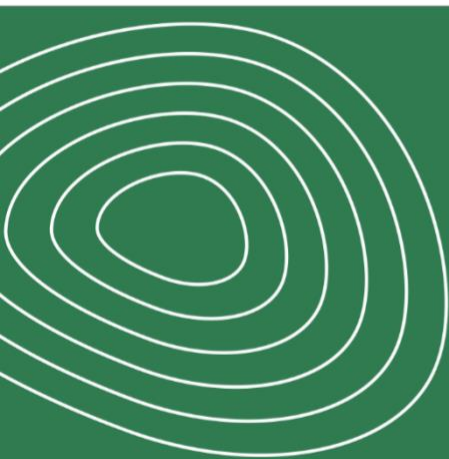


D6.8–Plan for dissemination and exploitation report (3rd version)

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DATE: 20 JUNE 2025



Technical References

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

Deliverable No.	D 6.8
Dissemination level ¹	PU
Work Package	WP6
Task	Task 6.1 – Communication and dissemination strategies
Lead Beneficiary	R2M
Contributing Beneficiary(ies)	ALL
Due date of deliverable	30 June 2025 (M30)
Actual submission date	24 June 2025 (M30)

¹ PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)

SEN – Sensitive, limited under the conditions of the grant agreement

Classified R-UE/EU-R – EU RESTRICTED under the commission Decision No2015/444

Classified C-UE/EU-C – EU CONFIDENTIAL under the commission Decision No2015/444

Classified S-UE/EU-S – EU SECRET under the commission Decision No2015/444

Document history

V	Date	Author (Beneficiary)	Description
1.1	19/05/2023	M. MAKTABIFARD (R2M)	Table of Content (ToC)
1.2	02/06/2023	M. MAKTABIFARD (R2M)	First draft
1.3	09/06/2023	M. MAKTABIFARD (R2M)	Final draft to internal reviewers
1.4	21/06/2023	M. MAKTABIFARD (R2M)	Final version to Coordinator
2.1	25/05/2024	M. MAKTABIFARD (R2M)	First draft with project partners input
2.2	17/06/2024	M. MAKTABIFARD (R2M)	Final draft to internal reviewers
3.1	24/06/2025	M. MAKTABIFARD (R2M)	Final version to Coordinator

Executive Summary

The European project BIO4EEB, started in January 2023, accelerates 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 3rd version of the detailed dissemination and communication plan. The deliverable provides an update to the previous versions of this report (D6.6 and D6.7). The dissemination and communication plan outlined all the activities that have been and will continue to be carried out, to promote BIO4EEB. Moreover, this deliverable acts as reminder to all the partners regarding the guidelines related to their dissemination and communication activities.

The previous versions of this report presented 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. During the first 12 months of the project the main focus of the dissemination actions was in stage 1 of the dissemination strategy (i.e., dissemination for awareness).

At the time of writing the current report (D6.8), project partners have continued with stage 1, but as results emerge and milestones are achieved, the D&C strategy is well progressing in stage 2 (i.e., D&C 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.

This 3rd version of BIO4EEB D&C plan (D6.8), provides an overview of D&C activities that have been performed over the past period (i.e. from M1 to M30), as well as a preview of some foreseen D&C activities to be conducted over the next period of the project, already under preparation. Progress and performance of D&C activities are presented against the D&C KPIs and associated targets which were set in the initial plan. This report will continue to be updated during the project lifetime to evolve with the BIO4EEB outcomes.

Disclaimer

BIO4EEB is 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.

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
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
B4P	Built for People

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1 Introduction

1.1 Purpose and target groups

This report provides an update on the BIO4EEB Dissemination and Communication (D&C) plan, outlining the actions performed so far, as well as the activities foreseen throughout the project, aiming 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 and its updated versions. All BIO4EEB project partners are contributing 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 used to disseminate BIO4EEB results, including available online resources of the project are demonstrated along with the visual identity guidelines and templates. A list of D&C multipliers are provided which can support the project to maximize the impact of D&C activities. The internal validation process that needs to be followed by all the project partners before a D&C item goes external is described. The report further presents the detailed planning and recording D&C activities and their associated Key Performance Indicators (KPIs). Ultimately, the final section presents the D&C activities conducted by project partners over the first 30 months of the project and introduces some of the D&C activities already foreseen for the coming months.

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
<i>Completed & continuing</i>	<i>Initiated, ongoing</i>	<i>Not initiated yet</i>
In the first instance, the purpose of the BIO4EEB D&C plan is to raise awareness and communicate broadly about BIO4EEB aims 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	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

objectives targeting the general public, citizens and relevant external organizations and stakeholders of the BIO4EEB project outputs.	in significant ways. For this group, an important function of the D&C plan is to provide a deeper understanding of BIO4EEB innovations, demonstrations and the developed bio-based insulation products.	insulation products. This group will be equipped with the required skills, knowledge and understanding of the BIO4EEB project 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 focus of the D&C actions was on stage 1, which was communication to promote the project and raise awareness. At the time of writing this report (M30), project partners are continuing with stage 1, but as results emerge and milestones were achieved, the D&C strategy is ongoing within stage 2, in which the focus is shifting 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 were due in stage 1 (M1-M12), eleven are being 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	Promoting greater understanding and knowledge
D6.2	BIO4EEB brand, website and social media (2 nd version)	M12	
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	
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	Promoting uptake of results by relevant stakeholders
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 were initially based on the outcome of the “User Perspective” workshop (screenshot of the workshop board provided in Figure 1) facilitated by R2M 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, were 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

Most of these target groups have already been impacted over the last 30 months of the project through various performed D&C actions. See chapter 10 (D&C activities and events) for further details.

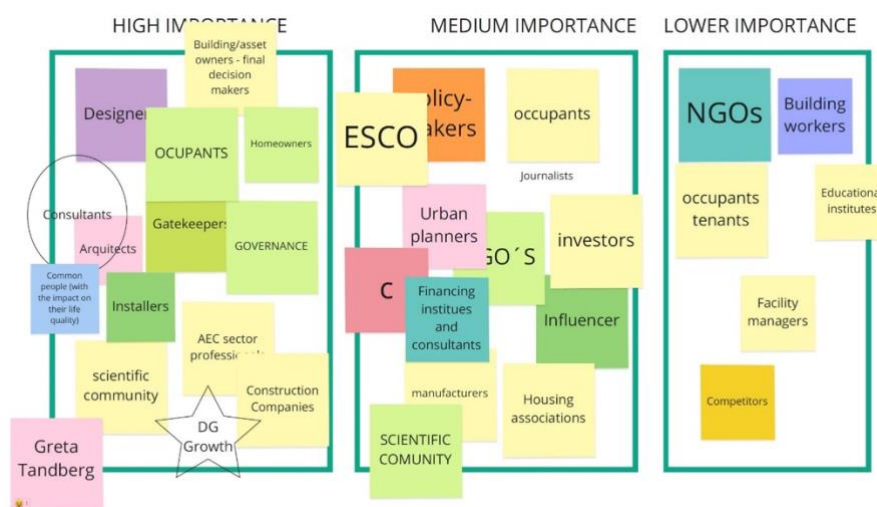


Figure 1. Screenshot of the workshop board during kick-off meeting

5 Dissemination tools, communication channels and KPIs

Various D&C channels have been/ and will continue to be activated depending on the content to be promoted and targets to be addressed. Key channels are summarised in Table 4 below, in connection with D&C related KPIs. Targets associated to KPIs are being monitored to evaluate the performance of D&C activities: the internal D&C tracker is used for this purpose (see chapter 9). The progress at M30 is reported in the corresponding column of the table (**actual performance M30**). All KPIs will continue to be monitored and final achieved performance will be reported in D6.10.

Table 4. BIO4EEB D&C channels and KPIs

D&C Channel	Cumulative target KPI	Stage 1. target M1-M12	Actual performance M30	Stage 2. target M13-M36	Stage 3. target M37-M48
Public website	Annual visit 2500	Set-up in stage 1 with 2500 views	Over 2800 active users; 8400 total views	5000 views	2500 views
Social media posts (LinkedIn & X)	300 followers	Set-up in stage 1 with 100 followers	44 posts (LinkedIn) + 42 posts (X) 286 Followers on LinkedIn	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	Promotional video published – 277 views		Publishing Follow-up videos

D6.8

e-Newsletter	6 issues	Publishing first issue	3 issues released	Publishing 4 issues	Publishing last issue
Leaflet	1 leaflet	To be Delivered in stage 1	Delivered and translated to 6 languages		
Posters	1 roll-up poster		Delivered and showed in various events	To be Delivered in stage 2 by M30	
Information plate for demo-sites	1 plate for each demo-site (5 in total)		Designed in 5 languages	To be Delivered in stage 2 by M20	
Press releases	3 press releases		PR distributed in international and Spanish media	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		The plan is published in D6.11 Training plan and report (1st version), the available training materials are being published in D6.12 (M30)		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	First round completed in 5 demo-site hosting countries		Second round of events by M40 for each demo-site

D6.8

Scientific events	10 European or international events 3 Latin American events	Participation in 23 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 clustering workshops organised in Spain and Luxembourg	2 workshops 1 workshop
Scientific publications	6 open access publications	1 journal and 5 conference papers submitted	2 publications	4 publications

Some additional statistics regarding the traffic on the project website (Figure 2) and number of followers on social media (Figure 3) are updated in this report (M30) and presented below.

