

D6.3– BIO4EEB Brand, Website and Social Media (3rd version)

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Technical References

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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
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 Classified C-UE/EU-C – EU CONFIDENTIAL 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 (1 st 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 (2 nd version)
V2.1	16/12/2024	M. MAKTABIFARD (R2M)	Final report of D6.3 (3 rd version)

Executive Summary

The present Deliverable is DEC (Dissemination, Exploitation & Communication) type; however, this report is prepared to summarise an overview of the DEC items prepared and activities performed within WP6, Task 6.1. It is the 3rd updated version of the previous Deliverable 6.1 titled “BIO4EEB Brand, website and social media”. The previous versions have been published by M6 and M12 (June 2023, and December 2023, respectively). The initial set of dissemination and communication (D&C) tools were developed and presented in D6.1. This document (D6.3) includes further updates and presents the new dissemination items which were produced during M12 to M24 of the project. This document includes the presentation of the following D&C items:

- BIO4EEB logo and brand guidelines
- BIO4EEB leaflet; Added recent translated versions to local languages
- BIO4EEB roll-up poster; updated with the new project partner logo
- BIO4EEB website (www.bio4eeb.eu); updates available on the news and, demo-cases, resources sections and newly added page titled “initiatives”
- BIO4EEB e-Newsletter, Autumn 2024 version released in English and Spanish
- 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 D6.8 “Plan for dissemination and exploitation report (3rd version)” due for M30. This report will keep being updated during the project lifetime to show the latest updates on BIO4EEB website and other dissemination materials.

Disclaimer

This publication reflects only the author's view. The Agency and the European Commission are not responsible for any use that may be made of the information it contains.

The structure and the approach of this deliverable is common for DEC deliverables written by R2M Solution in European projects and thus may contains similar content as other DEC deliverables.

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 6.3, in Dissemination, Exploitation and Communication (DEC - Websites, patent filings, videos, etc) format, however, this report is prepared to summarise activities performed within WP6, Task 6.1, and is the 3rd updated version of the previous Deliverable 6.1 titled “BIO4EEB Brand, website and social media”. The previous versions have been published by M6 and M12 (June 2023, and December 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 (D6.3) includes further updates and presents the new dissemination items which were produced during M12 to M24 of the project.

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 D6.3.

1.3 Baseline

The following D&C items will be presented:

- BIO4EEB logo and brand guidelines
- BIO4EEB leaflet; Added recent translation versions to local languages
- BIO4EEB roll-up poster; updated with the new project partner logo
- BIO4EEB website (www.bio4eeb.eu); updates available on the news and, demo-cases, resources sections and newly added page titled “initiatives”
- BIO4EEB e-Newsletter, Autumn 2024 version released in English and Spanish
- 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).



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>

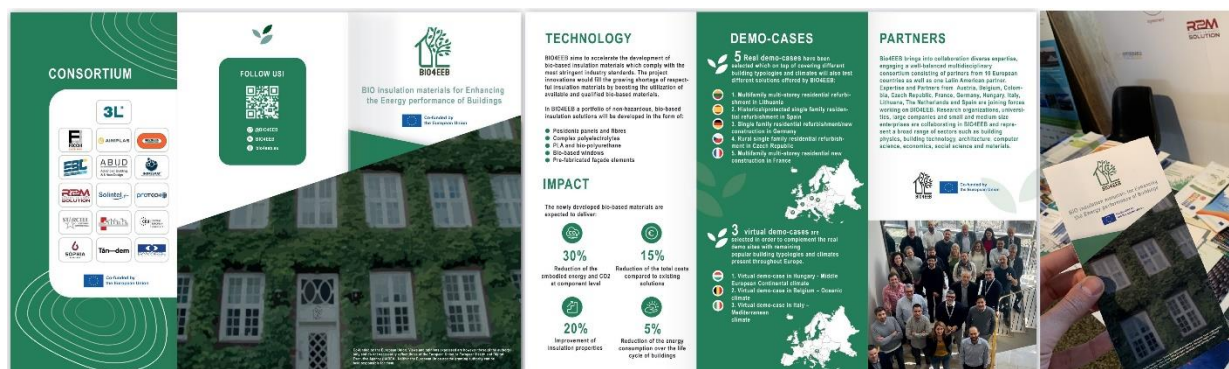


Figure 3 - BIO4EEB Leaflet

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 it is 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 it is available to be downloaded from the project website (link below):

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

TECNOLOGIA

BIO4EEB punta ad accelerare lo sviluppo di materiali isolanti a base biologica conformi agli standard di settore più rigorosi. Le innovazioni del progetto puntano a colmare la crescente carenza di materiali isolanti rispettosi dell'ambiente, aumentando l'utilizzo di materiali disponibili nel mercato e certificati. Grazie al progetto

BIO4EEB verrà sviluppato un portfolio di soluzioni isolanti a base biologica e prive di sostanze pericolose, sotto forma di:

- Pannelli e fibre di Posidonia
- Polietilene complessi
- PLA (acido polilattico) e bio-poliuretano
- Finestre con materiali di origine biologica

IMPATTO

I materiali di origine biologica di nuova concezione prevedono di:



CASI DIMOSTRATIVI

Per coprire diverse tipologie di edifici e condizioni climatiche e testare le soluzioni offerte da BIO4EEB, sono stati selezionati 5 casi dimostrativi reali:

1. Ristrutturazione di una casa bifamiliare in area suburbana in Lituania
2. Complesso residenziale storico (proteito) in Spagna
3. Ristrutturazione/nuova costruzione di abitazioni monofamiliari in Germania
4. Ristrutturazione residenziale monofamiliare in un contesto rurale, nella Repubblica Ceca
5. Riconversione di ex padiglioni per la manutenzione ferroviaria in uffici e spazi di lavoro in Francia

Inoltre, casi dimostrativi di tipo virtuale sono stati selezionati per integrare i casi reali con una serie di rimanenti tipologie di edifici e climi presenti in Europa:

1. Caso dimostrativo virtuale in Ungheria - Clima continentale dell'Europa centrale
2. Caso dimostrativo virtuale in Belgio - Clima oceanico
3. Caso dimostrativo virtuale in Italia - Clima mediterraneo

PARTNER

BIO4EEB unisce competenze diverse, coinvolgendo un consorzio multidisciplinare ben bilanciato, composto da partner provenienti da 10 paesi europei ed un partner latino-americano. Le competenze dei partner provenienti da Austria, Belgio, Colombia, Repubblica Ceca, Francia, Germania, Ungheria, Italia, Lituania, Paesi Bassi e Spagna sono in sinergia nel progetto BIO4EEB. Organismi di ricerca, università, grandi aziende e piccole e medie imprese collaborano per il progetto BIO4EEB e rappresentano un'ampia gamma di settori, inclusi fisica delle costruzioni, scienze dei materiali, tecnologia edilizia, architettura, informatica, economia e scienze sociali.



