



RIBES

REGIONAL INCLUSIVE BIOBASED
ENTREPRENEURSHIP SOLUTIONS

DELIVERABLE 5.3

RIBES DCP Midterm Update

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
GA4	Google Analytics 4
HEU	Horizon Europe
KPI	Key Performance Indicator
M#	Month #
M&E	Monitoring & Evaluation
MTF	Multi-Actor Transformative Forum
NGO	Non-governmental Organisation
SMA	Social Media Account

WP	Work Package
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.

This document presents the **mid-term update** of the RIBES DCP. It builds on the first version and reflects the progress made during the first half of the project, presenting the strategy, progress, and priorities for the second half of the project. Furthermore, this updated version provides a common framework for increasing visibility, disseminating results, engaging stakeholders, and systematically monitoring and reporting all dissemination and communication activities in line with European Commission requirements.

In the next phase, efforts will focus on intensifying outreach, deepening stakeholder engagement, promoting emerging results, producing scientific publications, and leveraging formal network memberships to maximise the project's visibility and long-term impact.

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.

1. Introduction *(Updated)*

This deliverable represents the mid-term update 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 **guideline** for all consortium partners, providing them with specific steps 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. **This mid-term version builds on the initial DCP delivered at M3 and it is delivered in M17 (end of July 2025)** and incorporates insights, experiences, and results from the first half of the project, while refining the approach for the remainder of the implementation period. A final report at **M36** will assess the full outcomes and impacts of the dissemination and communication activities.

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 (2017), '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 (*Updated*)

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.

¹ Emerson Wagner Mainardes, Helena Alves, Mário Raposo, (2012). "A model for stakeholder classification and stakeholder relationships", Management Decision, Vol. 50 Issue: 10, pp. 1761-1779.

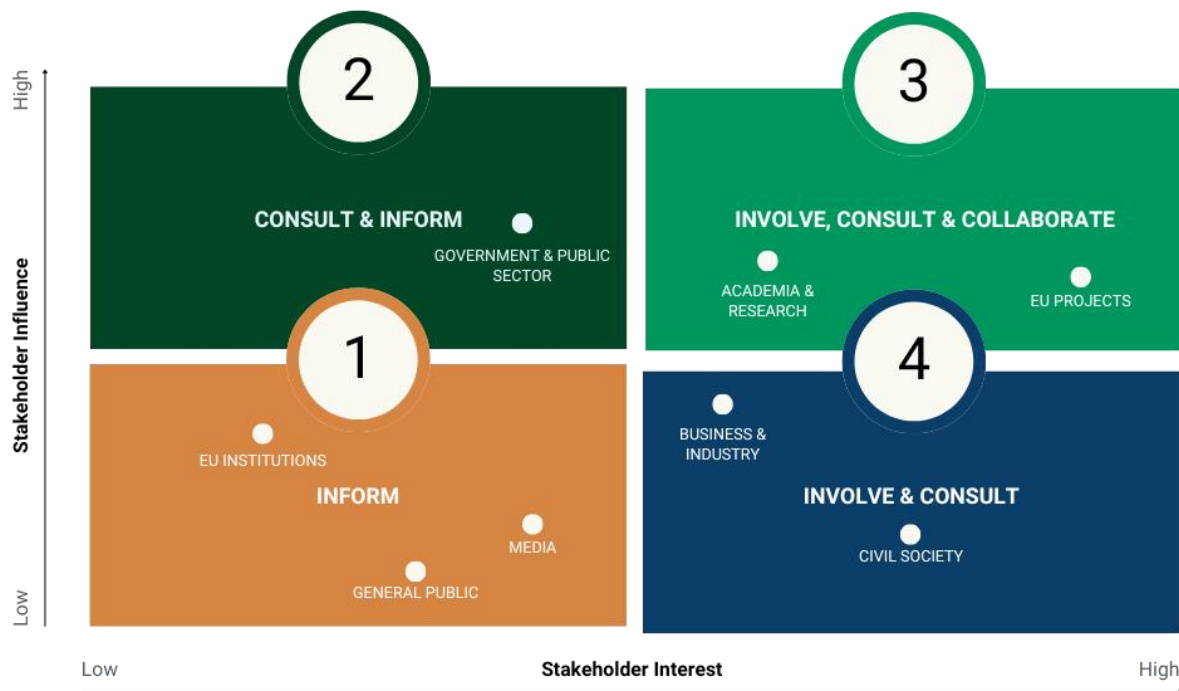


Figure 3: RIBES Stakeholder Interest–Influence Matrix (M17 Update)

To support targeted engagement, the RIBES target audiences were placed in an updated **Interest–Influence Matrix (Figure 3)**, shown above. This mapping helps prioritise the level and type of engagement per group:

- **Government and Public Sector** stakeholders are both highly influential and interested, especially in shaping enabling environments and implementing regional bioeconomy strategies.
- **Academia and Research** actors are vital contributors to knowledge creation and co-design and show consistent high interest and collaborative potential.
- **Business and Industry** actors are highly interested in the application of RIBES outcomes (e.g., business models, local value chains), but their influence over policy varies across regions.
- **EU Projects and Initiatives** offer high potential for mutual learning and knowledge sharing. While their formal influence is moderate, the multiplier effect of synergies can extend the project's reach significantly.
- **Civil Society and the Public** demonstrate varying levels of interest, mostly dependent on local relevance. While their institutional influence is lower, they are essential to testing inclusive approaches and ensuring social buy-in.

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 Social Economy Organisations Start-ups	Stakeholders across bio-based value chains (primary producers, biorefineries and processing facilities, distributors) Social Entrepreneurs Cooperatives	
Government and Public Sector	EU Policymakers National Policymakers Local and Regional Authorities	Directorate Generals of the European Commission (DG AGRI, DG RTD) Relevant National Ministries (e.g., Agriculture, Economy) National think tanks and research centres Relevant units of regional and/or local authorities	Summaries of the RIBES project's outcomes with clear implications for policy, guidelines for implementation, and evidence of success in pilot regions.

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 ten (10) 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 ten (10) 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 ten (10) 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 ten (10) 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 (*Updated*)

How?

During the initial stages of the RIBES project, WR was 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 are 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 Annex 1, 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 (M1)**, 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 4 - RIBES Logo

resulting in the outcome that can be found in the [Media Press Kit](#) located in the Annex 1 of this document.



Figure 5: 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 M: 55 G: 133 B: 66			HEX: d78542			
C: 85 M: 0 Y: 78 K: 75			R: 0 G: 70 B: 39			HEX: 004627			

Figure 6: Colour Identity

6.1.2 Leaflet and Poster (Updated)

By **M4**, the RIBES project successfully developed its official **leaflet and poster**, which form integral components of its dissemination toolkit. As mentioned in the previous DCP, these materials have been designed to ensure consistency with the project's visual identity and to effectively communicate its objectives, thematic focus, and geographic scope to a broad range of stakeholders.

Both materials:

- Comply with Horizon Europe visibility requirements, including proper acknowledgement of EU funding and the use of the official EU emblem.
- Align with the RIBES visual identity, as defined in the Media Press Kit (Annex I);

Have been actively utilised at internal and external events, including Multi-Actor Transformative Forums (MTFs), co-creation workshops, and synergy events with related EU-funded projects

Specifically, the **leaflet** offers a concise and informative overview of the project, outlining its vision, core objectives, consortium composition, pilot regions, and anticipated outcomes. It is intended for both physical distribution at events and digital dissemination via email and the official project website.

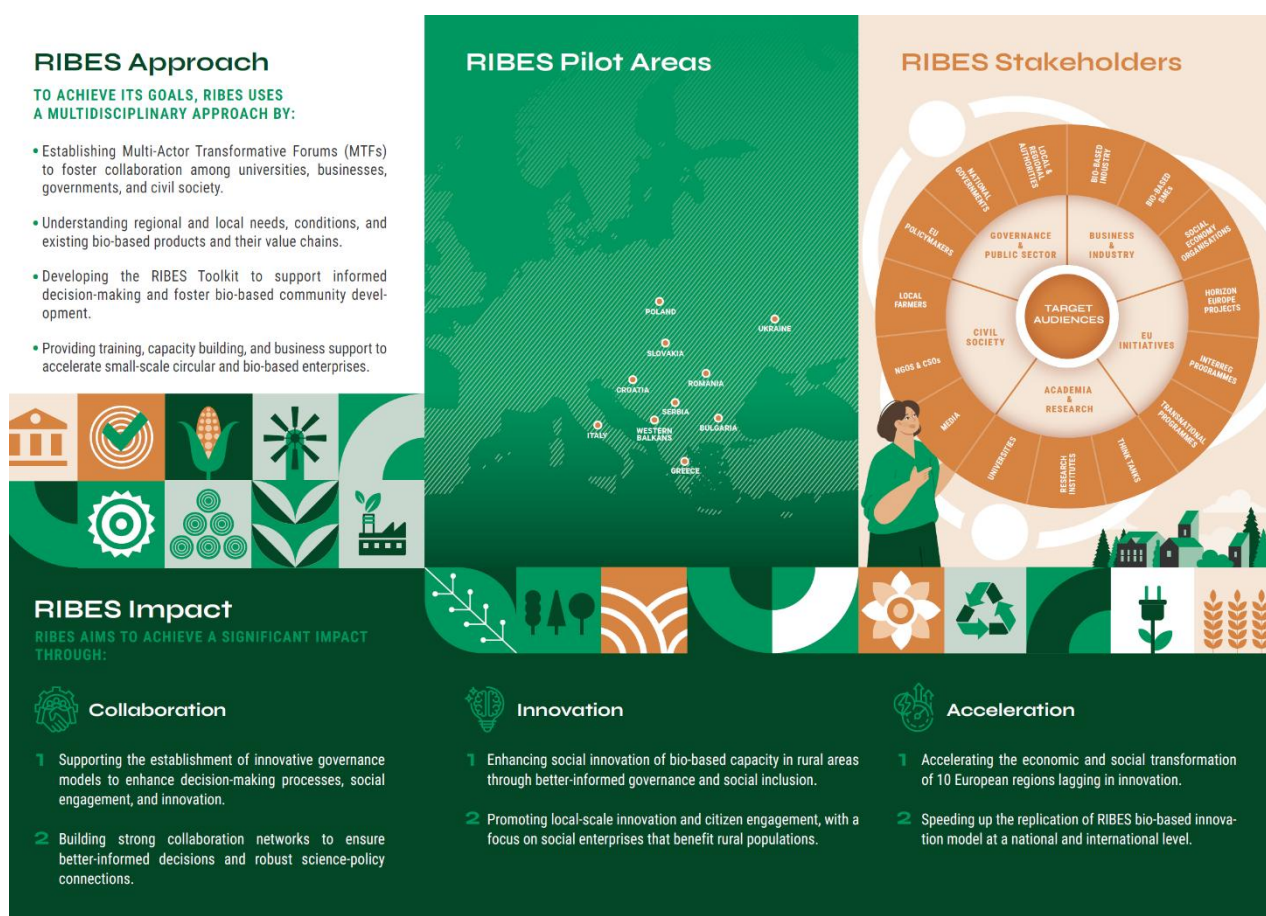


Figure 7: RIBES Leaflet, inside panel

In addition, the **poster** complements the leaflet by presenting a visually engaging summary of the project's mission and activities. It has been specifically designed for display at conferences,

stakeholder workshops, and other public engagements, thereby enhancing the project's visibility and recognisability.



Figure 8: RIBES Poster

Both, the leaflet and poster are available in digital format for download on the official [RIBES website](http://www.ribesproject.eu) and have also been shared with consortium partners for local printing and use.

