D6.2– BIO4EEB Brand, Website and Social Media (2nd version)

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DATE: 18 DECEMBER 2023

This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement N° 101091967

Technical References

Project Acronym	BIO4EEB
Project Title	BIO insulation materials for Enhancing the Energy performance of Buildings
Project Coordinator	LENZE-LUIG 3-L-PLAN GBR
Project Duration	1st January 2023 - 31st December 2026 (48 Months)

Deliverable No.	D6.2
Dissemination level [1]	PU
Work Package	WP6
Task	Task 6.1
Lead Beneficiary	R2M
Contributing Beneficiary(ies)	ALL
Due date of deliverable	31 December 2023 (M12)
Actual submission date	

[1] PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)
SEN – Sensitive, limited under the conditions of the grant agreement
Classified R-UE/EU-R – EU RESTRICTED under the commission Decision No2015/444
Classified C-UE/EU-C – EU CONFIDENTIAL under the commission Decision No2015/444
Classified S-UE/EU-S – EU SECRET under the commission Decision No2015/444

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Document history

V	Date	Author (Beneficiary)	Description
V0.1	14/06/2023	M. MAKTABIFARD (R2M)	First version of items presented to partners
V0.2	27/06/2023	M. MAKTABIFARD (R2M)	Final report of D6.1 (1st version)
V1.1	08/12/2023	M. MAKTABIFARD (R2M)	New dissemination items sent to reviewers
V1.2	18/12/2023	M. MAKTABIFARD (R2M)	Final report of D6.2 (2nd version)

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Executive Summary

The present Deliverable is DEC type, however this report is prepared to summarise an overview of activities performed within WP6, Task 6.1, and is an updated version of the previous Deliverable 6.1 titled “BIO4EEB Brand, website and social media” which was published by M6 (June 2023). The initial set of dissemination and communication (D&C) tools were developed and presented in D6.1. This document (D6.2) includes further updates and presents the new dissemination items which were produced during M7 to M12 of the project. In order to distinguish these updates in the present document, the newly added dissemination items are highlighted with green font colour throughout this document. This document includes the presentation of the following D&C items:

- BIO4EEB logo and brand guidelines
- BIO4EEB leaflet; Translation to local languages
- BIO4EEB roll-up poster
- BIO4EEB website (www.bio4eeb.eu); updates available on news and, demo-cases and resources sections
- BIO4EEB e-Newsletter
- BIO4EEB promotional video
- BIO4EEB social media channels; updates on the recent activities
- Project report and presentation templates

It is worth to note that, the detailed description of dissemination and communication materials with their associated KPIs will be provided in D6.7 “Plan for dissemination and exploitation report (2nd version)” due for M18. This report will keep being updated during the project lifetime to show the latest updates on BIO4EEB website and other dissemination materials.

Disclaimer

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Abbreviations and Acronyms

Abbreviation	Description
D&C	dissemination and communication
WP	Work Package
DEC	Dissemination Exploitation Communication
KPI	Key Performance Indicator

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1 Introduction

1.1 Purpose and target groups

The present Deliverable 6.2, is in DEC format, however this report is prepared to summarise activities performed within WP6, Task 6.1, and is an updated version of the Deliverable 6.1 titled “BIO4EEB Brand, website and social media” which was published by M6 (June 2023). The initial set of dissemination and communication (D&C) tools were developed to support implementation of the BIO4EEB project and were presented in D6.1. This document provides further updates and presents the new dissemination items which were developed within M7 to M12 of the project. In order to distinguish these updates in the present document, the newly added dissemination items are highlighted with green font throughout the document.

1.2 Contribution of partners

R2M led the design and development of the various tools and items presented in this report. All other partners provided input and content to support production of dissemination items presented in D6.2.

1.3 Baseline

The following D&C items will be presented:

- BIO4EEB logo and brand guidelines
- BIO4EEB leaflet; Translation to local languages
- BIO4EEB roll-up poster
- BIO4EEB website (www.bio4eeb.eu); updates available on news and, demo-cases and resources sections
- BIO4EEB e-Newsletter
- BIO4EEB promotional video
- BIO4EEB social media channels; updates on the recent activities
- Project report and presentation templates

1.4 Relation to other activities

The D&C package preparation was conducted under Task 6.1 (communication and dissemination strategies) and was informed by the work conducted in all work packages and tasks of the project.

2 Logo and brand guidelines

One of the first actions in the D&C activities (Subtask 6.1.2) was to develop the project’s visual identity. To build its brand recognition, a logo was designed on time for the kick-off meeting of the project. It is, and will be associated, and included, in all documentation (paper or electronic) and promotional materials. The logo strengthens the identity of the project. To achieve this, several logo versions were designed and examined, with the aim to represent as best as possible the project in the simplest and clearest way (Figure 1).

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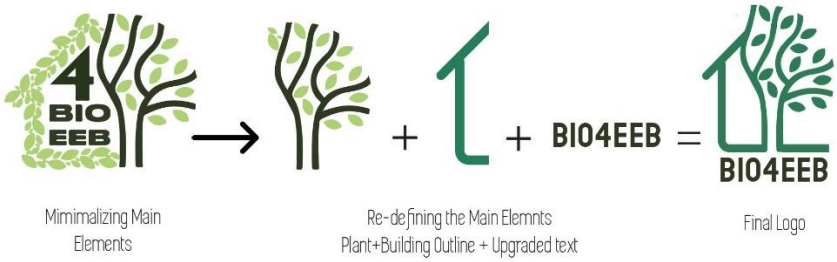

Figure 1 - BIO4EEB logo development

Furthermore, the D&C WP leader (R2M) has developed a brand identity for BIO4EEB, based upon the project logo, initial identity and graphics. The visual identity guidelines (Figure 2) are available in the internal shared space of the project.

