

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

Communication, Dissemination, Exploitation Strategy and Stakeholder Engagement Plan Deliverable 4.1

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BIO2REG in a nutshell

A sustainable 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>

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Project partner abbreviations:

FZJ	Forschungszentrum Jülich, BioökonomieREVIER, Germany
BIOC	BIOCOM Interrelations, Germany
KVC	Senior Europa (Kveloce), Spain
PU	Panteion University Athens, University Research Institute of Urban Environment & Human Resources, Greece
BIC	Biobased Industries Consortium, Belgium
BHCZ	BIOEAST HUB CR, Czech Republic
HSE	Homo Silvestris Europae, France
RISE	RISE Research Institutes of Sweden, Sweden
MATIS	Matis, Iceland

1 Introduction

1.1 Abstract

This deliverable presents the initial strategy for the development of BIO2REG communication, dissemination and exploitation activities as well as a plan for stakeholder engagement as set out under Task 4.1. This plan serves as a framework that will be used to

- raise awareness about the project's activities, facilitate sharing and promote project outcomes, and
- support stakeholder engagement activities by the project partners, providing coherence and consistency.

Achieving the bold goals set out by BIO2REG to enable the transition of greenhouse gas-intensive regions into bioeconomy model regions requires engaging with a broad range of regions, stakeholders in Europe and communicating on diverse bioeconomy sectors (agriculture, forestry, fishery, peat) and topics (climate-neutral bio-based value chains and business models, research infrastructure, social sustainability, education and funding). In addition, at the heart of the project is the establishment of a network of regions for regions to help stakeholders actively initiate and shape this transition. The project thus places great importance on the development of comprehensive and strategic communication and engagement activities throughout the entire project lifecycle. This strategy will not only help to maximise the visibility and impact of the project, but also build support for future research and innovation funding.

Communication activities in BIO2REG are divided into two work packages (WPs): an initial set-up of activities in WP4 and their activation and continued implementation in WP5. The document is divided into a communication, dissemination and exploitation strategy developed by WP4 and WP5 lead partner, BIOC and an engagement strategy developed by WP2 lead partner, KVC.

This report was prepared in April 2024 and will be updated internally in June 2025. This strategy will also:

- lay the groundwork for *Deliverable 2.1 – Report on final concept of BIO2REG network* (due date June 2025)
- contribute to *Deliverable 5.3 – Best practice guide for mobilising regional stakeholders* (due date December 2026), and
- communication performance indicators will be closely monitored and reported in *Deliverable 5.2 – Report on final communication, dissemination and exploitation plan* (due date December 2026).

1.2 Methods and concepts

To develop a strategy for public and stakeholder engagement in the bioeconomy, it is necessary to clarify what is understood under these concepts. We define **public engagement** as the myriad ways in which the activity and benefits of higher education and research can be shared with the public at large. Engagement is by definition a two-way process, involving interaction and listening, with the goal of generating mutual benefit.¹ We define **stakeholders** as persons or groups that

¹ National Coordinating Centre for Public Engagement (NCCPE), 'What is public engagement?', NCCPE. Available at: <https://www.publicengagement.ac.uk/about-engagement/what-public-engagement> (Accessed: 14 March 2024)

influence or are influenced, directly or indirectly, by a project or activity, however a stakeholder does not necessarily have to be a direct user of project outcomes. We distinguish between stakeholders and members of the public, the latter being citizens who do not formally identify with stakeholder groups. In this document, public engagement refers to all interactions with the public, including stakeholders and citizens.

For the formulation of an effective engagement strategy in section 3 Engagement strategy, we draw on **IAP2 Core Values for Public Participation**, which identifies those aspects of public participation which cross national, cultural, and religious boundaries, and help make better decisions reflect the interests and concerns of potentially affected stakeholders.² IAP2's Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's role in any public participation process. Due to the difficulties in separating the intermediate levels, the diversity of characteristics and motivations in public engagement activities,³ and the fact that a fully participatory approach is limited in science and technology,^{4,5} the five levels of public engagement described in IAP2 have been adapted in BIO2REG to a **three-level approach** from informative to collaborative participation (Table 1: Three levels of public engagement). These three levels of engagement provide a framework to categorise BIO2REGS activities, classify stakeholders, and define tailored tools and methods in each activity and the stakeholders involved (see 3 Engagement strategy).

Table 1: Three levels of public engagement

Level	Objective
Informative participation	Education and awareness, knowledge dissemination.
Consultative participation	Dialogue, obtaining public feedback.
Collaborative participation	Co-creation, engaging the public directly in decision-making.

Furthermore, value creation requires a wide approach addressing the **quintuple helix stakeholder model** that brings together public administration, private industry, research sector, and civil society in the creation and transformation of knowledge within the framework of the environment (Figure 1). This approach goes beyond the triple and quadruple helix to embed considerations of the natural environment into innovation processes.⁶

² IAP2 (International Association for Public Participation 2), 2023: IAP2 Core Values. Available at: <https://www.iap2.org/general/custom.asp?page=corevalues> (Accessed: 8 April 2024)

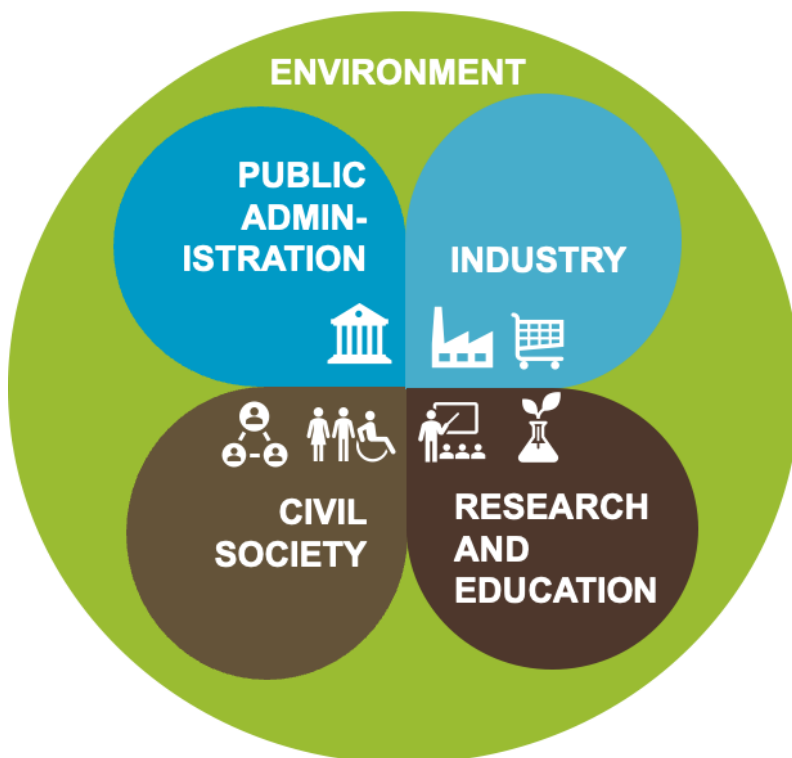
³ Roberts, R., 2003. Involving the public, in: Becker, H., Vanclay, F. (Eds.), The International Handbook of Social Impact Assessment: Conceptual and Methodological Advances. Elgar Publisher, Chentelham, pp. 258–277.

⁴ Tili, A., Dawson, E., 2010. Mediating Science and Society in the EU and UK: From Information-Transmission to Deliberative Democracy? Minerva 48, 429–461. Available at: <https://doi.org/10.1007/s11024-010-9160-0> (Accessed: 8 April 2024)

⁵ de Bakker, E., Beekman, V.; Millar, K., Ribeiro, B. 2016. Actors and network activities in the bioeconomy: Reflections on guidelines for participatory approaches (No. D2.4). BIOSTEP project.

⁶ Carayannis, E.G. and Campbell, D.F.J. 2010. Triple Helix, Quadruple Helix and Quintuple Helix and How Do Knowledge, Innovation and the Environment Relate To Each Other? A Proposed Framework for a Trans-disciplinary Analysis of Sustainable Development and Social Ecology". International Journal of Social Ecology and Sustainable Development, Volume 1, Issue 1, 41–69. <http://doi.org/10.4018/jesd.2010010105> (Accessed: 9 April 2024)

Figure 1: Example of quintuple helix of innovation (Carayannis, 2010)



This wide approach is crucial for adequate **co-creation** and to increase societal readiness levels for, among others, the adoption of technologies, best practices, or policy recommendations.^{7,8} The quintuple helix stakeholder model has thus been utilised to form the basis of the main target groups of the project (public administrations, public services such as regional development agencies, policymakers, entrepreneurs, SMEs, researchers, educators, civil society organisations, see Main target groups).

Drawing on this framework, the communication, dissemination and exploitation (CDE) strategy detailed in section 2 Communication, dissemination and exploitation provides a more in-depth plan for the informative level of participation. It is important to note, however, that some aspects of exploitation cross over into other levels of public engagement (e.g. consultative and collaborative). The CDE strategy is based on an understanding of public audiences and their interest in the project results as defined Table 2^{[68][90]}. This framework helps guide project activities to be 1) strategic in the use of resources, 2) set clear goals and objectives, 3) define relevant target groups, 3) choose a clear message, 4) use the best channels or tools, 5) evaluate efforts.

Table 2: Communication, Dissemination, Exploitation.

Method	Description
Communication	Multiple audiences beyond the project's own community including media and the broad public.
Dissemination	Audiences interested in the potential use of the results.

⁷ Gerdes, Holger; Zoritz Kiresiewa, Volkert Beekman, et. Al, 2018. 'Engaging stakeholders and citizens in the bioeconomy: Lessons learned from BioSTEP and recommendations for future research'. Available at: <https://www.ecologic.eu/15834> (Accessed: 8 April 2024)

⁸ Roman, M., Varga, H., Cvijanovic, V., Reid, A., 2020: Quadruple helix models for sustainable regional innovation. Engaging and facilitating civil society participation. *Economies* 8 (48)

⁹ Communication about your EU-funded project. Available at: https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en (Access: 8 April 2024)

Method	Description
Exploitation	Audiences including project partners that make concrete use of the results.

