



# MAINSTREAM BIO

MAINSTREAMING SMALL-SCALE BIO-BASED SOLUTIONS ACROSS RURAL EUROPE

## D5.2

# Dissemination and Communication Plan & Activities - interim version

WHITE

05/06/2024



Funded by  
the European Union

## PROJECT INFORMATION

<b>PROGRAMME</b>	Horizon Europe
<b>TOPIC</b>	HORIZON-CL6-2021-CIRCBIO-01-08
<b>TYPE OF ACTION</b>	HORIZON Coordination and Support Actions
<b>PROJECT NUMBER</b>	101059420
<b>START DAY</b>	1 September 2022
<b>DURATION</b>	36 months

## DOCUMENT INFORMATION

<b>TITLE</b>	Dissemination and Communication Plan and Activities - interim version
<b>WORK PACKAGE</b>	WP5   Dissemination, communication and exploitation
<b>TASK</b>	T5.2   Dissemination and communication
<b>AUTHORS (Organisation)</b>	Anastasios Galatsopoulos; Sofia Michopoulou; Roman Visetti; Eda Ozdek
<b>REVIEWERS</b>	Magdalena Borzęcka, Małgorzata Wydra (IUNG) Alberto Álvarez (INNV)
<b>DATE</b>	05/06/2024

## DISSEMINATION LEVEL

<b>PU</b>	Public, fully open	x
<b>SEN</b>	Sensitive, limited under the conditions of the Grant Agreement	
<b>Classified R-UE/EU-R</b>	EU RESTRICTED under the Commission Decision No2015/444	
<b>Classified C-UE/EU-C</b>	EU CONFIDENTIAL under the Commission Decision No2015/444	
<b>Classified S-UE/EU-S</b>	EU SECRET under the Commission Decision No2015/444	

## DOCUMENT HISTORY

Version	Date	Changes	Responsible partner
v0.1	08/02/2024	Initial version	WHITE
v0.2	15/02/2024	1st Peer Review	All partners
v0.3	23/02/2024	2nd Peer review	IUNG; INNV
v1.0	29/02/2024	Final version	WHITE
v2.0	05/06/2024	Updated version to address the comments received from the project review	WHITE

### LEGAL NOTICE

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.

### DISCLAIMER

The methodology of MainstreamBIO (GA No 101059420) for the project's Dissemination and Communication Plan builds upon an existing know-how, tools and templates that were internally developed by White Research while also taking into account EC guidelines and good practices available in literature. Part of the adopted standard methodology has been developed and employed in previous research projects where White Research served as beneficiary, such as in the INCENTIVE (GA No. 101005330) and POP-Machina (GA No. 821479) projects. For the MainstreamBIO-employed methodology, ad hoc and tailored modifications were integrated in order to comply with the GA conditions, EU recommendations and project particularities. Along these lines, this deliverable presents the adjusted methodology as it was further developed and applied in the context of MainstreamBIO.

© **MAINSTREAMBIO Consortium, 2024**

Reproduction is authorised provided the source is acknowledged.

# Table of contents

<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
<b>1. INTRODUCTION.....</b>	<b>2</b>
<b>2. ABOUT MAINSTREAMBIO .....</b>	<b>4</b>
<b>3. DISSEMINATION AND COMMUNICATION PLAN .....</b>	<b>6</b>
<b>3.1 Overview .....</b>	<b>6</b>
<b>3.2 Objectives .....</b>	<b>7</b>
<b>3.3 Roles and Responsibilities .....</b>	<b>8</b>
<b>4. TARGET AUDIENCES AND TAILORED MESSAGES.....</b>	<b>9</b>
<b>4.1 The MainstreamBIO target audiences .....</b>	<b>9</b>
<b>4.2 The MainstreamBIO key messages.....</b>	<b>11</b>
<b>4.3 Gender issues .....</b>	<b>14</b>
<b>5. DISSEMINATION AND COMMUNICATION TOOLS AND CHANNELS.....</b>	<b>15</b>
<b>5.1 Dissemination channels and activities .....</b>	<b>15</b>
<b>5.2 Promotional material .....</b>	<b>17</b>
5.2.1 Logo .....	17
5.2.2 Leaflet and Poster .....	18
5.2.3 Templates .....	21
5.2.4 MainstreamBIO promotional video.....	23
5.2.5 Other promotional material .....	24
<b>5.3 Digital presence .....</b>	<b>26</b>
5.3.1 Website .....	26
5.3.2 Newsletter .....	32
5.3.2 Social Media Accounts .....	35
<b>6. EVENTS .....</b>	<b>42</b>
<b>6.1 MainstreamBIO Events.....</b>	<b>42</b>
<b>6.2 External Conferences and events .....</b>	<b>43</b>
<b>7. PUBLICATIONS.....</b>	<b>48</b>
<b>8. NETWORKS AND ESTABLISHED SYNERGIES .....</b>	<b>49</b>

<b>9.</b>	<b>MONITORING, EVALUATION AND REPORTING FRAMEWORK .....</b>	<b>55</b>
9.1	Monitoring and evaluation .....	55
9.2	Reporting .....	57
<b>10.</b>	<b>TIMELINE AND IMPLEMENTATION PLAN.....</b>	<b>59</b>
<b>11.</b>	<b>CONCLUSIONS .....</b>	<b>62</b>
<b>ANNEXES .....</b>		<b>63</b>
Annex 1:	MainstreamBIO initial dissemination and communication guidelines for consortium partners .....	63
Annex 2:	Dissemination Reporting Template .....	66
Annex 3:	Internal Events Reporting Template .....	67
Annex 4:	External Events Reporting Template .....	69



## TABLE OF FIGURES

Figure 1. Overview of the MainstreamBIO dissemination and communication strategy .....	6
Figure 2. MainstreamBIO’s target audiences .....	9
Figure 3. Stakeholder mapping and types of stakeholder engagement .....	10
Figure 4. MainstreamBIO’s communication activities .....	15
Figure 5. MainstreamBIO’s Logo .....	18
Figure 6. The colour palette of MainstreamBIO’s Logo .....	18
Figure 7. EU Flag and funding statement .....	18
Figure 8. MainstreamBIO leaflet - exterior side .....	19
Figure 9. MainstreamBIO leaflet interior side .....	20
Figure 10. MainstreamBIO poster .....	20
Figure 11. MainstreamBIO poster .....	20
Figure 12. MainstreamBIO’s Presentation Template - front slide .....	21
Figure 13. MainstreamBIO’s Presentation Template – presentation slide .....	22
Figure 14. MainstreamBIO’s Deliverables Cover Page Template .....	22
Figure 15. MainstreamBIO’s Letterhead .....	23
Figure 16. MainstreamBIO promotional video (screenshots) .....	24
Figure 17. MainstreamBIO’s Banner .....	25
Figure 18. MainstreamBIO website QR code .....	25
Figure 19. MainstreamBIO’s website “Homepage” .....	26
Figure 20. MainstreamBIO’s website “Consortium” page .....	27
Figure 21. MainstreamBIO’s website “About” page .....	28
Figure 22. MainstreamBIO’s website “News – Projects News” page .....	28
Figure 23. MainstreamBIO’s website Open Call page .....	29
Figure 24. MainstreamBIO website Our Focal Regions page and Ireland’s MIP section .....	29
Figure 25. MainstreamBIO website Resources - Related Initiatives page .....	30
Figure 26. MainstreamBIO website Resources – Deliverables page .....	30
Figure 27. Top-7 countries of users visiting MainstreamBIO website .....	31
Figure 28. MainstreamBIO’s 1 <sup>st</sup> Newsletter .....	33
Figure 29. MainstreamBIO’s 2 <sup>nd</sup> Newsletter .....	34
Figure 30. MainstreamBIO’s newsletter subscription window .....	34
Figure 31. MainstreamBIO’s Facebook page .....	37
Figure 32. MainstreamBIO’s X account page .....	39
Figure 33. MainstreamBIO’s LinkedIn Homepage .....	40
Figure 34. MainstreamBIO’s Promotional video on YouTube .....	40
Figure 35. Co-Creation Workshops (from left to right: BG, DK, IE, NL, PL, ES, SE) .....	42
Figure 36. Rural Bioeconomy Alliance (RBA) logo .....	53
Figure 37. RBA’s & MainstreamBIO’s participation in Regional Innovation Valleys for Bioeconomy and Food Systems in Europe (Oct. 2023, Bulgaria) .....	53
Figure 38. MainstreamBIO’s Main Actions .....	60
Figure 39. Dissemination activities reporting template .....	66
Figure 40. External events reporting template .....	69



## LIST OF TABLES

<i>Table 1. Key aspects of the D&amp;C strategy of MainstreamBIO</i> .....	2
<i>Table 2. MainstreamBIO's target audiences and key-messages</i> .....	11
<i>Table 3. Overview of the tools to be used to reach different target audiences</i> .....	16
<i>Table 4. MainstreamBIO Website Traffic</i> .....	31
<i>Table 5. Newsletter analytics</i> .....	35
<i>Table 6. MainstreamBIO's Target Audience and Objectives</i> .....	35
<i>Table 7. MainstreamBIO Facebook analytics</i> .....	38
<i>Table 8. MainstreamBIO X analytics</i> .....	39
<i>Table 9. MainstreamBIO LinkedIn analytics</i> .....	40
<i>Table 10. MainstreamBIO promotional video analytics</i> .....	41
<i>Table 11. MainstreamBIO External Events where consortium members have participated</i> .....	44
<i>Table 12. MainstreamBIO's Identified External Events</i> .....	46
<i>Table 13. Indicative list of pre-selected scientific journals for MainstreamBIO papers</i> .....	48
<i>Table 14. Synergies with relevant EU projects and initiatives</i> .....	49
<i>Table 15. Potential synergies with EU projects and initiatives</i> .....	53
<i>Table 16. MainstreamBIO Dissemination and Communication Key Performance Indicators</i> .....	56
<i>Table 17. MainstreamBIO Dissemination &amp; Communication Reporting Templates</i> .....	57
<i>Table 18. MainstreamBIO's Implementation Plan</i> .....	60

## ABBREVIATIONS

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

# Executive Summary

This deliverable presents the 1st updated version of the Plan for dissemination and communication of the Horizon Europe MainstreamBIO project. The Dissemination and Communication Plan (DCP) submitted in M3 displayed the overall communication strategy guiding the consortium's communication and dissemination activities during the project's implementation. Its purpose was to set a plan for the MainstreamBIO project communication strategy with the aim to maximise its impact throughout the project's lifecycle.

Deliverable D5.2 introduces the updated plan, an analytical overview of the stakeholder engagement, and all dissemination and communication actions both at local and European levels. It highlights efforts made so far to achieve MainstreamBIO's objectives to reach the most relevant targeted stakeholders groups, as well as, to effectively and fully draw on the stakeholders engagement for the updating of the project's activities and actions.

The present version has been updated, taking into consideration experience gathered in the first half of the project. All lessons learnt have been used to adapt the dissemination and communication (D&C) strategy of the project to provide an analysis of the dissemination activities through a specific monitoring process of the project's KPIs. Furthermore, this document outlines several updated steps to be followed, in league with the organisations involved in other work packages, in order to support 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 presenting the changes made into the initial version of the plan and explains the reasons for the changes.
- The **description** of MainstreamBIO **aims** and **approach**.
- The **dissemination and communication strategy** of MainstreamBIO, namely the objectives, the main phases, and partners roles and responsibilities.
- The main **targeted audiences** and **key messages** of MainstreamBIO.
- The analysis of the **dissemination tools** and **communication channels** used and their effectiveness, explaining how their use will be adapted throughout the implementation of the project. (updated)
- The **monitoring evaluation**, reporting and risk mitigation for MainstreamBIO, the results (in KPIs) for the 1<sup>st</sup> part of the project and the perspective for the following 12 months. (updated)
- The **time plan** portraying the various levels of dissemination and stakeholder engagement activities.
- The **conclusion** highlighting the vital importance of a clear and robust updated **dissemination and communication plan** to raise awareness on MainstreamBIO and in implementing all the actions required to exploit the project outcomes.

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 the communication and dissemination activities leader, will closely monitor all related actions described in this document and provide all the necessary support.



# 1. Introduction

This report highlights the updated strategy for effective communication and dissemination of MainstreamBIO's progress and results. Moreover, the updated DCP displays the established operational framework under which project's partners promoted the project, communicated about its activities and disseminated its outcomes up to M18.

The Dissemination & Communication Strategy applied in the MainstreamBIO project is ever evolving. Building upon the initial version, this document constitutes the first official update. In the 1st part of the project (M3 – M18), a large number of actions were planned and performed to promote MainstreamBIO and spread key messages to a wide range of stakeholders at local, national and international level. All these actions and related communication channels have been monitored and internally assessed, in terms of their effectiveness to improve the initial version of the DCP based on acquired evidence.

The main objective of the updated DCP is to provide an overview on the current status of the channels, tools, actions and methods deployed to maximise project's impacts in order to reach out to a larger range of stakeholders at a local, national, and international level. For this reason, the ultimate goal has been to set a plan for raising awareness of the project's activities and results to by reaching out to the identified target groups. Furthermore, MainstreamBIO's D&C strategy strongly supports the consortium's efforts towards exploitation and sustainability of the assets developed during the project.

This D&C strategy and plan define the following aspects in relation to communication, dissemination, and exploitation activities:

*Table 1. Key aspects of the D&C strategy of MainstreamBIO*

Key Questions	MainstreamBIO's DCP
What ?	Key messages
To whom ?	Target audiences
Who ?	Roles & Responsibilities
How ?	Communication tools and channels, guidelines, and templates
When ?	Timeline

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

- **Bringing 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 are implemented throughout the entire lifespan of the project (M1-M36) under the dedicated Work Package (WP5 – Dissemination, Communication and Exploitation). Actions aimed both at raising awareness of the project's activities and as a feedback mechanism, leading to greater adjustments of the consortium's functions. Hence, the partners should continuously 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 is important to emphasise that both the dissemination guidelines and the monitoring templates (see Annexes) have been updated in accordance with the project's development and the knowledge gained via the project's numerous activities.

