



D5.2 – DISSEMINATION AND COMMUNICATION PLAN

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This document is the BIOSWITCH project Dissemination and Communication Plan (contract no. 887727) corresponding to D5.2 (M3) led by SIE. This document describes the Dissemination and Communication Plan adopted by the BIOSWITCH project, whose main objective is to ensure that the results reach the relevant stakeholders for a wider brand owners' switch exploitation promotion.





Project details			
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ACRONYMS AND ABBREVIATIONS

ACRONYM	FULL NAME
AS	Associations
BBI JU	Bio-based Industries Joint Undertaking
BI	Bio-based Industry
BIC	Bio-based Industries Consortium
BS	Biomass suppliers
BO	Brand Owners
BTG	B.T.G. Biomass Technology Group BV
CLIC	Clic Innovation Oy
CO	Consumers
CTA	Corporación Tecnológica de Andalucía
DCP	Dissemination and Communication Plan
DoA	Description of Action
EC	European Commission
FBC	Food & Bio Cluster Denmark
FF	Flanders' FOOD
GDPR	General Data Protection Regulation
GP	General Public
ITT	Institute of Technology Tralee
KPI	Key Performance Indicators
PM	Policy Makers
SC	Scientific Community
SIE	Sustainable Innovations Europe SL
TM	Trade Media
VTT	Teknologian tutkimuskeskus VTT Oy
WP	Work Package

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1 INTRODUCTION

This document describes the Dissemination and Communication Plan to be adopted by the BIOSWITCH project, whose main objective is to ensure that the results reach the relevant stakeholders for a wider brand owners' switch exploitation promotion.

First of all, it presents the objectives of the dissemination and communication plan, the main target audiences and the key messages, to follow with the tools and channels. Within this tools and channels, different means and platforms, such as the website, the social media channels, printed materials, newsletters, press releases, scientific journals and trade media are explored. In addition, it is also discusses the participation in conferences, workshops, and events. The stakeholders' engagement is also explored, to then proceed to evaluate which indicators and targets are set in order to evaluate the communication efforts.

The dissemination and communication will involve different levels (European level, national level, regional level, etc.) and refer mainly to external communications, but also internal. These realms are also considered in the plan below.

A timeline with the main three communication phases is presented, to finish with an overview of the actions carried out from M1 to M3.

1.1 Context of WP5 BIOSWITCH toolbox promotion and exploitation

The main objective of this WP is to maximise the impact of the project results during its lifetime and after the project's end. More in detail, the specific objectives are:

- To document undertaken dissemination and communication activities through a detailed and updated plan.
- To ensure the results reach the relevant stakeholders for a wider brand owners' switch exploitation promotion.
- To develop detailed materials for the enhancement of the BIOSWITCH promotion.
- To promote the social and market acceptance of the BIOSWITCH Toolbox and the rest of outputs.
- To define the exploitation strategy and market assessment for BIOSWITCH and agreements between the pan-European clusters.
- To plan the market uptake acceleration to use of the toolbox after the project's end.

WP5 consists of three tasks, all of them lasting from the start of the project till the end:

- T5.1 Dissemination and communication strategy and action plan.
- T5.2 Online & Offline Dissemination & Communication activities.
- T5.3 Requirements for sustainable business models dealing with platforms features and related services.



1.2 Objectives of Task 5.1

The Description of Action (DoA) contemplates that a detailed Dissemination and Communication Plan (DCP) should be produced at the beginning of the project (M3), based on the draft detailed at Section 2.2 of the project proposal and in collaboration with all the consortium; it will outline the project's audiences, key messages and communication channels for the dissemination. The plan will provide an integrated, accurate and efficient dissemination strategy, it will highlight the key messages, potential audiences, roles and responsibilities and methods of communication to be used for the BIOSWITCH tool promotion and the rest of the results. The first list of stakeholders' network has been defined in the proposal stage and it is being updated with the collaboration of all the partners and will continue to be updated during the project life-time in order to include all relevant actors in consultations devoted to better explore the local context and adapt the technologies, using also inputs from Task 1.1 and the BIOSWITCH framework development. The involvement of stakeholders from the beginning of the project will be crucial to raise awareness about related problems and to enhance the community's acceptance of the proposed efficient exploitation strategies. All these actions will be conducted respecting GDPR issues and aligned with the project Data management plan produced in WP6.

1.3 Objective of the DCP

The main objective of the BIOSWITCH DCP is to establish guidelines and a plan to ensure that the project's results reach the relevant stakeholders for a wider brand owners' switch exploitation promotion outcome. It is anticipated that contributors to BIOSWITCH's market uptake and exploitation are clearly identified and motivated to proactively participate.

A multistep and multichannel approach will be used in the BIOSWITCH dissemination strategy in order to reach and engage different stakeholders and target groups with adjusted information for needs and interests. Awareness will be raised to all possible project beneficiaries.

2 TARGET AUDIENCE

In order to maximise the effect of dissemination, communication and exploitation activities, key messages and actions have to be tailored to the different target audiences, considering aspect such as level of expertise and/or knowledge, location, language, socio-cultural dimension, etc. Hence, it can be distinguished between a more general audience encompassing the overall society and the media, and a specific audience with different types of stakeholders.

The project expects to reach the following number of stakeholders:

- 400 organisations and stakeholders,
- 180 brand owners,
- 81 clusters.





The following table shows the main actors identified and the main results to be disseminated to them during the project.

Table 1. Target groups & contents

Target group / Stakeholder	Targeted results/content
Bio-based Industry (BI)	<ul style="list-style-type: none"> - Possibility of creating alliances with brand owners in order to develop new value chains.
Brand Owners (BO)	<ul style="list-style-type: none"> - Solutions to perceived risks. - Review of main paths/actions as best practices. - How switching to bio-based will make brand owners more appealing to consumers. - Success stories from other brand owners. - Regional facilitators that can support the brand owners. - Availability of more advanced tools for sustainability assessment and open innovation.
Consumers (CO)	<ul style="list-style-type: none"> - Added value of bio-based products. - Possibility of participation in regional workshops in order to discuss with brand owners.
Biomass suppliers (BS)	<ul style="list-style-type: none"> - New connections with brand owners to increase the availability of the biomass resources and build value chains.
Scientific community (SC)	<ul style="list-style-type: none"> - Lessons learned from sustainability assessment of bio-based approaches.
Clusters/Associations (AS)	<ul style="list-style-type: none"> - Support data exchange and cross-sectoral collaboration between industries.
Policy makers (PM)	<ul style="list-style-type: none"> - Foster the replication and the public-private link. - Increase awareness of the capabilities and uses of the BIOSWITCH Toolbox. - Need to review the legal framework and stimulate incentives. - Information about brand owners perceived risks.
General Public (GP) & Trade Media (TM)	<ul style="list-style-type: none"> - Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Potential of the bio-based industry in Europe bringing wealth and jobs. - Usefulness of EU R&D and BBI JU funds. - Illustrative and didactic graphic and video materials.