Co-finanziato dall'Unione Europea



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 it is available to be downloaded from the project website (link below):

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

TECHNOLOGIE

BIO4EEB vise à accélérer le développement de matériaux isolants d'origine biologique conformes aux normes industrielles les plus strictes. Les innovations du projet combleraient la pénurie croissante de matériaux isolants respectueux en stimulant l'utilisation de matériaux biosourcés disponibles et qualifiés.

Dans BIO4EEB, un portefeuille de quatre solutions d'isolation biosourcées non dangereuses sera développée:

- Pannaux et fibres de Posidonie
- Polyélectrolytes complexes
- PLA et bio-poliuréthane
- Fenêtres biosourcées

IMPACT

Les matériaux biosourcés nouvellement développés devraient offrir :



CASE STUDY

5 cas d'études sur des bâtiments réels ont été sélectionnés, qui, en plus de couvrir différentes typologies de bâtiments et climats, testeront également les différentes solutions proposées par BIO4EEB :

1. Renovation de maisons bifamiliales de banlieue en Lituanie
2. Complexe résidentiel historique/protegit en Espagne
3. Renovation résidentielle unifamiliale / nouvelle construction en Allemagne
4. Renovation de logements unifamiliaux ruraux en République tchèque
5. Réhabilitation d'anciens halls de maintenance des trains en bureaux et espaces de travail en France

3 cas d'études virtuels sont sélectionnés afin de compléter les sites de démonstration réels avec les typologies de bâtiments et les climats populaires restants présents dans toute l'Europe :

1. Cas d'étude virtuel en Hongrie - Climat continental d'Europe centrale
2. Cas d'étude virtuel en Belgique - Climat océanique
3. Cas d'étude virtuel en Italie - Climat méditerranéen

PARTENAIRES

BIO4EEB rassemble une expertise diversifiée, engageant un consortium multidisciplinaire équilibré composé de partenaires de 10 pays européens ainsi que d'un partenaire d'Amérique latine. Des experts et des partenaires d'Autriche, de Belgique, de Colombie, de République tchèque, de France, d'Allemagne, de Hongrie, d'Italie, de Lituanie, des Pays-Bas et d'Espagne unissent leurs forces pour travailler sur BIO4EEB. Des organismes de recherche, des universités, de grandes entreprises et des petites et moyennes entreprises collaborent au sein de BIO4EEB et représentent un large éventail de secteurs tels que la physique du bâtiment, la technologie du bâtiment, l'architecture, l'informatique, l'économie, les sciences sociales et les matériaux.



Co-financé par l'Union européenne



Figure 6 - BIO4EEB leaflet in French

3.4 BIO4EEB Leaflet in Dutch

The Dutch translation of the leaflet shown in Figure 7, was done by INDRESMAT and it is now available to be downloaded from the project website (link below):

<http://www.bio4eeb.eu/wp-content/uploads/2024/11/BIO4EEB-Leaflet-DU-Compressed.pdf>



Figure 7 - BIO4EEB Leaflet in Dutch

3.5 BIO4EEB Leaflet in Czech

The Czech translation of the leaflet shown in Figure 8, was done by STU-K and it is now available to be downloaded from the project website (link below):

<http://www.bio4eeb.eu/wp-content/uploads/2024/11/BIO4EEB-Leaflet-CZ-Compressed.pdf>

TECHNOLOGIE

BIO4EEB si klade za cíl urychlit vývoj tepelně-izolačních biomateriálů, které splňují nejprísnější průmyslové normy. Inovace, které projekt přináší, by měly podpořit používání dostupných a vhodných biologických materiálů, a tím pomoci vypořádat se s rostoucím nedostatkem dosud uznávaných a používaných izolačních materiálů. V BIO4EEB bude vytvořeno portfolio zdravotně nezávadných tepelně-izolačních řešení s biomateriály v následující podobě:

- Panely a vláknno z Posidonie
- Polyelektrolytický komplex
- PLA a bio-PUR
- Bio-PUR okenní rámy a křídla

DOPAD

Od nové vinytých biomateriálů se očekává, že umožní:



DEMONSTRAČNÍ PROJEKTY

Bylo vybráno 5 existujících budov, které reprezentují různé typologie a klimatické zóny. Na těchto budovách budou testována různá řešení podle návrhů BIO4EEB:

1. Rekonstrukce předměstského domu pro dvě rodiny v Litvě
2. Historický chráněný obytný komplex ve Španělsku
3. Rekonstrukce / novostavba rodinných domů v Německu
4. Rekonstrukce venkovského rodinného domu v České republice
5. Přestavba bývalých oprávněných hal pro údržbu vláknů na kanceláře a pracovní prostory ve Francii

Pro doplnění skutečných demonstračních projektů jsou zbývající významné evropské typologie a klimatické zóny pokryty virtuálními demonstračními projekty.

1. Virtuální demonstrační projekt v Maďarsku – středoevropské kontinentální podnebí
2. Virtuální demonstrační projekt v Belgii – oceánské podnebí
3. Virtuální demonstrační projekt v Itálii – středomořské podnebí

PARTENAIRES

BIO4EEB přináší do spolupráce rozmanité odborné znalosti a zapojuje vyvážené multidisciplinární konsorcium složené z partnerů z 10 evropských zemí a jednoho latinskoamerického partnera. Experti a partneři z Rakouska, Belgie, Kolumbie, České republiky, Francie, Německa, Maďarska, Itálie, Litvy, Nizozemska a Španělska spojují své síly při práci na BIO4EEB.

Výzkumné organizace, univerzity, velké společnosti a malé a střední podniky spolupracují v BIO4EEB a představují širokou škálu oborů, jako je stavební fyzika, technologie budov, architektura, informatika, ekonomie, společenské vědy a materiály.



Figure 8 - BIO4EEB Leaflet in Czech

4 Roll-up poster

A roll-up poster (Subtask 6.1.2) as shown in Figure 9, was designed to promote the project at conferences, workshops and online platforms. It includes key information about the project, consortium members, and contact information.



Figure 9 - BIO4EEB roll-up poster shown in different events

Following the addition of GOYER to BIO4EEB consortium, the project roll-up poster (Figure 10) and leaflets has been updated with the partner's logo.



Figure 10 - Updated roll-up poster showcased during Sustainable Places in September 2024

5 Website

The public website (Subtask 6.1.2) as shown in Figure 11, 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.