The monitoring and assessment of communication actions between M1 – M18 led to several changes in the updated DCP. First, the necessity to increase followers and interactions with MainstreamBIO's social media through an increased use of the newly created Rural Bioeconomy Alliance platform. Furthermore, the need for MainstreamBIO to engage pro-actively in external events with the objective to reach a wider audience relevant to the sector to facilitate engagement with key stakeholders.

## 2. About MainstreamBIO

The potential of bio-based products and solutions in developing a sustainable economy has only been recognized recently in the **EU Bioeconomy strategy**. 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**, with bio-based solutions offering 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 aims to set out **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 (MIPs)** and tailored support services. These platforms have been 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. MIPs provide free access to a network where regional stakeholders with diverse backgrounds, expertise and interests meet and build partnerships between them. The project offers **innovative digital tools** intended to enhance the engagement of key rural actors and create sustainable value chains and business models supporting the development of the EU bioeconomy.

Innovation services include both **technical and business services**. On the first hand, **technical services** are meant to support the deployment of small-scale bio-based solutions with production processes; advise on the collection of technical data (e.g., mass balance, energy costs) and different steps across a pilot project (e.g., on product characteristics and quality); scale up and optimize the efficiency of a specific project; recommend best nutrient recycling practices; elaborate management nutrient plans; and monitor recycling. On the other hand, **business services** have the objective to support the design of sustainable business models (in line with regional specificities); help to better understand biobased markets and the respective value chains; support the addressing of challenges via experts and business leaders; support the identification and seizing of financing (e.g., loans) and funding opportunities; provide networking via events and networks to build partnerships, demonstrate solutions and find customers at local and EU level.

Along with the support services, MainstreamBIO provides regional stakeholders with a **digital toolkit** to facilitate the development of bioeconomy in their region. The toolkit gathers essential components to upscale bio-based solutions/projects including a catalogue of small-scale bio-based technologies, business models and social innovations; to best practices for improved nutrient recycling; a bio forum; a decision support system; a bioeconomy repository; and a tool library for all to access.

By carrying out the previously mentioned actions, MainstreamBIO aims to achieve 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.

### 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 Dissemination & Communication (DC) strategy for stakeholder engagement, communications and dissemination activities is designed based on the main project’s concept and approach to ensure the overall objectives are achieved. Accordingly, the strategy’s main goal is to enable a broad reach and to maximise the impact of project’s results, both through exploiting existing knowledge within the consortium, transferring gained 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 below<sup>1</sup>:



*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 open to changes when required. All key elements for successful communication and dissemination will be reviewed at regular intervals,

<sup>1</sup> 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.

including: **what should be** communicated (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 are intended to 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 MainstreamBIO D&C strategy is of high importance, as 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.

The updated DC plan of MainstreamBIO aims to accomplish the following high-level objectives:

- Promote project's actions and the novel solutions provided it offers;
- Raise awareness and perception levels regarding bioeconomy and bio-based solutions, products and nutrient circularity practices, amongst a broader group of stakeholders (including consumers);
- Encourage the participation in relevant conferences and events;
- Ensure that the key messages are communicated to its target audiences;
- 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;
- Increase partners involvement in dissemination and communication activities;
- Encourage involvement in the project's activities;
- Increase dissemination and communication activities within partners networks;
- Promote contact and cooperation with other relevant initiatives and projects;
- Engage pro-actively in external events to reach a wider audience of key stakeholders;

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 D&C strategy.

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

- Engage pro-actively in external events to reach a wider audience of key stakeholders; (NEW)
- 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.

Three key objectives have been added to the updated DCP. First, the necessity for an increased involvement of consortium partners when communicating and disseminating on project activities (public deliverables, useful material, events results) through the website and social media accounts. Second, the need to support partners in identifying targeted external events to disseminate the project's aims, activities and outcomes among specific stakeholders to facilitate their engagement and participation. Support translates into a series of actions including the preparation of localized dissemination material and the identification of relevant events to MainstreamBIO. Third, to use at its full extent partners networks to increase the reach of the project's dissemination and communication activities on social media.

### 3.3 Roles and Responsibilities

All the members of the consortium play a key role in MainstreamBIO's communication activities, in order to fulfill the goals and objectives set by the initial 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 project's social media and website, but also 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 the 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 fill out the Dissemination Reporting template to present the main dissemination actions they carried out during the semester (an example of the completed template provided in 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 (an example of the completed template provided in 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 experience and lessons learned throughout the implementation of the project led to identify new target groups not initially identified, which are international organisations and standardization and certification bodies. Figure 2 below presents the updated target audiences of MainstreamBIO.

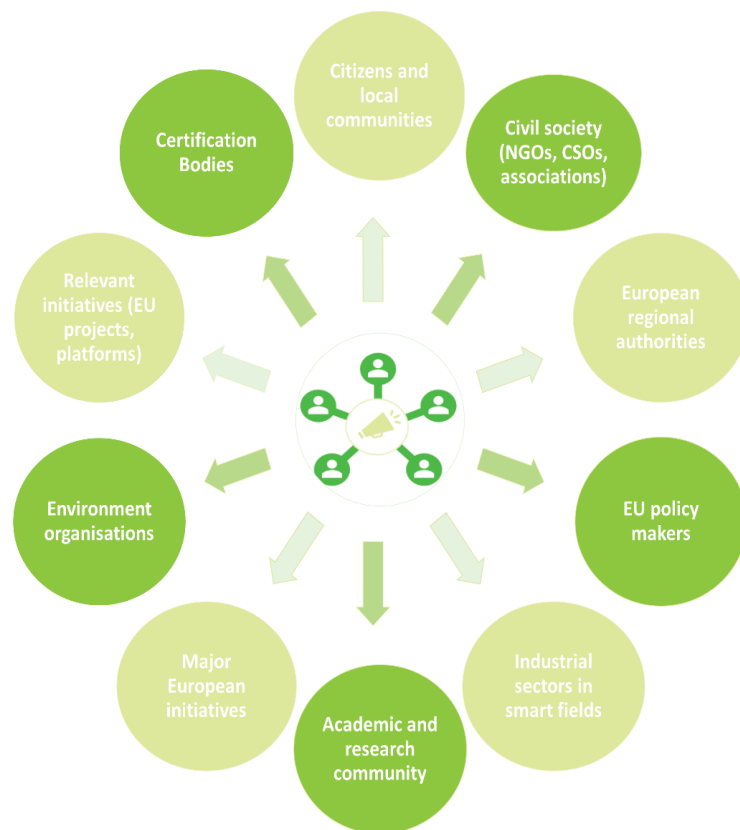


Figure 2. MainstreamBIO's target audiences

Following that, a brief description of each target group is provided, so that the updated 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, environmental organisations)
8. Financial institutions & individual investors (e.g. private equity firms, venture capital, commercial, promotional banks funds etc.)
9. Standardisation and Certification Bodies (e.g. bodies establishing standards and certifications for bio-based products)
10. International organisations (e.g. organisations and specialised agencies promoting global cooperation in the bioeconomy development)

MainstreamBIO uses the Stakeholders Classification Model<sup>2</sup> 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.

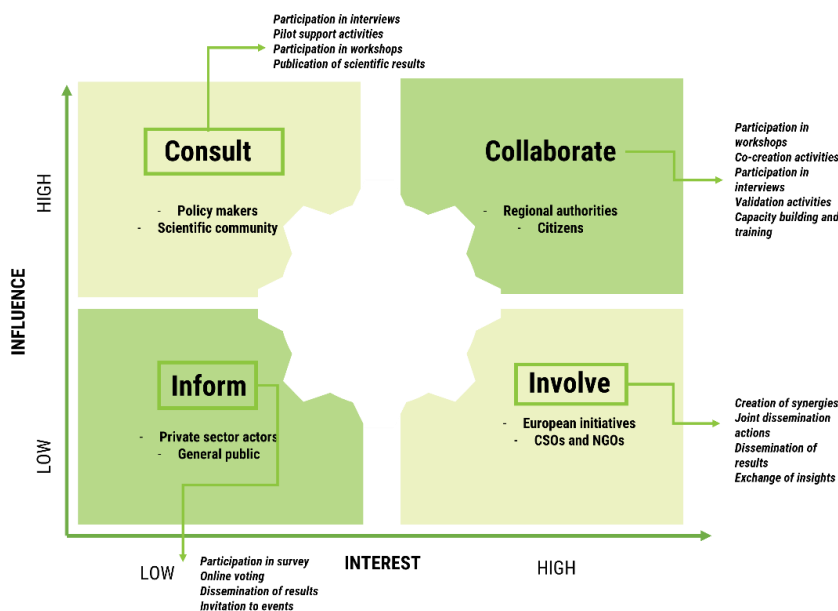


Figure 3. Stakeholder mapping and types of stakeholder engagement

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.

<sup>2</sup> 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.

## 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 aligned with 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 2 below:

*Table 2. MainstreamBIO's target audiences and key-messages*

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

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

<b>Civil society and action groups</b>	<ul style="list-style-type: none"> <li>• Safe, healthy and affordable food;</li> <li>• Stronger job market;</li> <li>• Information about the benefits of biobased products and solutions;</li> <li>• Incentives to support biobased market and adopt a sustainable living;</li> <li>• Communicate concerns about biobased products &amp; solutions;</li> </ul>	<ul style="list-style-type: none"> <li>• The socio-economic and environmental benefits of bioeconomy development and biobased products;</li> <li>• Information about health benefits of replacing fossil-based products with biobased products;</li> <li>• Enhance awareness in relation to bioeconomy's positive impact on regional economic activities and the creation of green jobs;</li> <li>• A bioeconomy network connecting various actors of the value chain, allowing to share their concerns and experiences;</li> </ul>
<b>Standardisation and Certification Bodies (NEW)</b>	<ul style="list-style-type: none"> <li>• Enhance adoption of certification labels in the bioeconomy sector;</li> <li>• Increase credibility of certification schemes;</li> <li>• Updating certification standards regularly;</li> <li>• Exchange best practices on the improvement of the certification processes;</li> </ul>	<ul style="list-style-type: none"> <li>• The potential weakness of labels in the market;</li> <li>• Means to increase the adoption of effective labels;</li> <li>• How to enhance the performance of their schemes through best practices;</li> </ul>
<b>International Organisations (NEW)</b>	<ul style="list-style-type: none"> <li>• Receiving information on the development of biobased products and solutions worldwide;</li> <li>• Obtaining access to data regarding benefits of biobased products and solutions;</li> <li>• Best practices exchange;</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental, economic and social advantages to the development of bioeconomy;</li> <li>• Raising awareness on the positive impact related to biobased products and solutions and its impact on local communities;</li> <li>• Establishing a global bioeconomy network linking different actors to share experiences and lessons learned in the field of bioeconomy;</li> </ul>

During the first 12 months of the project, the implementation of awareness raising, communication and dissemination of MainstreamBIO activities led to identifying two new target groups. The promotion of the project's concept and approach when engaging with targeted stakeholders at events relevant to MainstreamBIO, displayed the interest of international organisations, as well as standardisation and certification bodies towards the project's outcomes and inputs to scale up biobased projects to speed up the bioeconomy development. As a result, three additional messages and needs were included for each new target group mentioned previously. Additional messages and needs may be added in the following months of the project resulting from upcoming activities.



## 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.



# 5. Dissemination and Communication tools and channels

## 5.1 Dissemination channels and activities

The D&C Strategy of MainstreamBIO deploys a wide range of tools and channels ensuring project's full visibility and promotion to a range of stakeholders. The channels and tools used refer to physical and online presence related to the goals set by MainstreamBIO's D&C strategy. Figure 4 depicts a dissemination and communication flow chart for MainstreamBIO ongoing activities:

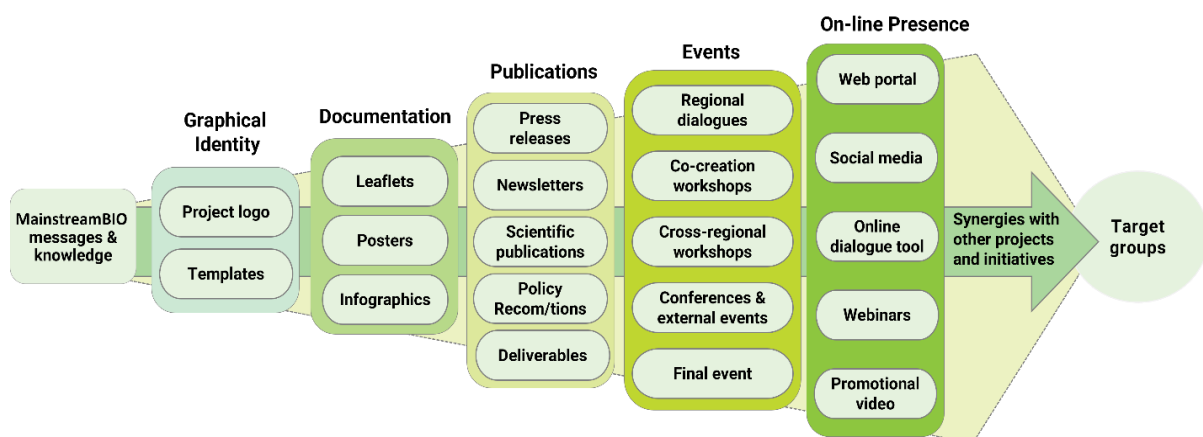


Figure 4. MainstreamBIO's communication activities

### MainstreamBIO's promotional material and graphical identity

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

### MainstreamBIO's online presence

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

### MainstreamBIO's Social Media Accounts (SMAs)

- [X \(former Twitter\)](#)
- [Facebook](#)
- [LinkedIn](#)
- [YouTube](#)

## Events

- MainstreamBIO’s capacity building workshops
- MainstreamBIO’s co-creation 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.

## Publications

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

## Synergies with other relevant projects and initiatives and dialogue with association members

- Complementary projects e.g. sister projects funded by CL6-2021-COMMUNITITIES-01-02 or other related projects
- 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.

