

D6.6 – Plan for dissemination and exploitation report (1st 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)
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Executive Summary

The European project BIO4EEB, started in January 2023, aims to accelerate the development of bio-based insulation materials which comply with the most stringent industry standards. The project innovations would fill the growing shortage of respectful insulation materials by boosting the utilization of available and qualified bio-based alternatives.

The present document is the detailed dissemination and communication plan (D6.6), which outlines all the activities that have been and will continue to be carried out, in order to promote BIO4EEB. Furthermore, this deliverable acts as reminder to all the partners regarding the guidelines related to their dissemination and communication activities.

This report presents the key dissemination objectives and underpinning concept of the BIO4EEB dissemination and communication plan. The key underpinning concept of the BIO4EEB dissemination strategy is to target main external stakeholders based upon a three-stage process going from awareness to understanding and ultimately to the point where stakeholders apply and exploit the BIO4EEB innovations. In the first 12 months of the project the main focus of the dissemination actions is on stage 1 of the dissemination strategy (i.e., dissemination for awareness). During the next 24 months of the project, it is anticipated that project partners continue with stage 1, but as concrete results emerge and milestones achieved, the dissemination strategy moves to stage 2 (i.e., dissemination for understanding). In the final 12 months of the project the focus will mainly be on those stakeholders who are potentially interested to adopt and implement the innovations offered by the project such as the developed bio-based insulation products, and the dissemination strategy moves thus to stage 3 (i.e., dissemination for action) which will make use of the practical material for exploitation/implementation.

The deliverable further demonstrates all the dissemination and communication channels which are going to be used to disseminate BIO4EEB results. Visual identity guidelines, templates and available online resources of the project are presented along with dissemination-related KPIs. Deliverable 6.6, developed in the first project months, gives an overview of the foreseen dissemination activities to be conducted over the first stage of project (M1-M12). This report will keep being updated during the project lifetime to evolve with the BIO4EEB outcomes.

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.

Abbreviations and Acronyms

Abbreviation	Description
BIO4EEB	BIO insulation materials for Enhancing the Energy performance of Buildings
D&C	Dissemination and Communication
KPI	Key Performance Indicator
NGO	Non-Governmental Organization
R&I	Research and Innovation
SME	Small and Medium-sized Enterprise
WP	Work Package

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1 Introduction

1.1 Purpose and target groups

This report provides an overview and description of the BIO4EEB Dissemination and Communication (D&C) plan, outlining the actions performed so far, as well as the activities foreseen throughout the project, with ultimate aim to widely promote and raise awareness for the BIO4EEB project objectives and disseminate project results.

1.2 Contribution of partners

R2M is the main author of this report and of the overall D&C plan. All BIO4EEB project partners have reviewed the report and contributed to the implementation of D&C activities according to this D&C plan.

1.3 Baseline

The present report starts with the key dissemination objectives and underpinning concept of the BIO4EEB D&C plan. The report further provides the dissemination timeline, which is mapped along specific release dates of key public deliverables. The key stakeholders target audiences and their main interests and expectations related to BIO4EEB are revealed. All the D&C channels which are going to be used to disseminate BIO4EEB results, including available online resources of the project are demonstrated along with the visual identity guidelines and templates. The validation process that needs to be followed by all the project partners before a D&C item goes external is described. Ultimately, the report presents the dissemination-related Key Performance Indicators (KPIs).

1.4 Relation to other activities

The D&C strategic planning and execution 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 D&C Objectives

The key underpinning concept of the BIO4EEB D&C strategy is presented in Table 1. The objective is to target key external stakeholders based on a three-stage process starting from raising awareness, followed by increasing understanding and, ultimately, reaching a point where stakeholders are applying and exploiting the BIO4EEB project key outcomes.

Table 1. BIO4EEB three-stage D&C process from awareness to action

M1-M12 D&C for awareness	M13-M36 D&C for awareness and understanding	M37-M48 D&C for awareness, understanding and action
In the first instance, the purpose of the BIO4EEB D&C plan is to raise awareness and communicate broadly about BIO4EEB aims and objectives targeting the general public and	A subset of the “Stage 1” target audience for whom D&C for awareness activities is targeted, will potentially be able to directly benefit from the project in significant ways. For this group, an important function	Yet another “Stage 2” subset of the BIO4EEB stakeholders will be potentially interested to adopt and utilize the project’s outputs such as the BIO4EEB developed insulation products. This group will be equipped with the required skills,

relevant external organizations and stakeholders of the BIO4EEB project outputs.	of the D&C plan is to provide a deeper understanding of BIO4EEB innovations, demonstrations and the developed bio-based insulation products.	knowledge and understanding of the BIO4EEB project in order to achieve a real change and to foster a greater uptake of bio-based building products.
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3 D&C timeline

In the first 12 months of the project the main focus of the D&C actions is on stage 1, which is communication to promote the project and raise awareness. During the next 24 months of the project, it is anticipated that project partners continue with stage 1, but as concrete results emerge such as implementation of pre-fabricated modules in demo-cases, and milestones achieved (development of the platform containing the results from developed insulating materials), the D&C strategy moves to stage 2, in which the main focus will shift towards project's dissemination for understanding. In the final year of the project, the focus will mainly be on those stakeholders who have the ability to utilize and implement the BIO4EEB developed products, and the D&C strategy moves thus to stage 3 (i.e. dissemination for action).

The proposed D&C timeline runs throughout the entire project. As such, it is in line with the delivery dates of the project's 30 public deliverables (see Table 2). Several submissions of public deliverables are grouped every year, in particular nine public deliverables are due in stage 1 (M1-M12), eleven will be published in stage 2 (M13-M36) and ten will be out in the final stage (M37-M48).

