



# MAINSTREAM BIO

MAINSTREAMING SMALL-SCALE BIO-BASED SOLUTIONS ACROSS RURAL EUROPE

## D5.7

# MainstreamBIO web portal- initial version

WHITE

31/01/2024



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>	MainstreamBIO web portal- initial version
<b>WORK PACKAGE</b>	WP5 I Dissemination, communication and exploitation
<b>TASK</b>	T5.7 I MainstreamBIO web portal
<b>AUTHORS (Organisation)</b>	WHITE RESEARCH SPRL
<b>REVIEWERS</b>	Petros Kafkias (DRAXIS) Dr. Verónica Benavente (PROC)
<b>DATE</b>	31/01/2024

## 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	01/01/2024	Initial version	WHITE
v0.2	19/01/2023	Quality Review	DRAXIS, PROC
v1.0	31/01/2024	Final Version	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.

### © MAINSTREAMBIO Consortium, 2024

Reproduction is authorised provided the source is acknowledged.

# List of contents

<b>EXECUTIVE SUMMARY .....</b>	<b>1</b>
<b>1. INTRODUCTION.....</b>	<b>2</b>
<b>2. MAIN CHARACTERISTICS .....</b>	<b>3</b>
<b>2.1 Operational procedures .....</b>	<b>3</b>
<b>2.2 Technologies used for the creation of the website.....</b>	<b>4</b>
<b>2.3 Libraries.....</b>	<b>5</b>
<b>2.4 Privacy policy.....</b>	<b>6</b>
<b>3. MAIN PAGES .....</b>	<b>7</b>
<b>3.1 Sitemap.....</b>	<b>7</b>
<b>3.2 Home page.....</b>	<b>7</b>
<b>3.3 About.....</b>	<b>10</b>
<b>3.4 Consortium.....</b>	<b>12</b>
<b>3.5 Advisory Board .....</b>	<b>13</b>
<b>3.6 Our Focal Regions.....</b>	<b>14</b>
<b>3.7 Open Call .....</b>	<b>15</b>
<b>3.8 MainstreamBIO Toolkit.....</b>	<b>16</b>
<b>3.9 Resources.....</b>	<b>17</b>
<b>3.10 News.....</b>	<b>20</b>
<b>3.11 Contact.....</b>	<b>21</b>
<b>3.12 Privacy policy.....</b>	<b>22</b>
<b>4. CONCLUSIONS .....</b>	<b>24</b>

## TABLE OF FIGURES

Figure 1. Website statistics (Joost de Valk, 2023) .....	5
Figure 2. MainstreamBIO web-portal structure.....	7
Figure 3. MainstreamBIO landing homepage with logo, title and newsletter subscription.....	8
Figure 4. MainstreamBIO’s goals. ....	8
Figure 5. Project’s news feed. ....	9
Figure 6. MainstreamBIO promotional video. ....	9
Figure 7. MainstreamBIO Focal Regions overview. ....	9
Figure 8. Project partners’ logo. ....	10
Figure 9. Disclaimer notice, privacy policy and social media accounts.....	10
Figure 10. About page. ....	11
Figure 11. About page – Our Approach (mission).....	11
Figure 12. About page – Our Approach.....	11
Figure 13. About page – What we bring to the table. ....	12
Figure 14. About Page – Workplan. ....	12
Figure 15. Consortium partners. ....	13
Figure 16. MainstreamBIO Advisory Board Members. ....	13
Figure 17. Our Focal Regions page. ....	14
Figure 18. Ireland’s MIP webpage. ....	15
Figure 19. MainstreamBIO’s website Open Call page. ....	16
Figure 20. MainstreamBIO Toolkit page.....	17
Figure 21. MainstreamBIO promotional page.....	18
Figure 22. MainstreamBIO Resources - Related Initiatives page. ....	18
Figure 23. MainstreamBIO Resources – Deliverables page. ....	19
Figure 24. MainstreamBIO News – Project News page.....	20
Figure 25. MainstreamBIO News – Events page. ....	20
Figure 26. MainstreamBIO News – Newsletter page. ....	21
Figure 27. MainstreamBIO News – Other News page. ....	21
Figure 28. MainstreamBIO Contact page.....	22
Figure 29. MainstreamBIO website privacy policy page .....	23

## 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>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 document depicts an overview of the web portal development for the MainstreamBIO project. It is organised around two distinct sections: (a) the main characteristics encompassing technologies and libraries used for its development; and (b) detailed information on the main pages.

# 1. Introduction

The current document provides an overview of the initial version of the fully operational MainstreamBIO project web-portal, presenting the general provisions that guided its development and the operational procedures that are applied. It should be noted that the partners responsible will closely monitor its usage in order to update (if necessary) its structure according to the implementation of project activities and the users' feedback, in order to enhance its attractiveness and keep the content updated.

The web portal was launched on December 1st, 2022 (<https://mainstreambio-project.eu/>) aiming to act as:

- ✓ A **dissemination and communication tool**, informing stakeholders across EU (e.g., policy-makers, research and innovation agencies, industry, civil society, academia, etc.) on:
  - The project objectives, activities, workplan, contact points (i.e. partners) and findings
  - The basic concepts that set the framework of the project implementation
  - Relevant reports, studies and events.
- ✓ An entry point to the project's **Social Media Accounts** (Facebook, LinkedIn, YouTube and Twitter).
- ✓ An access point to the **MainstreamBIO Digital Toolkit** (when available).

The current document is divided into two sections: (i) main characteristics, including operational procedures as well as the technologies and libraries used for the portal development; and (ii) detailed information about the main pages.



## 2. Main Characteristics

### 2.1 Operational procedures

The MainstreamBIO's web-portal theme and design have been provided by White Research (WHITE). The online content is being developed and administrated by White-Research (WHITE) with the support of all partners. The web-portal aims to be the main mechanism for the online MainstreamBIO presence.

#### Partners' role

- **White Research (WR)**, as the project's Dissemination and Communication Manager is overall responsible for:
  - creating and updating regularly the portal content and its presentation;
  - 'marketing' activities to enhance the visibility of the portal by ensuring that it is highly ranked in on-line search engines;
  - quality control of the information that is published on the portal;
  - monitoring the partners' performance to ensure that the targets are met and suggest corrective actions if and when necessary.
- **Infoscope**, under the supervision and guidance of WHITE, is responsible for the technical development, support and maintenance of the web-portal. In addition, carries out any technical changes that might be necessary in the course of the project to enhance its practicability and attractiveness.
- **The consortium partners** will contribute to the web-portal's content and periodically provide updates and communication material (e.g. articles, photos, news), regarding their project activities (e.g. workshops, conferences, events, etc.) as well as regarding any other type of activity that is of interest to MainstreamBIO, in order to be published on the web portal.

#### Content Management and rights

- The content of the MainstreamBIO web-portal is in English. Any material (e.g., report, legislation, etc.) that will be in a language other than English will be properly marked.
- The portal consists of a public area where any visitor can get information regarding the project concept, results and activities.
- WHITE is able to make ad-hoc changes concerning both the structure and content of the web-portal.
- All content is visible to all visitors.
- Emphasis is given to "cross-referencing" so as information is accessible from multiple pages/sections.

- Site visits, statistics and other information on visitors' views (e.g. number of pages per visit, time on site, most viewed pages, etc.) are measured using Google Analytics, while a counter is being used to measure the number of downloads per document.

## 2.2 Technologies used for the creation of the website

The web portal is developed by using state-of-the-art technologies and following the global trends to satisfy a large scale of users:

- WordPress Content Management System (CMS) allows an unlimited number of pages/articles to be created/posted, while an integrated text editor enables formatting similar to Microsoft Word, adding images, videos, etc. as well as create photo galleries or document libraries.
- Apache Server – is an open-source cross-platform web server software.
- MySQL Database – is an open-source relational database management system.
- Advanced Search Engine Optimisation (SEO) techniques are engaged to enhance the site's visibility in search engines. The website is SEO optimised with well-structured and clean code.
- The website is fully responsive and mobile-ready providing an optimal viewing and interaction experience across multiple devices.
- Web Programming language (PHP, CSS, JavaScript) is used to create web pages, web applications, and other online content that can be displayed in a web browser.

All pages are dynamic pages and are controlled via the WordPress CMS. The partners decided to use WordPress as tool for managing the content because its one of the most common and widely used CMS. Indeed, as displayed by CMS Market Share analysis for June 2023 (Figure 1), WordPress is the undisputed leader when it comes to Content Management Systems with an impressive 43.2 % market share.

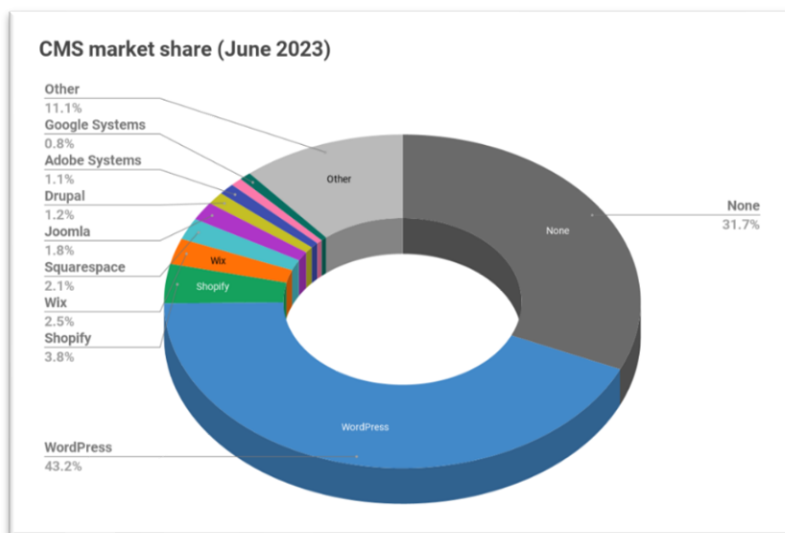


Figure 1. Website statistics (Joost de Valk, 2023)<sup>1</sup>

More detailed information about the CMS usages is available at (<https://joost.blog/cms-market-share/>).

