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RuralBioUp
Grow local, go global

D6.1

Plan for the dissemination and exploitation including communication activities

Project Title	RuralBioUp (Empowering EU Rural Regions to scale-Up and adopt small-scale Bio-based solutions: the transition towards a sustainable, regenerative, inclusive and just circular bioeconomy)
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Partner responsible	LOBA
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Abstract	This deliverable presents the plan for the communication and dissemination activities of the RuralBioUp project, as well as a summary of the planned exploitation activities that will be detailed in deliverable D.6.4 RuralBioUp Exploitation Plan. It includes the tools and channels for communication, target groups, consortium channels, and networks to be leveraged.
Keywords	Bioeconomy, Rural Regions, Innovation

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The information and views set out in this report are those of the author(s) and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf.

Table of Abbreviations and Acronyms

Abbreviation	Meaning
WP	**Work Package**
C&D	**Communication and Dissemination**
JRC	**Joint Research Centre**
SMAs	**Social Media Accounts**
EEN	**Enterprise Europe Network**
EIP-AGRI	**European Innovation Partnership for Agricultural productivity and Sustainability**
NIMBY syndrome	**not in my back yard syndrome**
AB	**Advisory Board**
GA	**Grant Agreement**
EU	**European Union**
N/A	**Not applicable**
DoA	**Description of Action**
KPI	**Key Performance Indicator**

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1 Executive Summary

The objective of this deliverable is to provide a detailed overview of the communication and dissemination plan that will be implemented during the RuralBioUp project. This plan is integrated under **WP6 Dissemination, exploitation, and communication activities** and connected with the outputs from:

- Task 6.1 Plan for dissemination, exploitation, and communication activities: M1-16, led by LOBA,
- Task 6.2 Materials and Communication and dissemination activities: M1- M36, led by LOBA,
- Task 6.3 Exploitation Pathway: M17- M36, led by APRE,
- Task 6.4 Liaise with networks, initiatives and other projects: M1- M36, led by LOBA.

As **WP6 leader**, LOBA will be responsible for the overall management and support of communication and dissemination activities defined in the current plan, and developing the main dissemination and communication channels, tools, and materials to be used during the project, which includes monitoring the performance.

The present deliverable outlines the main output from *Task 6.1, the Plan for dissemination, and communication activities*, which will feed *Task 6.2 Materials and Communication and dissemination activities*, whose outputs will be presented in *D6.2 Mid term Report on dissemination and communication activities* and *D6.3 Report on dissemination and communication activities* by M18 and 35, respectively. It also addresses *Task 6.4 Liaise with networks, initiatives, and other projects* describing the current joint C&D with other projects and initiatives that will be established.

This deliverable also presents an overview of the planned activities for Task 6.3 Exploitation Pathway led by APRE (M17-M36). The strategy and exploitation activities and concrete actions related to the protection, dissemination, and exploitation of the project results is going to be presented in D6.4 RuralBioUp Exploitation Plan due in M35.

The main outputs from *Task 6.5 Contributing data and results to the European Commission's Knowledge Centre for Bioeconomy hosted by JRC* (led by IBF) will be delivered by M36 in D6.5 Results from collaboration activities with JRC, other initiatives and projects.

This Plan outlines a detailed planning of the dissemination and communication activities in a systematic manner, with the aim of performing actions and campaigns that reach specific target groups and audiences in a tailored way approach.

It provides the strategy, methodology and tools to be implemented during the project with a view to paving the way for the exploitation of its results.

All partners will be actively involved in the communication, dissemination and exploitation actions, and their involvement will contribute to the satisfactory dissemination of the project's objectives, activities, and results.

In general, the expected contribution from partners is to:

- Implement publicity and dissemination campaigns in their own regions, countries and at the European level;
- Exploit their contacts and networks;
- Supply news and updates for the website and newsletter;
- Help to keep the project's Social Media Accounts (SMAs) alive and active;
- Participate in relevant events to promote the project and its outcomes;
- Contribute with scientific papers acknowledging the RuralBioUp project.

2 Introduction

This deliverable provides detailed information about the strategies, methodologies, channels, materials, and tools used to support an effective dissemination and communication. Further updates of this plan and outputs will be provided in the periodic reports *D6.2 Mid-term Report on dissemination and communication activities* and *D6.3 Report on dissemination and communication activities on months 18 and 35*, respectively, where we will report on dissemination and communication activities implemented throughout the duration of the project.

This deliverable is divided into **14 main sections:**

- **Section 1. Executive Summary**
- **Section 2. Introduction**
- **Section 3. RuralBioUp in a nutshell**, with a brief overview of the project's goals
- **Section 4. Dissemination and communication strategy**, presenting the approach and objectives
- **Section 5. Target groups and the benefits from RuralBioUp,** including drivers and the benefits from the project
- **Section 6. RuralBioUp Partners' support in the project's dissemination and communication**, explaining the partner's role in the communication and dissemination activities
- **Section 7. Project identity**, including the project Branding (Project logo and additional material that constitute the project's visual identity)
- **Section 8. Channels and tools**, presenting the different channels and tools to be used for disseminating and communicating project activities and outcomes, including, among others the project website, social media channels, YouTube Channel, newsletter, and media coverage. It also presents a brief overview of the project's RuralBioUp One stop shop, in development on WP2, in Task 2.3 RuralBioUp One-Stop Shop development and maintenance, led by LOBA
- **Section 9. Events**, presenting the different type of events where the project will be communicated and disseminated, as well as the strategy to communicate them
- **Section 10. Liaise with networks, initiatives, and other projects**, describing the joint C&D with other projects and initiatives that will be established
- **Section 11. Reporting procedure** provides instructions for the partners to report the D&C activities and the KPIs
- **Section 12 Time plan** with the envisioned timeline for the next actions in the project first year
- **Section 13** providing a summary overview of the expected Exploitation and Sustainability Plan that will be delivered on M35
- **Section 14 Dissemination & Communication plan Conclusions** with conclusions from the present deliverable

3 RuralBioUp in a nutshell

RuralBioUp (Full title: *Empowering EU Rural Regions to scale-Up and adopt small-scale Bio-based solutions: the transition towards a sustainable, regenerative, inclusive and just circular bioeconomy*) has a duration of 36 months (October 2022– September 2025)

RuralBioUp's main objective is to support innovators to scale-up inclusive and small-scale biobased solutions in rural areas.

- **WHO?**
  - Farmers and foresters
  - Clusters
  - Policymakers
  - Companies
  - Business support organisations
  - Civil society organisations
  - Investors
  - EEN local contact point

- **WHAT?**
  - We are going to establish **9 Regional Hubs** in **6 EU countries** that will implement **9 Action Plans** on **18 value chains** (in total), in which at least 1.000 innovators will be supported.

- **HOW?**
  - Each Regional Hub will be set up thanks to the collaboration of the respective:
    - **Regional Facilitator:** project partner who oversees and coordinates the hub activities,
    - **Hub Contact Point:** representatives of the region collaborating in the Hubs' activities and identified as the main actor to continue the RuralBioUp model after the project's end,
    - At least **30 local stakeholders.**

- **WHERE?**

Table 1: RuralBioUp project's Regions

Region	Country
Lombardy	**Italy**
Marche	**Italy**
Apulia	**Italy**
Charles Spa	**Czechia**
Pays de La Loire	**France**
Auvergne-Rhone-Alpes	**France**
Latvia (Hub geographical area will be national, stakeholders will come	**Latvia**

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from different places within Latvia, therefore, the whole country will be a hub region)	
Ireland (The Hub will be National with a particular focus on County Tipperary)	**Ireland**
Centru Region	**Romania**

- These multi-actor **9 Regional Hubs** will function as "demonstrators" to display the project approach and make it transferable to other EU regions and rural areas.

- The different actors will bring their different knowledge and perspectives on the current issues and needs in each rural area, to empower regions on how to deliver innovative support services to local actors, transferring expertise, practical knowledge, methodologies, and tools that they can continue to use after the end of the project.

- They will meet periodically and:
  - **1) co-decide** at least 2 value chains (textile, construction, green chemistry, etc.)
  - **2) co-design** an Action Plan listing:
    - Coaching, mentoring, and training needs,
    - Networking events (RuralBioUp partners will facilitate the cooperation with EIPAGRI Operational Groups and other national and EU networks and actors),
    - Study visits to be organised,
    - The economic, environmental, and social impacts of the project on the respective region and a strategy to make the Regional Hub self-sustainable after the project end,
    - Key Performance Indicators (KPIs) to monitor the implementation of the Plan.

- The data will also be compiled in a Digital tool (RuralBioUp One-Stop-Shop) that will match information at the regional level about 6 categories, namely:
  1. available biomass,
  2. business models and market applications,
  3. technologies,
  4. information on nutrient recycling and soil improving,
  5. practical knowledge,
  6. and financial opportunities.

4 Dissemination and Communication Strategy

As the leader of Work Package 6, LOBA is responsible for the communication and dissemination of the project's objectives, activities, and outcomes. The dissemination and communication of the project will respond to the needs of the project according to its progress. In this sense we distinguish the following three main stages:

- **1st stage:** establish the conditions for successful dissemination and communication (plan, identity, tools, channels);
- **2nd stage:** maintain continuous and steady dissemination and communication – create and increase awareness;
- **3rd stage**: intensify the dissemination and communication towards the project's sustainability and exploitation.

The main objectives of this Dissemination and Communication Plan are to:

- Raise awareness of the project's activities and events;
- Engage relevant target groups and stakeholders to get involved in the project's activities (e.g. Regional Hubs activities);
- Communicate and disseminate the results of the project among the main target groups;
- Make use of a variety of channels to efficiently communicate the project amongst the main target groups;
- Develop printed support materials (such as posters, roll-ups, stationary, etc.) and digital materials (videos, infographics, etc.) when necessary, but also environmentally conscious in the production of printed materials;
- Create a link to other existing projects that deal with rural development, governance, education and skills in the bioeconomy (in close connection with T.6.4 Liaise with networks, initiatives and other projects, Task 6.5 Contributing data and results to the European Commission's Knowledge Centre for Bioeconomy hosted by JRC and Task 4.3 Networking events);
- Ensure regular communication to keep the target groups, the media and other projects/initiatives updated on the project, through emailing press releases and newsletters.