Table 2- BIO4EEB public deliverables timeline

N°	Deliverable title	Due date	Dissemination focus
D2.1	Technological, building and manufacturing context report (1 st version)	M6	Communicating and promoting awareness to wider public
D2.3	Socio-economic assessment and end-users' segmentation	M6	
D6.1	BIO4EEB brand, website and social media	M6	
D6.6	Plan for dissemination and exploitation report (1 st version)	M6	
D2.4	Renovation evaluation metrics survey	M9	
D2.2	Technological, building and manufacturing context report (final version)	M12	
D2.5	Technical market application report	M12	
D4.1	Demo-case contextualization report	M12	
D6.2	BIO4EEB brand, website and social media (2 nd version)	M12	Promoting greater understanding and knowledge
D6.7	Plan for dissemination and exploitation report (2 nd version)	M18	
D6.11	Training plan and report (1 st version)	M20	
D4.9	BIO4EEB application in virtual demo cases (1 st version)	M24	

D4.14	Assessment of circularity for the developed solutions (1 st version)	M24	Promoting uptake of results by relevant stakeholders
D5.4	BIO4EEB market analysis (1 st version)	M24	
D6.3	BIO4EEB brand, website and social media (3 rd version)	M24	
D3.3	Complete and publishable technical data sheet for the BIO4EEB products	M30	
D6.8	Plan for dissemination and exploitation report (3 rd version)	M30	
D6.12	Training plan and report (2 nd version)	M30	
D5.6	Assessment on the transfer and applicability of BIO4EEB outcomes in the Colombian and Latin American Construction Markets (1 st version)	M32	
D6.4	BIO4EEB brand, website and social media (4 th version)	M36	
D4.10	BIO4EEB application in virtual demo cases (final version)	M42	
D4.13	Life cycle assessment for BIO4EEB products	M42	
D6.9	Plan for dissemination and exploitation report (4 th version)	M42	
D6.13	Training plan and report (final version)	M42	
D5.5	BIO4EEB market analysis	M46	
D5.7	Assessment on the transfer and applicability of BIO4EEB outcomes in the Colombian and Latin American Construction Markets (final version)	M46	
D4.11	Replication assessment of the BIO4EEB solutions	M48	
D4.15	Assessment of circularity for the developed solutions (final version)	M48	
D6.5	BIO4EEB brand, website and social media (final version)	M48	
D6.10	Plan for dissemination and exploitation report (final version)	M48	

4 Target audiences and key stakeholders

D&C activities were aimed to encourage all identified stakeholder groups to exploit BIO4EEB results in their daily work on bio-based building solutions. Exploitation aims to ensure uptake of project results among key target groups now and in the future. Table 3 below presents the key messages of BIO4EEB project for each stakeholder along with the main expectations of each target audience. The list of target groups in Table 3 are initially based on the outcome of the “User Perspective” workshop (Figure 1) facilitated during the project’s first consortium meeting in Cologne on 2nd and 3rd of March, 2023. Furthermore, the results of socio-economic assessment (Task 2.2, Deliverable 2.3), which mapped the stakeholders of the value chain for residential renovation, are realised in this section as well.

Table 3- BIO4EEB stakeholders group

Target groups	BIO4EEB key message with strategic D&C objectives
Designers and architects	• Provide them evidence that BIO4EEB offers sustainable and environmental friendly products which have potentially lower carbon footprint than conventional materials • Integrate their vision and challenges in the context of WP2, WP4 and WP6 to make sure that BIO4EEB solutions will fit their point of view • Provide them evidence that adopting BIO4EEB solutions, would reduce the costs of their designed product
Manufacturer of innovative building materials & testing facilities	• Manufacturers: promoting a large adoption of bio-based insulation materials in the EU market + start promoting the bio-based products beyond EU (e.g. Latin America) • Testing facilities: promoting their products after validation (thanks to BIO4EEB demo-cases)
Contractors, building construction companies	• Provide them evidence that by adopting BIO4EEB innovations, their market share and profitability will increase (WP5), while simultaneously reducing the costs of their products • Provide them evidence on performance and durability of BIO4EEB products • Benefitting from BIO4EEB on setting a portfolio of exemplary cases in 1 or more EU countries • Integrate their vision and challenges in the context of WP1, WP2, WP3, WP4, WP5 and WP6 to make sure that BIO4EEB solutions will fit their business
Materials and solution providers	• Provide them evidence on scalability and commercial viability of BIO4EEB products • Integrate their vision and challenges in the context of WP3 and WP6 to make sure that BIO4EEB solutions will fit their business
Public, community and civic society	• Provide them evidence on trust and safety of bio-based materials • Provide them evidence on affordability of bio-based materials • Raise awareness about the project overall goal (all WPs) and explain how it will contribute to tackle key societal challenges
Landlords & occupants with renovation needs and open to alternatives	• Provide them evidence on energy efficiency and cost savings of bio-based materials • Inform them about market trends towards higher sustainability of building components • Provide evidence on health and indoor air quality offered by bio-based materials • Provide them evidence on cost effectiveness of bio-based materials (WP4) • Provide them evidence on durability of bio-based materials
Project managers and facility managers	• Provide them evidence on cost effectiveness of bio-based materials (WP4)

	• Provide them evidence on integration of newly developed products with existing construction processes
Investors	• Provide them evidence that it would be possible to earn returns on their investment (WP4) by supporting BIO4EEB solutions
Scientific community and researchers	• Provide them evidence that BIO4EEB innovations can enhance the sustainability indicators of construction products • Benchmark our BIO4EEB approach with potential prior related research, to make sure we are aligned with the state of the art in the field. • Performing validation and access to data collection and references for further Research and Innovation (R&I) on integrating bio-based materials in existing buildings • Fostering new R&I collaborations with other researchers in the field
Relevant R&I projects	• Incorporate their results and lessons learnt in the context of relevant BIO4EEB technical WPs • Align findings and join forces to address common R&I challenges (All technical WPs) • Organise joint D&C activities (WP6) when relevant to reach a stronger impact
European commission, policy makers	• Get support for widespread dissemination of BIO4EEB (e.g. through European Commission official channels for the most important project achievements) • Present key outcomes from BIO4EEB that are relevant to influence EU and national policies
Non-Governmental Organizations (NGOs) & associations, citizens and activists passionate about sustainable buildings and climate change	• To keep them updated about the BIO4EEB offered solutions for the building sector