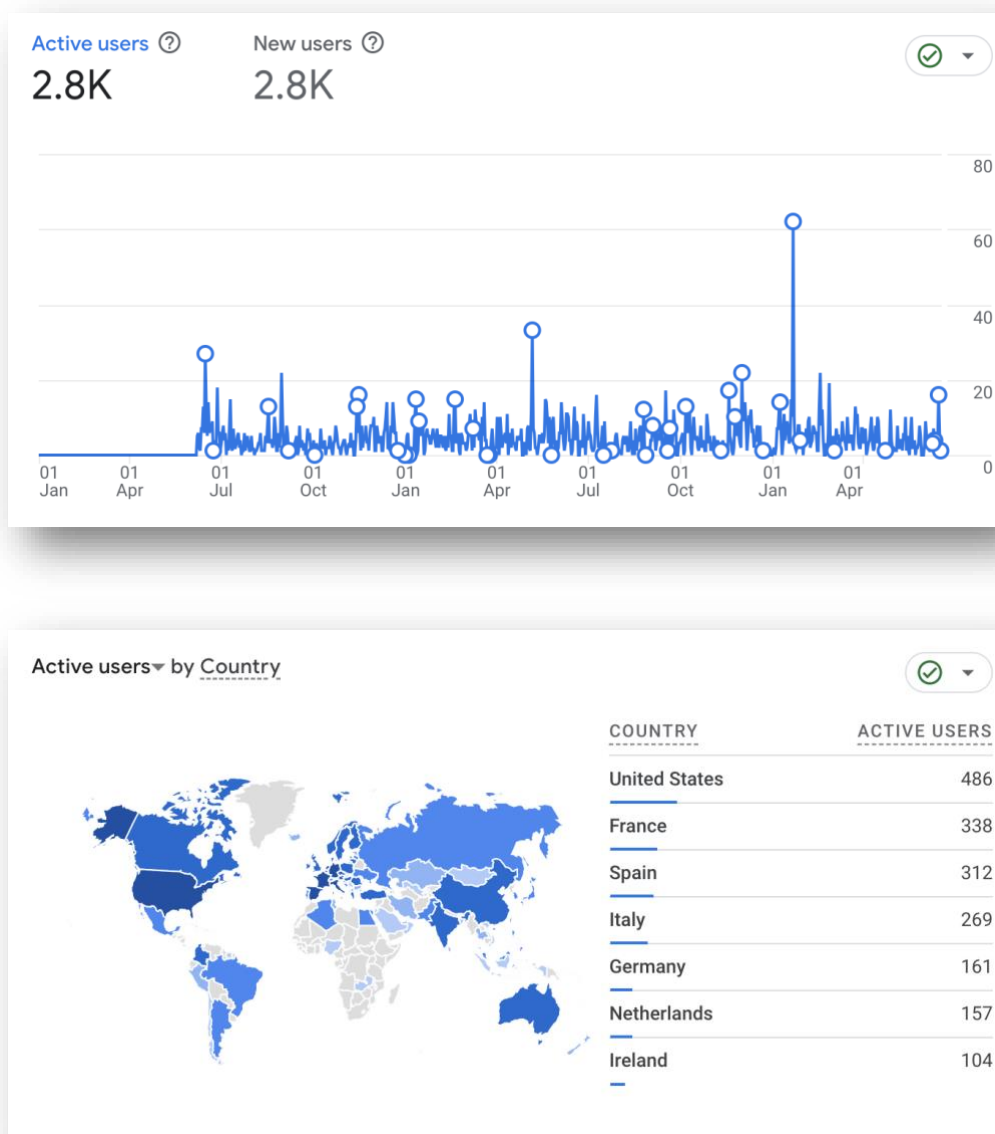


Figure 2. BIO4EEB website; Google Analytics (M1 – M30)

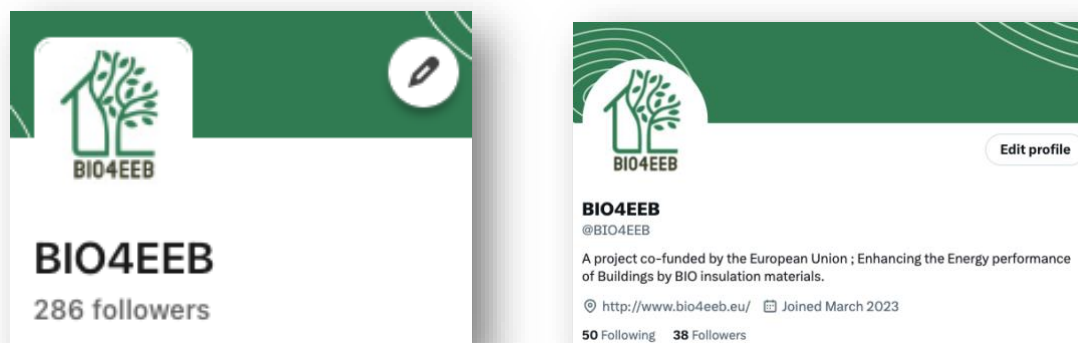


Figure 3. BIO4EEB LinkedIn and X (Twitter) followers gained till M30

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 4) and the disclaimer (Figure 5) 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 4. EU emblem

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 5. 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 6).



Figure 6. BIO4EEB logo development

It is important to note that the BIO4EEB logo must have a proportionate size when displayed with other logos. Figure 7 presents the proper ways to use BIO4EEB logo, along with examples of the logo misuse.



Figure 7. Proper use of the logo (left side) and examples of the logo misuse (right side).

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



Figure 8. BIO4EEB brand guidelines

5.1.2 Leaflet

A leaflet (Subtask 6.1.2), was designed (Figure 9) and is currently being distributed at events organised by BIO4EEB, as well as at external events. It includes the main message, technology, impacts and

consortium members. The leaflet electronic format (.pdf version) is also available to be downloaded from the project website ([link here](#)).

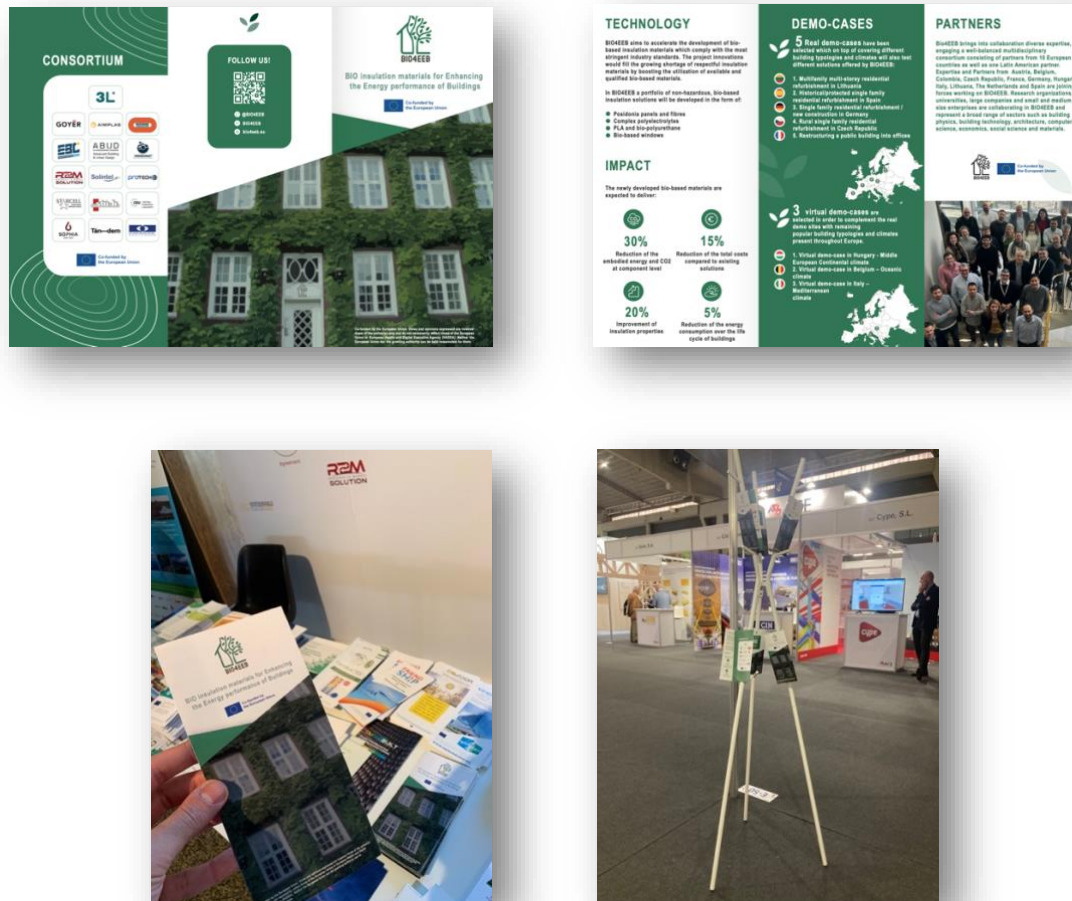


Figure 9. BIO4EEB Leaflet distributed in during events.