1.3 Gender, diversity and ethics

BIO2REG seeks to integrate the gender and diversity perspectives during the whole project lifecycle. In relation to public engagement, gender and diversity aspects will be promoted together with other aspects addressed to overcome various discriminations and to balance the equity of opportunities. In addition, all engagement activities in BIO2REG will be conducted in accordance with a detailed review of ethical issues in the *D6.2 – Initial data management plan* due in June 2024. All activities developed along the project will thus comply with ethical principles and relevant national, EU and international legislation such as the Charter of Fundamental Rights of the EU and the European Convention on Human Rights. To ensure this, an internal document (*Handbook on public engagement*) elaborated by KVC will provide the partners with operational guidelines in April 2024.

1.4 Main target groups

In light of their transformative power, regions and their specificities are placed at the centre of BIO2REG activities. BIO2REG thus pays special attention to communicating with and the active participation of regional stakeholders throughout project activities. As depicted in Figure 2: Target groups and prioritisation and the private sector from various value chains within the bioeconomy are the main target groups in the BIO2REG project, as both represent core multipliers with significant impact for regional green, climate-neutral and sustainable transition. The involvement of regional development agencies is especially critical due to their close relationship with decision-making bodies and the active participation of bioeconomy cluster companies.

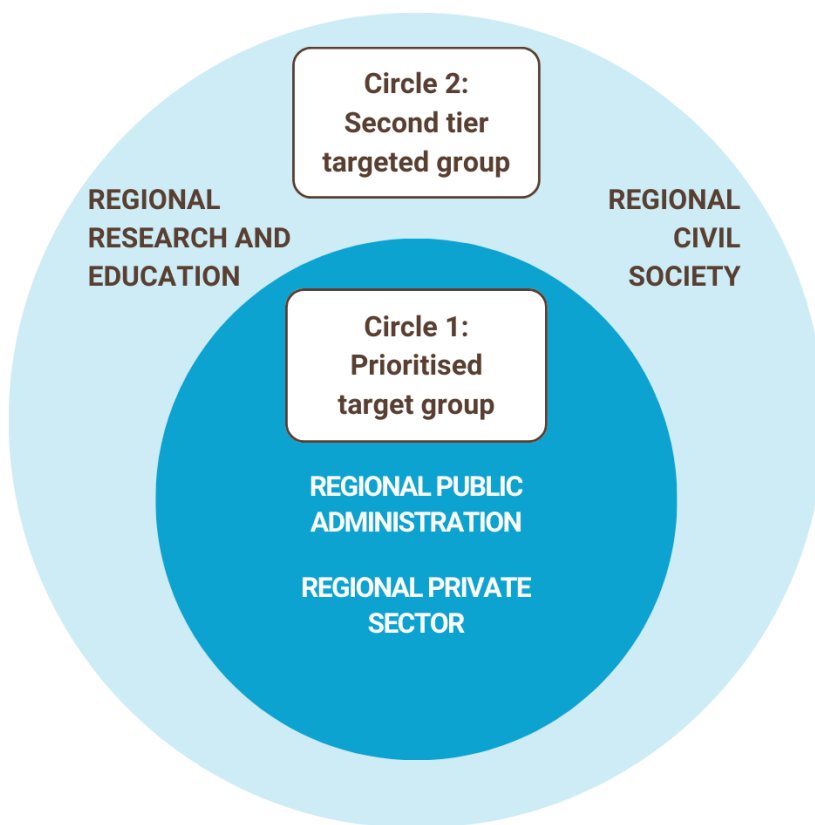
Circle 1: prioritised target group by BIO2REG as core multipliers with the most impact potential for regional transformation:

- Regional public administration (RPA): regional ministries, public administration, innovation and development agencies
- Regional private sector (RPS): manufacturing and services, industries, farms, SMEs, start-ups, clusters, and financial sector within or related to the bioeconomy value chains

Circle 2: second tier targeted group, activated through circle 1 target group:

- Regional research and education (RRE): educational centres, universities, vocational training, science and technology parks
- Regional civil society (RCS): civil society organisations and initiatives, citizens

Figure 2: Target groups and prioritisation



2 Communication, dissemination and exploitation

In order to maximise its impact, the BIO2REG project will promote its activities and results for advocating the bioeconomy concept across European regions. The communication, dissemination and exploitation strategy has been carefully developed to address the project objectives, phases, key target groups, main results, and messages and to outline the tools and channels, responsibilities, and timeline. The tools and channels are divided under the categories of communication, dissemination and exploitation; however, it is important to note that significant overlap exists between these concepts. Together, this communication, dissemination and exploitation (CDE) strategy aims to provide a holistic understanding of the BIO2REG communication approach and ensure a cohesive and impactful plan and successful implementation of all activities.

2.1 Project phases

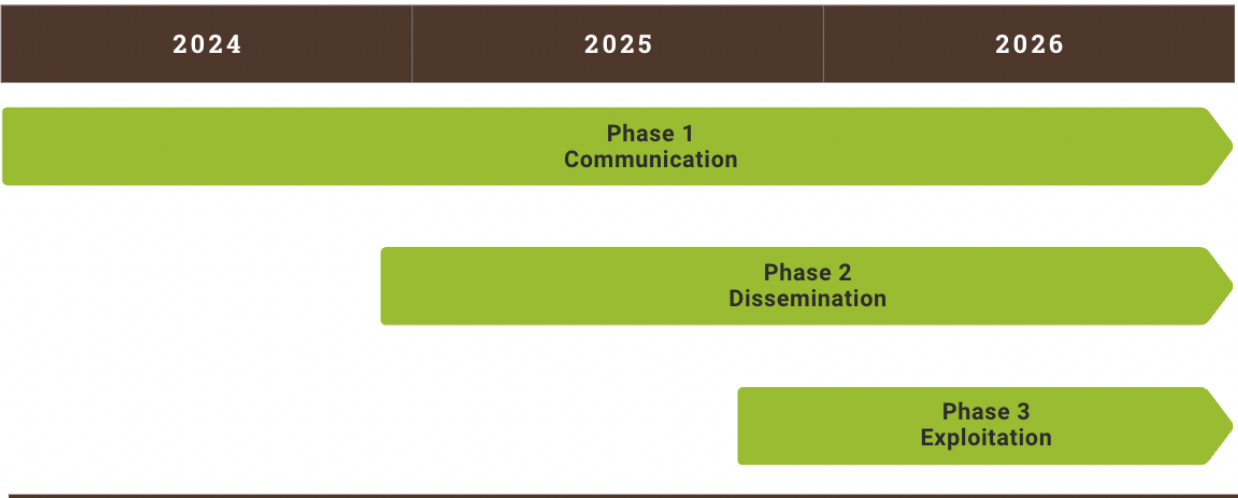
The project can be thematically divided into three major phases that are aligned with the framework of communication, dissemination and exploitation, as depicted in Figure 3: Project phases.

In the **first phase**, as results and tools are being developed in WP1, communication efforts will focus on establishing a strong project identification to address multiple audiences to ensure the widest level of awareness raising. All communication activities will be realised under a pan-European campaign aimed at communicating about the project, its objectives, activities, and events through multiple channels to spark interest and engage a large portion of the public. Details of the tools used can be found in Key communication tools and channels.

In the **second phase** of the project, once fresh results are available, activities will focus on disseminating to audiences interested in the potential use of BIO2REG results. This phase correlates to the launch of the BIO2REG network, more details of which can be found under Key dissemination tools and channels.

In **phase three**, the uptake of results by stakeholders will stand in the foreground. This phase correlates to the launch of the BIO2REG exchange programme and mentoring sessions, in which stakeholders will be supported in using the project results and cross-regional interaction and exchange fostered. More details of which can be found in Exploitation tools and channels.

Figure 3: Project phases



2.2 Main project assets

To create actionable knowledge content and material, the main assets of the project are identified in Table 3: Main project assets. For a list of all other major key results and milestones of the project along with ideas for their dissemination see [Table 14: List of key results, milestones and dissemination ideas](#) in the annex.

Table 3: Main project assets

Main assets	Actionable knowledge
Regionalisation concept	Visions, key characteristics and transformation activities of a systemic circular bioeconomy model region
Multi-Criteria Assessment (MCA) framework incl. guide for implementation	Decision-analysis technique for regional stakeholders to quantitatively assess potential transition paths for a regional bioeconomy transformation through different scenarios
Practical guides on transforming GHG-intensive regions into bioeconomy model regions	Replication guides and knowledge sharing activities for regional stakeholders considering different regional specificities
BIO2REG network	A living network of regions that promotes direct stakeholder interaction and mutual learning, and access to lessons learned and best practices in transitioning towards a regional bioeconomy
Inter-regional transition alliances	Inter-regional exchange instrument incl. capacity building training and mentoring service for regional stakeholders
Call-to-action videos and documentary	Awareness raising on bioeconomy and benefits of bioeconomy model regions
Policy recommendations	Enhance decision making through knowledge on enabling governance structures and role (and shortcomings) of regional, national, EU and private funding for regional bioeconomy development

2.3 Key messages

BIO2REG seeks to equip regional stakeholders with an array of practical knowledge and tools to design and implement a region-specific transition. The main messages about the benefits for regions can be summarised below:

- BIO2REG provides transferable knowledge on how regions can be transformed into circular bioeconomy model regions through interregional coordination.
- BIO2REG recognises the specific regional interplay of stakeholders, economic structure, biomass availability, education and qualification structure, civil society, regulatory frameworks and innovation ecosystem.
- BIO2REG will contribute to overcoming divergences in regional development.

