



Circular BIOeconomy TRANSFORMAtion for regions by enabling resource and governance networks

D5.2 Dissemination and Communication Plan – final version

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List of Terms and Definitions

Table 1: Terms and Definitions

Abbreviation	Definition
DCP	Dissemination and Communication Plan
IP	Intellectual Property
KER	Key Exploitable Results
KPIs	Key Performance Indicators
SMA	Social Media Account
CCRI	Circular Cities and Regions Initiative

Executive Summary

This document constitutes the final version of the BIOTRANSFORM project's Dissemination and Communication Plan (DCP). It has been developed by Q-PLAN, in collaboration with CTA and input from all partners, under Work Package 5 “Communication, Dissemination, and Exploitation”.

BIOTRANSFORM is a Horizon Europe project aiming to provide European policymakers with an adequate assessment and policy development framework, knowledge base and expert support ecosystem to accelerate the transition from linear fossil-based systems to circular bio-based systems. It is therefore operating at the interface between the circular economy and the bioeconomy transitions. Six (6) case-study regions, representing different EU countries (Austria, Czech Republic, Finland, Germany, Greece, and Spain), were selected and are all confronted with a biotransformation challenge. These regions represent several important industries and transition scenarios for Europe such as forestry, agri-food, lake ecosystems, lignite use, and chemicals.

BIOTRANSFORM aims to deliver a key milestone by showcasing how the biotransformation of value chains to value cycles can be achieved with regionally available resources based on regeneration to also minimise dependency on imported resources.

With reference to the initial report elaborated in D5.1, the document describes the overall communication and awareness-raising activities, dissemination of project results, management of all relevant activities, and partners' involvement in this respect. It includes specific actions and activities that have been and will be carried out by the BIOTRANSFORM consortium members to ensure success and maximum publicity for the project and its results. With that being said, this deliverable outlines:

1. **What to disseminate** – Chapter two presents the project communication and dissemination strategy, along with essential project-related information that has been and will be conveyed throughout the project;
2. **To whom** – Chapter three consists of the key stakeholder groups that serve as the main audiences for the project's dissemination and communication activities;
3. **How** – Chapter four includes all the channels and tools that have been and will be utilised by project partners to successfully implement the dissemination and communication activities;
4. **When** – Chapter five provides a time frame to ensure that the timing of the dissemination and communication activities is appropriate, during the lifespan of the project and beyond;
5. **Monitoring of the process** – Chapter six identifies the updated indicators designed to measure the success of project dissemination and communication actions, enabling partners to refine efforts and actions over the course of the project.

The final version includes results and metrics of the Dissemination & Communication activities by the time of reporting.

Introduction

BIOTRANSFORM provides European policymakers with an adequate assessment and policy development framework, knowledge base and an expert support ecosystem to accelerate the transition from linear fossil-based and bio-based systems to circular bio-based systems. It is therefore operating at the interface between the circular economy and the bioeconomy transitions. In this way, BIOTRANSFORM equips policymakers with the tools to set informed priorities that serve environmental, economic, and social goals, being actionable, future-proof, and align with supply-and-demand trends in related industries and value chains. BIOTRANSFORM's "assessment package" will be tested by and provided for European policymakers, which will include 3 complementary tools: (i) resource flow analysis tool including circular innovations, (ii) a cutting-edge quick environmental, social and economic assessment tool, and (iii) a logistics management tool. To achieve this, BIOTRANSFORM develops and tests its framework to establish and roll out circular bio-based systems by applying a multi-actor approach around 6 regional cases: Andalusia (Spain), Northern Burgenland (Austria), Western Macedonia (Greece), Finland, Charles Spa Region (Czech Republic) and North Rhine-Westphalia (Germany). These regional case studies represent several important industries and scenarios for Europe such as forestry, agri-food, lake ecosystems, lignite and minerals, and chemicals. Action roadmaps will consider specific regional available resources and infrastructures, conversion pathways, logistics, current policies, strategies, and access to finance. In other words, BIOTRANSFORM builds on the concept of regenerative bioeconomy value cycles by tapping into what is there already and connecting the dots. Therefore, communicating this mission is of paramount importance to maximise the project results and amplify its impact in European society.

The main aim of BIOTRANSFORM DCP is to provide the communication and dissemination strategy of the project. It has been updated and will be implemented during the project. Effective communication and dissemination activities have been and will be carried out, following a robust strategy that ensures:

- Addressing of audiences beyond the action's own community;
- Objectives are clearly defined;
- Creative and expert people are involved in them to achieve the highest impact.

The current communication and dissemination report is the final version of dissemination and communication plan, assisting partners in designing and implementing their publicity, communication, and engagement activities within the framework of the project. It includes guidelines facilitating the attainment of maximum visibility and progress towards achieving BIOTRANSFORM results. Nevertheless, this report and its guidelines are subject to modifications and updates in line with the project progress and the experience that will be gained through the various project activities. Thus, the communication, awareness-raising, and dissemination strategy that is presented in this report is dynamic. It serves as a living document that will be continuously reviewed at specific time intervals to account for any challenge or opportunity that may arise.

1.1 Scope of the deliverable

This report, titled "D5.2 Dissemination and Communication Plan – final version", aims to articulate the revised strategy, plan, and forthcoming activities within the framework of the BIOTRANSFORM project, with a view to maximising the project's visibility and successfully convey its key messages and content to target audiences, mentioning the most suitable channels to spread them.

Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in updating their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions. In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools that have been and will be utilised and the required actions and resources;
- Define responsibilities among partners;
- Summarise the internal monitoring, evaluating, and reporting of dissemination activities;
- Provide an indicative timetable/work planning of promotion activities during the project

1.2 Structure of the deliverable

Taking the above into consideration, the “Dissemination and Communication Plan – final version” is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP;
- **Chapter 2 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span;
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that serve as the main audiences for the project’s dissemination and communication activities;
- **Chapter 4 – Channels and tools:** Encompasses all the channels and tools that have been and continue to be utilised for the dissemination and communication activities of the project, such as the project’s website, social media accounts (SMAs) etc.
- **Chapter 5 – Time plan:** Provides the timeframe for the communication and dissemination activities of the project partners;
- **Chapter 6 – Key Performance Indicators (KPIs) and monitoring:** Identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project;
- **Chapter 7 – Conclusions:** Pertains to the conclusions of the Dissemination and Communication Plan, as well as the way forward.

The Annexes include the dedicated forms for the dissemination and communication activities lists (guidelines, news reporting form, external & future events, clustering repository and dissemination & communication activities) and Dissemination & Communication guidelines to facilitate collaboration within T5.1 and ensure useful resources for the project channels.

2. Dissemination assets

The assets that follow have been and will continue be disseminated by all partners with a view to maximising the project's impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (these groups will be further described in Chapter 3).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim and strategic objectives of the project will continue to be widely disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics;
- **News, achievements, and results:** During the project, news, achievements, and results will continue to be published through press releases, on the project's website or partners' websites to inform stakeholders about the project and its contribution to circular bioeconomy;
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project and their results will be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating;
- **Key project results and assets:** Key project assets, as depicted in the following Table 2, will continue be disseminated as widely as possible in order to stimulate the interest of prospective end-customers, and nurture the ground for their post-project rollout.

Table 2: BIOTRANSFORM's main assets/results

BIOTRANSFORM's main assets/results
BIOTRANSFORM's impact assessment tool. This tool aims to give quick overviews of the potential impact of possible solutions. This way, decision-making can be supported, and different pathways compared. A reliable, science-based, quick impact assessment supports decision-making in the first place and gives less room for lobbying. This tool should also be used by regional or urban developers, strategy consultants or might even be upgraded for open governance applications.
BIOTRANSFORM's circular bioeconomy assessment package and user manual. Added value: Awareness and tools for enabling the transformation towards a full circular bioeconomy. Main target users: municipalities, ministries, regions, clusters. Intellectual Property (IP) strategy: no IP protection foreseen as complexity needs deep knowledge on different systemic circumstances - exchange with other actors is beneficial, reports/strategies/action plans will be openly available.
BIOTRANSFORM's transition planning tool. Transition roadmaps from linear fossil-based to a circular bioeconomy for regional authorities. The transition tool and methodology will aid policymakers in assessing and promoting policies in favour of the circular bio-based transition in Europe.
Transition financing and governance methodology. Transition financing and governance support to help regional authorities shift between linear fossil-based systems to circular bio-based ones. This practical guideline is targeting regional authorities to provide key principles and recommendations for a regional governance toward a circular bio-based economy.
Key policy recommendations. These recommendations aim to be implemented at European or national level to overcome the barriers and take advantage of the opportunities for the transition from linear fossil-based to a circular bioeconomy.

3. Targeted stakeholder groups

All communication and dissemination activities contribute to the overall aim of facilitating the widespread adoption of the BIOTRANSFORM results, thus maximising the project's impact. Therefore, it is essential to clearly specify the BIOTRANSFORM target audiences.

The key stakeholder groups targeted via dissemination and communication activities of BIOTRANSFORM are outlined in Table 3:

Table 3: BIOTRANSFORM's stakeholder groups

Specific stakeholder	Potential interest in BIOTRANSFORM
Local & regional policymakers	Increased understanding of the concept of circular bio-based economies; of the data needed to assess bio-transformation possibilities. Awareness of latest policy trends, and skills to undertake planned transition processes at regional and local levels.
Bio-based industries	Increase of potential for the bio-based industry as whole as main beneficiary of the transition. Ways to participate and engage in policy-making processes. Greater understanding of business impacts and trade-offs.
Bio-based feedstock producers	Diversify and increase valorisation of bio-based raw materials due to increased uptake of biobased products and increased demand by industry.
Citizens	Gain understanding of views on circular bio-based economies and benefits over current linear business models. Participation in the transition process with regional and local governments.
Investors	Opportunity for future economic returns due to expected increase in overall demand and availability of bio-based value chains. Additional insights on benefits and trade-offs.
Standardisation & regulation bodies	Supporting the standardisation of methodologies and guidelines for potential bio-based value chains.
Business & professional associations	Understanding and adapting to the current and future trends (bio-based) in order to continue being competitive in the future.
Academia & research community	Supporting the development of technical and scientific outputs related to the bio-based transition. Key actors in regional ecosystems to drive the science-to-policy process.
NGOs & environmental agencies	Safeguard NGO stakes on social and environmental justice. Increased understanding on new policymaking processes where NGOs usually participate and lobby.
Press media	Covering and aiding the communication and dissemination of the bio-based transition.

