



BioINSouth

Supporting regional environmental sustainability
assessment for the BIO-based sectors to improve
INnovation, INdustries and INclusivity in SOUTH Europe



Deliverable 7.1

D&C&E plan (M6)



Cyprus

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Italy

Slovenia

Spain

Türkyie



BioINSouth

Supporting regional environmental sustainability assessment for the BIO-based sectors to improve INnovation, INdustries and INclusivity in SOUTH Europe

Project title	Supporting regional environmental sustainability assessment for the bio-based sectors to improve innovation, industries and inclusivity in South Europe
Project acronym	BioINSouth
Grant agreement ID	101156363
Project start date	01/06/2024
Duration	36 months

D7.1 D&C&E plan (M6)	
Due date	30/11/2024
Delivery date	28/11/2024
Work Package	WP7
Author(s) responsible	Nadia Vougiannopoulou
Contributor(s)	Vasiliki Petrotou
Reviewer(s)	Pierluigi Argoneto, Lara Carlet
Version	Final
Dissemination level	PU

VERSION AND AMENDMENT HISTORY			
Version	Date (DD/MM/YYYY)	Created by/ Amended by	Review of changes
1	26/11/2024	Nadia Vougiannopoulou	Final version for coordinator submission
Final	28/11/2024	Nadia Vougiannopoulou, Pierluigi Argoneto	Addressed comments by reviewers and final review

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Abbreviations

DoW: Description of Work; SME: Small Medium Enterprise; D&C&E: Dissemination, Communication and Exploitation; CTR: Click-through rate; GA: Grant Agreement.

1 Executive summary

Deliverable D7.1 – D&C&E Plan (first version) provides updates on the detailed strategies for exploitation, communication, dissemination, and networking initiated at the start of BioINSouth. It also includes communication related information about the stakeholder community. This document focuses on the strategy developed to engage stakeholders and the broader audience, detailing activities conducted from the project's inception to the present. Additionally, it outlines the channels and tools utilised to disseminate and communicate BioINSouth results and progress.

This plan serves as a guide to support all project partners in implementing their communication and dissemination activities, ensuring the use of appropriate materials and channels, to:

- communicate with both internal and external communities to reach broader audiences,
- including the media and the general public.
- generate interest among stakeholders and to disseminate the benefits of the innovative
- technology proposed in the project to potential end-users/adopters with an exploitation-oriented approach.
- leverage the project's outcomes for exploitation purposes

This plan is to be considered also as a guide to support the consortium in the implementation of each partners' D&C activities, taking advantage of the right materials, channels, and tools. For this reason, this deliverable is to be considered a living document, and it will be updated throughout the project course and in accordance with its progresses, more specifically in M18 (D7.3 D&C&E Plan update) and M36 (D7.4 Final D&C&E Exploitation Plan)

2 Summary and key points of BioINSouth project

The BioINSouth project aims to support decision-makers in incorporating ecological considerations into regional bioeconomy strategies and roadmaps, focusing on circular bio-based activities. The project will develop guidelines and digital tools to assess environmental impacts in various bio-based systems, enhancing regional competitiveness and innovation capacity, and contributing to the EU's fair and green transition.

Key Components and Activities:

1. Stakeholder Engagement:

- Establishment of regional HUBs in Southern Mediterranean European regions.
- Engagement of a broad range of stakeholders, including policymakers, public authorities, market actors (especially SMEs), and civil society.
- Creation of Multi-Actor Regional Groups (MARGs) to support project activities with data and information.

2. Development of Methodologies and Tools:

- Creation of guidelines and digital tools for environmental impact assessment and circularity of bio-based systems.
- Focus on safe and sustainable by design (SSbD) assessment framework.
- Development of a comprehensive toolkit for decision-makers.

3. Regional Focus:

- Target regions include Cyprus, Slovenia, Greece (Peloponnese), Portugal (Centro), Spain (Andalusia, Asturias), France (Nouvelle-Aquitaine), Italy (Campania)
- Demonstration of the project concept in 8 regions, with a fully transferable case-study approach.
- Additional non-EU cooperation with Turkey (partner) and advisory board participation from Argentina

4. Environmental and Economic Impact:

- Assessment of environmental impacts, including projections on bio-based chemicals and materials market growth, biomass availability, and impacts on food security, land use, biodiversity, and ecosystem integrity.
- Development of a regional monitoring system for bioeconomy sectors.

5. Policy Recommendations:

- Co-development of policy recommendations for sustainability and circularity in industrial bio-based systems.
- Support for integrating tools and methodologies into regional bioeconomy strategies.

6. Dissemination and Exploitation:

- Wide visibility and replication of project results throughout Europe.
- Collaboration with similar initiatives under Horizon Europe

7. Expected Outcomes:

- Enhanced regional competitiveness and innovation capacity.
- Improved environmental sustainability and circularity in bio-based sectors.
- Increased stakeholder engagement and collaboration.

-
- Development of best practices and policy recommendations for sustainable bioeconomy strategies.

3 Dissemination and Communication strategy (D&C strategy)

3.1 Objectives and approach

The Dissemination and Communication strategy of BioINSouth (D&C strategy) will guide the implementation of activities to maximise the project's expected impacts, as described in the DoW. The objective of fostering active participation and collaboration among a broad range of stakeholders, including policymakers, public authorities, market actors (especially SMEs), and civil society, is crucial for advancing the bioeconomy. The 2018 update of the Bioeconomy Strategy¹ and its 2022 progress report² that highlights the necessity for improved policy coordination and stakeholder involvement to tackle environmental challenges and enhance resource efficiency. Furthermore, both the EU Bioeconomy Strategy and the European Green Deal³ emphasise the need for inclusive stakeholder engagement to achieve sustainability goals and stimulate innovation.

The main objectives of the strategy and the correlated foreseen activities, are presented below.

3.1.1 Enhance Stakeholder Engagement and Collaboration

An engagement strategy is crucial for the BioINSouth project due to the diverse needs and challenges of Southern Mediterranean European regions. **Regional Diversity and Specific Needs:** Each region has unique ecological, economic, and social contexts, requiring tailored approaches for effective outcomes. **Inclusive and Comprehensive Approach:** Engaging a broad range of stakeholders ensures all relevant voices are heard, fostering a holistic approach to bioeconomy development. **Enhancing Policy Coordination and Implementation:** Improved communication and collaboration align regional policies with EU objectives, addressing environmental challenges and enhancing resource efficiency. **Building Trust and Ownership:** Early stakeholder engagement builds trust and a sense of ownership, increasing support and active participation. **Facilitating Knowledge Transfer and Best Practices:** Regular meetings and forums enable regions to share experiences and adopt successful strategies, accelerating progress. **Addressing Regional Challenges and Opportunities:** Leveraging local knowledge helps tackle specific challenges like climate change and resource scarcity, while identifying regional opportunities. **Ensuring Long-Term Sustainability:** Continuous dialogue and collaboration create a supportive environment for the long-term adoption of bioeconomy strategies, ensuring sustained benefits beyond the project's duration. This comprehensive engagement strategy is essential for achieving the BioINSouth project's goals and fostering a sustainable bioeconomy.

Activities:

Establish Regional HUBs: Set up and maintain regional HUBs in Southern Mediterranean European regions to serve as focal points for stakeholder engagement and collaboration.

¹A sustainable bioeconomy for Europe <https://data.europa.eu/doi/10.2777/792130>

²<https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:52022DC0283>

³https://commission.europa.eu/strategy-and-policy/priorities-2019-2024/european-green-deal/delivering-european-green-deal_en

Create Multi-Actor Regional Groups (MARGs): Form MARGs comprising representatives from various stakeholder groups to support project activities with data and information.

Organise Regular Meetings and Workshops: Conduct regular meetings, workshops, and forums to facilitate dialogue, knowledge exchange, and collaborative problem-solving among stakeholders.

Stakeholder Mapping and Analysis: Continuously update and refine the stakeholder mapping to ensure comprehensive engagement and address any gaps in representation, especially in the local level

3.1.2 Promote Awareness and Understanding of Environmental Impact Assessment Tools

Strategically promoting awareness and understanding of the environmental impact assessment tools developed by the BioINSouth project is essential for its success. **Regional Diversity and Specific Needs:** Southern Mediterranean European regions, such as Cyprus, Slovenia, Greece, Portugal, Spain, France, and Italy, face unique environmental challenges. Promoting awareness and understanding of environmental impact assessment tools helps address these specific issues effectively. **Inclusive and Comprehensive Approach:** Engaging a diverse range of stakeholders ensures all relevant voices are heard, fostering a holistic approach to bioeconomy development. **Enhancing Policy Coordination and Implementation:** Improved communication and collaboration align regional policies with EU objectives, addressing environmental challenges and enhancing resource efficiency. **Building Trust and Ownership:** Early stakeholder engagement builds trust and a sense of ownership, increasing support and active participation. **Facilitating Knowledge Transfer and Best Practices:** Regular meetings and forums enable regions to share experiences and adopt successful strategies, accelerating progress. **Ensuring Long-Term Sustainability:** Continuous dialogue and collaboration create a supportive environment for the long-term adoption of bioeconomy strategies, ensuring sustained benefits beyond the project's duration. **Importance in EU Policies and Directives:** The EU Bioeconomy Strategy and the Circular Economy Action Plan⁴ emphasise the development and deployment of tools and methodologies to assess environmental impacts and promote circularity. These policies highlight the necessity of integrating such tools to achieve sustainability goals and foster innovation in the bioeconomy sector. This comprehensive engagement strategy is essential for achieving the BioINSouth project's goals and fostering a sustainable bioeconomy.

Activities:

Develop User-Friendly Toolkits: Create and disseminate comprehensive toolkits that include guidelines, methodologies, and digital tools for environmental impact assessment.

Conduct Training Sessions and Webinars: Organise training sessions, webinars, and workshops to demonstrate the use of the developed tools and methodologies to stakeholders.

Publish Case Studies and Success Stories: Document and share case studies and success stories that highlight the practical applications and benefits of the tools and methodologies.

Create Educational Materials: Develop educational materials, such as brochures, infographics, and videos, to explain the tools and their applications in an accessible manner.

⁴ <https://eur-lex.europa.eu/legal-content/EN/TXT/?qid=1583933814386&uri=COM:2020:98:FIN>

3.1.3 Support Regional Bioeconomy Strategies and Roadmaps

Strategically supporting regional bioeconomy strategies and roadmaps is crucial for the BioINSouth project due to the diverse and unique characteristics of the Southern Mediterranean European regions involved. **Regional Diversity and Specific Needs:** Each region faces distinct ecological, economic, and social challenges, requiring tailored approaches for effective outcomes. **Enhancing Policy Alignment and Implementation:** Supporting regional strategies ensures local policies align with EU objectives, facilitating better policy coordination and addressing environmental challenges. **Leveraging Local Strengths and Opportunities:** Regions can capitalise on unique bio-resources and strengths, fostering innovation and economic growth. **Building Regional Capacity and Resilience:** Providing tools, methodologies, and training enhances regional skills and expertise, crucial for sustainable bioeconomy practices. **Fostering Stakeholder Engagement and Collaboration:** Engaging diverse stakeholders builds trust and ownership, increasing support and active participation. **Promoting Sustainable Development and Innovation:** Integrating sustainability and circularity into regional strategies drives long-term benefits. **Ensuring Long-Term Impact and Sustainability:** Supporting regional strategies ensures the adoption and sustainability of project outcomes, achieving enduring environmental and economic benefits. **Regional Policies:** Aligning with regional policies such as the Smart Specialization Strategies (S3)⁵ and regional bioeconomy strategies ensures that the project's tools and methodologies are effectively integrated into local governance frameworks, enhancing their relevance and impact.

Activities:

Provide Policy Recommendations: Develop and disseminate policy recommendations based on project findings to guide the integration of sustainability and circularity considerations into regional strategies.

Organise Co-Creation Workshops: Facilitate co-creation workshops with regional authorities and stakeholders to discuss, refine, and implement bioeconomy strategies and roadmaps.

