



BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD

www.biovoices.eu



CONNECTING BIO-BASED FORCES FOR A SUSTAINABLE WORLD



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CIVITTA

LOBA®





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1. INTRODUCTION

This deliverable aims to present the communication and dissemination activities that were carried out during the second year of the BIOVOICES project (M13-M24).

The leader of WP7 – BIOVOICES Dissemination, Communication and Exploitation (LOBA) is responsible for the overall management and support of the communication activities of the BIOVOICES project as well as the development of the tools and materials to be used during the project.

All partners were encouraged to be actively involved in the implementation of the dissemination and communication actions and were highly committed to ensure a satisfactory dissemination of the project's results.

The first year of the BIOVOICES Project communication activities was characterised by the following main actions which will be outlined in this document:

- BIOVOICES graphic materials: second version of BIOVOICES leaflet and roll-up, banners for social media promotion and badges for events
- BIOVOICES Social Media
- Updates on BIOVOICES Official Website
- The BIOArt Gallery: online BIOArt Gallery, BIOArt Gallery panels, BIOArt Gallery roll-ups and BIOArt Gallery booklet
- Updates on BIOVOICES Online Platform
- BIOVOICES events: 2019 MML workshops, participation in external events, speeches at conferences and planned MML workshops for 2020
- Press release and mass-mailing
- Second newsletter
- Promotional video
- Conclusions

2. GRAPHIC MATERIALS

In Year 2 of BIOVOICES, the graphical identity of the project needed to be updated in order to better reflect the progress of the activities and outputs delivered. For this reason, the BIOVOICES leaflet was finalised (the revision of the flyer started in Year 1) and a second BIOVOICES roll-up was designed.

Both materials now more accurately reflect the actual assets and insights developed during the project (i.e. Key challenges for market update of bio-based products, the BIOVOICES platform and the more than 70 MML workshops to be held around the EU).

In addition, whenever applicable, for each of the Mobilisation and Mutual Learning workshops (MML) organised by the Consortium, LOBA designed a banner to be used on social media channels, with tailored background image, language (if required by partners), eventual logos of collaborators.

Each of the designed banners was produced in three different formats and sizes to maximise the visualisation quality (each social media has recommended formats and sizes for images' visualisation, Facebook for example recommends 1200 x 630 pixels).

BIOVOICES SECOND LEAFLET

For the second year of the project, a new leaflet was designed to better represent the BIOVOICES approach: tackling key challenges (identified in D3.3) for market uptake of bio-based products through Mobilisation and Mutual Learning workshops.

The new leaflet calls first for a participation of all the sectors of the quadruple helix: as you can see in Figure 1, the leaflet addresses civil society, business, research and policy makers with four questions and a call for participation ("Make your voices heard at BIOVOICES Mobilisation and Mutual Learning Workshops"). Once completely unfolded, the reader can see the challenges clustered per category and business maturity (Figure 2).

The four questions addressing each of the sectors of the quadruple helix are:

1. Are you a citizen interested in a sustainable lifestyle?
2. Are you a policy maker interested in a bio-based and circular economy?
3. Are you a business developing bio-based products or services?
4. Are you conducting research on the bio-based and circular economy?

The back of the leaflet (Figure 1) includes consortium logos and all channels available to the audience for contacting the project and keeping updated with project activities: referrals to BIOVOICES website and platform, social media, newsletter and QR code.

In the images below we provide the mock-ups of the new leaflet.

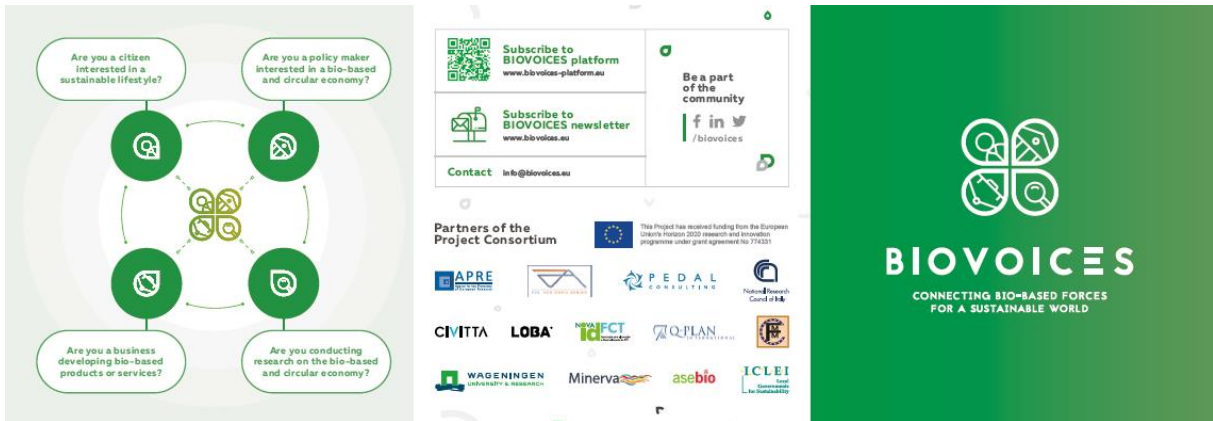


Figure 1- Mock-up of BIOVOICES leaflet No 2 - unfolded side 1



Figure 2- Mock-up of BIOVOICES leaflet No 2 - unfolded side 2

BIOVOICES SECOND ROLL-UP

Following the same approach mentioned above, promotional materials were redesigned to better reflect the tangible assets and outputs of the project, LOBA designed the second roll-up of the project, presented below.



Table 1 - Roll-ups: first and second version

BANNERS FOR SOCIAL MEDIA PROMOTION

As mentioned above, LOBA created the MML workshops' banners for social media promotion in 3 dimensions optimized for Facebook, Twitter and LinkedIn of the following events (9 banners designed in 3 dimensions for a total of 27):

- a) Biomass & Farms – Agricultural and forestry biomass as innovation boost for small scale farms
- b) Raise awareness about the bioeconomy in the plastic, rubber and composite materials industry
- c) Developing regional cooperation among actors through the bioeconomy in Transylvania
- d) Developing the bio-economy in Greece: Bridging the needs of all stakeholders
- e) The alliance between primary production and bio-based industries. A macro regional approach

- f) The role of communication and education in promoting circular and sustainable bioeconomy at local, regional and national level
- g) The bioeconomy in Italy: incentives, laws, regulations
- h) Integrating organic products into the food industry
- i) How can green banking support the implementation of the upcoming Slovak bioeconomy strategy?
- j) Shaping the bio-based economy involving citizens through a participatory approach

Below we provide two examples of the promotional banners for BIOVOICES and partners' social media.

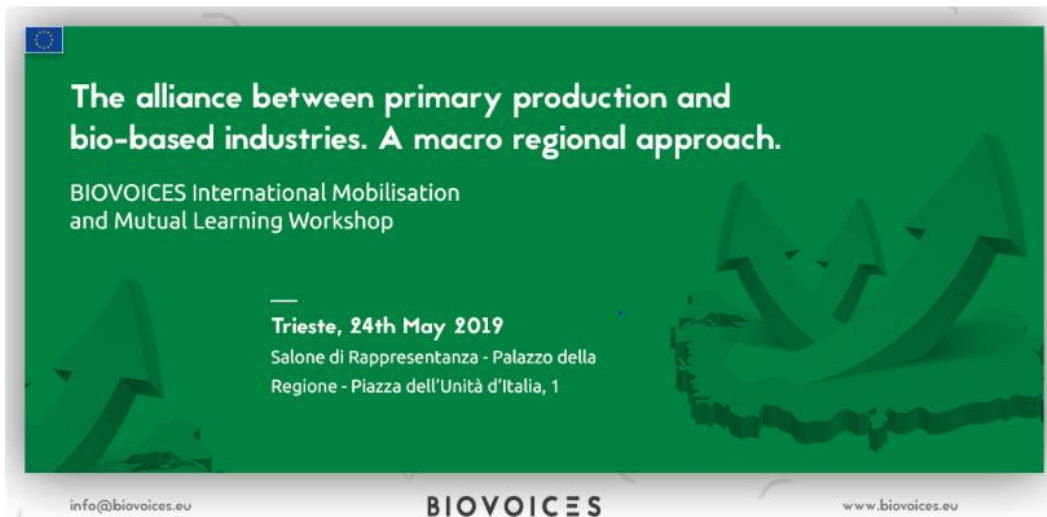
The alliance between primary production and bio-based industries. A macro regional approach

Facebook: 1200x1200px

LinkedIn: 1200x628px

Twitter: 1024x512px





Developing the bio-economy in Greece: Bridging the needs of all stakeholders
Facebook: 1200x1200px
LinkedIn: 1200x628px
Twitter: 1024x512px





Ανοικτή συζήτηση “Η ανάπτυξη της βιοοικονομίας στην Ελλάδα: Γεφυρώνοντας τις ανάγκες όλων των ενδιαφερόμενων μερών”

Open discussion “Bioeconomy development in Greece: Bridging the needs of different actors to create win-win solutions”

10 Μαΐου 2019, 15:15 – 16:30
Goethe-Institut, Βας. Όλγας 66,
Θεσσαλονίκη

Η συζήτηση διοργανώνεται στο πλαίσιο της εκδήλωσης για τη Βιοοικονομία του Ελληνικού Φόρουμ Βιοοικονομίας



Ανοικτή συζήτηση “Η ανάπτυξη της βιοοικονομίας στην Ελλάδα: Γεφυρώνοντας τις ανάγκες όλων των ενδιαφερόμενων μερών”

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PARTNERS

APRE | FVA | PEDAL Consulting | National Research Council of Italy | CIVITTA | LOBA | Nova ID FCT | Q-Plan International | Frontier Management Consulting | Wageningen University & Research | Minerva | Asebio | ICLEI



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Table 2 - Examples of banners for social media promotion

BADGES AD-HOC FOR EVENTS

Branded badges have been designed to be used at BIOVOICES MML Workshops.

In the table below we provide two examples from the European MML Workshop held in Paris on the 31st of October 2019 entitled “Shaping the bio-based economy involving citizens through a participatory approach”.



Table 3 - BIOVOICES Badges: Organizer (on the left) and Participant (on the right)

3. SOCIAL MEDIA

Details on the current status of the BIOVOICES social media channels, as well as online engagement and animation activities delivered between M13 and M24 of the project are provided in D5.8.

4. WEBSITE

The first version of the official website was launched on 28th March 2018 (Month 3). It was developed using the most recent technologies as HTML5, CSS3, JavaScript, PHP and MySQL database and is presented in a responsive model suitable for all devices.

