors
5. Policy makers (e.g., EU, national, regional authorities, development agencies etc.)

6. Researchers & academia, including R&I projects (e.g., public/private research institutes, universities, researchers, educators, administrators, students etc.)
7. Civil society, consumers & action groups included (e.g., CSOs, NGOs etc.)
8. Financial institutions & individual investors (e.g., private equity firms, venture capital, commercial, promotional banks funds etc.)

MainstreamBIO uses the Stakeholders Classification Model² to ensure that the list of targeted audiences is comprehensive, simple, and easy-to-understand. This model categorises each stakeholder group based on specific parameters such as:

- The level of authority of each stakeholder;
- The stakeholder's interest in the project's outcomes;
- The extent of the stakeholder's active participation in the project;
- The stakeholder's influence over the project's design, potential changes or modifications, and outcomes.

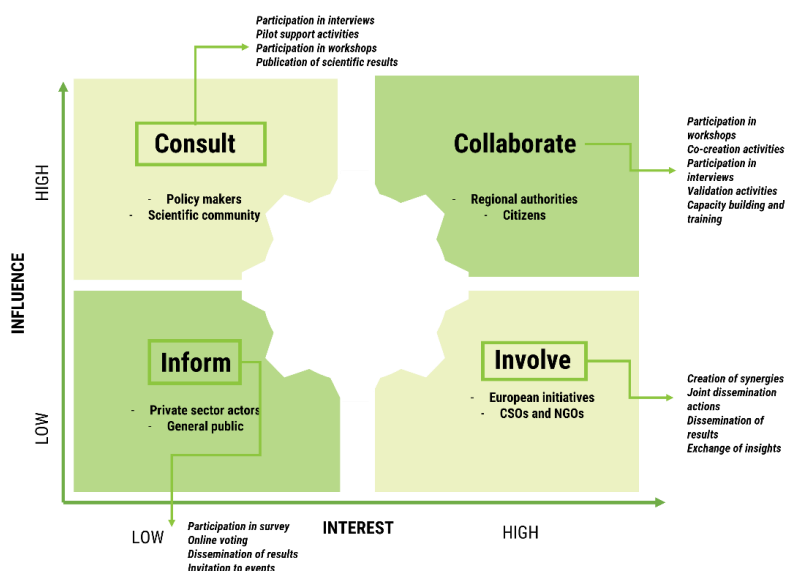


Figure 3. Stakeholder mapping and types of stakeholder engagement

The parameters mentioned above define changes in communication tools and messages. Figure 3 summarises these parameters and how the various types of stakeholder engagement are classified.

4.2 The MainstreamBIO key messages

The main messages communicated to the target groups are an important aspect of an effective dissemination and communication plan. These messages must be consistent with

² Emerson Wagner Mainardes, Helena Alves, Mário Raposo, (2012). "A model for stakeholder classification and stakeholder relationships", Management Decision, Vol. 50 Issue: 10, pp. 1861-1879.

the project's concept and vision, but they must also be tailored to the needs of the target audiences.

This is also the main reason why different stakeholder groups are addressed through different messages. For the same reason, the messages that will be delivered during MainstreamBIO will be subject to changes and will be constantly optimised based on the experience gained and the monitoring of the dissemination results.

The target audiences and the messages that will respond to each of them are listed in Table 1:

Target group	Needs	Key Messages
<p><i>Farmers and business (agri-food & bio-based industry, logistics, financing)</i></p>	<ul style="list-style-type: none"> • Increased economic activities; • Having actual data about market trends and innovative biobased solutions; • Comply with the evolving regulatory framework; • Enhanced cooperation with major key actors of the value chain; • Access to finance and support services; • Communicate sector's needs and challenges; • Information about consumers needs and preferences in relation to biobased products; 	<ul style="list-style-type: none"> • Information about entrepreneurial and career opportunities within bioeconomy; • Market insights that can help biobased industry to increase biobased products & services marketability; • Access to evidence-based data about successful biobased projects; • Technical and innovation support services shaped to regional needs and contexts; • Identification of the biobased solutions that best match the respective market conditions and increase their uptake; • A multi-actor approach that stimulates innovation in bioeconomy development and establishes pathways between bioeconomy development policies and funding sources at both regional, national and international level; • A collaborative bioeconomy network that engages and consults key regional bioeconomy actors, while enabling dialogue amongst key rural actors; • A network of synergies with other relevant EU projects

		<p>supporting the bioeconomy development in rural areas;</p> <ul style="list-style-type: none"> • Data about consumers' needs and preferences in relation to biobased products to develop market-driven biobased products and services;
Intermediaries & advisors	<ul style="list-style-type: none"> • Improve their support practices; • Consult clients efficiently; • Create a strong client base; 	<ul style="list-style-type: none"> • Information about new markets and opportunities arising to enhance support practices and advice; • Data in relation to current regional challenges of rural actors to effectively engage and mobilise them; • A business-support network connecting various value chain actors, including operators, customers, technology providers, and advisors;
Government/Policy-makers/Public authorities	<ul style="list-style-type: none"> • Understanding the current needs and challenges of the bioeconomy value chains; • An effective policy framework that will assist in meeting national and regional policy targets; 	<ul style="list-style-type: none"> • Data and figures on regional needs, concerns, barriers and challenges of the key actors involved in bioeconomy development in the targeted rural areas; • Policy recommendations to improve existing policy frameworks for mainstreaming bio-based solutions across rural Europe; • Evidence-based support measures that can be used as policy options to accelerate the adoption of small-scale biobased solutions;
Researchers and academia	<ul style="list-style-type: none"> • Enhance research in focal scientific disciplines; • Information about the evolving industry trends; • Establishing new collaborations; 	<ul style="list-style-type: none"> • Research findings about regional trends of biobased industries in the targeted rural areas; • A suite of educational resources and tools for tapping into scientific knowledge about bio-based industries in rural areas; • Support to access networks allowing to build strong collaborations and synergies;

<p>Civil society and action groups</p>	<ul style="list-style-type: none"> • Safe, healthy and affordable food; • Stronger job market; • Information about the benefits of biobased products and solutions; • Incentives to support biobased market and adopt a sustainable living; • Communicate concerns about biobased products & solutions; 	<ul style="list-style-type: none"> • The socio-economic and environmental benefits of bioeconomy development and biobased products; • Information about health benefits of replacing fossil-based products with biobased products; • Enhance awareness in relation to bioeconomy’s positive impact on regional economic activities and the creation of green jobs; • A bioeconomy network connecting various actors of the value chain, allowing to share their concerns and experiences;
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Table 1. MainstreamBIO’s target audiences and key-messages

4.3 Gender issues

The dissemination strategy of MainstreamBIO will target both genders equally. Gender neutral language will be used in all communication and dissemination material of the project, throughout its implementation.

Concerning training activities within the project, MainstreamBIO will make sure that the training is promoted in a way it fosters the involvement of women scientists and engineers in the future industrial landscape.

To monitor progress in the area, the engagement of women in project’s events as well as via social media, will be recorded.

5. Dissemination And Communication tools and channels

5.1 Dissemination channels and activities

In the framework of MainstreamBIO C&D activities, a variety of tools and channels will be exploited in order to ensure project's full visibility and promotion to a range of stakeholders. The channels and tools to be used, refer to physical and online presence depending on the goals set during the DCP plan. Figure 4 depicts a dissemination and communication flow chart for MainstreamBIO:

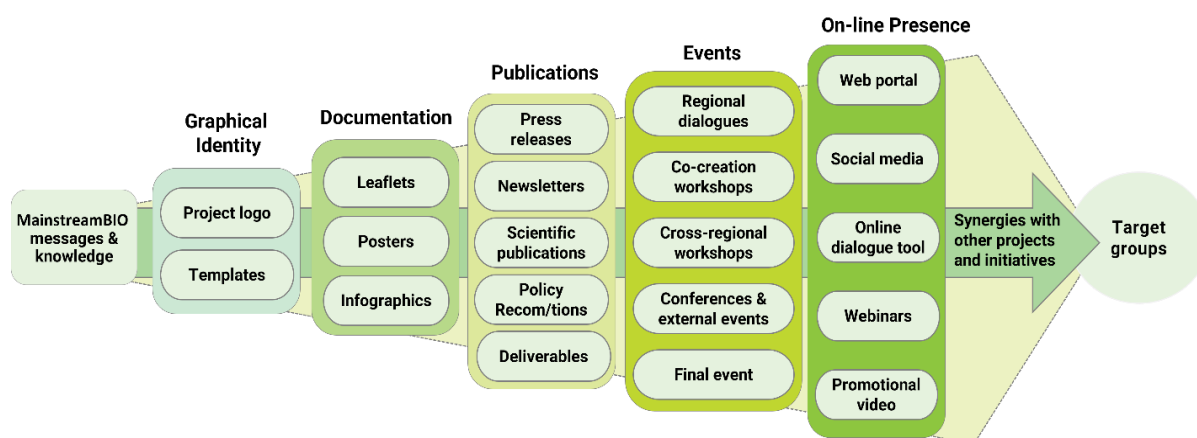


Figure 4. MainstreamBIO's communication activities

1. MainstreamBIO's promotional material and graphical identity:

- Logo and project visual and written identity
- Leaflet
- Poster
- Templates (i.e., for publications, and presentations)
- MainstreamBIO promotional video
- Other ad-hoc promotional material (i.e., press releases, infographics)

2. MainstreamBIO's online presence

- MainstreamBIO's website
- MAINSTREAMBIO's toolkit
- Newsletters

3. MainstreamBIO's Social Media Accounts (SMAs)

- Twitter
- Facebook
- LinkedIn
- YouTube

4. Events

- MainstreamBIO’s capacity building workshops
- MainstreamBIO’s networking & demo days
- MainstreamBIO’s awareness raising and educational events
- MainstreamBIO’s mutual learning workshops
- Final dissemination event
- Participating in external events to keep in touch with stakeholders, exchange knowledge and promote project.

