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Engage4BIO

D4.1

Dissemination, Exploitation and Communication Plan including the developed toolkit

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D4.1

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Index of Contents

1 Introduction 10
2 Objectives of the Plan 11
3 The Plan 12
3.1 Target groups 12
4 Brand identity 16
4.1 Logo 16
4.2 Brand manual 16
4.3 Claim 16
5 Tools and channels 17
5.1 Website 17
5.2 Social networks 18
5.2.1 Workflow 18
5.2.2 LinkedIn 18
5.2.3 Twitter 18
5.2.4 Instagram 19
5.2.5 Facebook 19
5.2.6 YouTube 19
5.3 Newsletter 19
5.4 Participation to relevant events 20
5.5 Other projects, initiatives and networks to collaborate with 21
6 Tools and channels per target group 22
7 Engage4BIO Key Performance Indicators 24
7.1 KPI expected 24
7.2 Online engagement indicators 25
7.3 SNs and website engagement indicators 25
7.4 Offline engagement indicators 25
7.5 Barriers and obstacles to reach KPIs 26
8 Communication and dissemination management structure 27
8.1 Partners' responsibilities 27
8.2 Procedures and reporting 27
9 Timeline 29
10 Exploitation of the results 31

11 Annexes 33
11.1 Dissemination and Communication Toolkit 33
11.1.1 Brand manual 33
11.1.2 Logo 35
11.1.3 Website and SNs 38
11.1.4 Stationery and promotional materials 43
11.1.4.1 Deliverable template (portrait version) 43
11.1.4.2 Deliverable template (landscape version) 44
11.1.4.3 PowerPoint template 45
11.1.4.4 Flyer 47
11.1.4.5 Roll-up 48
11.1.4.6 Agenda template 49
11.1.4.7 Virtual background 49
11.1.4.8 Feedback questionnaire 50

Index of Tables

Table 1 Engage4BIO communication and dissemination roadmap 12
Table 2 Identified target groups 13
Table 3 Target audience and dissemination and communication objectives 14
Table 4 Website: KPIs 18
Table 5 SNs: KPIs 19
Table 6 Newsletter: KPIs 20
Table 7 External events 21
Table 8 Participation to events: KPIs 21
Table 9 Tools and channels per main target 23
Table 10 Expected outputs 25
Table 11 Tools and metrics to measure some KPIs 25
Table 12 Barriers and obstacle0s to reach KPIs 26
Table 13 Dissemination and communication requested fields 28
Table 14 List of project exploitable assets 31

Index of Figures

Figure 1 Website tree 38
Figure 2 Website homepage 38

Figure 3 HUB web page (Austria) 39
Figure 4 Website: subscribe to Engage4BIO database and newsletter 40
Figure 5 Enagae4BIO: Twitter profile 41
Figure 6 Engage4BIO: Facebook profile 41
Figure 7 Enange4BIO: LinkedIn profile 42
Figure 8 Engage4BIO: Instagram profile 42
Figure 9 Agenda template 49

Partners short names

ZSI	Zentrum für Soziale Innovation Gmbh
WR	Stichting Wageningen Research
APRE	Agenzia per la Promozione della Ricerca Europea
BZN	Bay Zoltan Alkalmazott Kutatasi Kozhasznu Nonprofit Kft.
EAEA	European Association For The Education Of Adults
MOME	Moholy-Nagy Muveszeti Egyetem
artEZ	Stichting Artez
CLIC	Clic Innovation Oy
TMG	Business Upper Austria – Oo Irtschaftsagentur Gmbh
MET	Metropolia Ammattikorkeakoulu Oy
UNIPA	Università Degli Studi Di Palermo

Abbrevations

EC	European Commission
NL	Netherlands
HU	Hungary
AT	Austria
FI	Finland
IT	Italy
OER	Open educational resources
KPIs	Key Performance Indicators
ENRD	European Network for Rural Development
CBE JU	Circular Bio-based Europe Joint Undertaking
EUBIONET	European Bioeconomy Network
SNs	Social Networks
WP	Work Package
D	Deliverable
M	Month
WP	Work Package

Executive Summary

This document defines the plan that will guide the dissemination and communication efforts of Engage4BIO Consortium throughout the duration of the project.

Aims and scope of dissemination, communication and exploitation are different, according to the official glossary of the EC[1]:

1. **Dissemination**: the public disclosure of the results (e.g. any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected) by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium
2. **Exploitation**: the use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities
3. **Communication**: these measures should promote the project throughout the full lifespan of the project. The aim is to inform, reach out to society and show the activities performed, and the use and benefits the project will have for citizens.

Dissemination, communication and exploitation Plan has been developed during the first months of the project and it is integrated under WP4 – Communication, dissemination and exploitation. APRE's team, as WP4 leader, will be responsible for the overall management and support of the activities defined under the present Dissemination, communication and exploitation Strategy and will develop the main tools and materials to be used during the project. The present document outlines:

- Objectives of the strategy;
- Target audiences and respective dissemination and communication objectives;
- Engange4BIO brand identity and Communication Kit;
- Main dissemination and communication tools and channels to reach the audiences;
- Main activities including an indicative timeline for their implementation;
- A set of Key Performance Indicators (KPI), barriers and obstacles considered to reach KPIs.

All partners will also be actively involved in the dissemination and communication actions implementation and are highly committed to ensure a satisfactory dissemination of the project's results. The expected contributions from partners are to:

[1] https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/support/glossary

- Implement promotional and dissemination campaigns in their own countries and at European level
- Exploit their contacts and networks
- Supply news and updates for the web portal and newsletter
- Interact with the project's posts on various Social Media Channels
- Participate in relevant events to promote the project and its outcomes

1 Introduction

Engage4BIO is a three years project with the aim of strengthen circular, sustainable bioeconomy and sustainable regional development through engaging quadruple helix actors, taking into account their diversity of societal, economic and cultural perspectives from five regional bio-based systems. The regional bio-based systems focus on the five major value chains namely:

1. circular and bio-based textiles (NL)
2. agriculture and agro-food industries (HU)
3. wood and interior (AT)
4. bio-based and sustainable packaging (FI)
5. blue bioeconomy (IT)

Embedding art and design in the activities will boost the uptake to strengthen local governance feedback loops and respective governance models, to increase design thinking and co-create formats for training, retraining, mentoring and skills development and transfer, fostering understanding and engagement in bio-based systems and to co-create communication and awareness campaigns.

The outcomes will be captured within a bioeconomy development framework transferrable to European regions. It is fully open to the public by providing the resources as open educational resources (OER). Thus, exploitability reaches even beyond the targeted audience and allows access beyond borders. This transferability and openness is key, since bioeconomy implementation is often limited in regions and fails to engage on a broad level.

Overall, Engage4BIO foreseen six specific objectives:

1. Establishment of innovative governance framework
2. Develop and adopt guidelines on regional bioeconomy transfer of skills, re-training and adult learning programmes
3. Setup co-creation workshops to develop measures for active and sustainable engagement open to all actors
4. Understand and analyse social attitudes, its implications, economic barriers and potentials to develop transferrable guidelines and recommendations
5. Developing feedback loops, actionable policy recommendations, briefs and manuals for policymakers
6. Connect and build channels for exchange of results, insights and strategies to important initiatives and activities and particularly to their educational efforts

To ensure that results gained during the course of the Enagage4BIO project exert their full impact, effective activities for the dissemination, communication and exploitation of results will be pursued throughout the project duration. Thus, this Strategy underlines the overreaching dissemination, communication and exploitation objectives of Enagage4BIO, describes measures, timeframes and responsibilities of the partners during the lifetime of the project and defines the monitoring phases as well as the reporting of the project's achievements.

2 Objectives of the Plan

The main objective of the dissemination and communication Plan of the Engage4BIO is to offer partners a set of guidelines, responsibilities and timelines on how/when/where to disseminate the project, as well as to encourage them to use their channels (corporate websites, social networks, etc.) to support the dissemination, with the following goals:

- Raise awareness on the project activities and events
- Communicate and disseminate results achieved among Engage4BIO target groups
- Identify and use the right channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press releases, multiplier organisations, etc.)
- Produce the necessary supporting material to ensure an effective dissemination, including printed material (i.e. brochure, poster, roll-up) and digital materials (videos, infographics)
- Facilitate regular communication, through press releases and newsletters, to inform about the latest news and developments of the project to the media
- Identify potential ways for ensuring all projects outcomes beyond the duration of the project

3 The Plan

The strategy focuses on establishing realistic dissemination and communication activities in line with the progress of the project and the utilization of appropriate tools, channels and formats to communicate with the target audiences in a defined timeline.

To achieve dissemination and communication objectives in a timely and adequate manner, Engage4BIO consortium will follow the roadmap below:

Activity	Time plan	Description
Planning	M1-M6	Identify the communication and dissemination strategy to ensure a wide outreach of project's outcomes
Implementation	M6-M36	Produce a set of tools (supports and channels) to diffuse key messages extracted from the project results to the identified target groups
Monitoring	M6-M36	Analyse and assess the impact and success of dissemination and communication activities by comparing the results to the pre-established key performance indicators (KPIs)
Sustainability	M30-M36	Identify and establish mechanisms needed to ensure persistent and long-lasting visibility of Engage4BIO outcomes

Table 1 Engage4BIO communication and dissemination roadmap

3.1 Target groups

All communication messages will be tailored on the needs of the target audience. Different target groups have diverse interest in the project results. Taking into account that bioeconomy is a broad field, which is of interest for multiple actors, since the beginning of the project different target groups were taken into consideration:

Target group	Specificities
(1) Policymakers	• Local, regional, national and international level policymakers
(2) Educational organisations	• Adult • Training institutions • Museums • Schools
(3) Business	• Primary producers • Industry • SMEs • Trade • Service providers
(4) Civil society	• Consumers • Artists • Interested citizens • NGOs
(5) Scientific Communities	• Researchers

	• Academics • Research initiatives
(6) Other bioeconomy projects and initiatives	• ENRD • CBE JU • BIOEAST Initiative • EuBioNet
(7) Other region networks, intermediate organisations	• National clusters • Regional development agencies • Innovation brokers • network organisations

Table 2 Identified target groups

The following table indicates the objectives of the communication and dissemination activities for each selected category of the stakeholders. It also describes how different stakeholder groups will be approached