The development of the BIOVOICES website will be an ongoing task and its structure will be dynamically developed during the lifespan of the project (36-months), as required.

The official website is available at the URL: <https://www.BIOVOICES.eu> which includes information about the project objectives and activities as well as the materials and reports collected and prepared during the project: <https://www.BIOVOICES.eu/results/public-results/>.

The main updates implemented during year 2 of the project concern:

5. Homepage: the central section of the homepage was modified in order to have less focus on the broader BIOVOICES objectives (previously described with four blocks of text), and instead more focus on the activities users can perform on the BIOVOICES platform. Thus giving a more consistent and efficient approach towards the main objective of the website: acting as a “front door” to the BIOVOICES platform.

In addition, a sticky button was added to the homepage with the aim of encouraging newsletter subscriptions as long as users navigate through each section of the homepage (the sticky button is responsive to the scroll position of the user).

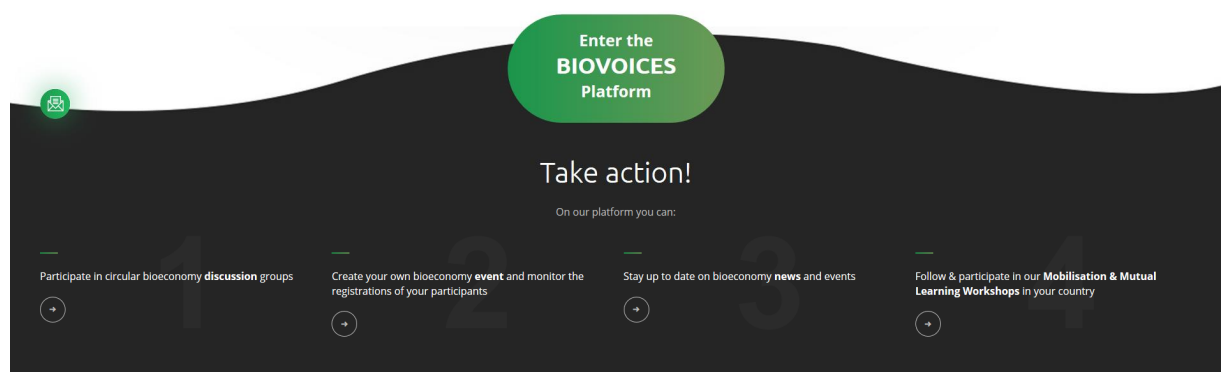


Figure 3 - BIOVOICES website central section and sticky button

6. Online BIOArt Gallery: available at the url <https://www.biovoices.eu/gallery/>, it is explained in chapter 4.

WEB ANALYTICS

LOBA uses Google Analytics as its web analytics service to track website traffic and assess useful statistics that help to optimise the website and the communication and dissemination strategy. Below we present some relevant statistics for the first and second reporting period.

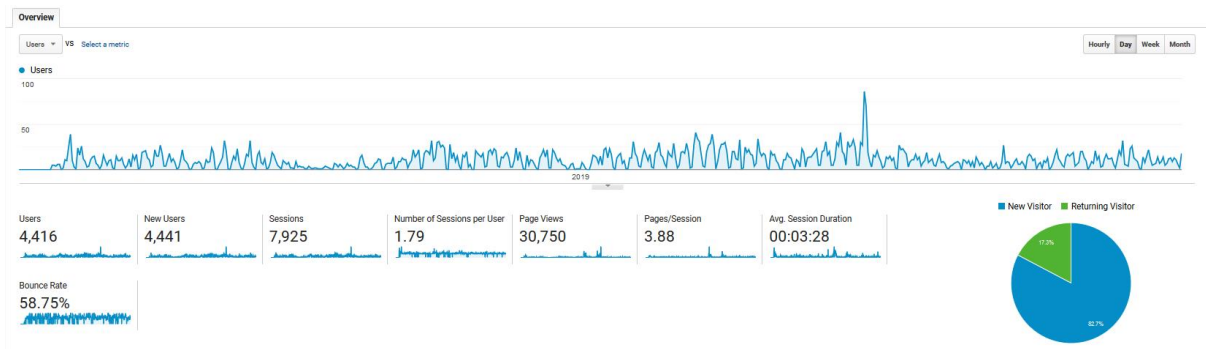


Figure 4: Website Analytics March 2018 - December 2019

In total, the BIOVOICES official website has had 7.925 sessions, 4.416 users and 30.750 page views with an average session duration of 03:28 minutes (above average).

Users	New Users	Sessions	Number of Sessions per User	Page Views	Pages/Session	Avg. Session Duration	Bounce Rate
4.416	4.441	7.925	1,79	30.750	3,88	00:03:28	58,75%

Table 4 - BIOVOICES website: Audience Overview: M1 – M24

Below we provide the statistics from the first year of the project reported in D7.5.

As you can see, remarkable progress has been made in all fields with a stable bounce rate. It is important to point out how deeply such statistics are influenced by the structure of the website which condense the majority of contents on the homepage which in turn, serves as the “front door” of (and redirecting to) the BIOVOICES platform.

Users	New Users	Sessions	Number of Sessions per User	Page Views	Pages/Session	Avg. Session Duration	Bounce Rate
1.639	1.640	3.076	1,88	8.805	2,86	00:03:03	57,41%

Table 5 - BIOVOICES website: Audience Overview: M1 – M12

A comparative overview of the two years of the project is provided in Table 6.

Metrics	Year 1	Year 2	Percentage increase
Users	1.639	4.416	+169,43%
New Users	1.640	4.441	+170,79%
Sessions	3.076	7.925	+157,64%
Number of Sessions per User	1,88	1,79	-4,79%
Page Views	8.805	30.750	+249,23%

Pages/Session	2,86	3,88	+35,66%
Avg. Session Duration	00:03:03	00:03:28	+13,66%
Bounce Rate	57,41%	58,75%	+2,33%

Table 6 - Comparative metrics of BIOVOICES website: Year 1 and Year 2

As per traffic acquisition, the figure below shows that the majority (2.082) of users come from Direct Search (users directly typing the BIOVOICES URL and/or links from documents that don't include tracking variables), followed by Organic Search (traffic from search engines) with 1.591 users, Referrals (traffic through referred websites) with 540 users and last Social media with 429 users.

Default Channel Grouping	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	4,416 <small>% of Total: 100.00% (4,416)</small>	4,441 <small>% of Total: 100.00% (4,441)</small>	7,925 <small>% of Total: 100.00% (7,925)</small>	58.75% <small>Avg for View: 58.75% (0.00%)</small>	3.88 <small>Avg for View: 3.88 (0.00%)</small>	00:03:28 <small>Avg for View: 00:03:28 (0.00%)</small>
<input type="checkbox"/> 1. Direct	2,082 (44.84%)	2,078 (46.79%)	3,746 (47.27%)	58.06%	5.42	00:04:52
<input type="checkbox"/> 2. Organic Search	1,591 (34.27%)	1,474 (33.19%)	2,856 (36.04%)	56.16%	2.62	00:02:22
<input type="checkbox"/> 3. Referral	540 (11.63%)	482 (10.85%)	807 (10.18%)	62.83%	2.30	00:02:04
<input type="checkbox"/> 4. Social	429 (9.24%)	407 (9.16%)	515 (6.50%)	71.65%	2.18	00:01:30

Figure 5 - BIOVOICES Website, traffic acquisition

Figure 5 (above) shows the status of traffic acquisition up to December 2019, while table 7 provides a comparative overview of traffic acquisition for Year 1 and for Year 2 of the project. In this regard, it is important to highlight the remarkable increase of users stemming from Organic Search and social media.

It is presumed that the organisation of multiple Mobilisation and Mutual Learning events, as well as the participation of BIOVOICES in different dissemination events has contributed significantly to raising awareness about the project, and thus boosting the Organic Search of the BIOVOICES website (i.e. people searching for BIOVOICES on browsers from distributed flyers).

At the same time, social media engagement activities on one hand directly contributed to redirecting traffic to the BIOVOICES website, on the other, by raising awareness about bio-based products and the project itself. It is probable that they significantly contributed to increasing the levels of Organic Search.

Channel grouping	Year 1	Year 2	Percentage increase
Direct	834	2082	+149,64%
Organic Search	564	1591	+182,09%
Referral	190	540	+184,21%
Social	140	429	+206,43%

Table 7 - Traffic acquisition: Year 1 and Year 2

5. THE BIOART GALLERY

The “**BIOArt Gallery**” concept was conceived following the collaboration of the BIOSTEP and BIOWAYS projects back in 2017. The concept is simple and effective:

1. Showcase to the public feedstock they recognise, or that is commonly known, and then
2. Showcase and explain surprising bio-based applications of such common feedstock

In total, **16 types of feedstock** were selected (apples, tomatoes, coffee, etc.) with **more than 40 applications** (leather, fabrics, cosmetics, paper, etc.).

All this was translated in Year 2 of BIOVOICES into concrete promotional and dissemination assets that can be divided into 4 main categories:

1. The Online BIOArt Gallery
2. The BIOArt Gallery panels
3. The BIOArt Gallery roll-ups
4. The BIOArt Gallery booklet

THE ONLINE BIOART GALLERY

The Online BIOArt Gallery is an interactive digital slideshow with a menu provided with drag-and-drop navigation features where users can navigate through all the 40 surprising bio-based applications identified through a simple [click](#).