5. Publications

- MainstreamBIO’s public deliverables
- General publications (e.g. magazines, newsletters, online media, etc.)

6. Synergies with other relevant projects and initiatives and dialogue with association members

- Complementary projects e.g., funded by CL6-2021-COMMUNITITIES-01-02
- Regional/national/international initiatives

The expected use of communication and dissemination channels by the consortium is described in the dedicated guidelines (Annex 1). A more detailed description of each channel is provided in section 4.

Channels/ Tools	Farmers, farmer groups/ associations	Biobased & agri-food industry/SMEs	Innovation intermediaries	Innovation and policy advisors	Policy makers	Researchers, academia	Civil society, consumers, action groups	Financial institutions & individual investors
Promotional Material								
Visual identity	X	X	X	X	X	X	X	X
Social Media								
Twitter		X	X	X	X	X	X	X
Facebook	X	X	X	X	X	X	X	X
LinkedIn	X	X	X	X	X	X	X	X
YouTube		X	X	X			X	X
Digital Media								
Website	X	X	X	X	X	X	X	X
Web portal	X	X	X	X	X	X	X	X
Toolkit	X	X	X	X				
Newsletters	X	X	X	X	X	X	X	X
Events								
Capacity building workshops	X	X	X					
Networking & demo days	X	X	X					X
Awareness raising and educational events	X	X						

Mutual learning workshops	X	X						
Final dissemination event	X	X	X	X	X	X		X
External events	X	X	X	X	X	X		X
Publications								
Public Deliverables	X	X	X	X	X	X	X	X
Other	X	X	X	X	X	X	X	X

Table 2. Overview of the tools to be used to reach different target audiences

5.2 Promotional material

All of the arrangements related to the preparation, graphic designs, and content for MainstreamBIO's both printable and non-printable promotional materials are the responsibility of WHITE. Though, each partner is responsible for printing and using this material as needed.

5.2.1 Logo

The project logo, in conjunction with the general graphic elements and the aesthetic concept, is what distinguishes the project and serves as the foundation for the further development of the entire promotion package (e.g. leaflets, posters, infographics, newsletters, deliverables, social media, web-portal, publications, publicity for internal and external events, etc.) that will be used in all dissemination and communications activities.

During M1, the project partners were invited to participate in an online voting for the project's logo, where a variety of logo options were presented to them. Figure 5 illustrates the logo which received the majority of the votes.



Figure 5. MainstreamBIO's Logo

The logo icon is a combination of 3 elements starting from the left with three curved lines that symbolizes a rural area and at the same time creates the letter M in an abstract way with the combination of the leaf icon on the right. The cog on the top is the connection between the rural M and the leaf and constitutes the mean for bio-based transformation and production.

The color palette (Figure 6) combines shades of greens which are representative colors for bio-based production, bioeconomy and sustainability

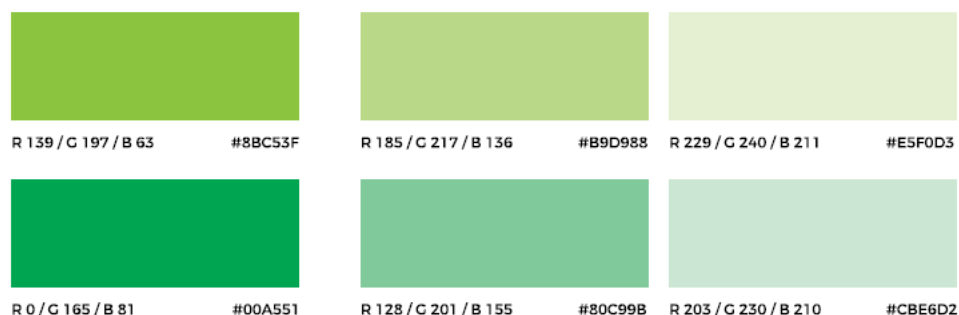


Figure 6. The colour palette of MainstreamBIO's Logo

In addition to the MainstreamBIO logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the EU flag and funding statement will be shown:



Figure 7. EU Flag and funding statement

5.2.2 Leaflet and Poster

Leaflets and posters are another basic tool for the correct implementation of dissemination & communication actions. The use of these elements highlights both the project's content and goals, as well as the established aesthetics for graphic designs.

The MainstreamBIO's leaflet was designed in M3 and introduces the reader to the project's content and object, expected results, and contact information. Accordingly, the poster was developed in M3 and illustrates the project's goals and methodology for accomplishing them as well as include eye-catching visuals.

Both of these promotional materials include a list of the consortium partners involved in the project, as well as, their contact information, project website, links to the project's SMAs (Social Media Accounts), and a prominent acknowledgement that funding for MainstreamBIO is provided by the European Union. Both, leaflet and poster, will be published in project's website, where they will also be available for download. Additionally, hardcopies of this material will be distributed not only at project-related events, but, also at external events in which the partners will potentially participate.

Below, MainstreamBIO's poster and leaflet are illustrated. Any changes on these materials based on partners', suggestions will be included in D5.2_Dissemination and Communication Plan and Activities (M18).

PROJECT'S INFORMATION

MainstreamBIO is an EU funded (Horizon Europe) project which sets out to get small-scale bio-based solutions into mainstream practice across rural Europe, by offering tailored innovation support services and innovative digital tools which will enhance the engagement of key rural actors and create sustainable value chains and business models supporting the development of the EU bioeconomy.

The project provides free access in a Multi-actor Innovation Platform, where regional stakeholders with diverse backgrounds, expertise and interests are members and build networks and partnerships between them, but also free of charge innovation support services and an open access Toolkit.

OUR TEAM

-  Q-PLAN INTERNATIONAL (Q-PLAN) MainstreamBIO's Coordinator <https://qplan-intl.gr/> Greece
-  Munster Technological University (MTU) <https://www.mtu.ie/> Ireland
-  Food & Bio Cluster Denmark <https://foobiocluster.dk/> Denmark
-  Innovarum (INNV) <https://innovarum.es/en/home/> Spain
-  Wageningen University & Research (WR) <https://www.wur.nl/en/home> Netherlands
-  Institute of Soil Science and Plant Cultivation (IUNG) <https://en.iung.pl/> Poland
-  White Research SRL (WHITE) <https://white-research.eu/> Belgium
-  Draxis Environmental SA (DRAXIS) <https://draxis.gr/> Greece
-  Agraren Universitet - Plovdiv (AUP) <https://www.au-plovdiv.bg/en/> Bulgaria
-  Rise Processum AB (PROCC) <https://www.rise.se/en/processum> Sweden



MAINSTREAM BIO



Mainstreaming small-scale bio-based solutions in rural Europe

www.mainstreambio-project.eu

PROJECT ID

Project name: MainstreamBIO "Mainstreaming small-scale bio-based solutions across rural Europe"
Grant Agreement: 101059420
Programme: Horizon Europe
Type of action: HORIZON-CSA
Start date: 1 September 2022
Duration: 36 months
EU contribution: 2.999.031.25 €
Coordinator: Q-PLAN INTERNATIONAL

FOLLOW US

 MainstreamBIO  MainstreamBIO Project
 @MainstreamBIO  MainstreamBIO Project

VISIT: www.mainstreambio-project.eu
CONTACT US: info@mainstreambio-project.eu

 Funded by the European Union

Figure 8. MainstreamBIO leaflet - exterior side

CHALLENGE

The potential of bio-based products and solutions in developing a sustainable economy has been recognized in the EU Bioeconomy strategy. Though, despite considerable investments in research, innovation, and business support, many EU regions have yet to realize this potential.

This is where MainstreamBIO comes into play! MainstreamBIO aims to support the deployment of small-scale bio-based solutions across EU's rural regions by establishing regional Multi-actor Innovation Platforms (MIPs) in 7 EU countries (Netherlands, Poland, Denmark, Sweden, Bulgaria, Spain, Ireland), in the aim of co-creating sustainable business model pathways in line with regional potentials and policy initiatives.

OBJECTIVES

- 01** Deliver a catalogue of small-scale bio-based technologies, business models and social innovations for cross-case comparison and assessment of opportunities for business endeavours
- 02** Collect the best practices for improved nutrient recycling, to successfully manage nutrients and organic matter recycling back to soils
- 03** Develop a Decision Support System, which matches the available biomass and waste streams with small-scale bio-based technologies, business models and social innovations
- 04** Create a Bioeconomy Repository, whose purpose is to aggregate educational material from such bio-based projects and raise awareness on bioeconomy educational resources
- 05** Establish a BioForum, to communicate, exchange ideas, solutions and good practices and connect with other members of the Multi-actor Innovation Platforms
- 06** Provide recommendations tailored to key target groups for the adoption of effective and robust sustainability schemes and labels
- 07** Deliver technical and business services, supporting the introduction of bio-based solutions, products and services to the market

WHO WILL BENEFIT FROM THE PROJECT?