The stakeholders have been classified into five distinct groups as illustrated in Figure 1. Firstly in the inner circle of the mapping scheme there are Stakeholders in Policy and Regulation, followed by, the Industry Players group. These stakeholders are essential drivers of innovation, production, and market growth within the bioeconomy sector. Knowledge and Research group is represented by Academia & Research Community stakeholders, who are instrumental in advancing scientific understanding and technological developments. The advocacy and Environmental group focus on campaigning for sustainability and responsible practices and lastly and the broadest category includes the Public Engagement actors facilitating awareness, dialogue, and informed decision-making among the general public regarding bio-based initiatives and their societal and environmental impact.

This categorisation sequence starts with the general public, that all actors are embedded in it, followed by more specific stakeholder groups leading to the industry players to highlight the vested interest of the different groups in BIOTRANSFORM's outcomes. Consequently, the approach in targeting dissemination and communication activities will be tailored to address the distinct needs and interests of each stakeholder group.

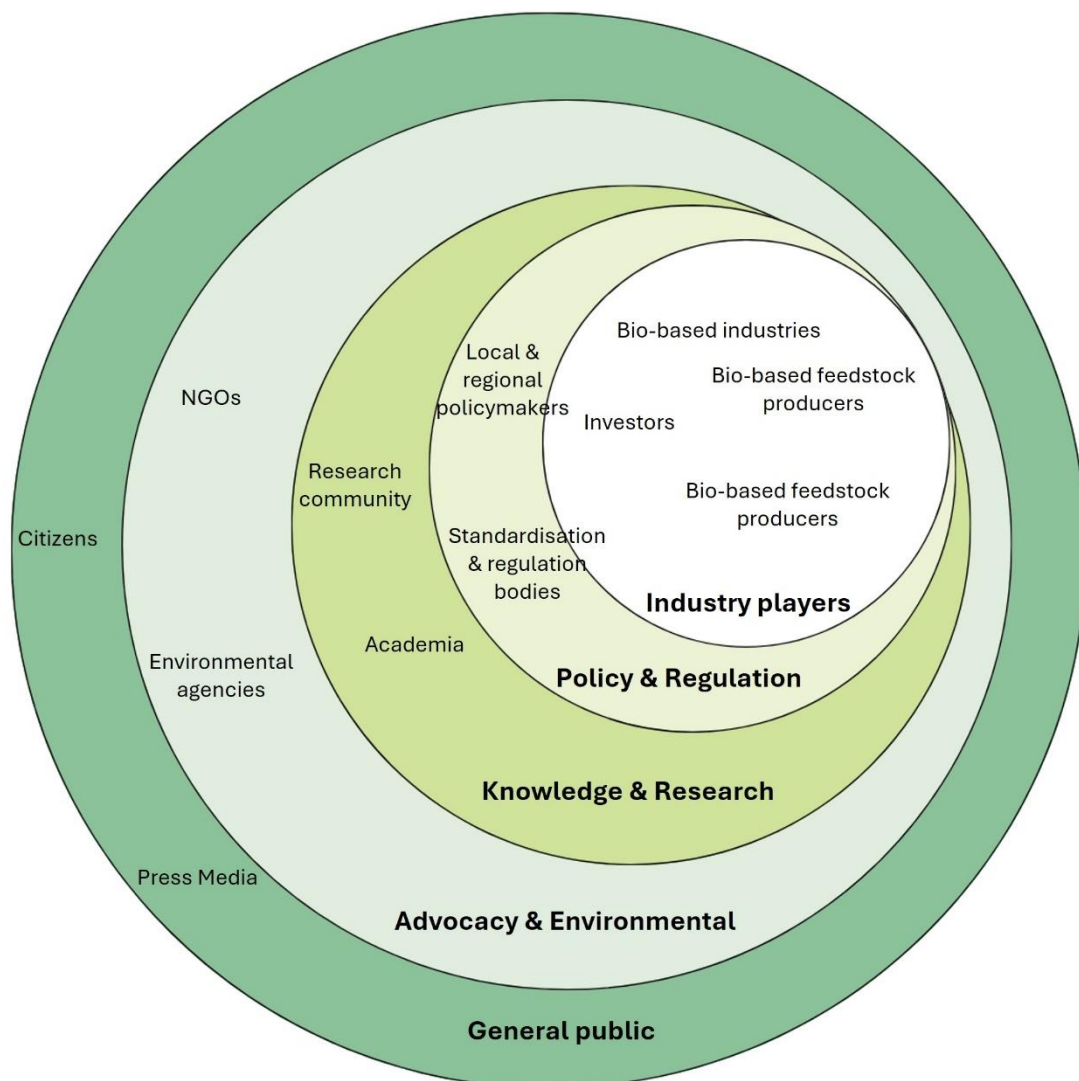


Figure 1: Stakeholder groups

4. Channels and tools

BIOTRANSFORM uses a blend of online and offline communication channels and activities with a view to maximise the project's visibility to its stakeholders. These channels and activities are presented in the list as follows:

- Graphical identity (logo, branded templates for reports and presentations);
- Promotional material (leaflet, poster, banner), videos, and project, as well as partners' newsletters;
- Project website;
- Project social media accounts on LinkedIn, X (formerly Twitter), Facebook, and YouTube and partner's social media accounts;
- Scientific publications (See chapter 4.2.4)
- Participation in external events and conferences; (See chapter 4.3.2)
- BIOTRANSFORM events (workshops, webinars, and final conference);
- Synergies with relevant projects/initiatives

The dissemination and communication assets of the project will be distributed through the above-mentioned channels and tools to all targeted groups. Q-PLAN has provided dedicated guidelines for the expected use of communication and dissemination channels to the consortium. These are listed in Annex I.

Table 4 lists key channels and tools for dissemination that will continuously be used throughout the course project.

Table 4: BIOTRANSFORM's dissemination activities, channels, and tools

Tool/channel	Purpose	Target groups & audience
Brochures & leaflets	Presentation of the BIOTRANSFORM project, key insights and information to be conveyed	All / Pan-EU
Press release	Presentation of key project achievements and results	All / Pan-EU
Project website	Gathering point for information about the project and aiding in the dissemination and communication	All / Pan-EU & International
Social media	Media for the dissemination and communication of project status and advance, as well as information spread of the circular bio-based transition.	Policymakers, Academia, and Industry / Pan-EU & International
Videos	Explanation of BIOTRANSFORM transition methodology	All / Pan-EU
Newsletters	Dissemination of key information and insights gathered during the project.	All / Pan-EU
Scientific publications	Output and dissemination of technical and scientific results, research community validation.	Academia and Industry / Pan-EU & International

Workshops & trainings	Training and capacity building (incl. future transition brokers) as well as joint policy development.	Policymakers, Academia and Industry
Interviews and Surveys	Information on drivers, motivations, needs from stakeholders. Identification of limitations regarding “know how” and assessment of circular bioeconomy status.	All / Pan-EU
Conferences, webinars and events	Presentation of BIOTRANSFORM's transition methodology as well as exhibition and training of all resources included (assessment package).	Policymakers, Academia, and Industry / Pan-EU & International

In addition, the proposed communication target three objectives which are: (i) raising awareness of the project, (ii) increase understanding and (iii) enhance replication of results. The sub-objectives within these goals are described below in Table 5.

Table 5: Communication objectives

Objective	Specific objectives
Awareness. Increase awareness and mobilize the critical mass within the consortium countries, case-study regions, as well as all over EU, on the importance and impact that the project has on society as a whole.	• Develop a representative network of stakeholders through a multi-actor approach. • Raise awareness about the project's goals and expected impacts. • Participate in all major events related to the project topic. • Disseminate systematically on regional and national / international level the knowledge, tools and approaches developed in the project (open access). • Networking with relevant projects, initiatives and clusters.
Understanding. Inform public authorities, policymakers & target groups on work progress. Engage stakeholders in capacity building.	• Mobilize academia, users & producers of bio-based products and feedstock, public bodies, entrepreneurs, authorities, policymakers and regulatory bodies. • Raise awareness among stakeholders to get support and knowledge from BIOTRANSFORM's transition methodology.
Replicate. Communicate project impact & capacity building materials to encourage replication and exploitation.	• Share the project's results and the capacity building materials. • Communicate the results of existing success stories within the project, around Europe and overseas. • Disseminate the capacity provided by the project results and its benefits.

4.1 Graphical identity and promotional material

The design and creation of the project's graphical identity (i.e., logo, templates, etc.) aims to ensure consistency in the project communication and promotional material throughout its duration. Promotional material is primarily used at the project's events, external events, and workshops where BIOTRANSFORM partners participate. It is used, also, in the everyday publicity of the project. Moreover, press releases (on ad hoc basis), newsletters (on a bi-annual basis), leaflets, posters, and infographics stress and demonstrate, with evidence, the benefits of BIOTRANSFORM, providing incentives for the involvement of different stakeholder groups in project activities. This, in turn, fosters their exploitation and uptakes beyond the end of the grant.

Keeping that in mind, the main promotional material of the project is described in the following sub-sections. Each partner is responsible for translations (if considered necessary) and printing of the material according to its specific needs. Partners should always consult and request approval from the Dissemination Manager before producing any kind of promotional material.

4.1.1 Project logo

The BIOTRANSFORM project logo was developed on the eve of the project (M1) to meet the visual and graphic requirements of the project. During the project's kick-off meeting, various logo options were presented to the project partners to allow them to express their preferences and select their favourite design. The selected logo of BIOTRANSFORM was adopted in agreement with the majority of partners. It is a combination mark which means that it is comprised of a combined wordmark and a distinctive pictorial/icon mark presented in Figures 2 and 3.



