



D4.1 Plan for Communication, Dissemination & Exploitation

Project: Boosting innovation agencies for bioeconomy value chains

Acronym: BIO-Boost



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Contents

Executive Summary	6
1 Introduction	7
1.1 Project overview	7
2 Communication, Dissemination and Exploitation (WP4).....	9
2.1 Communication, Dissemination and Exploitation deliverables	9
2.2 Dissemination and Communication organization	9
2.3 BIO-Boost Communication, Dissemination and Exploitation (CDE) strategy	10
2.3.1 BIO-Boost Communication	11
2.3.2 BIO-Boost Dissemination.....	11
2.3.3 BIO-Boost Exploitation	12
2.4 BIO-Boost target audience	13
2.4.1 BIO-Boost direct target groups	13
2.4.2 BIO-Boost indirect target groups	13
2.5 Dissemination and communication phases.....	14
5 Communication tools and plan	16
5.1 BIO-Boost website	17
5.2 Social Media channels.....	18
5.3 BIO-Boost promotional material and Visual identity.....	18
5.4 BIO-Boost Research & Innovation Funding webinars and workshops.....	20
5.5 BIO-Boost Regional events	21
5.6 BIO-Boost Online interim Conferences.....	21
5.7 BIO-Boost Final Conference	21
5.8 Publications in newspaper and journals	22
6 Other activities to be promoted	23
6.1 BIO-Boost Study visits	23
6.2 BIO-Boost Staff exchanges	24
6.3 BIO-Boost Hackathons and Challenges	25
6.4 BIO-Boost cross-border KAM activities.....	25
7 Monitoring the implementation of communication, dissemination and exploitation activities – CDE Toolbox	27
7.1 Table »Time plan«	27
7.2 Table »WP4«	27

7.3 Table »BIO-Boost posts«	28
7.4 Table »Social media and web posts«	29
7.5 Table »BIO-Boost Events«	29
7.6 Table »Contacts«	29
7.7 Table »Deliverables«	30
8 Social media guidelines.....	31
8.1 LinkedIn	31
8.1.2 Use LinkedIn hashtags.....	32
8.2 Twitter	32
8.3 Facebook	33
9 Annexes.....	34

List of Tables

Table 1: Project partners	7
Table 2: List of deliverables.....	9
Table 3: List of communication managers at individual partner	10
Table 4: Initial commitments from all consortium partners and provisionally identified Key Exploitable Results (KER).	12
Table 5: Phases of CDE strategy, objectives and activities/tools	15
Table 6: BIO-Boost website.....	18
Table 7: BIO-Boost Social media channels.....	18
Table 8: Direct links to BIO-Boost social media channels.....	18
Table 9: BIO-Boost Promotional materials	19
Table 10: BIO-Boost Visual identity	20
Table 11: BIO-Boost Research and innovation Funding webinars and workshops.....	21
Table 12: BIO-Boost Regional events	21
Table 13: BIO-Boost Online interim Conference	21
Table 14: BIO-Boost Final Conference	22
Table 15: Publications in newspaper and journals	22
Table 16: BIO-Boost Study visits.....	24
Table 17: BIO-Boost Staff exchange	24
Table 18: BIO-Boost Hachathons & Challenges	25
Table 19: BIO-Boost cross-border KAM activities	26

List of Figures

Figure 1: CDE in BIO-Boost.....	11
Figure 2: BIO-Boost direct target groups	13

Figure 3: BIO-Boost indirect target groups	14
Figure 4: BIO-Boost communication channels	17
Figure 5: Other BIO-Boost activities to be promoted	23
Figure 6: Table "Time plan"	27
Figure 7: Table "WP4"	28
Figure 8: Table "BIO-Boost posts"	28
Figure 9: Table "Social media and web posts"	29
Figure 10: Table "BIO-Boost Events"	29
Figure 11: Table "Contacts"	30
Figure 12: Table "Deliverables"	30
Figure 13: Writing a post on LinkedIn	31
Figure 14: LinkedIn interactions	31
Figure 15: Tagging on LinkedIn	32
Figure 16: Tagging on Twitter	33
Figure 17: Tagging on Facebook	33

Executive Summary

This deliverable presents the communication, dissemination and exploitation strategy of the BIO-Boost project. The overall objectives of the BIO-Boost project are to increase the latent potential of the participating innovation agencies, to learn from leading innovator regions, and to cement this knowledge and experience in the organisations, building and expanding networks, expanding the cooperation and enlarging the participation of more diverse innovation stakeholders and territories to existing successful initiatives in the bioeconomy, including agri-food, forestry, bio-based chemicals, materials and products, and bioenergy.

To guarantee the success of the project, a strong communication, dissemination and exploitation strategy is vital throughout the entire lifetime of the project. Therefore, Plan for Communication, Dissemination and Exploitation is an integral part of project implementation, linked to all work packages and involves direct or indirect involvement of all partners. This is the basis of a widespread dissemination of the overall work and results of the project, during implementation, but also beyond the project's end. This plan will serve as a guide for the project partners and at the same time will provide common tools that require the active participation of all partners.

The main objective of this document is to maximise the impact of BIO-Boost project and its results, by providing targeted information to multiple audiences including SMEs, start-ups and support organisations in innovation ecosystems across Europe.

Based on the objectives of the strategy, the defined communication and dissemination activities are aimed at enhancing public awareness and ensure the involvement of targeted stakeholders in order to raise awareness on the objectives, activities and outcomes of the project.

The partners will use a variety of communication and dissemination tools/activities to reach all audiences and exploit the results. These include among others a website, social media channels, published articles and presentation of the project in regional events, conferences and platforms, hackathons & challenges, as well as funding webinars and workshops, as presented in detail in this document.

1 Introduction

1.1 Project overview

Acronym:	BIO-Boost
Project title:	Boosting innovation agencies for bioeconomy value chains
Call (part) identifier	HORIZON-EIE-2022-CONNECT-01-01
Topic:	CONNECT - Interconnected Innovation Ecosystems
Duration:	1.2.2023-31.1.2025 (24 months)
Total budget:	500.000,00 €

The overall objectives of the BIO-Boost project are to increase the latent potential of the participating innovation agencies, to learn from leading innovator regions, and to cement this knowledge and experience in the organisations, building and expanding networks, expanding the cooperation and enlarging the participation of more diverse innovation stakeholders and territories to existing successful initiatives in the bioeconomy, including agri-food, forestry, bio-based chemicals, materials and products, and bioenergy.

No	Name	Short Name	Country
1	FOOD AND BIO CLUSTER DENMARK	FBCD	Denmark
2	FUNDACIJA UNIMOS	UNIMOS	Poland
3	VIESOJI ISTAIGA LIETUVOS INOVACIJU CENTRAS	LIC	Lithuania
4	INOVACIJSKO TEHNOLOSKI GROZD MURSKA SOBOTA	ITC	Slovenia
5	ASOCIACION CLUSTER GRANADA PLAZA TECNOLÓGICA Y BIOTECNOLÓGICA	OnTech	Spain
6	BIOECONOMY FOR CHANGE	B4C	France
7	NARODOWE CENTRUM BADAN I ROZWOJU	NCBR	Poland
8	CLIC INNOVATION OY	CLIC	Finland

Table 1: Project partners

The partnership will implement a range of activities via peer-to-peer learning, including study visits and staff exchanges, to develop closer relationships within the partnership, and with the wider regional innovation ecosystems, as well as to learn improved innovation support measures. These will be cemented via operational work to build and develop innovation ecosystems and SMEs via hackathons and challenges (160 organisations involved), by providing direct SME support on innovation management (24 cross-border KAM cases), and helping widening country SMEs towards financing of innovation projects (50+ cases). Over 450 SMEs will be engaged with during the



implementation of the project, which will include active cooperation with 20 other innovation ecosystems.