These main overall benefits have been broken down into potential key messages in Table 4: Key messages for relevant target groups based on some of the needs identified in the engagement strategy in the Stakeholder analysis and mapping. These guiding examples can be considered and updated by partners for their stakeholder outreach:

Table 4: Key messages

Target groups	Key messages
All	The bioeconomy plays a crucial role in shaping structural change in regions with greenhouse gas-intensive economies.
Regional public administration	A regionalised bioeconomy provides opportunities for green growth and climate adaptation and mitigation. Bioeconomy acts as a central force of transformation in your region and help you leverage/unlock your regional potential. Regional bioeconomy helps you move from global targets to regional transformation and actions. Bioeconomy can contribute to the development of municipal sustainability and climate adaptation and mitigation strategies as well as implementation actions. BIO2REG offers you guidance and exchange on how to coordinate the bioeconomy transition process at the regional level. BIO2REG will help you understand how to build and manage a regional bioeconomy network and give you the tools you need.
Regional private sector	Bioeconomy offers opportunities for green growth (innovative, new value chains and business models), improving sustainability and increasing social acceptance of products. Bioeconomy provides a pathway to improve sustainability and reduce emissions in companies through the use of biological resources and technologies. A regionalised bioeconomy helps you find synergies with local government and better financing mechanisms and schemes. Leveraging regional bioeconomy potential can alleviate risk through diversification, increase competitiveness and resilience. BIO2REG offers you guidance and exchange on how to be better involved and shape the bioeconomy transition process at the regional level. Bioeconomy will create new jobs on all levels and will be a key driver for the regional development. Bioeconomy will become a resilient pillar of the European wellbeing and green growth.
Regional research and education	Bioeconomy is a growing area of research that can help spark regional transformation. Bioeconomy can act as a central transformation force that systematically connects sectors and supports knowledge translation. BIO2REG can connect you to new research opportunities and financial support for projects. BIO2REG can help you train the future workforce and engage prospective students. BIO2REG offers you ways to be involved in the transition process or to introduce new topics and system knowledge into educational programmes to shape the bioeconomy transition process at the regional level.

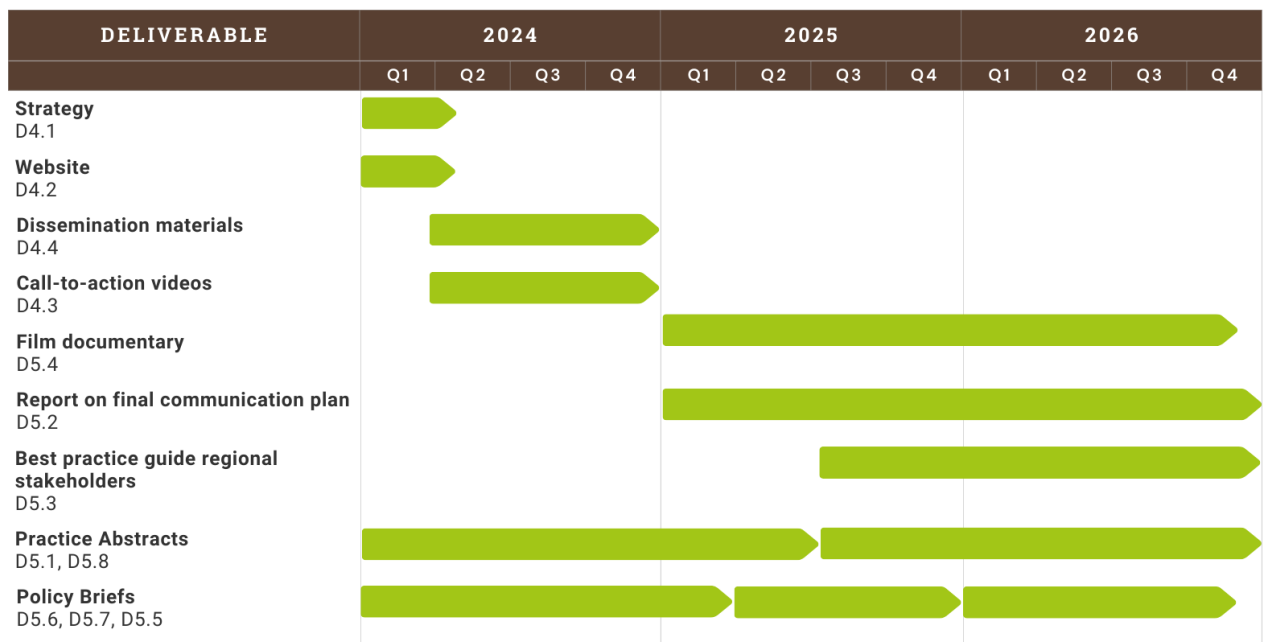
Target groups	Key messages
Regional civil society	Bioeconomy provides opportunities for a better quality of life, such as healthy products, a cleaner environment and quality jobs. A regionalised bioeconomy can foster participation in governance, a more connected region and community, and a more just transition. BIO2REG illustrates how citizens can influence the regional transition through their own consumption or participation in regional initiatives.

The above-mentioned messages are subject to change to reflect the actual needs of stakeholders, as identified during the engagement activities of the project. The final key messages will be updated and refined throughout the project based on the experience acquired during its implementation.

2.4 Timeline for CDE activities

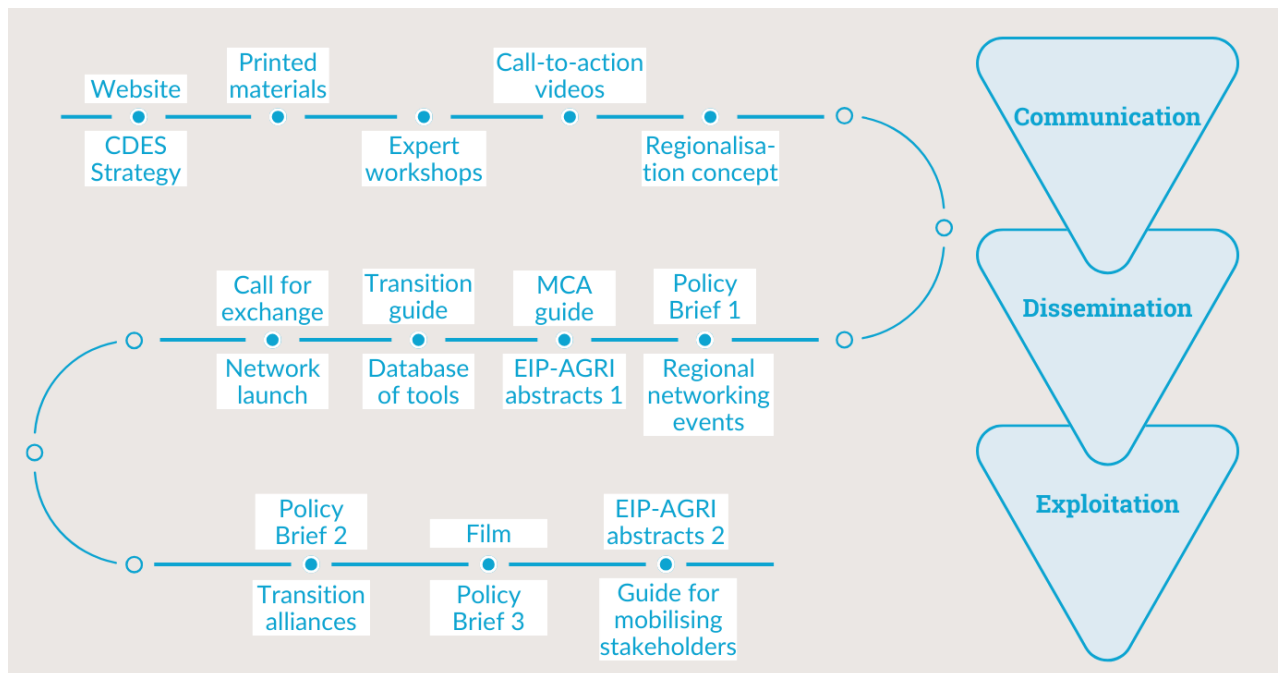
To ensure successful project implementation, Figure 4: WP 4 and 5 deliverables lays out the project deliverables for communication, dissemination and exploitation activities in WP 4 and 5.

Figure 4: WP 4 and 5 deliverables



With regard to communicating major results and milestones, the roadmap in Figure 5: Roadmap of major results and milestones lays out key items over the entire project lifecycle. The roadmap shows how the results of the project roughly align with the phases of communication, dissemination and exploitation. Note that communication efforts will however continue throughout the duration of the project.

Figure 5: Roadmap of major results and milestones



2.5 Key communication tools and channels

In the framework of BIO2REG's communication activities, a variety of tools and channels will be exploited to ensure the project's full visibility and promotion to a range of stakeholders.

2.5.1 Graphical identity and materials

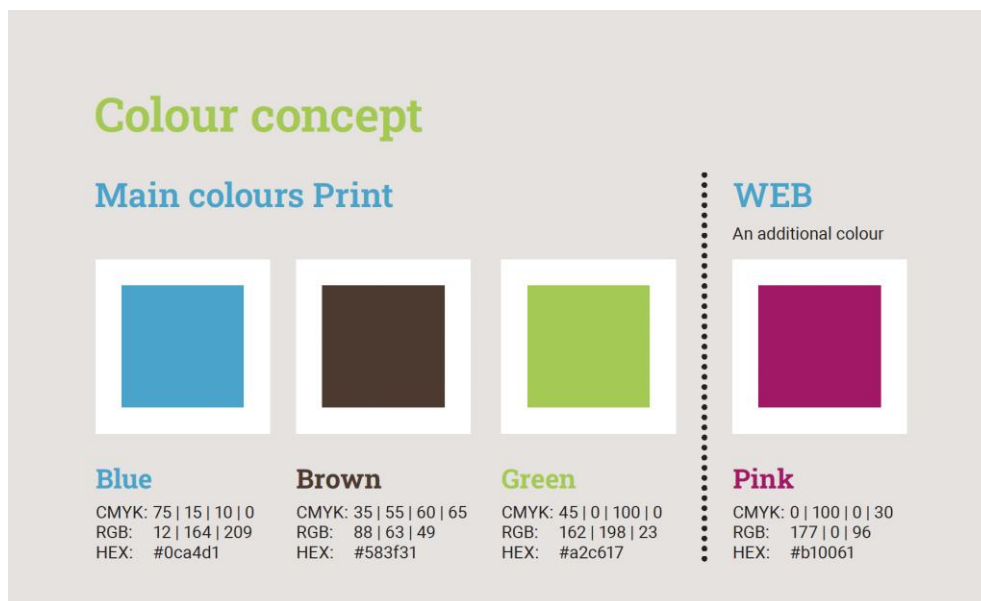
Under Task 4.2, the project's visual identity (logo, templates, colour scheme) has been developed below to ensure consistent project communication and an appealing and recognisable brand. BIO2REG partners will use these materials to promote BIO2REG at EU, national, and regional bioeconomy events, conferences and webinars. A brand book for the project was created in March 2024.