Figure 2: BIOTRANSFORM's project logo (vertical form)



Figure 3: BIOTRANSFORM's project logo (horizontal form)

As for the icon, the leaf is making a circle and leads to an arrow to represent the circular life of the natural based elements transforming into products that can be safely reintroduced into the biosphere.

The logo colors are used in all possible circumstances to ensure consistency and to reinforce the visual identity of BIOTRANSFORM. The color palette combines shades of greens that represents a green and sustainable economy and grey that represents neutrality and balance as presented in Figure 4. The color palette used for the project is illustrated in Figure 5.

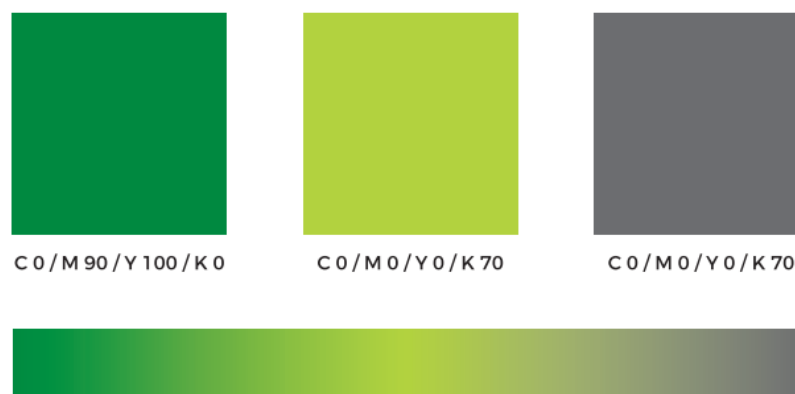


Figure 4: The main colors of the project logo

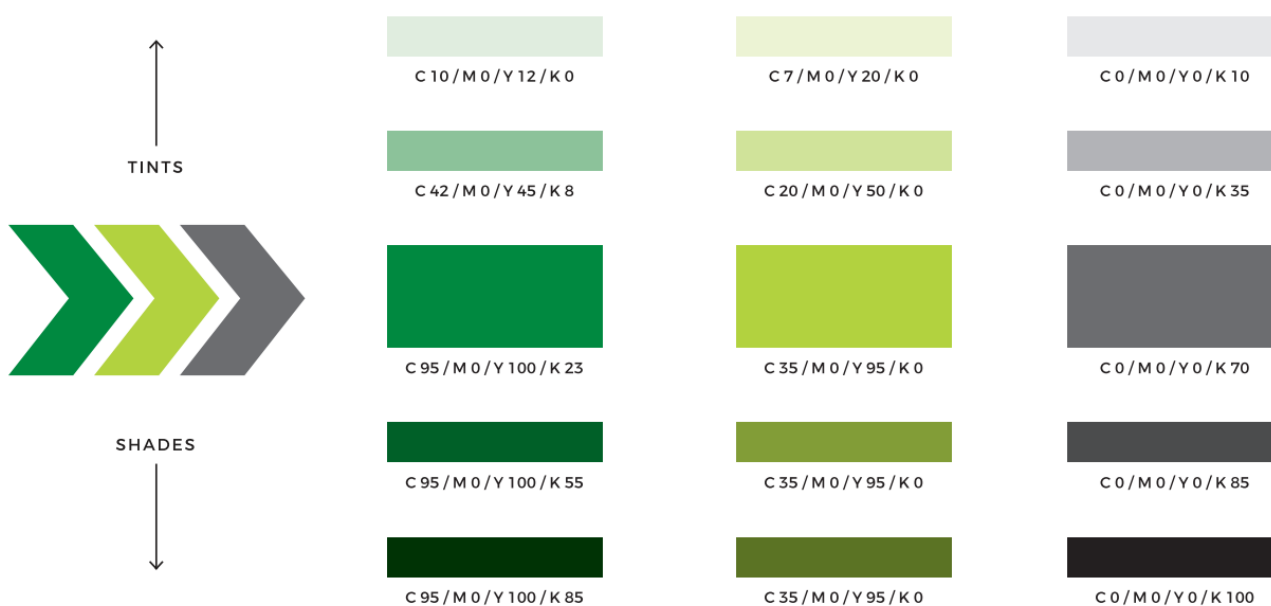


Figure 5: BIOTRANSFORM's color palette

In addition to the use of the BIOTRANSFORM project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the EU flag and funding acknowledgement are shown (Figure 6).



Figure 6: The EU flag and funding acknowledgement

Moreover, any dissemination and communication activity must indicate the following disclaimer:

Disclaimer

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4.1.2 Project leaflet

Leaflets constitute an important pillar of the communication activities to attract the interest of stakeholders from the various target audiences.

By the end of M3 (December 2022), the initial version of the project leaflet was produced in electronic and printable formats. It introduces the BIOTRANSFORM objectives, methodology, and case studies. The leaflet also provides information about the consortium partners and the type of stakeholders involved, together with contact details and links to the project website and social media accounts. The leaflet is available for download in electronic format on the BIOTRANSFORM website.

In M28, the leaflet was updated to reflect changes in the consortium, especially the removal of one partner who is no longer a member.

In Figures 7-8 illustrated both sides of the updated [leaflet](#), which has been provided to all partners



Figure 7: BIOTRANSFORM's leaflet side A



Figure 8: BIOTRANSFORM's leaflet side B

4.1.3 Project infographic

The BIOTRANSFORM infographic effectively serves as a visual representation of the project's objectives, methodology, and expected outcomes, making it an invaluable tool for communication and outreach. It has been tailored to cater to diverse audiences. This ensures that the information is accessible and engaging regardless of the viewer's background knowledge. This infographic, shown in Figures 9-10, was completed by the end of M3 (December 2022).

It has been produced in electronic and printable formats, following the same overall layout designed for the project, and it is available for download on the BIOTRANSFORM website. In line with updates made to the leaflet, the infographic has also been revised accordingly, alongside the [poster](#) and the [roll-up banner](#), to maintain consistency across all visual materials.



Figure 9: BIOTRANSFORM's poster

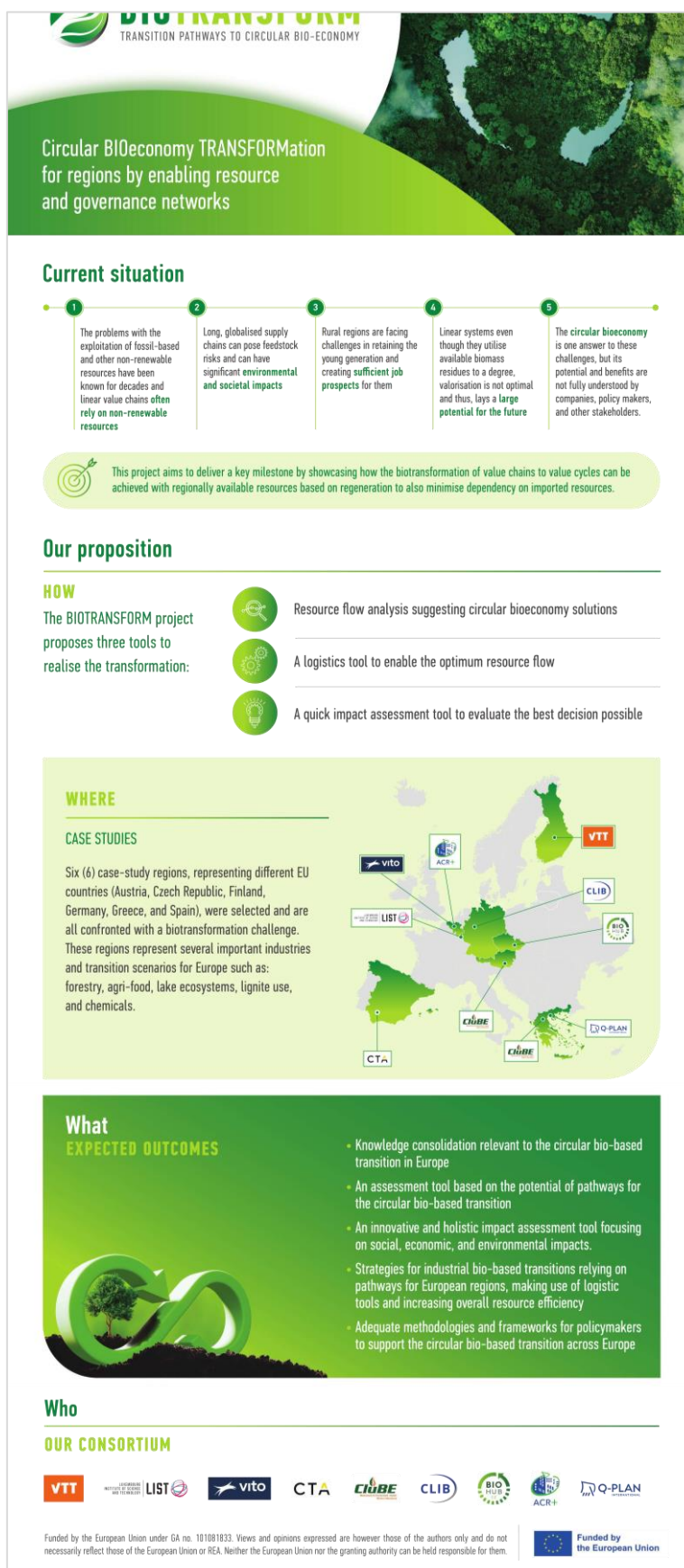


Figure 10: BIOTRANSFORM's roll-up

4.1.4 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give the slide presentations a consistent appearance and ensure uniformity. The branded templates are memorable to audience brand recognition. BIOTRANSFORM's presentations include the logo, brand colors, fonts, and brand elements from the project's visual identity.

The following templates have been prepared for the BIOTRANSFORM project:

- Presentation template; that is used as a basis for the various presentations created during the project, either for internal or external communication;
- Project deliverables and reports template in MSWord that is used as a basis for the project deliverables and reports;
- Project letterhead in MSWord that is used for communication with project stakeholders and other written communication about the project.