6.1.3 Templates (Updated)

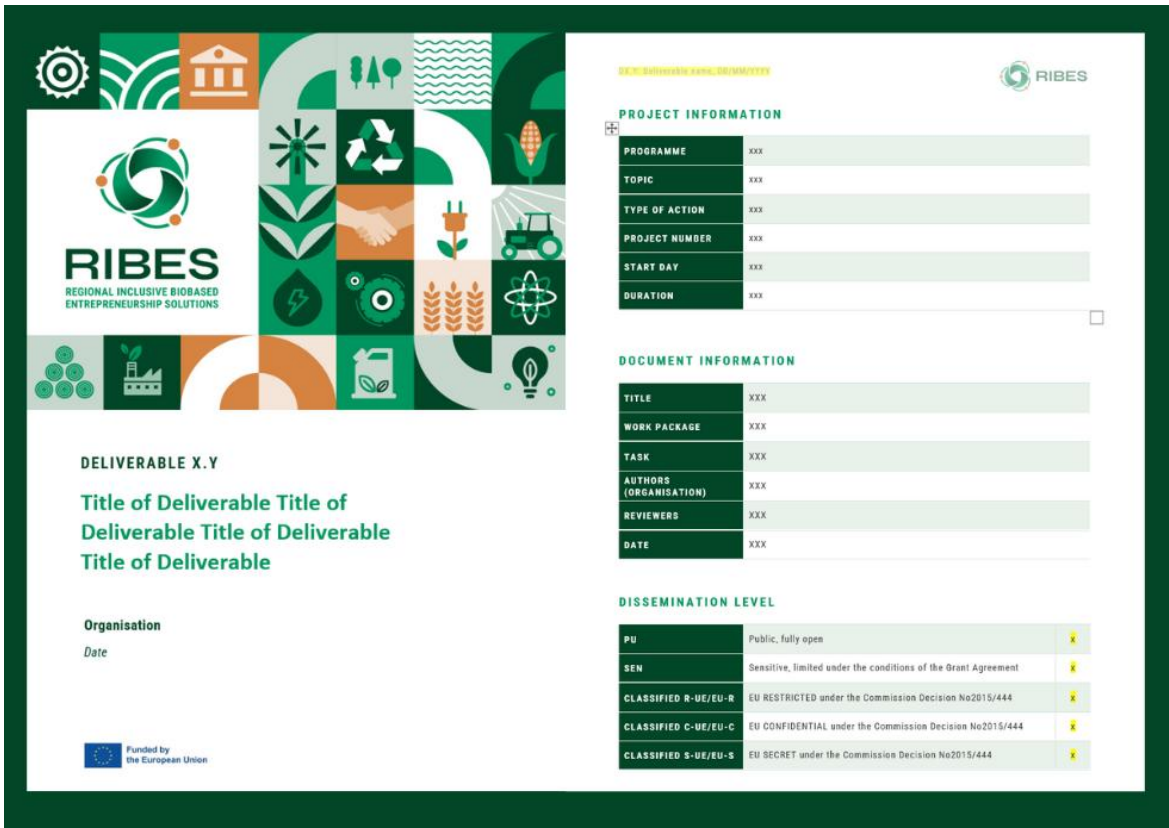
In line with the RIBES project's objective to maintain a coherent and professional visual identity across all dissemination and communication outputs, a complete suite of official templates was developed

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

and finalised by **M1**. These templates are essential tools to support consistent representation of the project in both internal and external communication activities.

Specifically, the two following templates have been created:

A Word document template intended for use in the preparation of reports, minutes, and formal documents produced within the framework of the project. The template includes cover page design, formatting guidelines, and standardised headers/footers incorporating EU funding acknowledgement and project identifiers.



The RIBES Word Template layout is divided into two main sections. The left section is the cover page, and the right section is a form for project and document information.

Cover Page:

- Header:** RIBES logo and text: **RIBES** REGIONAL INCLUSIVE BIOBASED ENTREPRENEURSHIP SOLUTIONS.
- Deliverable:** DELIVERABLE X.Y.
- Title:** Title of Deliverable Title of Deliverable Title of Deliverable
- Organisation:** Organisation
- Date:** Date
- Funding:** Funded by the European Union (with EU flag logo).

Form Section:

PROJECT INFORMATION

PROGRAMME	XXX
TOPIC	XXX
TYPE OF ACTION	XXX
PROJECT NUMBER	XXX
START DAY	XXX
DURATION	XXX

DOCUMENT INFORMATION

TITLE	XXX
WORK PACKAGE	XXX
TASK	XXX
AUTHORS (ORGANISATION)	XXX
REVIEWERS	XXX
DATE	XXX

DISSEMINATION LEVEL

PU	Public, fully open	Y
SEN	Sensitive, limited under the conditions of the Grant Agreement	Y
CLASSIFIED R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	Y
CLASSIFIED C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	Y
CLASSIFIED S-UE/EU-S	EU SECRET under the Commission Decision No2015/444	Y

Figure 9: RIBES Word Template

A PowerPoint presentation template, designed for use in project meetings, external conferences, workshops, and other public speaking engagements. The template reflects the RIBES visual identity and includes preformatted slide layouts for titles, content, visuals, and contact information.



The RIBES PowerPoint Template layout is divided into two main sections. The left section is the title slide, and the right section is a content slide.

Title Slide:

- Header:** RIBES logo and text: **RIBES** REGIONAL INCLUSIVE BIOBASED ENTREPRENEURSHIP SOLUTIONS.
- Event:** EVENT
- Presenter:** Presenter's name, Company
- Partners:** A row of logos for various partners, including CEI, Maastricht University, CEST, BIOCOM, VITO, BIOBASED, CIPCE, LYG-PLAN, and others.
- Funding:** Funded by the European Union (with EU flag logo).

Content Slide:

- Header:** RIBES logo and text: **RIBES** REGIONAL INCLUSIVE BIOBASED ENTREPRENEURSHIP SOLUTIONS.
- Main Title:** Main Title Style
- Main Subtitle:** MAIN SUBTITLE STYLE

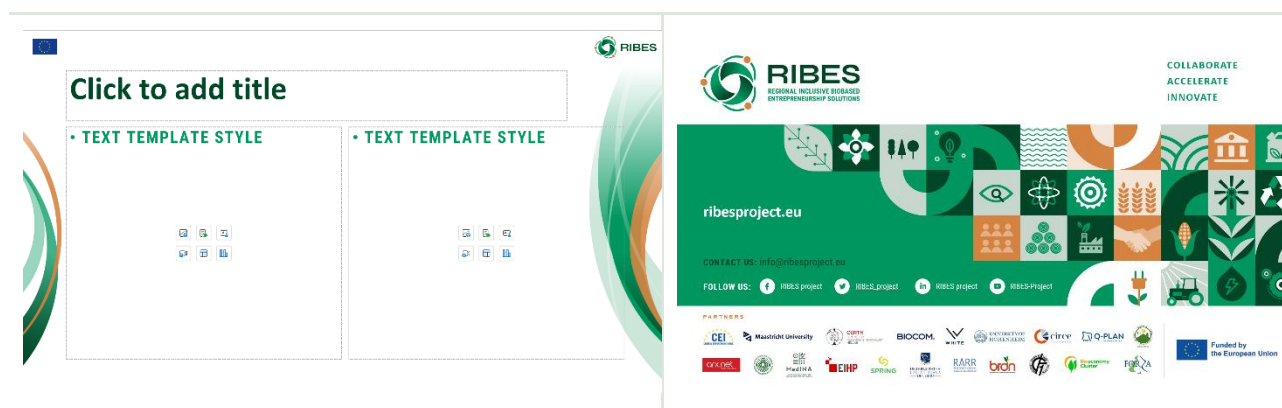


Figure 10: RIBES PowerPoint Template

6.1.4 Social Media Banner (New)

As part of RIBES' ongoing effort to maintain a cohesive and professional visual identity across all digital platforms, a new series of social media banners was developed and rolled out in **M4**. These banners are designed to reflect the project's updated branding, support campaign consistency, and improve visual engagement across platforms.



Figure 11: RIBES Social Media Banner Example

Specifically, the banners follow RIBES' established visual guidelines and incorporate key graphic elements, including the project logo, the Horizon Europe emblem, and icons relevant to the project's themes. They have been optimised for different formats (header, profile, post visuals) and are currently in use on the project's social media accounts.

6.1.5 Online Meeting Background (New)

A branded online meeting background has been developed to ensure visual consistency and professional representation of the RIBES project during virtual meetings, webinars, and conferences. The background features the project logo, and a clean layout aligned with its visual identity. It is available to all consortium members and is used across key online engagements to enhance recognition and project visibility.



Figure 12: RIBES Online Meeting Background

6.1.6 Promotional Video (Updated)

To strengthen the project's digital presence and enhance audience engagement, the RIBES consortium produced its **official promotional video** by M9. The video provides a concise and visually engaging introduction to the project's mission, scope, and added value, with the aim of reaching a broad and diverse audience across Europe.

The promotional video is structured to:

- Highlight the key challenges RIBES addresses in relation to the circular bioeconomy, rural innovation, and social entrepreneurship.
- Present the project's vision, objectives, and activities in an accessible and compelling narrative.
- Showcase the diversity of the consortium and the geographic breadth of the ten pilot regions involved.

Produced under the coordination of WR, the video aligns with the project's visual identity and EU visibility guidelines. Subtitles to all pilot languages are included to maximise accessibility and reach across multilingual audiences.



Figure 13: RIBES Promotional Video

Overall, the promotional video has been:

- **Published on the project's YouTube channel** and embedded on the official website.
- **Shared across RIBES social media platforms** (LinkedIn, X, Facebook, BlueSky), serving as an introductory communication asset for new followers and stakeholders.
- **Used at events and workshops**, including MTFs and pilot meetings.

The video will remain available throughout the project's duration and beyond, serving as a key outreach resource in ongoing communication and dissemination efforts.

6.2 Press and Media (Updated)

Press and media engagement constitute a key pillar of the RIBES dissemination and communication strategy, supporting the project's efforts to inform a broader public, foster visibility beyond the academic and policy spheres, and establish legitimacy through targeted outreach. By **M17**, the RIBES consortium has developed and disseminated its **first official press release**, marking the public launch of the project:

- The **Project Launch Press Release** was published in **M3**, providing an overview of RIBES's objectives, thematic scope, and partnership composition. The press release was written in accessible language, with the aim of engaging stakeholders across the EU bioeconomy landscape and beyond.

The press release followed the project's visual and editorial standards and included the required Horizon Europe funding acknowledgements. It served as a foundational communication piece to introduce the project to external audiences and raise awareness about its mission at an early stage.

Further press releases are planned for the second half of the project to support the dissemination of major results, including the outcomes of the pilot activities, the Digital Toolkit launch, and engagement efforts under the MTFs. These will be developed in close coordination with partners to reflect regional relevance and thematic priorities.

Finally, all press materials are stored in the shared drive. Consortium partners are encouraged to utilise and adapt the official press release template when drafting local versions or seeking media coverage in their respective regions.



Figure 14: RIBES Press Release #1

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 (Updated)

The official RIBES website (www.ribesproject.eu) was launched in **M4** and serves as the central digital platform for the project's communication, dissemination, and stakeholder engagement activities. It functions both as a content repository and a public interface, providing access to up-to-date information on the project's objectives, methodology, consortium, news, events, and outcomes.