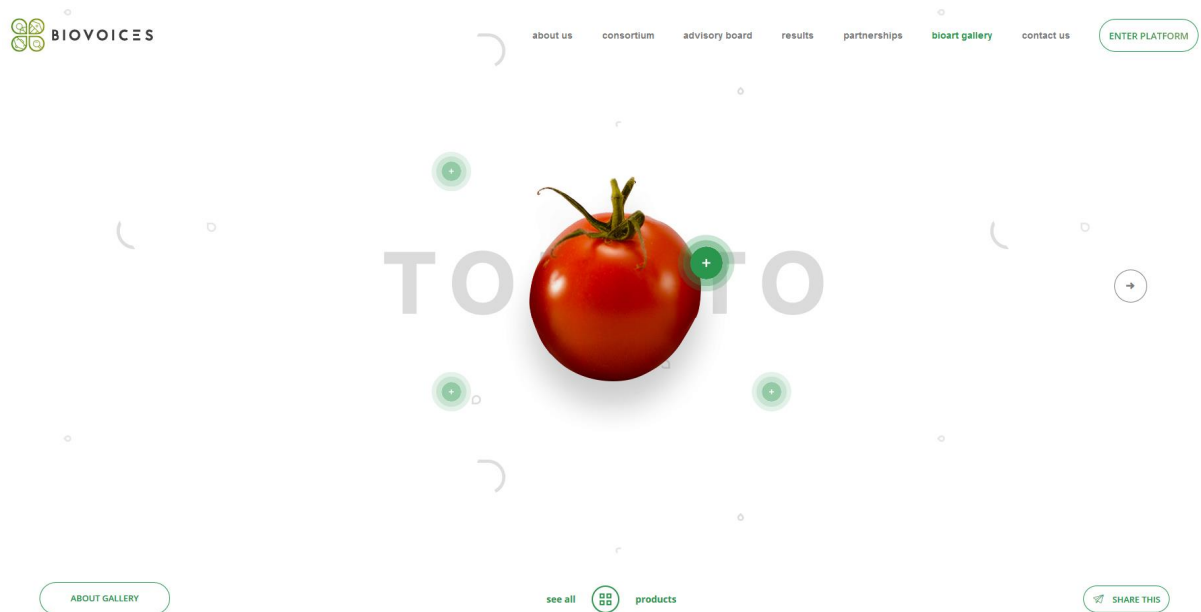


Figure 6 - BIOArt Gallery Homepage

The Gallery is embedded within the BIOVOICES website and accessible via the website's main top menu at the url: <https://www.biovoices.eu/gallery/>.

The structure of the Gallery, as well as further details are provided in D5.7.

Considering that the Gallery was launched in February 2019, from the communication and dissemination point of view, it is important to highlight just how rapidly this webpage surpassed the other pages of the website in terms of page views as demonstrated in Figure 7, with the obvious exception of the homepage.



Page	Page Views	% Page Views
1. /	8,656	28.15%
2. /biovoices/gallery/	4,622	15.03%
3. /consortium/	1,975	6.42%
4. /about-us/the-scope/	1,879	6.11%
5. /advisory-board/	1,241	4.04%
6. /results/public-results/	1,222	3.97%
7. /gallery/	1,220	3.97%
8. /biovoices/	1,012	3.29%
9. /partnerships/	795	2.59%
10. /contact-us/	589	1.92%

Figure 7 - BIOVOICES website: Behaviour overview

In addition, it is important to underline that the URL referred to in Figure 7 (/biovoices/gallery) is the homepage of the BIOArt Gallery which in turn, showcases the “Tomato feedstock”.

If we search deeper into users’ page behaviours, we’ll see that almost all the top 50 pages of the BIOVOICES website in terms of page views, belong to the Online Gallery as demonstrated in Figure 8 and Figure 9.

Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances
	30,750 % of Total: 100.00% (30,750)	16,595 % of Total: 100.00% (16,595)	00:01:12 Avg for View: 00:01:12 (0.00%)	7,925 % of Total: 100.00% (7,925)
1. /	8,656 (28.15%)	6,551 (39.46%)	00:02:11	6,443 (81.20%)
2. /biovoices/gallery/	4,622 (15.03%)	69 (0.42%)	00:00:55	23 (0.29%)
3. /consortium/	1,975 (6.42%)	1,357 (8.18%)	00:01:21	209 (2.64%)
4. /about-us/the-scope/	1,879 (6.11%)	1,321 (7.95%)	00:01:15	172 (2.17%)
5. /advisory-board/	1,241 (4.04%)	823 (4.96%)	00:00:53	144 (1.82%)
6. /results/public-results/	1,222 (3.97%)	793 (4.78%)	00:01:51	109 (1.38%)
7. /gallery/	1,220 (3.97%)	497 (2.99%)	00:01:22	182 (2.30%)
8. /biovoices/	1,012 (3.29%)	80 (0.48%)	00:01:00	63 (0.79%)
9. /partnerships/	795 (2.59%)	628 (3.78%)	00:01:11	59 (0.74%)
10. /contact-us/	589 (1.92%)	387 (2.33%)	00:01:25	30 (0.38%)
11. /about-us/the-path/	474 (1.54%)	365 (2.20%)	00:01:23	22 (0.28%)
12. /about-us/how-to-get-involved/	425 (1.38%)	324 (1.95%)	00:01:04	58 (0.73%)
13. /results/promotional-materials/	284 (0.92%)	182 (1.10%)	00:01:16	24 (0.30%)
14. /biovoices/gallery/?m=0	280 (0.91%)	9 (0.05%)	00:00:32	0 (0.00%)
15. /gallery/tomato/tomato-/	258 (0.84%)	125 (0.75%)	00:00:16	2 (0.03%)
16. /gallery/tomato/new-functional-foods-from-tomatoes/	248 (0.81%)	115 (0.69%)	00:00:13	4 (0.05%)
17. /gallery/tomato/pharmaceutical-and-nutraceutical-compounds-from-tomatoes/	235 (0.76%)	107 (0.64%)	00:00:20	1 (0.01%)
18. /gallery/tomato/cosmetics-from-tomatoes/	206 (0.67%)	103 (0.62%)	00:00:21	0 (0.00%)
19. /gallery/tomato/	146 (0.47%)	81 (0.49%)	00:00:27	3 (0.04%)
20. /biovoices/gallery/?m=1	143 (0.47%)	6 (0.04%)	00:01:05	0 (0.00%)
21. /biovoices/gallery/tomato/cosmetics-from-tomatoes/	122 (0.40%)	13 (0.08%)	00:00:17	0 (0.00%)
22. /gallery/?m=0	100 (0.33%)	41 (0.25%)	00:00:37	1 (0.01%)
23. /gallery/olive/bioethanol-solvent-or-biofuel-from-olives/	92 (0.30%)	51 (0.31%)	00:00:59	1 (0.01%)
24. /gallery/olive/health-and-nutraceutical-from-olives/	90 (0.29%)	45 (0.27%)	00:00:16	0 (0.00%)
25. /biovoices/gallery/tomato/pharmaceutical-and-nutraceutical-compounds-from-tomatoes/	84 (0.27%)	13 (0.08%)	00:00:26	0 (0.00%)

Figure 8 - BIOVOICES website: Behaviour overview page 1 - page 25



<input type="checkbox"/>	26. /gallery/marine-microalgae/pharmaceuticals-and-health-applications-from-marine-microalgae/	🔗	79 (0.26%)	36 (0.22%)	00:00:15	1 (0.01%)
<input type="checkbox"/>	27. /gallery/agricultural-and-food-processing-waste/biofuel-from-agricultural-and-food-processing-waste/	🔗	78 (0.25%)	31 (0.19%)	00:01:39	2 (0.03%)
<input type="checkbox"/>	28. /bari	🔗	76 (0.23%)	48 (0.29%)	00:01:48	44 (0.56%)
<input type="checkbox"/>	29. /biovoices/gallery/?m=2	🔗	72 (0.23%)	8 (0.05%)	00:00:32	1 (0.01%)
<input type="checkbox"/>	30. /gallery/marine-microalgae/marine-microalgae-/	🔗	71 (0.23%)	33 (0.20%)	00:00:36	0 (0.00%)
<input type="checkbox"/>	31. /gallery/olive/functional-cosmetics-from-olives/	🔗	71 (0.23%)	43 (0.26%)	00:00:05	0 (0.00%)
<input type="checkbox"/>	32. /biovoices/gallery/tomato/new-functional-foods-from-tomatoes/	🔗	69 (0.22%)	10 (0.06%)	00:00:15	0 (0.00%)
<input type="checkbox"/>	33. /gallery/marine-microalgae/colours-from-marine-microalgae/	🔗	68 (0.22%)	41 (0.25%)	00:00:17	0 (0.00%)
<input type="checkbox"/>	34. /biovoices/contact-us/	🔗	64 (0.21%)	9 (0.05%)	00:01:00	1 (0.01%)
<input type="checkbox"/>	35. /gallery/marine-microalgae/	🔗	61 (0.20%)	26 (0.16%)	00:00:38	0 (0.00%)
<input type="checkbox"/>	36. /biovoices/gallery/?gallery=1	🔗	60 (0.20%)	5 (0.03%)	00:00:38	0 (0.00%)
<input type="checkbox"/>	37. /gallery/agricultural-and-food-processing-waste/eco-friendly-jars-from-agricultural-and-food-processing-waste/	🔗	60 (0.20%)	38 (0.23%)	00:00:14	0 (0.00%)
<input type="checkbox"/>	38. /biovoices/about-us/the-scope-/	🔗	59 (0.19%)	17 (0.10%)	00:00:23	0 (0.00%)
<input type="checkbox"/>	39. /gallery/marine-microalgae/restoration-of-artworks-with-marine-microalgae/	🔗	58 (0.19%)	35 (0.21%)	00:00:08	0 (0.00%)
<input type="checkbox"/>	40. /gallery/agricultural-and-food-processing-waste/building-and-construction-from-agricultural-and-food-processing-waste/	🔗	53 (0.17%)	30 (0.18%)	00:00:09	1 (0.01%)
<input type="checkbox"/>	41. /gallery/olive/olive-/	🔗	53 (0.17%)	33 (0.20%)	00:00:07	0 (0.00%)
<input type="checkbox"/>	42. /biovoices/gallery/?gallery=0	🔗	51 (0.17%)	6 (0.04%)	00:01:13	1 (0.01%)
<input type="checkbox"/>	43. /gallery/spirulina-algae/pharmaceutical-and-nutraceutical-/	🔗	51 (0.17%)	35 (0.21%)	00:00:19	0 (0.00%)
<input type="checkbox"/>	44. /gallery/?m=2	🔗	50 (0.16%)	19 (0.11%)	00:01:24	2 (0.03%)
<input type="checkbox"/>	45. /gallery/marine-microalgae/wastewater-treatment-with-marine-microalgae/	🔗	50 (0.16%)	39 (0.24%)	00:00:07	0 (0.00%)
<input type="checkbox"/>	46. /gallery/agricultural-and-food-processing-waste/agricultural-and-food-processing-waste-/	🔗	49 (0.16%)	25 (0.15%)	00:00:04	1 (0.01%)
<input type="checkbox"/>	47. /biovoices/gallery/spirulina-algae/pharmaceutical-and-nutraceutical-/	🔗	48 (0.16%)	5 (0.03%)	00:00:28	0 (0.00%)
<input type="checkbox"/>	48. /gallery/?gallery=0	🔗	48 (0.16%)	29 (0.17%)	00:00:58	3 (0.04%)
<input type="checkbox"/>	49. /gallery/olive/	🔗	48 (0.16%)	24 (0.14%)	00:00:15	2 (0.03%)
<input type="checkbox"/>	50. /en/contact-us/	🔗	47 (0.15%)	44 (0.27%)	00:01:46	1 (0.01%)

Figure 9 - BIOVOICES website: Behaviour overview page 26 - page 50

The analysis of the online behaviour of users, as well as the feedback received during MML workshops and dissemination events, led by the BIOVOICES Consortium has led to the further exploitation of this engaging asset. It has been converted into dissemination materials for use onsite during events and exhibitions.