The design idea behind the chosen logo (Figure 6: Logo BIO2REG) is as follows: the colours selected represent the types of bioeconomy: green for plants and trees, blue for marine organisms, as well as brown for wood, waste, microbes, insects etc. In addition, the composite circle in the letter O represents the networking nature of the project, where partners come together to form a whole that is greater than its parts.

Figure 6: Logo BIO2REG

The logo for BIO2REG features the word 'BIO2REG' in a bold, sans-serif font. The 'B' is green, the 'I' is blue, the 'O' is a composite circle with green, blue, and brown segments, the '2' is brown, and 'REG' is brown.

Figure 7: Colour codes



Based on this project identity, Word and PowerPoint templates have been created for the project. To start off the project, an initial factsheet was created and shared on the website. In June 2024, a core set of communication materials will be created, including items such as a project flyer, roll-up, and social media kit. If required, additional materials will be developed throughout the year. If needed, all critical dissemination materials can be produced in local languages by project partners. In addition, given the visual strength of the project, QR codes will be incorporated into the print material as much as possible.

In December 2024, *Deliverable D4.4 – Report on project branding, website and dissemination materials* will cover the activities implemented in the first year to set up BIO2REG's project branding, website and dissemination materials and provide an opportunity for additional reflection on the strategy.

2.5.2 Newsletters

Under the continuation of communication activities in Task 5.1, a newsletter will be created, and users will be able to sign up for it on the project website and at project events. The newsletter will also be promoted via social media and where possibly added via a QR code to printed material.

BIO2REG's newsletters will keep the newly established network informed and provide the broader project community. There will be at least two newsletters sent out each year of the project, which will share information on relevant project activities, events and other outputs and invite recipients to participate in the project.

2.5.3 Website

The project's website will be the primary online space for public-level communication providing easy access to actionable knowledge and the BIO2REG network. Under Task 4.2, the *Deliverable 4.2 – Project website* lays out the details of the website structure. The website will be launched end of April 2024 and kept online for at least three years after the end of the project in December 2026.

2.5.4 Social media

Social media is an essential means of communication for all target groups. As part of Task 5.1, two project accounts ([LinkedIn](#) and [X/Twitter](#)) have been created. These accounts will be a central pillar of the project's online awareness strategy to engage with stakeholders, develop a dialogue, and foster interest.

The project has set up a page on LinkedIn where it will post news and open discussion topics dedicated to the bioeconomy and regional development. Partners are asked to use their organisation pages (if applicable) or personal profiles to trigger conversations and promote BIO2REG events. All achievements, meetings and events will be communicated through the X/Twitter account, which will address the general public as well as policymakers at all levels, regional private sector actors, regional research and education institutes, regional civil society organisations, and other key multipliers such as journalists and the key European Commission organisations. A group on LinkedIn will also be used as part of the BIO2REG network, which will create a discussion forum with regular sharing and monitoring of activity.

Both channels will be frequently updated with news on the project itself as well as general news on the regional bioeconomy with relevance for the whole sector. BIOC will be responsible for all social media accounts with input from all partners. All European languages can be used for X/Twitter posts, however, the main language will be English. Partners are responsible for translations.

The social media toolkit will further build the capacity for communicating about the project and enlist project partners and other stakeholders in disseminating project results via social media. The toolkit will include logos, visuals, messaging and guidelines on how to use the kit.

Other social media tools such as Threads, Instagram and Facebook will not be used. Although Facebook has a large user base, it has shown to be not suitable for the type of communication planned for BIO2REG. With regard to Threads, BlueSky, etc., although the relevance of X/Twitter has decreased over the last months, the alternatives available today have not reached a maturity level to successfully launch a campaign with wide impact, and the project target groups would not be easily reached through these platforms. Platforms such as Instagram and TikTok could potentially reach a wide user base, however, their emphasis on visual content and brevity does not align well with the complexity of the information BIO2REG seeks to transport. In addition, the audience does not match the specialised audience BIO2REG aims to reach. This, coupled with the comparatively high effort needed to feed these channels, makes Instagram and TikTok unsuitable for project communication. However, given that X/Twitter has made sweeping changes to the platform's management, leading to dissatisfied researchers and experts leaving the service¹⁰, BIOC will closely monitor the situation and tailor the social media posting strategy accordingly.

Hashtags will be selected based on the context, but there are some relevant hashtags which will ensure synergies and amplification of results, including:

- [#bioeconomy](#) [#transformation](#) [#Regions](#) [#EUGreenDeal](#) [#JustTransition](#) [#HorizonEU](#) [#H2020](#) [#HorizonResultsPlatform](#) [#EUfunded](#)

For a list of multiplier accounts that will be tagged if suitable, including those in the consortium, see section [5.2 Social media accounts](#).

Potential social media campaign ideas include:

- [#BEmodelregions](#): a series of featured images explaining the concept of a model region.
- [#bioeconomy4U](#): a series of visually appealing and shareable infographics explaining key concepts of the bioeconomy, its impact, and success stories.

¹⁰ Myriam Vidal Valero, 2023, 'Thousands of scientists are cutting back on Twitter, seeding angst and uncertainty', Nature, 16 August 2023. Available at: <https://www.nature.com/articles/d41586-023-02554-0> (Accessed: 8 April 2024)

- **#calltoaction:** The short videos (and documentary) will be cut into snippets to showcase the diversity of transition best practices of different GHG-intensive economies towards bioeconomy model regions.
- **#regionofthefmonth:** a series of featured regions that have had success in their transition to a regional bioeconomy
- **#bio2regvisions:** a series of quotes from the consortium, advisory board and other key stakeholders showcasing their view of the future of European bioeconomy

2.6 Key dissemination tools and channels

In the second phase of the project significant efforts will be directed towards the establishment of a network of regions for regions to help stakeholders actively initiate and shape this transition. Thus, more tailored targeting of key stakeholders using videos, key events, and results such as practice abstracts and policy briefs will take centre stage.

2.6.1 BIO2REG network

The network will help bring together regions that are advanced in the transition and those facing greater challenges in transitioning their GHG-intensive economies. The network will bring stakeholders together by means of a number of regional network events with stakeholders and interregional events for knowledge sharing (WP2), as well as eventually the provision of exclusive training materials and mentoring sessions to accompany the regions in the transition (WP3).

A concept note (D2.1 *Report on final concept of BIO2REG network*) will be developed by KVC in June 2025 to define the networks' organisational structure, services, member roles, thematic directions of its events, and potential target groups. This concept note will also identify strategic and synergistic cooperation options with other relevant European, national and regional projects and initiatives.

Under Task 5.2, BIOC will support activities in WP2 to help activate the BIO2REG network. To begin, the project website (D4.2 *Project website*) will 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.

Based on the concept note and engagement strategy (Stakeholder analysis and mapping), BIOC will support KVC in developing a recruitment strategy. Efforts will concentrate on recruiting members for the network and disseminating project results (i.e. regionalisation concept, guidelines for transition towards bioeconomy region, guide to implement multi-criteria assessment, tools for interregional cooperation) tailored to their needs and interests. Recruitment will begin with contacting stakeholders from each of the regions represented in the consortium (Rhenish mining region, Murcia region, West Macedonia, Central Bohemia, Swedish regions and Iceland) and connecting with core experts from bioeconomy clusters, regional development agencies, academia and similar projects (see Collaborations and synergies). The first regions that are expected to join the core network are those participating in the project funded under HORIZON-CL6-2024-CircBio-01-7, through the technical and logistical support provided that constitutes one of the objectives of BIO2REG.

2.6.2 Videos

Given the rise in demand for video communication not only in marketing but also in science communication, BIO2REG's communication activities strongly incorporate visual media.^{11,12,13} Video formats serve as a low-barrier transmission of practical knowledge on complex issues and offer great versatility in transmitting text, images, animations, subtitles, and multiple languages.

The short videos and documentary will not only be streamed through YouTube, where they will be hosted in a channel expressly created for the BIO2REG project, but will be cut into snippets to feed the project's social media accounts with engaging material for a comprehensive targeted social media campaign. The videos will be shown at all project-related events and incorporated via QR codes into the print communication material.

Call-to-action videos

Task 4.3 foresees the production of call-to-action videos, which will be documented in *Deliverable 4.3 – Five call-to-action videos* and due in December 2024. The five short call-to-action videos will:

- visualise the diversity of transition best practices of different GHG-intensive economies towards bioeconomy model regions, and
- target and excite regional stakeholders to join the BIO2REG network or the interregional exchange instrument.

The films will follow the format of a TV magazine contribution as successfully utilised before by BIOC's film team. Together the videos will touch briefly on some of the thematic prerequisites for successful transitions discussed in the T1.4 workshops (e.g. climate-neutral bio-based value chains and business models, research infrastructure, social sustainability, education and funding). By covering a range of thematic areas and regions, the videos will also mobilise the target group of regional stakeholders to partake in BIO2REG's network activities. The different workshops address different regions with different topics, so that many regions can then be invited to join the network.