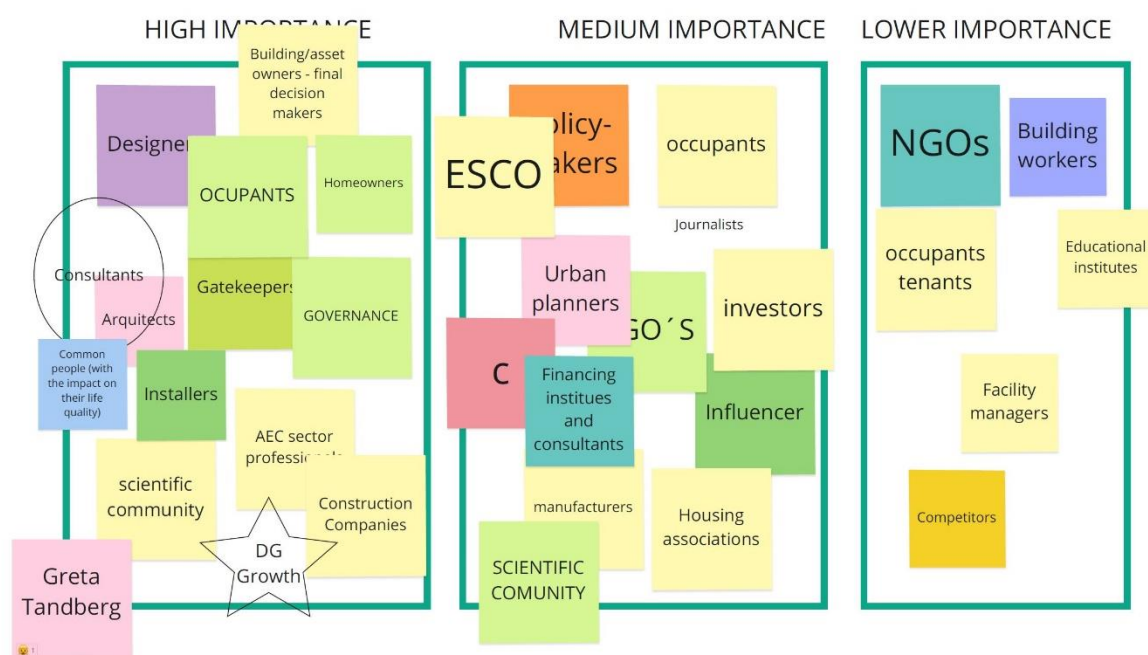


Figure 1. Screenshot of the workshop board during kick-off meeting

5 Dissemination tools, communication channels and KPIs

Various dissemination tools and communication channels are activated depending on the content and target. Key channels are summarised in Table 4, in connection with D&C related KPIs. Targets associated to KPIs will be monitored to evaluate the performance of D&C activities.

Table 4- BIO4EEB D&C channels and KPIs

D&C Channel	Cumulative target KPI	Stage 1. target M1-M12	Stage 2. target M13-M36	Stage 3. target M37-M48
Public website	Annual visit 2500	Set-up in stage 1 with 2500 views	5000 views	2500 views
Social media posts (Twitter and LinkedIn)	300 followers	Set-up in stage 1 with 100 followers	200 followers	300 followers
Social media videos (YouTube)	6 promotional videos • 1 Introduction video (100 views) • 5 Follow-up videos (30 views each)	publishing Introduction video		Publishing Follow-up videos
e-Newsletter	6 issues	Publishing first issue	Publishing 4 issues	Publishing last issue

Leaflet	1 leaflet	To be Delivered in stage 1		
Posters	1 roll-up poster	To be Delivered in stage 2 by M30		
Information plate for demo-sites	1 plate for each demo-site (5 in total)	To be Delivered in stage 2 by M20		
Press releases	3 press releases	2 releases in stage 2	1 release in stage 3	
Training materials for practitioners and construction Small and Medium-sized Enterprises (SMEs)	4 training material for each bio-product developed (video or brochure/ infographics/ guideline) • If Video 100 views each • If brochures 100 downloads each • 800 stakeholders to be informed about training materials • 3 international training days with 30 people trained in each session			Trainings to be delivered in stage 3
Local open events	10 events, 2 for each demo-case (20 attendees each event)	First round of events by M12 for each demo-site	Second round of events by M40 for each demo-site	
Scientific events	10 European or international events 3 Latin American events	5 events by M30	13 events by M48	
Clustering workshops with sister R&I projects	Establish first contact with 4 projects 4 international workshop/meetings	1 workshop	2 workshops	1 workshop
Scientific publications	6 open access publications	2 publications	4 publications	

5.1 Visual identity guidelines

All the communication and dissemination tools described in the following section use a consistent brand identity for BIO4EEB, which is going to be in-line with the image that the project wishes to convey. In addition, all the dissemination materials produced within the BIO4EEB project, will contain the mandatory EU emblem (Figure 2) and acknowledgement (Figure 3) and required disclaimer (Figure 4) with the sentences below. Moreover, it is important to note that “when displayed together with another logo, the EU emblem must have appropriate prominence” (article 38):





Figure 2- EU emblem

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

Figure 3- Acknowledgment statement

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 4- Disclaimer

5.1.1 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 5).



Figure 5- BIO4EEB logo development

It is important to note that the BIO4EEB logo must have a proportionate size when displayed with other logos. Figure 6 presents the proper ways to use BIO4EEB logo, along with examples of the logo misuse.

