



RIBES

REGIONAL INCLUSIVE BIOBASED
ENTREPRENEURSHIP SOLUTIONS

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RIBES Dissemination and Communication Plan

White Research

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Regional Inclusive Biobased Entrepreneurship Solutions

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ABBREVIATIONS

CA	Consortium Agreement
D&C	Dissemination & Communication
DCP	Dissemination and Communication Plan
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
HEU	Horizon Europe
KPI	Key Performance Indicator
M#	Month #
MTF	Multi-Actor Transformative Forum
NGO	Non-governmental Organisation
WR	White Research

EXECUTIVE SUMMARY

The Dissemination and Communication Plan (DCP) of the Horizon Europe research project **Regional Inclusive Biobased Entrepreneurship Solutions**, or **RIBES**, is a strategic framework that aims to increase the visibility of the project, disseminate its outcomes effectively, and engage with diverse stakeholders. The plan is based on the principles outlined by the European Commission and emphasises the commitment to share research results with the scientific community, policymakers, and civil society, as well as leverage these outcomes to address societal challenges and inform policymaking.

RIBES' **mission** is to unite twenty (20) partners from all around Europe to promote the use of bio-based innovations by developing new governance and business models that combine the circular bioeconomy, social innovation, and rural development. The project's **overall objective** is to empower rural social entrepreneurs to co-create inclusive and sustainable bio-based business models that use simple digital solutions to connect and inform stakeholders while facilitating value chain development and market access for bio-based products and services.

This document presents the first version of **the DCP** of the RIBES project. Firstly, it provides **guidelines** for all consortium partners in disseminating and communicating the project's goals, progress, and outcomes during the implementation process. Secondly, it summarises the **overall dissemination and communication strategy** of the project by outlining the objectives, methodologies, channels, and tools to ensure the successful implementation of the engagement efforts of the project.

Furthermore, the plan elaborates on the variety of dissemination and communication channels, including digital and traditional channels, scientific publications, and participation in relevant events, ensuring a broad reach and engagement with key audience segments. Moreover, it outlines a control mechanism to monitor and quantitatively evaluate the impact of these activities, employing key performance indicators (KPIs) to assess progress and adapt strategies as necessary.

1. Introduction

This deliverable represents the initial version of the Dissemination and Communication Plan (DCP). This document contains detailed guidance on the approach, structure and timeline of the dissemination and communication activities of the Horizon research project RIBES. Furthermore, it defines the operational framework for the RIBES partners to promote the project effectively, communicate its activities, and disseminate its outcomes. This will further help to achieve the successful unfolding of the project, in line with the contractual obligations that the consortium has undertaken with the European Commission.

The **purpose** of this document is to define and outline a strategic plan to promote the project's vision by ensuring a dynamic implementation process throughout the project's lifespan. Over the next pages, this document explores and elaborates on the actions, methods, and tools to effectively disseminate and communicate the project's research findings to multiple audiences. Specifically, this plan provides a more detailed outline of the **dissemination and communication strategy** by further elaborating on the **objectives** (what do we aim to achieve), the **target audiences** (whom we are addressing), the **key messages** (why is it important), the **promotional material** (what to disseminate), the **channels** (how we will plan to reach out). Additionally, it defines the measurable **goals** (KPIs) and an indicative **timeline** (when to disseminate) while allowing room for ad-hoc and on-demand actions. Answering these questions is essential for developing a robust and impactful dissemination and communication action plan that maximises the project's impact.

Moreover, this deliverable acts as a yarding stick for all consortium partners, providing them with specific guidelines to spread the project's vision and capture valuable information and insight from engaged stakeholders. As part of a horizontal working package (**WP5 – Dissemination, communication and exploitation**), this deliverable is interconnected to all parts of the work plan. As such, dissemination and communication activities will be carried out throughout the entire duration of the project's mandate (M1-M36), aiming at both raising awareness of the project activities and functioning as an additional feedback mechanism that will lead to further refinements of the consortium's work. To that end, it should be underlined that a well-developed and effective dissemination and communication strategy requires the active involvement of all partners, who should devote time and resources with the intention of spreading awareness about the project and successfully interacting with the intended audiences. In each following section, the roles and responsibilities of the partners are elaborated on a separate box, indicating clear-cut instructions and tips.

Finally, it should be noted that this deliverable and its accompanying supporting documents is a dynamic framework, as it is subject to modifications and updates in line with the project's overall progress and ongoing developments. As such, the dissemination and communication strategy that is presented here will be periodically updated with new guidance, input, and explanations. An updated version of the DCP is planned for M18 (interim version) and is anticipated to expand upon the knowledge gained over the first eighteen months of the project. The final report on the outcomes and achieved impact of the DCP will be delivered in M36, coinciding with the end of the project.

2. About the RIBES project

A sustainable and inclusive bioeconomy is very important to address key environmental and social challenges, such as preserving natural resources and creating jobs, thus also contributing to the transition from a linear to circular economy and facilitating the accomplishment of Sustainable Development Goals in the EU. Despite that, the development of bioeconomy is slow in many European regions, which have not yet unlocked the full potential offered by R&D investments and scientific knowledge. It is crucial to deploy regional bioeconomies across EU regions, especially in rural/peri-urban areas that offer a significant amount of biomass potential, by supporting the development of circular bioeconomy strategies, the promotion of better-informed decisions, social engagement and innovation.

RIBES project brings together twenty (20) partners from all around Europe, aiming to promote the use of **bio-based innovations** by developing new governance and business models that combine the **circular bioeconomy, social innovation, and rural development**. Specifically, RIBES's **overall objective** is to empower rural social entrepreneurs to co-create inclusive and sustainable bio-based business models that use simple digital solutions to connect and inform stakeholders while facilitating value chain development and market access for bio-based products and services.

In more detail, the project's **objectives** include:

- Accelerate the regional shift from traditional, linear fossil-based economies to efficient, circular bio-based systems.
- Enhance awareness, governance, and social innovation to reduce resource use and boost the capacity for bio-based innovation in rural and peri-urban communities.
- Involve key local actors and stakeholders in bio-based innovation to support and encourage social enterprises and entrepreneurs to address local needs.
- Collaboratively develop innovative business and governance models supported by inclusive digital tools,
- Build strong multi-actor collaborations with stakeholders and platforms and use the research insights to reinforce international science-policy connections.

3. Methodology

In order to develop an effective strategy, the DCP suggests the use of a practical action plan that combines various methods and insights. Specifically, the approach involves five important steps:

- Analysing comprehensive **materials from the European Commission (EC)** to grasp the essential elements of the Horizon Europe (HEU) framework. This analysis includes key documents^{1,2} and a variety of resources, including informative videos³ and dedicated websites⁴ that summarises HEU guiding notions and objectives.
- Conducting an extensive search of **communication and marketing literature** to gain insights into current communication strategies, marketing theories, stakeholder engagement, and the use of communication tools in research projects.
- Incorporating **proven strategies from past EU-funded projects**, particularly in communication, dissemination, and exploitation⁵. This step focuses on meeting EC's standards, understanding the target audiences, employing various communication channels, and implementing an evaluation process for continuous improvement based on extensive experience in implementing dissemination and communication management.
- Engaging with the **project's consortium** to ensure all essential points and ideas are considered in the DCP. Through consultation, a thorough analysis of the project's target audiences, key stakeholders, and effective national and international dissemination channels was conducted.
- Establishing a **dynamic monitoring process** to evaluate the overall effectiveness of the communication and dissemination strategy and its ability to achieve the objectives tailored to the project.

To manage dissemination and communication in a Horizon research project effectively, the approach should be flexible and open to ongoing feedback. This means setting up a system where feedback from each communication effort is used to make improvements. Regular meetings with consortium partners will help keep the communication strategies in line with the project's goals and stakeholder interests. Using digital tools to track how well different communication methods are working will provide clear information for making these adjustments. This way, the project's communication efforts will be both well-planned and able to adapt to new information and audience responses, ensuring better reach and impact.

¹ Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. *Boosting the impact of your project through effective communication, dissemination and exploitation*, European IP Helpdesk. Available [here](#) (Accessed: 27 February 2024).

² Joint Research Centre. (2020). *Science for policy handbook*. European Commission. Retrieved March 13, 2024, available [here](#).

³ EU Science & Innovation, (2021, June 9). Dissemination & Exploitation in Horizon Europe [Video]. [YouTube](#).

⁴ European Research Executive Agency. (n.d.). Dissemination and exploitation. European Commission. Retrieved March 13, 2024, available [here](#).

⁵ Sotiriou et al. (2024). *Dissemination and communication plan. First version (Deliverable 8.1)*. Brussels: DE-CONSPIRATOR project 101132671–HEurope.