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, to maximise the visibility of the project for local audiences.

5.1.2.1 BIO4EEB Leaflet in Spanish

The Spanish translation of the leaflet shown in Figure 10, was done by **CAMACOL** and is also available to be downloaded from the project website ([Link here](#)).



Figure 10. BIO4EEB leaflet in Spanish

5.1.2.2 BIO4EEB Leaflet in Italian

The Italian translation of the leaflet shown in Figure 11, was done by **R2M** (Italy) and is now available to be downloaded from the project website ([link here](#)).



Figure 11. BIO4EEB leaflet in Italian

5.1.2.3 BIO4EEB Leaflet in French

The French translation of the leaflet shown in Figure 12, was done by **R2M** (France) and is also available to be downloaded from the project website ([link here](#)).



Figure 12. BIO4EEB leaflet in French

5.1.2.4 BIO4EEB Leaflet in Dutch

The Dutch translation of the leaflet shown in Figure 13, was done by **INDRESMAT** and is also available to be downloaded from the project website ([link here](#)).



Figure 13 - BIO4EEB leaflet in Dutch

5.1.2.5 BIO4EEB Leaflet in Czech

The Czech translation of the leaflet shown in Figure 14, was done by **STU-K** and is also available to be downloaded from the project website ([link here](#)).



Figure 14. BIO4EEB leaflet in Czech

5.1.2.6 BIO4EEB Leaflet in Hungarian

The Hungarian translation of the leaflet shown in Figure 15, was done by **ABUD** and is also available to be downloaded from the project website ([link here](#)).



Figure 15. BIO4EEB leaflet in Hungarian

Currently the leaflet translations to Lithuanian and German is being prepared by partners.

5.1.3 Roll-up poster

A roll-up poster (Subtask 6.1.2) as shown in Figure 16, 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 16. BIO4EEB roll-up poster shown at various events

5.2 Online resources

5.2.1 Website

The public website (Subtask 6.1.2), was launched (Figure 17) in June 2023: www.bio4eeb.eu. The website has been and continue to be regularly updated and 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. Furthermore, once BIO4EEB platform goes online, it will be directly linked to the project webpage.

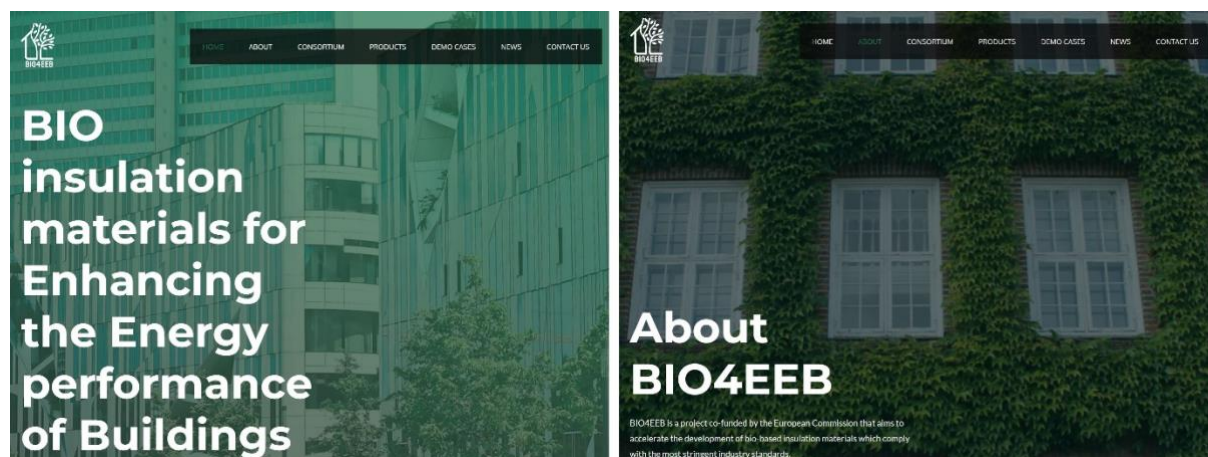


Figure 17. BIO4EEB project website: 'Home' and 'About' pages

The website has been kept maintained, since it was launched. The news section of the website is regularly updated, posting about BIO4EEB news, events, webinars and workshops as shown in Figure 18. Moreover, the workshops and webinars recordings are currently available on the webpage, with the link to the project's YouTube channel.

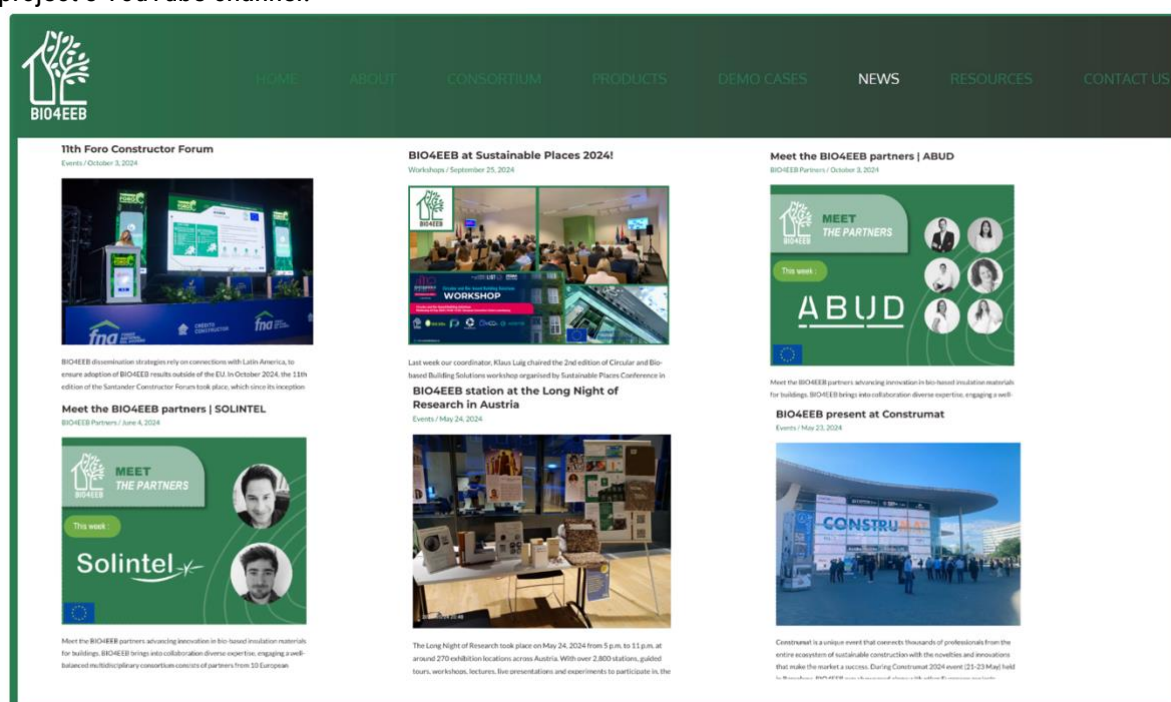


Figure 18. BIO4EEB news section (examples of posts M18-M30).

The Resources tab has been added to the BIO4EEB webpage (Figure 19). This section provides all the public resources produced within BIO4EEB framework. At the moment, the newsletter, leaflet translations, webinars and workshop recordings are available. 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 19. BIO4EEB resources section contents

Site-kit plugin by Google has been implemented into the WordPress, to evaluate website metrics using the Google Analytics. Below are some key metrics of bio4eeb.eu website presented. Figure 20 shows website number of unique visitors in the past month at the time of writing this report with the pie chart presenting the location of the website users. BIO4EEB highest number of unique visitors were coming from United States (21%), France (14%), Italy (8%) and Spain (8%), respectively.