Table 3 Target audience and dissemination and communication objectives

Target group	Dissemination objectives	Communication objectives
Policymakers	• Promote Engage4BIO results and outputs • Expand Engage4BIO database • Promote co-creation workshops and webinars • Promote training and monitor programmes • Promote Policy recommendation and innovation governance models • Engage them with social media activities to increase posts' engagement and overall followers	• Receive feedback on recommendations • Receive feedback on co-creation activities: what worked and what did not work, to improve future workshops • Promote the implementation of art events and communication campaigns • Promote Awareness raising campaigns • Encourage interaction via social media to stimulate interest in the bioeconomy matter
Educational organizations	• Promote Engage4BIO results and outputs • Expand Engage4BIO database • Promote co-creation workshops and webinars • Promote training materials (catalogue and practice example) • Engage them with social media activities to increase posts' engagement and overall followers	• Receive feedback on recommendations • Receive feedback on co-creation activities: what worked and what did not work, to improve future workshops • Promote the implementation of art events and communication campaigns • Promote Awareness raising campaigns • Encourage interaction via social media to stimulate interest in the bioeconomy matter
Business	• Promote Engage4BIO results and outputs • Expand Engage4BIO database • Promote co-creation workshops and webinars • Engage them with social media activities to increase posts' engagement and overall followers	• Receive feedback on recommendations • Receive feedback on co-creation activities: what worked and what did not work, to improve future workshops • Promote the implementation of art events and communication campaigns • Promote Awareness raising campaigns • Encourage interaction via social media to stimulate interest in the bioeconomy matter
Civil society	• Expand Engage4BIO database • Promote co-creation workshops and webinars	• Receive feedback on co-creation activities: what worked and what did not work, to improve future workshops • Promote the implementation of art events and

		communication campaigns • Promote Awareness raising campaigns • Encourage interaction via social media to stimulate interest in the bioeconomy matter
Scientific communities	• Promote Engage4BIO results and outputs • Engage them in Engage4BIO workshops key-note speakers • Expand Engage4BIO database (newsletter) • Promote co-creation workshops • Engage them with social media activities to increase posts' engagement and overall followers	• Receive feedback on recommendations • Receive feedback on co-creation activities: what worked and what did not work, to improve future workshops • Promote the implementation of art events and communication campaigns • Promote Awareness raising campaigns • Encourage interaction via social media to stimulate interest in the bioeconomy matter
Other bioeconomy projects and initiatives	• Promote Engage4BIO results and outputs • Engage them in Engage4BIO workshops key-note speakers • Promote recommendations • Expand Engage4BIO database (newsletter) • Promote co-creation workshops • Engage them with social media activities to increase posts' engagement and overall followers • Create new networking opportunities	• Receive feedback on recommendations • Receive feedback on co-creation activities: what worked and what did not work, to improve future workshops • Encourage interaction via social media to stimulate interest in the bioeconomy matter • Encourage joint social campaigns • Promote the implementation of art events and communication campaigns
Other region networks, intermediate organisations	• Promote Engage4BIO results and outputs • Promote recommendations • Expand Engage4BIO database (newsletter) • Promote co-creation workshops and webinars • Engage them with social media activities to increase posts' engagement and overall followers • Create new networking opportunities	• Receive feedback on recommendations • Receive feedback on co-creation activities: what worked and what did not work, to improve future workshops • Encourage interaction via social media to stimulate interest in the bioeconomy matter • Encourage joint social campaigns • Promote the implementation of art events and communication campaigns

4 Brand identity

The visual identity of a project consists of a set of elements that forms its graphic individuality.

APRE developed an initial visual identity for the Engage4BIO project at M1, having developed the dissemination and communication toolkit (Annex to this deliverable), deliverable and presentation's template and stationery.

4.1 Logo

As a result of the analysis of keywords which summarize themes and objectives of the project and the definition of the colour palette, the designer proposed different options for the project's logo, which can be seen in Annex 11.1.2.

In the logo of Engage4BIO the symbol of the leaf (bioeconomy), multiplies and arranged itself in a circular path (circularity and engage), turning into a light bulb/pen, depending on how it is interpreted (art, design thinking, co-creation) and, finally, in a pin geolocation (regionality).

4.2 Brand manual

After the final logo was chosen, APRE created a brand manual (Annex 11.1.1), which was distributed to all partners with the aim of providing them with guidelines on how to best use the logo, the specific font, colours and dimensions, as well as examples of logo applications on various materials.

4.3 Claim

The claim is a sentence that wants to emphasize the main core of the project and catch immediately the attention of people. After analysing different alternatives, the chosen claim of Engage4BIO is "*Multi-stakeholder engagement to strengthen regional bioeconomy value-chains*."

5 Tools and channels

The achievement of the Dissemination and Communication Strategy objectives will be ensured by the complementarity of its component activities. These will guarantee both project dissemination and constant and/or specific feedback from stakeholders.

APRE will manage and ensure the ongoing synergy between the activities to make the most out of the content produced within the project, by communicating the knowledge in different styles (infographics, videos, images, etc) for different platforms (website, social networks, etc). Therefore, several tools and channels will be used to support the communication of the right messages to the targeted audiences as presented below.

5.1 Website

The first version of the Engage4BIO website (splash page) was launched in December 2022 (M3), the full website is running since January 2023 (M4) at the URL: https://www.engage4bio.eu/. The website acts as the main portal for Engage4BIO's editorial content, its engagement activities and all related events in which partners will participate.

All website contents will be reviewed by APRE taking into account SEO (Search Engine Optimization) best practices for a better indexation and accessibility of the project via Internet. Additionally, the project will use Google Analytics 4 for web analytics service to track website traffic and assess useful statistics that will help to optimize the website and the communication and dissemination strategy. Relevant statistics that will be monitored are:

- Unique visitors;
- Total visitors;
- Which links and countries the web traffic comes from;
- Number of download of documents (public results, communication kit, newsletters).

The website is also the entry point for any interested user: the page 'Join our community' is an open form where the user can fill in with contact details for join:

- **Project's Newsletter** to be informed about the project's outcomes;
- **Project's Database** which will results in: invitation to events and workshops; relevant activities and initiatives implemented in the context of bioeconomy-related EU projects in which Engage4BIO consortium is involved; newsletter of the project.

The policy privacy is respected as indicated in the webpage.

Structure of the website is detailed in Annex 11.1.3.

Table 4 shows metrics considered to reach the KPIs for this activity.

Metrics	KPI
• Unique visitors • Time spent on the website and returning visitors	• Unique visitors in 3 years: 10.000 • Visitors spending 1 minute or more on the website: >75% • Website contents shared by external users on SNs: 400

• Number of countries; Website contents shared by visitors • Download of training materials	(in 3 years) • Training material (catalogue and practice examples) of innovative outreach and awareness formats for bioeconomy disseminated: >300

Table 4 Website: KPIs

5.2 Social networks

Engage4BIO maintains an active presence in four major social media platforms: LinkedIn, Twitter, Facebook and Instagram. The main objective of this online presence is to reach as many stakeholders as possible (with a special attention to generic public) thanks to a findable and recognizable production of contents. All the profiles are active since M2.

The different types of social networks used will be appropriate to reach specific target groups, and likewise the content disseminated will also depend on these groups. The same applies for paid campaigns launched for the promotion of specific initiatives or results, which will be tailored based on contents and the target audience and agreed in synergy with the Consortium.

5.2.1 Workflow

APRE set a specific workflow for SNs publications.

By the 10th of every month (to be postponed to the first working day available in case of holidays), partners can send to APRE their inputs (via the form available online on the project repository) about tasks implementation and results, but also about relevant news regarding Engage4BIO framework (activities performed, events attended, etc.). Thanks to these inputs, APRE can setup a draft of the editorial plan for the month ahead.

In addition to partners' suggestions, APRE will prepare posts about: partners' organization and their roles in the project, short interviews to the main target stakeholders about challenges and solutions, coordinated contents with other EU projects and initiatives and national target stakeholders.

8 different cards will be produced every month with original contents and re-share of relevant events or initiatives.

5.2.2 LinkedIn

The LinkedIn Engage4BIO page will be used in order to increase the visibility of the project at a professional level. LinkedIn gives networking opportunity for professionals and members and creates links between different working groups and projects. LinkedIn also offers the possibility to reach many business and policy stakeholders and therefore plays a key role in the communication activities of the project.

5.2.3 Twitter

Twitter can reach a wider and more heterogeneous audience and will be used mainly for resharing and collaborations with other EU funded projects. It will be used with more

frequency than other channels to post comments and news about the achievements and progress of the project and to promote project reports and participation in events.

5.2.4 Instagram

Instagram offers, due to its features, the possibility to create visual contents based on art. It will be used to reach a younger portion of the civil society and involve it in bioeconomy through the sharing of knowledge and art. Given the target chosen for this SN, the tone of the speech will be less formal and the type of post will attract more attention.

5.2.5 Facebook

Facebook has a large audience and offers the possibility to involve a good part of civil society on the issues of bioeconomy. In this regard it will be used as a tool to engage people through art with art-themed posts, to promote events and fairs on bioeconomy and to tell the steps of the project.

5.2.6 YouTube

Engage4BIO YouTube account will be used as video-repository of the project, in case webinars, workshops and public co-creation activity will be recorded. In addition, at least 4 short videos will be published with the aim of highlighting project's main features. The timing of the publication of these short videos will be analysed in chapter 9 "Timeline".

Table 5 shows metrics considered to reach the KPIs for this activity.

Metrics	KPIs
Number of followers, engagement rates (via SNs analytics)	• At least 3.000 followers in 3 years (considering all SNs) • Facebook followers: >400 by M12; >700 by M24 • Instagram followers: >500 by M12; >800 by M24 • Instagram monthly interactions (average): >1.000 M12; >3.000 M24 • Twitter profile monthly visits (average): >250 by M12; >600 by M24 • Monthly tweet impression (average): >10.000 by M12; >25.000 by M24 • Click Through Rate (CTR) on LinkedIn (average): >5% • Engagement rate on LinkedIn (average): >8%

Table 5 SNs: KPIs

5.3 Newsletter

The consortium foresees the production of 9 newsletters during the project, whose purpose will be to raise awareness of the project and its latest news. These newsletters will be sent proactively to the target audience identified, but it will also be possible for interested parties to subscribe via the Engage4BIO website.

Moreover, Engage4BIO can leverage on the EuBioNet network, a proactive alliance of more than 120 EU funded projects and 17 initiatives dealing with bioeconomy promotion, communication and support, aiming to maximise the efforts, increasing the knowledge

sharing, networking, mutual learning, coordination of joint activities and events. Engage4BIO joined EuBioNet since M1 and can count on its community (1458 followers on Twitter and 236 participant on LinkedIn group).

APRE, as WP4 leader, can leverage on its national network that counts on 10.950 receivers of news and events regarding Horizon Europe Cluster 6 in its database and other 3.000 receivers of *APREmagazine*, a magazine addressed to APRE members and those who are interested in the world of research and innovation.

EAEA can share all the material through its own network, 143 organization from 43 countries.

Overall, the whole Consortium can count on a large scale outreach landscape that includes:

- 30.000 Facebook followers
- 15.000 Twitter followers
- 90.000 LinkedIn followers
- 100.000 newsletter receivers

Table 6 shows metrics considered to reach the KPIs for this activity.

Metrics	KPI
• Download from the website • Reach of each partner mailing	• Download: >7000 • Reach: >50.000

Table 6 Newsletter: KPIs

5.4 Participation to relevant events

The participation in national and European/international conferences, events and fairs will allow Engage4BIO to directly liaise with key stakeholders and to provide them with constant updates on project progress. Engage4BIO partners are invited to participate in events, conferences and workshops during the project. Engage4BIO partners have already identified some relevant events where the participation of the project partners may be considered (see Table 7).