The templates are shown below in Figures 11-13:



Figure 11: BIOTRANSFORM's presentation template

Project: 101081833 – BIOTRANSFORM – HORIZON - CSA



Circular bioeconomy transformation for regions by enabling resource and governance networks

Dx.y Title

PROJECT ACRONYM: BIOTRANSFORM

PROGRAMME: HORIZON Europe

Grant Agreement: No 101081833

TYPE OF ACTION: HORIZON-CSA

START DATE: 1 October 2022

DURATION: 32 months



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Figure 12: BIOTRANSFORM's deliverable template cover

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Figure 13: BIOTRANSFORM's letterhead

4.1.5 Project videos

To enhance visibility and support the project's communication efforts, a series of promotional videos were produced. Q-PLAN, as the communication manager of the project, led the creation of the main animated [video](#) and its [teaser](#) (M6). The animated video provides an overview of the project, including vital information, and serves as a great way to highlight the mission and vision.

In addition, a [video](#) featuring a series of interviews with policymakers was produced to highlight the limitations of linear systems and the challenges of transitioning to a circular bioeconomy. This production was a collaborative effort, coordinated by Q-PLAN with contributions from VTT, CLIB, and CluBE.

To capture the highlights of the project's [final event](#), another video was produced showcasing its most memorable moments. This content was created to inform those who were unable to attend and to share the project's final outcomes with a wider audience.

All videos have been uploaded to the [BIOTRANSFORM's YouTube channel](#) and actively promoted across the project's social media platforms. Collectively, the promotional videos have reached a total of 3,625 views.

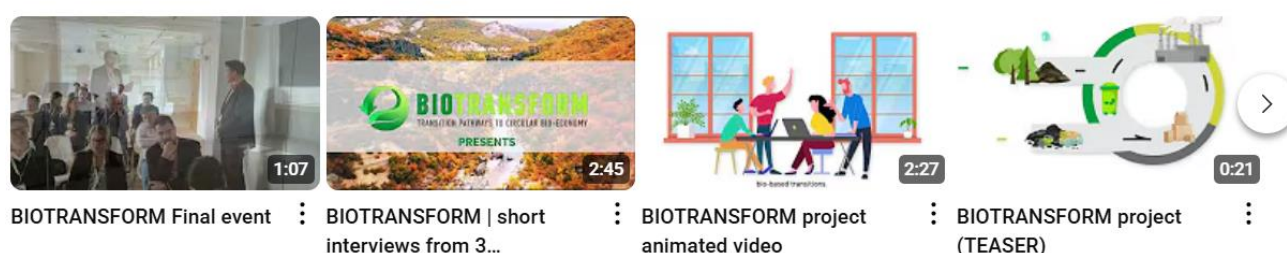


Figure 14: Project's videos

4.2 BIOTRANSFORM's digital presence

4.2.1 BIOTRANSFORM's website

The project's website, as illustrated in Figure 15, serves as a key communication tool to enhance the project's visibility and impact, presenting its progress to a wider audience. The BIOTRANSFORM website was launched in M4 (January, 2023) and is accessible on all devices without any limitations or restrictions. The website's URL is <https://www.biotransform-project.eu/> and the contact email is info@biotransform-project.eu.

It functions as the main gateway to BIOTRANSFORM's activities, publications, news, and events. Specifically, it contains information about the project's concept and objectives, the consortium, the case studies regions, relevant initiatives, as well as project news. Links to social media accounts of the project and to the project partner's webpages but also relevant initiatives are included. In addition, it is equipped with an online newsletter subscription for visitors/users.

As the project evolves, the website is being further enriched with all public deliverables and promotional material. The news section of BIOTRANSFORM's website is updated regularly, whenever an action/activity is taken.

Q-PLAN is responsible for the design, operation, and update of the project's website. All partners are expected to contribute with news items. For this reason, a report form has been sent to the consortium in order to be filled out in detail with news. This form can be found in Annex II.



Figure 15: BIOTRANSFORM's website

In the analysed period spanning from January 1, 2023 to May 31, 2025, the website recorded a total of 38,000 events, which signify user interactions with various elements on the website. During the current period of reference, the website has attracted 7,800 new users, as shown in Figure 16.

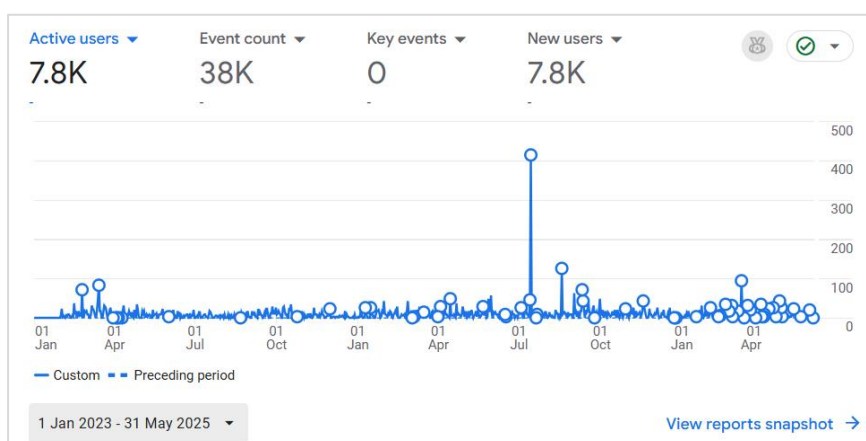


Figure 16: BIOTRANSFORM's Google Analytics new users

Most of the users, as illustrates in Figure 17, visiting the project website originate from various countries, including the United States with 1.500 users, Spain with 1.200, Greece with 962, Germany with 657 users, and Finland with 520 users. It is noteworthy that the majority of those countries are associated with the origins of the case studies regions.

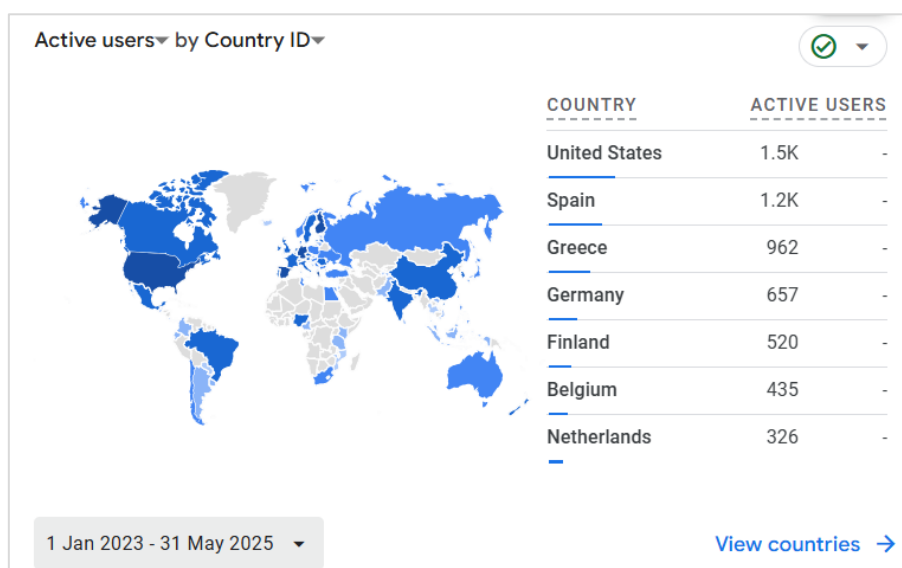


Figure 17: BIOTRANSFORM'S users countries

4.2.2 Social media accounts

In today's society, the use of social media has become a necessary daily activity, significantly impacting the dissemination of information. Accordingly, the social media accounts (SMAs) of BIOTRANSFORM are integral to the promotion of the project's news, events, and activities. BIOTRANSFORM maintains a presence on several social media platforms, including LinkedIn and X (Twitter), both of which have been active since the inception of the project in October 2022 (M1). Additionally, a Facebook account was established in February 2023 (M5), followed by the creation of a YouTube channel in March 2023 (M6). Table 6 contains URL links to the existing social media accounts of BIOTRANSFORM.

Table 6: BIOTRANSFORM's social media accounts

Social media platform	Name of account	URL
LinkedIn	BIOTRANSFORM	https://www.linkedin.com/company/biotransform-project-eu/
X (Twitter)		https://twitter.com/BIOTRANSFORM
Facebook		https://www.facebook.com/people/Biotransform-project/100090093344387/
YouTube		https://www.youtube.com/channel/UCccwSU3iOm46GFIVKzufytQ

The project's social media are continuously updated in English with news about project's activities and results, events, scientific news, news from several organisations/associations that promote

circular bioeconomy, news from related EU projects etc. The frequency of social media posts depends on the availability of news about the activities and results of the project.

In addition, hashtags are used on project's posts to help stakeholders easily find it and encourage interaction. The hashtags used on the project's social media accounts are:

#biotransform

#bioeconomy

#horizoneurope

#circulareconomy

#consortium

Q-PLAN is responsible for the administration of BIOTRANSFORM's social media accounts. All partners are requested to follow the social media accounts, disseminate the posts through their own networks, as well as to publish posts and news about BIOTRANSFORM regularly, through the social media of their organisations.

4.2.2.1 LinkedIn

LinkedIn constitutes a significant networking tool for professionals, offers a more institutional approach and has therefore been selected as a core social media channel. The project's LinkedIn page was set up in M1 (October 2022) and it focuses on presenting the project, its objectives and results. All partners are responsible for timely updating and sharing their inputs to ensure their activities are duly promoted. The LinkedIn page has 767 followers.

4.2.2.2 X

An X, formerly called Twitter, account was also launched in M1 (October 2022) aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. X is known for communicating via short messages which helps project stakeholders to understand quickly and easily what BIOTRANSFORM is and what it does.

The X page has 268 followers.

4.2.2.3 Facebook

A Facebook account was also created in M5 (February 2023) with the aim of building a strong community in various ways such as posting useful, relevant and interesting links.

Facebook provides a fast, free connection to a significant number of stakeholders, offering the BIOTRANSFORM project an opportunity to share news and results. Like all BIOTRANSFORM social media accounts, the project's Facebook page is regularly updated either with posts related to the project or other related projects and initiatives. The project's Facebook page has 83 followers.