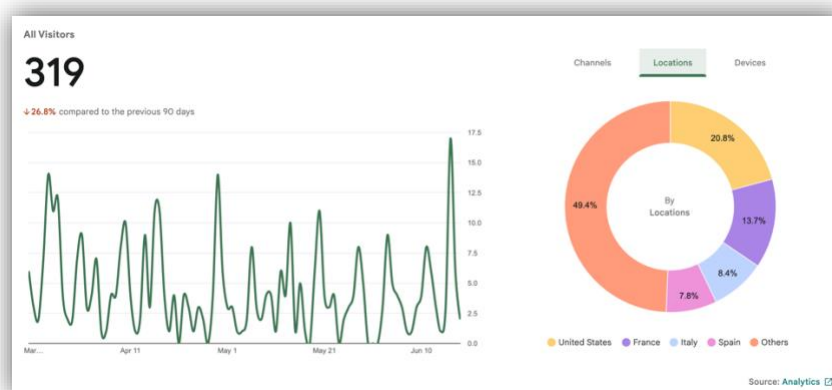


Figure 20. BIO4EEB webpage analytics (updated M30)

Figure 21 presents the website daily views since it was launched (M6) up to the time of updating this report (M30).

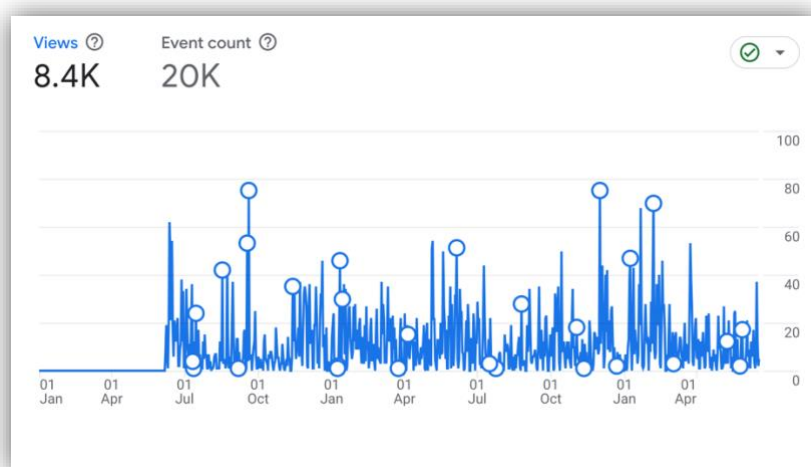


Figure 21. BIO4EEB website views at the time of writing this report (M30).

The website has been maintained and regularly kept updated in terms of the contents. All partners cooperated in order to provide the content in various sections. 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 addition to the website in this period (M18-M30) is a newly added page titled “initiatives” (Figure 22). 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 have 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/>

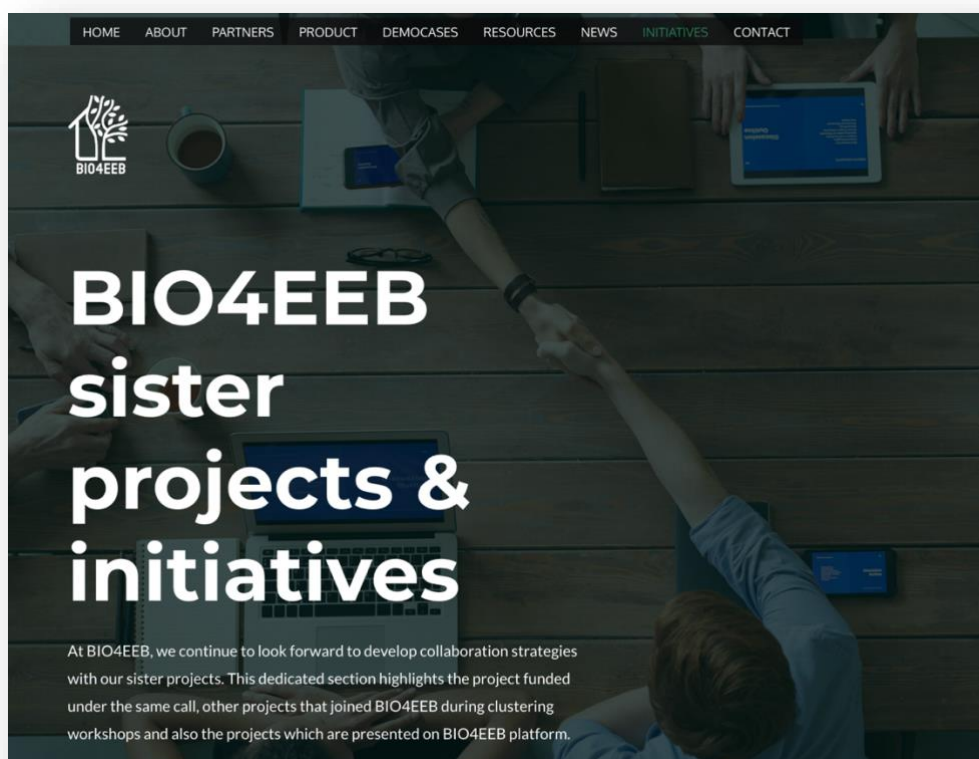


Figure 22 - A dedicated section on sister projects and relevant initiatives

In the latest update of the BIO4EEB website, a training section has been created specifically to present the BIO4EEB training programme (Figure 23).

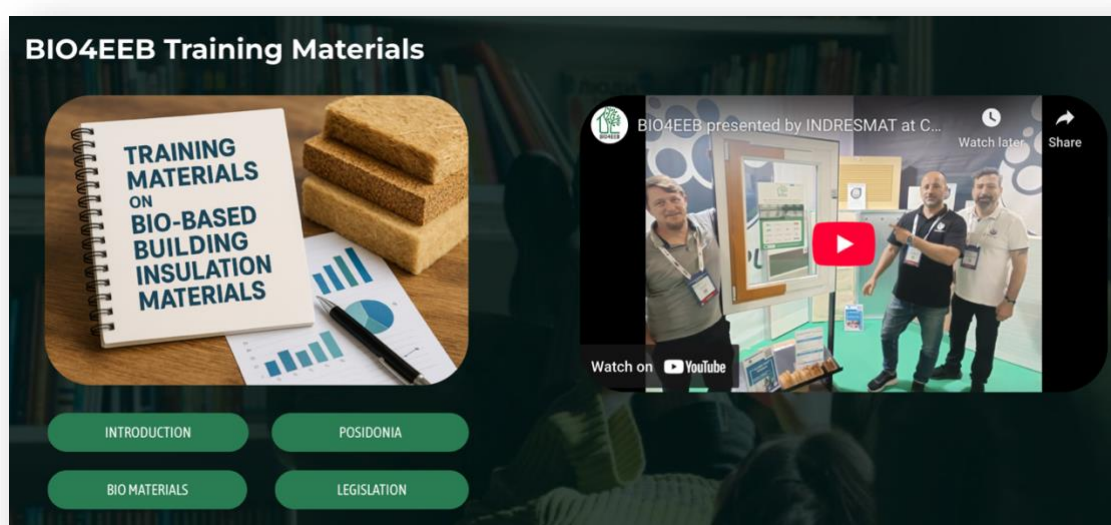


Figure 23 - BIO4EEB training materials disseminated on the website

As presented in Figure 23, and at the time of writing this report, the following materials have been made available to public audience on our website:

- Introduction to BIO4EEB ([link here](#))
- Posidonia panels by Sophia & Starcell ([link here](#))
- Bio-materials by AIMPLAS ([link here](#))
- Legislative framework by EBC ([link here](#))

Furthermore, a recording of BIO4EEB presented by INDRESMAT at Construmat 2025 is made available on BIO4EEB YouTube channel and Website ([link here](#)). This newly added section of the website will keep being updated and the all the training materials, including PowerPoint presentations, recorded demonstrations, videos, and visual content from pilot projects, will be made available under Resources tab on BIO4EEB website.

5.2.2 Social media: LinkedIn & Twitter channels

5.2.2.1 LinkedIn

A BIO4EEB LinkedIn page (www.linkedin.com/company/bio4eeb) as shown in Figure 24, was created as part of Subtask 6.1.3. LinkedIn is used as the main channel to build a project's community online and disseminate the project results. 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

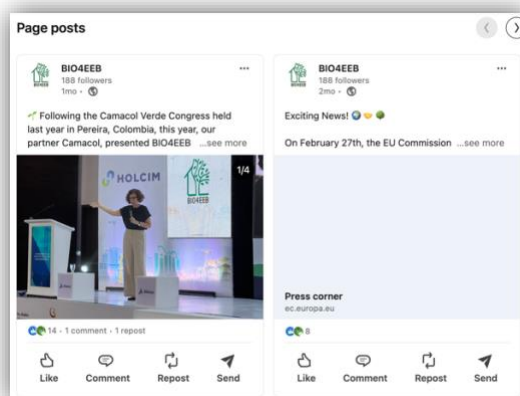


Figure 24. BIO4EEB LinkedIn page

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.

Since the BIO4EEB LinkedIn page launch, it has published **44** posts, and gained **286** followers. The post related to BIO4EEB are released in both English with some Spanish posts (with the support of CAMACOL) too, to engage the BIO4EEB audiences from Latin American countries.