Table 3. Overview of the tools to be used to reach different target audiences

Target Group	Tools and Channels
Farmers, farmer groups/ associations	Promotional material, social media, digital media (website, portal, toolkit, newsletters), events (capacity building workshops, networking & demo days, awareness raising & educational events, mutual learning workshops, final dissemination event, external events), publications
Biobased & agri-food industry/SMEs	Promotional material, social media, digital media (website, portal, toolkit, newsletters), events (capacity building workshops, networking & demo days, awareness raising & educational events, mutual learning workshops, final dissemination event, external events), publications
Innovation intermediaries	Promotional material, social media, digital media (website, portal, toolkit, newsletters), events (capacity building workshops, networking & demo days, final dissemination event, external events), publications
Innovation and policy advisors	Promotional material, social media, digital media (website, portal, toolkit, newsletters), events (final dissemination event, external events), publications
Policy makers	Promotional material, social media, digital media (website, portal, toolkit, newsletters), events (final dissemination event, external events), publications

<b>Researchers, academia</b>	Promotional material, social media, digital media (website, portal, toolkit, newsletters), events (final dissemination event, external events), publications
<b>Researchers, academia</b>	Promotional material, social media, digital media (website, portal, toolkit, newsletters)
<b>Financial institutions &amp; individual investors</b>	Promotional material, social media, digital media (website, portal, toolkit, newsletters), events (networking & demo days, final dissemination event, external events), publications
<b>International Organisations</b>	Promotional material, social media, digital media (website, portal, toolkit, newsletters), events (networking & demo days, external events), publications
<b>Standardisation and certification bodies</b>	Promotional material, social media, digital media (website, portal, toolkit, newsletters), events (networking & demo days, external events), publications

## 5.2 Promotional material

All promotional material related to the preparation, graphic designs, and content for MainstreamBIO's both printable and non-printable are the responsibility of White Research (WHITE). However, each partner is responsible for printing and using this material as needed. The material is freely available to the public through the project's website ([online for download](#)). The material will be used at events (internal and external) to engage relevant stakeholders and provide more detailed information MainstreamBIO's mission and objectives overall.

### 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.

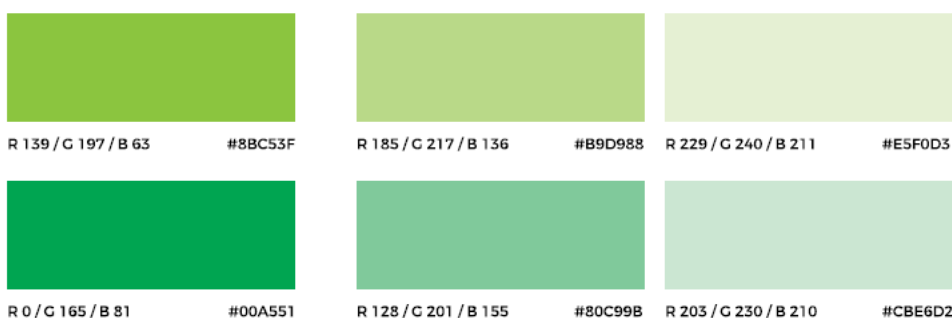


Figure 6. The colour palette of MainstreamBIO's Logo

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 vital tools for the correct implementation of dissemination & communication actions. The use of these elements highlights both the project's content and goals, while respecting

the unique visual identity proper to the MainstreamBIO project. The leaflet was produced in M3, providing essential information on the project’s concept, aims, expected results, and contact information. In parallel, the poster was also developed in M3 and illustrates the project's goals and methodology for accomplishing them including eye-catching visuals.

Both of these promotional materials provide information on consortium partners involved in the project, with their contact information, project website, social media details, including the funding the project received from the Horizon Europe program. The [leaflet](#) and [poster](#) can be found on MainstreamBIO’s [website](#), and are available for all to download. Within the first eighteen months of the implementation of the project, a total of 36 leaflets and 30 posters were downloaded from MainstreamBIO’s website. These numbers display an interest and awareness from a wide range of stakeholders on MainstreamBIO’s aims and objectives.

Promotional materials (leaflet and poster) are key elements for every project, as they represent the core elements of the visual identity. So far, MainstreamBIO’s poster has been extremely useful to increase the project’s visibility in different situations, displaying vital information (project channels, partners, logos, slogan, info address). Moreover, the leaflet also proved to be very helpful on raising awareness on the MainstreamBIO project when attending events (both internal and external).



Figure 8. MainstreamBIO leaflet - exterior side





Figure 9. MainstreamBIO leaflet interior side



Figure 11. MainstreamBIO poster

### 5.2.3 Templates

Uniformity and coherence in consortium partners' input regarding MainstreamBIO dissemination activities falls within the scope of the DCP Plan's activities. As such, several templates were prepared in M2 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. Since the first version of the DCP, one change has been made in Mainstream templates. The change is related to a consortium partner's new name, changing from RISE PROCESSUM to RISE. As a result, all templates display the new logo of RISE.

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



Figure 12. MainstreamBIO's Presentation Template - front slide



Figure 13. MainstreamBIO's Presentation Template – presentation slide

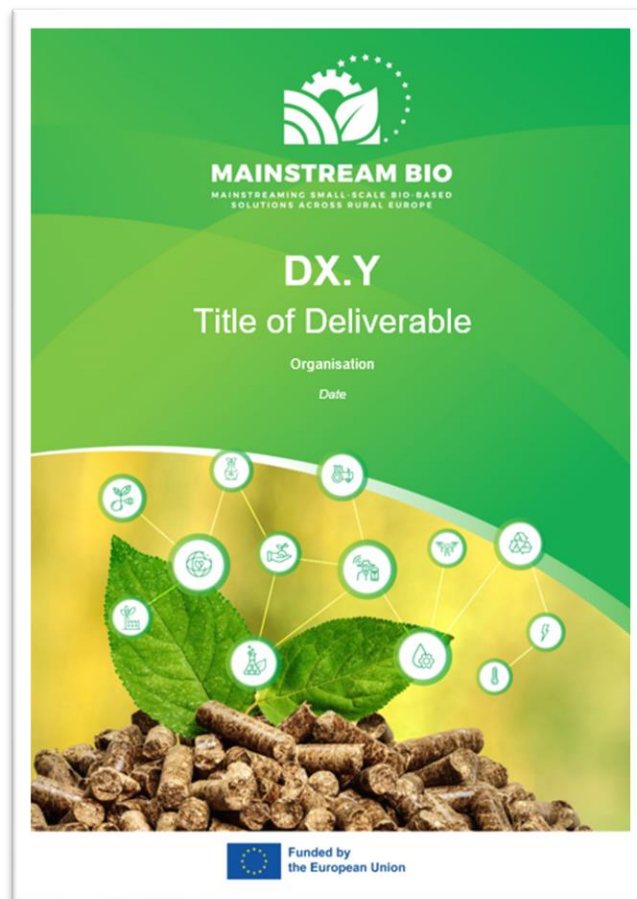


Figure 14. MainstreamBIO's Deliverables Cover Page Template

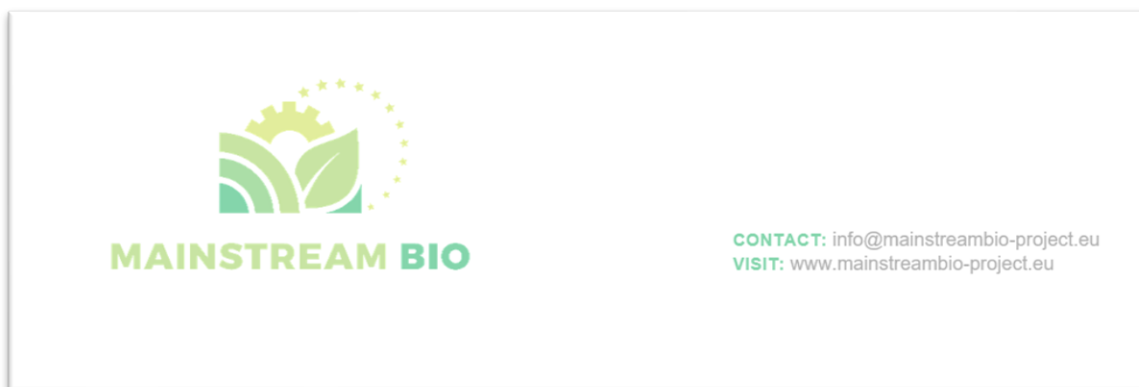


Figure 15. MainstreamBIO's Letterhead

#### 5.2.4 MainstreamBIO promotional video

In line with the first version of the DCP, a promotional video was developed and delivered in December 2023 (M16). The video aims at reaching out to a wide audience through social networks and exploiting viral effects. Since its publication, the promotional video is visible on MainstreamBIO's YouTube channel, the project's website, and social media platforms (Facebook, X / former Twitter LinkedIn, etc.). Many terms and concepts of the project are not very common (bio-based solutions, digital toolkit, MIPs, innovation support services, etc.), so it is vital to communicate them at EU level in a clear and simple manner, triggering targeted stakeholders to engage with the project. The promotional video was viewed 199 times since its publication on MainstreamBIO's YouTube channel.

The promotional video followed a three-step procedure to move forwards efficiently while also allowing for changes to be made based on the feedback provided by consortium members. First, came the drafting of the script (narration & subtitles) for the video which was also reviewed by the consortium. After this, the video storyboard (scenes design) was prepared and shared with all partners asking for their feedback. Finally, the video animation was created, thus completing the video development process. After these steps the video was assembled and delivered on December 13<sup>th</sup> 2023.

Content-wise, the video follows a narrative approach, including visual characters interacting with each other to set out small scale bio-based solutions into mainstream practices across 7 EU rural regions. The diversity of characters depicts the project's inclusive perspective. The approach is engaging enough to familiarize a wide audience with the project whether or not they are experts in the field of bioeconomy. Subtitles in English have been included in the video to capture the audience from the 7 different pilot sites but also to a larger international audience. Figure 16 below, displays screenshots from the video.



Figure 16. MainstreamBIO promotional video (screenshots)

### 5.2.5 Other promotional material

To enhance its dissemination and communication outreach, MainstreamBIO produced additional promotional material (e.g., banner and QR code), when considered necessary to maximise the project’s visibility.

The MainstreamBIO Banner was designed with the intent to increase the project’s visibility when attending at internal and external events, for this reason, it contains all relevant information on the project from consortium partners, to project’s aims and approaches, social media accounts and contact information.



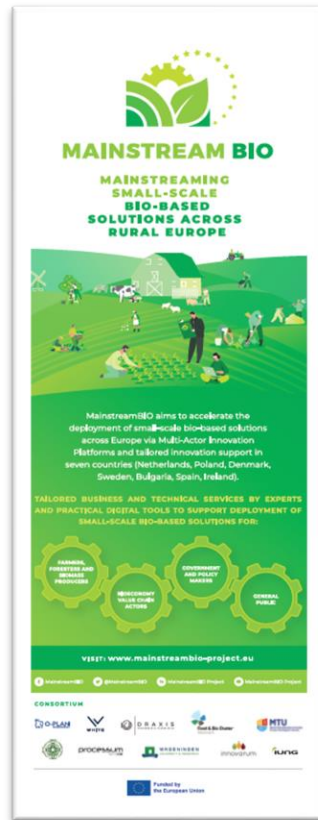


Figure 17. MainstreamBIO's Banner

Furthermore, a MainstreamBIO website QR code was created as an additional easy-to-use communication tool to promote the project. When attending internal and external events, it proved to be a very useful and efficient tool to promote MainstreamBIO among a wide range of bioeconomy stakeholders while also being more environmentally friendly.



Figure 18. MainstreamBIO website QR code

## 5.3 Digital presence

### 5.3.1 Website

The 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. The MainstreamBIO web-portal was officially launched by M4, serving as an online platform for informing the public and stakeholders, as well as, facilitating communication with the consortium. Furthermore, it contains information about MainstreamBIO's latest updates, news and events announcement. Finally, the website was designed in WordPress and Google Analytics is currently being used to monitor website visits and traffic.

The website's design is configured to be user friendly, 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.

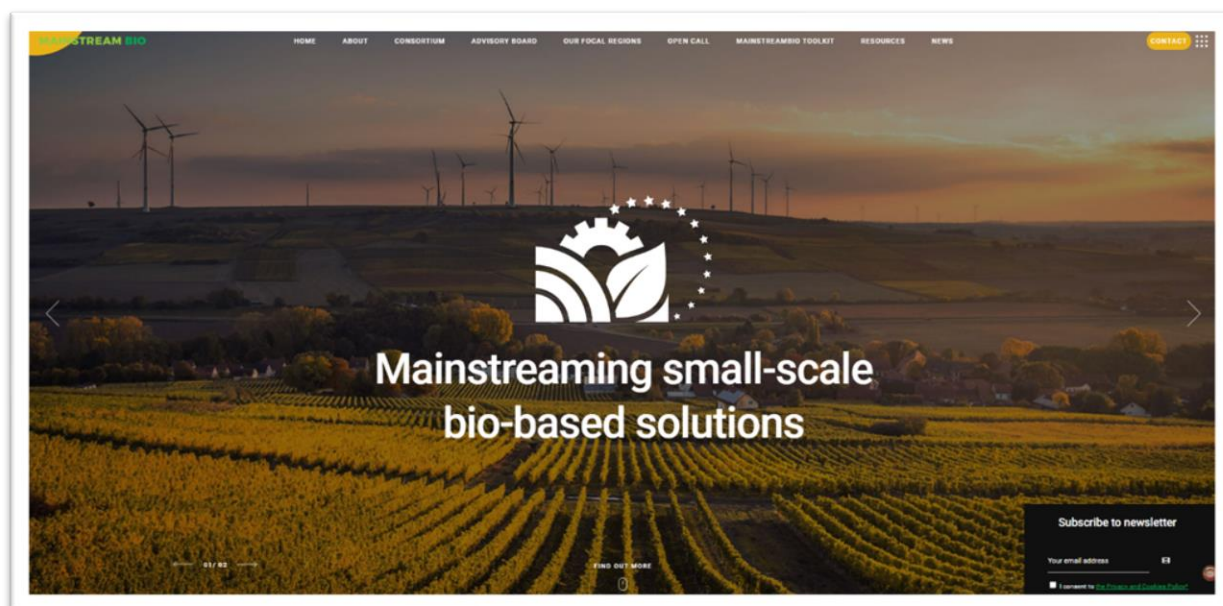


Figure 19. MainstreamBIO's website" Homepage"

The website features all project results, the promotional material, project deliverables, as well as other useful information and links for users, in addition to the fundamental information about the project's content and vision. Moreover, the website also introduces 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. As such, the website does not only keep visitors up to date on MainstreamBIO's actions and results, but also informs them about what is planned next during the project. The MainstreamBIO website URL is <https://mainstreambio-project.eu/> and the contact email for the project is in line with it ([info@mainstreambio-project.eu](mailto:info@mainstreambio-project.eu)).



