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**D5.1** – Continuously updated Dissemination and communication plan (CDP) and the first draft of the Exploitation Strategy Plan (ESP)

(Version 0.5, 30/04/2024)





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## Deliverable description

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<b>WORK PACKAGE:</b> WP5
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## Abbreviations

ANRI	Alchemia-nova research & innovation gemeinnützige GmbH
ANTEJA	Anteja ECG D.O.O.
BABEG	Kärntner Betriebsansiedlungs- und Beteiligungsgesellschaft m.b.H.
CDP	Communication and Dissemination Plan
CBE	Circular Bioeconomy
CMU	Cardiff Metropolitan University
CSR	Corporate Social Responsibility
C&D	Communication and Dissemination
ESP	Exploitation Strategy Plan
ESG	Environmental, Social and Governance
FCTA	Fundación Corporación Tecnológica de Andalucía
GA	Grant Agreement
IPR	Intellectual Property Rights
KER	Key Exploitable Results
KPI(s)	Key Performance Indicators(s)
LCC	Life Cycle Costing
LCA	Life Cycle Assessment
sLCA	Social Life Cycle Assessment
LGCA	Lombardy Green Chemistry Association
M	Month
R&D	Research and Development
RP1	Reporting Period N. 1 (M1-M18)
RP2	Reporting Period N. 2 (M19-M36)
SERN	Startup Europe Regions Network
SYMBIO	Shaping symbiosis in bio-based industrial ecosystems based on circular by-design supply chains
WP(s)	Work Package(s)



## Executive summary

The SYMBIO Communication and Dissemination Plan (CDP), an integral part of **WP5 (Task 5.1)** of the Work Plan, aims to ensure the active involvement of stakeholders and outlines the strategic framework for effective communication, dissemination, and exploitation of project outcomes. Designed as a guiding document and regularly updated, the CDP identifies **target audiences, objectives, messages, tools and visual identity, channels, and impact assessment metrics**, ensuring a systematic and impactful approach throughout the project's lifecycle and beyond. It is structured in three strategies, respectively focused on **communication** (informing, interacting, involving end users), **dissemination** (exchanging of good practices, supporting the decision-making of all supply chain operators, disseminating business models, solutions, and policy tools) and **exploitation** (capitalising results, generating long-term impacts, changing production and consumption paradigms). Aiming to provide European regional communities with tools and methodological approaches for symbiotic and highly profitable bio-based circular and zero-waste business models, SYMBIO builds, measures and monitors symbiosis and its social implications and economic and environmental impacts.

With this purpose, SYMBIO's **Communication strategy** aims to engage different target groups such as EU networks and initiatives (e.g. H4C community, NEB Lab, CBE JU), public authorities, regulation bodies, raw material producers, converters, businesses, end-users' good producers and consumers. As an operational tool to ensure visibility and understanding of the project's objectives, activities and results, the CDP guarantees two-way communication flows to ensure high recognition of the visual identity, active stakeholder involvement thanks to audience-specific messages and communication channels and build a bi-directional dialogue with experts, public authorities, consumers and citizens through social media, public events, and training opportunities. The SYMBIO's **Dissemination strategy** intends to capitalise on the long-term impact of its results, such as sharing the project methodology with industry and sector experts, designing an index of social, economic, and environmental impacts through big data, improving standards harmonisation for the green transition of production models and sustainability certifications and empowering businesses in accessing financing symbiotic business models. Finally, the SYMBIO **Exploitation Strategy** places the key exploitable results in the current market by analysing the market size, needs, and barriers to the development of symbiotic business models, the potential role played by digitalisation to increase the efficiency in the use of secondary raw materials, the quality of bio-based products, and the distribution of the competitive advantages of SYMBIO partners and target users.

The following sections present in detail the main characteristics of the CDP, including:

1. **Communication strategy** focused on defining objectives, strategies, messages, and channels for stakeholder involvement;
2. **Dissemination Strategy** focused on defining methodologies to ensure the long-term impact of the project and build synergies with EU projects and initiatives;
3. **Exploitation Strategy** focused on maximising the selling point of the project and ensuring the long-term sustainability of IP and non-IP assets;
4. Quality control, monitoring, and reporting

The CDP, published at the beginning of the project (M4), is a dynamic guide for all SYMBIO initiatives. It is updated in the medium and final terms (M18, M36) with key performance indicators (KPIs) that reflect the commitment to continuous improvement.



## 1. Introduction

SYMBIO provides European regional communities with tools and methodological approaches to **build bio-based business models** based on **circularity by design** and **industrial symbiosis**. Thanks to tools for integrating big data and artificial intelligence, SYMBIO shapes 10 symbiotic business models with high profitability and sustainability replicable at the EU level to increase the number of bio-based products on the market. It also provides a system to model, measure, and monitor the symbiosis, its social implications, and economic and environmental impacts. The SYMBIO methodology will be designed, tested and validated in **12 EU pilot regions** (Lombardy, Piedmont, Veneto, Friuli-Venezia Giulia, Emilia-Romagna, Carinthia, Slovenia, Croatia, Andalusia, Brussels Capital, Wallonia, Flanders) which have been selected based on the estimate of their biobased resources defined by the availability of raw materials, socioeconomic indicators, networks and intangible infrastructures and potential for development of supply chains close to the market and current trends. Engaging all supply chain actors in a **quadruplex approach** will help unlock and stimulate local development potential by promoting sustainable, innovative, tangible, and participatory pathways towards the green transition. In this context, the SYMBIO project aims to achieve the following main **objectives (O)**:

- O1.** Identify and evaluate resources and technical solutions that allow industrial symbiosis and circularity right from design in the bio-based ecosystem.
- O2.** Shaping symbiotic value chains using a zero-waste approach through big data and artificial intelligence tools.
- O3.** Develop an integrated reporting system to measure and monitor industrial symbiosis based on regional multi-stakeholder co-creation approaches.
- O4.** Demonstrate zero-waste industrial symbiosis models' economic, social, and environmental impacts.

The Communication and Dissemination Plan (CDP) is intended to set out the objectives, tools, and plans for implementing the communication, dissemination, and exploitation activities of the SYMBIO aimed at the following **specific objectives**:

### Communication Strategy

- Ensuring high recognition of the project's visual identity;
- Mapping the stakeholder's needs, expectations and tangible, valuable results;
- Defining the communication strategy of the expected objectives, messages, communication tools and channels, and outcomes supporting target users' involvement;
- Monitoring of the communication strategy throughout the project with key performance indicators (KPI) and possible repositioning actions;

### Dissemination Strategy

- Sharing the project methodology with industry and sector experts;
- Designing an index of social, economic, and environmental impacts through big data;
- Improving standards harmonisation for the green transition of production models and sustainability certifications;
- Empowering businesses to access financing symbiotic business models;

### Exploitation Strategy

- Analysing the intellectual property (IP) in terms of current and prospective background and foreground;





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- Analysing the results' unique selling point and the risk of industrial exploitation and placing of key exploitable results in the current circular bioeconomy market;
- Setting a pathway for the outcomes' long-term sustainability;

According to the specific objectives, the CDP envisages the development of the following **strategic plans**:

### Communication Plan

1. Design the project's **visual identity**, allowing a coherent communication of the mission in every promotional initiative that includes logo, website, standard templates for deliverables, reports, public presentations, social media posts and web content, internal communication cloud workspace;
2. Mapping of the **needs, expectations** and **tangible results** of stakeholders segmented by type (EU networks and initiatives, businesses, policymakers, regulatory bodies, citizens), geographical distribution (12 pilot regions), knowledge gap to be filled, opportunities for cooperation;
3. Define the **communication strategy** and expected results through the definition of objectives and KPIs, modelling messages, communication tools and channels to support the active involvement of SYMBIO target users;
4. Monitoring of the communication strategy throughout the project with **Key Performance Indicators** (KPIs) and possible repositioning actions through the development of a reporting system updated every six months;

### Dissemination Plan

1. Sharing the **methodology** for **regional data hubs** through the promotion of thematic events between **sister projects** (funded by the same call), **cousins** (funded by projects funded in the same thematic area), networks and community initiatives;
2. Creation of an **index modelling system** for measuring the impact of symbiotic business models, focus groups facilitating industrial symbiosis, social impact assessment, value chain generation training;
3. Creation of **policy recommendations** to support policymakers' decision-making in the green transition investment sector;
4. Capitalize on findings through educational and capacity-building opportunities (e.g. webinars, live exhibitions, videos);

### Exploitation Plan

1. Managing intellectual property (IP) through signing a **Consortium Agreement** and defining the Exploitation Strategy Plan, which includes evaluating the SYMBIO background and foreground to maximise the project's impact and systematically plan its exploitation beyond the project's duration;
2. Analyse **industrial exploitation assets** in the current market, including the market size, needs, and barriers to developing symbiotic business models;  
Consider the digitalisation role in increasing efficiency in using secondary raw materials, the quality of bio-based products, and the distribution of target users' competitive advantages;
3. Analysing of the results' unique **selling point** and **risk** (partnership, market, IPR, financial, environmental, technological) associated with the industrial exploitation of the results;
4. Defining the strategy **beyond the end of the project**, such as:
  - 4.1. The inventory of INPUT and OUTPUT and the critical factors that influence the realisation of industrial symbiosis;



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- 4.2. Integrated online software (VCG.AI), as a modelling, data analysis, and matching tool between available technologies, is interconnected with a proprietary database of companies across Europe to develop circular value chains based on big data processing and artificial intelligence;
- 4.3. Single **selling point analysis** of 10 business models, LCC, LCA and social evaluation for CSR business plan recommendations;
5. Publishing results in **open-access journals and repositories**, ensuring replicability and transferability of results;

**Three versions (Deliverables D)** of the **Communication and Dissemination Plan (CDP)** will be delivered during the Project life:

**D5.1.** Continuously Updated Communication and Dissemination Plan – M4 (RP1)

**D5.2** Continuously Updated Communication and Dissemination Plan – Mid-term version – M18 (RP1)

**D6.1** Continuously Updated Communication and Dissemination Plan – Final version - M36 (RP2)

Along with the CDP, the **Exploitation Strategy Plan (ESP)** will be developed and included in this document. That strategy will be as well as suffering from updates during the ongoing period of the SYMBIO project:

**D5.1** First Draft Exploitation Strategy Plan – M4 (RP1)

**D6.2** Exploitation Strategy Plan – M18 (RP1)

**D6.3** Exploitation Strategy Plan – Final version – M34 (RP2)

## 2. Communication Strategy

SYMBIO's communication strategy is essential to promote the project by ensuring its mission is constantly shared in all stakeholder engagement initiatives.

Its pillars are analysed in this chapter as follows:

1. Design the project's **visual identity**, allowing coherent mission spreading in every promotional initiative, including the logo, website, standard template for deliverables, reports, public presentations, social media posts and web content, and internal communication share point.  
SYMBIO **Visual Identity Guidelines** have been developed to provide consortium members with consistent and recognisable communication or dissemination tools. Furthermore, SYMBIO facilitates effective dialogue between consortium members through templates for deliverables, agendas, minutes and PowerPoint presentations. The models were developed and made accessible to all consortium partners through a cloud workspace hosted by **Google Drive**, compatible with the ethical and privacy policy provisions recommended by the European Commission.
2. Mapping of the **needs, expectations** and **tangible results** of stakeholders segmented by type (EU networks and initiatives, businesses, policymakers, regulatory bodies, citizens), geographical distribution (12 pilot regions), knowledge gap to be filled, and opportunities for cooperation.
3. Define the **communication strategy** and expected results by defining objectives and KPIs, communication tools and channels to support the active involvement of SYMBIO target users. The **Communication toolkit** includes the project logo, flyer, roll-up, website, guidelines for correctly using the EU financing disclaimer, and a performance monitoring system.



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- Monitoring the communication strategy throughout the project with Key Performance Indicators (KPIs) and possible repositioning actions through developing a reporting system updated every six months.

## 2.1. Project's Visual Identity

The visual identity contains within itself, through graphic icons, the summary of the project's mission, expressed in all SYMBIO materials, such as the logo, promotional material and templates for reports, deliverables, publications, and presentations. Visual identity plays a fundamental role in effective communication, as it allows the project to be immediately recognised by the different stakeholders, target groups, and the public. The project logo is the first and essential tool for achieving this purpose, summarising the project's main objectives and values.

The implementation of this task includes:

- Design of the SYMBIO project logo and choice of colour palette (**Figure 1**). It includes the following activities: i) drafting of the brief, which starts from the brand idea developed during the proposal presentation phase and expands the analysis of the identity, messages, and unique selling point of the project, ii) optimisation of graphic components and colour palette, iii) littering which helps to bring out the unique and recognisable value of the project.
- Design the **Visual Identity Guidelines** as a useful tool to help partners consistently apply the project's graphic identity. The logo was produced in three extensions (.jpg, .png, .eps), quality (low, medium, high) and colours (white, black, colours). The Guidelines are attached to this document as **Annex 1**.