Develop Policy Briefs and Guidelines: Create and distribute policy briefs and guidelines that outline best practices and strategic recommendations for sustainable bioeconomy development.

Engage with Policymakers: Establish regular communication channels with policymakers to ensure continuous dialogue and feedback on policy recommendations and implementation strategies.

3.1.4 Facilitate Knowledge Transfer and Best Practices Exchange

Strategically supporting regional bioeconomy strategies and roadmaps is crucial for the BioINSouth project due to the diverse and unique characteristics of the Southern Mediterranean European regions involved. **Regional Diversity and Specific Needs:** Each region faces distinct ecological, economic, and social challenges, requiring tailored approaches for effective outcomes. **Enhancing Policy Alignment and Implementation:** Supporting regional strategies ensures local policies align with EU objectives, facilitating better policy coordination and addressing environmental challenges. **Leveraging Local Strengths and**

⁵https://ec.europa.eu/regional_policy/sources/policy/communities-and-networks/s3-community-of-practice/PolicyBrief_full_240419.pdf

Opportunities: Regions can capitalise on unique bio-resources and strengths, fostering innovation and economic growth. **Building Regional Capacity and Resilience:** Providing tools, methodologies, and training enhances regional skills and expertise, crucial for sustainable bioeconomy practices. **Fostering Stakeholder Engagement and Collaboration:** Engaging diverse stakeholders builds trust and ownership, increasing support and active participation. **Promoting Sustainable Development and Innovation:** Integrating sustainability and circularity into regional strategies drives long-term benefits. **Ensuring Long-Term Impact and Sustainability:** Supporting regional strategies ensures the adoption and sustainability of project outcomes, achieving enduring environmental and economic benefits. Aligning with regional policies such as the Smart Specialization Strategies (S3) and regional bioeconomy strategies enhances the relevance and impact of the project's tools and methodologies

Activities:

Organise Annual Forums: Host annual forums for the exchange of best practices at the macro-regional BioINSouth Network level, bringing together stakeholders from different regions to share experiences and insights.

Develop Best Practice Guidelines: Compile and disseminate best practice guidelines and infographics that highlight successful bio-based systems and methodologies.

Conduct Peer Learning Sessions: Organise peer learning sessions and study visits to enable stakeholders to learn from each other's experiences and apply best practices in their own regions.

3.1.5 Increase Visibility and Replication of Project Results

Strategically increasing the visibility and replication of BioINSouth project results is crucial for enhancing regional impact, promoting knowledge transfer, fostering policy alignment, encouraging stakeholder engagement, building a collaborative network, and ensuring long-term sustainability. **Enhancing Regional Impact:** The Southern Mediterranean regions involved, such as Cyprus, Slovenia, Greece, Portugal, Spain, France, and Italy, face unique challenges. Increased visibility helps showcase successful strategies tailored to these contexts. The establishment of regional HUBs in these areas serves as focal points for stakeholder engagement and collaboration, ensuring that local needs are addressed effectively. **Promoting Knowledge Transfer:** Lagging regions like Bulgaria, Romania, and Croatia can benefit from shared insights and methodologies, accelerating their progress. The HUBs facilitate this by acting as centres for knowledge exchange and capacity building. **Fostering Policy Alignment and Support:** Demonstrating effective bioeconomy strategies can influence policymakers to align regional policies with EU objectives. HUBs play a critical role in this by providing a platform for dialogue between stakeholders and policymakers. **Encouraging Stakeholder Engagement:** Visibility engages a wide range of stakeholders, fostering active participation. The HUBs, through regular meetings and workshops, ensure continuous stakeholder involvement and feedback. **Building a Collaborative Network:** A visible project builds a network for exchanging best practices and joint problem-solving. The HUBs connect various regional actors, creating a robust network that supports collaborative efforts. **Ensuring Long-Term Sustainability:** Replication of successful strategies ensures enduring benefits, bridging gaps between advanced and less advanced regions, and fostering a balanced bioeconomy across Europe. The HUBs' ongoing activities and established networks ensure that the project's impact is sustained beyond its initial duration.

Activities:

Implement a Robust Communication Campaign: Utilise various communication channels, including the project website, social media, newsletters, and press releases, to disseminate project results and updates.

Participate in Conferences and Trade Fairs: Present project outcomes at relevant conferences, trade fairs, and external events to reach a broader audience and promote the replication of project results.

Develop a Replication Strategy: Create a detailed replication strategy that outlines steps for adopting BioINSouth methodologies and tools in other regions.

Organise Replication Workshops: Conduct workshops to promote the uptake of project results in other regions, focusing on practical implementation and adaptation of the developed tools and methodologies.

3.1.6 Support Sustainable Development and Innovation Capacity

Strategically supporting sustainable development and innovation capacity is crucial for the BioINSouth project, particularly given the diverse regions participating and the potential for significant economic development, including job creation. **Addressing Regional Challenges and Opportunities:** Southern Mediterranean European regions face unique environmental and economic challenges, such as resource scarcity and climate change impacts. BioINSouth supports sustainable development to address these challenges by leveraging local bio-resources, ensuring tailored and effective solutions. **Enhancing Economic Development and Job Creation:** Promoting bio-based industries can drive economic growth and job creation, especially in rural and coastal areas. This approach enhances regional competitiveness and economic diversification, crucial for areas with high unemployment or economic stagnation. **Fostering Innovation and Competitiveness:** BioINSouth provides tools, methodologies, and training to build innovation capacity, essential for a competitive bioeconomy. This attracts investment and fosters continuous improvement and technological advancement. **Aligning with EU Policies and Goals:** BioINSouth aligns regional strategies with the EU Bioeconomy Strategy and the European Green Deal, facilitating access to funding and policy support. **Building Resilient and Inclusive Economies:** Sustainable development reduces vulnerability to external shocks and promotes inclusive economic growth, enhancing social cohesion. **Ensuring Long-Term Sustainability:** Long-term sustainability ensures that BioINSouth's outcomes are maintained beyond the project's duration, fostering a resilient bioeconomy.

Activities:

Highlight Economic and Environmental Benefits: Communicate the economic and environmental benefits of bio-based systems through targeted communication efforts, including success stories and impact reports.

Engage with Regional Research Support Agencies: Collaborate with regional research support agencies and innovation clusters to foster innovation and support the development of sustainable bio-based solutions.

Monitor and Report Impact: Regularly monitor and report on the impact of project activities on regional competitiveness, sustainability, and innovation capacity.

Develop Long-Term Sustainability Plans: Work with regional stakeholders to develop long-term sustainability plans that ensure the continued impact and growth of bio-based systems beyond the project's duration.

The C&D&E strategy framework will be developed in three levels:

1. **Strategic Planning:** Mapping of CD&E measures for each target group and defining key messages to approach and engage them.
2. **Execution:** Implementation of specific actions, tools and channels to optimally convey the defined messages to each target group including timing and geographical coverage, according to publishing plan for specific channels of interest
3. **Management and monitoring:** Assessment of the effectiveness of the actions through continuous monitoring and strategy optimization by outreach and engagement KPIs.

3.2 Alignment with CBE JU Objectives and SRIA⁶

3.2.1 Objective 1: Accelerate the innovation process and development of bio-based innovative solutions

Develop User-Friendly Toolkits: By creating and disseminating comprehensive toolkits that include guidelines, methodologies, and digital tools for environmental impact assessment, BioINSouth accelerates the innovation process. These toolkits provide stakeholders with the necessary resources to implement innovative bio-based solutions effectively.

Conduct Training Sessions and Webinars: Organizing training sessions, webinars, and workshops to demonstrate the use of developed tools and methodologies helps stakeholders quickly adopt and implement innovative solutions, fostering a culture of continuous innovation.

Organise Co-Creation Workshops: Facilitating workshops with regional authorities and stakeholders to discuss, refine, and implement bioeconomy strategies ensures that innovative solutions are co-developed and tailored to regional needs, accelerating their development and deployment.

3.2.2 CBE JU Objective 2: Accelerate market deployment of the existing mature and innovative bio-based solutions

Publish Case Studies and Success Stories: Documenting and sharing case studies and success stories that highlight the practical applications and benefits of the tools and methodologies demonstrate the viability of mature bio-based solutions, encouraging their market adoption.

Participate in Conferences and Trade Fairs: Presenting project outcomes at relevant conferences, trade fairs, and external events helps reach a broader audience, promoting the replication and market deployment of BioINSouth methodologies and tools.

Develop a Replication Strategy (Exploitation): Creating a detailed replication strategy that outlines steps for adopting BioINSouth methodologies and tools in other regions ensures that mature solutions are effectively deployed across different markets.

⁶ <https://www.cbe.europa.eu/system/files/2022-06/cbeju-sria.pdf>

3.2.3 CBE JU Objective 3: Ensure a high level of environmental performance of bio-based industrial systems

Promote Awareness and Understanding of Environmental Impact Assessment Tools: By promoting awareness and understanding of the environmental impact assessment tools developed by BioINSouth, stakeholders are better equipped to implement bio-based solutions that meet high environmental performance standards.

Provide Policy Recommendations: Developing and disseminating policy recommendations based on project findings guides the integration of sustainability and circularity considerations into regional strategies, ensuring that bio-based industrial systems achieve high environmental performance.

Monitor and Report Impact: Regularly monitoring and reporting on the impact of project activities on regional competitiveness, sustainability, and innovation capacity ensures that bio-based systems maintain high environmental performance and continuously improve.

3.2.4 Additional Alignment with CBE JU Strategic Priorities

Enhance Stakeholder Engagement and Collaboration: Establishing Regional HUBs and Multi-Actor Regional Groups (MARGs) fosters collaboration among diverse stakeholders, aligning with CBE JU's goal of increasing cross-disciplinary research and innovation activities.

Facilitate Knowledge Transfer and Best Practices Exchange: Organizing annual forums, developing best practice guidelines, and conducting peer learning sessions support the exchange of knowledge and best practices, reinforcing the integration of bio-based R&I processes in EU industrial value chains.

3.3 Definitions and EC/CBE JU guidelines

As detailed within the Grant Agreement (Art. 17), the project beneficiaries must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests, where:

Dissemination is defined as: 'the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.⁷

Results in Horizon are defined as: 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, which are generated in the action as well as any attached rights, including intellectual property rights.

Communication is defined by the European Commission as - a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

⁷ Dissemination and exploitation of research results [Link](#)

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU and CBE JU support and display the European flag (emblem), the CBE JU logo, the BIC logo, and funding statement (translated into local languages, where appropriate).

The combination of EU/CBE JU/BIC emblems, must remain distinct and cannot be modified by adding other visual marks, brands or text. Apart from the EU emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

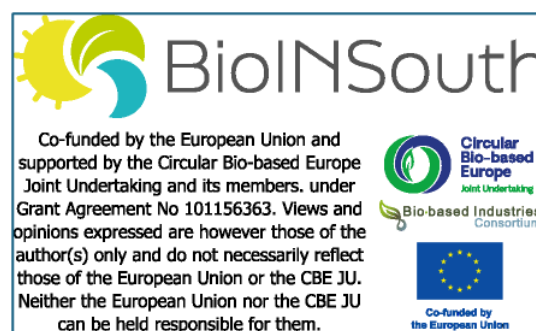
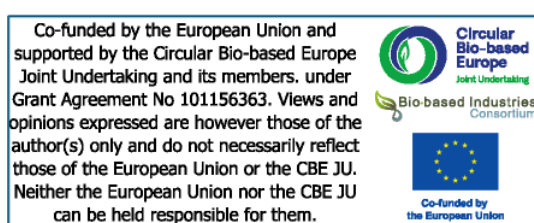
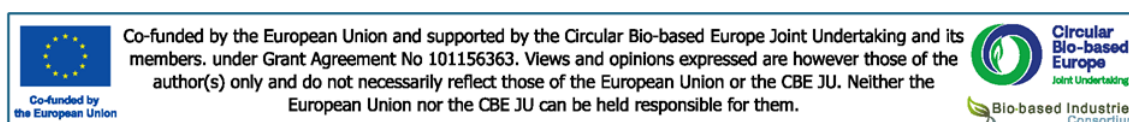


Figure 1 Compilation of the various disclaimers used throughout the BioINSouth activities

3.4 Target groups and audiences

The BioINSouth project aims to support decision-makers in incorporating ecological considerations into regional bioeconomy strategies, focusing on circular bio-based activities. To achieve this, the project engages a diverse range of stakeholders through the D&C strategy, ensuring active participation and collaboration among policymakers, public authorities, market actors (including SMEs and large industries), civil society, research and technology organizations, farmers, innovation clusters, regional research support agencies, industry associations, educational institutions, and media. The table below outlines the specific engagement activities tailored for each target group, highlighting their relation to the Quadruple Helix model, which integrates government, industry, academia, and civil society to foster innovation and sustainable development in the bioeconomy sector.