BIO-Boost connects 7 homogenous EU regions in terms of similarities of RIS3 and S3 Platform synergies related to bioeconomy and digitalisation. The multidisciplinary partnership has been strategically selected, to work in an inclusive and interactive bottom-up process, to discover potential new activities, and identify new opportunities that emerge from this interaction. Despite the homogeneity in terms of regional smart specialisation, the consortium consists of partners with a wide variety of complementary skills and experience, covering a wide geographical area and with considerable economic, social and environmental differences.

2 Communication, Dissemination and Exploitation (WP4)

The urgent challenges that our society faces today are inherently complex and systemic and are unlikely to be solved by individual actors or regions working in isolation. The development of enabling innovation ecosystems across Europe requires a systemic approach that is inclusive and collaborative, involving a range of different organisations, to ensure that innovation is maximised, as well as being disseminated and used in an equitable manner, to allow as many as possible to benefit. Diverse actors, institutions and places, maximise the value of innovation to all and ensures equitable diffusion of its benefits.

The BIO-Boost project will encourage the inclusion of stakeholders from across the quadruple helix (industry, academia, civil society and public authorities) in project activities, designing and implementing actions such as the challenge events, where stakeholders can be actively involved, expanding the cooperation model to new regions and sectors, and encouraging the participation of these organisations in existing, successful initiatives. In particular, BIO-Boost will create links between key innovation stakeholders within the partner networks, helping to develop improved services towards SMEs, and start-ups within innovation support services and particularly access to finance.

The objective of WP4 is to maximise the impact of BIO-Boost and its results, by providing targeted information to multiple audiences including SMEs, start-ups and support organisations in innovation ecosystems across Europe. WP4 ensures the involvement of a wide number and variety of innovation advisors, geographically spread EU-wide, including in areas not directly covered by the partnership and by supporting better dissemination of project results. The work package will take advantage of the strong existing networks within the consortium, with a broad geographical coverage.

2.1 Communication, Dissemination and Exploitation deliverables

Deliverable number	Deliverable Title	WP number	Lead beneficiary	Due date in months
D4.1	Plan for Dissemination, Exploitation and Communication (PDEC)	WP4	ITC	6
D4.2	Dissemination and communication report	WP4	ITC	24
D4.3	BIO-Boost Replication Guide	WP	NCBR	24

Table 2: List of deliverables

2.2 Dissemination and Communication organization

The Communication Strategy is designed to help the project partners communicate effectively **to achieve the project's core objectives**. It provides a **useful roadmap for identifying who needs to be reached** and **what and when they need to hear** to ensure the project is a success.

'Communications' must be understood as a strategic project tool, which contributes to achieving the project's objectives.

Each partner organization appoints a communication manager responsible for implementing the communication plan at the partner organization level. The Lead Partner is appointed by the Project Communication Manager, who coordinates the project level's communication activities.

In the case of the BIO-Boost project, this person is Darja Kukovič (ITC Murska Sobota). Together with communication managers at individual partner, they form a BIO-Boost project communication group:

Partner	Name and surname	e-mail	Phone Number
FBCD	Anne McLeman	amc@foodbiocluster.dk	+4521466626
UNI	Katarzyna Kowalska	kkowalska@unimosalliance.com	+48792921000
LIC	Inga Vysniauskiene	i.vysniauskiene@lic.lt	+37062077919
ITC	Darja Kukovič	darja.kukovic@itc-cluster.com	+38641976155
OnTech	Lucia Palomo Gil	lucia@ongranada.com	+48795750690
B4C	Chloé Joly	c.joly@bioeconomyforchange.eu	+33618759079
NCBR	Maciej Zdanowicz	maciej.zdanowicz@ncbr.gov.pl	+48504785616
CLIC	Kaisa Simola	kaisa.simola@clcinnovation.fi	+358505535502

Table 3: List of communication managers at individual partner

2.3 BIO-Boost Communication, Dissemination and Exploitation (CDE) strategy

To achieve WP4 objective, the successful implementation of WP4 is crucial, for this reason we have executed internal WP4 Kick-off meeting (KOM) on 21th February 2023.

In BIO-Boost project we will implement a well-targeted communication, dissemination and exploitation strategy to reach audiences at regional, national and international level, with particular focus on contacts from widening countries, as well as agencies and clusters with other skills and expertise, which can play into the bioeconomy challenges.

BIO-Boost will offer a well-designed blend of online and offline activities. Whenever meaningful, we will seek to coordinate and cooperate with complementary projects and initiatives, leveraging our partners' networks as well as new collaborations established during the project. A total of at least 770

organisations of all types, including 670 SMEs start-ups etc., are expected to be directly contacted via the BIO-Boost actions, including for the Hackathons/Challenge events (160+), for innovation management and support services (300+), via the funding workshops in T4.3 (210) and for the final conference T4.5 (100 policymakers etc.). In parallel, an Innovation and IPR Management Strategy will ensure effective management of knowledge, paving the way for exploitation, particularly for SMEs engaging in cross-border KAM activities and the results of successful hackathons. To this end, our approach entails careful planning to explore and define evidence-based exploitation pathways for project results.

The implementation of the CDE activities of BIO-Boost will be tailored around key target groups – key target audiences, along with key messages, have been identified and will be the focal point of the Communication, Dissemination and Exploitation strategy. At WP4 KOM we all agreed to address different actions (namely, communication, dissemination and exploitation) differently, therefore we set the matrix describing activities for each action. The matrix can be seen in Figure 1.



Figure 1: CDE in BIO-Boost

2.3.1 BIO-Boost Communication

In the scope of BIO-Boost communication we will communicate BIO-Boost activities, as well as content related to Green Deal and European bioeconomy strategy. The content will be communicated to general public, the media, and to stakeholders in bioeconomy sector. We will implement these activities in through BIO-Boost CDE strategy, with key messages, and through different social media channels and website, described below.

2.3.2 BIO-Boost Dissemination

In the scope of BIO-Boost dissemination we will publish 6 articles related to bioeconomy sector or activities of the project as well as we will participate at different regional events and conferences

related to bioeconomy to present them to different audiences, namely scientists in bioeconomy, bioeconomy SMEs & Strat-ups, Innovation agencies, clusters and BSOs, bioeconomy industry, EEN, policymakers, media, and also general public. These publications have to be published in relevant newspapers and professional journals and will be presented also at the final BIO-Boost conference.

