



BIOVOICES

CONNECTING BIO-BASED FORCES
FOR A SUSTAINABLE WORLD

www.biovoices.eu



Connecting Bio-Based Forces for a Sustainable World



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



CIVITTA

LOBA®





DELIVERABLE 5.8

Social Media innovative engagement and animation Report: first version

DELIVERABLE TYPE

Report

MONTH AND DATE OF DELIVERY

December 2019

WORK PACKAGE

WP 5

LEADER

FVA New Media Research

DISSEMINATION LEVEL

Public

AUTHORS

Susanna Albertini, Louis Ferrini,
Michela Cohen

Programme
H2020

Contract Number
774331

Duration
36 Months

Start
January 2018

TABLE OF CONTENTS

1	Introduction.....	6
2	Objectives of the social media activity in BIOVOICES.....	7
3	Analysis of social media channels.....	9
3.1	Most popular social networks	9
3.2	Gender preferences.....	10
3.3	Characteristics of the different social media.....	11
3.4	Sustainability topics in social media	12
4	BIOVOICES activity in the social media.....	14
4.1	Strategy for the social media channels.....	14
4.1	Analysis and Overview	15
4.2	Facebook	16
4.3	Instagram.....	19
4.4	Twitter	21
4.5	LinkedIn	22
5	Social media animation	26
5.1	Influencers	28
5.2	Social media Apps, interactive tools and competitions	29
5.3	Engagement strategy for social media during live events	30
5.4	Social media giveaway competitions.....	31
5.4.1	Sustainable Happy Hour Giveaway Contest	31
5.4.2	Campaign in social network.....	34
6	Lesson Learnt.....	36
7	Conclusions	38

INDEX FOR FIGURES

Figure 1 Number of active users worldwide in millions as of October 2019	9
Figure 2 Percentage of adult internet users who use social networking sites.....	10
Figure 3 Percentage of online adults who use social media and discussion sites.....	10
Figure 4 Target group age following on Instagram	13
Figure 5 BIOVOICES social media activity	15
<i>Figure 6 Facebook Gender target</i>	<i>16</i>
Figure 7 Facebook Engagement data	16
Figure 8 Post promoting the BIOVOICES participation in an event in Sicily region.....	17
Figure 9 Post promoting a research results.....	18
Figure 10 Post promoting the BIOVOICES participation at the BBI JU Stakeholder Forum	19
Figure 11 BIOVOICES Instagram page insights	20
Figure 12 Examples of Instagram Posts	20
Figure 13 Example of tweets and impressions from Twitter	22
Figure14 Twitter gender data.....	22
<i>Figure 15 BIOVOICES Followers Top Job Functions on LinkedIn</i>	<i>23</i>
Figure 16 Examples of LinkedIn posts	25
Figure 17 Example of innovative bio-based product post.....	27
Figure 18 Examples of post promoting other projects.....	27
Figure 19 BIOVOICES Social frame.....	30
Figure 20 Example of engagement with the BIOVOICES social frame	31
Figure21 Aly_Nutrizione Instagram Page	32
Figure 22 Givaway promotional post	33
Figure 23 Givaway promotional posts.....	33
Figure 24 Post from the social media campaign on Asebio Instagram account	34
Figure 25 Posts from the social media campaign on Asebio Facebook page.....	35
Figure 26 Results of the BIOVOICES Twitter survey	36
Figure 27 Results of the BIOVOICES Facebook survey	36
Figure 28 Examples of social media post with high engagement	38

CONTRIBUTORS

NAME	ORGANIZATION
Beatriz Palomo Belbel	Asebio

PEER REVIEWS

NAME	ORGANIZATION
Robert Miskuf	Pedal Consulting
Greet Overbeek	Wageningen University & Research
Pietro Rigonat	LOBA
Virginia Neal	Minerva
Liina Vaher	Civitta
Iakovos Delioglani	Q-Plan International

REVISION HISTORY

VERSION	DATE	REVIEWER	MODIFICATIONS
1.0	16/11/2019	Susanna Albertini	Draf version
1.1	21/11/2019	Michela Cohen	First version
1.2	09/12/2019	Susanna Albertini	Revised version
2.0	19/12/2019	Michela Cohen	Second version
3.0	20/12/2019	Louis Ferrini	Final Version

1 Introduction

BIOVOICES seeks to engage more stakeholders and citizens in the bio-based economy as well as to increase knowledge-sharing and collaboration between stakeholders.

This is done by sharing news and research results and by promoting relevant events and informing about appealing samples of bio-based applications and products.

Social media has become an important tool to reach a large public and to facilitate the dialogue and mobilisation among the different target audiences. As environmental issues are becoming more prevalent and frequently acknowledged, social media are playing an important role in sharing environmental problems and suitable solutions, to which bio-based products can contribute.

This document presents the BIOVOICES approach for social media engagement and animation. This includes the **objectives of the social media activity in BIOVOICES**, the **analysis of social media channels** (most popular social networks, gender preferences, characteristics of the different social media, sustainability topics in social media), the **BIOVOICES activity in the social media** (strategy for the social media channels, analysis and Overview, Facebook, Instagram, Twitter, LinkedIn) and the **Social media animation** (influencers, social media Apps, interactive tools and competitions, campaign in social network).

Finally, this interim report provides some lesson learnt and conclusions to improve the last 12 months of social media activity in the BIOVOICES project.

2 Objectives of the social media activity in BIOVOICES

Social media has become an important tool to reach a large public and to facilitate the dialogue and mobilisation among the different target audiences.

As environmental issues are becoming more prevalent and frequently acknowledged, social media are playing an important role in sharing environmental problems and suitable solutions, to which bio-based products can contribute.

BIOVOICES social media activity seeks to engage more stakeholders and citizens in the bio-based economy as well as to increase knowledge-sharing and collaboration between stakeholders.

In particular, the use of BIOVOICES Social Media channels have two main objectives:

- Amplify the impact of BIOVOICES events on different social media
- Address the large public with specific communication activities to raise awareness and sensitize the consumers toward a more sustainable culture

To achieve these objectives, BIOVOICES adopts the following strategy:

OBJ1: Amplify the impact of BIOVOICES activities on different social media by:

- Bridge existing bio-based online communities and social network pages with the BIOVOICES project
- Attract users in the BIOVOICES platform
- Promote the results of the BIOVOICES MML workshops
- Publish information about ongoing activities and live events the project is organising

OBJ2: Address the large public with specific communication activities to raise awareness and sensitize the consumers toward a more sustainable culture:

- Publish information about bio-based products to promote a more sustainable daily choice by the consumers
- Promote events for citizens where they can learn and discover many BBPs
- Through the interaction and networking with brand owners and stakeholders, BIOVOICES, provides a database of products/services and their characteristics

- Use a gamified approach to contents delivery (i.e. a daily quiz asking, for instance, to guess the impact of a BB-product compared to a traditional one)

3 Analysis of social media channels

To identify which social media channels are suitable for the BIOVOICES objectives identified in chapter 2 addressing the quadruple helix stakeholders, FVA performed a desk research, analysing different data on users' behaviours and preferences.

3.1 Most popular social networks

The following chart provides information on the most popular networks worldwide (updated to October 2019), ranked by number of active accounts. Market leader Facebook was the first social network to surpass 1 billion registered accounts and currently sits at almost 2.41 billion monthly active users¹, for this reason it is undoubtedly the most suitable channel for conveying BIOVOICES messages and reaching the highest number of users.

