

Enabling transition towards circular and systemic BIOeconomy model regions by a Regions-to-Regions approach

Report on project branding, website and dissemination

Deliverable 4.4

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BIO2REG in a nutshell

A sustainable, circular bioeconomy is essential for achieving the goals of the Green Deal. However, implementing a regional bioeconomy comes with various challenges. Bioeconomy model regions offer a systemic approach to transitioning to sustainable development. The EU-funded BIO2REG project aims to help greenhouse gas-intensive economies unlock their bioeconomy potential by moving towards bioeconomy model regions.

The project will encourage networking of regions, interregional exchange and cooperation, providing regional stakeholders with a conceptual framework for regionalisation in bioeconomy model regions. This involves mapping best practices in a circular and sustainable bioeconomy, assessing bioeconomy potential, offering mentoring and training, forming transition alliances, and making policy recommendations. The project adopts a multi-actor approach by collaboratively creating tools and guides with regional stakeholders and engaging with regions through guided on-site exchanges.

Find out more:

Website: <https://bio2reg.eu>

LinkedIn: <https://www.linkedin.com/company/bio2reg>

X/Twitter: <https://twitter.com/BIO2REGeu>

Contact Denise Gider (Project coordinator): d.gider@fz-juelich.de

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1 Summary

BIO2REG WP4's primary objectives were to develop an initial Communication, Dissemination, and Exploitation Strategy (CDES) and prepare the BIO2REG communication and dissemination tools and activities.

The overall objective of the WP4 was to ensure the necessary strategies, tools, and activities to maximise the long-term impact of the project by:

- developing an initial Communication, Dissemination, and Exploitation Strategy (Task 4.1),
- preparing and implementing the BIO2REG communication and dissemination tools and activities (Task 4.2).

The CDES was submitted as D4.1 "Communication, dissemination, exploitation strategy and stakeholder engagement plan". In this deliverable, we are reporting on the activities in Task 4.2. These activities included setting the project brand to establish a unique graphical identity, launching a website as the central communication platform, setting up Social Media channels, creating a wide range of dissemination materials, and presenting the project at a European bioeconomy event. BIOC was responsible for setting up the branding, project website, and materials, while all consortium partners were involved by providing content for the activities and materials and giving feedback.