- Farmers, foresters and biomass producers
- Governments & policy makers
- Bioeconomy value chain actors
- Regional bioeconomy & sustainability actors
- Academia & scientific community
- General public



Figure 9. MainstreamBIO leaflet interior side



MAINSTREAMING SMALL-SCALE BIO-BASED SOLUTIONS ACROSS RURAL EUROPE

MAINSTREAM BIO



MainstreamBIO aims to accelerate the deployment of small scale bio-based solutions across rural Europe via Multi-Actor Innovation Platforms in seven countries (Netherlands, Poland, Denmark, Sweden, Bulgaria, Spain, Ireland) and tailored innovation support.

TAILORED BUSINESS AND TECHNICAL SERVICES BY EXPERTS AND PRACTICAL DIGITAL TOOLS TO SUPPORT DEPLOYMENT OF SMALL-SCALE BIO-BASED SOLUTIONS FOR:



VISIT: www.mainstreambio-project.eu

 MainstreamBIO

 @MainstreamBIO

 MainstreamBIO Project

 MainstreamBIO Project

CONSORTIUM



Figure 10. MainstreamBIO poster

5.2.3 Templates

Ensuring the uniformity and coherence in all of the project's partners' input documents falls within the scope of the DCP Plan's activities, since by doing so, the project's identity becomes recognisable and the type of document is clarified.

Hence, several templates have been prepared with prominent graphic elements that refer to the project's graphical identity (graphic elements in background, header & footer etc.), along with the special aesthetic characteristics of MainstreamBIO that make it recognisable.

The following templates are under development:

- The MainstreamBIO presentation template;
- The template for project deliverables and reports.

In addition to the foregoing, the MainstreamBIO letterhead was created. This graphic element will be used in a variety of project activities, particularly agendas and official innovation events.

The initial versions of the templates, as well as the letterhead, may undergo changes and adjustments until they reach their final form, which will be determined by the comments provided by the project coordinator's and partners'.



Figure 11. MainstreamBIO's Presentation Template - front slide



Figure 12. MainstreamBIO's Presentation Template – presentation slide

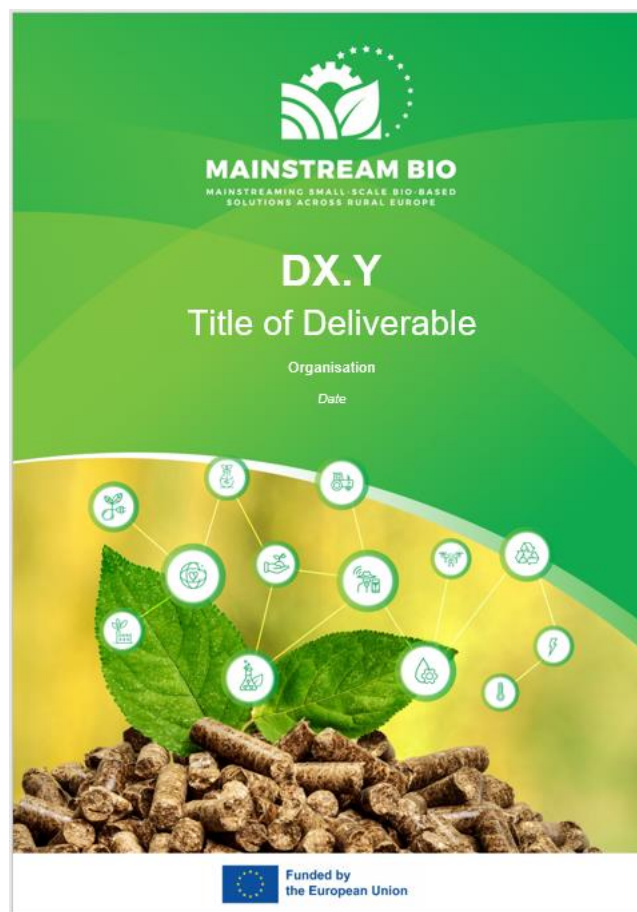


Figure 13. MainstreamBIO's Deliverables Cover Page Template



CONTACT: info@mainstreambio-project.eu
VISIT: www.mainstreambio-project.eu

Figure 14. MainstreamBIO's Letterhead

5.2.4 MainstreamBIO promotional video

Within the framework of the DCP plan's actions, a promotional video will be created with the goal of attracting public attention to the project's activities and promoting various aspects of the project. The video will be posted on MAINSTREAMBIO's YouTube channel, the project's website, as well as, in the social media accounts of MainstreamBIO (Facebook, Twitter, LinkedIn, etc.)

5.3 Digital presence

5.3.1 Website

The development of a project website is a crucial step in the dissemination process, since having a functional and user-friendly website boosts MainstreamBIO's exposure and impact by presenting the vision, actions, strategies, and progress of the project to a wider audience. An initial version of the MainstreamBIO web-portal will be launched by M4 of the project, serving as an online platform for informing the public and stakeholders, as well as, facilitating communication with the consortium.

The website's architecture and content will be configured to serve its ease of use, to fully display the content, object, and actions of MainstreamBIO, but also to contain relevant information on project progress, publications resulting from it, and event announcements. Infoscope is the partner who will take on the development and management of the website, with the assistance and support of WHITE, and will be responsible for providing the proposal for the website's architecture as well as the necessary material for its content.

The website will feature all project results, the promotional materials, project deliverables, as well as other helpful information and links, in addition to the fundamental information about the project's content and vision. Thus, the website will not only accurately reflect the work that will be done on it, but it will also introduce the visitor to the field of bioeconomy and bio-based solutions. Therefore, all partners are expected to supply the relevant material for the content of the MainstreamBIO's website development, maintenance, and updates. In that way, the website will not only keep visitors up to date on MainstreamBIO's actions and results, but will also inform them about what is planned during the project.

This document presents a draft version of website architecture, while more detailed information on the structure of the website will be included in the report that will be submitted during M18. The final form will be presented in the corresponding deliverable on M35 (D5.3: “Dissemination and Communication Plan and Activities - final version”). The sitemap is illustrated in Figure 15:

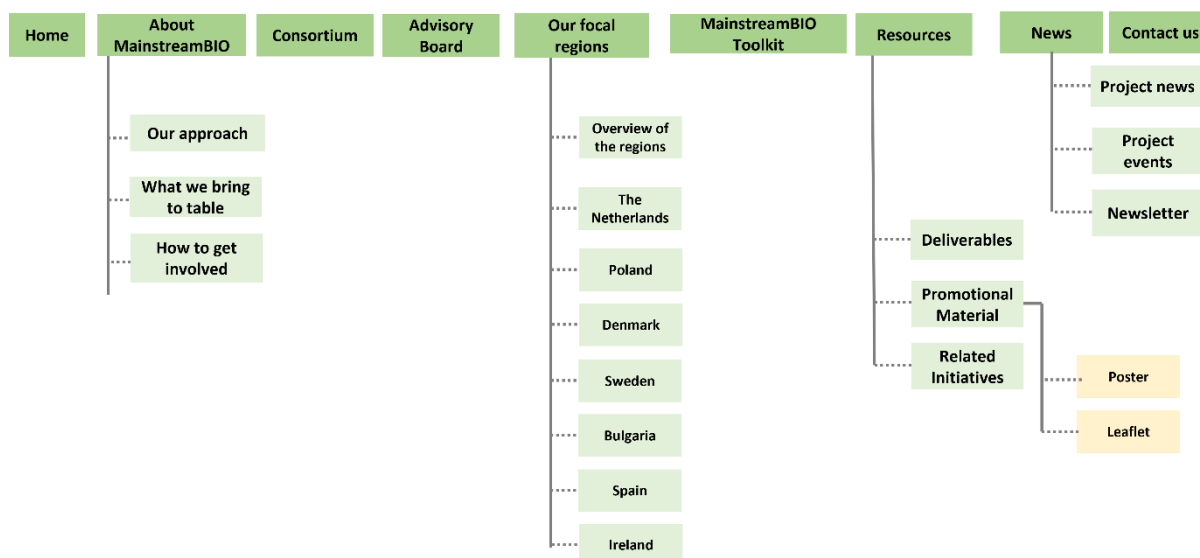


Figure 15. MainstreamBIO's website sitemap

The above-mentioned points constitute a baseline for the website. This will be updated when necessary, in order to be in line with the project's requirements and progress. The URL for the website is expected to be <http://www.MainstreamBIO-project.eu/> and the contact email for the project will be in line with it (e.g. info@mainstreambio-project.eu).

5.3.2 Newsletter

The project also foresees the creation of a bi-annual newsletter which will be distributed to the target audience of MainstreamBIO and correspondingly will be posted on the website. In its content, newsletter will summarise the main points of project's progress and the actions that will take. Thus, it will be an alternative way to keep the existing and potential followers of MainstreamBIO informed. Furthermore, newsletter is another way to attract and maintain information of certain stakeholders who do not deal with social media or to people who do not have shown particular interest in project's actions with the aim of coming near it towards its last stage.