Key call-to-action messages will include:

- What can bioeconomy do for you!?
- A regionalised bioeconomy provides opportunities for green growth.
- We want to hear your challenges and enable regional stakeholders to unlock their regions' bioeconomy potential.
- BIO2REG offers you the appropriate tools to implement them in your region!
- Join our network and exchange and get access to training materials, transition guides, exchange mentoring activities, webinars and more.

Table 5: Potential filming opportunities for call-to-action videos

When	Where	Who	What
July 2024	Rhenish mining region, Germany	Partners: FZJ	Focus on a delegation visit with excursions to the model region

¹¹ Erin McCoy, 2017, 'Visual Communication Is Transforming Marketing – Are you up to speed?', Forbes, 12 May 2017. Available at: <https://www.forbes.com/sites/forbescommunicationscouncil/2017/05/12/visual-communication-is-transforming-marketing-are-you-up-to-speed/> (Accessed: 8 April 2024)

¹² Joachim Allgaier, 2016, 'Wissenschaft und Populärkultur', In: Bonfadelli, H., Fähnrich, B., Lühje, C., Milde, J., Rhomberg, M., Schäfer, M. (eds) Forschungsfeld Wissenschaftskommunikation. 1 November 2016. Available at: https://link.springer.com/chapter/10.1007/978-3-658-12898-2_13 (Accessed: 8 April 2024)

¹³ Bienvenido León, Michael Bourk, 2018, 'Communicating Science and Technology Through Online Video. 30 March 2018. Available at: <https://www.taylorfrancis.com/books/edit/10.4324/9781351054584/communicating-science-technology-online-video-bienvenido-le%C3%B3n-michael-bourk> (Accessed: 8 April 2024)

When	Where	Who	What
September 2024	Iceland	Partners: MATIS + RISE	Focus on fish value chains and research infrastructure

Documentary

Under Task 5.3, visual documentation of the project's activities and results a longer documentary film will provide a more in-depth depiction of key results of the project including an animation of the regionalisation concept for circular and systemic bioeconomy model regions WP1 (T1.1, D1.1 – due in October 2024) and accompany the mentoring activities in WP3 (D3.3 – due in October 2026) to show up-close and personal the learning and exchange between a GHG-intensive region and model region. To transform a formerly industrialised region into a sustainable bioeconomy model region requires dedicated efforts and visionary people. The documentary will help bring to life the 'human aspect' and emotional impact of transition processes and their underlying decisions. This requires getting close to regional players and their regions. This will involve on-site filming with a three-person video team in two regions in the partner regions and the use of technical equipment such as a movie drone, close-up lenses, etc.

Table 6: Potential filming opportunities for documentary videos

When	Where	Who	What
July 2024	Jülich, Germany	Partners: FZJ	Focus on the Rhenish mining region as a bioeconomy model region.
TBD	tbd	Member of exchange programme receiving mentoring	Focus on GHG intensive region and knowledge exchange during the BIO2REG project

2.6.3 Events

A wide range of project events (Table 7: BIO2REG events) will provide opportunities for dissemination, facilitate the engagement of stakeholders, build their capacity and promote the uptake of the project's outcomes.

Table 7: BIO2REG events

What	Amount	When
Expert workshops	5	2024-2025
Regional workshops	5	2025-2026
2nd annual meeting/interregional event/network launch	1	2025
Final dissemination conference/2nd interregional event	1	2026

The uptake of project outputs by potential beneficiaries can be maximised if relevant 'windows of opportunity' are identified and exploited. In addition, BIO2REG partners will participate in external events to stay updated on the latest developments in regional bioeconomy, just and climate-neutral activities, share knowledge, and interact with key stakeholders. For a list of external events

of interest, please see List of external events. These events will also be posted on the project website.

BIOC, with the help of all partners, will regularly screen other relevant events announced by relevant organisations, networks and initiatives to find opportunities to present BIO2REG results (See Collaborations and synergies). For each of these events or workshops, BIOC will be informed by the partners and provided with a summary to keep track of the communication and dissemination activities of all partners (see Communication and dissemination reporting).

2.6.4 Practice abstracts

To ensure EU wide communication in all areas related to the European Innovation Partnership for Agricultural Productivity and Sustainability (EIP AGRI) and the common agricultural policy specific objectives, in particular agriculture, forestry and rural development, knowledge from BIO2REG will be summarised in a total of six practice abstracts in the common EU CAP network format.

Under Task 5.1, BIO2REG will bring together two sets of practice abstracts which each contain at least 3 abstracts from the partners in the common format *Deliverable D5.1 – Practice abstracts - batch 1*, due before June 2025 and *Deliverable D5.8 – Practice abstracts – batch 2*, at the end of the project. To adhere to the common format, each abstract will:

- Provide a short summary for practitioners on the main findings and how the challenges/opportunities can be solved/seized?
- Information about the project with contact details
- Main results/outcomes of the project activity related to what new knowledge innovative solution(s) have been developed that solve the challenges and seize the opportunities?
- The main practical implications/recommendations of how can the practitioners make use of the results/outcomes in practice? What would be the main cost/benefits to the end users if the generated new knowledge innovative solution(s) is(are) implemented? Etc

The summaries aim to generate interest in end-users, e.g. citizens, using direct and easily understandable language and pointing out entrepreneurial elements which are particularly relevant for practitioners (e.g. related to cost, benefits, productivity, etc).

2.6.5 Press and policy feedback

BIO2REG seeks to develop policy pathways towards more favourable frameworks for accelerating the transition towards systemic bioeconomy model regions. With its efforts to provide feedback to policy, BIO2REG aligns with and supports the vision behind, e.g., the European Green Deal, the Circular Economy Action Plan, the Farm to Fork and Bioeconomy strategies. In addition, BIO2REG is referred to as an opportunity under Horizon Europe to unlock the Regional Innovation Valleys for Bioeconomy and Food Systems (RIV4BFS).¹⁴

In Task 5.4 lead, FZJ will contribute lessons learnt and policy recommendations from the project. FZJ, with the help of BIOC and partners, will formulate concrete recommendations for regional, national and EU policymakers in order to accelerate the transition towards bioeconomy model regions. This task will provide a starting point for further promoting systemic bioeconomy model regions taking different regional specificities into consideration. The three target groups will be addressed by tailored outputs, including:

- Policy brief focusing on enabling governance structures at the regional scale in March 2025 (D5.7)

¹⁴ European Commission, 2023, Concept note 'Regional Innovation Valleys for Bioeconomy and Food Systems', 6 October 2023. Available at: https://research-and-innovation.ec.europa.eu/system/files/2023-10/ec_rtd_riv-bioeconomy-concept-note.pdf (Accessed: 8 April 2024)

- Policy brief focusing on the role (and shortcomings) of regional, national, European and private funding streams for the support of regional bioeconomy development in January 2026 (D5.6)
- Policy brief targeting various policy domains, focusing on the lessons learnt of the project (e.g. the potentials and obstacles of interregional exchange mechanism in the context of the regional bioeconomy) in October 2026 (D5.5).

Articles, interviews and key results on the project website will communicate key messages to media outlets. An internal press list with relevant contacts in all partner countries will be compiled by June 2024 for press releases and will be added to through partner feedback at the start of the project. In addition, an internal media monitoring document has been set up to track BIO2REG uptake and mentions in the news.

2.7 Exploitation tools and channels

In **phase three**, the uptake of results by stakeholders aligns with WP3 and the BIO2REG exchange programme and mentoring sessions, where stakeholders in different regions will be supported in using the project results and cross-regional interaction and exchange fostered. The uptake would be reflected in different indicators, further detailed in the impact assessment framework designed in Task 6.4.

2.7.1 Result platforms

Once the activities of the project end, several aspects will help ensure the exploitation of results beyond the project's lifetime. To further make concrete use of results it requires a clarification of the ownership of these results. Thus, in June 2024, *D6.2 – Initial data management plan* will include details on intellectual property and information on the owner(s) of the results in a results ownership list (ROL). This will include whether the ownership is single or joint, the name of the owner(s), the country of establishment of the owner(s) and whether the results will be exploited by the owner(s).

The project will not only use the project website but also make use of key platforms such as the [Horizon Results Platform](#) (HRP) to make exploitable results (Table 3: Main project assets) visible. The HRP is a public platform that hosts and promotes research results thereby widening exploitation opportunities. Projects can create their own page to showcase results, find collaboration opportunities and get inspired by the results of others.

BIO2REG will also make use of other European Commission free channels such as:

- [Research & Innovation success stories](#): A collection of the most recent success stories from EU funded Research & Innovation.
- [Horizon Magazine](#): The latest news and features about thought-provoking science and innovative research projects funded by the EU.
- [Horizon Results Booster](#): A free-of-charge service for: Portfolio Dissemination & Exploitation Strategy, Business plan development, and Go-to-Market Support
- [Cordis Results in Brief](#): Multilingual articles and publications that highlight research results, based on an open repository of EU project information
- [CORDIScovery podcasts](#): A monthly podcast featuring a panel discussion between guests at the forefront of their scientific fields.

As exploitation will take place in a non-associated third country (Iceland, MATIS OHF), which will be involved in the exchange of knowledge, best practices of bioeconomy measures and expertise on the bioeconomy and organisation of an expert workshop, it has been ensured through ethical clearances and a foreign trade audit that BIO2REG activities do not involve sensitive activities or goods.

2.7.2 Collaborations and synergies

To reach a wider pool of stakeholders, the project will also leverage existing networks, projects and national and supranational institutions that have been preliminarily identified (Table 8: Related institutions, networks and projects). Under Task 6.1 and 6.2, FZJ will strategically align BIO2REG activities with relevant initiatives and projects to exploit synergies. BIOC will thus align closely with FZJ to ensure that any new collaborations are communicated and opportunities for dissemination seized upon.