The dissemination and communication strategy outlined in this document will be closely monitored for the respective reporting periods.

LOBA has developed a Google forms that will be used by partners to report their C&D activities, as presented in this deliverable *Section 11. Reporting procedure*.

LOBA will monitor the C&D activities using a spreadsheet. Screenshots will be available in this deliverable in Appendix E.

The outputs from the current plan will be provided in the periodic reports *D6.2 Mid-term Report on dissemination and communication activities, D6.3 Report on dissemination and communication activities* in M18 and M35, respectively, where we will report on dissemination and communication activities implemented throughout the duration of the project.

For the successful implementation of the Communication, Dissemination and Exploitation plan, the WP leader will be following a plan divided in **three steps**:

1. Knowledge: defining a coherent and consistent campaign strategically aligned with RuralBioUp scope and objectives;

2. Strategy: creating a holistic dimension that will position RuralBioUp's brand, values and attributes;

3. Action plan: detailed planning of communication activities considering a broader approach, but also targeted campaigns to specific groups and audiences.

In addition, a defined timeline will be followed to implement the plan:

1. Planning of Activities (M1 – M6): Identify the communication and dissemination strategy and plan to ensure the best impact of RuralBioUp's activities and outcomes. Deliver *D6.1 Plan for the dissemination and exploitation including communication activities.*

2. Implementation Phase (M1 – M36): Produce a comprehensive set of tools (supports and channels) to diffuse key messages extracted from RuralBioUp's activities to stakeholders in a way that encourages stakeholders to connect with the project.

3. Monitoring Activities (M1 – M36): Carefully monitor and assess the impact and performance of dissemination activities against pre-established key performance indicators (KPI's).

4. Exploitation and Sustainability (M1 – M36): Identify and establish the mechanisms needed to ensure persistent and long-lasting visibility and exploitation of RuralBioUp's outcomes.

4.1 Objectives of the Dissemination and communication plan

The objective of RuralBioUp's project dissemination and communication is two-fold:

I. to establish an appropriate strategy on how to reach and engage with relevant target groups for specific purposes, through a multi-channel approach and engaging set of tools and actions;
II. to offer partners a set of guidelines, responsibilities, and timelines on **how, when, and where** to disseminate the project, as well as to encourage them to use their channels (corporate websites, social networks, etc) to support the communication project and dissemination of its results.

Ultimately, the dissemination and communication plan aims to contribute to establishing the ideal conditions to:

- Raise awareness of the project's activities and events;
- Communicate and disseminate the findings and results of RuralBioUp to relevant target groups;
- Identify and use the right channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press coverage, multiplier organisations, etc.);
- Produce the necessary supporting materials to ensure effective dissemination, including printed material (i.e. brochure, poster, roll-up, goodies, etc.) and digital material (videos, factsheets, infographics, etc.);
- Contribute to the collaboration with other existing projects relevant to RuralBioUp and mutual dissemination (in *Task 6.4 Liaise with networks* and *Task 6.5 Contributing data and results to the European Commission's Knowledge Centre for Bioeconomy hosted by JRC, initiatives and other projects and Task 4.3 Networking events*);
- Facilitate regular communication, through press releases and newsletters, to inform the media about the latest news and developments of the project to the media.

5 Target groups, drivers, and channels for RuralBioUp

Table 2: Target groups, drivers, and channels

A. TARGET GROUPS *Whom should we tell?*	B. DRIVERS *- Why are we telling them?* *- What is the function of the proposed target group?* *- How does this target group contribute to the maximisation of impact?* *- What message will we deliver?*	C. CHANNELS *- How will we deliver the message?*
Regional key actors		
T1) Regional Policymakers developing the bioeconomy sector and the innovation ecosystem at regional level	- They have instruments (policy strategies, staff, funds, etc.) to guarantee Hubs long-term sustainability and RuralBioUp effects realisation - They need to be supported and empowered according to their level of expertise **SPECIFIC NEEDS** - To increase knowledge and skills on how to build a supporting regional ecosystem for innovators - Tools, instruments, best practices to improve the bioeconomy and boost the rural development at regional and local level - Increase collaboration and extend the network outside the regions	- Website - Social media - Promotional videos

T2) Primary producers Farmers and foresters are the Hubs' feedstock providers	- They need to be made aware of the bioeconomy's opportunities (e.g. valorisation of residues and wastes, differentiation of incomes, etc.) **SPECIFIC NEEDS** -New (and more sustainable) business models and opportunities - Income differentiation	- Website - Social media - Promotional videos
T3) Citizens (& consumers) Twofold role: **i) inhabitants of the rural areas** addressed by: - **economic** (new jobs, salary growth, etc.), - **societal** (i.e. quality of life improvement) - **environmental impacts** (i.e. ecosystem restoration) that can raise concerns about the effects generated by bio-based solutions (e.g. NIMBY syndrome)	- They must be actively involved in the Hubs' co-creation process and empowered with understandable and science-based tools to take informed choices **SPECIFIC NEEDS** - Increase quality life and avoid negative economic, societal, and environmental effects due to the introduction of bio-based business models and solutions	- Website - Social media - Promotional videos
ii) consumers influencing the market demand and impacting environment with their habits	- Need to be encouraged towards more sustainable choices **SPECIFIC NEEDS** - Increase quality life and avoid negative economic, societal, and environmental effects due to the introduction of bio-based business models and solutions	- Website - Social media - Promotional videos

T4) Investors	- They need to be made aware of bioeconomy potentialities to boost bio-based solutions uptake **SPECIFIC NEEDS** - Maximise returns on investments	- Website - Social media - Press releases - Newsletters & mailing list - Promotional videos
T5) Multipliers (i.e. clusters, industry associations, regional innovation agencies, innovation, brokers, etc.)	- Spread the RuralBioUp effects and connect with other networks **SPECIFIC NEEDS** - Increase collaboration and extend the network outside the regions	- Website - Social media - Promotional materials (e.g videos) - Press releases - Newsletters & mailing list - Promotional videos - Liaison with projects & initiatives (e.g EIP-AGRI Operational Groups)
T6) Industries Working in different sectors	- They need to be made informed about economic and sustainability benefits of adopting small-scale bio-based solutions and business models in their production process **SPECIFIC NEEDS** - New (and more sustainable) business models and opportunities - Increase collaboration and extend the network outside the regions	- Website - Social media - Newsletters & mailing list - Promotional videos

B- Knowledge holders		
T7) Bio-based industries Already working in the bioeconomy sectors	- They can collaborate with T2- Primary producers, T6- Industries and T8- Researchers to transfer processes, products, and know-how to actors in rural areas, easing the adoption of bio-based solutions **SPECIFIC NEEDS** - New (and more sustainable) business models and opportunities	- Newsletters & mailing list - Promotional videos - Liaison with projects & initiatives (e.g EIP-AGRI Operational Groups)
T8) Researchers Interested in further development or in the exploitation of their research outputs	- They can empower regional actors with knowledge and information to develop bioeconomy in rural areas **SPECIFIC NEEDS** - Develop & exploit research outputs	- Newsletters & mailing list - Promotional videos - Participation in events & meetings - Liaison with projects & initiatives (e.g EIP-AGRI Operational Groups)
T9) National/EU policy makers, EU agencies (i.e. JRC)	- Being informed and adopting recommendations and results, reaching policy objectives, and improving strategies and related implementation plans **SPECIFIC NEEDS** Tools, instruments, best practices to improve the bioeconomy and boost the rural development at regional and local level	Website - Social media - Promotional materials (e.g videos) - Newsletters & mailing list - Promotional videos - Participation in events & meetings - Liaison with projects & initiatives (e.g EIP-AGRI Operational Groups)

T10) EIP-Agri Operational Groups in bioeconomy	- Being informed and adopting recommendations, actionable knowledge and results, improving activities implemented in other rural areas **SPECIFIC NEEDS** Tools, instruments, best practices to improve the bioeconomy and boost the rural development at regional and local level	- Website - Social media - Promotional materials (e.g videos) - Newsletters & mailing list - Promotional videos - Participation in events & meetings - Liaison with projects & initiatives (e.g EIP-AGRI Operational Groups)

Innovators, the main target of the topic and project activities, are present in all the identified target groups.

They are the actors introducing new bio-based solutions, products and services, i.e. a farmer or forester willing to start a bio-based business using residues, a company willing to replace a fossil-based material with a biobased done, a Regional Administration acting as Hub Contact Point and adopting the RuralBioUp approach, etc.

We will constantly monitor these activities by:

- **WEBSITE**

⇒ **Google Analytics**

⇒ Assess useful statistics that will help optimise the website:

- Number of visitors
- Time spent on the website
- Returning visitors
- Number of countries

- **SOCIAL MEDIA**

⇒ **Social Media statistics/ Google Analytics**

- Paid campaigns (ads)
- enlarge and engage the community
- build email contact list
- increase website traffic

- **NEWSLETTER**
  - number of recipients
  - the number of newsletters opened
  - the number of clicks
  - number of recipients that opened the newsletter and unsubscribed

- **OTHER** (including promotional materials distributed and participation in events & meetings, among others)
  ⇒ Partners constantly update the form that will feed the monitoring document managed by LOBA (screenshots available on Appendix E)

5.1 Stakeholders' mapping and engagement strategies

The involvement of stakeholders is a key element of the RuralBioUp methodology, as such we have defined the following objectives and associated steps to ensure a successful engagement of stakeholders.

Each of these strategies is outlined below and followed by a brief description.