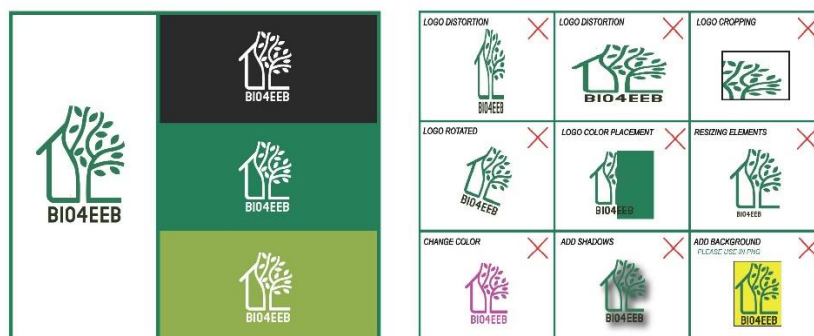


Figure 6- Proper use of the logo (left picture) and examples of the logo misuse (right picture)

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 7) are available in the internal shared space of the project.



Figure 7- BIO4EEB brand guidelines

5.1.2 Leaflet

A leaflet (Subtask 6.1.2) as shown in Figure 8, was designed and will be distributed at workshops and events organised by BIO4EEB, as well as at external events. It includes the main message, technology, impacts and consortium members.



Figure 8- BIO4EEB Leaflet

5.1.3 Roll-up poster

A roll-up poster (Subtask 6.1.2) as shown in Figure 9, was also 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

5.2 Online resources

5.2.1 Website

The public website (Subtask 6.1.2) as shown in Figure 10, will be launched by 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. It also serves to disseminate key messages to target audiences, inform on events, publications or activities of interest to the BIO4EEB community, and foster participation and engagement among consortium members. To make available useful and relevant information for online visitors, it was decided that the website should address the needs and questions that would most likely interest external stakeholders, or online visitors, such as:

- ☐ what the project is about?
- ☐ what are the projects objectives?
- ☐ who the project partners are?
- ☐ what the latest news and events of the project?
- ☐ How to contact BIO4EEB?

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, tablet 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. Furthermore, once BIO4EEB platform goes online, it will be directly linked to the project webpage.

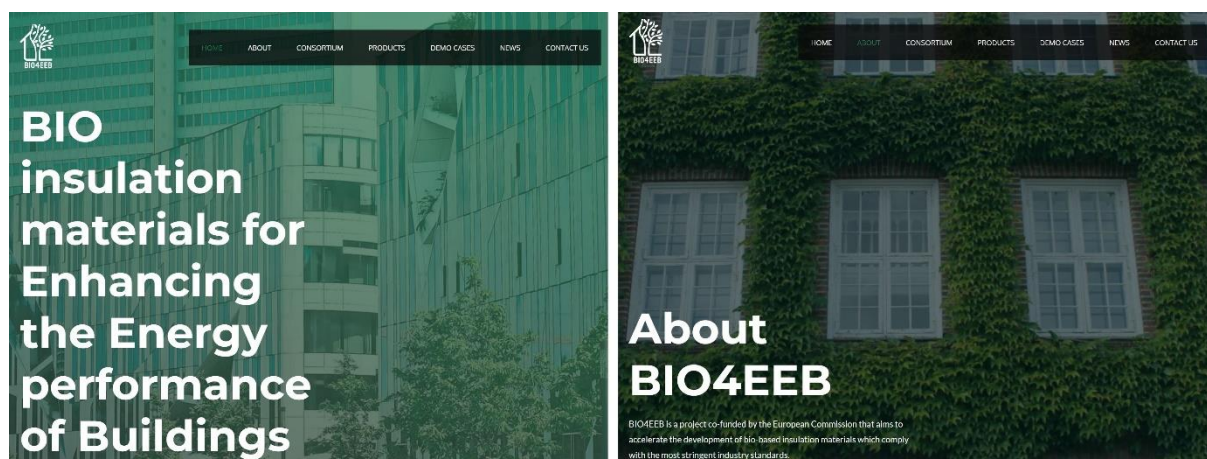


Figure 10- BIO4EEB project website: 'Home' and 'About' pages

5.2.2 Social media: Twitter and LinkedIn

5.2.2.1 TWITTER

A BIO4EEB Twitter account (@BIO4EEB), as shown in Figure 11, was created on time for the kick-off meeting (March 2023) of the project (Subtask 6.1.3). Twitter is used as one of the main channels to build a project's community online and disseminate the project results. The two main objectives set for Twitter are to maintain closer relationships and engage with the target audiences, as well as disseminate knowledge on bio-insulation materials and its benefits.

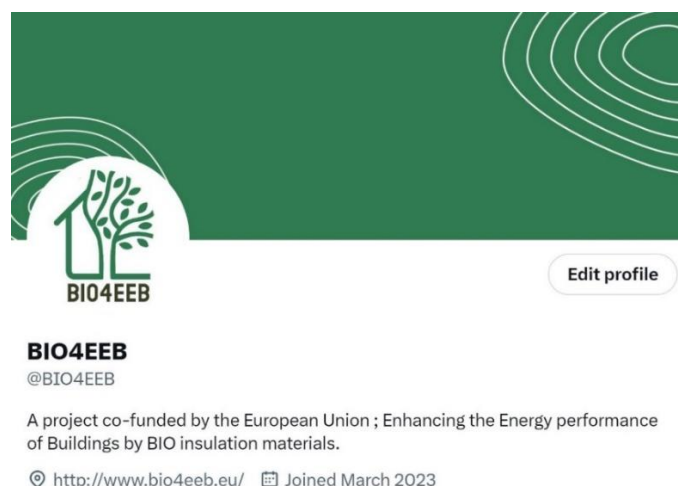


Figure 11- BIO4EEB Twitter account

The following targets have been identified to follow, retweet, and mention:

- Other related EU projects in the bio-based materials and bio buildings sectors
- EU institutions
- Associations, NGOs, clusters and networks in bio-based materials and bio buildings sectors
- Private and public companies, specialised in bio-based materials and bio buildings
- Universities and research centres in the bio-based materials and bio buildings sectors
- European policymakers in the field of bio-based materials and bio buildings sectors
- General public/citizens

The BIO4EEB Twitter account is managed monthly and targets at least one tweet/retweet a month on content published on the BIO4EEB website or related stories with appropriate or trending hashtag(s), including the link to the tweeted content. Furthermore, the page admin replies to users who tweeted or mentioned @BIO4EEB. The account follows and engages communication with users who tweet specific words that relate to BIO4EEB activities. The page admin also tracks specific words, mentions and trending hashtags to be responsive, efficient, and pro-active on the channel.