In the MainstreamBIO Consortium section, all 10 partners from 8 different European countries are presented. For each consortium partner is provided, information on their organization, website links but also the teams and individuals working behind the scenes of the MainstreamBIO project.

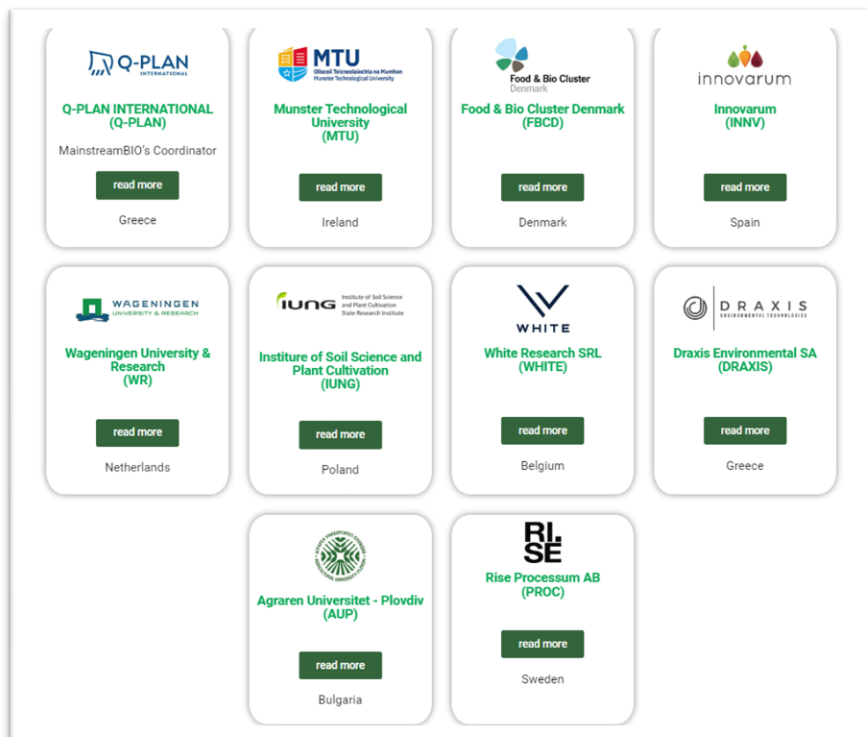
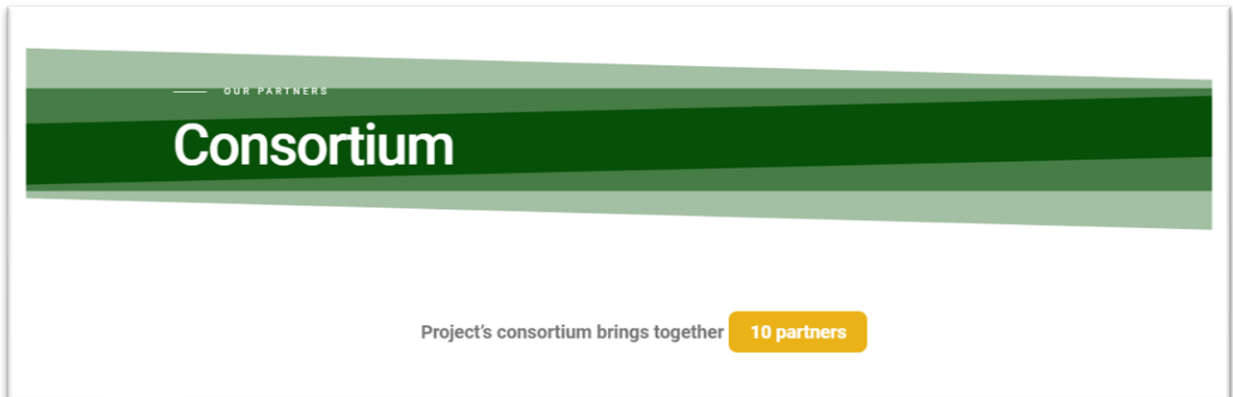


Figure 20. MainstreamBIO's website "Consortium" page

The website is structured around 9 pages (Home, About, Consortium, Advisory Board, Our Focal Regions, Open Call, MainstreamBIO Toolkit, Resources, News). For a better understanding of the project, the website provides pragmatic information on the project itself, its approach, its assets (what it brings to the table), and its consortium partners. Key information on each of the 7 MIPs is also provided including their specific needs and challenges. Additionally, the Open Call page, shares information on which initiatives/projects can apply to the different open calls listed to receive free of charge expert guidance in business and technical aspects to implement small-scale bio-based solutions in their region.



Figure 21. MainstreamBIO’s website “About” page

Moreover, MainstreamBIO project resources are available for all to see (free of access) from promotional material to deliverables and scientific publications. In parallel, the website allows to follow MainstreamBIO’s latest news and developments (project events, milestones, partnerships) but also interesting topics from the sector. To keep the MainstreamBIO community regularly informed, the website is updated weekly with articles on the project’s latest activities, milestones reached including highlights of upcoming internal and external events through an event calendar.

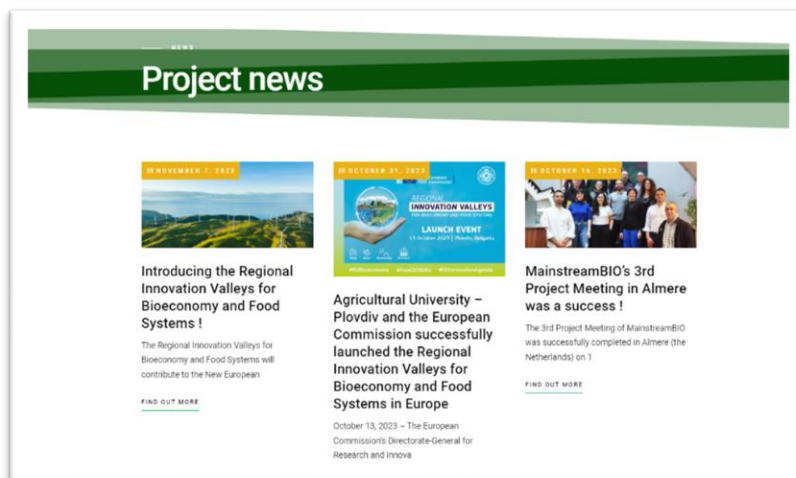


Figure 22. MainstreamBIO’s website “News – Projects News” page

Furthermore, the Open Call page was created displaying Open Calls in MainstreamBIO’s seven focal regions available for projects/initiatives implementing small-scale bio-based solutions. The webpage provides relevant information about the Open Call features, selection criteria, different services provided (technical and business), and the contact details of MainstreamBIO’s experts for each focal region.

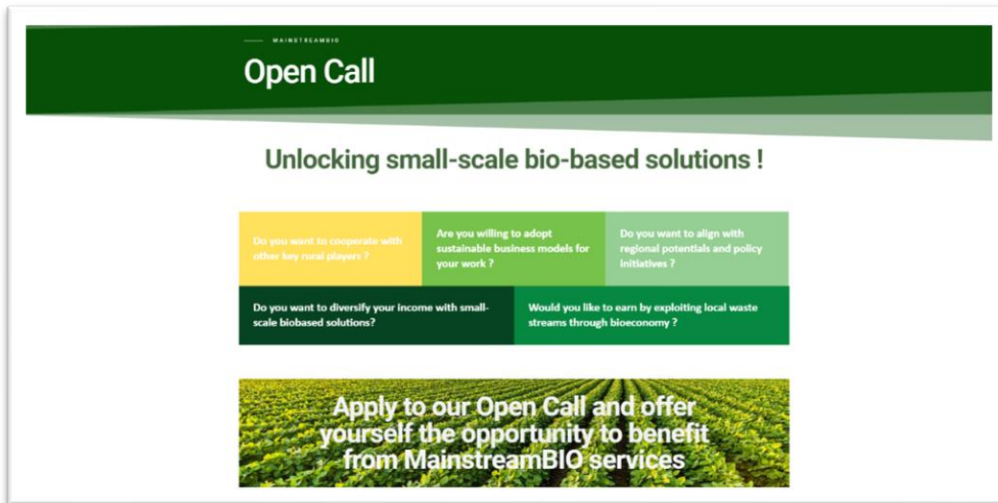


Figure 23. MainstreamBIO’s website Open Call page

During the implementation of the project (M3 – M18), the Focal Regions webpage was updated with detailed information for all 7 Multi-actor Innovation Platforms (MIPs). For each established MIP ([IE](#), [NL](#), [ES](#), [DK](#), [SE](#), [PL](#), [BG](#)) a subpage was created providing information on their needs and challenges including specificities of the region and services provided by MainstreamBIO.



Figure 24. MainstreamBIO website Our Focal Regions page and Ireland’s MIP section

Special attention was dedicated to EU-funded related projects/initiatives with similar objectives to MainstreamBIO. This led to the creation of the Related Initiatives page providing information (description social media and website links) on the 7 established synergies to this day. More partnerships are expected to follow soon.

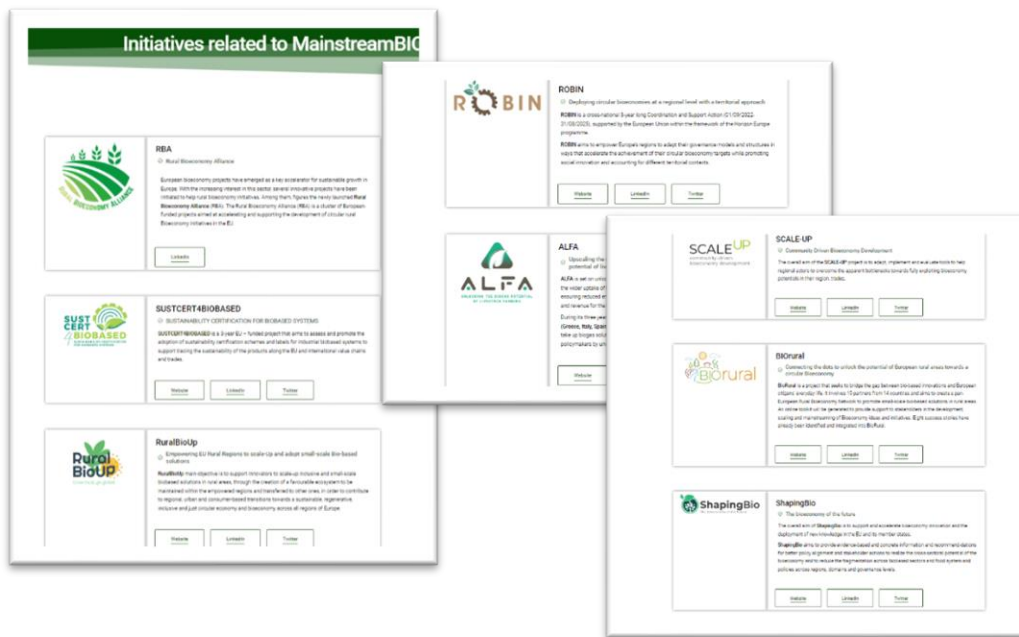


Figure 25. MainstreamBIO website Resources - Related Initiatives page

The final addition in terms of digital tools of dissemination regards a new subpage entitled “**Deliverables**” within the Resources page in the MainstreamBIO website that hosts all the public deliverables of the project. The Grant Agreement stipulates to publicly upload and disseminate the deliverables of the project. As such, each time a public deliverable is submitted, it is uploaded on the website and spread through the social media channels of the project. The dissemination of the deliverables aims to increase the visibility of the scientific results of the project, and therefore it primarily targets the academic and policy followers of the audience. However, the dissemination through social media is done in a way that enables the wider audience to understand the basic concept and purpose of each deliverable.

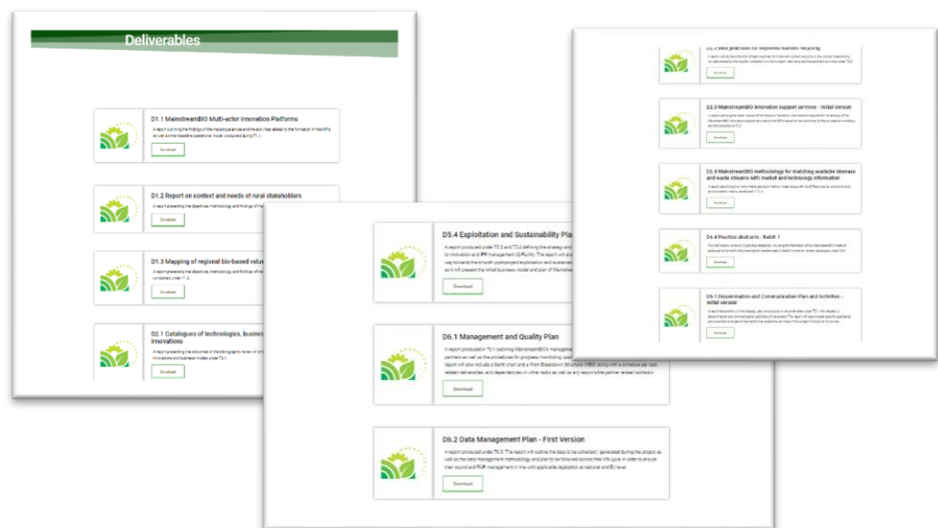


Figure 26. MainstreamBIO website Resources – Deliverables page

For people interested to learn more on the MainstreamBIO project, a page can be found in the Community Research and Development Information service (CORDIS) portal with updated links and information. All information related to the project can be found here: <https://cordis.europa.eu/project/id/101059420>.

More detailed information on MainstreamBIO’s website can be found in D5.7 (submitted n M17-January 2024).

