



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

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DELIVERABLE 7.5

First report on dissemination and exploitation activities and results

DELIVERABLE TYPE

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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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1. INTRODUCTION

This deliverable aims to present the communication and dissemination activities that were carried out during the first year of the BIOVOICES project (M1-M12).

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 dissemination and communication actions implementation 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 this document will outline:

- BIOVOICES Branding, Stationery and Promotional Materials
- BIOVOICES Social Media
- BIOVOICES Official Website
- BIOVOICES Online Platform
- BIOVOICES Promotional Videos
- BIOVOICES Mobilisation and Mutual Learning Workshops
- Participation in external events
- BIOVOICES Focus Group Workshop
- Planned workshops for 2019
- First Newsletter

2. BRANDING

Brand identity is the noticeable elements of a brand (for instance - trademark colour, logo, name, symbol). It's what identifies and differentiates a brand in the target audience's mind.

Taking that into account, LOBA and all the partners made great effort into creating the perfect brand identify for BIOVOICES. For the development of the logo several options were first produced, for further details please refer to D7.3 Promotional Kit.

Through a google form partners chose their favourite logo (one vote per partner).

Following that poll, BIOVOICES logo and motto were defined according to partners' comments:



Figure 1 - BIOVOICES logo

1. Clover shape
2. 4 speech bubbles representing four voices (four areas)
3. The bubbles represent all four of the Quadruple Helix Model actor groups (civil society; business; public administration; research) which can be used individually for further communication tools
4. The graduating colours - green to yellow- symbolise “eco”, “bio” and “wisdom” and the dark grey is for “neutrality” and “intelligence”

3. DISSEMINATION MATERIALS

DELIVERABLE TEMPLATE

This template shall be used only for submitting official deliverables. The document includes specific formatting and instructions that shall be followed. The template presents the following structure:

1. The front page of the deliverable includes:
 - a. A section for the official document title
 - b. The document identifier (i.e. number of deliverable)

- c. The due date and delivery date of the deliverable
 - d. The dissemination level (i.e. public, restricted or confidential)
 - e. Authors
 - f. Information about the project (i.e. grant agreement n^o, contract start date and duration)
2. A section for tracking contributions and revisions which includes a list of contributors and reviewers of the deliverable, and the revision history (including a reference to the document's version, date, author/organisation and modification).
 3. A section for the table of contents page developed with an automatic index actualisation according to the different types of styles (appendix, sections, etc.).
 4. The rest of the sections of the document include the respective title and subtitles, bullet points, tables and figures.

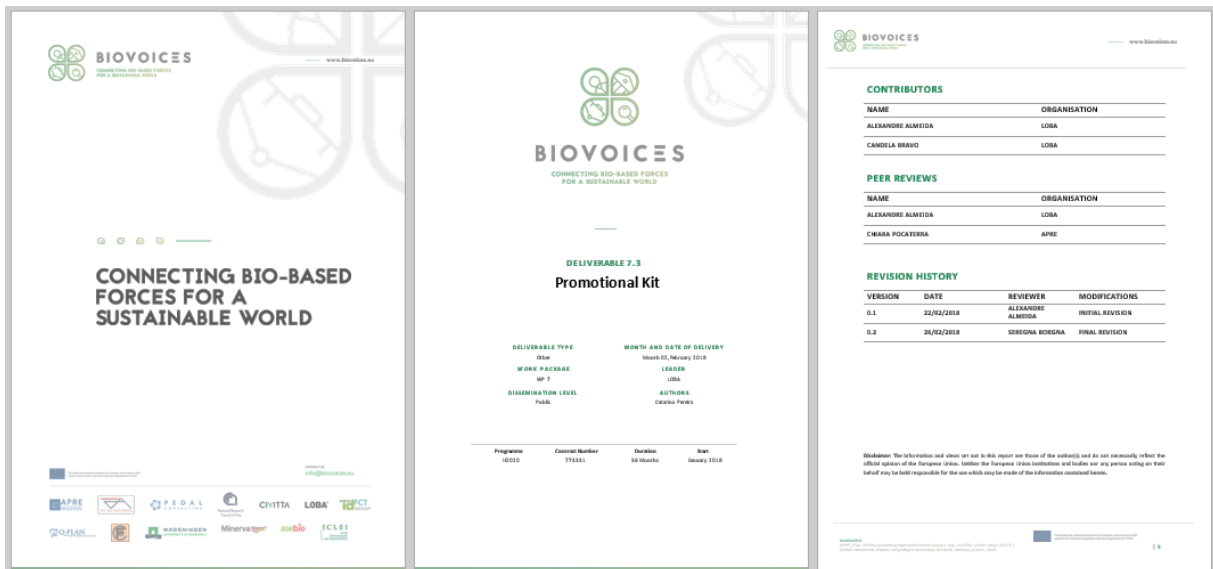


Figure 2 - First three pages of Deliverable Template

PRESENTATION TEMPLATE

The PowerPoint template shall be used for internal purposes such as consortium meetings and for external purposes such as workshops and events.

The template follows the visual identity of the project and includes different slides to be used for different types of content (i.e. free text, bullet points, table, figures/images, etc.).

Two different dimension versions were developed (4x3 and 16x9). Check annex for these.

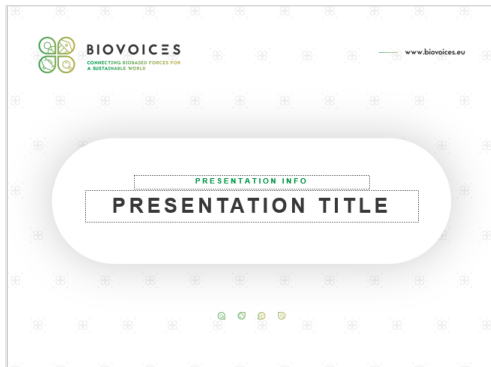


Figure 3 - First Presentation Slide (White Version)

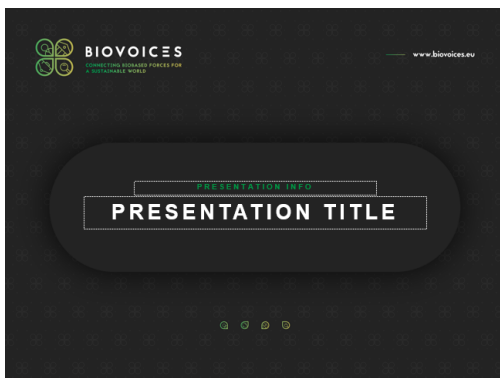


Figure 4 - First Presentation Slide (Black Version)

FOLDER

The folder is a useful promotional tool to be used at events, for example. It can be used for different needs and purposes. The folder follows the visual identity of the project and presents the main information about BIOVOICES, namely the name of the project, the partners' information (logo and URL), contact information and EC emblem.



Figure 5 - Folder mock-up

PARTNERS



LETTERHEAD PAPER

A BIOVOICES letterhead paper has been produced for taking notes in meetings and events. These shall be included in the folders and distributed among participants.

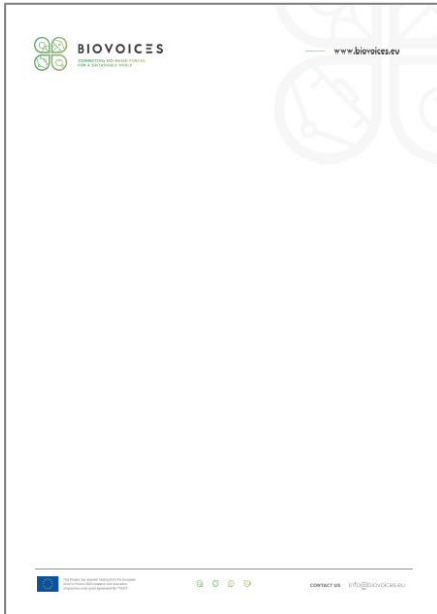


Figure 6 - Letterhead Paper

EMAIL SIGNATURE

The email signature was created for official communications of the project, for example, the distribution of a survey, announcements, etc. The signature identifies the person and organisation, as well as the contact information of the project including the website and email.



Figure 7 - Email Signature

POSTER, ROLL-UP

BIOVOICES branded roll-up and poster were designed and developed to be used during events and workshops. They showcase project claim “Connecting bio-based forces for a sustainable world” as well as the quadruple Helix with Civil Society, Public Administration, Research and Education and Business.



Figure 8 - BIOVOICES Roll-up

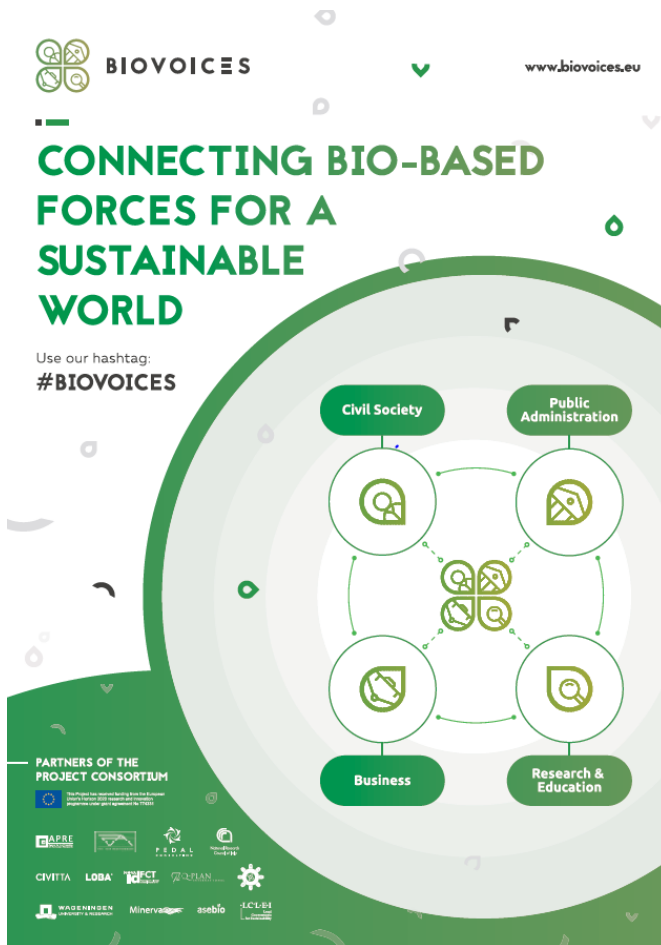


Figure 9 - BIOVOICES poster

PARTNERS

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LEAFLET

A leaflet was designed in order to promote BIOVOICES project. The design has an attention-grabbing layout using the BIOVOICES identity. The text is informative, clear and written in an easy-to-read font.



Figure 10 - Leaflet (front)



Figure 11 - Leaflet (inside)



Figure 12 - Leaflet (back)



Figure 13 - Leaflet Mock-up

BIOVOICES leaflet No 2

For the second year of the project, a new leaflet will be 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 16, the leaflet is partially unfolded and 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 matureness.

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 14) will include 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 initial draft mock-ups of the new leaflet.



Figure 14 - Mock-up of BIOVOICES leaflet No 2 - unfolded side 1



Figure 15- Mock-up of BIOVOICES leaflet No 2 - unfolded side 2



Figure 16 - Mock-up of BIOVOICES leaflet No 2 - unfolded side 3



Figure 17 - Mock-up of BIOVOICES leaflet No 2 - folded

BADGES

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

In the table below we provide two examples coming from the Focus Group Workshop held in Rome on the 13th and 14th November 2018, where badges displayed different colours for the organisers (BIOVOICES partners) and for participants.



Table 1 - BIOVOICES Badges: Organizer (on the left) and Participant (on the right)

BUSINESS CARD

A business card was designed to provide an easy and professional way for people to disseminate contact information for BIOVOICES partners.



Figure 18 - Business Card Mock-up

PARTNERS





Figure 19 - Front of the Business Card



Figure 20 - Back of the Business Card

CORK POST-IT HOLDER AND PENS

Cork post-it holders and pens were produced to be distributed at BIOVOICES events.



Figure 21 - Cork post-it holders



Figure 22 - Pen (green)



Figure 23 - Pen (orange)

4. SOCIAL MEDIA

During the first reporting period, LOBA launched the official social networking pages of the project on LinkedIn, Twitter and Facebook, as well as a YouTube channel, used as online video repository.

For the launch, LOBA produced the design for each of the social media channels by creating the profile image and cover image. For each social media page LOBA also developed descriptions of the project. From Month 3 all social media channels of BIOVOICES are managed by project partner FVA

To reach all the stakeholders of the quadruple helix and to cover all the target groups through innovative engagement and animation, the consortium decided to use the different social media channels with different contents and purposes, as explained below.

The strategy for social media is part of T5.4 Social Media innovative engagement and animation and identifies also what social media should be used for, to achieve the two objectives of this activity, namely:

- 1) Amplify the impact of BIOVOICES Platform events on different social media (Twitter and LinkedIn)
- 2) Raise awareness and sensibilise the consumers toward a more sustainable culture and behaviour (Facebook and youtube)

TWITTER

Twitter name

@biovoices

Target

Experts, other projects, EC representatives, industries, researchers, policy makers, media.

Goal

- Promotion of the project's activities

- Amplify the impact of BIOVOICES events (promote events and deliver event's outcomes)
- Promote the results of the BIOVOICES MML thematic labs
- Bridging existing bio-based online communities and social network pages with the BIOVOICES channel
- Attracting users to the BIOVOICES Platform
- Benefit from multipliers retweeting BIOVOICES posts (by tagging them)

Strategy

For twitter, the consortium adopted the following strategy:

- Publishing interesting news for stakeholders related to the bioeconomy matter
- Retweet news of interest related to EU bodies, EU projects and the bioeconomy matter
- Create new targeted connections with relevant stakeholders (by following them and retweeting)
- Tag the relevant actors/ topics for the specific post
- Promote the social media channels during live events and the website

Overall we have identified, among others, the following most relevant actors to tag:

@EU_Commission

@BBI2020

@EU_H2020

@EU_ENV

@EU_events

@biconsortium

@EEN_EU

@CORDIS_EU

@EUBioeconomy

@ERC_Research

@EU_ecoinno

@EU_ScienceHub

Statistics

Below we provide some statistics of the BIOVOICES Twitter page (from March 2018 to December 2018). The graphic demonstrates the general data about the BIOVOICES Twitter channel.

Tweets Results

	Number of Tweets	Reach	Profile visits	Mentions	New followers
March '18	0	0	29	2	5
April '18	27	33.1 K	375	38	61
May '18	15	37.2 K	147	23	23
June '18	10	24.3 K	134	18	38
July '18	6	27.8 K	145	19	47
August '18	4	11.6 K	68	1	28
September '18	8	15.1 K	261	21	27
October '18	18	30.4 K	331	44	51
November '18	12	45.K	455	51	67
December '18	4	6,650	127	12	27

Table 2 – BIOVOICES Twitter Page Results

As shown in Table 1, from March 2018 to December 2018 (until 14/12/2018) the followers reached by the BIOVOICES Twitter page are 391 and the number of tweets is 185.