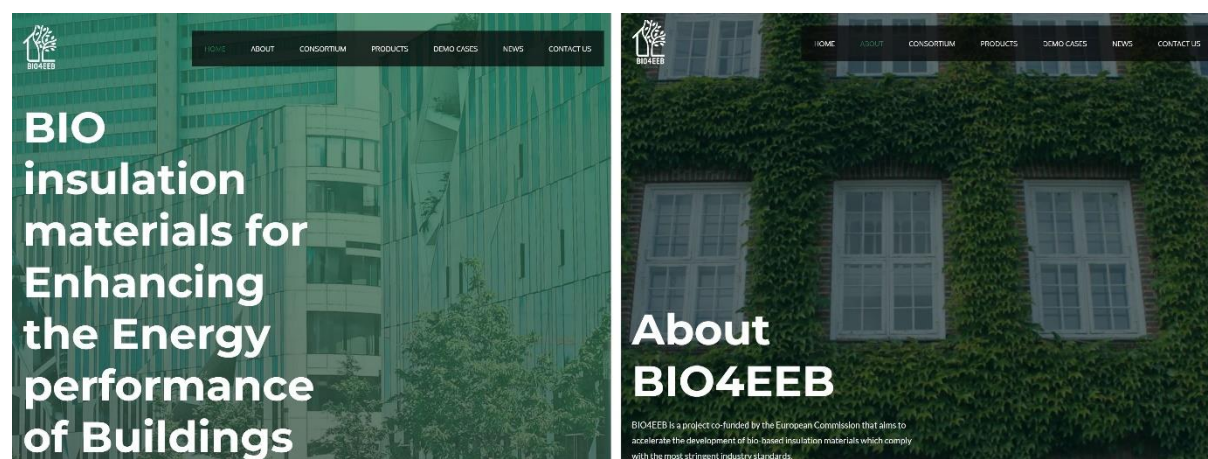


Figure 11 - BIO4EEB project website: 'Home' and 'About' pages

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 12.

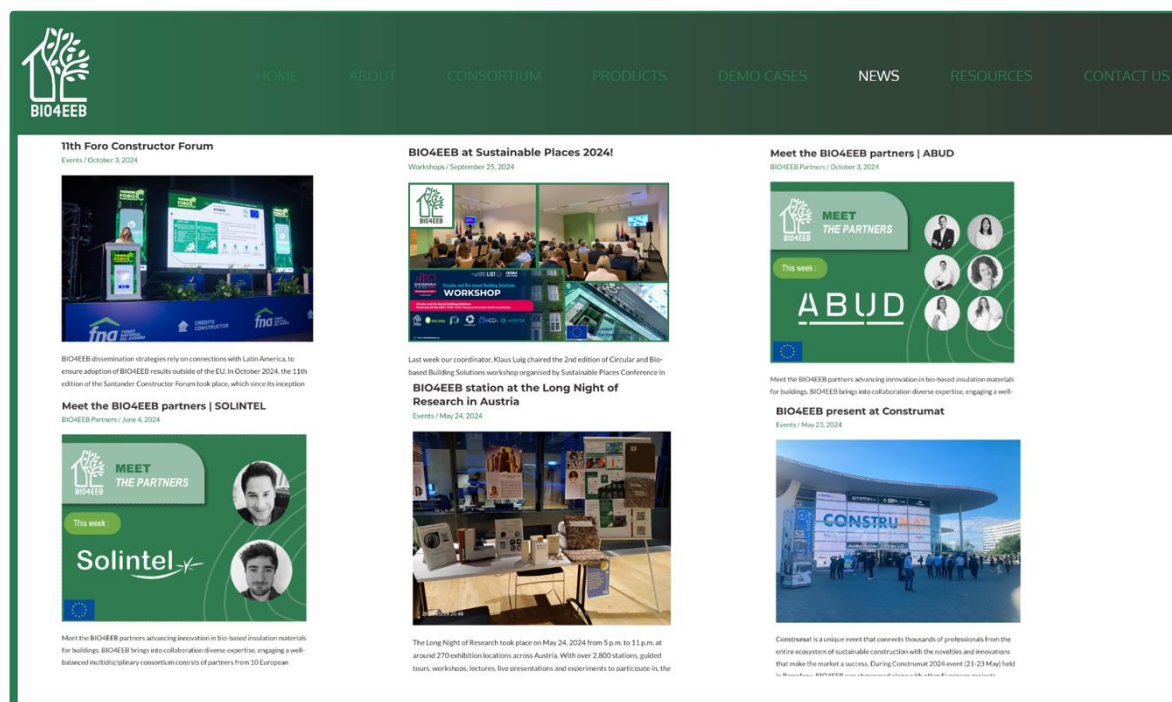


Figure 12 - BIO4EEB news section – recent posts in 2024

Moreover, the workshops and webinars recordings will be available on the webpage, with the link to the project's YouTube channel as shown in Figure 13.

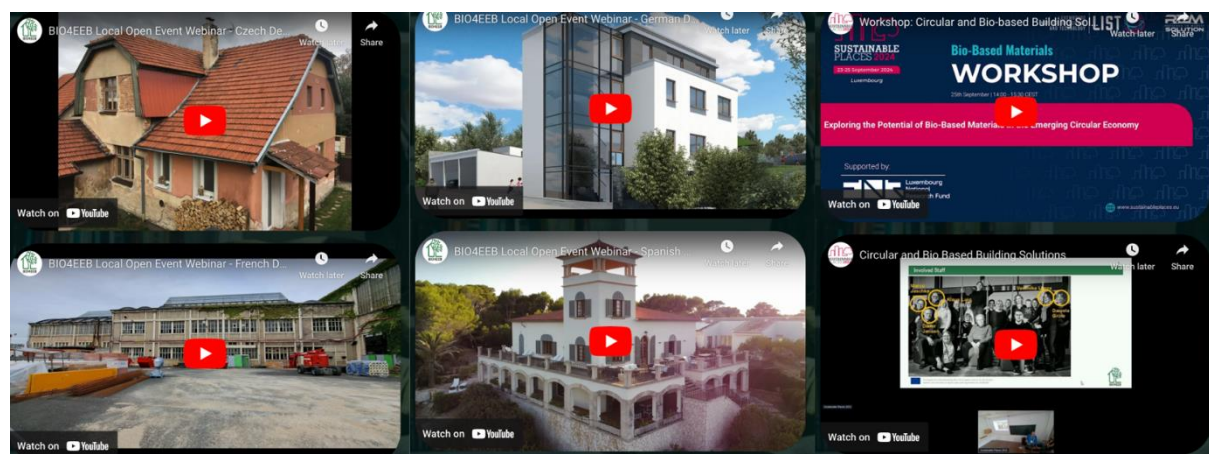


Figure 13 - BIO4EEB webinars recordings available on the website under "RESOURCES" tab.