A first list of hashtags related to the BIO4EEB project has been established (see Table 5), and will be used to increase the project visibility on Twitter:

Table 5- Twitter hashtags

General	Specific
#HorizonEurope	
#HorizonEU	
#bio	#BIO4EEB
#biobased	#greenbuiding
#sustainability	#insulation
#circular	#Posidonia
#innovation	#PEC
#bioproducts	#PLAfoam
#climatechange	#polyelectrolytes
#energy	

Twitter serves as a channel for the mass distribution of news published on the website, to advertise events that will be attended by BIO4EEB partners, and to promote the engaging content generated by the project. The partners involved in the communication activities closely monitor related content generated by other social media accounts to share and help disseminate it.

5.2.2.2 LinkedIn

A BIO4EEB LinkedIn page (www.linkedin.com/company/bio4eeb) as shown in Figure 12, was created as part of Subtask 6.1.3. The following targets have been initially identified to follow, share, and mention:

- Other related EU projects in the bio-based materials and bio buildings sectors
- EU institutions
- Associations, NGOs, clusters and networks in bio-based materials and bio buildings sectors
- Private and public companies, specialised in bio-based materials and bio buildings
- Universities and research centres in the bio-based materials and bio buildings sectors
- European policymakers in the field of bio-based materials and bio buildings sectors
- General public/citizens

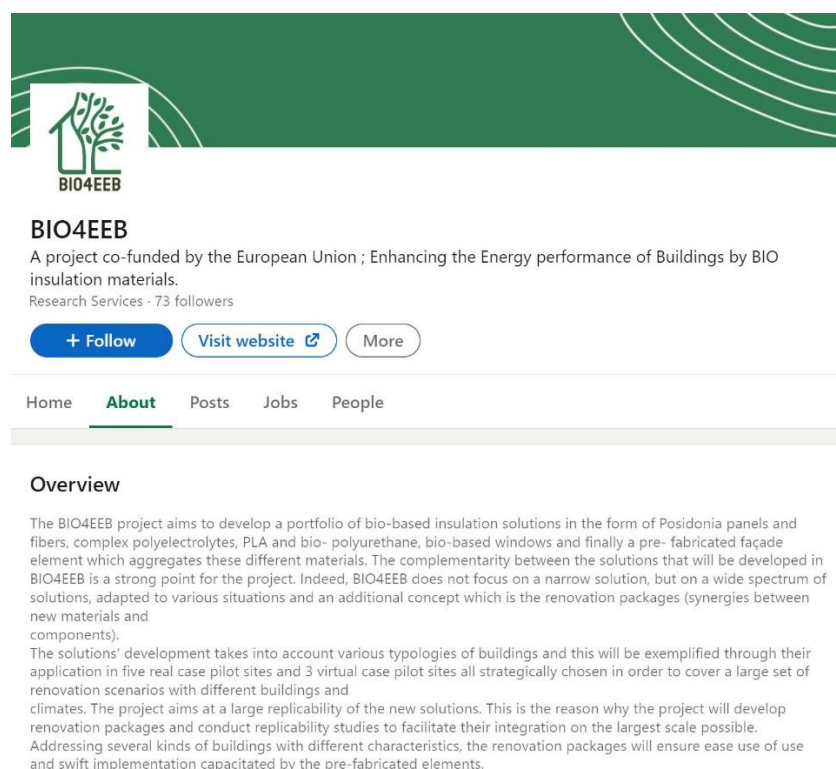


Figure 12- BIO4EEB linkedIn page

The BIO4EEB LinkedIn page is managed monthly and shares at least one post per month published on the BIO4EEB website, or relevant content from another source, on the BIO4EEB Twitter account or on appropriate LinkedIn groups. The page admin manages the followers' community and reply to messages and comments. Furthermore, the account admin looks for LinkedIn groups to engage dialogue with experts and professionals of bio-based insulation and

building sectors. LinkedIn serves as a channel for the mass distribution of news published on the website, advertise events that will be attended by BIO4EEB partners, and promote the engaging content generated by the project. The partners involved in the communication activities will closely monitor related content, generated by other social media accounts to share and help disseminate it.

5.2.3 Newsletters

At least 6 electronic newsletters (Subtask 6.2.2) were expected to be distributed to the BIO4EEB community, to inform them on the latest achievements of the project, outputs and relevant events, conferences or workshops. The first issue of the newsletter will be out in the first year of the project by M12. The partners will help to provide content and share it through social media accounts.

6 D&C multipliers

When implementing D&C activities, BIO4EEB partners will exploit as much as possible D&C multipliers presented in Table 6 (platforms, clusters, associations to which they are members) in order to achieve a widespread dissemination of project results. In BIO4EEB, we will tag relevant multipliers in our social media posts, and will ask the relevant multipliers to include BIO4EEB achievements in their own newsletter and further promote BIO4EEB.

The list below has been compiled collaboratively by the BIO4EEB project partners: it is a mix of entities that are active at global, European, national and local scale. Additional multipliers might be considered during the implementation of the project.