Title	When	Type of event
ECOMONDO	November 2023	Conference/ Exhibition
EUBCE - European Biomass Conference & Exhibition	June 2023	Conference/ Exhibition
EFIB - European Forum for Industrial Biotechnology	October 2023	Conference/ Networking event
Global Bioeconomy Summit	TBD	Conference/ Exhibition

CBE JU Stakeholder Forum	December 2023	Conference/ Networking event
ERSCP - European Roundtable for Sustainable Consumption and Production	July 2023	Conference
CBE JU Info Day and networking event	TBD	Conference/ Networking event
ESDW - European Sustainable Development Week	TBD	Conference/ Exhibition
EU Green Week	June 2023 (annual event)	Conference/ Exhibition
ESOF – Euro Science Open Forum	2024 edition (biannual event)	Conference
International Bioeconomy conference	June 2023	Conference
Maker Faire (International)	October 2023	Exhibition
European Research Night	September 2023	Conference/ Exhibition
European Sustainable Development Week	TBD	Conference/ Exhibition
EU Green Week	TBD	Conference/ Exhibition

Table 7 External events

Table 8 shows metrics considered to reach the KPIs for this activity.

Metrics	KPI
• Numbers of events • Number of attendees	Number of people reached during the events: >8.500

Table 8 Participation to events: KPIs

5.5 Other projects, initiatives and networks to collaborate with

An important pillar of the project will be the interaction between other EU funded projects, initiatives and other networks with the aim to define possible collaborations, exchange information and expertise, cross-fertilise and increase the collective impacts of the projects. A specific task (T4.3) is defined to achieve the following aims:

1. join forces and exchange ideas, methodologies and good practices in the promotion, uptake and dissemination of bioeconomy, sustainable certification schemes of bio-based products;
2. facilitate networking, collaboration, share methodologies, lessons and planned activities;
3. improve the quality and impact of projects' activities, facilitating collaboration among projects having similar objectives and target beneficiaries;
4. share communication channels and tools to reach the widest possible audience and maximise the efficiency of Engage4BIO communication and outreach activities.

During the lifetime of the project, relevant projects, initiatives and networks to collaborate will be map and analyse, in order to increase Engage4BIO impacts (representing the basis for activities implemented in T4.3).

Topics and project's outputs will be identified based on which cooperation could be based on. Also entities to be engaged will be identified, categorised according to their public relevance and network owned, in order to find common benefits acquired thanks to each collaboration.

6 Tools and channels per target group

The following Table 9 showcases how each Engage4BIO target group will be approached and with which tool and by which channel

Table 9 Tools and channels per main target

Tools and channels	Target groups						
	Policymakers	Educational organizations	Business	Civil society	Scientific communities	Other bioeconomy projects and initiatives	Other region networks, intermediate organisations
Website	X	X	X	X	X	X	X
Communication kit (flyer, poster, rollups)	X	X	X	X	X	X	X
Twitter, LinkedIn	X	X	X		X	X	X
Facebook, Instagram		X	X	X		X	
Newsletter	X	X		X	X		X
Videos		X	X	X	X	X	X
Conferences	X	X	X	X	X	X	X

7 Engage4BIO Key Performance Indicators

7.1 KPI expected

A Performance indicator represent what the successful outcome should be in terms of impact on the economy/society beyond those directly affected by the project activities[2].

A set of KPIs are defined in the Grant Agreement in order to assess the implementation of the Strategy every 12 months. KPIs will enable APRE to correct and adapt the strategy (through a dedicated section within periodic report at M18), considering also new emerging needs or external factors affecting the project. KPIs are built considering ones contained in the Grant Agreement and new ones introduced in the first months of the project.

In the yearly assessment, the following table will be updated with a column showing the progresses.

Tools, activities, channels	Metrics	Expected results
Website	• Unique visitors • Time spent on the website and returning visitors • Number of countries; Website contents shared by visitors • Download of training materials	• Unique visitors in 3 years: 10.000 • Visitors spending 1 minute or more on the website: >75% • Website contents shared by external users on SNs: 400 (in 3 years) • Training material (catalogue and practice examples) of innovative outreach and awareness formats for bioeconomy disseminated: >300
SNs	• Number of followers, engagement rates (via SNs analytics)	• At least 3.000 followers in 3 years (considering all SNs) • Facebook followers: >400 by M12; >700 by M24 • Instagram followers: >500 by M12; >800 by M24 • Instagram monthly interactions (average): >1.000 M12; >3.000 M24 • Twitter profile monthly visits (average): >250 by M12; >600 by M24 • Monthly tweet impression (average): >10.000 by M12; >25.000 by M24 • Click Through Rate (CTR) on LinkedIn (average): >5% • Engagement rate on LinkedIn (average): >8%
Newsletter	• Download from the website	• Download: >7000 • Reach: >50.000

[2] European Commission, Directorate-General for Research and Innovation, Horizon 2020 indicators : assessing the results and impact of Horizon, Publications Office, 2015, https://data.europa.eu/doi/10.2777/71098

	• Reach of each partner mailing	
Participation to events	• Numbers of events • Number of attendees	• Number of people reached during the events: >8.500

Table 10 Expected outputs

7.2 Online engagement indicators

- Delivery Rate = number of emails delivered/number of emails sent (measured in percentage);
- Open Rate = number of emails opened/number of emails delivered (measured in percentage);
- Opt-out Rate = number of unsubscribes/number of emails opened (measured in percentage);
- Click to delivery rate = number of clicks in the email/number of emails delivered (measured in percentage);
- Response Rate = Total number of first time responses/total number of emails opened.
-

7.3 SNs and website engagement indicators

TOOLS	DATA
Google Analytics 4	Unique visitors on the project website Total visits on the project website
Facebook and Instagram Insights	Likes, unlikes, engagement, reach
LinkedIn statistics	LinkedIn followers
Twitter Analytics	Twitter impressions New followers, Nr. Tweets, Impressions, Link clicks, Retweets, Favourites, Replies, Mention
YouTube counter	YouTube views

Table 11 Tools and metrics to measure some KPIs

7.4 Offline engagement indicators

Quantitative Analysis

- Quantity and quality of submissions/participations;
- Former engaged stakeholder vs. novel engaged stakeholder.

Qualitative Analysis

- Stakeholder satisfaction;
- Community Building, in terms of established collaborations;
- Awareness raising, in terms of Engage4BIO SNs subscribers after the event;
- Cost effectiveness, in terms of effort used compared to the above-mentioned indicators;
- Performance improvements.

7.5 Barriers and obstacles to reach KPIs

The potential barriers to dissemination and communication related to the main actions foreseen are identified in Table 12.

Tools, activities, channels	Metrics	Barriers and obstacles
Website	• Number of visits, time spent on the website and returning visitors; • Number of countries; website contents shared by visitors	• Partners do not promote in their channels the website • Other EU projects and initiatives do not reshare news and contents through their channels • Limited number of information sources trusted/preferred
Newsletter	• Number of downloads • Articles realised by entities external to the consortium	• Low confidence in the quality of the information provided • Unclear utility and relevance for users • Non-user-friendly format
Social Networks (SNs)	• Number of followers, engagement rates (via SNs analytics)	• Limited capacity to reach intended users • Project results presented in language not adapted and/or not accessible to the different target groups • Limited attractiveness of the information
Events and conferences	• Numbers of events • Number of attendees	• Too many events focused on similar contents • Restriction to the participation on on-site events • Participants do not see added value of the event

Table 12 Barriers and obstacle0s to reach KPIs

These barriers could be overcome by a clear definition of the target groups that Engage4BIO wants to reach and engage, defining the content in a way that is really attractive to them. Additionally, the management structure developed for the involvement of all partners in the process of dissemination and communication activities should assure the achievement of the KPIs.

8 Communication and dissemination management structure

8.1 Partners' responsibilities

APRE, leader of the WP4, is responsible for the overall management and support of the activities defined under the present dissemination and communication strategy; moreover, it is in charge for the development of the main tools and graphic materials that will be used during the project.

Each partner will:

- Contribute to the communication and dissemination strategy implementation;
- Engage new stakeholders in their hub and animate the cooperation with them;
- Ensure the control of the quality of the activities implemented.

All Engage4BIO partners will be actively involved in the implementation of communication and dissemination activities. More specifically, the expected contributions from partners are the following:

1. Implementing dissemination activities in their own countries and at European level;
2. Exploiting their contacts, networks and channels;
3. Supplying news and updates for the web portal and newsletter via the form available on the project repository;
4. Helping to keep the project's Social Media Accounts (SMAs) alive and active, in particular supporting the development of contents to be communicated;
5. Participating to conferences, workshops, events etc. in order to promote the project and its outcomes.

8.2 Procedures and reporting

Monitoring will be carried out by each partner on a regular basis through an online report template uploaded on the project repository.

The communication and dissemination strategy will undergo a periodic update, every 12 months. Through continuous monitoring, Engage4BIO will be able to continuously measure its performance, key impacts and propose corrective actions to improve performance and maximise impacts, if needed, thus adopting a fully scalable approach to its Communication and Dissemination strategy.

Measurement of impacts and outreach will be guaranteed by the consolidated monitoring report, involving both the online, social media channels and the engagement activities as described in the Technical Annex to the Grant Agreement.

To measure the engagement and interest via off-line communication, feedback will be collected from the participants in Engage4BIO workshops and events. The partners will collect qualitative feedback via questionnaires shared after (or during) the event itself (see Annex 11.1.4.8). The integration of outreach data, online engagement and qualitative stakeholders' feedback will constitute the basis for an integrated analysis of the impacts generated by the project activities.

The monitoring activity will be carried out on a regular basis and its first outcomes will be included in D.4.2 *Report on dissemination, communication, exploitation pathway and networking activities* (M18). This deliverable will also contain a section dedicated to the updated information of this Strategy, if any.

In order to guarantee the effective involvement of all partners in the communication and dissemination activities, procedures concerning reporting activities and for contributing to the activities were defined.

An online spreadsheet was created in order to track all the communication and dissemination activities performed by partners. It contains two different sheets, one for communication activities and one for dissemination ones. In depth, each sheet contains:

Dissemination activities	Communication activities
Partner	Partner
WP	WP
Dissemination activity name	Task
Date	Communication activity name
Type of activity	Description
Target audience	Target audience
Description of objectives with reference to specific project output	Outcome
Link/website	Status
Status of the activity	Link/website
# of people reached	# of people reached

Table 13 Dissemination and communication requested fields

9 Timeline

In this chapter, a timeline for all WP4 related activities expected to be implemented throughout Engage4BIO project is provided. Monitoring activity will be carried out on a regular basis and its first outcomes will be included in D.4.2 *Report on dissemination, communication, exploitation pathway and networking activities* (M18). This deliverable will also contain a section dedicated to the updated information of this Strategy, if any.