According to Figure 18, the BIOTRANSFORM Facebook page has reached a total of 3,300 individuals who have viewed content from the project page. Additionally, the page has garnered 908 content interactions, including likes, reactions, saves, comments, shares, and replies.

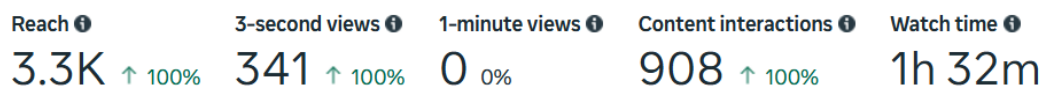


Figure 18: Facebook Insights

4.2.2.4 YouTube

Finally, the BIOTRANSFORM's YouTube channel was created in M6 (March 2023) along with the finalisation of the promotional animated video (section 4.1.4 Promotional video). The aim of creating the YouTube channel is to gather project videos in a single, accessible location and to share the promotional video, thus allowing YouTube to expose the project to a larger audience. The project's YouTube channel has currently 16 subscribers and collectively, the promotional videos have reached a total of 3,625 views.

4.2.3 Online newsletters and mailing list

The project has committed to producing a bi-annual electronic newsletter (at least 6 in total), utilising MailChimp, covering the activities developed every semester. The newsletter is distributed to the project's target audience, including all those who subscribed to it via the project website, and it is also uploaded to the website. The newsletter summarises updates on the project's developments and actions and represents an alternative way to inform potential and/or existing followers with regard to the project's concepts. Furthermore, the newsletter is a way to attract and retain stakeholders who are not familiar with social media to keep them connected and try to engage them at a later stage.

The newsletter issues are prepared by Q-PLAN, the communication manager of the project, with the contribution of all partners to specific content when necessary. Partners also disseminate the newsletter issues through their own channels.

The initial recipients' list was created and administered by Q-PLAN. The list is continuously updated during the project, allowing anyone interested to subscribe to the recipients' list by registering on the newsletter section of the project's website or unsubscribe, according to GDPR policies. The recipients' list is also used for the dissemination of other news and announcements related to the project activities.

At this stage, five (5) online newsletters were prepared and distributed through MailChimp: [M6](#) (March 2023), [M12](#) (September 2023), [M18](#) (March 2024), [M24](#) (September 2024), and [M30](#) (March 2025) presenting among others, the achieved results, upcoming activities and events, news from similar initiatives, and news in the relevant scientific fields. In M16, a [newsletter section](#) was established on the LinkedIn platform, allowing followers to opt-in to receive the project's newsletters with a single click. The frequency of newsletter issues as has already been mentioned, is bi-annual; however additional ad-hoc newsletters may be added if deemed necessary.



Welcome to our final newsletter!

After 30 months of dedicated work, the BIOTRANSFORM project has almost reached its conclusion. This initiative has worked tirelessly to support both policymakers and businesses in driving the transition from linear, fossil-based value chains to circular, bio-based systems across the EU. The project has yielded key outcomes, including a comprehensive methodology for evaluating biomass residue utilization and critical policy recommendations designed to accelerate the bioeconomy transformation.

The project studied six case studies from diverse European countries and regions – Austria, Czech Republic, Finland, Germany, Greece, and Spain – each representing unique biotransformation challenges in sectors like forestry, olive farming, agri-food, and lignin processing.

Are you interested in reading our series of newsletters? Find them here!

Figure 19: Latest issue of BIOTRANSFORM's newsletter

4.2.4 Press releases and other publications

During the project, at least two (2) scientific publications will be published in scientific journals/conferences. Publications in impactful peer-reviewed scientific journals is one of the project's key channels for dissemination. BIOTRANSFORM will disseminate the research and experimental results via scientific articles and conference presentations. The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results.

In addition, all partners/authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure publications of project news and results. Each partner will make efforts to produce publications of the highest quality, which not only reflects on the consortium's reputation but also on the BIOTRANSFORM project's one. All publications must cite or/and refer to the EU contribution and project grant agreement number, as required in Article 17 of Grant Agreement No. 101081833.

An indicative list of journals that can be used under the context of the project is given by the Table 7:

Table 7: Indicative journals for BIOTRANSFORM publications

Title	Impact factor
Nature Sustainability Journal	27.7
Science of the Total Environment	10.753

Circular Economy & Sustainability	4.7
Frontiers in Environmental Science	4.6
Sustainability	3.9
PLos One	3.7

During the project press releases will be produced on an ad-hoc basis, especially when achievements, progress and important actions are achieved or foreseen (i.e. an upcoming event). The press releases aim to inform stakeholders about the overall project actions and results, but they may also incorporate space for featuring specific stories related to project achievements in the form of short articles. General press releases will be developed, when necessary, targeting stakeholders at the EU level. Press releases may also be produced after each project meeting or prior to a project event with the purpose of attracting local media attention.

To date, seven (7) press releases have been produced and published on the dedicated [press release page](#) of the BIOTRANSFORM website. Each release marks a significant development, underlining the project's ongoing commitment to stakeholder engagement, and knowledge sharing.

Overview of published Press Releases:

- **[Press Release 1:](#)** Announced the official launch of the BIOTRANSFORM project.
- **[Press Release 2:](#)** Covered the 2nd project meeting held in Kastoria, Greece.
- **[Press Release 3:](#)** 3rd consortium meeting held in Prague, Czechia
- **[Press Release 4:](#)** 4th consortium meeting in Helsinki, Finland
- **[Press Release 5:](#)** Provided a summary of the 5th consortium meeting in Seville, Spain
- **[Press Release 6:](#)** Announced the BIOTRANSFORM final event at BIOKET 2025
- **[Press Release 7:](#)** Highlighted the final consortium meeting and the final project event

The press releases were then shared with the consortium for further distribution.



Figure 20: BIOTRANSFORM's 7th Press Release

4.2.4.1 Open Science

Open Science (OS) is vital for the successful co-design, implementation, and dissemination of circular bio-based transition policies, which require high-quality knowledge and effective sharing mechanisms. BIOTRANSFORM's consortium integrates OS practices to meet project objectives and contribute to post-project plans, ensuring research results are widely transferred and continued. By engaging

stakeholders at all levels—from EU policies to local co-creation—BIOTRANSFORM fosters an inclusive, global approach to addressing systemic challenges.

The project ensures early and open sharing of research through pre-registration and registered reports on Researchgate and publishes all research deliverables on its web portal. Open datasets are stored on Zenodo, adhering to FAIR principles and maintaining a balance of openness with necessary restrictions.

4.3 BIOTRANSFORM events

4.3.1 Project events, workshops, and webinars

The BIOTRANSFORM project is set to implement optimal transformation pathways, carefully considering current and future trends to ensure long-lasting utility. A key focus is on the intuitiveness of the proposed solutions to facilitate easy adoption by local and regional actors. As part of the initiative, industrial scenarios and stakeholders will be prepared for the transition through co-creation and capacity-building workshops held across the six (6) case-study regions and one pan-European event. These workshops aim to equip stakeholders with essential skills and knowledge on circular economy principles, such as the 10R framework, which are crucial for the success of future circular industries.

Additionally, the project includes peer-learning opportunities where stakeholders can exchange insights and apply them within their own contexts. A series of webinars, led by governance experts from ACR+, has started with the aim of training regional authorities on implementing these solutions effectively. The comprehensive approach also involves creating transition brokers to further facilitate the adaptation and implementation process, underscoring the economic and environmental benefits of the transition through various success stories and data.

To date, the project has organised the following events:

- **Governance and financing challenges for circular bioeconomy:** This online session was held on October 10th, 2023. The objective of that meeting was to explore and gain deeper insights into the governance and financial obstacles confronting governmental bodies as they navigate the transition towards circular bio-based systems.
- **Tools and methodologies for the regional transition to circular bioeconomy:** That webinar took place on April 29th, 2024. The objective of that meeting is was to present to regional authorities the methodologies and tools developed by the BIOTRANSFORM project and to collect their feedback to ensure they meet their actual needs.
- **Circular Bioeconomy Transformation Methodologies:** That webinar held on November 21, 2024, where the project delved into innovative methodologies and tools developed by BIOTRANSFORM to support the transition towards a circular bioeconomy.
- **Final Event:** Attendees gained insights into the project's key achievements, practical outcomes, and future potential in supporting Europe's transition to a circular bioeconomy (see Section 4.3.3: Final Event for further details).
- **Replication workshop:** In this workshop, the project's key findings, methodologies, and tools were presented and discussed, focusing on how regions could support the circular bioeconomy in Europe.

4.3.2 External events

Participating in relevant events and fairs are unique opportunities to reach further audiences with a wide range of backgrounds. Throughout the duration of the BIOTRANSFORM project, partners have planned to participate in at least six (6) conferences/webinars per year with a view to:

- present BIOTRANSFORM concept;
- share knowledge;
- establish contacts and interactions with stakeholders;
- promote BIOTRANSFORM actions and results;
- raise awareness.

To ensure consistency in the presentation and communication of the project, partners have at their disposal the project's leaflet and brochure, a template for presentation slides, and the project's infographic that can be produced as a poster or roll-up. All these materials incorporate the BIOTRANSFORM logo and colours.

Table 8 lists the external events and fairs where partners participated to present BIOTRANSFORM. In total, the partners participated in 26 external events.