*Figure 1 SYMBIO logo*

## 2.2. European emblem and funding statement

According to Article 17.2 of the Grant Agreement, the beneficiaries' communication activities related to the action must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). Moreover, the European Commission document Use of the EU emblem in the context of Programmes 2021-2017 (EC, March 2021) provides useful operational guidelines for recipients of EU funding. According to these guidelines, all communications materials, including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc., in electronic form via traditional or social media, as well as any infrastructure, equipment, vehicles, supplies or major result funded by the grant must show the EU emblem.





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The ready-to-use EU emblem, including the funding statement, can be downloaded in all EU languages at the following link:

[https://ec.europa.eu/regional\\_policy/en/information/logos\\_downloadcenter/](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/)

In the SYMBIO project, all communication materials must show the EU emblem and funding statement, as shown below (**Figure 2**).



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*Figure 2 EU emblem and SYMBIO funding statement*

In deliverables and public materials, the EU emblem should be followed by the “golden paragraph”:

*“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”*

The **European emblem and funding statement Guidelines** are attached to this document as **Annex 2**.

## 2.3. Internal communication tools

### 2.3.1. Cloud workspace

To increase collaboration between partners within the project, a Cloud Workspace hosted by Google Drive is a secure place to store, organise, share and access information. This is where documents and data, such as deliverables, reports, surveys, interim publication statuses, etc., are collaboratively processed. Data confidentiality, integrity and availability will be guaranteed through this platform, and no personal/sensitive data will be stored in this area. The only personal data present refers to the project participants (name, surname, and email), and the space is accessible only to authorised partners.

LGCA manages the cloud workspace and ensures partners' accessibility (via regular mailing list updates). After the project ends, SYMBIO plans to ensure the long-term preservation of data. LGCA will keep the cloud workspace active for one year after the end of the project. If there are no regular updates or activities on the site, LGCA will consider closing the cloud workspace 12 months after approving the final periodic report. From then, all data will be stored in the internal server of the coordinating beneficiary (LGCA) and available upon request of any partners and the European Commission for four years.

### 2.3.2. Standard templates

At the beginning of the project, LGCA created, in accordance with the visual identity of the project, standard templates functional to guarantee visibility and coherence of communication in all materials. The template for the **agenda** and **minutes** of the meeting defines a clear conduction procedure, order of distribution and methods of taking minutes, as well as the **deliverable** supporting the reporting and



exchange of information and materials between the partners. The **PowerPoint** template supports all communication actions of the partners, particularly presentations at public events, ensuring consistency of message and modelling of contents according to the target audience. The deliverables template provides information regarding the quality and visibility standard of the EU funding statement logo and emblem, which is especially relevant for public deliverables.

All materials are shared and accessible to partners via cloud workspace.

## 2.4. Key messages

SYMBIO's key messages are adapted to each target audience and conveyed through the most suitable communication channels, ensuring maximum involvement. Messages will be refined over the course of the project thanks to continuous monitoring of communication initiatives, which will result in tailored-made communication products. To this end, some strategic pillars for shaping messages guide communication initiatives as reported below:

1. **Tailoring key messages for technical and non-technical audiences** by incorporating relevant technical language and terminology, ensuring the content is detailed enough to meet the expectations and understanding of industry professionals. For non-technical audiences, use simple language and ensure that key messages are easily understood by people without a technical background.
2. **Using visual elements** such as infographics, charts, and images to improve understanding, simplify complex information, and make it more accessible to a wider audience. Use clear, descriptive imagery to complement written content and storytelling techniques to convey key messages relatable and engagingly.
3. **Including references** to develop the shared materials is especially important for technical audiences requesting evidence-based information, reliable studies, research documents or authoritative sources to increase the credibility of messages.
4. **Favouring real-life examples, case studies, or narratives that resonate with the target audience's experiences** contributes to a better understanding the key message.

In accordance with a macro distinction between **technical** and **non-technical target audiences**, SYMBIO's communication strategy distinguishes two classes of key messages:

### Technical key messages:

- SYMBIO shapes 10 symbiotic business models with high profitability and sustainability that can be replicated at the EU level to increase the market uptake of bio-based products and make them more competitive with their fossil counterparts.  
**TARGET AUDIENCE:** companies in the biobased sector (primary producers, biomass converters, end-users-good producers) interested in maximising investments and non-biobased companies looking for solutions to make their processes and products greener
- Sharing SYMBIO's methodology with industry and sector experts is key to shaping cross-sectoral and cross-regional business models that are more resilient to commodity market fluctuations and unlocking the full potential of the bioeconomy.  
**TARGET AUDIENCE:** Investors (business angels, private equity) interested in maximising investments in highly profitable solutions and business models.



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- SYMBIO is implemented in 12 EU pilot regions (Lombardy, Piedmont, Veneto, Friuli-Venezia, Giulia, Emilia-Romagna, Carinthia, Slovenia, Croatia, Andalusia, Brussels Capital, Wallonia, Flanders) chosen to demonstrate the development of a chain supply system close to the circular Europe market based on the bioeconomy.  
**TARGET AUDIENCE:** clusters, business agencies, public authorities, regional policymakers and the scientific community committed to making regional economic systems more resilient and greener.
- SYMBIO provides a system to model, measure, and monitor symbiosis and its social, economic, and environmental impacts through big data to improve the harmonisation of standards, support legislative implementation in favour of “green” materials, and increase energy independence and raw materials.  
**TARGET AUDIENCE:** public authorities, regulatory bodies, and European networks in the circular economy sector support full integration into corporate sustainable reporting standards.

#### Non-technical key messages

- SYMBIO project is dedicated to strengthening European regional communities by providing practical tools and approaches to build bio-based business models.  
**TARGET AUDIENCE:** trade associations, NGOs
- Through circularity through design and industrial symbiosis, SYMBIO aims to promote sustainable growth, enabling local communities to thrive economically while embracing environmentally friendly practices.
- SYMBIO introduces innovative solutions for a greener future by shaping 10 symbiotic business models. These models, driven by high profitability and sustainability, are designed to increase the presence of bio-based products on the market.
- SYMBIO promotes behaviour change, as well as widespread acceptance and adoption of project results through promotion via social media and participation in co-creation events that communicate the benefits and impacts of the solutions.  
**TARGET AUDIENCE:** consumers

The following chapter analyzes the target audience's specific needs and includes an engagement strategy for each.

## 2.5. Target audience mapping

Communication is essential to achieve the expected impact of the SYMBIO project, and the consortium has planned a series of communication and awareness-raising activities for all its stakeholders. Good communication is based on a preliminary study of the needs and expectations of the public, which is adequately segmented and involved. Mapping all stakeholders is essential to achieve the project objectives and ensure the project results are usable to the target audience.



During the project, the personalised messages most suitable for the chosen audience will be developed to effectively satisfy the needs and expectations of the target audience. This includes using terms they understand, using the right tone, referring to concepts/glossaries they are familiar with, and addressing their concerns or questions. Making an effort on this topic will be crucial to your C&D strategy because by targeting messages to those who are most likely to be interested or benefit from them, you can achieve better results with less expenditure of resources. Despite these benefits, implementing personalised messages can be challenging. It requires a deep understanding of your audience, access to relevant data, and the ability to analyse that data effectively, which can be gleaned from observation and feedback.

SYMBIO identifies **7 specific target groups** for communication activities described below.

### 1. Regional Cluster and Business Agency

**SPECIFIC NEEDS:** i) develop cutting-edge services for the development and acceleration of the regional bioeconomy of companies in the biobased sector, ii) mobilise all industrial operators in cross-regional cooperation and internationalisation opportunities, iii) promote the digitalisation processes of supply chains and convey the use of enabled technologies to its members.

**KEY MESSAGES:**

- SYMBIO, promoted by a consortium of eight partners from seven European countries, represents a unique opportunity to establish synergies with other important players in the biobased industry and initiate partnerships with European counterparts.
- By promoting transnational networking, SYMBIO will help clusters attract workers and associates with specialised skills, leading to job creation and talent concentration in a cutting-edge sector.
- SYMBIO mobilises synergy actions with European clusters with proven experience in coordination and participation in European research projects.
- SYMBIO will develop a comparative assessment of regional biomass availability, business models, technologies and cluster maps that can be universally used and replicated in a scalable manner.

**KEYWORDS:** open data, partnerships, coordination, cluster, interregional cooperation, networking, synergies, hub.

### 2. Raw material converters

**SPECIFIC NEEDS:** i) reduce waste production and maximise the use of byproducts to produce high-added value products, ii) reduce the costs of access and transformation of raw materials, iii) adopt sustainable and high-performance technologies for converting raw materials.

**KEY MESSAGES:**

- Getting in touch with inter-sectoral supply chain operators will allow farmers to increase the economic benefit of production and diversify revenues
- Obtaining updated data and using a circularity indicator will allow raw material processors to plan material flows, expand the customer spectrum and increase supply chain resilience.
- The circular bioeconomy (CBE), recognised as one of the most promising tools to achieve climate neutrality, aims to reduce environmental pressure along products' life cycles, increase resource efficiency, and use renewable raw materials.
- The COVID-19 pandemic crisis and the outbreak of conflict in Ukraine have demonstrated that sustainable production processes represent the only pragmatic response to the vulnerability of supply chains, the instability of raw material prices and the socio-economic repercussions due to slow access to raw materials and high energy costs.



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**KEYWORDS:** circular bioeconomy, CBE, material flows, raw materials, resources, raw material converters, supply chains, instability.

### 3. Producers of goods for the end user

**SPECIFIC NEEDS:** i) adopting decision support tools for low-risk business modelling, ii) increasing the use of process digitalisation tools to reduce raw material consumption, iii) selecting commercial partners, raw material suppliers and technology that share the commitment to sustainability, iii) adopt transparent communication policies towards the consumer.

**KEY MESSAGES:**

- Achieving the climate objectives outlined in the European Green Deal can only be ensured with the involvement of producers of goods for the end user.
- SYMBIO's business model modelling tool enables end-users' good producers to assess the environmental sustainability of their businesses and plan, adapt and manage their strategies towards more sustainable models.
- By applying the SYMBIO methodology, manufacturers of end-user goods will be able to improve the traceability of their products by improving their competitiveness and consumer confidence and alignment with the Corporate Sustainability and Productivity Due Diligence Directive implementation of the ESG framework.
- Thanks to the conceptualisation of SYMBIO, producers of end-user goods will benefit from transnational industrial networking to apply tailor-made regional solutions in line with the ESG framework.
- Using big data and artificial intelligence, SYMBIO strengthens the ability of final consumer goods producers to modernise their production processes and continue to grow more efficiently and sustainably.

**KEYWORDS:** producer of end-user goods, ESG, competitiveness, consumer, SYMBIO business model, production, modernisation, goods.

### 4. Regulatory bodies

**SPECIFIC NEEDS:** i) implement climate legislation, ii) support the standardisation of sustainable products by rewarding sustainability-by-design criteria, iii) support voluntary sustainability certifications, iv) satisfy consumer needs for greater sustainability of the products.

**KEY MESSAGES:**

- SYMBIO offers first-hand experience with the Corporate Sustainability Due Diligence Directive and ESG framework implementation, enabling EU and national regulators to provide measures for companies to transition and comply with regulations and frameworks more quickly.
- Thanks to a holistic approach integrating document analysis, data modelling and multi-stakeholder integrations, the symbiotic business models achieved through the SYMBIO methodology will help regulatory bodies improve the harmonisation of standards and avoid legal fragmentation on green policies.
- European and national regulators will be able to improve and update the current regulatory framework for the bioeconomy thanks to the data collected at the end of the Project.
- SYMBIO will establish a robust and multidisciplinary network of key stakeholders from the European biobased industry that will ultimately enhance public-private partnership initiatives and synergies.
- SYMBIO will provide regulatory bodies with policy recommendations for creating facilitation tools to support current EU regulations and integrate industrial symbiosis acceleration solutions.





**KEYWORDS:** ESG framework, harmonisation, public-private partnership, regulation, regulatory bodies, green policies, green transition.

## 5. Public Authorities

**SPECIFIC NEEDS:** i) driving policies for the bioeconomy and green transition through regional impact indicators, ii) mapping the progress of the regional circular economy, iii) developing policy tools consistent with market megatrends, iv) digitising and accelerating decision-making processes for the management of regional funding, iv) develop opportunities for cross-regional cooperation

**KEY MESSAGES:**

- The development of the CBE sector and innovation ecosystem at the regional level will be encouraged by SYMBIO by developing big data and AI-based tools useful for defining regional policy strategies and investment funds driven by data and impact indicators.
- By engaging all supply chain actors in a quadruplex approach, SYMBIO will unlock and stimulate local green development potential through an inclusive bottom-up CBE nexus.
- Thanks to research conducted in the 12 European pilot areas, SYMBIO will provide regional authorities with an adequate policy development and evaluation framework, a knowledge base and expert support to measure the innovation potential of the bioeconomy.
- SYMBIO will strengthen dialogue and collaboration between regions facing similar socio-economic and environmental challenges.
- Regional public authorities can use SYMBIO as a window of opportunity to elevate the concept of a circular economy based on organic production on the political agenda and raise awareness of its importance in the European Green Deal.