THE BIOART GALLERY PANELS

64 panels showcasing all identified feedstock and applications were produced and exhibited in different locations (i.e. Italy and Portugal).

An example is the exhibition at FESTIVALFUTURO in Milan, 28-30 September 2018 (Figure 10).



Figure 10 - The BIOArt Gallery panels exposes at FESTIVALFUTURO

The 64 panels were exhibited at the Bio-based Industry Joint Undertaking (BBI JU) Stakeholder Forum from the 2nd to the 5th of December 2019 (figure 11).



Figure 11 - BIOArt Gallery panels at BBI JU Stakeholder Forum 2019

THE BIOART GALLERY ROLL-UPS

In order to facilitate the production and/or shipment of the BIOArt Gallery, the 64 panels were converted into 16 roll-ups which are being used at MML workshops, dissemination events and exhibitions.



Figure 12 - BIOArt Gallery roll-ups

The roll-ups were exhibited, among others, at the European Bioeconomy Scene 2019 held in Helsinki (July 2019), as presented in Figure 13.



Figure 13 - BIOArt Gallery roll-ups at European Bioeconomy Scene 2019

THE BIOART GALLERY BOOKLET

In order to maximise valorisation of all the work that has taken place around the BIOArt Gallery concept, webpages, panels and roll-ups, LOBA designed and produced the BIOArt Gallery booklet, to be distributed and explained at events (Figure 14).



Figure 14 - The BIOArt Gallery Booklet

Among others, around 500 copies of the booklet were distributed during the exhibition “Science Is Wonderful! 2019” (Figure 15).



Figure 15 - BIOVOICES at Science Is Wonderful! 2019

6. BIOVOICES PLATFORM

The BIOVOICES social platform enables users to discuss key challenges, organise and manage events, deliver and share documents and videos. On-line spaces allow different stakeholders and networks involved in the Bioeconomy to co-produce openly accessible knowledge, by exchanging and discussing different experiences at local and European level.

The platform is active from June 2018 and new versions are periodically available online at: <https://www.BIOVoices-platform.eu>.

The platform enables personalized delivery of the knowledge identified in WP3, providing an environment allowing different bio-based stakeholders and networks to discuss and share existing knowledge and to co-produce new knowledge by exchanging and discussing different experiences at local and European level.

The social platform supports the BIOVOICES Mutual Learning Workshops’ activities and provides the typical functionalities of online social media, such as sharing documents, pictures and videos, co-writing tools, on-line discussions using videoconferences, streaming, knowledge-sharing tools such as News and Products. Moreover, the BIOVOICES social platform supports the organisation of discussion groups on thematic hot topics via [Discussion Groups](#).

A “Search” functionality enables a “Full text search” in the platform as well.

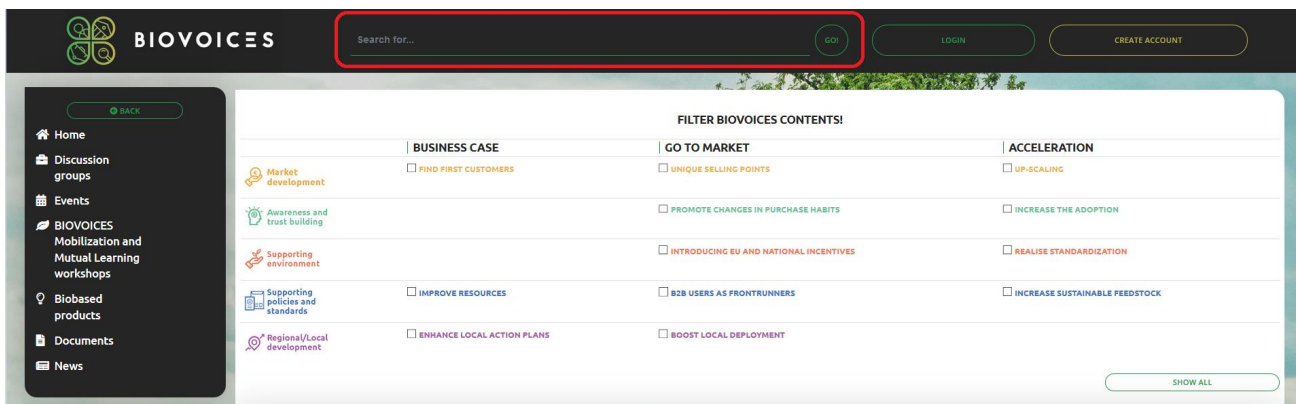


Figure 16 - BIOVOICES platform, search bar

In the last version of the platform, filters were added for facilitating contents’ search according to the clusters and the development phases identified in the “Challenges for market uptake of bio-based products” (see Figure 17).

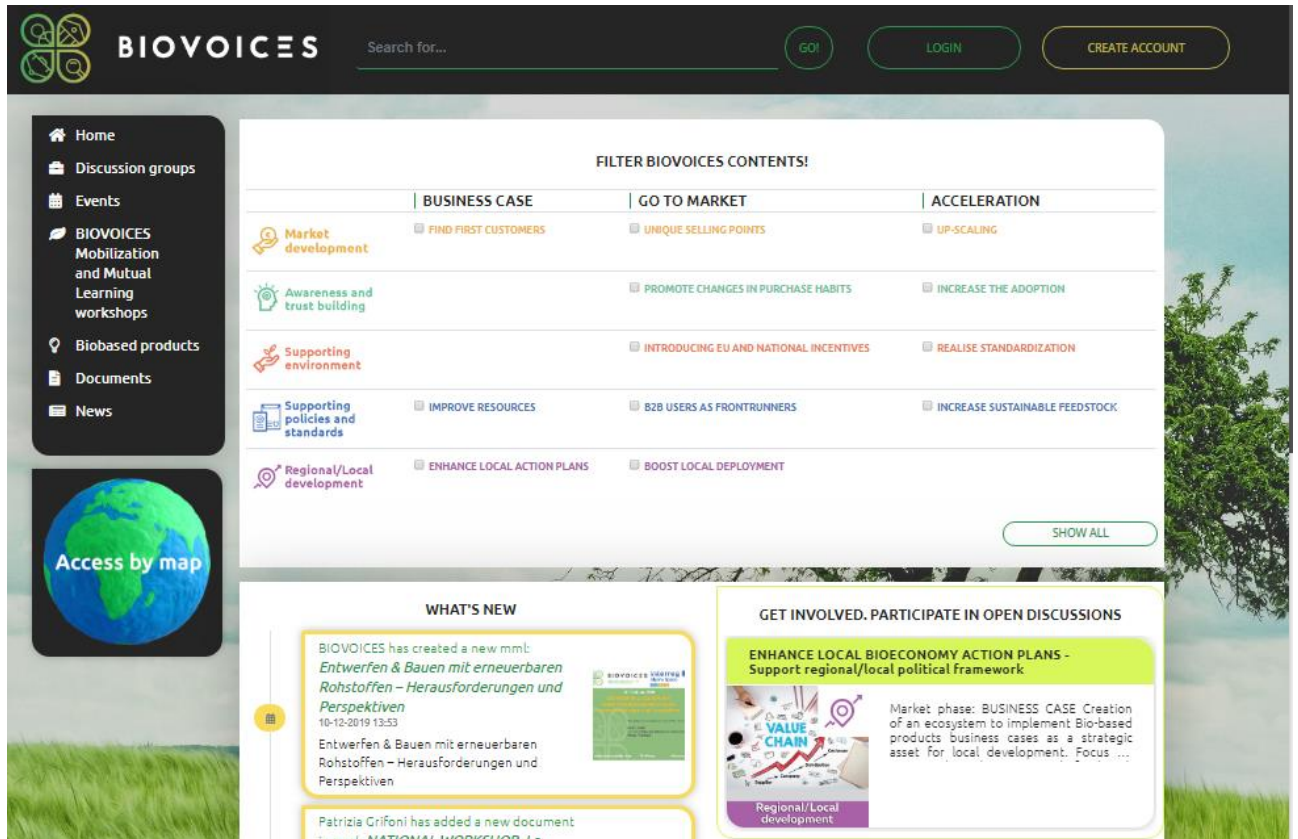


Figure 17 - BIOVOICES platform, filter search

Moreover, the geo-referenced visualization and filtering of contents are also available for searching events, Mobilization and Mutual Learning workshops and users according to the geographical information they provided.