4. Dissemination and Communication Strategy

4.1 Overview of the D&C strategy

The RIBES dissemination and communication plan is based on a clear strategy for effectively disseminating and communicating the project's activities and milestones. This strategy is translated into an actionable plan by considering multiple key elements, as illustrated in **Figure 1**, and described in more detail in the following chapters.¹



Figure 1 - Overview of the RIBES dissemination and communication strategy

Overall, RIBES will employ a **hybrid dissemination and communication strategy** that integrates both digital and traditional activities, through which tailored promotional material will be disseminated to achieve optimal results. Specifically, the strategy outlines the project's **dissemination and communication objectives, target audiences, key messages, and tools** and further elaborates on each partner's **roles and responsibilities**. Furthermore, it demonstrates the project's unique visual identity, including a logo, templates, and colour schemes. This visual identity will serve as a paradigm for all printed and digital **promotional materials**, ensuring a clear and cohesive message. The promotional package will include leaflets, posters, bi-annual newsletters, news items, and a video communicating the project's results through digital and traditional channels to all targeted audiences. Furthermore, **digital channels**, such as social media platforms like LinkedIn, X, Facebook and YouTube, will be used to reach different segments of the audience effectively, while the creation of a dynamic and informative website will act as the focal point of the project's dissemination and communication activities. Regarding **traditional channels**, the project will produce scientific publications, while consortium partners will participate in various external events and conferences to stay updated on the latest research and innovation activities, communicate the project's updates and outcomes, and establish

¹ Inspired by Figure 1 of M. Gaillard & N. Germain (2018), 'Deliverable 9.2 – Dissemination and communication plan', DTOceanPlus, France Energies Marines, p. 10.

valuable synergies with other similar projects. Lastly, it outlines a monitoring framework and measurable goals as KPIs to evaluate the effectiveness of different content types and strategies.

4.2 Objectives

What do we aim to achieve?

4.2.1 Horizon Research Objectives

The first step in developing a successful dissemination and communication strategy for a Horizon research project is to understand the key concepts behind dissemination and communication as defined by the European Commission guidelines¹. Specifically, it is important to explain and outline the rationale between those interconnected concepts as they usually tend to overlap each other. By doing this, the objectives related to the dissemination and communication activities are clear to everyone.

Communication in a Horizon project is a continuous process aimed at engaging the broader community by emphasizing the project's significance and advantages and the role of EU funding in addressing societal issues.

Dissemination, on the other hand, involves sharing project outcomes and technical findings via appropriate channels, such as scientific publications or similar mediums. More specifically, dissemination aims to transfer and circulate knowledge to potential stakeholders and enhance the impact of the research².

As such, effective dissemination and communication of research findings are crucial for reaching out to diverse groups, such as the scientific community, policymakers, media representatives, and the general public. Integrating these activities throughout the project's implementation phase and beyond can help to amplify the impact of the project's outcomes. Furthermore, communication and dissemination activities take place at different stages of a project's lifespan, as communication starts early while dissemination kicks off when the first scientific results are available. **Table 1** provides an overview of the communication and dissemination objectives for better clarity.

Table 1 - Horizon Europe Communication and Dissemination activities³

Communication		Dissemination
Objectives	Reach out to society and show the importance and impact of the project	Transfer knowledge and results with the aim to enable others to use or reuse and take up the results, thus maximising the impact of the research

¹ Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. *Boosting the impact of your project through effective communication, dissemination and exploitation*, European IP Helpdesk. Available [here](#) (Accessed: 27 February 2024).

² Ibid.

³ Adapted from Scherer, J. et al., (2022) Successful valorisation of knowledge and research results in Horizon Europe. *Boosting the impact of your project through effective communication, dissemination and exploitation*, European IP Helpdesk, p.21. Available [here](#) (Accessed: 27 February 2024).

Focus	Informing and promoting the project’s results/successes in a non-technical manner through strategically planned actions	Describe and ensure results are available for others to use or reuse
Target Audience	Multiple audiences	Audiences that may have an interest in the potential use or reuse of the results

4.2.2 RIBES D&C Objectives

Based on the aforementioned, the **RIBES strategy** is carefully designed and tailored to the project’s approach, aiming to maximise its impact and transfer knowledge and results to the targeted stakeholders while communicating its concept to wider audiences.

To that end, RIBES’ **communication objective** is to raise awareness among society about the impact and benefits of its transnational research, which can improve the understanding of how bio-based solutions can improve the quality of life in rural areas and encourage engagement in the project’s activities. To achieve this goal, the project will launch a pan-European campaign that will span throughout the duration of the project, focusing on communicating its objectives, activities, and events to multiple audiences and translating the scientific and technical results into easy-to-understand messages for public outreach to **raise awareness, spark measurable actions** and pave the way for the **sustainability** of the project’s outcomes.

Specifically:

Communication overarching objective: Proactively demonstrate the value and benefits and communicate the project’s aim, vision, activities, and events to a wider audience.	
#1	Generate wide awareness and understanding of the project research agenda.
#2	Demonstrate the added value of the project’s research findings and tools in a non-technical way.
#3	Increase visibility and generate interest towards the project’s topic.
#4	Facilitate engagement with stakeholders by ensuring clear, timely, and transparent communication through digital and traditional activities.
#5	Follow, inform, and influence the debate around the EU legislative and decision-making process.

Building upon this, RIBES's **dissemination objective** is to ensure **interested stakeholders are informed** about the project's activities and the value propositions, as well as adopting and reusing **project's results and tools**. By guaranteeing that insights, lessons learned, and meaningful data are accessible to those interested, it will aim to facilitate the replication and reuse of RIBES's exemplary elements. To do so, the project will engage stakeholders in a meaningful and mutually fruitful way via a series of dissemination activities, such as scientific publications, participation in scientific events and conferences and development of synergies with similar initiatives and relevant projects.

Specifically:

Dissemination overarching objective:

Share and transfer knowledge and results and promote the project's actions and value propositions.

- #1 Ensure those interested in the project's research agenda have clear and up-to-date information.
- #2 Demonstrate the added value of the project's research findings.
- #3 Establish synergies and ensure collaboration with similar research initiatives.
- #4 Facilitate the uptake of results by targeted stakeholders.

4.3 Roles and Responsibilities

Whose?

All partners are expected to actively participate and contribute to the implementation of the dissemination and communication activities according to the dissemination and communication strategy. **White Research (WR)**, leading the communication and dissemination work package as a **dissemination and communication manager**, will closely monitor the dissemination and communication actions described in this document and provide all the necessary support to the consortium partners. Nonetheless, the partners' involvement in both online and traditional activities is crucial for raising awareness and promoting the project.

Partners' contribution will be a natural by-product of the project's development as most activities, results, milestones, and progress will either involve engaging with stakeholders or producing content that needs to be shared and promoted widely. In addition, **partners must consistently report their dissemination and communication activities to the dissemination manager, WR, prior to any kind of activity.**

Over the next pages, the partner's contribution is further elaborated and analysed in each section and dedicated topic. In a nutshell, the consortium partner's contribution can be described in three activities:

4.3.1 Digital/Online activities:

- Provide content for online dissemination and communication efforts, such as opinion articles, remarks, and other news items, to ensure a constant flow of content and a strong online presence.
- Promote the project's online dissemination and communication efforts.
- Flag and report any relevant and interesting events or news to the dissemination manager.

4.3.2 Traditional/Offline activities:

- Organise events to raise awareness regarding the project.
- Participate in external events, conferences and outreach activities to promote the project.
- Distribute the project's promotional materials (e.g., printed version of leaflet).
- Contribute to the publication of the project's research findings.
- Support the dissemination and communication activities via various activities, such as surveys and interviews.
- Support the engagement with relevant stakeholders.

4.3.3 Approval process

An approval process is necessary to ensure that the information regarding the dissemination of public materials is correct and can be made publicly available. Although different partners will be involved in the approval process depending on their input and feedback, the following should always be included:

- **Project Coordinator:** Peter Canciani (CEI).
- **Dissemination and Communication Manager:** Alexandros Altsitsiadis (WR).

5. Target Audience and Key Messages

5.1 Target Audience Analysis

Whom are we addressing?

Mapping out and understanding the target audiences in a project is crucial in developing an effective dissemination and communication strategy. The benefits of analysing the target audiences are straightforward, as it ensures that RIBES messages are relevant and engaging, leading to better dissemination and communication results. In this section, RIBES will map out and analyse its target audiences to convey its messages and results throughout its engagement implementation.

The initial analysis identified **five (5) key target audience groups** based on their field of expertise and relationship with the project's theme and topic.

1. Business and industry
2. Government and public sector
3. Academia and research
4. Civil society and the public
5. EU initiatives and related projects



Figure 2 - Target Audience Groups and Demographics

In order to analyse the target audience effectively, the project has divided its target audiences into smaller segments. Classifying target audiences is important as it helps prioritise and fine-tune the project's engagement efforts. Specifically, **Table 2** provides a **detailed breakdown and overview of the key target audiences**.

Furthermore, based on the Stakeholders Classification Model¹, every target audience and stakeholder group is determined according to the following parameters:

- The extent of a stakeholder's **power**/authority.
- The stakeholder's **interest** regarding the outcomes of the project.
- The extent of the stakeholder's active **involvement** in the project.
- The level of stakeholder's **influence** over the project planning and/or outcomes.

The classification of the targeted stakeholders' groups will be used to tailor the communicated messages and adopt the optimum tools and channels for each one of these categorised groups, as the level of engagement should align with the stakeholder's influence, interest, and the impact of the project or decision on them. The level of engagement is based on the following four activities:

- **Inform:** Keeping stakeholders informed about decisions, progress, and outcomes. This is the minimum level of engagement.
- **Consult:** Seeking stakeholder feedback on analysis, alternatives, and decisions. This acknowledges their input as valuable but doesn't guarantee that their views will affect the outcome.
- **Involve:** Working directly with stakeholders throughout the process to ensure their concerns and aspirations are consistently understood and considered.
- **Collaborate:** Partnering with stakeholders in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.

Based on the abovementioned method, **Figure 2 showcases the methodological framework of an interest/influence matrix**. As actual stakeholder engagement activities will commence during the early months of the project, the RIBES partners will use this methodological framework to further define every core target audience into four different quadrants. An evaluation process will be organised by the consortium partners, during which partners will unanimously agree (e.g., through voting) on the interest/influence scale per stakeholder category, thus positioning each target audience into the quadrants. The results will be presented in the updated version of the DCP (M18).