For a new EU project, collaborations with projects with a similar goal or an existing network offer increased access to interested citizens and stakeholders and significantly enhance visibility. This shared network fosters a sense of community, enabling cross-pollination of ideas and expertise. By aligning efforts with related initiatives, there is a synergistic effect on communication strategies, ensuring a cohesive and amplified outreach, thus contributing to a robust communication ecosystem and ultimately enhancing the overall impact of the project. Opportunities for collaboration include:

- Creation of BIO2REG slide deck to proactively send out to projects.
- Presentation of the project at other initiatives' events (See List of external events)
- Presentation of the project on other initiatives' websites (See Table 8: Related institutions, networks and projects). As of March 2024, actions undertaken include sister projects with ShapingBio, RuralBioUp, and C4B).
- Organisation of joint events and webinars.
- Participation in existing communication efforts, such as interviews, podcasts (e.g. Bioeconomy Matters Podcast from BioBeo), LinkedIn groups etc.
- Mutual reposts on social media.
- Collaborating with key alliances such as the European Bioeconomy Network (EuBioNet), which BIO2REG has joined, and the Rural Bioeconomy Alliance (RBA), a cluster of European-funded projects aimed at accelerating and supporting the development of circular rural Bioeconomy initiatives in the EU.

Lastly, synergies will be explored under Task 6.3 and Task 7.3, in which FZJ will facilitate the technical and logistical support for the Innovation Acton (IA) HORIZON-CL6-2024-CircBio-01-7, BIO2REGs twin project. Proposals for this IA were submitted in February 2024 and can be expected to start around the beginning of 2025. This collaboration will help not only transfer knowledge of best practice results and provide guides, training and materials but also include them in the BIO2REG network, establishing contacts and communication channels and including the IA's pilot regions into the exchange instrument (WP3). Furthermore, BIO2REG will support the organisation of IA's meetings and events by linking IA's project meetings as back-2-back events to BIO2REG's 2nd annual meeting and final meeting.

Table 8: Related institutions, networks and projects

National and supranational institutions	Networks	Running EU-funded projects
European Commission (DG Research & Innovation, DG Regional & Urban Policy, DG Environment, DG Maritime Affairs & Fisheries, DG Agriculture and Rural Development)	Circular Economy Network	BIOTRANSFORM (CSA 2022-2026)

National and supranational institutions	Networks	Running EU-funded projects
European Regional Policy Research Consortium (EoRPA)	European Technology Platform for the Sustainable Bioeconomy	BOOST4BIOEAST (CSA, 2024 -2026)
Enterprise Europe Network	European Circular Economy Hotspots	SUSTRACK (CSA, 2022-2025)
Baltic Sea Advisory Council	EIP AGRI	BioRural (CSA, 2022-2025)
Circular Cities and Regions Initiative (CCRI)	European Network for Rural Development (ENRD)	MainstreamBIO (CSA, 2022-2025)
European Association of Development Agencies (EURADA)	Bioeconomy Ventures Start-ups Platform	Biomodel4regions (CSA, 2022-2025)
Joint Research Center (JRC)	European Agricultural Research Initiative	ShapingBio (CSA, 2022-2025)
EU Bioeconomy Stakeholder Panel	Circular Bio-based Europe Joint Undertaking (CBE JU)	BioBec (CSA, 2021-2024)
European Parliament	European Bioeconomy Network (EuBioNet)	ScaleUp (CSA, 2022-2025)
European Committee of Regions (CoR)	European Regions Research and Innovation Network	BIOLOC (CSA, 2022-2025)
International Advisory Council on Global Bioeconomy (IACGB)	European Circular Economy Network	RuralBioUp (CSA, 2022-2025)
	European Bioeconomy University Alliance	ROBIN (CSA, 2022-2025)
	European Cluster Collaboration Platform	TIPPING.plus (RIA, 2020-2023)
	AKIS strategic Working group on the Bioeconomy	CINTRAN (RIA, 2020-2024)
	Just Transition Platform	PRIMED (RIA, 2024 – 2027)
	Blue Bioeconomy in the Arctic Region	C4B (RIA, 2024 – 2027)

National and supranational institutions	Networks	Running EU-funded projects
	Nordic Bioeconomy	P2Green (IA, 2022- 2026)
	Bioeconomy in the Baltic Sea Region	RELIEF (ERASMUS, 2022-2025)
	Rural Bioeconomy Alliance (BioRural, MainstreamBIO, P2Green, RELIEF, RuralBioUp, SCALE-UP, COOPID, BioModel4Regions, ShapingBio, CEE2ACT, ROBIN)	CEE2ACT (CSA, 2022-2025) BIOCONNECT (CSA, 2023-2024)

2.8 Responsibilities and internal communication processes

While BIOC is the lead communications partner, all members of the consortium play a critical role in the communication activities. The active participation and contribution of partners has a direct impact on the project's development and impact. Partners are expected to help build the projects online presence by promoting BIO2REG posts through their social media channels as well as providing appropriate media material to BIOC. Furthermore, partners are encouraged to support BIO2REGs physically by attending relevant events/conferences and presenting on behalf of the project.

2.8.1 Publication guidelines

Internal communication will be fostered to enable quick and efficient decision-making. FZJ will design and implement an initial data management plan (Deliverable 6.2, due date June 2026) specifying data storage, evaluation and exploitation. To aid in the sharing of communication material, all finalised communication material will be shared on the project website.

For the publication of public results (deliverables, articles, newsletters), BIO2REG will follow an internal review process as detailed in Task 6.1. For news-relevant items, partners are responsible for drafting a short summary of the deliverable that BIOC will edit and use to write web articles and press releases. These will also be reviewed by the project coordinator, FZJ. All partners may write news for the website, which will be reviewed by BIOC. BIO2REG's newsletters will be drafted by BIOC and sent to the consortium for feedback. Partners are responsible for any necessary translations.

2.8.2 Communication and dissemination reporting

To add to tracking communication and dissemination activities of the partners that will feed into the project reporting and final assessments, partners will be asked to contribute to a shared excel template with the following information:

- What: Communication/Dissemination activity name (title, date, place, description of involvement)
- Who: Target audience reached (Industry, Business partners; Innovators; EU institutions; National authorities; Regional authorities; Local authorities; Civil society; Citizens; Research

communities; Specific end-user communities; International organisation (UN body, OECD etc); Other; Investors)

- Why: Description of the objective(s) with reference to a specific project output e.g. results used.
- Links to all necessary online info and photo documentation

This information will be collected by BIOC and used to feed both the official periodic reporting of communication and dissemination activities in the EU portal as well as all additional evolutions and assessments of the project.

2.9 Evaluation

To guide the impact assessments conducted under Task 6.4 and Task 7.4, which will include BIO2REGs communication, dissemination and exploitation impact, the following KPIs have been expanded upon below. These KPIs represent additional targets beyond those stipulated in the Grant Agreement that will help to ensure a strong impact over the project lifecycle of three years. These KPIs will be assessed at the end of the project in *Deliverable D5.2 – Report on final communication, dissemination and exploitation plan* along with an outline of exploitation ideas beyond the project's lifetime.

Table 9: Quantitative targets for communication, dissemination and exploitation

Measure	Indicator	Description	Minimum impact	Good impact	Excellent impact
Project website	Visits	Visits to the website, which may include more than one page view within a timeframe of 30 minutes.	5,000	5,000-10,000	> 10,000
	Page views	Page views of a single page within the website.	10,000	10,000-30,000	> 30,000
	News posts	News posts published on the website	10	10-20	>30
Social networks	X/Twitter followers	The number of people following X account	400	400-1,000	>1,000
	LinkedIn followers	The number of people following LinkedIn page	300	300-600	> 600
	X/Twitter posts	The number of posts and replies published on X account ¹⁵	200	200-300	> 300

¹⁵ Including retweets and quotes

Measure	Indicator	Description	Minimum impact	Good impact	Excellent impact
	LinkedIn posts	The number of posts published to LinkedIn page	150	150-250	> 250
	X/Twitter post Engagement rate	The number of times people clicked, shared, replied, followed, and liked your organic tweets, divided by the number of times people saw them	2%	2-5%	> 5%
	LinkedIn post engagement rate	The number of times people clicked, liked, commented, shared, or performed any type of activity on one of the posts published to the LinkedIn page, as a percentage of the people who saw them	6%	6-12%	>12%
	X/Twitter post impressions	The number of times posts you published during the time frame were displayed on a person's screen	30,000	30,000-50,000	> 50,000
	LinkedIn impressions	The number of times posts you published during the time frame were displayed on someone's screen	20,000	20,000-35,000	>35,000
	LinkedIn page reach	The number of LinkedIn users who have seen your page's posts	8,000	8,000-12,000	>12,000
Video	YouTube views	Visualisations of videos on YouTube.com	<1,000	1,000-2,000	>2,000
Newsletter	Published	Number of newsletters sent	6	6-10	> 10
	Subscribers	Total number of newsletter subscribers	75	75-150	>150

Measure	Indicator	Description	Minimum impact	Good impact	Excellent impact
	Open rate	Rate of recipients opening the newsletters	40%	40-60%	>60%
	Click rate	Rate of recipients clicking on links in the newsletters	10%	10-20%	>20%
Other material	Flyers	Number of different flyers/brochures developed	3		
	Flyer dissemination	Number of flyers disseminated	1,000	1,000-1,500	> 1,500
	Posters	Posters displayed at events, both internal and external	TBD		
External workshops/ webinars		Number of third-party workshops/ webinars in which BIO2REG presented/attended	3	6	9

3 Engagement strategy

Effective stakeholder engagement is a critical cornerstone upon which bioeconomy projects rest. Functioning **multi-actor engagement** has been identified as one of the most important challenges in developing regional bioeconomy innovation systems.¹⁶ The following engagement strategy seeks to provide an initial stakeholder analysis and mapping, define suitable methods and tools for each level of engagement, and develop an action plan for key engagement activities.