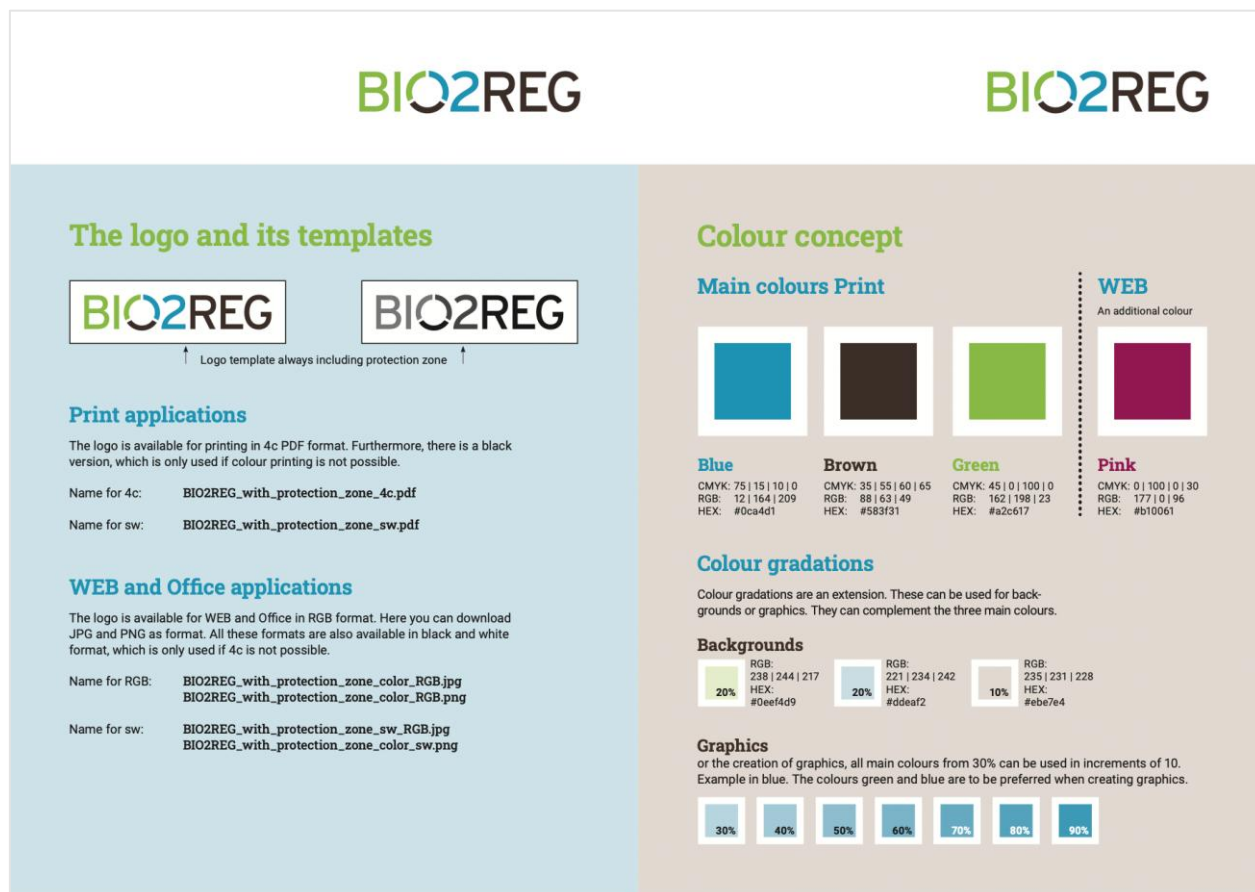
2 Project branding

Distinct branding is crucial for EU-funded projects as it establishes a unique identity that enhances recognition and visibility among regional stakeholders, including regional public administration, private businesses, researchers, and the public. A well-defined brand ensures consistency across all communication channels, from website to dissemination materials and social media posts, which is crucial for raising awareness and a prerequisite to driving impact towards the regions' circular bioeconomy transition. More information on the communication strategy behind the project branding, as well as target groups, key communication tools, and dissemination channels can be found in D4.1 "Communication, dissemination, exploitation strategy and stakeholder engagement plan".

2.1 Project brand book

A project logo and colour palette are essential elements of its branding strategy, acting as visual cornerstones for all communication tools. These core branding elements were developed in early 2024, with their specifications documented in a comprehensive project brand book. This guide was shared with the consortium in April 2024 to ensure consistency and alignment across all project materials. The brand book also describes the correct funding acknowledgment by providing the link to download the graphics and copy the EU's funding statement.

Figure 1: Excerpt of the project brand book.



2.2 Key visuals

Key visuals can support a project's brand identity, as they provide a cohesive and engaging visual narrative supporting its message and objectives. The schematic geographic illustrations of Europe, with BIO2REG partners' locations connected into a network (Figure 2: A, B), are used

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throughout the diverse communication platforms. The illustrations overlayed with a photograph of two individuals wearing hard hats in front of a biorefinery are used in backgrounds and banners (Figure 2: C, D). The key visuals were developed in collaboration with FZJ and used in the creation of the website and other materials.

Figure 2: The BIO2REG key visuals are used as background banners.



2.3 Office templates

Microsoft Word and PowerPoint templates were made available to BIO2REG partners in April 2024 to ensure a consistent project identity. These templates align with the established project branding and include key elements such as the EU funding acknowledgement and contact details.

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Figure 3: Overview of the BIO2REG PowerPoint template.



3 Project website

The BIO2REG project website (<https://bio2reg.eu>) is a central communication hub that offers project information, results, and relevant links (Figure 4). Launched in April 2024, the website's design, structure, and technical implementation are thoroughly detailed in D4.2, "Project Website".

There is currently no plan to provide a multi-language version of the website, however, translation of selected posts and pages is possible upon request from BIO2REG partners to accommodate the multilingual network of actors.

This section provides a brief overview of the website's current features, including a repository of project news and deliverables, a newsletter subscription form, and an event registration form. Additionally, it highlights key website statistics and offers an outlook into future developments.