The newsletters will be prepared by WHITE, with contribution all consortium partners mainly to enrich the content whenever is necessary. Mailchimp will be employed for the development and distribution of the newsletter. Although the content of each newsletter will be agreed upon by the partners, in general, the newsletter will mainly include the following sections:

- An introductory section briefly describing the MainstreamBIO project
- Progress updates
- A project’s news section including articles which will describe the main activities that carried out during the last six months
- A section dedicated to future developments (e.g., upcoming events)
- A section listing other relevant major events
- Other types of relevant articles

5.3.3 Social Media Accounts (SMAs)

Social media are one of the most important pillars set by the DCP plan, as they are widespread tools that can easily and directly promote MainstreamBIO 's actions and assets. Specifically, WHITE is responsible for opening the following accounts during M2: Facebook page, Twitter account, LinkedIn account & a YouTube channel. The aim of using social media is to create an online community made up of followers and supporters, which will be maintained and continue to be active even after the end of the project:

Social Network	MAINSTREAMBIO Target Audience	Objectives
Facebook	<ul style="list-style-type: none"> • Biomass producers • Farmers & farmer groups • Innovation Intermediaries • Policy advisors/makers • Academic community • Civil society • NGOs • Other stakeholders 	<ul style="list-style-type: none"> ✓ Building a strong group of followers and exploiting the broader interests of that audience in relation to MainstreamBIO ✓ Using of audio-visual promotional material to publicise the project
Twitter	<ul style="list-style-type: none"> • SMEs • Innovation Intermediaries • Policy advisors/makers • Civil society • Financial institutions & investors • Other stakeholders 	<ul style="list-style-type: none"> ✓ Enable the effective monitoring of developments and progress in other related projects and relevant organisations ✓ Steer attention towards the concepts and results of MainstreamBIO ✓ Identify opportunities for creating synergies with other similar initiatives
LinkedIn	<ul style="list-style-type: none"> • Farmers & farmer groups • Bio-based Industry • SMEs • Innovation Intermediaries • Policy advisors/makers • Academic community • Researchers • Civil society • NGOs 	<ul style="list-style-type: none"> ✓ Have a more institutional approach in order to boost professional and expert discussions on issues of common interest and possibly involve large corporations, more start-ups, innovation intermediaries and support networks

	<ul style="list-style-type: none"> • Financial institutions & investors • Other stakeholders 	
YouTube	<ul style="list-style-type: none"> • SMEs • Innovation Intermediaries • Academic community • Researchers • Civil society • NGOs • Financial institutions & investors • Other stakeholders 	<ul style="list-style-type: none"> ✓ Contribution to project's promotion via audio-visual mediums that is going to be made, in order to bring its viewers closer to the object and the faces of MainstreamBIO

Table 3. MainstreamBIO's Target Audience and Objectives

A social media campaign was launched during M2, so that the relevant stakeholders and the wider public come into contact with project's accounts as early as possible.

WHITE is responsible for the management and operation of the accounts, nevertheless the consortium partners are expected to support the operation of the social media by:

- Becoming a follower (like or follow the page/profile);
- Promoting the accounts in their networks;
- Suggesting relevant profiles that MainstreamBIO should connect with;
- Sharing interesting articles and news;
- Promoting posts and news through the social media accounts of their own organisations.

Facebook

During M2 a Facebook page was created with the aim of developing a strong group of followers. This dissemination channel is an excellent opportunity to promote the news and results resulting from MainstreamBIO among followers who are closest to project's subject and activities. Specifically, the Facebook account for MainstreamBIO will serve the following purposes:

- News and discussion hub where information or news related to the project concepts and approaches will be shared;
- Platform to deliver updates about developments and results of the project (e.g., key events, activities, and important achievements);
- Channel to engage citizens and key target groups by inviting them to participate in the pilots;
- Link to other similar groups and pages associated to relevant and overlapping concepts;
- Additional tool which will collect feedback from users/followers.

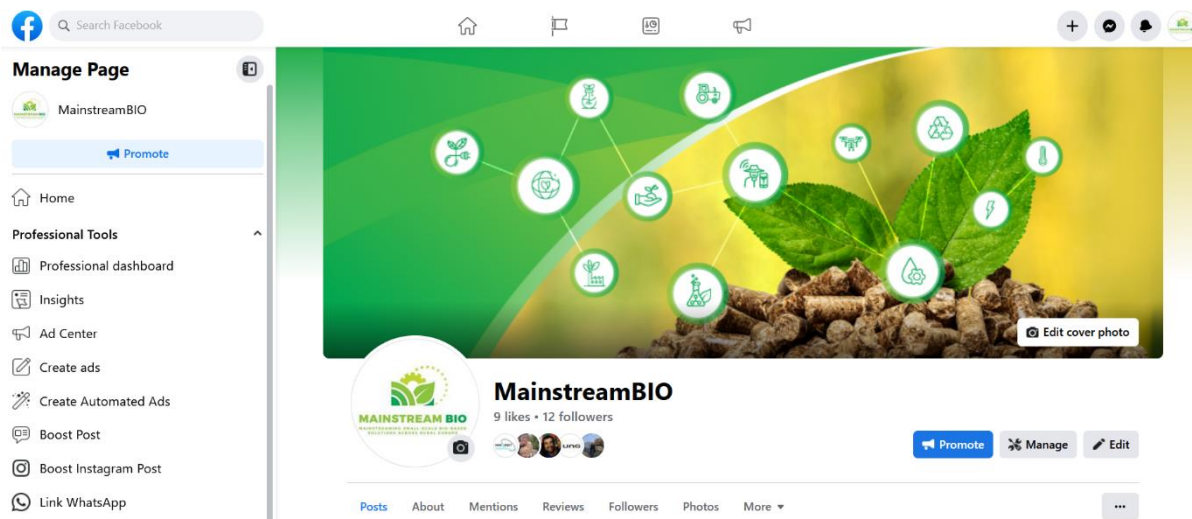


Figure 16. Snapshot of MainstreamBIO's Facebook account

Additionally, it is of great importance that this account has a continuous activity and strong presence among the scheduled dissemination activities. For this reason, the partners are expected to carry out the following actions:

- contribute on a regular basis highlighting relevant news;
- 'like' the MainstreamBIO's page;
- 'like' the news and share them with their networks in order to maximize visibility;
- suggest/promote/invite other potential interested users to 'like' the MainstreamBIO's page
- contribute to the page with relevant posts and links.

The monitoring of the account's performance will be based on the metrics and insights provided by Facebook's analytics.

Twitter

An account for MainstreamBIO was also launched on Twitter during M2 in order to build a correspondingly strong network of followers, which will be addressed directly through short messages that will be posted on a regular basis. Twitter is widely used by the majority of stakeholders targeted by MainstreamBIO. In this way, the presence of the project on Twitter will allow for further engagement with the project's concept and results, along with opportunities to create collaborations with other similar initiatives. At the same time, such an action will also enable the effective monitoring of any progress related to other projects and relevant organisations.

Twitter is an essential dissemination tool, especially during events in which information needs to be publicised instantly. In particular, the use of hashtags enables a wider spread of the project's messages. In this context, the Twitter account will act as a:

- General dissemination and “heads up” device distributing links that will direct users to other project-related platforms/tools (e.g., MainstreamBIO’s website, newsletters, videos) and communicating information on project’s progress (upcoming events, participation to external events, project results, etc.);
- Newsfeed platform collecting and updating news from other relevant projects and organisations;
- Feedback platform, a fast and easy contact point through which partners could receive queries and feedback from people.

To monitor the Twitter’s account performance, the metrics and insights provided by Twitter analytics will be used.



Figure 17. Snapshot of MainstreamBIO’s Twitter Account Homepage

LinkedIn

A LinkedIn account was created during M2 in order to enhance the visibility of MainstreamBIO to professionals, thus, promoting the exchange of experiences between practitioners and experts in the field. The main purpose of establishing a LinkedIn account for MainstreamBio is to promote the project’s vision and objectives amongst professionals, and provide space for

discussions between experts involved in the field of bioeconomy & bio-based solutions, such as innovation intermediaries, professors, academics, and Citizen Science networks.

All of the partners are expected to support the dissemination activities across all social media platforms, including LinkedIn, through supportive actions, such as the reposting of the account's posts in the aim of gaining more followers, while also getting themselves involved in discussions about matters of common interest. The metrics and insights that are provided by LinkedIn will be utilised to keep track and assess the project's performance in this network channel.