Table 4. MainstreamBIO Website Traffic

	New users	Event Count	Sessions
Website traffic	2.817	30 K	5.621

**Terminology explained:**

- User: a user is a visitor who has initiated a session on your website
- New User: a visitor who has never been to your website before and is initiating their first session on your site
- Event Count: refers to the number of times an event is triggered on your website
- Session: refers to the set of actions taken by a user on your site in given time frame

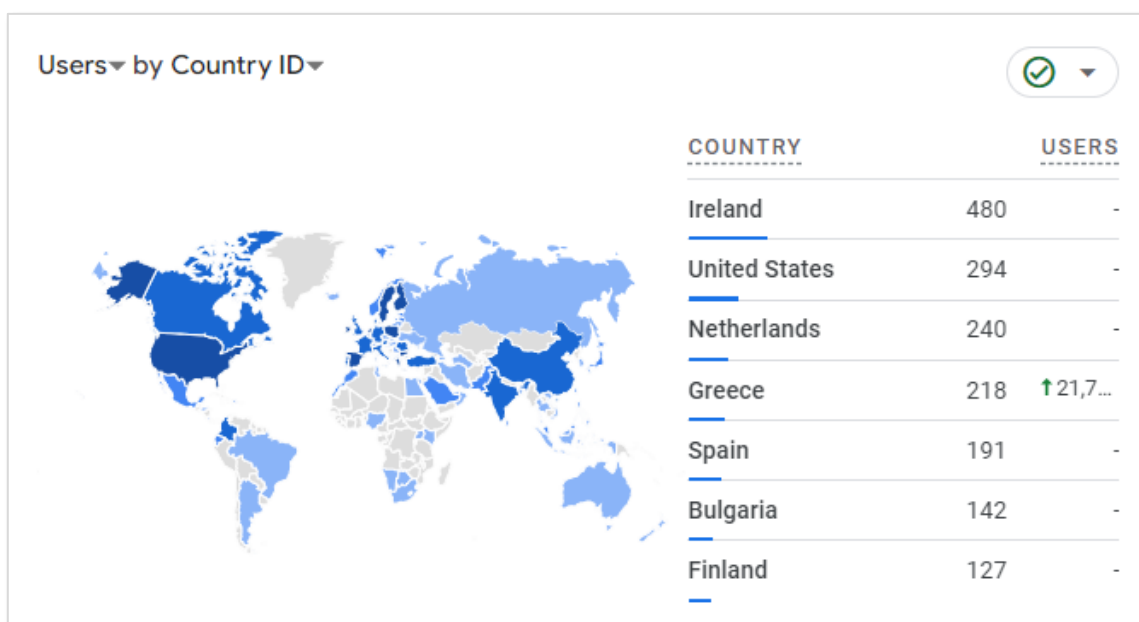


Figure 27. Top-7 countries of users visiting MainstreamBIO website

Overall, the MainstreamBIO website accounted for a total number of 2.817 new users (unique visits), an event count of 30.000 and 5.621 sessions. The analytics mentioned previously are below the M18 target of 6.000 unique visits as described in MainstreamBIO’s KPI’s (see Table 11). To

reach the target, and improve this trend, it has been decided to increase the rate of publication on articles and interesting news on topics directly or indirectly related to MainstreamBIO to engage a wider audience within the targeted stakeholder groups to build and develop a solid community. The changes are expected to contribute significantly to the website's visibility in the coming months.

### 5.3.2 Newsletter

MainstreamBIO remains committed to the creation of a bi-annual newsletter. As of today, two newsletters have been distributed to MainstreamBIO's and uploaded on the website. The newsletters summarise the main points of the project's progress and the actions that will be implemented throughout the project. Furthermore, the newsletter is an alternative way to attract and retain stakeholders that are not familiar with SMAs or individuals who are not interested enough during the initial phases of the project, in order to keep them connected and try to engage them at a later stage.

The newsletter drafting and publication is the responsibility of WHITE, nonetheless, partners are expected to provide up to date information related to the project and its outcomes in order to create the content.

The [1st bi-annual newsletter](#) published on M6 introduced the MainstreamBIO project, the different tasks completed (promotional material, digital material, setting up MIPs, the development of small-scale bio-based solutions catalogue, engaging rural key-players, context and needs profiling of rural communities) to set the project in motion but also the upcoming activities related to the project. The newsletter included:

- An introductory section briefly describing the MainstreamBIO project
- Project highlights
- Recent news and publications
- A section dedicated to future developments (e.g. upcoming events)
- A section displaying MainstreamBIO's ongoing synergies
- A section listing relevant external events
- A section dedicated to consortium partners





Figure 28. MainstreamBIO's 1<sup>st</sup> Newsletter

The [2<sup>nd</sup> bi-annual newsletter](#) released on M13 celebrated the first year of MainstreamBIO's project implementation. As such the newsletter reviewed the main achievements of the project from the establishment of the MIPs, providing valuable insights into the local contexts of the seven target regions, to the organisation of tailored activities for support services and tools to address rural challenges and opportunities in MIPs. The newsletter included:

- An introductory section briefly describing the MainstreamBIO project
- Project highlights
- Recent news and publications
- A section dedicated to future developments (e.g. upcoming events)
- A section displaying MainstreamBIO's ongoing synergies
- A section listing relevant external events
- A section dedicated to consortium partners





Figure 29. MainstreamBIO's 2<sup>nd</sup> Newsletter

To increase subscribers, a dedicated window featuring MainstreamBIO newsletter subscription and published newsletters was directly included in the project's website. This window is expected to help future subscribers, as it simplifies greatly the process and saves time.

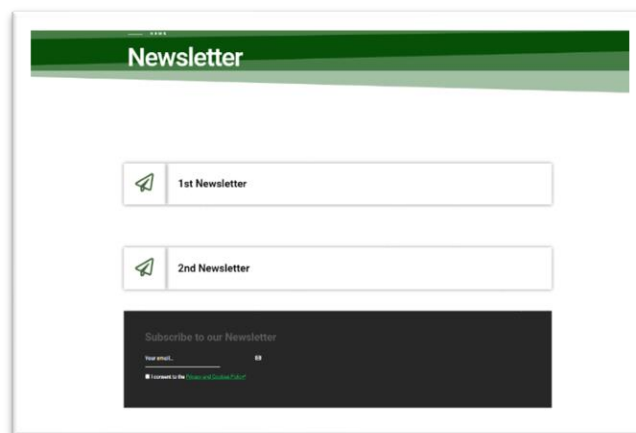


Figure 30. MainstreamBIO's newsletter subscription window

Even though there is no KPI mentioned in the GA on the number of subscribers to reach, efforts are continuously put to achieve the highest number of subscribers possible. As of today (M18), MainstreamBIO's newsletter reached *45 subscribers*.

*Table 5. Newsletter analytics*

	Subscribers	Recipients	Open rate	Clicks Per Unique Open
<b>Newsletter #1 analytics</b>	24	24	75 %	16.7 %
<b>Newsletter #2 analytics</b>	35	35	51.4 %	16.7 %

So far, two newsletters were published in March 2023 (M6) and September 2024 (M12) respectively. On the one hand, the first newsletter listed 24 subscribers, 24 recipients, an open rate of 75 %, and a 16.7 % rate of clicks per unique open. On the other hand, the second newsletter accounted for 35 subscribers, 35 recipients, an open rate of 51.4 % and a 16.7 % rate of clicks per unique open. Based on the M18 target fixed in the GA, the target of three newsletters will be reached as the 3<sup>rd</sup> Newsletter of MainstreamBIO is expected to be published by the end of 3<sup>rd</sup> semester (end of M18).

### 5.3.2 Social Media Accounts

Alongside the MainstreamBIO website, several social media platforms were established on M2 to promote the project and its vision. SMAs provide the opportunity to build digital communities and attract followers that could transfer and multiply the project's vision even after the completion of the project. SMAs are invaluable tools, acting as one of the main pillars to promote the MainstreamBIO project and its ongoing activities. On M2, a YouTube channel, a Facebook page, a X (former Twitter) account, and a LinkedIn account were created aiming to build an online community of supporters and followers that may continue even after the duration of the project. Subsequently, all social media channels are updated on a weekly basis with updates from the project (milestones, progress) but also internal and external events from the sector to inform the MainstreamBIO community.

*Table 6. MainstreamBIO's Target Audience and Objectives*

Social Network	MAINSTREAMBIO Target Audience	Objectives
<b>Facebook</b>	<ul style="list-style-type: none"> <li>● Biomass producers</li> <li>● Farmers &amp; farmer groups</li> <li>● Innovation Intermediaries</li> <li>● Policy advisors/makers</li> <li>● Academic community</li> <li>● Civil society</li> </ul>	<ul style="list-style-type: none"> <li>✓ Building a strong group of followers and exploiting the broader interests of that audience in relation to MainstreamBIO</li> </ul>

	<ul style="list-style-type: none"> <li>• NGOs</li> <li>• Other stakeholders</li> <li>• Standardisation &amp; certification bodies</li> <li>• International organisations</li> </ul>	<ul style="list-style-type: none"> <li>✓ Using of audio-visual promotional material to publicise the project</li> </ul>
<b>X former Twitter</b>	<ul style="list-style-type: none"> <li>• SMEs</li> <li>• Innovation Intermediaries</li> <li>• Policy advisors/makers</li> <li>• Civil society</li> <li>• Financial institutions &amp; investors</li> <li>• Other stakeholders</li> <li>• Standardisation &amp; certification bodies</li> <li>• International organisations</li> </ul>	<ul style="list-style-type: none"> <li>✓ Enable the effective monitoring of developments and progress in other related projects and relevant organisations</li> <li>✓ Steer attention towards the concepts and results of MainstreamBIO</li> <li>✓ Identify opportunities for creating synergies with other similar initiatives</li> </ul>
<b>LinkedIn</b>	<ul style="list-style-type: none"> <li>• Farmers &amp; farmer groups</li> <li>• Bio-based Industry</li> <li>• SMEs</li> <li>• Innovation Intermediaries</li> <li>• Policy advisors/makers</li> <li>• Academic community</li> <li>• Researchers</li> <li>• Civil society</li> <li>• NGOs</li> <li>• Financial institutions &amp; investors</li> <li>• Other stakeholders</li> <li>• Standardisation &amp; certification bodies</li> <li>• International organisations</li> </ul>	<ul style="list-style-type: none"> <li>✓ 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</li> </ul>
<b>YouTube</b>	<ul style="list-style-type: none"> <li>• SMEs</li> <li>• Innovation Intermediaries</li> <li>• Academic community</li> <li>• Researchers</li> <li>• Civil society</li> <li>• NGOs</li> <li>• Financial institutions &amp; investors</li> <li>• Other stakeholders</li> <li>• Standardisation &amp; certification bodies</li> <li>• International organisations</li> </ul>	<ul style="list-style-type: none"> <li>✓ 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</li> </ul>

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

MainstreamBIO's Facebook page was created on M2 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 serves 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.

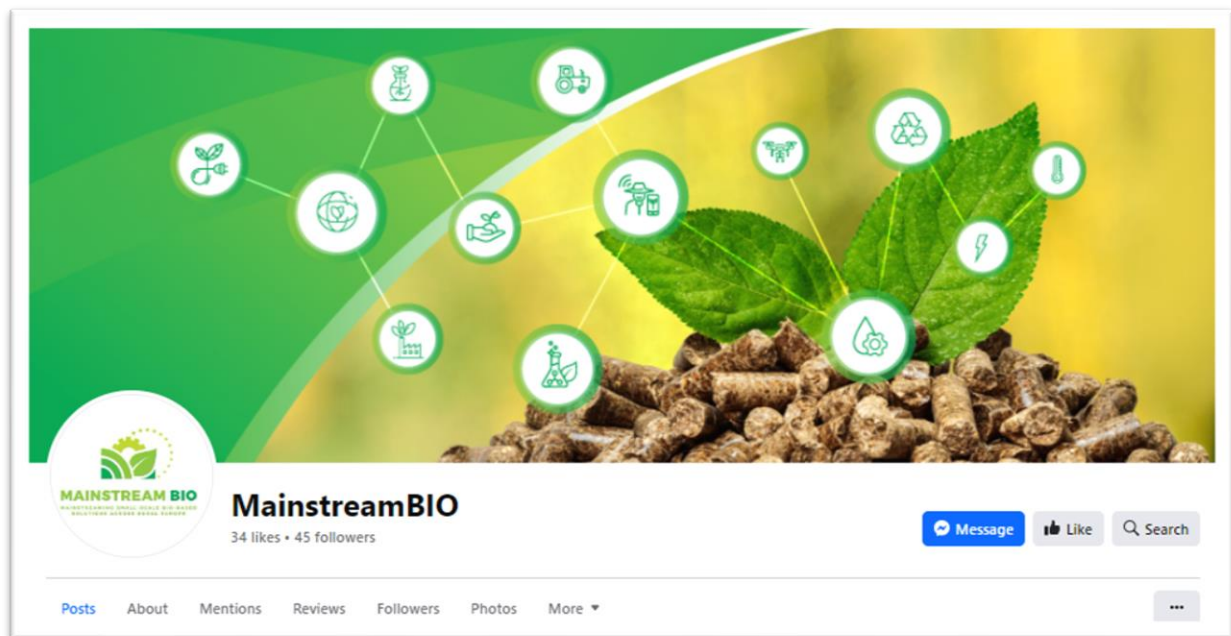


Figure 31. MainstreamBIO's Facebook page

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:

- News and discussion hub where information or news related to the project concepts and approaches will be shared;
- Contribute on a regular basis highlighting relevant news;
- Regularly 'like' the MainstreamBIO's page;
- Regularly 'like' the news and share them with their networks in order to maximise 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.

*Table 7. MainstreamBIO Facebook analytics*

	Impressions	Followers	Post engagement
<b>Facebook posts (99)</b>	5583	49	1009

Within the timeframe October 2022 – February 2024, the use of Facebook raised awareness on the project with a total number of 99 posts uploaded on the MainstreamBIO account. To this day, the account obtained 49 followers, made 5583 impressions, reached 4374 individuals as well as 1009 engagements. Even though, the number of followers is not very high, efforts on Facebook have raised awareness and increased the visibility of the MainstreamBIO project aims and objectives as displayed by the number of impressions and engagements. Nevertheless, steps can be taken to increase followers such as including trending hashtags related to the topic of MainstreamBIO when publishing to attract a wider audience and create an active community on Facebook.