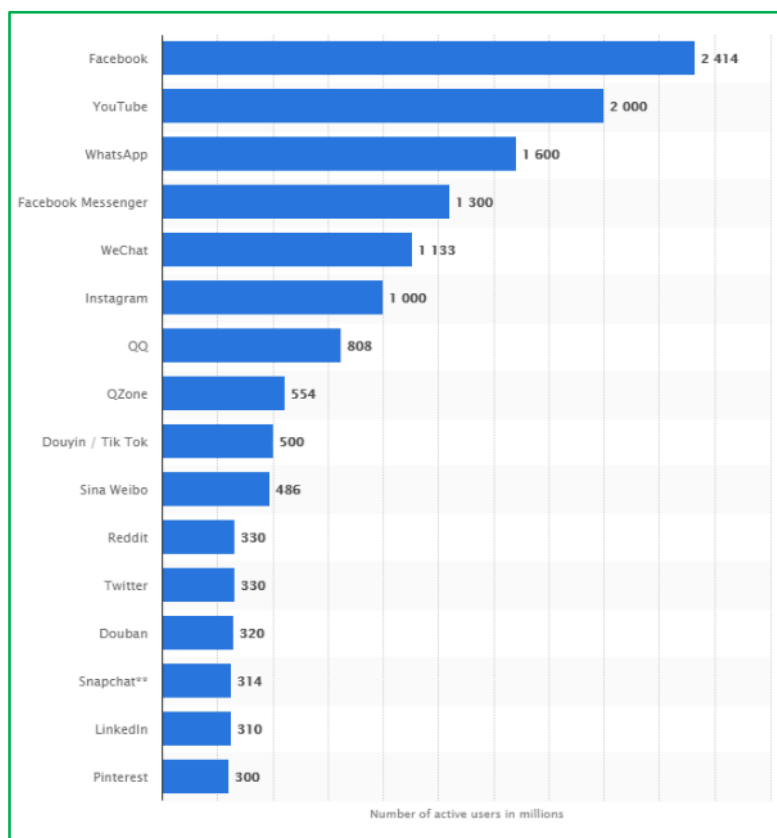


Figure 1 Number of active users worldwide in millions as of October 2019

Even though the statistics above refer to worldwide trends, a similar situation applies for European social media users, which are the main target of BIOVOICES.

¹ <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

3.2 Gender preferences

Historically, women have been more avid users of social media than men, in fact, in November 2010, the gender gap was as large as 15 percentage points.

More recent data, however, show that these differences are no longer statistically significant. Some 73% of online men use social media, which is on par with the 80% of online women who say they do so.²

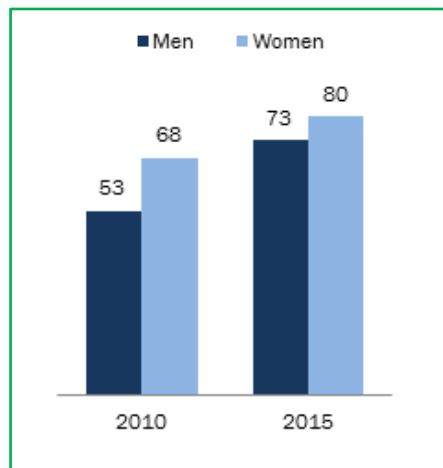


Figure 2 Percentage of adult internet users who use social networking sites

Although the overall percentage of men and women who report using social media is now comparable, there are still some gender differences on specific platforms.

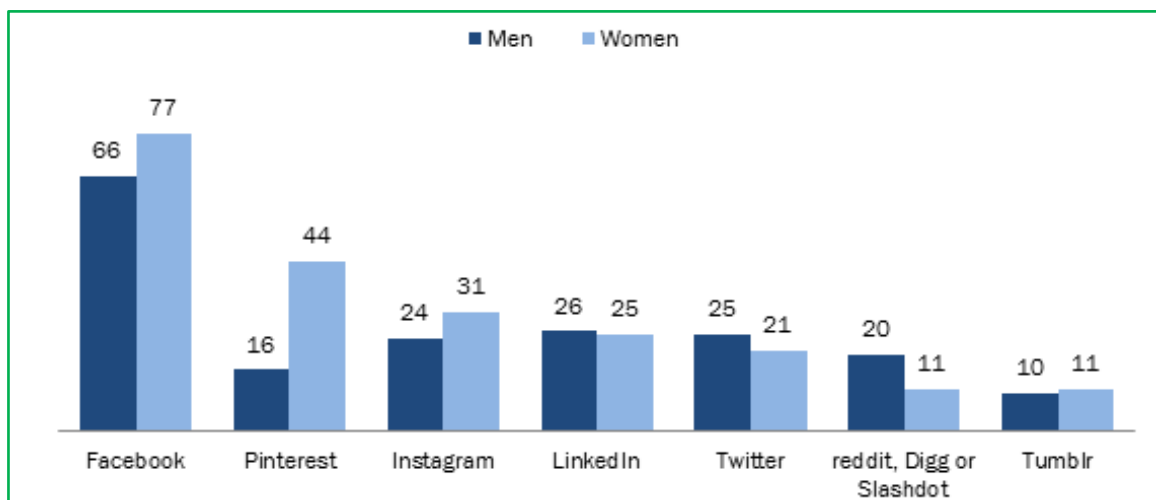


Figure 3 Percentage of online adults who use social media and discussion sites

² <https://www.pewresearch.org/fact-tank/2015/08/28/men-catch-up-with-women-on-overall-social-media-use/>

Women are more likely to use either specific Social Network Services such as Facebook, Pinterest and Instagram (mostly picture sharing sites), while men are more likely to participate in discussion forums like Reddit, Digg or Slashdot.

Gender differences on Twitter, Tumblr and LinkedIn are not significant.

3.3 Characteristics of the different social media

Since their introduction around a decade ago, social media platforms and applications have become steadily popular among public and used widely for entertainment, socialization, and information seeking and sharing purposes.³

Even though social media platforms were not designed with the explicit purpose of supporting educational and other learning-related activities, their affordance for networking and content sharing have made them a natural fit for those purposes. Institutions of higher education, elementary and high schools, scholarly communities, as well as federal and state education agencies have actively embraced various social media platforms.⁴

It is therefore crucially important to understand the online behaviour and motivations of the target audiences to develop interesting contents.

Each social channel has different target users (range age, interests, intended use, etc.):

Facebook is the biggest social media site around, with more than two billion people using it every month (that's almost a third of the world's population!). Facebook is the most suitable to reach different generation and is highly focused on exchanges between friends and family.

Instagram is a photo and video sharing social media app, a key platform for younger audiences. Instagram is one of the most popular social media platforms that has attracted a multitude of users in recent years.

Twitter is a social media site for news, entertainment, sports, politics, and more. Twitter is a useful tool for communication due to high accessibility, novelty, and real-time format and tends to be more popular with highly educated individuals. Students, teachers, and other

³ <https://www.tandfonline.com/doi/full/10.1080/0965254X.2015.1095222>

⁴ <https://journals.uic.edu/ojs/index.php/fm/article/view/7133>

stakeholders use it as a pedagogical tool to gain information, interact and engage with each other, participate in their respective communities of interests, and share their insights about specific topics.⁵

LinkedIn is nowadays more than just an online CV style platform for professionals, it has evolved into a professional social media site where experts share contents, network with other users, and build their personal profile. It has also become a place for businesses to establish their leadership and authority in their industry and attract talent to their company. LinkedIn is most popular with college graduates and is great for companies working in B2B industries.⁶

3.4 Sustainability topics in social media

Different sustainability and environmental activists are using social media platforms to share their message. Social media, reaching users of varied age groups, have the ability, through an efficient communicational approach to increase awareness on sustainability. If targeted at concrete products and their positive or negative impacts, it can influence consumer behaviour.