Table 1 Target groups and audiences as recipients of the BioINSouth key messages, and engagement activities planned

Target Group	Description	Relation to Quadruple Helix	Engagement Activities
Polymakers	Regional, national, and EU-level policymakers involved in bioeconomy strategies	Government: Policymakers are part of the government sector, influencing and implementing policies.	<ul style="list-style-type: none"> • Interactions with other EU or Nationally funded projects through B2B meetings (from M1) • Participation in EU initiatives and round tables (from M1) • Establish regular communication channels (from M6) • Newsletters (from M7) • Organise co-creation workshops (from M8) • Discussion Forums, BioINSouth forums (from M8) • Provide policy recommendations (from M25)
Public Authorities	Local and regional government bodies	Government: Public authorities are part of the government sector, managing and executing public policies.	
Market Actors (SMEs)	Small and medium-sized enterprises in the bio-based sector	Industry: SMEs are part of the industry sector, driving economic activities and innovation.	<ul style="list-style-type: none"> • Participate in conferences and trade fairs (from M1) • Clustering activities (from M1) • Interactions with other EU or Nationally funded projects through B2B meetings (from M1) • Website (M6) • Collaborate on environmental impact assessments (from M6) • Social media campaigns (from M7) • Newsletters (from M7) • Engage in stakeholder mapping and analysis (from M7) • Conduct training sessions and webinars (from M8) • Publish case studies and success stories (from M13) • Disseminate policy briefs and guidelines (from M13)
Large Industries	Large companies and corporations in the bio-based sector	Industry: Large industries are part of the industry sector, contributing significantly to economic activities and applied innovation.	
Industry Associations	Organizations representing various industrial sectors	Industry: Industry associations are part of the industry sector, representing and supporting businesses.	
Farmers and Farmers' Associations	Agricultural producers and their representative bodies	Industry: Farmers and their associations are part of the industry sector, contributing to the bioeconomy.	<ul style="list-style-type: none"> • Engage in regional HUBs and MARGs (from M1) • Highlight economic and environmental benefits (from M7) • Social media campaigns (from M7) • Newsletters (from M7) • Printed media (from M7)
Innovation Clusters	Groups and networks focused on bio-based innovation	Industry: Innovation clusters are part of the industry sector, fostering collaboration and innovation.	<ul style="list-style-type: none"> • Clustering activities (from M1) • Interactions with other EU or Nationally funded projects through B2B meetings (from M1) • Newsletters (from M7)

			<ul style="list-style-type: none"> • Website (from M7) • Facilitate knowledge transfer and best practices exchange (from M13) • Develop replication strategies (from M13) • Organise replication workshops (from M13) • Webinars (from M13)
Research and Technology Organizations (RTOs)	Universities, research institutes, and technology centers	Academia: RTOs are part of the academia sector, conducting research and providing scientific knowledge.	<ul style="list-style-type: none"> • Participation in EU initiatives and round tables (from M1) • Interactions with other EU or Nationally funded projects through B2B meetings (from M1) • Newsletters (from M7) • Website (from M7) • Webinars (from M13) • Share best practice guidelines (from M24) • Develop user-friendly toolkits (from M25) • Collaborate on environmental impact assessments (from M25)
Regional Research Support Agencies	Agencies supporting regional research and innovation	Academia: Research support agencies are part of the academia sector, supporting research and innovation.	
Educational Institutions	Schools, colleges, and universities	Academia: Educational institutions are part of the academia sector, providing education and training.	
Media	Journalists and media outlets	Civil Society: Media outlets are part of the civil society sector, disseminating information to the public.	
Civil Society	NGOs, community groups, and the general public	Civil Society: NGOs and community groups represent the civil society sector, advocating for public interests.	<ul style="list-style-type: none"> • B2B meetings online and in person (from M1) • Implement a robust communication campaign (from M1) • Publish press releases and newsletters (from M7) • Increase visibility of project results (from M13) • Newsletters (from M7) • Website (from M7) • Printed media (from M7) • Develop educational materials (from M7)

3.5 Key Messages - Summary

The key messages to be conveyed through the D&C strategy will be tailored to meet the specific needs and interests of different stakeholder groups, as described above. By understanding the unique perspectives and requirements of each group, BioINSouth will ensure that communication is relevant, engaging, and effective, and help build stronger relationships and foster a deeper understanding of the objectives and results of BioINSouth, among all stakeholders. Below there is the summary of the BioINSouth key messages, according to the objectives, impact and expected results of BioINSouth.

Table 2 Summary of key-messages to be conveyed through the D&C strategy of BioINSouth

Key Message	Details
Support for Decision-Makers	Develop guidelines and digital tools to help regional decision-makers incorporate ecological limits into their bioeconomy strategies, focusing on circular bio-based activities.
Regional Focus	Target Southern Mediterranean European regions, especially those lagging behind in bioeconomy development, such as Cyprus, Slovenia, Greece, and Portugal. Include broader participation from Spain, France, Italy, and international cooperation with Turkey and Argentina.
Stakeholder Engagement	Establish regional HUBs to bring together policymakers, public authorities, market actors (especially SMEs), and civil society. Create a BioINSouth Network for collaboration and exchange of best practices among stakeholders.
Development of Methodologies and Tools	Improve existing methodologies and digital tools for assessing environmental impacts and circularity of bio-based systems. Focus on projections for bio-based chemicals and materials, biomass availability, and impacts on food security, land use, biodiversity, and ecosystems.
Demonstration and Validation	Demonstrate and validate the developed tools and methodologies in 8 regions. Collect feedback from stakeholders to refine and improve these tools.
Policy Recommendations	Co-develop policy recommendations for sustainability and circularity in industrial bio-based systems. Support the integration of these tools and methodologies into regional bioeconomy strategies and roadmaps.
Dissemination and Replication	Ensure wide visibility of project results and facilitate the replication of successful approaches throughout Europe. Collaborate with similar initiatives under Horizon Europe and the Circular Cities and Regions Initiative (CCRI).
Impact and Outcomes	Increase regional competitiveness and innovation capacity. Contribute to the EU's fair and green transition by promoting sustainable bio-based activities. Enhance resource efficiency and lower environmental impacts of bio-based industrial activities at regional and local scales.

3.6 Communication and dissemination material

Communication and dissemination materials are essential tools for effectively sharing information, ideas, and research findings with a wide audience. These materials can take various forms, including brochures, reports, presentations, infographics, and digital content. Their primary purposes and benefits include:

- **Information Sharing:** They help convey complex information in a clear and accessible manner, making it easier for diverse audiences to understand key messages and insights.
- **Awareness Raising:** These materials are instrumental in increasing awareness about specific topics, initiatives, or projects, thereby engaging stakeholders and the general public.
- **Stakeholder Engagement:** By providing relevant and timely information, communication and dissemination materials foster engagement and collaboration among stakeholders, including policymakers, practitioners, and the community.
- **Knowledge Transfer:** They facilitate the transfer of knowledge and best practices, enabling others to learn from and build upon existing work.
- **Promotion and Advocacy:** These materials can be used to promote initiatives, advocate for policy changes, and highlight the impact of programs and research.
- **Transparency and Accountability:** Effective communication ensures transparency and accountability by keeping stakeholders informed about progress, outcomes, and challenges.
- **Support for Decision-Making:** By presenting data and evidence in a user-friendly format, these materials support informed decision-making processes.

Overall, communication and dissemination materials are vital for ensuring that information reaches the right audiences in an impactful and meaningful way, ultimately contributing to the success and sustainability of the BioINSouth project. **A comprehensive list of the D&C material as well as the raw files, can be found under “D7.2 D&C materials”.** In summary, the D&C Toolkit comprises of:

- BioINSouth **branding** elements (logo and graphics)
- **Templates** (.docx, .ppt) for use in intra/extra-consortium activities (e.g. deliverables, pitch presentations, social media posts, etc)
- **Partners’** and EU/CBE JU **visual elements** (logos, disclaimers)
- **Printed material** in English (rollup, poster, brochure, flyer)

Due to the strong regional aspect of BioINSouth project, the 1-page flyer and/or double fold brochure are anticipated to be translated to the national languages of the use case regions, by native speakers.

3.6.1 BioINSouth branding elements and visual identity

To ensure a proper dissemination and communication of the project and its results, it is essential to build the project 'personality', which is linked to a graphically coherent and consistent representation of the BioINSouth logo, which will be displayed in every document produced within the project context, such as presentation, newsletter, deliverable, brochures etc., as it will make BioINSouth recognizable to stakeholders and wider audience.



Figure 2 Different versions of the BioINSouth logo and claim

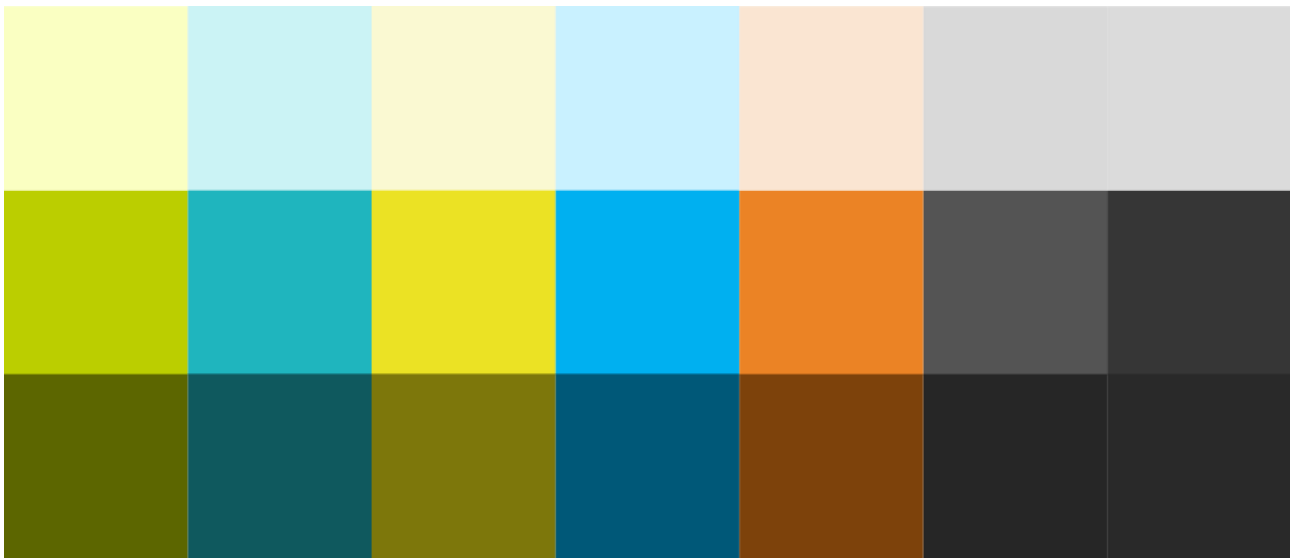


Figure 3The colour palette of BioINSouth

3.6.2 BioINSouth templates

A cohesive and easily identifiable visual identity, encompassing elements like colour codes, standard fonts, and logos, was established at the outset of the BioINSouth project and documented in the project templates. These templates, which include presentations (PowerPoint), project deliverables, and reports (word templates) meant for both internal and external communications, are accessible to the entire consortium to maintain consistency across project outputs. More information can be found in D7.2 D&C materials.