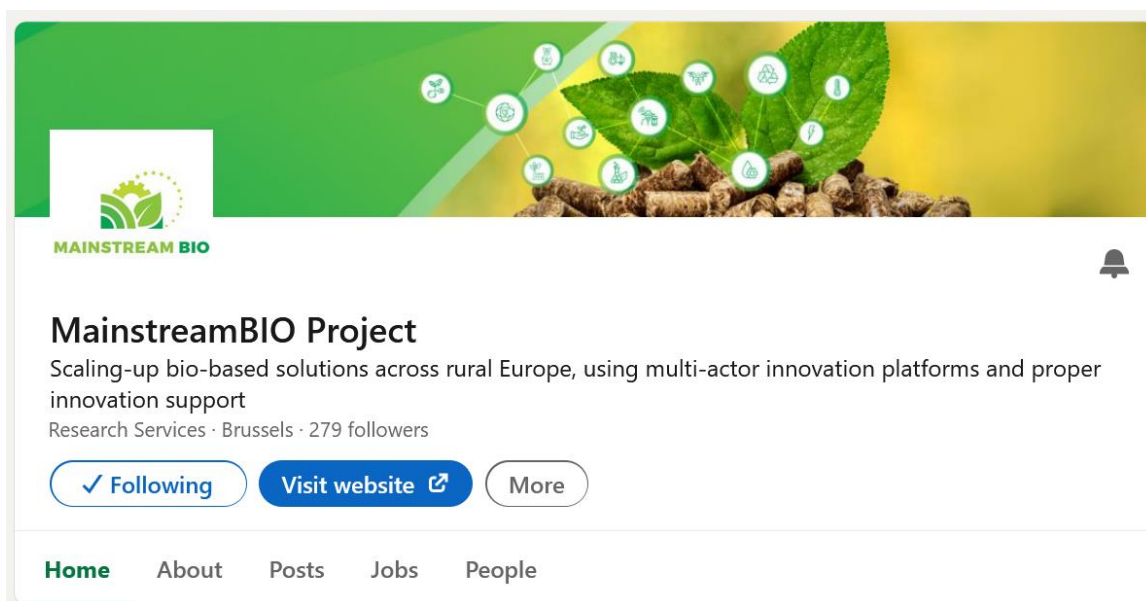


Figure 18. Snapshot of MainstreamBIO's LinkedIn Homepage

Follower highlights

279
Total followers

Follower metrics



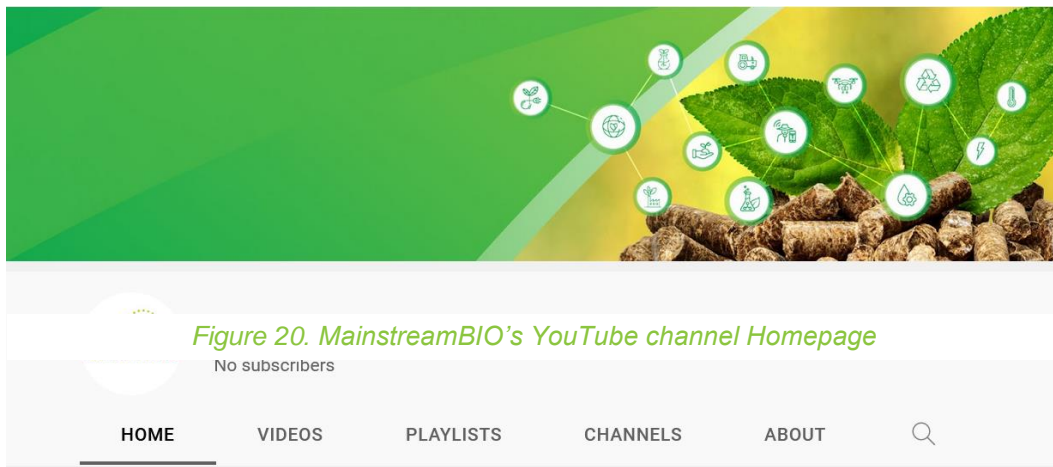
Figure 19. MainstreamBIO's LinkedIn Followers Analytics

YouTube

Finally, a YouTube channel was also created (M2) in which all of the promoting videos, produced for the project, will be posted. YouTube platform is not only a digital means of

gathering for the audiovisual material of the project, but since there is always the possibility of interfacing with other channels of a similar object, it allows for the promotion of MainstreamBIO to a wider audience and the potential of developing a strong online community.

The first MainstreamBIO video is going to be produced in order to raise awareness and further enhance the visibility of the project's outcomes. Overall, MainstreamBIO 's YouTube channel will focus on posting videos that will promote project's actions, the upcoming events and progress in an appealing manner. All project partners are expected to contribute to the video production both in developing a short script and shooting footage to ensure that the aesthetic effect and the video content are optimal. Finally, the consortium partners will also assist in the promotion of the produced audiovisual material with the aim of gaining more viewers and promote it further to the stakeholders' contacts and, thus, maximising the dissemination results.



5.4 Events

5.4.1 MainstreamBIO Events

In the frame of MainstreamBIO, several events will be organised to serve the project's objectives and promote its vision and outcomes. Specifically, the following types of events are scheduled according to the project's plan:

- **Co-creation workshops** (*Task 2.3*): The DCP plan for MainstreamBIO calls for the organisation of seven co-creation workshops, one for each MIP, in order to co-define the service portfolio of each MIP and collect feedback on the functionalities of the project's toolkit. INNV will coordinate their organisation, and WHITE will prepare co-creation guidelines.
- **Capacity building workshops** (*Task 3.2*): Each MIP will organise a capacity building workshop with the goal of providing coaching services to farmers, producers, and local people active in the agricultural and forestry sector in order for them to understand what is expected from the project's innovation support services and how they will be able to properly use MainstreamBIO's digital toolkit.
- **Networking and demo days** (*Task 3.4*): Each MIP will organise two rounds of networking events (by M24 and M36, respectively) and one demo day (by M36 in conjunction with networking events). Their goal is to facilitate connections between MainstreamBIO-supported multi-actor partnerships and appropriate partners, as well as to inspire additional actors to become involved in and support the bioeconomy.
- **Awareness raising and educational events** (*Task 3.5*): During MainstreamBIO, 2 local awareness-raising and education campaigns per MIP will be implemented (1 per round). The major goal of the campaigns is to organise local events and run campaigns with the overall goal of educating people about the bioeconomy and small-scale bio-based solutions.
- **Mutual learning workshops** (*Task 4.2*): Each MIP will host a regional scale-up workshop to encourage multi-actor collaborations and stakeholders to share their MainstreamBIO experiences.
- **Final dissemination event** (*Task 6.4*): This event will take place close to the end of MainstreamBIO and will aim to recognise and promote the project's results, as well as present the final achievements to all engaged stakeholders and all interested parties.

At this point, it should be emphasised that participation in the planning and execution of the project's events is critical to the successful completion of the dissemination plan. That is why the organisers of the aforementioned events are required to complete a template (i.e., Event's Reporting Template) in which they will present the main dissemination action(s) that occurred. In M2, this template was created and shared with the consortium.

5.4.2 External Conferences and events

Participation of consortium partners in external events and conferences is an important complementary component of the dissemination strategy because it allows a broader address of the project's scope and targets to a diverse audience. As a result, during MainstreamBIO, partners will attend a number of forums, exhibitions, and conferences on related topics. This

action seeks to engage with additional stakeholders, academics, scientists, and/or projects working in the field of bioeconomy. This aims to:

- present MainstreamBIO's concepts
- stay informed about the latest technological and research findings
- share knowledge
- establish contacts and interactions with stakeholders
- promote MainstreamBIO's actions and results'
- complete awareness of field's progress and announcements.

An indicative list of identified conferences and events is presented below:

Indicative external event	Description
<i>European Bio-Economy Venture Forum</i>	It supports the worldwide efforts towards a green economy while maintaining well-being, protecting human health and the environment.
<i>European Biomass Conference & Exhibition</i>	The EUBCE is the leading platform for the collection, exchange and dissemination of scientific and industrial know-how in the field of biomass.
<i>International Conference on Biofuels & Bioenergy</i>	It explores the recent innovations in the field and emphasises the future of biofuels and bioenergy. Both research and technical ideas are exchanged.
<i>European Forum for Industrial Biotechnology & the Bioeconomy</i>	EFIB is a market-leading annual event in Europe where industry experts come together and discuss.
<i>Nordic Wood Biorefinery Conference</i>	NWBC is a leading international event for industry and research professionals in wood-based biorefinery.

Table 4. MainstreamBIO's Identified External Events

The consortium partners will have the leaflet, the project's ppt presentation template, the poster, and a corresponding publication template at their disposal to ensure MainstreamBIO's correct participation and coherence in external events. All presentations made at external events by consortium partners are regarded as critical tools for highlighting the project's vision and upcoming results. As a result, all presentations must use the project's presentation template and content, which must be submitted to WHITE at least 5 working days prior to the external event. Furthermore, all partners who will present the project's work at an external event must use MainstreamBIO's visual identity and adhere to the aesthetics chosen for the presentations.

Partners who wish to attend external events must notify WHITE in advance so that their participation can be properly promoted and receive the best response possible. Following a

partner's key role participation (e.g., presenter, discussant, co-organiser, etc.) in an external event, a report of the dissemination actions must be prepared by filling out the relevant Event's Reporting Template (see Section 8).

5.5 Publications

During MainstreamBIO, partners will encourage the use of publications to promote several significant project achievements. These publications are among the most valuable assets of the project because they reveal and secure the new knowledge that will be generated as a result of the support and guidance of bio-based solutions, business models, and social innovations. Because they will be included in the Bioeconomy Repository, publications are also regarded as an important component of MainstreamBIO's toolkit. According to the dissemination strategy, at least three open access publications in peer-reviewed platforms should be deployed. In addition to these, partners may propose any other publication that will help to display and promote the project's results.

An indicative list of scientific Journals can be found below:

Journal	Impact Factor
Journal of Cleaner Production	11.072
Science of the Total Environment	10.753
Sustainable Production and Consumption	8.921
Environmental Science and Policy	6.424
Biofuels, Bioproducts & Biorefining	5.239
Sustainability	3.889

Table 5. Indicative list of pre-selected scientific journals for MainstreamBIO papers

5.6 Networks and synergies

Communication with other projects and initiatives on similar themes at the local, national, and EU levels is another tool capable of shaping cooperation conditions while also benefiting the consortium by gaining from their experience and knowledge. As a result, the main outcome could be to strengthen the project's impact activities through additional networking and awareness of potential joint activities and ways for mutual benefit collaborations.