Recently, environmental issues related to recycling and waste have become a hot topic, hashtag usage are particularly important on Instagram and Twitter, providing a straightforward way to group similar types of content together.

With the use of different hashtags, such as #plasticfree, #noplastic, #sustainable #sustainability #sustainablelifestyle #environment #environmental #circulareconomy #zerowasteliving #zerowaste #sustainableliving #plasticfree #reducereuserecycle #ecofriendly, ecc., people are becoming increasingly aware and interested in specific issues related to sustainability.

This awareness has been enhanced by bloggers and social media influencers who are tackling environmental questions. As reported in the chart below this interest is linked to millennials – generation of people born between 1980 and 2000 –, with the greatest

⁵ <https://educationaltechnologyjournal.springeropen.com/articles/10.1186/s41239-019-0166-x>

⁶ <https://www.ironpaper.com/webintel/articles/how-effective-is-linkedin-for-b2b-marketing-these-20-stats-say-it-all/>

involvement between 25 and 34 years. Therefore, social media can be a powerful tool to promote a sustainable lifestyle among these target group.

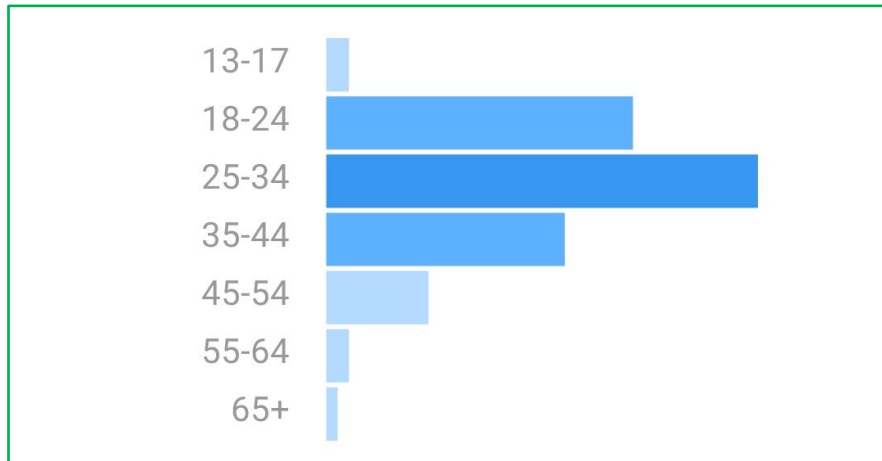


Figure 4 Target group age following on Instagram

4 BIOVOICES activity in the social media

The social media activity is central in BIOVOICES, because it facilitates the direct access to ‘places’ where the citizens are already interacting and offers the possibility to target the consumers by their interests and preferences.

4.1 Strategy for the social media channels

To reach a significant impact we use many social media channels to reach different target beneficiaries. The following tables show an overview of how each social media channel contributes to address the 2 specific objectives:

OBJ1: Amplify the impact of BIOVOICES activities on different social media

	Twitter	Facebook	LinkedIn	Instagram
Bridging existing bio-based online communities and social network pages with the BIOVOICES project.	x	x	x	x
Attracting users in the BIOVOICES platform.	x	x	x	
Promote the results of the BIOVOICES MML workshops.	x	x	x	
Publish information about ongoing activities and live events the project is organising.	x	x	x	

OBJ2: Address the large public with specific communication activities to raise awareness and sensitize the consumers toward a more sustainable culture

	Twitter	Facebook	LinkedIn	Instagram
Publish information about bio-based products to promote a more sustainable daily choice by the consumers.	x	x	x	x

Promote events for citizens where they can learn and discover many BBPs.	X	X	X	X
Providing a BIOVOICES App with a database of products/services and their characteristics		X		X
Use a gamified approach to contents delivery	X	X		X

4.1 Analysis and Overview

The following table offers an overview of the BIOVOICES social media activity. A total of 1640 posts with an average of 2.3 posts per day.

The total followers are around 3000.

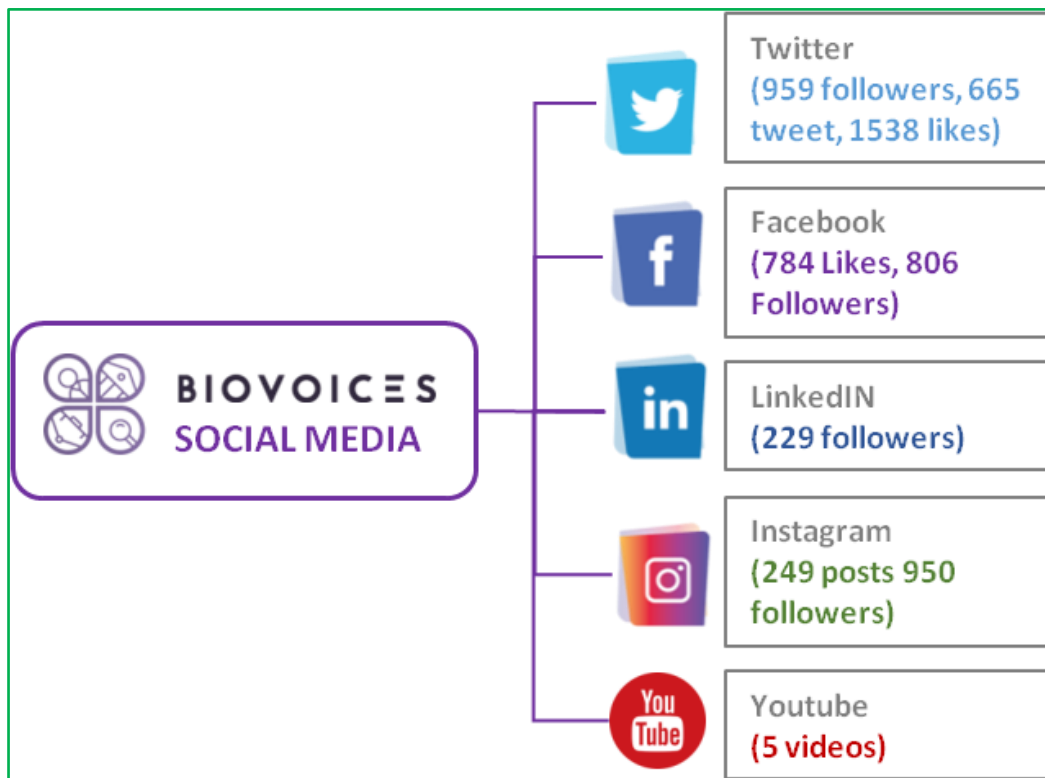


Figure 5 BIOVOICES social media activity

4.2 Facebook

www.facebook.com/biovoices/

Posts	495
Followers	806
Objective	This channel is used to inform about bio-based products, relevant articles and news as well as events and bio-based research results.

In the first chart is shown the number of people who saw any of BIOVOICES post at least once, grouped by age and gender. Aggregated demographic data is based on a number of factors, including the age and gender information that users provide in Facebook profiles, so these numbers are an estimation. The users on Facebook who follow the BIOVOICES page are 57% women and 42% men, while the average age is quite wide between 25 and 64 years.