**KEYWORDS:** awareness raising, public authority, circular economy, bio-based strategy, interregional collaboration, public policies, European Green Deal.

## 6. Consumers

**SPECIFIC NEEDS:** i) Product sustainability extends to values and benefits, such as quality, safety and health, ii) have transparent and reliable data and information on biobased products

**KEY MESSAGES**

- Climate change, environmental degradation and the loss of biodiversity are pushing the European Union to finance and promote projects like SYMBIO to shift the production system from a fossil and linear economy to a circular bioeconomy paradigm.
- By increasing the presence of bio-based products on the market, SYMBIO will enable consumers to make environmentally friendly decisions and reduce their carbon footprint.
- SYMBIO's methodological approach, which integrates the three dimensions of sustainability (social, economic, environmental), guarantees the active involvement of consumers and gives them a voice in the debate on the green transition.
- Consumers, as key stakeholders of the SYMBIO project, will be able to raise concerns about the effects generated by biobased solutions through co-creation activities and direct messaging (workshops, focus groups, interviews, social media channels).
- Some environmental and social benefits of recovering biomass and by-products are reducing energy and water use, CO2 emissions, new job creation, and risk capital attraction.

**KEYWORDS:** consumer, citizen, participation, product of biological origin, market, work, social benefits, bioeconomy, by-products, circular economy.



## 7. Scientific community

**SPECIFIC NEEDS:** i) share approaches and methodologies for the definition of standards for biobased products, ii) encourage cooperation for research and development in the bioeconomy and circular economy sector, iii) evaluate standards for the measurement of circularity.

**KEY MESSAGES:**

- Establishing alliances with other similar EU-funded projects such as SYMBA (Horizon-CL6-2023-CircBio-01-7), ROBIN (HORIZON-CL6-2021- GOVERNANCE-01-07), BIOTRANSFORM (HORIZON-CL6- 2022-CIRCBIO-01-03) and UrBIOFuture (BBI-2018-SO4- S3), the SYMBIO project will benefit from existing knowledge from previous work in the field of bioeconomy and the collection of high-quality data on biomass and others.
- Open science practices are implemented as an integral part of the SYMBIO methodology to improve the dissemination and use of knowledge and gain visibility among academia and the research community.
- Among the partners of the SYMBIO consortium, there are a university (Cardiff Metropolitan University) and a research center (Fundación Tecnológica de Andalucía) with high-level expertise academic research and publications in high-impact international journals.
- The information and data collected during the different phases of the project will allow researchers to examine the interaction between elements of the current European bioecosystem and incorporate them into their investigations and preparatory work.

**KEYWORDS:** academia, research, investigation, data, knowledge, university, bio-based ecosystem, research community.

## 2.6. Communication Channel

### 2.6.1. Project website

The SYMBIO website will gather project information and materials, presenting its scope, activities and progress to the broader public. Responsive and easy to use, the website will be set up in English, provide general information on the project, news, events, progress, and results, and be updated regularly. Its integration with LinkedIn's and Twitter/X social media accounts guarantees visibility and awareness and regularly updates the public on the project's activities, news, documents, and relevant activities.

Publicly launched in M6, the website will be updated week-based throughout the project's lifetime. To ensure the broadest communicative effectiveness, the SYMBIO website design will be equipped with the following features:

- Clear structure, user-friendly navigation;
- Optimisation for all types of mobile devices (phones, tablets for both iOS and Android operating systems);
- W3C (World Wide Web Consortium) compliance;
- Compliance with the GDPR (General Data Protection Regulation), including all features related to the GDPR (privacy consent for all modules, consent for cookies on the first visit, etc.);
- Download products developed for wide public use;
- Contents share (social media), send to (via e-mail);
- Links to social media channels;
- Web Analytics (e.g. Matomo) with 100% data ownership and GDPR compliance.



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The website's clear and intuitive structure will allow for information and user interaction. The site map, divided into pages and sub-pages, is described below.

**Home:** – opening banner, general info + highlights from other section

**About:** The page will contain the following information:

- Our goals and objectives → goals and KPIs (Key Performance Indicator(s)) snapshot
- How will we reach the goals? → strategy and expected results in a nutshell
- Consortium → project partners' logos and direct links with their institutional website
- Advisory Board → picture and a short bio
- Outcomes: The page will contain the following information
- Deliverables (public deliverables) pdf ready for download
- Any relevant publications/media
- Video
- News: (updates on project activities, press releases, events)
- Sister projects: The page briefly describes the main collaboration with projects with similar aims to maximise knowledge sharing, exploitation, and impacts.
- Contact us: Contact information

Slight changes could be made, including the development of more pages, sub-pages or elements, if necessary, during the implementation of the project. The website will be developed by LGCA through the external support of a web agency and hosted on its own IT servers. The logos of all partners are visible with links to their websites along with the EC logo and recognition of EU funds in line with the visual guidelines of the European Commission. Technical maintenance and content management – ensuring for at least 5 years after the project ends), using a Content Management System is ensured by LGCA. The content will be regularly updated during the implementation of the project.

In addition to the project website, project partners will be encouraged to create (where possible) a project page on their websites. Each consortium partner will contribute to sharing the content published on the SYMBIO website using their organisation's communication channels (e.g., social media, newsletter, mailing list, etc.).

### 2.6.2. Social media

Social media is crucial for showcasing and disseminating the outcomes and results of the SYMBIO project. Two social media channels have been created: [@SYMBIOEU](#) (X/Twitter) and a LinkedIn Company Page ([SYMBIO project](#)). Using different social media channels aims to promote project-related content to diverse audiences and take advantage of existing partner networks by tagging partners' social media accounts, thus building on their audience to disseminate content and results. A presence on relevant channels allows partners to contribute to disseminating results and events by tagging the project and highlighting their work on their respective channels. These social media channels are key in building a community around the project and engaging with interested stakeholders.

So, for obvious reasons, social media is at the core of the CDP. Throughout its lifetime, the SYMBIO will rely on the above-mentioned channels to maximise outreach and gain visibility, and if needed, others will be created. In general terms, social media is also a versatile and powerful tool to follow topic-linked trends, attract the attention of new publics and promote synergies among partners and similar initiatives during all the phases of SYMBIO: communication, dissemination, and, eventually, replication; however, FCTA



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underlines the importance of coordination and collaboration among partners to expand the scope of networking, since it's a transnational consortium, through the actions of sharing and mentioning, and tagging.

To gradually feed these accounts, FCTA has a **Social Media Editorial Plan** for every year: 2024 (see **Annex 4**) 2025, and 2026. Each calendar sheet, dynamic in nature, will combine timeless content with other publications related to the rest of the C&D actions. It will also be fed by the activities deployed in the WP's, such as internal/external events, workshops, meetings, webinars, focus groups, summits, conferences, etc. Regarding the content itself, FCTA has also planned a variety of types that are in harmony with the key messages described in point 2.1 to keep SYMBIO's audience engaged: educational posts, entertaining content, project-related updates, videos, infographics, polls, etc. Simultaneously, FCTA developed **two templates** (see **Annex 5**) associated with the project colours, intended for use on LinkedIn and X/Twitter, to ensure consistency in postings. The project's two main hashtags are **#SYMBIO** and **#meetyoursustainabilitytarget**. In addition, as the *Horizon Europe Social Media Guide V.1.0* (European Commission 2023) points out (see **Annex 4**), it would be useful to add **#HorizonEU**, **#EUFunded**, **#HE**, **#CEAP** or any other topic-related official hashtag to be part of the conversation.

The Excel sheet **Social Media Editorial Plan 2024, templates**, and *Horizon Europe Social Media Guide V.1.0* are available in the project's cloud workspace and are regularly updated.

Globally, the following obstacles and objectives in respect of social media are considered:

#### Main obstacles

- **Effective coordination:** considering that the Project will last 36 months and has different phases, it is vital to communicate well what is being done, why it is being done, how it is being done and when it is being done;
- **Striking the right tone:** the target audiences of the SYMBIO project are well-defined and their level of specialisation is usually high; however, for society to understand the scope of the initiative and value its contribution, it will be necessary to build an appealing narrative adapted to a broader audience when needed;
- **Capacity of adaptation:** the digital strategy will constantly evolve to encompass the workflow and effectively communicate on it.

#### Main objectives

- Create a unified and coherent social media narrative no matter the phase of the Project;
- Maximise the project's outreach by elaborating tailored key messages;
- Encouraging interactions (likes, comments, shares) from the audiences to build a community around the Project while developing an awareness-raising strategy;
- Promote synergies and facilitate the transfer of knowledge among participants;
- Publicise the SYMBIO project's outcomes while stressing the value of programmes such as Horizon Europe for European regions.

### 2.6.3. Media - Press releases

Press releases serve as a vital conduit for highlighting and disseminating the impactful outcomes and results achieved by the SYMBIO project. Through strategic communication efforts, the project ensures widespread visibility and engagement. Timely press releases are disseminated through various media



outlets, clarifying significant milestones, innovative solutions, and the overall progress of SYMBIO. These releases are crafted to reach diverse audiences, including stakeholders, industry experts, and the general public. By leveraging press releases, the project maximises exposure and creates a narrative that resonates with a broad spectrum of readers.

The press releases will be drafted in English—the project's main communication language. However, the Consortium Members can translate the texts into their national/regional language when spreading them to engage more stakeholders and the public. This will allow national and regional industries to easily identify the project and its outcomes and results, providing the opportunity for further cooperation and collaboration.

## 2.7. Communication Toolkit

Different types of communication material will be developed and made available in digital format, such as flyers, promotional flyers, brochures, posters and roll-ups, supporting partners during public presentations and capacity-building workshops. Developed in English, they can be translated into other EU languages to facilitate the collaboration of regional stakeholders. The communication material aims to arouse curiosity about the project while providing key objectives and brief information on the project approach, the structure of the work plan and an overview of the partners. External outreach activities will also target the public, with a distinction between citizens living in the demonstration and replication regions, who will need to be more directly involved in the demonstration activities. A local-level communication and dissemination strategy will be designed explicitly with demonstrators and replicators.

- 1. Flyers.** Simplicity, versatility, and convenience. Flyers remain the most used communication material to attract attention and quickly convey information since they immediately impact the target audience with eye-catching images and concise messages on a single page (commonly in A4 format). Their main goal is to immediately capture the recipient's attention, who typically spends only a few seconds looking at them, so the content does not have to be complex or difficult to understand. This short window of engagement is why flyers focus on providing simple information and usually include call-to-action elements like QRs and encouraging words.
- 2. Promotional flyers.** Promotional flyers can be a very simple and visual way to convey basic information (both technical and non-technical) about the Project. They can be distributed in specific geographical areas or towards demographic groups to segment them better. Unlike digital ads that can be easily overlooked, flyers are physical objects folded one or more times to create several printable sides that your target audience can hold in their hands, read at their leisure, and refer to. This tangibility can lead to greater engagement, for example, through a QR code and information retention. In short, by combining creative design, strategic distribution and a clear call to action, flyers can be a functional part of SYMBIO's C&D strategy at any stage of the project because, in addition, they are a cost-effective item.
- 3. Brochures.** Digital or printed brochures are the best format for in-depth explanations of complex issues that audiences need to understand to truly appreciate the project's contribution. A brochure typically ranges from 6 to 20 pages, which allows it to accommodate a significant amount of content that wouldn't fit in a flyer or flyer. They are generally intended for a more interested segment of the target audience, those willing to take the time to digest the information they contain, so this information does not have to avoid technicalities and visual elements such as graphs and graphics. Instead of being



widely distributed as flyers or handbills, once-printed brochures are distributed more selectively because they are more expensive. The brochure is usually small; the most common formats are A4 or A5.

4. **Posters.** As part of the C&D strategy, posters (usually in A3 format) are also proposed as promotional material. Posters offer a creative canvas to showcase the project's identity and *raison d'être*. They can strengthen brand recognition through creative design and create a lasting impression on the viewer. They are not expensive to produce and are easy to modify and transport. In the digital age, the physical presence of a poster can have a novelty effect. Additionally, posters can be strategically placed where the target audience will likely see them.
5. **Roll-up.** Roll-up banners, or pull-up banners, are remarkably easy to transport and carry due to their lightweight and portable design, making them perfect for displaying key messages at various events, summits, conferences, or any desired location. They can be used repeatedly in various settings, making them a cost-effective promotional tool. Finally, it is important to underline that roll-ups stand tall and are crafted to capture attention; whether positioned inside or outside, they are adept at catching the eye of people passing by, potentially enticing them towards SYMBIO's exhibition space or booth.
6. **Videos** will be significant in the project's communication activities. Videos featuring partners and describing SYMBIO's progress will be included on the website and promoted on social media channels. The videos will cover an introduction to the problems and challenges. They will include expert interviews with consortium members to describe the solutions, their applications, and their replicability in engaging various stakeholders.