The website is structured to ensure **clarity, accessibility, and compliance** with Horizon Europe visibility requirements. It follows the project's visual identity and branding guidelines and includes standard disclaimers and EU funding acknowledgements.

A detailed account of the website's structure, content strategy, design features, and technical specifications is presented in the dedicated deliverable **D5.2 – RIBES Website**. Inside this document a more detailed outline is presented, showcasing the full development process and the rationale behind key decisions, including visual consistency, accessibility, GDPR compliance.

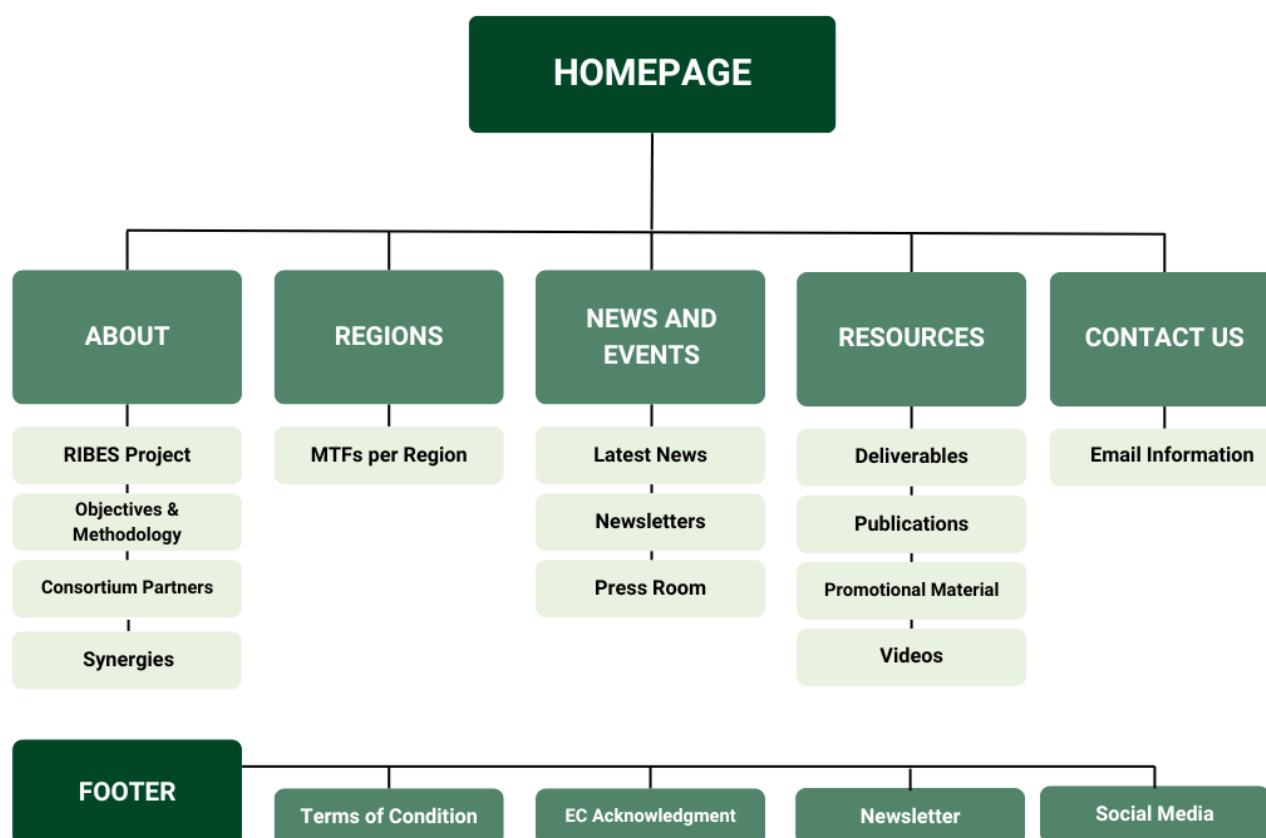


Figure 15: RIBES Site Map

WR, as the dissemination and communication manager, is 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, internal and external events, relevant projects and initiatives, reports, and project results, as well as news from the sector.

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.

7.2.2 Newsletter *(Updated)*

The RIBES newsletter is issued on a **biannual basis** and serves as a key instrument to keep stakeholders informed about the project's progress, milestones, and activities. It is designed to ensure continuity in engagement with target audiences, especially those who may not actively follow the project via social media or external events.

The first issue of the newsletter was released in **M7 (September 2024)**, and subsequent editions have been scheduled to align with major project developments. As of **M17, two (2) newsletters** have been published and disseminated to stakeholders via email and made publicly available on the RIBES website.

Each issue is structured to include:

- A short editorial introduction.
- Highlights of recent project activities (e.g. pilot updates, workshop outcomes);
- Partner and pilot spotlights.
- Announcements of upcoming events or deliverables.
- A curated list of relevant external resources or synergies.

The newsletters are prepared **WR**, in coordination with all partners. Specifically, WR is responsible for:

- Drafting and designing the layout using **Mailchimp**.
- Ensuring GDPR compliance for distribution.
- Coordinating content collection from partners ahead of each release.

Consortium partners are expected to:

- Contribute relevant updates, news items, and visual materials.
- Promote each issue through their institutional and professional networks.
- Support efforts to grow the subscriber base by sharing sign-up links and encouraging stakeholder registration.



Figure 16: RIBES Newsletter examples

Looking forward, future issues will continue to highlight the progress of co-creation activities, pilot implementation, and the development of the RIBES Digital Toolkit. New features, such as stakeholder interviews or success stories, may be introduced to diversify content and maintain high levels of engagement.

All published issues are archived on the project website and form part of the documentation supporting the DCP implementation.

7.2.3 Social Media Platforms *(Updated)*

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. During M14, WR with the approval of the whole RIBES consortium decided to open an account to another social media platform BlueSky. These five (5) distinct social media platforms were chosen to maximise the dissemination of results to various stakeholders across different media types.

WR is 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 (Updated)

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.



RIBES project

RIBES is a Horizon Europe project that seeks to facilitate the transition to a circular bioeconomy across 10 regions.

Research Services · 257 followers · 11-50 employees



Have you explored the RIBES [#promotional](#) [#material](#)?

Get a clear overview of how RIBES is driving social innovation and circular bioeconomy across 10 European regions. From our mission to our pilot activities — it's all there.



Download and share: <https://lnkd.in/dmntchE9>

[#CircularEconomy](#) [#Bioeconomy](#) [#SocialInnovation](#) [#HorizonEurope](#) [#EUresearch](#)



From Dialogue to Action: Greek MTF Meets in Mytilene

After two fruitful online sessions, the [#Greek](#) Multi-Actor Task Force ([#MTF](#)) of the RIBES project met in person for the first time!

Led by our partners, [Mediterranean Institute for Nature and Anthropos \(MedINA\)](#) and hosted at the [University of the Aegean](#) in [#Mytilene](#), participants from the primary sector, academia, civil society, and regional authorities evaluated the institutional framework for [#Circular](#) [#Economy](#) and [#Social](#) [#Innovation](#) in the [#North](#) [#Aegean](#).

Discussions centred on eight governance indicators, ranging from participation and rule of law to risk management and bioeconomy strategies, with the following key takeaways:

- ✓ The need for informed public participation
- ✓ New solutions for agricultural/livestock waste
- ✓ The urgency of a national/regional strategy for circular bioeconomy

Finally, the day concluded with the 4th Forum on Food Waste Prevention, where our partners presented RIBES as a key initiative for the circular use of agricultural residues in the region.

Our sincere thanks and gratitude go to all our partners who organised the event, as well as to the University of the Aegean, which kindly hosted us.

Read our article: <https://lnkd.in/dZaeZfmV>

[#RIBESproject](#) [#CircularEconomy](#) [#Bioeconomy](#) [#SocialInnovation](#) [#NorthAegean](#) [#Governance](#) [#FarmToPlate](#) [#Sustainability](#) [#HorizonEurope](#) [#MTF](#)



Figure 17: RIBES' LinkedIn account samples

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 (Updated)

An official RIBES account was created on **X (formerly Twitter)** in **M2**, as part of the project's initial social media strategy to enhance visibility within the European research, innovation, and bioeconomy communities. The account was intended to serve as a supplementary platform for sharing project news, engaging with EU-level stakeholders, and supporting synergies with related initiatives.

However, following a review of the platform's evolution and engagement metrics during the first year of implementation, the RIBES consortium collectively agreed to **discontinue active use of the X platform, although keeping the account active**. This decision was taken in **M14**, in response to significant changes in the platform's governance, moderation standards, and reliability as a professional communication tool.

This step aligns with similar actions taken by a number of European institutions and EU-funded projects, which have gradually withdrawn from the platform in favour of more stable and trusted alternatives. The decision to step away was also based on the platform's declining relevance within the target communities of RIBES and the limited return on engagement efforts.

While the X account remains accessible in a static state, no new content has been posted since M14, and all future efforts will be redirected to other, more suitable channels—primarily **LinkedIn** and the recently adopted **BlueSky** platform. These platforms offer greater alignment with the project's professional tone, content strategy, and stakeholder engagement priorities.

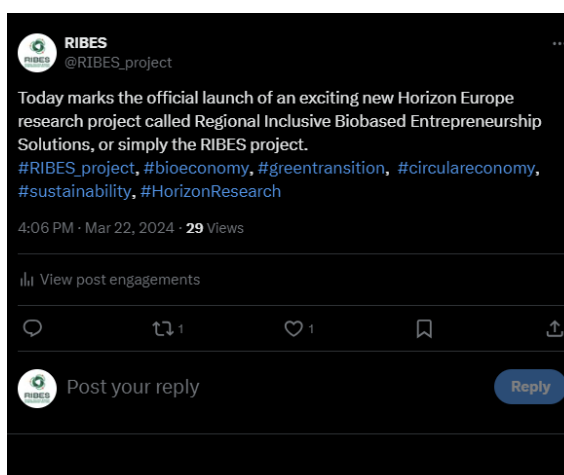
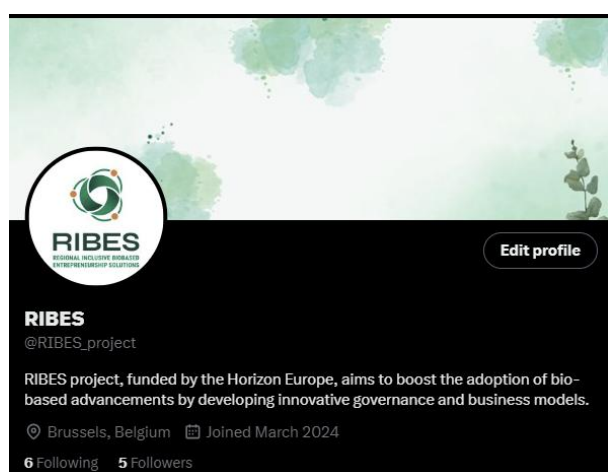


Figure 18: RIBES' X (former Twitter) account

Facebook (Updated)

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.