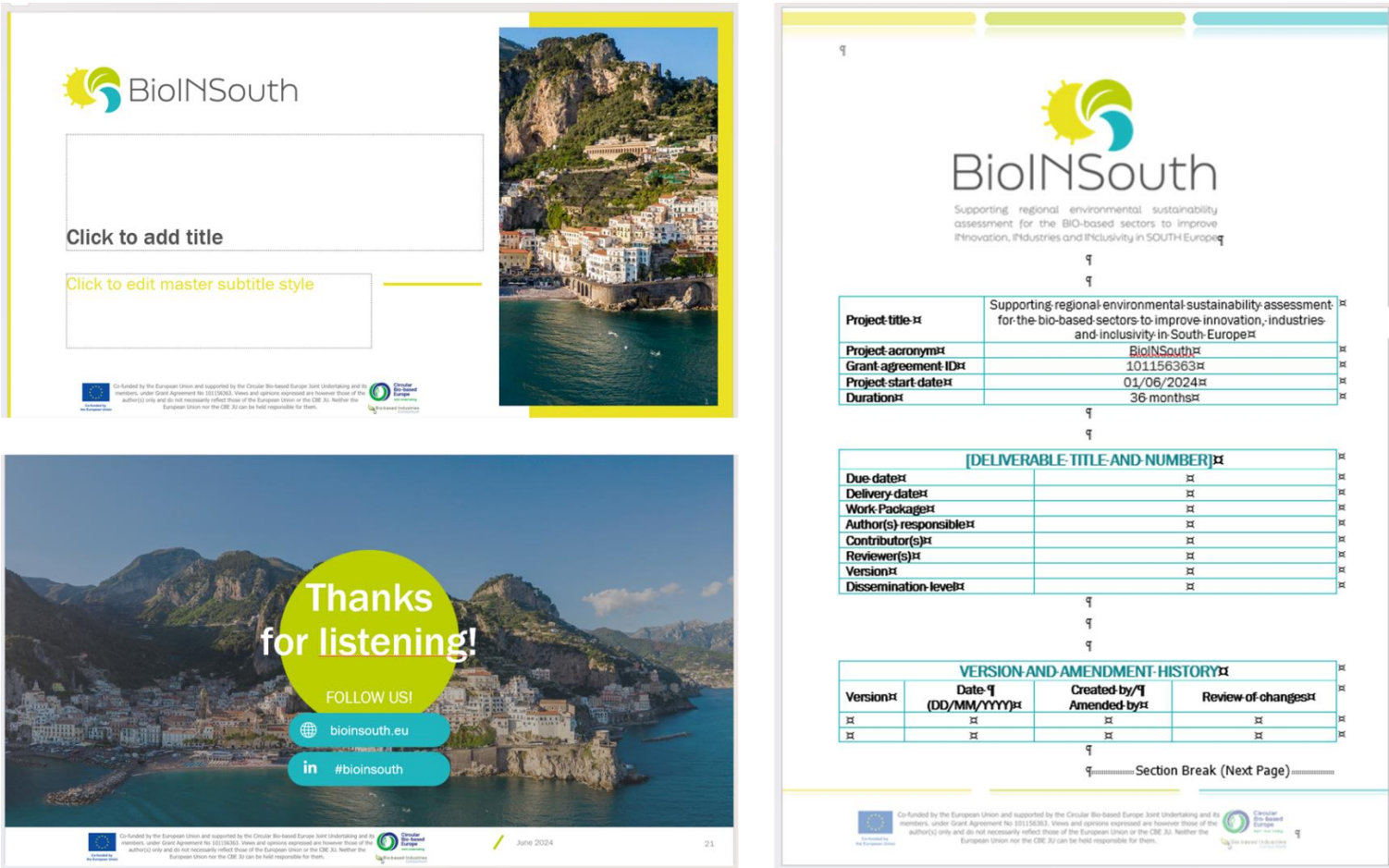


Figure 4 Deliverable and presentation templates of BioINSouth

3.6.3 BioINSouth printed materials

The first version of the project flyer, brochure, poster and rollup features an overview of the objectives and anticipated impacts, along with partner logos and trademarks, and relevant project links. It is anticipated that additional material will be created incorporating project's results and communication with regional stakeholders. More information can be found in D7.2 D&C materials.

3.7 Communication and dissemination channels

In the sections below, the dissemination and communication channels of BioINSouth are described, as formulated by M6. Updates will be provided with the associated deliverables D7.3 (M18) and D7.4 (M36). A detailed table of the BioINSouth communication activities for the period M1-M6, can be found in ANNEX II: Overview of BioINSouth communication activities for the period M1-M6, and ANNEX III: Participation in events and clustering activities for the period M1-M6.

3.7.1 BioINSouth website



The BioINSouth project website was established and launched at M6, and more information can be found in D7.2 D&C Materials.







3.7.2 BioINSouth social media

3.7.2.1 Analysis of the partners' social networking channels


Table 3 provides a comprehensive summary of the networking channels utilised by BioINSouth partners, showcasing their presence across various social media platforms. Among these platforms, LinkedIn emerges as the most popular, with significantly higher follower counts compared to others like X (formerly Twitter), Facebook, Instagram, and YouTube. For instance, institutions such as Università di Napoli Federico II and TUBITAK boast LinkedIn followings of 234,000+ and 729,000+ respectively, far surpassing their presence on other platforms.

Table 3 Summary of the networking channels of BioINSouth partners

	
<ul style="list-style-type: none"> Website: https://www.clusterspring.it/en LinkedIn: https://www.linkedin.com/company/clusterspring X (formerly Twitter): https://twitter.com/springcluster YouTube: https://www.youtube.com/channel/UCrFfDDqeBiqeWkLyBPSOIVQ 	LinkedIn: 3,000+ followers X (formerly Twitter): 711 followers YouTube: 34 subscribers
	
<ul style="list-style-type: none"> Website: https://www.unina.it/ LinkedIn: https://www.linkedin.com/school/unina Facebook: https://www.facebook.com/unina.it Instagram: https://www.instagram.com/unina_official/ X (formerly Twitter): https://twitter.com/UninaIT 	LinkedIn: 234,000+ followers Facebook: 40,000 followers X (formerly Twitter): 17,700+ followers YouTube: 4,700 subscribers

<ul style="list-style-type: none"> You Tube: Università di Napoli Federico II - YouTube 	
	
<ul style="list-style-type: none"> Website: https://en.unimib.it/ LinkedIn: https://www.linkedin.com/school/milano-bicocca Facebook: https://www.facebook.com/bicocca/ Instagram: https://www.instagram.com/unimib_official/ X (formerly Twitter): https://twitter.com/Unimib You Tube: https://www.youtube.com/user/unibicocca/featured 	LinkedIn: 161,000+ followers Facebook: 81,000 followers X (formerly Twitter): 23,700 followers YouTube: 21,600 subscribers
	
<ul style="list-style-type: none"> Website: https://www.corporaciontecnologica.com/en/ LinkedIn: https://www.linkedin.com/company/ctandalucia Facebook: https://www.facebook.com/CTAandalucia Instagram: https://www.instagram.com/ctaandalucia/ X (formerly Twitter): https://twitter.com/CTAandalucia You Tube: https://www.youtube.com/channel/UCII0eyd9ZnLMN3rQ4278aKA 	LinkedIn: 8,000+ followers Facebook: 807 followers X (formerly Twitter): 6,916 followers YouTube: 206 subscribers
	
<ul style="list-style-type: none"> Website: https://www.frederick.ac.cy/en/ LinkedIn: https://www.linkedin.com/school/frederick-university/ Facebook: https://www.facebook.com/frederickuniversity Instagram: https://www.instagram.com/frederick_university/ You Tube: https://www.youtube.com/@FrederickUniversity 	LinkedIn: 13,000+ followers Facebook: 30,000 followers YouTube: 2,070 subscribers
	
<ul style="list-style-type: none"> Website: https://www.asincarc.com/ LinkedIn: https://www.linkedin.com/company/asincarc/posts/?feedView=all Instagram: https://www.instagram.com/asincarc/ 	LinkedIn: 3,000+ followers Instagram: 516 followers YouTube: 2,070 subscribers
	
<ul style="list-style-type: none"> Website: https://www.p-bio.org/ LinkedIn: https://www.linkedin.com/company/p-bio/ Facebook: https://www.facebook.com/portugalbiotech/ Instagram: https://www.instagram.com/pbio_pt/ X (formerly Twitter): https://twitter.com/PBIO_PT You Tube: https://www.youtube.com/channel/UC8ufFyPVivVsh1tyM0yhIFQ 	LinkedIn: 8,000+ followers Facebook: 409 followers X (formerly Twitter): 177 followers YouTube: 68 subscribers
	
<ul style="list-style-type: none"> Website: https://www.bio-hub.cz/index.php/en/ LinkedIn: https://www.linkedin.com/company/bioeast-hub-czech-republic Facebook: https://www.facebook.com/BioeastHubCZ Instagram: https://www.instagram.com/bioeast_hub_cz/ You Tube: https://www.youtube.com/channel/UCmHGPikibnBDI1Tjguji1Ng 	LinkedIn: 375 followers Facebook: 441 followers X (formerly Twitter): 177 followers YouTube: -

<ul style="list-style-type: none"> Website: https://bioeast.eu/ LinkedIn: https://www.linkedin.com/company/bioeast-bioeastsup Facebook: https://www.facebook.com/people/BIOEASTBoost4BIOEAST/61558213562532/ X (formerly Twitter): https://x.com/bioeastsup YouTube: https://www.youtube.com/@bioeasthub 	LinkedIn: 822 followers Facebook: 46 followers X (formerly Twitter): 458 followers YouTube: 10 subscribers
	
<ul style="list-style-type: none"> Website: https://innovationplace.eu LinkedIn: https://www.linkedin.com/company/pno-innovation-greece LinkedIn: https://www.linkedin.com/company/innovation-place X (formerly Twitter): https://twitter.com/INNOVATION_PL 	LinkedIn: 2,000+ followers X (formerly Twitter): 570 followers
	
<ul style="list-style-type: none"> Website: https://innovationplace.eu LinkedIn: https://www.linkedin.com/company/innovation-engineering LinkedIn: https://www.linkedin.com/company/innovation-place Facebook: https://www.facebook.com/innen.eu Youtube: Innovation Engineering - YouTube X (formerly Twitter): https://twitter.com/InnoEngineering 	LinkedIn: 2,000+ followers X (formerly Twitter): 1,000+ followers Facebook: 408 followers YouTube: 55 subscribers
	
<ul style="list-style-type: none"> Website: https://en.uoa.gr/ LinkedIn: https://www.linkedin.com/school/ethnikon-kai-kapodistriakon-panepistimion-athinon/ Facebook: https://www.facebook.com/uoa.official Instagram: https://www.instagram.com/nkua.gr/ X (formerly Twitter): https://x.com/uoaofficial YouTube: https://www.youtube.com/channel/UCz9D6aUKkftjR6cPrn1QVw 	LinkedIn: 75,000+ followers Facebook: 21,000 followers X (formerly Twitter): 7,059 followers YouTube: 6,740 subscribers
	
<ul style="list-style-type: none"> Website: https://eng.gzs.si/ LinkedIn: https://www.linkedin.com/company/chamber-of-commerce-and-industry-of-slovenia X (formerly Twitter): https://twitter.com/Slovenia_biz 	LinkedIn: 19,000+ followers X (formerly Twitter): 237 followers
	
<ul style="list-style-type: none"> Website: https://agrisudouest.com LinkedIn: https://www.linkedin.com/company/agri-sud-ouest-innovation Error! Hyperlink reference not valid. YouTube: https://www.youtube.com/@AGRIMIPINNOVATION X (formerly Twitter): https://x.com/AgriSOI 	LinkedIn: 6,000+ followers X (formerly Twitter): 2,505 followers YouTube: 134 subscribers
	