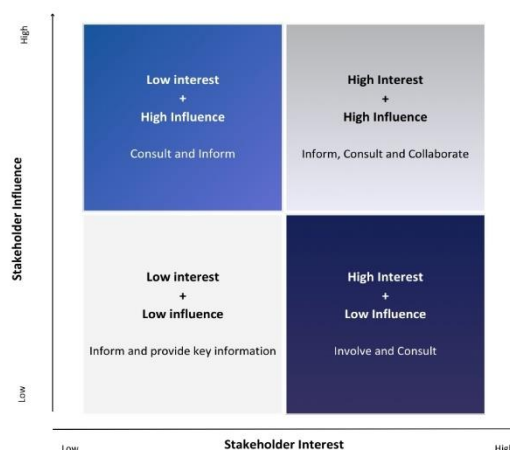


Figure 3 - Interest – Influence Matrix

¹ Emerson Wagner Mainardes, Helena Alves, Mário Raposo, (2012). "A model for stakeholder classification and stakeholder relationships", Management Decision, Vol. 50 Issue: 10, pp. 1861-1879.

Table 2 - Target Audience and Stakeholder Engagement Matrix

Cluster	Target Audience	Segmentation (Demographics)	Assumed Needs / Interest
Business and Industry	SME's	Professionals and executives in industries related to bio-based products, agriculture, and rural development.	Information on the economic viability of RIBES's innovations, market expansion potential, and partnership opportunities.
	Industry Stakeholders	Stakeholders across bio-based value chains (primary producers, biorefineries and processing facilities, distributors)	
Government and Public Sector	Social Economy Organisations	Social Entrepreneurs	Summaries of the RIBES project's outcomes with clear implications for policy, guidelines for implementation, and evidence of success in pilot regions.
	Start-ups	Cooperatives	
Government and Public Sector	EU Policymakers	Directorate Generals of the European Commission (DG AGRI, DG RTD)	Summaries of the RIBES project's outcomes with clear implications for policy, guidelines for implementation, and evidence of success in pilot regions.
	National Policymakers	Relevant National Ministries (e.g., Agriculture, Economy)	
Government and Public Sector	Local and Regional Authorities	National think tanks and research centres	Summaries of the RIBES project's outcomes with clear implications for policy, guidelines for implementation, and evidence of success in pilot regions.
		Relevant units of regional and/or local authorities	

Cluster	Target Audience	Segmentation (Demographics)	Assumed Needs / Interest
Academia and Research	Universities	Professors	In-depth analysis of research methodologies and findings from the RIBES project. Access to raw data for further study and opportunities for collaboration and publishing.
	Research Institutes	Research Fellows and Scientists	
Civil Society and the Public	Think Tanks	PhD and post-doc researchers	Understandable and relevant information on how the project's outcomes can benefit (their) communities and enhance sustainable living in rural areas.
		Policy Analysts, Economists	
EU Initiatives		Graduate Students	
Civil Society and the Public	Public	Citizens	
	NGO's and CSO's	Environmentally conscious individuals	
EU Initiatives	International and national media outlets, journalists	Rural Communities	
	Local Farmers	Local Communities	
EU Initiatives		Environmental Organisations	
		Rural Development Organisations	
EU Initiatives		International and National operating media outlets and journalists	
EU Initiatives	Horizon Europe Cluster projects	Project Coordinators	Fruitful exchange of relevant outputs to avoid duplication of efforts and capitalise on existing resources.
	Interreg Europe	Scientific Researchers	
EU Initiatives	Relevant transnational programmes	Policy Advisors	

5.2 RIBES Key Messages

Why is it important?

Another important step in establishing a successful D&C strategy is determining what key messages to share with each target audience via the communication channels. As a research project dealing with highly technical notions and ideas, such as policy mandates, business and governance methods, and bioeconomy, RIBES needs to ensure that its communication messages are carefully tailored to fit the targeted stakeholders' needs and expectations. Different stakeholders have a range of concerns, knowledge, or interests related to the project's topic, so it is important to craft messages that speak directly and resonate with each group in layman's terms.

To that end, the main purpose of drafting tailored key messages is to showcase the added value of the project's research initiatives to its different target audiences. Put simply, it demonstrates **why it is important** and **what is in for them**, resulting in a more **engaging and impactful outreach**.

As communication is a two-way process, the project will consider the needs and feedback from each of its target audiences to refine and improve the RIBES communication messaging. These key messages will be refined over the project's mandate, and based on the initial feedback, more detailed messages will be added to the next editions of the DCP.

5.2.1 Core Message

The **overall and core message** of RIBES can be formulated as follows:

"The RIBES project works towards empowering rural innovation and advancing Europe's transition to a sustainable bioeconomy. It makes use of the collaborative power of social innovation, digital solutions, and circular bioeconomy principles. By co-creating inclusive business models and fostering robust stakeholder networks in nine (9) European regions, RIBES lays the foundation for dynamic regional development that balances economic growth with environmental mindset and community well-being".

Explanation:

- **Empowerment and Transition:** Highlights the project's focus on empowering rural stakeholders and facilitating Europe's shift towards a sustainable bioeconomy.
- **Collaborative Power:** Emphasises the collaborative nature of the project, incorporating social innovation and business solutions to engage and unify diverse actors across Europe.
- **Co-creating Business Models:** Reflects the project's hands-on approach to developing practical, scalable solutions that are tailored to the needs of rural communities.
- **Foundation for Regional Development:** Conveys that the project is not just about innovation but about creating a sustainable framework for ongoing growth and improvement piloted in nine (9) European regions.

All key messages should and will align with the core concept but also be adapted to fit the needs of each specified target group.

5.2.2 Motto/Slogan

A motto or slogan plays a crucial role in branding and communication strategies, especially for large-scale projects like RIBES. It encapsulates the essence of the project in a few memorable words, making the project's aims immediately clear and relatable. A well-crafted motto can make people remember the project and its goals, contribute to the development of a strong identity, inspire engagement and communicate the core purpose of the project. The motto/slogan will be primarily used in all project's promotional activities. Here is the proposed motto: **"Collaborate, Innovate, Accelerate"**.

5.2.3 Audience-Specific Messages

While **Table 3** provides an indicative overview of RIBES's key messages with a call to action for each target group, the objectives of the audience-specific messages are the following:

Business and Industry: Potential corporate partners or beneficiaries of the project's outcomes must see the practical value and potential business advantages in the findings. Communication should highlight mutual benefits and collaborative opportunities.

Government and Public Authorities: As policymakers and regulators, these authorities can leverage the project's insights for societal benefit. Messages aimed at this group should be concise and focused, emphasising actionable insights, impact and policy relevance.

Academia and Research: This group needs detailed and robust information on the project's methodologies and findings. Engagement here revolves around sharing in-depth research results and fostering scholarly discourse.

Civil Society and the Public: The project needs to articulate its objectives and outcomes in a manner that is accessible and captivating for the lay audience, ensuring broad appeal and comprehension.

Table 3 - RIBES' Indicative Key Messages

Target Group	Key Messages	Call to Action (CTA)
Business and Industry	Through RIBES' innovative business models and opportunities, business and industry leaders can drive profitability and enhance sustainability in the growing bioeconomy sector.	Partner with us to transform your business practices with sustainable, bio-based and market-driven solutions that are not only profitable but also environmentally friendly.
Government and Public Authorities	RIBES supports policymakers with evidence, insights and tools necessary to facilitate development of rural and peri-urban areas and transition to a circular bioeconomy.	Engage with us to integrate cutting-edge bioeconomy models into your policies and foster economic and environmental resilience in your region / Europe.

Academia and research	RIBES is bridging the gap between research and practical application, fostering the creation of innovative bio-based business models and governance practices in Europe's rural areas.	Collaborate with us to expand the horizons of bioeconomy research and apply your insights to nine (9) transformative and impactful projects across Europe.
Civil Society	RIBES is leading the way in developing innovative governance models and structures that promote community involvement and ensure sustainable development.	Connect with us to learn how you can support and participate in transformative initiatives that make a real difference in our communities.
Civil Society and General Public	Discover how RIBES is revolutionising nine (9) European communities with sustainable bio-based solutions and see firsthand the opportunities for growth and innovation right in your backyard!	Discover more about the importance of bioeconomy and join/follow RIBES to learn how bio-based solutions are impacting nine (9) European Regions.
Relative Initiatives	RIBES is leading the way in integrating innovative and sustainable practices in the bioeconomy sector.	Let's work together to create a unified front for accelerating the adoption of circular and bio-based economic models.

6. RIBES Toolbox

6.1 Promotional material

How?

During the initial stages of the RIBES project, WR is responsible for creating the project's promotional materials that will be used to capture the attention of key stakeholders, with consortium partners providing ongoing feedback during the development phase. The **promotional package** includes the project's leaflet, poster, PowerPoint and Word templates, news items, and a video communicating the project's results through digital channels. Specifically, the promotional materials aim to promote the project's mission and objectives via digital and traditional activities designed to align with the project's unique visual identity, which is defined in the following paragraph. On a last note, these materials will be accessible to the public for download on the project's website and could also be printed by partners when needed.

For more information and guidelines, please refer to the Annexes, where the **RIBES Media Press Kit** is available.

6.1.1 Project logo and Visual identity

Creating visual uniformity across all dissemination and communication channels helps promote a consistent and positive image of the project. To that end, RIBES's project logo and visual identity were developed at the beginning of the project, showcasing the project's thematic scope while ensuring a coherent message. As a result, the logo will make the project recognisable and be the point of reference for all promotional materials, such as leaflets, posters, and templates.