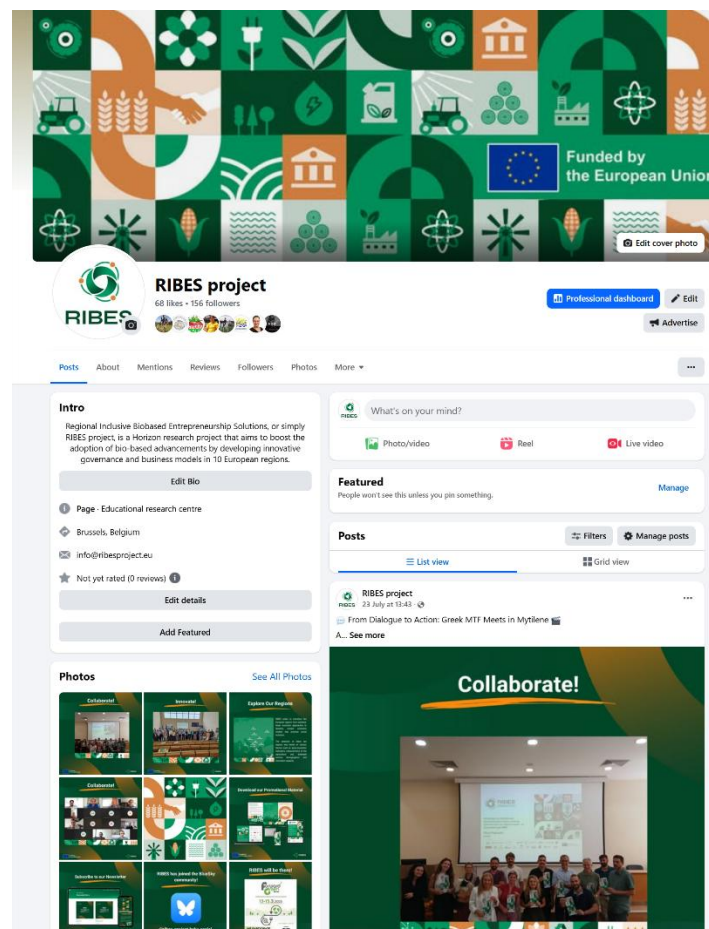


Figure 19: RIBES Facebook account sample

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 (Updated)

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, it showcases the promotional video that was produced in **M9** to raise awareness about the project.

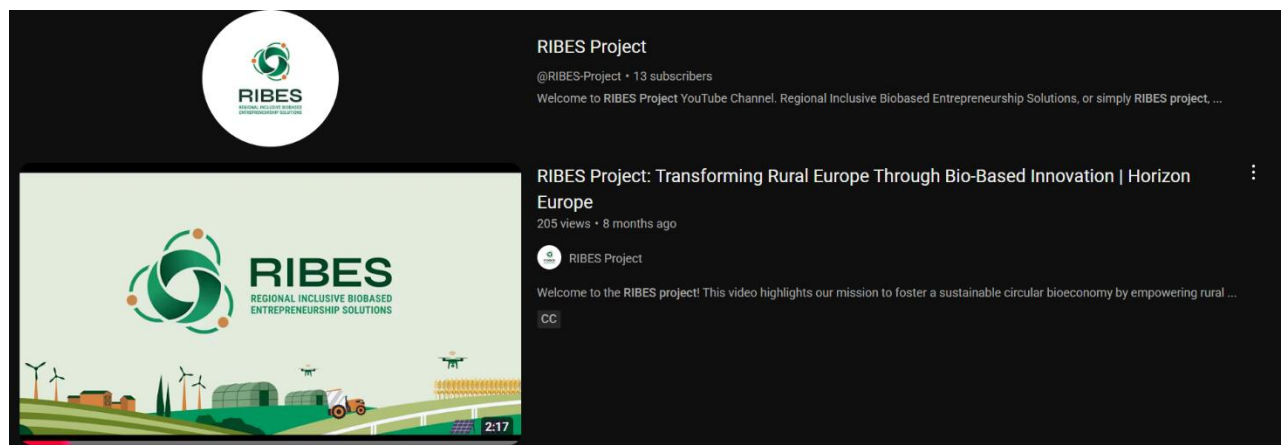


Figure 20: RIBES YouTube Channel

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.

BlueSky (New)

In response to evolving trends in digital communication and following the consortium's decision to discontinue active engagement on X (formerly Twitter), the RIBES project established a presence on the **BlueSky** social platform in **M14**.

BlueSky offers a decentralised and professional alternative that has rapidly gained traction among European research actors, policy advisors, and civil society stakeholders. The platform has demonstrated growing potential for constructive dialogue, professional networking, and the dissemination of research-related content in a more open and curated environment.

The **RIBES BlueSky account** is now one of the project's official communication channels and is used to:

- Share key project milestones, such as pilot activities, events, and publications.
- Engage with similar Horizon Europe projects, clusters, and policy-driven initiatives.
- Promote thematic discussions relevant to circular bioeconomy, rural innovation, and social entrepreneurship.

- Extend the project's reach to early adopters, experts, and journalists migrating from other platforms.

As BlueSky continues to evolve, RIBES will monitor its growth and community relevance and may adjust its engagement strategy accordingly. In its current phase, BlueSky serves as a **complementary platform** to LinkedIn, particularly suitable for short-form, dynamic updates and campaign visibility.

The account is managed by **WR** as part of the centralised content calendar. Partners are encouraged to:

- Follow and support the BlueSky account.
- Suggest or provide content adapted to the platform's tone and character.
- Tag relevant stakeholders or amplify project-related activity from their institutional accounts where applicable.

The use of BlueSky reflects the project's commitment to remaining agile in its communication approach and to embracing platforms that best serve its strategic dissemination goals.



Figure 21: RIBES BlueSky Account

7.3 Traditional Channels

7.3.1 RIBES Events and Conferences (Updated)

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' Internal 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, CETH, 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 .

Multi-Actor Transformative Forum (MTF) Workshops (New)

As part of the RIBES co-creation process under WP2, a series of MTFs workshops are organised to validate and refine the conceptual framework and key findings. These workshops bring together

representatives from all RIBES regions, enabling joint reflection on analytical results and methodological planning.

Until **M17**, two workshops have been completed to date:

1st Inter-MTF Workshop – M8

The first Inter-MTF workshop served as a structured feedback session to review the **literature review** and **conceptual/definitional findings** from T2.1, alongside **initial survey results**. Discussions focused on assessing the representativeness and completeness of findings, ensuring alignment with stakeholder perspectives and local contexts. Informal consultations complemented the formal discussions to strengthen the legitimacy and contextual fit of the mapping outputs. **Number of participants:** 22 (dynamic).

2nd Inter-MTF Workshop – M17:

The second Inter-MTF workshop addressed two main themes:

1. **Analysis of Regional Ecosystems survey results (T2.2)** and their implications for the next steps.
2. **Strategic selection and methodological approach for the Case Study (T2.4)**, ensuring methodological alignment with the foundations established in T2.1.

The workshop provided a platform for targeted, cross-regional discussions linking analytical results with practical planning for case study implementation.

Number of participants: 25 (dynamic).

The **third and final Inter-MTF workshop** is scheduled for **M28** and will focus on refining outputs, finalising conclusions, and consolidating recommendations.

Multi-Actor Transformative Forum (MTF) Meetings (New)

The **MTF meetings** were coordinated by **local/pilot partners** across the ten RIBES regions, with the support and guidance of the task leader, **Q-PLAN International**. By **M17**, each region had completed three rounds of MTF meetings, focusing respectively on stakeholder onboarding and co-creation setup (1st), exchange of findings and regional validation (2nd), and feedback collection on project activities and tools (3rd).

These meetings were structured to foster inclusive dialogue and participatory planning and were tailored to reflect regional needs and actor constellations. Formats ranged from fully online to in-person gatherings, depending on local context and logistical feasibility.

In total, the MTF process mobilised **around 664 participations across all regions and rounds**. This number reflects the **cumulative total** of stakeholder engagements, rather than a count of unique individuals, as many MTF members participated in multiple meetings. Participants included representatives from **academia, public authorities, NGOs, farmers' associations, social enterprises, and rural entrepreneurs**, underscoring the project's commitment to multi-actor collaboration in the development of circular bioeconomy governance and business models.

A detailed breakdown of all three MTF meetings by region is provided in **Table 5** below.:

Table 5: RIBES MTF Meetings

Region	Location	Participants	MTF Members	MTF Manager
Bulgaria	Plovdiv Region	43	23	Petar Borisov
Greece	North Aegean	55	30	Eva Bozou
Croatia	Pannonian	52	26	Dario Gazić
Italy	Campania	22	16	Lara Carlet
Western Balkans	Regional	25	17	Aleksandra Todorovska
Poland	Podkarpackie Region	36	29	Jakub Karp
Romania	Sibiu County	77	23	Teodor Vintilă
Serbia	Vojvodina	53	25	Djordje Djatkov
Slovakia	Nitra Region	61	17	Katarina Blicklingova
Ukraine	Carpathian Region	26	8	Lesya Loyko

All meetings followed a shared agenda template, adapted to local contexts. The outcomes of these meetings directly contribute to subsequent tasks related to co-design, policy engagement, and capacity building.

The second round of MTF meetings is scheduled for the second reporting period and will serve to validate interim project findings and support toolkit development.

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.





Figure 22: RIBES MTFs Meetings selection of photos

7.3.2 External Events and Conferences *(Updated)*

Participation in **external events and conferences** is a central element of RIBES's dissemination and communication strategy, enabling the project to present its objectives, activities, and emerging results to diverse audiences while fostering synergies and knowledge exchange.

By **M17**, RIBES partners have participated in **25 external events** across Europe and beyond, significantly exceeding the initial KPI target of **4 events** for this stage of the project. Engagements have ranged from high-profile international conferences and thematic workshops to national-level fairs and targeted stakeholder meetings.

These activities have:

- Expanded RIBES's visibility within scientific, policy, industry, and civil society communities.
- Supported mutual learning and networking with relevant stakeholders and synergy projects.
- Provided direct channels for sharing project findings and collecting feedback to inform implementation.
- Strengthened the project's presence in thematic areas such as circular bioeconomy, rural innovation, social entrepreneurship, and sustainable regional development.
- 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.

The table below summarises all documented external events and conferences attended by RIBES partners between M6 and M17, highlighting the type of activity, event title, and the role undertaken by the project.