## 2.3 Libraries

As part of WordPress, the following libraries are used:

### Javascript Libraries

- JQuery – is a collection of GUI widgets, animated visual effects, and themes implemented with jQuery, Cascading Style Sheets, and HTML.
- Backbone – is a powerful tool used to structure and develop web and mobile applications.
- Colorpicker – is a pure JavaScript library for creating a color picker component with support for touch events and RGB/HEX/HSV color formats.
- SWFObject – an open-source tool for embedding swf content in websites.
- TinyMCE – is an advanced WYSIWYG HTML editor designed to simplify website content creation.

### PHP Libraries

- PHPMailer – a code library to send (transport) emails safely and easily via PHP code from a web server.
- PHPass – a simple, easy to use password hashing library for PHP 5.3+.

---

<sup>1</sup> de Valk, J., (2023, June). CMS Market Share Analysis. Joost.blog.

- Requests – a library for making HTTP requests, simplifying the process of sending HTTP/1.1 requests and handling responses.
- Text Diff – a library for computing the difference between two texts, often used in version control systems to highlight changes between versions.
- Atom Lib – a PHP library for working with Atom feeds, enabling the creation and manipulation of Atom syndication format data.
- SimplePie – a lightweight and easy-to-use PHP library for parsing and working with RSS and Atom feeds, simplifying the integration of feed data into web applications.
- ID3 – a PHP library for reading and writing ID3 tags in audio files, facilitating the manipulation of metadata information in MP3 files.
- Snoopy – a simple and versatile PHP library for web scraping and HTTP client functionality, allowing developers to fetch and manipulate web content easily.
- POP3 Class – a PHP library providing a class for interacting with POP3 mail servers, enabling the retrieval of email messages from a server using the POP3 protocol.
- PHPass – a PHP library for secure password hashing, designed to make it difficult for attackers to perform rainbow table and brute-force attacks on stored password hashes.

## 2.4 Privacy policy

The MainstreamBIO's web-portal is committed to being transparent and ensuring that the privacy of its visitors is always protected. A Privacy Policy according to the General Data Protection Regulation (GDPR) applies to the MainstreamBIO's website since 22/12/2022 and governs personal information and collection usage by the website only (<https://mainstreambio-project.eu/privacy-policy/>).

The Privacy Policy provides the following types of information:

- Type of personal information that we collect.
- Use of personal information that we collect.
- Sharing practices of information collected.
- Storage and deletion of personal information collected:
- Visitor's rights
- Security
- Cookies
- Google Analytics
- Contact point for MainstreamBIO.

## 3. Main Pages

Pages are shown as drop-down menus. More pages may be added during the project, should the need for it arise.

### 3.1 Sitemap

Figure 2 provides an outline of the website structure, i.e. its Sitemap:

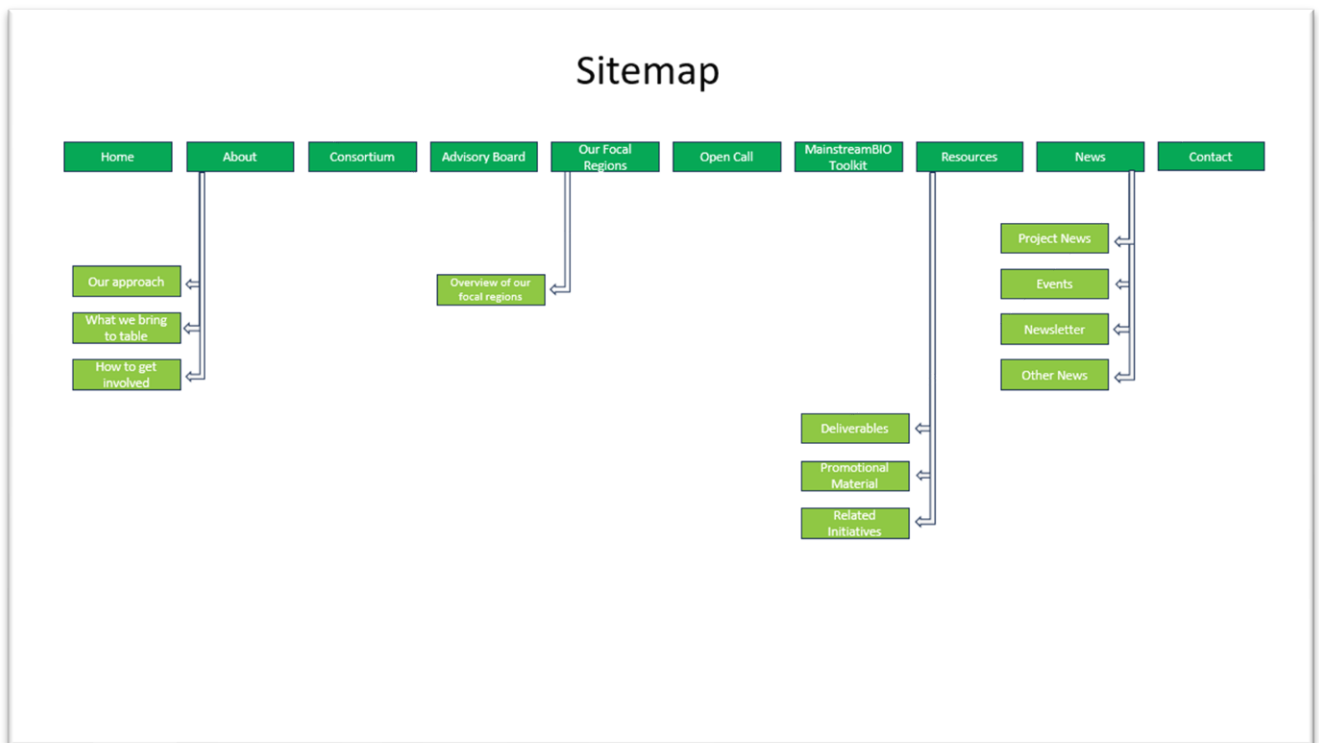


Figure 2. MainstreamBIO web-portal structure.

### 3.2 Home page

The web page is static and displays the following information:

- A full image related to circularity and biobased products (crops) with the MainstreamBIO logo and a title.
- A sentence displaying MainstreamBIO’s main purpose.
- **“Follow us and share”**: It displays the main social media icons linking back to the MainstreamBIO SMAs (bottom right of the homepage).
- A newsletter window allowing visitors to register to our online **newsletter** using MailChimp server (<http://mailchimp.com>), which is an e-mail campaigns and newsletters distribution tool.
- A highlight of MainstreamBIO’s focal regions.

- An animated news feed of the latest articles published on the website.
- MainstreamBIO's **promotional video**
- A display of MainstreamBIO's objectives.
- An overview of consortium partner's **logos**.
- The MainstreamBIO logo, the EU logo and the relevant disclaimer notice, which states that the contents of this website reflect the view of the MainstreamBIO project.
- A link to the web-portal's **Privacy policy**.
- The basic **Contact** info of the MainstreamBIO project (e-mail address).
- A display of MainstreamBIO **social media channels** ([LinkedIn](#), [Twitter](#), [Facebook](#), [YouTube](#)) can be found in the footer.

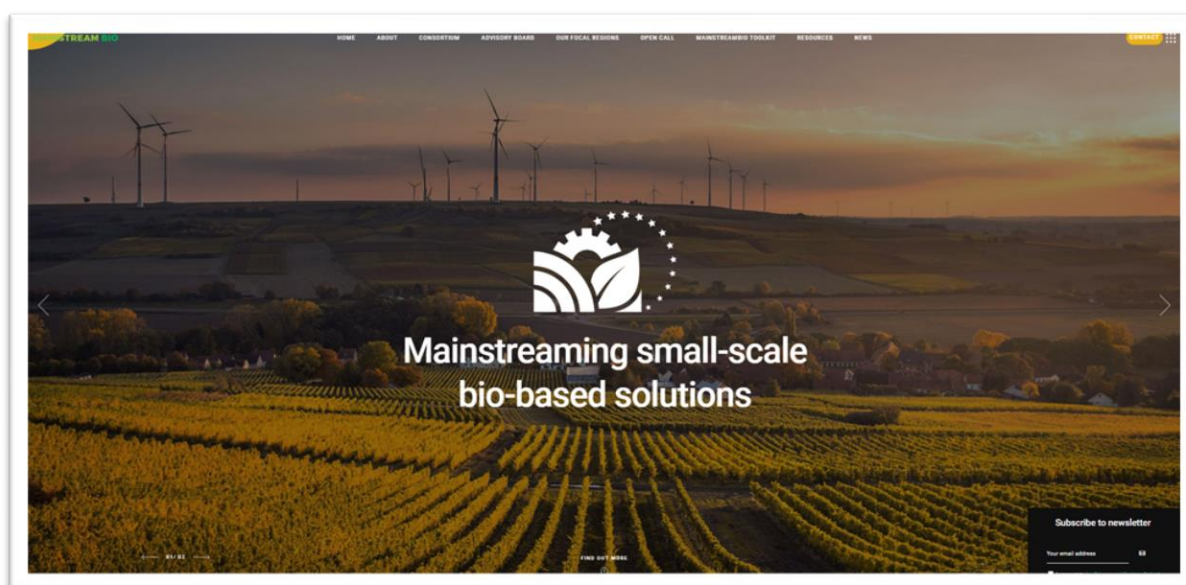


Figure 3. MainstreamBIO landing homepage with logo, title and newsletter subscription.