Figure 24 - BIOVOICES Twitter page results

Promotion

In the months of April, May and June the page and some tweets have been promoted.

Transaction ID	Date	Billing Period	Amount (EUR)	Status	Invoice
#800000003601534	Jun 27, 2018	Jun 19, 2018 to Jun 25, 2018	€19.88	Paid	View / Download
#800000003579509	Jun 20, 2018	Jun 12, 2018 to Jun 18, 2018	€20.00	Paid	View / Download
#800000003557734	Jun 13, 2018	Jun 5, 2018 to Jun 11, 2018	€3.50	Paid	View / Download
#800000003536616	Jun 6, 2018	May 12, 2018 to Jun 4, 2018	€4.78	Paid	View / Download
#800000003461997	May 13, 2018	May 5, 2018 to May 11, 2018	€11.72	Paid	View / Download
#800000003441425	May 6, 2018	Apr 24, 2018 to May 4, 2018	€2.50	Paid	View / Download
#800000003405979	Apr 25, 2018	Apr 17, 2018 to Apr 23, 2018	€10.00	Paid	View / Download
#800000003385059	Apr 18, 2018	Apr 10, 2018 to Apr 16, 2018	€40.00	Paid	View / Download

Figure 25 - BIOVOICES Twitter, full billing history

From June onwards all the results have been organic. November was the month that obtained the best results (see table 2).

Fig.32 shows the “top tweet” of November, which reached **14.145 impressions**, **19 retweets** and **32 likes**.



Figure 26 - Top tweet

This successful result is linked to the participation in many European projects, organizations, companies and associations participating in the BIOVOICES Focus Group, organized in Rome, that were tagged in BIOVOICES posts triggering a very active engagement rate.

FACEBOOK

Facebook name

@biovoices

Target

General public, media, industries.

Goal

- Promotion of the project’s activities

- Raise awareness and sensibilise the consumers toward a more sustainable culture and behaviour
- Attracting users to the BIOVOICES Platform

Strategy

For twitter, the consortium adopted the following strategy:

- Publishing information about bio-based products
- Sharing news of interest related to the bioeconomy matter, from different sources
- Publishing information about ongoing activities and live events the projects is organizing
- Promoting specific posts toward identified target audiences
- Creating new targeted connections with relevant stakeholders (by following them)
- Tagging the relevant actors in specific posts

Statistics

Statistics from the BIOVOICES Facebook page (from March 2018 to December 2018) can be seen below. The first graphic demonstrates the general page data. The other figures show the data analysis in detail.

Page Results		
Number of Posts	Followers	Likes
67	280	275

Table 2 - Facebook page results

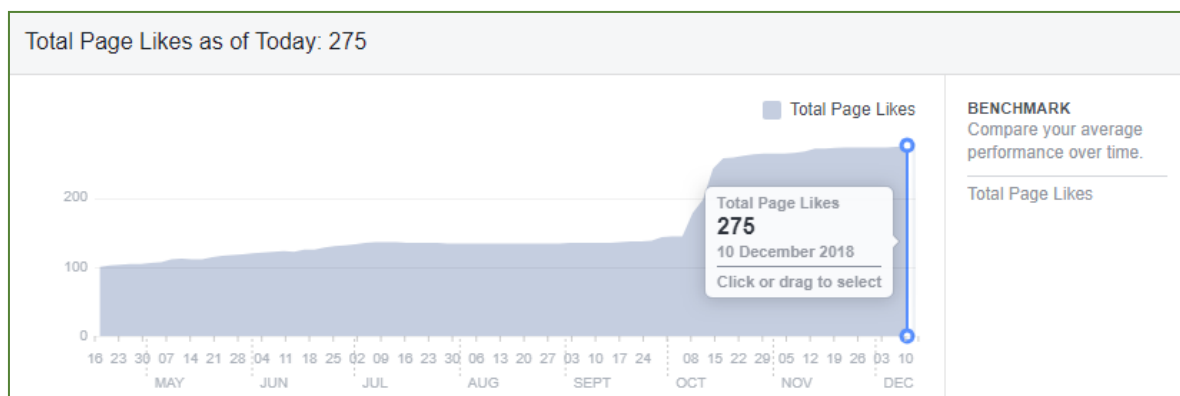


Figure 27 - BIOVOICES Facebook page Likes

The picture shows how the followers increased during month of October, where the promotions have been intensified.

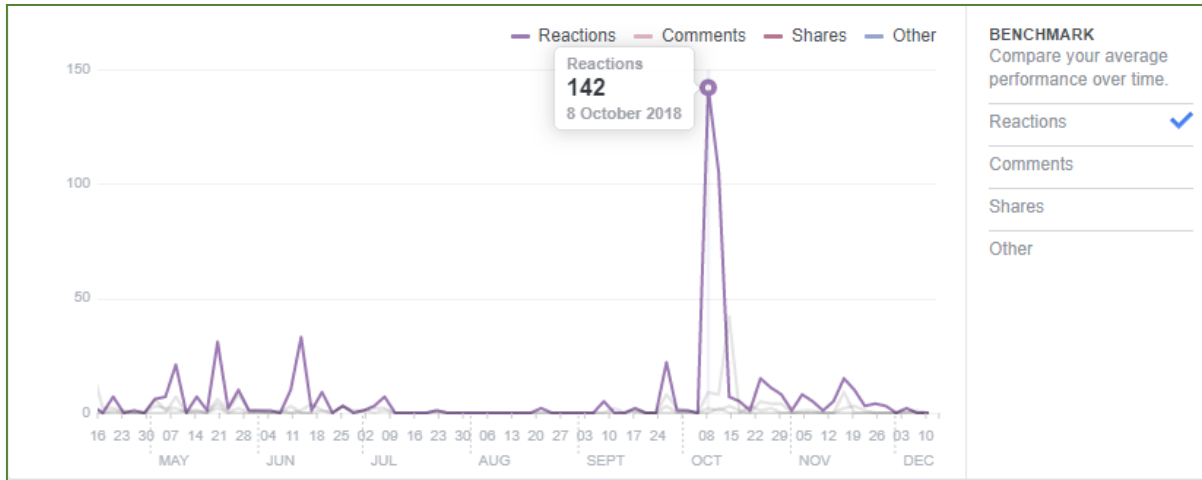


Figure 28 - BIOVOICES Facebook page reaction to post

From the aggregated demographic data about the people who like BIOVOICES Page based on the age and gender information that they provide in their user profiles, it turns out that women are the 53% and men are the 45%.

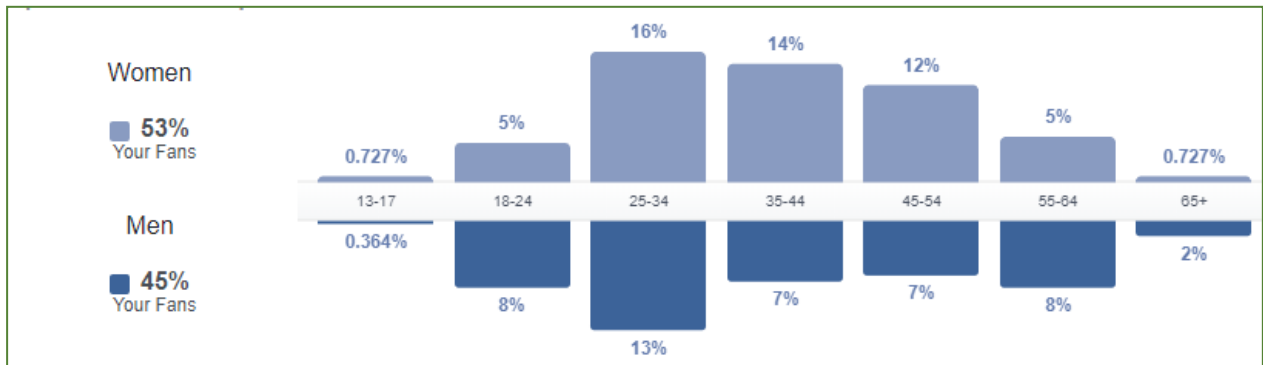


Figure 29 - BIOVOICES Facebook page demographic data

Supporters of the BIOVOICES page come mainly from Italy, followed by United Kingdom and Germany.

Country	Your Fans	City	Your Fans	Language	Your Fans
Italy	103	Rome, Lazio	55	Italian	97
United Kingdom	58	London, England	12	English (UK)	62
Germany	20	Milan, Lombardia	8	English (US)	39
Romania	13	Bucharest, Bucharest	8	Romanian	10
Portugal	10	Thessaloniki, Central ...	5	Portuguese (Portugal)	7
Greece	8	Tirana, Tirana County	4	French (France)	6
Belgium	6	Edinburgh, Scotland	4	Serbian	6
Serbia	5	Glasgow, Scotland	4	Spanish (Spain)	5
Albania	4	Oliveira de Azemeis, A...	3	Portuguese (Brazil)	5
Slovakia	4	Bratislava, Bratislava R...	3	German	4
See more					

Figure 30 - Countries of BIOVOICES Facebook page supporters

Promotion

During this first period, the promotion on Facebook was done to:

- 1) Increase the numbers of views and interactions with the contents.
- 2) Test the best strategy to be adopted for the posts' promotion. To assess the effectiveness of the promotion and/or modifications to be adopted (after a proper promotion the engagement rate of ordinary posts should sensibly increase after each campaign, following a process of constant optimization based on users' reactions), the promotion of BIOVOICES posts and tweets alternated ordinary posts with promoted posts, in order to collect comparable data. During the period several different profiling target were tested.

Promotion was done for 16 posts where bio-based products and bioeconomy applications have been promoted to encourage a more sustainable daily choice by the consumers. Per each campaign launched, the audience was segmented basing on country, age group and interests. The average spending budget is 3 euros.

Figure 33 shows some data on the posts' promotion.




	Boosted post Promoted by Susanna Albertini on Dec 9, 2018 Completed	1,733 People reached	580 Post engagement	€3.00 Spent out of €3.00 View Results
	Boosted post 3D Printing with HEMP??? 🌿 Kanésis - an Itali... Promoted by Susanna Albertini on Oct 30, 2018 Completed	241 People reached	79 Post engagement	€3.00 Spent out of €3.00 View Results
	Boosted post Discover an innovative way to learn about th... Promoted by Susanna Albertini on Oct 28, 2018 Completed	4,645 People reached	125 Link clicks	€9.00 Spent out of €9.00 View Results
	Boosted post Compostable and biodegradable packaging m... Promoted by Susanna Albertini on Oct 12, 2018 Completed	1,357 People reached	174 Post engagement	€3.00 Spent out of €3.00 View Results
	Boosted post INSECTS for health and beauty? 🐛🦋🐜... Promoted by Susanna Albertini on Oct 11, 2018 Completed	1,244 People reached	76 Post engagement	€3.00 Spent out of €3.00 View Results
	Boosted post Restoration of artworks from MARINE MICROA... Promoted by Susanna Albertini on Oct 13, 2018 Completed	1,457 People reached	91 Post engagement	€3.00 Spent out of €3.00 View Results
	Boosted post Did you know that COFFEE GROUNDS are an i... Promoted by Susanna Albertini on Oct 10, 2018 Completed	1,051 People reached	124 Post engagement	€5.00 Spent out of €5.00 View Results
	Boosted post Did you know that TOMATO it is widely used in ... Promoted by Susanna Albertini on Oct 10, 2018 Completed	1,089 People reached	88 Post engagement	€3.00 Spent out of €3.00 View Results
	Boosted post 📅 12, 13, 14 October 2018 #MFR18 NEWS ... Promoted by Louis Ferrini on Oct 8, 2018 Completed	382 People reached	15 Post engagement	€3.00 Spent out of €3.00 View Results

Figure 31 - BIOVOICES Facebook campaigns

The success of the promotions is due to the targeting of the public to reach along with the attractive graphics used for the posts.

In Figure 34 we take as an example the most successful post in terms of audience, with 4,645 people reached with a budget spent of 9 Euros.

Men and women, ages 18-65+ living in seven locations with seven main interests were chosen as key targets for the promotional campaigns.

Location – Living: Germany, Spain, United Kingdom, Greece, Italy, Netherlands and Portugal

Age: 18-65+

Successful Interests: Organic food, Sustainability, Ecology, Biodegradable plastic, Curiosity, Biodegradable waste or Research and development.

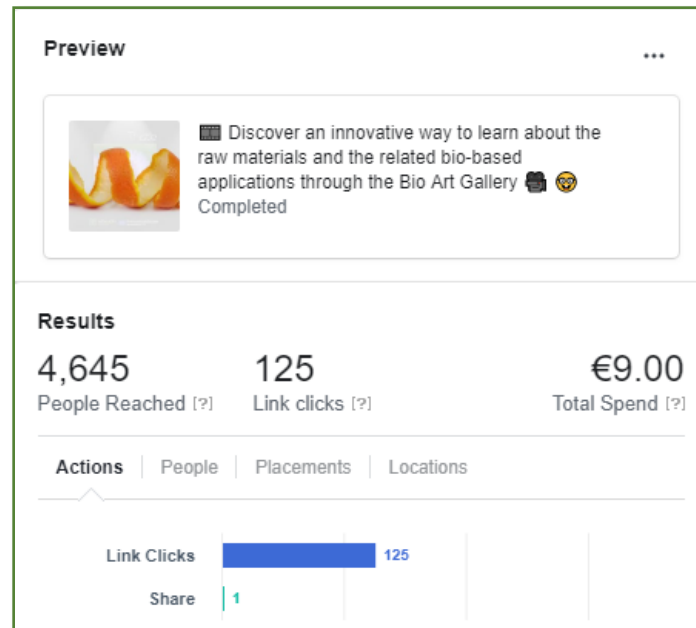


Figure 32 - Overview of BIOVOICES promoted post with highest results

LINKEDIN

Linkedin name

[@BIOVOICES](#)

Target

Experts, industries, media.

Goal

- Promotion of the project's activities
- Amplify the impact of BIOVOICES events (promote events and deliver event's outcomes)
- Promote the results of the BIOVOICES MML thematic labs
- Bridging existing bio-based online communities and social network pages with the BIOVOICES channel
- Attracting users to the BIOVOICES Platform

Strategy

During this first period, the promotion on Facebook was done to:

- 1) Share news of interest related to the bioeconomy matter
- 2) Publish interesting news for stakeholders
- 3) Create new connections with relevant experts

LinkedIn is a vehicle for reaching individuals more than organizations. For this reason, it was used to reach stakeholders to be invited to events and workshops.

However, we have noticed that reaching a good number of followers and growing from scratch a company/organisation profile is a much slower process compared to Facebook’s and Twitter’s and, in addition, the page cannot create directly connections and send invitations to the users. For this reason, we need an active participation from BIOVOICES partners who will have to share the posts to attract new users.