Several key stakeholders have been already identified by consortium partners, such as the Bio-based Industries Consortium Industry Group, the Bio-Based and Biodegradable Industries Association, the European Bioeconomy Alliance, EuropaBio, European Bioplastics, Allthings.bioPRO, BioVale, Flanders Biobased Valley. Among the policy and public administration, stakeholders at both regional and European level have been identified, from the Irish Department of Agriculture, Food and the Marine, to the European Commission's Directorate-General for Agriculture and Rural Development, just to mention a couple. The partners continue working in the stakeholders list and adding relevant entities and individualsto it.

Several trade media have already been identified as well, such as, Innovators Magazine, Greentech Media, Bio Market Insights, Futureenergy, EU Reporter and Biobased Press.

Likewise, similar European projects have been identified to search for synergies, such as Allthings.bioPRO, BioBridges, Biocando, Bioforever, BioVoices, Bioways, CELEBio, InGreen, LIFT, and Transition2Bio among many other initiatives funded by the Bio-based Industries Joint Undertaking (BBI JU).

3 KEY MESSAGES

BIOSWITCH is structured in four technical WPs that are complemented with the BIOSWITCH toolbox promotion and exploitation, the Project management WP and the Ethics requirements one.

Throughout the four technical WPs, the BIOSWITCH project will generate large amounts of information, generating interest towards the bio-based industry and bio-based products. It is crucial to identify the outputs and messages from developed WP's and their appropriate tools/channels for dissemination. Table 2 below demonstrates the key messages from each WP. The main, but not limited to, target group(s) and channels are also identified. The consortium group will continue to disseminate messages including general objectives and partnership participation in project-related events. This includes confidential commercial meetings, presentations, gatherings with potential customers, and scientific papers and events.

The table below presents the four technical WPs, the key messages that are expected to derive from each of them, the target groups to which they will be disseminated, and the key channels used to do so.

Table 2. Key Messages

WP	Key Message	Target group / Key channels
WP1. BIOSWITCH framework	- Identified needs, risks and motivations of brand owners	BO, BI, AS, PM





development and mapping and analysis exercise	<ul style="list-style-type: none"> switching to bio-based approaches. - Best practices, case studies and success stories. - Main drivers and motivations to switch to bio-based. 	Surveys, Website, Social media, Newsletter, Workshops
WP2 BIOSWITCH toolbox development	<ul style="list-style-type: none"> - Initial configuration of BIOSWITCH toolbox and self-assessment test - Set of developed materials - Highlighting the benefits of switching to bio-based approaches 	BI, BO, BS, SC Website, Social media, Newsletter, Conferences and events
WP3 BIOSWITCH toolbox validation	<ul style="list-style-type: none"> - Launch the toolbox - Highlighting the benefits of switching to bio-based approaches - Benefits of the toolbox 	BI, BO, BS, SC, PM Website, Social media, Newsletter, Conferences and events, Press release, Scientific Publications
WP4 European roll-out and replication	<ul style="list-style-type: none"> - Success cases - The importance of switching to bio-based - Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Potential of the bio-based industry in Europe bringing wealth and jobs. 	BO, BI, AS, PM, GP, TM Website, Social media, Newsletter, Conferences and events, Press release, Webinars, Workshops, Scientific Publications

4 TOOLS AND CHANNELS

Different tools and channels will be used to disseminate and communicate the activities carried out by BIOSWITCH and its results. Each tool and channel will be used appropriately to address different target groups at different stages of the proposal implementation, thereby increasing the efficiency of the Dissemination Plan. The relationship between the tools and channels, the target groups and the expected results are presented in Table 3.

Table 3. Tools and channels

Channels	Tools	Target groups	Expected impacts
	Brochure Leaflet	All target groups	Raise awareness about the project goals, expected impacts and inform about its benefits.



Printed materials	Poster		
	Rollup		
Online presence	Website	All target groups	Inform on the day-to-day achievements of the project and its milestones achieved.
	Newsletters		
	Social media		
Publications	Scientific papers	All target groups	Demonstrate that the tool effectively accomplishes the objectives of the project.
	Articles		Create awareness of the new technologies and promote the impact of the project
	Press releases		
Events (organised by BIOSWITCH)	Workshops	BI, BO, CO, BS, SC. AS, PM	Familiarisation with technical performance and specifics
	Webinars	BI, BO, CO, BS, SC. AS, PM	Share results with projects of the same call or focused on similar topics.
Events (attended by BIOSWITCH)	Conferences	BI, BO, CO, BS, SC. AS, PM	Expand the knowledge gained through the project
	Tradeshows	BI, BO, CO, BS, SC. AS, PM	Create awareness of the advantages of switching to bio-based, spread the word about the BIOSWITCH toolbox and boost the switch to bio-based approaches.

The tools and channels include the project website, articles targeted at both a lay and a technical audience, press releases, e-newsletters, scientific papers and leaflets, social media presence, and participation in workshops/conferences.

Communication activities to stakeholders outside the project group are based on the dissemination plan presented in section 2.2. of the Grant Agreement. The journal articles are primarily intended to communicate the results to the scientific and academic communities. However, the project will also aim to publish in trade magazines important to the industry to disseminate the advancements to all possible end users. Project presentations at technical conferences are intended to reach the same audience.

Any dissemination activities and publications in the project, including the project website, will specify that the project has received funding from the European Union's Horizon 2020 programme, as well as display the European emblem and the BBI JU and the BIC logos. All publications will reference the grant agreement number (887727) too.

Figure 1. Logos to display in all project publications and dissemination activities





4.1 Project identity

A recognisable project identity has been developed to build a visual brand following the Web Content Accessibility Guidelines, including perceivability, operability, understandability, and robustness. The project identity offers a package of templates that will facilitate the building of reputation progressively through the project. This includes creating a project logo and an accompanying style guide. These are being consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters and EC Report and can be downloaded from the project website: <https://bioswitch.eu/documents/>

Figure 2. BIOSWITCH Brand guidelines





Font setting web (Google font)

Titre H1 Regular MAJ 36pt

Lato



ABCDEFGHI

Titre H2 Bold 28pt

Lato



Abcdefghi

Titre H3 Regular 20pt

Lato



Abcdefghi

Titre H4 Regular 15pt

Lato



Abcdefghi

Text Regular 13pt

Lato



Abcdefghi

Iconography style



Photography style



Logo color





4.2 Project website

BIOSWITCH has developed and is keeping updated a website www.bioswitch.eu. The URL name was reserved the first day of the project, 1 June 2020, and it will be kept during the project's execution and for two years after its completion. Since all the promotion, dissemination and communication will be centred around the brand name "BIOSWITCH", it was crucial to secure this easy-to-find URL.

The website will be the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The aim is to inform stakeholders and associated industries about project developments, but also to present the project's achievements and the BIOSWITCH developments to the public.

All partners will contribute to the website by providing relevant project information. All communication efforts by project partners and social media will always be redirected to the BIOSWITCH website. Traffic to the website will be increased by creating mutual links between the partners' websites and other relevant websites.