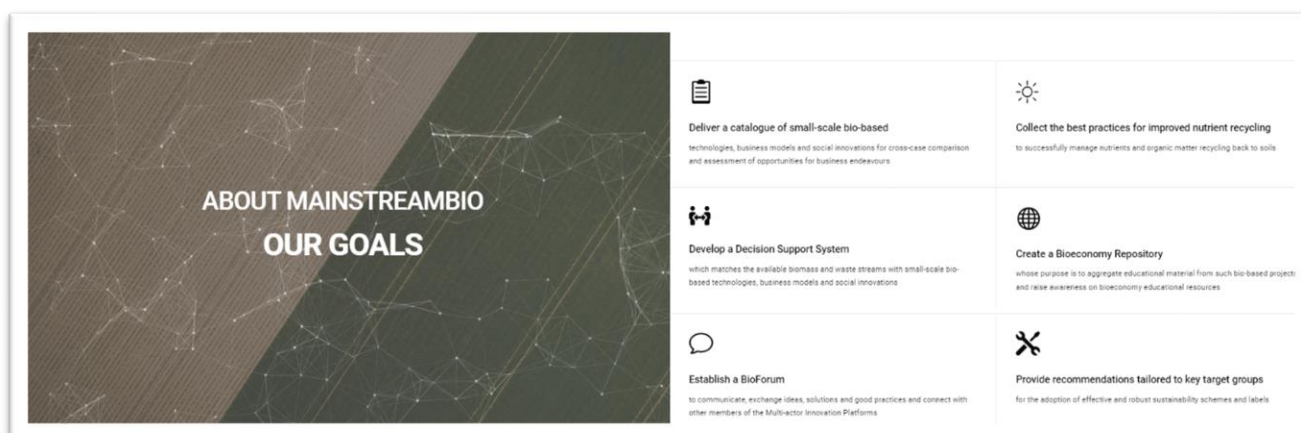


Figure 4. MainstreamBIO's goals.



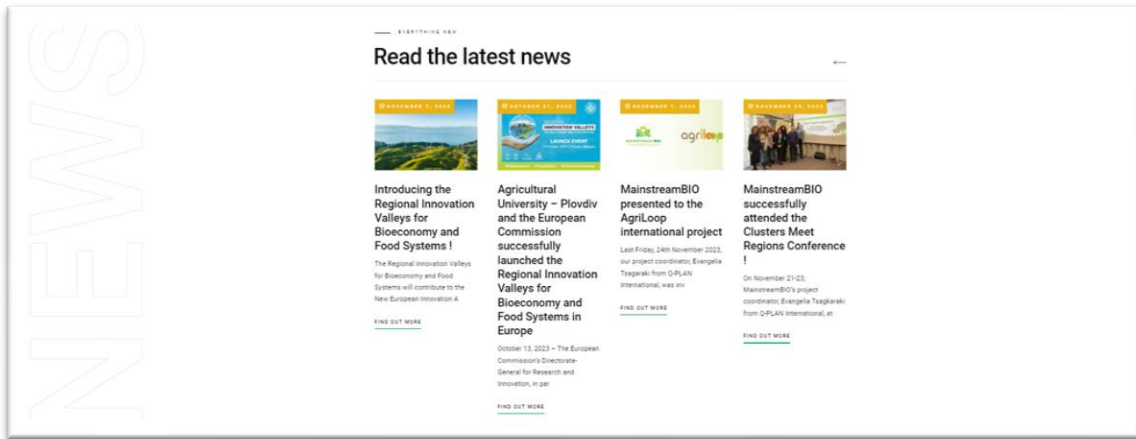


Figure 5. Project's news feed.

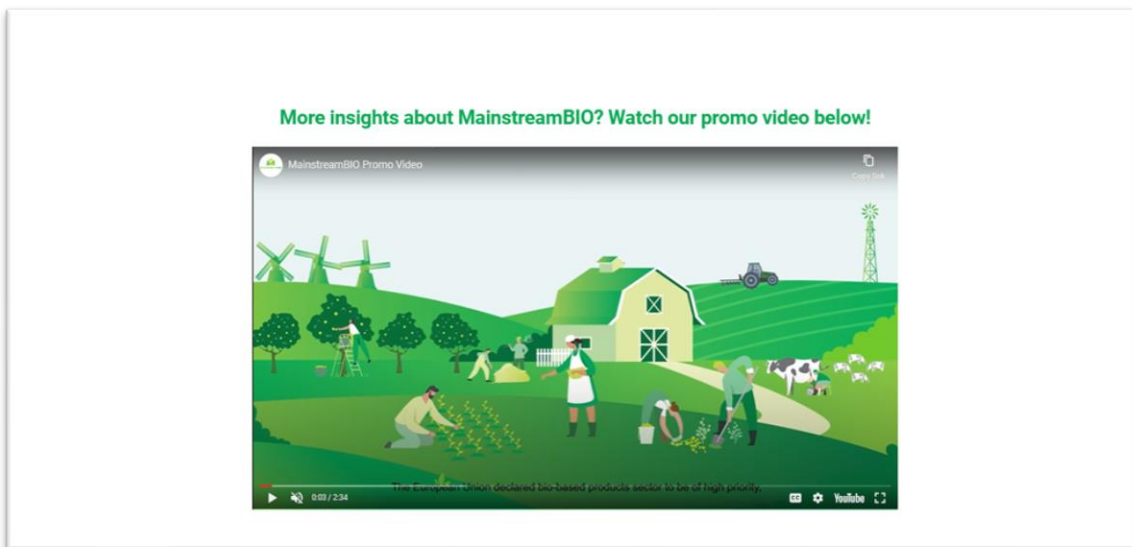


Figure 6. MainstreamBIO promotional video.

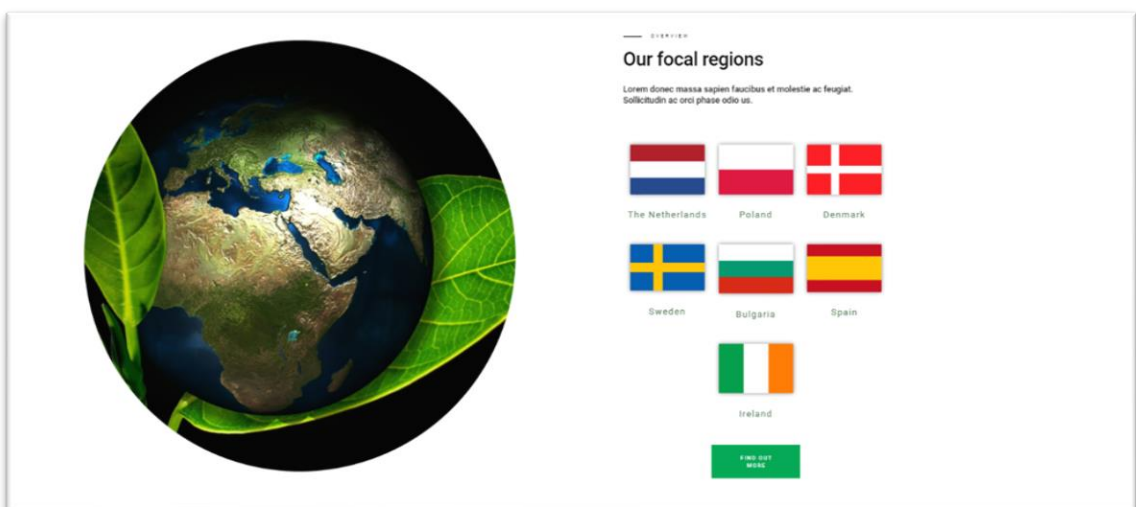


Figure 7. MainstreamBIO Focal Regions overview.



Figure 8. Project partners' logo.

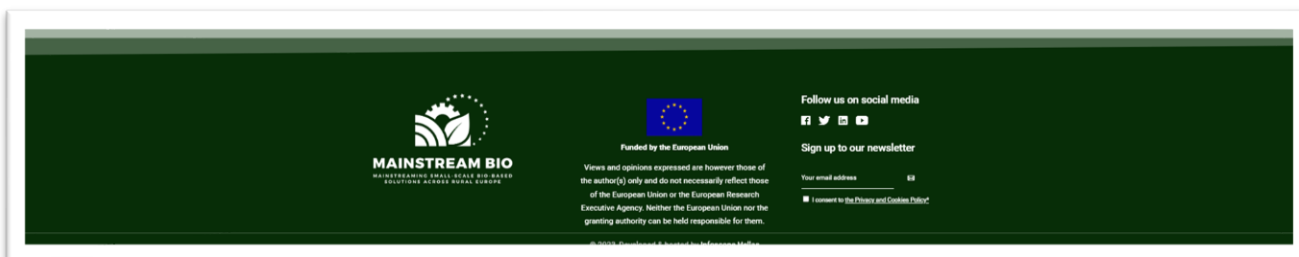


Figure 9. Disclaimer notice, privacy policy and social media accounts.

### 3.3 About

The web page is static, and it includes the following information:

- Our Approach:  
It contains a brief description about the MainstreamBIO project. Moreover, it displays the rationale behind the project on how to accelerate the deployment of small-scale bio-based solutions.
- What we bring to the table:  
It presents in a concrete manner the innovation support services (business & technical) and the digital toolkit provided by MainstreamBIO.
- Workplan:  
It introduces the MainstreamBIO's six work packages with a brief description for each WP.