In response to the observations above, posting on specific LinkedIn groups can be the best strategy to disseminate project’s activities among the LinkedIn professional community due to their critical mass. There are many LinkedIn Groups that may interest BIOVOICES, among others: "H2020 BIOTECH" BioEconomy, Agriculture, Forestry, Food, BioScience & BioTechnology; Horizon 2020 Biotechnology and Bioeconomy; EFIB: European Forum for Industrial Biotechnology & Bioeconomy; and many other smaller groups, but more country-specific that the entire consortium will help to identify.

Statistics

Below we provide some statistics of the LinkedIn page (from March 2018 to December 2018). The graphic demonstrates the general page data.

Page Results						
Reach	Page Views	Followers	Likes	Comments	Shares	Mentions
1.5 K	95	69	66	1	15	12

Table 3 - LinkedIn page results

From March 2018 to December 2018 (until the day 14) the followers reached by the BIOVOICES LinkedIn page are 68.

Figure 29 and Figure 30 show some data about the followers’ growth and the relative demographics.

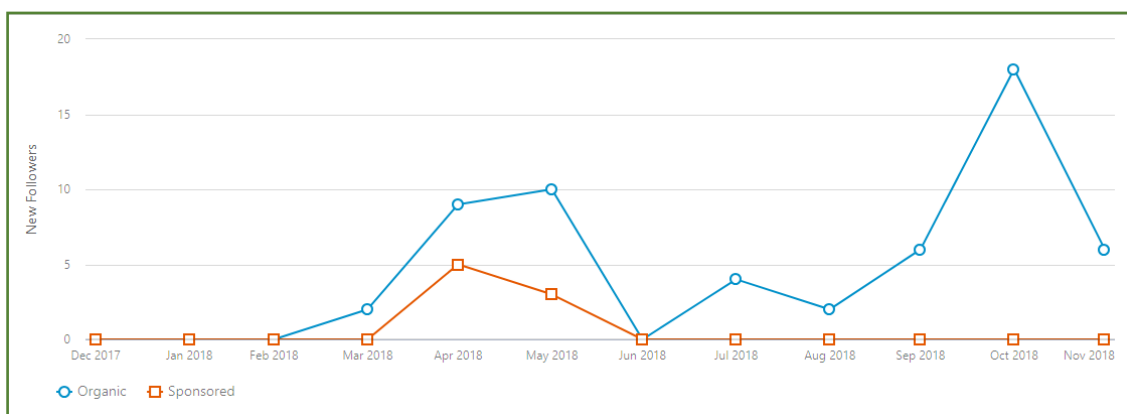


Figure 33 - BIOVOICES LinkedIn followers' growth

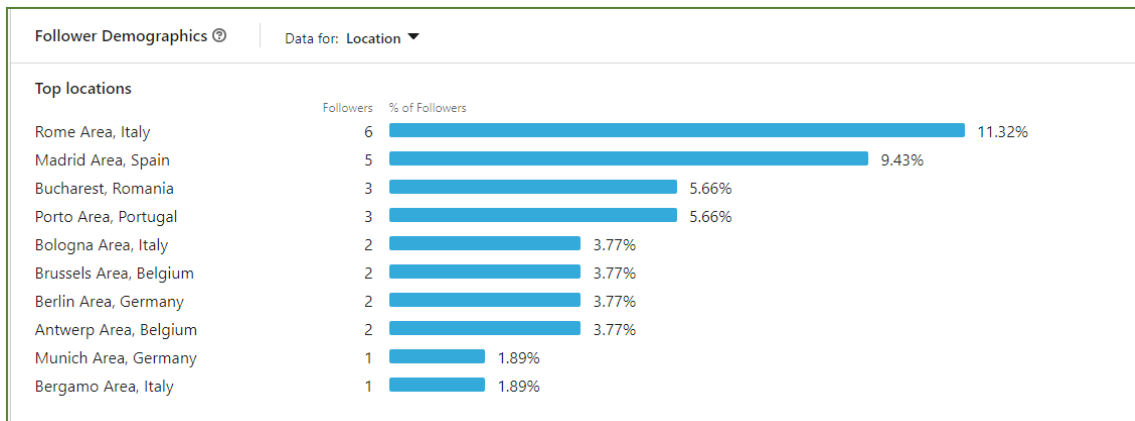


Figure 34 - BIOVOICES LinkedIn followers' demographics

OBSERVATIONS

At the end of the year one we created an interesting selection of contents and a strong network and collaboration with other European projects, which are the biggest audience. This was done also through the European Bioeconomy Network, an alliance of EU funded projects, that was launched by BIOVOICES.

The Social Media channels getting a better impact and number of followers are (in descending order): Twitter, Facebook and LinkedIn. This is expected, because the main target to BIOVOICES are the Quadruple Helix stakeholders.

From Facebook and LinkedIn analyses on the country of origin of our followers, it appears that there is a need for a more active contribution from the partners, to increase the followers and the impact of the project, in terms of sharing, comments, likes and invitation.

In terms of contents, the analysis of data shows that the most successful social media posts are those containing videos.

The events and dissemination activities should be more promoted; the partners are invited to send material, news, photos and interesting contents to share.

Engagement: Most users are “lurkers” - members of who observe, but do not participate. Actually there is no active exchange of comments on the posts. This is expected because the nature of this first year of activity was more promotional. The second year’s activity in social media will be designed to increase the engagement and participation of the followers in project’s activities, through the innovative tools foreseen in T5.4 (i.e. the app, the launch of social media events, questions, etc...).

5. 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 BIOVOICES website will be an ongoing task and its structure will be dynamically developed during the lifespan of the project (36-months), when needed.

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 features programmed for BIOVOICES website are:

- **RESPONSIVE** - The website platform will suit different devices such as mobile, tablet and desktop versions.
- **SOCIAL MEDIA SHARING** - The website is prepared to share information with social media networks such as Facebook, LinkedIn, Twitter, Instagram and YouTube.

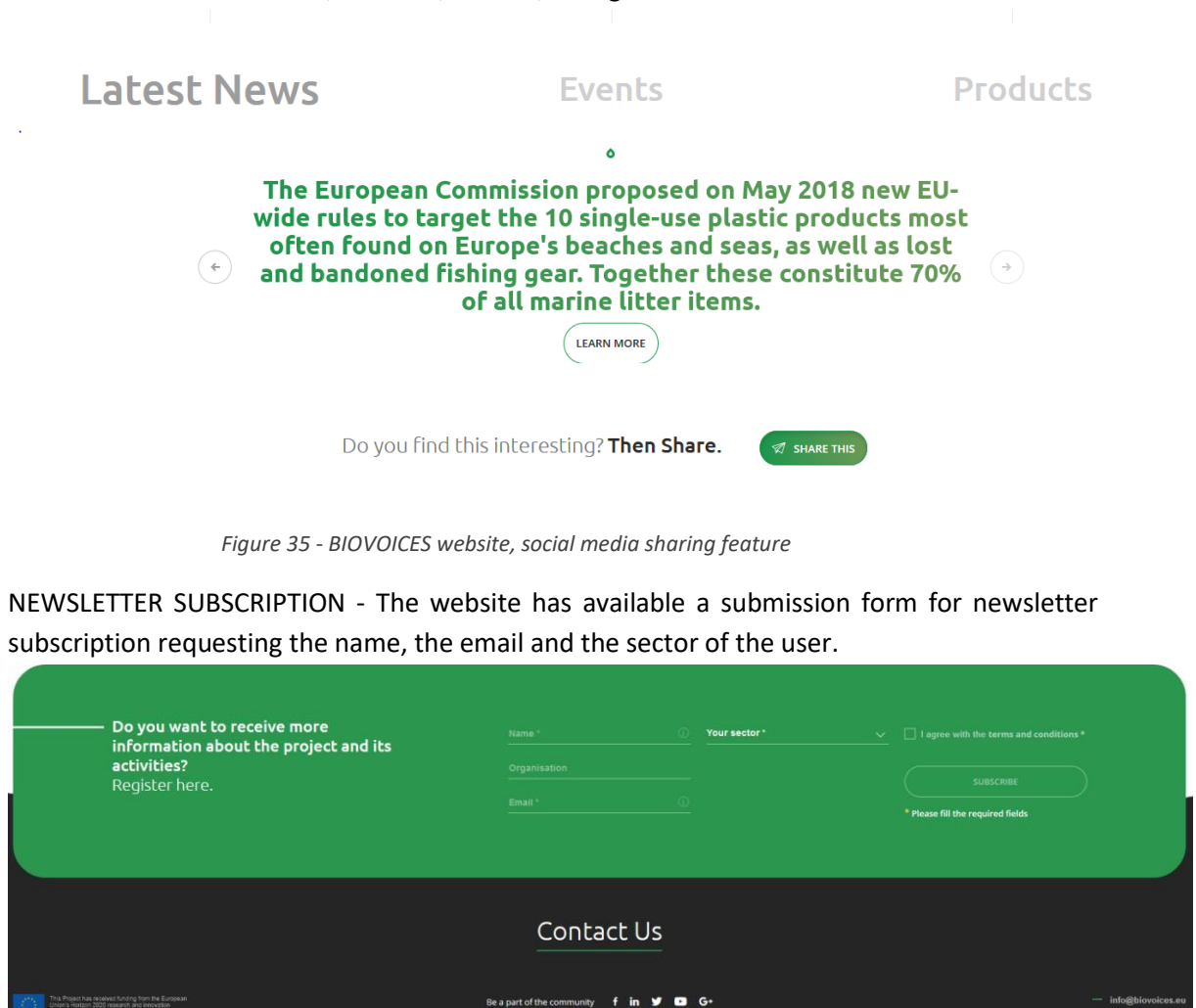


Figure 35 - BIOVOICES website, social media sharing feature

- **NEWSLETTER SUBSCRIPTION** - The website has available a submission form for newsletter subscription requesting the name, the email and the sector of the user.

Figure 36 - BIOVOICES website, subscription to newsletter feature

- ACCESS TO BIOVOICES PLATFORM – The website is the “front door” for BIOVOICES platform where users can register to create an account, as well as sign in.



Figure 37 - BIOVOICES website, link to BIOVOICES platform

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 this first reporting period.

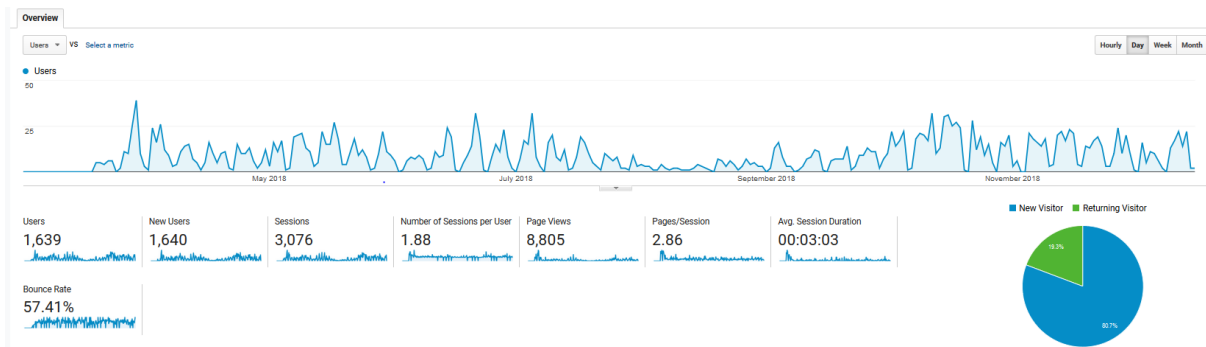


Figure 38: Website Analytics March 2018 - December 2018

The increase of communication and dissemination activities that took place in the most recent months of the project have helped to boost activity on the website. In the 9 months it has been live, the BIOVOICES official website has had 3.076 sessions, 1.639 users and 8.805 page views with an average session duration of 03:03 minutes (above average).

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 3 - BIOVOICES website: Audience Overview

Regarding traffic acquisition, the figure below shows that the majority (834) of users comes 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 564 users, Referrals (traffic through referred websites) with 190 users and last Social media with 140 users.

Primary Dimension: Default Channel Grouping

Default Channel Grouping	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	1,639 <small>% of Total: 100.00% (1,639)</small>	1,640 <small>% of Total: 100.00% (1,640)</small>	3,076 <small>% of Total: 100.00% (3,076)</small>	57.41% <small>Avg for View: 57.41% (0.00%)</small>	2.86 <small>Avg for View: 2.86 (0.00%)</small>	00:03:03 <small>Avg for View: 00:03:03 (0.00%)</small>
1. Direct	834 (48.26%)	832 (50.73%)	1,560 (50.72%)	56.73%	3.21	00:03:45
2. Organic Search	564 (32.64%)	515 (31.40%)	1,052 (34.20%)	55.51%	2.64	00:02:27
3. Referral	190 (11.00%)	163 (9.94%)	278 (9.04%)	61.87%	2.50	00:02:15
4. Social	140 (8.10%)	130 (7.93%)	186 (6.05%)	67.20%	1.75	00:01:33

Figure 39 - BIOVOICES Website, traffic acquisition

The bounce rate establishes that we are getting to the targeted audience. This value (57,41%) identifies the percentage of users that left the site upon reaching a single page. In other words, 42,59% of users decided to navigate through the website with an average of almost three pages viewed in one session. A good bounce rate is usually below 65%.

However, it is important to highlight how the parallax scrolling structure of the website significantly influences the bounce rate: since BIOVOICES landing page contains the majority of the contents (including project promotional video, newsletter subscription form, objectives of the project, news, e tc.), it is not surprising that users leave the website after visiting one page.