Figure 2 - BIO4EEB brand guidelines

3 Leaflet

A leaflet (Subtask 6.1.2) as shown in Figure 3, was designed and distributed at workshops and events organised by BIO4EEB, as well as at external events. It briefly describes BIO4EEB main message, technology, impacts, demo-cases and consortium members. The leaflet electronic format (.pdf version) is also available to be downloaded from the project website (link below):

http://www.bio4eeb.eu/wp-content/uploads/2023/06/BIO4EEB-Leaflet.pdf

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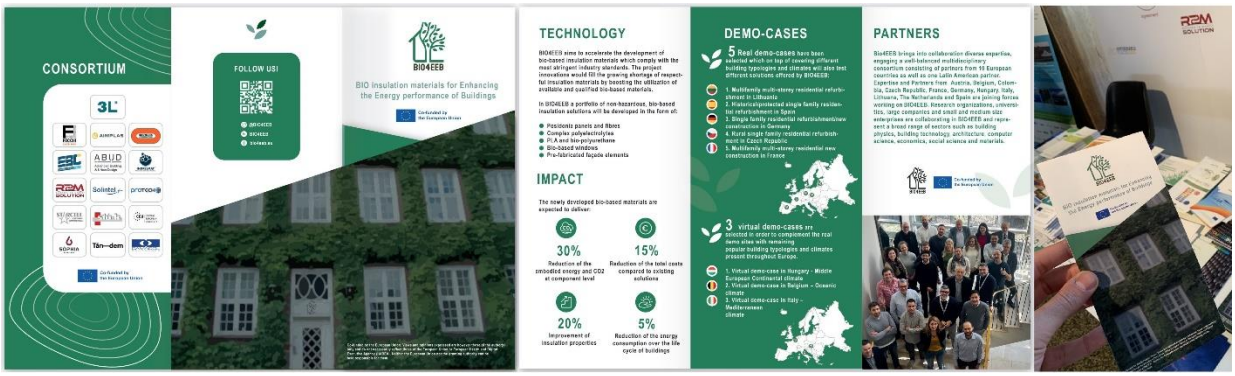

Figure 3 - BIO4EEB Leaflet

Furthermore, editable version of leaflet in Adobe Illustrator format (.ai) has been provided to partners. The goal is to translate the offline printed materials to local languages, in order to maximise the visibility of the project for local audiences.

3.1 BIO4EEB Leaflet in Spanish

The Spanish translation of the leaflet shown in Figure 4, was done by CAMACOL and is also available to be downloaded from the project website (link below):

http://www.bio4eeb.eu/wp-content/uploads/2023/09/BIO4EEB-Leaflet-Spanish.pdf

Figure 4 - BIO4EEB leaflet in Spanish

3.2 BIO4EEB Leaflet in Italian

The Italian translation of the leaflet shown in Figure 5, was done by R2M (Italy) and is now available to be downloaded from the project website (link below):

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https://www.bio4eeb.eu/wp-content/uploads/2023/12/BIO4EEB-Leaflet-IT-compressed.pdf

Figure 5 - BIO4EEB leaflet in Italian

3.3 BIO4EEB Leaflet in French

The French translation of the leaflet shown in Figure 6, was done by R2M (France) and is also available to be downloaded from the project website (link below):

https://www.bio4eeb.eu/wp-content/uploads/2023/12/BIO4EEB-Leaflet-FR-compressed.pdf

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Figure 6 - BIO4EEB leaflet in French

4 Roll-up poster

A roll-up poster (Subtask 6.1.2) as shown in Figure 7, was designed to promote the project at conferences, workshops and online platforms. It includes key information about the project, consortium members, and contact information.

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Figure 7 - BIO4EEB roll-up poster shown in different events

5 Website

The public website (Subtask 6.1.2) as shown in Figure 8, was launched in June 2023: www.bio4eeb.eu. The website will be regularly updated and will promote the project, being the main information entry point and delivery channel for results and progress achieved.

The website is compatible with the common web browsers on all common operating systems. The layout of the website is also responsive and adjusts the design display based on the screen size of the device it is viewed on, regardless of whether it is viewed on a desktop or mobile phone. The news page of the website contains regular posts on relevant activities, milestones and results of the project will be communicated and disseminated.