Table 6: RIBES External Events and Conferences Attender (M1-M17)

No.	Date	Partner	Location	Type of Activity	Title of Event / Activity	Role
1	27-Jun-24	FORZA	Online	Workshop	International School of Grant Writing	Speaker
2	28-Jun-24	Q-PLAN	Rhodos, GR	Conference	6th International Conference on Changing Cities	Speaker
3	15-Aug-24	BEC	Nitra, SK	Exhibition	Agrokomplex 2024	Booth
4	6-Sep-24	ULBS	Arad, RO	Workshop	Sustainable Development: Trends & Prospects (AGROMALIM 2024)	Speaker

5	11-Sep-24	ERDN	Vilnius, LT	Conference	XX European Rural Development Network Conference	Speaker
6	18-Sep-24	AUP	Plovdiv, BG	Workshop	2nd Annual Meeting of Regional Bioeconomy Hub	Speaker
7	30-Sep-24	MedINA	Athens, GR	Other	Cultural Heritage & Contemporary Threats	Speaker
8	3-Oct-24	SPRING	Bologna, IT	Conference	IFIB – International Forum on Industrial Biotechnology & Bioeconomy	Participant
9	4-Oct-24	EIHP	Osijek, HR	Conference	AgroRocks Conference	Speaker
10	7-Oct-24	ULBS	Brussels, BE	Workshop	EU IPBES MEP Members Meeting	Speaker
11	23-Oct-24	ULBS	Sibiu, RO	Conference	Social Innovation in Agri-Food Sector – Interreg Originn	Speaker
12	30-Oct-24	FORZA	Online	Workshop	Horizon Europe Cluster 6 InfoDay	Speaker
13	30-Oct-24	FORZA	Online	Workshop	Horizon Europe in Ukraine Office Event	Speaker
14	12-Nov-24	ULBS	Vatra Dornei, RO	Conference	Innovation, Adaptation & Youth Engagement for Sustainable Mountain Development	Speaker
15	30-Jan-25	FTS	Novi Sad, RS	Workshop	Serbian Biogas Association Monthly Workshop – Biomethane Study	Facilitator / Speaker
16	4-Feb-25	FTS	Online / RS, AT	Workshop	Bioeconomy Concepts & Their Relation to Sustainability	Participant / Discussant
17	27-Feb-25	Q-PLAN	Thessaloniki, GR	Workshop	Final Validation of Robin Toolbox	Participant
18	11-Mar-25	FTS	Opatija, HR	Conference	50th International Symposium “Actual Tasks on Agricultural Engineering”	Speaker / Author
19	13-Mar-25	FTS	Belgrade, RS	Conference	Biogas & Biomethane in Serbia until 2030	Speaker / Discussant
20	13-Mar-25	Q-PLAN	Thessaloniki, GR	Exhibition	Forward Green 2025	Participant
21	14-Mar-25	FTS	Belgrade, RS	Workshop	TAIEX Workshop on EU Biowaste Policy Implementation	Speaker
22	17-Mar-25	FTS	Belgrade, RS	Workshop	III CEE2ACT Workshop – National Center for Bioeconomy	Participant / Discussant
23	26-Mar-25	RRDA	Jasionka / Rzeszów, PL	Other	Europejskie Forum Rolnicze	Participant
24	31-Mar-25	SPRING	Capua, IT	Conference	La Bioeconomia Circolare	Speaker
25	2-Apr-25	FTS	Online	Workshop	Bioeconomy concepts and their relations to sustainability	Participant / Discussant

26	7-Apr-25	MedINA	Lesvos, GR	Workshop	Food Waste Prevention Forum – From Farm to Plate	Co-organiser
27	29-Apr-25	FTS	Bertinoro, IT	Event	Advanced biofuels and phytoremediation	Participant
28	14-May-25	FTS	Vrnjacka Banja, RS	Conference	Third international EUROSA conference	Speaker, author, participant
29	22-May-25	FTS	Novi Sad, RS	Workshop	6th Danube Biomethane Hub meeting	Facilitator, discussant

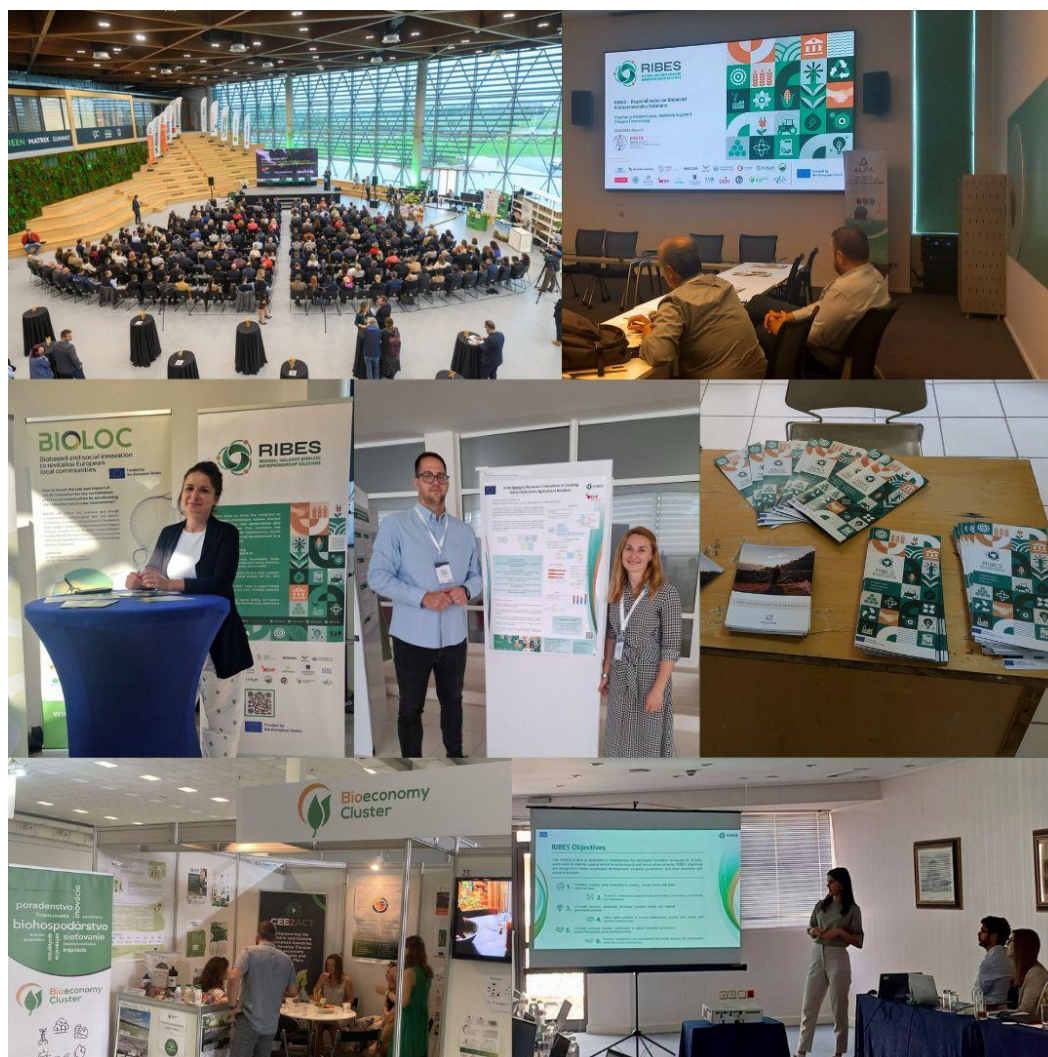


Figure 23 - RIBES Participation in External Events, Selected Photos

7.4 Dedicated Dissemination Channels

7.4.1 Scientific Publications (*Updated*)

Scientific publications are a key channel for disseminating RIBES findings within the academic and research community. They help establish scientific credibility, increase visibility across disciplines, and foster new collaborations around rural development, the circular bioeconomy, and social innovation. The project aims to produce at least **three (3) to five (5) peer-reviewed publications** over its lifetime.

As of M17, **two scientific manuscripts are currently under peer review**, marking strong initial progress toward the publication KPI:

1. **“What Contributes to the Attractiveness of Biobased Entrepreneurship? A Regional Perspective from Sibiu County, Romania”** – This article, submitted by the Lucian Blaga University of Sibiu (ULBS), builds on empirical insights from the RIBES regional case study in Romania and has been submitted to an academic journal for review.
2. **“Social Innovation for a Sustainable Bioeconomy: A Bibliometric Analysis”** – Authored by S. Türkeli, R. Wintjes, R. Kemp, C. Boldt, and colleagues, this manuscript draws on work from WP2 (Tasks 2.1 and 2.2) and has been submitted to *Technological Forecasting and Social Change*, where it is currently under review.

Both publications reflect the multidisciplinary and cross-sectoral nature of RIBES and are grounded in empirical research and conceptual frameworks developed through the project’s early phases.

All RIBES scientific publications are required to adhere to **Horizon Europe’s open access policy**. In particular:

- A machine-readable electronic copy of the final, peer-reviewed manuscript or published version will be deposited in a trusted scientific repository upon acceptance.
- Metadata and supporting outputs (e.g. datasets, tools) will be made available through the repository.
- Authors will retain sufficient intellectual property rights to ensure compliance.

Each publication will include the official EU funding acknowledgement and disclaimer:

“The authors acknowledge the “RIBES”: Regional Inclusive Biobased Entrepreneurship Solutions. The “RIBES” project has received funding from the European Union’s Horizon Europe Research and Innovation Programme (HORIZON-CL6-2023-GOVERNANCE-01-5) under Grant Agreement No 101134911.” WR will be responsible for coordinating the project’s academic efforts from a managerial perspective. A dedicated

- 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).

academic publications matrix was 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).

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

Table 7: 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

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 external reports 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 (Updated)

Throughout the first 17 months of implementation, RIBES has established active synergies with **seven (7) EU-funded projects** working on related topics such as rural innovation, circular bioeconomy, social entrepreneurship, and sustainable value chains. These collaborations aim to strengthen mutual visibility, promote knowledge exchange, and enhance outreach efforts across shared stakeholder communities. Furthermore, RIBES is also preparing to join **two significant bioeconomy networks** in the coming months to further enhance its multiplier and dissemination capacities.

The following table presents the current synergy landscape of the project, detailing the key projects and the type of activities carried out jointly or in coordination.

Table 8: RIBES' Synergies with EU-funded projects

	Project Name	Focus	Type of Synergy Activity
1	<u>ROBIN</u>	Circular bioeconomy governance at regional level	Joint participation in final event, where RIBES promoted the project and distributed leaflets; enhanced the

			visibility of the ROBIN Toolkit through social media reposting; participation in workshops to exchange governance approaches and share experiences from regional MTFs.
2	<u>BIOLOC</u>	Local bio-based innovation and community revitalisation	Joint communication activities and mutual sharing of best practices; cross-promotion via social media channels.
3	<u>MainstreamBIO</u>	Small-scale bio-based solutions in rural areas	Participation in final event to present RIBES, distribute leaflets, and network with stakeholders; cross-promotion via newsletters and social media to highlight common goals in rural bioeconomy transition.
4	<u>SUSTCERT4BIOBASED</u>	Sustainability certification of bio-based systems	Content sharing and mutual promotion
5	<u>C4B</u>	Rural value chains and inclusive business models	Cross-promotion and joint outreach
6	<u>CIRCULAR GREECE</u>	Circular economy actions at national/regional level (Greece)	Communication exchange and stakeholder visibility
7	<u>BOOST4BIOEAST</u>	Bioeconomy strategy support for Eastern European countries (BIOEAST initiative)	Communication exchange and stakeholder visibility

These synergies reflect RIBES's commitment to collaboration and coordination with thematically aligned projects, ensuring that efforts are complementary and that outreach activities reach a wider, more diverse audience. In most cases, these activities have involved:

- Participation in each other's events (e.g. webinars, panels, stakeholder sessions).
- Joint promotion through newsletters and social media.
- Exchange of materials (e.g. leaflets, visual identity, publications).
- Visibility and acknowledgment on websites and public communication channels.

Planned Network Memberships

As mentioned above, RIBES is under discussions for becoming a member of the following networks:

- **Rural Bioeconomy Alliance (RBA):** A collaborative cluster of European projects focused on rural circular bioeconomy initiatives. Membership will allow RIBES to participate in shared workshops, promote case studies, and coordinate dissemination efforts with peer projects such as ROBIN, BIOLOC, and MainstreamBIO.
- **European Bioeconomy Network (EuBioNet):** A proactive alliance of over 120 EU-funded projects dedicated to bioeconomy promotion and communication. Joining this network will enable RIBES to contribute to joint events, policy dialogues, and cross-project visibility opportunities

Table 9: RIBES Synergies Planning

	Acronym Name	Title	Short Description
1	<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.
2	<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.
3	<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).
4	<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. It contributes evidence-based knowledge to support the analysis and design of post-2027 agri-food policies
5	<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.

8. Monitoring, Evaluation and Reporting

8.1 Monitoring and Evaluation (*Updated*)

The effective implementation of the RIBES DCP relies on a continuous and structured **monitoring and evaluation (M&E)** process. The purpose of this process is to ensure that all communication and dissemination activities are aligned with the project's strategic objectives, reach the intended target audiences, and contribute meaningfully to the project's impact pathways.