The images below clearly demonstrate that the majority of all traffic (that includes all four traffic channels: Direct, Organic Search, Referrals and Social) is concentrated in the landing page, namely:

5. **Direct:** 765/834 users (91,7%)
6. **Organic Search:** 514/564 users (91,1%)
7. **Referrals:** 185/190 users (97,3%)
8. **Social:** 128/140 users (91,4%)

Primary Dimension: Landing Page

Landing Page	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	834 <small>% of Total: 50.88% (1,639)</small>	832 <small>% of Total: 50.73% (1,640)</small>	1,560 <small>% of Total: 50.72% (3,076)</small>	56.73% <small>Avg for View: 57.41% (-1.19%)</small>	3.21 <small>Avg for View: 2.86 (12.08%)</small>	00:03:45 <small>Avg for View: 00:03:03 (23.49%)</small>
1. /	765 (83.79%)	757 (90.99%)	1,362 (87.31%)	57.78%	2.97	00:03:23
2. /about-us/the-scope/	42 (4.60%)	20 (2.40%)	46 (2.95%)	50.00%	3.04	00:02:45
3. /consortium/	22 (2.41%)	12 (1.44%)	34 (2.18%)	44.12%	8.24	00:14:11
4. /about-us/how-to-get-involved/	15 (1.64%)	10 (1.20%)	19 (1.22%)	57.89%	1.89	00:00:45
5. /advisory-board/	14 (1.53%)	5 (0.60%)	17 (1.09%)	52.94%	3.18	00:04:40
6. /results/public-results/	11 (1.20%)	6 (0.72%)	21 (1.35%)	66.67%	2.00	00:01:16
7. /contact-us/	8 (0.88%)	4 (0.48%)	10 (0.64%)	30.00%	3.80	00:08:20
8. /about-us/the-path/	5 (0.55%)	3 (0.36%)	5 (0.32%)	80.00%	1.20	00:01:52
9. /partnerships/	5 (0.55%)	3 (0.36%)	6 (0.38%)	50.00%	4.00	00:09:12
10. /results/promotional-materials/	5 (0.55%)	0 (0.00%)	6 (0.38%)	50.00%	3.50	00:01:17

Figure 40 - Traffic acquisition, Direct

Landing Page	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	564 % of Total: 34.41% (1,639)	515 % of Total: 31.40% (1,640)	1,052 % of Total: 34.20% (3,076)	55.51% Avg for View: 57.41% (-3.31%)	2.64 Avg for View: 2.56 (-7.75%)	00:02:27 Avg for View: 00:03:03 (-19.27%)
1. /	514 (82.37%)	463 (89.90%)	925 (87.93%)	54.16%	2.66	00:02:30
2. /consortium/	44 (7.05%)	33 (6.41%)	45 (4.28%)	68.89%	1.93	00:01:15
3. /about-us/the-scope-/	19 (3.04%)	5 (0.97%)	24 (2.28%)	54.17%	3.33	00:04:44
4. /advisory-board/	17 (2.72%)	10 (1.94%)	21 (2.00%)	76.19%	1.71	00:00:11
5. /results/public-results/	8 (1.28%)	0 (0.00%)	8 (0.76%)	50.00%	3.50	00:07:14
6. /partnerships/	6 (0.96%)	1 (0.19%)	10 (0.95%)	70.00%	1.70	00:00:20
7. /about-us/the-path-/	5 (0.80%)	1 (0.19%)	6 (0.57%)	66.67%	2.33	00:01:24
8. /results/promotional-materials/	4 (0.64%)	0 (0.00%)	6 (0.57%)	33.33%	7.33	00:04:17
9. /about-us/how-to-get-involved/	3 (0.48%)	0 (0.00%)	3 (0.29%)	66.67%	1.33	00:00:18
10. /image_temp/485x260_620x350_ea795c787d479e97691de09eaf394e2d.jpg	2 (0.32%)	2 (0.39%)	2 (0.19%)	100.00%	1.00	00:00:00

Figure 41 - Traffic acquisition, Organic Search

Primary Dimension: Source Landing Page

Secondary dimension: Sort Type: Default

Landing Page	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	190 % of Total: 11.59% (1,639)	163 % of Total: 9.94% (1,640)	278 % of Total: 9.04% (3,076)	61.87% Avg for View: 57.41% (7.77%)	2.50 Avg for View: 2.86 (-12.54%)	00:02:15 Avg for View: 00:03:03 (-26.06%)
1. /	185 (87.68%)	158 (96.93%)	239 (85.97%)	65.27%	2.45	00:01:55
2. /about-us/how-to-get-involved/	9 (4.27%)	4 (2.45%)	10 (3.60%)	50.00%	2.40	00:06:08
3. /about-us/the-scope-/	5 (2.37%)	0 (0.00%)	15 (5.40%)	46.67%	3.13	00:02:28
4. /consortium/	5 (2.37%)	1 (0.61%)	5 (1.80%)	0.00%	4.60	00:13:16
5. /partnerships/	2 (0.95%)	0 (0.00%)	2 (0.72%)	50.00%	1.50	00:00:01
6. /about-us/the-path-/	1 (0.47%)	0 (0.00%)	1 (0.36%)	100.00%	1.00	00:00:00
7. /advisory-board/	1 (0.47%)	0 (0.00%)	1 (0.36%)	0.00%	2.00	00:00:22
8. /contact-us/	1 (0.47%)	0 (0.00%)	1 (0.36%)	0.00%	4.00	00:00:06
9. /results/public-results	1 (0.47%)	0 (0.00%)	3 (1.08%)	33.33%	2.00	00:00:50
10. /results/public-results/	1 (0.47%)	0 (0.00%)	1 (0.36%)	100.00%	1.00	00:00:00

Figure 42 - Traffic acquisition, Referrals

Primary Dimension: Social Network Landing Page

Secondary dimension: Sort Type: Default

Landing Page	Acquisition			Behaviour		
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	140 % of Total: 8.54% (1,639)	130 % of Total: 7.93% (1,640)	186 % of Total: 6.05% (3,076)	67.20% Avg for View: 57.41% (17.06%)	1.75 Avg for View: 2.86 (-38.77%)	00:01:33 Avg for View: 00:03:03 (-49.04%)
1. /	128 (85.91%)	119 (91.54%)	164 (88.17%)	67.07%	1.79	00:01:35
2. /about-us/how-to-get-involved/	4 (2.68%)	3 (2.31%)	4 (2.15%)	100.00%	1.00	00:00:00
3. /about-us/the-scope-/	4 (2.68%)	2 (1.54%)	5 (2.69%)	80.00%	1.20	00:00:02
4. /consortium/	3 (2.01%)	1 (0.77%)	3 (1.61%)	66.67%	2.33	00:01:16
5. /about-us/the-path-/	2 (1.34%)	0 (0.00%)	2 (1.08%)	0.00%	2.00	00:06:43
6. /?fbclid=IwAR0Gw14gDZkU7HS3ruCuFWxe1oDTxyKnnrDF3jwKSDXjFNN0A4u3hg51pdg	1 (0.67%)	1 (0.77%)	1 (0.54%)	100.00%	1.00	00:00:00
7. /?fbclid=IwAR0wLWuJ08xM2qzd3SyPrkpx2bDK-bvw0Apho9_e4yih+GMKz9x0T0h0	1 (0.67%)	1 (0.77%)	1 (0.54%)	100.00%	1.00	00:00:00
8. /?fbclid=IwAR10xm57zd9KQCQbyYVsEFOTSSz0LwJLKG4Fw8w1kvpNqWZy1CuAHEXGhpQ	1 (0.67%)	0 (0.00%)	1 (0.54%)	100.00%	1.00	00:00:00
9. /?fbclid=IwAR2vNo6WuP0I7S2WmJ4qx9TqaqchWmAnNqxK3PLuNmbgE_yAMfQZy mRj2kw	1 (0.67%)	1 (0.77%)	1 (0.54%)	100.00%	1.00	00:00:00
10. /?fbclid=IwAR3L-aqVwKaUuctVqhClb0PL4Yknq55uF0W7ZyC-TOSU-JYXo-k2nS5dG XQ	1 (0.67%)	1 (0.77%)	1 (0.54%)	0.00%	2.00	00:00:46

Figure 43 - Traffic acquisition, Social

6. BIOVOICES PLATFORM

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

The BIOVOICES multi-stakeholder on line social platform is available online at: <https://www.BIOVoices-platform.eu>.

BIOVOICES social platform (version V3) represents the technical infrastructure for managing:

1. The organization of face2face, virtual and other events, managing invites, registration in the event, sharing the leaflet or the agenda, sharing presentations, enabling the streaming of the event, sharing videos, images and enabling on-line comments, organising parallel events virtually connected (See [Events](#) in the platform),
2. Mutual mobilization learning discussions on open challenges (such as challenge identified in BIOVOICES (A1 – Find first customers, A2 – Specify Unique Selling Points (USP), A3 – Up-scaling, B2 – Changes in purchase habits, B3 – Increase the Adoption, C2 – Introduce EU and national incentives, C3 – Release standardization, D1 – Improve the ecosystem to enhance business cases, D2 – B2B users as frontrunners, D3 – Increase sustainable 2G feed stock for b2b products, E1 – Enhance local bio-economy strategies & action plans, E2 – Boost local deployment), co-production of contents, knowledge and co-creation, initiatives launching discussions and co-working initiatives, starting from discussions by chat and by virtual meetings (that can be public, close or private) and sharing working documents and materials, etc. (See [Mobilization and Mutual Learning Discussion Groups](#) in the platform),
3. Sharing information on bio-based products; users can share in the platform information on bio-based products, aiming to improve knowledge and awareness on these products
4. On-line communities (starting from e-communities already existing in the bio-based sector, and applicable in other application domains) in their work and common work,
5. Activities for collecting and exchanging documents such as scientific documents, deliverables from the BIOVOICES project, deliverables developed by other projects, documents used for education, (See [Documents](#) in the platform)
6. Exchanging News on Bioeconomy and bio-based products, involving researchers and scientists, policy makers, business operators and organisation and civil society (See [News](#) in the platform).

ACTIVE DISCUSSIONS: THE MOBILIZATION AND MUTUAL LEARNING DISCUSSION GROUPS

The BIOVOICES platform provides a space for starting open discussions in the matter of bioeconomy. The section is called [Mobilization and Mutual Learning Discussion Groups](#) and is accessible through the following link: <https://www.biovoices-platform.eu/registeredarea/labs>.

The topics for the discussions can be different. Currently the BIOVOICES project is building on BIOVOICES MML workshops such as the one on “The role of Green Public Procurement in boosting Bioeconomy: challenges, opportunities and barriers to overcome.” (<https://www.BIOVoices-platform.eu/registeredarea/labs/viewLab/874>) and challenges such as A1 – Find first customers, A2 – Specify Unique Selling Points (USP), A3 – Up-scaling, B2 – Changes in purchase habits, B3 – Increase the Adoption, C2 – Introduce EU and national incentives, C3 – Release standardization, D1 – Improve the ecosystem to enhance business cases, D2 – B2B users as frontrunners, D3 – Increase sustainable 2G feed stock for b2b products, E1 – Enhance local bio-economy strategies & action plans, E2 – Boost local deployment.

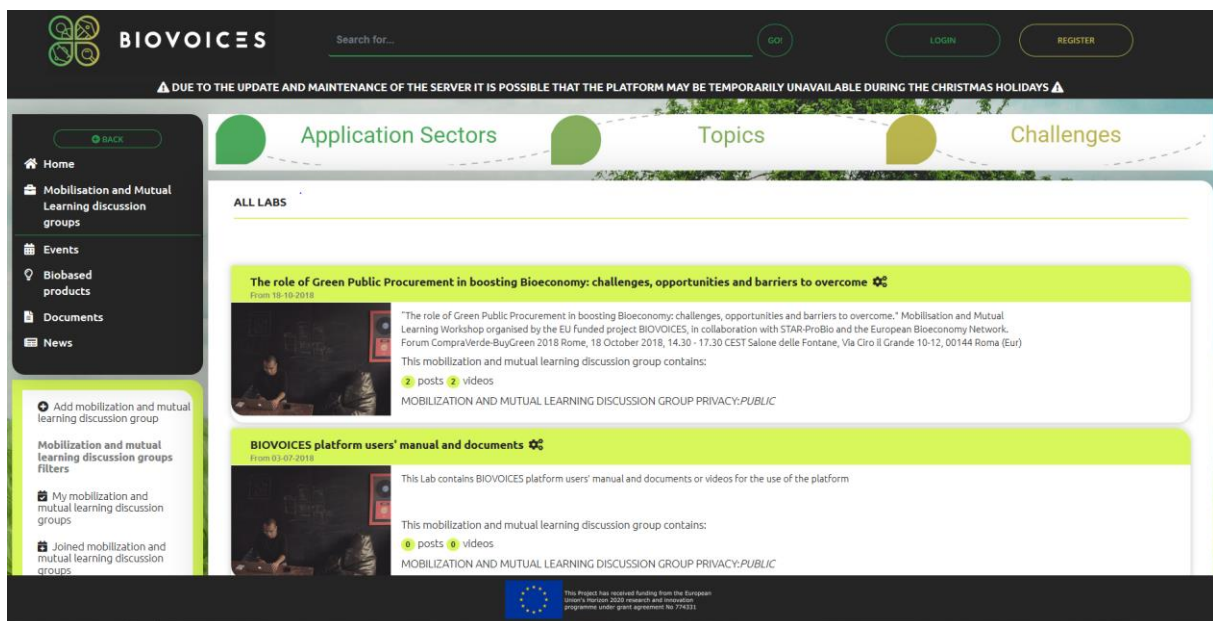


Figure 44 - BIOVOICES platform, Mobilisation and Mutual Learning discussion groups section

The consortium used the discussion above as initial test bed for assessing “MML discussion groups” section functionalities such as: uploading of documents and folders, addition of polls, posts and videos, video streaming, comments, comments’ reply, like functionality public posts.

EVENTS MANAGEMENT:

The BIOVOICES platform provides an Event section that identifies a virtual space where the BIOVOICES community members can organise and manage events (face2face and virtual) in an established date. They can invite participants, ask to the invited people to register themselves, share the Agenda and documents describing the outcomes of the event, can organise a pool, share videos, organize video streaming.

The BIOVOICES consortium started to create and manage events (Mutual Mobilisation learning workshops) exchanging information in the “[Events](#)” section. Indeed, currently there are 26 events shared in the platform.

Users can create their own events (Figure 45) and, in order to stimulate the registration into the platform of interested users, a pop-up window inviting to subscribe will be displayed once clicking on “Add event” without being registered in the platform (Figure 46).