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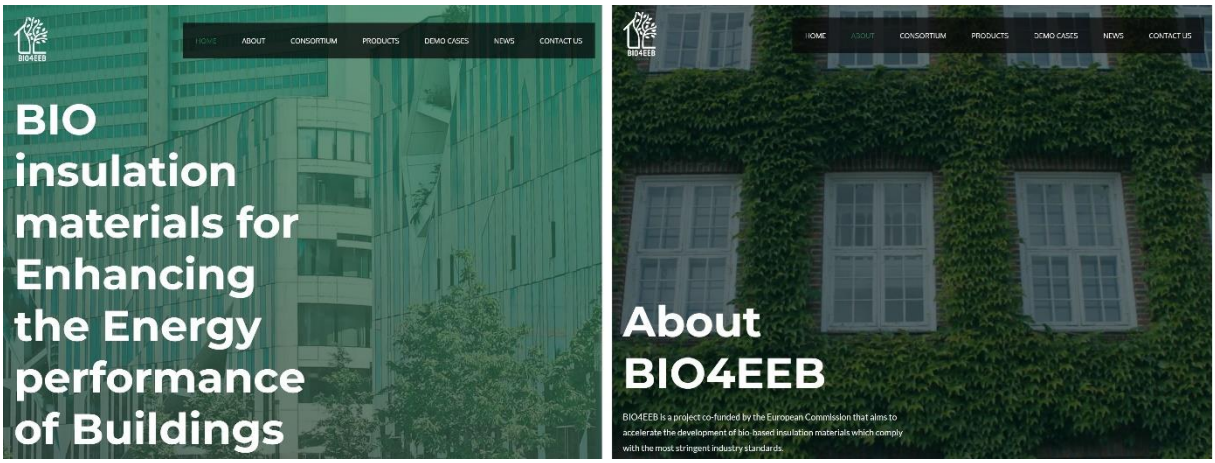

Figure 8 - BIO4EEB project website: 'Home' and 'About' pages

The website has been kept maintained, since it was launched (M6). The news section of the website is regularly updated, posting about BIO4EEB news, events, webinars and workshops as shown in Figure 9. Moreover, the workshops and webinars recordings will be available on the webpage, with the link to the project's YouTube channel. The first example of BIO4EEB webinars is provided in the link below, which the BIO4EEB local open event webinar for the Czech demo-site:

https://www.bio4eeb.eu/2023/11/28/bio4eeb-local-open-event-czech-republic/

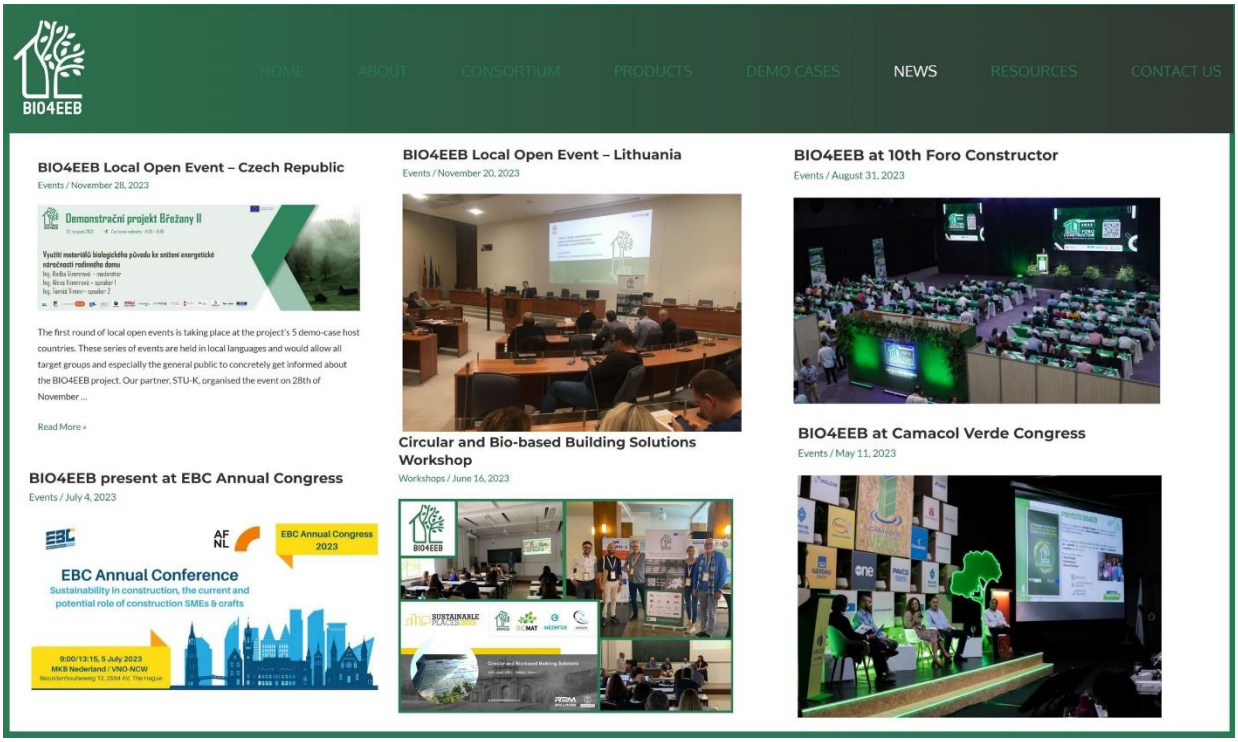

Figure 9 - BIO4EEB news section

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Furthermore, the Resources tab has been added to the BIO4EEB webpage (Figure 10). This section will provide all the public resources produced within BIO4EEB framework. At the moment, the newsletter, leaflet translations and webinars recordings are available. Later on, the public deliverables of the project will be included to this section (after review and approval of the EC). Below is the link to the resources section of the website:

https://www.bio4eeb.eu/resources/

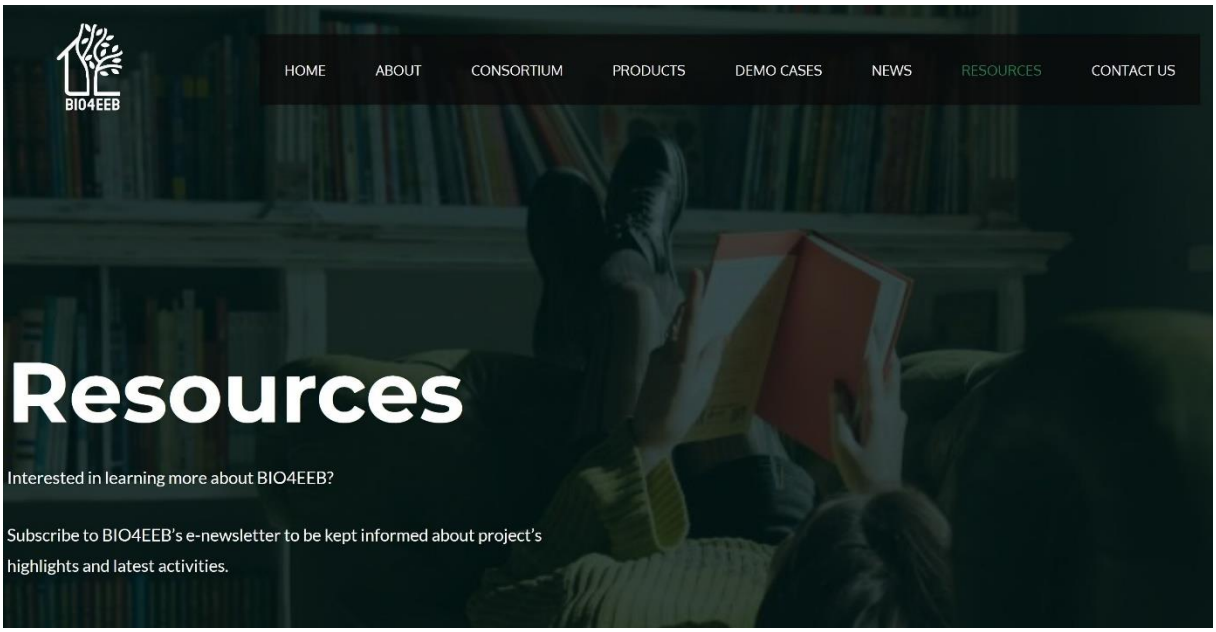

Figure 10 - BIO4EEB resources section

Site-kit plugin by Google has been implemented into the WordPress, in order to evaluate website metrics using the Google Analytics. Below are some key metrics of bio4eeb.eu website presented. Figure 11 shows website number of unique visitors in the past month at the time of writing this report with the pie chart presenting the location of the website users. BIO4EEB top number of visitors belonged to Spain (21%), United States (19%), France (16%) and Italy (12%), respectively.

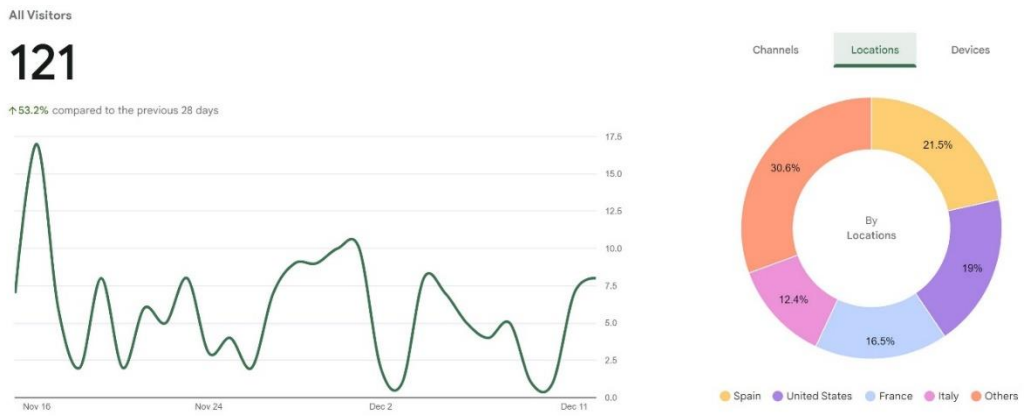

Figure 11 - BIO4EEB webpage analytics

Figure 12 present the website daily number of users since it was launched (M6).

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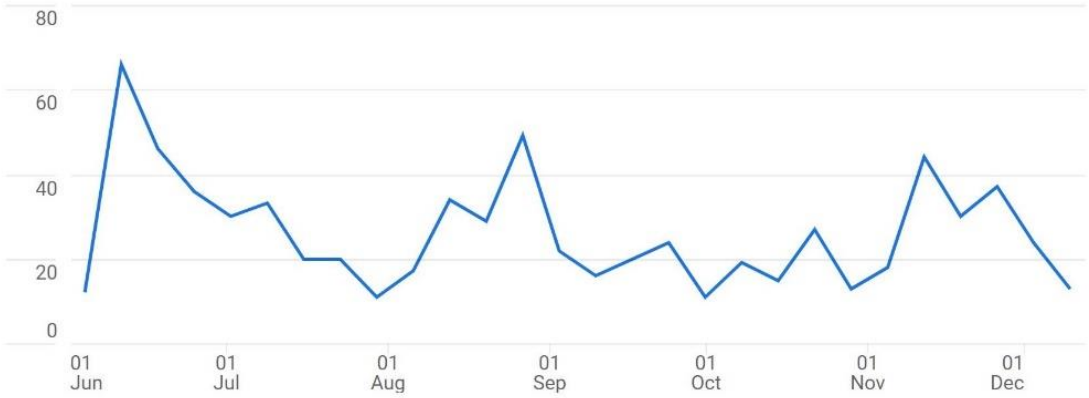

Figure 12 - BIO4EEB website visitors since M6

Figure 13 provides the number of users from each country, since the launch of the website.