Identify stakeholders & target groups and define the level of granularity

Mapping and analysis of regional stakeholders will be conducted under T3.1 Guide and capacity building programme to develop the Regional Hubs and T3.2 Establishing the Regional Hubs which will be supported in WP6 to ensure the identification of stakeholders that can support the visibility and dissemination of the project activities.

An initial taxonomy of target groups is outlined in section 5, based on the identification and analysis of target groups categories first identified during the development of the proposal. These categories will be systematically revised and expanded based on inputs from other organisations and contacts identified in the interim period in the initial stages of the project.

Identify drivers and the motivational drivers for engaging the different target groups

For developing an efficient engagement strategy, it is important to define the reasons for reaching each type of target groups and identify their drivers and motivations, because it allows us to tailor our discussion and messages towards the different types of target groups.

In particular, identifying target groups' motivations and why each stakeholder type should be engaged enables us to make sure that the topics raised by the project match their interests, needs and expectations.

Ultimately, we want to engage target groups in ways that are useful to them, by providing a useful service and to encourage them to continue an active engagement and involvement with RuralBioUp.

Match the right means and media/channels with the type of target groups.

We have identified the different means to reach the diverse types of stakeholders, namely communication (e-mails, press releases, newsletters, website, and social media) and dissemination (conferences, workshops, scientific publications).

The project will take this approach to optimise project resources and ensure that communications are relevant to as many different categories of stakeholders as possible.

Evaluate the cost-effectiveness of each of the diverse ways of reaching out to target groups and decide how cost-effectiveness is to be evaluated or measured.

6 RuralBioUp Partners' support in the project's dissemination and communication

All the partners have Person Months in WP6, therefore, the involvement and activities that partners can carry out to contribute to the dissemination of the project are the following:

- Contribute to the project's Social Media channels to keep them active, up-to-date, and interesting, by informing the WP6 Leader about relevant content for social media such as events, achievements or interesting information that should be published in the social media channels,
- Contribute to the project's website and newsletter by providing WP6 Leader with relevant news and updates,
- Implement publicity and dissemination campaigns in their own countries/regions and at European level,
- sharing content posted in RuralBioUp social media,
- sharing translated content posted in RuralBioUp social media,
- posting content about the project in their own professional or personal channels mentioning @RuralBioUp or #RuralBioUp,
- conducting dissemination in their own professional or personal channels (corporate newsletter, blogs, website, etc),
- Exploit their contacts and networks, distributing newsletters, emailing or press releases in their countries/regions,
- Participate in relevant events to promote the project and its outcomes, through presentations, exhibitions, distributing/displaying promotional material (i.e., brochure, goodies, roll-up, poster).

LOBA developed a spreadsheet that integrates Dissemination and Communication activities to continuously monitor project's outcomes and adjust its communication and dissemination needs within target groups identified in section 5.

7 Project identity

The first step for a successful project communication, dissemination, and exploitation is the creation of an attractive and visually effective brand.

Branding provides a cohesive visual identity of the project and comprises not only the logo but the elasticity of the brand, i.e., what identifies and differentiates a brand in the target group's mind.

RuralBioUp's identity was developed in the first two months of the project and is going to be used in all dissemination and communication actions and materials produced under the frame of the project, such as templates, brochures, website, posters, roll-up, banners, videos, etc.

LOBA elaborated a presentation to showcase the visual identity proposal (Appendix A) at the Kick off Meeting (KoM) on October 10 and 11 2022, according to the following structure:

- About the project,
- The creative concept,
- Proposed Logo (including the concept behind the logo, tone and graphics, typography).

Moreover, LOBA produced the following materials to be used by the Consortium at the KoM:

- PPT template for WP presentation,
- Word template for signature list,
- Agenda Template,
- Lineyeard (badge) to identify each partner during the meeting.

This way, the Consortium had a more practical idea of the application of the proposed Branding of the project, to provide their inputs.

After the meeting, LOBA fine-tuned the project's identity arriving at RuralBioUp's final Branding:

Figure 1: RuralBioup's project logo and claim "Grow local, go global"

The brand manual was produced with the guidelines for the visual identity, and the link to the project logo in all versions. It is available in Appendix B.

8 Channels and Tools

RuralBioup will make use of several channels and tools, to successfully put into practice the Dissemination and Communication plan. As the dissemination and communication leader, LOBA will ensure the ongoing synergy between the project's activities to make the most out of the content produced within the project, by communicating the knowledge in different styles (infographics, videos, GIFs, images, etc) using a multichannel approach (website, social media networks, media, mailing campaigns, etc). Several tools and channels will be used to support the communication of the right messages to the target groups identified.

8.1 Website

RuralBioUp's website will provide information about the scope of the project, objectives, main activities, and events, it also gives access to the project's outputs and public results. The website will be used to engage the target groups with the project to take actions such as:

- join the regional hubs,
- participate in the project's activities and events,
- use our results,
- be informed and aware of the project,
- entry point to RuralBioUp One Stop Shop Platform.

Therefore, all the communication actions implemented during the project will ultimately direct traffic to the website to increase our "conversion rate", which is the number of users or website visitors to take a desired action.

The website will be constantly improved throughout the duration of the project, based on Google Analytics and Google Webmaster Tools (including search engine optimisation - SEO).

The main features of the website are the following:

- RESPONSIVE: The website will suit different devices such as mobile, tablet, and desktop;
- SOCIAL MEDIA SHARING: The website is prepared to share information with social media networks such as LinkedIn, Twitter, and Facebook;
- MAILING LIST SUBSCRIPTION: The website will have available a submission form for newsletter subscription requesting the name and email of the person subscribing.

The RuralBioUp website will be an ongoing task and its structure will dynamically evolve together with the project during its lifespan.

After the end of the project, the website and all its content will be available for three years.

8.1.1 Settings

The URL (Uniform Resource Locator) defined for the website is https://ruralbioup.eu/, which focuses on the name of the project as its main component.

8.1.2 Splash Page

A splash page for the RuralBioUp project was developed by LOBA at an early stage, by month 4 of the project lifetime (January 2023). This was an initial version of the website, serving as a general introduction to the project while the main website was under development. The web page briefly introduced the project, its main goals, geographical scope, the consortium, contact information, the project's social media and the EU emblem, as shown by the pictures below. Screenshots from the splash page are available in Appendix C.

8.1.3 Official Website

The website will be launched by Month 6 (March 2023). It uses word press as the back-office and the front end is all designed and customized to the project's identity and needs.

The website will be also regularly updated with project's news, events, relevant findings, achievements, and content extracted from the deliverables and reports and received from the project's partners. Regular maintenance of the website will be conducted.

8.1.4 RuralBioUp One-stop shop

The RuralBioUp One-stop shop will be embedded in the project's website. To exploit results from previous EU-funded projects and avoid the creation of additional tools from scratch, the RuralBioUp project's goal is to leverage on the following Power4bio project outcomes when establishing the One-stop shop.

Our goal is to integrate these project's materials A) Catalogue of bio-based solutions and B) Bioeconomy Strategy Accelerator Toolkit into our online platform "RuralBioUp One-Stop-Shop", organizing them according to our own categories being worked on in *Task 2.1 – Mapping and assessing: methodology definition* (led by SPRING) and *Task 2.2 Mapping, analysing and harmonising data* (led by ITABIA):

- Biomass,,
- Business model and market applications,
- Technologies,
- Knowledge on nutrient recycling and soil improving,
- Practical knowledge and training resources,
- Financial support opportunities in our partner regions.

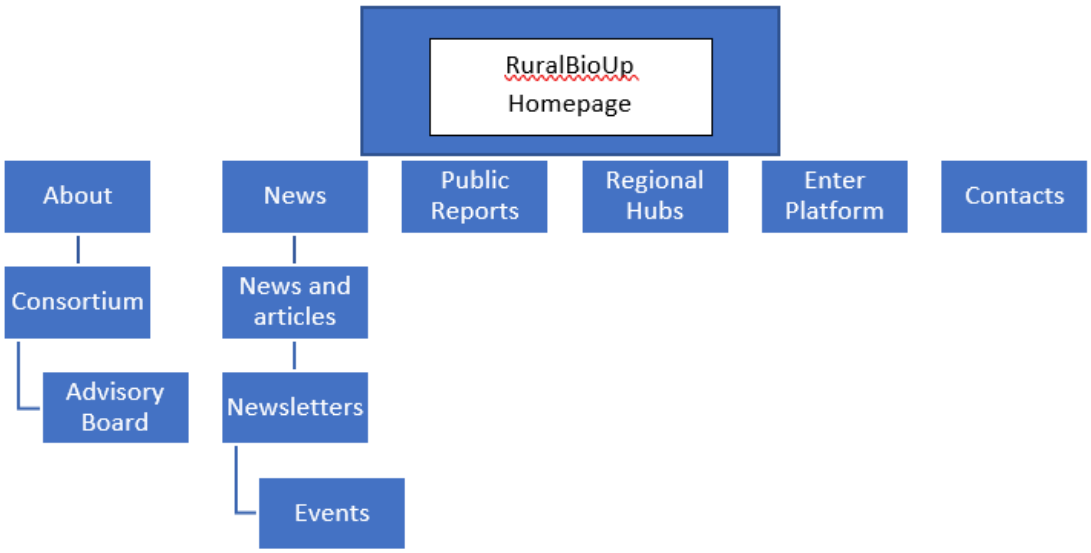
We would like to disseminate and exploit Power4bio project research results and ensure their sustainability beyond the project's lifetime.

The One-stop-shop is being currently (March 2023) developed under Task 2.3 'RuralBioUp One-Stop Shop development and maintenance' and the use of Power4Bio results is being discussed.

Partners will be responsible for collecting, organizing, and structuring the data collected, while LOBA will oversee the technical updating and maintenance of the One-stop-shop. The One-stop-shop is planned to be integrated on the project website, as explained below.