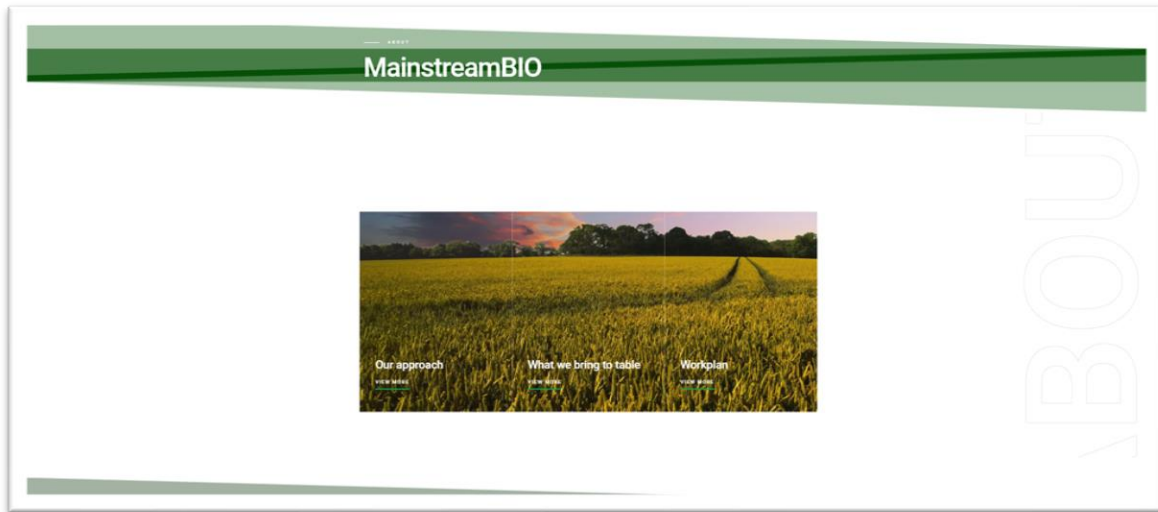


Figure 10. About page.

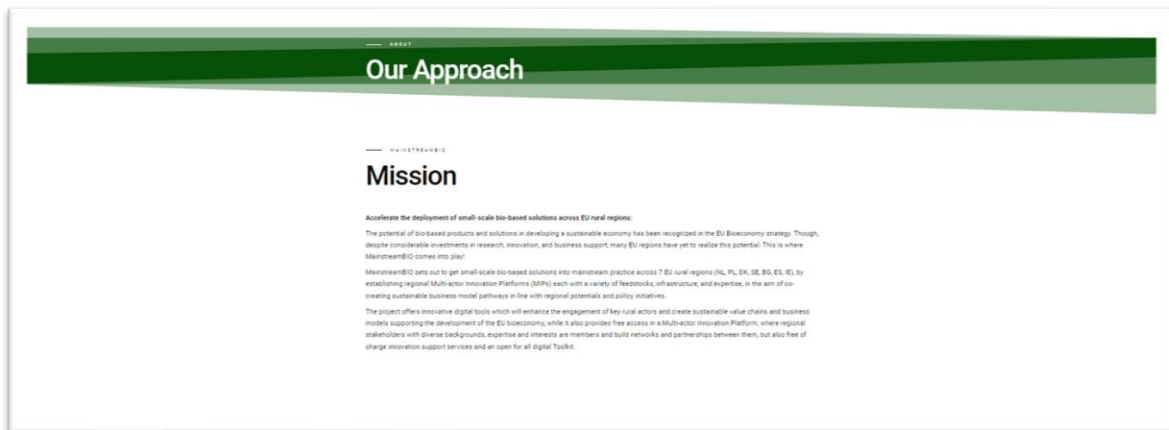


Figure 11. About page – Our Approach (mission).

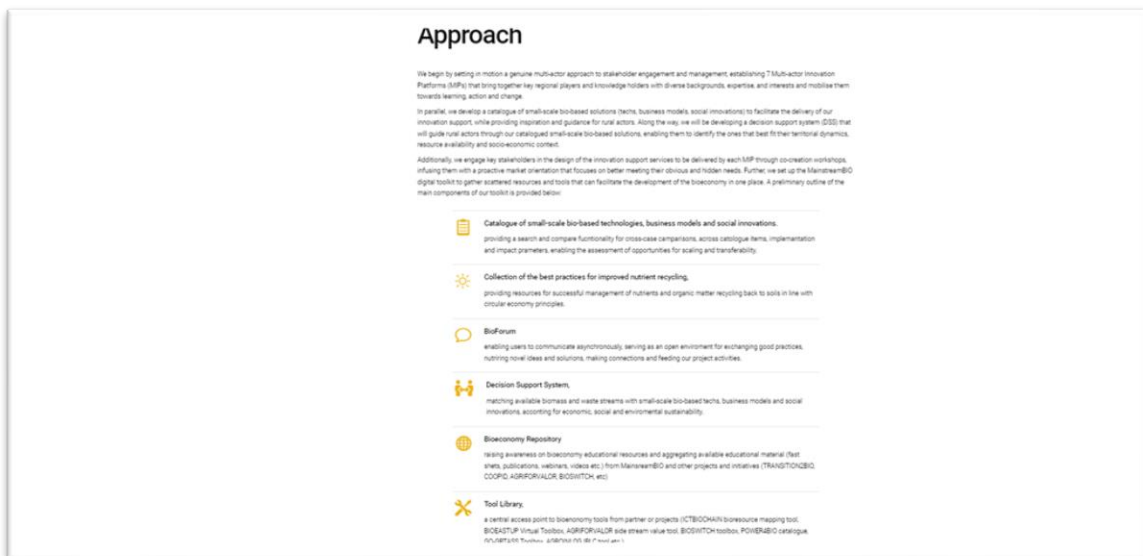


Figure 12. About page – Our Approach.

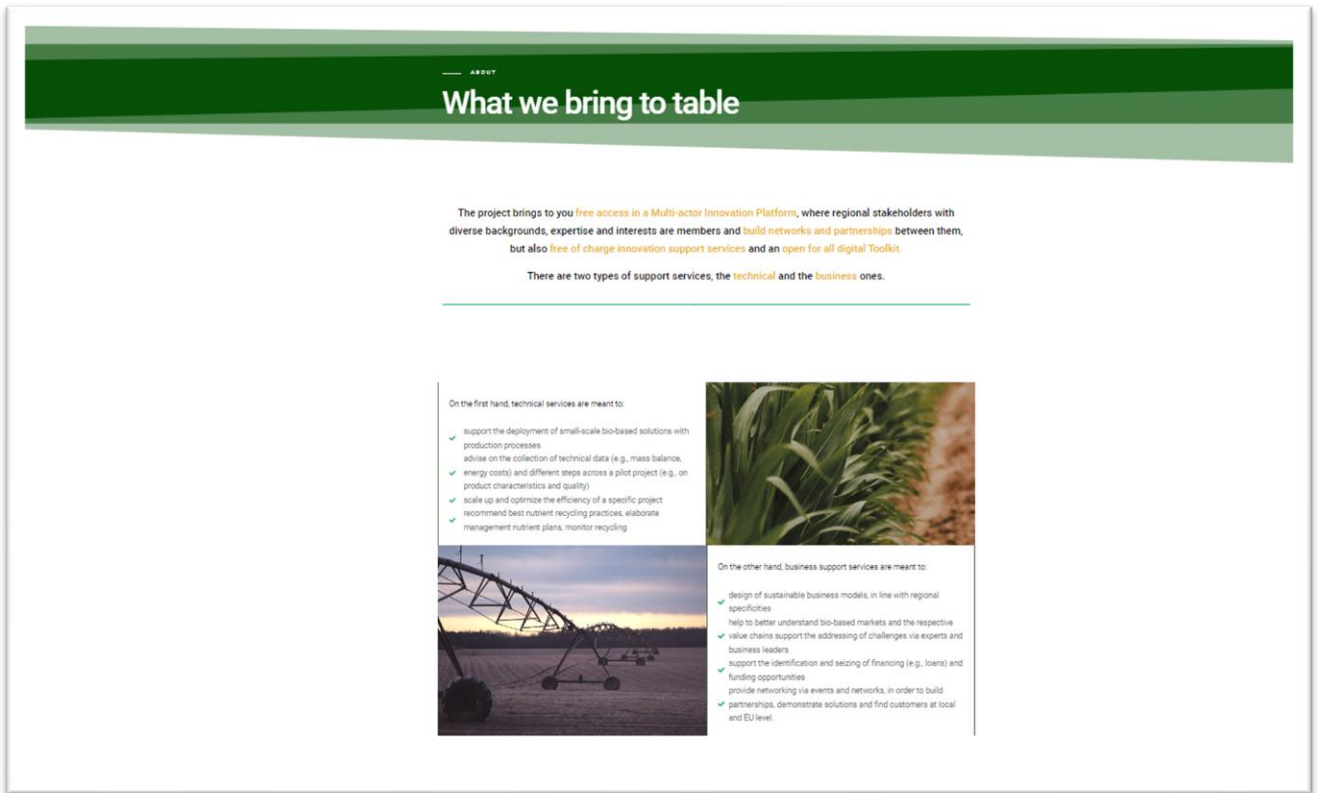


Figure 13. About page – What we bring to the table.