All materials produced will be available on the project's internal document repository and must obligatorily acknowledge EU funding. This requirement applies to all programmes, including Horizon Europe. All recipients, administrative bodies, and executing agencies must prominently advertise the EU emblem and funding statement on all communication materials, outreach efforts, and any tools, facilities, transport, supplies, or outcomes funded by the grant. In case of doubt, the partner must consult the coordinator before initiating external communication.

## 2.8. Key Performance Indicators

SYMBIO's communication efforts enhance stakeholder engagement by transparently displaying ongoing activities, applications, and the positive impact the project will have on target audiences.

SYMBIO uses four key communication tools and strategies: i) creating promotional material, ii) actively participating in external events and meetings, iii) leveraging social media platforms, and iv) maintaining an informative website, as detailed in **Table 1**.



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**Table 1** SYMBIO Communication Strategy - Key Performance Indicators

Message (Target)	Tools	Channels	KPIs
All targets	<b>Website.</b> Main point of contact for all users with SYMBIO, the website collects materials and disseminates in-depth materials on objectives, strategy, and results.	The project partners' websites will include a link to the project. Conversion campaigns will be designed on LinkedIn to segment target audiences and increase web visits.	<b>Website users:</b> ≥ 1.000 No. of total page views: ≥ 2.500 Countries reached : ≥ 20
Industries Consumers	<b>Social media.</b> A LinkedIn page represents the primary tool for engaging industries/consumers with tailor-made content based on their needs/expectations.	An editorial plan (attached to the Communication and dissemination plan) guarantees the design and publication of the Internet and the regular publication of posts.	<b>No. of followers:</b> ≥ 1.000 <b>No. of posts:</b> ≥ 100
Industries, Policymakers, Regulatory bodies	<b>Press releases.</b> Promoting project milestones, events, and educational outcomes, as well as press releases, increases project visibility and attracts targeted audiences.	LGCA, in collaboration with all partners, will coordinate the processing. Multi-language versions will be evaluated to increase communication efficiency.	<b>No. of press releases</b> distributed: ≥ 8 (via the project website, LinkedIn, partners' networks and social media pages)
Industries, Regional Clusters/Business networks	<b>Promotional</b> materials. The project's visual identity includes a logo, LinkedIn/X (Twitter) header, templates, flyers, posters, roll-ups, and videos.	Communication materials are made available in digital versions on the website, distributed through social media, the project partners' newsletters, and printed for participation in public events.	<b>No. of flyers distributed:</b> ≥ 1.000 <b>No. users reached</b> via project videos: ≥ 5.000
Hub4Circularity community, sister and linked funded projects	Liaison with other projects and other EU initiatives. Aimed at creating synergies and mutual learning opportunities, connections with EU projects/initiatives embrace all stages of project development.	A strong connection will be established with Hub4Circularity from the very beginning of the project to align the scouting of resources, technologies and applications to the platform system.	<b>No. projects liaised with</b> ≥ 10 Periodic meetings will be organised with the other projects to exchange materials and co-create communication products.
Industries, Regional Clusters/Business networks	<b>Partners' network/public event participation.</b> Events validate the project approach and results and disseminate the project and its activities.	The primary function of the events attended and organised with the training and coaching activity is to promote the benefits of adopting the SYMBIO approach.	<b>No. of events attended:</b> ≥ 30



### 3. Dissemination Strategy

SYMBIO's dissemination strategy intends to exploit the long-term impact of its results, such as sharing the project methodology with industry and sector experts, designing an index of social, economic, and environmental impacts through big data, improving the harmonisation of standards for the green transition of production models and sustainability certifications, and empowering companies to access financing for symbiotic business models.

Its pillars are analysed in this chapter as follows:

1. Sharing the **methodology for regional data hubs** by promoting thematic events between sister projects (funded by the same call), cousins (funded by projects funded in the same thematic area), networks and community initiatives.
2. Creation of an **index modelling system** for measuring the impact of symbiotic business models, focus groups facilitating industrial symbiosis, social impact assessment, value chain generation training.
3. Creation of **policy recommendations** to support policymakers' decision-making in the green transition investment sector.
4. Capitalize on findings through **educational** and **capacity-building opportunities** (e.g. webinars, live exhibitions, videos)

#### 3.1. Dissemination tools

##### 1. Supporting scientific uptake

The objective is to publish at least **three scientific papers** in international peer-reviewed journals. Scientific dissemination will follow the principles of open science (free online access for any user), which aligns with open access regulations, using the open science framework and tools while maximising publication in open science journals. SYMBIO will also use the European Open Science Cloud to maximise the openness of results, allowing researchers worldwide to store and share data. All peer-reviewed scientific publications from the project will be published on the Open Research Europe platform managed by the European Commission. Project partners will ensure that publications are self-archived in the online archive. They will also respect Article 17 and Annex 5 of the GA regarding the recognition of EU funding.

##### 2. Supporting regional uptake

The dissemination tasks at the regional level will also involve organising dissemination events, including a series of public webinars and regional workshops. The themes of these events will match the needs identified by replicator regions and the CoP. The regional dissemination workshops to be organised by each demonstrator region during the second half of the project will aim to share the project's findings and experiences at local and national levels, focusing on impact and upscaling.

##### 3. Supporting policy uptake

At the EU level, the analysis aims to uncover essential challenges and enablers influenced by existing and upcoming regulations. SYMBIO will focus on scrutinising key strategies embedded within the European Green Deal, encompassing action plans, directives, and upcoming regulations integral to this initiative. The Consortium will comprehensively understand how these initiatives interconnect with other EU policy proposals and measures and the potential macro-regional-level fragmentation of





responsibilities that bear on resource transfer and end-of-waste criteria. This wealth of insights will be thoughtfully communicated through various dissemination tools and channels, ensuring that SYMBIO's findings reach and resonate with a diverse audience. Moreover, the Consortium is committed to crafting policy recommendations that align with existing EU regulations and serve as facilitation tools. These tools will effectively integrate solutions to accelerate industrial symbiosis, contributing to a sustainable and symbiotic relationship between industrial processes and environmental stewardship.

#### 4. Third-party events

SYMBIO consortium members will also participate in external events to engage scientific, business, innovation, and policy stakeholders. These events will spread information about the project and its goals and present the results of the activities. This will be crucial to engaging stakeholders in dissemination and replication activities and, when relevant, in the Community of Practice.

Such events include important circular economy gatherings listed in **Table 2**. This preliminary list includes large-scale European/ international events. SERN and all the Consortium Members will refine this list and propose additional third-party events to the CM during project meetings and more regularly at Project Management Board meetings.

**Table 2** has information for the first 10 months of the project. SERN will constantly upload this information, with input from all Consortium Members.

### 3.2. Shaping collaborations among complementary projects

The SYMBIO mission and results aim to enhance its impact and satisfy the outcomes envisaged by the Call by creating synergistic networks with EU cooperation initiatives, networks and projects. With this scope, SYMBIO is committed to generating alliances with networks, projects, and platforms that work on the circular economy and bio-based supply chains, stimulating mutual learning and testing the robustness of the results in a broader context. It is crucial to identify precise targets using the expertise of SYMBIO and a methodology for the most relevant initiatives, projects, and networks that operate in the same field of knowledge.

The strategy includes the following actions:

- Mapping international and European networks and “sister” and “cousins” funded projects at the regional, national, and European levels in the circular bioeconomy sector;
- Enable connection and dialogue between sister and cousin projects through the possible signing of a Memorandum of Understanding (MoU);
- Define a joint action plan by sharing events, capacity building, and training opportunities;

Relevant actions promoted by April 30th, 2024 (M4):

1. Mapping international and European networks and “sister” and “cousins” funded projects at regional, national, and European levels in the circular bioeconomy sector (coordinated by SERN). To broaden C&D efforts and reach a more diverse audience, as well as promote synergies between SYMBIO and related communities, a network database was designed. The implementation supervised by SERN led to the first version launched within the M3 and progressively populated by the project partners. The database will collect information on international and European networks as well as regional and national networks in Europe to plan synergistic collaborative actions. All partners will work with FCTA



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on this dissemination channel and coordinate their efforts to connect these networks and consortium members. This will be done by covering relevant projects and networks on SYMBIO media, sharing interesting events in other networks, and actively inviting them to SYMBIO's outreach activities. The map of the sisters' and cousins' projects will be available in the Cloud workspace created by LGCA. The preliminary mapping is shown in **Table 3**, which is regularly updated during the project.

2. Building an alliance with "sister" project SIMBA. Funded in the context of the same Call for Proposal as SYMBIO (HORIZON-CL6-2023-CIRCBIO-01-7) and for this considered a "sister" project, SYMBA aims to create an easy-to-use and accessible AI database that suggests innovative regional zero-waste value chain processes, ensuring more local supply chains, a better distribution of economic and social benefits among stakeholders and an increase in the economic value of the final products. To build a mutual learning exchange relationship, SYMBIO participated in the SYMBA Kick-off meeting (Naples, January 19, 2024) and launched the signing of a Memorandum of Understanding for the definition of joint actions, such as the production of policy recommendations for industrial symbiosis, the organisation of webinars and training opportunities for stakeholders and dialogue with relevant EU networks and initiatives, such as EIT Community NEB and Hub4Circularity (H4C).
3. Boosting dialogue with relevant EU networks and initiatives in the bioeconomy and circular economy fields, such as EIT Climate-KIC, New European Bauhaus (NEB), Hub4Circularity (H4C), Bio-based Industry Consortium (BIC) and Bioeconomy Pilot of the Vanguard Initiative. Together with SYMBA, a meeting with EIT Climate-KIC and New European Bauhaus (NEB) representatives was organised (Online, March 19, 2024) to introduce the projects and define cooperation scenarios. The joint participation was investigated in the context of the following initiatives:

#### Ignite NEB 2024

- Organised by EIT Community NEB, part of the New European Bauhaus (NEB), delivered through four host organisations
- A cross-over between community events and a hackathon, with a focus on transforming the local communities by addressing a specific local challenge and championing entrepreneurship, renewal & creativity – achieved through a combination of online and in-person activities (4 events across 4 countries)
- The 2024 locations will be determined through an open call in the coming months. In 2023, the four locations were Brussels (Belgium), Zaragoza (Spain), Riga (Latvia), and Silandro (Italy). Each location tackles a specific challenge. For example, the most relevant one for SYMBA and SYMBIO would have been the event in Riga focused on “the need for long-term, life cycle thinking in the industrial ecosystem.”
- Audience: entrepreneurs, educational institutions, students, local activists and businesses, media
- Insight of 2023 edition: <https://www.climate-kic.org/news/community-events-ignite-enthusiasm-for-the-new-european-bauhaus/>

#### Slush 2024

- Event participated by EIT Community NEB (November 20-21, 2024), together with some of the NEB start-ups
- Opportunity to showcase and match with relevant audiences



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Participation in joint events is the subject of further ongoing dialogue.

A meeting was organised (Online, March 21, 2024) to present the SYMBIO to the Bio-based Industry Consortium (BIC) and define cooperation scenarios. The Bio-based Industries Consortium (BIC) is a non-profit organisation set up in Brussels in 2013 to represent the private sector in a Public-Private Partnership (PPP) with the European Commission, focused on strengthening the bio-based industries sector in Europe. BIC's industry members cover the whole value chain, from primary production to market.

BIC initiates the Regional Funding Platform (<https://biconsortium.eu/regional-funding-platform>) to create local value chains and access to finance, helping regions and industries establish community-based contacts with mutual interest. To ensure complementarity and synergies with the regional platform, BIC is working on a database to facilitate peer learning and policy exchange between the regional members of the bioeconomy platform (currently 35).

During the meeting, possible cooperation scenarios between SYMBIO and the Regional funding Platform were investigated, such as:

- Promote access and sharing of data on circular solutions, value chains, infrastructures and results of previous projects by maximising synergies between databases
- Contribute to eliminating existing obstacles to the implementation of new and sustainable business model modelling approaches close to the zero-waste market by contributing to the preparation of policy recommendations
- Co-organize and participate in thematic, in-depth events on artificial intelligence to construct biobased value chains.

### 3.3. Key Performance Indicators

SYMBIO's dissemination efforts aim to ensure the sharing of the project methodology with industry and sector experts and to pursue specific long-term impact objectives of the project results, such as the social, economic, and environmental impact index of the business model and the harmonisation of standards for the green transition of companies in the sector.

SYMBIO uses four key dissemination tools and strategies: i) creation of scientific publications, ii) active participation in external events and meetings, iii) planning of training and capacity-building actions of regional stakeholders and iv) production of policy recommendations, as detailed in **Table 4 below**.