5.2.2.2 Twitter (changed to X)

A BIO4EEB Twitter account (@BIO4EEB), as shown in Figure 25, was created on time for the kick-off meeting (March 2023) of the project (Subtask 6.1.3). 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.

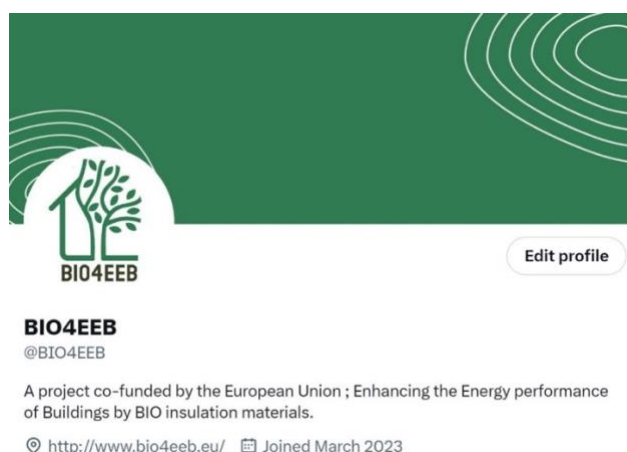


Figure 25. BIO4EEB Twitter account

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. 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 social media:

Table 5. Twitter hashtags

General	Specific
---------	----------

#HorizonEurope
#HorizonEU
#bio
#biobased
#sustainability
#circular
#innovation
#bioproducts
#climatechange
#energy

#BIO4EEB
#greenbuiding
#insulation
#Posidonia
#PEC
#PLAfoam
#polyelectrolytes

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.

At the time of writing this report, @BIO4EEB Twitter/X account has published **42** posts.

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 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. Initially the Brevo platform has been utilised to release the newsletter. The first BIO4EEB newsletter (Figure 26) was released in December 2023 and is available on the website in both English and Spanish ([link here](#)).

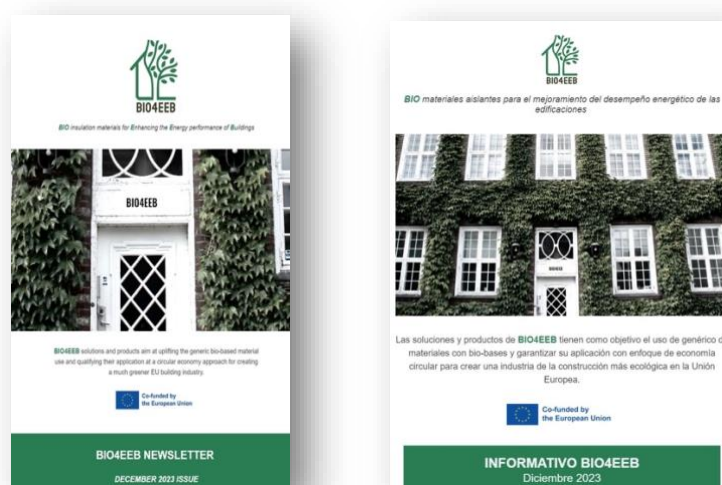


Figure 26. BIO4EEB newsletter, English and Spanish versions

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 27, the BIO4EEB newsletter has gained 129 subscribers at the time of writing this report and since its migration to LinkedIn platform.



Figure 27 - BIO4EEB newsletter subscribers on LinkedIn (June 2025)

The full Autumn 2024 newsletter is available on BIO4EEB webpage and LinkedIn channel:

- **Autumn 2024 edition (English):**

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

- **Autumn 2024 edition (Spanish):**

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

And below is the link to the latest released newsletter (M30):

- **Spring 2025 edition:**

<https://www.linkedin.com/pulse/bio4eeb-newsletter-spring-2025-issue-bio4eeb-n0ewe>

5.2.4 BIO4EEB promotional videos on YouTube channel

During project's lifetime, a total of 6 promotional videos' will be created and released. The first promotional video was released in December 2023. 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 28), which also archives the recording of the workshops/ webinars that are organised by BIO4EEB partners.

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

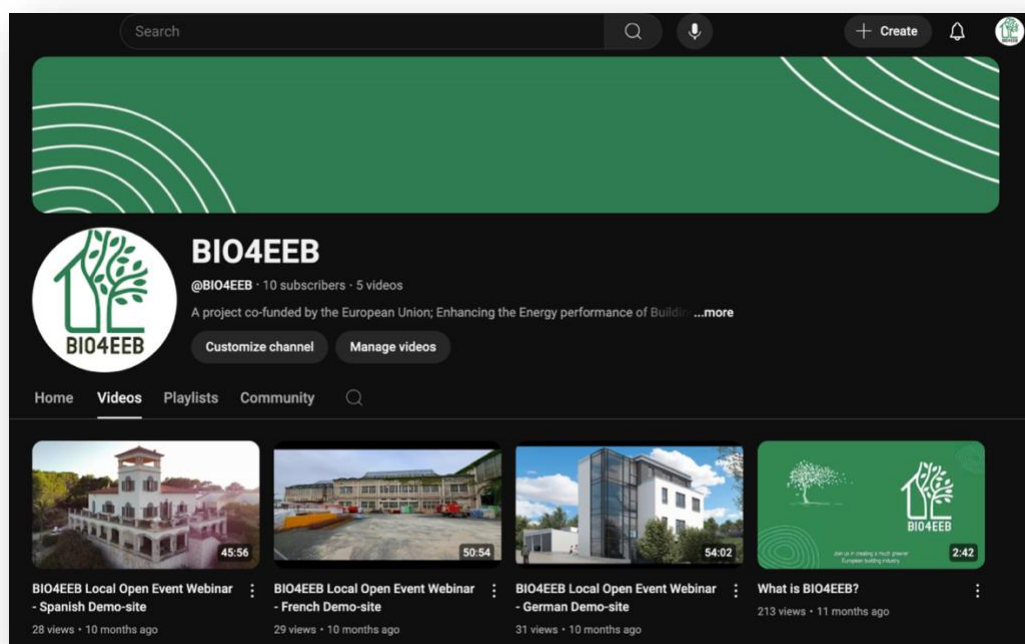


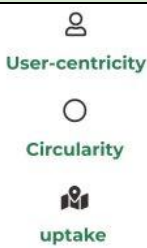
Figure 28. BIO4EEB YouTube channel

5.2.4.1 1st promotional video content

The first video final production was accomplished by Babylonia, a design agency based in Brussels (<https://www.babylonia-brussels.eu/>). Their profile aligned with both the desired layout style and budgetary constraints. The video was developed following project's brand guidelines and using a library of project's images collected from partners, stock images and complemented by a professional voice-over narrating the project's story. An interview recording of the coordinator briefing BIO4EEB is implemented into the video. A video script was developed and validated internally to meet the introductory video objectives and is presented in Table 6.

Table 6. BIO4EEB Promotional video script

Video of the coordinator	Context	Overview
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.	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.	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.		

5.2.4.2 Video dissemination

The first video is available on BIO4EEB website and YouTube channel (<https://www.youtube.com/watch?v=wUn-8kd89hc>) and has 277 views up to date. This video supported project visual presentation in events (Figure 29), fairs, exhibition booths and could be embedded in online articles.



Figure 29. BIO4EEB promotional video being played during Construmat event (Barcelona, May 2024).

6 D&C multipliers

When implementing D&C activities, BIO4EEB partners will exploit as much as possible D&C multipliers presented in Table 7 (platforms, clusters, associations to which they are members) to achieve a widespread dissemination of project results. In BIO4EEB, we will tag relevant multipliers in 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 7. D&C multipliers

Network, group, stakeholder	Geographical target	Connection to the consortium	Relevance to BIO4EEB
 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	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 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.

D6.8

	SBS – Small Business Standards	Belgium	EBC is a founding member and project partner; The EBC Secretary General sits on the SBS Board of Directors	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 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	The High Level Construction Forum (HLCF) 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	The European Council for Construction Research, Development and Innovation (ECCREDI), 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 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 is a member	The most visited Czech professional web portal for energy-saving construction and technical building equipment.
	ENBRI	European	Channel to research and testing labs	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.
	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.
	Cluster of Energy Efficiency of Catalonia (CEEC)	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 Energie	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.
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At the time of updating the report (M30), many of these networks and platforms were contacted by BIO4EEB partners. Our project has been referenced in some of their website providing articles in both English and Spanish. AIMPLAS issued a press release on the BIO4EEB project, which received wide visibility across international and Spanish media outlets. The release focused on the project's efforts to promote bio-based insulating materials for the construction sector and was featured in prominent platforms including *Bioplastics Magazine*, *Construible.es*, *Europa Press*, and *Industria Química* (Figure 30).