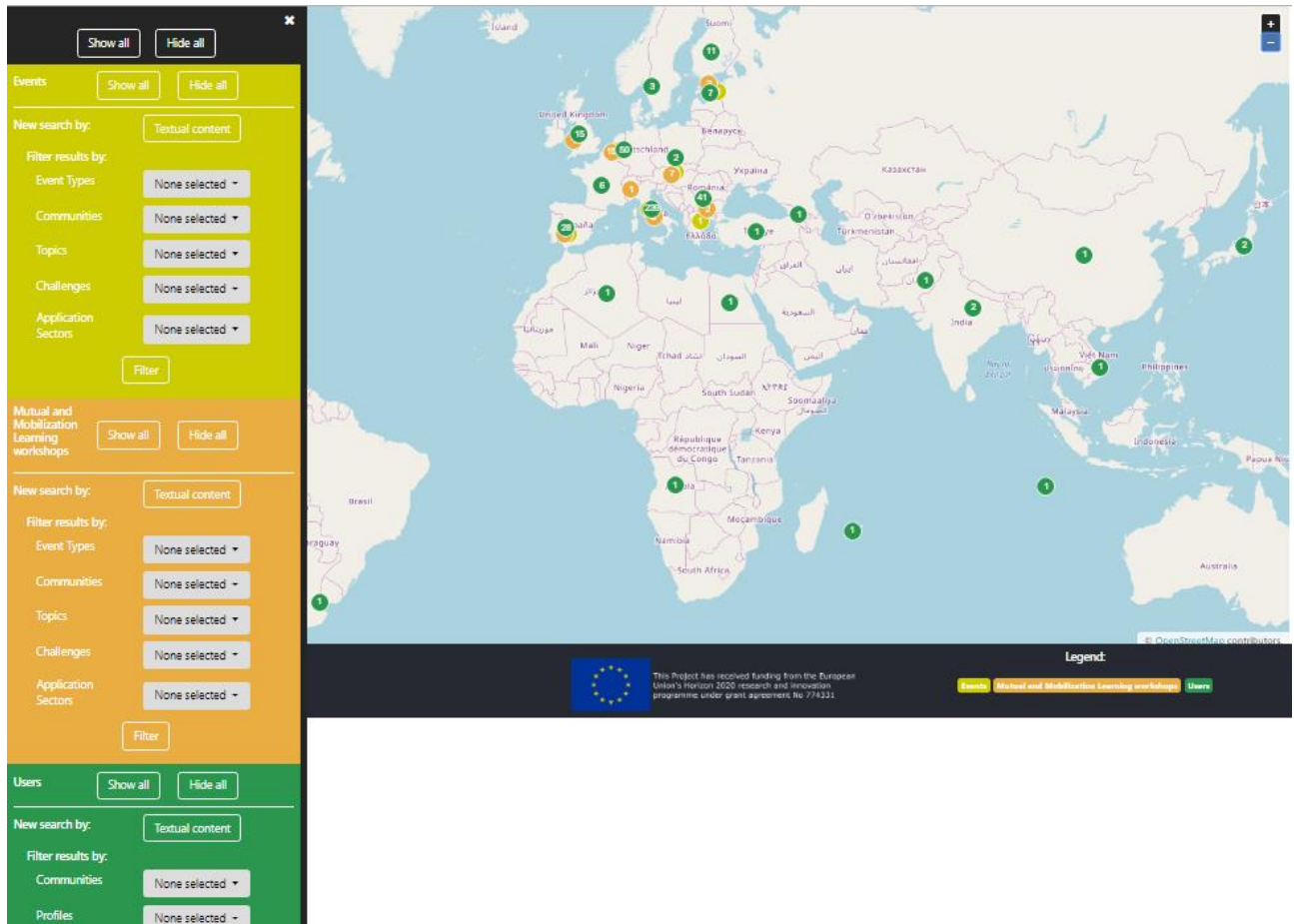


Figure 18 - BIOVOICES platform, map

BIOVOICES PLATFORM ASSESSMENT

The BIOVOICES platform enables all people that get connected at <https://www.biovoices-platform.eu/login> to visualise and access all public contents. Being logged in as registered member, enables users to contribute to the contents uploaded into the platform.

Differently from websites, this platform is community-oriented and aims to facilitate the building and sharing of knowledge and a common understanding on the bioeconomy matter, bio-based products, related news, etc.. Community members do not simply access information, as they play a more active role. Indeed, the BIOVOICES social platform is a tool that facilitates interaction, discussion and co-working among the BIOVOICES community members through online social media features (sharing, notifications, messages, etc.) and discussion groups (<https://www.biovoices-platform.eu/registeredarea/labs>).

The measure of the Key performing indicators up to December 2019 are given in the following table:

Indicator	Value
Number of registered members	425 members are registered in the platform, 280 of them are single users (153 woman and 127 man) 145 are representatives of an organisation
Number of events shared on-line	73

Number of active Mobilisation and Mutual Learning discussions	35 in total. 23 of them public and 12 private
Number of documents, galleries, pictures and videos for supporting knowledge sharing and the co-creative processes	<p>For events:</p> <ul style="list-style-type: none"> • Number of documents: 156 • Number of videos: 12 • Number of galleries of pictures: 29 <p>For public Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of documents: 7 • Number of videos: 3 <p>For close Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of documents: 0 <p>For private Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of documents: 178
Number of comments to any other content to animate the discussion	<p>For events:</p> <ul style="list-style-type: none"> • Number of posts: 11 • Number of comments: 1 <p>For public Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of posts: 95 • Number of comments: 80
Number of Likes to contents	<p>For events:</p> <ul style="list-style-type: none"> • Number of Likes: 197 <p>For public Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of Likes: 27
Number of Likes to contents of specific importance for the topics, challenges, etc.	<p>For events:</p> <ul style="list-style-type: none"> • Number of Likes: 197 <p>For public Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of Likes: 27
Number of collections of documents	7

Number of documents shared in the collections	12
Number of news shared	144
Number of bio-products shared	32

Table 8 - BIOVOICES platform indicators and values

7. BIOVOICES EVENTS

In the second year of the BIOVOICES project, the Consortium has been involved in more than **90 events**: **34 MML Workshops** (Table 9), participation in **52 external events** (Table 10) and in **7 conferences** as (invited) key note-speakers.

2019 MML WORKSHOPS

Country	City	Date	Responsible partner	Short description
Netherlands	Utrecht	08/01/2019	WR	Social innovation for a sustainable environment with bio-based materials
Spain	Madrid	13/02/2019	ASEBIO	Knowledge transfer to the productive sector in the field of bio-based products to facilitate their development and marketability.
Spain	Madrid	15/02/2019	ASEBIO	Interactive workshop with high school students where they can learn about bioeconomy, and how it is a fundamental part of biotechnology. Through practical activities they themselves will participate in what bioeconomy is, how it is present in our lives every day and how more sustainable products are created with its use (bio-based products).
Italy	Bari	19/03/2019	FVA APRE	Bioeconomy as an opportunity for regional development based on territorial resources in APULIA. Main objective was to encourage the involvement and collaboration between local actors, to identify opportunities for territorial development that are able to enhance regional characteristics and existing resources
UK	Cirencester	19/03/2019	Minerva	Challenges and opportunities for bio-based products/applications in UK AgriTech sector

Italy	Biella	09/04/2019	FVA	Bioeconomy as an opportunity to boost local development based on territorial resources. The workshop aimed to stimulate and facilitate the collaboration between stakeholders for the creation of shared action plans, to promote regional development, based on Piedmont territorial resources, with particular attention to the textiles industry.
UK	Biovale, York	09/04/2019	Minerva	Challenges and opportunities for bio-based products/applications in UK waste valorisation sector.
Slovakia	Nitra	11/04/2019	PEDAL	Regional MML in Slovakia: Enhancing local action plans and boosting local deployment
Romania	Cluj	14/04/2019	FRONTIER	Raise awareness of the importance of the bioeconomy and bio-based products among farmers, specialists, managers and authorities from agriculture.
Netherlands	Bergen op Zoom	18/04/2019	WR	Natural insulation in transition.. Natural insulation has a low share in Europe (4%) and is even lower in the Netherlands. How to increase this share by a better cooperation among the suppliers, adjustment of quality marks and more involvement of forerunners?
Greece	Thessaloniki	11/05/2019	Q-PLAN	The development of the bioeconomy in GreeceQ Bringing the needs of all stakeholders
Spain	Jaén	17/05/2019	ASEBIO	International Fair of Oil: Expoliva
Romania	Arad	24/05/2019	FRONTIER	Raise awareness about the bioeconomy in the plastic, rubber and composite materials industry
Italy	Trieste	24/05/2019	APRE	Title: "The alliance between primary production and bio-based industries. A macro regional approach" Scope: Raccomandations to promote the interregional development, based on the connection between the primary production in the rural aereas and the bio-based industry. To stimulate and facilitate the collaboration among regional



				stakeholders for the development of shared action plans.
Portugal	Lisbon	30/05/2019	LOBA	BIOVOICES at EUBCE (Stand-up workshop during 4 days of the faire)
Germany	Bonn	29/05/2019	ICLEI	Challenges and opportunities for bio-based products in Germany
Portugal	Lisbon	29/05/2019	LOBA	Agricultural and forestry biomass as innovation boost for small scale farms
UK	BEACON, Aberystwyth, Wales, UK	19/06/2019	Minerva	UK Wales regional MML Event. BEACON project (ERDF) Aberystwyth UK. 'From Plants to Bio-based Products'
UK	Norwich Research Park, UK	02/07/2019	Minerva	UK East Anglia regional MML Event. Norwich Research Park, John Innes Centre, University of East Anglia.
Germany	Sigmaringen	03/07/2019	ICLEI	local feedstock for the bioeconomy - challenges and opportunities
Portugal	Caparica	05/09/2019	LOBA	#WasteToProducts: Is it possible to develop environmental and economical sustainable bio-based products from waste in Portugal? YES! An example is the sustainable and bio-based soil improver Nutrimais developed by Lipor! But how to effectively target farmers, to boost such sector?
Greece	Kozani (Wesrtern Macedonia)	21/09/2019	Q-PLAN	Title: "Clean energy transition through circular bioeconomy and industrial symbiosis" Scope: the role bioeconomy could play at a regional level for the clean energy transition
Italy	Palermo	24/09/2019	APRE	Title: "High environmental risk areas: from the circular bioeconomy to regional strategies for sustainable development" Scope: the role bioeconomy could play at a regional level creating valuable products from contaminated areas.
Italy	Latina	26/09/2019	FVA	Maker Faire Academy - Blue Bioeconomy: valorisation of marine resources between environmental protection and economic and social development
UK	Scotland	02/10/2019	Minerva	UK National Event - Scotland. 'Are Bio-based Materials Sustainable?'
Italy	Rome	17/10/2019	CNR	The bio-economy in Italy: incentives, laws, norms.

PARTNERS



				Organised in conjunction with Forum BuyGreen - Forum Compraverde.
Slovakia	Bratislava	22/10/2019	PEDAL	How can banks align their "Green KPIs" in the context of the Slovak Bioeconomy Strategy which is currently under preparation?
Netherlands	Eindhoven	23/10/2019	WR	Natural building materials in transition. Natural building and insulation in the Netherlands. How to increase this share by more knowledge among building markets and consumers
France	Paris	31/10/2019	PEDAL	Shaping the bio-based economy involving citizens through a participatory approach
Romania	Bucharest	01/11/2019	FRONTIER	Integrating organic products into the food industry
Netherlands	Breda	07/11/2019	WR	How to improve biobased plastic packaging and disposables for single use and comply with the upcoming Single Use Plastics directive
Slovakia	Bratislava	07/11/2019	PEDAL	<p>The event offered attendants of the biggest "urban" festival in Bratislava, which focuses on various aspects of living in a city through discussions, workshops and presentations, opportunity to discuss commercial specifics of biobased products (BBPs). There are many initiatives or even SMEs trying to market BBPs in Slovakia, but there are often missing the target due to insufficient knowledge and understanding of the existing challenges. This workshop was part of a joint-event with the project Biobridges.</p> <p>Also, the event was designed to offer the opportunity for various stakeholders to meet and get to know each other, potentially creating networking synergies for the future.</p>
Belgium	Gent	19/11/2019	WR	How to improve the communication of biobased plastic packaging
Belgium	Ghent	19/11/2019	WR	How to communicate biobased-with sustainable packaging

Table 9 - BIOVOICES 2019 MML workshops

PARTICIPATION IN EXTERNAL EVENTS

In table 9 are listed all events that took place during the second year of the project where partners attended for dissemination purposes.