The latest example of BIO4EEB workshop recordings, is provided in the link below, which is the "Circular and Bio-base Building Solution" Workshop chaired by the project coordinator during Sustainable Places 2024 Conference:

<https://www.youtube.com/watch?v=FevCcxH4Yow&t=2s>

Furthermore, the Resources tab has been added to the BIO4EEB webpage (Figure 14). This section will provide all the public resources produced within BIO4EEB framework. At the time of writing this report, the newsletter, leaflet translations, workshop 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/>

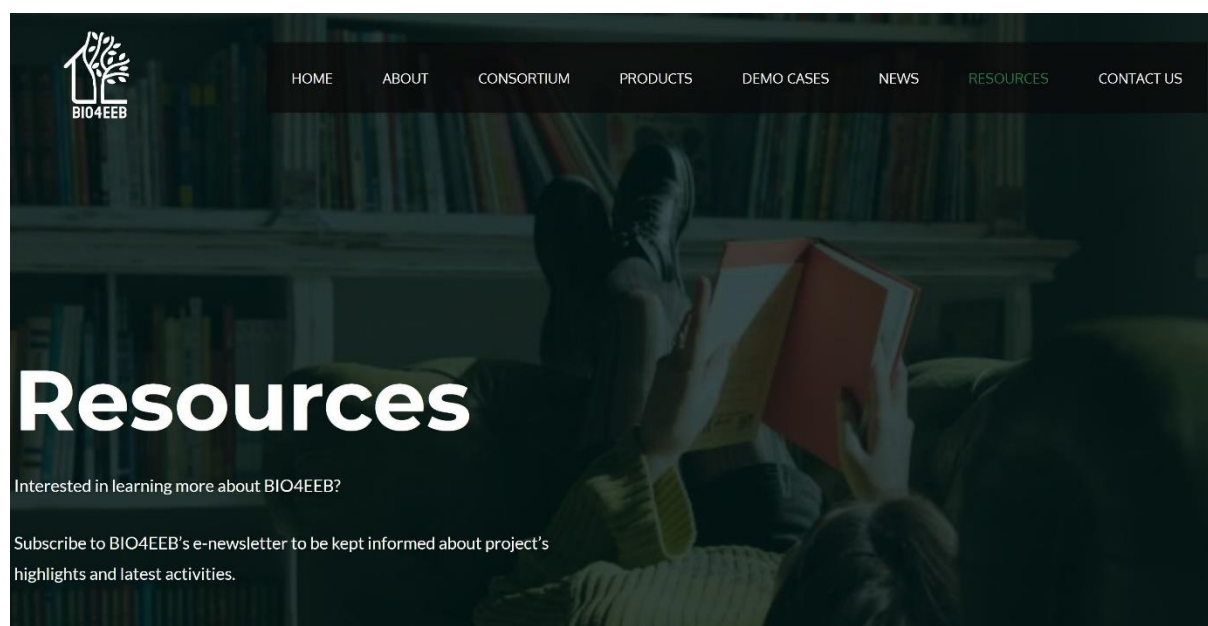


Figure 14 - BIO4EEB resources section

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 15 shows website number of unique visitors in the past 3 months at the time of updating this report (December 2024) with the pie chart presenting the location of the website users. BIO4EEB top number of visitors belonged to United States (20%), France (12%), Spain (9%) and Netherlands (8%), respectively.

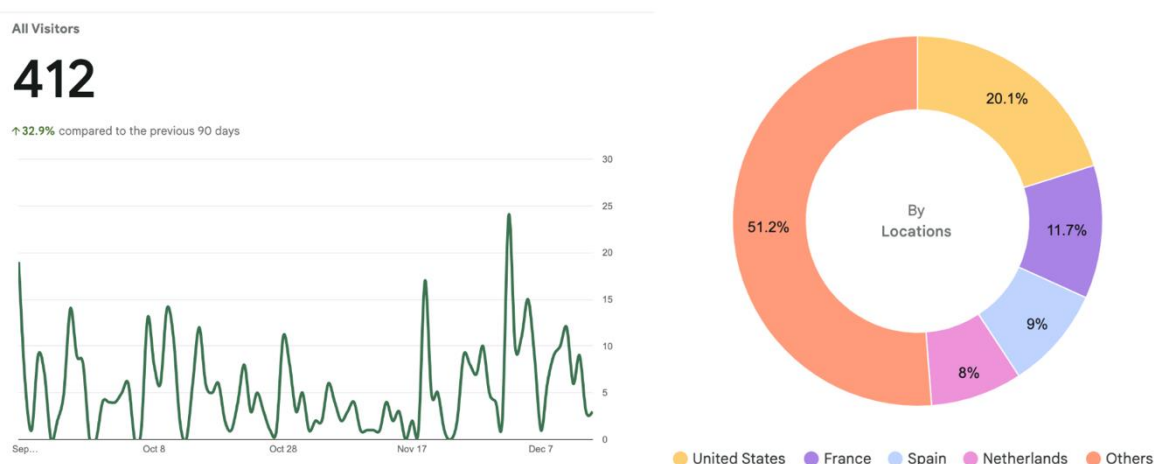


Figure 15 - BIO4EEB webpage analytics (data collected in December 2024)

Figure 16 present the website daily number of users since it was launched (M6).

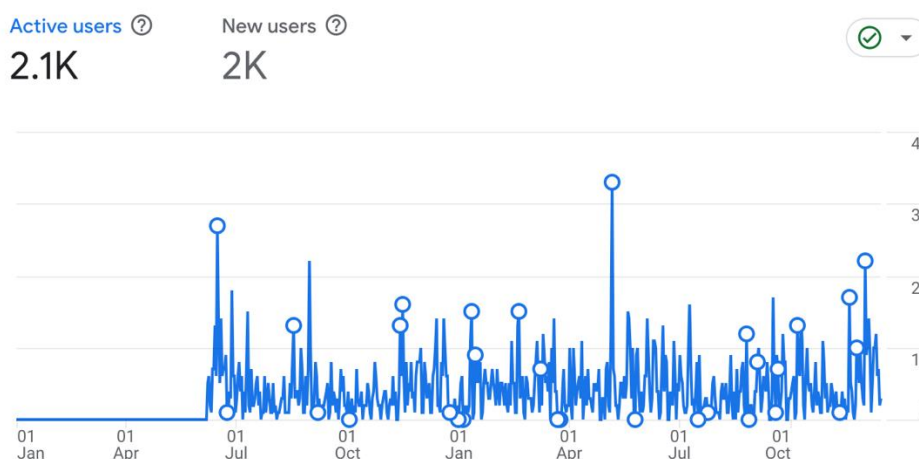
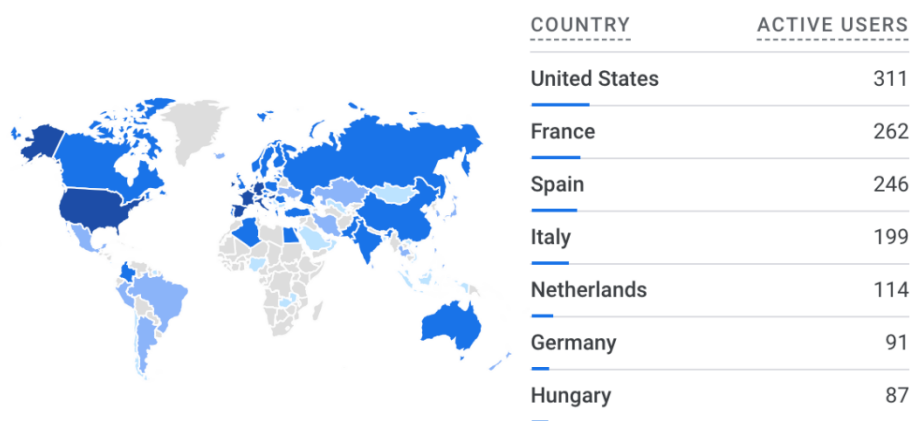


Figure 16 - BIO4EEB website visitors from June 2023 (M6) till December 2024 (M24).