### *X (former Twitter)*

In parallel, MainstreamBIO was also launched on X during M2 in order to build another social community, to convey short and direct messages to be posted on a regular basis. X is widely used by the majority of stakeholders targeted by MainstreamBIO. In this way, the presence of the project on X 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.

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

- News and discussion hub where information or news related to the project concepts and approaches will be shared;
- 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 X's account performance, the metrics and insights provided by X analytics will be used.



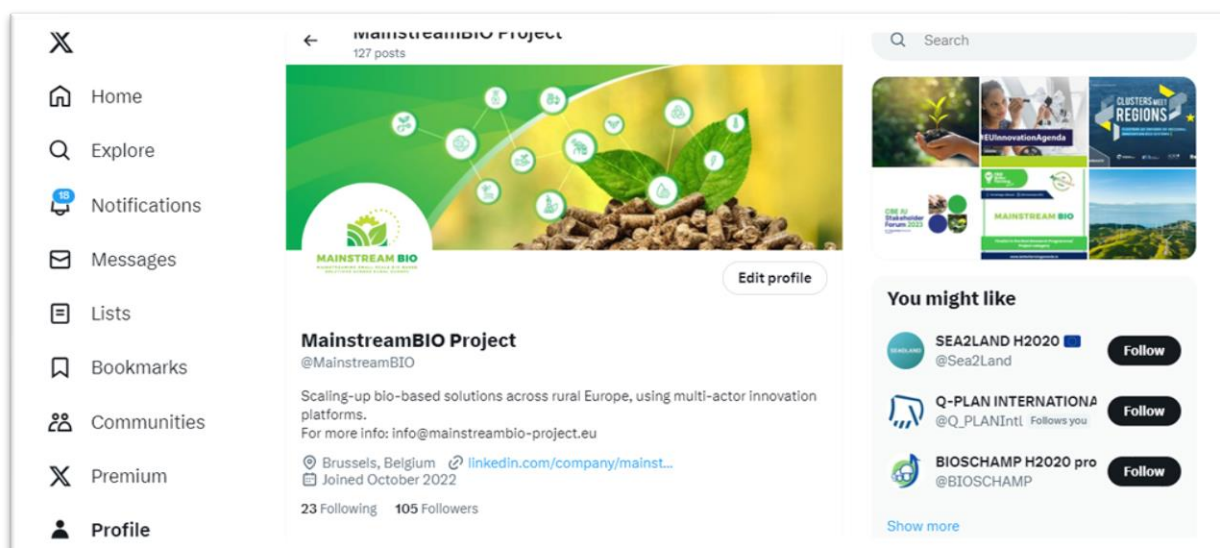


Figure 32. MainstreamBIO’s X account page

Table 8. MainstreamBIO X analytics

	Posts' No.	Followers	Impressions	Engagements
X posts	140	132	11778	1182

### LinkedIn

The LinkedIn was selected to promote the project to a more professional audience. It was established in 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 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.

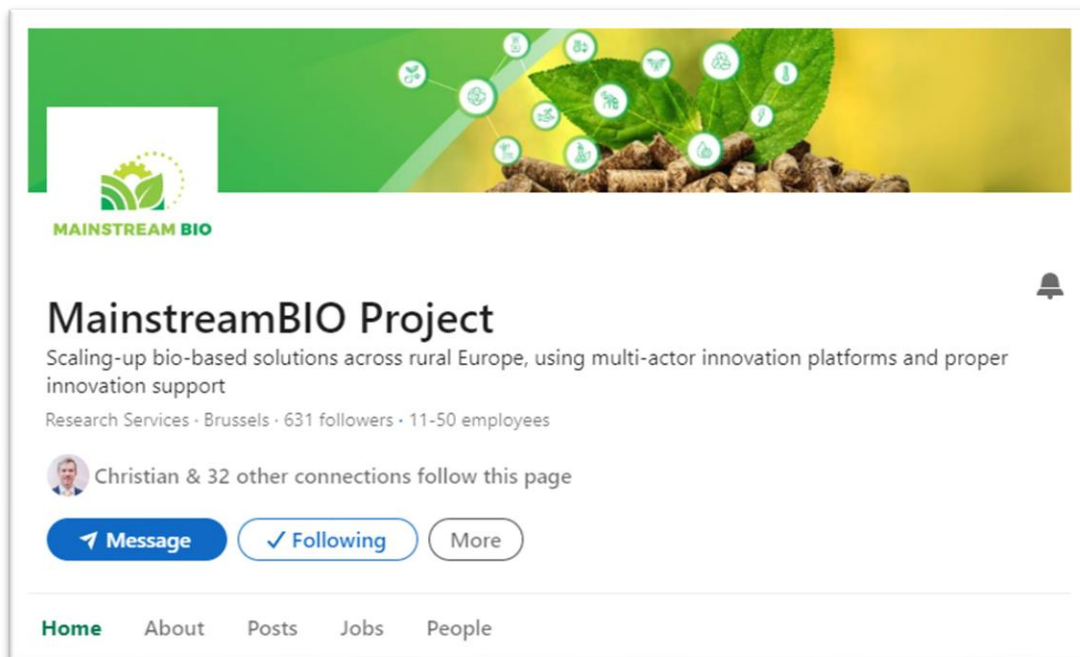


Figure 33. MainstreamBIO's LinkedIn Homepage

Table 9. MainstreamBIO LinkedIn analytics

	Followers	Impressions	Reactions
LinkedIn posts	760	42978	1800

## 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.

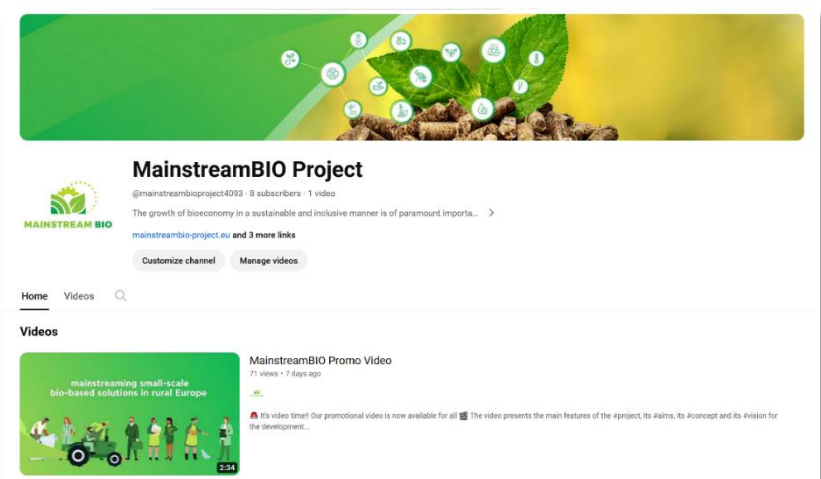


Figure 34. MainstreamBIO's Promotional video on YouTube

The MainstreamBIO promotional video (delivered on December 13<sup>th</sup> 2023) was produced with the intent to raise awareness and further enhance the visibility of the project's outcomes. Overall,



MainstreamBIO 's YouTube channel focuses on posting videos that promote project's actions, upcoming events and progress in an appealing manner. All project partners contributed 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 are currently supporting 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.

*Table 10. MainstreamBIO promotional video analytics*

	<b>Views</b>	<b>Channel Subscribers</b>
<b>Promotional Video</b>	199	10

## 6. Events

### 6.1 MainstreamBIO Events

In the frame of MainstreamBIO, several events have been and will be organised to serve the project's objectives and promote its vision and outcomes. Given that at the time of drafting this report, the first half of the project is completed, many of the events that were planned in the first DCP have already been performed. Specifically, the following types of events were organised according to the project's plan:

#### *Completed internal events*

- **Co-creation workshops** (Task 2.3): Seven co-creation workshops, one for each MIP, were organised between May and June 2023 by consortium partners (INNV, MTU, AUP, IUNG, WR, PROC, and FBCD). The workshops aimed to develop innovative support services (business and technological) for key rural actors in the bio-based value chain and actively involve them in shaping the service portfolio for each Multi-actor Innovation Platform (MIP). INNV coordinated the workshops while WHITE was responsible for the co-creation of guidelines. In total, 92 stakeholders were engaged in the co-creation workshops.



Figure 35. Co-Creation Workshops (from left to right: BG, DK, IE, NL, PL, ES, SE)

## Future internal events

- **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.

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.

## 6.2 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, MainstreamBIO partners 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.

The first version of the DCP presented an indicative list of identified conferences and events. The updated version of the DCP provides a list of indicative conferences and events where MainstreamBIO partners have participated and disseminated the project.

Table 11. MainstreamBIO External Events where consortium members have participated

Event	Description	Link	When	Type of SHs reached	No. of SHs reached
<b>“Projects2 Projects” Mobilisation and Mutual learning workshop</b>	MainstreamBIO coordinator shared during the workshop an overview of MainstreamBIO's main objectives and activities to present stakeholders	<a href="#">Link</a>	05/10/2022	European Bioeconomy Network, other Eu funded projects, CBE JU/EC	60
<b>European Biomass Conference and Exhibition</b>	Consortium partner MTU attended the conference to present an abstract based on the work of MainstreamBIO in D1.3. The abstract was titled "Understanding the Biomass Availability, Flows and Value Chains of Diverse Rural Regions in Europe"	<a href="#">Link</a>	06/08/2023	Industry, other business	200
<b>EXPOBIOMASA</b>	Consortium partner Innovarum presented MainstreamBIO in the workshop “Inspiring practices for innovating with biomass”, in the framework of the international biomass fair EXPOBIOMASA.	<a href="#">Link</a>	05/09/2023	Farmers, business, public authorities, researchers	N/A
<b>COOPID Final Event</b>	Consortium partner Innovarum presented MainstreamBIO's main objectives and activities to present stakeholders at the COOPID Final Event	<a href="#">Link</a>	31/05/2023	Farmers, business, public authorities, researchers	N/A

<b>Regional Innovation Valleys for Bioeconomy and Food Systems in Europe</b>	The European Commission's Directorate-General for Research and Innovation, in partnership with our partner AUP and the BIOEAST Initiative, launched this event.	<a href="#">Link</a>	13/10/2023	Farmers, business, public authorities, researchers	More than 150 in-person and 300 online
<b>Bioeconomy Forum from Castilla y León</b>	Consortium partner Innovarum shared MainstreamBIO's main objectives and activities to present stakeholders	<a href="#">Link</a>	26/10/2023	Farmers, business, public authorities, researchers	N/A
<b>Circular Bioeconomy Forum in Seville</b>	Consortium partner Innovarum displayed MainstreamBIO's main objectives and activities to present stakeholders	<a href="#">Link</a>	21/11/2023	Farmers, business, public authorities, researchers	N/A
<b>Clusters Meet Regions</b>	MainstreamBIO coordinator presented the project's aims, objectives and concept among present stakeholders	<a href="#">Link</a>	21-23/11/2023	Farmers, business, public authorities, researchers	N/A
<b>Agriloop Project Monthly Meeting</b>	MainstreamBIO coordinator attended the Agriloop Monthly meeting to present the MainstreamBIO and explore potential synergies with other Initiatives/Projects participated as well	N/A	24/11/2023	Farmers, business, public authorities, researchers	N/A
<b>OLEAF4VALUE Stakeholder meeting</b>	INNOVARUM, as partner of the project OLEAF4VALUE, was invited to give a talk titled "Boosting agri-food innovation and bioeconomy in Europe" where MainstreamBIO project and its solutions were presented.	<a href="#">Link</a>	30/01/2024	Associations, Research centers, Academia, businesses, public bodies	40 approx. (20 in person and 20 online)

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

*Table 12. MainstreamBIO's Identified External Events*

Event	Description	Date	Link
<b>Annual BIOEAST Bioeconomy Conference</b>	The conference aims to bring together stakeholders from the BIOEAST macro-region across all bioeconomy related fields, from research, public administration, primary sector, and industry. The participants will be informed about the latest updates from the BIOEAST Initiative in the context of ongoing European and upcoming EU presidency priorities to (I) provide practical knowledge in order to kick-start and facilitate collaboration; (II) operate science-policy interface and (III) present opportunities in joint programming initiatives. <sup>3</sup>	6-7/03/2024	<a href="#">Link</a>
<b>Bioeconomy Changemakers Festival</b>	The festival raises awareness about bioeconomy and what it can achieve. It will take place between 11 and 17 March 2024 in various locations across the EU. This involves a high-level main event organised by the European Commission will take place in Brussels on 14 and 15 March 2024. Our partner INNV will be present on March 14 <sup>th</sup> . <sup>4</sup>	11-17/03/2024	<a href="#">Link</a>
<b>BIOKET</b>	The Global Conference focused on Processes, Innovation and Technologies applied to Biomass. BIOKET is an annual international conference dedicated to Key Enabling Technologies and Innovations applied to biomass valorization to produce high added value products in the most diverse sectors of the economy.	19-21/03/2024	<a href="#">Link</a>
<b>Bio 360° Expo 2024</b>	Bio360 Expo comprises a large exhibition, a comprehensive international conference programme with simultaneous translation, study tours, the innovation competition, and more. The event attracts international exhibitors making Bio360 Expo a genuine point of exchange for global bio knowhow covering all aspects of bioenergy and the fast-growing biobased sector.	24/01/2024	<a href="#">Link</a>
<b>Pitch Perfect and Boost the European Bioeconomy 2024</b>	The 'Pitch Perfect and Boost the European Bioeconomy' event is a two day event of intense cross-border and cross-sectoral pitching, matchmaking and networking, with the aim to link industry to innovative (biobased) technologies, innovators to investors and to create new partnerships for the future and the further development of innovative, cross-border and	1-2/12/2024	<a href="#">Link</a>

<sup>3</sup> <https://bioeast.eu/events/bioeast-bioeconomy-conference-boost4bioeast/>

<sup>4</sup> <https://bioket.tech/>

	cross-sectoral industrial value chains in the biobased economy.		
--	---	--	--

Consortium partners have access to the promotional material such as 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 use the project's presentation template and content, which is shared among all consortium partners prior to the external event. Furthermore, all partners presenting the project's work at an external event use MainstreamBIO's visual identity and adhere to the aesthetics chosen for the presentations.

Furthermore, when attending external events, consortium partners 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 is prepared by filling out the relevant Event's Reporting Template (see Section 8).