Table 8: BIOTRANSFORM's participation in external events

No	Partner	Date	Title/Type of activity
1	CluBE	27/1/2023	Biomass Day Conference
2	CTA	28/3/2023	Retos y oportunidades de Andalucía en su transición hacia un modelo de bioeconomía circular Online event
3	ALCN	7/6/2023	WWIC Water Innovation and Circularity Conference
4	CluBE	21-24/6/2023	10th International Conference on Sustainable Solid Waste Management
5	CluBE	8-10/7/2023	8th Summer Academy of Environmental Educators of the University of Western Attica Education & training events
6	CluBE	20-22/10/2023	Kozani Youth Fest 2023 Education & training events
7	ALCN	24/10/2023	Circular Bioeconomy Day 2023, Warsaw Conference
8	LIST	8/11/2023	Circular Cities and Regions Initiative (CCRI) general Conference
9	CluBE	13-14/12/2023	Experiential Workshops of Bioeconomy Initiatives of the BIOLOC and BIORURAL projects Education & training events
10	CluBE	12-13/3/2024	1st Bioeconomy Festival "1st BioChange Fest Kozani Viewer_or_changemaker"
11	HUB	30/5/2024	Karlovy Vary (Charles Spa) Innovation Conference
12	CluBE	31/5/2024	Sustainable Entrepreneurship seminar
13	CTA	6/6/2024	Bioeconomy in the olive sector as a lever for economic and social transformation" in Jaen (Andalusia)
14	VTT	24-27/6/2024	EUBCE 2024
15	CLIB	11/9/2024	Ideenfutter Expo of FoodHubNRW
16	LIST	24-29/06/2024	32nd European Biomass Conference and Exhibition, Marseille, France
17	LIST	26/09/2024	ROBIN 1st Mutual Learning Workshop
18	CTA/VITO	1/10/2024	SCALE-UP WS6: Governance of regional bio-based systems #2
19	CTA	2/10/2024	Bioeconomy Marketplace
20	CTA	10/10/2024	Workshop: Tools that promote the circular bioeconomy

21	ACR+	21/11/2024	Circular bioeconomy transformation methodologies
22	CLIB	18-19/2/2025	CLIB international Conference
23	CLIB	24-26/2/2025	BioProcessingDays Recklinghausen
24	HUB	4/3/2025	Conference Karlovy Vary Region at the Crossroads
25	Q-PLAN	13/3/2025	BIOKET conference in Brussels
26	CLUBE, CTA	06/05/2025	Projects4future

Partners will keep attending external events during the course of the project. In order to better keep track of these dissemination and communication activities, all partners are asked to complete a table named “External Attended and Future Events” with all required information about the participation in the event at the latest three weeks after the event. The table can be found in Annex III;

4.3.3 Final conference

The BIOTRANSFORM project concluded with a final event on March 13, 2025, held as part of BIOKET 2025 at the SQUARE Brussels Meeting Centre. Organised by Q-PLAN and ACR+, the event gathered policymakers, researchers, industry leaders, and stakeholders from across Europe to highlight the project’s key achievements in advancing the circular bioeconomy. Attendees explored BIOTRANSFORM’s methodologies, case studies, and policy recommendations, with a particular focus on regional applications of biomass residues. The event also featured joint contributions from related projects-ROBIN and SUSTRACK-demonstrating a united effort to provide comprehensive policy guidance for the development of sustainable bio-based systems.



Figure 21: Final Event

4.4 Clustering and international cooperation

4.4.1 Foreseen activities

4.4.1.1 Procedures for identifying projects and initiatives

As a starting point for the clustering and international cooperation in BIOTRANSFORM, an extensive identification activity of potential projects and initiatives to cluster with was performed by the whole consortium, coordinated by CTA.

For this purpose, a “Cluster repository” file was developed including the following fields (see annex IV):

- Type
- Acronym
- Full Title
- Description
- Funding scheme
- Budget
- Start date
- End date
- Coordinator entity
- Coordinator's country
- Reference link
- Contact info
- Name
- Phone
- email
- BIOTRANSFORM Involved partner
- Link to BIOTRANSFORM
- Other comments

Although this repository has been continuously updated by all the project partners (and will be till the end of the project) with relevant information, a strong effort was made during the first 6 months of the projects so as to pave the base for the clustering activity with a strong overview of the EU circular bioeconomy ecosystem, including relevant projects and other initiatives. More than 45 records were included in the “Cluster repository” by all the project partners by the first semester of the project execution. Currently, this number has reached 59 initiatives identified.

An initial and strong clustering strategy was established since the very beginning of the project implementation for finding stable collaboration mechanisms with the SUSTRACK project, BIOTRANSFORM's sister project.

4.4.1.2 Clustering repository

For the reporting of the clustering activities performed by the project partners a repository scheme was developed aligned with the recording mechanisms put in place in the dissemination and communication activities framework (WP5) and, thus, in collaboration with WP5 leaders.

Using the “D&C reporting” excel file (see annex V) some dedicated clustering fields were included to clearly identify dissemination and collaboration actions planned and performed in collaboration with other projects and initiatives where BIOTRANSFORM had a relevant participation through some of its partners.

Those fields are:

- Type of activity. Including the following options:
 - Clustering activity – Event → for the active participation of BIOTRANSFORM in events and workshops.
 - Clustering activity – B2B meeting → for dedicated meetings with projects/other initiatives responsible to analyse potential synergies and collaboration opportunities in the short and medium term.
 - Clustering activity – Join dissemination activity → for collaboration and support in the dissemination and communication activities between projects (exchange of logo and information for websites, support in the dissemination in activities through each other’s newsletter and/or other communication channels, etc).
- Other projects/initiatives involved, especially organizers

4.4.1.3 *Bilateral meetings*

As a pillar of the BIOTRANSFORM clustering strategy, periodic contacts with representatives of relevant projects (mainly through regular B2B meetings) have been established, targeting initiatives aiming at developing tools and other materials for supporting the circular bioeconomy transition at regional level, with a main focus in policy makers and regional/local representatives.

Stable communication channels and mechanisms with the following projects were built during the first 18 months of the project:

- [ROBIN](#)
- [CEE2ACT](#)
- [SUSTRACK](#)
- [BIORECER](#)
- [3CO](#)
- [BIORADAR](#)
- [BIOMODELS4REGIONS](#)
- [C4B](#)

The initial phase of establishing a bilateral collaboration with those projects involved the exchange of relevant information, including logos, full titles, brief descriptions, and website links. This information has been displayed on the BIOTRANSFORM website under the section titled "[Related initiatives](#)" as illustrated in Figure 22.



Figure 22: Related initiatives information in BIOTRANSFORM's website

4.4.1.4 BIOTRANSFORM Clustering plan

As part of the internal coordination of the clustering activity, a clustering plan was drafted, asking each partner to identify projects/initiatives from the “Cluster repository” file they could be closer to as project partners or previous collaboration experiences, as a more direct way for contacting and finding synergies with BIOTRANSFORM.

In addition, during the semestrial project meetings, each partner is asked to draft a preliminary clustering plan for the following 6 months identified new clustering activities to be developed and new projects/initiatives to cluster with, aligned with each one's own activity.

4.4.1.5 BIOTRANSFORM Clustering events

Table 10 presents the participation of BIOTRANSFORM in 25 clustering events.

Table 9: BIOTRANSFORM's participation in clustering events

No	Clustering activity	Date	Main description and other relevant initiatives
1	Sustrack European Bioeconomy Network	14/02/2023	ALCN presented goals and outcomes of the BIOTRANSFORM project and participated in network activities.
2	Expobiomasa	09/05/2023	Clustering sessions among bioeconomy linked projects at international, national and regional level with the main purpose of finding synergies

			among them. Other projects participating: BIORURAL, BRANCHES, MAISTREAMBIO, ROBIN, SCALE UP, BIOMASS CAP, AURORAL, MOR-E, BIOCOGEN, DRYGAS, ALL-TO-GAS, LDBA, RE4INDUSTRY, BIOEFFORMED, BeonNAT, BIOCISTUS4.0, BIOVALOR, TREEADS, FIREPOCTEP
3	SUSTRACK workshop	09/06/2023	Participation in the focus group on the main findings of SUSTRACK project related to limits, barriers and solutions for the transition, giving BIOTRANSFORM point of view according to the work developed.
4	Fomento de la bioeconomía andaluza mediante proyectos europeos	05/07/2023	Clustering sessions among bioeconomy linked projects at regional level (Andalusia) with the main purpose of finding synergies among them. Other projects participation at EU level where ROBIN and SCALEUP.
5	87th Thessaloniki International Trade Fair	09-17/09/2023	BIOTRANSFORM project was presented during a workshop that delved into the creation of a National Bioeconomy Hub. Other projects participating: CEE2ACT, MarginUp!, Model2Bio, 24_7ZEN, Green Skills for Hydrogen, PV4Plants, Vamvakies a Social Green Project, TEAMIT+, HABITABLE, SEED, Regio1st, Eyes Hearts Hands.
6	3. Netzwerktreffen der Circular Region Community	10/05/2023	Networking, stakeholder identification, and replication opportunities for BIOTRANSFORM in resource intense industries and production value chains, conducted by Helen Dolinsek.
7	Circular Bioeconomy Day 2023	25/10/2023	ALCN presented innovations in the field of Industrial Symbiosis and doing this promoting BIOTRANSFORM activities to use the case studies as an example how industrial symbiosis have to look like. How the connection has to be intertwined to be able to transform regions into circular bioeconomies
8	Bioeconomy Austria Summit 2023	07/11/2023	Presentation of BIOTRANSFORM and potential synergies with other national initiatives.
9	SUSTRACK INSPIRE Conference	16/11/2023	SUSTRACK presented main findings of limitations of linear economies and their methodology of assisting in transitioning to circular bioeconomy in selected industries. BIOTRANSFORM partners shared point of view according to the work developed.
10	Region presentation at ECONONDO, workshop organised by Cluster SPRING.	08/11/2023	CLIB was invited to present the region of NRW, with a focus on the transition to a circular bioeconomy. A presentation of BIOTRANSFORM was included as part of the discussion with regional partners.
11	Foro de Bioeconomía Circular	21/11/2023	BIOTRANSFORM was presented and a roll up was included in the exhibition area. Clustering with other projects in the area was performed (as ROBIN, BioRURAL, MainstremBIO or Scale-UP)
12	Clusters meet Regions - Iasi, Romania	21-23/11/2023	LIST participated in the validation workshop for a bioeconomy web platform for the BIORuralup project, presented BIOTRANSFORM and took part in the panel discussion
13	30th International Fair for Agricultural	1-4/2/2024	CluBE participated with a booth informing people for BIOTRANSFORM as well as all its other