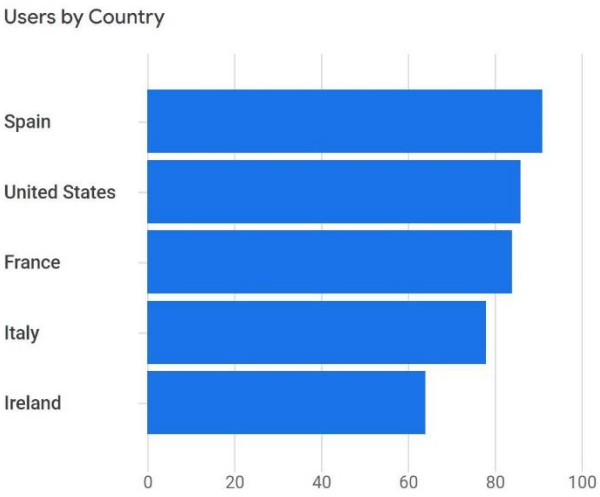

Figure 13 - BIO4EEB website visitors divided by country

The detailed evaluation of website metrics will be provided in next upcoming deliverable 6.7 “Plan for dissemination and exploitation report” due for M18, which will provide each BIO4EEB D&C channel analysis with respect to related D&C KPIs.

The website has been maintained and regularly kept updated in terms of the contents. All partners cooperated in order provide the content in various sections. Project’s updates, such as the updated BIO4EEB demo-sites, reported in D4.2 “implementation plan and management” were reflected in demo case section of the website (Figure 14).

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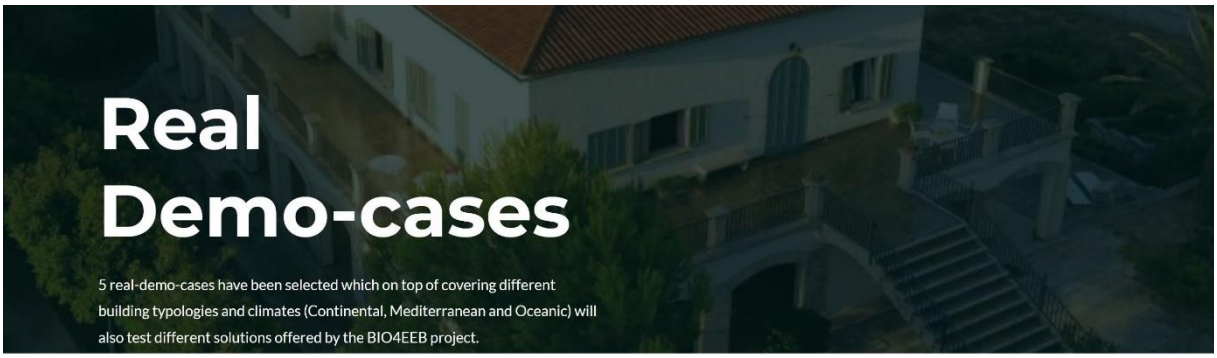

Suburban two-families house refurbishment in Lithuania

It is estimated that today residential buildings make up 2/3 (64%) of the total area of the Lithuania's building stock, where apartment buildings and individual (private – single-family house, blocked house) houses, judging by the area, are distributed in similar parts (29% and 34% of the total area of the building stock). The demo building represents national residential building stock with high replicability potential. The building was built in 2008. The total floor area of building is 388m2. The exterior load-bearing walls are built with silicate block, foundations made of reinforced concrete, metal roof, PVC double glazed windows, thermal insulation – polystyrene foam (thickness 150 mm), wall surfaces are finished with plaster. The building has a basement and two floors. The house is heated with heat pump and wood pellet boiler (combined).

Historical/protected residential complex refurbishment in Spain

This demo case residential complex was built in 1930s and is located at the northern part of Mallorca Island. This building is listed in the Catalogue of Elements of Artistic, Historical, Environmental and Heritage interest in Mallorca. Its protection level is subject to protection of certain elements, such as facades, terraces and gardens. The building has 3 floors (ground floor, first floor and attic) with a total of 600 m2 built area. In the whole house, there are original wooden windows without isolation and the typical Majorcan wooden/aluminium shutters. The roof is covered with clay tiles. The purpose of this demo-case is to demonstrate interior BIO4EEB renovation technologies' performance in a historic residential building. As it is a protected building and the façade cannot be changed, all the renovation activities will focus on internal envelop with Posidonia + PECs Bio-based foams and installation of new windows of Bio-Polyurethane.