At the kick-off meeting, WR presented various logo options to the consortium partners, who then provided their feedback and preferences. Based on the feedback, WR finalised and improved the logo,



Figure 5 - RIBES Logo

resulting in the outcome that can be found in the [Media Press Kit](#) located in the Annexes of this document.



Figure 6 – Logo Variations

C: 95 M: 15 Y: 85 K: 0			R: 0 G: 151 B: 95			HEX: 00975f			
C: 15 M: 55 Y: 85 K: 0			R: 215 G: 133 B: 66			HEX: d78542			
C: 85 M: 0 Y: 78 K: 75			R: 0 G: 70 B: 39			HEX: 004627			

6.1.2 Leaflet and Poster

Leaflets and posters play an important role in promoting and communicating a project's concept, approach, objectives, and expected results to its target audiences. The development of the leaflet is a continuous process that will conclude in M4 and introduce the RIBES concept, approach, expected results, and contact details. Similarly, the poster will be developed by M4 and will highlight the project's vision and approach, including visual elements, to capture the attention of the audience and attract potential stakeholders.

Both promotional materials will contain partner information, including contact details, website, social media accounts, and funding acknowledgement through the Horizon Europe programme. Additionally, both items will be uploaded to the project's website and available for download, while physical copies will be provided to all partners for distribution at various events. A draft version of the items is available in the media press kit provided in the Annex. The final versions might undergo further modifications based on the consortium partner's feedback and will be reported in the RIBES's DCP – interim version (M18).

6.1.3 Templates

In addition to the poster and leaflet, the project will prepare templates that follow its visual identity for dissemination activities. These include a presentation template for consortium partners to use in events and meetings and a template for reports on the project's deliverables and publications.

It is essential for all partners to always use these official project templates when preparing any presentations or reports within the project's scope.

6.1.4 Promotional Video

Recognising the fast-paced communication environment, videos have become an indispensable tool in social media and digital marketing strategies. As such, a promotional video will be produced in M12 to reach a wide audience. The video will be published on the project's YouTube channel, website, and other social media platforms. Its primary objective is to provide a clear and engaging introduction to the scope and theme of the project while conveying them in a simple and straightforward manner, ultimately compelling the viewers to engage with the project.

6.2 Press and Media

Press and media work remains a central pillar in a project's external communications, as journalists play a highly influential role in disseminating views and narratives, both within the "European Bubble" as well as in a national and local context. As such, ensuring the project's messages are heard and understood is as crucial as ever. To that end, WR will produce timely, high-quality press materials, such as press releases and articles, while providing timely and complete responses to any possible press requests that might arrive. Furthermore, to further amplify the project's messages and increase its impact, WR will translate highly technical concepts and terminology into language that the outside world can more easily understand and explore ways to include more visual materials in the press and media efforts to explain information more didactically.

7. Dissemination and Communication Channels

7.1 Overall Strategy

How do we plan to reach out?

RIBES's **hybrid strategy** will use a range of ways to amplify its dissemination and communications efforts via both **digital and traditional channels**. The selection of those channels is based on the selected target audiences, key messages, and campaign objectives illustrated in the previous chapters. Over the next period, WR will continue to rely on a broad range of channels adapted to each communication opportunity.

7.2 Digital Channels

More and more people are choosing digital channels for information. To effectively share its messages, RIBES will work on establishing a robust online presence across various digital platforms to engage a wide and diverse audience. This will involve setting up a website, creating social media profiles on different platforms, launching a YouTube channel, and distributing bi-annual newsletters.

7.2.1 Website

The objective of the project's website is to serve as a content hub for all news and information related to the project's results and objectives. The development of the website will be concluded in M4 and will be the primary digital platform for sharing the project's progress with a broad audience, as well as making the core results of the project (e.g., Multi-actor Transformative Forums) available and accessible to targeted stakeholders. Specifically, the website will be designed to be user-friendly, ensuring that stakeholders can easily access and engage with the content. The content will feature essential details about RIBES's concept, strategy, and team members. Furthermore, it will provide free access to all project outputs, including public reports, publications in science and industry, dissemination materials, and newsletters.

WR, as the dissemination and communication manager, will be overall responsible for website management and content uploading. The website will remain active throughout the duration of the project and three years after its completion and will include regular updates on the project's progress,

The consortium partners should:

- Provide their respective logos in the highest possible format and quality.
- Provide fresh content to WR whenever possible for website content uploading by actively contributing to the news section of the website by sending noteworthy news items to WR. Ideally, one news item per partner.
- Notify WR regarding any events they organise or participate in, so that it can be posted online in the dedicated section of the website.

internal and external events, relevant projects and initiatives, reports, and project results, as well as news from the sector.

7.2.2 Newsletter

A newsletter will be produced every six months to keep both potential and current followers and stakeholders informed about the project's key ideas and progress. This newsletter will be shared with the project's intended audience and also made available on the project's website.

The newsletter aims to provide an overview of the latest developments and activities within the project. Recognising the diverse preferences of its audience, it also aims to reach those less engaged with social media and individuals who may not have shown a strong initial interest in the project. By maintaining this connection, the goal is to draw them in more closely as the project evolves, building up the momentum.

WR will lead the newsletters' preparation, incorporating all partners' input for specific pieces of content as needed. The tool of choice for crafting and sending out these newsletters will be Mailchimp and be compliant with GDPR rules. While the partners will collectively decide the content, the newsletters will typically feature several consistent segments:

- A brief introduction to the RIBES project to set the stage for new readers or provide a refresher for existing followers.
- Updates on the progress made since the last issue, highlighting significant achievements and milestones.
- A news section detailing the main activities and events of the preceding six months, offering insights into the project's day-to-day operations.
- Information on what's next for RIBES, including any scheduled events, anticipated publications, or other notable developments worth watching.
- A compilation of other significant events in the related field, helping readers stay informed about the broader context in which the project operates.
- Various other articles that may cover topics like in-depth analyses feature stories on project members, success stories, or interviews with key stakeholders, providing a richer and more engaging narrative about the project's impact and aspirations.

Lastly, to enhance reader engagement, the newsletter might include interactive elements such as surveys, quizzes, or calls to action, encouraging direct participation and feedback from the community. This interactive approach not only enriches the reader's experience but also provides valuable insights for the project team, fostering a two-way communication channel that can inform future project directions and dissemination strategies.

The consortium partners should:

- Support the efforts of increasing the newsletter's subscribers.
- Provide input and content for each issue as requested by the dissemination manager.

7.2.3 Social Media Platforms

Social media are recognised as one of the most cost-effective and efficient channels for reaching out to external audiences. It enables a project to connect with a wide range of audiences and stakeholders while offering a variety of different content and messages that can be tailored to suit different interests and needs.

As a result, a significant number of interested stakeholders will be consistently engaged through the project's social media platforms. By the second month of the project, RIBES has set up accounts on LinkedIn, X, Facebook, and YouTube. These four (4) distinct social media platforms were chosen to maximise the dissemination of results to various stakeholders across different media types.

WR will be responsible for the overall social media activities and the community management of the project's social media accounts.

The consortium partners should:

- Follow and support the social media efforts of the project.
- Promote and spread the word within their own networks by reposting.
- Recommend other relevant projects or initiatives for RIBES to connect with
- Share articles and news items that are of interest.
- Collect photos and videos for all project activities and share them with WR.

LinkedIn

The LinkedIn platform was chosen to elevate the project's visibility within a professional context, creating a space for bioeconomy and sustainability experts and professionals to share experiences and insights. Established in M2, the [LinkedIn account](#) serves not only to highlight the project's goals but also to unify all RIBES partners under one professional umbrella. This setup facilitates in-depth discussions and regular updates, with the purpose of the RIBES account acting as a news information hub regarding bioeconomy and sustainability related policy updates. As such, the goal is not only to showcase the project but also to spark meaningful professional exchanges that can contribute to the project's objectives and broader industry insights.