City and Country	Date	Responsible partner	Short description
Madrid, Spain	15/02/2019	ASEBIO	La Nave - #Barbac0d1ng: BIOVOICES, how bio-based products make our daily lives more sustainable
Rome, Italy	14/02/2019	FVA	Meeting with senator Patty L'Abbate (Senato della Repubblica Italiana)
Malaga, Spain	13/02/2019	ASEBIO	Transfiere - Knowledge transfer to the productive sector in the field of bio-based products to facilitate their development and marketability.
Rome, Italy	21/02/2019	FVA, APRE	Meeting at Eni
Rome, Italy	27/02/2019	FVA	La politica italiana e l'Agenda2030 per lo svilupposostenibile. A che punto siamo? / Agenda2030 and the 17 Sustainable development goals. What is the situation in Italy?
Brussels, Belgium	28/02/2019	APRE	Civil Society in Action: European Bioeconomy Strategy - Public Hearing in European Economic and Social Committee (EESC)
Bari, Italy	20/03/2019	FVA, APRE	Presentation of the 5th Report on Bioeconomics in Europe, by Banca Intesa in collaboration with Assobiotec and Cluster SPRING.
Suceava, Romania	29/03/2019	Frontier	AgroExpo Bucovina- National Fair of Agriculture and Agri-food Industry
Chisinau, Moldova	03/04/2019	Frontier	MOLDENERGY
Brussels, Belgium	01/04/2019	APRE	Territorial impact assessment on Bioeconomy - European Committee of the Regions
Bergen op Zoom, Netherlands	11/04/2019	WR	Evaluation Green Deals Biobased Materials
Cluj, Romania	12/04/2019	Frontier	Raise awareness of the importance of the bioeconomy and bio-based products among farmers, specialists, managers and authorities from agriculture.
Brussels, Belgium	15/04/2019	LOBA, FVA, QPLAN	BBIJU Info Day
Rome, Italy	16/04/2019	FVA, APRE	Meeting with Innova Camera, Agro Camera, Rinnovabili.it



Rome, Italy	18/04/2019	APRE, FVA, CNR	BBI-JU Info day
Rome, Italy	18/04/2019	FVA, APRE	Meeting with Fondazione Ecosistemi
Rome, Italy	30/04/2019	FVA, APRE	Meeting with Mario Bonaccorso -Cluster Spring and Assobiotec-
Novara, Italy	06/05/2019	LOBA, FVA	Meeting at Novamont - LIFT KoM
Rome, Italy	10/05/2019	FVA	Village for environmental education in the contest of the European Green Week in Rome organized by MIUR and Ministry of the Environment and Protection of the Territory and the Sea
Thessaloniki, Greece	10/05/2019	Q-PLAN	The development of the bioeconomy in Greece: Bringing the needs of all stakeholders
Rome, Italy	14/05/2019	APRE, FVA	High level event "THE ITALIAN BIOECONOMY: A REVISED STRATEGY AND NEW ROAD MAP FOR INTENSIFYING ITS CONTRIBUTION TO THE SUSTAINABLE GROWTH OF THE COUNTRY"
Rome, Italy	14/05/2019	APRE, FVA	BBI JU INFO DAY ROME
Brussels, Belgium	16/05/2019	ICLEI, WR	Towards a circular economy in the plastic value chain
Brussels, Belgium	16/05/2019	ICLEI, WR	Circular Cities Conference
Jaén, Spain	17/05/2019	ASEBIO	Expoliva. Bioeconomy and collaboration with other stakeholders in the olive sector (MML)
Rome, Italy	20/05/2019	FVA, APRE	Startupper School Accademy
Mantova, Italy	23/05/2019	APRE	Italian Bioeconomy Day
Frascati, Italy	24/05/2019	FVA, APRE	XIII edition of GNE2019, the annual award of Giornalisti nell'erba, this year is related to environmental protection
Trieste, Italy	24/05/2019	APRE	PRO-ESOF
Lisbon, Portugal	From 27/05/2019 to 30/05/2019	LOBA	EUBCE
Tallinn, Estonia	29/05/2019	CIVITTA	Accelarete Estonia coffee morning - Circular Economy
Bratislava, Slovakia	03/06/2019	PEDAL	Biomonitor consortium meeting
Rome, Italy	05/06/2019	FVA	5th AssoBioPlastiche Annual Report
Iasi, Romania	07/06/2019	Romani a	Brokerage Event on Health and Bioeconomy
Rome, Italy	26/06/2019	FVA	Circular Eni - Networking day



Zilina, Slovakia	27/06/2019	PEDAL	Information days on Funding opportunities of the directly managed EU programmes, their synergies with ESIF and successful projects
Rome, Italy	10/07/2019	QPLAN	Bioeconomy Summer School at American Farm School
Thessaloniki, Greece	18/07/2019	FVA	PinkHack projectSprint "Plastic Free Beach"
Birmingham, UK	12/09/2019	Minerva	Resources and Waste Management Conference and Exhibition
Brussels, Belgium	24-25/09/2019	LOBA, APRE, FVA, PEDAL, Q-PLAN, ASEBIO	Exhibition "Science is Wonderful" (European R&I days)
Brussels, Belgium	26/09/2019	ICLEI	EU Urban Agenda Partnership on Circular Economy, Workshop on CE indicators
Frascati, Italy	27/09/2019	FVA	BEES 2019 - European researchers Night in Frascati
Frascati, Italy	28/09/2019	FVA	BEES 2019 -European researchers Night in Frascati
Naples, Italy	03/10/2019	APRE, FVA	IFIB 2019
Rome, Italy	04/10/2019	FVA	ASviS Report 2019 "Italy and the Sustainable Development Goals"
Naples, Italy	04/10/2019	APRE, FVA	Biobridges workshop at IFIB 2019 - New bioeconomy value chains from local resources: challenges and opportunities
Rome, Italy	09/10/2019	FVA	BIOVOICES virtual meeting with Lazio Innova
Brussels, Belgium	15/10/2019	FVA	Workshop on Bioeconomy Education
Brussels, Belgium	16/10/2019	FVA	Committee of the Region Bioeconomy conference on Regions, Cities and Civil Society
Mérida, Spain	17/10/2019	ASEBIO	Foro Innova: Opportunities of biotechnology in agrifood sector
Rome, Italy	18-20/10/2019	FVA, LOBA, APRE	Maker Faire Rome 2019
Ispra, Italy	23/10/2019	APRE	Meeting at JRC ISPRA
Rome, Italy	27/10/2019	APRE, FVA	Cluster Spring Annual Networking Event
Paris, France	28/10/2019	FVA	SCAR Bioeconomy Strategic Working Group (BSW)
Paris, France	29-30/10/2019	FVA, APRE	European workshop on bioeconomy 2019
Rome, Italy	30/10/2019	FVA	Il Messaggero - Economia Circolare
Madrid, Spain	13/12/2019	ASEBIO	Climate Change Conference, COP25

Table 10 - Participation in events and meetings



PARTNERS

APRE | FVA | PEDAL Consulting | National Research Council of Italy | CIVITTA | LOBA | Nova ID FCT | Q-Plan International | Frontier Management Consulting | Wageningen University & Research | Minerva | Asebio | ICLEI



This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774331

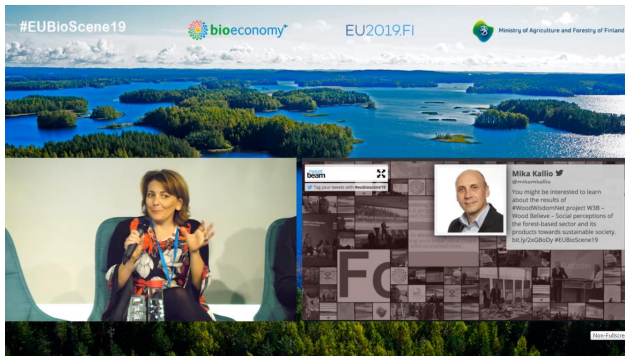
SPEECHES AT CONFERENCES

BIOVOICES representatives have been invited as key-note-speakers and/or panel speakers at the following conferences:

- **Civil Society in Action: European Bioeconomy Strategy** - Public Hearing in European Economic and Social Committee (EESC), 28 February 2019, Brussels, Belgium
- **Territorial impact assessment on Bioeconomy** - European Committee of the Regions , 1 April 2019, Brussels, Belgium
- **Circular Eni - Networking Day** – 26 June 2019, Rome, Italy



- **EU Bioeconomy Science'19** – 8-10 July 2019, Helsinki, Finland



- **Workshop on education for bioeconomy** organized by the EC “What are the educational gaps to be addressed for the design of educational frameworks responding to the complexity of the bioeconomy challenges?”- 15 October 2019, Brussels, Belgium



- **European Bioeconomy: Regions, cities and civil society** - 16 October 2019, Brussels, Belgium



- **SCAR Bioeconomy Strategic Working Group** - 28 October 2019, Paris, France
- **European workshop on Bioeconomy** “Citizens involvement in bioeconomy strategies: understanding the barriers and accompanying the transition” – 29-30 October 2019, Paris, France



- **BBI JU Stakeholder Forum** “Panel Sustainable society - Getting citizens ready for the post-petroleum era ” – 4 Dec 2019, Brussels



PLANNED MML WORKSHOPS FOR 2020

For Year 3 of the project, 21 MML workshops to be held in 6 different countries have been planned: three in Belgium, two in Germany, two in Greece, two in Italy, one in the Netherlands, one in Portugal, three in Romania, two in Spain and two in the United Kingdom.

Location	Date	Responsible partner	Title/ Description
Madrid, Spain	16/01/2020	ASEBIO	Agrifood sector in the center of Bioeconomy. Participation of the whole value chain
Udine, Italy	24/01/2020	FVA, APRE	Design of educational paths to address regional needs beyond formal education
Thessaloniki, Greece	31/01/2020	Q-PLAN	(TBC) Open discussion on the challenges in the agro-food sector. The workshop will be organised within the context of AGROTICA - an annual fair in the agriculture sector (https://agrotica.helexpo.gr)
Thessaloniki, Greece	07/2/2020	Q-PLAN	(TBC) Open discussion on awareness and trust building. The workshop will be organised within the GR Bioeconomy Forum annual event
Freiburg, Germany	13/02/2020	ICLEI	Designing & Constructing with Renewable Raw Materials - Perspectives and Challenges. Meeting language
Rome, Italy	Feb/March 2020	FVA, APRE, CNR	Plastic, BioPlastic, RePlastic or NoPlastic
Baguim do Monte, Portugal	March 2020	LOBA	What is needed from policy makers to boost bioeconomy in Portugal?