Refurbishment of former train maintenance halls into offices in France

The BIO4EEB experiment will take place on a requalification project of an industrial wasteland in Vitry-sur-Seine near Paris into a vast multi-year 18,000m² program. Inside this project, BIO4EEB will focus on the former train maintenance halls "Halles des Ardoines". The building is the subject of an initial prefiguration phase where it is transformed into offices and work spaces for local sustainable SMEs, including CYNEO – BYCN's collaborative reuse platform. The ambition of the general project is to create a vibrant, mixed-use neighborhood in a productive city. The "Halles des Ardoines" has the specific strong ambition to become the demonstrator of the low-carbon city. The purpose of this demo-case is to demonstrate the application of the BIO4EEB technologies in an existing historic building, while respecting the constraints of the façade style. Approximately 100 m2 of the bio-based prefabricated façade will be applied to the exterior walls. The process will include an initial 3D scan of the existing façade to facilitate industrialization and respect for the style of the façade. A monitoring before and after the implementation of BIO4EEB technologies will make it possible to compare the performance of the project.

Figure 14 - BIO4EEB updated demo-site section

And finally, it is worth to mention that the Secure Sockets Layer (SSL) certificate has been provided for BIO4EEB website and the URL has been updated securely.

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6 Newsletter

Periodic project e-newsletters are issued every 6 months starting from December 2023. The newsletters will be available in the form of an e-zine and provides information on project progress, news, events and results. The mailing list is created, in line with the GDPR. The following subscription form is available on the project's website (Figure 15):

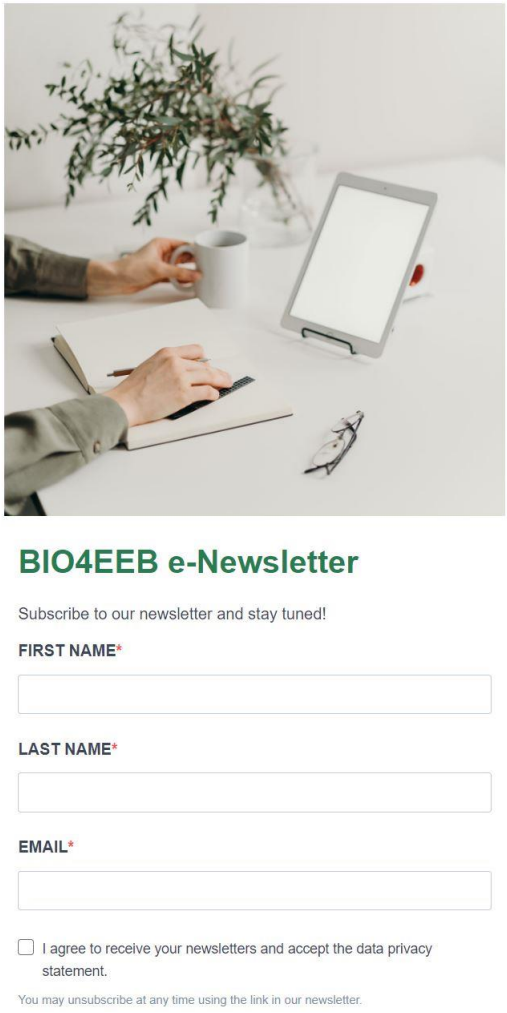

Figure 15 - BIO4EEB newsletter subscription form

Brevo platform has been utilised to release the newsletter. The first BIO4EEB newsletter was released on December 28th and is available on the website (line below) which is shown in Figures 16 to 20.

http://www.bio4eeb.eu/wp-content/uploads/2023/12/BIO4EEB-newsletter.pdf

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Figure 16 - BIO4EEB e-newsletter section (i)

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BIO4EEB NEWSLETTER

DECEMBER 2023 ISSUE

Dear Mojtaba,

We'd like to welcome you to the first issue of our newsletter for the month of December. Buildings are responsible for about 40% of energy consumption and 36% of CO_2 emissions in Europe. Deep Renovation of existing old buildings has the potential to lead to significant energy savings and a tremendous carbon footprint reduction. The current EU climate targets open the opportunity for exponential growth in the building thermal insulation materials market owing to the increasing number of new residential buildings and deep renovation needs. The European building insulation market is forecasted to register a growth rate of over 3% in terms of revenue until 2028. One of the major changes that is crucial for the industry with regards to sustainability, would be wider application of bio-based materials.

BIO4EEB, kicked off at the beginning of 2023 and aims at closing the gap of insulation material shortage caused by the regular growing demand. **BIO4EEB** is targeting to boost the usage of available bio-based qualified materials as alternative solutions. Within the project a portfolio of non-hazardous bio-based insulation solutions is being developed, in the form of Posidonia panels and fibers, complex polyelectrolytes, PLA and bio-polyurethane, bio-based windows and finally a pre-fabricated façade element which aggregates these different materials. Indeed, **BIO4EEB** focuses on a wide spectrum of solutions which are going to be adapted to various building conditions. These solutions will be applied in 5 real demo-case sites and 3 virtual demo-case sites, all strategically chosen in order to cover a large set of renovation scenarios for different European climates.

The project aims at a large replicability of the new solutions. This is the reason why the project will develop renovation packages and conduct replicability studies to facilitate their integration on the largest scale possible. Addressing several kinds of buildings with different characteristics, the renovation packages will ensure easy and swift implementation capacitated by the pre-fabricated elements. New business models utilizing the complete economic value chain, would open the market for **BIO4EEB** products. The efficiency and effectiveness is quite important to match with market demands and establish a unique selling proposition including a 7 years RoI!