	machinery, equipment and supplies		projects from the department of Bioeconomy and Social Innovation (MarginUp!, ROBOCOOP, CEE2ACT, B4R, Waste4Soil, InteractionSeeds, BBTWINS, PV4Plants, Model2Bio, Vamvakies, Habitable).
14	Careers opportunities and in Bioeconomy	14/03/2024	CluBE participated of the event presenting the experience of BIOTRANSFORM for the public. The event was organized in the framework of the GenB project that promotes the bioeconomy in the new generations and aims to give students and young people the opportunity to learn about opportunities careers in the field of Bioeconomy in Greece, to be informed about programs studies and meet/network with successful professionals in the field.
15	CBE-JU, BIC, CEE2ACT: Promoting Bioeconomy in Greece	15/4/2024	Through engaging presentations, interactive sessions, and networking opportunities, CluBE successfully highlighted the visibility of BIOTRANSFORM and its significant contributions to advancing the bioeconomy agenda. During the event, participants from multiple sectors had the opportunity to learn about BIOTRANSFORM, one of CluBE's flagship initiatives aimed at the transition from linear fossil-based systems to circular biobased systems. Through compelling presentations and discussions, we showcased CluBE's commitment to driving innovation and sustainability in the bioeconomy sector.
16	1st BIOMASS REGIONAL FORUM 2024 "Bioenergy & Sustainable Forest Management"	14-16/5/2024	Mr. Ntavos, Co-Founder and Manager of CluBE, presented CluBE and two of the European projects related to biomass CluBE is currently implementing, one of which is Biotransform.
17	SCALE-UP event	06/06/2024	Event from the Andalusian stakeholder platform from SCALE-UP project organised by CTA where other circular bioeconomy projects such as BIOTRANSFORM were introduced too.
18	Technical workshop with SUSTRACK and BIORADAR	19/06/2024	Partners in charge of developing the tools from each project presented their progress and the technical discussions were maintained so they can jointly find solutions for common challenges. CTA organised and LIST participated.
19	SUSTRACK closing event "Pathway to DESIGN the circular bioased transition"	25/06/2024	The event gathered experts and innovators driving the future of a circular bio-based economy with a focus on textile industry.
20	IFIB 2024 satellite event	03/10/2024	In a round table on "The role of regions in implementing the ecological transition ", which was moderated by Christian Patermann, CLIB presented North RhineWestphalia (NRW), and the BIOTRANSFORM project.
21	Technical workshop with ROBIN	15/01/2025	Technical workshop on policy brief where both project shared their progress and thought together how to avoid overlapping in the policy briefs to be done,
22	BioFUTURE - Mutual learning workshop	19/02/2025	Workshop organized by the BIOMODEL4REGIONS, BIOTRANSFORM, ROBIN and Shapingbio projects. It aimed to

			present the results obtained by the projects in relation to aspects of regional policy advocacy to promote the bioeconomy.
23	ShapingBio Summit Empowering Europe	02/04/2025	ShapingBio Policy Recommendations Workshop.
24	Circular Economy Community	10/04/2025	ECESP Stakeholder dialogue.
25	Regional bioeconomy clusters	20/05/2025	BIOTRANSFORM presented at BIOINSPIRE kick-off.

4.5 EU Dissemination channels

BIOTRANSFORM has reached a stage where many results are being generated, necessitating their dissemination to the broader community, particularly within the European Union to ensure long-term exploitation. Accordingly, a list of dissemination channels has been compiled for potential use throughout the project's duration. Those channels include both business and academic channels

A tentative list of EU dissemination channels that may be utilised by BIOTRANSFORM throughout its duration is provided below:

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.
- The **Horizon Results Booster** addresses projects eager to go beyond their Dissemination and Exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.
- **Horizon Dashboard** is an interactive knowledge platform where statistics and data on EU Research and Innovation programmes can be extracted.
- **European Entrepreneurship Network** is a digital network that connects entrepreneurs with European Ecosystems, such as innovation Hubs, universities, and business groups.
- **Greenovate! Europe** is a not-for-profit network of organisations dedicated to sustainable innovation.
- **EU agenda** serves as a central repository for all matters related to European affairs, including events, webinars, publications, news, videos, and updates.
- **EU CAP Network** is a forum through which National CAP Networks, organisations, administrations, researchers, entrepreneurs and practitioners can share knowledge and information about agriculture and rural policy.
- **Knowledge Centre for Bioeconomy** is a central hub for bioeconomy policy knowledge and collaboration bringing together researchers, policymakers and other experts.

5. Timeline and implementation plan

Figure 32 shows an action plan of BIOTRANSFORM's dissemination and communication activities, spanning the whole duration of the project.

			2022	2023						2024						2025			
Activity	Responsible Partner	Related WP	1st year						2nd year						3rd year				
			October	November - December	January - February	March - April	May - June	July - August	September	October	November - December	January - February	March - April	May - June	July - August	September	October	November - December	January - February
Development of promotional material																			
Logo	Q-Plan	WP5																	
Templates (report, presentation and letterhead)		All WPs																	
Leaflet, poster and roll-up		WP5																	
Promotional videos		WP5																	
Website																			
Development and operation of project's website	Q-Plan	WP5																	
Publicity through project's website	All partners	All WPs																	
Publicity through partners' website	All partners	All WPs																	
Social media networks																			
Creation of social media accounts (Twitter & LinkedIn)	Q-Plan	WP5																	
Creation of social media accounts (YouTube)	Q-Plan	WP5																	
Publicity through projects' social media	All partners	All WPs																	
Publicity through partners' social media	All partners	All WPs																	
Publicity through project YouTube channel	Q-Plan	WP5																	
Digital presence																			
Recipients list creation and update	Q-Plan	WP5																	
E-newsletter	Q-Plan	WP5																	
Publications																			
Non – scientific (press releases, blogging)	All partners	WP5																	
Scientific publications and conference papers	All partners	WP5																	
External events																			
Exhibitions, business events, information days etc.	All partners	WP5																	
Scientific events, conferences etc.	All partners	WP5																	
Project workshops																			
Workshops and webinars	All partners	All WPs																	
Final Conference																			
Final conference	ACR+, Q-PLAN	All WPs																	
Synergies with related projects/initiatives																			
Synergies with related projects/initiatives	CTA, all partners	WP5																	

Figure 23: BIOTRANSFORM's timeline

6. Key Performance Indicators (KPIs) and monitoring

The implementation of the dissemination and communication strategy is monitored on an ongoing basis according to the realisation level of the communication and dissemination objectives and outcomes that have been set up. The frequent evaluation of communication and dissemination activities allows to monitor and measure their impact and, if necessary, adapt them to increase the project's visibility and awareness.

The communication manager has the overall responsibility of the monitoring and evaluating BIOTRANSFORM's communication and dissemination activities, although the project partners are also expected to help by continuously monitoring and evaluating the publicity and communication activities they carry out.

Partners have to report in detail all the communication and dissemination actions they undertook through the BIOTRANSFORM Dissemination and Communication Reporting Template. This template has been sent to all partners by email. The table can be found in Annex V. Q-PLAN will notify all partners in advance for input collection.

According to Table 11, all KPIs have been achieved, with several surpassing their initial targets.

Table 10: BIOTRANSFORM's dissemination KPIs

Tool/channel	KPIs	Status	Remarks
Brochures & Leaflets	Number of views >100 per brochure and leaflet, respectively	360	
Project website	Unique visitors / 800 Visits per year	7,800	
Social media	Followers and engagement rate / 150 followers; 0,6% engagement rate	Followers: 1,134 / Engagement rate: 11.5	Facebook:83 LinkedIn:767 Twitter: 268 Youtube: 16
Videos	At least 2 project videos. Views / 300 views	Views: 3,625	LinkedIn: 1666 Facebook: 1147 Twitter: 504 YouTube: 308
Newsletters	2 / year, with 1,7% opening rate / 300 subscribers.	39,40% 455 subscribers	MailChimp: 102 LinkedIn: 353
Scientific Publications	At least 2 scientific publications in high impact open access journals	2 conference abstracts (EUBCE 2024 and NWBC 2024)	One under preparation
Workshops & trainings	6 workshops and webinars (15-25 attendees per workshop) + 1 PAN EU	Regional workshops: Andalusia stakeholders: 9	

		Western Macedonia: 20 North Rhine Westphalia: 24 Charles Spa: 14 Northern Burgenland: 23 Finland: 21 Replication workshops: Andalusia stakeholders: 12 Western Macedonia: 3 North Rhine Westphalia: 13 Charles Spa: 7 Northern Burgenland: 27 Finland: 16 PAN EU event: 89	
Interviews and Surveys	At least 120 survey responses, and 5 interviews/region	In Task 1.5- Completed and achieved	
Conferences, webinars and events	Minimum 6 webinars or conferences /year with 1 in-person presentation/year	26 events	
Stakeholders	250 through communication channels	Total: 8,518 Info days: 119 Leaflets: 360 Workshops: 55 Regional workshops: 111 Followers on social media: 1134 Newsletter: 455 Events/conferences: 4408 Website new users: 7800	

7. Conclusions

The current document constitutes the final version of the report on “Dissemination and Communication Plan” of the BIOTRANSFORM project.

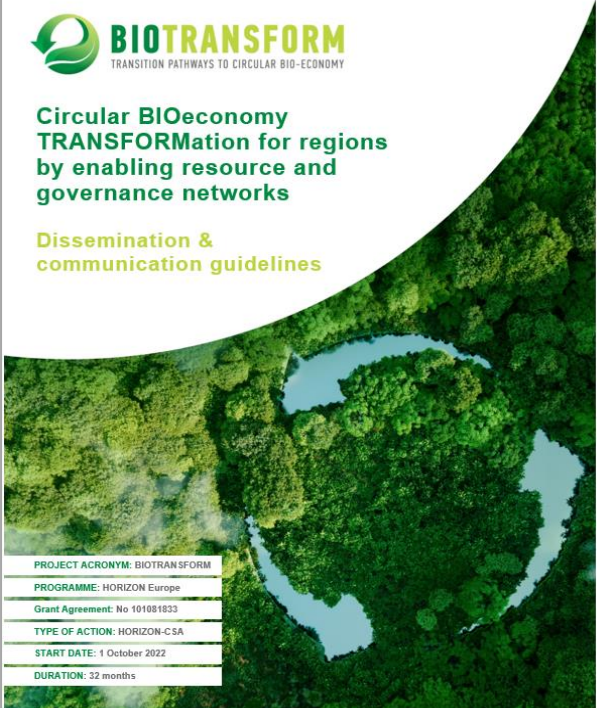
With reference to the initial report elaborated in D5.1, this report describes the objectives and the defined framework of the project’s communication, dissemination and training strategy and provides an update of both the implemented and the foreseen communication and dissemination activities and corresponding channels, following the experience of the first 20 months of the project’s implementation.