YEAR 1		
M	Activities	
M1	Logo, ppt template, launch of SNs	SNs animation
M2	Definition of website pages (I), creation of Engage4BIO Brand identity	
M3	Engage4BIO splash page, definition of website pages (II), Word Template for deliverables	
M4	Engage4BIO website online	
M5		
M6	Engage4BIO Strategy for dissemination, exploitation and communication (D4.1) with Communication Kit (stationery and promotional materials)	
M7	Newsletter #1	
M8		
M9		
M10		
M11	Newsletter #2, European researcher's Night 2023	
M12	Video #1	
YEAR 2		
M13		SNs animation
M14		
M15	Newsletter #3	
M16		
M17		
M18	Video #2	
M19	Newsletter #4	
M20		

M21		
M22		
M23	Newsletter #5, European researcher's Night 2024 (TBD)	
M24	Video #3	
YEAR 3		
M25		SNs animation
M26		
M27	Newsletter #6	
M28		
M29		
M30		
M31	Newsletter #7	
M32		
M33		
M34	Newsletter #8	
M35	Video #4, European researcher's Night 2025 (TBD)	
M36	Newsletter #9, Engage4BIO final conference	

10 Exploitation of the results

An efficient exploitation of results is a key premise for enhancing the project's outcomes and impacts after its end. Aim of the upscaling is to expand and allow replication of the co-created activities and results to reach more actors and broaden the effectiveness of the activities. The scaling up strategy will ensures at first the transferability (assured through the associated partner regions). Further, the strategy will decide about types of scaling up, either on a quantitative basis (increasing the numbers of networks, regions, actors), on a functional level (by increasing the effectiveness) or on a political/organisational level (applying activities on a different level). The upscaling approach will be combined with strategic choices in the areas of dissemination but also the organisational process (integration of regions, networks), costs and mobilization of resources as well as monitoring and evaluation to measure the impact of the scaling activity.

The exploitable assets that will emerge from Engage4BIO activities will be share with the aim of maximising the project impact and systematically plan for its exploitation beyond its lifetime. The following table shows the exploitable assets, and highlights the deliverables and Work Packages they refer to, as well as the partner overall responsible for them:

Table 14 List of project exploitable assets

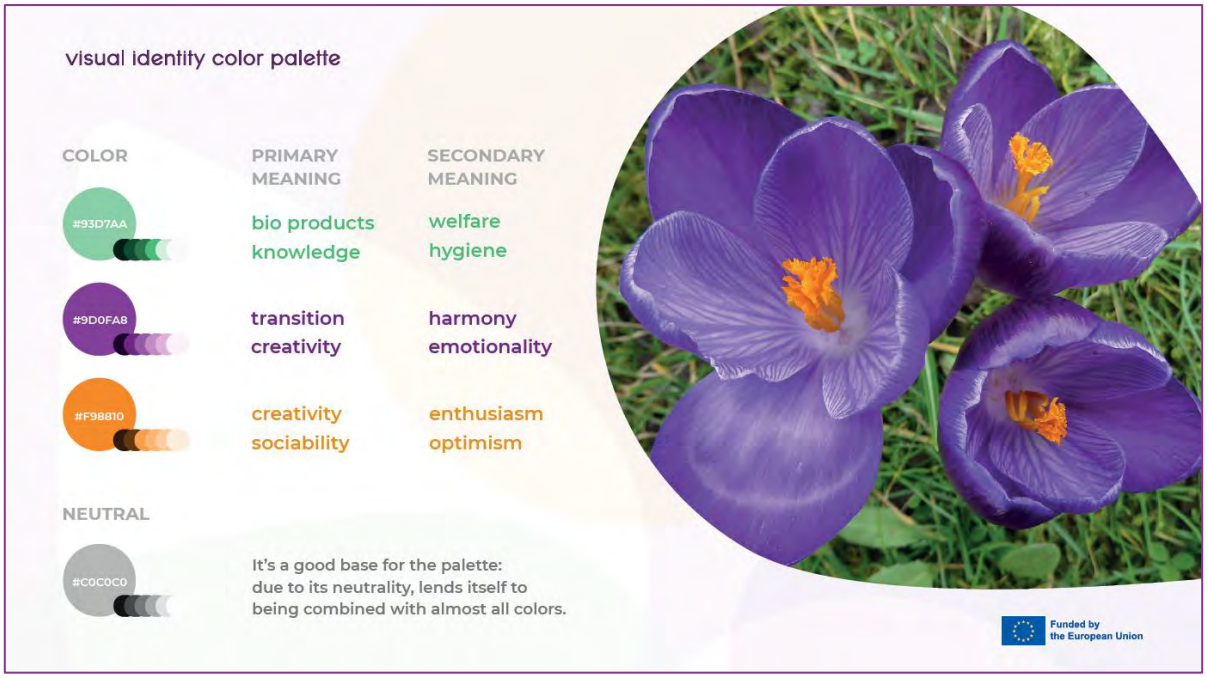
Title	WP(s)	Deliverable	Responsible partner
Catalogue on innovative training, engagement and feedback loops, theoretical Framework, map and gap analysis, innovation process	WP1	D1.1	WR
Recommendations for policy makers	WP1	D1.2	ZSI
Collection of co-created innovative art integrated formats and activities on education, knowledge gain and innovative governance	WP2	D2.2	EAEA
Guidelines on bioeconomy development and interlinked adult education opportunities	WP3	D3.1	EAEA
Guidelines on bioeconomy development and interlinked art events and awareness raising activities	WP3	D3.2	MOME
Guidelines on governing of innovation processes for bioeconomy development and its upscaling into other regions	WP3	D3.3	ZSI

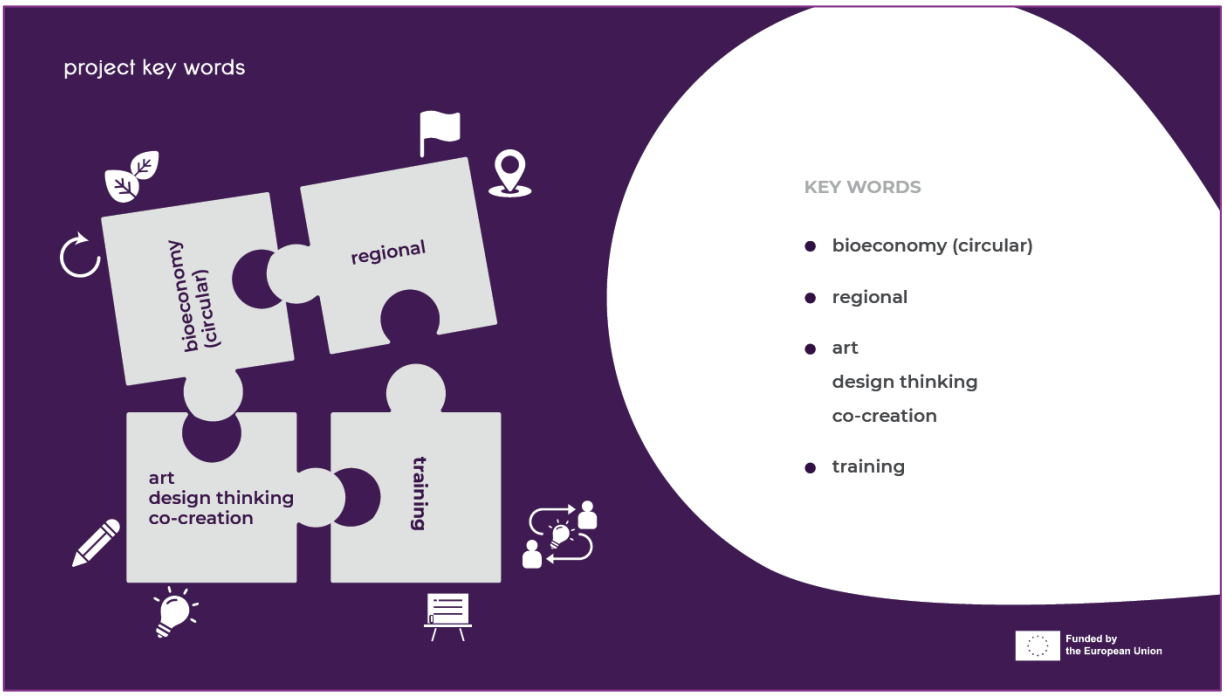
Exploitation activities will be compliant with the Data Management Plan (DMP) (D5.3) and also with the Consortium Agreement signed by partners [Article 8.1 “Ownership of results” *Results are owned by the Party that generates them*]. Joint ownership is governed by Grant Agreement Article 16.4 and its Annex 5, Section Ownership of results [Consortium Agreement, Article 8.1 – “Joint ownership”].