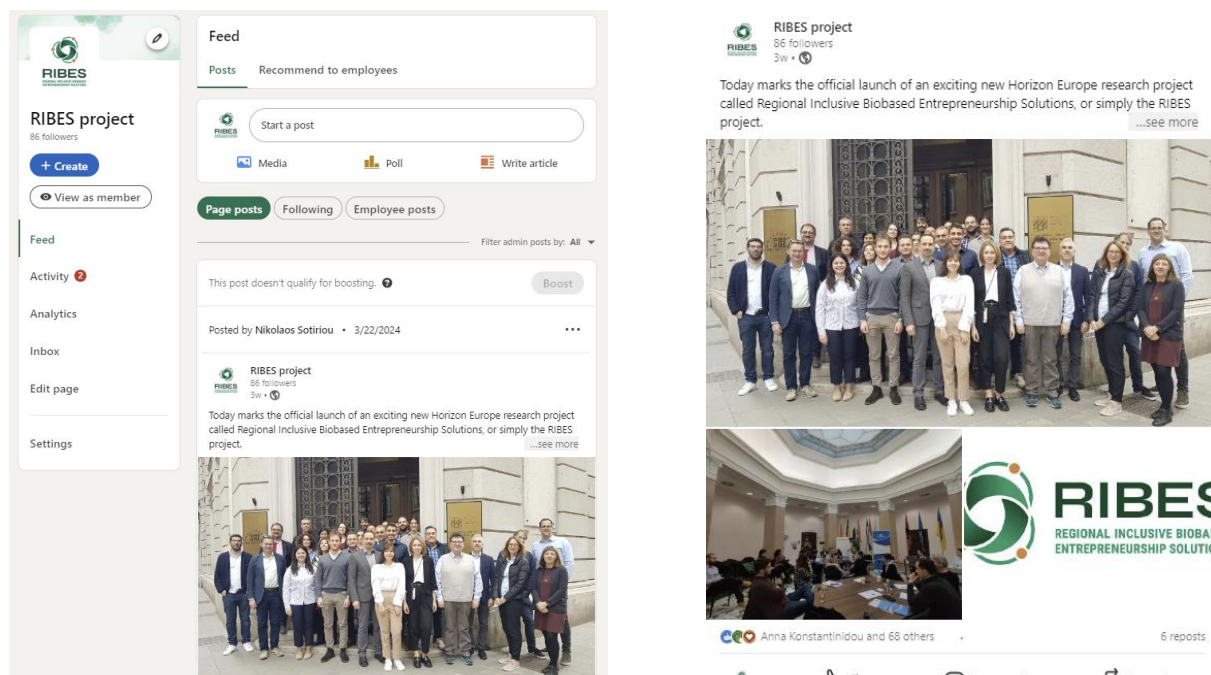


Figure 8 - RIBES' LinkedIn account

To further enhance the LinkedIn strategy, the project could include spotlight features on key team members or partners, showcasing their expertise and contributions to the project. Additionally, a suggestion would be to host LinkedIn Live sessions, which could provide a dynamic way to present project milestones, host expert panels, or conduct Q&A sessions, engaging the professional community in real-time discussions about the project's progress and its implications in the field.

The consortium partners should:

- Actively promote the LinkedIn page.
- Encourage followers to engage.
- Kick-start discussions relevant to the project's issues.
- Supply WR with relevant material to be shared on the LinkedIn page.

X – Former Twitter

Similarly, the RIBES X account (former Twitter) was launched in M2. X is a popular platform among various stakeholder groups relevant to the RIBES project, making it an excellent avenue for drawing attention to the project. The X profile will also facilitate the formation of partnerships with similar initiatives and allow for the tracking of progress and developments in related projects and organisations. Engaging with trending hashtags related to the project's field can also increase visibility and foster community interaction.

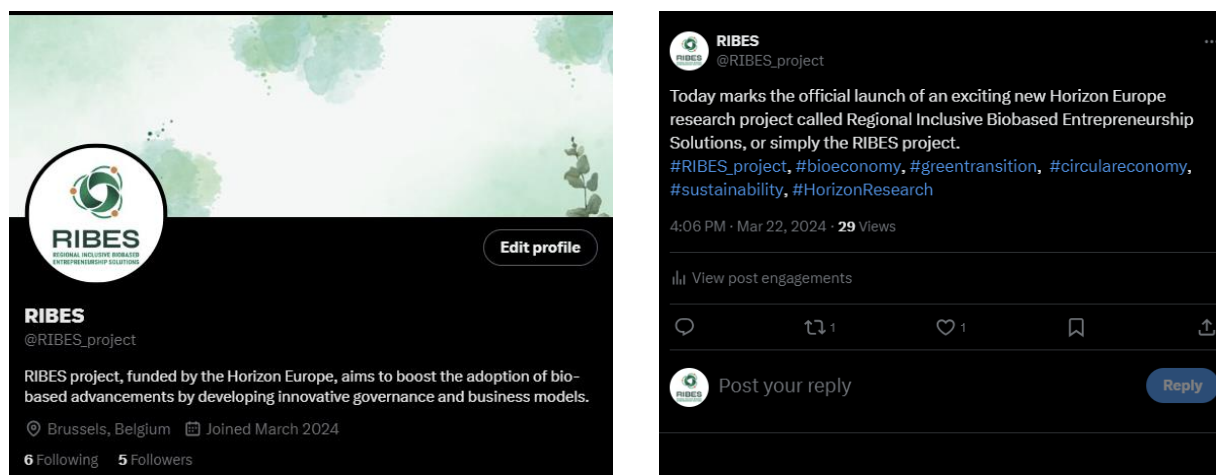


Figure 9 - RIBES' X (former Twitter) account

The consortium partners should:

- Actively contribute content to the X account, ensuring a steady stream of engaging and relevant information.
- Actively promote the X profile.
- Encourage followers to engage.

Facebook

The [Facebook account](#) for RIBES serves as a dynamic platform to engage with a diverse audience interested in research and business developments. This online presence not only facilitates real-time updates and insights into ongoing research activities but also fosters a collaborative environment where followers can participate in discussions, share feedback, and connect with experts. Through regular posts, interactive live sessions, and the sharing of multimedia content such as videos and infographics, the profile aims to make complex research topics accessible and engaging to the public. This strategic use of social media enhances the project's visibility and impact by reaching a broader audience, including students, researchers, industry professionals, and the scientifically curious general public, encouraging a broader dialogue around the project's advancements and innovations.

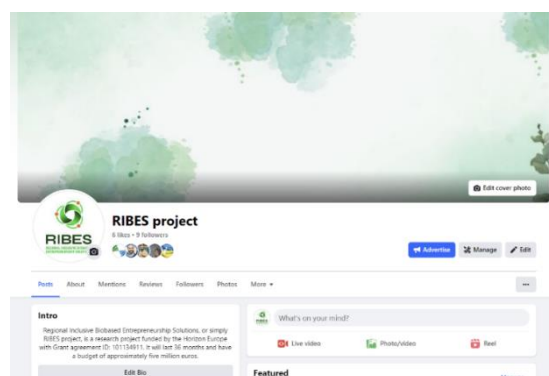


Figure 10 - RIBES' Facebook Account

The consortium partners should:

- Actively contribute content to the Facebook account, ensuring a steady stream of engaging and relevant information.
- Actively promote the Facebook profile.
- Encourage followers to engage.

YouTube

A [YouTube](#) channel has been set up in M2 as an additional communication channel for the project. Its purpose is to increase the project's visibility by complementing and enhancing the project's written communication – guided by the spirit of “a picture paints a thousand words”. Furthermore, it will contain every video made during the project in one accessible location, acting as a repository. Notably, a promotional video that will be produced by M9 will be prominently featured on the channel to raise awareness about the project.

Project partners are encouraged to help create videos by providing script ideas and footage. These videos will be added to playlists on the RIBES channel and shared with all stakeholders, sister projects to broaden the project's reach.

Other Social Media Platforms

In addition, the project will explore and test other social media platforms, such as Instagram and the newly available Threads, as part of the ongoing dissemination and communication efforts to enhance engagement and reachability. Until the next edition of the DCP, which is planned for M18, WR will experiment with these different platforms to identify those that best connect with the project's audience and amplify its message.

7.3 Traditional Channels

7.3.1 RIBES Events and Conferences

Several events are planned within the framework of RIBES to further achieve the goals of the project and raise awareness of its results. The project's timetable includes the following types of events in more detail:

Table 4 - RIBES' Events

Name	Task	Task Leader	Description
Three (3) online MTFs Workshops	Task 2.5	UM/UNU-MERIT	RIBES will validate the conceptual framework (T2.1) and enhance the findings of T2.2 and T2.3, through Multi-actor Transformative Forums (MTFs established in T.5.2 and operational as of M6). To this end, three dedicated online workshops will be organised: the introductory workshop (M6) will focus on sharing key concepts of the RIBES framework, criteria and categories of good practices; the second workshop (M16) will provide RIBES with qualified feedback on the conceptual framework (T2.1), identified good practices (T2.2) and envisaged case study (T2.4); the final workshop (M28) will allow finalising and fine-tuning the outcomes and pave the way for future collaborations.
Pilot Workshops	Task 3.5	QPL, CERTH, CIRCE,	Based on guidelines elaborated by QPL on business modelling and CIRCE on ecolabelling (D.3.5; M24), local PPs will organise a dedicated co-design workshop in each participating region.
Co-development governance workshops	Task 4.3	UHOH	RIBES will engage with local stakeholders through co-development workshops that will inform the toolkit drafting. After the capacity training in T.4.2, nine co-development governance workshops will be implemented through MTFs (M22) to elaborate on the toolkit's conceptual framework jointly with local stakeholders.
MTF meetings	Task 5.2	QPL	At least six MTF meetings will be organised by local PPs in each participating region to inform the activities of RIBES WPs, iterate co-creation exercises, and share project outputs .

It is imperative to emphasise that the seminars, webinars, and conferences listed above are an essential part of the Dissemination and Communication Plan framework.

All consortium partners responsible for organising the aforementioned events are responsible for completing the Event Reporting Template, which will outline the primary communication and/or dissemination action(s) that occurred.

7.3.2 External Events and Conferences

Besides organising events in the framework of the project, consortium partners should participate in external events, conferences, and outreach activities to network with a broader range of audiences within the project's thematic scope. Such participation will allow the partners to:

- Introduce the project, including its concepts and methodologies.
- Highlight and share the project's outcomes.
- Publicise upcoming actions and events.
- Establish synergies and contacts with other relevant projects and initiatives.
- Engage relevant stakeholders in the project's activities.
- Promote the project's dissemination and communication channels, such as the website and social media accounts.

When partners attend external events, they should follow the project's visual identity guidelines as demonstrated in the media press kit and utilise the official promotional materials such as leaflets, posters, and PowerPoint templates.

If a partner plans to present the RIBES project at an external event, they must submit their final presentation to WR at least five working days before the event.

Additionally, partners are required to notify WR in advance about their participation in any external event, allowing for the event to be properly promoted through the project's dissemination and communication channels.