This newsletter will disseminate information related to the **BIO4EEB** project and partnership, highlights and latest activities. In order to stay updated, you are kindly invited to follow our social media accounts:

Sincerely,

Figure 17 - BIO4EEB e-newsletter section (ii)

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THE CONSORTIUM

BIO4EEB brings into collaboration diverse expertise, engaging a well-balanced multidisciplinary consortium consisting of partners from 10 European countries as well as one Latin American partner. Research organizations, universities, large companies and small and medium size enterprises are collaborating in **BIO4EEB** and represent a broad range of sectors such as building physics, building Technology, architecture, computer Science, economics, social science and Materials.

Figure 18 - BIO4EEB e-newsletter section (iii)

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LATEST NEWS

The first round of **BIO4EEB** local open events is taking place at the project's 5 demo-site host countries. These series of events are held in local languages and would allow all target groups and especially the general public to concretely get informed about the **BIO4EEB** project.

Webinar on Czech Demo-site

28 Nov. 2023 - *Virtual*

Seminar for the chairman and administrators of communities of residents of Multifamily Buildings

20 Nov. 2023 - *Vilnius, Lithuania*

BIO4EEB at 10th Foro Constructor

31 Aug. 2023 - *Bucaramanga,Colombia*

BIO4EEB present at EBC Congress

4 Jul. 2023 - *The Hague, Netherlands*

Circular and bio-based building solutions workshop at Sustainable Places 2023

Figure 19 - BIO4EEB e-newsletter section (iv)

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Figure 20 - BIO4EEB e-newsletter section (v)

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7 Promotional video

During project's life-time, a total of 6 promotional videos' will be created and released. The first video due to M12 is an introductory promotional video, and the other five follow-up videos will be presenting each demo-case, describing the local context and technologies both used and developed by the BIO4EEB project, as well as the feasibility, reliability and replicability of the solutions proposed (due for M36).

These videos are published on BIO4EEB's YouTube channel (Figure 21) which has been created recently, and will also include the recording of the webinars that are organised by BIO4EEB partners.

https://www.youtube.com/channel/UCQ3XBDdHJ_zSBkDUL4geWDA

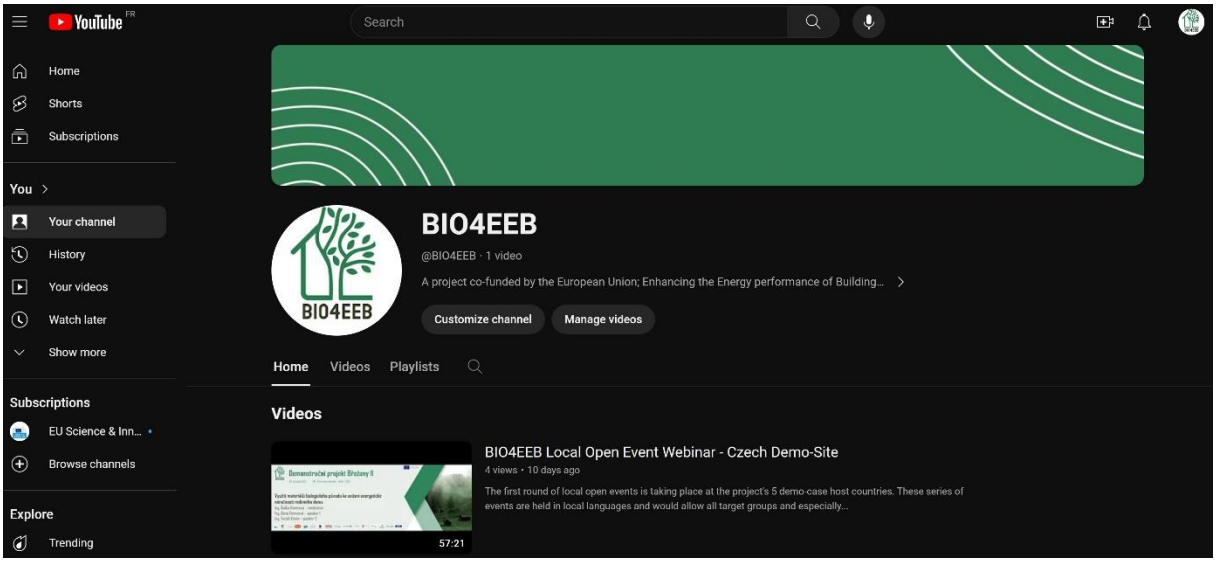

Figure 21 - BIO4EEB YouTube channel

7.1 Video format and development

The first promotional video is currently under production is projected to be released by the end of December 2023. The video's final production was accomplished by Babylonia, a design agency based in Brussels (https://www.babylonia-brussels.eu/). Their profile aligned with both the desired layout style and budgetary constraints. The video was developed following project's brand guidelines and using a library of project's images collected from partners, stock images and complemented by a professional voice-over narrating the project's story. An interview recording of the coordinator briefing BIO4EEB is implemented into the video.

7.2 Video content

A video script was developed and validated internally to meet the introductory video objectives and is presented in Table 1.