The project website will contain:

- Latest news about the project progress and results.
- Details about the consortium partners.
- Electronic materials (newsletter, infographics, articles).
- A training and e-learning section.
- Contact information.
- Social media links.
- The project's videos once developed.

The project website was set-up and will be managed, maintained and hosted for the duration of the project and for a further 2 years after the completion of the project. SIE is the main responsible for keeping the website up and running, and all the partners should contribute with the provision of news and content to keep it updated. Statistical data will be collected about the website visitors that subsequently will be analysed by Google Analytics and included in the project reports. The DoA includes the measurable target of reaching 5,000 visitors throughout the project duration. Other indicators that will be assessed to evaluate the impact of the website are:

- The bounce rate: 41 to 55 percent is roughly average.
- The session duration: 2 –3 minutes is a good average session duration.

The website will be responsive to work on a variety of browsers, devices and screen sizes, such as smartphone and tablets.

4.3 Document repository

For internal communication purposes, the consortium partners have access to a password-protected Teams group created by the project coordination, and which contains all the project's relevant





documents. This repository serves consortium members to store and exchange files, as well as to edit them online, allowing for an easy collaborative document creation.

4.4 Social Media

The project has social media presence on:

- Twitter (https://twitter.com/BIOSWITCH_eu)
- LinkedIn (<https://www.linkedin.com/company/bioswitch/>)
- Instagram (<https://www.instagram.com/bioswitch.eu/>)

Measurable targets include reaching 1,000 connections in all the social media networks.

Social media are crucial for the dissemination and communication of the project, since the outreach and involvement of stakeholders is of utmost importance, and especially given the challenges that face-to-face communication pose due to the COVID-19 situation. In addition, having this wide range of networks ensures a wide dissemination to different age groups and target audiences. Once the project has developed audio-visual material, a BIOSWITCH YouTube account will be created to embed the videos on the website.

Content will be posted on social media regularly, beginning from the start of the project, to increase outreach. Social media networks are being used as a tool to announce project achievements, events, workshops, etc., but most importantly to drive traffic to the project website.

For the first phase of the project, the social media accounts will share posts related to the project scope and objectives to build a community of interest, creating an audience for when there are project results to share.

Online media platforms will be monitored to provide information on the analytics, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results. These results will also be included in interim reports and the final progress report. The social media accounts will be managed by SIE with support from the partners.

Consortium partners will be encouraged to follow the project social media channels and engage with them as much as possible. Whenever possible, the partners will share posts on their own corporate websites and social media networks, to further extend the outreach.

4.4.1 Social media best practices

In order to maximise the efforts of the partners on social media, a series of best practices and tips are provided here:

- Tagging the project networks on the posts related to it.
- Twitter @BIOSWITCH_eu
- LinkedIn @BIOSWITCH
- Instagram @bioswitch.eu



- Tagging the BBI JU and BIC.
- Twitter @BBI2020/ @biconsortium
- LinkedIn : @Bio-based Industries Joint Undertaking (BBI JU) / @BIC - Bio-based Industries Consortium
- Adding a call to action to visit the website with the link to it, to boost traffic (i.e. Visit our website to learn more about this, or More information on our website).
- Track all the communication efforts on a dissemination table that has been set in teams and to which all the partners have been granted access.

4.4.2 Achievements to communicate on social media

A list of relevant achievements suitable to be communicated has been identified in Table 4:

Table 4. Achievements to be communicated

Milestone title	Due date
Project Website running	M2
First newsletter	M3
How can BIOSWITCH help me	M4
Survey	M4
The benefits of the bio-based economy	M5/M6
Second newsletter	M6
First video	M6
Consortium meeting	M6
Report on best practices and switch-to-bio-based case studies for the agriculture, forestry and chemical sectors (D1.2)	M7
Brochure about how switching to bio-based will make brand owners more appealing to consumers	M7/M8
4 Regional workshops	M8
Pan-European co-creation workshop	M9
Second video	M9
Infographic myths about switching to bio-based	M9
Webinar	M9
Third newsletter	M9
Consortium meeting	M12
Fourth newsletter	M12
4 Regional workshops "Build me the value-chain" one per case study	M13
BIOSWITCH toolbox launch	M14
Fifth newsletter	M15
Consortium meeting	M18
Brochure with guidelines and key messages to be used on social media by brand owners	M18

Sixth newsletter	M18
Guide on how to use the BIOSWITCH toolbox (D4.1)	M20
Roadmap (D4.2)	M20
Regional knowledge transfer workshops	M20/M22
Seventh newsletter	M21
Third video	M22
Eighth newsletter	M24
Final conference + Pan-European train-the-trainer event	M24

4.5 Printed material

A brochure, a poster, a factsheet, and a roll-up have been developed for distribution to partner networks and at conferences, exhibitions, workshops, and training sessions. The first project poster and brochure versions contain general information about the project activities, participants and expected results. In addition, a general PowerPoint presentation has also been created, presenting the project’s objectives, methodology, partners, etc. These materials will be complemented with others elaborated later in the project and updated if needed.

Figure 3. BIOSWITCH poster





Figure 4. BIOSWITCH brochure

BIOSWITCH

FOUR VALUE CHAINS

- Agriculture
- Chemistry
- Forestry
- Food

OBJECTIVES

1. To develop a common action and impact plan to identify and practice best practice, learn from, pilot and scale, disseminate and mainstream. This part will be led by the bio-based associations.
2. To deliver an effective "switch-to-bio" framework for scaled BIOSWITCH action.
3. To deliver the proposed BIOSWITCH toolbox with real to use content from all partner sectors and identify levels, content and their feedback and prioritising for finalising phases of the toolbox.
4. To deliver the BIOSWITCH toolbox at European and national level in 4 pilot countries.
5. To disseminate and explore BIOSWITCH.

Encouraging Brand Owners to Switch to Bio-Based

BIOSWITCH aims to bring Europe to the forefront of the bio-based economy by encouraging and supporting brand owners from different sectors to switch to bio-based approaches. In order to achieve this, the project proposes a holistic, systemic approach based on two pillars:

- A framework placing brand owners in the centre of a set of events and communication actions that will allow shaping solutions to mitigate their perceived risks;
- The BIOSWITCH toolbox as the ultimate instrument that will assist them in the bio-based transition journey.

Partners: ELIB, CTA, VTT, Food & Bio Cluster Denmark, btg, FF, Sustainable INNOVATIONS

Contact: BIOSWITCH_eu, BIOSWITCH, BIOSWITCH_EU, www.bioswitch.eu





Figure 5. BIOSWITCH roll up

Encouraging Brand Owners to Switch-to-Bio-Based

IMPACTS

- Raise brand owners' interest in switching from fossil-based to bio-based products.
- Enhance brand owners' involvement with and commitment to a circular sustainable society.
- Increase marketability of bio-based alternatives.

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 887727.