3.1 Stakeholder analysis and mapping

Developing stakeholder engagement requires identifying and mapping the different interest groups related to the project. Given that the transition towards a circular bioeconomy may imply certain social conflicts related to the affordability of resources and commodities (food, energy), land use or job destruction/creation, among others, it is necessary to attempt to classify stakeholders to better understand those that may support, oppose or be neutral about the project's results.¹⁷

One method used to assess stakeholders called the Stakeholders Classification Mode, defines the stakeholder's "stake" in a certain project based on the two variables of power and interest.¹⁸ This methodology allows grouping and prioritizing stakeholders considering their role or potential impact. Specifically, the Stakeholders Classification Mode characterises stakeholders based on the following parameters:

- The level of authority of each stakeholder;
- The stakeholder's interest in the project's outcomes;
- The extent of the stakeholder's active participation in the project;
- The stakeholder's influence over the project's design, potential changes or modifications, and outcomes.

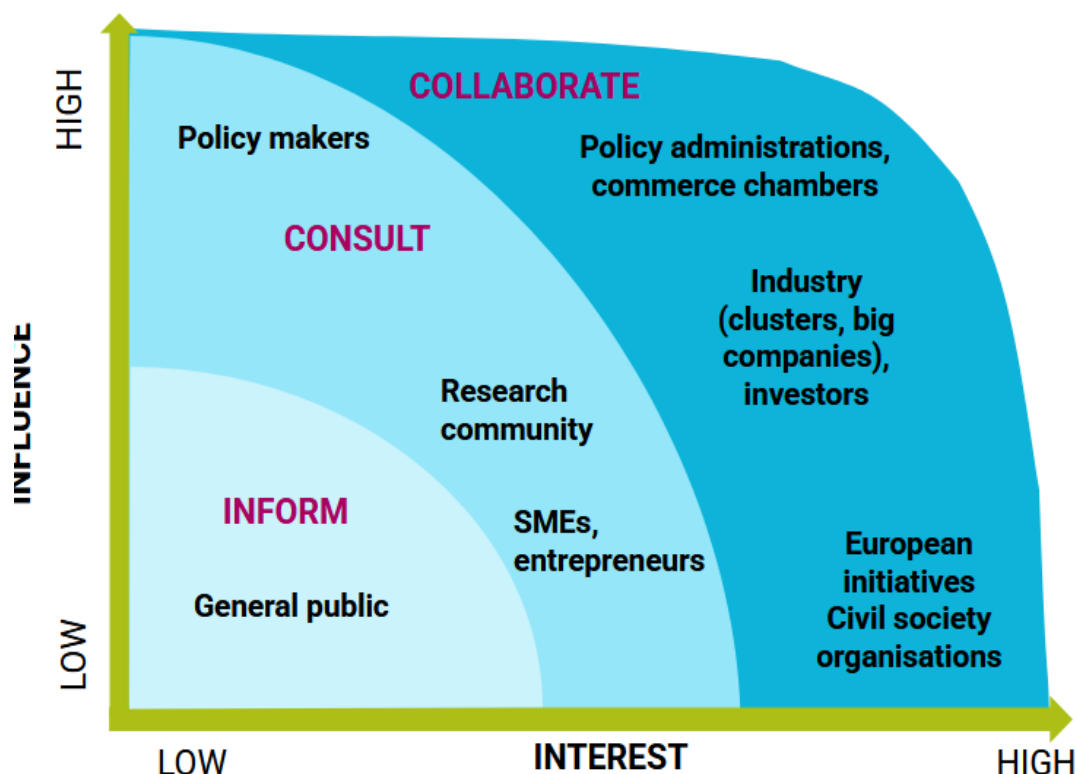
Based on the main target groups identified for the BIO2REG project (Main target groups), one can begin to categorise BIO2REG's stakeholders (Figure 8: Stakeholder mapping and types of engagement) and also the levels of engagement for each stakeholder.

¹⁶ O'Hara, I. M. Tanticharoen, M., MacRae, A.I. et al. 2021. 'Land and Sea: Addressing the Challenges Facing Inter-Regional Ecosystems in Developing a Sustainable Bioeconomy'. Available at: <https://doi.org/10.1016/j.bioeco.2021.100017> (Accessed: 8 April 2024).

¹⁷ Dieken, S., Dallendörfer, M., Henseleit, M., Siekmann, F., Venghaus, S., 2021. The multitudes of bioeconomies: A systematic review of stakeholders' bioeconomy perceptions. *Sustainable Production and Consumption* 27, 1703–1717. Available at: <https://doi.org/10.1016/j.spc.2021.04.006> (Accessed: 8 April 2024)

¹⁸ Emerson Wagner Mainardes, Helena Alves, Mário Raposo, (2012). "A model for stakeholder classification and stakeholder relationships", *Management Decision*, Vol. 50 Issue: 10, pp. 1861-1879.

Figure 8: Stakeholder mapping and types of engagement



For each of the stakeholder groups, it is crucial to also identify their motivations, needs and interests (and level of engagement). It is important to note, however, that the outcomes of WP1 (regionalisation concept, Multi-Criteria Assessment (MCA), best practices, practical guides), WP2 (network concept, interaction tools, network events), WP3 (interregional exchange instrument, mentoring activities), as well as the baseline impact evaluation (WP6) will play a key role in further identifying these motivations and needs and in helping partners design tailored activities.

Table 10: Motivations and needs of regional stakeholders depicts some motivations and needs of bioeconomy stakeholders that were detected by the BIO2REG consortium in advance, based on previous experience and research in scientific and grey literature.^{19,20} In addition, these needs and motivations were revised during the Kick-off Meeting of the project, in which project partners participated in a workshop. A more detailed summary of the discussion is included in *D6.1 Kick-Off meeting and its minutes*.

Table 10: Motivations and needs of regional stakeholders

Stakeholders	Motivations	Needs
Regional public administration (RPA)	Drafting or updating bioeconomy policies and strategies aligned with EU and national directives. Manage public resources and budgets.	Understand communities' requirements and positions towards bioeconomy. Increase acceptance of strategies and policies.

¹⁹ Maria Paula Diogo, Paula Urze, 2018. Interviews Data Analysis. Identification of Stakeholders' Interests and Motivations (No. D3.2). BioVoices project.

²⁰ Durham, E., Baker, H., Smith, M., Moore, E., Morgan, V., 2014. The BiodivERsA Stakeholder Engagement Handbook. BiodivERsA, Paris. Available at: <https://www.biodiversa.eu/research-funding/guides-capacity-building/stakeholder-engagement-handbook> (Accessed 8 April 2024)

Stakeholders	Motivations	Needs
	Ensure strong socioeconomic conditions.	Evidence-based assessment of policies and strategies.
Regional private sector (SMEs, industry)	Economic benefits. Social acceptance of products. Investment and funding schemes. New business concepts.	Better understanding of business opportunities. Better financing mechanisms and schemes. Innovative business models.
Regional research and education	Research opportunities. Enlargement of training and education offer.	Financing support for projects. Knowledge transfer. Recognition of degrees and pathways for bioeconomy (to engage prospect students).
Regional civil society	Better quality of life (fostered participation in governance, good quality jobs, cleaner environment, etc)	Affordable and safe food supply Healthy environment (non-polluted, within liveable boundaries) Jobs offer in bioeconomy sectors; good job conditions. Degrees and pathways for bioeconomy (to access jobs).

3.2 Regional stakeholder database

As a first step, the BIO2REG consortium will set up a stakeholder database in the form of a standardised spreadsheet, displaying the necessary information on organisations and representatives for the project. The database will include administrative information (name, type of entity, sector, region, country, email, website, educational background, gender, marginalised background such as ethnicity or disability, social networks if consent was given to collect this data, and relation with BIO2REG partner); analysis information (power, interest, position towards the project). It will be hosted in an internal repository complying with all ethical requirements. The categories that will be collected in the stakeholder database are displayed in the annex in Stakeholder database.

This database, managed by KVC, BIOC and FZJ, will be accessible to all partners. Partners will thus be able to consult the registered stakeholders and continuously populate the database as the project evolves. The database can also help to nurture Task 6.1. and Task 6.2, led by FZJ, which seeks strategic collaborations with other initiatives and projects.

3.3 Tools and methods

According to the three levels of public engagement defined in Methods and concepts, and based on information collected from the stakeholder database, tailored tools or methods can be selected. Table 11: Examples of methods and tools for different levels of public engagement groups the tools and methods according to the level of engagement. KVC will oversee analysing and identifying the type of method or tool that best suits each case, also taking into consideration information provided by partners and the respective regional stakeholders to be collected through surveys, questionnaires, and literature review in WP1.

To support partners in this process, KVC will provide the consortium with more detailed background information on the methods and tools listed in Table 11. This will be summarised in

an internal document (**Handbook of Engagement Methodologies**) that will be available to the partners in April 2024 and includes practical instructions on how to prepare, implement and perform public engagement activities.