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Table 2 Planning for third-party events participation

Event	Organiser	Event Description	Date	Location	Website
<b>BIOKET The Bioeconomy Key Enabling Technologies</b>	Bioeconomy For Change	BIOKET is an annual international conference dedicated to key enabling technologies and innovations applied to biomass valorisation to produce high-value products in the most diverse sectors of the economy.	10- 21/02/2024	Reims, France	<a href="https://www.cbe.europa.eu/events/bioket">https://www.cbe.europa.eu/events/bioket</a>
<b>Research and Innovation Week</b>	European Commission	The Research and Innovation Week is a series of events organised by the European Commission and the Belgian Presidency of the Council of the European Union. Celebrating the 40-year journey through the Research and Innovation Framework Programmes, R&I Week 2024 will debate the future of R&I and shape the contribution to EU political priorities, particularly EU Tech Sovereignty and Competitiveness.	18- 21/03/2024	Brussels, Belgium	<a href="https://cinea.ec.europa.eu/news-events/news/registration-open-riweek2024-research-innovation-week-2024-2024-02-15_en">https://cinea.ec.europa.eu/news-events/news/registration-open-riweek2024-research-innovation-week-2024-2024-02-15_en</a>
<b>Info Day   Circular Bio-based Europe Joint Undertaking 2024</b>	European Commission	CBE JU Info Day 2024 allows you to gain insights into the upcoming call for project proposals 2024 and expand your network. Networking opportunities will enable you to engage with other CBE JU community members.	23/04/2024	Brussels, Belgium	<a href="https://www.cbe.europa.eu/infoday24">https://www.cbe.europa.eu/infoday24</a>
<b>Bio-based Innovations for Industrial Applications</b>	CHAMPION and PERFECOAT projects	The CHAMPION project focuses on bio-based thermoset coatings, structural adhesives, automotive interior surfaces, and home care additives, while the PERFECOAT project is all about new bio-based ingredients for paints and coatings for wood and decorative applications. Four other thematically related European projects will also present their experiences searching for innovative and sustainable bio-based materials and products.	24/04/2024	Brussels, Belgium	<a href="https://www.cbe.europa.eu/events/bio-based-innovations-industrial-applications">https://www.cbe.europa.eu/events/bio-based-innovations-industrial-applications</a>
<b>3rd Forum on the Mission of Adaptation to Climate Change</b>	European Commission and Belgian presidency	The annual forum is a key governance element in the EU's Mission on Adaptation to Climate Change and unites national, regional and local authorities, friends of the mission, European institutions and research organisations.	22- 23/05/2024	Brussels, Belgium	<a href="https://belgian-presidency.consilium.europa.eu/en/events/3rd-forum-on-the-mission-on-adaptation-to-climate-change/">https://belgian-presidency.consilium.europa.eu/en/events/3rd-forum-on-the-mission-on-adaptation-to-climate-change/</a>



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<b>Green Weel Conference</b>	European Commission	The 2024 EU Green Week is part of a wider communication campaign dedicated to the topic of water resilience. The objective is to stimulate an EU-wide conversation around the EU's water present and future, with an emphasis on fostering awareness and promoting positive, collaborative solutions.	29-30/05/2024	Brussels, Belgium	<a href="https://green-week.event.europa.eu/index_en">https://green-week.event.europa.eu/index_en</a>
<b>EUBCE 2024 - European Biomass Conference &amp; Exhibition</b>	ETA Florence Renewable Energies	The 32nd edition of the European Biomass Conference and Exhibition addresses themes dealing with resources, sustainability, impacts and policies and biomass integration, as well as topics such as technologies for biomass conversion to bioenergy, sustainable biofuels, and biobased products and chemicals.	24-27/06/2024	Marseille, France	<a href="https://www.cbe.europa.eu/events/eubce-2024">https://www.cbe.europa.eu/events/eubce-2024</a>
<b>World Bio Markets</b>	World Bio Markets Insights	World Bio Markets is the leading international business event for the global bioeconomy community. It connects over 450 industry leaders with a 2-day programme of pre-arranged 1-2-1 commercial meetings, knowledge exchange, and networking to accelerate the transition to a fossil-free economy.	26-27/06/2024	The Hague, Netherlands	<a href="https://www.cbe.europa.eu/events/world-bio-markets-0">https://www.cbe.europa.eu/events/world-bio-markets-0</a>
<b>European Sustainable Energy Week 2024</b>	European Commission	Under the theme 'Net-zero competitiveness driving EU energy transition', the European Sustainable Energy Week (EUSEW) focuses on delivering Europe's decarbonisation through green technologies and solutions towards a fair and transition for people and competitive businesses.	11-13/06/2024	Brussels, Belgium	<a href="https://sustainable-energy-week.ec.europa.eu/index_en">https://sustainable-energy-week.ec.europa.eu/index_en</a>
<b>European Week of Regions and Cities</b>	Committee of the Regions	The European Week of Regions and Cities (#EURegionsWeek) is the biggest annual event dedicated to regional policy. During this annual four-day event, regions and cities showcase their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance.	7-10/10/2024	Brussels, Belgium	<a href="https://regions-and-cities.europa.eu/">https://regions-and-cities.europa.eu/</a>



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**Table 3** List of “sister” and “cousin” EU funded projects linked with SYMBIO mission

Acronym	Programme	Coordinator	Description
SYMSITES	HORIZON-CL4-2021-TWIN-TRANSITION-01	Asociacion de investigacion de la industria textil	SYMSITES aims to implement regional <b>industrial urban symbiosis</b> in <b>four European regions</b> with different social, economic and environmental aspects (Denmark, Austria, Spain, Greece). The four EcoSites will use the same technologies for wastewater and waste treatment, as well as for energy production and recycling, allowing for a clean comparison of EcoSite impacts. The four EcoSites will generate virtuous cycles of energy, treated waste and wastewater flows between urban and industrial entities. The enabling technologies to be developed for waste and wastewater (WW) co-treatment are a newly developed Regional Management IT Platform (ITRMP) including new IIoT and a <b>Social Decision Support System (SDSS)</b> to manage in the I-U symbiosis efficiently; an anaerobic bioreactor (AnMBR) with an advanced membrane coupled with tertiary treatment, to be installed in the four EcoSites for a clean comparison of all impacts not directly influenced by the different technologies. These include a virtual demonstration of the potential for <b>replication</b> in other regions through networking between waste association facilitation services for the implementation of symbiotic processes, actions to facilitate relationships and involve local community actors and the creation of a non-profit social innovation spin-off involving tools and business models for exchanging flows in dynamic production.
IS2H4C	HORIZON.2.4.8 - Circular Industries	Universiteit twente	IS2H4C proposes an ambitious and efficient innovation and action work plan to develop different solutions for the development of <b>Hubs for Circularity (H4C)</b> in different industrial areas of the process industry surrounded by rural and/or urban contexts in the Netherlands, Germany, Spain and Turkey. The work plan is shaped by developing and implementing the most innovative sustainable technologies and infrastructure integration in four demonstration hubs. It is supported by innovative research on social, government and business innovation for H4C. IS2H4C brings industrial areas to H4C by implementing systemic change and integrating surrounding ecosystems into industrial areas. The project implements a digital collaboration platform to manage resources, infrastructure and information sharing within H4C by embedding decision support modules into the platform. IS2H4C will help pave the way towards H4C development based on the circularity and resilience requirements of existing and future industrial zones and their surrounding ecosystems, prioritising resource efficiency, maximising the use of renewable energy, preventing waste and promoting the industrial/urban economy/rural symbiosis through reusing and recycling inevitable flows of solid, liquid and gaseous waste.



RISERS	HORIZON.2.4 - Digital, Industry and Space	Enspire science ltd	RISERS aims to develop a roadmap towards the <b>standardization of industrial symbiosis</b> , promoting resource sharing and the integration of new research and innovation results. RISERS works on several dimensions: (1) Identification of gaps and opportunities in existing industry practices and standards for the adoption of priority IS synergies; (2) promote the adoption and contribution of research and innovation results to IS standardization by identifying demand-driven research and innovation priorities, as well as identifying barriers and enablers to market entry of innovative IS solutions; (3) involve the policy community in IS standardization by suggesting new policy frameworks and initiatives or adapting existing ones. Based on the knowledge developed and acquired in all these activities, RISERS will develop a roadmap for developing new or adapting existing IS standardisation directions to promote resource circularity.
H4C ECoP	HORIZON.2.4.1 - Manufacturing Technologies	Instituto de soldadura e qualidade	The Hubs for Circularity (H4C) must be the European beacons of resource efficiency by implementing best practices in <b>industrial and urban symbiosis</b> (I-US); the H4C aims to achieve a step change in circular use of resources and the reduction of greenhouse gas emissions within the geographical areas indicated. The European Community of Practice (ECoP) builds on and brings together ongoing work and expertise on H4C and I-US, initially supporting H4C demonstrations funded under Horizon Europe. This project will develop the ECoP stakeholder network (starting from the funded H4C demonstration projects) and an information and knowledge platform to enable stakeholders to act. By creating awareness and <b>promoting</b> knowledge sharing between <b>regions/cities and their industries</b> , the H4C platform will provide the tools and evidence base for the approach to be widely adopted across Europe. A sustainable business model for implementing the toolkit and services developed within the project will also ensure the maintenance of the H4C ECoP in the future.
AshCycle	HORIZON.2.4.1 - Manufacturing Technologies	Oulun yliopisto	AshCycle will demonstrate and <b>implement industry-city symbiosis</b> around underutilised ash to achieve Europe's circular and climate-neutral economy. Pilot projects and demonstration replications will be conducted in Denmark, Finland, Belgium, the Netherlands, Croatia, Slovenia, Switzerland and South Africa. The symbioses will include all key players in the value chains, i.e. ash suppliers, ash beneficiation operators, concrete and adsorbent products suppliers, and the involvement of the general public. AshCycle addresses unmet socioeconomic demands facilitates market entry for emerging ash-based circular products and unlocks societal benefits by accepting new circular concepts.
REDOL	HORIZON.2.4.1 - Manufacturing Technologies	Fundacion circe centro de investigacion de	REDOL was conceived to transform cities into <b>hubs for circularity</b> that implement zero-waste strategies while promoting industrial-urban symbiosis (I-US) approaches between local and regional actors. To this end, REDOL will redesign <b>5 value chains</b> for SUW (packaging, plastic, CDW, textiles, WEEE) ending up with 12 circular products. A series of new solutions will be implemented along the value chains to 1) update management technologies to collect, sort and classify municipal waste, 2) improve the processing routes of selected materials to avoid landfill disposal, and 3) apply cutting-edge digital tools to optimise value chains and interaction between key players. Furthermore, REDOL will provide the organisational procedures, business models and social innovation actions necessary for creating successful I-US interactions and circularity hubs at the local level. Such an approach will lead to the development of guidelines and recommendations for key decision-making bodies and a better citizens' perception of municipal waste as a local resource and of recycled products, thus increasing their participation in separate collection systems.



<p>SYMBA</p>	<p>HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment</p>	<p>Enco srl</p>	<p>SYMBA aims to create a new method of <b>industrial symbiosis</b> to be replicated within the EU according to the local/regional bio-based industrial ecosystem. SYMBA will implement an easy-to-use and accessible AI database that suggests innovative regional IS processes to create zero-waste value chains, ensuring more local supply chains; a better distribution of economic and social benefits among stakeholders and an increase in the economic value of the final products. The SYMBA solution, in line with the EU strategy for the bioeconomy, is based on a three-pronged approach: 1) Creation and validation of a new IS methodology for the biobased sector, starting from existing knowledge and lessons acquired by the SYMBA consortium partners; 2) Identification of criteria for selecting regional hubs; 3) AI database including monitoring tools, waste relationship matrix, networking and ongoing cooperation with local and EU networks. The partnership was intentionally selected for its experience, network with key external stakeholders and geographical reach, bringing together 5 EU countries (IT, ES, BE, NL, DE) to consolidate the maximum reach of the initiative. It is made up of 9 partners with complementary skills: 4 RTD centers (CIRCE, CTB, AIMPLAS; CET); 1 large industry (NVMT); 1 pilot plant (BBEPP); 1 innovative SME (ENCO) and 2 networks (CKIC and ICLEI) with a valuable background in applying the IS approach in the biobased sector, providing services to companies and creating awareness and networking among citizens, policymakers, EU initiatives. Through the involvement of different industrial sectors: agri-food (NVMT); packaging (AIMPLAS); wastewater (CET); textile (CTB); and waste valorisation (BBEPP), SYMBA will demonstrate how to move from a linear to a circular economy by helping to provide bio-based solutions with reduced environmental impacts on soil, water and air quality.</p>
<p>H4C EUROPE</p>	<p>HORIZON.2.4.1 - Manufacturing Technologies</p>	<p>Ciaotech srl</p>	<p>H4C Europe will create a European Community of Practice (ECOP) as a knowledge platform and exchange structures that will assist existing and future hubs in creating, managing and growing, overcoming barriers to IS/I-US/C. It will organize a continuous exchange of ideas and best practices and facilitate in-depth exchanges between experts to identify bottlenecks, evaluate the results of related projects and propose innovative approaches to overcome bottlenecks. Possible topics include financing and operating IS infrastructure, matching supply and demand in the IS and the US, benefit sharing, cross-border exchange of materials, water and wastewater systems, regulatory issues in the use of secondary raw materials, the tension between reuse and using waste as a raw material, to name a few. Digitalization is a cross-cutting enabling aspect of IS/I-US/C and the use of digital tools will be an important aspect of each expert group. In line with the call and to realize its vision, the CSA will work along four axes: 1) Building a sustainable community and creating an IT knowledge platform as a tool, 2) Consolidating and creating available knowledge through the analysis of state of the art, in-depth discussions with leading experts and field testing of business models and financial strategies, including for large-scale demonstrators, 3) Development of a KPI toolkit for assessing the maturity of regional IS/I initiatives -US/C towards H4C and independent evaluation of H4C as candidates for flagship projects, as well as the development of policy recommendations, 4) Promotion of the H4C concept, social engagement and policy recommendations.</p>