@BIOSWITCH_EU
 BIOSWITCH
 BIOSWITCH_EU
 www.bioswitch.eu



Figure 6. BIOSWITCH factsheet



4.6 Electronic newsletters

Electronic newsletters will be prepared every 3 months and will include project updates, announcements, interviews and other information related to BIOSWITCH, to be distributed to stakeholders and partner networks and posted on the project website. Moreover, project updates may appear in partners' respective newsletters, which are distributed electronically to their own contacts within their specific industry.

A total of 8 newsletters will be issued on M3, M6, M9, M12, M15, M18, M21, and M24.

In order to build a list of subscribers, SIE will prepare an email template introducing briefly the project and inviting them to subscribe to the newsletter. This email will be shared by each partner with the stakeholders they know in a personalised email, so that GDPR is respected and no personal data is handled without prior permission. In addition, SIE will share a form on the project's social media



channels inviting the audience to subscribe, and a subscription form is also available on the project website.

4.7 Press Releases

Press releases will be published to announce newsworthy developments during the course of the project. They will be first written in English and sent to the European press and English speaking journalists, and then the partners will be encouraged to translate it and share it with national and regional media. Local media from the partner's countries will be leveraged, as they are more likely to publish the news than big national media. News agencies will be prioritised too, as they are one of the main sources of news for several big media outlets and newspapers.

4.8 Scientific Journals

Knowledge advancements developed within the BIOSWITCH project will form the basis for scientific publications, to be disseminated to the scientific community, actors in the bio-based value chain, brand owners, other stakeholders, as well as policymakers.

At least three scientific articles will be submitted to peer-reviewed, high impact journals. The articles will be open access to other researchers either by self-archiving online or via open access publishing on the journal website.

Examples of journals that could publish the results of BIOSWITCH include: the Agronomy Journal and the Sustainability Journal, both from the Multidisciplinary Digital Publishing Institute (MDPI), Environmental Innovation and Societal Transitions, Journal of Biobased Materials and Bioenergy, Journal of Bioeconomics, and The International Journal of Life Cycle Assessment.

From the proposal writing some subjects were proposed for the partners to write about in their articles or papers:

- Switch-to Bio-based Case Studies for the Agriculture, Forestry, Food and Chemical Sectors. (ITT and BTG);
- Switching-to-bio-based readiness level and toolbox development for brand-owners (VTT, CTA, FBC, CLIC, FF);
- A new sustainability assessment approach for fossil to bio-based approaches transition (VTT).

4.9 Participation at conferences, workshops and events

It remains to be seen how the COVID-19 situation unfolds and whether events will be taking place in a physical manner. If mobility and gathering restrictions continue and events can't be celebrated face-to-face, the BIOSWITCH partners will aim to transform them into online events whenever possible.

Project partners will attend sector related events, conferences and workshops (whether offline or online) to meet target groups as well as other stakeholders and public authorities and to raise





awareness about the project objectives, progress and results. These events provide access to target audiences at local, regional, national, European and international level. The BIOSWITCH consortium partners are from different disciplines; therefore, they will disseminate project results to diverse forums.

BIOSWITCH partners will also provide information through posters, presentations at other sessions and distribution of flyers.

Some of the conferences and trade fairs of interest identified for the BIOSWITCH project are as follows:

- European Consumer Summit
- World Bio Markets
- 9th International Bioeconomy Conference
- World Bioeconomy Forum
- EUBCE 2021
- IFIB – International Forum on Industrial Biotechnology and Bioeconomy
- BBI Stakeholders Forum
- BIC Matchmaking event
- BIOSPAIN
- BIOKET
- PulPaper exhibition & Conference

In addition, the consortium partners will look into events organised by EU-funded sister projects (e.g. -but not only- the BBI JU project BIOBRIDGES), events organised by bioeconomy clusters, including consortium partners, other sector specific events (i.e. food packaging, bioplastics) and consumer-related events.

An updated list will be elaborated every two months in collaboration with partners to guarantee the project's presence on dissemination events.

Regional co-creation workshops and knowledge-transfer workshops will be also organised by regional clusters to raise awareness of the project objectives among brand owners and the bio-based industry. In addition, a pan-European co-creation workshop and an online event also at EU level will be organised. At the end of the project, a final conference will be organised where the partners will present the project results and perspectives to relevant stakeholders.

4.10 Stakeholders engagement

The engagement of stakeholders from the very beginning of the project is key to successfully meet its objectives. From M₁, all the partners have been collaboratively building a stakeholders list that will be constantly updated.

Stakeholders will be addressed on a personalized basis with the help of all the partners from the very beginning of the project. Each partner will reach out to the of stakeholders they know personally, to





let them know about the project, invite them to subscribe to the newsletter and to follow the social media channels.

At a later stage, stakeholders will receive (information on / weblinks to) the project's results, they will be invited to participate in the webinars, workshops and final conference of BIOSWITCH.

A list of stakeholders has been prepared and shared with the project partners, so that they can complete it with the stakeholders they know on an individual basis. SIE will prepare an email template introducing briefly the project and inviting them to subscribe to the newsletter. This email will be shared by each partner with the stakeholders they know in a personalised email, so that GDPR is respected and no personal data is handled without prior permission.

5 INDICATORS AND TARGETS

The successful implementation of the Dissemination and Communication Plan will be measured by the achievement of specific targets for a number of different indicators specified in the table below.

Table 5. Means and KPIs

Means	KPI
Marketing materials (brochures, factsheet, posters, roll-ups)	2,500 copies distributed and/or downloaded
Website users	5,000 visitors
Social Media	1,000 connections
Press Releases	40 communication channels approached
Newsletters	2,000 readers 1500 views (188 subscribers/ downloads x 8 newsletter)
Workshops	575 attendees in total, distributed in the following way: 50 attendees per workshop: <ul style="list-style-type: none"> • 4 Regional workshops – Mapping and analysis (FBC, CLIC, CTA and FF at M8). • 5 Regional workshops – Knowledge transfer (CLIC, CTA, ABP, FF, ITT at M20-M22). 25 attendees to Pan-European co-creation workshop (ITT, M9). 100 attendees to Pan-European train-the-trainer workshop (FF, M24), organised together with final conference.
Webinars	100 attendees or downloads / watches afterwards, distributed in three sessions: <ul style="list-style-type: none"> • Review of main paths/actions that can be undertaken by the brand owner as well as best practices / Best Practices and success cases (SIE, M9)



	<ul style="list-style-type: none"> • How to use the self-assessment test and the toolbox (CTA & SIE M20) • “Let’s build together the value chain” Pan-European online event (FBC M14)
Scientific publications	At least 3 scientific papers sent to publications or journals (and –tentatively- accepted for publication)
Conferences	8 events of interest to be attended by project partners

6 LEVELS OF DISSEMINATION

Key targets groups operate at different geographic levels, which will influence communication tools and media to be employed.

6.1 European Level – European Commission (EC) and BBI JU

The EC and the BBI JU will be informed about the results via the periodic reporting of the project (mid-term review, minutes of periodical meetings, updates of this document), to announce relevant milestones, and to propose collaboration with other ongoing projects on dissemination activities.