Collaborations on joint dissemination activities (particularly with EU-funded projects) will also be sought. This could take several forms:

- Mutual reference of projects on respective websites;
- Mutual support through social media accounts;

- Exchange of news, invitations to external events, press releases and further dissemination actions through social media communication channels;
- Participation in events of similar projects;
- Explore possibility to co-organise event;
- Invitations to participate in MainstreamBIO's events.
- Provide useful information in the MainstreamBIO digital toolkit

A basic list of relevant key European initiatives and networks is provided below. During MainstreamBIO it is possible that this list will be enriched as additional joint efforts may emerge. If this occurs the updated Table will be included in the next version of this document (M18).

Project/Initiative	Brief description	End	Countries
TRANSITION2BIO <i>HORIZON 2020</i>	"Transition2bio will build upon the most relevant communication and education EU funded projects and initiatives, moving closer to the implementation of the updated 2018 EU Bioeconomy Strategy and promoting the transition towards a more sustainable Europe" ³ .	Dec. 2022	Italy, Austria, Portugal, Slovakia, Greece, Germany, Italy
COOPID <i>HORIZON 2020</i>	"COOPID believes in a sustainable primary sector. A sector where farmers across countries benefit and use the best and latest techniques to grow a profitable business in the bioeconomy. COOPID identifies successful stories in the EU, then, organises visits for primary producers to learn and later talk about their experiences" ⁴ .	Jun. 2023	Spain, France, Italy, Greece, Bulgaria, Poland, Austria, Ireland, Denmark, Finland
RuralBioUp <i>HORIZON EUROPE</i>	RuralBioUp will establish 9 Regional Hubs (30 stakeholders per Hub) in 6 EU countries, that will co-design and implement 9 Action Plans on 18 value chains in order to strengthen the cooperation among regional key actors and knowledge holders, empowering them to establish an inclusive and long-lasting ecosystem to support the mainstreaming of bio-based business models in rural areas.	Sep. 2025	Italy, Portugal, Estonia, Austria, Czechia, France, Romania, Latvia

³ <https://www.transition2bio.eu/>

⁴ <https://coopid.eu/>

SCALE – UP HORIZON EUROPE	“The EU-funded SCALE-UP project will support regional multi-actor partnerships, consisting of private businesses, governments and policymakers, civil society organisations, and researchers in identifying and scaling-up innovative and sustainable bio-based value chains that build on regional resources.” ⁵	Aug. 2025	Germany, France, Spain, Croatia, Poland, Austria, Netherlands, Sweden
BIORURAL HORIZON EUROPE	“BioRural’s goal is to create a European Rural Bioeconomy Network to promote small-scale bio-based solutions in rural areas and to increase the share of the Bioeconomy.” ⁶	Aug. 2025	Netherlands, France, Germany, Denmark, Lithuania, Latvia, Spain, Portugal, Italy, Greece, Slovenia, Romania, North Macedonia
BIOSWITCH HORIZON 2020	“BIOSWITCH encourages and supports brand owners when choosing to switch to a bio-based approach. It does this by creating a framework – through a series of events and outreach activities – that places brand owners at the centre of a triangle consisting of the public administration, the bio-based industry and consumers”. ⁷	May 2022	Finland, Spain, Denmark, Ireland, Belgium, Netherlands
BIOEASTUP HORIZON 2020	“BIOEASTUP project will support the deployment of bioeconomy on national, macro-regional and EU levels. It will address challenges related to national and regional strategy as well as to research and innovation. Deployed in 11 Central Eastern European countries, it is supported by 26 government ministries together with a wide range of stakeholders from industry and research”. ⁸	Sep. 2022	Poland, Hungary, Czechia, Hungary, Bulgaria, Estonia, Latvia, Lithuania, Slovakia, Croatia, Finland, Germany
ICTBIOCHAIN HORIZON 2020	“ICT-BIOCHAIN brings leading experts and support networks to develop Digital Innovation Hubs within ready-made test bed bioeconomy regions to examine opportunities for ICT, IoT and Industry 4.0. to increase the efficiency of high potential value biomass supply chains. In 2016, the EU selected 6 “model demonstrator regions” to lead the way	May 2020	Spain, Ireland, Finland, Germany, United Kingdom

⁵ <https://cordis.europa.eu/project/id/101060264>

⁶ <https://biorural.eu/>

⁷ <https://bioswitch.eu/>

⁸ <https://bioeast.eu/>

	towards sustainable chemical production". ⁹		
POWER4BIO HORIZON 2020	"POWER4BIO project aims at empowering regional stakeholders to boost the transition towards bioeconomy regions in Europe by providing them with the necessary tools, instruments and guidance to develop and implement sound sustainable bioeconomy strategies". ¹⁰	May 2021	Germany, Netherlands, Italy, Belgium, Hungary, Greece, Ukraine, Spain, Poland, Czechia, Slovakia
GO-GRASS HORIZON 2020	"The EU-funded GO-GRASS project will create new opportunities in rural areas based on grassland and green fodder. These will be tested in four EU regions at small scale to ensure wide replication. Within a circular system, the project will develop business models that are circular, sustainable and suitable for remote areas with unexploited resources". ¹¹	Sep. 2023	Spain, Denmark, Sweden, Netherlands, Germany, Belgium, Romania, Hungary
AGROINLOG HORIZON 2020	"The main goal of AGROinLOG is the demonstration of Integrated Biomass Logistic Centres (IBLC) for food and non-food products, evaluating their technical, environmental and economic feasibility". ¹²	Jul. 2020	Netherlands, Spain, Greece, Sweden, Italy, Belgium, Ukraine, Serbia
BIOWAYS HORIZON 2020	"The project will analyse the potential of the sector and identify champions to help increase its visibility. It will also identify and develop a method for ensuring there is ongoing communication on the value of bio-based products." ¹³	Sep. 2018	Greece, United Kingdom, Portugal, Italy, Slovakia, Estonia, Spain
BIOVOICES HORIZON 2020	"BIOVoices aims at engaging all relevant stakeholder groups "voices" (policy makers, researchers, the business community and the civil society) in order to address societal, environmental and economic	Apr. 2021	Italy, Slovakia, Estonia, Portugal, Greece, Romania, Netherlands, United Kingdom, Spain, Germany

⁹ <https://cordis.europa.eu/project/id/792221>

¹⁰ <https://power4bio.eu/>

¹¹ <https://www.go-grass.eu/>

¹² <https://www.agroinlog-h2020.eu/>

¹³ <https://www.bioways.eu/>

	challenges related to bio-based products and applications.” ¹⁴		
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Table 6. Relevant EU projects and initiatives

Finally, it is recognised that if collaboration with similar projects is not established, the desired results based on the dissemination plan will fall short of their full potential. As a result, the consortium will be constantly on the lookout for such projects/initiatives in order to connect and create conditions for new collaborations and joint actions.

¹⁴ <https://www.biovoices.eu/>

6. Monitoring, evaluation and reporting framework

6.1 Monitoring and evaluation

The implementation of dissemination & communication plan will be monitored throughout the whole project in terms of the consistency of what is foreseen and the corresponding results. The continuous evaluation of dissemination activities will allow for the monitoring and quantitative assessment of the impact of actions. Thus, deviations from the original plan will be visible, and necessary changes will be made to continuously increase the project's visibility and dissemination of its results. WHITE is in charge of monitoring and evaluating MainstreamBIO's dissemination activities, but the project consortium must work collaboratively and be aware of their activities and results at all times.

A set of Key Performance Indicators (KPIs) that correspond to activities of the strategy to be followed was chosen to evaluate the progress and results of the dissemination and communication plan. Some of the KPIs are presented in Table 7. It is understandable that these indicators may change and be modified as objectives may be adapted to any input data in each phase of MainstreamBIO during the project. In any case, performance indicators, including updated ones, will be presented in future versions of the dissemination and communication plan (M18, M36). In addition to the quantitative metrics listed below, several attempts will be made to collect qualitative data by soliciting it from other stakeholders.

Assessed Element	Metric	M18 Target	M36 Target
Visits to MainstreamBIO website	No. of visits (total)	6000	>15,000
External events/conferences attended	No. of events and conferences attended	7	15
Newsletters	No. of published newsletters	3	6
Followers on social media (LinkedIn, YouTube, Facebook, Twitter)	No. of followers	700	>1,000
Views of promotional video	No. of viewers	200	>500
Promotional material distributed	No. of copies distributed (poster, leaflet)	150	>300

Table 7. MainstreamBIO Key Performance Indicators

6.2 Reporting

Another important aspect of the dissemination and communication strategy is the reporting and documentation of actions and results. The main reason for this is that we can ensure that, on the one hand, the dissemination and communication plan and stakeholder engagement are followed, but also that the actions taken produce the desired results. As a result,

consortium partners are expected to report on their actions on a six-monthly basis (M6, M12, M18, M24, M30, M36) and to contribute to the continuous monitoring of communication and dissemination activities. Three documents were created and distributed to all consortium partners for dissemination, communication, and stakeholder engagement activities in order to facilitate the reporting procedure. These are presented in Table 8.