Figure 30 - An example of Aimplas press release being published in media

Furthermore, the following partnerships (Table 8) are on-going and facilitated by EBC in Belgium:

Table 8- BIO4EEB partnerships - multipliers contacted by EBC till (M30)

Multiplier	Website
SMEUnited	https://www.smeunited.eu/

Construction 2050 Alliance	https://euconstruction2050.eu/
ECCREDI - European Council for Construction Research, Development, and Innovation	https://www.eccredi.org/
European Housing Forum	https://europehousingforum.eu/?gad_source=1&gclid=Cj0KCQjw4Oe4BhCcARIsADQ0cskXFtumOhLeIN91DPS7pMjTfijRWzb_KMyxLP1yta64LzvrpsjQE5caAnLNEALw_wcB
Built4People	https://built4people.eu/
Small Business Standards (SBS)	https://sbs-sme.eu/
HLCF High Level Construction Forum	https://digital-construction.ec.europa.eu/news/2/the-high-level-construction-forum
ENZA European Net Zero Alliance	https://netzeroalliance.eu/

A close collaboration of BIO4EEB has been actively sought in particular with projects related to Built4People (B4P). The B4P partnership is a joint initiative of the European Commission and the ECTP and WorldGBC Europe, aiming to catalyse innovation for a sustainable built environment by bringing together stakeholders from research, industry, and policy. Its mission is to foster high-quality, low-carbon, and inclusive living spaces across Europe through collaborative R&I actions. In recognition of its innovative approach, BIO4EEB has been featured as one of the inspiring stories in the NEBULA Booklet, which highlights impactful projects aligned with the New European Bauhaus values. The booklet is accessible via the Built4People document library (as shown in Figure 31; full booklet is available [here](#)).

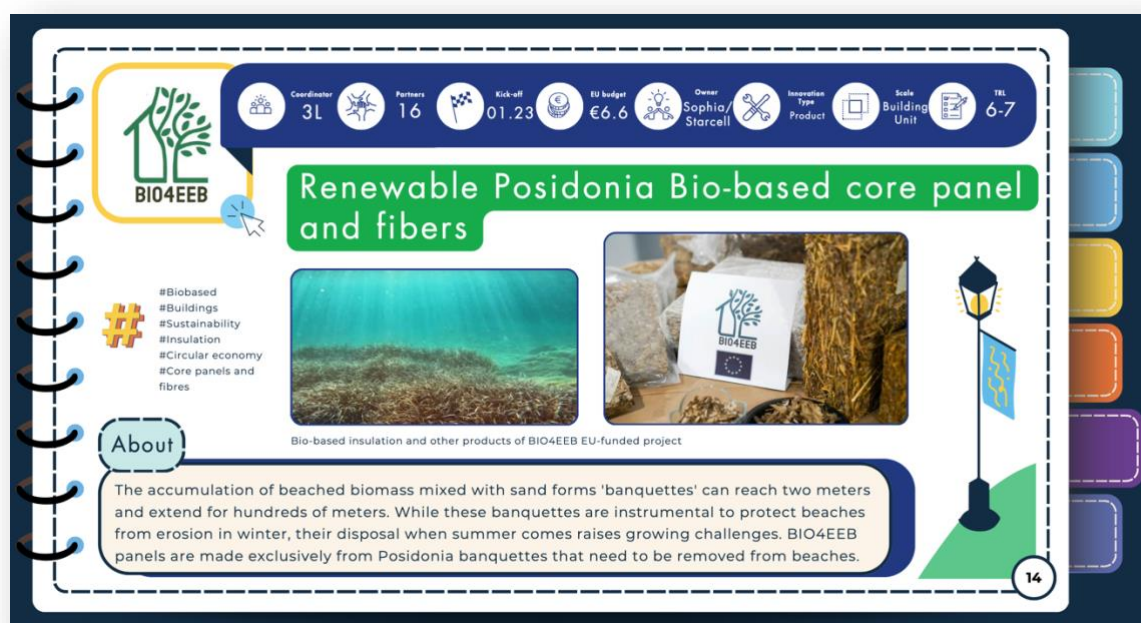


Figure 31 - Nebula booklet - inspiring stories

7 Exploitation plan

The detailed exploitation plan was provided in Deliverable 5.1 (WP 5, task 5.1). The BIO4EEB exploitation plan report outlined the potential commercial opportunities of the R&D EU project. In the exploitation plan, the goal was 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, 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 32) has been 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 MS Teams ([link here](#)). Various tabs (at the bottom of the spreadsheet) 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.

A	B	C	D	E	F	G	H	I
N°	Month	Date	Where (or Online)	Name of the Event: nature of BIO4EEB participation	Link to the events webpage (or social media page)	Lead partner	Contributing partner(s)	Participated?
1	M4	19 April 2023	Valencia, Spain	VI Workshop on Flame Retardant, formulation, processing and sustainability		AIMPLAS		Yes
2	M5	11-12 May 2023	Pereira, Colombia	Camacol Verde Event	Link	CAMACOL		Yes
3	M7	4-5 July 2023	The Hague, Netherlands	EBC Annual Congress	Link	EBC		Yes
4	M8	31 August 2023	Santander, Colombia	10th Foro Constructor	Link	CAMACOL		Yes
5	M9	5-8 September 2023	Milan, Italy	Plast trade show	Link	AIMPLAS		Yes
6	M9	12-14 September 2023	Cologne, Germany	AMI PVC Formulation	Link	AIMPLAS		Yes
7	M10	19 October 2023	Valencia, Spain	Composites 360. Ayudando a descarbonizar los sectores		AIMPLAS		Yes
8	M11	8-9 November 2023	Cologne, Germany	The Greener Manufacturing Show	Link	AIMPLAS		Yes
9	M11	20-22 November 2023	Berlin, Germany	AMI Fire Resistance in Plastics	Link	AIMPLAS		Yes
10	M11	20 November 2023	Vilnius, Lithuania	Seminar for the Chairmen and Administrators of Communities of Residents of Multifamily Buildings		PROTECH		Yes
11	M13	26 January 2024	Plunge, Lithuania	Seminar for leaders and administrators of Communities of Multifamily houses and employees of Municipalities		PROTECH		Yes
12	M14	20 February 2024	Cologne, Germany	digitalBAU 2024 Fair	Link	AIMPLAS		Yes
13	M15	19 March 2024	Pereira, Colombia	60th Camacol Santander Assembly		CAMACOL		Yes
KPI from the GA 10 European/International + 3 Latin American events = 13 events								
14	M17	22-may-24	Valencia, Spain	ECOFRAM 2024: International Conference on Eco-Friendly Additives and Materials	Link	AIMPLAS		Yes
15	M17	21-23 May 2024	Barcelona, Spain	Construmat	https://www.construmat.com/	R2M		Yes
16	M17	24 May 2024	Austria	The Long Night of Research	https://langenachtderforschung.at/	CEU	INDRE, SOPHIA, STARCELI	Yes
17	M20	22 - 26 August 2024	Palanga, Lithuania	The 26th International Conference-School "Modern Materials and Technologies"	https://advancesinmaterials.ktu.edu/archives/issue/2024/	PROTECH		Yes
18	M21	25 Sep 2024	Luxembourg	Sustainable Places 2024	https://www.sustainableplaces.eu/	3L	R2M	Yes
19	M22	3 Oct 2024	Santander, Colombia	11th version of the Construction		CAMACOL		Yes
20	M23	27 - 30 November 2024	Vienna, Austria	SGEM Vienna Green	https://www.sgemviennagreen.org/	STÜ-K		Yes
21	M26	5 - 6 February 2025	Nantes, France	bio360 expo	https://www.bio360expo.com/	INDRE		Yes
22	M28	9 April	Bucaramanga, Colombia	61th Camacol Santander Assembly		CAMACOL		Yes
23	M27	26 March 2025	Bilbao, Spain	Technical Innovation day of the Spanish Construction Technology		AIMPLAS		Yes

Figure 32. Updated screenshot of the BIO4EEB D&C activities tracker (M30)

10 D&C activities and events

10.1 Past D&C activities

This chapter provides a summary of main D&C actions performed from M1 to M30.

10.1.1 Clustering workshops

As a part of Task 6.3 “clustering and cooperation with other relevant projects”, BIO4EEB established first contact with 6 sister projects up to date. First clustering workshop with sister projects was organised by BIO4EEB project during Sustainable Places 2023 international conference (14th-16th june in Madrid). The workshop was entitled “Circular and bio-based building solutions” (Figure 33). The workshop has been reported online ([available here](#)) and the workshop recording is [available here](#). 25 participants joined the 1st clustering workshop representing BIO4EEB, BIOMAT, MEZeroE and CE4CON European projects, the drivers and barriers towards adopting bio-based materials in buildings were discussed.



Figure 33. BIO4EEB organizing the clustering workshop at sustainable places 2023

The second edition of the “Circular and Bio-based Building Solutions” clustering workshop was successfully organised and led by the BIO4EEB project during the Sustainable Places 2024 international conference, held from 23–25 September in Luxembourg (Figure 34). The event was chaired by Klaus Luig (3L) and coordinated by R2M. It brought together a growing community of EU-funded projects working towards sustainable construction practices including five sister projects: REINCARNATE, EASI-ZERO, Wood2Wood, MEZeroE and DeCO2.