Monitoring and evaluation are essential for identifying what works, what requires improvement, and where efforts should be adjusted. The **M&E framework** in RIBES focuses on both **quantitative and qualitative indicators**, assessing not only the volume of activities but also their relevance, visibility, and resonance with stakeholders.

The monitoring process supports:

- **Progress tracking** against predefined KPIs and milestones.
- **Adaptation** of dissemination tactics based on performance data and stakeholder feedback.
- **Internal accountability**, enabling consortium partners to assess the effectiveness of their contributions.
- **External reporting** to the European Commission and broader audiences, ensuring transparency and impact orientation.

The evaluation activities are **coordinated by WR**, in its role as Dissemination and Communication Manager, and **are carried out with the support of all consortium partners**. Each partner is responsible for systematically documenting their contributions using standardised reporting templates (see Section 8.3), and for providing timely input to allow for regular reviews.

The evaluation process incorporates:

- Ongoing tracking of **key performance indicators (KPIs)** as outlined in the DCP.
- **Monthly and bi-monthly reviews** of digital analytics (website, social media, newsletter, video platforms).
- Review of **partner reporting data** related to event participation, press coverage, and stakeholder engagement.
- Assessment of **qualitative outcomes**, such as stakeholder reach, engagement quality, and feedback received.

Monitoring is not viewed as a static checklist but as a **dynamic and iterative process**, embedded into the life of the project. It is closely linked with the strategic and operational planning of dissemination efforts and allows the consortium to be agile in responding to new opportunities, risks, or shifts in the external landscape.

In this context, the current chapter presents the tools used for monitoring (Section 8.2), the templates applied for internal reporting (Section 8.3), and a detailed breakdown of monitoring results to date (Section 8.4). Together, these elements form the backbone of a comprehensive monitoring and evaluation framework that supports the overall quality, coherence, and impact of RIBES communication and dissemination activities.

8.2 Digital Analytics and Monitoring Tools (New)

To support continuous performance evaluation, RIBES employs a set of analytics tools that provide real-time data and trends across its digital channels.

- **Google Analytics 4 (GA4)** tracks user interaction with the RIBES website, offering metrics on page views, session duration, bounce rates, geographical reach, and traffic sources. These insights inform content planning, structural adjustments, and search engine optimisation efforts.
- **Metricool** functions as the primary tool for social media performance monitoring and content scheduling. It provides an integrated dashboard with metrics on impressions, engagement (likes, shares, comments), reach, follower growth, and audience profiles across platforms. It also supports calendar-based scheduling to streamline campaign rollouts.

Together, these tools allow the D&C team to maintain an agile, data-driven communication strategy, adapting content and tactics in line with audience behaviour and engagement patterns. This ensures that the project remains on track to meet its visibility, awareness, and stakeholder engagement objectives.

8.3 Reporting Templates and Framework

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 tracker	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.

8.4 Monitoring Activities to Date *(New)*

As of **M17**, the RIBES project has made significant progress in the implementation of its dissemination and communication activities. This section presents a consolidated overview of performance to date against the key performance indicators (KPIs) defined in the first version of the Dissemination and Communication Plan (D5.1).

The table below provides a snapshot of activity across key channels and instruments, comparing actual achievements with the targets established for the first 17 months of the project. It is important to note that several indicators – such as stakeholder reach, website visits, and external event participation – already show strong performance, while others are expected to accelerate during the second half of the project, particularly those linked to scientific publications and promotional video reach.

Table 11: RIBES Progress Against KPIs (as of M17)

KPIs	M17	M36 Target
Visits to RIBES Website	3764	5.000 – 10.000
Social Media Followers	453	300 – 1.000
Social Media Impressions	28.23K	30.000 – 40.000
Promotional Video Views	816	1.500
Newsletter Subscribers	82	75 – 150
Media Press Articles and News	1 / 4	2 / 2
Scientific Publications	2 ¹	3 - 5
External Events/Conferences attended	29	4
Synergies established	7	8 – 15
Stakeholders reached ²	7.389	10.000 – 15.000

This performance reflects the project's proactive implementation of its DCP, particularly in terms of partner participation in external events, website content management, and the expansion of its social media presence. Several KPIs (e.g. website visits, impressions, and video views) are expected to grow significantly during the second reporting period, as additional tools (e.g. the RIBES Digital Toolkit) and results are released and promoted.

In the subsections that follow (8.4.1 – 8.4.9), a more detailed analysis of each category is provided, drawing from both quantitative analytics and qualitative reporting.

Finally, in support of the monitoring and evaluation process, **Table 12** below based on the **Grant Agreement (GA)** outlines the **key activities**, corresponding **KPIs**, and their respective thresholds for assessing performance. Each KPI is accompanied by clearly defined ranges for “**Good Impact**” and “**Excellent Impact**”, as well as the **monitoring methods** and **frequency** applied. This structured approach enables the consortium to track progress in a transparent and measurable manner, while also allowing for timely adjustments to improve outreach, visibility, and stakeholder engagement. The metrics in **Table 12** serve as a reference point for both internal performance reviews and external reporting obligations throughout the lifecycle of the project.

¹ Under Review

² **Reaching stakeholders** is about exposure or raising awareness: SM followers, Newsletter subscribers, Website visits, Promotional video views, Promotional Material distributed (636), Survey participants (3200), Participants in external events (1044) and MTF Meetings (664).

Table 12: RIBES' DCP Activities and KPIs

Activity	KPI	Good Impact	Excellent Impact	Monitoring Method	Timing
Website	Number of visits	5.000 – 10.000	>10.000	Website Metrics Social Media Management Tool	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
Media: Press Articles – Website News	Number of items	2/2	>5	Website Metrics	Monthly basis
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

8.4.1 Website Analysis

As of **M17**, the RIBES project website (<https://ribesproject.eu>) has recorded a total of **3,764 visits**. This figure represents **approximately 38% of the project's minimum target** of 10,000 visits by M36 and provides a solid starting point for the implementation of the DC). The website's early performance has been primarily driven by coordinated partner dissemination, organic search visibility, and targeted promotion through social media and newsletters.

According to data from **GA4**, most users access the website **directly** or through **organic search**, indicating that outreach efforts, particularly via social media, newsletters, and cross-promotion, are effectively directing traffic to the platform. The **homepage** remains the primary entry point, followed by the **project overview**, **consortium partners** and **regions**. This pattern reflects strong interest in general project information and mandate.

However, traffic to more strategic content areas, such as the **publications**, **news**, and **events**, and **promotional material** pages remains limited. This suggests the need for increased visibility and targeted promotion of these sections in the second half of the project, particularly as they evolve to include more content and outputs.

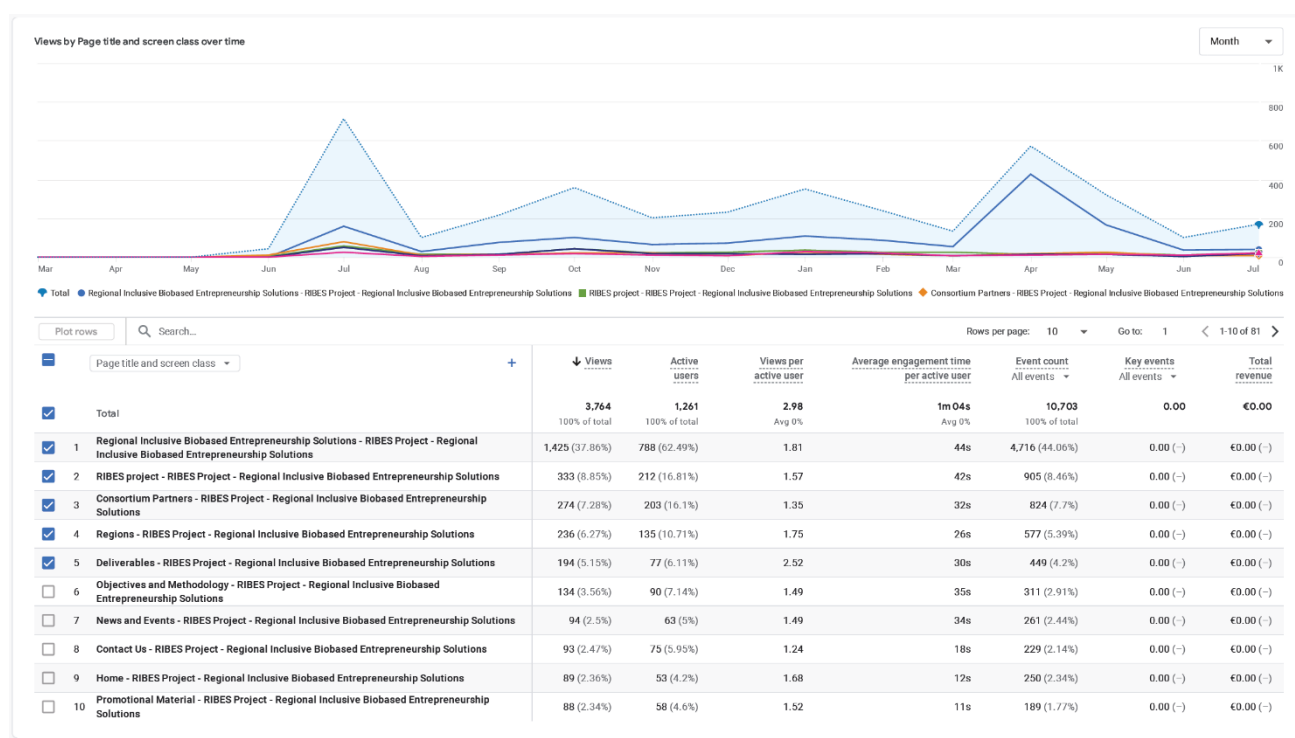


Figure 24: RIBES GA4 Analytics

To support continued growth in user engagement, the following actions are recommended:

- **Increase content frequency and freshness:** Publish regular news items, workshop summaries, and short articles to improve SEO and attract repeat visits.

- **Implement targeted social media campaigns:** Launch time-bound campaigns promoting specific outputs, using visuals, short videos, and tracked links to direct users to key landing pages.
- **Strengthen partner amplification:** Encourage consortium members to share website updates through their own channels and stakeholder networks.
- **Introduce prominent internal calls to action:** Add visible newsletter sign-up prompts and homepage banners linking to new resources and updates.

Looking forward, the website will continue to serve as the project’s central communication hub and public interface. As RIBES enters a more output-driven phase, the platform will host downloadable publications and deliverables, support the dissemination of pilot activities, and serve as the main access point for the **RIBES Toolkit**.

8.4.2 Social Media and Online Engagement Analysis

Social media platforms remain a key driver of awareness, visibility, and stakeholder engagement for the RIBES project. They serve as both **primary communication channels** and **traffic sources** directing users to the project website and other digital assets.

As of **M17**, RIBES maintains an active presence on **LinkedIn**, **Facebook**, and **BlueSky**, having discontinued active posting on **X (formerly Twitter)** in **M14** following the consortium’s decision to focus on platforms better aligned with the project’s professional audience and engagement needs.

The combined social media community currently stands at **453 followers**, surpassing the **minimum KPI target** of 300 followers for this stage (**151% of target achieved**). Social media content has generated **28.230 impressions** to date, reaching **94%** of the minimum target of 30,000 impressions. This reflects a consistent posting strategy and active partner amplification but also indicates that more frequent and targeted campaigns will be required to exceed the KPI range in the second half of the project.