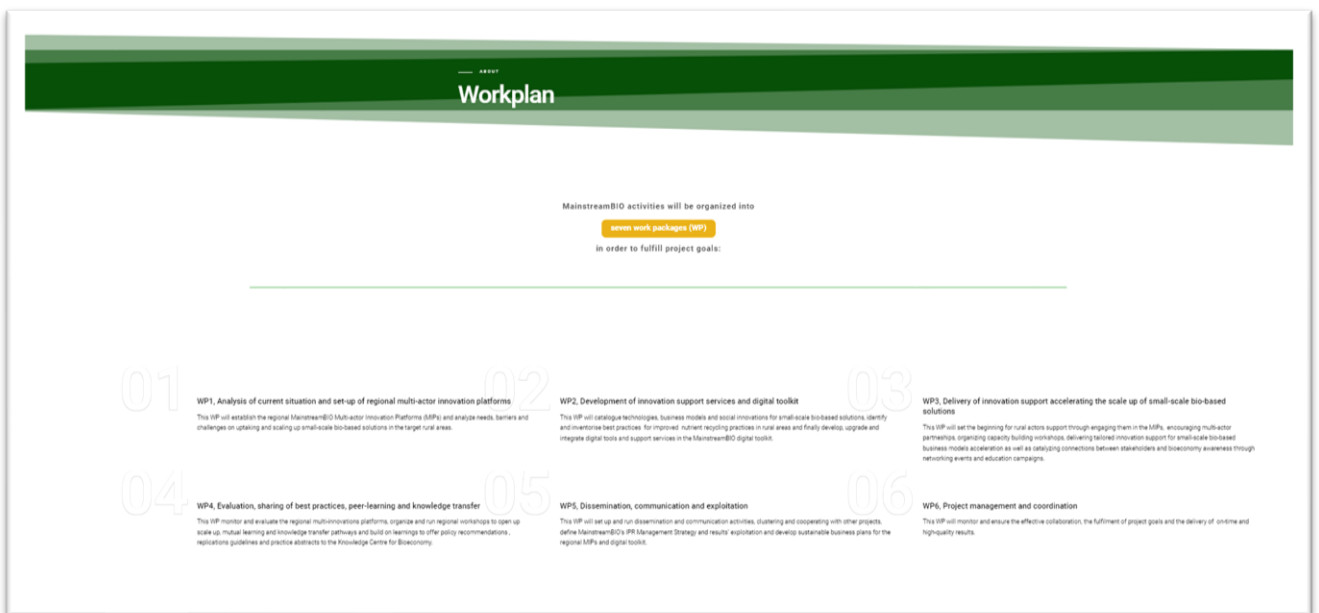


Figure 14. About Page – Workplan.

### 3.4 Consortium

In this page, detailed information is given regarding the consortium partners. The partner’s logo and a link to their website is available when clicking on the respective box.

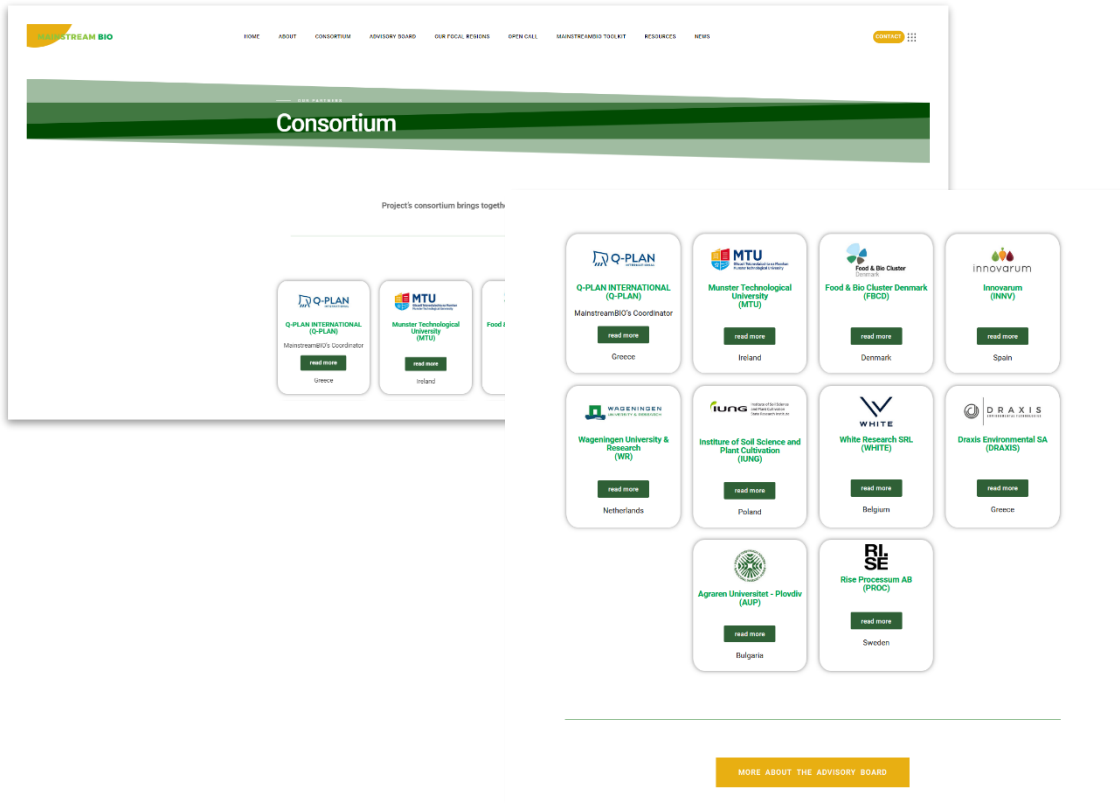


Figure 15. Consortium partners.

### 3.5 Advisory Board

This section presents the Advisory Board of the MainstreamBIO project. It acts as a consultation body providing the project with feedback, strategic recommendations, contributing to the project dissemination through their wide stakeholder engagement channels.

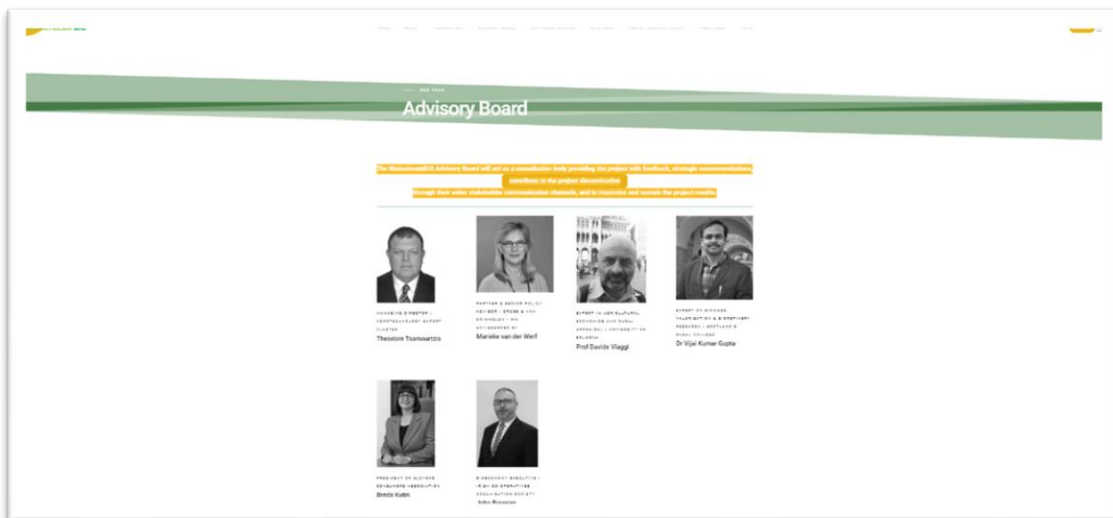


Figure 16. MainstreamBIO Advisory Board Members.

### 3.6 Our Focal Regions

This webpage contains 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 17. Our Focal Regions page.



**Regional feedstock and value chains**

- Green biorefineries producing protein and material and energy products from grasses, legumes and green plant wastes
- High value and bulk materials from hemp
- Bio-based fertiliser and/or bioenergy from animal slurries
- Bio-based materials from wool fibre
- Marine biorefineries for co-producing high value materials and energy from algae and fish wastes

**Opportunities and Challenges**

**Opportunities:**

- Ireland has a significant biomass production, particularly from its livestock sector, presenting a valuable resource for the bioeconomy.
- Integrating bioeconomy approaches can help utilize biomass more effectively, leading to increased resilience within primary sectors that heavily rely on imported inputs such as proteins, fuels, and fertilizers.
- The bioeconomy offers the potential to produce higher-value materials to meet the demands of established industries in the region, including biopharma and biomedical.

**Challenges:**

- Scaling up bioeconomy opportunities is a challenge, as pilot and demonstration-scale technologies are still relatively low in the region, hindering their commercialization.
- Greater policy support and investment are needed to create a conducive pathway for commercialization of bioeconomy initiatives.
- Despite progress, there is a need for further efforts to promote the concept of the bioeconomy and increase awareness of bio-based products among consumers and end users.

**Context and needs of rural stakeholders**

- Involvement of rural stakeholders, particularly primary producers, is vital for scaling the bioeconomy.
- Limited understanding of the bioeconomy concept among primary producers highlights the need for improved awareness.
- Bridging the gap between research and practical implementation in rural contexts is crucial.
- Developing farmer-involved demonstration projects can facilitate mainstreaming and replication of successful bioeconomy models.
- Fragmented primary sectors may require capacity-building support for effective bioeconomy implementation.