Following the event, partners are expected to complete the reporting template that can be found in Annex III and return it to WR, ensuring that all participation is documented and evaluated effectively (e.g., number of stakeholders reached, items used).

In compliance with GDPR requirements, always gather stakeholders' consent when collecting, using, and storing personal data during events/conferences. Please consider that pictures that make individuals identifiable are also considered personal data. Partners are responsible for gathering participants' consent for the activities they undertake.

Table 5 - RIBES's indicative external events and conferences

Conference Name	Description
Global Conference on Agriculture	This conference offers insights into global agricultural practices, innovation, and resilience solutions in the agriculture sector. It includes sessions on agricultural finance, innovation, and youth investments, making it relevant for stakeholders interested in sustainable agriculture and rural development.
European Biomass Conference	EUBCE is characterized as an event that addresses the balance between sustainability in terms of environment as well as the economic performance of the whole chain of biomass utilization. This conference covers all aspects of biomass, from resources, research, innovation, deployment to policies.
European Bioeconomy Network Events	The European Bioeconomy Network is a proactive alliance of EU-funded projects dealing with Bioeconomy promotion, communication, and support.
International Consortium on Applied Bioeconomy Research events	ICABR is a consortium that focuses on bioeconomy, agricultural biotechnology, rural development and bio-based economy topics
International Forum on Industrial Biotechnology and Bioeconomy	IFIB is an event that brings together industry experts, researchers, and stakeholders from around the world to discuss latest innovations in bioeconomy, exchange knowledge and explore new business opportunities

7.4 Dedicated Dissemination Channels

7.4.1 Scientific Publications

Scientific publications are vital for sharing the RIBES project's findings with the academic and scientific community. The publications are expected to have a significant impact on knowledge and allow others to apply the results in their own research and initiatives. The project aims to produce at least five (5) scientific publications and has compiled a preliminary list of target journals to guide publication efforts and align with the project's strategic goals. Such publications will be useful in order to generate an increased level of awareness and constructive feedback from the scientific community and other relevant project stakeholders. To this end, the first submissions to conferences and papers will take place when substantial scientific results emerge from the project.

To enhance the dissemination of scientific outcomes, the project may consider open-access publications to ensure wider accessibility and engagement with the research findings. Presenting preliminary results at conferences and symposiums can also stimulate peer feedback and foster collaborative opportunities while engaging with academic and social networks like ResearchGate or Academia.edu can extend the reach of publications and facilitate discussions with fellow researchers globally. Additionally, summarising key findings in layman's terms through the project's website, blog posts, dedicated visuals (e.g., short infographic, paper poster), and newsletters can amplify the project's impact beyond the scientific community.

WR will be responsible for coordinating the project's academic efforts from a managerial perspective. A dedicated **academic publications matrix** will be created and shared with all partners, who should keep it updated. This will allow WR to monitor the publication efforts and avoid duplication of academic efforts (or conflict between partners).

- Academic partners are expected to take the leading role in drafting scientific articles, assisted by all relevant consortium members.
- Task leaders and people in charge of deliverables should make sure their work is ready for public release by the planned publication dates.
- All partners should keep updated the academic publications matrix and inform White Research when there is a major update (e.g., a submitted paper is accepted).

An indicative list of journals for the dissemination of scientific outputs is given in **Table 6**:

Table 6 - Indicative journals for RIBES

	Journal Title	Impact factor
1	Critical Reviews in Environmental Science and Technology	11.20
2	Trends in Bioeconomy	9.37
3	Journal of Sustainable Development	8.56
4	Journal of Sustainable Technology and Entrepreneurship	4.86
5	Bioproducts for a Sustainable Bioeconomy	5.95
6	International Journal of Sustainable Circular Economy	1.13

Furthermore, the RIBES consortium supports **open access to scientific publications**. In this respect, RIBES will take all necessary actions to ensure free access to peer-reviewed articles resulting from the project. Such actions will include the following routes as these are described in the “Guidelines on Open Access to Scientific Publications and Research Data in Horizon 2020”¹:

Green open access: deposit an electronic copy of the published version or the final manuscript accepted for publication in a scientific publication relating to the project’s foreground in an institutional or subject-based repository at the moment of publication. The beneficiaries will make their best efforts to ensure that this electronic copy becomes freely and electronically available to anyone through this repository within 6 months of publication. The exact selection of the repository, the terms under which access will be granted, and all other relevant details will be decided when the publication is available.

Gold open access: immediately provide the article in open access mode, with the payment of publication costs being shifted away from readers. The costs (Author Processing Charges) will be paid by the partners supporting the research. The partners’ budget may be used for open access costs regarding two high-impact papers that the consortium will decide should be freely available immediately after publication. Whether or not a part of the budget will be eventually allocated to secure open access in two high-impact papers, will be decided in agreement with the Project Officer of RIBES, if needed.

¹ Open Research Europe (2020). How it works. Available at: <https://open-research-europe.ec.europa.eu/about>

In line with the RIBES approach that promotes open access to scientific publications, the **Open Research Europe** platform is considered quite relevant for the project. Open Research Europe is an open-access publishing platform that enables the free publication of research results that stem from Horizon Europe funding. The platform has a cross-disciplinary character and thus does not focus only on one field. Horizon Europe beneficiaries can use the platform to easily publish their scientific work and thus remain compliant with the general open access terms of their EU funding. At the same time, the platform provides researchers with a space to promote and share their results, thus creating avenues of constructive scientific discussion. The RIBES consortium is expected to take advantage of the Open Research platform to satisfy the open access status of the project's scientific results.

7.4.2 Non – Scientific Publications

Throughout the project, all partners are encouraged to create and disseminate non-scientific publications such as press releases, media articles, and appearances on TV or radio to enhance the project's visibility and reach stakeholders beyond the immediate circle of concern. Press releases will be crafted as needed, particularly to highlight significant milestones, progress, and upcoming events, ensuring timely and proactive communication with the broader public. These will not only target local media to draw attention to project meetings and events but also aim to inform EU-level stakeholders about the project's overall actions and outcomes, with room to spotlight stories from specific pilot cases.

Additionally, to aid communication efforts, the creation of factsheets and infographics is proposed. Initially, these will provide an overview of the project and its core methodologies. As the project advances, they will evolve to succinctly present results from the pilot areas, enriched with visual elements to facilitate understanding and engagement.

All partners are responsible for seeking out and exploiting publishing opportunities to promote the project's findings and impacts. Given the dynamic nature of such opportunities, no fixed quota for non-scientific publications is set; however, a record of all published materials will be maintained via a **Dissemination Reporting Template** that can be found on the Annex on an ad-hoc basis: once a relevant material is published, the responsible partner should report it in the individual dissemination activities reporting. This ongoing, collective effort is crucial for ensuring the project's achievements and insights are widely recognised and utilised, amplifying its impact across various audiences.

7.4.3 Horizon Channels

To maximise impact, the RIBES partners will consider using a set of Horizon channels (according to the project's needs) to boost the visibility of certain results. Below is the list of available channels that the partners can use.

Horizon Results Platform: This is a platform for showcasing your research results, finding collaboration opportunities, and being inspired by others' results. The Horizon Results Platform TV provides additional support, including testimonials and interviews from project participants who have succeeded as entrepreneurs.

Horizon Results Booster: The Horizon Results Booster addresses projects eager to go beyond their Dissemination and Exploitation obligations towards strong societal impact and concretising the value

of R&I activity for societal challenges. It offers guidance for creating a results portfolio with other projects, improving an existing exploitation plan, and developing a business plan.

Horizon IP Scan: Horizon IP Scan is a tailored, free-of-charge, first-line IP support service provided by the European Commission specifically designed to help European start-ups and other SMEs involved in EU-funded collaborative research projects to efficiently manage and valorise IP in collaborative R&I efforts.

Horizon Dashboards: The Horizon Dashboards is an intuitive and interactive knowledge platform offering user-friendly public access to statistics and data on EU research and innovation.

7.4.4 Networks, Synergies and Multipliers

It is important for a Horizon research project like RIBES to leverage networks and collaborate with other initiatives and scientific communities to enhance its dissemination efforts. The Dissemination and Communication Plan (DCP) of the project aims to establish connections and build mutually beneficial relationships with high-impact initiatives and scientific communities relevant to its goals from the beginning. This approach is intended to amplify the impact of the project’s communication activities.

As the project progresses, new opportunities for joint efforts may emerge, and an updated version of this document will be provided at the 18-month mark (M18). **Table 7** provides an initial list of key European initiatives and networks that align with RIBES’s objectives.

Table 7 - RIBES’ Indicative Networks

RIBES consortium partners access to networks	
Industry & Policymakers	European Bioeconomy Network; AKIS Strategic Working Group on the Bioeconomy; European Regions Research and Innovation Network; ETP for Sustainable Bioeconomy; European Circular Economy Network; European Circular Economy Hotspots; Bio-Based Industries Consortium; EIP AGRI; European Bioeconomy University Alliance; European Network for Rural Development; European Cluster Collaboration Platform; Bioeconomy Ventures start-ups platform.

Additionally, specific ongoing or completed EU-funded projects have been identified for potential collaboration, and RIBES project will aim to establish and maintain communication channels with these projects. The establishment of synergies will facilitate the exchange of knowledge and the advocacy for shared goals, and can take various forms such as cross-promotion of projects on each other’s websites, supportive interactions through social media channels, sharing of news, event invitations, press releases, and other relevant content across social media platforms, mutual participation in each other’s events, and hosting joint events like webinars, discussions, and conferences to pool resources and audiences. **Table 8** provides an indicative list of these projects as a starting point for establishing meaningful interactions with RIBES.