Figure 4: Screenshot of the website homepage

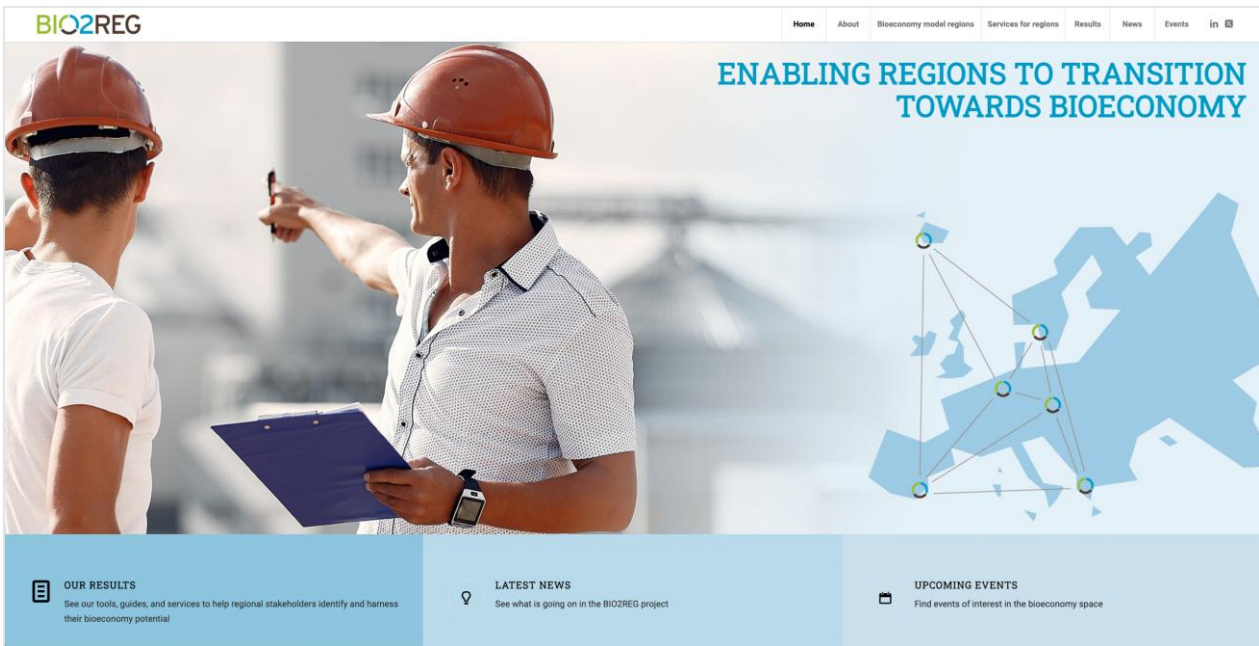


Figure 5: Screenshot of the website's main menu.

Home	About	Bioeconomy model regions	Services for regions	Results	News	Events	in	X
	About BIO2REG							
	Consortium							
	Partner initiatives							

3.1 Repository

Two main menu sections – Results and News – are designed to collect the upcoming deliverables and the project news, respectively (Figures 6 and 7). This ensures that the BIO2REG outcomes are publicly available and lays the groundwork for the dissemination and exploitation of the project results.

Links to the website:

- Results section: <https://bio2reg.eu/results/>
- News section: <https://bio2reg.eu/news/>

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Figure 6: Screenshot of the Results webpage.

RESULTS

The BIO2REG partners are developing a range of tools, guides, and services to help regional stakeholders not only identify their bioeconomy potential, but also harness it.

Regionalisation concept

BIO2REG's unique [model region framework](#) places regions and their specificities at the centre of the transformation through multiple and tangible transition measures. The normative concept developed will synthesise evidence on the regional dimension of the bioeconomy. Its systemic approach will build on technological and societal innovation, recognise cross-sectoral linkages and focus on sustainable development in economic, environmental, and social terms.

coming in December 2024

Multi-Criteria Assessment

The Multi-Criteria Assessment (MCA) framework will help regional stakeholders to quantitatively assess the bioeconomy potential of European regions. The MCA will take into account regional specificities and different greenhouse gas intensive economies.

coming in June 2025

Practical guides

The project will produce a set of guides to help regional actors implement transition measures on the regional level. Members of the network and the exchange programme will have access to guidance on best practice, common challenges and barriers to transition, and on how best to mobilise regional stakeholders.

coming in June 2025

Figure 7: Screenshot of the News webpage.