11 Annexes

11.1 Dissemination and Communication Toolkit

11.1.1 Brand manual



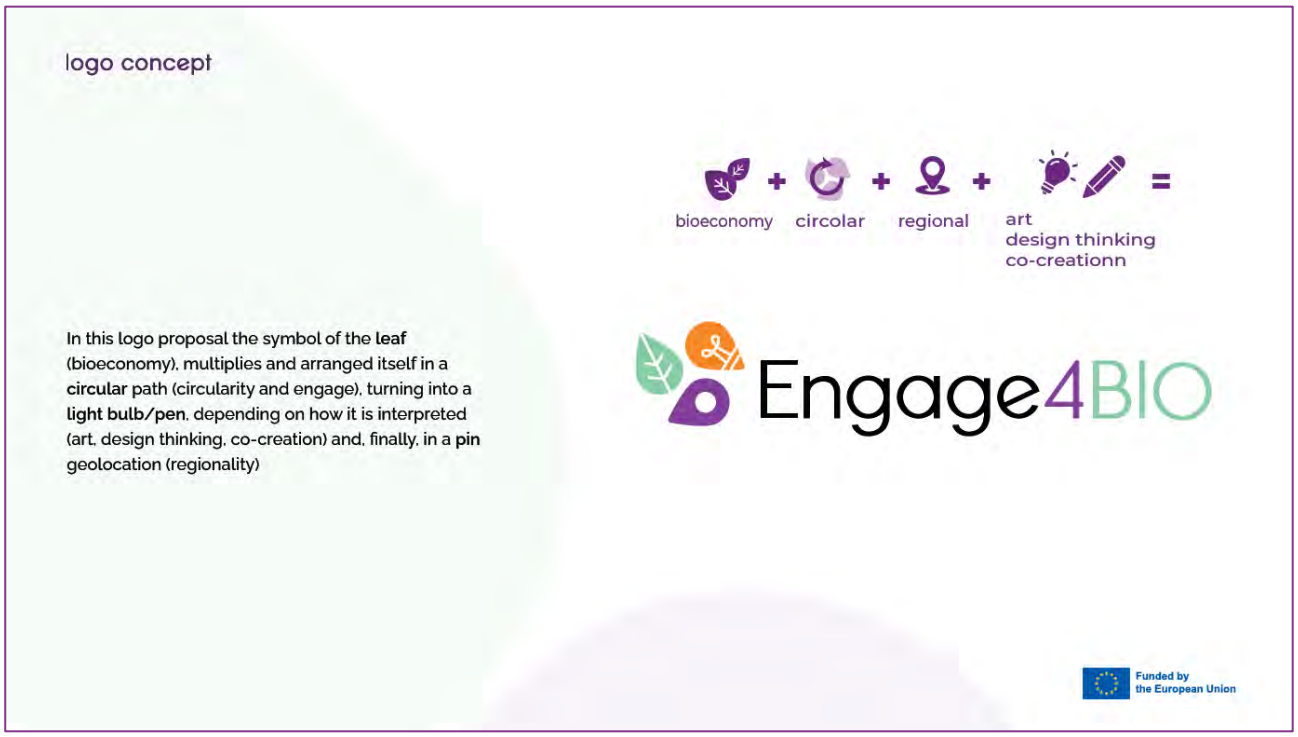


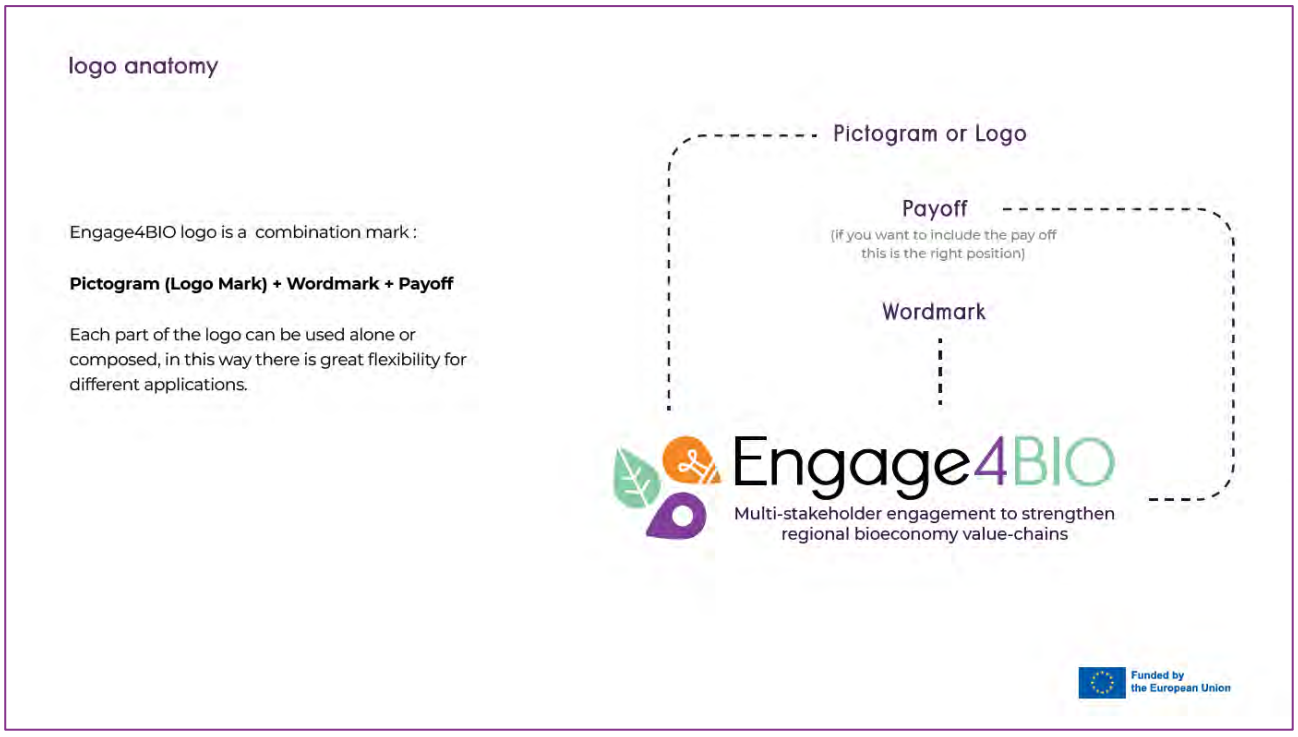
applications
Engage 4BIO
Funded by the European Union

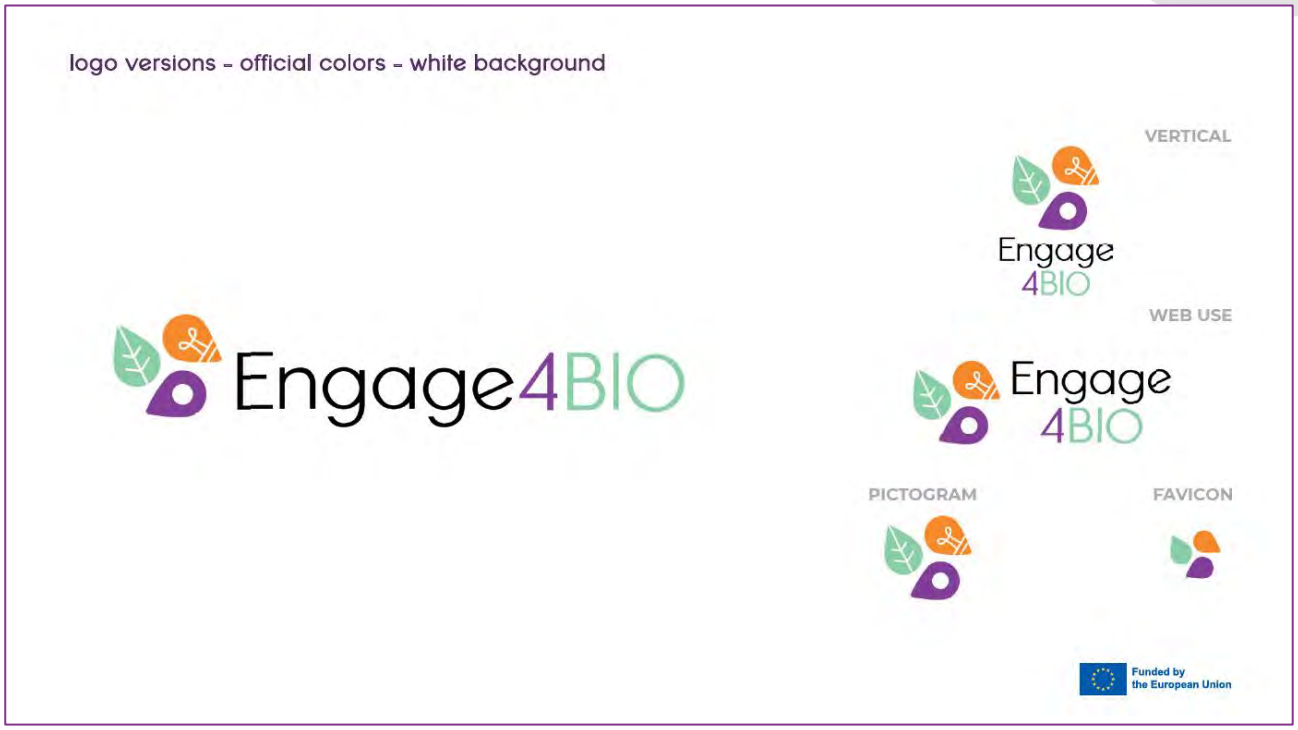
applications
Engage 4BIO
Engage4BIO
APPE
Serena Fabbrini
Funded by the European Union

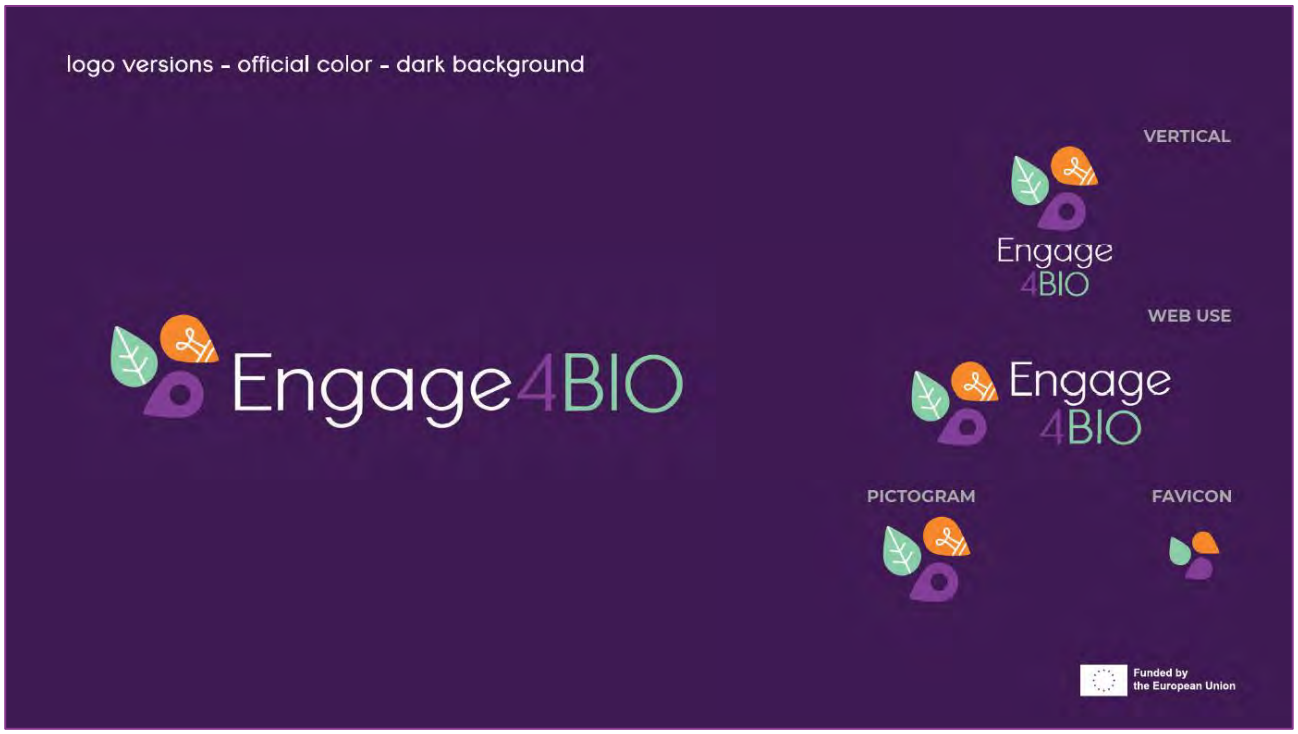
applications
Engage 4BIO
Engage 4BIO
facebook
Engage4Bio
Engage 4BIO
"Kick-off Meeting"
19-20, Oct. 2022
Wien, Austria
Sara Silvi
Giulia Treossi
Funded by the European Union