2.3.3 BIO-Boost Exploitation

In the scope of BIO-Boost exploitation we have to achieve impacts of the call CONNECT-01-01 which have to be exploit to bioeconomy SME & Strat-ups, European Commission, national and local authorities, and finally to economise of rural areas. We will present experiences from study visits, promote BIO-Boost Replication guide, and develop KAM & Hackathon team building skills. The consortium will follow the exploitation plan to identify key knowledge within the consortium, and actions to be taken to spread this knowledge within the consortium, as well as methods to transfer project experiences to other relevant organisations at regional/national and European level. The exploitation plan will be actively marketed via relevant channels, as well as at a final conference with 100+ participants targeting authorities working with financing and supporting innovative SMEs and start-ups in the bioeconomy. It is an ambition of the consortium to ensure that project results are sustainable, and can be expanded across Europe, to other regions and brining in other stakeholder organisations.

To maximise the exploitation of project results, the consortium will create a replication guide, to assist other innovation agencies across Europe to employ successful project results and help SMEs towards improved innovation and financing support within the bioeconomy.

Key Exploitable Result	IP Strategy	Exploitation route	Target audience	PP involved
Action paper showing experiences based on study visit	Copyright / Creative Common License	Direct contact, promotion via multiplier networks, newsletters, and dissemination channels.	Innovation agencies, clusters, BSOs	All PPs
Replication guide	n/a	Direct contact, promotion via multiplier networks, newsletters, and dissemination channels.	Multipliers, policymakers	NCBR, all PPs
KAM & Hackathon team building skills	n/a	Promotion via multiplier networks, events etc., as well as BIO-Boost dissemination channels	SMEs wishing to become more innovative/engage in bioeconomy	FBCD, UNIMOS, LIC, ITC, OnTech, B4C

Table 4: Initial commitments from all consortium partners and provisionally identified Key Exploitable Results (KER).

2.4 BIO-Boost target audience

The key target audience represents the backbone of the communication, dissemination and exploitation strategy and is depicted in figures below, while being explained in detail, together with their corresponding key messages.

2.4.1 BIO-Boost direct target groups

At WP4 KOM we have identified direct target groups to communicate, which are divided into three subgroups:

- SMEs & Star-ups,
- Research and Technology Organizations and Academia, and
- Innovation Agencies, Clusters and Business Support Organizations

For each subgroup we will communicate general messages and concrete messages and resources as depicted in Figure 2.

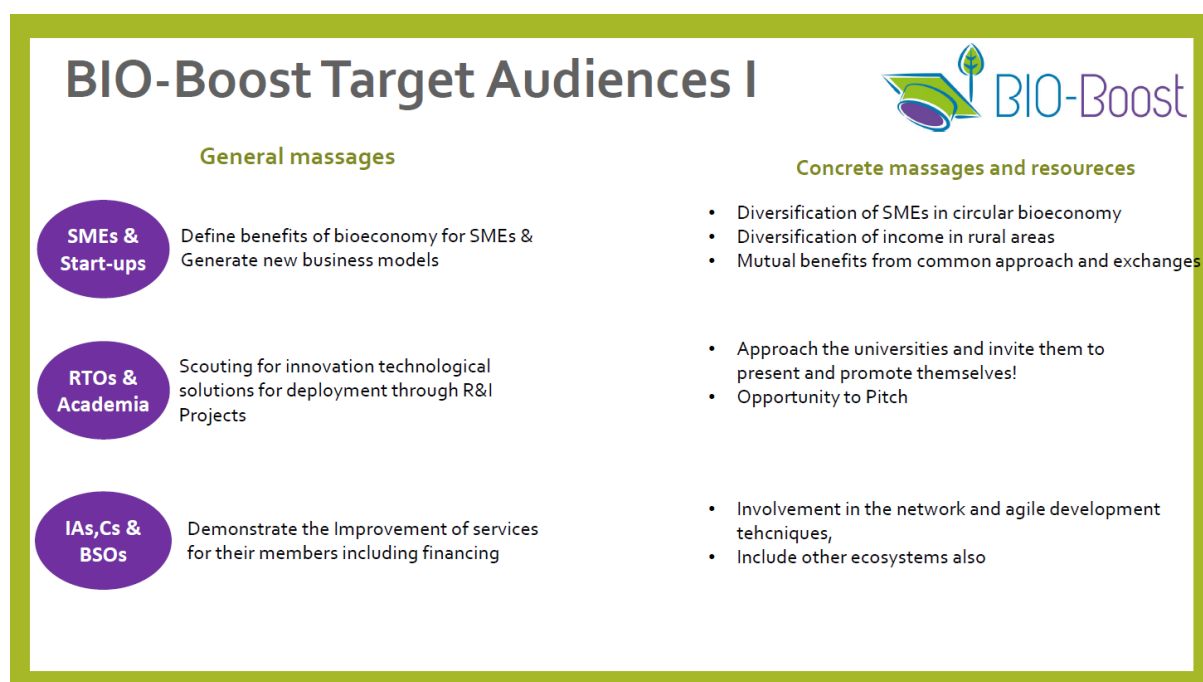


Figure 2: BIO-Boost direct target groups

2.4.2 BIO-Boost indirect target groups

At WP4 KOM we have also identified indirect target groups to communicate, which are divided into three subgroups:

- European Enterprise Network
- Investors
- Policymakers
- Media and

- General public.

For each subgroup we will communicate general messages and concrete messages as depicted in Figure 3.



Figure 3: BIO-Boost indirect target groups

2.5 Dissemination and communication phases

Dissemination activities of BIO-Boost will be carried out in three main phases as presented in Table 5.

Phase	Focus/Main objectives	Key dissemination activities and tools
Phase 1: (M1-M3)	Initial phase: Approach-oriented Content: project presentation, objectives, expected results.	BIO-Boost website, social media channels, promotional materials, templates
Phase 2: (M3-M6)	Pre-operational phase: Create a more "targeted awareness" regarding techniques towards researchers, industry key players and stakeholders, relevant industry associations and local communities, and engage citizens who will provide data.	Social media posts, personal interactions, BIO-Boost regional events (fairs, conferences, platforms), PCDE

	Promotion of business cases.	
Phase 3: (M6-M24)	Maturity phase: Focus on the promotion of concrete results to our target groups.	Funding webinars and workshops, regional events (fairs, conferences, platforms) & hackathons, conferences, publications

Table 5: Phases of CDE strategy, objectives and activities/tools

5 Communication tools and plan

Communication activities will complement the project's dissemination and exploitation activities, by providing universally comprehensible information to the public about the project goals and results to increase the visibility of Horizon Europe, the European Green Deal and European bioeconomy strategy, and BIO-Boost's contribution to meeting these challenges.

The communication strategy will focus on informing and demonstrating the societal, environmental and economic benefits generated by the project to audiences outside the core project target groups. This will include multipliers, such as the EEN, providing them with information for distribution to their clientele. This will be achieved by communicating tangible results and success stories from project activities and stimulating positive emotions through the demonstration of environmental improvement, and commercial and societal added value generated. These communication activities will complement the dissemination activities discussed and will maximise project impact, while familiarising EU citizens with the EGD, and social wellbeing.

Every project needs to have a common and recognisable “communication language” that partners can use to interact with each other and externally communicate about the project. WP4 produced a communication “toolbox” uploaded on teams for that purpose, with the key instruments that build up the BIO-Boost identity. These elements are the foundation of all the following online and offline communication tools developed within BIO-Boost project. The list of communication channels can be seen in Figure 4. Individual communication channel is described in details below.