Annex	Dissemination Tool	Coverage	When
Annex 2	Dissemination reporting template	Include all dissemination activities in which partners participated between the 6 months since the last report	Every 6 months
Annex 3	Event reporting template	Every event the partners organised or participated in.	Within 15 days after any completed event
Annex 4	External Conferences and Events template	Any external conference/event related to MainstreamBIO in which there is benefit for partners to participate.	Throughout the project

Table 8. MainstreamBIO Dissemination & Communication Reporting Templates

During each project semester, all partners are expected to complete the 'Dissemination Reporting Template' (Annex 2), which reports on all dissemination actions carried out in the previous six months.

For each completed event (workshop, conference, meetings, etc.), partners must fill out the 'Event's Reporting template' (Annex 3) with information about the event in which they participated. This template should be sent to WHITE within 15 days of the event's conclusion, and the event itself should be communicated to WHITE ahead of time for promotional purposes.

The "External Conferences and Events" spreadsheet (Annex 4) is something partners can use whenever they come across an event (e.g., conferences, workshops, seminars, etc.) that is relevant to MainstreamBIO and in which MainstreamBIO partners might be interested in participating to promote or present the project. This document is supposed to be shared with WHITE by the partners.

If any risks are identified in communication and dissemination activities, or if problems arise during the implementation of publicity actions, each project partner should immediately contact WHITE.

7. Timeline and implementation plan

To ensure that the timing of dissemination and communication, as well as stakeholder engagement, is effectively implemented, the actions were divided into four phases, as shown in Figure 21. The four stages are listed below:

1. Early in the project: The Dissemination & Communication Plan is designed, while the targeted stakeholder groups and the key messages of the project are identified. Further, suitable metrics for monitoring the successful implementation of the DCP strategy are selected. Additionally, the consortium partners are informed about their responsibilities and required contributions in relation to dissemination efforts.

Overall, in this phase, our actions are dedicated to the general promotion of the project, emphasising awareness raising to ensure that the project is widely communicated. In that context, during the first six months of the project, the logo and visual identity are designed along with the project's website. Further, the social media accounts of the project are launched, and the dissemination material (leaflets, posters, templates, letterhead) is produced. The promotional package is expected to be later enriched with evidence and success stories from the project to communicate its benefits. By month 6, all project tools and channels are expected to be in place. Moreover, some first synergies with other relevant projects/initiatives are established. Finally, at this stage, the project will be additionally disseminated in networking events in which partners will participate.

2. During the project: We will continue seeking to cluster and cooperate with complementary projects and initiatives relevant to the topic of bioeconomy development and biobased solutions/products. Additionally, an active community interested in the MainstreamBIO project will be established and engaged through the project's SMAs and website, where the project's results will be shared, while bi-annual newsletters will also be released. In addition, some promotional videos and infographics will also be produced.

Further, a variety of dissemination events (co-creation and capacity building workshops, mutual learning workshops, webinars, networking events with sister projects, awareness raising and education events) are scheduled to take place. Moreover, practice-based evidence from real success stories will be collected and disseminated to highlight the benefits of bio-based solutions and products. Finally, the consortium partners are expected to continuously support dissemination efforts by participating in external events and conferences, while leveraging existing platforms, networks and initiatives.

3. At the end of the project: During this stage, the project's key results will be further disseminated. Additionally, based on the major findings of the project, some key recommendations and tools will be drafted that will support interested regional actors in better adapting their innovation support towards mainstreaming small-scale bio-based solutions. Besides, the project's SMAs will remain active to ensure that project's outcomes are further disseminated.

On top of that, some workshops are planned to take place with the aim of sharing experiences gained throughout the project and exchanging relevant knowledge and

information on biobased solutions. Besides, a policy roundtable aiming to provide policy recommendations will also take place, prior to hosting the final dissemination event of the project in which the project's results and findings will be presented.

4. **Beyond the end of the project:** Consortium partners have agreed to promote and exploit project results even after the project has ended through future activities, new projects, and so on. The main goal is for farmers, advisors, bio-based industry actors, and other stakeholders to act as multipliers for project adoption and further promotion. Furthermore, even after the project's official completion, relevant publications will continue to disseminate its legacy.

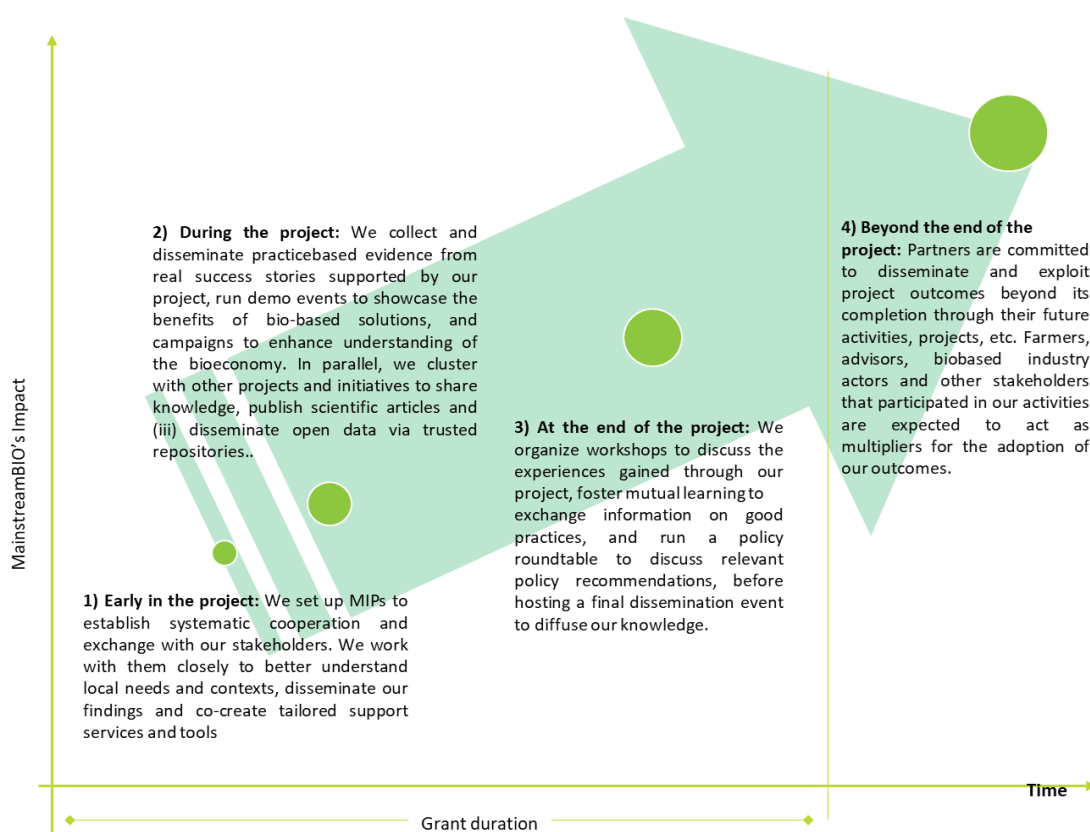


Figure 21. MainstreamBIO's Main Actions

The implementation plan of MainstreamBIO is presented in the following table:

Project month	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36	
Activity																																					
Planning stage																																					
Dissemination plan																																					
Exploitation and																																					

8. Conclusions

A dissemination and communication plan that is well-designed and well-implemented is an important tool for raising awareness of the MainstreamBIO concept and capitalising on its outcomes. This document aims to highlight all of the project's necessary dissemination and communication activities in order to ensure maximum visibility through various communication channels and actions to engage with the identified stakeholder groups. Given the project's activities' dynamic nature, the dissemination and communication plan will be updated on a regular basis to keep up with MainstreamBIO's progress.

An updated version of this document is due to be released in M18 and will include all adjustments based on the experience gained during the first 18 months of MainstreamBIO. Thus, the approach to the actions provided by the dissemination and communication plan will undergo modifications so that project's promotion has maximum results for the targeted stakeholders and more broadly for the European community.

9. Annexes

Annex 1: MainstreamBIO initial dissemination and communication guidelines for consortium partners

MainstreamBIO Dissemination and Communication Guidelines

This document provides you with some key initial guidelines regarding communication and dissemination activities and introduces three main dissemination monitoring tools that you are kindly asked to use throughout the project.

I. Main guidelines

1. Actively contribute to the dissemination of project results and key messages.
2. Use the wording “MainstreamBIO” to refer to the project; do not use “MAINSTREAMBIO”.
3. For all your communications related to the project please include in your electronic signature the project logo, linked to project's website.
4. Do not forget to include the EU logo and the disclaimer:



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the European Union**

- a. When displayed with another logo, the EU emblem must have appropriate prominence.
 - b. You can download the needed EU emblem in the desired resolution following this link:
 - c. https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/
5. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, citation style. In general:
 6. Use Arial as font for documents generated with MS Office programmes and for web applications. The preferred spacing is 6 pt. before and after paragraph, whereas the preferred line spacing is single
 - Make sure to use the logo colour scheme for documents to ensure consistency and to reinforce the visual identity of the project
 - Whenever possible, use the logo letter type for promotional materials. If in doubt, check with WHITE.
 - Always use the same style for references, both for in-text citations and in the bibliography/footnotes
 - Be consistent in using currency references (for example, use EUR instead of € throughout)
 - Be consistent in the numbering format; comply with the British usage (e.g., 75,000,239.23), unless differently indicated.