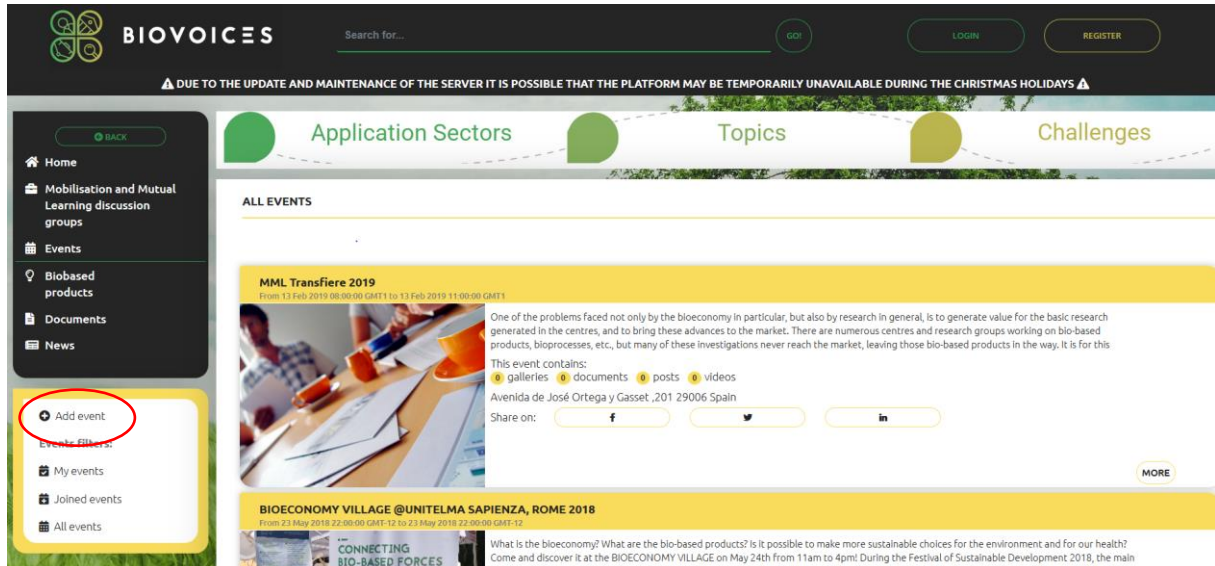


Figure 45 - BIOVOICES platform, creation of events

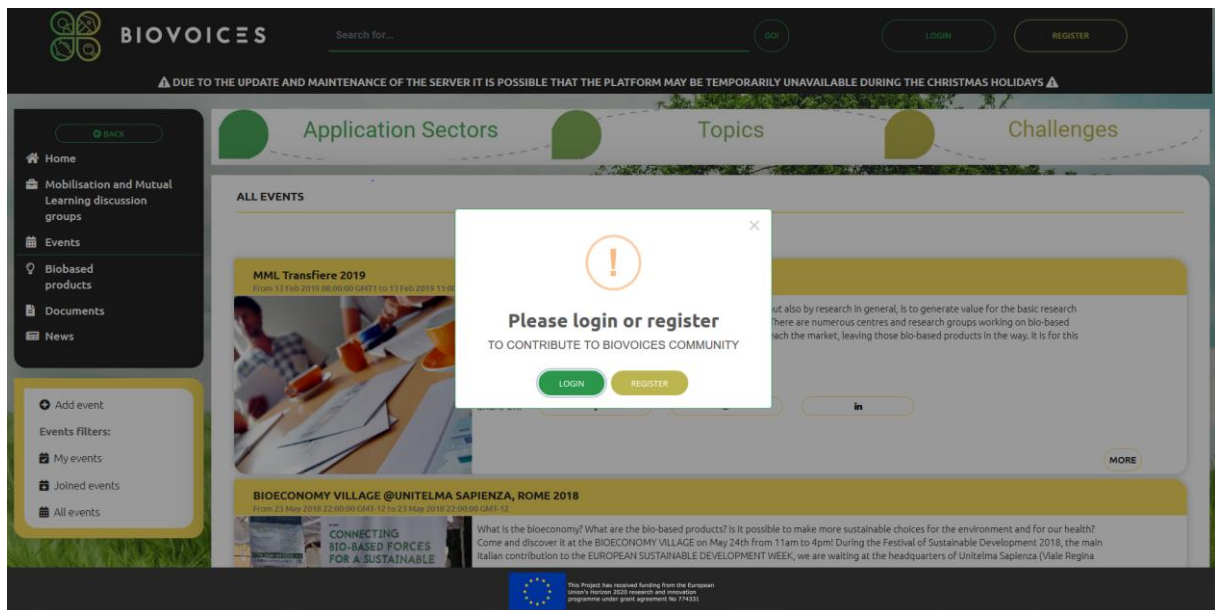


Figure 46 - BIOVOICES platform, pop-up window "Please login or register"

The interface for creating events in the platform consists in an online form where users can indicate:

1. Title of the event
2. Description
3. Organiser
4. Start and End date
5. Event type

6. Event location
7. Notes
8. BIOVOICES Challenges and Topics
9. Bioeconomy application sector

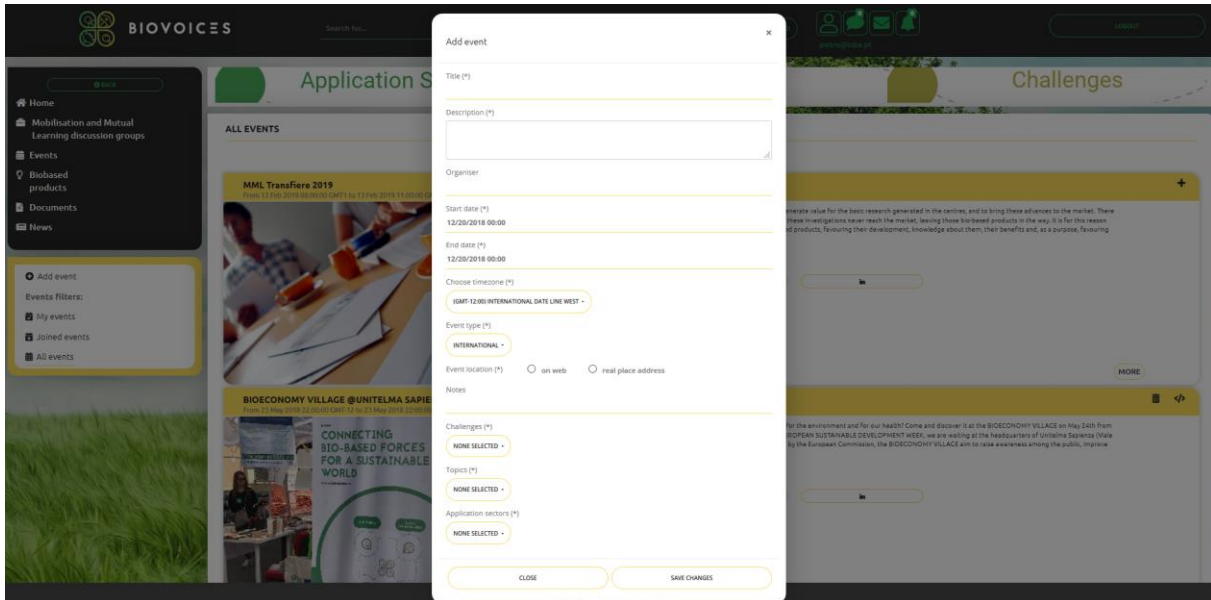


Figure 47 - BIOVOICES platform, interface for creation of events

2019 PLATFORM POPULATION CAMPAIGN

BIOVOICES platform is currently stable and fed with contents, therefore, in 2019 the efforts of all consortium will be focused on populating and animating the platform, by also involving stakeholders in the online discussions.

To do so, BIOVOICES, with the support of CNR, LOBA and FVA project partners, will launch an online campaign through direct mailing and social media with specific messages targeting each of the sectors of the quadruple helix (specific messages will be created ad hoc mirroring the approach of the four questions of the new project leaflet).

The core USP of the campaign will stress on the possibility for users to create an event or an on-line discussion on a specific challenge on the platform, promote it, and embed it into any other website.

Some processes for sharing contents within the BIOVOICES community in the platform have been suggested in section four of the deliverable D5.3.- Population of the BIOVOICES multi-stakeholder on line platform with contents Report (first version). These processes will be followed and improved in the next period.

BIOVOICES PLATFORM ASSESSMENT

In this section we are providing the strategy for assessing how the BIOVOICES social platform is working.



From month 6 (when the first version of the platform was released) until month 11, the platform has been used by the consortium to refine the use of some functionalities. Other functionalities have been added and the ontology organising the information has been produced (Deliverable D5.3-Population of the BIOVOICES multi-stakeholder on-line platform with contents Report) according to suggestions coming from the organised workshops, from shared information about bio-based products (<https://www.biovoices-platform.eu/registeredarea/marketplace>), from shared news, etc..

For this reason, the subscribers of the platform are members of the consortium and stakeholders engaged in this first phase to provide the consortium with suggestions and comments for refinements introduced in the current version of the platform (V3). The number of subscribers is 74.

Starting from January 2019, a strong campaign for engagement will be implemented.

The BIOVOICES social platform is organised as a social media (developed with Java) and not as a website, structured in pages. For now, the platform cannot provide web analytics.

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, bio-based products, related news, etc.. Community members do not simply access information, as they play a more interactive 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>).

For this reason, the performances of knowledge-sharing in the BIOVOICES community can be measured introducing a set of key performance indicators that, similarly to the KPIs used in the most popular social media, measure the level of engagement and pro-active behaviour of the community members, i.e. contents that each member provide and share within the community. The KPIs periodically measured (3 months) are:

- The number of registered members.
- The number of events shared on-line.
- The number of active Mobilisation and Mutual Learning discussions.
- The number of documents, pictures and videos for supporting knowledge-sharing and the co-creative processes.
- The number of comments to any other content to animate the discussion.
- The number of Likes to the contents.
- The number of Likes to contents of specific importance for the topics, challenges, etc.
- The number of collections of documents.
- The number of documents shared in the collections.
- The number of news shared.
- The number of posts on bio-based products shared.

All these indicators can be classified by gender, country and type of user according to the quadruple helix.

The current values for these indicators are given in the following table:

Indicator	Value
-----------	-------

Number of registered members	74 members are registered in the platform, 52 of them are single users (34 woman and 18 man 22 are representatives of an organisation
Number of events shared on-line	27
Number of active Mobilisation and Mutual Learning discussions	13 in total. One 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: 33 • Number of videos: 6 • Number of galleries of pictures: 12 <p>For public Mobilisation and Mutual Learning Discussion Groups :</p> <ul style="list-style-type: none"> • Number of documents: 6 • Number of videos: 2 <p>For close Mobilisation and Mutual Learning Discussion Groups :</p> <ul style="list-style-type: none"> • Number of documents: 1 <p>For private Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of documents: 35
Number of comments to any other content to animate the discussion	<p>For events:</p> <ul style="list-style-type: none"> • Number of posts: 4 <p>For public Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of posts: 2 • Number of comments: 4
Number of Likes to contents	<p>For events:</p> <ul style="list-style-type: none"> • Number of Likes: 36 <p>For public Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of Likes: 5
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: 36 <p>For public Mobilisation and Mutual Learning Discussion Groups:</p> <ul style="list-style-type: none"> • Number of Likes: 5
Number of collections of documents	4
Number of documents shared in the collections	14
Number of news shared	24

Number of bio-products shared	23
--------------------------------------	----

Table 4 - BIOVOICES platform indicators and values

7. BIOVOICES EVENTS

In the first reporting period of the BIOVOICES project, the Consortium has been involved in more than 70 events: 7 MML Workshops, participation in more than 50 events and one Focus Group Workshop. Below we provide an overview of all events, the MML workshops overview provide the links to the respective webpage of BIOVOICES platform.

2018 MML WORKSHOPS

Country	City	From	To	Responsible partner	Title
Belgium	Brussels	28/03/2018	28/03/2018	PEDAL	Mutual learning workshop: Maximizing collaboration among EC funded projects communicating about Bioeconomy
Belgium	Brussels	22/5/2018	22/5/2018	ICLEI	Boosting circular bio-based economy in cities: Lessons learnt from EU funded projects and local stakeholders
Slovakia	Bratislava	27/09/2018	27.09.2018	PEDAL	National MML workshop organised in the framework of Urban Summit
Italy	Rome	12/10/2018	14/10/2018	FVA	Maker Faire Rome 2018 - BIOVOICES MML National Workshop: Increase awareness and trust on Bio-Based Products: INCREASE THE ADOPTION
Italy	Rome	12/10/2018	14/10/2018	FVA	Maker Faire Rome 2018- BIOVOICES MML National Workshop: Increase awareness and trust on Bio-Based Products: PROMOTE CHANGES IN PURCHASE HABITS (Interactive Wall "Make your voice heard")
Italy	Rome	18/10/2018	18/10/2018	FVA, APRE, ICLEI	The role of Green Public procurement in boosting Bioeconomy: challenges, opportunities and barriers to overcome

Slovakia	Nitra	22/10/2018	22/10/2018	PEDAL	Sustainable and circular bioeconomy in Slovakia (side event of the updated bioeconomy strategy)
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Table 5 - BIOVOICES MML workshops

FOCUS GROUP WORKSHOP

The BIOVOICES consortium organised - with great success - the Focus Group Workshop on the 13th and 14th of November 2018, in Rome, Italy. The workshop brought together 59 multidisciplinary experts in the knowledge fields of bioeconomy representing consumers/ general public, business community, research community and policy and public administration.

The first day of the Focus Group workshop was devoted to validating, enriching or revising the challenges identified by BIOVOICES to date and exchanging ideas on how to better address them during Mobilisation and Mutual Learning (MML) events, namely: Which are the key discussion topics that better address each challenge and in which application sector(s) is each challenge more evident. The second day was devoted to discussing the organisation of BIOVOICES MML events and particularly at which level (local/regional, national or European) each challenge should be (better) addressed during a mutual learning event and who should be involved.

During the workshop, many valuable ideas and arguments were shared and the BIOVOICES team received strong messages to adjust activities and all participants had a ample opportunity for networking and sharing information during the various networking breaks.

For the organisation of the workshop, in order to find highly motivated experts guaranteeing useful insights and feedback for the project, a direct mail was sent to more than 60 recipients, as you can see from table 6 below.

Name	Organization	Stakeholder type	Country
Butu Alina	National Institute of Research & Development for Biological Sciences	Research / academic	Romania
Malamakis Apostolos	Aristotle University of Thessaloniki, Department of Mechanical Engineering	Research / academic	Greece
Andre Mascarenhas	Museum für Naturkunde - Leibniz Institute for Evolution and Biodiversity Science	Civil society	Germany
Moya Kneafsey	Coventry University	Researchers and education	UK
MANNHARDT, Boris	BIOCOM AG	Business / industry	Germany
Bill Morrissey	Glanbia	Business community	Ireland
Christine Bunthof	Wageningen University and Research	Research / academic	Netherlands



PECORARO, Claudia	European Commission, Communication Officer, DG R&I, F.1 "Bioeconomy Strategy"	Public body	Belgium
VORGIAS, Konstantinos	National University of Athens	Research / academic	Greece
Danka Moravcikova	Slovak University of Agriculture in Nitra	Researchers and education	Slovakia
Dieter Brigitta	BBI-JU (BIOWAYS PO)	Public administration	Belgium
Diassina Di Maggio	APRE former director, expert	Researchers and education	Italy
Dorette Corbey	EU parliament	Public body	Netherlands
CASTRO, Eulogio	Universidad de Jaen	Research / academic	Spain
Elisabetta Balzi	EC - DG R&I, Unit F4	Public administration	Belgium
IMBERT, Enrica	University of Rome Unitelma Sapienza	Research / academic	Italy
FALLAS, Ioannis	Cluster of Bioenergy and Environment of Western Macedonia	Civil Society organisation	Greece
FRANCOCCI, Fedra	CNR National Research Council	Research / academic	Italy
YILMAZ, Gulden	Wageningen Food and Research Biobased	Research / academic	Netherlands
Hilda Keane	Glanbia	Business community	Ireland
GERDES, Holger	Ecologic Institute	Research / academic	Germany
BLICKLINGOVA, Katarina	Slovakia Bioeconomy cluster	Business / industry	Slovakia
OKANIKOVA, Zuzana	Pronatur	Civil Society organisation	Slovakia
AQUILINA ANDERSON, Iris	Perfect Symbiosis	Civil Society organisation	UK
RUSSO, Ivan	University degli Studi di Verona, RES URBIS project	Research / academic	Italy
HOUGHTON James	National University of Ireland, School of Natural Sciences	Research / academic	Ireland
GAFFEY, James	IT Tralee	Research / academic	Ireland
Jesper Lund-Larsen	United Federation of Danish Workers	Civil Society organisation	denmark
MATA-ALVAREZ, Juan	University of Barcelona, RES URBIS project	Research / academic	Spain
KRAUS, Gloria	City of Sigmaringen	Public body	Germany
Lara Dammer	Nova Institute GmbH	Researchers and education	Germany
Laura Jalasjoki	European Network for Rural Development	Civil Society organisation	Belgium
Anna Giannetti	Association of citizens for the environment	Civil society	Italy