<ul style="list-style-type: none"> Website: https://leitat.org/ LinkedIn: https://www.linkedin.com/company/leitat/ 	LinkedIn: 33,000+ followers Facebook: 653 followers

<ul style="list-style-type: none"> Facebook: https://www.facebook.com/leitat.at/ X (formerly Twitter): https://x.com/Leitat YouTube: https://www.youtube.com/@LeitatTechnologicalCenter 	X (formerly Twitter): 4,724 followers YouTube: 12 subscribers
 TUBITAK	
<ul style="list-style-type: none"> Website: https://www.tubitak.gov.tr/en LinkedIn: https://www.linkedin.com/company/tubitak/ Facebook: https://www.facebook.com/tubitak Instagram: https://www.instagram.com/tubitak/ X (formerly Twitter): https://twitter.com/tubitak YouTube: https://www.youtube.com/user/tubitaktv 	LinkedIn: 729,000+ followers Facebook: 508,000 followers X (formerly Twitter): 773,100 followers YouTube: 45,200 subscribers

LinkedIn's professional network is crucial for several reasons:

- Effective Communication:** LinkedIn provides a platform for sharing detailed updates, achievements, and milestones of EU-funded projects. Its professional audience is more likely to engage with and disseminate this information within relevant networks.
- Community Building:** LinkedIn excels in fostering professional communities. It allows project partners to connect with stakeholders, collaborators, and potential supporters, facilitating networking and collaboration. This is essential for the success of EU-funded projects, which often rely on multi-stakeholder engagement.
- Visibility and Reach:** The high follower counts on LinkedIn indicate a broad reach, which is vital for raising awareness about project goals and outcomes. This visibility can attract additional funding, partnerships, and support from the broader community.
- Engagement and Interaction:** LinkedIn's features, such as groups, events, and direct messaging, enable ongoing interaction and engagement with the community. This continuous engagement helps maintain interest and support for the projects over time.

In the initial stage of the BioINSouth project, we prioritised investing in LinkedIn for networking. This strategic choice was based on LinkedIn's superior ability to connect professionals and stakeholders, ensuring broad and effective engagement for our project.

The project plans to actively utilise social media platforms such as LinkedIn to disseminate content and expand the BioINSouth network. In September 2024 (M4), the project launched its LinkedIn accounts and began sharing initial posts.

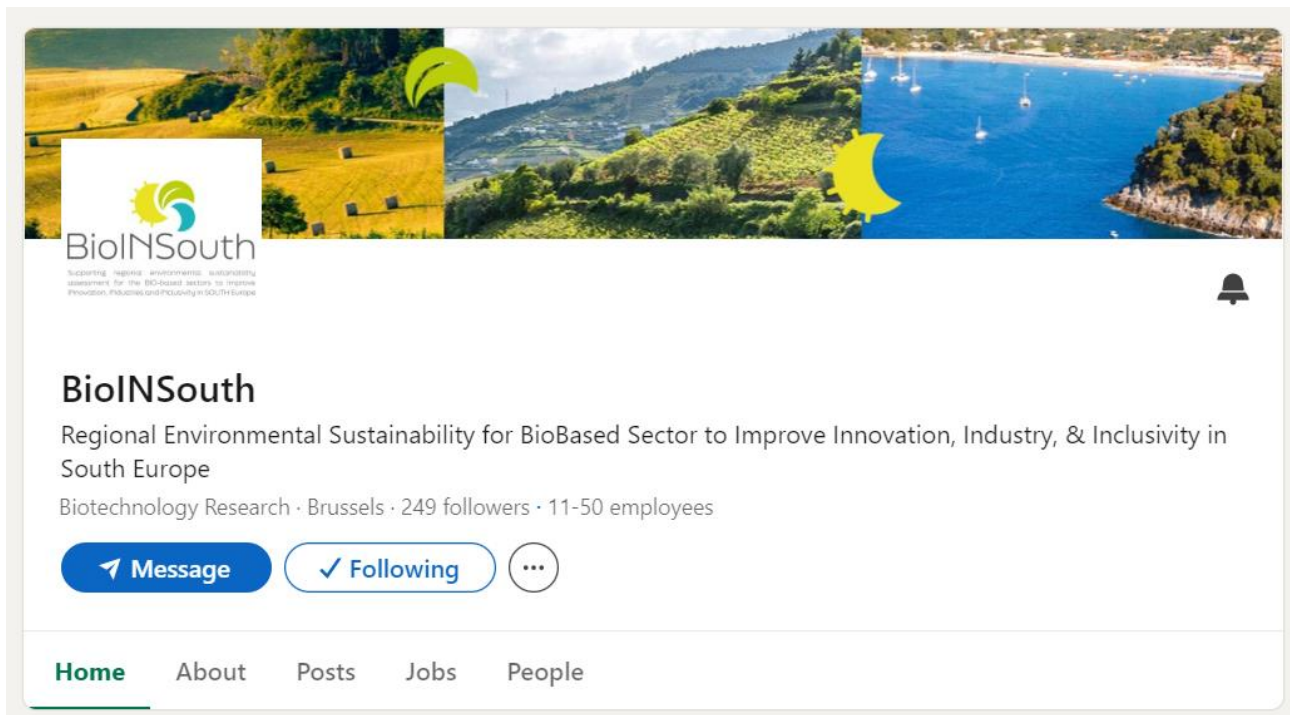


Figure 5 The layout of the first page of the BioINSouth LinkedIn page <https://www.linkedin.com/company/bioinsouth>

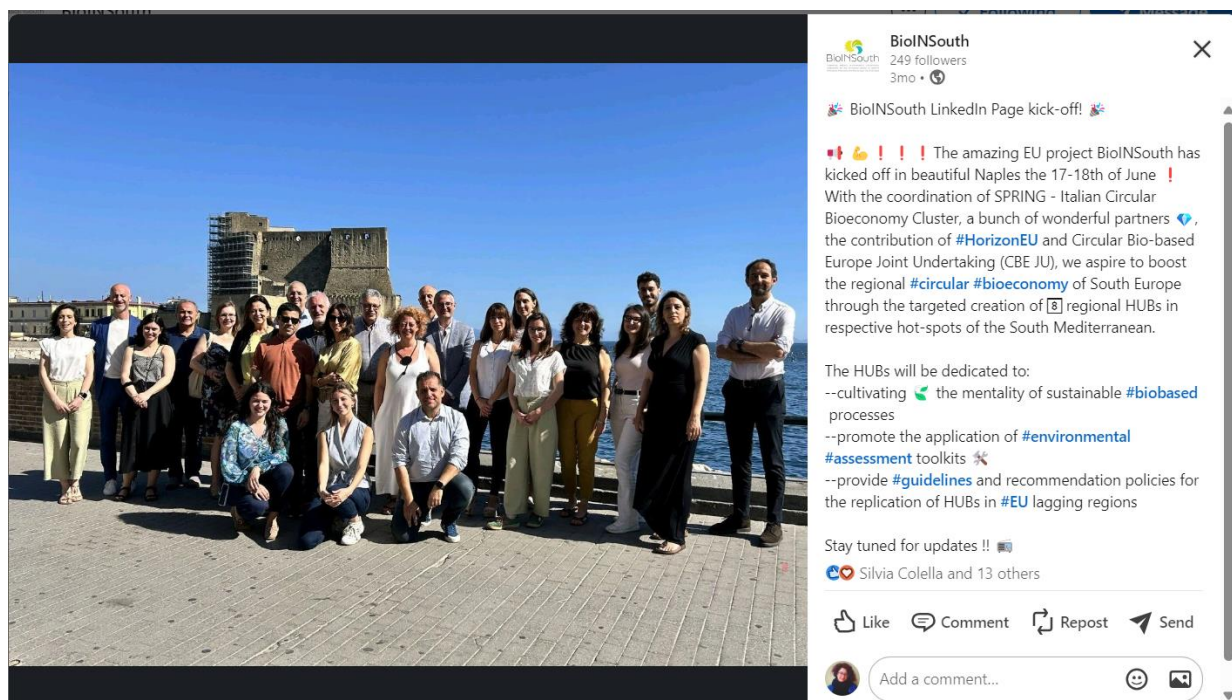


Figure 6 The first post of the BioINSouth LinkedIn account, after the KOM in Naples

In addition to the project's social media accounts, each project partner will promote BioINSouth through their respective networks, websites, and news feeds, as outlined in the following table. Partners will also utilise corporate magazines and issue press releases for further dissemination. More information on the social media results until M6, can be found in **ANNEX I: Results of BioINSouth LinkedIn activities M1-M6**.

3.7.2.2 *LinkedIn Publishing Plan Outline*

PNO is responsible for the publication of contents such as news, interesting events, project updates and relevant BioINSouth progresses such as technical results. News of events attended by project partners, information about potential future events the consortium will/might possibly attend, and general contents will be published directly by PNO in BioINSouth channels, after **the timely contact from the partners**. The above establishes the Level 1 communication of BioINSouth project, posted by PNO and verified by the coordinator (SPRING).

1. Objective Setting

The goals of the LinkedIn campaign will be based on the objectives as analysed in **Section 3.1 Objectives and approach**, KPIs to measure success will be used for monitoring the progress (e.g., follower growth, engagement rates, webpage traffic).

2. Target Audience

The identified audiences follow the outline presented in **Section 3.4 Target groups and audiences**, and will be identified as primary audience according to the Quadruple Helix classification, and further segmented based on sector, interests, locality and engagement levels/

3. Content Strategy and publishing schedule

The content strategy for BioINSouth as an EU/CBE JU co-funded project on LinkedIn is tailored to maximise engagement, visibility, and community building within the biobased sector. By leveraging LinkedIn's professional network, we aim to effectively communicate advancements in biobased technologies, share research findings, and highlight key milestones. A key component of the content will emphasise the positive environmental impact of biobased processes. These processes, which utilise renewable biological resources, contribute significantly to reducing greenhouse gas emissions, decreasing reliance on fossil fuels, and promoting sustainable resource management. By highlighting these benefits, we aim to raise awareness about the environmental advantages of biobased innovations and encourage their adoption across various sectors.

In the Southern Mediterranean region, biobased activities are particularly crucial due to the region's vulnerability to climate change and environmental degradation. The Mediterranean is warming 20% faster than the global average, leading to increased water scarcity, higher temperatures, and more frequent extreme weather events. These changes threaten local ecosystems, agriculture, and water resources, making sustainable practices essential for resilience and adaptation.

Biobased activities in this region can help mitigate the effects of climate change by promoting sustainable land use and reducing environmental pressures. For example, cultivating drought-resistant perennial grasses on marginal lands can provide bioenergy and biobased products while conserving water and soil resources. Additionally, these practices support biodiversity and help maintain the ecological balance in the face of changing environmental conditions.

This approach not only enhances BioINSouth online presence but also fosters meaningful connections and collaborations within the biobased community. Through consistent and strategic content publishing, we aim to build a robust and supportive network that drives the success and impact of our biobased

initiatives, ultimately contributing to a more sustainable and environmentally friendly future in the Southern Mediterranean region.

Table 5 outlines the content thematic envisaged for the communication of BioINSouth in LinkedIn and other social media, while Table 4 provides an explanation on the type of posts in terms of elements to be presented (e.g. language, length, visual content etc)

Table 4 Types of LinkedIn posts envisaged for BioINSouth based on the elements appearing in the post

Type	Description
Type 1	Articles and blog posts
Type 2	Infographics and visual summaries
Theme 3	Interviews and testimonials
Theme 4	Polls and interactive content
Theme 5	Events of particular interest that are announced and followed by the official channel (reaching milestones, participation in significant events or recap of events, involvement or relationships with other projects – B2B meetings online or in person,

Table 5 Type of content envisaged for LinkedIn communication activities

Theme	Description	Publishing schedule
Theme 1	Description of the project (WP goals/milestones, general objectives, impact, findings and innovations, success stories and case studies)	1 post per week
Theme 2	Partner related content (their added value to the project, and their activities, partner highlights and collaborations)	1 post per week
Theme 3	Posts and/or reposts and/or comments by BioINSouth account, of important articles (e.g. news items, EU/CBE JU updates) on contemporary themes of Bioeconomy	>1 item per week
Theme 4	Events or activities organised directly within the project (Meetings with the Advisory Board, Steering Committee, Forums, etc.)	As they happen
Theme 5	Events of particular interest that are announced and followed by the official channel (reaching milestones, participation in significant events or recap of events, involvement or relationships with other projects – B2B meetings online or in person)	As they happen, and prior to happening

Frequency: Posts and reposts from the official BioINSouth LinkedIn channel will be 3 items/week, except from participation in significant events that will be posted additionally when taking place.