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ROBIN	"HORIZON-CL6-	Q-plan international advisors pc - q-	ROBIN aims to co-shape their structures and governance models to accelerate the realisation of circular economy objectives, while promoting social innovation and considering different territorial contexts. To this end, it establishes and demonstrates the potential of innovative circular bioeconomy governance structures and models in 5 European regions: Ireland, Germany, Spain, Slovakia and Greece. The creation of multi-actor regional constellations involves key stakeholders of the Quadruple Helix to co-create and work together on new governance structures, well integrated into the existing organisational structures of our regions and charged with coordinating and executing circular bioeconomy strategies with and for the entire ecosystem of actors and coordinate effectively with the CCRI-CSO. Along the way, customized support is provided for greater and more inclusive stakeholder engagement, as well as a set of practical tools to improve the design, operation and monitoring of their governance models.
BIOTRANSFORM	2021-	Teknologian tutkimuskeskus vtt oy - vtt	BIOTRANSFORM provides European policy makers with an adequate framework for policy evaluation and development, a knowledge base and a support ecosystem of experts to accelerate the transition from fossil-based linear systems to bio-based circular systems. The BIOTRANSFORM “assessment package” will be tested and provided to European policy makers, which will include 3 complementary tools: (i) a resource flow analysis tool including circular innovations, (ii) a cutting-edge environmental assessment tool , social and economic rapid, and (iii) a logistics management tool. To achieve this, BIOTRANSFORM develops and tests its framework to establish and implement bio-based circular systems by applying a multi-actor approach around 6 regional cases: Andalusia (Spain), Northern Burgenland (Austria), Western Macedonia (Greece), Finland, Charles Spa Region (Czech Republic) and North Rhine-Westphalia (Germany). These regional case studies represent different industries and scenarios important for Europe such as forestry, agri-food, lake ecosystems, lignite, minerals and chemicals.
MPowerBIO	BBI-2019-SO4-S4	FBCD AS	MPowerBIO will obtain feedback from clusters, SMEs and investors on the concrete investment challenges they face and build an online platform containing digital tools to assess investment readiness, as well as online training modules to develop the capacity of clusters to train their own SMEs members. The project will provide 10 train-the-trainer events for a total of 90 clusters across the bioeconomy, covering much of Europe, supported by the online platform. This will improve the capacity of participating clusters to provide services to member SMEs and enable them to test the learning on SMEs in a supervised way, in a series of 10 regional events, helping SMEs to prepare and present high-quality projects to investors. The best SME projects will be selected by investors and invited to one of the two European finals, based on the European Bioeconomy Venture Forum model, managed by the consortium members. A total of 72 high-quality, selected and investment-ready SMEs are expected to participate in the final two events. The proposal is based on two consecutive cycles, allowing 350 SMEs to be selected and supported over the course of the project, using the experience of the first cycle to improve the second cycle of the project.



BIOSWITCH	BBI-2019-SO4-S1	Clic innovation	BIOSWITCH aims to bring Europe to the forefront of the bio-based economy, encouraging and supporting brand owners to transition to bio-based approaches following a holistic and systemic approach built on two pillars: (1) a framework where brand owners are placed at the centre of the Public Administration-bioindustry-consumers triangle through a series of events and communication actions; and (2) the BIOSWITCH toolbox as the ultimate tool that will assist them in their bio-based transition journey. The main new feature is an organic-based transition level self-assessment test to be performed by brand owners so they can only access the tools that meet their needs.
UrBIOFuture	BBI-2018-SO4-S3	Universitat autonoma de barcelona	UrBIOFuture aims to bring Europe to the forefront of the organic sector by promoting careers, new educational programs and research activities. This approach is intended to be developed in this project as a 3-step methodology: (1) career mapping of programs involving biobased activities and indicating the skills mismatch between these and the needs of the bioindustry as main KPIs, together with a previous methodology and working terminology developed and aligned between the education sector and the industry needs; (2) building a comprehensive stakeholder network and working group involving representatives from each sector of the organic value chain; (3) The implementation of UrBIOFuture, through an adequate communication and dissemination plan; the organisation of promotional events, training workshops for trainers and student training; and the development of a plan for the afterlife will ensure a broader impact of the project's results in the European biobased sector.
BioeconomyVentures	BBI-2020-SO4-S1	Irish bioeconomy foundation	BioeconomyVentures aims to build the reference platform for bioeconomy-based start-ups and spin-offs seeking financing, becoming the main meeting point of the European bioeconomy. The solution is based on a three-fold approach: 1) Build and leverage the first-of-its-kind bioeconomy entrepreneurial ecosystem powered by the BioeconomyVentures Ambassadors Program (AAP); 2) Create and validate an evaluation methodology to qualify and quantify the needs of startups and spin-offs through the BioeconomyVentures Evaluation Matrix; 3) Design, develop and implement an interactive one-stop-shop platform that will serve as the main meeting point for the bioeconomy entrepreneurship sector, bringing together relevant groups of stakeholders (start-ups, spin-offs, investors and businesses) and integrating, in a single point of access, high-quality services to unlock innovation potential and discover opportunities to build relationships and partnerships across the BioeconomyVentures network.
CEE2ACT	HORIZON-CL6-2021-GOVERNANCE-01	Geonardo kornyezetvedelmi terinformatikai es	CEE2ACT to develop bioeconomy strategies and circular action plans through knowledge transfer and innovative solutions. governance models that enable sustainability and resilience to achieve more informed decision-making, social engagement and innovation, building on the practice of expert countries that serve as models in this context (Austria, Germany, the Netherlands, Belgium, Spain, Finland, Sweden) . Knowledge transfer and inspiration in creative formats that address the motivations, needs and knowledge gaps of each CEE2ACT target country will be realized through the CEE2ACT national bioeconomy hubs. During all project activities, a participatory, non-political and bottom-up approach will be applied, addressing specific knowledge gaps and shortcomings of the conventional top-down approach, building closer interconnections between actors in the institutions public, private sector, industry, energy, SMEs, raw material suppliers (e.g. waste, secondary streams, farmers, foresters, fishermen), academia and research, NGOs, civil society organizations in target countries.



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Table 4 SYMBIO Dissemination Strategy - Key Performance Indicators

Target audience	Tools	Objectives and long-term impact	Kpis
H4C community, EU networks and initiatives (NEB Lab, CBE JU)	<ul style="list-style-type: none"> <li>Data Regional Data Hub</li> <li>Cross-fertilization networking</li> <li>Sharing methodology</li> <li>Join thematic event</li> <li>Open access scientific publication</li> </ul>	<p><b>Share project methodology</b> with industry and industry experts. <b>Have access to a wider network</b> through the participation of all partners in European and national events, fairs, and workshops related to industrial symbiosis. <b>Create cooperation</b> with other projects to disseminate jointly common results.</p>	<ul style="list-style-type: none"> <li>1 Cross-fertilization meeting</li> <li>~ 3 Open access scientific publications</li> <li>~ 3 Joint thematic events</li> </ul>
Public authorities	<ul style="list-style-type: none"> <li>Regional stakeholder community</li> <li>Focus groups facilitating industrial symbiosis</li> <li>Social impact assessment</li> <li>Value chain generation training</li> </ul>	<p><b>Model indicators of social benefits</b> to inform the initial development of regionally appropriate indicators. <b>Strengthen the dialogue</b> between the biobased community and increase energy and raw material independence. <b>Model policy and regional development scenarios</b> through big data</p>	<ul style="list-style-type: none"> <li>1 regional stakeholders communities per country (2-day meeting)</li> <li>2 workshops per region</li> <li>1 training workshop</li> </ul>
Regulation bodies, public authorities	<ul style="list-style-type: none"> <li>Regional community creation</li> <li>Regulatory framework assessment</li> <li>Scientific publications</li> </ul>	<p><b>Enhance standards harmonisation</b>, support legislative implementation in favour of 'green' materials and reduce sector's fragmentation. Align the target audience with the main results obtained by the project.</p>	<ul style="list-style-type: none"> <li>1 regional stakeholders communities per country (2-day meeting)</li> </ul>
Raw material, producers, converters, Business	<ul style="list-style-type: none"> <li>VCG.AI training activities for industrial ecosystem</li> <li>Building business models through MFA and MCDMA</li> <li>Sharing data from LCC, LCA and social assessment</li> </ul>	<p><b>Stimulate interest</b> and foster the creation of business opportunities through a workshop with a large participation of different operators and investors, where SYMBIO partners will present their solutions.</p>	<ul style="list-style-type: none"> <li>~ one workshop per region</li> <li>Focus group 2 workshop per region</li> <li>Final conference</li> </ul>
End-user good producers	<ul style="list-style-type: none"> <li>Regional focus groups facilitating industrial symbiosis</li> </ul>	<p><b>Assist private entities</b> in accessing finance/financing solutions tailored to their needs. Enhance SYMBIO system adoption by local and regional actors to enable, fully integrating into the corporate Sustainable Reporting Standards.</p>	<ul style="list-style-type: none"> <li>Focus group 2 workshops per region</li> <li>Final conference</li> </ul>
Consumers	<ul style="list-style-type: none"> <li>social media campaigns and implementation of educational opportunities (e.g., student webinars, live exhibitions, videos)</li> </ul>	<p><b>Promote behaviour change</b> as well as widespread acceptance and uptake of project outcomes through promotion via social media and participation in co-creation events communicating the benefits and impacts of the solutions</p>	<ul style="list-style-type: none"> <li>Video ~ 2 and social media promotion campaigns</li> </ul>



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## 4. Exploitation Strategy

SYMBIO has two WPs dedicated to communication, dissemination, and exploitation (WP5 and WP6), focusing on effectively mobilising target audiences and disseminating, exploiting, and uptake of project results. The first version of the **Exploitation Strategy Plan (ESP)** provides a preliminary assessment of SYMBIO's **Key Exploitable Results (KER)**, the basis for the management of **Intellectual Property Rights (IPR)**, the expected impacts, as well as the planned paths to maintain the benefits of long-term results.

The ESP within WP5 (draft) and WP6 pursue the specific objectives of:

- Analysing the **IPRs** in terms of the background and current and potential knowledge of the Consortium and the fundamentals that govern the sharing and ownership of the results, summarising the strategy related to the protection and exploitation of the project results;
- Identifying **preliminarily resources** for industrial exploitation by inserting KERs into the current circular bioeconomy market by analysing the unique strength of SYMBIO results to maximise the potential for exploitation for economic purposes, environmental and social benefits;
- Presenting a clear vision of the expected **impacts** of the project and a well-planned strategy for the protection and valorisation of the results, the applicable tools to ensure the long-term preservation of the benefits generated by the project beyond the funding period;
- Outlining the expected **exploitation procedures**, plans and strategies;

The criteria for the sustainability of the project results are constantly updated, giving rise to the advanced version of the CDP (D5.2 and D6.1), the comprehensive ESP delivered to the M18 (D6.2), and the subsequent final version to the M34 (D6.3), which considers the achievement of all expected results.

### 4.1. Intellectual Property Rights fundamentals

Intellectual Property Rights (IPR) receives special attention from the beginning. All rules regarding knowledge management and IPR are governed by the **Consortium Agreement (CA)** signed by all beneficiaries before the project starts its activities. The DESCA Horizon Europe model Consortium Agreement was used as CA. SYMBIO comply with the rules in Article 16 of the Grant Agreement. The CA addresses background foreground knowledge, ownership, protected third-party components of the products, and protection, use and dissemination of results and access rights. Within the project consortium the following principles are implemented:

- Confidentiality. During the project duration and beyond, the contractors shall treat any information which is designated as property by the disclosing contractors as confidential. They also shall impose the same obligations to their employees and suppliers.
- Background (Pre-existing know-how). Each Contractor is and remains the sole owner of its IPR over its pre-existing know-how. The Contractors identify and list the preexisting know-how over which they may grant access rights for the project. The Contractors agree that the access rights to the pre-existing know-how needed for carrying out their work under the project shall be granted royalty-free.
- Ownership and protection of knowledge. The ownership of the knowledge developed within the project are governed by an open-source license.
- Open data. Data and results obtained during the project based on open public sector data will be made available free of charge.

According to the **Consortium Agreement (CA)** signed by the partners, “results are the property of the Party that generates them” (Article 8.1 – Ownership of results), and, in general, co-ownership will arise when



multiple partners contribute to generating that specific result (Article 8.2 – Joint ownership). Considering the strong synergy, collaborative attitude and harmony within the SYMBIO consortium, all partners will actively contribute to creating each asset. Or rather, activities within each Work Package are led by the partner responsible for defining the framework conditions and distribution of work between project partners (e.g. the task leader or the organisation in charge of a specific deliverable), who are consequently asked to contribute.