NEWS FROM THE BIO2REG PROJECT



NEWS

BRIDGING THE GAP

Read more

October 16, 2024



NEWS

OUT NOW: BIO2REG'S FIRST NEWSLETTER

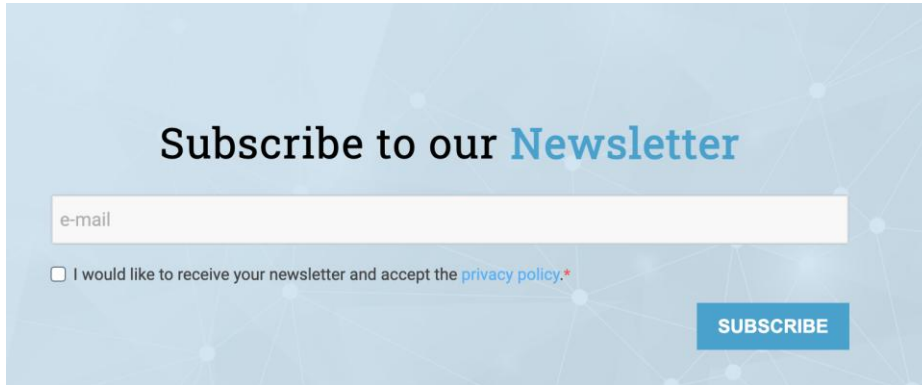
Read more

September 24, 2024

3.2 Newsletter

The website collects e-mail addresses for the newsletter mailing list via a newsletter subscription form (Figure 8). The form is located at the bottom of each page.

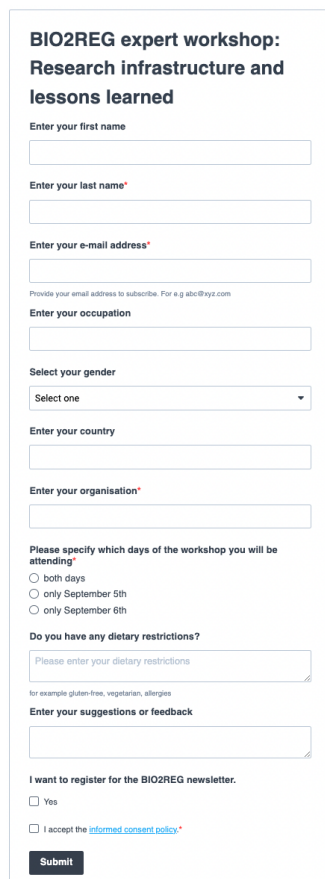
Figure 8: Screenshot of the newsletter subscription form.

A screenshot of a newsletter subscription form. The background is a light blue with a subtle geometric pattern. The title "Subscribe to our Newsletter" is centered at the top in a dark blue font. Below the title is a white input field with the placeholder text "e-mail". Underneath the input field is a checkbox followed by the text "I would like to receive your newsletter and accept the [privacy policy](#).*". To the right of the form is a blue button with the word "SUBSCRIBE" in white capital letters.

3.3 Event Registration

The integrated registration form can be used to collect participants' data for both online and on-site events, ensuring full compliance with GDPR on data privacy (Figure 9). The form can be custom-made and published on the website for any BIO2REG event upon request from BIO2REG partners. This feature was successfully used to in support of the expert workshop organisation by BHCZ, RISE, and MATIS in July and September 2024.

Figure 9: Event registration form.

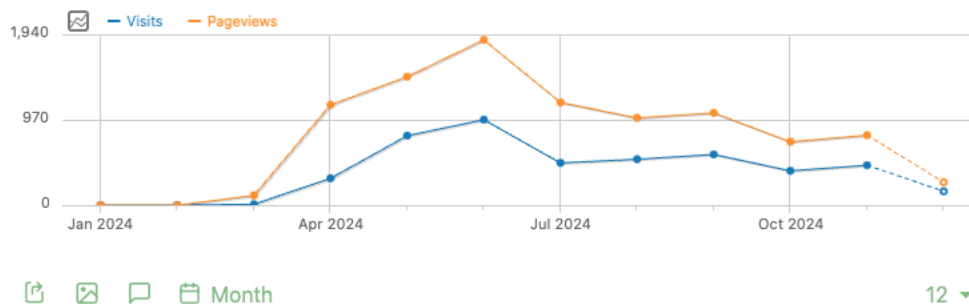
A screenshot of a registration form titled "BIO2REG expert workshop: Research infrastructure and lessons learned". The form contains several input fields and checkboxes. It asks for "Enter your first name", "Enter your last name*", "Enter your e-mail address*", "Enter your occupation", "Select your gender" (with a dropdown menu), "Enter your country", "Enter your organisation*", "Please specify which days of the workshop you will be attending*" (with radio buttons for "both days", "only September 5th", and "only September 6th"), "Do you have any dietary restrictions?" (with a text input field and a note "for example gluten-free, vegetarian, allergies"), "Enter your suggestions or feedback", and "I want to register for the BIO2REG newsletter." (with checkboxes for "Yes" and "I accept the [informed consent policy](#)*"). A "Submit" button is at the bottom.