11.1.2 Logo

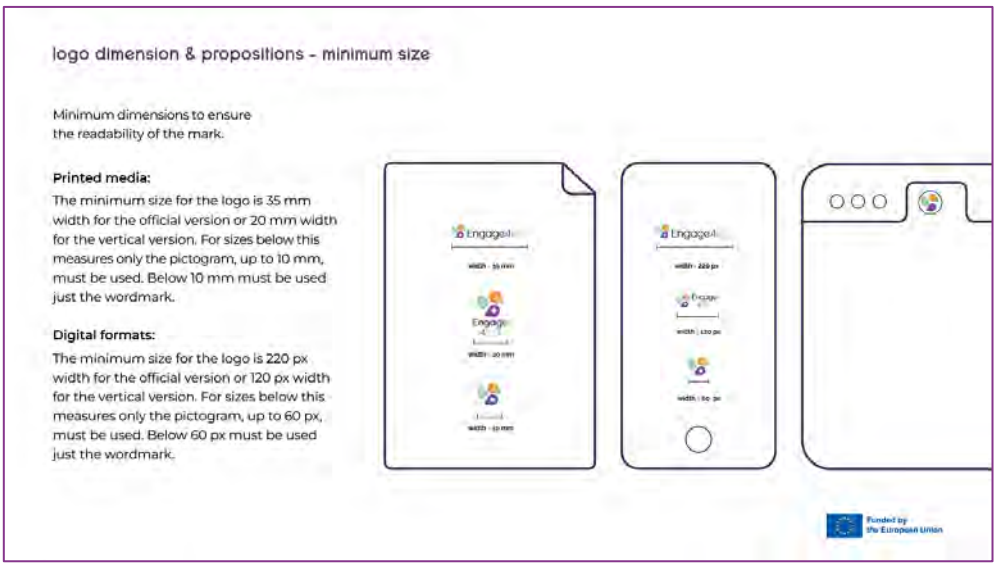

logo concept
bioeconomy
circolar
regional
art
design thinking
co-creationn
In this logo proposal the symbol of the leaf (bioeconomy), multiplies and arranged itself in a circular path (circularity and engage), turning into a light bulb/pen, depending on how it is interpreted (art, design thinking, co-creation) and, finally, in a pin geolocation (regionality)
Engage4BIO
Funded by the European Union


logo anatomy
Pictogram or Logo
Payoff
(if you want to include the pay off this is the right position)
Wordmark
Engage4BIO
Multi-stakeholder engagement to strengthen regional bioeconomy value-chains
Engage4BIO logo is a combination mark :
Pictogram (Logo Mark) + Wordmark + Payoff
Each part of the logo can be used alone or composed, in this way there is great flexibility for different applications.
Funded by the European Union


logo versions - official colors - white background
VERTICAL
Engage
4BIO
WEB USE
Engage
4BIO
Engage4BIO
PICTOGRAM
FAVICON
Funded by
the European Union


logo versions - official color - dark background
VERTICAL
Engage
4BIO
WEB USE
Engage
4BIO
Engage4BIO
PICTOGRAM
FAVICON
Funded by
the European Union

logo dimension & propositions - safety area
Safety area ensures that external elements are not interfering in the mark readability.
It should be always respected this margin corresponding to the height of the character "E".
Engage4BIO
Funded by the European Union


logo dimension & propositions - minimum size
Minimum dimensions to ensure the readability of the mark.
Printed media:
The minimum size for the logo is 35 mm width for the official version or 20 mm width for the vertical version. For sizes below this measures only the pictogram, up to 10 mm, must be used. Below 10 mm must be used just the wordmark.
Digital formats:
The minimum size for the logo is 220 px width for the official version or 120 px width for the vertical version. For sizes below this measures only the pictogram, up to 60 px, must be used. Below 60 px must be used just the wordmark.
Funded by the European Union

selected fonts
MAIN FONT
Monday sans font family
ABCDEFGHIJKLMNOPQ
RSTUVWXYZ
abcdefghijklmnopqrst
uvwxyzŽ
123456789O
?'!'(%)[#]{@}/&\<-+÷×=>
For this project are used two fonts:
Monday font Family only for graphic materials
Montserrat font Family for common documents and plain text
Montserrat - semibold
LOREM IPSUM
Montserrat - regular
dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
Monday - semibold
LOREM IPSUM
Montserrat - regular
Funded by the European Union

11.1.3 Website and SNs

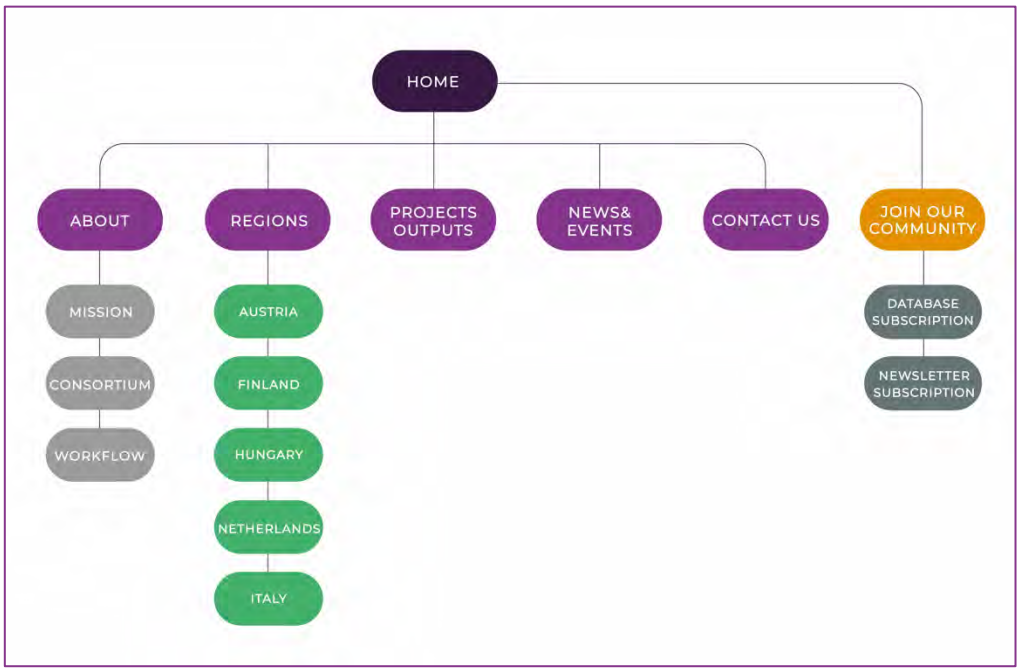


Figure 1 Website tree

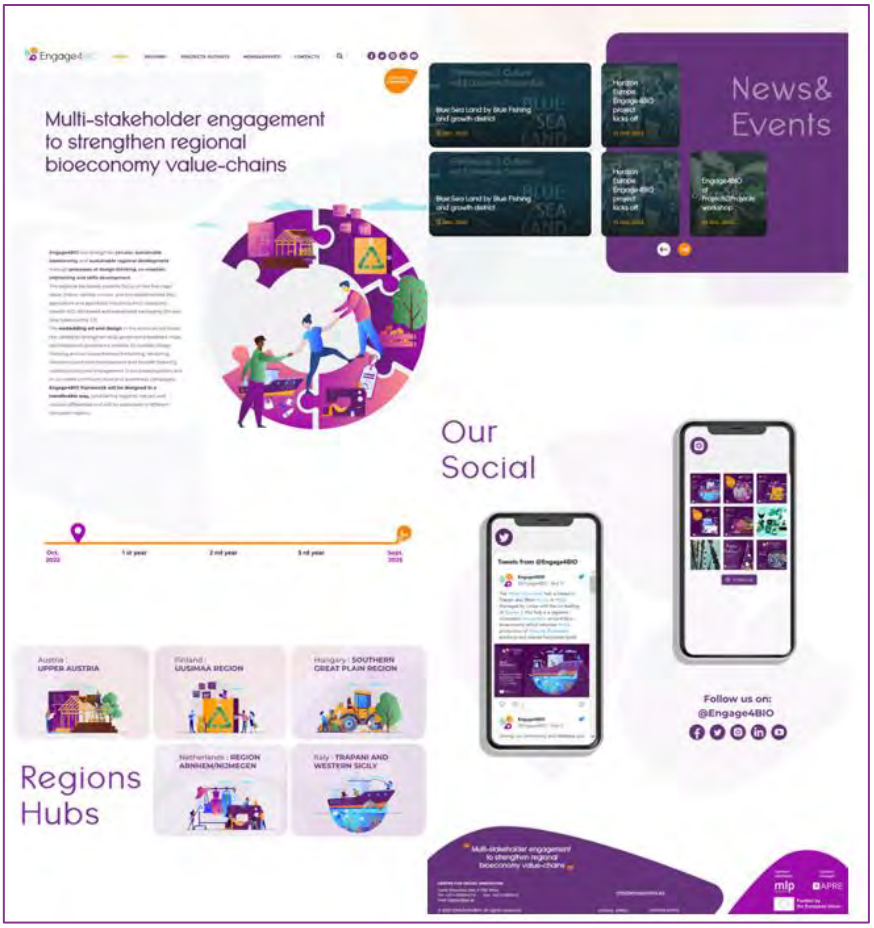


Figure 2 Website homepage

Figure 3 HUB web page (Austria)

Figure 4 Website: subscribe to Engage4BIO database and newsletter

Figure 5 Enagae4BIO: Twitter profile

Figure 6 Engage4BIO: Facebook profile

Figure 7 Enange4BIO: LinkedIn profile

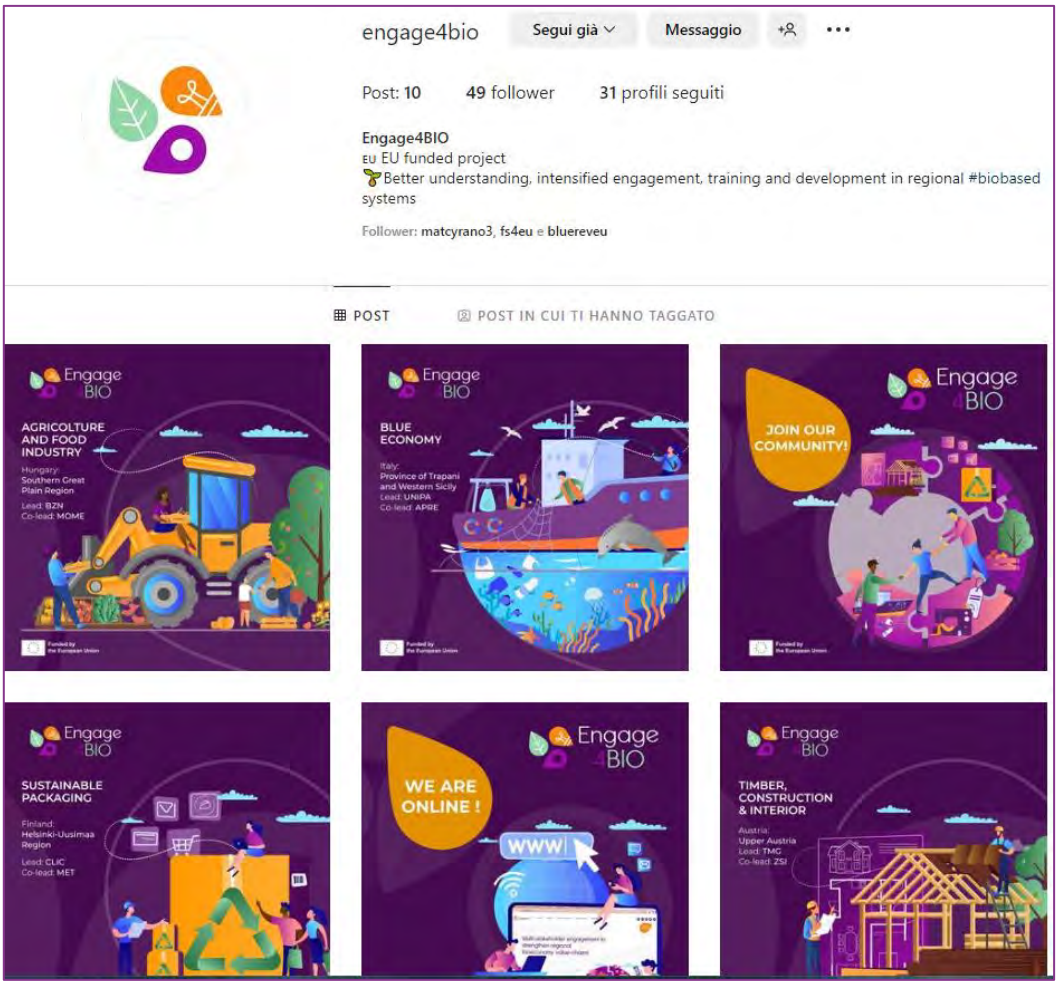
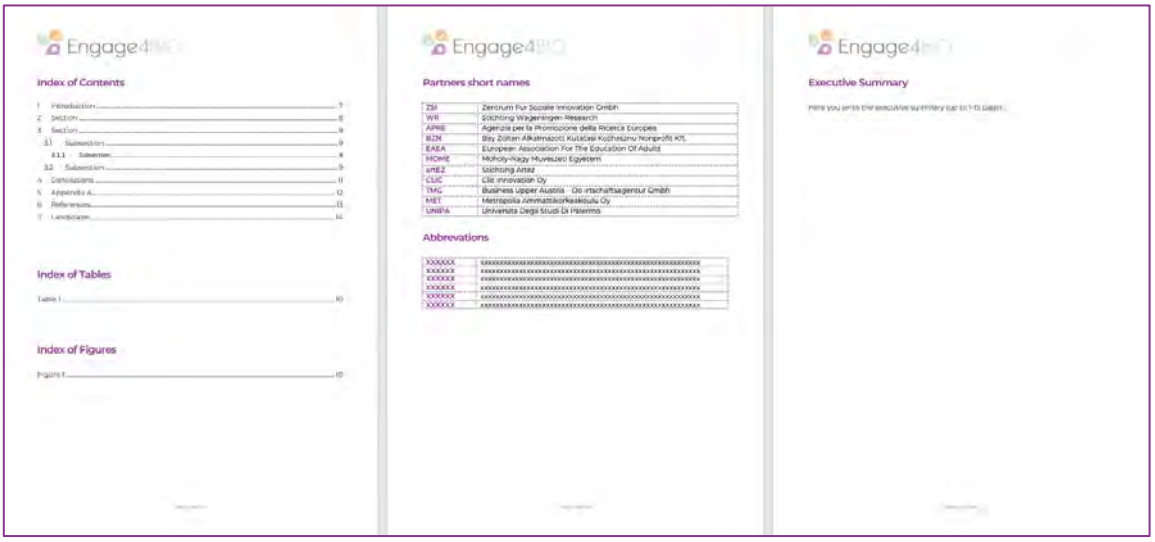