Table 8 - RIBES' relevant EU-funded projects

	Acronym Name	Title	Short Description
1	<u>BOOST4BIOEAST</u>	BOOSTing the bioeconomy transformation FOR (4) the BIOEAST region	The BOOST4BIOEAST project aims to set in motion the levers for bioeconomy deployment in the Central Eastern European and Baltic countries.
2	<u>BIOMODEL4REGIONS</u>	Supporting the establishment of the innovative governance models to achieve better informed decision-making processes, social engagement and innovation in the bio-based economy	BIOMODEL4REGIONS aims to develop innovative governance models, that will support the development of bio-based economy strategies.
2	<u>4Growth</u>	Digital Agriculture and Forestry: Understanding the Market to Forecast and Support Future Growth	4Growth aims to contribute to the uptake of digital and data-driven solutions in agriculture and forestry.
3	<u>AGRARIAN</u>	SpAce-Air-Ground Last Mile InfRastructure & Dynamic PRoGrAmmable DistRibuted EnVironment For Edge FArmiNg	AGRARIAN will focus on the design of an open and highly dynamic environment with respect to the tools, reuse, composability and orchestration so as to enable tailored open-source digital solutions.
4	<u>BBioNets</u>	Creation and promotion of Forest and Agriculture Networks to boost Bio-Based Technologies adoption and Value Chain development	The EU-funded BBioNets project builds upon the work of EIP OGs in agricultural and forest biomass management and processing with bio-based technologies (BBTs).
5	<u>ACT4CAP27</u>	Advancing Capacity and analytical Tools for supporting Common Agricultural Policies post 2027	ACT4CAP27 project aims to enhance the analytical capacity of crucial policy tools like CAPRI, GLOBIOM, MAGNET, and AGMEMOD. It contributes evidence-based knowledge to

			support the analysis and design of post-2027 agri-food policies
6	<u>B-TRUST</u>	Co-creation methodology for biotechnology trust-building measures for improved innovation uptake in the bio-based innovation system	The main objective of the B-TRUST project is thus to develop a transparent and inclusive governance model enabling the application of biotechnology to the bio-based and agri-food sector.
7	<u>ROBIN</u>	Deploying circular BIOecoNomies at Regional level with a territorial approach	The EU-funded ROBIN project will assist in this difficult task by helping EU countries, regions and cities to set up governance models capable of accelerating their successful transition to a circular bioeconomy
8	<u>BIOLOC</u>	Biobased and social innovation to revitalise European local communities	BIOLOC project will select 12 EU countries to demonstrate their circular bio-based economy deployment potential. Specifically, the project will raise public awareness and revitalise local economies using advanced inclusive business models.
9	<u>MainstreamBIO</u>	MAINSTREAMing small-scale BIO-based solutions across rural Europe via regional Multi-actor Innovation Platforms and tailored innovation support	MainstreamBIO project will introduce small-scale bio-based solutions into mainstream practice across rural Europe, stimulating the participation of a wider range of rural actors in the development of the bioeconomy.

8. Monitoring, evaluation and reporting

8.1 Monitoring and evaluation

Which?

An ongoing monitoring process is crucial for the successful implementation of the project's DCP. This process is important for evaluating the overall effectiveness of the communication and dissemination strategy and its ability to achieve the set objectives. It involves assessing the necessity of certain activities and identifying areas that may need adjustments, such as enhancing engagement on more effective social media platforms or reducing focus on less popular dissemination channels.

This section provides a concise **overview of the project's monitoring process** and **outlines the key KPIs** that will be used to assess the progress and performance of the project. A series of KPIs have been selected to measure the impact of the dissemination and communication activities. These KPIs, detailed in the accompanying table, will serve as benchmarks for success. All metrics listed, whether from digital or traditional activities, will be taken into account and compared in the analysis via the utilisation of distinct methods and tools. Specifically, in the context of RIBES, data collection methods such as web and social media analytics tools will be employed to produce an impact-driven assessment.

However, at this point, it should be noted that these targets might need refinement as the project progresses and new insights are gained. All the metrics will be reviewed and, if necessary, will be updated in a revised version of the DCP by M18.

As the dissemination and communication manager, WR will oversee the monitoring and evaluation framework for RIBES, but all consortium partners are expected to actively participate in assessing the activities under the DCP. This collaborative approach will ensure that diverse perspectives contribute to a comprehensive evaluation.

Table 9 below provides a detailed analysis of the DCP activities and its KPIs.

Table 9 - RIBES' DCP Activities and KPIs

Activity	KPI	Good Impact	Excellent Impact	Monitoring Method	Timing
Website	Number of visitors	5.000 – 10.000	>10.000	Website Metrics Social Media Management Tool	Monthly basis
Press Articles – Website News	Number of items	2/2	>5	Website Metrics	Monthly basis
Social Media Profiles	Number of followers	300 – 1.000	>1.000	Social Media Metrics	Monthly basis
	Social Media Impressions	30.000	>50.000	Social Media Management Tool	
Promotional Video	Number of views	1.500	>2.000	Social Media Metrics	Bi-monthly basis
Newsletters	Number of subscribers	75-150	>150	Newsletter Tool	Bi-monthly basis
Promotional Material	Number of distributions	n/a	100	Ad-hoc evaluation	Post-event evaluation
Publications in Scientific Journals	Number of publications	3-5	>5	Academic publications matrix	Semester basis
Event-Conferences Participation	Number of events	4	>6	Individual Dissemination reporting template	Post-event evaluation
Network and synergies	Number of joint actions	8-15	>15	Individual Dissemination reporting template	Semester basis
Total Stakeholders reached	Number of stakeholders	10.000	>20.000	Final Evaluation	Annual basis

8.2 Reporting

Reporting and documentation are important parts of the RIBES DCP. The aim is to ensure that we keep track of all the dissemination, communication, and stakeholder engagement activities that have been carried out. All partners are expected to report all their respective actions continuously by filling in the relevant reporting templates, which will be developed and distributed by WR.

Three documents have been designed and shared to keep track of the activities performed by the consortium partners.

Table 10 - List with Annexes for Reporting

Annex	Dissemination tool	Coverage	When
Annex II	Individual dissemination reporting template	All individual dissemination and communication activities carried out by the partners throughout the project (external events conferences and workshops)	Continuous
Annex III	Event's reporting template	Milestone event organised by the partners (e.g., Concept Note Workshop, Policy info-days)	Within fifteen (15) days after the implementation of the event
Annex IV	Academic publications matrix	Any scientific or academic publication (e.g., academic paper in peer-reviewed journal) that is planned or achieved in the context of the project	Continuous

Dissemination reporting template: This template will record all the project's dissemination and communication activities. All partners should update the document continuously, at least monthly. Tracking the activities will ensure that any problems or gaps are observed early and mitigation measures are put in place to solve them.

Event reporting template: This template should be filled out for the RIBES events and conferences mentioned in the relevant section. The template should be sent to WR no later than 15 days after the event's implementation. Moreover, the events should always be communicated to WR in advance for promotional purposes.

Academic publications matrix: This template facilitates monitoring any academic publication that is planned, in progress, or published. The relevant academic partner should keep the matrix updated and inform WR if there is a major update.

Each project partner should immediately contact White Research should any risks be identified concerning communication and dissemination activities or in case problems arise during the implementation of publicity actions.

9. Timeline and Implementation Plan

When?

Communication activities will start at the beginning of the project and will be continuous during its implementation. On the other hand, dissemination activities will kick in when the first research findings and results occur and continue until the end of the project's mandate. For that reason, the project timeline is divided into **four (4) phases**, which are illustrated below, while **Table 11** provides an overview of all dissemination and communication activities that will unfold during the project's implementation process.

First phase (M1-M6) - Early in the project: This phase is focused on the general promotion of the project, putting emphasis on awareness raising, ensuring that the project is appropriately recognised on a wide scale and securing the interest and engagement of key stakeholders. The project's visibility will be achieved by designing the project logo and defining the visual identity, designing, and developing the project website, launching the social media profiles of the project, and designing and creating the first communication materials. By month M6, all project tools and channels are expected to be in place. Locally, stakeholders will be informed about the project using the abovementioned tools.

Second phase (M7-M30) - During the project: A series of activities and events will help raise awareness, establish contacts and relations with new stakeholders, and facilitate knowledge sharing with similar projects. At the same time, the website and social media accounts will boost the project's online presence, while RIBES will also leverage other projects and initiatives to create synergies, link with regional and EU-wide stakeholder networks, and enhance its visibility. In M12, an updated version of this strategy will be presented based on the experience gathered by then, which will help devise new actions, if necessary, or adapt planned ones.

Third phase (M30-M36) - By the end of the project: This phase involves wide and effective dissemination according to the updated DCP, building on the project's favourable reputation and establishing relationships with the target groups. The project's outcomes will be promoted constantly via online and offline activities. Further engagement with wider audiences will be pursued through publishing and presenting the project's results in external events, conferences and leading scientific journals. In line with previous efforts towards sustainability and exploitation, the RIBES consortium will further raise awareness and promote the exchange of experiences and knowledge sharing with related initiatives, fostering the uptake of the project results. All findings of the project, the evidence and outputs, and their tools and services will be disseminated at national and European levels to gain more visibility, trust, and acceptance for future take-up.