## 7. Publications

During MainstreamBIO, partners are encouraged 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 this, 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:

*Table 13. Indicative list of pre-selected scientific journals for MainstreamBIO papers*

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

Up to M18 (Feb. 2024), MainstreamBIO has achieved one publication by MTU with contributions from the rest of the consortium. This publication, titled “Understanding the Biomass Availability, Flows, and Value Chains of Diverse Rural Regions in Europe”, was presented on June 8, 2023, at the 31st European Biomass Conference & Exhibition. It presents the results of the MainstreamBIO study on the method for analyzing the potential for new bio-based value chain development in diverse regions of Europe. This analysis assesses biomass arisings and flows, existing biomass applications, prices associated with biomass, relevant value chain actors, and innovation developments within the chain.

## 8. Networks and established synergies


Using networks and communication multipliers is pivotal for the success of MainstreamBIO's DCP. In this regard, the DCP targets various high-impact initiatives, relevant scientific communities, and respective stakeholders. Interaction with networks that are active in the field of bioeconomy will be extremely beneficial throughout the project's implementation. Synergies can contribute to maximise the visibility of the project by leveraging its impact and assets. In particular, joint communication activities such as promoting common promotional material, organizing joint webinars, and inviting partners of similar projects to workshops is systematically sought. Lastly, contributions upon invitation by the EC, to common information and dissemination activities to increase the visibility and synergies between Horizon Europe/Horizon 2020 are strongly supported.

Cooperation can take various forms: 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

An updated list of ongoing synergies with EU-funded projects/initiatives sharing common objectives with MainstreamBIO is provided below (Table 14). By establishing a regular and open communication channels with sister projects, we ensure mutual support, facilitating the exchange of insights, resources, and expertise. This collaboration not only enables us to identify new synergies but also paves the way for joint events where collective efforts amplify our impact. Moreover, by sharing news of activities and dissemination endeavors, we foster a dynamic environment of collaboration and knowledge sharing, maximizing the reach and effectiveness of our collective efforts towards our shared goals.

*Table 14. Synergies with relevant EU projects and initiatives*

Project	Description	Project's period	Link	Status
<b>Model2Bio</b> 	<p>Model2Bio is developing a Decision-Support Tool based on mathematical models, able to predict the physical-chemical characteristics of agri-food residual streams and their best valorising route.</p> <p>The project will explore the potential for resource and energy recovery of each valorisation route, taking into account seasonality and geographical location. It will be</p>	2020-2023	<a href="#">Link</a>	Closed

	tested and validated for sectors as meat, vegetable, dairy and alcoholic beverages in Spain, Belgium/Netherlands and Greece.			
<p><b>SUSTCERT4BIOBASED</b></p> 	SUSTCERT4BIOBASED is a 3-year EU – funded project that aims to assess and promote the adoption of sustainability certification schemes and labels for industrial biobased systems to support tracing the sustainability of the products along the EU and international value chains and trades.	2022-2025	<a href="#">Link</a>	Ongoing
<p><b>RuralBioUp</b></p> 	RuralBioUp main objective is to support innovators to scale-up inclusive and small-scale biobased solutions in rural areas, through the creation of a favourable ecosystem to be maintained within the empowered regions and transferred to other ones, in order to contribute to regional, urban and consumer-based transitions towards a sustainable, regenerative, inclusive and just circular economy and bioeconomy across all regions of Europe.	2022-2025	<a href="#">Link</a>	Ongoing
<p><b>SCALE – UP</b></p> 	The overall aim of the SCALE-UP project is to adapt, implement and evaluate tools to help regional actors to overcome the apparent bottlenecks towards fully exploiting bioeconomy potentials in their region. trades.	2022-2025	<a href="#">Link</a>	Ongoing
<p><b>BIORURAL</b></p> 	BioRural is a project that seeks to bridge the gap between bio-based innovations and European citizens' everyday life. It involves 19 partners from 14 countries and aims to create a pan-European Rural Bioeconomy Network to promote small-scale bio-based solutions in rural areas. An online toolkit will be generated to provide support to stakeholders in the development, scaling and mainstreaming of Bioeconomy ideas and initiatives. Eight success stories have already been identified and integrated into BioRural.	2022-2025	<a href="#">Link</a>	Ongoing

<p><b>ShapingBio</b></p> 	<p>The overall aim of ShapingBio is to support and accelerate bioeconomy innovation and the deployment of new knowledge in the EU and its member states.</p> <p>ShapingBio aims to provide evidence-based and concrete information and recommendations for better policy alignment and stakeholder actions to realize the cross-sectoral potential of the bioeconomy and to reduce the fragmentation across biobased sectors and food system and policies across regions, domains and governance levels.</p>	<p>2022-2025</p>	<p><a href="#">Link</a></p>	<p>Ongoing</p>
<p><b>ROBIN</b></p> 	<p>ROBIN aims to empower Europe's regions to adapt their governance models and structures in ways that accelerate the achievement of their circular bioeconomy targets while promoting social innovation and accounting for different territorial contexts.</p>	<p>2022-2025</p>	<p><a href="#">Link</a></p>	<p>Ongoing</p>
<p><b>ALFA</b></p> 	<p>ALFA is set on unlocking the potential of biogas production from livestock farming to enhance the wider uptake of RES and increase the share of bioenergy as a baseload energy source while ensuring reduced emissions from untreated manure and supporting the creation of new jobs and revenue for the livestock farming industry.</p>	<p>2022-2025</p>	<p><a href="#">Link</a></p>	<p>Ongoing</p>
<p><b>Rural Bioeconomy Alliance (RBA)</b></p> 	<p>European bioeconomy projects have emerged as a key accelerator for sustainable growth in Europe. With the increasing interest in this sector, several innovative projects have been initiated to help rural bioeconomy initiatives. Among them, figures the newly launched Rural Bioeconomy Alliance (RBA). The Rural Bioeconomy Alliance (RBA) is a cluster of European-</p>	<p>N/A</p>	<p><a href="#">Link</a></p>	<p>Ongoing</p>

	funded projects aimed at accelerating and supporting the development of circular rural Bioeconomy initiatives in the EU.			
<p>3-CO</p> 	<p>The 3-CO project aims to improve the sustainability performance and competitiveness of bio-based systems and will focus on consumer-oriented labelling options for sustainable industrial biobased products.</p> <p>The supportive framework that will be developed in 3-CO includes actionable guidelines for label design for label and certification schemes owners that reflect consumers' and other stakeholders' needs, digital solutions to support better-informed decision-making processes of consumers as well as policy recommendations on deploying social measures.</p>	2023-2026	<a href="#">Link</a>	Ongoing
<p>AgriLoop</p> 	<p>The AgriLoop project will develop safe-and-sustainable-by-design (SSbD) bioconversion processes and integrate them into a cascading biorefinery approach, to convert agri-residues from tomato, soy, straw, potato, brewery, oil, winery and livestock sectors, among others, into plant and microbial proteins, polyesters and other bio-based chemicals.</p> <p>AgriLoop will strengthen EU-China cooperation, inform SSbD guidance and increase resource efficiency through reduced discharges of agricultural residues.</p>	2022-2026	<a href="#">Link</a>	Ongoing

In parallel with the establishment of synergies with relevant EU-funded projects and initiatives sharing common objectives with MainstreamBIO, the Rural Bioeconomy Alliance has been established. The **Rural Bioeconomy Alliance (RBA)** is a cluster of European-funded projects aimed at accelerating and supporting the development of circular rural Bioeconomy initiatives in the EU. The involved projects are [BioRural](#), [MainstreamBIO](#), [P2Green](#), [RELIEF](#), [RuralBioUp](#), [SCALE-UP](#), [COOPID](#), [BioModel4Regions](#), [ShapingBio](#), [CEE2ACT](#) and [ROBIN](#). With a focus on rural sustainable circular bioeconomy initiatives, the RBA investigates, develops and analyses success stories, best



practices, pilots, including ways to increase the adoption of circular bioeconomy concepts, mainly in rural areas. The goal of the cluster is to speed up growth of bioeconomy by sharing knowledge on project outcomes and supporting dissemination and communication activities related to the existing knowledge of bioeconomy.



Figure 36. Rural Bioeconomy Alliance (RBA) logo

The Regional Bioeconomy Alliance (RBA) continues to attract increasing interest from projects eager to join its collaborative efforts. Through regular discussions, RBA members stay updated on the latest news and developments from each participating project, fostering a dynamic exchange of insights and resources. Notably, the alliance actively engages in events such as the Regional Innovation Valleys for Bioeconomy and Food Systems in Europe, held in Bulgaria in October 2023, further enhancing opportunities for synergistic partnerships and collective advancement in the bioeconomy sector.

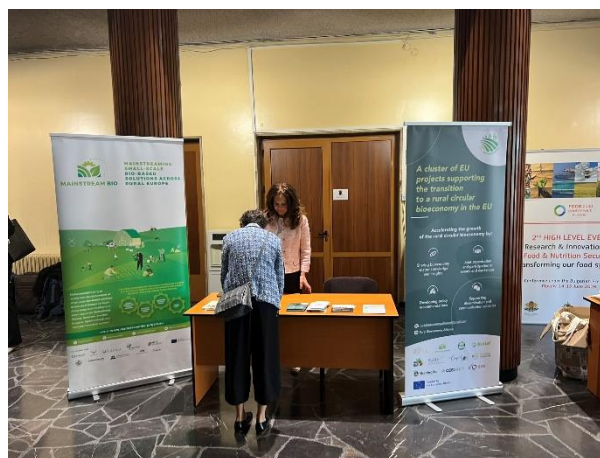


Figure 37. RBA's & MainstreamBio's participation in Regional Innovation Valleys for Bioeconomy and Food Systems in Europe (Oct. 2023, Bulgaria)

Table 15 below provides potential synergies with EU-funded projects/initiatives sharing common objectives with MainstreamBio:

Table 15. Potential synergies with EU projects and initiatives

Project	Description	Project's period	Link	Status
Agro2Circular	Agro2Circular (A2C) project is focused on the implementation of the first territorial systemic solution for the upcycling of most relevant residues in	2021-2024	<a href="https://agr.o2circular.eu/">https://agr.o2circular.eu/</a>	To contact



	the agrifood sector (fruits& vegetables and plastic multilayers) into high added value products, powered by a digital tool and constructed upon a systemic approach with high replicable/scalable potential.			
<b>TREASoURcE</b>	The EU-funded TREASoURcE project will boost innovative circular economy practices to make sustainable products the norm. Specifically, it will innovatively reuse and recycle currently burned, exported, landfilled or dumped plastics, batteries and biobased side and waste streams and engage citizens, businesses and participating regions (Nordic and Baltic countries as well as Poland and Northern Germany) in actions for circularity in cities.	2022-2026	<a href="https://treasource.eu/">https://treasource.eu/</a>	To contact
<b>BIOMODEL4REGIONS</b>	The EU-funded BIOMODEL4REGIONS project aims to achieve the Sustainable Development Goals by supporting local strategies, enabling stakeholders' responsible behaviour and propagating best practice guidelines for climate neutrality and low environmental footprint improvements of bio-based products and services. From pilot regions across Northern, Southern, Eastern and Central-Western EU, researchers will extract a fully transferable case-study approach, ready to be replicated throughout the continent.	2022-2025	<a href="https://www.biodel4regions.eu/">https://www.biodel4regions.eu/</a>	To contact
<b>BIOBOOST</b>	The EU-funded BIOBoost project will increase the latent potential of participating innovation agencies. It will learn from leading innovator regions and cement this knowledge and experience in the organisations. The project will create opportunities for peer-to-peer learning, including study visits and staff exchanges. Several hundred SMEs will be supported in terms of innovation management. Specifically, BIOBoost will connect seven homogenous EU regions and help them to identify new opportunities.	2023-2025	<a href="https://bio-boost.eu/">https://bio-boost.eu/</a>	To contact

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.

## 9. Monitoring, evaluation and reporting framework

### 9.1 Monitoring and evaluation

The implementation of dissemination & communication plan is monitored throughout the whole project in terms of the consistency of what is foreseen and the corresponding results. The continuous evaluation of dissemination activities allows for the monitoring and quantitative assessment of the impact of actions. Thus, deviations from the original plan will be a factor to take into account, 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 during the GA preparation phase to evaluate the progress and results of the dissemination and communication plan. The official and additional KPIs are presented in Table 16. 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. As a result, performance indicators are regularly updated throughout the project implementation and analysed in the updated and final version of the dissemination and communication plan (M18 and M36 respectively). In addition to the quantitative metrics listed below, several attempts will be made to collect qualitative data by soliciting it from other stakeholders.

By doing the assessment of the effectiveness of MainstreamBIO's dissemination and communication activities, based on the progress of the respective KPIs, we observe that most indicators have already reached (or even exceeded) 50% of the M36 target. We would like to highlight that although unique MainstreamBIO website visits are currently lacking behind, the overall engagement on this is satisfactory, considering the number of event counts and sessions. However, maximum effort will be made to reach the target of more than 15,000 unique visits by M36, taking into account the upcoming MainstreamBIO activities that will take place during the 2<sup>nd</sup> half of the project, including co-creation workshops, mutual learning events, the second round of the project's open call, and the awareness-raising campaign.

Although there is no specific target set for each KPI by M18, the overall progress clearly demonstrates the substantial positive impact of our activities and underscores that MainstreamBIO has successfully reached a wide and diverse audience so far. Moving forward, MainstreamBIO remains committed to continue the dissemination and communication efforts with targeted improvements and strategical changes to ensure that all KPIs will be met by M36.

Table 16. MainstreamBIO Dissemination and Communication Key Performance Indicators<sup>5</sup>

DC element	Metric	M18 Progress <sup>6</sup>	M36 Target
<b>Website</b>	Nr. of unique visits to the project website	2,817	>15,000
	Nr. of event Counts	30,000	N/A
	Nr. of sessions	5,621	N/A
<b>Social media</b>	Nr. of followers on social media	950	>1,000
	Facebook / LinkedIn / X-former Twitter / YouTube	49/760/132/10	N/A
	Nr. of impressions	60,344	N/A
<b>Events</b>	Nr. of external events/conferences attended	9	15
<b>Newsletter</b>	Nr. of newsletters released	3	6
	Nr. of subscribers	35	N/A
<b>Promotional video</b>	Nr. of views of the promotional video <sup>7</sup>	199	>500
<b>Promotional material</b>	Nr. of promotional material distributed	150	>300
<b>Synergies</b>	Nr. of established synergies	10	N/A
<b>Open Access Scientific publications</b>	Nr. of publications	1 <sup>8</sup>	3

<sup>5</sup> Gray colored cells include some additional metrics. Although these are not considered as official dissemination and communication KPIs, their monitoring and assessment help us also have better overview on the general effectiveness and progress of our activities

<sup>6</sup> Since there are no official KPIs targets described in the GA for M18, this column corresponds to KPIs progress up to this point.