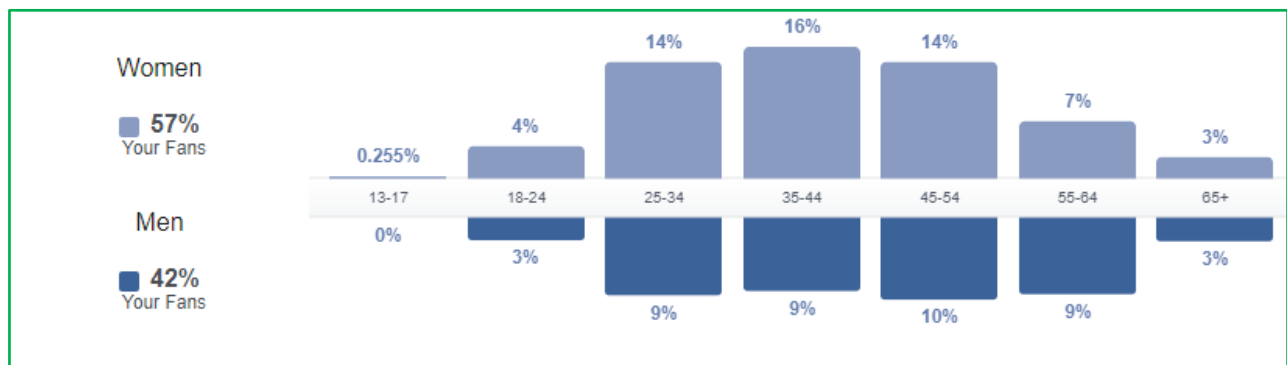


Figure 6 Facebook Gender target

This second graph shows the engagement data for the last 3 months (October, November, December). 15.264 people were reached, 2.217 post-engagement.

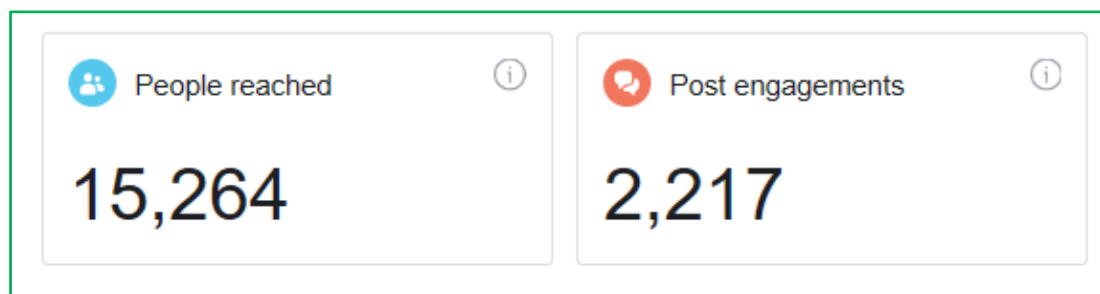


Figure 7 Facebook Engagement data

The most successful posts are those where the individuals involved in a given event or authors of the research result were tagged. Following some examples.

The post in figure 7 was published to show the project's participation in a regional event discussing how to implement the #bioeconomy in high environmental risk areas.

This type of post is certainly not used to reach young audience and multipliers, but rather to reinforce the networking already started by the participants.

In the post one of the speakers, the region, where the event took place, and the organizers were tagged. The results show:

- 1247 people reached
- 39 likes
- 163 clicks on the post



Figure 8 Post promoting the BIOVOICES participation in an event in Sicily region

The post in figure 8 was published to promote the research work of a young researcher met during Maker Faire 2019 in Rome. Getting in touch with new realities that deal with the bioeconomy and promoting their results is a very important objective of BIOVOICES. In addition, the post contains a link to an article published on the BIOVOICES platform, in order to increase its visibility.

The results show:

- 778 people reached
- 37 likes
- 81 clicks on the post

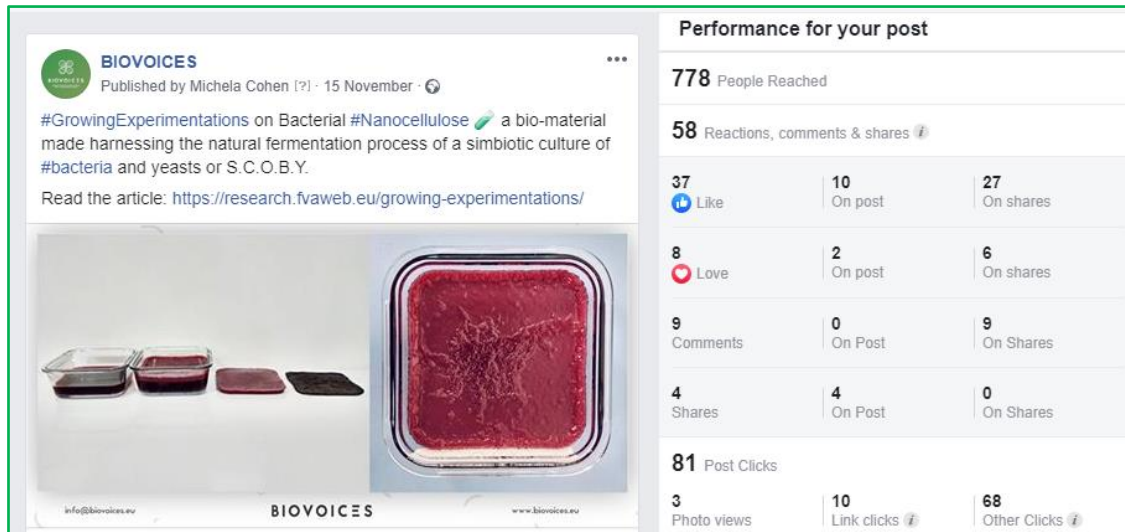


Figure 9 Post promoting a research results

The post in figure 9 was published to promote BIOVOICES attendance at the BBI JU Stakeholder Forum. In the specific case, the project coordinator is promoting the use of social media, underlining the importance of social media channels in awareness raising and bioeconomy education. This kind of post serves to give visibility to the project in order to establish new contacts.

The results show:

- 391 people reached
- 35 likes
- 53 clicks on the post

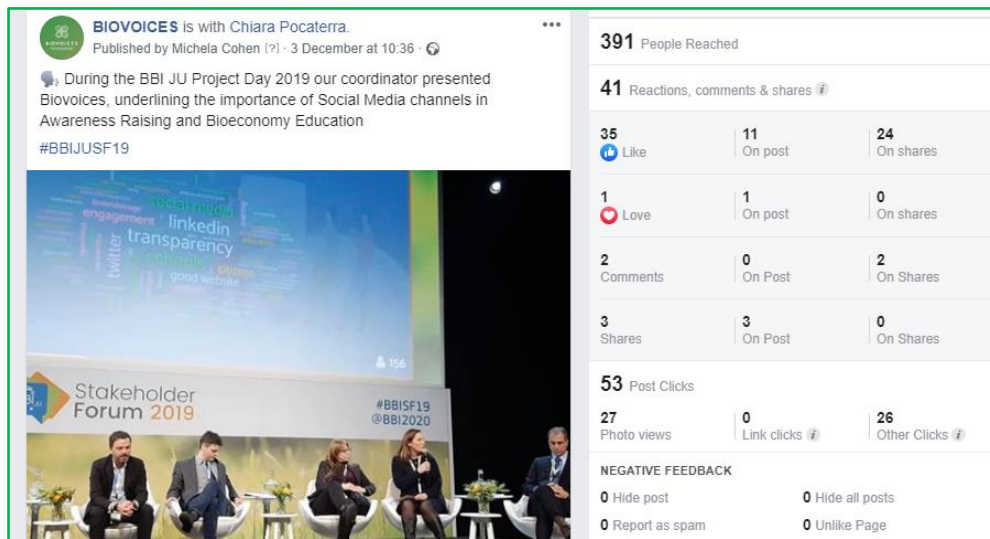


Figure 10 Post promoting the BIOVOICES participation at the BBI JU Stakeholder Forum

4.3 Instagram

www.instagram.com/biovoices/

Posts	250
Followers	971
objective	Launched in May 2019, this channel publishes around 3 posts per week about a bio-based product in everyday life, with the aim of raising consumer awareness and knowledge.