8.1.5 Website sitemap

The website will feature the following structure:



** These pages will be online slightly after the launch of the website, but they were planned and discussed when developing the first briefing of the website. More information is below.*

Homepage	• designed to showcase the project and attract visitors to explore the other pages of the website, with an overview of the Regional Hubs, the project multi-actor approach, and a call to action to access the RuralBioUp One-Stop Shop platform
About	General information on the project, namely: • **RuralBioUp** overview with the project's Background and goals • **Consortium** presentation • **Advisory Board** aimed at showcasing relevant information about the Advisory Board
Media	• **News and Articles** to showcase all project's news and author articles produced by the partners. • **Newsletters** to provide access to the project's newsletters and the form to subscribe to the newsletter • **Events** to provide information about both upcoming and past events
Public Reports	To present public reports (deliverables) and materials
Regional Hubs	Dedicated section to the 9 Regional Hubs and their activities
Contacts	Provides information to get in touch with the project. The project has set up the email info@ruralbioup.eu for receiving external communications

8.1.6 Analytics and Monitoring

The RuralBioUp website will use Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help optimise the website and the communication and dissemination plan. Furthermore, the monitoring process will ensure compliance with GDPR.

Relevant statistics that will be monitored are the following:

- Number of visitors;
- Time spent on the website;
- Returning visitors;
- Number of countries.

8.1.7 Website development process

The creation of the website follows a specific process to ensure its quality.

Firstly, an internal meeting with LOBA's WEB team was conducted in order to present the briefing with all the features for the website that were previously agreed between the consortium.

After that, LOBA developed a wireframe of the website that was shared with the RuralBioUp Coordinator to show the overall structure of the website and identify any need for alterations or adjustments. In parallel, the contents for the website were developed, in collaboration with RuralBioUp partners for specific sections.

Then, LOBA worked on the design of the different pages, the front-end development (HTML) of the website, and finally, the development of the back-office of the website.

After each stage of development, a Quality Assurance (QA) procedure was implemented, allowing detected issues to be corrected. The designer, front-end developer and back-office programmer validated their respective areas. Afterwards, two additional Quality Assurance tests were conducted by other people from LOBA. After the final validations, the website will be ready to go online, replacing the Splash Page, under the official domain: https://ruralbioup.eu.

After the launch, the website will be still in a "stabilization" phase for a few days, where any additional modifications or improvements can be identified and implemented. Thus, when the website is presented to the consortium, LOBA can consider suggestions and modifications when necessary.

8.2 Social Media

RuralBioUp's official social media pages have already been launched in Month 4 (January 2023) at the same time of the splash page. These include Twitter, Facebook, and LinkedIn. A YouTube channel was also created to serve as a repository of the project's videos.

Twitter: https://twitter.com/RuralBioUp

Facebook: https://www.facebook.com/RuralBioUp

LinkedIn: https://www.linkedin.com/company/ruralbioup/

YouTube: https://www.youtube.com/channel/UC5X6yvIKNcZUMPn2WzxDVCA

The objective of these social media channels is to increase awareness and engagement within the target audiences.

The handle of the project is the same for all the channels: @RuralBioUp.

For setting up the social media accounts, image banners were designed for the page profile, together with relevant content that concisely but clearly informs about the scope of the project. The EU emblem is clearly visible in compliance with the Grant Agreement and the EU guidelines for Horizon Europe projects.

The social media pages of the project will be updated on a weekly basis with posts concerning the project's latest updates, activities, and materials, as well as relevant news and articles regarding the project or posts that tackle common themes. For this, LOBA creates a monthly social media plan with the copy, hashtags, mentions, and images/videos per post, approved with the RuralBioUp Coordinator.

Although the social media plan is developed in the previous month, additional posts can always be added. In the first 6 months of the project, 1 post per week is planned (excluding additional retweets and shares), and after that, once the project has more content to communicate, we will start ensuring 2 posts per week.

Whenever possible, posts related to the project activities, events, and its results, will mention/tag the following accounts from the EC and from key initiatives that can act as multipliers:

Twitter:

- Horizon Europe: @HorizonEU (163.200 followers)
- EU research results: @CORDIS_EU (46.400 followers)
- EU Environment (DG ENV): @EU_ENV (146.400 followers)
  EU Climate Action (DG CLIMA): @EUClimateAction (128.400 followers)
- EU green research: @EUgreenresearch (30.200 followers)
- EU Agriculture (Food, farming and the future of agriculture): @EUAgri (93.000 followers)
- EU Parliament Committee on Agriculture & Rural Development: @EP_Agriculture (30.500 followers)
- European environment agency: @EUEnvironment (98.200 followers)
- Science for Environment Policy: @SfEP (4.974 followers)
- EU in my region (DG Regional & Urban Policy): @EUinmyRegion (90.700 followers)
- European Parliament Committee on Regional Development: @EP_Regional (7.430 followers)
- CINEA: @cinea_eu (31.7 followers)
- European Parliament Committee on Regional Development: @EP_Regional (7.466 followers)
- AGRI Committee Press @EP_Agriculture European Parliament Committee on Agriculture and Rural Development (30.9 Followers)
- European Network of Rural Development- ENRD: @ENRD_CP (6.767 Followers)
- EIP AGRI: @EIPAGRI_SP (8.919 Followers)
- European Regions Research and Innovation Network- ERRIN: @ERRINNetwork (5,768 Followers)
- CEJA - European Council of Young Farmers: @_CEJA (7,347 Followers)

Some of the LinkedIn groups that the project will be linked to and use for communication and dissemination:

- Horizon Europe, Biotechnology and Bioeconomy – 2.193 members (LINK)
- Eco-Innovation in the EU – 287 members (LINK)
- CIP Eco-Innovation – 1100 members (LINK)
- CAP Communication Network – 458 members (LINK)
- Sustainability professional – 305.732 members (LINK)
- EuBioNet - European Bioeconomy Network – 226 members (LINK)
- Green – 214.166 members (LINK)
- Agriculture, forestry, biology, farming (…) – 13.178 members (LINK)
- CommNET – Communicating the bieconomy – 200 members (LINK)

Facebook:

- European Leader Association for Rural Europe ELARD: Link (1.7 followers)
- European Network of Rural Development- ENRD: @ENRDCP (12. 189 followers)
- CEJA Young Farmers: @cejayoungfarmers (6727 followers)

Relevant hashtags that will be used in the project:

- #bioeconomy
- #RuralBioUp
- #EURuralRegions
- #Transition
- #Sustainability
- #Inclusiveness
- #JustCircularBioeconomy
- #Agriculture
- #Forestry
- #Biomass
- #CoCreation
- #CoDecision
- #CoDesign
- #Empowerment
- #Mentoring
- #Training

Other handles and hashtags will be included considering the nature of the post.

RuralBioUp partners are encouraged to use their own (institutional or personal) social media pages to promote RuralBioUp using the RuralBioUp handle (@RuralBioUp) whenever posting something related to the project through their own channels. More information on how partners can support the communication and dissemination of the project is in section 6.

The following table presents the partners' social media accounts as well as their organizations, to which RuralBioUp will follow and mention whenever it is appropriate. RuralBioUp's communication team can liaise with respective communication departments to ensure their coverage.

Table 3: Partners' social media channels

Partners	Facebook URL	LinkedIn URL	Twitter URL
1.APRE	APRE - Agenzia per la Promozione della Ricerca Europea - Home | Facebook	APRE - Agenzia per la Promozione della Ricerca Europea | LinkedIn	APRE (@apre_it) / Twitter
2. LOBA	LOBA.cx - Home | Facebook	https://www.linkedin.com/company/loba-cx/	LOBA.cx (@loba_cx) / Twitter
3. SPRI	Cluster Spring | Milan	SPRING - Italian Circular Bioeconomy Cluster | LinkedIn	Cluster SPRING (@Cluster_Spring) / Twitter
3.1 LGCA	Lombardy Green Chemistry Association - Home | Facebook	LGCA - Lombardy Green Chemistry Cluster | LinkedIn	LGCA (@Cluster_LGCA) / Twitter
4. CE	CIVITTA | Tartu	CIVITTA | LinkedIn	N/A
5. ZSI	Zentrum für Soziale Innovation - ZSI - Home | Facebook	N/A	ZSI (@ZSInnovation) / Twitter
6. ART	https://www.facebook.com/vuptroubsko/	https://www.linkedin.com/company/vuptroubsko/	N/A
7. IBF	N/A	https://www.linkedin.com/company/irish-bioeconomy-foundation/	https://twitter.com/IrishBioeconomy
8. VEGE	N/A	https://www.linkedin.com/company/vegepolysvalley/	https://twitter.com/vegepolys_intl
9. IPE	N/A	N/A	N/A
10. ITABIA	N/A	N/A	N/A

11. SILAVA	**https://www.facebook.com/LVMISilava**	**N/A**	**N/A**

All Social Media visuals will be cohesive, showcasing the project's identity and the EU emblem in compliance with the GA and the EU guidelines for Horizon Europe projects. Therefore, LOBA will design tailored banners, illustrations, GIFs, graphics (etc.) whenever necessary, for posts, or social media profiles and cover images. The project's social media profile and cover images, as well as initial templates for social media are available on Appendix D.

Paid campaigns (ads) will be built as marketing strategies around three core goals:

- enlarge and engage the community,
- build email contact list,
- increase website traffic.

Facebook, Twitter, and LinkedIn campaigns will unfold whenever RuralBioUp has important milestones / events / deliverables / achievements to announce.

Social Media statistics will be closely and regularly monitored and analysed, to identify any need for improvement, or adjust the strategy implemented for each target group.

8.3 Multimedia communication

The project developed in Month 4 (January 2023) a teaser video of the project aimed at starting to create interest and awareness about the project and expectation about what's to come. This teaser video is available in YouTube channel (LINK).

During the project, it is expected to produce additional videos, e.g interviews with relevant stakeholders, short animations to showcase key findings and results (more information available at section 12 "Time plan".

All the videos will be uploaded in the YouTube channel and will be shared on the project's digital channels (i.e., website and social media) and will be used in events to promote the project and create awareness.