Figure 17 provides the number of active users by country, since the launch of the website until the date of updating this report (December 2024).

Active users ▾ by Country



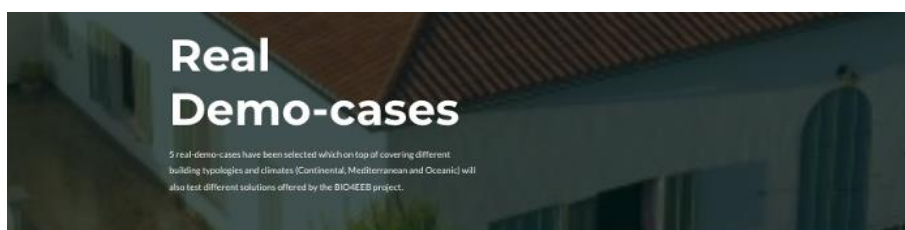
View countries →

Figure 17 - BIO4EEB website visitors divided by country

The detailed evaluation of website metrics has been provided in deliverable 6.7 “Plan for dissemination and exploitation report” submitted in M18 and will be updated in D6.8 in June 2025 (M30) that 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 all the updated BIO4EEB demo-sites, were reflected in demo case section of the website (Figure 18) and the link below:

<https://www.bio4eeb.eu/real-demo-cases/>



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 houses) 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 facade 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 an office building now used for housing in Germany

The new German demonstrator located in Menden, is an office building which is now used for housing. From an energetic point of view there is no change of the building typology comparing to the previous single-family residential building demo-site. Energy consumption is driven by heating demand caused by poor thermal insulation. Therefore, the energy savings through deep renovation can be demonstrated in an appropriate manner. The net floor area of the new demonstrator is comparable with the original case. In the new case the complete backside facade of the building can now be treated. There is a high replicability potential of the Menden case, because there are many buildings in Germany with the same age and the same typology containing a similar potential for the application of PiP bio-based solutions.



Suburban semi-detached house refurbishment in Czech Republic

The originally selected demo-site in Březany II was replaced with the new demo-site built before WWII. The alternative is selected to ensure the replicability of bio-based energy saving measures will be comparable for both types of houses. About 60-70% of rural buildings originating from the pre-war period do not meet the current energy efficiency standards. This demo site is a semi-detached located in suburban area of Prague. The total floor area in the house is 194 m². The windows are double glazed uPVC windows. The roof truss is made from timber and the roof is covered with metal roofing sheets.



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 "Halls des Ardennes". 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 "Halls des Ardennes" 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 facade style. Approximately 100 m² of the bio-based prefabricated facade will be applied to the exterior walls. The process will include an initial 3D scan of the existing facade to facilitate industrialization and respect for the style of the facade. A monitoring before and after the implementation of BIO4EEB technologies will make it possible to compare the performance of the project.



Figure 18 - Updated demo-sites descriptions on the website

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.

Another recent addition to the website is a newly added page titled "initiatives" (Figure 19). This dedicated section highlights the project funded under the same call, other projects that

joined BIO4EEB during clustering workshops and the projects which are presented on BIO4EEB platform.

At the time of updating this report 32 European projects and initiatives has been added to this section, including projects, logo, the link to their website and a short description of each project. These projects are available by clicking on the link below:

<https://www.bio4eeb.eu/relevant-projects/>

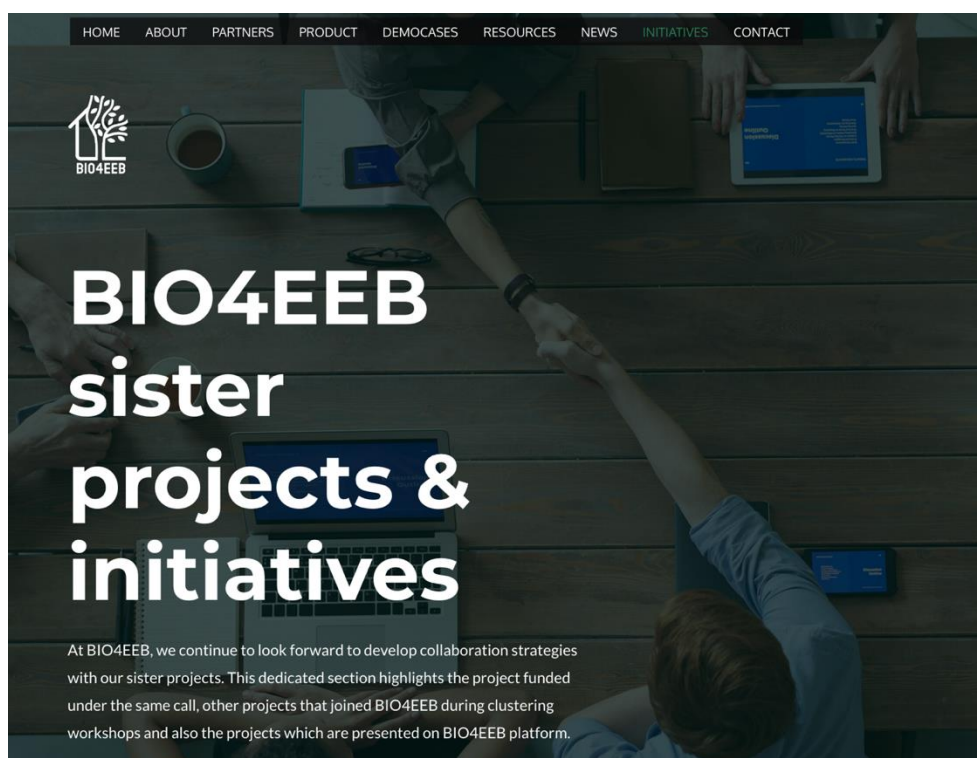


Figure 19 – A dedicated section on sister projects and relevant initiatives

6 Newsletter

6.1 Winter 2023 issue

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 was created, in line with the GDPR. The following subscription form was available on the project's website (Figure 20):



BIO4EEB e-Newsletter

Subscribe to our newsletter and stay tuned!