The following graphics show some weekly statistics about the most active age groups (18-45) and the percentage of male (29%) and women (71%) who follow BIOVOICES Instagram page.

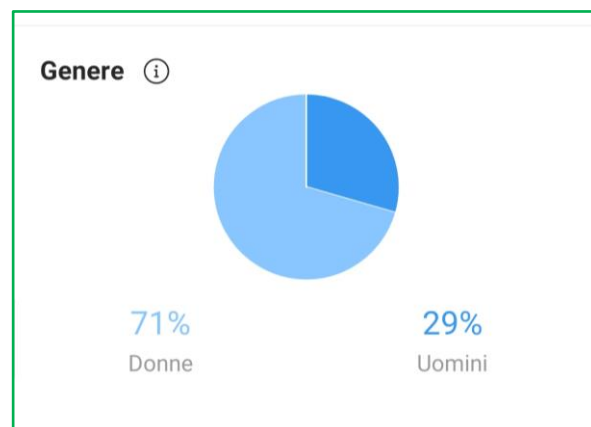
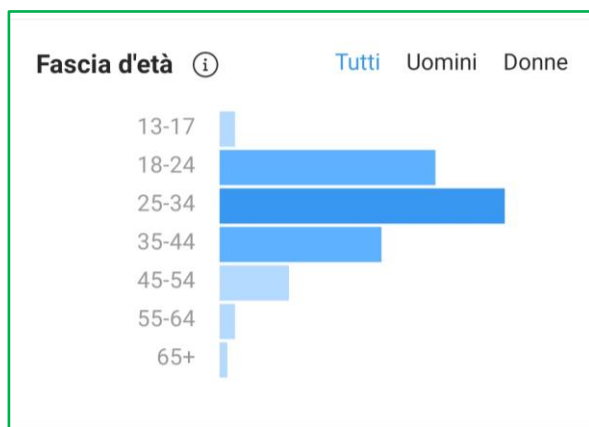


Figure 11 BIOVOICES Instagram page insights

On Instagram channel are mainly published examples of bio-based products already available on the market (see figure 12), with the aim of showing users how it is possible to make sustainable choices every day. With the publication of interesting contents accompanied by very attractive photos, in few months a very high number of followers was reached (almost 1000), exceeding by number all the other social media of BIOVOICES. Each post published is accompanied by hashtags related to the issues of bioeconomy and sustainability and tags of the bio-based products producers, creating a network and mutual collaboration. In fact, many of the bio-based products that the project exposes within the most important bioeconomy events have been sent by the companies contacted on Instagram. Below are some examples of posts:

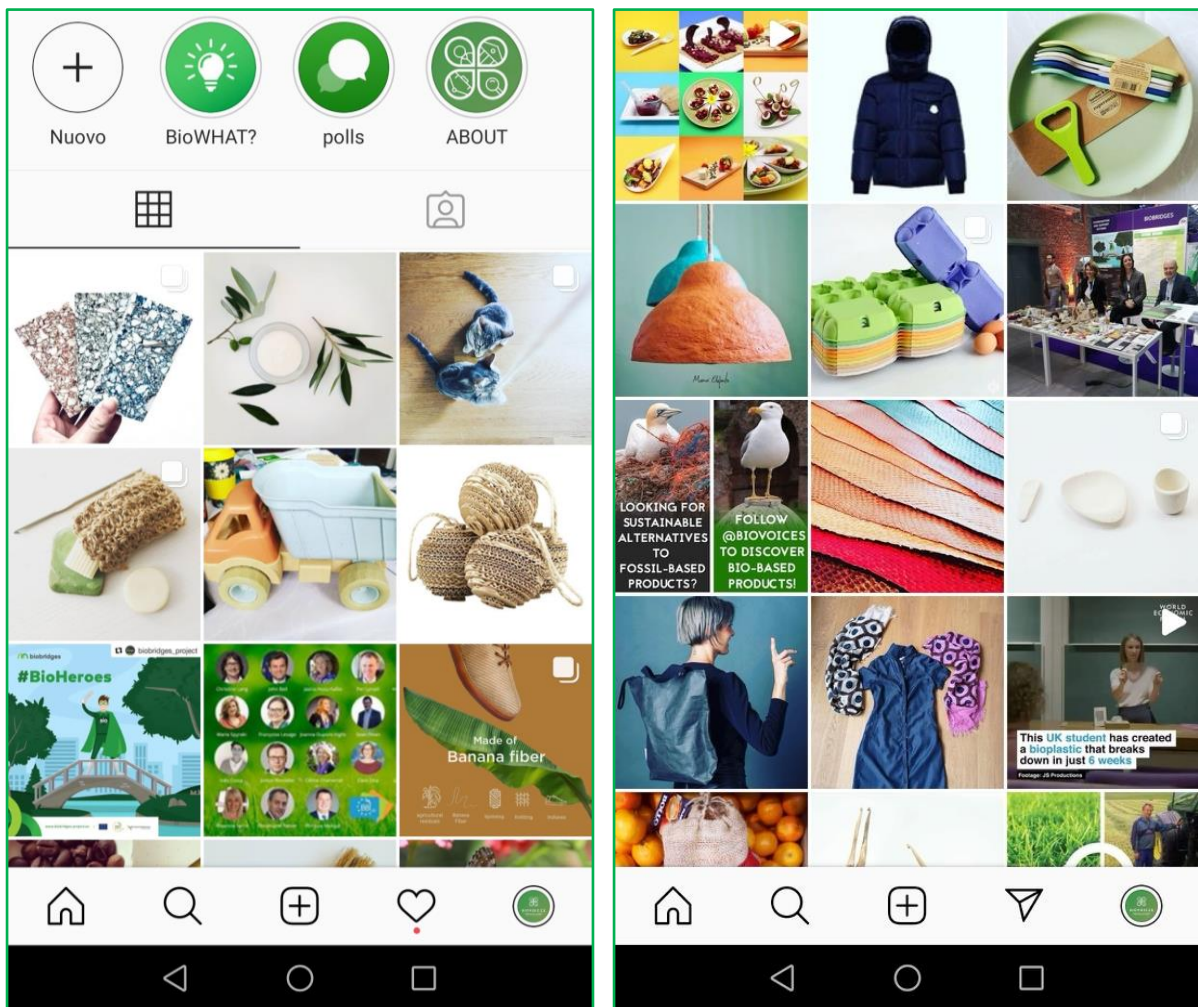


Figure 12 Examples of Instagram Posts

4.4 Twitter

www.twitter.com/biovoices

Tweets	665
Followers	959
objective	is used to promote MML workshops, news and events, scientific results, bio-based products and attract users to the BIOVOICES platform.

BIOVOICES on Twitter is in contact with a huge network of the most relevant European projects and initiatives. The main goal is to maximise the efforts, increasing the knowledge sharing, networking, mutual learning, coordination of joint activities and events.

Up to now with 665 and 959 followers BIOVOICES is publishing news about MML workshops, events, scientific results, bio-based products reaching huge number of tweet impressions (the number of times a tweet shows up in somebody's timeline).