4. Engagement strategy

PNO will invite the whole consortium to share interesting initiatives partners are involved in where BioINSouth dissemination actions will be/were implemented, to continuously updated the project website/social media accounts. Project progresses, technical updates and analytic results will be also periodically released through Level 1 D&C. In this case PNO will publish them after a validation made by the project coordinator (SPRING) so as to not infringe any confidential information/content.

The role of the partners to providing information and employ their own strategic networks is of uttermost importance to increase the visibility of BioINSouth and affects strongly the engagement strategy. The partners responsibilities are summarised in the table below.

Table 6 Measures to be adopted by the partners for the Level 2 communication (social media interaction of personal/partners' accounts)

Measures to maximise visibility of BioINSouth adopted by the partners
Each partner and member of the implementation team should follow the LinkedIn page of BioINSouth
After following the LinkedIn page, partners will invite connections to follow BioINSouth in LinkedIn
Partners will connect in LinkedIn with the people of the BioINSouth implementation team
Partners shall react (like, support, love, etc) to BioINSouth posts and respond to comments
Partners shall post BioINSouth content or insights from your personal or Institutional LinkedIn accounts, with the aid of the provided Social Media Template (D&C toolkit).
Partners shall repost BioINSouth posts to their feed
Partners shall comment BioINSouth posts
Partner shall follow the pages of the partners and use the appropriate tags and hashtags

The BioINSouth communication strategy through LinkedIn is based on building:

Interaction

- **Prompt Responses:** ensuring that all comments and messages on our social media platforms and other communication channels are responded to promptly. This will help build trust and show that we value stakeholder input and engagement.
- **Active Listening:** taking into account the feedback and concerns raised by the community and our consortium. This information will be used to improve our activities and communication strategies.

Community Building

- **LinkedIn Groups:** actively join and participate in relevant LinkedIn groups focused on bioeconomy, sustainability, and regional development. We will share updates, insights, and success stories to foster discussions and raise awareness.
- **LinkedIn Newsletter:** create a regular newsletter to keep our audience informed about the latest developments, achievements, and insights. We will include sections on project milestones, upcoming events, research highlights, and success stories. Readers will be encouraged to subscribe and share the newsletter to expand its reach and impact. (for planning see **Section 3.7.3 Newsletters**)

Networking

- **Stakeholder Mapping:** identify and connect with key stakeholders, including policymakers, industry leaders, researchers, and NGOs. This will be done through targeted outreach and participation in industry events and conferences. (In relation to T2.3 Stakeholder mapping, which will provide essential information on community building at European and national/local levels)
- **Partnership Development:** establish partnerships with relevant organizations and institutions to leverage their networks and expertise. This will help in co-developing solutions and expanding our influence. The B2B meetings (see ANNEX V: Clustering activities including B2B meetings for the period M1-M6), whether online or in person, for establishing synergies with other projects or initiatives, will provide valuable material for LinkedIn regular posts and give us the possibility to expand our community outside the immediate network of the partners.

5. Monitoring, Evaluation, and Reporting

Understanding and analyzing LinkedIn metrics is crucial for optimizing the social media strategy and the D&C&E plan to be updated in M18 and M36, and enhancing the professional presence of BioINSouth in overall. Key metrics such as the “Number of Followers” provide insight into the audience size, while “Post Impressions” and “Post Engagements” reveal how often the content is seen and interacted with. The “Engagement Rate” and “Click-Through Rate (CTR)” help measure the effectiveness of the posts in driving user interaction and traffic. Additionally, tracking “Website Traffic” from LinkedIn, “New Connections”, and “Mentions and Tags” can offer a comprehensive view of the performance of the page. Monitoring all the above parameters will ensure the timely refinement of the D&C strategy in order to maximise impact of the project and its results. More information on the metrics until M6, can be found in **Section ANNEX I: Results of BioINSouth LinkedIn activities M1-M6**.

Table 7 Key metrics of LinkedIn that will be selectively monitored to ensure BioINSouth impact on stakeholders

Metric	Description
Number of Followers	Total count of followers on your LinkedIn page.
Post Impressions	Number of times your posts are displayed.
Post Engagements	Total likes, comments, and shares on your posts.
Engagement Rate	Percentage of followers who engage with your posts.
Click-Through Rate (CTR)	Percentage of people who click on links in your posts.
Website Traffic	Number of visitors to your website from LinkedIn.
Video Views	Number of views on your video content.
New Connections	Number of new connections made through LinkedIn.
Mentions and Tags	Number of times your project is mentioned or tagged by others.
Audience Demographics	Breakdown of your followers by age, gender, location, etc.

Reporting will be performed on a quarterly basis, based on the monitoring of selected indicators as described above. The monitoring plan for a 3-month period is designed to streamline the process of tracking and analysing social media performance. This plan is divided into three key phases: Initial Setup and Data Collection, Analysis and Adjustment, and Final Review and Reporting (**Table 8**)

In the first month (starting from M7), the focus is on setting up tracking tools and beginning the data collection process. Key metrics such as impressions, engagement rate, and follower growth are monitored to establish baseline metrics. This foundational data is crucial for understanding the current performance

and setting benchmarks for future analysis. During the second month, the collected data is analyzed to identify trends and high-performing content. Metrics like CTR and content performance are reviewed to gain insights into what resonates with the audience. Based on these insights, adjustments to the content strategy are made to enhance engagement and effectiveness. The final month involves continued monitoring of all key metrics, including impressions, engagement rate, follower growth, CTR, and content performance. The impact of the strategy adjustments made in the previous month is evaluated. A comprehensive report is prepared, summarizing the findings and providing recommendations for future strategies.

The reasoning behind this monitoring plan is to maintain simplicity and focus by breaking down the process into three clear phases. Each phase has a specific focus, ensuring that all critical aspects of social media performance are covered without overwhelming the team. The plan emphasises the importance of data collection and analysis, allowing for informed decisions based on actual performance data rather than assumptions. By including a mid-point review and adjustment phase, the strategy remains dynamic and responsive to audience behaviour. The final review phase consolidates all the insights gained over the three months, providing a holistic view of the social media performance and guiding future planning. The 3-month plan will be repeated throughout the project's duration.

Table 8 Outline of the 3-month plan for social media performance reporting

Month	Activities	Metrics to Review	Actions
Month 1	Initial Setup and Data Collection	Impressions, Engagement Rate, Follower Growth	Establish baseline metrics
Month 2	Analysis and Adjustment	CTR (Click-Through Rate), Content Performance	Identify high-performing content, adjust strategy
Month 3	Final Review and Reporting	All metrics (Impressions, Engagement Rate, Follower Growth, CTR, Content Performance)	Evaluate impact of adjustments, prepare report

6. Compliance and Best Practices

To maximise the potential of its social media channels, BioINSouth will ensure that all content complies with EU CBE JU guidelines and regulations, as stated in **Section 3.3 Definitions and EC/CBE JU guidelines**. Adhering to these standards is crucial for maintaining credibility and meeting regulatory requirements. Additionally, following LinkedIn best practices for content creation and engagement will help BioINSouth enhance its professional presence, foster meaningful interactions, and effectively reach its target audience. By combining regulatory compliance with strategic social media practices, BioINSouth can fully exploit the benefits of its online platforms.

3.7.3 Newsletters

Newsletters detailing project advancements, achievements, news updates, and events will be developed within the BioINSouth project framework. The consortium aims to release newsletters every six months starting **from M7**, to engage and inform project target groups and stakeholders. This plan remains adaptable to meet the project's specific dissemination and communication requirements. All published newsletters will be accessible on the BioINSouth website, and the LinkedIn page.

Table 9 BioINSouth newsletter plan

No.	Topic	Month
1	BioINSouth and its consortium	M7
2	Results of the first year of BioINSouth implementation and past/forthcoming events organised by BioINSouth	M12
3	Focus on events attended, publications collected, and networking with related EU funded projects and initiatives	M18
4	Results of the second year of BioINSouth implementation	M24
5	Focus on HUB creation and toolkit development	M30
6	Focus on strategic interactions with regional/local stakeholders, policy makers, and replication guidelines	M34

3.7.4 Press Releases

Brief updates and press releases outlining the project's advancements will be composed and shared across the project platforms. In June 2024 (M1), the Coordinator issued the inaugural press release for the BioINSouth project, distributing it via the SPRING's website.



24/06/2024

On June 17 and 18, the kick-off meeting of the European project BioINSouth-Supporting Regional Environmental Sustainability Assessment for the BIO-Based Sectors to Improve Innovation, Industries, and Inclusivity in SOUTH Europe-was held in Naples, hosted by the University of Naples Federico II at the Federico II Conference Center.

The project, funded under the HORIZON-JU-CBE-2023-S-02 call and coordinated by the SPRING Cluster, aims to develop guidelines and digital tools to support the adoption of innovative methodologies in the assessment of environmental impacts in multiple bio-based industrial systems. This will help increase regional competitiveness and innovation capacity, while supporting the EU's equitable and green transition.

BioINSouth will focus on Europe's southern Mediterranean regions, with special attention to areas currently lagging behind. Eight HUBs will be established during the project, one of which will be located in Italy in the Campania Region.

The kick-off meeting was an opportunity for consortium members to get to know each other and lay the groundwork for a successful start of the project. The consortium consists of 15 partners from 9 countries: Italy, Spain, Portugal, France, Greece, Slovenia, Cyprus, Czech Republic and Turkey. The partners are:

- Cluster SPRING (Coordinator)
- CIA - FUNDACION CORPORACION TECNOLOGICA DE ANDALUCIA
- BIOEAST HUB
- LEITAI - ACONDICIONAMIENTO IARRASENSE ASSOCIACION
- P-BIO - Associação Portuguesa de Bioindústria
- RIC-NUKA-BioS - ΕΘΝΙΚΟ ΚΑΙ ΚΑΠΟΔΙΣΤΡΙΑΚΟ ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΘΗΝΩΝ
- PNO - PNO Innovation
- INNEN - INNOVATION ENGINEERING SRL
- UNINA - Università Napoli Federico II
- ACIS - CHAMBER OF COMMERCE AND INDUSTRY OF SLOVENIA
- ASDI - AGRI SUD OUEST INNOVATION
- TÜBİTAK - TÜRKİYE BİLİMSEL VE TEKNOLOJİK ARASTIRMA KURUMU
- ASINCAR - ASOCIACION DE INVESTIGACION DE INDUSTRIAS CARNICAS DEL PRINCIPADO DE ASTURIAS
- FREDU - FREDERICK UNIVERSITY
- UNIMIB - Università Milano Bicocca

Figure 7 Inaugural press release of the BioINSouth project

3.7.5 Publications

Publications and data supporting the conclusions as well as public deliverables and corresponding data will be accessible for free. A collection of datasets and publications will be established in the public repository Zenodo, a free, public repository for all types of research including big data supported by the European Commission, CERN and OpenAIRE. BioINSouth will integrate the principles of open science across its partnership, via open cooperative work and systematic sharing of knowledge, data, and tools as early and widely as possible in accordance with rules and regulations as established in the Horizon Europe and the GA, the ethical principles of research, publishers' terms and conditions, and EU legislation.