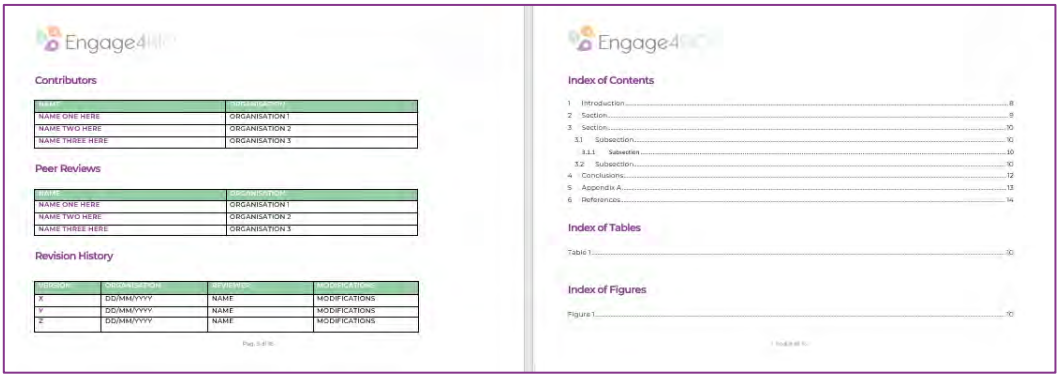
Figure 8 Engage4BIO: Instagram profile

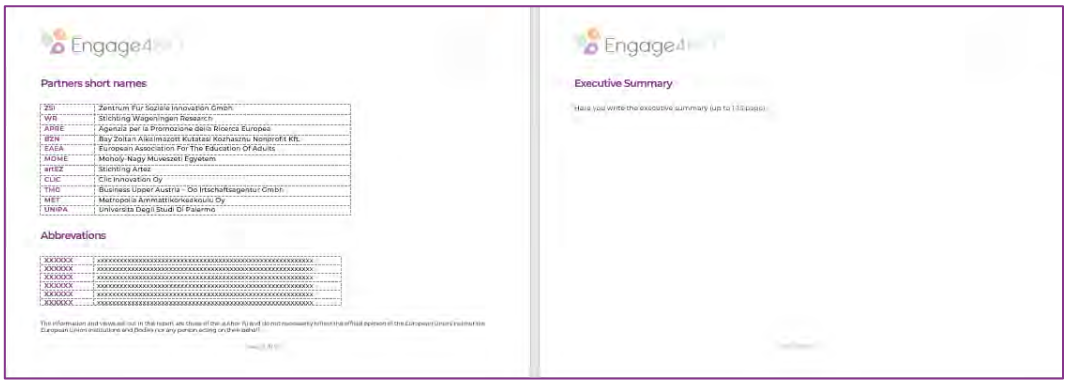
11.1.4 Stationery and promotional materials

11.1.4.1 Deliverable template (portrait version)

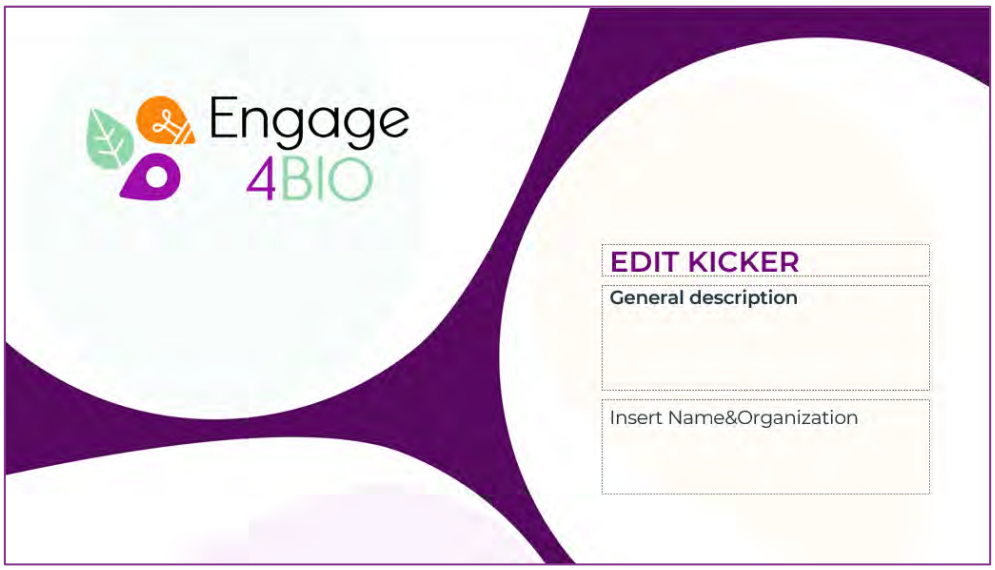


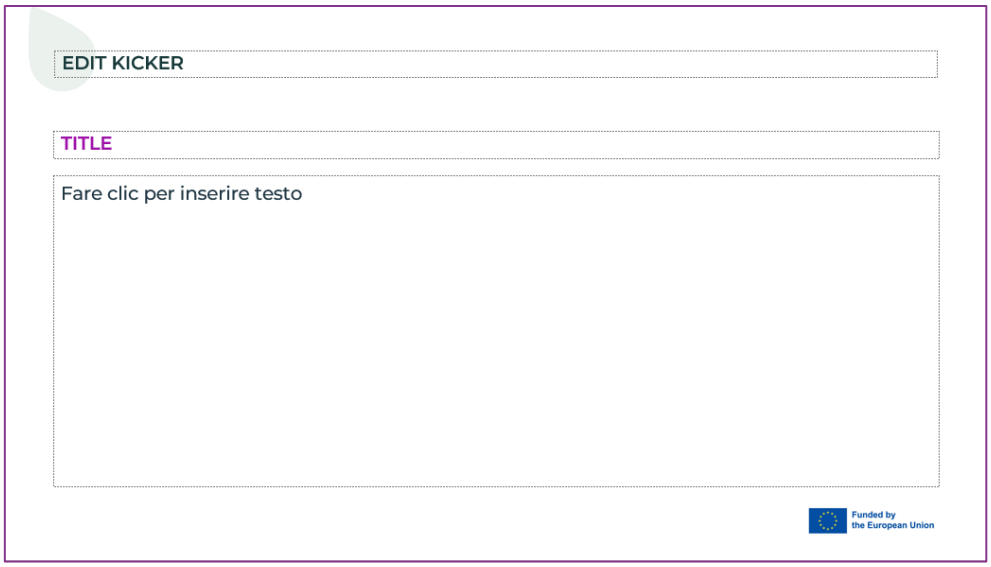
11.1.4.2 *Deliverable template (landscape version)*

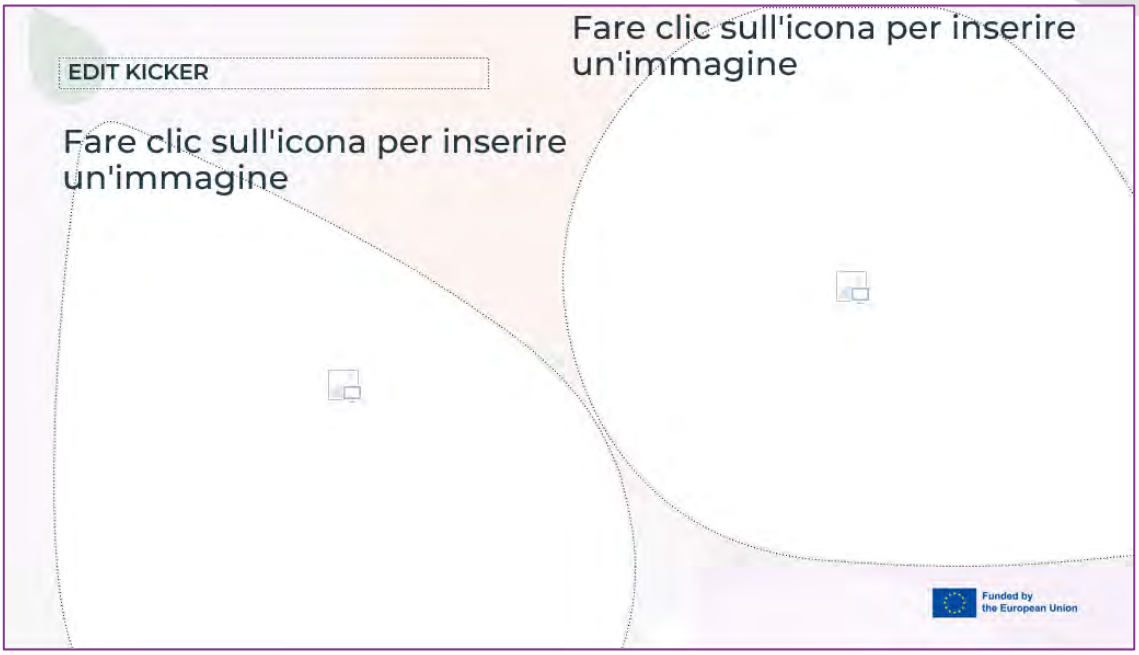




11.1.4.3 PowerPoint template






EDIT KICKER
Fare clic sull'icona per inserire un'immagine
Fare clic sull'icona per inserire un'immagine
Funded by the European Union