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Table 1 - BIO4EEB Promotional video script

Video of the coordinator Hi my name is klaus Luig, I am managing director and founding member of an architecture firm from Germany called 3L. 3L is the coordinator of a very nice project, funded by the European Commission, with the proposed acronym (not really self-explaining), it is BIO4EEB.	**Context** The EU climate targets open an ample opportunity for building thermal insulation materials market growth. The construction industry needs to widely adopt bio-based building materials to address emission reduction and energy crisis.	**Overview** BIO4EEB stands for: "BIO insulation materials for Enhancing the Energy performance of Buildings" BIO4EEB's solutions aim at uplifting the generic bio-based material use and qualifying their application at a circular economy approach.
BIO4EEB		
Methodology New, environmentally friendly, light-weight and cost-effective bio-based insulation materials are being developed which comply with the most stringent industry standards.	**Products & Decision Support System** A portfolio of bio-based insulation solutions will be developed. Furthermore, BIO4EEB develops an user-friendly, multidisciplinary IT platform for an effective decision-making process, to select the best energy-efficient renovation strategy using innovative bio-based thermal insulating products.	**Objectives** BIO4EEB framework will address • User-centricity: • Circularity • International uptake
		
Expected impacts The newly developed bio-based materials are expected to reduce energy consumption, carbon footprint and total costs, while improving the insulation properties of the buildings	**Real Demo-sites** 5 real and 3 virtual demo-cases have been selected to cover different building typologies and climates (including Continental, Mediterranean and Oceanic)	**Consortium** BIO4EEB brings into collaboration diverse expertise, engaging a well-balanced multidisciplinary consortium consists of partners from 10 European countries as well as one Latin American partner.
		
Social media channels Stay tuned about our research and development of bio-based materials by following us on our social media channels. Join us in creating a much greener European building industry.		

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7.3 Video dissemination

The first video is expected to be released by the end of December 2023, and will be available on BIO4EEB website and YouTube channel. This video could support project visual presentation in events, fairs, exhibition booths and could be embedded in online articles.

8 Social media

8.1 TWITTER

A BIO4EEB Twitter account (@BIO4EEB), as shown in Figure 22, was created on time for the kick-off meeting (March 2023) of the project (Subtask 6.1.3).

Figure 22 - BIO4EEB Twitter account

At the time of writing this report, @BIO4EEB Twitter/X account has published 20 posts.

8.2 LinkedIn

A BIO4EEB LinkedIn page (www.linkedin.com/company/bio4eeb) as shown in Figure 23, was created as a part of Subtask 6.1.3. LinkedIn is used as one of the main channels to build a project's community online and disseminate the project results.

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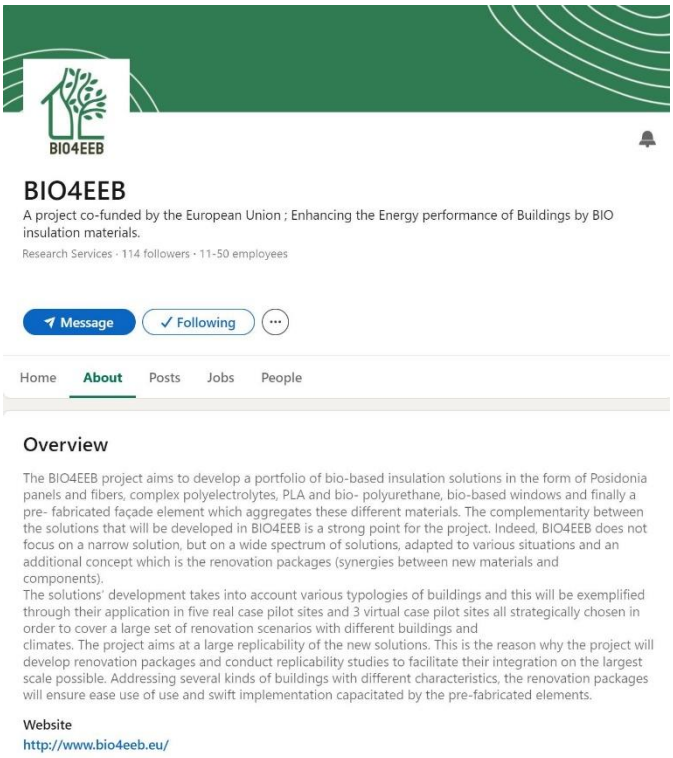

Figure 23 - BIO4EEB linkedIn page

At the time of writing this report, BIO4EEB LinkedIn page has published 17 posts, and gained 114 followers. The post related to BIO4EEB are released in both English and Spanish too, with the support of CAMACOL, to engage the BIO4EEB audiences from Latin American countries.

9 Project report and presentation templates

A Word report (Figure 24) and PowerPoint presentation (Figure 25) templates (Subtask 6.1.2) was designed and shared with all the partners to ensure consistency of the deliverables and uniform outreach of the project when partners are attending events or conferences.

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Figure 24 - Word template for deliverables

Figure 25 - Powerpoint template for presentations

Conclusion

This report presented an overview of the updates related to D&C items and tools that were developed to promote the project and support BIO4EEB D&C activities. Further details on these items along with the D&C plan and KPIs will be provided in next version of “Plan for dissemination and exploitation report” deliverable 6.7 in M18.

This project has received funding from the European Union’s Horizon Europe research and innovation program under grant agreement N°101091967