FIRST NAME*

LAST NAME*

EMAIL*

☐ I agree to receive your newsletters and accept the data privacy statement.

You may unsubscribe at any time using the link in our newsletter.

Figure 20 - 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 21 to 25.

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



BIO insulation materials for Enhancing the Energy performance of Buildings



BIO4EEB solutions and products aim at uplifting the generic bio-based material use and qualifying their application at a circular economy approach for creating a much greener EU building industry.



BIO4EEB NEWSLETTER

DECEMBER 2023 ISSUE

Figure 21 - BIO4EEB e-newsletter Winter 2023 - section (i)

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 CO₂ 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 22 - BIO4EEB e-newsletter Winter 2023 - section (ii)

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 23 - BIO4EEB e-newsletter Winter 2023 - section (iii)

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



Demonstrační projekt Břežany II
28. listopadu 2023 Čas konání webinaru: 14:00 – 15:00

Využití materiálů biologického původu ke snížení energetické náročnosti rodinného domu
Ing. Radka Vimmrová - moderátor
Ing. Alena Vimmrová - speaker I
Ing. Tomáš Vimmr - speaker 2

28 Nov. 2023 - Virtual



20 Nov. 2023 - Vilnius, Lithuania

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



31 Aug. 2023 - Bucaramanga, Colombia

BIO4EEB at 10th Foro Constructor



EBC Annual Conference
Sustainability in construction, the current and potential role of construction SMEs & crafts
9/10/11 July 2023
MEB Nederland / VNO-NCW
Bouwen & Beter 17, 2004 AG, The Hague

4 Jul. 2023 - The Hague, Netherlands

BIO4EEB present at EBC Congress



Sustainable Places 2023
Circular and Bio-based Building Solutions
1st June 2023, Mott MacDonald
RBM

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

Figure 24 - BIO4EEB e-newsletter Winter 2023 - section (iv)

MEET THE PARTNERS

In every issues of **BIO4EEB** newsletters we introduce two project's partners.
This time we start with 3L and Solintel:



3L Architects and Industrial Designers was founded in 1989. The vision of the company's founding members was to establish an architectural firm that is driven by a holistic approach to buildings and processes. Instead of just design-oriented services, 3L provides services that include integrative solutions that consists of design, technology, ecology and economy. In **BIO4EEB**, 3L will ensure the smooth running of the project including communication between the consortium and the Commission, so that all knowledge is created, managed and disseminated in a coordinated and coherent manner and that all management activities, financial and legal aspects and other issues are managed to a high standard.



SOLINTEL is a Spanish SME with more than two decades of experience in construction and energy sectors developing business in the interconnected building-energy value chain. Solintel combines engineering and consultancy services with their own building and energy projects acting as investor and developer. The company focuses in three main areas: Engineering services, Real states & renovations and Research & development. In **BIO4EEB**, Technical Coordination (TC) will be performed by Dr. Dery Torres representing SOLINTEL. The TC works closely with the WP leaders coordinating the innovation activities, risks evaluations and periodical technical reports. SOLINTEL will also contribute in exploring and developing the innovative business models and market analysis that will effectively support the wide scale diffusion and replication of the project retrofit solutions.

Follow us on our social media!



Figure 25 - BIO4EEB e-newsletter Winter 2023 - section (v)

6.2 Autumn 2024 issue

In order to maximise the e-newsletter subscribers, starting from Autumn 2024 issue, the e-newsletters are being published on the project LinkedIn page to leverage the high number of page followers. The subscription link is provided below, which is also available on BIO4EEB website.

<https://www.linkedin.com/build-relation/newsletter-follow?entityUrn=7258768755734790144>

As shown in Figure 26, the BIO4EEB newsletter has gained 100 subscribers after 2 months of its migration to LinkedIn platform.

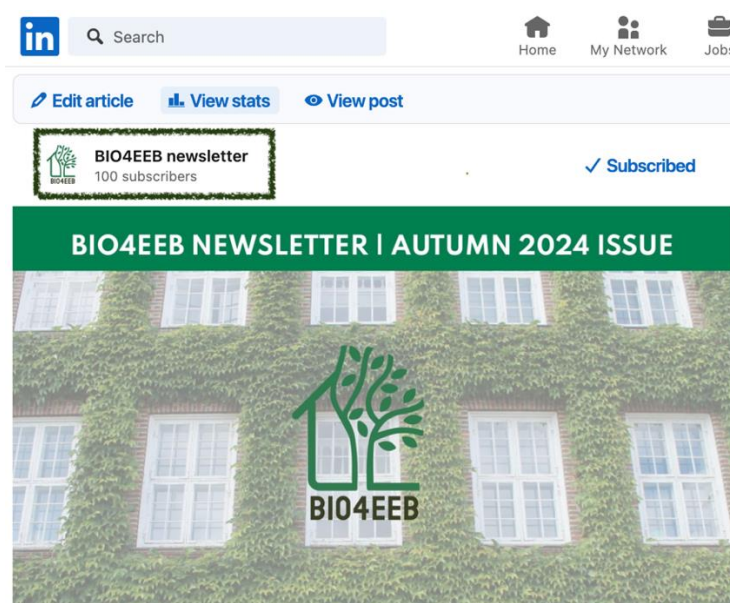


Figure 26 - BIO4EEB newsletter subscribers on LinkedIn (December 2024)

The full Autumn 2024 newsletter is available on BIO4EEB webpage and Figures 27 to 31.

- **Link to English version:**

<http://www.bio4eeb.eu/wp-content/uploads/2024/11/BIO4EEB-e-Newsletter-Autumn-2024-issue.pdf>

- **Link to Spanish translation:**

http://www.bio4eeb.eu/wp-content/uploads/2024/12/Compressed-BIO4EEB-e-Newsletter-Autumn-2024-issue_ES2-compressed.pdf



Autumn 2024 issue



BIO4EEB

A project co-funded by the European Union ; Enhancing the Energy performance of Buildings by BIO insulation materials.

Published Nov 13, 2024

+ Follow

Dear Reader,

[https://www](https://www.bio4eeb.eu)

We'd like to welcome you to the second issue of our newsletter for Autumn 2024. Are you ready to discover our project concept video, latest news and more?

Designed for the circular and bio-based materials community and whoever is interested in the green construction topic, this newsletter disseminates information about the BIO4EEB project, highlights and latest activities.

BIO4EEB is running full swing after 22 months of activities. The project develops new environment friendly, light-weight and cost-effective bio-based insulation materials to move towards building with nearly zero net energy consumption standards. These include panels made from seagrass (*Posidonia oceanica*), polyelectrolyte complexes (PECs) for fire-resistant coatings, windows from bio-polyurethanes (bio-PUR), and thermal insulating foams from bio-polyurethane and polylactic acid (PLA).