3.4 Statistics

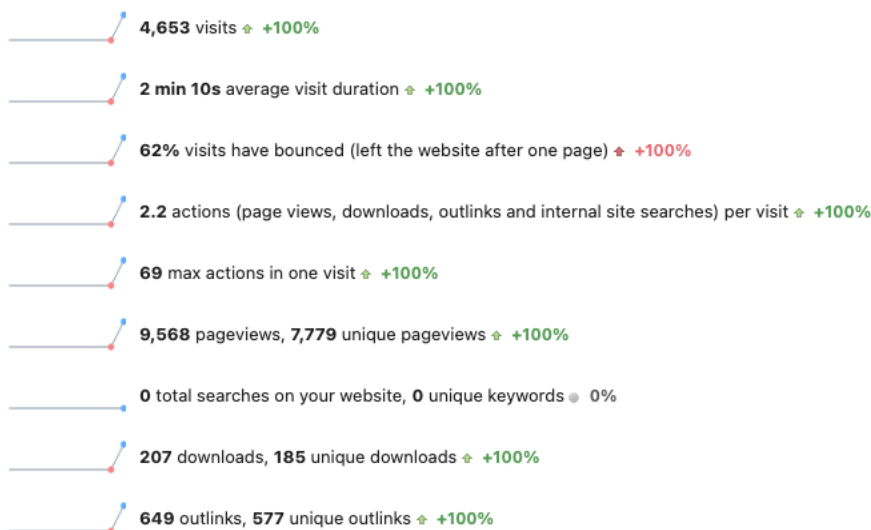
The BIO2REG website has attracted more than 9,500 pageviews and 4,600 visits to date (see Figure 10). While the majority of visitors—more than half—are from the United States and Germany, the audience is notably diverse in terms of country representation. Users overwhelmingly access the website via desktop browsers, reflecting a preference for traditional browsing platforms. Search engines play a significant role in driving traffic to the site. Among visitors referred through social media, more than 80% originate from LinkedIn, making it the leading social media source for website referrals (see Figure 11).

Figure 10: Visitor statistics for bio2reg.eu, 1.1.-17.12.2024

Visits Overview (with graph)