Brussels, Belgium	March 2020	APRE	National MML Increase the adoption
BEIS Conference Centre, UK	April 2020	Minerva	Bio-based products and biorefineries: progress and challenges in the UK – hosted by the UK’s Dept for Business & Industrial Strategy
Bergen op Zoom, the Netherlands	16/04/2020	WR	In collaboration with NFT2020
London, UK	April 2020	Minerva	National MML – UK Bioeconomy Strategy progress in conjunction with Department of Business, Energy & Industrial Strategy (BEIS)
Gent, Belgium	week 27-30 April 2020	APRE	National MML – Scale up bio based products
Timisoara. Romania	April 2020	FRONTIER	Up-scaling BBPs in the medical field/ Local (regional) MML
Rome, Italy	May 2020	APRE	National MML High environmental risk areas: from the circular bioeconomy to regional strategies for sustainable development (BOOST LOCAL DEPLOYMENT)
Rome, Italy	June 2020	APRE	National MML B2B users as frontrunners in the construction sector
Brussels, Belgium	1-5/06/2020	ICLEI	In collaboration with Green Week (Focus: Nature and Biodiversity)
Brussels, Belgium	June/July	FVA	Plastic, BioPlastic, RePlastic or NoPlastic
Brussels, Belgium	September 2020	ICLEI	ICLEIs Breakfast at Sustainability's
Iasi, Romania	September 2020	FRONTIER	Integrating bioeconomy into the local development plan /Local (regional) MML
Mannheim, Germany	29/09/2020 – 02/10/2020	ICLEI	In collaboration with the International Cities and Towns Conference
Pamplona, Spain	29/09/2010- 01/10/2020	ASEBIO	Building a new future. Would you like to invest on it?
Bucharest, Romania	28/10/2020 - 01/11/2020	FRONTIER	Bioeconomy policy design/ National MML

Table 11: Planned MML workshops for 2020

8. PRESS RELEASE, MASS-MAILING AND PUBLICATION

In Year 2 of BIOVOICES a press release was created in order to promote the two greatest assets of the project:

1. The BIOVOICES platform with its functionalities
2. In excess of 70 MML workshops to be held around the EU

The press release was distributed to 765 outlets in June 2019.

In the figures below the text and distribution report of the press release are provided.

The **BIOVOICES** Project, funded by the European Union's Horizon 2020 Research and Innovation programme, announces the launch of the BIOVOICES **Platform** that aims to foster and develop **dialogue and co-creation between circular economy stakeholders and interested citizens.**

The BIOVOICES Platform offers the opportunity to:

- **Participate** in circular bioeconomy **discussion groups**
- **Create** your own **bioeconomy event** and **monitor the registrations** of your participants
- Stay up to date with **bioeconomy news** and events
- Follow and participate in **BIOVOICES Mobilisation and Mutual Learning (MML) Workshops** in your country

In total, **70 MML workshops** will take place **before the end of 2020** in Estonia, Germany, Greece, Italy, Netherlands, Portugal, Romania, Slovakia, Spain and the United Kingdom. The objectives are to **broaden the network of people engaged within the bio-based economy and to further develop a shared understanding, actionable knowledge and the development of potential solutions for the innovation challenges^[1]** that hamper the development, take-off and acceleration of bio-based applications.

Past and future MML workshops can be monitored [here](#).

Get involved by [signing up](#) to the BIOVOICES Platform and subscribing to the Newsletter on [www.biovoices.eu!](#)

Media enquires to info@biovoices.eu



BIOVOICES
CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD

Figure 18 - Press release text

Overview of Total Sent

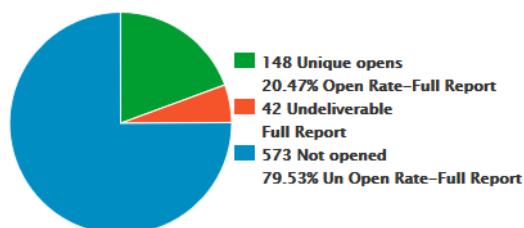


Figure 19 - Press release distribution report

In October 2019, in order to promote the European MML workshop held in Paris in collaboration with the French Ministry of Agriculture, LOBA mass-mailed the BIOVOICES mailing list (filtered to 178 recipients).

In Figures 21 and 22 below, the text of the email and its distribution report are provided.



BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD

Dear ...

We would like to draw your attention at the upcoming European Mobilization and Mutual Learning Workshop entitled *"Shaping the bio-based economy involving citizens through a participatory approach"*.

The workshop will be held on the 31st of October 2019 in Paris and it is promoted by the [European Bioeconomy Network](#), while being the satellite event of the *"European Workshop on Bioeconomy"*, hosted by the French Ministry of Agriculture and Food.

The complete information about the event, including the agenda and registration form are available on this link:

<http://biovoices-platform.eu/registeredarea/mmls/viewMml/5355>

The idea is to understand how to better support the consumers to become active players in the transition to the bioeconomy, providing suggestions and direct inputs to the research, policy and industrial agendas, based on their needs and concerns.

We would be very pleased to see you on this occasion.

Please feel free to forward this invitation to your relevant contacts.

We look forward to receiving your reaction.

Thank you.

Kind regards,

BIOVOICES Team



This Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 774331

CONTACT US info@biovoices.eu

Figure 20 - Text of mass-mailing

Overview of Total Sent

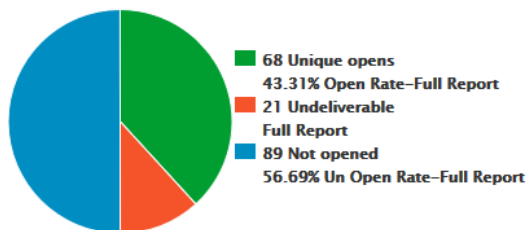


Figure 21 - Mass-mailing distribution report





On the 18th of December 2019, BIOVOICES project partner Wageningen Research published on the media platform Agro & Chemistry an article entitled “Circular pathways for bio-based plastics require more cooperation”, available at the URL: <https://www.agro-chemistry.com/articles/circular-pathways-for-bio-based-plastics-require-more-cooperation/>.

The article focuses on the possible pathways to be adopted by European member states to turn plastic packaging into higher value products and to increase the rate of recycling plastic packaging (from 30% to 50%), in compliance with the European Single Use Plastics (SUP) Directive to enter into force in 2021.



9. NEWSLETTER

The development of the 2nd BIOVOICES newsletter required input from all consortium members. A partner organisation was assigned as leader of the different chapters of the newsletter: *Welcome to the second issue of BIOVOICES Newsletter; Be part of BIOVOICES; In case you missed it; Insights from BIOVOICES Consortium; Interesting events; Follow the BIOVOICES Instagram; Make your voice heard!*

The role of the chapter leaders was to collect inputs from consortium members and draft the articles for the respective section.

The newsletter was distributed on the 31st of July 2019 to 180 recipients, as shown in Figure 23.

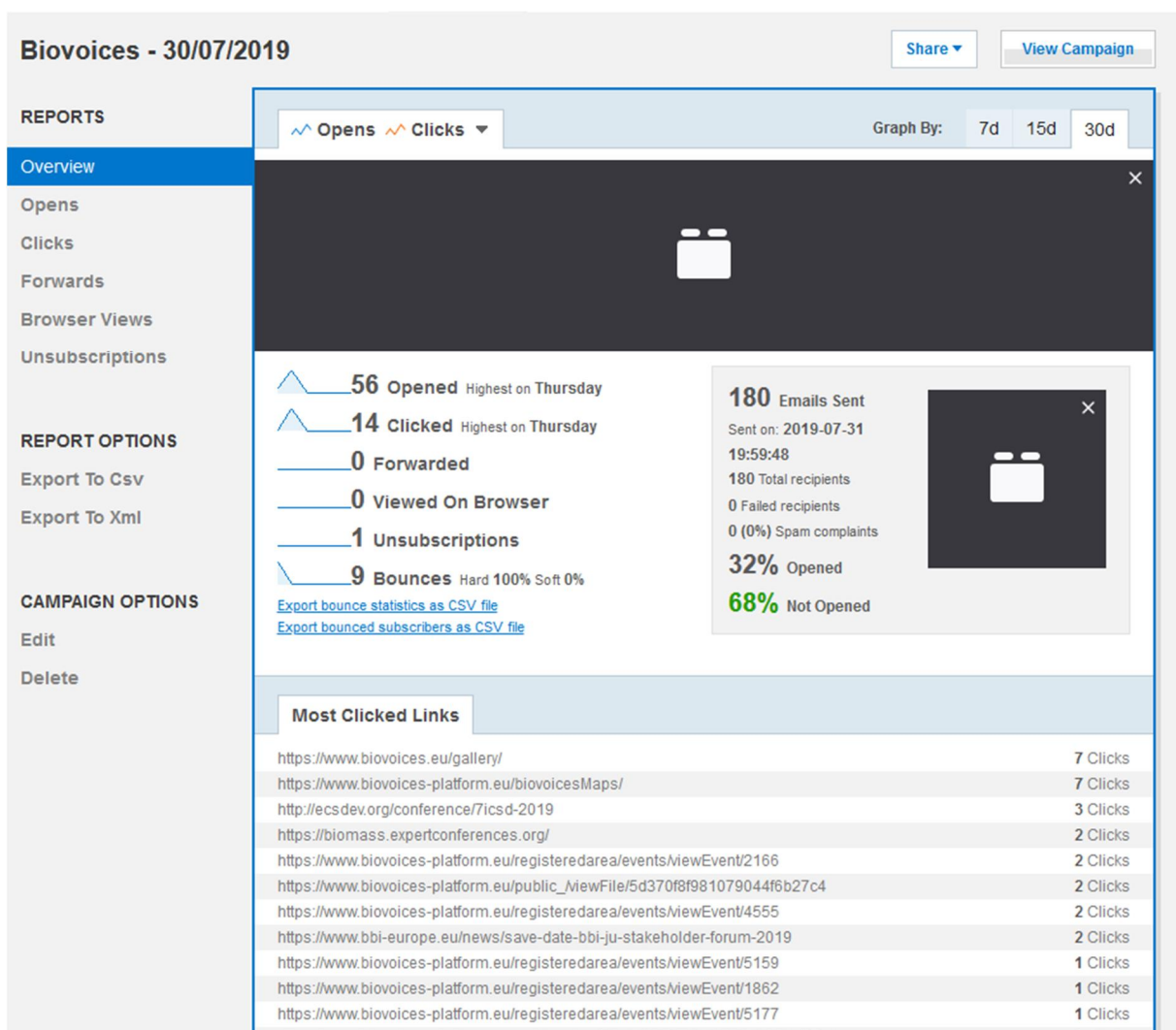


Figure 22 - Newsletter #2 report

Figures 24 and 25 below show mock-ups of each of the newsletter chapters.