Our ambition is to support the construction performance of residential buildings extraordinary at all three hierarchical levels of construction parts simultaneously (building, component, material) by creating an amplified environmental impact and reducing volatile organic compounds emissions.

In order to stay updated, you are kindly invited to follow our social media accounts:

Visit our [website](#)

Follow us on [Twitter](#), [Linkedin](#) and [Youtube](#)!

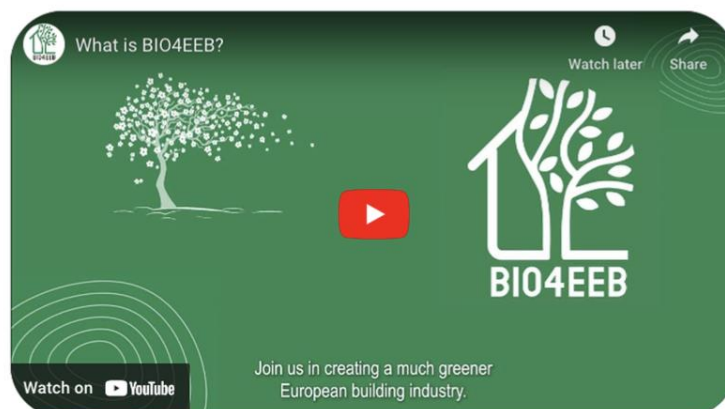
Sincerely,



Figure 27 - BIO4EEB e-newsletter Autumn 2024 - section (i)

BIO4EEB INTRODUCTORY VIDEO

Check-out BIO4EEB first video published on our YouTube channel 🌟 Do not forget to subscribe to our [YouTube](#) channel where we will share more videos to come, as well as the recordings of our workshops ! 🌍



POSIDONIA: WASTE TO WONDER

Like many other innovative solutions, Posidonia insulation may face some challenges that need to be addressed for wider adoption. These include higher initial costs and limited availability due to supply chain issues. Ownership of waste bias, along with concerns about performance and durability also may pose barriers. Additionally, navigating regulatory and certification hurdles can slow its market entry. There is a lack of awareness and education about its advantages, combined with cultural and industry resistance to new materials. Technical challenges, environmental impact, LCA and integrating S-LCA may add complexity. Market demand is still low, and consumer perceptions of natural materials remain uncertain, making it difficult to attract investments and foster innovation in this area.

The good news is, BIO4EEB project addresses these challenges simultaneously applying a multifaceted approach, including policy support, industry collaboration, focused research and development, and efforts to raise awareness and educate stakeholders about the benefits and potential of bio-based building materials.

[Click here to check BIO4EEB products!](#)



Figure 28 - BIO4EEB e-newsletter Autumn 2024 - section (ii)

11th Foro Constructor Forum



In October 2024, the 11th edition of the Santander Constructor Forum took place, which since its inception has managed to bring to all the actors of the value chain in the region, the trends in innovation, transformation, urbanism, sustainability and circular economy. Following the last year's edition of the Forum, this year, BIO4EEB was presented by our Colombian partner (CAMACOL) during the [11th edition of the Santander Construction Forum](#) held in Bucaramanga, Colombia.

 [Learn more here](#)

BIO4EEB station at the Long Night of Research in Austria



The [Long Night of Research](#) took place on May 24 at around 270 exhibition locations across Austria. With over 2,800 stations, guided tours, workshops, lectures, live presentations and experiments to participate in, the Long Night of Research offered interesting materials for science professionals and those who want to become one. Our partner CEU, with the support of INDRESMAT, SOPHIA & STARCELL set up a BIO4EEB station at the event, where Austrian visitors joined us.

 [Learn more here](#)

BIO4EEB present at Construmat



Figure 29 - BIO4EEB e-newsletter Autumn 2024 - section (iii)

BIO4EEB presentation at the digitalBAU 2024 Fair



DigitalBAU 2024 addressed the digital transformation in the construction industry and encompassed the entire value and process chain of construction, from planning and construction to the operation and management of buildings, cities and landscapes. On 20th February 2024, our colleague Sergio Navarro Garcia from AIMPLAS joined the event together with other experts in digital solutions, architects, engineers, researchers and association active in construction industry. Sergio's presentation was focused on sustainability in construction where he speaks about BIO4EEB project among others.

 [Learn more here](#)



ABUD

ABUD - Advanced Building & Urban Design is a sustainability consultancy firm powered by engineers, architects and researchers specialised in sustainable building and urban design. Founded more than a decade ago, the internationally renowned firm has been providing a wide range of state-of-the-art architectural, engineering, consultancy and RDI services for building and urban energy solutions. The company's services range from building- to urban scale solutions –

Figure 30 - BIO4EEB e-newsletter Autumn 2024 - section (iv)

liveable spaces.

In **BIO4EEB**, ABUD will lead the socio-economic assessment of the end users (building owners, investors), including their early analysis, characterisation, and segmentation according to a number of key economic and sociocultural variables. ABUD will also lead the demonstration in virtual demo cases using energy and comfort simulation models. The company will further assist the development of the decision support platform and the evaluation of building materials according to circular economic criteria.



CAMACOL

CAMACOL SANTANDER is a non-profit national trade association that brings together companies and individuals related to the construction value chain nationwide. Camacol was created in Medellín on September 14, 1957 as an initiative of a group of Colombian industrialists and businessmen gathered at the first national convention of builders. The foundation for creating Camacol was the need to establish an entity that would watch over the interests of the construction industry and that would be made up of builders, representatives of industry and commerce.

In **BIO4EEB**, CAMACOL will lead the assessment and study on the transfer and applicability of BIO4EEB outcomes in the Colombian and Latin American Construction Markets.



Co-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.

Figure 31 - BIO4EEB e-newsletter Autumn 2024 - section (v)

Furthermore, the newsletter has been and continue to be translated to Spanish (Figure 32) to increase the audience both in EU and Latin America.



Versión Otoño 2024

...



BIO4EEB

Un proyecto co-financiado por la Unión Europea; mejorando el desempeño energético de las edificaciones con materiales de base biológica

Publicado el 3 de diciembre de 2024

+ Follow

Estimado Lector,

Nos gustaría darte la bienvenida a la segunda edición de nuestro informativo para el otoño de 2024. ¿Estás listo/a para descubrir nuestro video conceptual del proyecto, las últimas noticias y más?

Diseñado para la comunidad de materiales circulares y basados en biotecnología, así como para todos los interesados en el tema de la construcción verde, este boletín difunde información sobre el proyecto BIO4EEB, sus principales logros y las actividades más recientes.