The production of videos will follow the steps below:

- Conceptualisation;
- Pre-Production;
- Production;
- Post-Production;
- Marketing & Distribution support.

In the case of webinar organisation the recordings of the webinars will be edited as follows:

- Revising and cutting any parts with issues such as technical or connection difficulties;
- Adding a first frame/intro with the animation of RuralBioUp logo and EU emblem;
- Adding a second frame with the title, date, and speakers of the webinar;
- Adding a last frame with all the website, email, logos of partners, EU emblem;
- Additional editing may be considered in case by case.

8.4 Communication toolkit

- The communication toolkit that will be developed for the RuralBioUp project comprises the materials that aid the consortium in their formal and informal communication activities, such as reporting and participation in meetings and events, while ensuring a promotion of the brand identity making it memorable.
- This kit is composed of the project's stationery and promotional support materials, as explained below.

8.4.1 Project's stationery

The stationery to be produced for the project includes materials to support the communication and reporting of the project, namely:

- Word and PowerPoint templates used for reporting purposes and for presentations at meetings or events, respectively,
- Supporting materials for participating in events and meetings such as folders, letterhead paper, badges, business cards, background for online meetings, and an email signature for the identification of the project in communications.

8.4.2 Promotional materials

For promotional purposes, the project is going to develop materials for the promotion of the project during the participation in or organisation of events and meetings with relevant stakeholders. To be environmentally conscious, the project supports the "less paper" principle and will encourage the use of digital versions to minimise unnecessary waste of resources and be coherent with the project's topic.

These materials include:

- Brochure with information about the objectives, activities and expected results of the project;
- PowerPoint presentation of the project for partners to use when participating in events;
- Poster, roll-up, sticker and pop-up stand to increase the project's visibility in events;
- Merchandising (Goodies) will be distributed at events with the purpose of brand promotion and brand awareness. Goodies are also a technique used to attract visitors to the booth, and to use that as an opportunity to create awareness about the project's

objectives or engage them in the project's activities and events. Goodies will include RuralBioUp logo, URL, claim and EU flag.

All partners are encouraged to use the communication and promotional materials in their dissemination activities, to increase the project awareness and the effectiveness of dissemination actions. More information on how partners can support the communication and dissemination of the project in section 6.

8.4.3 Newsletter and Mass Mailing

RuralBioUp will distribute a newsletter every six months. The consortium will contribute to the development of the contents, and LOBA will ensure the mass distribution of the newsletters to the list of subscribers (complying with GDPR).

The newsletters will be sent proactively to website subscribers, other synergy projects (linked with *Task 6.4 Liaise with networks, initiatives and other projects* and *Task 6.5 Contributing data and results to the European Commission's Knowledge Centre for Bioeconomy hosted by JRC*) and partners will also actively share the newsletters with their own contacts in both a personal and professional level. More information on how partners can support the communication and dissemination of the project in section 6.

Each newsletter can include articles, interviews, videos and infographics and it will be uploaded to the public section of the website. LOBA will keep track and analyse newsletter statistics based on the number of recipients, the number of newsletters opened, the number of clicks, as well as the number of recipients that opened the newsletter and unsubscribed.

The website includes an area to subscribe to the newsletter, the system used for managing and distribution of newsletters is Zoho Campaigns.

To maximise the impact of the newsletter, the date for launching the first newsletter will be decided based on the progress of the project and the information that we would like to transmit to our target groups and stakeholders. As a preliminary date the 1st Newsletter will be launched in Month 9.

To complement the distribution of newsletters, the project will also send mass mailing with relevant announcements or achievements like events, or surveys. The project will also proactively contribute to the newsletter from other projects with similar goals and target groups as RuralBioUp, to increase visibility and reach.

9 Events

The following list provides events that will be considered to participate to by RuralBioUp:

- EU Bioeconomy Conference,
- CBE JU Stakeholder Forum,
- European Forum for Industrial Biotechnology and the Bioeconomy (EFIB),
- IFIB – International Forum on Industrial Biotechnology and Bioeconomy,
- International Conference Technologies and Business Models for Circular Economy
- World Bioeconomy Forum,
- The European Biomass Conference & Exhibition,
- International Biomass Congress & Expo,
- Rethinking Materials Summit,
- 6th International Academic Conference on Education "New trends in education Conference",
- IFIB – International Forum on Industrial Biotechnology and Bioeconomy,
- Italian Bioeconomy Day.

9.1 Events at the Regional Hubs

Stage 1|M10-M16 Establishing Regional Hubs			
Task	**Format & Participants**	**Objectives**	**Outputs**
T3.2 Establishing the Regional Hubs **Task 4.1 RuralBioUp portfolio of services to support**	**Format:** 2-days meeting **Participants:** ▪ Regional Facilitators ▪ Regional stakeholders	▪ Kick-off the 9 RuralBioUp Regional Hubs (a. l. 30 people for each) ▪ Present the first version of a portfolio of supportive services (D4.1, M12), to provide inputs for coaching, mentoring, and training activities to put in the Action Plans and to assess needs and expectations	▪ Identify a. l. 2 value chains in which to conduct pilot activities ▪ Agree and define the Action Plan for each Regional Hub to be further developed and implemented during the project lifetime ▪ All materials will be uploaded and made available to all on the RuralBioUp One-Stop Shop.
Stage 2|M14-M34 Action Plan and Application			

T3.3 Regional Hubs' Action Plans implementation and monitoring **Task 5.4 Regional Hubs Long-term Sustainability Strategy**	**Format:** 2 on-site meetings in each Regional Hub: ✓ M22- M24 ✓ M30-M32 **Participants:** Regional Hubs	▪ To monitor and discuss the Action Plan implementation (according to KPIs)	▪ Local impacts generated by each Action Plan ▪ Best practices and elements for Regional Hubs long-term sustainability strategy (WP5).
T3.4 Lessons learned and cross-fertilization from Regional Hubs	**Format:** 1 half-day online meeting (M14-16) **Participants:** All members of each Regional Hub will be invited	▪ To present Action Plans and RuralBioUp Impact Assessment System (D5.1)	▪ Action Plans and RuralBioUp Impact Assessment System outcomes
T3.4 Lessons learned and cross-fertilization from Regional Hubs **Task 5.1 RuralBioUp impacts assessment** **Task 5.3 RuralBioUp Replication Guidelines**	**Format** 2 mobilization and mutual learning workshops (hybrid format): ✓ M25-M27 ✓ M33-M34 **Participants :** ▪ Regional Facilitators ▪ Hub Contact Points ▪ RuralBioUp AB members ▪ Followers (policymakers, clusters, innovation agencies, etc.) from rural areas not directly involved in the project)	▪ To provide an overall assessment of all Action Plans ▪ To identify obstacles and success cases ▪ To provide feedback to fine-tune services provided under WP4 ▪ To define good practices and lesson learned to support the sustainability of Regional Hubs and replication activities (WP5).	▪ Engagement of all relevant actors and aims to tackle R&I related challenges by creating partnerships with a variety of perspectives, knowledge, and experience

	▪ Coordinators of the other CL6-2021-CIRCBIO-01-08 funded projects		
Task 4.2 Implementing supporting activities	**Format:** Coaching services (online/onsite/hybrid) training courses primarily provided by the Regional Hub's Regional Facilitator, supported by other partners in case of any issue. **Participants:** ▪ Regional Hubs' members	▪ To support Regional Hubs in the Action Plans implementation.	▪ How to better develop social innovation approaches in the sector (e.g. improvements to regional strategies, structural funds programmes, etc)
Task 4.3 Networking events M12-M34	▪ **Min. 2 networking events at each hub** (18 in total) implemented by each Regional Facilitator and coordinated by APRE ▪ **2 networking events at EU level** (online, onsite, or with a hybrid format)	▪ To put in contact local actors with possible partners to adopt and develop new inclusive small-scale bio-based solutions in the value chains selected.	▪ Ease partnerships with knowledge holders & key actors from other regions, strengthening the uptake of R&I in the rural areas
Task 4.4 Sharing knowledge between Regional Hubs & RuralBioUp Followers	▪ **Min. 2 study visits per Hub** (18 in total) online or onsite (also jointly with T4.3 events)	▪ To engage "RuralBioUp Followers" in the project (a. l. 30 by M30)	▪ Discover more about activities implemented in RuralBioUp and benefits obtained, (thus creating replication opportunities in other regions) ▪ Exchange experience and best practices, as well as establish new cooperation opportunities within value chains selected

9.2 Events' communication "before, during and after"

The communication and promotion of RuralBioUp events or partners' participation in events will follow the following strategy. These actions will be implemented in the promotion of the events, whenever applicable. They will be adjusted depending on the needs and type of involvement of RuralBioUp (i.e., organiser, participant, attendee).

I. Communication BEFORE the event:

- Event upload on the website,
- Design of cover image or banner, or other images/videos,
- Social media campaign,
- Publication in the Newsletter,
- Press release (if applicable),
- Mass mailing to RuralBioUp project mailing list,
- RuralBioUp project partners dissemination through their networks and channels.

II. Communication DURING the event:

- Social media coverage (photos/quotes sent to LOBA for posting),
- Networking and distribution of promotional materials.

III. Communication AFTER the event:

- Article upload in website (Conclusions, photos, presentations, recording, etc),
- Event recording uploaded in YouTube channel (for online events when applicable)
- Social media campaign,
- Publication in the Newsletter.

As previously mentioned, in section 6, LOBA developed a spreadsheet that integrates Dissemination and Communication activities to continuously monitor project's outcomes and adjust its communication and dissemination needs within target groups identified in section 5. This includes a list of events that will be constantly updated by all consortium partners.

10 Liaise with networks, initiatives and other projects

Liaison with other projects and initiatives is an enormous advantage of EU funded projects, since similar, complementary, or related projects and organisations can be used as multipliers instead of competitors (through link exchange strategies, collaboration in events, social media collaborations, creation of articles and blog posts, etc.). In addition, thanks to such collaboration research activities and results are not duplicated.