Table 6- D&C multipliers

Network, group, stakeholder	Geographical target	Connection to the consortium	Relevance to BIO4EEB
 ECTP INNOVATIVE BUILT ENVIRONMENT ECTP – Materials & sustainability+ Active ageing & design committees	Europe	3L, AIMPLAS, BYCN, FOCCHI, R2M and SOLINTEL are members	ECTP is focused on R&I for the built environment. It is a leading membership organisation promoting and influencing the future of the Built Environment. As part of the ECTP, the Materials & Sustainability Committee brings together ECTP stakeholders interested in “Materials and Sustainability”. The committee provides an efficient platform for its members to develop and pursue construction material and sustainability related RDI topics which help fostering sustainable construction in urban environments.
 Capenergies Capenergies	France	R2M France is a member	Capenergies is a cluster of industrial stakeholders located in the southeast of France. It has several members actively involved in

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				the energy efficiency of buildings, which might be early adopters of BIO4EEB solutions.
	World Green Building Council, GBC Italy	International	R2M is member of the Italian GBC. R2M France partners with the EU network of GBCs in another Horizon Europe project.	The GBCs gather stakeholders from various spheres including manufacturers of sustainable building materials and components.
	Spreentech Ventures	Italy	R2M is shareholder	Spreentech Ventures recruits and supports innovative start-ups offering products and/or services in four areas of interest: Construction 4.0; Green Building, Tech & Mobility; Smart City & Smart Building; Circular Economy & ESG Impact. This network can help to connect BIO4EEB innovations with investors.
	Building Digital Twin Association (BDTA)	European	R2M IT is a member	BDTA develops an open techno-economic ecosystem to advance towards full implementation of building digital twin environments across real state stakeholders
	SMEunited	Belgium	EBC is a sectoral member	SMEunited is the employers' organisation representing the interests of European crafts and SMEs at the EU level. SMEunited is a recognised European Social Partner, representing over 12 million enterprises with nearly 55 million employees across Europe. Since 2008, EBC has been chairing the SMEunited Construction Forum. This sectoral committee discusses the most important policy developments regarding construction craftsmen and SMEs within SMEunited.
	SBS Small Business Standards	Belgium	EBC is a founding member and project partner; The EBC Secretary General	SBS is a European non-profit association established with the support of the European Commission to represent and defend SMEs' interests in the standardisation process at European and international

			sits on the SBS Board of Directors	level. EBC also has two mandated experts on behalf of SBS in CEN Technical Committees and leads SBS strategic approach on BIM and related standards.
	Construction 2050 Alliance	Belgium	EBC is a founding member	The Construction 2050 Alliance is a partnership of 52 European organisations representing the actors of the built environment working together to advance the needs and priorities of the wider construction and built-environment sector at the European level.
	HLCF High Level Construction Forum	Belgium	EBC is a contributor	<u>The High Level Construction Forum (HLCF)</u> is a platform launched by the European Commission whose aim is to foster a process of a transition pathway towards a green, digital and resilient construction ecosystem. It gathers about 220 representatives from industry, EU countries, European Commission, social partners and other stakeholders to exchange on the main priorities and themes of the HLCF.
	ECCREDI -	Belgium	EBC is a member	<u>The European Council for Construction Research, Development and Innovation (ECCREDI)</u> , has the aim of contributing to the competitiveness, quality, safety and environmental performance of the construction sector and to the overall sustainability of the built environment – all urban and transport infrastructures – by advocating for effective construction research, technological and process development and innovation.
	BUILD UP	Belgium	EBC is a partner	BUILD UP is a European Commission initiative aiming to reduce the energy consumption of buildings across Europe. Build Up promotes an effective

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					implementation of energy saving measures in buildings and offers free access to a wide range of information on best practices, technologies and legislation for energy reduction.
	ENZA European Net Zero Alliance	Belgium	EBC is a member		ENZA – European Net Zero Alliance is a platform allowing teamwork between likeminded organisations from across all sectors and covering the whole value chain who can deliver the energy transition through a common approach. ENZA allows stronger stakeholder alignment on policy options and support decision makers to identify the most comprehensive, impactful, and cost-efficient solutions for climate mitigation. By promoting progressive and sustainable crosscutting solutions with a strong EU footprint.
	European Housing Forum	Belgium	EBC is a partner		The European Housing Forum was created in 1997, following the adoption of a resolution on the social aspect of housing by the European Parliament. The Forum is an informal platform gathering representative organisations of the entire housing sector, such as international or European organisations representing consumers, providers, professionals and researchers.
	TZB-INFO	Czechia	STU-K member	is a	The most visited Czech professional web portal for energy-saving construction and technical building equipment.
	ENBRI	European	Channel research testing labs	to and	ENBRI members are well established within the scientific community. Each of them and all together are competent partners of the construction industry, owners

				and end-users, authorities and government, standardisation bodies and research institutions.
	BBPIE	European	knowledge hub, sharing best practice, support to governments	Energy performance, sustainability and complete decarbonisation of the buildings sector with data-driven and actionable analysis, innovative policy solutions.
	FETEK Photovoltaic Technology Cluster	Lithuania	PROTECH is coordinator of cluster activities	FETEK consolidate 33 Lithuanian companies and research institutions operating in PV technologies sector and related areas to increase sustainability and competitiveness of national PV sector. Cluster can help to disseminate BIO4EEB innovations not only inside cluster, but also for possible investors.
	Spanish Construction Technology Platform (PTEC)	Spain	AIMPLAS is a member	Platform that aims to contribute to the improvement of the construction sector through cooperation between public and private entities in initiatives related to research, development and innovation (R+D+i).
	Spanish Association of Composite Materials (AEMAC)	Spain	AIMPLAS is a member	A non-profit organization that aims to be a communication forum for the scientific, technical and business community on research and development issues related to composite materials.
	Spanish Technological Platform for Energy Efficiency (PTE-EE)	Spain	AIMPLAS is a member	The Spanish Technological Platform for Energy Efficiency favors collaboration between the public, scientific and business sectors, to promote R+D+i in energy efficiency, collaborate with the development and promotion of new energy efficiency standards and recommend proposals for actions to the various sectors in the field of R+D+i to promote energy efficiency.