Communication channels & WP4 				
C1	BIOBoost website	Feb-23	1	ITC
C2	Social media channels	Feb-23	3	ITC
C3	BIOBoost promotional material templates	Feb-23	3	ITC
C4	Funding webinars and workshops	Jul-23	3	ITC
C5	BIOBoost Regional events (fairs, conf., platforms)	Feb-23	8	ITC
C6	Online interrim Conferences	Aug-24	2	FBCD
C7	Final Conference	Jan-25	1	UNI
C8	Publications in newspapers and journals	Feb-23	6	ITC

Figure 4: BIO-Boost communication channels

5.1 BIO-Boost website

Number	C1
Name	BIO-Boost website
Start date	February 2023
End date	April 2023
Description	<p>The BIO-Boost website (https://bio-boost.eu/) will be the main interface for communication with the public and will be updated regularly.</p> <p>It contains information related to the objectives and goals of BIO-Boost, project partners, proposed activities, news and events, organised workshops and achieved results.</p> <p>The website also links to the BIO-Boost social media pages and contains a contact detail to WP4 lead as well as to all KAMs. The website will be updated regularly by the webmaster with input from partners.</p> <p>Website traffic will be monitored using Google Analytics which provides data on users and their interactions with the site.</p> <p>Mass media communication and press releases will be produced and made available on the project website. There will be a special focus on targeting local and European electronic media.</p>
Quantity	1 (KPI: 10.000 numbers of visits to the project website)
Responsibility	ITC

Evidence/Monitoring	https://bio-boost.eu/ (Google Analytics)
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Table 6: BIO-Boost website

5.2 Social Media channels

Number	C2
Name	Social Media (Twitter, LinkedIn, Facebook)
Start date	February 2023
End date	April 2023
Description	To reach a broad target audience, the use of social media is essential. A strong social media presence will help BIO-Boost reach a broader audience, and especially stakeholders who are difficult to reach through direct personal interaction. WP leader is responsible to keep it update, and every project partner is asked to send news and relevant information to the WP leader.
Quantity	3 (KPIs: 1.500 posts on social networks, 5.000 views of social media posts, 500 shares)
Responsibility	ITC (All partners to contribute)
Evidence/Monitoring	Social Media Analytics

Table 7: BIO-Boost Social media channels

Social Media Channel	Direct Link
Twitter 	https://twitter.com/ProjectBioboost/
LinkedIn 	https://www.linkedin.com/company/project-bioboost/
Facebook 	https://www.facebook.com/profile.php?id=100090093783480
YouTube 	/





Table 8: Direct links to BIO-Boost social media channels

5.3 BIO-Boost promotional material and Visual identity

Number	C3
Name	BIO-Boost promotional material
Start date	February 2023
End date	April 2023
Description	LEAFLETS will be created for supporting CDE and promotion activities, displaying the main objectives and outputs of the project and the

	<p>benefits to SMEs, innovation agencies, clusters, and the business & innovation support community.</p> <p>The project ROLL-UP and POSTERS will be created for presentation both at ENVISION's as well as external events.</p> <p>Roll-ups are an important visual tool for display at regional events, conferences, workshops or similar (staff exchange and study visits). Roll-ups will showcase general information on the project and members. These will fit with the visual identity style and will also reflect the style of the website.</p>
Quantity	KPI: 1500 Leaflets 1 Roll-up 1 Poster
Responsibility	ITC
Evidence/Monitoring	Leaflet (pdf., jpg.), roll up (pdf., jpg.), poster (pdf., jpg.) Media hub: https://bio-boost.eu/media-hub/

Table 9: BIO-Boost Promotional materials

BIO-Boost Visual identity	Description
  PANTONE DS 294-1 C C50, M0, Y100, K0 R149, G193, B31  PANTONE DS 227-1 C C100, M20, Y0, K20 R0, G119, B179  PANTONE DS 176-2 C C70, M80, Y0, K0 R108, G71, B150	<p>The logo is the symbol of the project, the image that should unite all partners of BIO-Boost.</p>
Quantity: 1 ppt template 1 document template (for deliverables) 1 event report template	Templates for PowerPoint presentations, deliverables, events/meetings reports will be designed and shared on the Microsoft Teams to

	<p>which all partners have access.</p> <p>The templates ensure a consistent and uniform way of reporting and presenting the BIO-Boost project internally and externally.</p>
Responsibility	ITC
Evidence/Monitoring	Logo (jpg.), document's templates (docx.)

Table 10: BIO-Boost Visual identity

5.4 BIO-Boost Research & Innovation Funding webinars and workshops

Number	C4
Name	BIO-Boost Research and innovation Funding webinars and workshops
Start date	July 2023
End date	January 2024
Description	<p>In order to improve the number of SMEs from widening countries working with research and innovation funding, four partners from widening countries, led by ITC will organise a series of three open online webinars, open to all regions, but primarily targeting SMEs from their own regions, and the wider East European.</p> <p>The topics will provisionally include EU funds in general and consortium building, available and forthcoming calls for proposals, and one on the registration process and obtaining a PIC number, all of which are necessary to increase the number of applications from partners from widening countries.</p> <p>Workshops will also be organised at regional level (i) presenting the programmes/calls and then (ii) supporting and facilitating participants to elaborate certain topics / ideas for funding according to their preferences</p> <p>WP leader is responsible to set the format and prepare the guidelines (see Annex 5), while UNIMOS, LIC and OnTech will implement them.</p>
Quantity	3 (KPI: 210+ SMEs involved, 50+ concrete ideas for funding)
Responsibility	<p>ITC (organization/structure and coordination/guidelines)</p> <p>UNIMOS, LIC and OnTech (implementation)</p> <p>(all partners to contribute)</p>
Evidence/Monitoring	Videorecording (avi.)



Table 11: BIO-Boost Research and innovation Funding webinars and workshops

5.5 BIO-Boost Regional events

Number	C5
Name	BIO-Boost Regional events
Start date	February 2023
End date	January 2025
Description	BIO-Boost will market the project at relevant business and innovation events, leveraging on existing events with the right audience, with at least 240 participants (T4.2)
Quantity	8 (KPI: 240+ participant at regional events)
Responsibility	ITC (All partners to contribute)
Evidence/Monitoring	Event report

Table 12: BIO-Boost Regional events

5.6 BIO-Boost Online interim Conferences

Number	C6
Name	BIO-Boost Online interim Conference
Start date	August 2024
End date	January 2025
Description	Lessons from the project will be transferred to policy makers via two online interim conferences and presentations (policy brief).
Quantity	2 (KPI: 2 online interim conferences)
Responsibility	FBCD (All partners to contribute)
Evidence/Monitoring	Event report

Table 13: BIO-Boost Online interim Conference

5.7 BIO-Boost Final Conference

Number	C7
Name	BIO-Boost Final Conference
Start date	January 2025
End date	January 2025
Description	Lessons from the project will be transferred to policy makers via both online interim conferences and presentations (policy brief), and a

	final conference for 100+ participants to be held in hybrid format in M24 provisionally in Warsaw, in a widening region, or as a side event in a relevant, European-wide forum, conference or thematic event.
Quantity	1 (KPI: 100+ participants at the conference)
Responsibility	UNIMOS (All partners to contribute)
Evidence/Monitoring	Event report

Table 14: BIO-Boost Final Conference

5.8 Publications in newspaper and journals

Number	C8
Name	Publications in newspaper and journals
Start date	February 2023
End date	January 2025
Description	Articles will use consortium contacts at local and regional level, relevant European level publications, such as Euractive.com, EuroNews, EUagenda, and groups that target innovative SMEs and multipliers across Europe.
Quantity	6 (KPI: 6 published articles)
Responsibility	ITC (All partners to contribute)
Evidence/Monitoring	Direct links to published articles

Table 15: Publications in newspaper and journals

6 Other activities to be promoted

In the scope of BIO-Boost project, other important activities, not directly connected to WP4 have to be promoted. The list of such activities can be seen in Figure 5. Description of each activity follows below.