In this context, in Task 6.4 "Liaise with networks, initiatives and other projects" (led by LOBA) the project will establish the strategy and actions to liaise networks, initiatives and other projects at:

- REGIONAL level,
- NATIONAL level,
- EUROPEAN level.

LOBA, as task leader, developed a spreadsheet that integrates Dissemination and Communication activities and in coordination with the partners will define a list of RuralBioUp activities with the potential for collaborations, common benefits emerging from the cooperation, potential projects/initiatives/networks to liaise with, and a timeline for contacting them and keeping regular contact with them.

An overview of the collected results is presented below on the next page (table 4).

Table 4: List of Projects, Initiatives and Networks at Regional, National and European level

ACTIVITY	REGION	NAME	LEVEL
Project	Pays de La Loire (FR)	BIORURAL	REGIONAL (EU project)
Project	Pays de La Loire (FR)	SCALEUP	REGIONAL(EU project)
Project	Ireland (IE)	MainstreamBIO	REGIONAL
Event/Meeting	Ireland (IE)	https://irishbioeconomy.ucd.ie/biw/	NATIONAL
Event/Meeting	N/A	EUBCE - European Biomass Conference & Exhibition	EUROPEAN
Network	N/A	EIP-AGRI Network	EUROPEAN
Network	N/A	Enterprise Europe Network	EUROPEAN
Network	N/A	EuBioNet	EUROPEAN
Initiative	N/A	BIOEAST	EUROPEAN
Initiative	N/A	Vanguard Initiative	EUROPEAN
Fund	N/A	ECBF| European Circular Bioeconomy Fund	EUROPEAN

Initiative	N/A	CCRI |The Circular Cities and Regions Initiative	EUROPEAN
Fund	N/A	Circular Bio-based Europe Joint Undertaking (CBE JU)	EUROPEAN
Network	N/A	Bio-based Industries Consortium (BIC)	EUROPEAN
Network	N/A	EEN	EUROPEAN
Network	N/A	ENRD	EUROPEAN
Project	N/A	Biogovnet Project	EUROPEAN
Network	N/A	European Rural Community Alliance-ERCA	REGIONAL and EUROPEAN

We have also identified cross cutting data from other work package activities:

- **WP2**
  - data from several projects collected: outputs from *Task 2.1 – Mapping and assessing: methodology definition* (led by SPRING) *and Task 2.2 Mapping, analysing and harmonising data*(led by ITABIA).
  - one-stop shop validation and integration with other existing digital platforms: outputs from *Task 2.3 RuralBioUp One-Stop Shop development and maintenance* (led by LOBA) and *Task 2.4 Focus group: RuralBioUp One-Stop Shop validation* (led by ZSI).

- **WP3, WP4 and WP5**
  - 2 mobilization and mutual learning workshops (between M25-M27 and M33-M34) will be organized to provide an overall assessment of all Action Plans, identify obstacles and success cases, provide feedback to fine-tune services provided under WP4, define good practices and lesson learned to support the sustainability of Regional Hubs and replication activities (WP5).
  - More projects and initiatives will be mapped within *T4.3 Networking events, Task 4.4 Sharing knowledge between Regional Hubs & RuralBioUp Followers*.
  - *T5.2 Translating results in recommendations and actionable knowledge* provide practical instructions to Followers and other regional entities external to the project interested in replicating RuralBioUp activities.
  - *T5.3 RuralBioUp Replication Guidelines* to ensure the continuation of activities in Regional Hubs after the end of the project *T5.4Regional Hubs Long-term Sustainability Strategy*.

- **WP6** will provide the necessary support for establishing collaborations in terms of cross-communication and dissemination of results.

10.1 Liaise with other Projects funded under the same topic

In October 2022 (M1), RuralBioUp joined the EuBioNet, entering in a community of >80 projects working in Bioeconomy.

At M3, RuralBioUp participated in a joint online meeting projects funded under this topic and under CL6-2021-COMMUNITIES-01-02 :SCALE-UP, MainstreamBIO and BioRural, with the purpose to exchange information about projects and define a plan with common activities.

All projects are in contact to understand the opportunities for joint communication and dissemination activities in the bioeconomy field.

11 Reporting procedure

To guarantee a successful dissemination of the RuralBioUp project as well as an efficient reporting process within the participant portal, partners are asked to fill in a form for monitoring the communication and dissemination activities and its impact.

Due to the alterations in the participant portal (SEDIA) “continuous reporting”, the procedure used in RuralBioUp for reporting C&D activities has been updated according to the alterations in the participant portal, but also includes additional information relevant for assessing the performance of C&D activities.

The participant portal now has two areas, one for communication activities and another for dissemination activities. According to several EC guidelines[1] , and information in the participant portal, the concepts of Communication, Dissemination and Exploitation are defined as follows.

Figure 2: Slide from the EC presentation "Introduction to the concepts of Communication, Dissemination & Exploitation

Communication	Dissemination	Exploitation	
Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.	**Transfer knowledge & results** with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.	**Effectively use project results** through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society.	Objective
Inform about and promote the project AND its results/success.	**Describe** and **ensure results available** for others to **USE** ➡ focus on results only!	**Make concrete use** of research results (not restricted to commercial use.)	Focus
Multiple audiences beyond the project's own community incl. media and the broad public.	Audiences that may take an interest in the potential **USE** of the results (e.g. scientific community, industrial partner, policymakers).	People/organisations including project partners themselves that make concrete use of the project results, as well as user groups outside the project.	Target Audience

Communication activities are those aimed at promoting the action and its results. These activities require strategic and targeted measures for communicating about i) the action and ii) its results to a multitude of audience, including the media and the public, and possibly engaging in a two-way exchange.

[1] https://ec.europa.eu/research/participants/docs/h2020-funding-guide/other/event210609.htm

Therefore, communication activities are those that create awareness and inform about the project's objectives, scope and mission, activities, and results, and engage stakeholders to participate in events/activities.

Dissemination activities have a stronger focus on disseminating knowledge and results towards its actual use, in a targeted manner to specific beneficiaries or potential end-users, i.e. knowledge transfer, scientific publications, use or replicability of results/methodologies, lessons learned, data, etc.

In this sense, RuralBioUp has developed a Google forms that will be used by partners to report their C&D activities.

LOBA will monitor the C&D activities using a spreadsheet. Screenshots from a) Google forms and b) the spreadsheet to report C&D activities are available in Appendix E.

11.1 Evaluation criteria – Key Performance Indicators (KPIs)

On the Description of Action (DoA), a set of Key Performance Indicators (KPIs) have been described to monitor the performance of the activities of the project including dissemination and communication. Therefore, the table below shows the overview of all the Key Performance Indicators of the project as stated in the DoA.

The achievement of the KPIs will be regularly monitored by LOBA and, if needed, timely mitigation measures will be taken to ensure that the project reaches all the KPIs by M36. The mid-term results of meeting the KPIs will be presented in *D6.2 Mid term Report on dissemination and communication activities* (M18) and lastly on *D6.3 Report on dissemination and communication activities (M35).*

Table 5: Key Performance Indicators

Tools & channels	Metrics method	M18	M36	Target Groups
WEBSITE	Website users	> 1500	>3000	All targets
	No. of total page views	> 3000	>5000	
	Countries reached	> 10	>20	
PROMOTIONAL MATERIALS	No. of brochures and flyers distributed	> 1000	>1500	All targets, mainly: T1) Regional Policymakers T5) Multipliers T9) National/EU policymakers, EU agencies (i.e. JRC)

				T10) EIP-Agri Operational Groups in bioeconomy
SOCIAL MEDIA	No. of followers on RuralBioUp social media channels	Twitter: >100	Twitter: >250	All targets
		LinkedIn: >50	LinkedIn: >100	
		Facebook: >150	Facebook:>250	
	No.of posts	>60	>80	

PRESS RELEASES	Number of press releases distributed	2	3	All targets, mainly: T1) Regional Policymakers T4) Investors T5) Multipliers
NEWSLETTERS & MAILING LIST	No. of subscribers in mailing list	> 80	> 120	All targets, mainly: T1) Regional Policymakers T4) Investors T5) Multipliers T6) Industries T7) Bio-based industries T8) Researchers T9) National/EU policymakers, EU agencies (i.e. JRC) T10) EIP-Agri Operational Groups in bioeconomy
	No. of newsletter views through the website	150	250	
PROMOTIONAL VIDEOS	No. of videos	10	20	All targets
	No. of views	YouTube >50	YouTube > 100	
		Social Media >200	Social Media >300	
		Website: >50	Website: >100	

PARTICIPATION IN EVENTS & MEETINGS	Number of events attended to disseminate the project	15	40	All target, mainly: T1) Regional Policymakers T8) Researchers T9) National/EU policymakers, EU agencies (i.e. JRC) T10) EIP-Agri Operational Groups in bioeconomy
LIAISON WITH PROJECTS & INITIATIVES	Number of projects liaised with	20	40	T5) Multipliers T7) Bio-based industries T8) Researchers T9) National/EU policymakers, EU agencies (i.e. JRC) T10) EIP-Agri Operational Groups in bioeconomy
	Collaboration with EIP-AGRI Operational Groups	5	10	

12 Time plan

This section presents the time plan for the development of the main channels, materials, and tools for RuralBioUp dissemination and communication strategy. The timeline only includes the tools that will be produced in the first year of the project lifetime, and will be updated during the project:

Table 6: Indicative time plan for the 1st year

I- Online presence and brand identity	
M1 – M6	
Brand identity	M2
Launch of splash page	M4
Launch of social media	M4
Promotional Material (Teaser)	M4
Launch of website	M6
Project stationary (Poster, roll-up, sticker, and pop-up stand to increase the project's visibility in events, Merchandising)	(M5-M36)
II- Early results and early engagement	
M6 – M12	
Press release	M8
Newsletter	M9
Follower campaigns	TBD
Promotional video	TBD
First version of a portfolio of supportive services (D4.1) to **to be uploaded on RuralBioUp One-Stop Shop**	M12

13 Exploitation and Sustainability Plan

The strategy and exploitation activities and concrete actions related to the protection, dissemination, and exploitation of the project results is going to be laid out in *D6.4 RuralBioUp Exploitation Plan* due in M35 (led by APRE) as outcomes from *Task 6.3 Exploitation Pathway* (M17-M36).