Dr Liliya Serazetdinova	Knowledge Transfer Network	Civil society	UK
MAZZA, Livia	Fondazione Ecosistemi	Civil Society organisation	Italy
LADU, Luana	Technische Universität Berlin	Research / academic	Germany
BEHRENS, Martin	Agency for Renewable Resources	Public body	Germany
TILGA, Madis	Nordic Council of Ministers' Office	Public body	Estonia
MATISONS, Magnus	BioFuel Region AB (BFR)	Business / industry	Sweden
Manuel Lainez	INIA	Public administration	Spain
MEEUSEN, Marieke	Wageningen Economic Research	Research / academic	Netherlands
BONACCORSO, Mario	Assobiotec; Cluster SPRING.	Business / industry	Italy
MAJONE, Mauro	University of Rome La Sapienza, RES URBIS project	Research / academic	Italy
Myrsini Christou	Centre for Renewable Energy (CRES)	Researchers and education	Greece
Nicole Polsterer	FERN	Civil society	Belgium
STEINHAUS, Norbert	WILLABONN	Civil Society organisation	Germany
CIRCELLI, Patrizia	CIAOTECH Srl	Business / industry	Italy
MARIANI, Paola	Industrial Technology Park of Lombardia Region	Business / industry	Italy
PAPADOPOULOU, Electra	CHIMAR	Business / industry	Greece
Chris Patermann	Expert	Researchers and education	Germany
PESKOVICOVA, Dana	National Agriculture and Food Centre	Research / academic	Slovakia
HADJIYANGOU, Polyvios	BBI-JU	Public body	Belgium
Juan Moreno	Consejo Aragonés de Consumidores y Usuarios	Civil society	Spain
INVERNIZZI, Rachele	South Hemp Techno	Business / industry	Italy
POVAZAN, Radoslav	Slovak Environment Agency	Public body	Slovakia
HICKINGBOTTOM, Sarah	BioVale	Civil Society organisation	UK
Sarah West	Stockholm Environment Institute	Researchers and education	Sweden
AXINTE, Sorin Mircea	Technological Information Center - IRECSON	Research / academic	Romania
Susanna Vanhamäki	Lahti University of Applied Sciences, Faculty of Technology	Researchers and education	Finland
MACADO, Telmo	LIPOR	Business / industry	Portugal
VOS, John	BTG Biomass Technology Group	Business / industry	Netherlands

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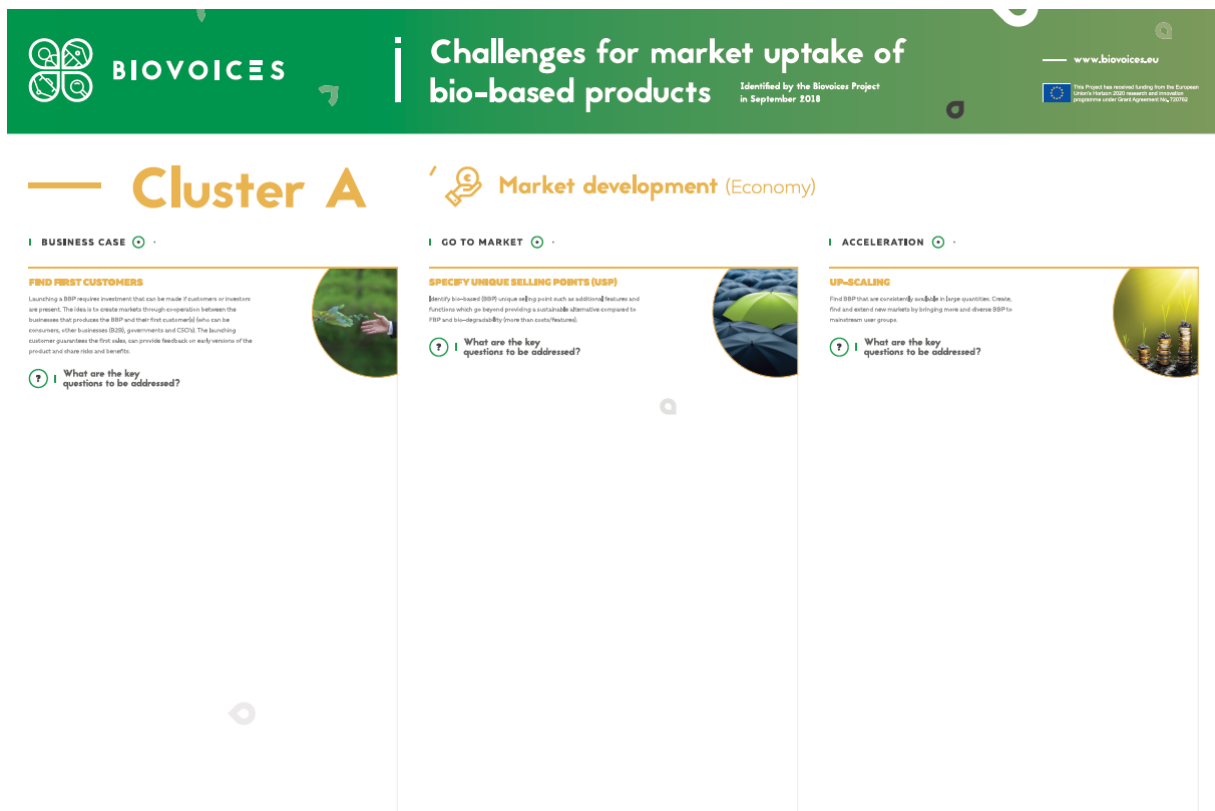


Willem Sederel	Biobased Delta	Business community	Netherlands
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Table 6 - Focus Group experts list

Dissemination material created ad hoc for the Focus Group Workshop

In the figures below and in table 7 we provide two examples of interactive posters and adhesives developed specifically for the Focus Group Workshop. The experts at the Workshop were invited to provide examples and observations on the interactive posters through the adhesives regarding the identified Challenges for market uptake of bio-based products (identified by the project in D3.3 Map of promising perspectives of bio-based product for application sectors). The adhesives were created in four different colours, where each colour represented to a specific stakeholder group (civil society, business, research and policy makers).



BIOVOICES | Challenges for market uptake of bio-based products
Identified by the Biovoices Project in September 2018

Cluster A Market development (Economy)

BUSINESS CASE

FIND FIRST CUSTOMERS
Launching a BBP requires investment that can be made if customers or investors are present. The idea is to create markets through cooperation between the businesses that produce the BBP and their first customer(s) who can be researchers, other businesses (B2B), governments and CSOs. The leading customer guarantees the first sales, can provide feedback on early versions of the product and share risks and benefits.

What are the key questions to be addressed?

GO TO MARKET

SPECIFY UNIQUE SELLING POINTS (USP)
Identify bio-based BBP unique selling point such as additional features and functions which go beyond providing a sustainable alternative compared to FBP and bio-degradability (more than costs/features).

What are the key questions to be addressed?

ACCELERATION

UP-SCALING
Find BBP that are sustainable and viable in large quantities. Create, find and extend new markets by bringing more and diverse BBP to mainstream user groups.

What are the key questions to be addressed?

Figure 48 - Focus Group interactive poster, Cluster A

Challenges for market uptake of bio-based products

Identified by the Biovoices Project in September 2018

www.biovoices.eu

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

Cluster B

BUSINESS CASE

GO TO MARKET

PROMOTE CHANGES IN PURCHASE HABITS

Raise awareness among early adopters (e.g. supermarkets, schools) and consumers to use BBP. Guarantee safety to increase trust in BBP, develop a coherent terminology (SINOTIC 422).

? What are the key questions to be addressed?

ACCELERATION

INCREASE THE ADOPTION

Making BBP widely available, easy to use discard and cheap. Identify ways to increase adoption by better communication and by finding better contexts to sell BBP products.

? What are the key questions to be addressed?

Figure 49 - Focus Group interactive poster, Cluster B

Challenges for market uptake of bio-based products

Identified by the Biovoices Project in September 2018

www.biovoices.eu

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

Cluster D

BUSINESS CASE

IMPROVE RESOURCES TO ENHANCE BUSINESS CASES

To improve and reuse agricultural practices, consumer behaviour patterns, infrastructures (innovation support, marketing, LCA, crowd funding), to involve more intermediaries and to increase cross-sectoral cooperation in order to improve the market entry of sustainable BB products.

? What are the key questions to be addressed?

GO TO MARKET

B2B USERS AS FRONTRUNNERS

Launching a BBP requires investment that can be made if customers or investors are present. The idea is to create markets through cooperation between the businesses that produces the BBP and their customers (also can be consumers, other businesses (B2B), governments and CSOs). The Bunching customer guarantees the first sales, can provide feedback on early versions of the product and share risks and benefits.

? What are the key questions to be addressed?

ACCELERATION

INCREASE SUSTAINABLE 2G FEED-STOCK FOR BB PRODUCTS

To increase sustainable bio-based feedstock (waste, side streams, by products) and to find appropriate bio-based products that are more sustainable and cheaper than fossil feedstock with 2G compared to 1G.

? What are the key questions to be addressed?

Figure 50 - Focus Group interactive poster, Cluster D

BIOVOICES | Challenges for market uptake of bio-based products
Identified by the Biovoices Project in September 2018

Cluster E | Regional / Local development

BUSINESS CASE

ENHANCE LOCAL BIOECONOMY ACTION PLANS
Creation of an ecosystem to implement Bioeconomy business cases as a strategic asset for local development by dialogue and engagement with stakeholders.
Focus on cities and rural regions with feedback and business cases raising a local Bioeconomy action plan (bottom-up).

GO TO MARKET

BOOST LOCAL DEPLOYMENT
Opportunities of local economies to contribute to increase the market uptake of business cases with BPP through more local feedback, local transport, local advice and local media share together to the specific circular challenges.

ACCELERATION

What are the key questions to be addressed?

Figure 51 - Focus Group interactive poster, Cluster E

BIOVOICES | www.biovoices.eu

Key topics (questions) to be discussed during an MML event addressing the challenge

Main applications sector(s) the challenge is more evident at

Sector 1 Cleaning and hygiene, personal care and cosmetics, health and biomedical	Sector 2 Textile products, clothing, sports and toys	Sector 3 Food packaging, disposable products for catering and events
Sector 4 Biofuels and bioenergy	Sector 5 Building, construction and restoration, paintings, decorations and furniture	Sector 6 Nutraceuticals, environmental bioregulation and biological sensors
Sector 7	Sector 8	Sector 9

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

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 7 - Focus Group adhesives

In Figures 52 and 53 we provide the two-days agenda of the event.

BIOVOICES focus group workshop agenda

Day 1. Tuesday, 13 / 11 / 2018
Palazzo Falletti | Via Panisperna 207,
00184 Roma – Rione Monti, Italy

9:00 - 9:30	Registration				
9:30 - 9:40	Welcome – BIOVOICES overview Ms Chiara Pocaterra, Agency for the Promotion of European Research, BIOVOICES project coordinator				
9:40 - 10:00	EU updated Bioeconomy Strategy: the role of the European Bioeconomy network Ms Claudia Pecoraro, European Commission, Communication Officer, DG RTD, Directorate Bioeconomy				
10:00 - 10:10	Scope, structure and expected outcomes of the event Mr Iakovos Deligiannis, Q-PLAN INTERNATIONAL ADVISORS				
10:10 - 11:00	Overview of the identified challenges affecting the market uptake of bio-based products (BIOVOICES analysis, Sep 2018) Ms Susanna Albertini, FVA New Media Research; Ms Greet Overbeek, Wageningen Economic Research				
11:00 - 11:30	Coffee Break				
“Working in teams” sessions (the discussions will be moderated by BIOVOICES partners)	Grouped in 4 teams (tables), the participants will share ideas on how to better address the identified challenges. During each session a different cluster of challenges will be targeted by the team: <ul style="list-style-type: none"> × Which are the key discussion topics that better address each challenge? × In which application sector(s) each challenge is more evident? 				
11:30 - 12:30	<table border="1"> <tr> <td>Table 1 Cluster A</td> <td>Table 2 Cluster B</td> <td>Table 3 Cluster D</td> <td>Table 4 Cluster E</td> </tr> </table>	Table 1 Cluster A	Table 2 Cluster B	Table 3 Cluster D	Table 4 Cluster E
Table 1 Cluster A	Table 2 Cluster B	Table 3 Cluster D	Table 4 Cluster E		
12:30 - 13:45	Light lunch				
13:45 - 14:45	<table border="1"> <tr> <td>Cluster B</td> <td>Cluster D</td> <td>Cluster E</td> <td>Cluster A</td> </tr> </table>	Cluster B	Cluster D	Cluster E	Cluster A
Cluster B	Cluster D	Cluster E	Cluster A		
14:45 - 15:45	<table border="1"> <tr> <td>Cluster D</td> <td>Cluster E</td> <td>Cluster A</td> <td>Cluster B</td> </tr> </table>	Cluster D	Cluster E	Cluster A	Cluster B
Cluster D	Cluster E	Cluster A	Cluster B		
15:45 - 16:10	Coffee Break				
Plenary Session					
16:10 - 17:30	Conclusions of the day – planning of Day 2 Moderators of each Cluster				
17:30 - 18:30	Informal “Aperitivo Italiano”				

Remark: the challenges of “introducing EU/national incentives” and “realising standardisation” (Cluster C) will be addressed in all tables within the framework of the respective discussions of each session.