Under this, all partners have joint ownership of SYMBIO's assets and intellectual property rights regulated by Article 8.2 – Joint Ownership of the Consortium Agreement, which states:

The results resulting from the joint work (of more than one Party) within the Project will be the joint property of the respective Parties. Unless otherwise agreed:

- Each of the co-owners will have the right to use the results of joint ownership for non-commercial purposes and research activities free of charge and without requiring the prior consent of the other co-owner(s) each of the co-owners will have the right to exploit otherwise the results of joint ownership and of grant non-exclusive licenses to third parties (without any right to sub-license), if other common owners are given: a) notice of at least 45 calendar days; AND b) Fair and reasonable compensation.
- The co-owners will agree on all protection measures and the sharing of related costs push forward.

## 4.2. Industrial Exploitation Asset Analysis

The main exploitable resources of SYMBIO are obtained from the deliverables and the WPs to which they refer, as well as from the responsible partners and contributors. Starting from the project exploitation strategy developed in M4 (D5.1), a detailed exploitation plan will be defined in the second half of the SYMBIO life cycle. The rationale for the definition of the ESP is considered in the preliminary and recursive analysis of the KERs of SYMBIO. An indicative set of questions has been used to guide thinking about what constitutes a KER:

- What kind of needs does the project respond to?
- Who will use those results?
- What actionable outcomes do project participants hope to generate?
- What forms, if relevant, can the exploitation of these results take (industrial use, patenting, technology transfer, publication, etc.)?
- What conditions must be met to allow the exploitation of the results (implementation costs and ease of obtaining)?
- What does each participant hope to gain from the project? Are the expectations of all participants compatible and coherent?

Some examples of actionable key result types include:

- New technology;
- New technical/scientific/social knowledge and data (in the form of software, new processes, scientific data);
- Outcome, evidence of a successful pilot project, new design, educational resource, evidence-based recommendation for action);
- New collaboration platform/mechanism;



SYMBIO KERs are obtained from the deliverables and the WPs to which they refer, as well as from the responsible partners and contributors. A detailed exploitation plan will be defined in the second half of the SYMBIO life cycle, starting from the project exploitation strategy developed in M4 (D5.1).

Below is an overview of the preliminary KERs and their potential uses identified at M4. Further analyses during the project will allow us to define a roadmap for the industrial exploitation of KERs and identify incremental ones.

#### 4.2.1. Regional Data Hub

- **KER description:** The Regional Data Hub, an inventory of INPUTS and OUTPUTS, and the critical factors influencing the realisation of industrial symbiosis (R2) support the decision-making process of SMEs along the entire supply chain, raw material conversion, and bioproduct differentiation. It collects relevant information regarding the most abundant biomasses and high-added value and the technologies at TRL 5 and above available in the 12 pilot regions.
- **Value proposition (TRL):** In SYMBIO, to model industrial symbiosis models, the inventory provides indications on raw material reprocessing technologies and processes close to the market (TRL 5-9) replicable at a regional level in Europe, such as (for indicative and non-exhaustive purposes):
  - Biomass/By-products (quality, seasonality, volumes)
  - Traceability of the supply chain (security, access, certifications)
  - Technological scalability (TRL 5-9)
  - Application market trend (price, place, position, customers' need/willingness to pay a premium price)
  - Ecological dimension (state of knowledge on environmental impact)
  - Environmental and social benefits of recovering biomass and by-products (reduction of energy and water, reduction of CO2 emissions, creation of new jobs, attraction of risk capital, etc.)
  - Promote sustainable finance and socially responsible investments (wider financing options)
  - Political and regulatory barriers
- **Target audience:** H4C community, EU networks and initiatives (NEB Lab, CBE JU), Public authorities, raw materials, producers, converters, business, and end-user good producers.
- **Lead partner:** LGCA
- **Contributors:** All
- **Long-term exploitation and actions:** Integration within VCG.AI and access, after the end of the project, via licensed solutions represent the best valorisation solution.

#### 4.2.2. Online software (VCG.AI)

- **KER description:** The VCG.AI, a platform coordinated by ANTEJA, uses artificial intelligence and big data processing to create connections between companies in the biobased ecosystem (BioLinks). Circular supply chain connections between companies, BioLinks represent the potential to connect secondary flows of materials and waste between companies in different sectors, generating opportunities for cross-sector cooperation. Data from over 2,400 registered companies from target countries, over 75 clusters and access to 10 million European SMEs and companies, covering over 400 BioLinks in 263 industrial activities (NACE codes), are currently available as a modelling tool, data analysis and matching between available and interconnected technologies with a proprietary database of companies across Europe to develop circular value chains based on big data processing and artificial intelligence.



- **Value proposition (TRL):** In SYMBIO, the VCG.AI database will be adapted to the 12 pilot regions by integrating local industrial ecosystem data obtained from WP1 (Regional Data Hub) and will provide the methodology for modelling the circular value chains selected and evaluated for each region.
- **Target audience:** H4C community, EU networks and initiatives (NEB Lab, CBE JU), Public authorities, raw materials, producers, converters, business, and end-user good producers.
- **Lead partner:** ANTEJA
- **Contributors:** All
- **Long-term exploitation and actions:** VCG.AI may be further commercialised directly by ANTEJA. Marketing will possibly also take place in collaboration with other partners. A joint commercialisation will require separate agreements between ANTEJA and the project partners. Commercial licensing of the adapted version at the end of the project would be the most suitable mode of exploitation.

#### 4.2.3. Methodology for shaping symbiotic business models

- **KER description:** The selling point for 10 business models (R6), collects Life Cycle Costing (LCC), Life Cycle Assessment (LCA) and Social Life Cycle Assessment (sLCA) assessments of the most valuable biobased products in the market to produce recommendations that can be integrated into the CSR business plan (R7, R8). The methodology developed by SYMBIO provides companies in the biobased sector with a decision support tool that can be modelled based on biomass availability and accessible technologies at a local and cross-regional level.
- **Value proposition (TRL):** in SYMBIO, the unique selling point of the business models is based on the creation of mature solutions (TRL5 and beyond) currently undergoing market expansion that can be generated from a plurality of biomasses and technologies but which currently need to overcome regulatory, commercial, and industrial barriers to unlock their full potential. The SYMBIO approach allows companies in the sector to simultaneously evaluate the dimensions of economic, environmental, and social sustainability during the investment decision-making process and improve the transparency of communication in their Corporate Social Responsibility (CSR).
- **Target audience:** raw materials producers, transformers, companies in the biobased sector, and producers of goods for the end user.
- **Lead partner:** FCTA, LGCA
- **Contributors:** All
- **Long-term exploitation and actions:** Publishing the results in open-access journals and repositories will ensure replicability and transferability.

### 4.3. Exploitation roadmap

The Plan places SYMBIO's KERs in the current CBE market by analysing its size, the needs and barriers to the development of symbiotic business models, the potential role played by digitalisation to increase efficiency in the use of secondary raw materials, the quality of bio-based products, and the distribution of target users' competitive advantages.

Secondly, the Plan includes an analysis of the unique selling point (value proposition) of the KERs as well as the risk factors (partnership, market, IPR, financial, environmental, technological) associated with the industrial exploitation of the results. Finally, it identifies the actions that will be undertaken to ensure the long-term continuation of the expected impacts.

The procedure and further developments for the industrial valorisation of SYMBIO KERs are described in a roadmap consisting of the following actions:



- **Characterization of the business opportunity:** Identifying and describing the problem that potential end users of SYMBIO products have supported the validation of the proposed methodology. This will ensure the results are used correctly and the intended impact is achieved. A market analysis of alternative and competing solutions to the SYMBIO proposal is conducted through a SWOT analysis to bring out the unique value factors of the KERs.  
A description of the competitive advantages and innovative aspects of the SYMBIO methodology provides reliable information on the extent of its value, the target market, and how each KER will be integrated into end-user procedures. Your background and knowledge of intellectual property rights will also be considered to define specific intellectual property rules.
- **Exploitation roadmap:** the definition of actions to be carried out 3-6 months after the end of the project allows you to define the roles and contributions of each consortium partner functional to preserve the value generated in the long term. This process also includes information on the costs and investments needed to connect the project's end to the planned subsequent phases and financial resources to cover the costs incurred.
- **Risk Assessment and Priority Map:** The risk management plan for each KER describes each risk, the likelihood of its occurrence, and the potential intervention. The latter refers to the action necessary to adequately manage a risk factor, depending on the resulting situation (control, action, inaction, warning).

## 5. Quality control and monitoring

The communications manager will monitor the progress of the production of communication and dissemination activities at the consortium and individual partner levels. A template for timely reporting of metrics will allow for verifying the strategy's alignment with the program and the effectiveness of the results obtained, making changes in messages and communication channels, if necessary. The template (available in the SYMBIO Cloud workspace) is structured following the Funding & Tender portal's requirements to ensure efficient data collection and support reporting.

Results will be included in the progress and final communication and dissemination report. The tool will be reviewed during the project. Depending on the project's developments, new materials will be added each year to disseminate project results and activities in different formats to reach a range of stakeholders. The monitoring communication and dissemination template is included in **Annex 6**.

### 5.1. KPIs Source of verification and metrics

**Key performance indicators for the SYMBIO website:**

- Number of sessions and page views
- Number of users and new users
- Bounce rate
- Popular web pages
- Information on the audience
- Channels of acquisition





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### Key performance indicators for SYMBIO social media:

- Number of mentions
- Number of tweet impressions
- Number of tweet engagement
- Number of shares/retweets
- Number of likes/recommendations

### Key performance indicators for Dissemination activities

- No of publications in peer-reviewed journals
- No of citations in peer-reviewed journals
- No of citations in broader literature (Google Scholar)
- No of reads in broad audience (ResearchGate)
- No of mentions via digital media
- No of (joint) degrees accomplished / dissertations published
- No of MSc / BSc dissertations successfully defended/published
- No of oral presentations
- No of poster presentations



## 5.2. Deliverables

The products of SYMBIO's Communication, Dissemination and Exploitation activity are delivered over the entire duration of the project and obtained in the contexts of WP6 and WP6.

Table 5 summarises title, description, product type, dissemination level and delivery month.

**Table 5** List of deliverables concerning the SYMBIO Communication, Dissemination and Exploitation

n.	Deliverable name	Type	Dissemination Level	Due Date (month)
D5.1	Continuously updated Dissemination and communication plan (CDP) and first draft of the Exploitation Strategy Plan (ESP)	R	PU	4
D5.2	Continuously updated Dissemination and communication plan (CDP) – Mid-term version	R	PU	18
D6.1	Continuously updated Dissemination and communication plan (CDP) - Final version	R	PU	36
D6.2	Exploitation Strategy Plan (ESP)	R	SEN	18
D6.3	Exploitation Strategy Plan (ESP) – Final version	R	SEN	34



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### 5.3. Timeline

Activities	Timetable																																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36		
Continuously updated Dissemination and communication plan (CDP)				D															D																			D
Communication tools: Logo, doc templates, social media																																						
Communication tools: project brochure and roll-up, PPT,																		M																				
Project Website:																																						
Project video																																						
Social media promotional campaigns																																						
Press releases																																						
Joint thematic events																																						
Project presentations																																						
Public events participation																																						
Exploitation Strategy Plan (ESP)				D														D																		D		

D = deliverable submitted

M = Milestone

• = product delivered





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## Annex 1 – Visual Identity Guidelines



**LOGO CMYK**

SUITABLE ON NEUTRAL TONES



**LOGO BLACK**

SUITABLE ON MEDTONE



**LOGO WHITE**

SUITABLE ON INTENSE TONE

### TYPEFACES

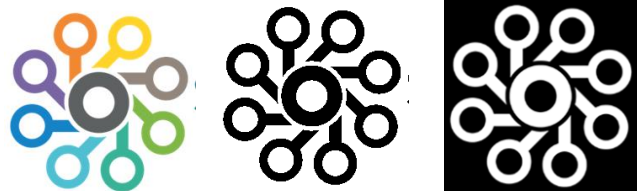
Brandon Grotesque font

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ZÀÁÉabcdefghijklm  
nopqrstuvwxyzàá&12  
34567890(\$£€.,!?)

53

### RULES OF USE WITH OTHER LOGOS

MINIMUM SIZE: L 60 MM



### SYMBIO LOGO WITHOUT PAYOFF





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## Annex 2 – European emblem and funding statement Guidelines

According to Article 17.2 and Annex 5 of the Grant Agreement, beneficiaries of the EU's Horizon 2020 research and innovation program must explicitly recognise EU financial support. All communication and dissemination activities as well as the materials produced (e.g. publications, deliverables, presentations, reports) and in all equipment, infrastructure and main results funded by the grant.

According to Article 17.2 of the GA the EU emblem and the reference to EU funding must be remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. However, this does not give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo by registration or other means.