Other WPs & Events				
				
WP1	Study visits	Feb-23	7	NCBR
WP1	Staff exchanges	Feb-23	12	IAR
WP2	BIOBoost Hackathons	Jun-23	8	UNI
WP3	BIOBoost cross-border KAM activities	Apr-23	24	LIC

Figure 5: Other BIO-Boost activities to be promoted

6.1 BIO-Boost Study visits

Number	R1 (WP1)
Name	BIO-Boost Study visits
Start date	February 2023
End date	July 2024
Description	For the study visits, each of the partners will provide detailed explanation over the two-day workshop on the situation in their own regions with regard to innovation support, including particular focus on financing and funding bioeconomy and digitalisation, and on challenges faced. The partners will demonstrate successful support systems, financing and investment actions, networks and programmes, which have the potential for replication in other regions, as well as identify which areas are of concern to their innovation ecosystem actors. Each of the workshops will also address feedback from the previous workshops, with initial insights under the Twinning+

	methodology. The final wrap-up workshop will include identification and drawing the main conclusions of the project. The objective of the second half of this workshop is to establish the basis of the DOP and define the different contributions and deadlines of each of the participating organisations.
Quantity	8
Responsibility	NCBR (All partners to organize 1 study visit)
Evidence/Monitoring	Event report

Table 16: BIO-Boost Study visits

6.2 BIO-Boost Staff exchanges

Number	R2
Name	BIO-Boost Staff exchanges
Start date	February 2023
End date	January 2025
Description	In order to develop deeper skills among staff members, facilitate capacity building within innovation support, support the exchange of best practice, and to strengthen working relations between partner organisations, BIO-Boost will offer longer term staff exchanges for key staff to travel and work in other partner offices. The BIO-Boost staff exchange programme allows key staff from consortium members to travel and work in other partner offices, for a period of 1-6 weeks, though most are likely to be at the lower end. This may also include work on specific and relevant events, or sharing of staff for joint events, exhibitions or conferences. The programme is designed to be flexible, and stays can be adapted to suit the needs of the staff member. The staff exchange is open to all partners, but priority will be given to partners from the widening regions, to ensure that there is a levelling up of skills across Europe. Decisions will be made by the 8 partners with at least 75% majority, and grants are based on ERASMUS+ rates for 2022 (staff + country coefficient).
Quantity	12
Responsibility	B4C (All partners to attend, but mainly from widening countries: UNIMOS, LIC, ITC and NCBR)
Evidence/Monitoring	Event report

Table 17: BIO-Boost Staff exchange



6.3 BIO-Boost Hackathons and Challenges

Number	R3
Name	BIO-Boost Hackathons and Challenges
Start date	June 2023
End date	October 2024
Description	The consortium will prepare challenge event marketing materials for the 8 planned hackathons, one for each partner, including material for social media promotion, which will be marked actively in WP4. Tools will be selected and tested for implementation of the hackathon events, which may be a combination of online and offline events, depending on the COVID-19 restrictions in place at the time. HowSpace and Zoom will be tested, and contact will be made to other relevant suppliers, including JAMK University of Applied Sciences, which has developed specialised hackathon tools. Based on the challenges and formats, teams will be invited from the networks of the partners, from innovation ecosystem actors identified in T2.1, and SMEs identified in T3.1 The calls will be formulated together with the challenge providers, who will be actively engaged in the hackathons, engaging them in the process and encouraging interaction between them, and the teams. Process visualisation and pitch decks will be used. A report on the challenge events will be published in M24.
Quantity	8 Hackathons
Responsibility	UNIMOS (All partners organize one hackathon)
Evidence/Monitoring	Event report

Table 18: BIO-Boost Hackathons & Challenges

6.4 BIO-Boost cross-border KAM activities

Number	R4
Name	BIO-Boost cross-border KAM activities
Start date	April 2023
End date	January 2025
Description	Using IHC tools or similar, the consortium will work with the SME on their innovation process, BIO-Boost will ensure that all KAM have a consistent understanding of the tools and will organise preparatory online workshops to support this, as well as offer learning opportunities via staff exchanges (T1.4). The consortium will identify KAM candidates from the partnership, mapping their competences and areas of expertise, allocating a KAM to each of the SMEs to liaise with through the process. 70+ SMEs will be provided with innovation support during the process and a minimum of 24 SME will be provided



	with cross-border support by a KAM from another region. SMEs will be provided with supplementary support where required in fields such as investment readiness, financing, IP, adaptation to standards, LCA etc, including from within the consortium and as referrals to external stakeholders/regional innovation ecosystems. The KAM will measure the impact from all 70+ participating SMEs as part of the evaluation process, as part of T3.4. For cross-border KAM activities, the consortium will utilise the time banking methodology described in section 1.2.
Quantity	24 cross-border KAM activities
Responsibility	LIC (All partners to contribute)
Evidence/Monitoring	Event report

Table 19: BIO-Boost cross-border KAM activities

7 Monitoring the implementation of communication, dissemination and exploitation activities – CDE Toolbox

CDE Toolbox will be used to monitor implementation and measure the effects of the communication. It will be stored on Dropbox, and also all evidence in specific directories and subdirectories.

CDE Toolbox is based on excel spreadsheets that will always be up-to-date and show the current situation. To monitor the implementation of communication activities, we will use the following tables/sheets.

7.1 Table »Time plan«

This table is a graphical representation of a period of time, on which duration of activities and workshops as well as milestones are marked. In this table we can monitor how we progress in time and when are the next deadlines.