Table 10 Plan for the peer reviewed research publications of BioINSouth

Description	Partners involved	Target value	Timeline
Publication of peer-reviewed articles on research journals (e.g., Food Policy, Applied Economics Perspectives and Policy, among others)	Research partners (RTOs, universities)	≥3 Open Access peer-reviewed publications by RTOs partners.	Starting from M12

The beneficiaries must ensure **open access** to peer-reviewed scientific publications relating to their results. In particular, they must ensure that:

- at the latest at the time of publication, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication, is deposited in Zenodo;
- immediate open access is provided to the deposited publication via the repository, under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights; for monographs and other long-text formats, the licence may exclude commercial uses and derivative works (e.g. CC BY-NC, CC BY-ND); and
- information is given via the repository about any research output or any other tools and instruments needed to validate the conclusions of the scientific publication.

Beneficiaries (or authors) must retain sufficient intellectual property rights to comply with the open access requirements.

Metadata of deposited publications must be open under a Creative Commons Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine actionable) and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe or Euratom funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. Where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication.

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

By exception to the 45 calendar days' notice, the prior notice period shall be reduced to 15 calendar days only for the following dissemination activities: poster presentations, slides and abstracts for oral presentations at workshops, seminars, webinars, symposia, conferences, and summer schools. In this case, any objection to the planned dissemination shall be made in writing to the Coordinator and to the

Party or Parties proposing the dissemination within 10 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the dissemination is permitted.

3.7.6 Events

3.7.6.1 Participation in events

Project partners will engage in significant conferences and relevant events to showcase the project and disseminate/communicate its outcomes. CTA will assist partners in their event strategies, including exhibitions, conferences, and workshops, while also identifying new events pertinent to the project's theme for effective results presentation. Participation in events (physical and/or online), will also include the distribution of leaflets and positioning a poster / roll-up. In particular, partners will attend EU and international events and conferences such as: Transfiere BIOSPAIN, EFIB, Renewable Resources & Biorefinery RRB, ECOMONDO, IFIB, Bioket, BIOFACH. All progress in the participation of events for the period M1-M6 is presented in **ANNEX III: Participation in events and clustering activities for the period M1-M6**.

Table 11 List of past and forthcoming events attended/to be attended by BioINSouth

Name of event	Location	Tentative dates	Link
Transfiere	Spain	12-14 th March 2025, Malaga (M10)	Link
BIOSPAIN	Spain	TBA	Link
EFIB	Belgium	Annually 11-13 th March 2025, Brussels (M10)	Link
Renewable Resources & Biorefinery RRB	Finland	2-4 th June 2025, Turku (M13)	Link
ECOMONDO	Italy	Annually 5 th - 8 th November 2024, Rimini (M6) 4 th - 7 th November 2025, Rimini (M18)	Link
IFIB	Italy	Annually 3-4 th October 2024, Bologna (M9) 25-26 th September 2025, Turin (M16)	Link
Bioket	Belgium	Annually 11-13 th March 2025, Brussels (M10)	Link
BIOFACH	Germany	Annually 11-15 th February 2025, Nürnberg (M9)	Link
BIOMEET	Portugal	Annually 30 th October – 1 st November 2024, Lisbon (M5) 2025 TBA	Link

3.7.6.2 Organisation of events and Multi-Actor Approach (MAA) activities

BioINSouth aims to organise a range of MAA activities such as co-creation workshops, forums for exchange of best practices, as well as events directed to the stakeholders to disseminate the project's results. A preliminary plan is presented in the following table.

Table 12 Plan for the organisation of activities and events from BioINSouth

Type of event/activity	Audience	Target value	Timeline
------------------------	----------	--------------	----------

Organisation of MAA activities (co-creation workshops, forums for exchange of best practices)	Researchers, market operators, farmers, policymakers, NGOs, regional research support agencies, civil society.	≥24 co-creation workshops (≥3 per HUBs)	Starting from M7
		≥10 forums (≥1 per HUBs + 2 for the BioINSouth network).	Starting from M13
Presentation of the policy recommendations and guidelines for the integration of sustainability and circularity considerations into regional bioeconomy strategies.	Policymakers, regional research support agencies, clusters	≥9 workshops for policymakers (8 at HUBs level, 1 at BioINSouth network level)	Starting from M18

Forum Catania

On June 5-6, 2025, the city of Catania (Italy) will host the first BioINSouth Forum, a landmark event bringing together HUBs and key stakeholders in the circular bioeconomy. The forum will feature the active participation of regional Ministers, aiming to immediately influence regional dynamics and foster the implementation of circular bioeconomy strategies across Southern Europe. In addition to Ministers, the event will welcome the Advisory Board, Steering Committee, and representatives from other related projects (see 3.7.7) with which BioINSouth has established collaborations. This diverse participation is designed to amplify the project's impact, both in terms of policy influence and the communication and dissemination of results. Participants and Hubs will engage in discussions, explore case studies, and share best practices from a macro-regional perspective, creating a fertile ground for knowledge exchange and long-term partnerships. The BioINSouth Forum aims at becoming one of the leading events for the circular bioeconomy at European level, building solid bridges to North Africa and Asia in order to create an innovative Bioeconomy Hub in the Mediterranean Area.

3.7.7 Synergies with other projects and initiatives

BioINSouth will link activities to ongoing projects associated to the present call and its expected outcomes. This includes implementing already developed solutions, facilitating exchange, and coordinating activities. The liaison will be further extended along the process, and **WP7 Task 7.4 Clustering with other projects and initiatives** has been dedicated to this aim.

BioINSouth will strategically establish three categories of synergies to enhance collaboration and maximise impact:

1. **Sister Projects:** These are projects with which BioINSouth will engage in very close collaboration, involving shared activities and joint initiatives. This category aims to foster deep, integrated partnerships that leverage common goals and resources for mutual benefit.

2. **Related Projects:** This category includes projects with which BioINSouth will maintain simple linking and liaison. The focus here is on establishing connections and facilitating communication to share knowledge, best practices, and updates, without the need for intensive collaboration.
3. **Participation in Clusters and Initiatives:** BioINSouth will actively participate in clusters and initiatives. This involves extensive collaboration, including joint events, shared research, and coordinated efforts to address broader industry challenges. Participation in these clusters will enable BioINSouth to expand its network, influence policy, and drive innovation through collective action.

Synergies will be established on the basis of the partner's network, as well as the performed T2.3 Stakeholder analysis in WP2. Under this framework, an initial list of relevant projects and initiatives has been established, that is explicitly presented in **ANNEX IV: Identified sister projects, relevant projects and initiatives** in the period M1-M6.

The table lists various projects, initiatives, and clusters related to bioeconomy, sustainability, and circular economy. These entries are categorized by type, acronym/link, full title, funding scheme, coordinator entity, and coordinator's country. Key insights reveal that most entries are publicly funded international projects, indicating a strong emphasis on collaborative research and development across borders. There are also several partnerships, alliances, and clusters, highlighting the importance of collaborative networks in advancing bioeconomy goals.

Most projects are funded under the Horizon Europe (HE) framework, which supports research and innovation in the European Union. Other funding schemes include H2020 (Horizon 2020), COSME (Competitiveness of Enterprises and Small and Medium-sized Enterprises), and national government funding. Mixed funding models are also present, such as in the ELIXIR project, which combines HE, IMI (Innovative Medicines Initiative), and government funding.

The coordinator entities are diverse, ranging from universities and research centres to private companies and governmental bodies. **Spain, Greece, and Germany** are prominently represented as coordinator countries, indicating strong participation from these nations in bioeconomy projects. Belgium and Italy also have multiple entries, reflecting their active roles in coordinating and participating in these initiatives.

In a second level, Task 7.4 Clustering with other projects and initiatives, aims at building on the aforementioned data of related projects/initiatives, to establish complementarities with on the governance of bio-based innovation and ensure inclusiveness, and resulting in as many synergistic activities as possible. Thus, by reaching clusters and other organisations all over Europe involved in these projects or their community of interest, the "network of networks" approach can be highly supported. CTA is leading the B2B meetings that support the planning and active synergistic actions, with the collaboration with PNO, SPRING, and BIOEAST HUB CR, **while all partners are encourage to undertake B2B meetings online or in person, in order to promote BioINSouth and establish future multilevel collaboration.**

For the period M1-6, BioINSouth has established the basis for collaboration, mutual communication, and future synergies, by implementing a set of B2B meetings that are presented in **ANNEX V: Clustering activities including B2B meetings for the period M1-M6.**

BioINSouth has made significant steps in clustering activities, fostering collaborations, and enhancing its network within the bioeconomy sector. BioINSouth engaged in multiple B2B meetings with projects such as BIORADAR, BIORECER, BIOTRANSFORM, CALIMERO, ESCIB, LCA4BIO, and SUSTRACK, focusing on WP4 synergies. These meetings were crucial for exploring collaboration opportunities and potential sister projects.

In addition, BioINSouth has already two important memberships in the [Rural Bioeconomy Alliance \(RBA\)](#), a cluster of EU funded projects established in May 2023, and [BioRefine Cluster Europe \(BCE\)](#), a platform that interconnects projects and people within the domain of biobased resource recovery.

Being a member of RBA allows BioINSouth to engage with a diverse group of stakeholders dedicated to advancing the rural bioeconomy. This membership provides access to valuable resources, collaborative opportunities, and a platform to influence bioeconomy policies and practices at a regional level.

Membership in BCE offers BioINSouth the opportunity to collaborate with leading European entities in the bio-refinement sector. This network supports the development and optimization of bio-based processes, fostering innovation and sustainability. Additionally, it enhances BioINSouth's ability to participate in high-impact projects and gain insights into cutting-edge bioeconomy trends.

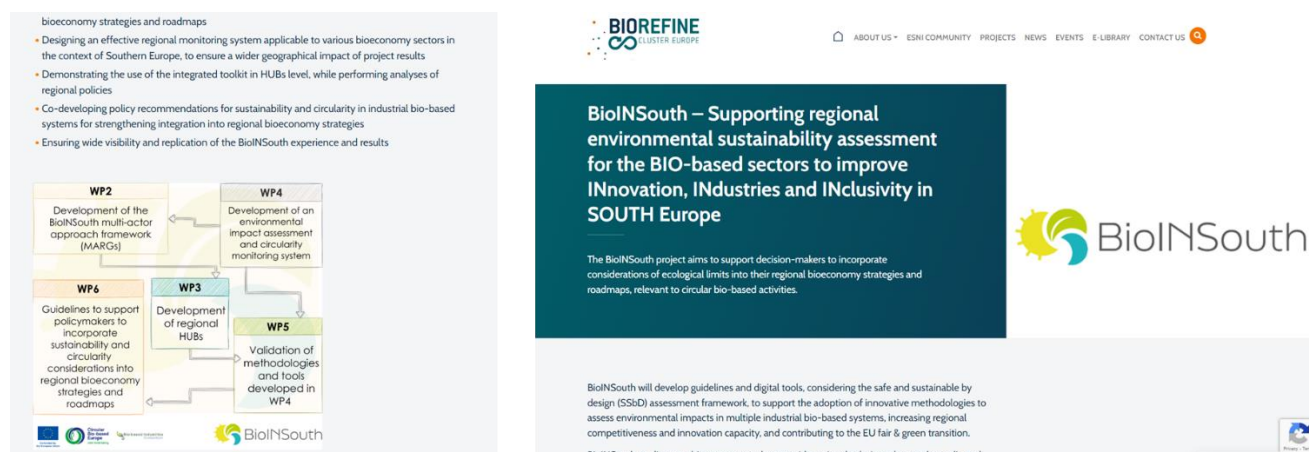


Figure 8 Highlights of the [webpage of BioINSouth](#) in the BCE platform

4 Plan for exploitation activities

4.1 Objectives

A preliminary plan for the exploitation will be developed within the first months of the projects, identifying the possible Key Exploitable Results (KERs) and partners' knowledge and Intellectual Property (IP), while drafting a plan for the replication strategy of BioINSouth. With the purpose of establishing a seamless flow of information to the knowledge generated during the BioINSouth project lifecycle, during the first 6 months of the project, a methodology and approach have been developed to maximize the exploitation of the project results.