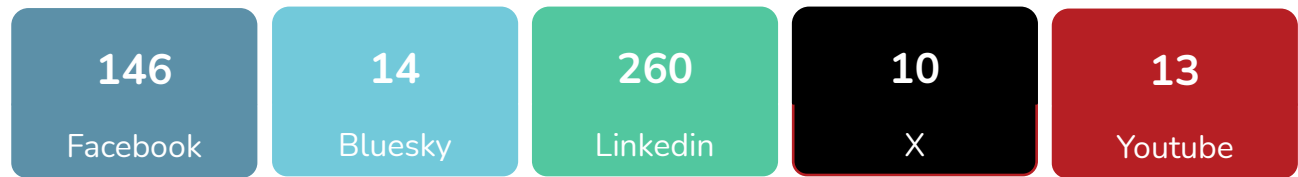


Figure 25: RIBES SMA Followers Breakdown

So far, growth has been organic and driven primarily by the regular sharing of project updates, partner activity, event announcements, and promotional campaigns. **LinkedIn** remains the strongest performing channel in terms of reach and engagement reflecting the project's professional and policy-oriented focus, while **X** and **Facebook** are used for cross-promotion and outreach to broader stakeholder groups. **BlueSky** represents an emerging channel for engagement with decentralised and niche communities, and **YouTube** supports the visual storytelling component of the project by hosting the project’s promotional video.

The project's social media branding has been strengthened with the rollout of new **branded banners** optimised for all platforms, which now include the **BlueSky logo** to reflect the expanded outreach landscape. Posts have been consistent in tone and style, contributing to a professional and recognisable project identity across platforms.

To maintain momentum and reach the follower KPI by M36, the following actions are recommended:

- **Retain posting frequency**, especially around key milestones, tools, and project deliverables
- **Encourage greater partner amplification** through tagging, sharing, and multilingual reposting where relevant
- **Promote social media channels more prominently** in all project communications, including the website, newsletter, events, and press releases

Social media will remain a critical pillar of RIBES's communication strategy, enabling timely and accessible dissemination of project outcomes while fostering engagement with a growing community of stakeholders. As the project enters a more results-driven phase, its online platforms will serve not only as channels for outreach, but also as spaces for dialogue, visibility, and the amplification of impact.

LinkedIn

LinkedIn is the **primary social media platform** for RIBES, offering direct access to a professional audience of researchers, policymakers, industry representatives, and civil society stakeholders engaged in the circular bioeconomy and rural development sectors.

As of **M17**, the RIBES LinkedIn account has **260 followers**, representing **86% of the minimum KPI target** of 300 followers for the entire social media portfolio and **26% of the overall maximum target** of 1,000 followers across all platforms. LinkedIn is also the **highest-performing platform** in terms of engagement per post, with significant interaction generated around. Specifically, posts have generated **20.07K impressions** and **2.269 interactions**, making LinkedIn the project's most active and high-performing social media channel to date.

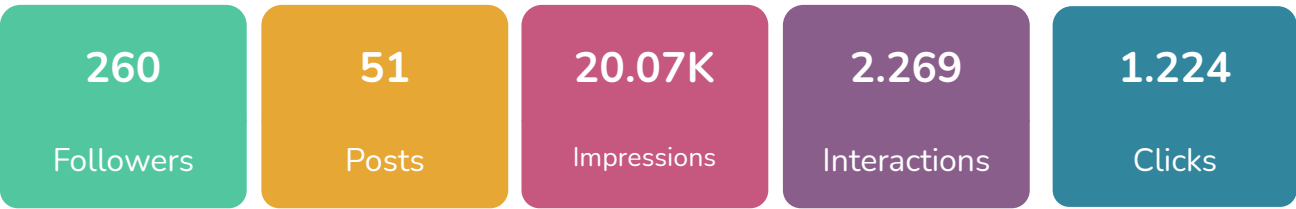


Figure 26: RIBES LinkedIn Status

Content shared on the platform includes project milestones, partner activities, event participation, and news. The high interaction rate suggests strong engagement from a professional audience, including researchers, policy actors, and other Horizon Europe stakeholders. LinkedIn has also played a key role in driving traffic to the project website and amplifying visibility across the consortium.



Figure 27: RIBES LinkedIn Community Growth

Moving forward, LinkedIn will remain the primary platform for professional outreach, with an emphasis on regular updates, partner tagging, and the use of visuals and thematic hashtags to further increase reach and stakeholder engagement.

Facebook

As of M17, the RIBES Facebook page has published **43 posts**, reached a total of **156 followers** and receiving **41 page likes**. These activities have generated **7.952 impressions** and **1.545 page visits**.

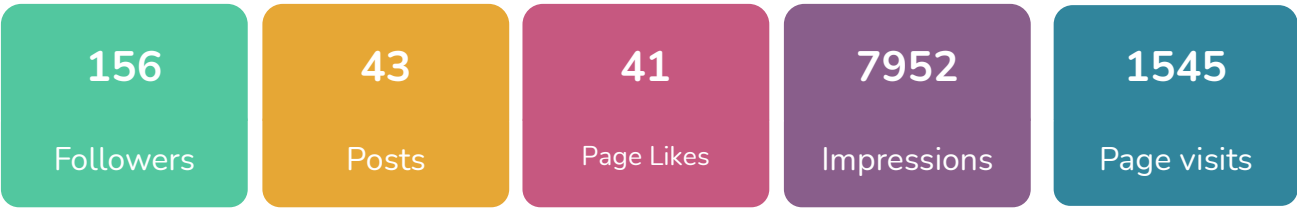


Figure 28: RIBES Facebook Status

While the follower base remains modest compared to other platforms, Facebook has proven useful for reaching broader, non-specialist audiences. Posts have primarily focused on project updates, event announcements, and relevant news in the areas of food policy and sustainability. The platform also supports cross-promotion of the RIBES website, contributing to overall traffic generation.

To increase impact, future efforts will focus on enhancing the variety of content, experimenting with visuals and storytelling formats, and leveraging Facebook's potential to connect with community-focused initiatives and thematic networks.

X

As of M17, the RIBES X account has reached **10 followers**. Over the previous months, it experienced a **drop in followers**, attributed to wider platform-level policy changes and shifting user behaviour following governance changes under its new owner. While the platform was used in the early stages of the project to share updates and amplify Horizon Europe visibility, activity on X has since been significantly reduced.

This decision is based on two main factors:

- First, **analytics access on X has become a paid feature**, limiting the project's ability to monitor and evaluate performance through standard, cost-free tools like Metricool or native analytics.
- Second, the platform's **ongoing policy and governance changes**, including the amplification of political extremism and misinformation, have prompted reputational concerns across the EU research and institutional communication space.

In light of these developments, RIBES has chosen to **limit its presence on X** in favour of investing efforts in more reliable and professionally aligned platforms, such as **LinkedIn** and **BlueSky**. The account remains active for visibility purposes but will no longer be a priority communication channel unless conditions improve.

BlueSky

As of M17, the RIBES BlueSky account has gained **14 followers**. BlueSky was adopted as part of the project's forward-looking communication strategy, aiming to explore alternative and decentralised platforms that promote open, community-driven dialogue.

While still in the early stages of growth, both for the platform and RIBES's presence on it, BlueSky represents an opportunity to engage with digitally active audiences who value transparency and emerging models of online interaction. Content shared to date includes project updates, milestones, and cross-posted material from other channels.

Given its niche user base and limited reach at this stage, BlueSky is currently used for **experimental outreach** and **brand visibility**, rather than as a core engagement channel. However, its inclusion in RIBES's social media mix reflects the project's openness to innovation and evolving digital communication spaces. Future engagement will be scaled based on audience growth and relevance to the project's stakeholder landscape.

YouTube

YouTube hosts the RIBES promotional video and will serve as the main platform for audiovisual content. While current engagement is expected to be limited with **13 Subscribers**, its strategic value will increase as more videos are produced and integrated into campaigns.

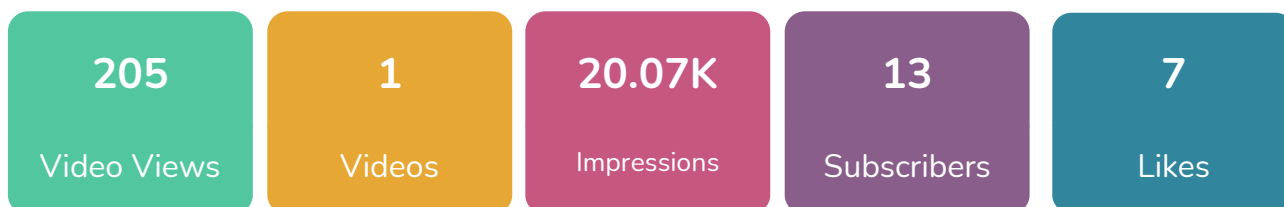


Figure 29: RIBES YouTube Status

8.4.3 Promotional Video Analysis

RIBES's promotional video was produced to introduce the project's mission, key objectives, and relevance within the context of EU research on food systems and sustainability. The video is hosted on **YouTube**, embedded on the project website, and shared across all social media channels.

As of **M17**, the RIBES promotional video has received a total of **816 views** across the project's digital channels, against a target of 1,500 views for the full duration of the project. This represents **54% of the target achieved** at the mid-point of implementation. The view count is based on a combination of **YouTube analytics** and **social media campaign performance** on **Facebook and LinkedIn**, where the video was distributed through campaigns.

While initial traction has been positive, particularly in the weeks immediately following publication, additional efforts will be required to increase both reach and sustained visibility. To proactively improve video viewership, the following measures will be implemented:

- Increase reposting and native video uploads across partners' channels
- Embed the video prominently on the homepage and project deliverables
- Launch a short targeted campaign on social media focused on engagement and call-to-action
- Repurpose video segments into shorter clips or reels for use on platforms with higher engagement potential

As the project enters a more results-driven phase, the promotional video will continue to play a key role in communicating RIBES's core values and impact in a clear and accessible way. It will be strategically used to support stakeholder engagement, event visibility, and thematic campaigns. By combining consistent promotion with new, complementary audiovisual materials, RIBES aims to maximise its reach and ensure its messaging resonates with both expert and non-expert audiences across Europe and beyond.

8.4.4 Newsletter Outreach Analysis

As of M17, RIBES has published **2 out of 6 planned newsletters**, in line with the project's timeline to issue biannual updates throughout its duration. The newsletter serves as a central tool for sharing project news, milestones, event updates, and featured content with stakeholders and the wider public.

The mailing list currently includes **82 subscribers**, comprising consortium partners, stakeholders from related projects and initiatives, and individuals interested in food systems and sustainability. Subscriptions are collected through the RIBES website and partner channels, with GDPR compliance ensured via opt-in consent mechanisms.

Each issue has included:

- Highlights of key project activities and results
- Event announcements and recaps
- Partner spotlights
- Links to the latest publications and resources

Initial engagement rates have been positive, though there is still room to expand the subscriber base and increase open and click-through rates in future issues.

To strengthen newsletter impact, the following steps are planned:

- Promote sign-ups more prominently on the website and via social media

- Include teaser content in social posts to drive interest toward upcoming issues
- Encourage partners to forward newsletters within their networks
- Experiment with layout improvements and visual content to increase engagement

As RIBES progresses into a more results-oriented phase, the newsletter will play an increasingly important role in maintaining stakeholder engagement and sustaining interest in the project's outcomes. With each new issue, the focus will shift toward showcasing tangible results, promoting resources, such as publications and deliverables.