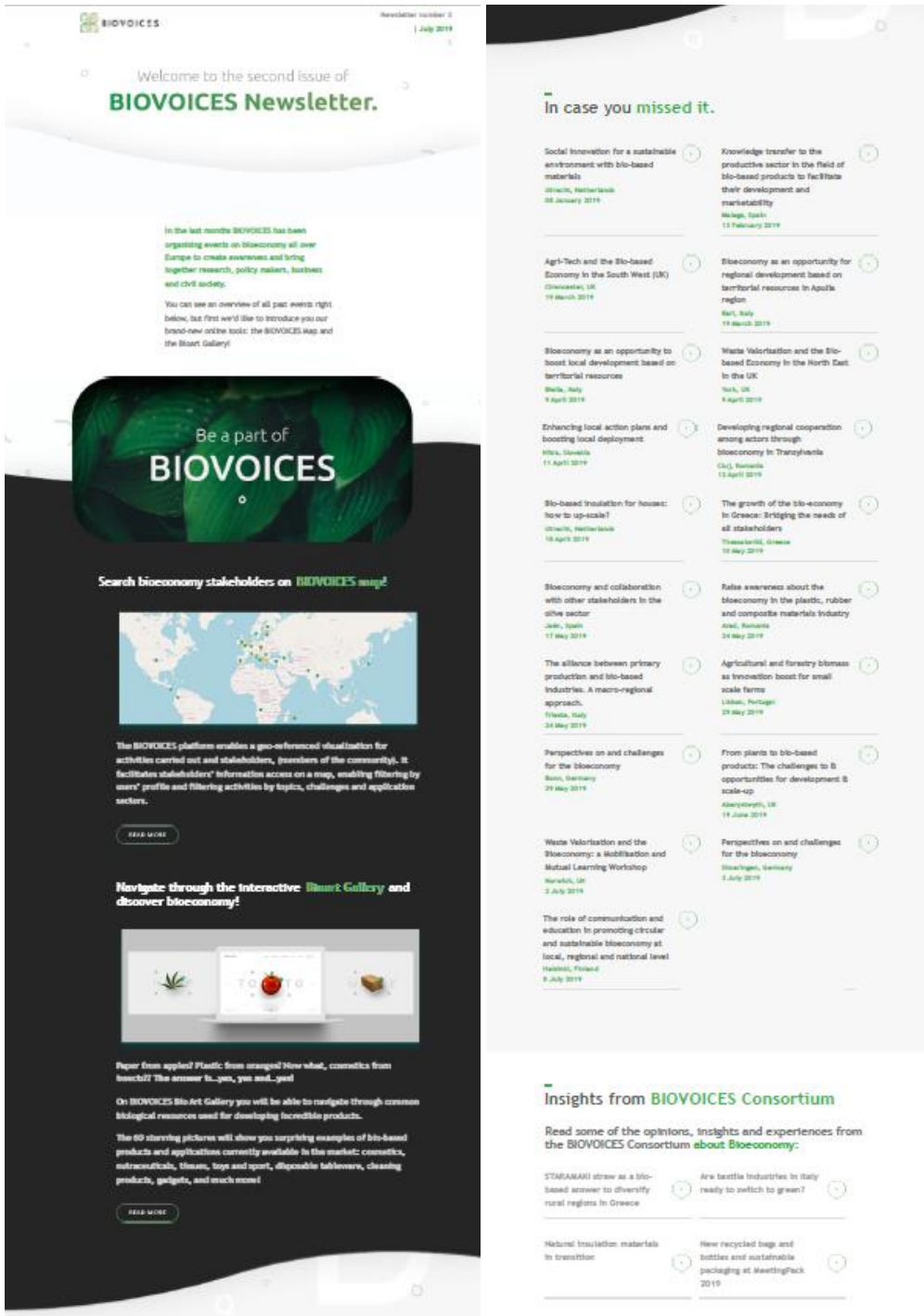


Figure 23 - Newsletter #2, Section 1



Interesting events

<p>Biomass and Bioenergy Vienna, Austria 26-27 August 2019</p> <p>READ MORE</p>	<p>7th International Conference on Sustainable Development 2019 Vienna, Italy 4-5 September 2019</p> <p>READ MORE</p>
<p>Wastes2019 Copenhagen, Denmark 4-6 September 2019</p> <p>READ MORE</p>	<p>Advanced Biofuels: Towards renewable energy transition in Europe Brussels, Belgium 5 September 2019</p> <p>READ MORE</p>
<p>European Research and Innovation Days Brussels, Belgium 24-25-26 September 2019</p> <p>READ MORE</p>	<p>ECOMONDO - The green technology expo Milano, Italy 5-6-7-8 November 2019</p> <p>READ MORE</p>
<p>IBI JU Stakeholder Forum 2019 Brussels, Belgium 4 December 2019</p> <p>READ MORE</p>	

Follow the BIOVOICES Instagram.

Raising awareness and inform the consumers of the sustainable circular bioeconomy

To address this challenge, identified by the stakeholders and the European Commission as critical factor for boosting bioeconomy and bio-based market uptake, BIOVOICES project just complemented its activities with a new **Instagram profile**, publishing everyday several example of bio-based products, research results and solutions.

The Instagram profile targets the wide public, with a special focus on young audience. To complement the informative activity in an interactive and engaging way, the Instagram profile launches quizzes, contests, games and open discussions. These initiatives will focus on controversial topics such as biodegradability versus compostability, sustainability and Life Cycle assessment, performance of bio-based products and much more.

[Follow BIOVOICES on Instagram](#)

Do you want to be part of BIOVOICES?

Make your voice heard!

Follow @BIOVOICES on

[f](#) [in](#) [t](#) [v](#)

to be part of BIOVOICES Social Community.

Register to **BIOVOICES Platform**, create your bioeconomy event and participate in the **Discussion Groups!**

Partners of the Project Consortium

The Project is supported by the European Union's Horizon 2020 research and innovation programme under grant agreement No 774331

Do you want to **unsubscribe** our newsletter? info@biovoices.eu

Figure 24 - Newsletter #2, Section 2

10. PROMOTIONAL VIDEO

In the second year of the BIOVOICES project, LOBA produced the second official promotional video of the project.

The second promotional video of BIOVOICES, reflects the updated approach adopted in most online and onsite dissemination and communication activities: valorising and underlining the tangible assets of the project our audience may benefit from (namely, the BIOVOICES platform and the more than 70 MML workshops to be held around the EU).

Such an approach is reflected in the press release, newsletter, new flyer and roll-up of the project (in the last two examples, more emphasis was given to the identified key challenges for market uptake of bio-based products).

The video is available at the URL: <https://www.youtube.com/watch?v=q3Osp8gfj3U>



Figure 25 - BIOVOICES second promotional video

The video was promoted via BIOVOICES social media channels, the BIOVOICES YouTube channel is used mainly as the online video repository.

11. CONCLUSIONS

If the first year of the project, from a dissemination and communication point of view, was mainly characterised by the creation of the brand identity and establishment of the BIOVOICES community (i.e. social media followers, mailing lists, BIOVOICES platform subscribers, participants of MML workshops), the second year of the project was focused on the efficient valorisation of the efforts and assets developed by the consortium, showcasing our community project insights and engagement tools.

Indeed, all dissemination and communication materials and activities focus on three core elements (almost) always represented or mentioned in our materials and messages:

1. The BIOVOICES Platform
2. The BIOVOICES MML workshops
3. The key challenges for market uptake of bio-based products

The three elements above, either combined or all together, characterise each of the dissemination and communication materials and activities performed during the second year of the project (i.e. BIOVOICES second promotional video, second roll-up and flyer, press release, etc.).

All this translated ,on the one hand, to a slightly different visual identity of the core dissemination materials for the project (flyer, roll-up, promotional video), on the other, to a more tangible message on “what we offer” to our community, reflected in the recent updates to the BIOVOICES website homepage, where we display four calls to action promoting the functionalities of the BIOVOICES platform and the participation in our Mobilisation and Mutual Learning workshops:

1. Participate in circular bioeconomy discussion groups
2. Create your own bioeconomy event and monitor the registrations of your participants
3. Stay up to date on bioeconomy news and events
4. Follow and participate in our Mobilisation and Mutual Learning workshops in your country

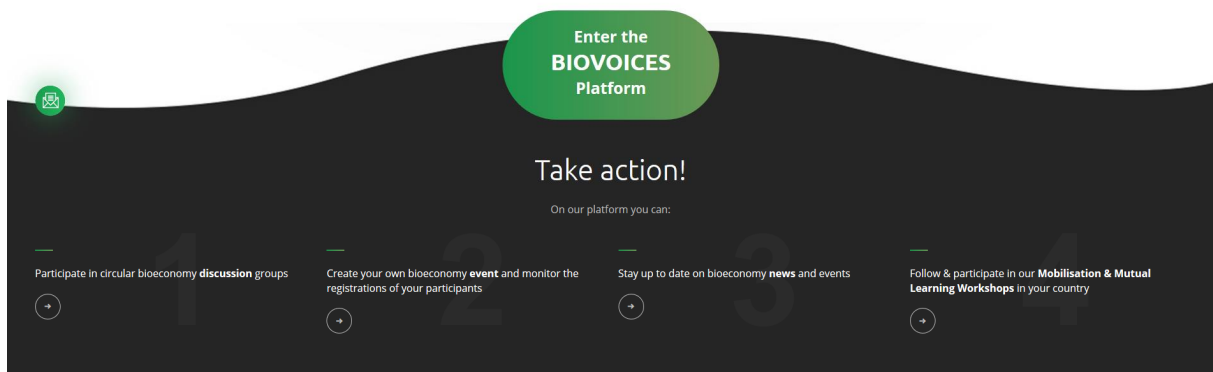


Figure 26 - BIOVOICES website homepage