Clusters	Development phase		
	1. Business case: Product is 95% mature and becomes a business case	2. Go-to-market: Product is mature, and market increases to 5% among niche groups	3. Acceleration: Market increases above and reaches new user groups
A: Market development	A1 Find First Customers	A2 Specify Unique Selling Points (USP)	A3 Up-scaling
B: Awareness & trust building		B2 Changes In Purchase Habits	B3 Increase The Adoption
C: Supporting strategies & standards		C2 Introduce Eu & National Incentives	C3 Realise Standardisation
D: Supporting environment	D1 Improve The Ecosystem to Enhance Business Cases	D2 B2b Users As Frontrunners	D3 Increase Sustainable 2g Feed-stock For BB Products
E: Regional/Local development	E1 Enhance Local Bioeconomy Strategies & Action Plans	E2 Boost Local Deployment	

Figure 52 - Focus Group Agenda (day 1)



BIOVOICES focus group workshop agenda

Day 2. Wednesday, 14 / 11 / 2018
Palazzo Falletti | Via Panisperna 207,
00184 Roma – Rione Monti, Italy

9:00 - 9:15	Registration
Plenary session	<p>The participants will share ideas on the organisation of MML events to address the identified challenges, within a development phase, namely:</p> <ul style="list-style-type: none"> At which level each challenge should be (better) addressed during a mutual learning event? A local/regional, national or European level? Who should be involved? Do you know of an event already planned during the next year which should be targeted for the organisation of a Mutual Learning event?
9:15 - 10:15	<p>Session 1 Development phase 1: "Business case" (Product is 95% mature and becomes a business case)</p>
10:15 - 11:15	<p>Session 2 Development phase 2: "Go-to-market" (Mature product and early market penetration)</p>
11:15 - 11:45	Coffee Break
11:45 - 12:45	<p>Session 3 Development phase 3: "Acceleration" (Market increases and new user groups are reached)</p>
12:45 - 13:00	Conclusions and further steps
13:00	End of the workshop – light lunch

Legend

Clusters	Development phase		
	1. Business case: Product is 95% mature and becomes a business case	2. Go-to-market: Product is mature, and market increases to 5% among niche groups	3. Acceleration: Market increases above and reaches new user groups
A: Market development	A1 Find First Customers	A2 Specify Unique Selling Points (USP)	A3 Up-scaling
B: Awareness & trust building		B2 Changes In Purchase Habits	B3 Increase The Adoption
C: Supporting strategies & standards		C2 Introduce Eu & National Incentives	C3 Realise Standardisation
D: Supporting environment	D1 Improve The Ecosystem to Enhance Business Cases	D2 B2b Users As Frontrunners	D3 Increase Sustainable 2g Feed-stock For BB Products
E: Regional/Local development	E1 Enhance Local Bioeconomy Strategies & Action Plans	E2 Boost Local Deployment	

Figure 53 - Focus Group Agenda (day 2)

PARTICIPATION IN EVENTS AND MEETINGS

In table 8 are listed all events of the first year of the project where partners attended for dissemination purposes.

Country	City	From	To	Responsible partner	Short description
Romania	Galati	12/04/2018	12/04/2018	FRONTIER	Launch event of the OpenHub Creative Industries cluster.
Belgium	Brussels	17/04/2018	17/04/2018	APRE	BBI Information Day WP 2018
Italy	Rome	18/04/2018	18/04/2018	APRE	National BBI Info day
Greece	Athens	26/04/2018	28/04/2018	QPLAN	European Biotechnology Congress 2018
Slovakia	Bratislava	14/05/2018	14/05/2018	PEDAL	“Waking up Slovak agriculture” by The Free Market Road Show
Italy	Rome	15/05/2018	15/05/2018	FVA, APRE	Meeting with Mario Bonaccorso (Assobiotec and Cluster Spring)
Italy	Rome	17/05/2018	17/05/2018	FVA	Meeting with Livia Mazzà and Nina Vetri (Fondazione Ecosistemi)
Slovakia	Bratislava	18/05/2018	18/5/2018	PEDAL	Green Day of the GLOBSEC 2018
Portugal	Porto	21/05/2018	22/05/18	MINERVA	SmartAgriForNorte - valorising value chains in Food & Agri - focus on waste
Italy	Rome	23/05/2018	23/05/2018	FVA	Forum PA 2018
Italy	Rome	24/5/2018	24/05/2018	FVA	Bioeconomy Village organized in the context of European Sustainable Development Week (ESDW) 2018
Romania	Bucharest	24/05/2018	25/05/2018	FRONTIER	Made in Danube - Policy Dialog Event.
Slovakia	Ceske Budejovice	25/05/2018	25/05/2018	PEDAL	Third Bioeconomy Course: course on Bioeconomy of the University of South

					Bohemia based on a multidisciplinary approach, covering a wide spectrum of topics from sciences, economy, business, law and communication.
Italy	Rome	05/06/2018	05/06/2018	FVA	Fatti di plastica (organised by CNR)
Belgium	Brussels	06/06/2018	06/06/2018	APRE	Innovative bio-based products: Investment, Environmental Impacts and Future Perspectives. Organised by Ecologic Institute.
Luxembourg	Luxembourg	06/06/2018	09/06/2018	MINERVA	EBN Congress/ Technoport - Future of Innovation
ROMANIA	IASI	07/06/2018	07/06/2018	FRONTIER	Brokerage Event on Health and Bioeconomy
Germany	Frankfurt	11/06/2018	12/06/2018	MINERVA	Co-BioTech workshop for newly funded projects in bio-based sectors and industries
Italy	Rome	12/06/2018	12/06/2018	FVA	ISAAC final conference
Italy	Rome	02/07/2018	02/07/2018	APRE	MML workshop about Good practices among the APRE running projects. Presentation of BIOVOICES.
UK	Andover, hants	20/06/2018	20/06/2018	MINERVA	Sustainability - important for business, places and people
France	Toulouse	09/07/2018	14/07/2018	Minerva	ESOF 2018
Spain	Madrid	09/07/2018	09/07/2018	ASEBIO	GENERAL ASSAMBLY/ASEBIO REPORT
UK	Bournemouth, England	30/07/2018	30/07/2018	Minerva	Dorset Local Enterprise Partnership presentation of BIOVOICES
UK	Basingstoke, England	15/08/2018	15/08/2018	Minerva	EM3 Enterprise Local Enterprise Partnership presentation of BIOVOICES



UK	Cirencester , England	31/08/2018	31/08/2018	Minerva	Farm 491 at the Royal Agricultural University presentation of BIOVOICES
Greece	Thessaloniki	01/09/2018	01/09/2018	QPLAN	Researcher's Night
Germany	Berlin	05/09/2018	05/09/2018	ICLEI	STAR-ProBio - Workshop. Validation of bio-based products – the social dimension
UK	York, England	12/09/2018	12/09/2018	Minerva	Meeting with BIOVALE network and the DBC to discuss hosting one of the UK regional events in 2019.
UK	London, England	22/09/2018	22/09/2018	Minerva	New Scientist Live
Spain	Seville	24/09/2018	24/09/2018	ASEBIO	BIOCOMUNICA
Spain	Seville	25/09/2018	27/09/2018	ASEBIO	BIOSPAIN 2018
UK	London, England	26/09/2018	26/09/2018	Minerva	Innovate UK/KTN Societal Challenge 2 - Brokerage and Information Event
Italy	Torino	27/09/2018	28/09/2018	FVA, APRE, LOBA	IFIB2018
Italy	Milan	28/09/2018	30/09/2018	FVA, APRE, LOBA	BIOART Gallery at FESTIVALFUTURO 2018
Italy	Rome	29/09/2018	30/09/2018	FVA	European Researchers' Night
UK	Southampton	02/10/2018	02/10/2018	Minerva	The Big Green Event Expo organised by the Southern Sustainability Partnership
UK	London, England	18/10/2018	18/10/2018	Minerva	Insect Biomass Conversion Meeting
Belgium	Brussels	18/10/2018	18/10/2018	APRE, FVA, Q-PLAN, MINERVA, ICLEI	EU Bioeconomy Conference - to launch new European Bioeconomy Strategy
Belgium	Brussels	22/10/2018	22/10/2018	FVA	Sustainable and circular Bioeconomy, the European way
Italy	Online	24/10/2018	24/10/2018	FVA	BioCannDo: 4. Networking Webinar

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					on the Communication of Bio-Based Products
Romania	Bucharest	31/10/2018	04.11.2018	FRONTIER	INDAGRA 2018 brings together over 550 companies around the world, of which over 380 are from Romania. The degree of internationalisation of the fair is 31%, up 11% compared to last year's edition. There are 25 countries with a tradition in the field of agriculture, export and import of high performance products and equipment, including Austria, Belgium, Bulgaria, China, Denmark, France, Germany, Greece, Italy, Great Britain, Romania, Serbia, Slovenia, Spain, Turkey, Ukraine, Hungary, Belarus, Czech Republic, Finland, Republic of Moldova, Russia, South Korea.
Spain	Moraleja, Cáceres	08/11/2018	09/11/2018	ASEBIO	
Italy	Rimini	09/11/2018	09/11/2018	FVA	Ecomondo
Italy	Rome	09/11/2018	09/11/2018	FVA, APRE	Meeting with Lazio Innova to discuss the organisation of a joint local event
Spain	Valencia, Spain	27/11/2018	27.11.2018	ASEBIO	Conference: Digitalisation and Sustainability of the Biotechnology Sector
Belgium	Brussels	29/11/2018	29/11/2018	FVA, APRE	10th Bioeconomy Stakeholder Panel
Europe wide	UNECE/FAO Forest Information Billboard	20 June onwards - online	on going	Minerva	UNECE/FAO Info Billboard

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Italy	Rome, Senato	3/12/2018	3/12/2018	FVA	First ICESP Annual Conference The Italian way for the circular economy. Monday 3 December at 2.30 pm at the Senate, ENEA presents the first results of the Italian Platform for Circular Economy (ICESP), during the First Annual Conference (Rome, Koch hall, entrance from Piazza Madama 11).
Netherlands	The Hague	01/12/2018	01.12.2018	WR	Cross-sectoral cooperation to match supply and demand of bio-based products
Poland	Katowice	08/12/2018	08/12/2018	ICLEI	COP24 side at EU pavilion on NBS and climate planning. BIOVOICES outreach material was disseminated.
Italy	Rome	13/12/2018	13.12.2018	FVA	4th Annual Report on biodegradable and compostable polymers by Assobioplastiche
Italy	Frascati	13/12/2018	13.12.2018	FVA	Closing event of the, European Researchers' Night project - BEES
Netherlands	Bergen op Zoom	19/04/2018	19.04.2018	WR	Natural Fivertastic 2018
Netherlands	Bergen op Zoom	30/08/2018	30.08.2018	WR	Biobased public procurement

Table 8 - Participation in events and meetings

PLANNED MML WORKSHOPS FOR 2019

For Year 2 of the project, 13 MML workshop to be held in 6 different countries have been planned already: two in the Netherlands, one in Germany, one in Spain, two in the UK, one in Slovakia and six in Italy.

Country	City	From	To	Responsible partner	Short description
The Netherlands	Utrecht	08/01/2019	08/01/2019	WR	Social innovation event. In the afternoon, there will be



					several working groups, i.e. one about ecological building with bio-based materials. A chairman of an ecovillage will explain his plans and demands, an intermediate will explain the use of bio-based building materials, and a representative of the start-ups will explain their experiences.
Germany	Berlin	March 2019	March 2019	ICLEI	MML Workshop: Scoping the Bioeconomy in Germany
Spain	Málaga	13/02/2019	13/02/2019	ASEBIO	Transfiere 2019, National MML BIOVOICES
UK	Farm 491, Royal Agricultural University, Cirencester	01/03/2019	01/03/2019	Minerva	UK South West regional MML event
Slovakia	A Circular Economy for Forestry in Slovakia	March-April 2019	N/A	PEDAL	The day-long workshop or roundtable, which is proposed to take place in the framework of the <i>Transition to the Green Economy</i> programme of the Slovak Ministry of Environment, will bring together key stakeholders from the forest sector, including industry, government and civil society to explore the basis and prospects and implications for future development of the Slovak forest sector, specifically moving toward a circular, “green” economy.

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Italy	Bari	19/03/2019	20.03.2016	FVA	Bioeconomy in Puglia: Challenges, opportunities and barriers for the regional development based on local resources valorisation - La bioeconomia in Puglia: sfide, opportunità e barriere per lo sviluppo regionale basato sulla valorizzazione delle risorse territoriali. E1: ENHANCE LOCAL BIOECONOMY STRATEGIES and ACTION PLANS
Italy	Napoli	28/03/2019	28/03/2019	APRE	Organised in coincidence with ENERGYMED. D3: INCREASE SUSTAINABLE BIO-BASED FEEDSTOCK FOR BB PRODUCTS
UK	Biovale, York, England	09/04/2019	09.04.2019	Minerva	UK North East regional MML event
The Netherlands	Delft	11/04/2019	11/04/2019	WR	Sustainable and circular Bioeconomy, the European way
Italy	Rome	23/05/2019	23/05/2019	FVA	Organised together with Cluster SPRING and Lazio Innova. B2 Challenge: CHANGES IN PURCHASE HABITS
Italy	Rome	May 2019	May 2019	APRE	Organised in coincidence with BBI JU infoday. C2 Challenge: INTRODUCE EU & NATIONAL INCENTIVES
Italy	Rome	July 2019	July 2019	CNR	In collaboration with Lazio Innova. B3 Challenge: INCREASE THE ADOPTION
Italy	Napoli	3/10/2019	3/10/2019	CNR	Organised in coincidence with IFIB. CHALLENGE A3: UP-SCALING

In addition, APRE disseminated information about BIOVOICES events and activities through its database:

Date	Information disseminated	Channel	Target audience	Numbers of persons reached
4/04/2018	EUGREENWEEK: BIOVOICES DISCUTE DI CIRCULAR BIO-BASED ECONOMY – BRUXELLES, 22 MAGGIO 2018.	APRE Database	SC2 subscribers (researchers, enterprises, civil society and policy makers)	Recipients: 24.858 Readers: 9.193
16/07/2018	Exposition spaces for researchers and enterprises in Maker Fair and Researchers Night offered by BIOVOICES.	APRE Database	SC2 subscribers (researchers, enterprises)	Recipients: 12.379 Readers: 4.106
9/10/2018	Call for experts for the Focus Group and Invitation to visit BIOVOICES at Maker Faire, Rome 2018.	APRE Database	SC2 subscribers (researchers, enterprises, civil society and policy makers)	Recipients: 15.300 Readers: 6.332
20/12/2018	BIOVOICES Newsletter #1 and request to subscription to the mailing list.	APRE Database	SC2 subscribers (researchers, enterprises, civil society and policy makers)	Recipients: 15.300 Readers: 6.432
25/06/2018	Dissemination of events and call for exhibition spaces: <ul style="list-style-type: none"> • Researchers' Night • Maker Faire Rome 2018 <ul style="list-style-type: none"> • FESTIVALFUTURO 2018 (Milan) • Bioeconomy Corner – 22/10/2018 (Brussels). 	APRE Weekly (APRE newsletter for the members)	APRE members (130 members: http://www.apre.it/chisiamo/i-soci/)	Recipients: 1.513 Readers: 1.072 The members distribute the APRE newsletter internally to their offices.

Table 9 - Channels and audience of APRE dissemination

8. NEWSLETTER

The development of the 1st BIOVOICES newsletter required a joint effort from all consortium members. A partner organisation was assigned as leader for each section of the newsletter; 1. Join us! We need to hear your voice! 2. BIOVOICES insights 3. What's up with bioeconomy? 4. In case you missed it 5.

Include in your agenda 6. Others.. The role of section leaders was to collect inputs needed from any consortium member and draft the articles belonging to the respective section.

As shown in the mock-ups below, four sections of the newsletter concern outputs and insights stemming from the project, while the other two sections provide general content related to the bioeconomy matter.

The newsletter was distributed on the 13th of December 2018 to 162 recipients, as shown in Figure 54.