At this stage, we summarise the main ideas activities envisioned for the subsequent task 6.3:

- Each project outputs will be analysed according to the following categories:
    1. target audience addressed and relative needs;
    2. unique selling point;
    3. stakeholders, initiatives, networks, etc. potentially interested in its use;
    4. practically exploitation actions to be implemented;
    5. IPR and partners' individual exploitation interest.

- RuralBioUp One-Stop-Shop will be kept online until a period of 5 years after the end of the project, specific actions will be put in place to guarantee its integration (and future use) in other platforms or website working in the bioeconomy sector, starting from the EuBioNet and its community.

- The consortium at this stage envisages the creation of a total of 28 Exploitation Booster Materials (6 factsheets, 3 handbooks & 2 promotional videos & 18 video interviews) without precluding the possibility of creating other additional materials as long as the project progresses, to ease the uptake of the projects' results.

- The Consortium Agreement outlines the IP management of the project and the process for managing the knowledge produced by RuralBioUp.

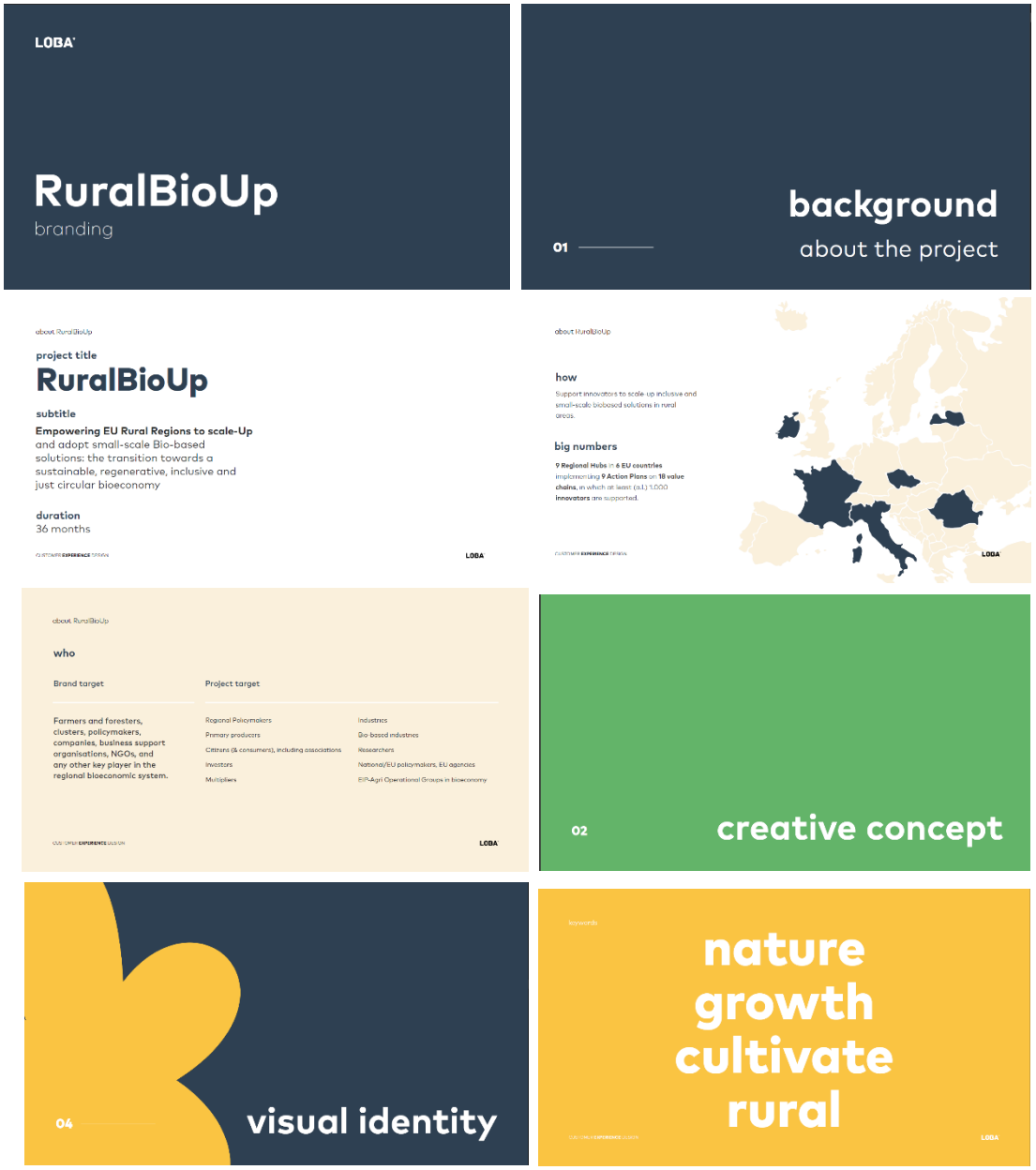
14 Dissemination & Communication Plan: Conclusions

To successfully disseminate and communicate the RuralBioUp project, a consistent brand with a strong mission, supported by useful tools, fed with attractive content, and driven by fully committed partners is key. Therefore, all partners are encouraged and committed to contribute and share information about the RuralBioUp project in order to provide the best content possible.

This document will be updated regularly during the project, the activities will be reported together with relevant updates to the strategy within the respective periodic reports, as well as under *D6.2 Mid term Report on dissemination and communication activities* (M18) and *D6.3 Report on dissemination and communication activities*" (M35).

15 APPENDIX

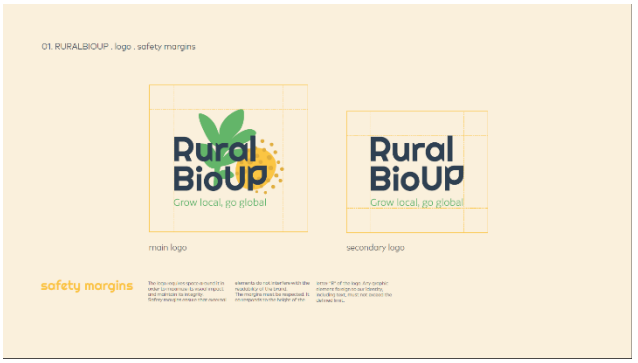
15.1 Appendix A. Presentation of the proposed identity and concept



visual identity
main logo color
Rural BioUp
cultivate growth
LODA
visual identity
secondary logo color
Rural BioUp
cultivate growth
LODA
visual identity
main logo monochromatic
Rural BioUp
cultivate growth
Rural BioUp
cultivate growth
LODA
04
applications
applications
Rural BioUp
cultivate growth
LODA
applications
Rural BioUp
agenda 2022
LODA
applications
Rural BioUp
Preparing Land for Planting
LODA
applications
Rural BioUp
LODA

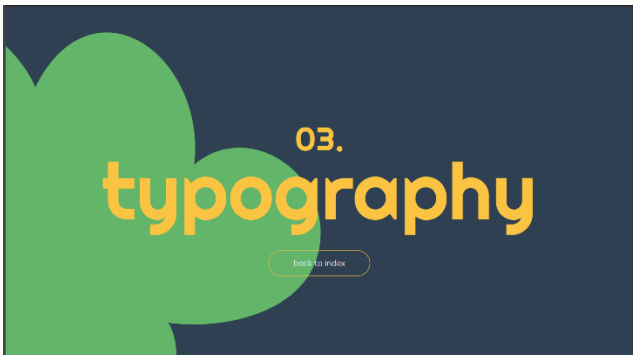
15.2 Appendix B. Brand Manual of RuralBioUp's Visual identity

01. RURALBIOUP . logo . minimum sizes
screen
print
main
secondary
main logo


01. RURALBIOUP . logo . safety margins
Rural BioUP
Grow local, go global
main logo
secondary logo
safety margins

02.
colors
back to index

02. RURALBIOUP . colors . codes
colors


03.
typography
back to index

03. RURALBIOUP . typography
typography
Main typography
Righteous
ABCDEFG H I J KLM NOPQRSTUVXYWZ
abcdefghijklmnopqrstuvxyw
0123456789
Secondary typography
Petala Pro
ABCDEFG H I J KLM NOPQRSTUVXYWZ
abcdefghijklmnopqrstuvxyw
0123456789