	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	Apr-24	May-24	Jun-24	Jul-24	Aug-24	Sep-24	Oct-24	Nov-24	Dec-24	Jan-25
TITLE: BIOBoost	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
WP4 Dissemination, communication & exploitation																								
D4.1 Plan for Dissemination, Exploitation & Communication																								
D4.2 Dissemination and communication report																								
D4.3 BIOBoost Replication Guide																								
C1 BIOBoost website																								
Social media:																								
C2 - posts on social networks relevant to project																								
C3 BIOBoost promotional material & templates																								
C4 Peer2Peer learning actions																								
C5 Staff exchanges																								
C6 BIOBoost Hackathons																								
C7 BIOBoost cross-border KAM activities																								
C8 BIOBoost Study visits																								
C9 Open online webinars																								
C10 Funding workshops																								
C11 Online interim Conferences																								
C12 Final Conference																								
C13 External events (fairs, conferences and platforms)																								
C14 Publications in business journals																								

Figure 6: Table "Time plan"

7.2 Table »WP4«

Spreadsheet "WP4" is used to enter the implemented CDE activities and is divided into the following sections:

- Output number
- Output name
- Start Date
- End Date
- Implementation period
- Duration of activities

D4.1 Plan for Communication, Dissemination & Exploitation

- Quantity of products
- Responsibility of partners
- Table of responsibilities by individual partners

Output	Summary	Start Date	End Date	Duration (months)	Output Target	Allocated	Co-funded by FP	BICD (Demands)	IMABIC (Policies)	IC (EU-cohesion)	ITC (Science)	Other(s)	IC (Spain)	HA/BAC (Policies)	NCBR (Policies)	CLIC (Policies)														
WP4: Dissemination, communication & exploitation								ITC									1		1		2.5		0.5		0.5		1.5		0.5	
WP4	Dissemination, communication & exploitation																													
D4.1	Dissemination and communication report	23-Feb	23-Jul	6	1	0	ITC																							
D4.2	Dissemination and communication report	24-Nov	25-Jan	3	1	0	ITC																							
D4.3	BIOBoost Replication Guide	24-Nov	25-Jan	3	1	0	NCBR																							
C1	BIOBoost website	23-Feb	23-Apr	3	1	0	ITC																							
C2	Social media channels	23-Feb	23-Apr	3	1	0	ITC																							
C3	BIOBoost promotional material templates	23-Feb	23-Apr	3	1	0	ITC																							
C4	Funding webinars and workshops	23-Jul	25-Jan	18	3	0	ITC																							
C4.1	SMEs involved in webinars and workshops	23-Jul	25-Jan	18	210	0	ITC																							
C4.2	Concrete ideas for funding	23-Jul	25-Jan	18	50	0	ITC																							
C5	BIOBoost Regional events (fairs, conf., platforms)	23-Feb	25-Jan	24	8	2	ITC																							
C5.1	Participants at regional events	23-Feb	25-Jan	24	240	180	ITC																							
C6	Online Interim Conferences	24-Aug	25-Jan	6	2	0	BICD																							
C7	Final Conference	25-Jan	25-Jan	1	1	0	UNI																							
C7.1	Participants/policymakers at the Final conference	25-Jan	25-Jan	1	100	0	UNI																							
C8	Publications in newspapers and journals	23-Feb	25-Jan	24	5	0	ITC																							
Other WPs																														
Activities to promote and KPIs to achieve																														
WP1a	Study visits	23-Feb	24-Jul	18	7	2	NCBR																							
WP1a.1	Nr. of external stakeholders involved in study visits	23-Feb	24-Jul	18	20	0	NCBR																							
WP1a.2	Nr. Of innovation ecosystem relationships	23-Feb	24-Jul	18	20	0	NCBR																							
WP1b	Staff exchanges	23-Feb	25-Jan	24	12	0	SAR																							
WP2a	BIOBoost Hackathons	23-Jun	24-Oct	16	8	0	UNI																							
WP2a.1	Number of SMEs involved in hackathons	23-Jun	24-Oct	16	160	0	UNI																							
WP2a.2	BIOBoost screened/contacted SME for KAM support	23-Jun	25-Jan	21	300	0	UNI																							
WP2b	BIOBoost KAM support candidates	23-Jun	25-Jan	21	70	0	UNI																							
WP3a	BIOBoost cross-border KAM activities	23-Jun	25-Jan	21	24	0	UNI																							
Total reach of BIOBoost actions					770																									

Figure 7: Table "WP4"

7.3 Table »BIO-Boost posts«

In this table we can monitor the analytics of our social media and website performance. At the same time, we can see how much we still have to achieve.

C: Posts on social networks						C: Followers/subscribers on social networks						C: Number of views to the social media pos						C: Number of shares of social media po						C: Number of visits to the project web					
Year	Month	LinkedIn	Twitter	Facebook	Leaflets	Date	LinkedIn	Twitter	Facebook	YouTube	Date	LinkedIn	Twitter	Facebook	Date	LinkedIn	Twitter	Facebook	Date	LinkedIn	Twitter	Facebook	Date	Visitors	Page Views				
2023	February	3	6	5		February	92	6	8		February	91	225	131	February	15	1	2	February	165			February	165	458				
	March	8	9	8		March	25	3	1		March	21	257	209	March	6	3	2	March	216			March	216	413				
	April	6	6	6	200	April	14	2	2		April	35	317	71	April	7	2	4	April	285			April	285	575				
	May	3	3	3	50	May	8	1	0		May	40	109	86	May	3	0	2	May	272			May	272	2124				
	June	4	4	4		June	5	1	1		June	56	52	193	June	12	0	3	June	309			June	309	792				
	July					July					July				July				July				July						
	August					August					August				August				August				August						
	September					September					September				September				September				September						
	October					October					October				October				October				October						
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	December					December					December				December				December				December						
	2024	January					January					January				January				January				January					
February						February					February				February				February				February						
March						March					March				March				March				March						
April						April					April				April				April				April						
May						May					May				May				May				May						
June						June					June				June				June				June						
July						July					July				July				July				July						
August						August					August				August				August				August						
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	November					November					November				November				November				November						
	December					December					December				December				December				December						
	January					January					January				January				January				January						
TOTALS						TOTALS						TOTALS						TOTALS						TOTALS					
To do:		80	80	80	1500	To do:		144	13	12	0	To do:		243	960	700	To do:		1903	43	6	13	To do:		62	1247	4361		

7.4 Table »Social media and web posts«

In this table we fill all the posts on social media and website. Each partner should enter the date, the channel, the link to the post, channel source (refers to partner acronym) and short title of the post.