- If you abbreviate a word, use the correct abbreviation (for instance, “M” for million, not “mn”)
 - Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document
 - Review the language and the coherence of the structure of the text you drafted
7. Whenever possible, use the templates that will be provided to you, i.e., letterhead, presentation, publication. A leaflet and a poster will be prepared for you to use throughout the project. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed.
 8. **Always** inform WHITE and Q-PLAN regarding every dissemination and communication activity that you plan to carry out (e.g., organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the project’s communication channels in a timely manner.
 9. You will have to report in detail all the dissemination actions you undertook (please see **Dissemination Reporting Template** for instructions).
 10. Always report about meetings and events you organised and/or participated in (please see **Internal Events Reporting Template** for an explanation on how to report about events).
 11. Inform WHITE and Q-PLAN about relevant events (e.g., conferences, workshops, seminars etc.) in which MainstreamBIO partners may be interested in participating to promote or present the project. You have received an .xls file named “**External Conferences and Events**”. All partners are kindly requested to fill in this specific .xls file, each time they identify an event relevant to project and share it with WHITE.
 12. In compliance with GDPR requirements, always gather stakeholders’ consent, when collecting, using and storing personal data during events/conferences. Please consider that pictures which make individuals identifiable are also considered personal data. Partners are responsible to gather participants’ consent for the activities they undertake.

The above mentioned points will be updated when necessary in order to be in line with the project’s requirements and progress.

The MainstreamBIO report “**Dissemination and communication plan**” (First version due in M3; Update in M18) will include these guidelines and will also outline the overall project’s dissemination strategy and plan.

II. Website and Social Media use guidelines

This section provides you with some key initial guidelines regarding your expected contribution and use of the MainstreamBIO website and social media accounts (SMAs).

2.1 Website

1. Collect photos and videos for all MainstreamBIO activities and share them with WHITE., to make them usable on the website and on the MainstreamBIO SMAs.
2. Actively contribute (if possible, with 1 news item per month per partner) to the news section of the website. Please send each news item to WHITE. A news item can be anything, like a link to other similar projects/activities, an article about a new regulation, a notice regarding a new policy or initiative, an article about an event etc.
3. Inform WHITE regarding every event you organise or take part to for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide WHITE with a link to the event, so that it can be posted online in the dedicated section of the website
4. Inform WHITE about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning your pilot area or the MainstreamBIO project and provide WR with a link/scan for giving it more visibility online.

2.2 Social Media Accounts

1. Connect with all MainstreamBIO SMAs (i.e. Facebook, Twitter, LinkedIn and YouTube) and use them accordingly: monitor announcements and posts, comment, like and retweet.
2. Do make your own posts to foster discussion and maintain the accounts' activity.
3. If you would like WHITE to publish a post on one or more of the SMAs (e.g., promote an event that is coming up in your city, announce the achievement of a milestone, etc.), please share the post using the dedicated Excel file on MS Teams ("MainstreamBIO External Conferences and Events.xlsx").
4. Promote the MainstreamBIO SMAs within your network of contacts.
5. Inform WHITE about any relevant profiles you may detect during the project, so that we can expand our network on SMAs.
6. If you create a short video, make any edits necessary in order to improve project's identity (add the project's name, logo, EU emblem, and the disclaimer included in the "Annex 1 – MainstreamBIO initial dissemination and communication guidelines for consortium partners"). WHITE is then accountable for uploading the video on YouTube.

The above-mentioned points will be updated when necessary, to be in line with the project's requirements and progress.

Annex 2: Dissemination Reporting Template

The form below has been designed to help you keep track of any kind of awareness and dissemination activities. Just to remind you, dissemination activities include, but are not limited to, meetings, workshops, interviews, press releases, publications, e-mails, presentations, informal discussions, seminars, etc. Please, complete any relevant parts of the form below each time you perform a dissemination activity either this is small or large.

Important: Specify the type of activity as well as the type of the audience(s) addressed using the categories provided in the drop-down menu.

No. of Action	Partner	Date of activity	Place of activity	Type of activity (Choose one of the activity categories listed in the drop-down menu)	Title of conference, workshop, publication, website article, etc.	Type of audience (In case the action reached more than one type of stakeholders please describe this type in the line below. Use as many lines as necessary, please try to include an indicative number of men & women participated in the activity)													
						Farmers, Industry & clusters		Intermediaries & advisors		Policy-makers		Researchers & academia		Civil society & action groups		Consumers			
						Males	Females	Males	Females	Males	Females	Males	Females	Males	Females	Males	Females		
1																			
2																			
3																			
4																			
5																			
6																			
7																			
8																			

Countries addressed	Role and description of your organization's involvement	Type of project material used	Quantity of project material used (no. of copies distributed per type of project material)	Other Mainstreaming partners or external organizations responsible/involved	Short description of the action as well as of the dissemination activities

Annex 3: Event Reporting Template

Event's Aggregate Data

Title	
Date	
Venue	
Organisers	
Audience (number and type)	
Duration	

Stakeholders reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, SMEs, general public etc.)
- How many people attended?
- How many women attended?

Event's goals, objectives and relevance with MainstreamBIO

What were the key objectives of this event/activity? (e.g. to gather ideas, gather data, find new stakeholders, etc). Was the event relevant to MainstreamBIO? To what extent?

Organisation of the event

In case of organising a project's event. For participation in external events do not complete this section.

How was the event/activity organised?

- What steps were taken to set up the activity/event?
- What was the location of the event and why was this area selected?

Dissemination activities

How was the event/activity promoted? Was project material used for promotion? Was the MainstreamBIO project promoted during the event?

Structure of the event (short minutes)

Description of the event's sessions.

- What did the event/activity consist of?
- What tools were used? Why were these selected?

For participation in external events, please report what you did at the event.

Outcomes of the event

What information or data was gathered as part of this activity? (a brief summary of the information/data gathered is sufficient)

What ideas were generated? (brief explanations are sufficient)

Evaluation of the event

What are the main impressions and observation that you made?

- Were there any challenges with this event/activity?
- What were the key successes of this activity?
- If re-deploying this event/activity how will/would you do it differently?

ANNEX: Attachments











- The list of participants (if consent to store and share data was given)
- A scanned copy of the list of participants signed by each participant (if possible)
- The agenda of the event
- Photos (please make sure to have the consent of participants to use them)
- Presentations (if applicable)
- Copies of materials used to promote the event (e.g., links to press releases, videos, posts, leaflets etc.



The project

MainstreamBIO is a Horizon Europe EU funded project, which sets out to get small-scale bio-based solutions into mainstream practice across rural Europe, providing a broader range of rural actors with the opportunity to engage in and speed up the development of the bioeconomy. Recognizing the paramount importance of bioeconomy for addressing key global environmental and societal challenges, MainstreamBIO develops regional Multi-actor Innovation Platforms in 7 EU countries (PL, DK, SE, BG, ES, IE & NL). The project aims to enhance cooperation among key rural players towards co-creating sustainable business model pathways in line with regional potentials and policy initiatives. MainstreamBIO supports 35 multi-actor partnerships to overcome barriers and get bio-based innovations to market with hands-on innovation support, accelerating the development of over 70 marketable bio-based products and services. Furthermore, the project develops and employs a digital toolkit to better match bio-based technologies, social innovations and good nutrient recycling practices with available biomass and market trends as well as to enhance understanding of the bioeconomy with a suite of educational resources building on existing research results and tools. To achieve these targets, MainstreamBIO involves 10 partners across Europe, coming from various fields. Thus, all partners combine their knowledge and experience to promote the growth of bioeconomy in a sustainable and inclusive manner.

Coordinator: **Q-PLAN INTERNATIONAL ADVISORS PC (Q-PLAN)**

Partner		Short Name
 Q-PLAN INTERNATIONAL	Q-PLAN INTERNATIONAL ADVISORS PC	Q-PLAN
 MTU Oideallí Teicneolaíochta na Mumba Munster Technological University	MUNSTER TECHNOLOGICAL UNIVERSITY	MTU
 WAGENINGEN UNIVERSITY & RESEARCH	STICHTING WAGENINGEN RESEARCH	WR
 IUNG Institute of Soil Science and Plant Cultivation State Research Institute	INSTYTUT UPRAWY NAWOZENIA I GLEBOZNAWSTWA, PANSTWOWY INSTYTUT BADAWCZY	IUNG
 processum PART OF RI:SE	RISE PROCESSUM AB	PROC
 АГРИКОН ВЪВЕЖДАТЕЛЕН ЦЕНТЪР AGRICULTURAL UNIVERSITY - PLOVDIV	AGRAREN UNIVERSITET - PLOVDIV	AUP
 Food & Bio Cluster Denmark	FBCD AS	FBCD
 innovarum	EURIZON SL	INNV
 DRAXIS ENVIRONMENTAL TECHNOLOGIES	DRAXIS ENVIRONMENTAL SA	DRAXIS
 WHITE	WHITE RESEARCH SPRL	WHITE

CONTACT US info@mainstreambio-project.eu

VISIT www.mainstreambio-project.eu



MainstreamBio



@MainstreamBio



MainstreamBio Project



MainstreamBio Horizon Europe Project