6.2 International Level – Industry, Scientific Community

The relevant international organisations will be informed of the results. Scientific knowledge can be translated into practical information, guidelines, and regulatory policies. Direct mailing to specific organisations and stakeholders will be used to distribute electronic resources to raise public awareness.

Technical journals, conferences and workshops at both national and international level, industry meetings, and participation in industrial forums will also be used for the dissemination of knowledge both at research and industrial levels.

6.3 National and Regional Level – Brand Owners and Stakeholders

Engaging brand owners and regional stakeholders in the project is key for its success, since they are not only the main target audience, but also an active part of the research carried out to identify the main risks perceived, as well as the users of the toolbox. The 4 clusters partners (FBC, CLIC, CTA and FF) will play a central role to contact brand owners and stakeholders from their countries and regions. SIE will support them elaborating key messages and materials when needed. Even though the main language of the project is English, other national and regional languages may be used may be used if it is considered a good strategy to reach a wider audience at regional level. If any materials need to be translated, the regional partners will take care of it, while SIE will ensure it has a nice look and feel and a design that follows the project identity and guidelines.



7 INTERNAL AND EXTERNAL COMMUNICATION

The following internal and external communication activities will be undertaken during the project's lifetime and afterwards to ensure that the results of BIOSWITCH are efficiently and effectively communicated to the project partners, stakeholders and broader audiences.

7.1 Internal Communication

Effective internal communication is key to sharing information and ensuring that the deliverables are met. SIE will engage closely with coordinator CLIC to assist them in anything needed from the internal communications point of view. Regular calls will take place to exchange project information, update progress and share results. Physical Consortium and technical meetings will take place twice a year. Skype and/or tele/video-conferencing services will be used to facilitate collaboration between and within WPs. Technical Committee meetings will be held online every month, the first Monday of each month. In addition, WPs have their own WP meetings together with the relevant personnel and task leaders.

Due to the COVID-19 situation, the kick-off meeting was held online on 9-10.6.2020. The consortium will decide on 15 September 2020 if the M6 meeting (scheduled for November 2020) will be organised online or physically. Whenever possible, physical consortium meetings will be prioritised. Nevertheless, if there are new mobility restrictions, all expected events will be turned into online ones when possible.

To facilitate efficient communication among partners, CLIC has created a repository on Teams where all the project documentation can be found and exchanged. This platform hosts project materials for internal use, including regular updates on the project development, a project calendar, meeting documents (agendas, minutes, and presentations), manuscripts in progress and project reports. All partners can upload content themselves and to edit online the documents there. In addition, it also allows chatting between partners. Initially, a link to the Teams repository was included on the public project website, but a few days after it, CLIC and SIE decided to remove it, since it didn't add much value and it posed a risk to possible hacking. It was decided that the best way to access the Teams workspace is personally by the partners and not distribute the workspace address publicly.

7.2 External Communication

Every effort will be made to publicise the results of the work of the consortium via the media, publications, conference presentations, trade fairs and workshops, as well as through the Commission and industry bodies. The results of the project will be disseminated via reports, scientific papers and articles. Everything will be made open access to facilitate knowledge exchange.

All the partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include, but are not limited to: sharing content about the project on social media and on each entity's own newsletter and website, engaging with relevant national and local media (print, radio, television, web-based) and with stakeholders. Whenever possible, partners will translate the press releases into their national languages and share





them with the regional media. Partners will also hold face-to-face meetings with interested parties and attend conferences, trade fairs and events to disseminate the project. All the dissemination and communication activities should be gathered on a shared file that is on the Teams repository and that should be updated, at least, every two months by each partner themselves. In addition, all the partners must proactively share information with SIE about their activities related to the project, such as attendance to conferences, as well as the project's developments and results, so that SIE can share it on the website and social media channels.

8 PHASES

There are two main phases of the project regarding communication.

In the first phase of the project, and as the results are being generated, the project communication activities will focus on building awareness of the BIOSWITCH project goals.

Public deliverables will be made available for dissemination via the BIOSWITCH communication channels once they have been reviewed and approved. In collaboration with the project partners, SIE will extract key messages and highlight interesting findings in short, easy-to-read articles that will be posted on the BIOSWITCH website. The communication of the project outcomes will be further supported by social media campaigns to generate traffic to the website.

Then, during the second phase, the timeline of the dissemination and communication activities will be strongly correlated to the deliverables timeline and the materials produced. Announcements on social media will be synchronised with updates on the project progress and activities on the project website as they occur, intending to redirect the users to the website as the main dissemination and communication platform.

Peaks in the timeline of BIOSWITCH communication activities will correlate with the launch of the survey, the self-assessment test, and the toolbox, as well as with all the different communication-type materials that will be elaborated, with the project workshops and webinars, where the target audiences are expected to be present. SIE and the other partners of the consortium will keep BIOSWITCH in the public eye with both regular, special event and activities highlighted in Table 4 that will run throughout the lifetime of the project. Communications activities will include announcing events and providing summaries and digital content after the events have taken place.

9 ACTIONS IN M1-M3

9.1 Project identity and materials

At the very start of the project, a visual identity for BIOSWITCH was created following Web Content Accessibility Guidelines, including perceivability, operability, understandability, and robustness. It included the logo of the project, and the brand guidelines (typography, colours and style).

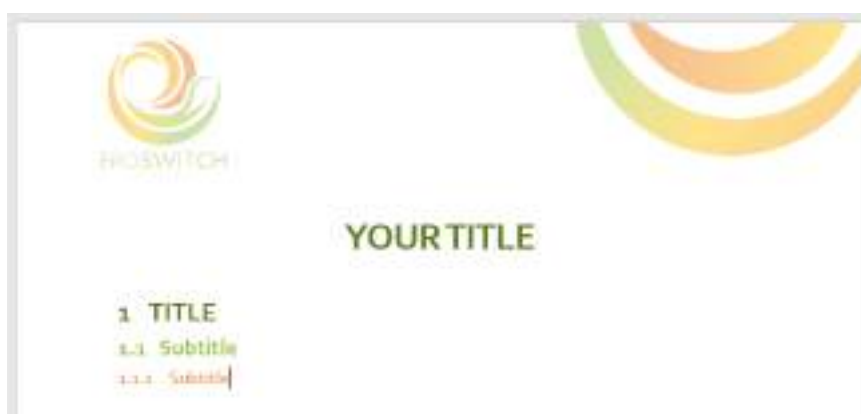




Different communication materials were also developed, including a brochure, a roll-up, a poster and a project presentation. A template for the deliverables, a word document template and a PPT template were produced and shared with the partners.

The first versions of a brochure, poster, factsheet, roll-up and project presentation were also produced and made available on the website of the project as soon as it was operative: <https://bioswitch.eu/documents/>

Figure 7. BIOSWITCH Word Template



9.2 Press releases

A press release was launched on 10 June 2020 (the second day of the two day kick-off meeting) to announce the official start of the project.