During the workshop, experts from these initiatives presented methodologies to tackle various aspects of sustainable product development, environmental impact, and real-world performance. Innovative solutions for energy-efficient building envelopes and renovation materials were showcased, with a focus on resource efficiency and carbon footprint reduction. A round table discussion explored the drivers and barriers to the adoption of circular and bio-based materials in buildings. The session highlighted the importance of cross-project collaboration in scaling sustainable innovations ([workshop full recording is available here](#)).



Figure 34 - BIO4EEB organizing its 2nd clustering workshop in Luxembourg

10.1.2 Local open events

The first round of local open events took place at the 5 demo-case host countries. These series of events were held in local languages and allowed all target groups and especially citizens to get informed about the BIO4EEB project. For each event, banners and templates were prepared in local languages, and rehearsals were organised by R2M. The summary of the events (examples shown in Figure 35) at each demo-site host country is provided below:

- **Lithuanian demo-site:** Protech co-organized an informative seminar for the Chairmen and Administrators of Communities of Residents of Multifamily Buildings. This event was dedicated to the advances and innovations in the multi apartment buildings renovation processes ([link to the full report](#)).
 - Date: 20th November 2023
 - Location: Meeting hall of the Vilnius City Municipality Council
 - Speaker: Saulius Pakalka
 - Participants: 40
- **Czech demo-site:** STU-K, together with the support of R2M, organised the webinar titled “Demonstrační projekt Břežany II” ([link to the full recording](#)).
 - Date: 28th November 2023
 - Location: Online, GoToWebinar platform
 - Speaker: Radka Vimmrová, Alena Vimmrová, Tomáš Vimmr
 - Participants: 24

- French demo-site:** Regarding this demo-site, two events were organised by BYCN in both physical ([link to the full report](#)) and webinar ([link to the full recording](#)) formats. During the first physical event BIO4EEB was presented at the CYNEO inauguration at Halles des Ardoines, France. Furthermore, the webinar titled “Expérimentation biosourcée dans les Halles des Ardoines Présentation du projet européen BIO4EEB” was organised online.
 - Date: 6th December 2023
 - Location: Online
 - Speaker: Klaus LUIG, Jennifer PONTE, Hadrien RUSSELLE, Christine GREZES, Jérôme LOYWICK
- German demo-site:** 3L, together with the support of R2M, organised the webinar titled “BIO4EEB – Deutsches Demonstrationsvorhaben” ([link to the full recording](#)).
 - Date: 14th December 2023
 - Location: Online, GoToWebinar platform
 - Speaker: Klaus Luig (Moderator), Veronika Lenze, Marco Jaschke, Tobias Glaremin, Maxine Canstein
 - Participants: 23
- Spanish demo-site:** TANDEM, together with the support of R2M, organised the webinar titled “BIO4EEB EN ESPAÑA” ([link to the full recording](#)).
 - Date: 29th January 2024
 - Location: Online, GoToWebinar platform
 - Speaker: Pedro Herranz, Jaime Beltrán, Pablo R. Outón, Sergio Navarro
 - Participants: 50



Figure 35. Pictures from the Lithuanian and Czech local open events

10.1.3 Advisory board meetings

The International Advisory Board meetings is an opportunity for the consortium to present the progress and key findings of the BIO4EEB project to experts. Four meetings are planned throughout the project:

- **1st meeting:** BIO4EEB KPIs qualification workshop (January 11th 2024)
- **2nd meeting:** Bio-based insulation material development and integration (June 30th 2025)
- **3rd meeting:** BIO4EEB demo-sites (December 9th 2025) in parallel with BIO4EEB training day hosted by EBC in Brussels - Towards more circularity in construction; A collaborative approach from EU-funded research projects
- **4th meeting:** BIO4EEB Exploitation and marketing (Q4 2026, closing ceremony)

The first Advisory Board meeting held online in parallel to project 2nd GA meeting in Prague (January 2024) with participation of all the project partners as well as 5 experts from the advisory board members. The partners discussed the BIO4EEB project KPIs with the Advisory Board in a dedicated workshop. BIO4EEB has recruited 7 confirmed members (Table 9) as the Advisory Board members of the BIO4EEB project.

Table 9. BIO4EEB Advisory Board Members

No.	Name	Organization	Description
1	Dr. Karoly Matolcsy	ÉMI	Head of Dep Research at Nonprofit LLT company for Quality Control and Innovation in Building
2	Marta Maria Sesana	University of Brescia	Professor in Building Architectural Engineering at University active in the field of architectural technology for high energy efficient buildings,
3	Dr. Martijn Driesbeke	TNO	Medior Scientist Specialist Biobased Building Materials at Major Dutch Research Centre
4	Graziano Salvalai	Politecnico di Milano	Professor architectural engineering at University - Department of Architecture, Built Environment and Construction Engineering
5	Ander Romero Amorrortu	TECNALIA	Spanish Research & Innovation organisation Energy, Climate and Urban Transition Unit
6	Johan Van Dessel	BBRI	Coordinator Strategy & Innovation at Belgian Building Research Institute
7	Lis O'Brien	TUS	Manager at Irish Technical University Digital Academy for the Sustainable Built Environment

The 2nd Advisory Board meeting is scheduled to be held in hybrid format in parallel to project next GA meeting in Valencia (June 2025) with participation of all the project partners as well as experts from the advisory board members. This session will focus on presenting the progress on (i) bio-materials development, (ii) bio-products integration in demo-sites and (iii) LCA and circularity aspects.

10.1.4 Participation to external events

BIO4EEB project partners has participated and presented in 24 events up to this date. These events have been reported on the news section of the website (Figure 36) and listed below:

- Camacol Verde Congress (11th May 2023, Pereira, Colombia); [link](#) to the event full report.
- EBC Annual Congress (4-5th July 2023, Hague, Netherlands); [link](#) to the event full report.
- 10th Foro Constructor (31st August 2023, Bucaramanga, Colombia); [link](#) to the event full report.

- Plast trade show (5-8th September 2023, Milan, Italy); [link](#) to the event page.
- AMI PVC formulation (12-14th September 2023); [link](#) to the event page.
- Composites 360. Ayudando a descarbonizar los sectores (19th October 2023, Valencia, Spain). [link](#) to the event full report.
- The Greener Manufacturing show (8-9th November 2023); [link](#) to the event page.
- AMI Fire Resistance in Plastics (20-22nd November 2023, Berlin, Germany); [link](#) to the event page.
- Seminar for the Chairmen and Administrators of Communities in Vilnius (20th November 2023, Vilnius, Lithuania); [link](#) to the event report.
- CYNEO inauguration (28th November 2023, Vitry Sur Seine, France); seminar in Plunge Region; [link](#) to the event full report.
- Seminar for leaders and administrators of Communities of Multifamily houses and employees of Municipalities (26th January 2024, Plunge, Lithuania); [link](#) to the event full report.
- digitalBAU 2024 Fair (20th February 2024, Cologne, Germany); [link](#) to the event full report.
- 60th Camacol Santander Assembly (March 19th 2024, Bucaramanga, Colombia); [link](#) to the event full report.
- ECOFRAM 2024: International Conference on Eco-Friendly Additives and Materials (22nd May 2024, Valencia, Spain).
- Construmat (21-23rd May 2024, Barcelona, Spain); [link](#) to the event full report.
- The Long Night of Research (24 May 2024, Austria); [link](#) to the event full report.
- The 26th International Conference-School "Modern Materials and Technologies" (22-26 August 2024, Palanga, Lithuania); [link](#) to the event full report.
- Sustainable Places 2024 (25 Sep 2024, Luxembourg); [link](#) to the event full report.
- Foro Constructor Forum (3 Oct 2024, Santander, Colombia); [link](#) to the event full report.
- SGEM Vienna Green (27 - 30 November 2024, Vienna, Austria); [link](#) to the event full report.
- bio360 expo (5 - 6 February 2025, Nantes, France); [link](#) to the event full report.
- 61th Camacol Santander Assembly (9 April, Bucaramanga, Colombia); [link](#) to the event full report.
- Technical Innovation day of the Spanish Construction Technology Platform (PTEC) (26 March 2025, Bilbao, Spain)
- Construmat 2025 – International Construction Trade Fair (20–22 May 2025, Barcelona, Spain)