To this end, this section provides an overview on the methodology and approach for the identification and definition of the innovations emerging from the activities conducted during the project, outlining the preparation and definition of an Exploitation Plan, that will be in overall delivered in 3 versions: M6, M18 and M36 (D7.1, D7.3, D7.4).

The exploitation and replication methodology adopted and described in the current document has been designed to pursue the following objectives:

1. **Describe** any potential exploitable innovation and concept that could be valorised during or after the project duration.
2. **Benchmark** the exploitable results against state-of-the art ideas and concepts. The partners are scouting to identify any competing idea/process/method.
3. **Protect** the exploitable results through managing the formalities
4. **Identify** relevant value chains, markets and processes
5. **Replicate** results in similar/different environments after the end of the project

4.2 Research associated KERs

The definition and implementation of the BioINSouth project relies on a set of exploitable innovations as specific outcomes of the activities conducted during the project lifecycle. The research partners UniMIB, UniNA, NKUA, FredU, and LEITAT will exploit the results and the know-how generated by publishing the outcome of their research in peer-reviewed publications and sharing the knowledge acquired at international conferences. The project will support these partners in continuing the research in the sector, strengthening their recognised position as hubs of scientific excellence in bioeconomy, agriculture, sustainability and related fields. The 8 regions involved in the project could exploit internally the know-how acquired in BioINSouth and related opportunities, by hopefully successfully integrating the innovative sustainability and circularity screening methodologies in their bio-based strategies and roadmaps, based on the **BioINSouth Toolkit** (the toolkit to carry on environmental assessment and the management online platform) implemented in WP4.

4.3 Replicability

The BioINSouth project aims to foster the development of local and regional bioeconomy hubs, particularly in low-income, widening, and lagging regions. This initiative focuses on creating bioeconomy hubs in target regions to serve as focal points for various activities. By engaging a diverse range of stakeholders, including local policymakers, public authorities, market actors (especially SMEs), and civil

society, the project ensures broad support and participation. The formation of Multi-Actor Regional Groups (MARGs) is a key strategy to provide essential data, information, and support for project activities.

To effectively implement the BioINSouth model, the project emphasizes the development and adaptation of methodologies and tools. Existing guidelines and digital tools for environmental impact assessment and circularity are customized to fit local contexts. The project also applies a safe and sustainable by design (SSbD) assessment framework tailored to regional needs. Additionally, a comprehensive toolkit for local decision-makers is developed to facilitate informed choices and promote sustainable practices.

The regional focus of the BioINSouth project involves identifying and selecting low-income, widening, and lagging regions that can benefit from the model. By implementing the project concept in the 8 selected regions, the initiative aims to demonstrate its effectiveness through a transferable case-study approach. This approach not only showcases the potential benefits of the BioINSouth model but also provides a practical framework for other regions to replicate and adapt the strategies to their specific needs.

Overall, the BioINSouth project seeks to enhance regional competitiveness, promote environmental sustainability, and foster greater stakeholder engagement and collaboration. Through the development of best practices and policy recommendations, the project aims to contribute to the creation of sustainable bioeconomy strategies tailored to the unique challenges and opportunities of low-income, widening, and lagging regions. The **main points for the replication strategy** to be fully deployed after M12 and following the Multi-Actor stakeholders approach framework, Setting of the MARGs, and the Regional Case studies (T2.1-2.3, key partners CTA, PNO), **are presented below:**

1. Stakeholder Engagement:

- **Engage Diverse Stakeholders:** Involve local policymakers, public authorities, market actors (especially SMEs), and civil society to ensure broad support and participation.
- **Form Regional Groups:** Set up Multi-Actor Regional Groups (MARGs) to provide data, information, and support for project activities.

2. Development of Methodologies and Tools:

- **Adapt Guidelines and Tools:** Customize existing guidelines and digital tools for environmental impact assessment and circularity to fit local contexts.
- **Create a Decision-Making Toolkit:** Develop a comprehensive toolkit for local decision-makers to facilitate informed choices.

3. Regional Focus:

- **Identify Target Regions:** Select low-income, widening, and lagging regions that can benefit from the BioINSouth model, for replication
- **Demonstrate Concepts Locally:** Implement the project concept in the 8 regions using a transferable case-study approach to showcase its effectiveness in replication candidates

4.4 Roadmap for the preparation of the exploitation/replication plan


After the submission of D7.1 in M6, with the purpose of providing a solid and robust set of objectives to provide exploitable the results, and replication guidelines, PNO will use the following tools to contribute to the identification of exploitation/replication specific actions and facilitate detailed information collection:

- A structured questionnaire addressed to the research partners for identifying KERs associated with the activities of holistic environmental assessment and relevant tools
- A series of exploitation/replication workshops
- An in-depth desktop search with the contribution of all partners, to identify the market and stakeholders, including policy makers in EU, national, and regional and regional levels

4.4.1 The questionnaire

The general questionnaire structure is provided in table below. It collects a series of questions that will help research partners to think about the main information relevant to their KERs.

Table 13 Key Exploitable Result information table

 <p>BioINSouth</p> <p>Supporting regional environmental sustainability assessment for the BIO-based sectors to improve INnovation, INdustries and INclusivity in SOUTH Europe</p>		NAME OF THE INNOVATION
INVOLVED PARTNER		<i>Name of the partner/s involved</i>
DESCRIPTION		<i>Please provide here a clear description of the innovation. The description should clarify what it is and what it serves for</i>
INNOVATIVE ASPECTS		<i>Please explain the innovation compared to the state of art.</i>
VALUE PROPOSITION		<i>Please provide clear description of the added value introduced and why customers should adopt the innovation.</i>
UNIQUE SELLING POINT		<i>Please clearly describe the key advantages that make the innovation unique in the market scenario: why and where it is innovative and unique</i>
LIST OF COMPONENTS INCLUDED IN THE INNOVATION		<i>Please describe here which components are involved or included in this innovation.</i>

COMPETITORS	<i>Please describe here the potential or existing competitors of the innovation.</i>
OWNERSHIP AND IPR MANAGEMENT	<i>Is your organization owner or is a joint ownership? (E.g. Who is responsible for the design? Who is responsible for the development of the different components?). How results generated by two or more parties will be protected, maintained, and defended?</i>
FREEDOM TO OPERATE (FTO)	<i>Did you already performed a freedom to operate? Did the results confirm the freedom to operate?</i>
RELEVANT TARGET GROUP	<i>Please describe here the relevant external target groups of the innovation (E.g., what are the areas in which innovation and/or the acquired knowledge can be applied?)</i>
REFERENCE MARKETS	<i>Please indicate here the relevant Market of the innovation.</i>
EXPLOITATION MODEL	<i>Exploitation model: Are you selling the new products/services as new business or as the core business?</i>
EXPLOITATION CHANNELS	<i>Please describe here the exploitation channel you consider the most appropriate for this innovation (E.g. companies already in your network, identified stakeholders, Industry groups or associations that will facilitate the sharing of ideas and promote the awareness of the innovation). Please, indicate the tailored dissemination actions that you plan to do to promote your innovation</i>
“MARKET”-EARLY ADOPTERS	<i>Early adopters are the “customer you are willing to address first. They are usually the ones that feel the problem harder than all the others. (they are not the project partners).</i>
SETTINGS - LEGAL AND REGULATORY ASPECTS SETTINGS - ACCEPTANCE	<i>What are the legal requirements? What are the normative requirements? What is the public acceptance?</i>

4.4.2 The exploitation/replication workshops

The Exploitation Workshop is an essential activity to maximize the impact of the BioINSouth project by reviewing the preliminary list of innovations identified for the project and defining the best exploitation/replication route to be undertaken for each innovation in coordination with the project partners. PNO will organise at least 3 replication workshops to promote the uptake of BioINSouth outcomes and export the concept to other European Regions, most of all in the Southern Mediterranean area. All regions that already signed LOIs will be invited to participate to these workshops as well as other regions identified during the stakeholder mapping. During the workshops projects results as well as the funding opportunities will be presented to regional stakeholders, overall public authorities/policymakers.

The toolkit containing guidelines and methodologies, in synergy with WP6, will be made available to all stakeholders through the project website together with a replication guideline.

The plan foreseen to organize the following exploitation workshops, in correspondence with project in person meetings. Finetuning will be performed (e.g. locality, possibility of online meetings) to maximise participation.

06/2025 (M13) - Italy in the 1st BioINSouth forum

M20 - Portugal

M36 - Italy

According to the needs of the consortium, additional online or physical workshops could be organized.

During the workshops, customized brainstorming sessions will be held, involving the Coordinator and the Advisory Board, by using the structured questionnaire to analyse the status of the exploitable research innovation, on the one hand, and the results of **WP6** and the gradual co-development of **Policy recommendations (T6.1) starting at M24**.

Results of these sessions will be collected to feed the Final D&C&E plan (D7.4, M36) and the Replication Guidelines (D7.5, M34).

4.4.3 Stakeholder analysis and communication with policy makers

PNO, during this first 12 months, plans to perform a systematic analysis of market and stakeholders active within and around the BioINSouth market segment, aimed at

- Identifying regional and national Bioeconomy Strategies for the 8 selected BioINSouth regions, with the feedback of the partners involved
- Identifying the major actors in the field of interest at European level and properly positioning them along the bioeconomy value chain with the purpose of setting-up strategies for future engagement in the project
- Benchmark BioINSouth innovation in terms of environmental assessment tools, to position them against competitive solutions
- Screening of the funded projects databases including both European and national projects with the purpose of identifying the innovators within the BioINSouth project field of interest. Investigations leveraged the Business Intelligence and Tech Mining platform and search tool Wheesbee.
- Web desk research aimed at identifying the most relevant Drivers within the BioINSouth field
- Preliminary illustration of the BioINSouth value chain environment reporting the stakeholders identified applying the PNO proprietary methodology, and the active feedback of all partners concerning the regional and national aspects

In addition, for the efficiency of engagement to the establishment of MARGs and the creation of HUBs, a database of bioeconomy-related policy makers will be created including entities that have already signed the Letter of Support to the activities of BioINSouth. A preliminary list that includes local stakeholders

and policy makers, already or to be contacted after February 2025 (M9) can be found in Section 5.6 ANNEX VI: Preliminary identified BioINSouth stakeholder with focus on the 8 BioINSouth regions.

Partners will make the relevant policymakers aware of the project's outcomes and will encourage them to update and consolidate policies that will favour the replication of project results. Policymakers at local and regional, national and EU level will be:

- i) Invited to attend the project's events;
- ii) Informed through news and updates published on the official project and newsletters;
- iii) receive press releases through popular local newspapers and magazines;
- iv) Informed through dissemination materials distributed at the events
- v) Directly contacted by project beneficiaries and invited to dialogue;
- vi) Organisation of a workshop involving policymakers at EU levels to present policy recommendations developed in WP6.

BioINSouth Info Box

The BioINSouth project aims to support decision-makers to incorporate considerations of ecological limits into their regional bioeconomy strategies and roadmaps relevant to circular bio-based activities. We aim to develop guidelines and digital tools, considering the safe and sustainable by design (SSbD) assessment framework, to support the adoption of innovative methodologies to assess environmental impacts in multiple industrial bio-based systems, increasing regional competitiveness and innovation capacity, and contributing to the EU fair & green transition.

Find out more:

Website: <https://www.bioinsouth.eu/>

LinkedIn: <https://www.linkedin.com/company/104361906/>

YouTube: <https://www.youtube.com/@BioINSouth>

Contact coordinator:

SPRING the Italian Circular Bioeconomy Cluster info@clusterspring.it

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Authors: Nadia Vougiannopoulou, Vasiliki Petrotou (PNO Innovation Greece)

Review by: Pierluigi Argoneto, Lara Carlet (SPRING)

This document was published as “D7.1 D&C&E plan (M6)”, and as part of the project “BioINSouth: Supporting regional environmental sustainability assessment for the BIO-based sectors to improve INnovation, INdustries and INclusivity in SOUTH Europe” (Grant Agreement No. 101156363), co-funded by the European Union and supported by the Circular Bio-based Europe Joint Undertaking and its members. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.

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