Figure 8. BIOSWITCH first press release



BIOSWITCH, a new project to support brand owners to switch to bio-based approaches, kicks off

Madrid (Spain), 10 June, 2020. – BIOSWITCH, a new European project that seeks to raise awareness among brand owners and to encourage them to turn their products into bio-based goods, kicked off with an online meeting yesterday, 9 June.



With a turnover value of €2.3 trillion and accounting for 8.2% of the European Union's workforce, the bioeconomy is a central element to the success of the economy overall, and brand owners delivering bio-based products are one of the main drivers to boost it. Their decision to become bio-based is one of the starting points for an efficient implementation of the bioeconomy, as they have the power to stimulate bio-based value chains and the market acceleration of bio-products. However, brand owners are often reluctant to invest in taking a bio-based approach due to perceived risks and uncertainties, and to a lack of adequate support from the innovation ecosystems. BIOSWITCH aims to encourage and support them to switch to bio-based approaches by hosting a set of communication actions and events that will allow shaping solutions to mitigate brand owners' perceived risks. Furthermore, the project will develop a toolbox that will allow to assess the brands' bio-based maturity level and assist their owners in the transition journey.

"We are very glad to coordinate such an ambitious project that aims to go beyond just raising awareness", said the Project Coordinator Anna Tenhunen. "By developing the BIOSWITCH Toolbox based on the investigated framework on brand owner needs, motivations and incentives, we aim to encourage companies to switch to bio-based in a novel way".

"BIOSWITCH is a project highly needed and wanted by Bio-Based Industries Joint Undertaking (BBIJU) since years ago", said Ana Ruiz, Project Officer at the BBIJU. "It will play a crucial role to assist brand owners and improve the market penetration of many of the bio-based products that are emerging during the last years. In addition, BIOSWITCH is a very relevant initiative to support the society and the economy in its green transition from fossil-based to bio-based."

The project will focus on four value chains: agriculture, chemistry, forestry, and food, and four regions will serve as model demonstrators: Andalusia (Spain), Denmark, Finland, and Flanders (Belgium). BIOSWITCH aims to reach 180 brand owners, to increase the marketability of bio-based products by 8% and, ultimately, to support bringing Europe to the forefront of the bio-based economy, strengthening the competitiveness of the industry.

About BIOSWITCH

BIOSWITCH is an initiative funded by the BBIJU under the European Union's Horizon 2020 research and innovation programme with a total budget of €1 million.

The project is coordinated by the Finnish entity CLIC Innovation and formed by a multi-disciplinary consortium of eight partners from six different countries. The partners' profiles include four industrial clusters: CLIC Innovation, Corporación Tecnológica de Andalucía, Flanders' FOOD and Food & Bio



This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 887727.



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The news were published two English speaking platforms: Agro Chemistry (<https://www.agro-chemistry.com/news/new-bbi-ju-projects-aimed-at-accelerating-biobased-transition/>) and Innovators Magazine (<https://www.innovatorsmag.com/from-fossil-based-to-bio-based/>).

Figure 9. Publication about BIOSWITCH on Innovators Magazine

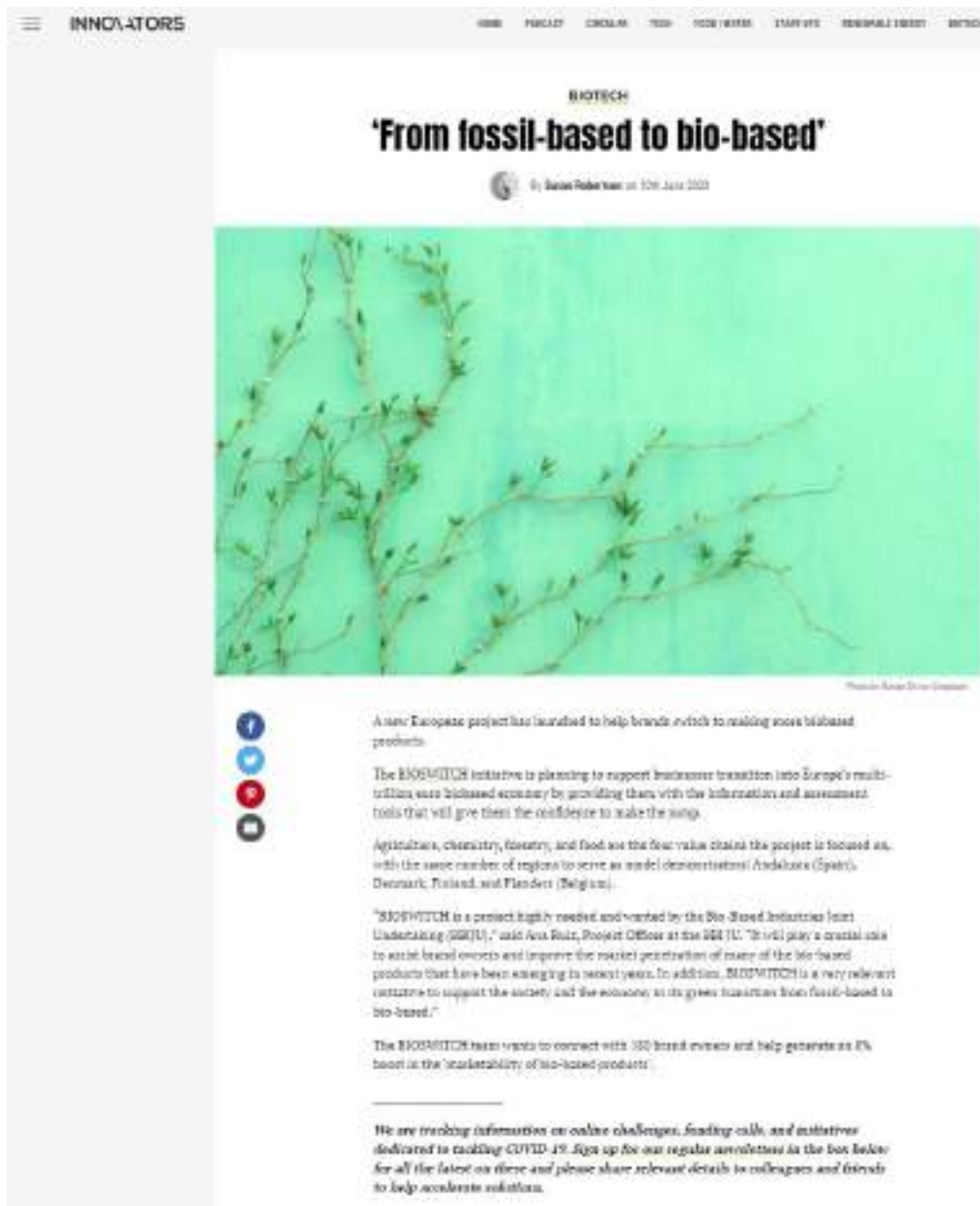


Figure 10. Article in Agro Chemistry



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News | 11 November 2020

Mass involvement of European consumers and brand owners

New BBI JU projects aimed at accelerating biobased transition

By [Linda O'Connell](#)

With exciting concerns and supporting entrepreneurs, a string of new projects from the Call 2020 of the Bio-Based Joint Undertaking (BBI-JU) aim to accelerate the biobased transition in Europe through BBIJU and BIOSWITCH.