**What MainstreamBIO brings**

- MainstreamBIO supports the development of groups in the Southern Region of Ireland for small-scale bio-based and nutrient recycling solutions.
- MainstreamBIO provides tools and services to help participants understand sector opportunities and offers technical and business support.

Figure 18. Ireland's MIP webpage.

### 3.7 Open Call

The Open Call webpage displays available Open Calls in MainstreamBIO's seven focal regions 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.

**Open Call**

**Unlocking small-scale bio-based solutions !**

- Do you want to cooperate with other key rural players ?
- Are you willing to adopt sustainable business models for your work ?
- Do you want to align with regional potentials and policy initiatives ?
- Do you want to diversify your income with small-scale biobased solutions?
- Would you like to earn by exploiting local waste streams through bioeconomy ?

**Apply to our Open Call and offer yourself the opportunity to benefit from MainstreamBIO services**

## What we provide

Free of charge expert guidance in business and technical aspects to implement small-scale bio-based solutions in your region.

Business Services	Technical Services
<ul style="list-style-type: none"> <li>Business model design &amp; optimization</li> <li>Market Analysis</li> <li>Business monitoring</li> <li>Guidance in accessing funding</li> <li>Matchmaking</li> </ul>	<ul style="list-style-type: none"> <li>Pilot project implementation advice</li> <li>Technology scouting</li> <li>Pilot project implementation advice</li> <li>Scale-up advisory</li> <li>Technology-economic analysis</li> <li>Nutrient management and fertilization</li> </ul>

**How do we offer our support?**

Selected applicants will participate in online or face-to-face meetings (depending on location restrictions) with the service providers.

**What do we need from you?**

Share your case information to define the current state of the initiative and the short-, mid- and long-term goals, as well as any detail relevant to the correct providing of the service

## For further details and questions, please contact our experts directly

Netherlands: Kimberly Wevers (kimberly.wevers@wur.nl) | Rommie van der Weide (rommie.vanderweide@wur.nl)  
 Spain: Beatriz Deltoro (beatriz.deltoro@innovarum.es)  
 Ireland: James Gaffey (james.gaffey@mtu.ie) | Robert Ludgate (robert.ludgate@mtu.ie)  
 Denmark: Liselotte Puggaard (lpu@foodbiocluster.dk)  
 Sweden: Veronica Benavente (veronica.benavente@ri.se)  
 Bulgaria: Petar Borisov (peterborisov@gmail.com)  
 Poland: Magdalena Borzęcka (mborzeka@iung.pulawy.pl)

The information and views set out in this website are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein. Read our Open Call Policy [here](#).

Funded by the European Union

Figure 19. MainstreamBIO's website Open Call page.

### 3.8 MainstreamBIO Toolkit

This webpage provides insights on MainstreamBIO's digital toolkit and displays the following information:

- a catalogue of small-scale bio-based technologies, business models and social innovations;



- a collection of best practices for improved nutrient recycling;
- a decision Support System;
- a Bioeconomy Repository;
- a Tool Library;
- a BioForum.

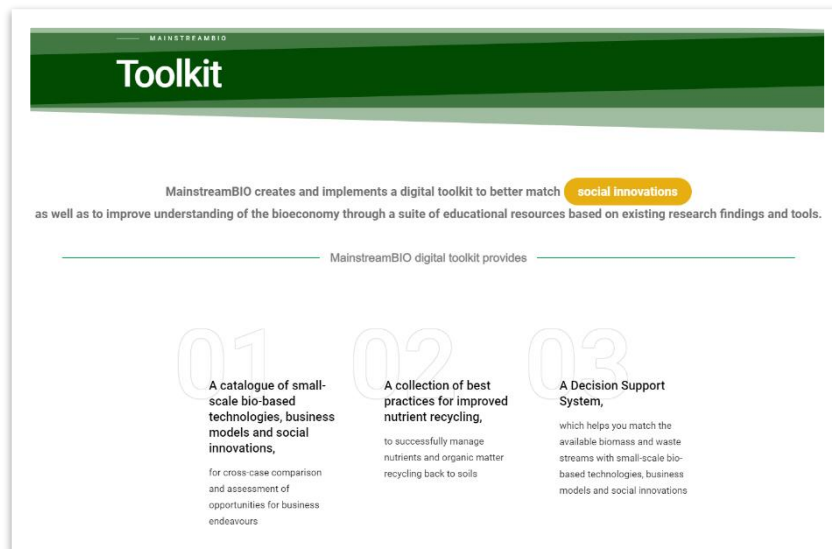


Figure 20. MainstreamBIO Toolkit page.

## 3.9 Resources

The webpage is static, and it includes the following information:

- Deliverables:

This section contains all public deliverables of the MainstreamBIO project which are uploaded as drafts on the website until the official approval from EC.

- Promotional Material:

MainstreamBIO leaflet and poster can be found here and are available for all to download.

- Related Initiatives:

The Related Initiatives page lists all synergies (7) established by the MainstreamBIO project to this day.

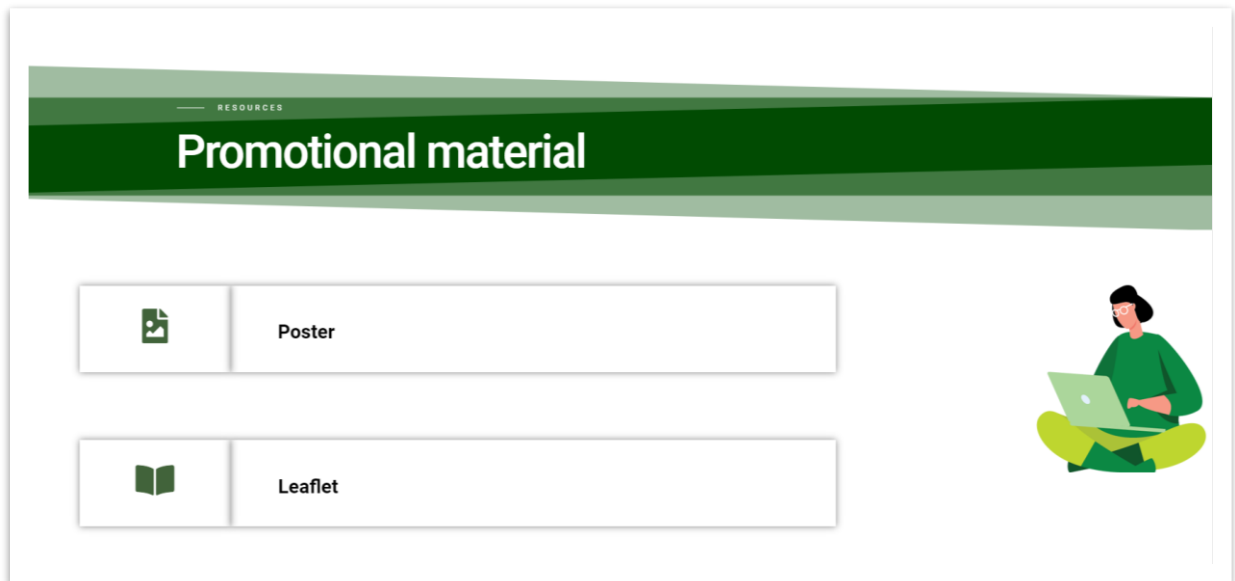


Figure 21. MainstreamBIO promotional page.

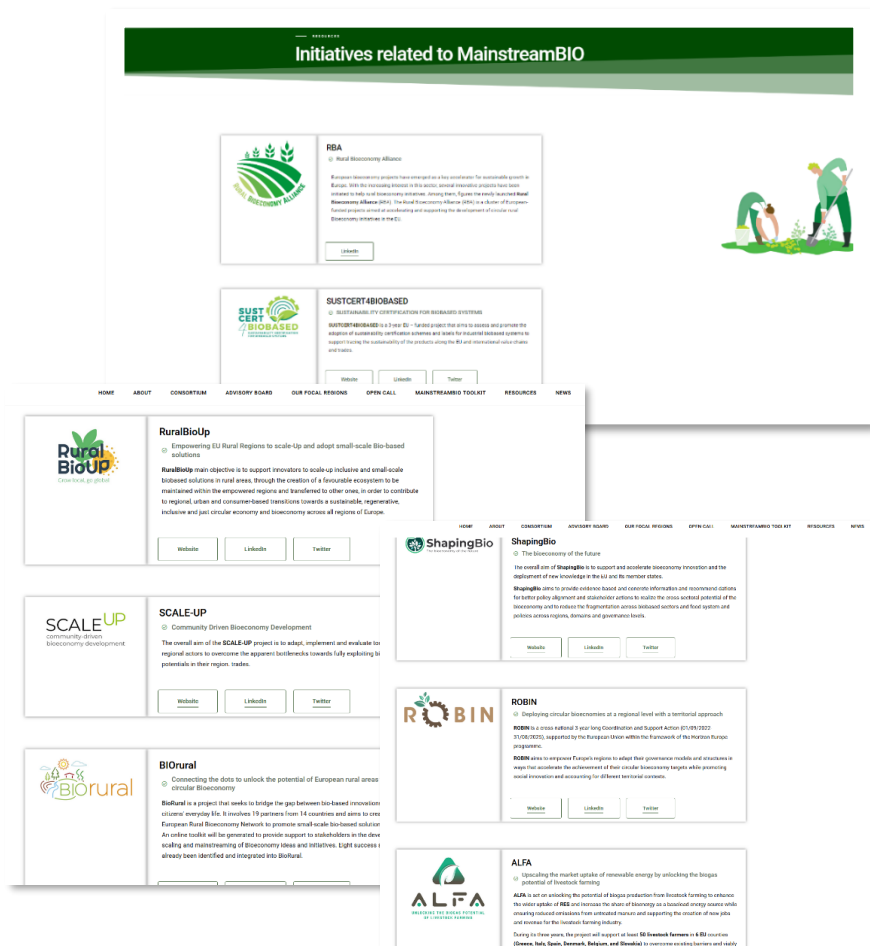


Figure 22. MainstreamBIO Resources - Related Initiatives page.