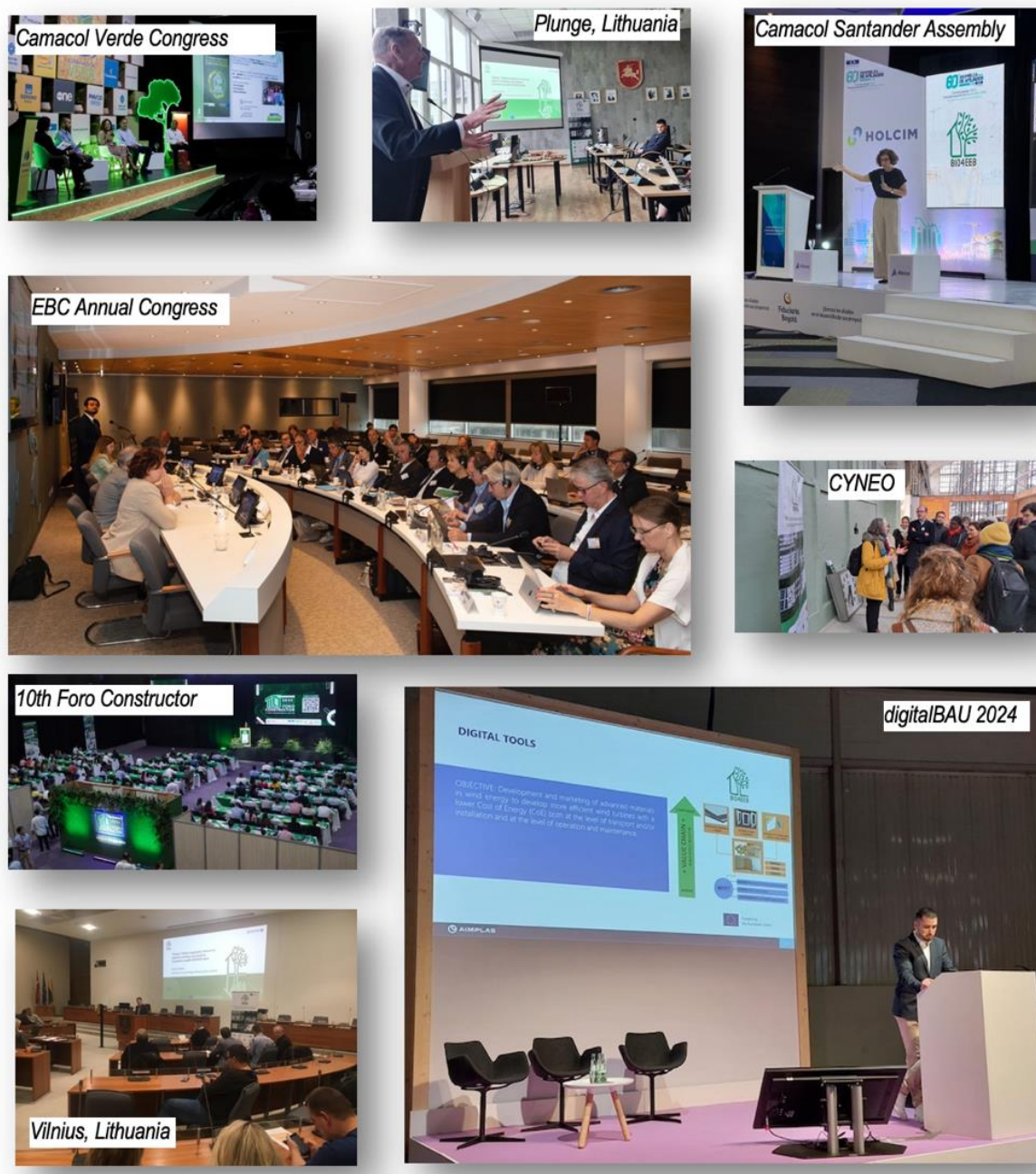


Figure 36. Examples of BIO4EEB presentation during various events

10.1.5 BIO4EEB publications

BIO4EEB partners will publish at least 6 open access publications in peer-reviewed journals. Project partners have prepared the following publications at the time of writing this report:

- **Title:** BIO4EEB - Bio insulation materials for enhancing the energy performance of buildings; **Journal:** Advanced Materials and Technologies. Book of Abstracts of 26th International Conference-School; **Status:** published; **DOI:** 10.5755/e01.2669-1930.2024
- **Title:** Sea Grass Posidonia Oceanica As An Unconventional Thermal Insulation; **Journal:** Green Sciences For Green Life Conference; **Status:** published; **DOI:** 10.5593/sgem2024v/6.2/s25.30
- **Title:** Predictive Modelling for Building Envelope Refurbishment with Bio-Based Solutions; **Journal:** CESBP 2025; **Status:** Submitted
- **Title:** Implementing innovative bio-based solutions in building refurbishment - Lessons from a case study in France; **Journal:** SBE25 WestMED Sevilla Conference; **Status:** Submitted
- **Title:** Full paper on Posidonia products; **Journal:** CESB25; **Status:** Submitted
- **Title:** sustainable insulation based on PLA foams; **Journal:** Eco Construcción magazine; **Status:** published

10.2 Upcoming D&C activities

Table 10 below, presents some of the foreseen activities already planned by project partners for the next coming months at the time of writing this report (M30-36).

Table 10. Selected D&C activities foreseen by the project partners in near future (M30-36).

Consortium member	Upcoming event and activities
	• Chairing the upcoming advisory board session in Valencia, Spain • Press release in Germany
	• Organising the BIO4EEB training day planned. • Leading the clustering activities with sister project. • Invitation of BIO4EEB advisory board members to the training day.
	• Accelerating BIO4EEB partnerships with relevant initiatives. • Developing the website and linking it with the BIO4EEB platform. • Creating videos on Demo-site activities

	• Presentation of the project at CESB 2025, Prague, Czech Republic • Publishing the full paper on Posidonia products
	• Presentation of the project at CESB 2025, Prague, Czech Republic • Publishing the full paper on Posidonia products
	• Presentation at SBE25 WestMED Sevilla Conference
	• Publishing articles including “sustainable insulation based on PLA foams” at Eco Construction magazine • Support in upcoming advisory board session presenting bio-based material developed.
	• Submitting articles around circularity indicators, targeted journal: <i>“Journal of Cleaner Production”</i> • Presentation at CESBP 2025 conference (abstract submitted)
	• Promoting BIO4EEB from social media channels in Spanish • Presentation of the project in CAMACOL events
	• Support in producing training materials for integration of bio-based components in demo-sites • Support the upcoming advisory board session presenting French demo prefabricated façade as an example

Conclusion

This third version of the BIO4EEB Dissemination Plan (D6.8) presents an updated and comprehensive overview of the communication and outreach activities conducted during the first 30 months of the project. It also outlines the foreseen actions for the final project period, ensuring a continuous and strategic engagement with key stakeholders.

BIO4EEB has made continuous progress in increasing awareness and understanding of its innovative bio-based insulation solutions through diverse channels, targeted events, media coverage, and collaborative actions with EU-funded sister projects. As the project transitions into its final phase, the focus will shift more decisively toward supporting stakeholders in the practical uptake and dissemination of the project's results.

The strategy laid out in this report will guide partners in maximizing the visibility, relevance, and long-term impact of BIO4EEB outcomes. It will continue to be refined and monitored until project completion, with final insights and achievements to be reported in the forthcoming versions of this deliverable (D6.9 and D6.10).

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

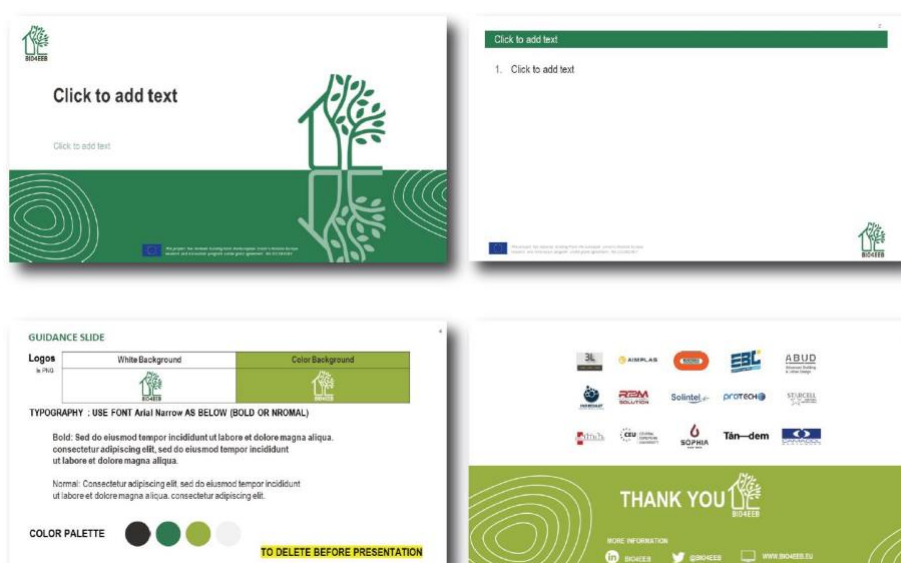


Figure A2- PowerPoint template for conference presentations