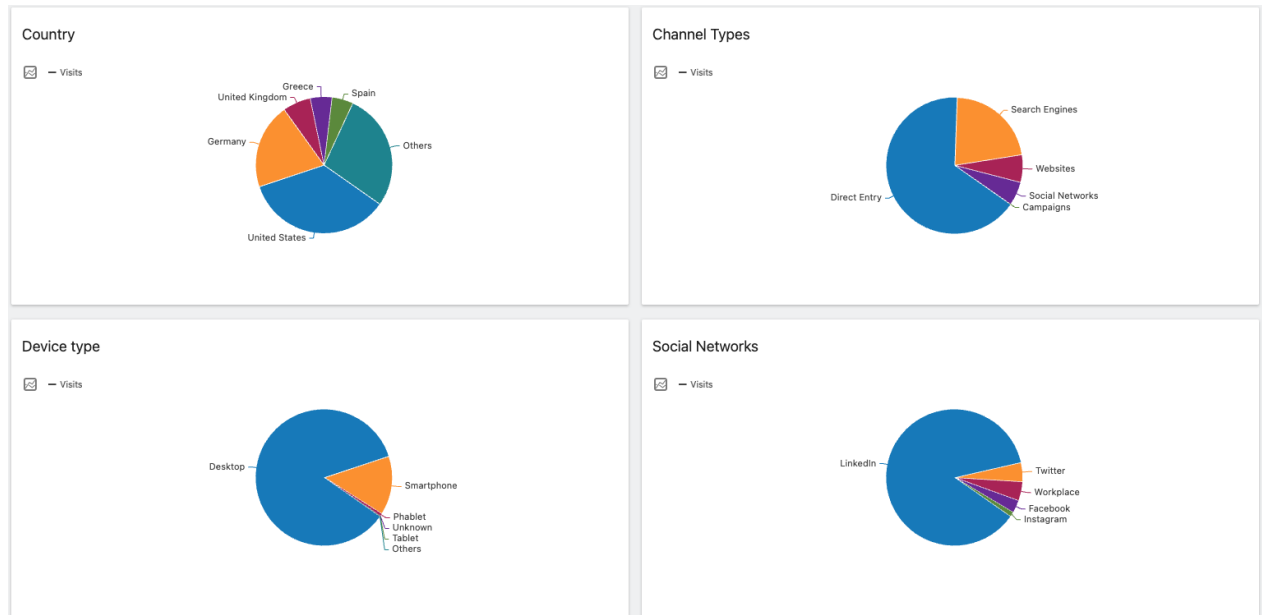


Visits Summary



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Figure 11: Web statistics on visitor country, device type, acquisition channel, and social networks for bio2reg.eu, 1.1.-17.12.2024



3.5 Outlook

The website will be updated further within the WP5 activities. Namely, in the framework of Task 5.2 "Activation of the BIO2REG network", the project website will further function as the BIO2REG network's central communication platform, providing the basis for knowledge generation, management, and sharing activities, facilitating exchange between European regions through an integrated network area. The envisioned updates also include an interactive actor map. The map will showcase up to 20 regional bioeconomy profiles of BIO2REG network members, characterising their regional transition challenges, region-specific bioeconomy conditions, most important stakeholders, and how they tackle their paths toward bioeconomy model regions.

4 Social media

Social media platforms like LinkedIn and X/Twitter are crucial in reaching all stakeholder groups, especially members of regional public administration and the private sector. LinkedIn facilitates professional networking and information exchange among the target stakeholders, while X enables real-time updates and broad outreach. Even though English is the primary language used for BIO2REG communication, BIO2REG partners can prepare posts using multiple languages for posts to help engage diverse audiences effectively, breaking language barriers and fostering inclusivity within regional communities. This multilingual approach ensures the project's messages resonate with local stakeholders and enhances participation.

Two BIO2REG project accounts ([LinkedIn](#) and [X/Twitter](#)) have been created as a part of Task 5.1 activities. These accounts are central to the project's online awareness strategy to engage stakeholders, develop a dialogue, and foster interest. Detailed information on the social media strategy can be found in D4.1 "Communication, dissemination, exploitation strategy and stakeholder engagement plan".

4.1 LinkedIn

LinkedIn is a valuable platform for engaging with regional public administrations, policymakers, and private-sector stakeholders. It allows for professional networking and targeted dissemination of information relevant to these groups, such as policy updates, funding opportunities, and success stories. This helps strengthen partnerships and align public and private efforts toward bioeconomy goals. The project can effectively connect with key decision-makers and influencers in the regional bioeconomy landscape by leveraging LinkedIn's professional audience.

Figure 12: Key Analytics for LinkedIn company page, 1.1.-17.12.2024

 Followers 454 followers	 Posts 65 posts	 Page impressions 29,505 impressions	 Post impressions 29,069 impressions
 Post clicks 1,906 clicks	 Post engagement rate 9.69% engagement rate	 Page engagement rate 8.13% engagement rate	 Page reach 17,050 connections