BIOSWITCH kicked off in July 1 and helps those coming from the chemical, forestry, food and agricultural sectors to enable to overcome positions. The project supports brand owners in this transition and in their communication with governments and consumers. A website will be developed with the brand owners to find out which tools they need by performing a self-assessment tool.

AgriPro is a consortium led by knowledge by farmers and has partners in The Netherlands, Belgium, Spain, Ireland, France and Denmark. The project runs until May 31, 2022 and has a total budget of nearly 7 million.

Serious game

AgriPro will start on September 1, 2020 and aims to involve farmers writing for agencies of the 1000000 initiative. The 10 000 000 initiative aims to develop a digital platform ecosystem, with an online game that will raise awareness about the benefits of bio-based, logical thinking and collect important data generated by citizens. The project focuses on low-income regions to encourage the local packaging, delivery and sales, utilize local roads, and jobs and careers. These benefits are also addressed in an accompanying communication campaign that will be on the ground in a digital project. In addition to a game, a smartphone app and various online and offline events are also being developed. Furthermore, the possibility of setting up an online network and a virtual laboratory for the ecosystem is being explored.

The coordinator of AgriPro is the Fachagentur Nachwachstums Ressources (Germany) and there are partners from Belgium, the Netherlands, Ireland, Germany, Italy and Sweden. The project runs until August 31, 2021 and has a total budget of nearly 4.2 million.

The official kick-off of both projects is next two weeks. More background information can be found on the respective websites of the respective projects.

Image: [Netherlands/PhotoStock](#)

[AGROCHEMISTRY](#) [AgriPro/BBIJU](#)

About the author

[Linda O'Connell](#)
Editorial office

AgriPro is coordinated by the following institutions: the Fachagentur Nachwachstums Ressources (Germany) and Ireland, the editor@agripro.eu, editor@bioswitch.eu

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- [Five new joint ventures will produce high value and BBIJU-funded goods](#)
- [Innovative and green European market strategies](#)

Tags: [biobased products](#) [brand owners](#) [business](#) [communication](#) [education](#) [innovation](#) [research](#) [society](#) [technology](#)

Comments

0 comments

AgriPro is a project to be implemented in partnership with farmers and brand owners to develop a digital platform ecosystem, with an online game that will raise awareness about the benefits of bio-based, logical thinking and collect important data generated by citizens. The project focuses on low-income regions to encourage the local packaging, delivery and sales, utilize local roads, and jobs and careers. These benefits are also addressed in an accompanying communication campaign that will be on the ground in a digital project. In addition to a game, a smartphone app and various online and offline events are also being developed. Furthermore, the possibility of setting up an online network and a virtual laboratory for the ecosystem is being explored.

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Spanish media also echoed the news and published an article making emphasis on the Spanish partners after CTA and SIE also issued a press release about their involvement in the project. It was shared in

- La Razón (<https://www.larazon.es/andalucia/20200610/xvii7sndivag3mpeqbdl4r072i.html>);
- Innova Agriculture (<https://www.innovagri.es/actualidad/arranca-el-proyecto-europeo-bioswitch-para-ayudar-a-las-marcas-a-tomar-un-enfoque-bio.html>);
- Biotecnología al Día (<https://www.biotecnologiaaldia.es/comunicadosprensa/3092-cta-y-sustainable-innovations-participan-en-el-proyecto-bioswitch-para-ayudar-a-las-marcas-a-tomar-un-enfoque-bio4>);
- Europa Press (<https://www.europapress.es/andalucia/noticia-cta-sustainable-innovations-son-socios-proyecto-europeo-transformar-productos-bienes-base-biologica-20200610105209.html>).

Figure 11. Publication in La Razón.



El proyecto europeo BIOSWITCH ha comenzado oficialmente sus labores de forma inmediata en materia de desarrollo. Corporación Tecnológica de Andalucía (CTA) y sus socios colaboran con los socios españoles de esta iniciativa, sus socios con otras seis socios europeos, en proyectos de un millón de euros y una duración de 24 meses para ayudar a los propietarios de marcas a transformar sus productos en bienes bio, es decir, de base biológica.

BIOSWITCH se centrará en cuatro cadenas de valor: agricultura, ganadería, silvicultura y alimentación. Andalucía será el primer modelo de demostración con la participación del Grupo La Cella, entidad al que pertenece el área Comercial Agrícola para desarrollar la bioeconomía, por la importancia del sector agrícola, según ha informado CTA por medio de una nota de prensa. Otros socios modelo trabajan con Denonora, Fideviva y Flecker (Bilgini).



Figure 12. Publication in Innova Agricultura



INNOVAGRI
Innovando en el medio rural

HERBÁCEOS OLIVAR VIÑA HORTÍCOLAS FRUTALES GANADERÍA

BIOSWITCH: **successful grant & project management**
Ans RUIZ

Arranca el proyecto europeo Bioswitch para ayudar a las marcas a tomar un enfoque bio

Dotado con un presupuesto de 1 millón de euros, el proyecto europeo Bioswitch, que cuenta con Corporación Tecnológica de Andalucía (CTA) y Sustainable Innovations como socios españoles, está dirigido a ayudar a los propietarios de marcas a transformar sus productos en bienes bio, es decir, de base biológica.

El proyecto, que ha celebrado esta semana de firma telemática la creación de lanzamiento, se centra en cuatro cadenas de valor: aceite de oliva, la agricultura, y Andalucía, servirá como región modelo de colaboración con la participación del Grupo La Caixa, debido al gran potencial de esta comunidad autónoma para desarrollar la bioeconomía por la importancia del sector agrícola. Otras regiones modelo serían Aragón, Castilla y León y Galicia.

Con una muestra piloto de dos años, Bioswitch ayudará a los propietarios de marcas a cumplir los requisitos de registro y obtener de organizaciones para asociarse a los **certificar sus productos**. Además, el proyecto desarrollará una herramienta que permitirá hacer una **evaluación del nivel de madurez bio** que tiene cada entidad, y así actuar en la transición, acompañando y orientando a sus socios durante todo el proceso.

La **bioeconomía** es un sector que genera una inversión de 2,3 billones de euros y representa el 2% de la fuerza laboral europea. Sin embargo, los propietarios de marcas son a menudo reacios a convertirla en un enfoque más bio debido a los numerosos riesgos e incertidumbres que perciben, así como a la falta de apoyo adecuado de los mecanismos de innovación. **Bioswitch** pretende a su vez ser un agente proveedor para los propietarios de marcas y los ayudará a apoyar en su cambio de enfoque, explican desde el proyecto.