04.
applications
back to index

04. RURALBIOUP . applications . lanyard
Rural BioUP
Grow local, go global

04. RURALBIOUP . applications . poster
Rural BioUp
Grow local, go global
Preparing Land for Planting

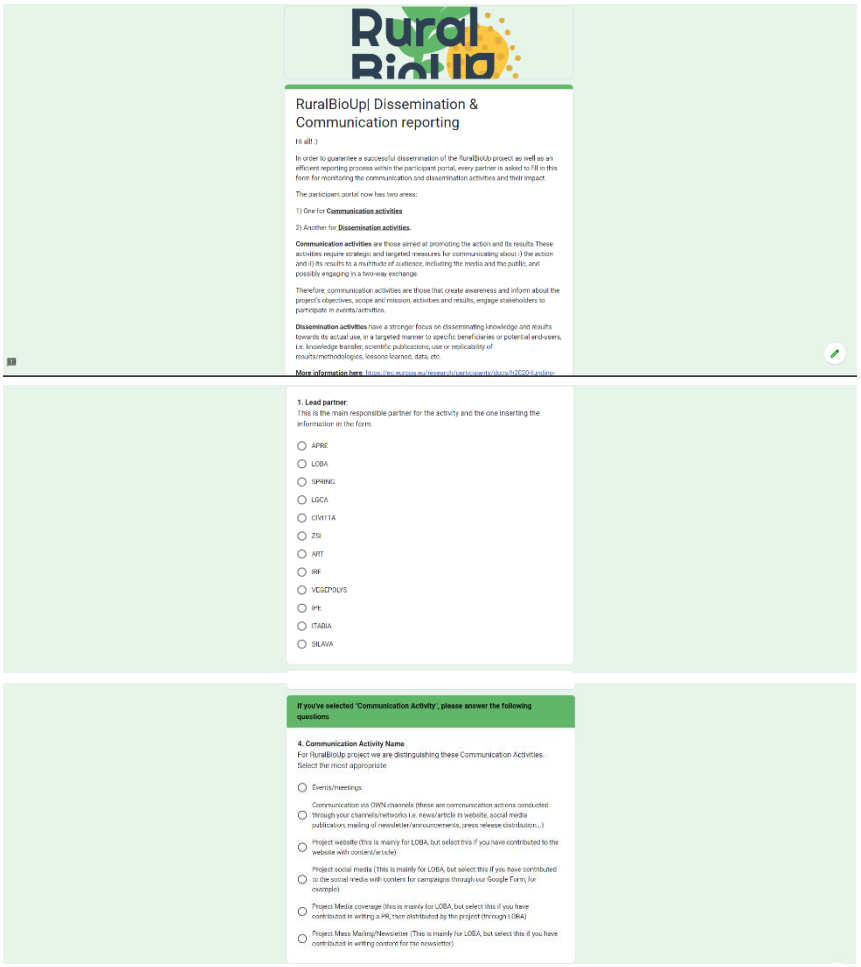
04. RURALBIOUP . applications . interfaces
Rural BioUp
Grow local, go global

04. RURALBIOUP . applications . flyer
Rural BioUp
Grow local, go global
agenda 2022
event name

15.3 Appendix C. Print screens of the Splash Page (Initial Version of the website)

15.4 Appendix D. Social Media Profile and Cover Images and Templates for posts

15.5 Appendix E. Dissemination & Communication reporting- Form and Monitoring Spreadsheet Screenshots



RuralBioUp| Dissemination & Communication reporting

Hi all!)

In order to guarantee a successful dissemination of the RuralBioUp project as well as an efficient reporting process within the participant portal, every partner is asked to fill in this form for monitoring the communication and dissemination activities and their impact.

The participant portal now has two areas:

1) One for **Communication activities**

2) Another for **Dissemination activities.**

Communication activities are those aimed at promoting the action and its results.These activities require strategic and targeted measures for communicating about i) the action and ii) its results to a multitude of audience, including the media and the public, and possibly engaging in a two-way exchange.

Therefore, communication activities are those that create awareness and inform about the project's objectives, scope and mission, activities and results, engage stakeholders to participate in events/activities.

Dissemination activities have a stronger focus on disseminating knowledge and results towards its actual use, in a targeted manner to specific beneficiaries or potential end-users, i.e. knowledge transfer, scientific publications, use or replicability of results/methodologies, lessons learned, data, etc.

More information here: https://ec.europa.eu/research/participants/docs/h2020-funding-

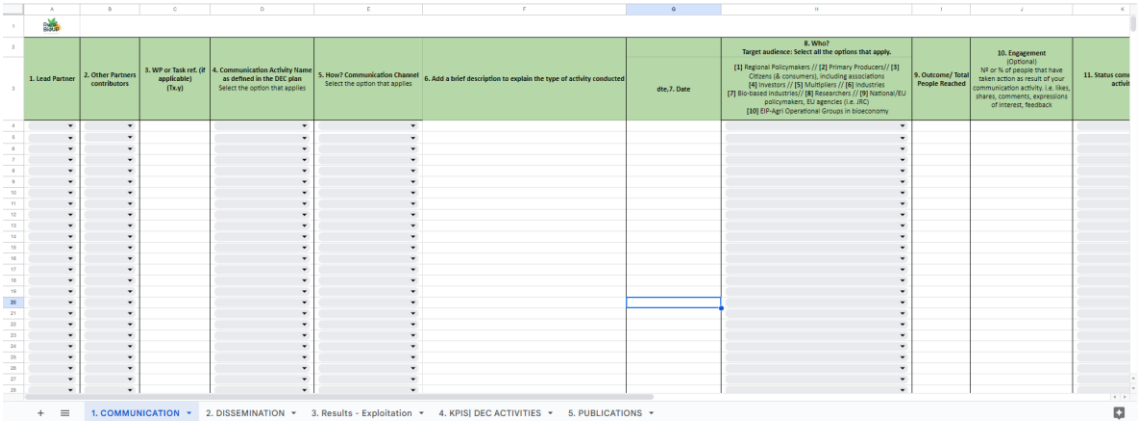
1. Lead partner:
This is the main responsible partner for the activity and the one inserting the information in the form.

- APRE
- LOBA
- SPRING
- LGCA
- CIVITTA
- ZSI
- ART
- IRF
- VEGEPOLYS
- IPE
- ITAQUA
- SILAVA

If you've selected 'Communication Activity', please answer the following questions

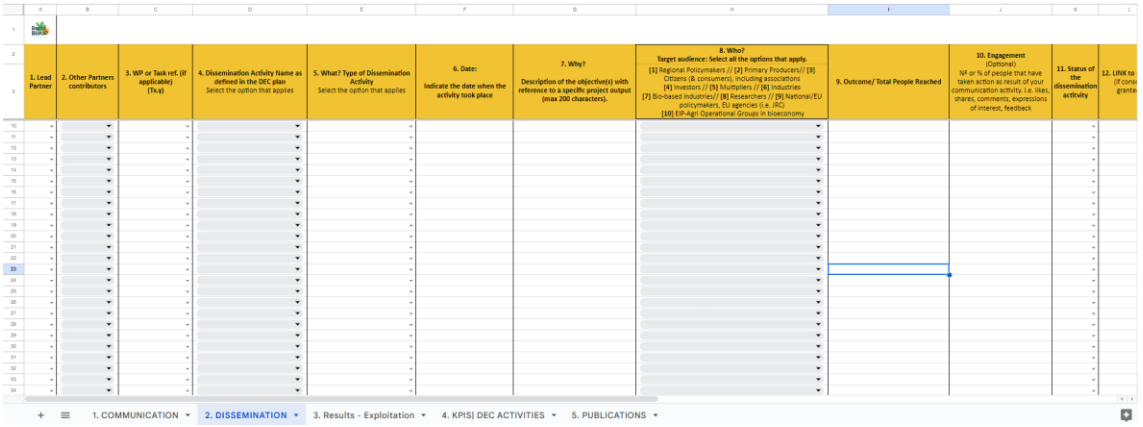
4. Communication Activity Name
For RuralBioUp project we are distinguishing these Communication Activities.
Select the most appropriate

- Events/meetings
- Communication via OWN channels (these are communication actions conducted through your channels/networks i.e. news/article in website, social media publication, mailing of newsletter/announcements, press release distribution...)
- Project website (this is mainly for LOBA, but select this if you have contributed to the website with content/article)
- Project social media (This is mainly for LOBA, but select this if you have contributed to the social media with content for campaigns through our Google Form, for example)
- Project Media coverage (this is mainly for LOBA, but select this if you have contributed in writing a PR, then distributed by the project (through LOBA)
- Project Mass Mailing/Newsletter (This is mainly for LOBA, but select this if you have contributed in writing content for the newsletter)



1. Lead Partner	2. Other Partners contributors	3. WP or Task ref. (if applicable) (Tx.y)	4. Communication Activity Name as defined in the DEC plan Select the option that applies	5. How? Communication Channel Select the option that applies	6. Add a brief description to explain the type of activity conducted	dte.7. Date	8. Who? Target audience: Select all the options that apply. [1] Regional Policymakers // [2] Primary Producers// [3] Citizens (& consumers), including associations [4] Investors // [5] Multipliers // [6] Industries [7] Bio-based industries// [8] Researchers // [9] National/EU policymakers, EU agencies (i.e. JRC) [10] EIP-Agri Operational Groups in bioeconomy	9. Outcome/ Total People Reached	10. Engagement (Optional) Nº or % of people that have taken action as result of your communication activity. i.e. likes, shares, comments, expressions of interest, feedback	11. Status comm activi

1. COMMUNICATION | 2. DISSEMINATION | 3. Results - Exploitation | 4. KPIS| DEC ACTIVITIES | 5. PUBLICATIONS



1. Lead Partner	2. Other Partners contributors	3. WP or Task ref. (if applicable) (Tx.y)	4. Dissemination Activity Name as defined in the DEC plan Select the option that applies	5. What? Type of Dissemination Activity Select the option that applies	6. Date: Indicate the date when the activity took place	7. Why? Description of the objective(s) with reference to a specific project output (max 200 characters).	8. Who? Target audience: Select all the options that apply. [1] Regional Policymakers // [2] Primary Producers// [3] Citizens (& consumers), including associations [4] Investors // [5] Multipliers // [6] Industries [7] Bio-based industries// [8] Researchers // [9] National/EU policymakers, EU agencies (i.e. JRC) [10] EIP-Agri Operational Groups in bioeconomy	9. Outcome/ Total People Reached	10. Engagement (Optional) Nº or % of people that have taken action as result of your communication activity. i.e. likes, shares, comments, expressions of interest, feedback	11. Status of the dissemination activity	12. LINK to (if consc grante

1. COMMUNICATION | 2. DISSEMINATION | 3. Results - Exploitation | 4. KPIS| DEC ACTIVITIES | 5. PUBLICATIONS

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Rural BioUp

Grow local, go global

Our Consortium

APRE – Agenzia per la Promozione della Ricerca Europea

LOBA®

SPRING – Italian Circular Bioeconomy Cluster

CIVITTA

ZSI

ZVT | Agricultural Research, Ltd. Troubsko

VEGEPOLYS VALLEY

ITABIA – Italian Biomass Association

SILAVA

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