 CEECE Clúster de l'Energia Eficient de Catalunya	Cluster of Energy Efficiency of Catalonia (CEECE)	Spain	INDRESMAT is a member	A non-profit organization of 214 entities that aims to promote the field of energy efficiency through collaboration between companies and associated entities from areas such as technology, research, institutional, regulatory, industrial, information and business.
	Pôle Fibres Energivie	France	BYCN is a member	It is the only competitiveness cluster dedicated to building materials. Focused on the building sector, it brings together all the players in the value chain (from material suppliers to integrators): chemical industry, materials, building design, construction systems industry, energy equipment, construction trades, building maintenance and real estate development.

7 Exploitation plan

The detailed exploitation planned is provided in Deliverable 5.1 (WP 5, task 5.1). The BIO4EEB exploitation plan report outlines the potential commercial opportunities of the R&D EU project. In the exploitation plan, the goal is to identify key exploitable results that can be used to create new products, services or applications, as well as to enhance the reputation and visibility of the project.

8 Validation process for D&C activities

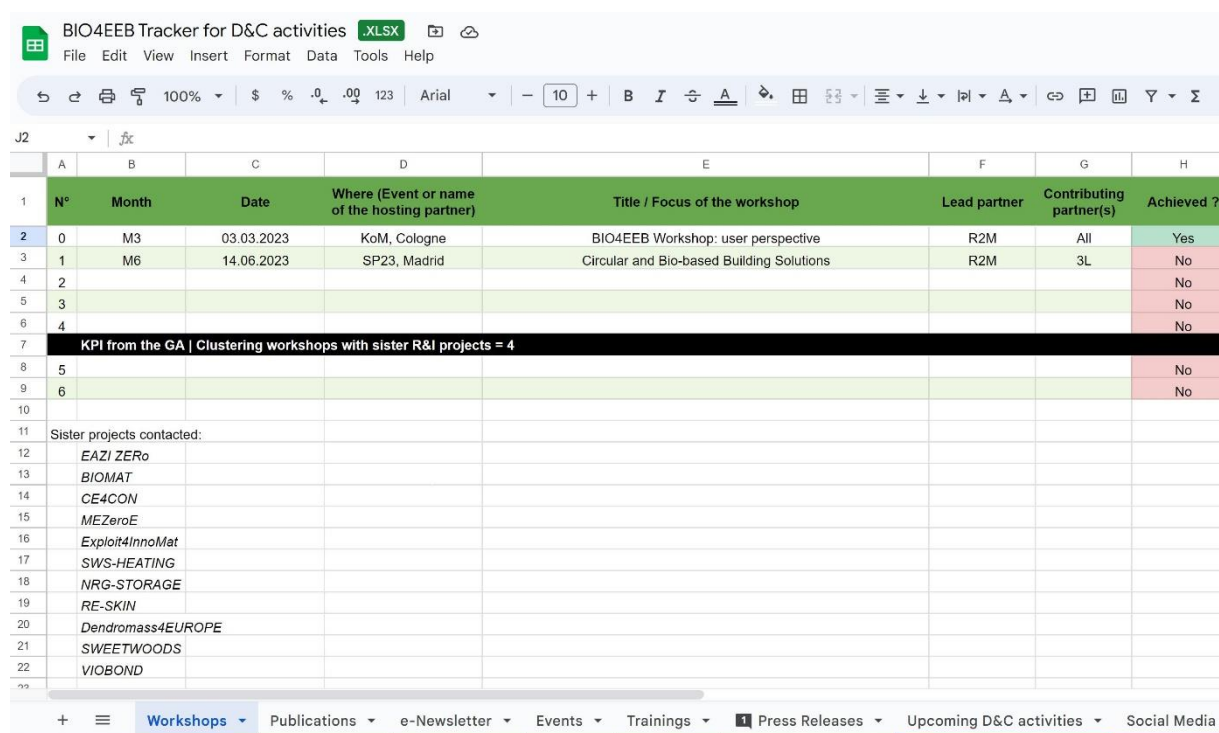
All project related publications and presentations made by project members to an audience outside of the project consortium must be approved by the Steering Committee (see D1.1, section 3, roles and responsibilities), with information to the Scientific and Technical Coordinator (see D1.1, section 3, roles and responsibilities). Prior notice of planned presentation or publication shall be given to the Steering Committee by email, including title, abstract or summary, and the targeted audience or conference. Five working days are allowed to the Steering Committee for response. No response means “approved”. Informal presentations based on published papers do not need approval. For papers and presentations given in a language other than English, an English abstract is not to be required, but favoured.

9 Detailed planning and recording of D&C activities

An online spreadsheet (see Figure 13) is going to be used for monitoring the D&C activities.

- **Past D&C activities:** the idea is to record “who did what” and capture the key feedback & impact of every action for our project. A blog post and social media posts will be published for each key achieved activity. The KPIs for each dissemination activity (eg. Workshops, publications, newsletters and etc.) are indicated in the spreadsheet.
- **Upcoming D&C activities:** a separate list of upcoming events will be regularly updated by partners so that future D&C actions can be anticipated.
- **Social media dashboard:** the dashboard will be used to draft the desired social media posts by partners to ensure the regular activity of social media channels.

The tracker for D&C activities is accessible in BIO4EEB shared folder in Dropbox. Various tabs (at the bottom of the Google Sheet) are used to structure the content and to monitor activities and the progress on dissemination of specific contents (e.g. conferences, peer-reviewed papers, clustering workshops, press release, etc.). Access to this spreadsheet is reserved to the BIO4EEB project partners and updates are processed in a collaborative way.