CTA coordina el paquete de trabajo dirigido a regular los resultados del proyecto en Europa. Entre las actividades principales se encuentran la regularización de talleres regionales para fomentar la transición de emprendedores y la creación de un programa de registros de productos a través de agentes de la innovación y administración pública.

Por su parte, **Sustainable Innovations** se ocupará de definir e implementar la estrategia de organización, coordinar la difusión de Bioswitch, elaborar materiales de formación y capacitación, así como formar o calificar a los emprendedores y los planes de explotación de la bioeconomía que se desarrollarán.

COMUNIDAD

- Acetosa La Marilla** es un aceite de oliva con un alto grado de calidad en su producto. [Leer más](#)
- La Sana de Aceite La Marilla** como es. [Leer más](#)
- Le gestión del cultivo de la manzanilla** del sistema de producción de vinosa de El Estero. [Leer más](#)
- Miguel Teja**, agricultor de El Estero, muestra su. [Leer más](#)
- Grupo San José** asegura la calidad de su linaje para conseguir aceites de calidad biológica. [Leer más](#)
- Grupo San José (GJ)** es un organismo de. [Leer más](#)

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Figure 13. Publication in *Biotecnología al día*

The screenshot shows the website **Biotechnologiaaldia.es**. The navigation menu includes: [Página principal](#), [Empresas Asociadas](#), [Colaboradoras](#), [Noticias de Empresas](#), **Notas de prensa**, [Productos BIO](#), and [Servicios BIO](#). Below the menu are logos for **BIOSPAIN** (Trade show and partnering, September 28th - October 1st 2020, Paris, France), **ASE BIO**, **Gobierno de Navarra / Nafarroako Gobernua**, and **SODENA** (DESARROLLO DE NAVARRA / NAFARROAKO GARAPENA).

The main content area features a news article titled "CTA Y SUSTAINABLE INNOVATIONS PARTICIPAN EN EL PROYECTO BIOSWITCH PARA AYUDAR A LAS MARCAS A TOMAR UN ENFOQUE BIO". The article is dated June 10, 2020, and includes a sub-header "Quiénes somos" with links for "Alta de empresas", "Contactar", and "BLOGS". The article text states: "CTA y SUSTAINABLE INNOVATIONS son los socios españoles de esta iniciativa europea que prevé concienciar y ayudar a los propietarios de marcas a convertir sus productos en bienes de base biológica para potenciar la bioeconomía europea. El proyecto se centrará en cuatro cadenas de valor: agricultura, química, silvicultura y alimentación; y cuatro regiones servirán como modelo: Andalucía, Dinamarca, Finlandia y Flandes (Bélgica). El proyecto europeo BIOSWITCH ha comenzado oficialmente tras celebrar de forma telemática su reunión de lanzamiento ayer, 9 de junio. Corporación Tecnológica de Andalucía (CTA) y SUSTAINABLE INNOVATIONS son los socios españoles de esta iniciativa, que cuenta con otros seis socios europeos, un presupuesto de un millón de euros y una duración de 24 meses para ayudar a los propietarios de marcas a transformar sus productos en bienes bio, es decir, de base biológica. En concreto, BIOSWITCH se centrará en cuatro cadenas de valor: agricultura, química, silvicultura y alimentación. Andalucía servirá como región modelo de demostración con la participación del Grupo La Caña, debido al gran potencial de esta Comunidad Autónoma para desarrollar la bioeconomía, por la importancia del sector agrícola. Otras regiones modelo europeas son Dinamarca, Finlandia y Flandes (Bélgica)."

On the right side of the page, there is a search bar and several featured articles with images, including "Full service CMO" by alpha bioresearch, "New COVID partner for Biogen", and "Pivotal.es".



Figure 14. Publication in Europa Press



europapress / andalucía Publicado 10/06/2020 10:52:05 +02:00 gmt

CTA y Sustainable Innovations son socios de un proyecto europeo para transformar productos en bienes de base biológica

Imagen de la reunión telemática del proyecto europeo Bioswitch, que cuenta con la participación de Corporación Tecnológica de Andalucía (CTA) —corporación tecnológica de Andalucía—

SEVILLA, 10 Jun. (EUROPA PRESS) -

El proyecto europeo Bioswitch ha comenzado oficialmente tras celebrar de forma telemática su reunión de lanzamiento. Corporación Tecnológica de Andalucía (CTA) y Sustainable Innovations son los socios españoles de esta iniciativa, que cuenta con otros seis socios europeos, un presupuesto de un millón de euros y una duración de 24 meses para ayudar a los propietarios de marcas a transformar sus productos en bienes bio, es decir, de base biológica.

Bioswitch se centrará en cuatro cadenas de valor: agricultura, química, silvicultura y alimentación. Andalucía servirá como región modelo de demostración con la participación del Grupo La Caña, debido al gran potencial de esta Comunidad Autónoma para desarrollar la bioeconomía, por la importancia del sector agrícola, según ha informado CTA por medio de una nota de prensa. Otras regiones modelo europeas son Dinamarca, Finlandia y Flandes (Bélgica).

9.3 Social media

The social media accounts were set up at the beginning of the project and inaugurated for the kick-off meeting:

- LinkedIn <https://www.linkedin.com/company/bioswitch>
- Twitter https://twitter.com/BIOSWITCH_eu





- Instagram <https://www.instagram.com/bioswitch.eu/>

Since we began our activity on social media on June 9, and as of August 18 that this report is written, we have achieved 84 followers on Twitter, 159 on LinkedIn and 10 on Instagram.

Figure 15. BIOSWITCH's Twitter profile



Figure 16. BIOSWITCH's LinkedIn profile



Figure 17. BIOSWITCH's Instagram profile



10 CONCLUSIONS

10.1 Evaluation of the performed actions

Since the beginning of the project, there has been already one milestone achieved: the project website is up and running and Deliverable 5.1. has been submitted.

Communications kicked-off intensively with the start of the project and are expected to keep an acute cadence, since there will be several materials and milestones to be communicated.

Although it is too early to extract analytics, the number of followers in social media is increasing above the average in European projects and growing very quickly. LinkedIn, which is the main network for B2B and professionals, is the one performing best.

10.2 Upcoming actions

There are several upcoming dissemination and communication actions for the next months:

- Launch of the first, second and third newsletters (M3, M6, M9)
- Consolidation of the factsheet (M4)
- Consolidation of the stakeholders list (M6) and reach out to them:
 - To fill in the survey.
 - To do the self-assessment test.
 - To introduce the project and invite them to collaborate with it in different ways.
- Development of further materials:
 - How can BIOSWITCH help me? (M4)
 - The benefits of the bio-based economy (M5/M6)
 - Two videos (M6 and M9)
 - Report on best practices and switch-to-bio-based case studies for the agriculture, forestry and chemical sectors (M7)
 - Brochure about how switching to bio-based will make brand owners more appealing to consumers (M7/M8)
 - Infographic myths about switching to bio-based (M9)
- Regional and Pan-European workshops (M8 and M9 respectively)
- Webinar (M9).