Figure 13 shown the monthly results (May 2019):

- 53,000 Tweet impressions
- 49 Tweets
- 340 profile views
- 70 mentions

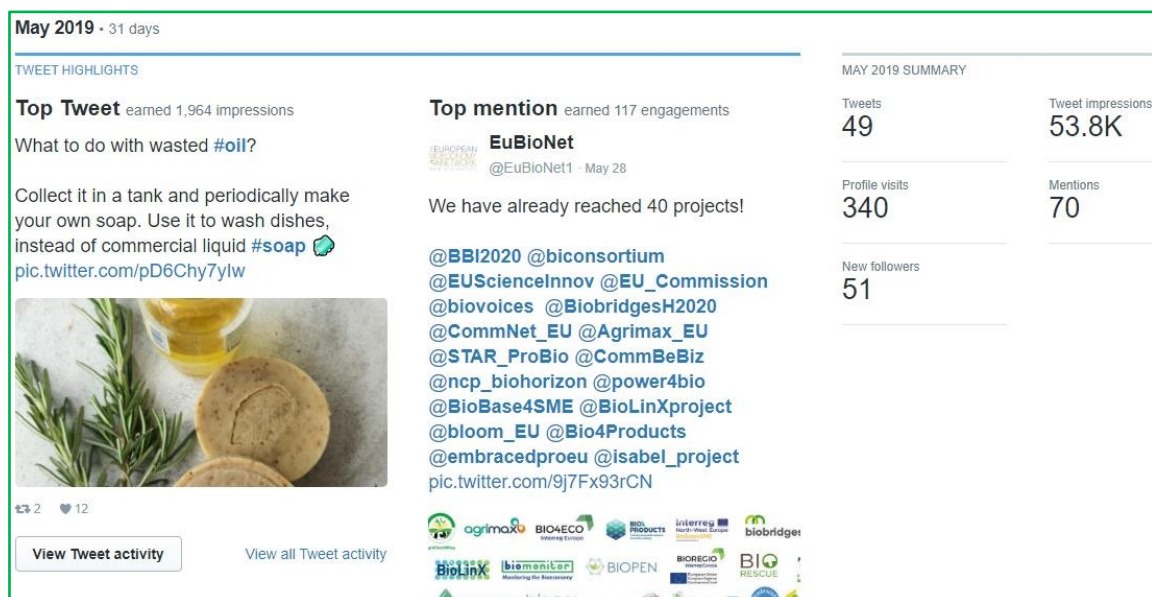


Figure 13 Example of tweets and impressions from Twitter

For Twitter the gender difference is not so relevant 48% male and 52% female. Below is the chart:

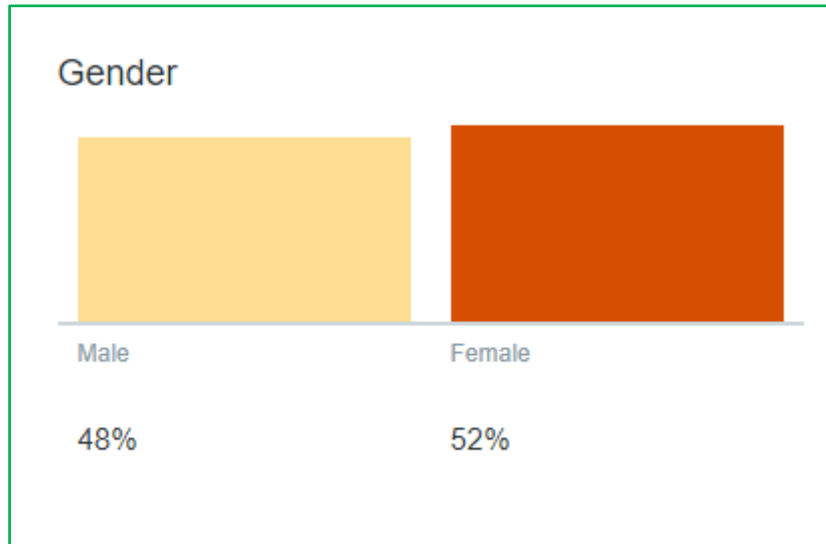


Figure14 Twitter gender data

4.5 LinkedIn

www.linkedin.com/company/biovoices

Tweets	230
Followers	229
objective	The BIOVOICES LinkedIn page is used to promote MML workshops, news and events, scientific results, bio-based products and attract users to the BIOVOICES platform.

The following graphics show the top job functions where the BIOVOICES LinkedIn page is most popular. From the overview of job functions, we may conclude that LinkedIn is mainly used by professionals in the field of research, education and business.

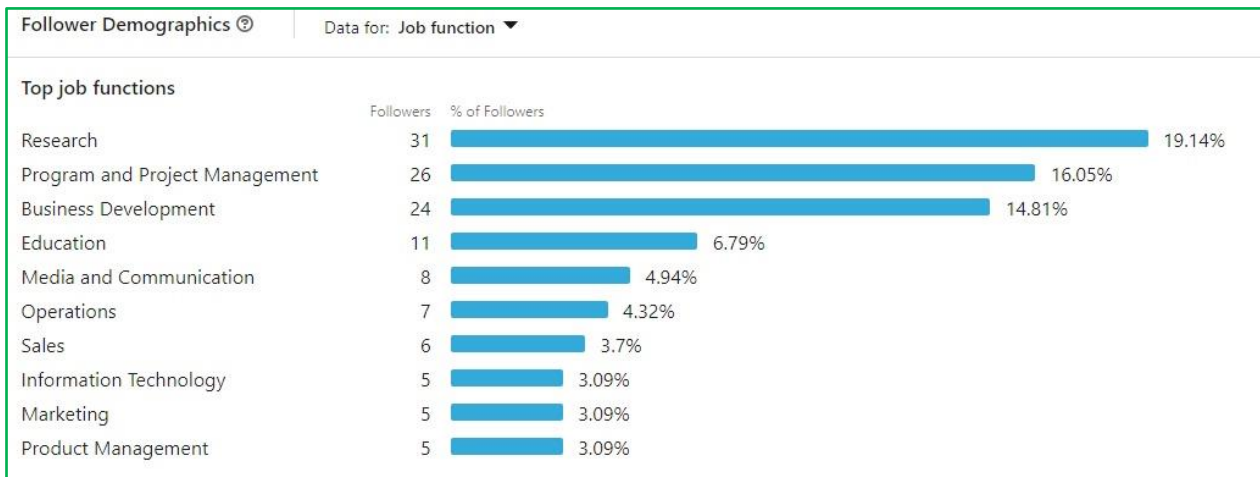



Figure 15 BIOVOICES Followers Top Job Functions on LinkedIn


The BIOVOICES LinkedIn page is used to promote MML workshops, news and events, scientific results, bio-based products and attract users to the BIOVOICES platform.

Here are some examples of posts:



 **BIOVOICES**
213 followers
1w

👉 It is possible to fully #recycle ♻️ the Paper Bottle by separating the paper and PEF.



Avantium joined the Paper Bottle Project to develop new sustainable packaging material

ilbioeconomista.com

👍 10

 **BIOVOICES**
213 followers
2w

Live from the BIOVOICES workshop, promoted by the EuBioNet, a satellite event of the "European Workshop on #Bioeconomy", hosted the Ministry of Agriculture, in #Paris FR ...see more



👍 13

👍 Like 💬 Comment



Figure 16 Examples of LinkedIn posts

5 Social media animation

The scope of BIOVOICES for using social media is to engage consumers, to share good practices, to highlight excellence, to inspire other initiatives, to stimulate the debate about current challenges and to provide tailored knowledge to the stakeholders.