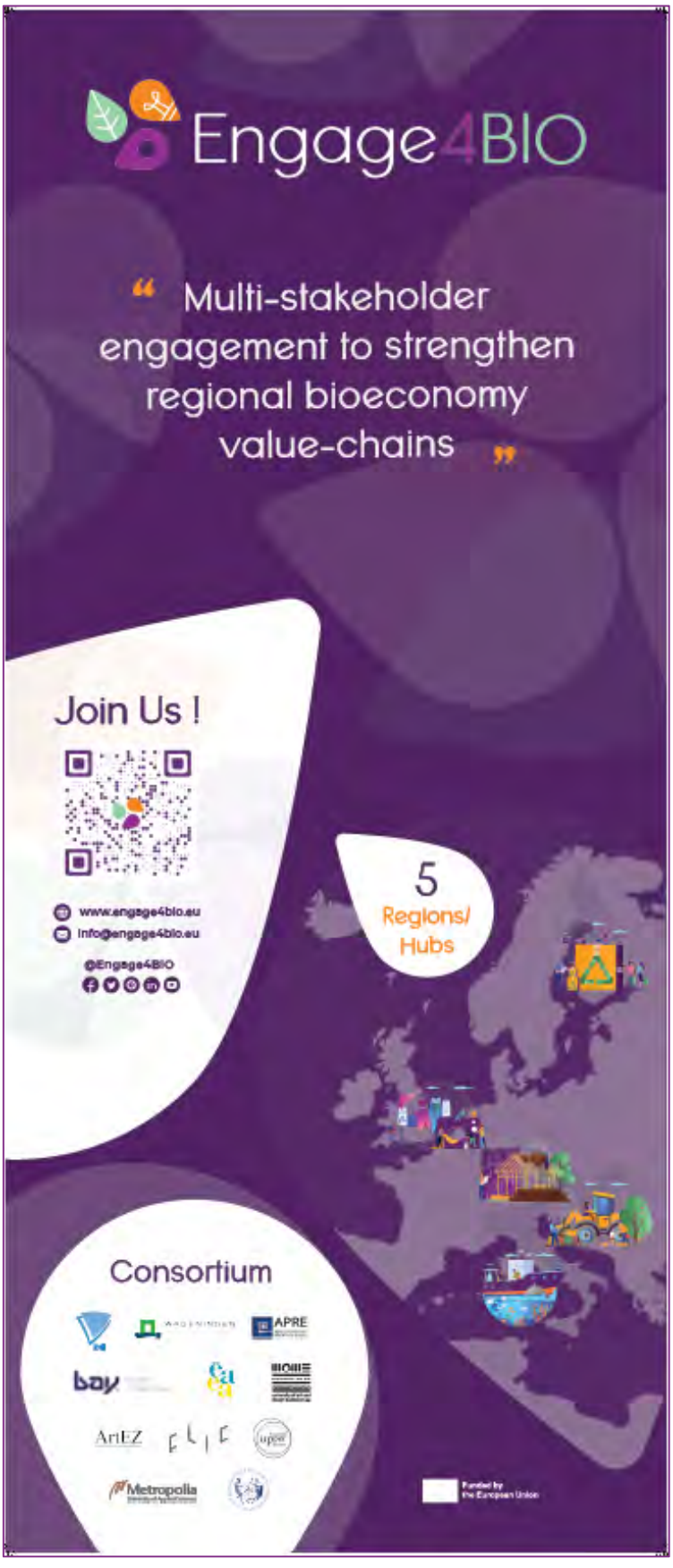
Engage 4BIO
www.engage4bio.eu
info@engage4bio.eu
#ENGAGE4BIO
Thank you for your attention!
name of presenter
organization
email
phone
relevant details
Funded by the European Union

11.1.4.4 Flyer

Engage4BIO
“ Multi-stakeholder engagement to strengthen regional bioeconomy value-chains ”
Join Us !
www.engage4bio.eu
info@engage4bio.eu
@Engage4BIO

Engage4BIO's goal
Engage4BIO will strengthen circular, sustainable bioeconomy and sustainable regional development through engaging quadruple helix actors from five regional bio-based systems (e.g. HUBs) in processes of design thinking, co-creation, (re)training and skills development. Engage4BIO framework is designed to be transferable, taking into account regional, natural and cultural differences and it will be applicable in different European regions.
Five regional hubs
The regional bio-based systems focus on five major value chains :
circular and bio-based textiles (NL);
agriculture and agro-food industries (HU);
wood and interior (AT);
bio-based and sustainable packaging (FI);
blue bioeconomy (IT).
Based on their regional specificities (availability of biomass feedstock, level of technology, planetary boundaries and social capital) activities will be co-created, performed and (re-)shaped to their best advantage for each region.
The role of art
By embedding art and design in activities, Engage4BIO will boost the uptake to strengthen local governance feedback loops and respective governance models, to increase design-thinking and co-create formats for training, retraining, mentoring and skills development and transfer fostering understanding and engagement in bio-based systems and to co-create communication and awareness campaigns. The co-created and implemented activities result in fully open initiatives which advance skills transfer and encourage the inclusion of citizen's knowledge and perception as well as the engagement of citizens, boosting a better-informed decision-making process and enhancing engagement and innovation.
JOIN OUR COMMUNITY!
WAGENINGEN
APRE
ArtEZ
Metropolia
Funded by the European Union

11.1.4.5 Roll-up

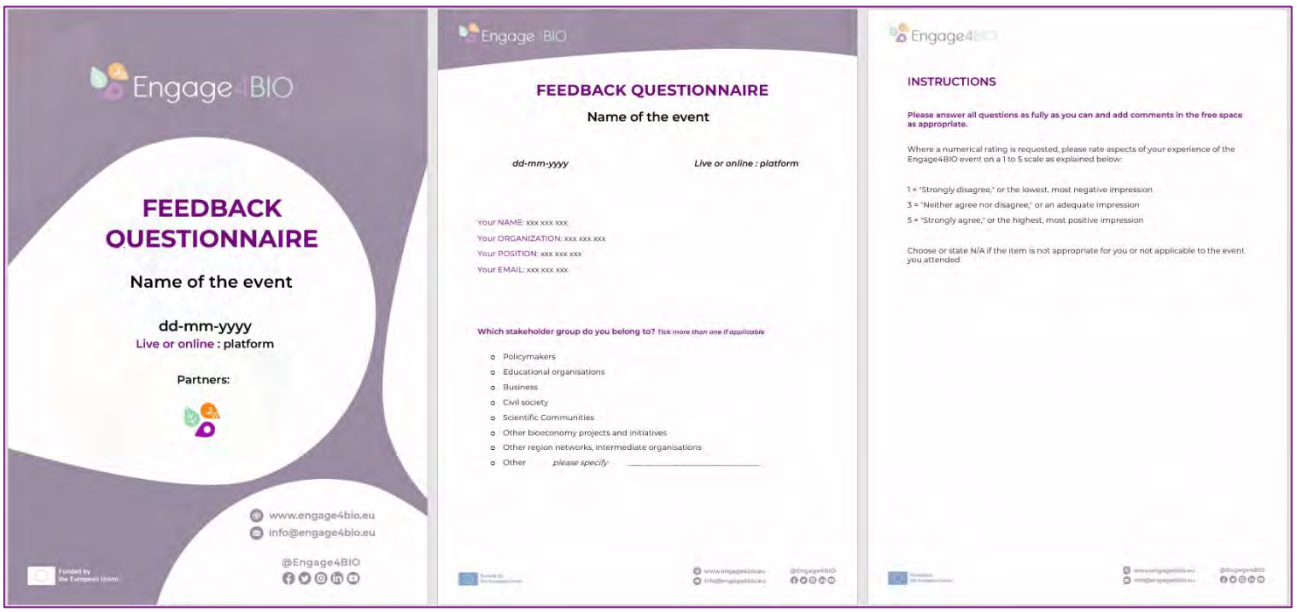


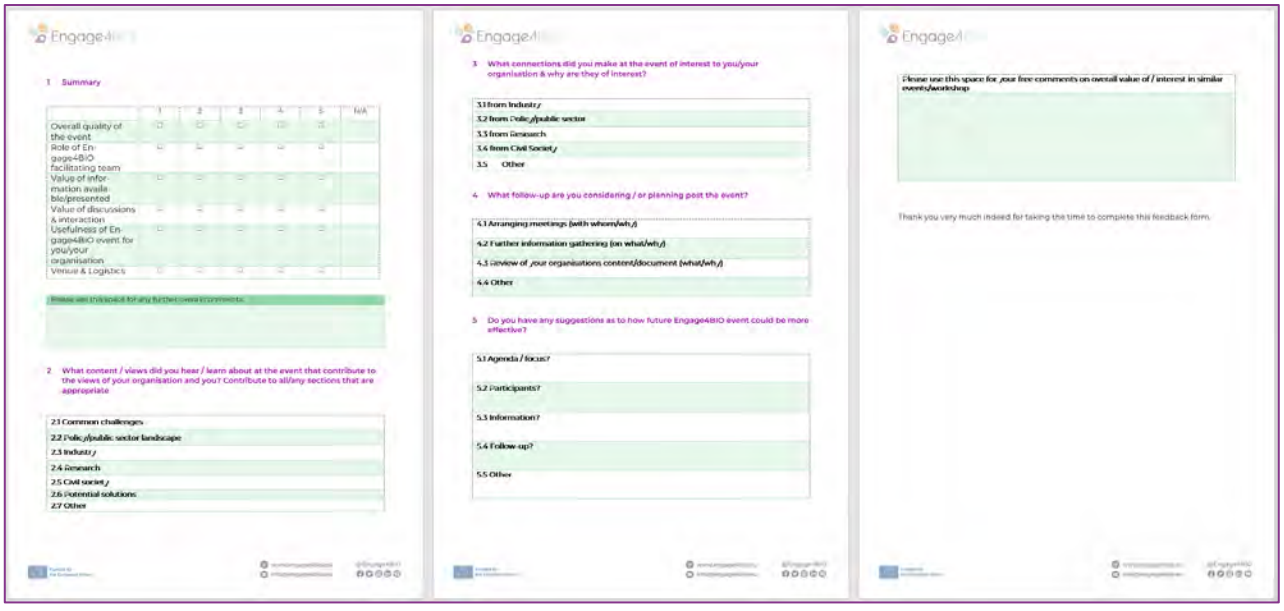
11.1.4.6 Agenda template

Figure 9 Agenda template

11.1.4.7 Virtual background

11.1.4.8 Feedback questionnaire





Engage4BIO

> “Multi-stakeholder engagement to strengthen regional bioeconomy value-chains”

Consortium :

ZSI

WAGENINGEN UNIVERSITY & RESEARCH

APRE Agenzia per la Promozione della Ricerca Europea

bay Bay Zoltán Nonprofit Ltd for Applied Research

eaea

MOHOLY-NAGY művészeti egyetem university of art and design budapest

ArtEZ

CLIC

business upper austria

Metropolia University of Applied Sciences

Panormitanæ Studiorum Universitatis Societas

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info@engage4bio.eu

@Engage4BIO