8.4.5 Press & News Articles Status

This section summarises progress made in the production and dissemination of press releases and news articles, in line with RIBES's communication and outreach objectives.

Press Releases

As of **M17**, RIBES has issued **1 out of 2 planned press releases** for the first half of the project, in line with the expected release frequency. The published press release announced the **launch of the project** and introduced its objectives, consortium, and thematic scope. It was distributed through external channels, including partner networks and relevant online platforms, contributing to visibility across the Horizon Europe community.

The remaining planned press release for this period will be issued in connection with **key deliverables, stakeholder engagements, or notable project results**, ensuring wider coverage through both thematic and regional media outlets. Press materials will continue to be aligned with the RIBES visual identity and Horizon Europe visibility requirements and will be archived in the **Media Press Kit** and Annex IV of the DCP.

Media Website News/Articles

As of M17, **RIBES has also been featured in media coverage by four (4) external sources**, including institutional websites, news platforms, and partner communication channels. These include:

- **White Research**: As Dissemination and Communication partner, White Research published an article highlighting the project's launch, kickoff meeting in Trieste (M3), and overall mission to empower rural social entrepreneurs using digital tools and inclusive business models across ten European regions.
- **Central European Initiative (CEI)**: As coordinator of the project, CEI published multiple announcements covering the official launch, the formation of Multi-Actor Transformative Forums (MTFs), and RIBES's contribution to regional governance and bioeconomy development.
- **University of Hohenheim**: Announced participation in RIBES, confirming its funding allocation, and outlining project goals, timeline, and focus areas. The article also reinforced CEI's coordinating role and the collaborative European structure of the consortium.
- **Western Balkans Info Hub**: Featured RIBES in a regional news brief, highlighting its mission to enable ten regions across Europe to transition to circular economy models by mobilising

universities, civil society, and public administrations with digital tools for value chain and market access development.

These external mentions are instrumental in broadening RIBES's reach, strengthening its visibility across various policy, academic, and innovation networks, and reinforcing the project's position in the European circular bioeconomy landscape.

8.4.6 Scientific Publications

As of M17, **two scientific manuscripts have been submitted for peer review** by RIBES partners, marking a solid step toward the project's KPI target of 3–5 peer-reviewed publications by M36. These initial submissions are:

- **"What Contributes to the Attractiveness of Biobased Entrepreneurship? A Regional Perspective from Sibiu County, Romania"**, submitted by ULBS, drawing on insights from regional engagement and stakeholder analysis in Romania.
- **"Social Innovation for a Sustainable Bioeconomy: A Bibliometric Analysis"**, authored by partners involved in WP2, currently under review in *Technological Forecasting and Social Change*.

It is anticipated that during the **second reporting period**, as more concrete findings emerge from the pilot activities, governance toolkit co-design, and stakeholder engagement processes, opportunities for producing **peer-reviewed journal articles** will significantly increase. These publications will support the project's KPI target of **3–5 scientific publications** by M36 and will contribute to the dissemination of RIBES outcomes within the academic and research communities.

Scientific publication planning will be coordinated with **task leaders** and relevant partners to ensure:

- Alignment with the project's overarching research objectives.
- Compliance with **Horizon Europe open access requirements**.
- Selection of **high-impact journals** relevant to the circular bioeconomy, rural innovation, and social entrepreneurship domains.
- Timely preparation and submission of manuscripts to meet dissemination milestones.

Once available, these publications will be:

- Shared via the RIBES website under the **Publications** section.
- Promoted through social media, newsletters, and partner networks.
- Submitted to relevant **European Commission dissemination platforms** such as the Horizon Results Platform.

Scientific outputs will not only reinforce the credibility of RIBES within the research community but also provide evidence-based insights to support **policy engagement, industry adoption, and community-level replication** of project approaches.

8.4.7 External Events Participation

As of **M17**, RIBES has successfully **reached and exceeded** its KPI target for external events participation, with **29** events against a **target of 4**.

This reflects strong engagement in external dissemination activities, reinforcing the project's visibility and collaborative momentum. For more information you can see the External Events section, and specifically Tables 6.

8.4.8 Stakeholder Reached

As of **M17**, the RIBES project has reached an estimated **7.389 stakeholders** through its combined dissemination and communication activities. This represents **approximately 73% of the minimum KPI target** of 10.000 stakeholders by M36, indicating strong progress at the project's mid-point.

Engagement has been achieved through a multi-channel approach, including physical and online events, digital presence, newsletters, and social media presence. Notably, high-impact participation in the project's survey has contributed significantly to this number.

Also, a large proportion of stakeholder reached has been concentrated in countries hosting pilot activities, where interest in local implementation and policy relevance has drawn strong participation. Additionally, the project's visibility on platforms such as LinkedIn and the recent integration of BlueSky have supported steady online growth.

Overall, this figure reflects the cumulative outreach achieved through:

- **Participation in external events and conferences** (29 recorded to date), which have provided opportunities to present RIBES objectives, pilot activities, and early findings to relevant audiences.
- **Multi-Actor Transformative Forum (MTF) meetings** held across all participating regions, engaging diverse groups from local policymakers to farmers' associations.
- **Digital outreach** via the project website, social media platforms, newsletters, and promotional video.
- **Synergy activities** with related EU-funded projects, enabling cross-promotion to aligned stakeholder networks.
- **Media presence**, including press releases, news articles, and partner-led announcements.

The stakeholder base reached so far covers a wide range of target groups, including:

- **Policy and decision-makers** at local, regional, and EU level.
- **Academic and research institutions** working in bioeconomy, rural development, and sustainability.
- **Business and industry representatives**, particularly SMEs and cooperatives active in the bio-based economy.
- **Civil society organisations and NGOs**.

- **General public** interested in sustainable rural innovation.

Looking ahead, stakeholder engagement efforts will focus on:

- Expanding participation in both **policy-oriented** and **technical knowledge-sharing events**.
- Increasing reach through **digital campaigns** tied to major project outputs, including the **RIBES Toolkit**.
- Deepening involvement of stakeholders already engaged to ensure they transition from awareness to active participation in RIBES activities.

By the end of the project, RIBES aims not only to meet but to **exceed its KPI target**, ensuring that a broad and diverse audience is informed, engaged, and equipped to act on the project's findings and tools.

8.5 Summary and Outlook of M&E (New)

The monitoring, evaluation, and reporting framework applied in RIBES ensures that dissemination and communication progress is assessed systematically and that activities remain aligned with both project objectives and Horizon Europe requirements. As of **M17**, performance across most key performance indicators demonstrates steady advancement, providing a solid basis for the second half of the project.

The project has established a strong presence across multiple channels. Website visits have reached **3.764**, supported by partner dissemination, social media promotion, and organic search visibility. Social media audiences have grown to **453 followers**, exceeding the minimum target for this stage. The breadth of RIBES's external engagement is also notable, with **29 participations in external events** compared to a target of 4, and 7 synergies already formalised with peer projects and initiatives.

At the same time, the monitoring process highlights areas that will require intensified effort during the next reporting period. These include increasing **overall website traffic** towards the 10.000–15.000 target, **boosting video** views beyond the current 816 towards the 1.500 KPI, and initiating **scientific publications** as more substantive results emerge from pilots and toolkit development. Expanding and deepening stakeholder engagement will also remain a priority, with the aim of exceeding the **15.000 stakeholders reached** KPI by the end of the project.

The tools and processes established for monitoring, including standardised partner reporting, digital analytics, and KPI tracking, provide a reliable evidence base for decision-making. This allows the consortium to refine its approach where necessary, capitalising on high-performing activities and addressing those that require stronger promotion.

Looking ahead, RIBES will shift further towards **results-driven communication**, ensuring that emerging outputs are made accessible, visible, and engaging to the project's diverse audiences. The strong foundations laid during the first half of the project will enable a more ambitious second phase, characterised by targeted outreach, strategic partnerships, and impactful dissemination of the project's findings and tools.

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 13: RIBES' Dissemination and Communication Activities Overview

[illegible]

10. Risk Mitigation

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

Table 14: 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 *(Updated)*

This **mid-term update** of the DCP reviews the strategy, tools, and activities implemented during the first half of the RIBES project. The results demonstrate strong progress in building a robust foundation for communication and dissemination, ensuring visibility, engagement, and alignment with European Commission requirements.

Specifically, core dissemination and communication assets are in place, the project has been actively promoted across multiple channels, and significant outreach has been achieved through events, publications, and synergies with related initiatives.

In addition, the **monitoring framework**, supported by clear KPIs, has provided a reliable basis for tracking progress and adapting actions as needed – showcasing that the project is on the right path to achieving, and in some cases even surpassing, its dissemination and communication goals. Notable achievements include **3.764 website visits, 453 social media followers, 816 promotional video views, 29 participations in external events, 2 under review scientific publications** and **over 7.389 stakeholders reached**.

Looking ahead, the focus will be on **intensifying targeted outreach**, strengthening stakeholder engagement, increasing visibility for project results, publishing scientific outputs, and leveraging formal network memberships such as the Rural Bioeconomy Alliance and the European Bioeconomy Network. With a strong first-half performance, RIBES is well-positioned to deliver a high-impact second phase, ensuring its results are widely disseminated and contribute meaningfully to advancing the circular bioeconomy and rural innovation across Europe.

The experience and momentum gained in the first half of the project place RIBES in a strong position to deliver a high-impact second phase, ensuring that its results are effectively communicated, widely disseminated, and contribute meaningfully to advancing the circular bioeconomy and rural innovation across Europe.

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Annexes

Annex I – Media Press Kit

Visual and Brand Identity

LOGOMARK



LOGO VARIATIONS



LOGO VERSIONS





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

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

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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



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RIBES EC ACKNOWLEDGEMENT EXAMPLE



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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?

Annex IV – Academic Publications Tracker

Reporting

- The Academic Publication Tracker is updated on a rolling basis and reviewed at each reporting period. It is used to:
- Contribute to the KPI on academic publications (target: 3–5 publications by M36).
- Feed into dissemination reports and project reviews.
- Support the visibility of RIBES results by enabling targeted promotion of published work through project channels.
- By maintaining this tracker, RIBES ensures that all academic outputs are recorded, reported, and promoted effectively, maximising their visibility and scientific impact.

Usage Guidelines for Consortium Partners

- Record each publication in the tracker as soon as it is accepted for publication.
- Include all required details: title, authors, date, publication type, journal/conference name, DOI or link, open access status, and abstract/summary.
- Indicate whether the publication results directly from project activities or relates to RIBES indirectly.
- Submit any supporting documents (PDF of the publication, acceptance letter, screenshots of the publication page) to WR for archival and reporting purposes.

The Academic Publications Tracker is available to the RIBES repository.



#	Title	Type	Authors	Lead Partner	Journal / Conference	DOI / Link	Submission Date	Acceptance Date	Publication Date	Status	Open Access	WP Linked	Dissemination Level	Notes
1	Sustainable Land Use Strategies in Europ	Journal Article	Dr. A. Smith, Prof. B. Jones	WR	Journal of Climate & Land Use	https://doi.org/10.1234/example	15/05/2025	01/07/2025	15/07/2025	Published	Yes	WP5	PU	
2														
3														
4														
5														
6														
7														
8														
9														
10														

The project

The **RIBES** project **aims** to enhance the uptake of bio-based innovations in ten (10) European regions (Bulgaria, Greece, Croatia, Italy, Western Balkans, Poland, Romania, Ukraine, 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 - 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	FTS
	Bioeconomy Cluster	BEC
	FORZA Agency for Sustainable Development of the Carpathian Region	FORZA

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