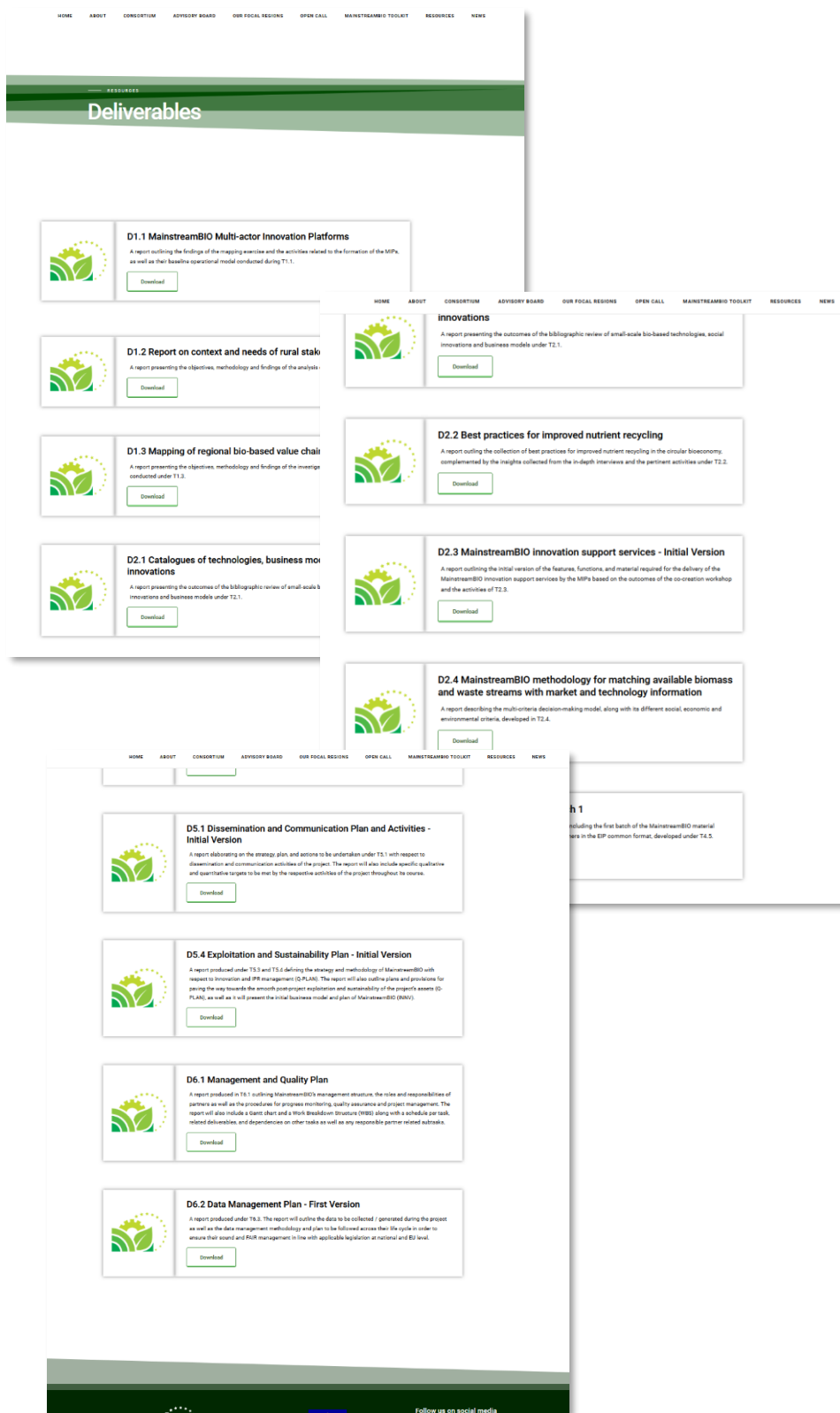


Figure 23. MainstreamBIO Resources – Deliverables page.

### 3.10 News

The webpage is updated weekly by White-Research (WR) with the support of partners. This section is divided into 4 main sections:

- Project News: This page displays MainstreamBIO’s latest news and developments (project events, milestones, partnerships).
- Events: The Events webpage highlights all relevant events to MainstreamBIO.
- Newsletter: The Newsletter page contains MainstreamBIO Newsletters available for all to upload.
- Other News: The page shows interesting topics and news from the sector relevant to MainstreamBIO.

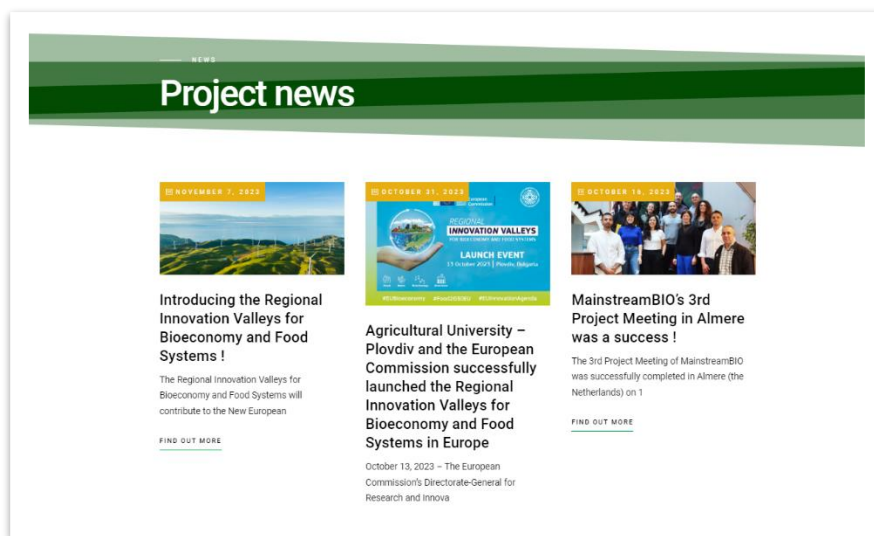


Figure 24. MainstreamBIO News – Project News page.

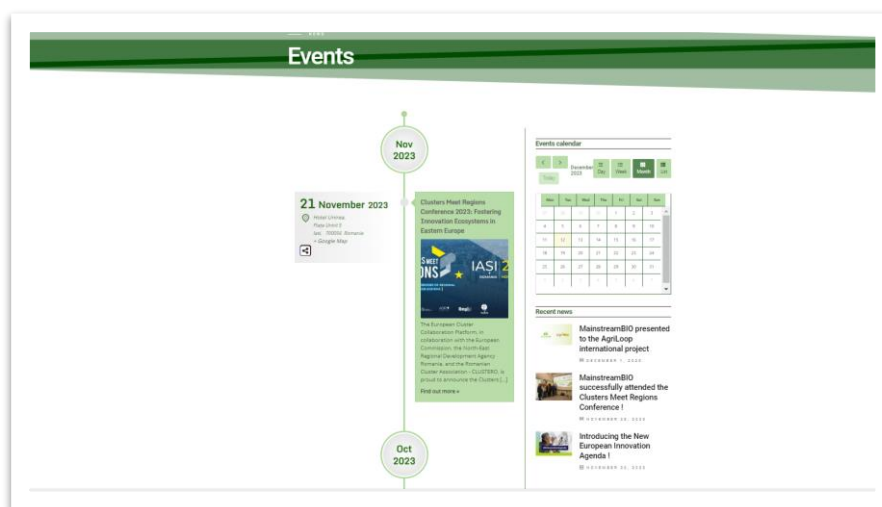


Figure 25. MainstreamBIO News – Events page.

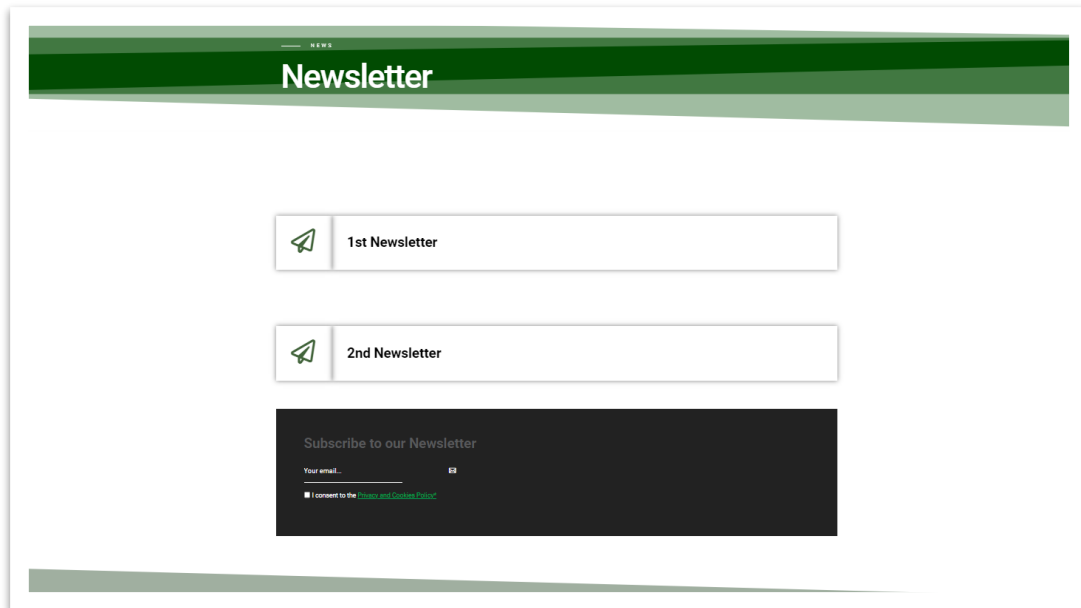


Figure 26. MainstreamBIO News – Newsletter page.