Fourth phase - Beyond the end of the project: The continuous promotion of RIBES and its outcomes, even beyond the project completion, is a key aspiration of the consortium. All partners are expected to continue promoting the project outcomes through their everyday activities, networks and other means. Key stakeholders who participated in project activities are expected to act as multipliers in the adoption of the project's results. Finally, publications in popular media, together with the scientific papers and the project's reports, will further exploit the RIBES development framework.

Table 11 – RIBES' Dissemination and Communication Activities Overview

N.	Activities	Target Audience	2024												2025																								
Dissemination & Communication Activities			M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36	
1	Visual Identity	Consortium Partners																																					
2	Leaflet and Poster	Consortium Partners																																					
3	Templates	Consortium Partners																																					
4	Website	All																																					
5	Social Media Profiles	All																																					
6	Promotional Video	All																																					
7	Newsletters	All																																					
Dissemination Activities																																							
1	Scientific Publications	Academia, Policymakers, Industry																																					
2	Project's Events	Academia, Policymakers, Industry																																					
3	External Events	Academia, Policymakers, Industry																																					
4	Networks and Synergies	Academia, Policymakers, Industry																																					
Preparation																																							
Delivery																																							
Ongoing/Monitoring																																							

10. Risk Mitigation

The identified indicative risks and the respective mitigation measures are presented in the following table.

Table 12 - Risks and mitigation measures for RIBES D&C activities

Risk	Mitigation Measure
Poor dissemination to the stakeholders	Identification of stakeholders and key messages (WHO and WHAT), and the most appropriate tools and channels (HOW)
Lower than expected number of visits to project's website	Wide dissemination of the URL will be planned to avoid this risk. All partners will use different channels to draw visitors to the website: social media, newsletter, etc. In addition, the website will be promoted at all the events partners in the consortium attend, while the URL will be included in the brochures, the poster, and the banner. Social media posts will be used to redirect attention to the website via sharing news items first on the website.
Low number of participants attending project's workshops	Partners supporting open workshops will early be communicated to the target audience, including national and regional authorities, representatives from the bioeconomy sector and related industries and services, along with other projects focusing on the project's topics. Partners will communicate their intention to organize an event to WR, to plan a more efficient plan to communicate the event

COVID-19 meetings	limiting	face-to-face	COVID-19 restricts the free movement and meeting of people. This has the greatest effect on communication within and outside the consortium. To mitigate these effects within the consortium the use of teleconferencing as a medium to substitute face-to-face meetings has been promoted until such time as physical meetings are possible. Email is also a substitute for cooperative working on documents and on different tasks where immediate feedback and extensive discussion are not required. On a local scale, or where partners are geographically close, meetings are still possible taking appropriate safety measures and following all government directives. Looking at dissemination and communication activities outside the consortium; the main risk is to engage with the community or wider public on the outcomes and results of the project, and stakeholder groups on future exploitation of results and outcomes. The effects will be more accurate as more results and outcomes are achieved increasing the urgency to carry out physical face-to-face engagement activities.
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Conclusion

Developing a tailored D&C strategy is crucial for effectively conveying key messages and actions of the RIBES project to its target audiences and enhancing its overall visibility. The DCP includes all the activities that are proposed and planned in WP5 (Dissemination, communication and exploitation), along with guidelines that will assist project partners to participate and carry out the Dissemination and Communication activities of the RIBES project.

More specifically, this document provides the methodology, steps and channels that will be followed throughout the project's lifecycle to increase visibility, engage with targeted stakeholders, and facilitate the establishment of synergies with other projects and initiatives. In order to ensure its effectiveness, the DCP will first be updated on M18 and then on M36, based on the feedback from stakeholders and partners, incorporating revisions and adjustments to improve its outreach to interested stakeholders.

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Annexes

Annex I – Media Press Kit

Visual and Brand Identity

LOGOMARK



LOGO VARIATIONS



LOGO VERSIONS



FAVICON



COLOUR IDENTITY

C: 95			R: 0			C: 15			R: 215
M: 15			G: 151			M: 55			G: 133
Y: 85			B: 95			Y: 85			B: 66
K: 0			HEX: 00975f			K: 0			HEX: d78542

TYPOGRAPHY

Primary Typeface

Aa

Syne

Syne is a 5-style google font family.
It has variable features, including the following styles:
Regular • Medium • SemiBold • Bold •
ExtraBold.

- Usage in the Logo
- Usage in Headings
- Usage in Quotes

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

!@#\$%^&*?/)

Secondary Typeface

Aa

Roboto Condensed

Roboto Condensed is a 18-style google font family.
It has variable features, including the following styles:
Thin • *Thin Italic* • Extra Light • *Extra Light Italic* • Light • *Light Italic*
• Regular • *Italic* • Medium • *Medium Italic* • Semi Bold • *Semi Bold Italic* • Bold • *Bold Italic* • ExtraBold • *Extra Bold Italic* •
Black • *Black Italic*.

- Usage in the Body Text
- Usage in Subtitles

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

!@#\$%^&*?/)

European Commission (EC) Acknowledgement

RIBES, being a Horizon Research project, is funded by the European Commission. As such, the project is contractually obligated to clearly show the acknowledgement of the EU funding in all Dissemination and Communication materials (e.g. flyers, posters, videos, illustrations, etc) followed by the written disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.”

THE USE OF THE EU – LOGO/EMBLEM

Recipients of EU funding have a general obligation to communicate and raise EU visibility. An important obligation in this context is the **correct and prominent display of the EU emblem**, in combination with a **simple funding statement** mentioning the EU support¹.

The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding. Apart from the emblem, no other visual identity or logo may be used to highlight EU support.

- Recipients of EU funding have an obligation to ensure that the EU emblem can easily be seen in a given context. This context might vary and depends on many factors. Due attention needs to be given, for example, to the emblem's size, positioning, colour and quality relative to its context.
- EU funding recipients must be able to demonstrate and explain how they ensure prominence for the EU emblem and the accompanying funding statement at all stages of a programme, project, or partnership.

The European Union emblem must not be modified or merged with any other graphic element or text. If other logos are displayed in addition to the EU emblem, the latter must be at least the same size as the biggest of the other logos. Apart from the EU emblem, no other visual identity or logo can be used to highlight the EU support.

¹ European Commission. (2021). *The use of the EU emblem in the context of EU programmes 2021-2027*. Available [here](#).

VERTICAL AND HORIZONTAL LOGO



Funded by
the European Union



Funded by
the European Union

RIBES EC ACKNOWLEDGEMENT EXAMPLE



Funded by
the European Union

Regional Inclusive Biobased Entrepreneurship Solutions, or RIBES, project is funded by the European Union's Horizon Europe Research and Innovation programme under Grant Agreement number 101134911. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them.

Annex II – Individual Dissemination Activities Template

The individual dissemination activities template is provided in a Google Sheets (.xls format - online document) and **can be accessed by all partners [here](#)** (shared folder of the RIBES project in Google Drive).

Annex III – Events Reporting Template

Event's Aggregate Data

Title	
Date	
Venue	
Organisers	
Audience (number and type)	
Duration	

Stakeholders reached

What type of stakeholders were engaged?

- Define the type(s) of stakeholders reached (policy, SMEs, general public etc.)
- How many people attended?
- How many women attended?

Event's goals, objectives and relevance with RIBES

- What were the key objectives of this event/activity? (e.g., to gather ideas, gather data, find new stakeholders, etc).
- Was the event relevant to RIBES?
- To what extent?

Organisation of the event

In the case of organizing a project's event. For participation in external events, do not complete this section.

How was the event/activity organized?

- What steps were taken to set up the activity/event?
- What was the location of the event and why was this area selected?

Dissemination activities

- How was the event/activity promoted?
- Was project material used for promotion?
- Was the RIBES project promoted during the event?

Structure of the event (short minutes)

Description of the event's sessions.

- What did the event/activity consist of?
- What tools were used? Why were these selected?

For participation in external events, please report what you did at the event.

Outcomes of the event

- What information or data was gathered as part of this activity? (a brief summary of the information/data gathered is sufficient)
- What ideas were generated? (brief explanations are sufficient)

Evaluation of the event

What are the main impressions and observations that you made?

- Were there any challenges with this event/activity?
- What were the key successes of this activity?
- If re-deploying this event/activity, how will/would you do it differently?

The project

The **RIBES** project **aims** to enhance the uptake of bio-based innovations in nine (9) European regions (Bulgaria, Greece, Croatia, Italy, Western Balkans, Poland, Romania, Serbia, Slovakia) by developing new governance and business models that combine social entrepreneurship with rural development, thus advancing the transition to a circular economy.

Coordinator: **Central European Initiative (CEI)**

PARTNER		SHORT NAME
	Central European Initiative	INCE
 Maastricht University	Maastricht University	UM
 CERTH CENTRE FOR RESEARCH & TECHNOLOGY HELLAS	Centre for Research and Technology Hellas	CERTH
	BIOCOM	BIOCOM
	White Research	WR
 UNIVERSITY OF HOHENHEIM	University of Hohenheim	UHOH
 circe Creating together	CIRCE - Centro Tecnológico	CIRCE
	Q-PLAN International	QPL
	ARX.net	ARX.NET
	European Rural Development Network	ERDN
	Agricultural University Plovdiv	AUP
	MedINA	MedINA

	Energy Institute Hrvoje Požar	EIHP
	SPRING	SPRING
	Balkan Rural Development Network	BRDN
	Rzeszowska Agencja Rozwoju Regionalnego S.A.	RARR
	Lucian Blaga University of Sibiu	ULBS
	Faculty of Technical Sciences University of Novi Sad	FTN
	Bioeconomy Cluster	BEC
	FORZA Agency for Sustainable Development of the Carpathian Region	FORZA

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