N°	Month	Date	Where (Event or name of the hosting partner)	Title / Focus of the workshop	Lead partner	Contributing partner(s)	Achieved ?
0	M3	03.03.2023	KoM, Cologne	BIO4EEB Workshop: user perspective	R2M	All	Yes
1	M6	14.06.2023	SP23, Madrid	Circular and Bio-based Building Solutions	R2M	3L	No
2							No
3							No
4							No
KPI from the GA Clustering workshops with sister R&I projects = 4							
5							No
6							No
Sister projects contacted:							
			EAZI ZERO				
			BIOMAT				
			CE4CON				
			MEZeroE				
			Exploit4InnoMat				
			SWS-HEATING				
			NRG-STORAGE				
			RE-SKIN				
			Dendromass4EUROPE				
			SWEETWOODS				
			VIOBOND				

Figure 13- Screenshot of the BIO4EEB D&C activities tracker - online Google Sheet

10 D&C activities and events for the first 12 months

10.1 Past D&C activities

Table 7 presents the details of the first dissemination event in which BIO4EEB participated at the early stages of the project (M6). As a part of Task 6.3 “clustering and cooperation with other relevant projects”, BIO4EEB established first contact with 3 sister projects and organized the “Circular and Bio-based Building Solution” workshop during the Sustainable Places conference.

Table 7. BIO4EEB participation at events

Date	Location	Event	Action led by
14-16 th June 2023	Madrid, Spain	Sustainable Places 2023	
Description	Yearly event co-organized by R2M - https://www.sustainableplaces.eu/ The conference is well known for being an ideal platform for the dissemination of the research, conducting workshops, EU project clustering and networking between stakeholders		
Contribution	BIO4EEB coordinator chaired the session at “Circular and bio-based building solutions” workshop. The project was presented and BIO4EEB roll-up poster was displayed. Project’s leaflets were distributed at the event.		
Stakeholders	Stakeholders involved in other European research projects with expertise on construction, bio-materials and circular design topics		
Impact for the project	The first interaction of BIO4EEB project with it’s sister projects. Together with experts representing BIOMAT, MEZeroE and CE4CON European projects, the drivers and barriers towards adopting bio-based materials in buildings were discussed.		
Estimated audience	25	Blog post	http://www.bio4eeb.eu/2023/06/16/circular-and-bio-based-solutions-workshop/





10.2 Upcoming D&C activities

Table 8 below, presents some of the foreseen activities already planned by project partners for the first year of the project (D&C stage 1, M1 to M12) at the time of writing this report (M6).

Table 8. D&C events and activities foreseen by the project partners for the first year of the project.

Consortium member	Upcoming event and activities
	19 October 2023: III Composites Conference, Valencia (Spain), organised by AIMPLAS: BIO4EEB project roll-up poster will be displayed and projects leaflets will be distributed at the event. the project will be displayed on the screens.

	• 17-20 October 2023: WOODRISE, Bordeaux (France), International congress on mid and high-rise wooden buildings, BYCN with its timber construction entity “WeWood” will have a booth. Leaflets will be distributed, and the project will be displayed on screens. • 10-13 October 2023: Pollutec event, Lyon (France), BYCN will be present at Pollutec, BIO4EEB Leaflets will be distributed.
	04-05 July 2023: EBC Annual Congress, The Hague (Netherlands). EBC is organizing a public conference titled “sustainability in construction with a focus on the current and potential role of construction SMEs & crafts”. During the event the mission and the progress of BIO4EEB will be shared with the audience.
	September 2023: INDRESMAT will publish a press release in several digital magazines focusing on the role of our company in the project and our goal to deliver first commercial bioPUR windows in 2024.
	Publishing article in Czech journal "Materiály pro stavbu" (<i>Building materials in English</i>)
	• 2 Linkedin posts about BIO4EEB topics and activities by the end of the year • BIO4EEB website page will be deployed in the Focchi website by September
	• 31 August 2023: Participation at 10th Foro Constructor, Bucaramanga, Colombia • Promoting BIO4EEB from social media channels in Spanish

Conclusion

This report presented the overall D&C strategy of the BIO4EEB project. This strategy will be implemented during the whole project lifetime. This version of the report also details foreseen D&C activities over the first year of the project. This report will be further updated four times during the project (D6.7 at M18, D6.8 at M30, D6.9 at M42 and D6.10 at M48) to report on the progress toward achieving the KPIs final targets presented in Section 5 of the report.

References



Annexes

A1. Project report and presentation templates

A Word report (Figure A1) and PowerPoint presentation (Figure A2) 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 A1- Word template for deliverables

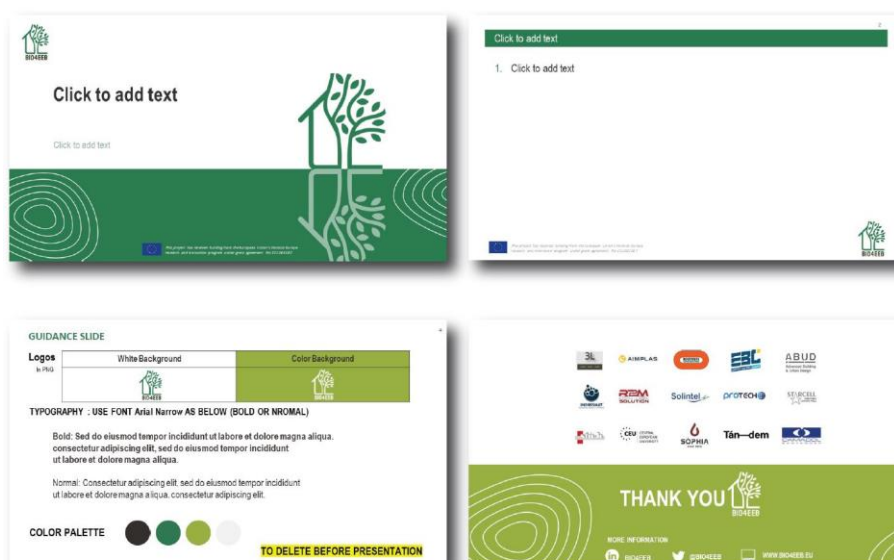


Figure A2- Powerpoint template for conference presentations