<sup>7</sup> MainstreamBIO's promotional video was published by the end of M16 (Dec.23).

<sup>8</sup> All open access publications are taken into account, as well as publications such as posters, presentations at conferences that were included in the proceedings, etc.

DC element	Metric	M18 Progress <sup>6</sup>	M36 Target
Objective#5 KPIs	Nr. of stakeholders reached <sup>9</sup>	10,021	20,000
	Nr. of stakeholders engaged <sup>10</sup>	560	3,000
	Nr. of joint actions with clustered projects <sup>11</sup>	10	>20

## 9.2 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 on M3. These are presented in Table 17.

*Table 17. MainstreamBIO Dissemination & Communication Reporting Templates*

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

<sup>9</sup> Stakeholders reached: website visitors; subscribers; followers; post reactions; video viewers; promotional material receivers; MIP members; participants in MainstreamBIO events; interviews and surveys participants; supported cases members

<sup>10</sup> Stakeholders engaged: MIP members, MainstreamBIO events participants; interviews and surveys participants; supported cases members.

<sup>11</sup> Joint actions: common participation in events, common digital presence activities, meetings/ workshops, common publications

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

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

The "External Conferences and Events" spreadsheet (Annex 4) is an easy to use document partners can use whenever they identify 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 a live document updated by WHITE and all consortium partners.

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

## 10. 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 38. The four stages are listed below:

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

Overall, in this phase, actions were 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 were designed along with the project's website. Further, the social media accounts of the project were launched, and the dissemination material (leaflets, posters, templates, letterhead) was produced. The promotional package was enriched with evidence and success stories from the project to communicate its benefits. By month 6, all project tools and channels were to be in place. Moreover, some first synergies with other relevant projects/initiatives were established. Finally, the project was disseminated in networking events in which consortium partners participated.

2. During the project (ongoing): We 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 is established and engaged through the project's SMAs and website, where the project's results are shared, while bi-annual newsletters have been released and infographics produced. Finally, MainstreamBIO's promotional video was delivered on schedule (M16) resulting in a high-quality video presenting the project, its objectives and its features.

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) took place but more will follow. 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.

- 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.

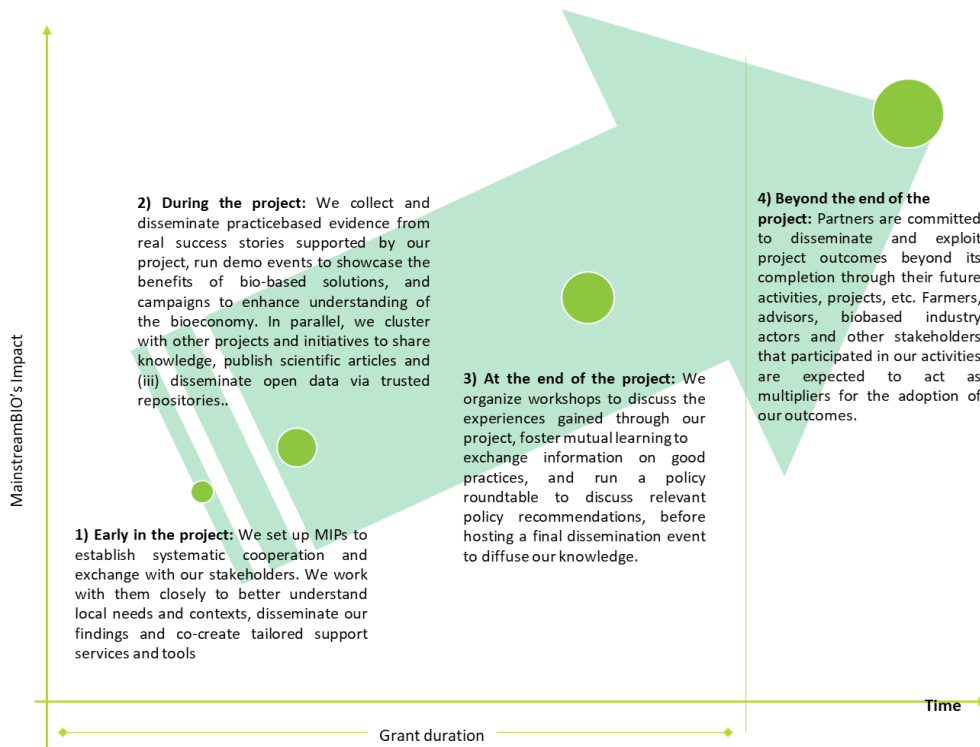


Figure 38. MainstreamBIO's Main Actions

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

Table 18. MainstreamBIO's Implementation Plan

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 Sustainability Plan																																						
Printable material																																						

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																																						
Logo																																						
Poster																																						
Presentations																																						
Leaflet																																						
Infographics																																						
Publications																																						
Online Media																																						
Website																																						
Newsletter																																						
Promotional video																																						
Events																																						
Co-creation workshop																																						
Capacity building workshops																																						
Networking and demo days																																						
Awareness raising and educational events																																						
Mutual learning workshops																																						
External events																																						
Final dissemination event																																						
Social Media																																						
X (former Twitter)																																						
Facebook																																						
LinkedIn																																						
YouTube																																						
Synergies																																						
Monitoring & Reporting																																						
Report on Activities and Events																																						
List of ext. events																																						

## 11. Conclusions

A well-designed, clear and robust dissemination, communication, and stakeholder engagement plan is a core aspect of MainstreamBIO to achieve the objectives introduced at the beginning of this document.

This deliverable clearly outlines the dissemination strategy needed to maximise the visibility of the project using multiple communication channels and actions to engage with all identified target audiences (including public authorities). This report also provides an overview of the effectiveness of activities carried out during the first 18 months of the project and suggests some measures for improvement. Overall, MainstreamBIO seems to be effective in its communication with stakeholders and the consortium is dedicated to deploy greater dissemination efforts during the second part of the project, especially through an increased attendance in external events to raise awareness on MainstreamBIO's objectives and outputs. The analytics collected so far provide an indication of the communication aspects that could be strengthened.

Given the bottom-up, open nature of the project and its activities, the dissemination and communication plan will be continuously updated in line with the progress of the project. Based on the experience gathered through the monitoring, our communication and dissemination approach will be adjusted, when needed, and indications will be provided to partners accordingly.

## 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 the project’s website.
4. Do not forget to include the EU logo and the disclaimer:



**Funded by  
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/](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:
    - 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
6. 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.
  7. **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.
  8. You will have to report in detail all the dissemination actions you undertook (please see **Dissemination Reporting Template** for instructions).
  9. 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).
  10. 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.
  11. 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

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.

1. 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.

2. 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
3. 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, X, 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

No. of Action	Type of activity (Dissemination or Communication)	Category of activity (Choose one of the activity categories listed in the drop-down menu)	Title of conference, workshop, publication, website article, etc. (In case of a social media post, make sure to specify the social media platform used (Facebook, Twitter, LinkedIn))	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)	Size of audience per type of stakeholder group (no. of persons per stakeholder group. For a social media post please add the views of the post)	Gender of audience per stakeholder group (Please specify only the number of women that participated in the activity)	Role and description of your organisation's involvement	Type of promotional material used
1	Dissemination activity	Social Media Post	Kick-off meeting post on Twitter	Citizens/general public	72	N/A	Author	Project Logo/Info
			Kick-off meeting on LinkedIn		961	N/A		
2	Dissemination activity Communication activity Clustering activity Activity	Social Media Post	EuBioNet Workshop post on Twitter	Citizens/general public	198	N/A	Author	Project Logo/Info
			EuBioNet Workshop post on LinkedIn		688	N/A		

Quantity of promotional material distributed	Status of the dissemination activity	Short description of the dissemination/communication activity with reference to a specific project output (max 200 characters)	Relevant link	Other comments	Significant contacts made IF RELEVANT (name, position, organisation; if consent to store and share data was given, add also address, tel, fax, e-mail)
1	Delivered	Post on White's Social Media disseminating the holding of the MainstreamBIO kick-off meeting and the official project start in Thessaloniki, on the 29th of September 2022	<a href="https://twitter.com/white_research/status/1575820818570944512">https://twitter.com/white_research/status/1575820818570944512</a>	Posted on Friday, September 30, 2022	N/A
1	Delivered		<a href="https://www.linkedin.com/feed/update/urn:li:activity:6981585556396736513/">https://www.linkedin.com/feed/update/urn:li:activity:6981585556396736513/</a>		

Figure 39. Dissemination activities reporting template

## Annex 3: Internal Events Reporting Template

### Event's Aggregate Data

<b>Title</b>	
<b>Date</b>	
<b>Venue</b>	
<b>Organisers</b>	
<b>Audience (number and type)</b>	
<b>Duration</b>	

### 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.

## Annex 4: External Events Reporting Template

A	B	C	D	E	F	G	H	I	J
Event's name	Thematic focus	Date	Location	URL	Registration fees	Registration deadline	Organizers	Contact information	Added by (Partner)
Bioeconomy Changemakers Festival	The festival raises awareness about the bioeconomy and what it can achieve. It will take place between 11 and 17 March 2024 in various locations across the EU. This involves a high-level main event organised by the European Commission will take place in Brussels on 14 and 15 March 2024.	11-17/03/2024	Brussels, Belgium and in various locations across the EU		Free		European Commission and EU Bioeconomy Youth Ambassadors		
2nd Annual World Biopolymers and Bioplastics Innovation Forum	This forum will have an emphasis on various related topics such as biodegradable polymers, biomaterials, nanopolymers, and more.	28/02/2024	Amsterdam (The Netherlands)	<a href="https://www.leadsforce.nl/act/16850426260/call-to-action/bioeconomy-and-bioplastics-innovation-forum-2024">https://www.leadsforce.nl/act/16850426260/call-to-action/bioeconomy-and-bioplastics-innovation-forum-2024</a>	1299 € +		Leadvent Group		
1st CBE JU Stakeholder Forum - 'What next for the European bio-based sector?'	Overcoming the challenges of bioeconomy: sharing best practice among the representatives of the CBE JU-funded flagship projects:  1. Promoting bio-based industries in regions: discussing successful strategies to develop the bio-based sector in regions with high bioeconomy potential 2. Engaging primary producers: finding ways to further encourage the involvement of these important actors in the bio-based sector 3. Developing skills for the bio-based sector: defining future skills and identifying existing gaps 4. Promoting young researchers in the bio-based sector: hearing from young talents about the support they need to contribute to the development of circular bio-based industries across Europe	6-7 December 2023	Brussels, Belgium	<a href="https://www.cbe.europa.eu/files/2023/08/1st-stakeholder-forum-2023-for-the-bio-based-sector">https://www.cbe.europa.eu/files/2023/08/1st-stakeholder-forum-2023-for-the-bio-based-sector</a>				CBE JU	
European Forum for Industrial Biotechnology and the Bioeconomy (EFIB) 2023: Industrial biotechnology for a sustainable and resilient global Europe	Sustainable biomaterials – Perspectives on circularity and renewability: - Bioprocesses & Technologies – Supporting the bio-based transition - Sustainable Finance – Opportunities and challenges for bio-based innovation - Food, feed & nutrition – Novel approaches for food systems innovation - Legislation Round Table: New Genomic Techniques - Biomaterials – Europe's industrial transformation	24-25 October 2023	Rotterdam City Hall, Netherlands	<a href="https://efibforum.com/schedule/">https://efibforum.com/schedule/</a>	More info here: <a href="https://efibforum.com/registration/">https://efibforum.com/registration/</a>	<a href="https://efibforum.com/registration/">https://efibforum.com/registration/</a>		EuropaBio and local hosts: HollandBio & Chemistry NL	
Sustainable plastics & EU-policies	Sustainable plastics & EU-policies Challenges & opportunities for industry and academia	4/5/23	Online	<a href="https://efibforum.com/act/16850426260/call-to-action/bioeconomy-and-bioplastics-innovation-forum-2024">https://efibforum.com/act/16850426260/call-to-action/bioeconomy-and-bioplastics-innovation-forum-2024</a>	300			EFB Biobased Materials	
International Forum on Industrial Biotechnology and Bioeconomy (IFIB 2023)	Highlights of the Event: - Fundings and investments - Bioeconomy and circular economy - Energy and environment - Bio-based industries - Agro-food - Marine biotechnology	28-29 September 2023	Florence, Italy	<a href="https://ifib2023.com/">https://ifib2023.com/</a>		<a href="https://ifib-2023-22mar-29-29-2023">https://ifib-2023-22mar-29-29-2023</a>		ImoviusSS	

Figure 40. External events reporting template













**MAINSTREAM BIO**  
MAINSTREAMING SMALL-SCALE BIO-BASED  
SOLUTIONS ACROSS RURAL EUROPE

## The project

MainstreamBIO is an 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 multiactor 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 ADVISORS PC	Q-PLAN
	MUNSTER TECHNOLOGICAL UNIVERSITY	MTU
	STICHTING WAGENINGEN RESEARCH	WR
	INSTYTUT UPRAWY NAWOZENIA I GLEBOZNAWSTWA, PANSTWOWY INSTYTUT BADAWCZY	IUNG
	RISE PROCESSUM AB	PROC
	AGRAREN UNIVERSITET - PLOVDIV	AUP
	FBCD AS	FBCD
	EURIZON SL	INNV
	DRAXIS ENVIRONMENTAL SA	DRAXIS
	WHITE RESEARCH SPRL	WHITE

**CONTACT US** [info@mainstreambio-project.eu](mailto:info@mainstreambio-project.eu) **VISIT** [www.mainstreambio-project.eu](http://www.mainstreambio-project.eu)



MainstreamBio



@MainstreamBio



MainstreamBio Project



MainstreamBio Horizon Europe Project