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Basic technical characteristics to use EU emblem according to the European Commission Guidelines “The use of the EU Emblem in the context of the EU Programme 2021-2027”<sup>1</sup> are listed below:

- The statement ‘Funded by the European Union’ or ‘Co-funded by the European Union’ must always be spelled out in full and placed next to the emblem. It should be translated into local languages, where appropriate.
- The typeface to be used in conjunction with the EU emblem must stay simple and easily readable. The recommended typefaces are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.
- Underlining and use of other font effects is not allowed.
- The positioning of the text in relation to the EU emblem must not interfere with the EU emblem in any way. The positioning of the funding statement in relation to the EU emblem is described in these guidelines.
- The colour of the font should be Reflex Blue (the same blue colour as the European flag), white or black depending on the background.
- The font size used should be proportionate to the size of the emblem.
- Sufficient contrast should be ensured between the EU emblem and the background. If there is no alternative to a coloured background, a white border must be placed around the flag, with the width of this being equal to one 25th of the height of the rectangle.

<sup>1</sup> [https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)



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- Where several operations occur at the same location and are supported by the same or different funding instruments, or where further funding is provided for the same operation later, only one plaque or billboard must be displayed.

#### **Quality of information - Disclaimer according to the Art. 17.3 of GA**

Funded by the European Union. Views and opinions expressed are, however those of the author(s) only and do not necessarily reflect those of the European Union or EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA). Neither the European Union nor the granting authority can be held responsible for them.



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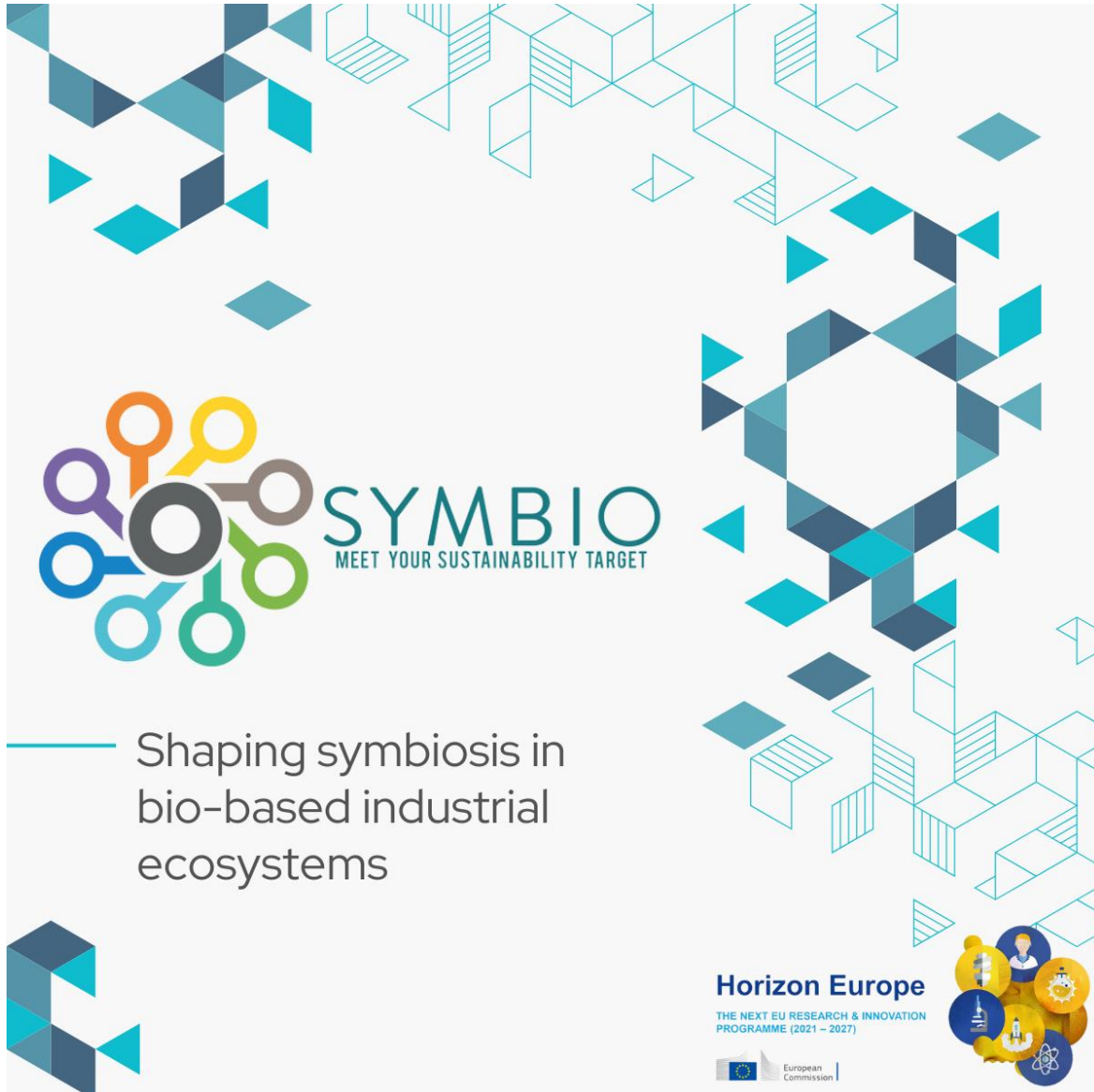
## Annex 4 - Social Media Editorial Plan

2024 - X & LinkedIn	FEBRUARY		Week 1		Week 2		Week 3		Week 4	
				X log in		SYMBIO kick-off		Happy Valentine		SYMBIO on LinkedIn
	MARCH		Week 1		Week 2		Week 3		Week 4	
			Meet the consortium		Meet Partner 1		Earth Hour (23/03)		It's Springtime	
							Event: Research and Innovation Week			
	APRIL		Week 1		Week 2		Week 3		Week 4	
			Meet Partner 2		SYMBIO website		Bio-based Innovations for Industrial Applications		SYMBIO: 4 W's	
							Earth day (22/04)		Green Week Conference	
	MAY		Week 1		Week 2		Week 3		Week 4	
			Meet partner 3		Europe Day (09/05)		Synonyms of SYMBIO		Quizz - "biomass"	
							3rd Forum on the Mission of Adaptation to Climate Change			
	JUNE		Week 1		Week 2		Week 3		Week 4	
			Meet partner 4		Quizz - "circular economy"		It's summertime		EUBCE Event	
					European Sustainable Energy Week 2024				Event: World Bio Markets	
	JULY		Week 1		Week 2		Week 3		Week 4	
			SYMBIO video 1		5 reasons to follow SYMBIO		Meet partner 5		The 12 Pilot Regions	
	AUGUST		Week 1		Week 2		Week 3		Week 4	
			Meet partner 6		SYMBIO video 1		SYMBIO's impact in your daily life		SYMBIO: visit our website	
					SYMBIO AI (the App)					
	SEPTEMBER		Week 1		Week 2		Week 3		Week 4	
			Meet partner 7				Circular Week 2024			
							It's Autumn time			
	OCTOBER		Week 1		Week 2		Week 3		Week 4	
			Related EU projects				Meet partner 8		European Green Deal	
	NOVEMBER		Week 1		Week 2		Week 3		Week 4	
					SYMBIO infographic		SYMBIO KoM throwback			
	DECEMBER		Week 1		Week 2		Week 3		Week 4	
			What's a bio-based product?		SYMBIO video 1		SYMBIO Rewind		Happy New Year	
							Its Wintertime		SYMBIO road map 2025	



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## Annex 5 – Posting templates







## Annex 6 - Monitoring communication and dissemination template

The annex in excel format is structured to regularly collect information from each partner on communication activities, dissemination and exploitation of results. Available in the SYMBIO cloud workspace platform, it is easily and periodically updated.

The synthetic data required are listed below.

### Communication activities (Figure 3)

- Date
- Communication activity name
- Description
- Who? Target audience (choose your option from the drop-down menu)
- How? Communication channel (choose between the options)
- Outcome
- Status (choose between the options)

COMMUNICATION ACTIVITIES				
Partner name	please, write here			
Short name	please, write here			
Date	30/09/2022	31/10/2022	30/09/2022	30/10/2022
Communication activity name	Logo	Leaflet	Folder	Poster
Description	The project logo has been developed in a range of diverse versions, with both black text and white text for dark backgrounds.	The project leaflet includes a description of what project is and what its main objectives are, plus the composition of the consortium, the logos of all the partners, the contacts to get more information about the project, the social media accounts.	The folder recall the visual identity and contains on the outside the logo of the project, the European logo, and the references, including the social media accounts, to obtain more information about the project.	The poster contains a brief description of the project and what its main objectives are. The same logos included in the leaflet are also present here, the social media accounts, and the contacts to receive more information about the project.
Who? Target audience (choose your option from the drop-down menu)	Specific end user communities	Citizens	Citizens	Citizens
How? Communication channel (choose between the options)	Other	Print materials	Print materials	Print materials
Outcome	...	...	...	...
Status (choose between the options)	Delivered	Delivered	Delivered	Delivered

Figure 3 Screenshot of the monitoring communication activities, dissemination and publications table. The section is devoted to Communication activities.

### Dissemination activities (Figure 4)

- Date
- Dissemination activity name



- "What? Type of dissemination activity (choose your option from the drop-down menu)
- "Who? Target audience reached (choose from the options from the list; more options are possible)
- "Why? Description of the objective(s) with reference to a specific project output (max 200 characters)
- Status of the dissemination activity (choose your option from the drop-down menu)

DISSEMINATION ACTIVITIES				
Partner name	please, write here			
Short name	please, write here			
Date	19-20/09/2022			
Dissemination activity name	Kick-off meeting			
What? Type of dissemination activity (choose your option from the drop-down menu)	Meetings			
Who? Target audience reached (choose from the options in the list, more options are possible)	<input type="checkbox"/>	Research communities	<input type="checkbox"/>	Research communities
	<input type="checkbox"/>	Industry, business partners	<input type="checkbox"/>	Industry, business partners
	<input type="checkbox"/>	Innovators	<input type="checkbox"/>	Innovators
	<input type="checkbox"/>	International organisation (UN body, OECD, etc.)	<input type="checkbox"/>	International organisation (UN body, OECD, etc.)
	<input type="checkbox"/>	EU institutions	<input type="checkbox"/>	EU institutions
	<input type="checkbox"/>	National authorities	<input type="checkbox"/>	National authorities
	<input type="checkbox"/>	Regional authorities	<input type="checkbox"/>	Regional authorities
	<input type="checkbox"/>	Local authorities	<input type="checkbox"/>	Local authorities
	<input type="checkbox"/>	Civil society	<input type="checkbox"/>	Civil society
	<input type="checkbox"/>	Citizens	<input type="checkbox"/>	Citizens
	<input type="checkbox"/>	Specific end user communities	<input type="checkbox"/>	Specific end user communities
<input type="checkbox"/>	Other	<input type="checkbox"/>	Other	
Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	The newly started project REPurpose, funded by the European Union, will have its official start on September 19th and 20th 2022 in Ghent, hosted by the Bio Base Europe Pilot Plant.			
Status of the dissemination activity (choose your option from the drop-down menu)	Delivered			

Figure 4 Screenshot of the monitoring of communication activities, dissemination and publications table. The section is devoted to Dissemination activities.

### Publications (Figure 5)

- Type of PID (repository) (choose your option from the drop-down menu)
- PID of deposited publication PID (publisher version of record)
- Type of publication (choose your option from the drop-down menu)
- Link to publication
- Title of the scientific publication
- Authors
- Title of the Journal or equivalent
- Number
- ISSN or eISSN
- Publisher
- Month of publication (choose your option from the drop-down menu)
- Year of publication
- Was the publication available in open access through the repository at the time of publication? YES or NO
- Peer-reviewed YES or NO
- PID (Publisher version of record)
- Book title
- Did you change OA publishing fees to the project? YES or NO



- Type of publishing venue (choose your option from the drop-down menu)
- Article processing costs that will be charged to the project

PUBLICATIONS						
Partner name		please, write here				
Short name		please, write here				
Type of PID (repository) (choose your option from the drop-down menu) ↓	PID of deposited publication	PID (publisher version of record)	Type of publication (choose your option from the drop-down menu) ↓	Link to publication	Title of the scientific publication	Authors
Title of the Journal or equivalent	Number	ISSN or eISSN	Publisher	Month of publication (choose your option from the drop-down menu) ↓	Year of publication	Was the publication available in open access through the repository at the time of publication? YES or NO
Peer-reviewed YES or NO	PID (Publisher version of record)	Book title	Did you change OA publishing fees to the project? YES or NO	Type of publishing venue (choose your option from the drop-down menu) ↓	Article processing costs that will be charged to the project	
					0,00 €	
					0,00 €	
					0,00 €	

Figure 5 Screenshot of the monitoring communication activities, dissemination, and publications table. The section is devoted to Publications.



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## 6. Reference

Horizon Europe Social Media Guide V.1.0, October 2023 [https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide\\_he\\_en.pdf](https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_en.pdf)