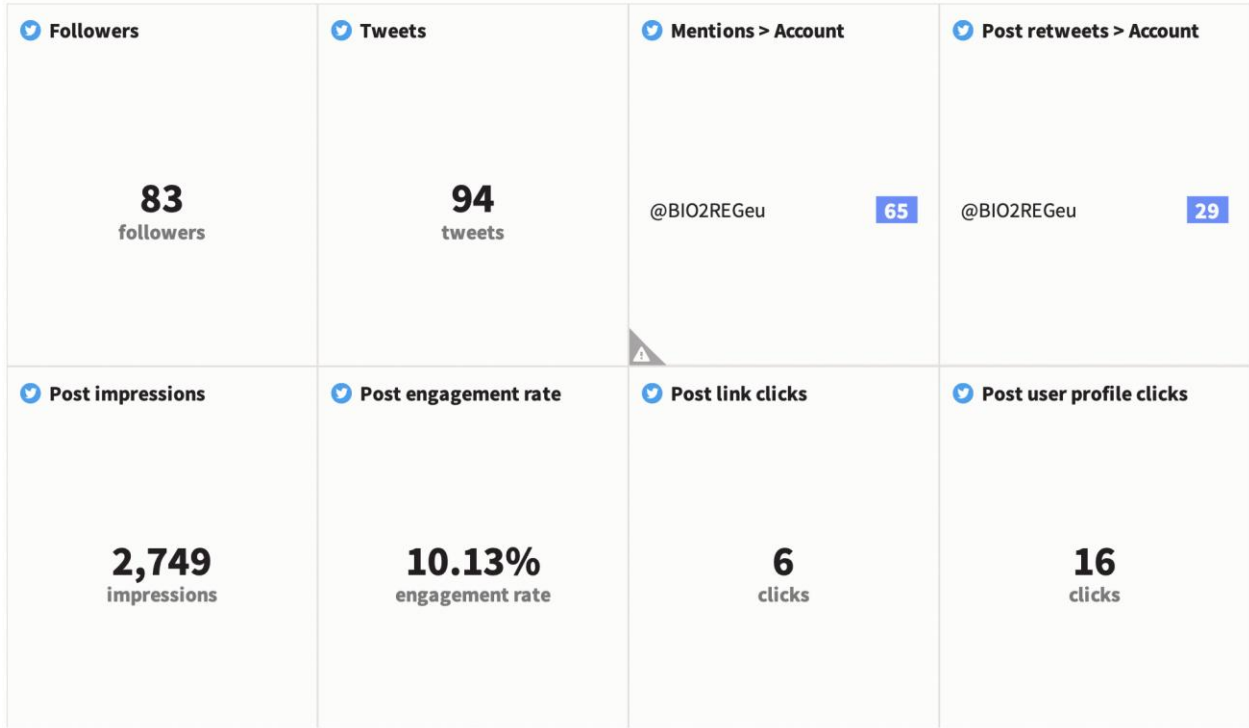
4.2 X/Twitter

X (formerly Twitter) has proven somewhat effective for engaging regional research, education, and civil society members, though its impact has been increasingly limited in recent times. The platform's real-time nature allows for quick sharing of project updates, research findings, event

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announcements, and relevant news. X has fostered interaction by encouraging conversations and knowledge exchange, which can help strengthen connections with academic institutions, students, NGOs, and local communities.

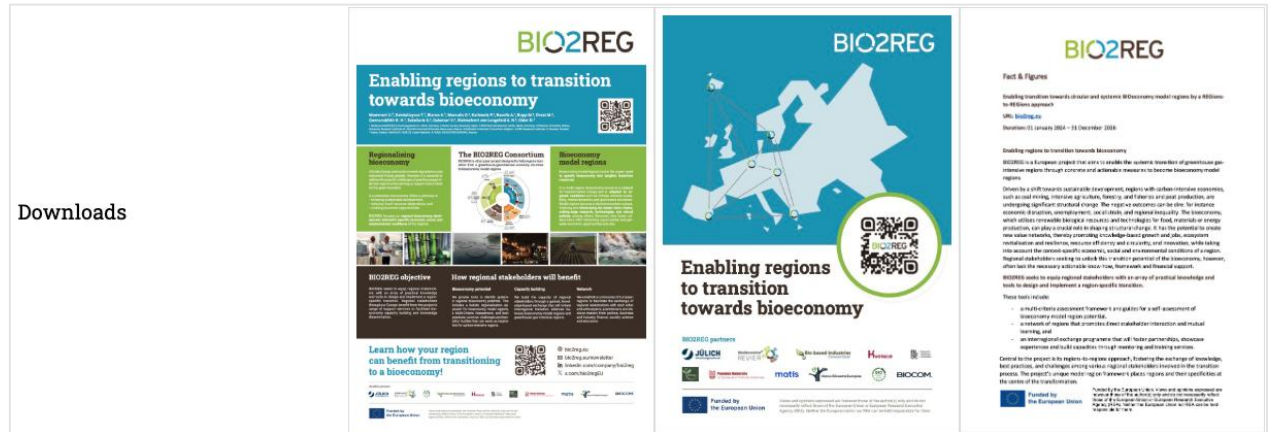
Figure 13: Analytics for Twitter Account, 1.1.-17.12.2024



5 Project dissemination materials

WP4 has developed several dissemination materials shared as media files with the consortium partners. Some of them, the factsheet, the flyer, and the poster, are also shared publicly, for example at <https://bio2reg.eu/about/> (see Figure 14).

Figure 14: Download section for project materials



5.1 Factsheet

Factsheets are an essential tool for disseminating detailed, concise information about an EU-funded project, particularly when targeting stakeholders such as representatives of regional public administration, the private sector, research and education, and civil society. Unlike flyers, factsheets provide a more in-depth overview, typically covering the project's objectives, methodology, expected impacts, and key partners while maintaining a clear and digestible format. They are highly versatile and valuable for events, direct mailings, or downloads from the project website. The BIO2REG factsheet is a three-page project description listing BIO2REG partners and their roles in the consortium (Figure 15). It can be shared as a digital file or a printout to communicate about the project and our aims.