	Date of publishing	Social media Channel	Post link	Channel Source	Text/Title
1	03.02.2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7162292829	ITC	A sustainable European Bioeconomy supports the modernization and strengthening of the EU industrial base by creating new valuechains and #greener, more Eco
2	03.02.2023	Facebook	https://www.facebook.com/permalink.php?story_fbid=162292829&__f__=1	ITC	A sustainable European Bioeconomy supports the modernization and strengthening of the EU industrial base by creating new valuechains and #greener, more Eco
3	06.02.2023	Twitter	https://twitter.com/ProjectBioBoost/status/162270915	ITC	A sustainable European Bioeconomy supports the modernization and strengthening of the EU industrial base by creating new valuechains and #greener, more Eco
4	07.02.2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:71722023	ITC	7/2/2023 Kick-off meeting of Project BIO-Boost
5	07.02.2023	Facebook	https://www.facebook.com/permalink.php?story_fbid=162292829&__f__=1	ITC	7/2/2023 Kick-off meeting of Project BIO-Boost
6	07.02.2023	Twitter	https://twitter.com/ProjectBioBoost/status/162292829	ITC	7/2/2023 Kick-off meeting of Project BIO-Boost
7	07.02.2023	Website	https://bio-boost.eu/follow-up-meeting-on-the-new-euro	ITC	7/2/2023 Kick-off meeting of Project BIO-Boost
8	17.02.2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7162292829	ITC	Bioeconomy has been proposed as a strategy to overcome many global and national challenges, from climate action to income diversification in rural areas.
9	17.02.2023	Facebook	https://www.facebook.com/permalink.php?story_fbid=162292829&__f__=1	ITC	Bioeconomy has been proposed as a strategy to overcome many global and national challenges, from climate action to income diversification in rural areas.
10	17.02.2023	Twitter	https://twitter.com/ProjectBioBoost/status/162652272	ITC	Bioeconomy has been proposed as a strategy to overcome many global and national challenges, from climate action to income diversification in rural areas.
11	21.02.2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7162292829	ITC	Communication, Dissemination & Exploitation activities of Project BIO-Boost are essential; thus extra workshop to identify our key messages to our target groups has
12	21.02.2023	Facebook	https://www.facebook.com/permalink.php?story_fbid=162652272&__f__=1	ITC	Communication, Dissemination & Exploitation activities of Project BIO-Boost are essential; thus extra workshop to identify our key messages to our target groups has
13	21.02.2023	Twitter	https://twitter.com/ProjectBioBoost/status/162801090	ITC	Communication, Dissemination & Exploitation activities of Project BIO-Boost are essential; thus extra workshop to identify our key messages to our target groups has
14	23.02.2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7162292829	ITC	Today we present our Lead partner: Food & Bio Cluster Denmark
15	23.02.2023	Facebook	https://www.facebook.com/permalink.php?story_fbid=162801090&__f__=1	ITC	Today we present our Lead partner: Food & Bio Cluster Denmark
16	23.02.2023	Twitter	https://twitter.com/ProjectBioBoost/status/162874982	ITC	Today we present our Lead partner: Food & Bio Cluster Denmark
17	03.03.2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7162292829	ITC	Follow-up meeting on "Projects under the EIE Work Programme in support of the New European Innovation Agenda"
18	03.03.2023	Facebook	https://www.facebook.com/permalink.php?story_fbid=162874982&__f__=1	ITC	Follow-up meeting on "Projects under the EIE Work Programme in support of the New European Innovation Agenda"
19	03.03.2023	Twitter	https://twitter.com/ProjectBioBoost/status/163093900	ITC	Follow-up meeting on "Projects under the EIE Work Programme in support of the New European Innovation Agenda"
20	03.03.2023	Website	https://bio-boost.eu/follow-up-meeting-on-the-new-euro	ITC	Follow-up meeting on "Projects under the EIE Work Programme in support of the New European Innovation Agenda"
21	03.03.2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7162292829	ITC	Today we present Lietuvos inovacijų centras / Lithuanian Innovation Centre (LIC)
22	03.03.2023	Facebook	https://www.facebook.com/permalink.php?story_fbid=163156546&__f__=1	ITC	Today we present Lietuvos inovacijų centras / Lithuanian Innovation Centre (LIC)
23	03.03.2023	Twitter	https://twitter.com/ProjectBioBoost/status/163156546	ITC	Today we present Lietuvos inovacijų centras / Lithuanian Innovation Centre (LIC)
24	07.03.2023	Twitter	https://twitter.com/ProjectBioBoost/status/163203448	ITC	Gender balance must be included in restructuring
25	08.03.2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7162292829	ITC	Today is International Women's day!
26	08.03.2023	Facebook	https://www.facebook.com/permalink.php?story_fbid=163203448&__f__=1	ITC	Today is International Women's day!
27	08.03.2023	Twitter	https://twitter.com/ProjectBioBoost/status/163336474	ITC	Today is International Women's day!
28	08.03.2023	Twitter	https://twitter.com/ProjectBioBoost/status/163336474	ITC	Today is International Women's day!
29	08.03.2023	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7162292829	ITC	Today is International Women's day!

Figure 9: Table "Social media and web posts"

7.5 Table »BIO-Boost Events«

In this table we can monitor which events we still have to implement and who already did it.

[illegible]

Figure 10: Table "BIO-Boost Events"

7.6 Table »Contacts«

In this table there is the list of Communication managers for each partner and their contacts: email address and phone number.

D4.1 Plan for Communication, Dissemination & Exploitation

COMMUNICATION MANAGERS					
Mailing list:					
Partner nr.	Partner name	Short name	Name and surname	e-mail	phone
1	Food and Bio Cluster Denmark	FBCD	Anne McLeman	amc@foodbiocluster.dk	+4521466626
2	Fundacija UNIMOS	UNI	Katarzyna Kowalska	kkowalska@unimosalliance.com	+48 792 921 000
3	VIESOJI ISTAIGA LIETUVOS INOVACIJŲ CENTRAS	LIC	Inga Vysniauskiene	i.vysniauskiene@lic.lt	+37062077919
4	INOVACIJSKO TEHNOLOSKI GROZD MURSKA SOBOTA	ITC	Darja Kukovič	darja.kukovic@itc-cluster.com	+38641976155
5	ASOCIACION CLUSTER GRANADA PLAZA TECNOLÓGICA Y BIOTECNOLÓGICA	OnTech	Lucia Palomo Gil	lucia@ongranada.com	+48 795 750 690
6	BIOECONOMY FOR CHANGE	B4C	Chloé Joly	c.joly@bioeconomyforchange.eu	+33618759079
7	NARODOWE CENTRUM BADAN I ROZWOJU	NCBR	Maciej Zdanowicz	maciej.zdanowicz@ncbr.gov.pl	+48 504 785 616
8	CLIC INNOVATION OY	CLIC	Kaisa Simola	kaisa.simola@clicinnoation.fi	+358 50 553 5502

Figure 11: Table "Contacts"

7.7 Table »Deliverables«

In this table we can monitor how we stand with deliverables. Marked in green are already delivered deliverables, while deliverable marked in red is the one which has to be delivered within one month.

Deliverable No.	Deliverable Name	Work Package No	Lead Beneficiary	Type	Dissemination Level	Due Date (month)
D1.1	Report on innovation ecosystem	WP1	7 - NCBR	R — Document, report	PU - Public	3
D1.2	Design option paper	WP1	7 - NCBR	R — Document, report	PU - Public	21
D2.1	Stakeholder map	WP2	2 - UNIMOS	DEC — Websites, patent filings, videos, etc	PU - Public	3
D2.2	Report and evaluation of impact from challenges	WP2	8 - CLIC	R — Document, report	PU - Public	24
D2.3	Matrix of innovation opportunities	WP2	8 - CLIC	R — Document, report	PU - Public	24
D3.1	Selection criteria for SME recruitment to the programme	WP3	3 - LIC	R — Document, report	PU - Public	2
D3.2	Report and evaluation of impact from crossborder KAM	WP3	8 - CLIC	R — Document, report	PU - Public	24
D4.1	Plan for Dissemination, Exploitation and Communication (PDEC)	WP4	4 - ITC	R — Document, report	PU - Public	6
D4.2	Dissemination and communication report	WP4	4 - ITC	R — Document, report	PU - Public	24
D4.3	BIOBoost Replication Guide	WP4	7 - NCBR	R — Document, report	PU - Public	24
D5.1	Project management handbook	WP5	1 - FBCD	R — Document, report	PU - Public	3
D5.2	Data management and ethics plan	WP5	1 - FBCD	DMP — Data Management Plan	PU - Public	3

Figure 12: Table "Deliverables"

8 Social media guidelines

The guideline describes all the components and proper/recommended use of the BIO-Boost identity. It is intended for internal and external use so that all members implement the BIO-Boost identity in the right way. This creates unity in the communication of all members and increases visibility.