BIO4EEB está en pleno auge tras 22 meses de actividades. El proyecto desarrolla nuevos materiales de aislamiento bio-basados, ligeros y rentables, que son respetuosos con el medio ambiente, para avanzar hacia edificios que cumplan con los estándares de consumo energético neto casi nulo. Estos materiales incluyen paneles hechos de Posidonia oceanica (pastos marinos), complejos polielectrolíticos (PECs) para recubrimientos resistentes al fuego, ventanas hechas de poliuretanos bio-basados (bio-PUR) y espumas aislantes térmicas de bio-poliuretano y ácido poliláctico (PLA).

Nuestra ambición es mejorar el rendimiento de la construcción de edificios residenciales de manera extraordinaria, a través de los tres niveles jerárquicos de las partes de la construcción (edificio, componente, material) simultáneamente, creando un impacto ambiental amplificado y reduciendo las emisiones de compuestos orgánicos volátiles.

Para mantenerlo al día, te invitamos amablemente a seguir nuestras cuentas en redes sociales:

Figure 32 - BIO4EEB newsletter translated to Spanish by CAMACOL

7 Promotional video

During project's life-time, a total of 6 promotional videos' will be created and released. The first video was (released in December 2023) 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 33) which was launched in December 2023, and also includes all the recording of the workshops and webinars that are organised by BIO4EEB partners.

https://www.youtube.com/channel/UCQ3XBDdHJ_zSBkDUL4qeWDA

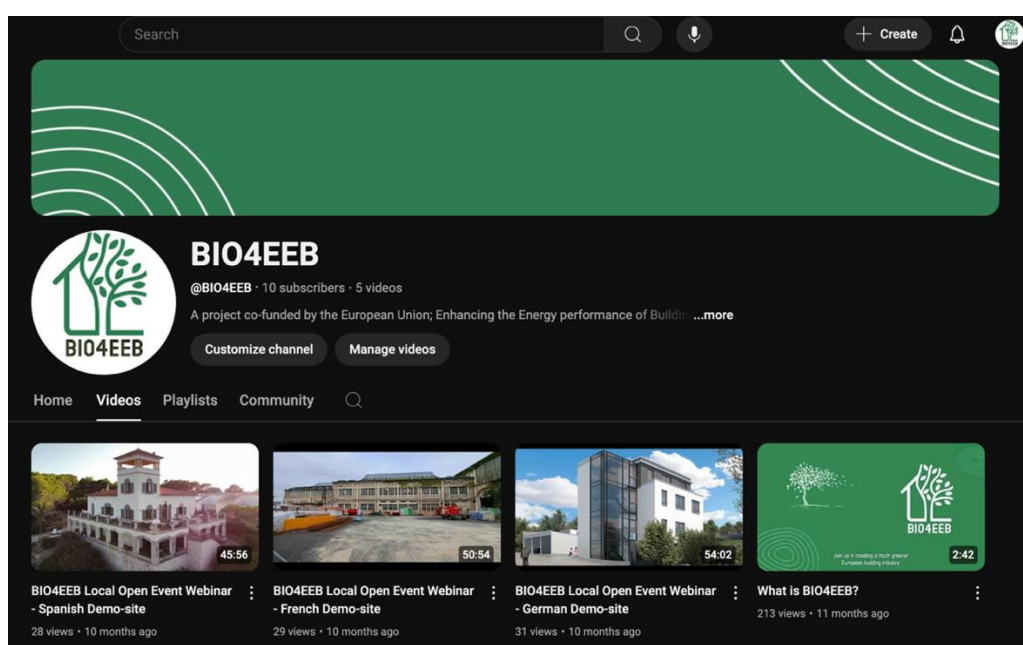


Figure 33 - BIO4EEB YouTube channel

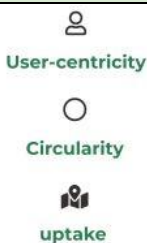
7.1 Video format and development

The first promotional video was released on 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 was 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.

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.
		
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.		

7.3 Video dissemination

The first video has been available on the project website landing page and YouTube channel. This video supported project visual presentation during events, fairs, exhibition booths and has been embedded in online articles. The video (Figure 34) has been viewed over **200** times on YouTube at the time of updating this report and below is the link provided:

<https://www.youtube.com/watch?v=wUn-8kd89hc>



Figure 34 - BIO4EEB promotional video being played during Construmat event (Barcelona, May 2024).

8 Social media

8.1 TWITTER

A BIO4EEB Twitter account (@BIO4EEB), as shown in Figure 35, was created on time for the kick-off meeting (March 2023) of the project (Subtask 6.1.3).



Figure 35 - BIO4EEB Twitter account

At the time of writing this report, @BIO4EEB Twitter/X account has published 30 posts.

8.2 LinkedIn

A BIO4EEB LinkedIn page (www.linkedin.com/company/bio4eeb) as shown in Figure 36, 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.



Figure 36 - BIO4EEB LinkedIn page with 227 followers (December 2024)

At the time of writing this report, BIO4EEB LinkedIn page has published 24 posts, and gained **227 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 37) and PowerPoint presentation (Figure 38) 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.



Figure 37 - Word template for deliverables

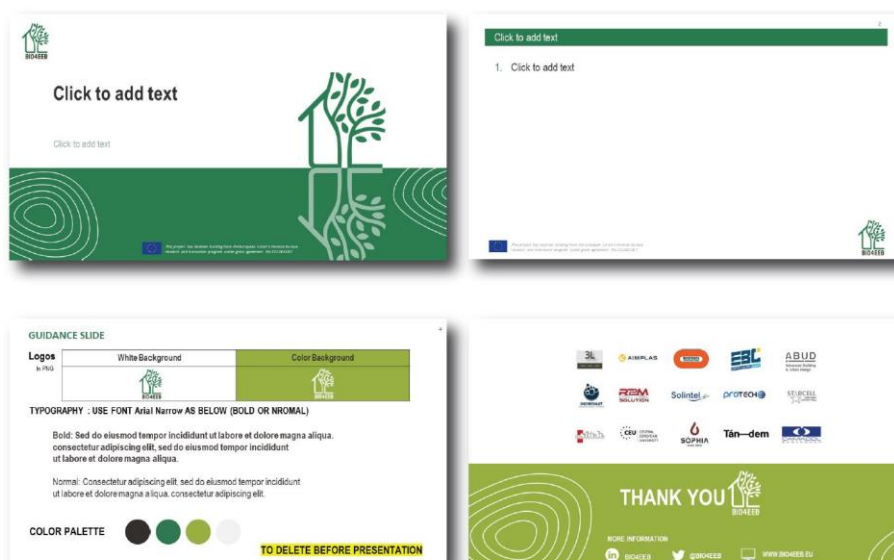


Figure 38 - PowerPoint template for presentations

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 6.8 in M30.