Link to the website: <https://bio2reg.eu/wp-content/uploads/bio2reg-fact-sheet-fin.pdf>

Figure 15: The BIO2REG factsheet.



5.2 Flyer

Printed flyers remain a significant tool for dissemination in EU-funded projects, complementing digital efforts by providing tangible, easily shareable materials. They are particularly effective at events such as conferences, workshops, and networking sessions, where quick and accessible information about the project is needed. They serve as a portable reference, increasing the likelihood of follow-up engagement and ensuring stakeholders have a clear takeaway that strengthens the project's visibility and outreach.

The BIO2REG flyer is designed as a double-sided A5-format brochure for distribution among the potential BIO2REG regional participants (Figure 16). It was developed in close collaboration with FZJ. The printed materials were shared with the BIO2REG partners during the expert workshop in Reykjavík on September 6, 2024. Customising the flyer to reach the non-English speaking target audience is possible upon request by the BIO2REG partners. For example, BIOC has provided a Spanish version of the BIO2REG flyer to Kveloce (Figure 16, B), and a Czech translation to BHCZ. The PDF file of the BIO2REG flyer in English is [available for downloading](#) from the website.

Figure 16: The BIO2REG flyer.



A

B

B

Roll-ups are an impactful and portable communication tool, ideal for enhancing visibility at events such as conferences, workshops, and exhibitions. These vertical banners provide a prominent, eye-catching display that conveys key information at a glance, such as the project's logo, title, tagline, and primary objectives. Their reusable and portable nature makes them a cost-effective investment for repeated dissemination activities, helping to build brand recognition and reinforce the project's presence in relevant professional and public forums. The BIO2REG roll-up was designed with the support of FZJ to convey the project's core concepts and contact information, and FZJ printed the banner for first use at the event in Jülich on June 20, 2024 (Figure 17). Customising the roll-up to reach the non-English speaking target audience is possible upon request and translation support from the BIO2REG partners.

Figure 17: The BIO2REG roll-up.



5.4 Poster

Posters can be a useful tool for disseminating detailed insights about an EU-funded project to regional audiences. At events, posters introduce a project and its benefits, they can act as conversation starters, encouraging direct stakeholder engagement and fostering networking opportunities. They also provide a lasting visual impression, reinforcing the project's credibility and increasing its visibility. The BIO2REG poster was designed with support from FZJ and presented at the International Forum on Industrial Biotechnology and Bioeconomy (IFIB) 2024 on October 3-4 in Bologna (Figure 18). The event attracted approximately 250 delegates from start-ups, businesses, research institutes and clusters. The poster includes details on the methods and the objectives. The digital file of the poster is available for downloading and repurposing at other events. It is envisaged that an updated version of the poster will be developed later to include upcoming results.

Figure 18: The BIO2REG poster.



5.5 Social media kit

Social media kits empower project partners and stakeholders to share updates, achievements, and events with uniformity, amplifying the project's reach and engagement. They also save time and effort in creating content, ensuring compliance with EU communication requirements while appealing to diverse audiences. By leveraging social media's dynamic and interactive nature, a well-prepared kit significantly boosts the project's visibility and fosters ongoing dialogue with its target communities.

The BIO2REG social media kit includes pre-designed graphic templates and stakeholder accounts for tagging, all tailored to the project's identity. The branded social media templates serve various purposes and can be easily customised using the online tool Canva, by following the instruction manual available in the shared folder (Figure 19). The templates were made available to all partners in June 2024 and have been widely used in various posts and campaigns, including efforts to recruit participants for stakeholder workshops. Lastly, stakeholders' and partners' social media accounts were mapped and made accessible in the shared folder for convenience.

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Figure 19: The BIO2REG branded social media graphic templates.



5.6 Other material

A project presentation was created by BIOC and FZJ to enable partners to easily introduce the project using pre-designed slides. Additionally, a boilerplate text was prepared, providing project descriptions of varying lengths to suit different purposes. Recognising the prevalence of hybrid events, BIOC made available a virtual background for video conferences for BIO2REG representatives (Figure 20).

Figure 20: The BIO2REG branded virtual background for video conferences.