8.1 LinkedIn

LinkedIn offers an opportunity to connect with a very specific and growing user base. Therefore, the target audience will be sector-specific such as technical groups, researchers and academia, and professional associations. As LinkedIn is more formal in nature, posts can be longer and use language more relevant to the BIO-Boost project. Relevant hashtags again should be used where possible. BIO-Boost should also be an active participant in the conversation around circular economy and bioeconomy by retweeting and commenting on stories in this area.

Mentioning a connection to BIO-Boost in your communication/posts encourages engagement with your posts and comments and well as enables increasing your reach. Mentioning BIO-Boost notifies your connections allows following:

- Your followers will be able to visit BIO-Boost profile and connect/navigate through it.
- BIO-Boost administration of social media channels will be notified about your posts and they will share your posts.

To mention BIO-Boost in a post, you shall follow these steps:

1. Write a post or article on your LinkedIn personal or company profile. You can do this by:
 - starting a new post/article



Figure 13: Writing a post on LinkedIn

- sharing/commenting someone else's post/article



Figure 14: LinkedIn interactions

2. In the communication, type "@" and then begin typing a name BIO-Boost in the box (until the system doesn't offer you to choose BIO-Boost profile). Choose the BIO-Boost profile from the list and continue/finish typing your message. BIO-Boost shall be marked in BLUE if correctly written. The example of such communication is presented in Figure

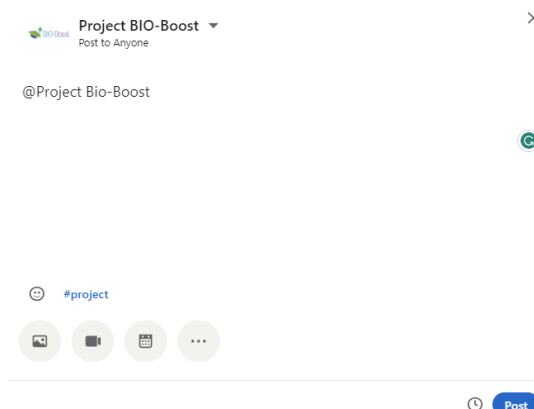


Figure 15: Tagging on LinkedIn

8.1.2 Use LinkedIn hashtags

Adding hashtags to your LinkedIn posts and articles gives them a higher chance of being discovered by LinkedIn members who follow or search for the hashtag you've used.

How to add hashtags to your LinkedIn update:

1. Write a post or article on your LinkedIn personal or company profile.
2. Add hashtags in front of words you would like to highlight for search criteria, using the # symbol.

RELEVANT HASHTAGS:

#bioeconomy #circulareconomy #upcycling #agrifood #forestry #biobasedmaterials #bioenergy #innovation #ecosystem #studyvisits #staffexchanges #hackathons #wideningcountires #SMEs #startup #horizoneurope #globalchallenges #climateaction #diversification #ruralareas #ruraldevelopment #sustainability #sustainabledevelopment #sdgs #project #communication

8.2 Twitter

Twitter offers an ideal platform to connect with all target audiences – the wider public and the professional community. The main objective is to build a range of followers that are interested in the bioeconomy sector as well as to the BIO-Boost project. This will enable CDE of the project activities. Posts should be concise due to the nature of the Twitter platform. An image should be used where possible to support the content. Similarly, hashtags # should be included to help categorise the Tweet

e.g. #bioeconomy. Relevant posts mentioning BIO-Boost or work in the bioeconomy sector will also be retweeted.

To mention BIO-Boost and adding hashtags to your Twitter posts, you shall follow the same steps that in the chapter about LinkedIn, but use @ProjectBioboost.

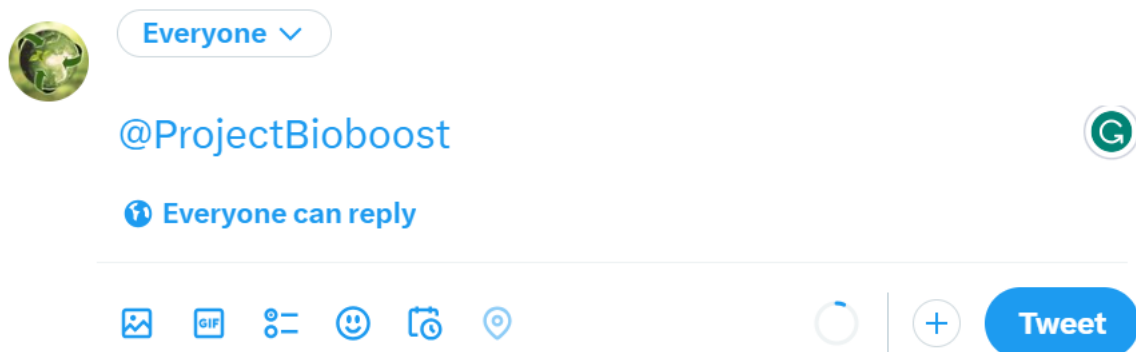


Figure 16: Tagging on Twitter

8.3 Facebook

Facebook targets both, professional and individual users and is effective for building relationships and showing the human side of the BIO-Boost project i.e. the partners, the events and presentations being attended, the marketing materials produced. The content can be the same or even more relaxed than Twitter and LinkedIn and overly scientific language should be avoided. Posts should be accompanied by an image where possible as this delivers stronger engagement levels.

Tagging is when you write a Facebook status update and provide a link to someone's business page. When you tag a page BIO-Boost, that business is alerted that you've shared something. When people see the update, they can click BIO-Boost to visit the personal timeline. Facebook will alert us if BIO-Boost has been tagged in a status update.

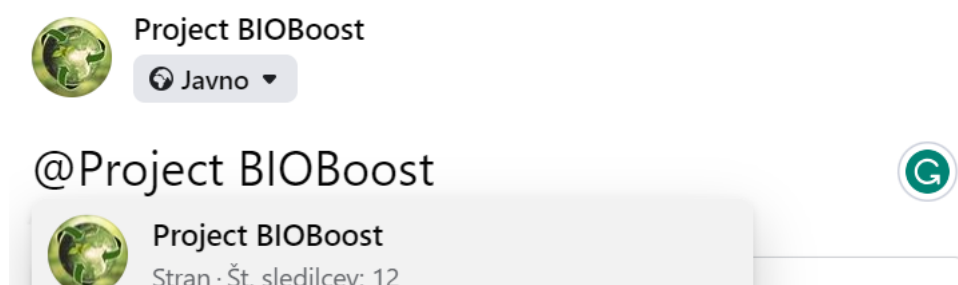


Figure 17: Tagging on Facebook

9 Annexes

1. BIO-Boost_CDE Toolbox.xlsx
2. Power_point_BIO-Boost_Template.pptx
3. Event_report_BIO-Boost_Template.docx
4. Word_BIO-Boost_Template.docx
5. BIO-Boost_Plan for Funding webinars & workshops.docx





End of document



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