BIOVOICES is continuously looking for new ways of engaging more effectively with social media users, keeping a constant eye on broadly engaging the quadruple helix, by daily posting interesting contents (i.e. innovative bio-based products for attracting both business and general public or innovative research findings to liaise with research), experimenting creative tools and solutions, sending out questions, tagging relevant actors (policy makers and influencers, further explained in the next chapter), promoting other projects (such as Biobridges, LIFT, etc.) or highlighting industrial results

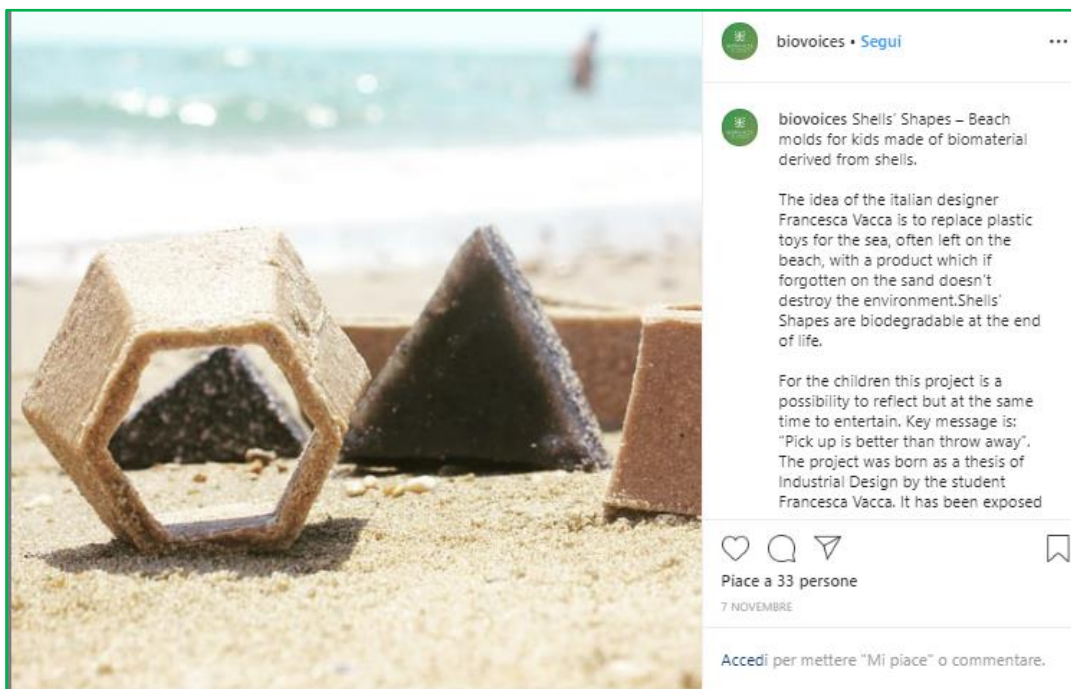




Figure 17 Example of innovative bio-based product post



Figure 18 Examples of post promoting other projects

The results of BIOVOICES activities in social media (see chapter 3) have been presented in the context of international conferences discussing how to increase public awareness of bioeconomy, like:

- BBI JU Stakeholder Forum 2019, Brussels 4 December 2019, session “Sustainable society - Getting citizens ready for the post-petroleum era”
- European Workshop on Bioeconomy: session 4: Citizen engagement in bioeconomy strategies: understanding the barriers and accompanying the transition, Paris, 30 October 2019 “Shaping the bio-based economy involving citizens through a participatory approach”
- European Bioeconomy: Regions, Cities and Civil Society, Brussels 16 October 2019 “EUBIONET: The importance of raising awareness at local and regional level”
- European Bioeconomy Scene 2019, 8-10 July, Helsinki, Finland “Societal challenges - What consumers need to move towards bio-based products?”
- BIOSPAIN fair 2018, Seville 26th September 2018, “Industrial Biotechnology and Circular Economy Forum”

5.1 Influencers

A Social Media Influencer is a user on social media who has established credibility in a specific industry and has access to a large audience and can persuade others by virtue of their authenticity and reach. Fashion, design, food, health and beauty influencers could be involved as multipliers to drive the behavioural change toward sustainable lifestyle, since they are followed by thousands of people, that are influenced by their messages.

Among the top influencers on sustainability it is certainly worth mentioning Greta Thunberg, a 16-year old environmental campaigner and influencer from Sweden. She began activism in August 2018 and initiated the school strike for the climate movement in November 2018 that heaved globally in December same year during the United Nations Climate Change Conference (COP24)

BIOVOICES is currently developing strategies to involve influencers in the next social media activities, as for instance the participation of BIOVOICES Spanish partners Asebio

at the COP25 in Madrid (6th and 20th of December 2019) attended also by Greta Thunberg.

5.2 Social media Apps, interactive tools and competitions

The purpose of Social Apps, interactive tools and contests is to use playful and enjoyable methods to engage different target groups (children, teens and adults) to increase the awareness on bioeconomy, by strategically targeting different social media platforms.

BIOVOICES developed an online dynamic slideshow (Bio Art Gallery App) presenting the most promising feedstock and its related bioeconomy applications in everyday life. It offers an innovative approach of showcasing to the public some examples of bio-based products and applications currently available in the market through several examples: cosmetics, nutraceuticals, tissues, toys and sport, disposable tableware, cleaning products, gadgets, and much more.

In addition, BIOVOICES launches continuously quizzes, surveys and contests to animate the social media channels and to make the consumers more aware and engaged with bioeconomy, contributing to better understand users' perceptions, barriers and worries about BBPs and bioeconomy applications.

The social media apps, interactive tools and contests are described into detail in D 5.7 The BIOVOICES App.

5.3 Engagement strategy for social media during live events

In occasion of two large scale events (European Researchers' Night and Maker Faire Rome 2019) we have designed a social frame, as a tool to involve event participants in our social media activities. Figure 19 shows the social frame format.



Figure 19 BIOVOICES Social frame

The BIOVOICES social frame consisted of a competition in order to win a bio-based prize. To take part participants are required to:

- Take a picture with the BIOVOICES social frame
- Post the pic on their social media using the @biovoices tag
- Write in the caption of the post, after visiting the Bioeconomy Village or the BIO Art Gallery, what has been learned about bioeconomy.

The best answer has been rewarded with a package of bio-based products.



Figure 20 Example of engagement with the BIOVOICES social frame

5.4 Social media giveaway competitions

A giveaway is a promotional tool used by businesses to improve awareness of the brand, promote their image or drive sales. BIOVOICES will organize several giveaways, where will award bio-based prizes, selecting winners randomly among the participants. The BIOVOICES giveaways will be thematic, the first one is related to the food sector, and will connect the contents of the posts to the prize at stake.

The goal is to:

- Raise awareness on specific Bio-based products
- Increase traffic and followers
- Create social engagement

5.4.1 Sustainable Happy Hour Giveaway Contest

In December 2019, in collaboration with Alice Dunin - aly_nutrizione www.instagram.com/aly_nutrizione/ (see figure18), an Italian nutritionist biologist with 58.9 thousand followers on Instagram.

This choice was made for the following reasons:

- Increase the number of BIOVOICES followers
- Explore the effectiveness of the collaboration with an influencer
- Connect bio-based products with food applications

The giveaway is being promoted both in the Facebook and Instagram social media channels of BIOVOICES as well as on aly_nutrizione Instagram page (see figure 21 and 22). The prize is a compostable set for 10 people for a sustainable and healthy happy-hour. The contest started on 15 December and the winner will be drawn by lot on January 7.

Before we launch our Giveaways we created an internal document with benchmarks to check and compare the results obtained. Up to December 2019 (before the giveaway was launched) our followers on Instagram were 950 while on Facebook 784. In just 3 days the results are already excellent, we have reached 463 likes to the post, collected 40 comments and gain 35 new followers. Final statistics and outcomes will be analysed at the end of the giveaway competition (7 January) and inserted in D5.9. The results will enable to fine-tune the next influencers campaigns.