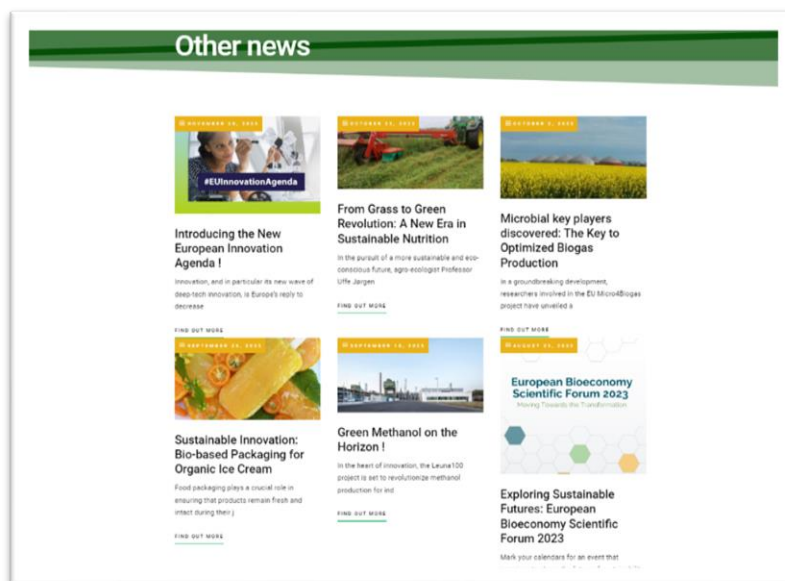


Figure 27. MainstreamBIO News – Other News page.

### 3.11 Contact

The webpage is static and contains the following information:

- MainstreamBIO email address: [info@mainstreambio-project.eu](mailto:info@mainstreambio-project.eu);

- contact form to submit requests/questions.

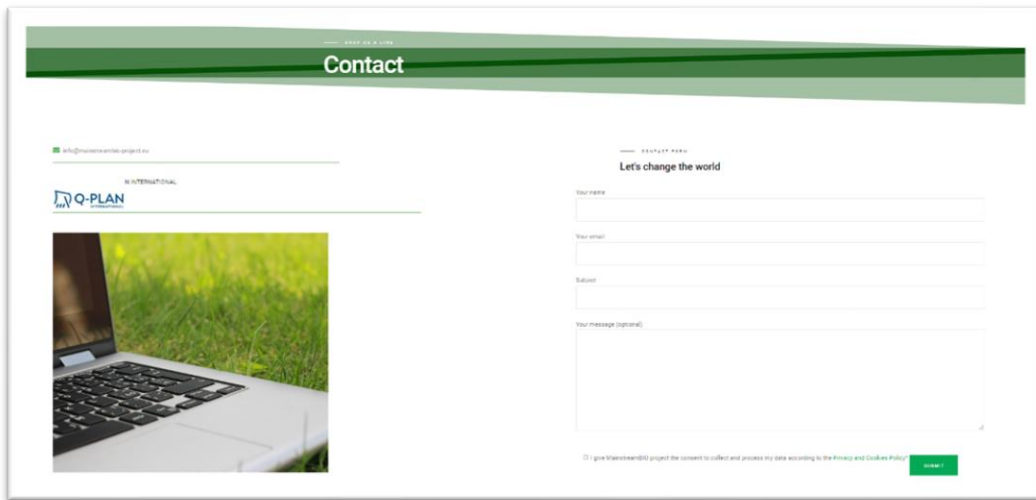


Figure 28. MainstreamBIO Contact page.

### 3.12 Privacy policy

The webpage is static and provides a detailed description of the privacy policy of MainstreamBIO's web-portal. In particular, it explains what type of personal data the web-portal collects, how it uses them and stores them, and issues that relate to the rights of users, their security, as well as descriptions about Google analytics and Cookies.



MAINSTREAMBIO

# Privacy policy

This Privacy Policy applies to MainstreamBIO project website and governs personal data collection and use by the website only. MainstreamBIO project is committed to being transparent and to ensuring your privacy is protected. By using our website, you consent to personal data practices described below. MainstreamBIO project Privacy Policy is effective from 22/12/2022. We reserve the right to update or change the policy at any time, therefore you may want to review it periodically.

**1. How we collect your personal data**

We collect personal data both directly and indirectly. **Directly**: We obtain personal data directly from individuals in a variety of ways, including but not limited to the following cases:

- an individual subscribes to our newsletter/;
- an individual registers to attend in meetings and/or events (e.g. conferences, webinars, etc.) we host and during attendance at such events;
- we establish cooperative relationships with an individual;
- we provide professional services pursuant to our contract with the European Commission;
- an individual participates in an interview or survey organised and performed by us.

**Indirectly**. We obtain personal data indirectly about individuals from a variety of sources, including:

- our research partners;
- our networks and contacts;
- public and open data sources such as public registers, news articles and internet searches;
- social and professional networking sites (e.g. LinkedIn).

**1. What types of data we collect?**

We only collect the data that are necessary for the smooth implementation of our project. These data fall into the following categories:

- **contact details** (name/ surname, e-mail address, street address, mobile phone number; land line phone number);
- **professional information** (job title);
- **demographics** (e.g. age, gender, ...);
- **information about what a person does** (e.g. job title);
- **videos and photos** (from people)

**1. Bases of lawful processing**

We process personal data on the following legal bases: **Legal obligations** – for processing activities required for compliance both with applicable national and European legislation, as well as with the specific legal and regulatory framework of the Horizon Europe Framework Programme for Research and Innovation of the European Union. **Consent** – for processing activities such as organisation of surveys and interviews, completing of questionnaires and dissemination of project's results. **Contractual obligations** – for processing activities such as reporting to the European Commission and complying with project's publicity obligations.

**1. What we do with your personal data**

We process your personal data with the purpose of:

- Conducting research (e.g. interviews, surveys);
- Disseminating our project's results to different types of stakeholders;
- Sending invitations and providing access to guests attending our events and webinars;
- Administering, maintaining, and ensuring the security of our information systems, applications, and websites;
- Processing online requests or queries, including responding to communications from individuals;
- Complying with contractual, legal, and regulatory obligations.

**1. How we secure your personal data when we process it**

We continuously apply a personal data risk assessment process to identify, analyse, and evaluate the security risks that may threaten your personal data. Based on the results of this risk assessment, we define and apply a set of both technical and organisational measures to mitigate the above security risks, including but not limited to:

- Data Protection Policies to guide our personnel when processing your data;
- Written contracts with organisations that process personal data on our behalf;

... (so, we ensure that ... and/or all the following ... Google Drive);

---

HOME ABOUT CONSORTIUM ADVISORY BOARD OUR FOCAL REGIONS OPEN CALL MAINSTREAMBIO TOOLKIT RESOURCES NEWS

**The following cookies are necessary and are always enabled:**

Name	Typical content	Cookie expires after
__cf_bm	The cookie is set by Cloudflare. This cookie is used to distinguish between humans and bots. This is beneficial for the website, in order to make valid reports on the use of their website.	30 minutes
cookieLawinfo-checkbox-analytics	This cookie is set by GDPR Cookie Consent plugin. The cookie is used to store the user consent for the cookies in the category "Analytics".	11 months
cookieLawinfo-checkbox-functional	The cookie is set by GDPR Cookie Consent to record the user consent for the cookies in the category "Functional".	11 months
cookieLawinfo-checkbox-necessary	This cookie is set by GDPR Cookie Consent plugin. The cookies are used to store the user consent for the cookies in the category "Necessary".	11 months
CookieLawinfoConsent	This cookie is set by GDPR Cookie Consent plugin. The cookie records the default button state of the corresponding category along with the status of CCPA.	11 months
viewed_cookie_policy	The cookie is set by the GDPR Cookie Consent plugin and is used to store whether or not user has consented to the use of cookies. It does not store any personal data.	11 months

**The following cookies are functional and are always enabled:**

Name	Typical content	Cookie expires after
wordpress_sec_COOKIEHASH	This cookie is set by WordPress. The cookie is set to provide protection against hackers, store account details.	session

**The following cookies are for analytics and are optional:**

Name	Typical content	Cookie expires after
_ga_*	This cookie is set by Google Analytics. This cookie is used to store and count pageviews.	2 years
_gat	Used to throttle request rate	1 minute
_ga	This cookie is set by Google Analytics. This cookie is used to distinguish users.	2 years

Figure 29. MainstreamBIO website privacy policy page

## 4. Conclusions

The “Design and development of the MainstreamBIO project website” deliverable aimed to provide all operational procedures and technical details regarding the development, maintenance and management of the project’s web-portal. It also sought to provide an overview of its structure and basic elements. As a matter of fact, MainstreamBIO’s website has been a valuable tool to promote the project’s objectives and features to a wide audience but also targeted audiences of bioeconomy stakeholders. For this reason, continuous efforts are being made weekly to disseminate and communicate updates on the project including relevant news and events to provide relevant content to our website visitors and spread MainstreamBIO.













**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	INN
	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