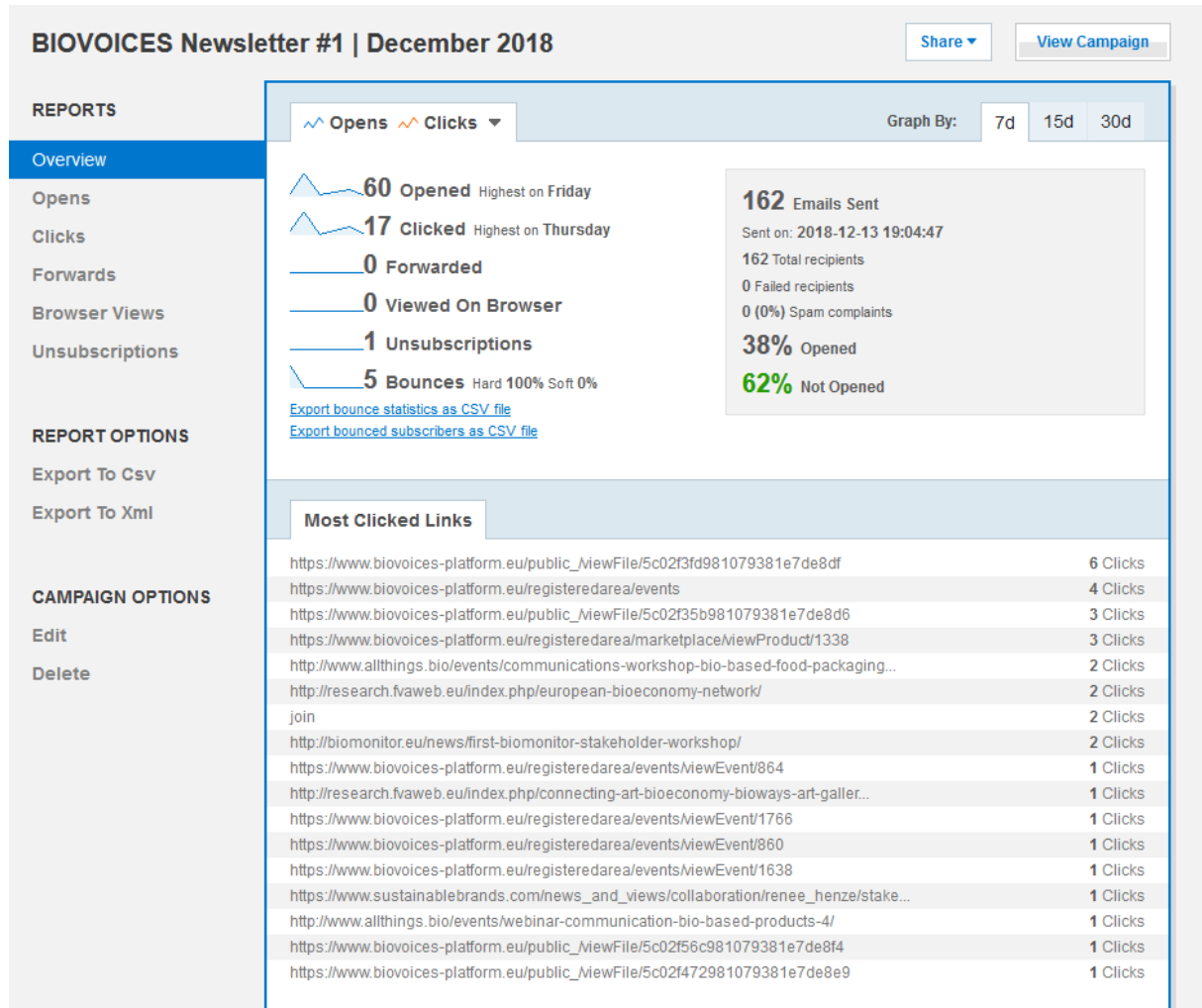


Figure 54 - Newsletter #1 report

In the Figures below show mock-ups of each of the newsletter sections.

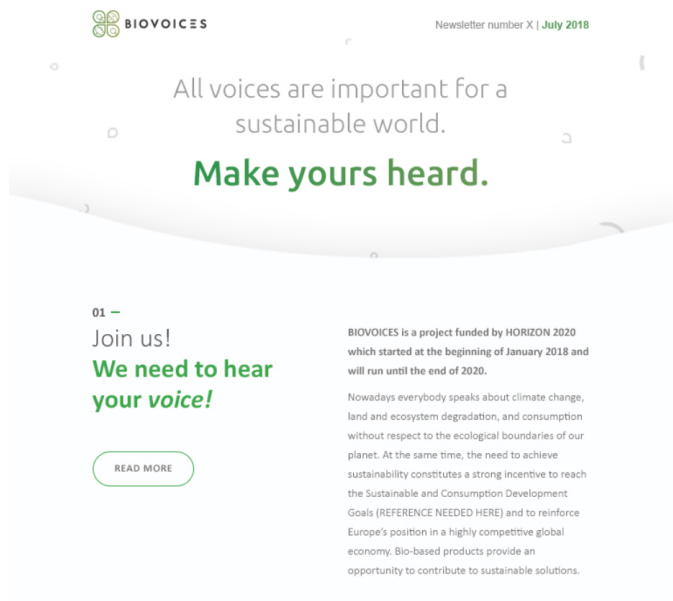


Figure 55 - Newsletter#1, Section 1

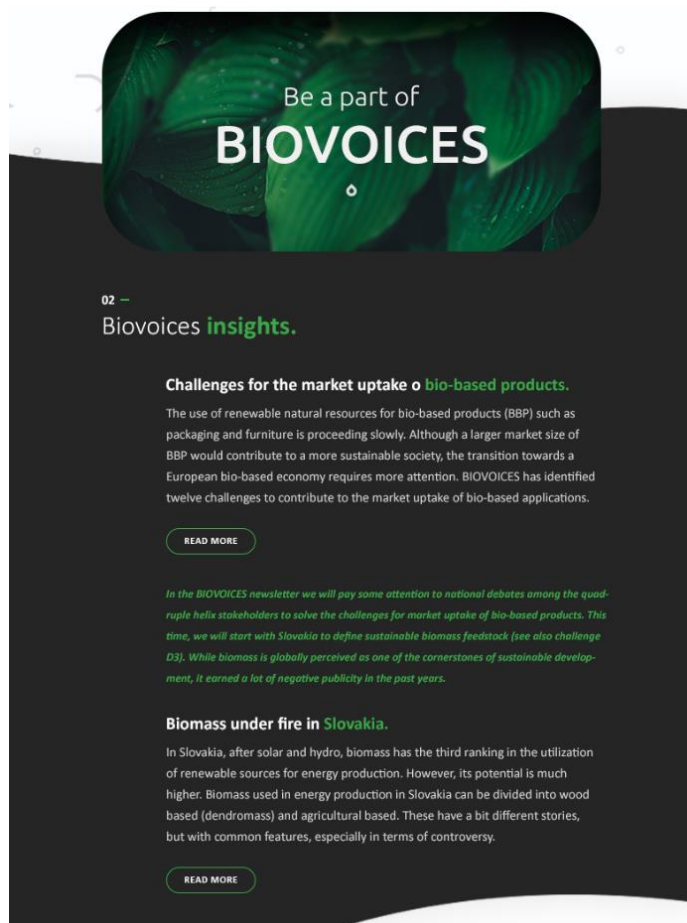


Figure 56 - Newsletter#1, Section 2



03 —
What's up with **bioeconomy?**

News from the EC:

- A new bioeconomy strategy for a sustainable Europe [>](#)
- The European Bioeconomy Network now has 20 Partners [>](#)

EU funded projects:

- Connecting Art and Bioeconomy: the BIOWAYS Art [>](#)
- BioCannDo Networking Webinar #4 [>](#)
- BioMonitor Stakeholder Workshop [>](#)
- Biobridges, the new BBI JU funded Bioeconomy project [>](#)
- BioCannDo Communications workshop: Bio-based food packaging materials [>](#)

Interesting articles:

- Stakeholders Collaborating for a More Sustainable Bioeconomy [>](#)
- The Bioeconomy: an alternative to our fossil fuel based system [>](#)

Figure 57 - Newsletter#1, Section 3

04 —
In case you **missed it.**

MML: Maximizing collaboration among EC funded projects communicating about the Bioeconomy

Brussels, Belgium
28 March 2018 [READ MORE](#)

Waking up Slovak Agriculture

Bratislava, Slovakia
14 May 2018 [READ MORE](#)

BIOVOICES at Green Day of the GLOBSEC 2018

Bratislava, Slovakia
18 May 2018 [READ MORE](#)

Boosting circular bio-based economy in cities

Brussels, Belgium
22 May 2018 [READ MORE](#)

BIOVOICES presented at the General Assembly of the Slovak Bioeconomy Cluster

Nitra, Slovakia
14 June 2018 [READ MORE](#)

BIOVOICES at EcoInn Danube – Green Innovation and Entrepreneurship Summer School 2018

Bratislava, Slovakia
22-29 June 2018 [READ MORE](#)

MML: Unique selling points for the bio-based products during the Urban Summit in Bratislava

Bratislava, Slovakia
27 September 2018 [READ MORE](#)

IFIB 2018 International Forum on Industrial Biotechnology and Bioeconomy

Turin, Italy
27–28 September 2018 [READ MORE](#)

Figure 58 - Newsletter#1, Section 4

05 –
Include in your agenda.

BIOVOICES Mobilisation and Mutual Learning events.

To facilitate the market uptake of bio-based products and the bioeconomy in general, it is critical to engage all relevant stakeholders with different perspectives, knowledge and experiences to tackle research and innovation related challenges. To promote the mobilisation and collaboration among stakeholders representing different interests and motivation, a large number of events at European, national and regional/local level will be organised within the next 2 years.

The aim is to share ideas and suggest actions to address the challenges for the market uptake of bio-based products, taking into consideration the requirements, expectations and concerns of all the stakeholders and target audiences as: citizens and CSOs; policy makers at all levels within the field of bio-based economy; researchers; educators (formal and informal); and businesses and industry. [Keep up to date with information regarding the Mobilisation and Mutual Learning events here](#)

Figure 59 - Newsletter#1, Section 5

06 –
Others

How can fossil-based sectors be turned towards the bioeconomy?

Reebok launches plant-based Cotton + Corn Trainers >

LEGO to launch sustainable bricks made from sugar cane >

Carlsberg replaces plastic ring can holders with recyclable glue >

Partners of the Project Consortium

APRE | FVA | PEDAL CONSULTING | National Research Council of Italy
CIVITTA | LOBA | Nova ID FCT | Q-PLAN International | Frontier Management Consulting
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Don't miss out the latest news in bioeconomy:
Join the BIOVOICES community [here](#)

Do you want to [unsubscribe](#) our newsletter?

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

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Figure 60 - Newsletter#1, Section 6

9. PROMOTIONAL VIDEOS

The [BIOVOICES Youtube channel](#) (used as online video repository) hosts a total of 4 videos:

1. **BIOVOICES promotional video:** <https://www.youtube.com/watch?v=Ps8eWsnY82M&t=1s>

The video introduces the concept of “bioeconomy” and consequently the concept of “bio-based products”, linking the two topics to the BIOVOICES 4-helix approach. Stressing on the need of collaboration among the four actors (civil society, business, research and policy makers) and the role of BIOVOICES in connecting bio-based forces for a sustainable world.



2. **Bio-art gallery video:** <https://www.youtube.com/watch?v=79xJHIVmWzU>

The concept of the video is to replicate the bio-art gallery held during FestivalFuturo at AltroConsumo in Milan on the 28th of September 2018.



3. Video on the MML workshop “The role of Green Public procurement in boosting Bioeconomy: challenges, opportunities and barriers to overcome” held in Rome on the 18th of October 2018: <https://www.youtube.com/watch?v=7nEP46F1dLw>



The role of Green Public Procurement in boosting Bioeconomy: challenges, opportunities and barriers to overcome

*Rome, 18 October 2018, 14.30 - 17.30
Forum CompraVerde-BuyGreen 2018
Salone delle Fontane, Via Ciro il Grande 10-12, 00144
Roma (Eur)*



BIOVOICES
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

www.biovoices.eu

4. Video on the BIOVOICES Focus Group held in Rome on the 13th and 14th of November 2018:

<https://www.youtube.com/watch?v=YQ4iyBi6cdQ>



10. CONCLUSIONS AND EXPLOITATION

The first year of BIOVOICES project communications was characterised by the creation of all channels, stationery, branding and materials to enhance dissemination. The first promotional materials were produced, the social media channels were created, the official website was designed, developed and continuously fed, the BIOVOICES platform was launched, as well as the first newsletter, the first events were organised and the events for the next year (2019) are already under preparation.

BIOVOICES at this stage can already rely on a solid community that counts more than 150 members belonging to project's mailing list: those members subscribed through the website form during events and/or through social media, referrals and other online channels and researches. This membership was built from scratch by the joint efforts of all Consortium and, considering that in the upcoming two years the project will organise more than 50 events, there are realistic and optimistic reasons to believe that our membership will progressively grow.

EXPLOITATION ROADMAP

The future steps to exploit at best project results are to:

1. Adapt communication materials to the "BIOVOICES approach": tackling key challenges (identified in D3.3) for market uptake of bio-based products, through Mobilisation and Mutual Learning workshops.

This process has been initiated by the re-designing project leaflet (as explained in chapter 3) and will be reflected in all BIOVOICES channels, including project website: the next Report on the dissemination and exploitation activities and results (D7.6) will include 2019 updates on project website, where LOBA will display (in a catchy and clear way) D3.3 challenges and how users can be involved in tackling them.

2. Adapt project messages for social media according to country-based insights stemming from national and regional workshops: each region/ country will reveal specific barriers and obstacles for market uptake of bio-based products, as well as different sensibilities towards core communication aspects such as sustainability, recycling, bio-based products, etc. From our regional and national MML workshops we can extrapolate key contents and convert them into visual attractive and user-friendly graphics (i.e. a factsheet on "Barriers for green building incentives in Portugal"), which are perfect for social media.
3. Launch a digital marketing campaign for BIOVOICES platform: as explained in chapter 6, in year 2 of the project, after the platform is released in a stable version, LOBA will make sure that social media campaigns and email marketing will be focused on converting our target audience into platform subscribers (the conversion rate in this case will be composed by the number of hits/ subscribers).

In parallel with digital marketing, all Consortium will broadly promote the platform during their own events, inviting participants to join in, create discussions and promote their own events related to bioeconomy.

4. Disseminate project results through and, especially for the organisation of the MML workshops, create synergies with the European Bioeconomy Network (<http://www.eubionet.eu/>): an initiative promoted by the BIOVOICES project bringing together more than 30 EU funded projects dealing with bioeconomy promotion, communication and support, with the main goal of maximising efforts, increasing knowledge sharing, networking, mutual learning and enhancing coordination of joint activities and events.



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



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