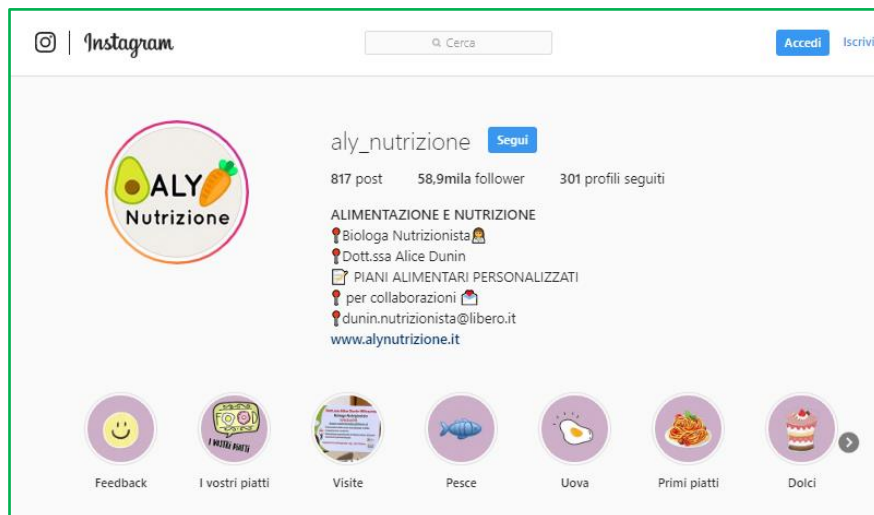


Figure21 Aly_Nutrizione Instagram Page



Figure 22 Givaway promotional post



Figure 23 Givaway promotional posts

5.4.2 Campaign in social network

In September 2019 Asebio launched a social media campaign (see figure 24 and 25), lasted one week, about the BIOVOICES BIO Art Gallery. Following some results.

- Total impressions: 2,033 (total number of times posts have been viewed).
- Total Reach: 1,376 (number of users who have seen the publications).
- Total likes: 38
- Total Interactions: 75 (sum of likes, number of comments and times the posts have been saved).
- Total Engagement: 270.93 (in which the consumer interacts with the Asebio account).



Figure 24 Post from the social media campaign on Asebio Instagram account



Figure 25 Posts from the social media campaign on Asebio Facebook page

6 Lesson Learnt

To reach the different stakeholders an integrated suite of channels and the design of dedicated contents tailored to their specific interests is needed, as preferences and opinions change based on the social channel.

As an example, from a BIOVOICES social survey (see figure 26 and 27) about the possible replacement of plastic according to users, conducted both on Twitter and Facebook, opposite results have emerged between these two social media. On Twitter the major of respondents answered negatively, while on Facebook the majority gave a positive response. This underlines how the various social media channels are followed by different target users, having diverse backgrounds, perceptions and opinions.

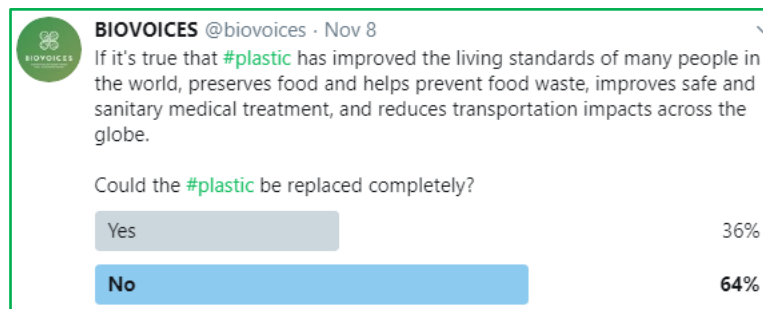


Figure 26 Results of the BIOVOICES Twitter survey

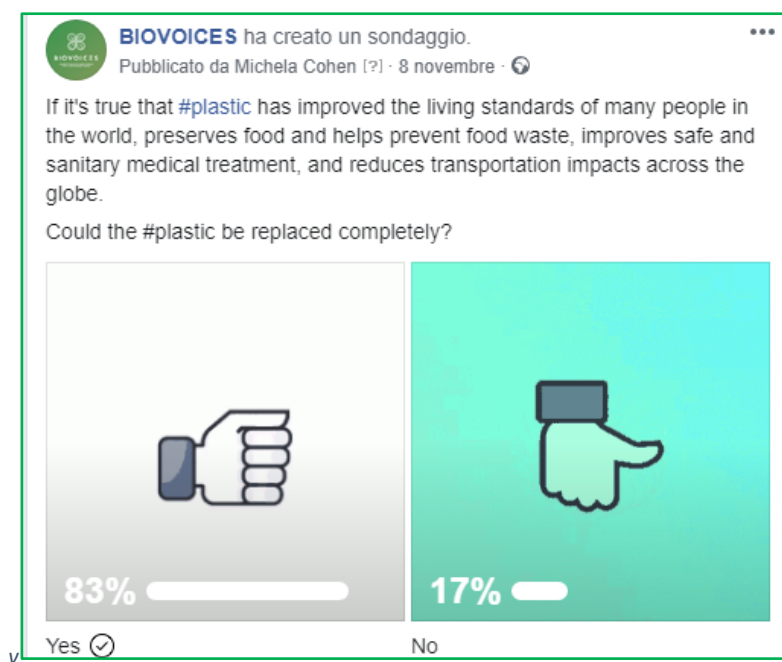


Figure 27 Results of the BIOVOICES Facebook survey

An important lesson learnt is the importance of the influencers involvement in the social media activities. Social media influencers being people who have a large audience reach across social platforms and have built a lot of trust in a specific industry are often able to persuade (or “influence”) their followers to purchase products and services from brands they promote. In December we started a collaboration with an influencer, as described in more detail in paragraph 5.3.1 Sustainable Happy Hour Giveaway Contest, which has already triggered a great involvement of multipliers since the early days. Our aim is not to persuade (or "influence") followers to purchase products and services, but rather to raise the awareness and make facilitate the switch to more sustainable habits.

More details will follow in the deliverable 5.9.

7 Conclusions

The use of different social media channels has allowed BIOVOICES to reach out and disseminate the results of the project to all the actors of the quadruple helix, but also to learn and analyze consumer preferences based on posts engagement (likes and comments received). From a brief analysis of the social media engagement, it emerges that the large public, following BIOVOICES, is more interested in finding alternatives to plastic product as well as good practices in everyday life, in particular in Textile, Food, Health & Beauty and Design applications.

From social media insights also appears that women rather than men are more sensitized to the issues of bioeconomy and sustainability.

The posts with greater user involvement are those including “tags”. For example, in the social media posts (about events, research results, design of a new BBP, ecc.) where real people are tagged, a greater user engagement is triggered. This is probably related to the fact that the distance between the digital and the real world is shortened.

Active involvement of direct people through social media is a good replicable practice.



Figure 28 Examples of social media post with high engagement



APRE, Agency for the Promotion of European Research
www.apre.it
Italy



FVA New Media Research
www.fvaweb.eu
Italy



PEDAL Consulting
www.pedal-consulting.eu
Slovakia



National Research Council of Italy

National Research Council of Italy
www.cnr.it
Italy



Civitta Eesti AS
www.civitta.com
Estonia



LOBA
www.loba.pt
Portugal



NOVA ID FCT
www.novaid.fct.unl.pt
Portugal



Q-PLAN International
www.qplan-intl.com
Greece



FM Management Consultancy SRL
www.fmmc.ro
Romania



Wageningen Research
www.wur.nl
The Netherlands



Minerva Communications UK Ltd
www.minervacomms.net
United Kingdom



ASEBIO, Asociación Española de Bioempresas
www.asebio.com
Spain



ICLEI Europe
www.iclei-europe.org
Germany