The project consortium has so far managed to create a consistent and recognisable visual identity and branding for the BIOTRANSFORM project and has made considerable efforts to reach out to the targeted stakeholder groups and relevant networks. The project communication and dissemination activities are focused on raising awareness about the project’s approach and development, through the project online media, activities, synergies, contribution with new knowledge and through participation in relevant events.

The project future efforts will focus on deepening the connections made and networks built in local and EU context, to maximise the visibility and outreach of the BIOTRANSFORM project. To this end, all partners will keep on actively contributing to the communication and dissemination activities through the exploitation of the defined dissemination tools and channels, promoting and multiplying publicity of the project’s aims and achievements and disseminating targeted messages to all relevant stakeholders.

Annexes

Annex I – BIOTRANSFORM D&C guidelines

Project: 101081833 – BIOTRANSFORM – HORIZON – CSA  Circular BIOeconomy TRANSFORMATION for regions by enabling resource and governance networks Dissemination & communication guidelines  <table border="1"> <tr> <td>PROJECT ACRONYM: BIOTRANSFORM</td> </tr> <tr> <td>PROGRAMME: HORIZON Europe</td> </tr> <tr> <td>Grant Agreement: No 101081833</td> </tr> <tr> <td>TYPE OF ACTION: HORIZON-CSA</td> </tr> <tr> <td>START DATE: 1 October 2022</td> </tr> <tr> <td>DURATION: 32 months</td> </tr> </table> Contact details: chrysafi@qplan-intl.gr & gkoura@qplan-intl.gr 	PROJECT ACRONYM: BIOTRANSFORM	PROGRAMME: HORIZON Europe	Grant Agreement: No 101081833	TYPE OF ACTION: HORIZON-CSA	START DATE: 1 October 2022	DURATION: 32 months	BIOTRANSFORM D&C guidelines This document provides you with key initial guidelines regarding communication and dissemination activities and introduces the main dissemination monitoring tools that you are kindly asked to use throughout the project. Main guidelines 1. Actively contribute to the dissemination of project results and key messages. 2. Do not forget to include the BIOTRANSFORM logo and website URL together with the EU logo and the disclaimer "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 REA. Neither the European Union nor the granting authority can be held responsible for them". In practice, it should look like this: Funded by the European Union under GA no. 101081833. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them.  When displayed with another logo, the EU emblem must have appropriate prominence. You can download the needed EU emblem in the desired resolution following this link: https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/ 3. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, and citation style. In general: • Use Arial as font for documents generated with MS Office programmes and for web applications. • Always use the same style for references, both for in-text citations and in the bibliography/footnotes. • Be consistent in using currency references (for example, use EUR instead of € throughout). • Be consistent in the numbering format; comply with the British usage (e.g. 75,000,239.23), unless differently indicated by the bid manager. • If you abbreviate a word, use the correct abbreviation (for instance, "m" for million, not "mn"). • Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document. • Review the language and the coherence of the structure of the text you drafted. 4. Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, publication. A leaflet, a poster and a roll-up will be prepared for you to use throughout the project. Other communication materials (e.g., infographics) will be prepared ad-hoc if needed. Funded by the European Union under GA no. 101081833. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them. 
PROJECT ACRONYM: BIOTRANSFORM							
PROGRAMME: HORIZON Europe							
Grant Agreement: No 101081833							
TYPE OF ACTION: HORIZON-CSA							
START DATE: 1 October 2022							
DURATION: 32 months							
5. Always inform Q-PLAN regarding every dissemination and communication activity that you plan to carry out (e.g., organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the BIOTRANSFORM communication channels in a timely manner. 6. You will have to report in detail all the communication and dissemination actions you undertook (see BIOTRANSFORM Dissemination & Communication Reporting Template for instructions). This template is in line with the new Horizon Europe programme needs and is sent to all partners by email. The initial expectation for input collection is every 6 months and Q-PLAN will notify the consortium in due time to start collecting input as well as in case of any changes. 7. Always report about meetings and events you organised and/or participated to (please see BIOTRANSFORM External and Future Events Template for an explanation on how to report about events. This template was sent to all partners by email). 8. In compliance with GDPR requirements, always gather consent, when collecting, using, and storing personal data during your events/conferences. Guidelines for enhancing BIOTRANSFORM online presence This section provides you with some key initial guidelines regarding your expected contribution and use of the BIOTRANSFORM website and social media accounts (SMAs). Website 1. Actively contribute to the news section of the website. Please send each news item to Q-PLAN. For all BIOTRANSFORM activities collect good quality photos, and videos if possible, and share them with Q-PLAN, so as to make them usable on the website and on the BIOTRANSFORM SMAs. For generic images, that do not pertain to implemented project activities, simply outline your expectations together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post. A relevant reporting form valid for both news items for the website and SMAs is sent to all partners by email. 2. Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide Q-PLAN with a link to the event if available, so that it can be posted online in the dedicated section of the website. 3. Inform Q-PLAN about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning your case study area on the BIOTRANSFORM project and provide Q-PLAN with a link/scan for giving it more visibility online. Social Media Accounts 1. Register to all BIOTRANSFORM SMAs (i.e., Twitter, LinkedIn and YouTube, when available) and use them: monitor announcements and posts, comment, like and retweet. 2. Do make your own posts to foster discussion and keep the page alive. 3. Promote the BIOTRANSFORM SMAs within your network of contacts. 4. Signal to BIOTRANSFORM relevant profiles that we could follow (on Twitter and LinkedIn). 5. Select among the project hashtags when posting on SMAs and add any that you feel appropriate for your post. Available hashtags are: Funded by the European Union under GA no. 101081833. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them. 	Mandatory: #Biotransform Optional: #HorizonEurope #bioeconomy #circulareconomy 6. Tag the BIOTRANSFORM project accounts if you expect a share or reaction on posts made on your corporate or personal accounts or contact Q-PLAN if you expect a new post made on the project accounts based on your shared content. 7. If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the EU emblem and the disclaimer "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 REA. Neither the European Union nor the granting authority can be held responsible for them"). Q-PLAN will upload it on YouTube. The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress. Funded by the European Union under GA no. 101081833. Views and opinions expressed are however those of the authors only and do not necessarily reflect those of the European Union or REA. Neither the European Union nor the granting authority can be held responsible for them. 						



BIOTRANSFORM
TRANSITIONING AGRICULTURE TO CIRCULAR BIO-ECONOMY

GA 101051833

News

Picture(s)	
Title	
News (main content)	
Key words/ hashtags (for social media)	

Attachments

Please attach any relevant pictures/ images as separate png or jpg files with as high resolution as possible.

News reporting form

Page 1 of 2

Annex III – External attended & future events

A) External attended events

External Attended Events								
Event's Name	Thematic Focus	Date	Location	Registration fees	Specific requirements for participation (e.g. abstract submission etc)	Deadline for abstract submission (if applicable)	Website	Added by (Partner)

B) Future events

Future Events								
Event's Name	Thematic Focus	Date	Location	Registration fees	Specific requirements for participation (e.g. abstract submission etc)	Deadline for abstract submission (if applicable)	Website	Added by (Partner)

Annex IV – Cluster repository

Part A

 N°	Type	Acronym	Full Title	Description (30-50 words)	Funding scheme	Budget	Start date	End date	Coordinator entity	Coordinator's country	Reference link

Part B

Contact info: Name (Only if public info. is available)*	Contact info: Phone (...)*	Contact info: email (...)*	Involved partner(s) - [Drop down] if more than one, choose this option + indicate in "Comments"	Link to BIOTRANSFORM (Why it is interesting? How can we benefit from it?)	Other comments

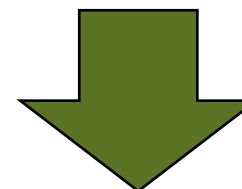
Annex V – Dissemination and Communication reporting template

A) Communication activities

[illegible]

CITIZENS
CIVIL_SOCIETY
EU_INSTITUTIONS
INDUSTRY
INNOVATORS
INTERNATIONAL_ORGANISA
INVESTORS
LOCAL_AUTHORITIES

Communication channel
Please select a channel from the list



- EVENT
- EXHIBITION
- INTERVIEW
- MEDIA_ARTICLE
- NEWSLETTER
- OTHER
- PRESS_RELEASE
- PRINT_MATERIALS

B) Dissemination activities

Type of activity	Description/title of activity	Date	Type of audience	Size of audience	Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the activity

Target Audience
 Please select the
 target audience from
 the list



Research communities
 Industry, business partners
 Innovators
 Investors
 International organisation (UN body, OECD, et
 EU Institutions
 National authorities
 Regional authorities

C) Publications

Type of PID	Type of publication	Title of the scientific publication	Authors	Title of the journal or equivalent	Number	ISSN or eISSN	Publisher	Month of publication	Year of publication

Type of publication
Please select the type from the list



Article in journal	on type
Publication in conference proceeding/ workshop	
Books/ monographs	
Chapters in books	
Thesis/ dissertation	
Other	

Was the publication available in open access through the repository at the time of publication	Peer-reviewed	PID (Publisher version of record)	Book Title	Did you charge OA publishing fees to the project?	Type of publishing venue	Article processing costs that will be charged to the project

Type of venue
Please select the venue from the list



Hybrid venue	venue from the list
Full open access venue	
Full subscription venue	