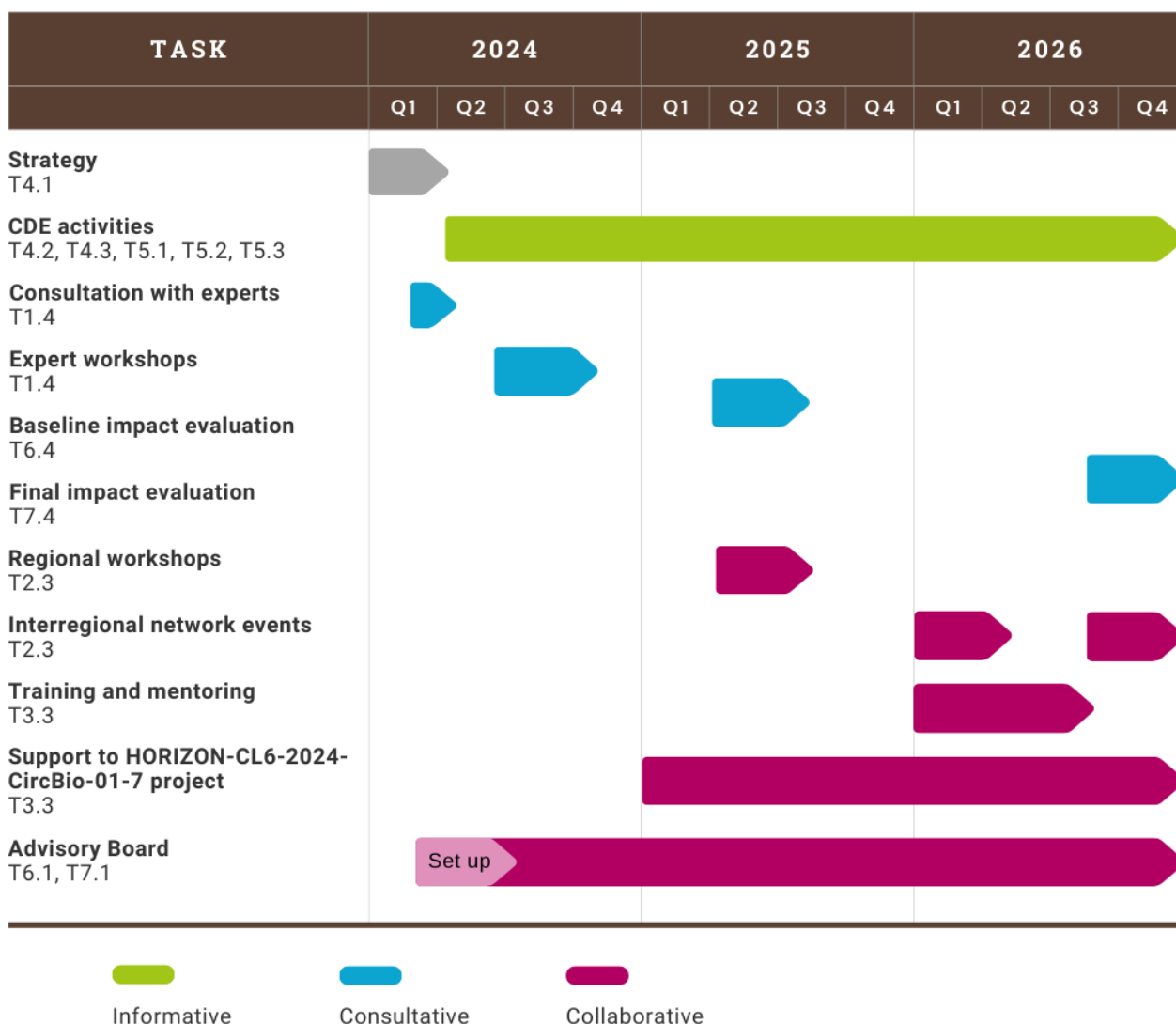
Table 11: Examples of methods and tools for different levels of public engagement

Informative participation	Consultative participation	Collaborative participation
Newsletters Fact sheets Web sites, social media Policy briefs	Public comments Focus groups Surveys and questionnaires Workshops	Impact mapping Deliberative dialogue Role playing Scenario planning World Café Circular model based canvas Blended learning techniques (gamification, storytelling)

3.4 Action plan for BIO2REG engagement

In this section, a preliminary list of project engagement activities suitable for each level of participation is proposed. Figure 9: Engagement action plan graphically lays out these activities over the course of the project. Nevertheless, it must be taken into consideration that the timeline is dynamic and subject to change according to the needs of the project.

Figure 9: Engagement action plan



3.4.1 Informative level

As depicted in the green arrow in Figure 9, the informative level, which corresponds to all communication, dissemination and exploitation activities, is carried out throughout the entire project. Up-to-date information that will be available on the project website and social media, in various dissemination materials (Task 4.2), videos (Task 4.3), attendance to congresses/conferences, organisation of targeted events (Task 5.2), visual documentation (Task 5.3), policy briefs (Task 5.4). See Communication, dissemination and exploitation for details.

3.4.2 Consultative level

As depicted in the blue arrows in Figure 9, the consultative level involves a variety of actions in BIO2REG. These actions are described in more detail below:

Online consultation with experts (Task 1.4): FZJ will set up consultation guides to consult with representatives of (best practice) companies on best practices in bio-based value chains (specifically, companies in bioeconomy sectors). Partners (FZJ, MATIS, RISE, HSE, KVC) will be responsible for translating the guidelines and recruiting five experts among their networks to perform the short consultation and to document it.

Expert workshops (Task 1.4): The expert workshops will take the form of a focus group and perform SWOT analyses. The workshops will also be used to validate the regionalised bioeconomy and regional specificities (Task 1.1) as well as the initial version of the MCA (Task 1.2). The workshop learnings will also serve as a basis for designing guides for regional stakeholders. The five workshops will be conducted thematically:

Table 12: Expert workshops

What	Who	When	Where
Climate-neutral bio-based value chains and business models	FZJ+HSE	20.06.2024	Germany, full day
Research infrastructure and living labs	RISE+MATIS	05.-06.09.2024	Iceland, full day
Social sustainability aspects of the transition	KVC	14.06.2024	Online, half day
Education	BHCZ	04.07.2024	Online, half day
Funding	FZJ+BIC	04.06.2024	Online, half day

Baseline assessment of the regions (T6.4): KVC will elaborate on the questionnaires for the impact assessment, which will be included in an internal impact assessment framework. The questionnaires and surveys will include existing tools and indicators, such as the New Ecological Paradigm (NEP),²¹ or they will be developed ad hoc for the project. The tools will be harmonised with the indicators of the MCA framework and the SDGs. Data from the regions participating in the network (up to 20 regions) will be obtained by KVC with the support of partners (FZJ, PU, BHCZ, RISE) at the regional network events (Task 2.3) to be used as part of the evaluation and selection process in Task 3.2. Results of the baseline evaluation will be reported in *D7.5 Final report on logistical and technical support for IA* (due in December 2026).

Final impact assessment of regions (T7.4): The final assessment will evaluate the BIO2REG network and its stakeholder activities (Task 2.3), the interregional exchange instrument and the guides applied in the exchange instrument (WP3). KVC, with the support of all partners, will perform the assessment, and the results will be reported in *D7.6 – Final data management plan* (due in December 2026) together with the baseline of the regions joining the BIOREG network after June 2025.

3.4.3 Collaborative level

As depicted in the pink arrows in Figure 9, the collaborative level will involve several tasks throughout the project, described in more detail below:

Advisory Board (AB): An Advisory Board, comprised of important system actors with expertise not yet covered by the project, will be set up as project starts. The AB will evaluate project proceedings, results and participate in regular project meetings when necessary. In addition, the AB can help improve the participation and engagement of policy makers as well as be invited as speakers to project events.

Regional workshops: Led by KVC in Task 2.3, the regional workshops will help link regions that are advanced and those facing greater challenges in transitioning their GHG-intensive economies. Engagement tools and methods will be selected to identify regions' bioeconomy conditions and

²¹ R. E. Dunlap, K. D. V. Liere, A. G. Mertig, and R. E. Jones, 'Measuring Endorsement of the New Ecological Paradigm: A Revised NEP Scale', *Journal of Social Issues*, vol. 56, no. 3, pp. 425–442, 2000.

potentials and the most promising region-specific action fields to transition towards bioeconomy model regions. In addition, the workshops will serve to collect feedback on the network concept, adjust the baseline impact evaluation and refine the concept of the exchange instrument in WP3.

Interregional events: Also led by KVC as part of Task 2.3, these events will be organised alongside the 2nd annual project meeting in January 2026 and the final project meeting in October 2025. The aim of these two events is to further train and mentor regions of the network and accompany their transition towards bioeconomy model regions, using methods identified in the internal handbook of Engagement Methodologies such as circular business model canvas, gamification, storytelling or role playing.

Interregional exchange instrument (Task 3.1 and Task 3.2): The design of the exchange instrument will be validated in a co-creation process with stakeholders from different regions at the regional network events (Task 2.3). The AB will select the regions that will participate in the instrument based on predefined evaluation and matchmaking criteria and the evaluation results of the internal peer group. The participating regions will sign a Memorandum of Understanding laying out the operational description of the interregional exchanges (transition alliances).

Training and mentoring (Task 3.3): Led by FZJ and supported by KVC, RISE, MATIS, HSE, BHCZ, BIC and PU, this task involves three online mentoring sessions per interregional transition alliance. In the first mentoring session, an agenda will be co-created, and activities with the regions planned, such as field or company visits. The two other mentoring sessions will focus on incorporating the systematic perspective for the development of a bioeconomy, using methodologies such as the circular business model canvas, role-playing, and scenario-playing, among others identified in the Handbook of Engagement Methodologies.

Collaborations and synergies: This will take the form of establishing synergies with the Innovation Acton (IA) HORIZON-CL6-2024-CircBio-01-7 as well as other European Commission projects and related initiatives.

3.5 Engagement evaluation

To assess the impact of the BIO2REGs engagement activities the following indicators have been selected.

Table 13: Quantitative targets in engagement

Measure	Indicator	Description	Envisaged
Expert consultation	Interviews	Experts participating in the consultation	10
Expert workshops	Attendants	Number of experts attending	100 (20 each workshop)
	Profiles	Different profiles (stakeholder helix sector, expertise background)	4
	Diversity	People from marginalised groups/underrepresented groups (women, representatives of trade unions or migrant people, etc.) invited to workshops.	30%

Measure	Indicator	Description	Envisaged
Impact assessment consultations	Respondent	Number of persons responding the questionnaires	40
	Profiles	Different profiles represented in the surveys (type of institution, educational background)	4
	Diversity	People from marginalised groups/underrepresented groups (women, representatives of trade unions or migrant people, etc.) to which the survey/questionnaire is sent	30%
Regional workshops (T2.3)	Regions involved	Number of regions represented	7
	Stakeholders involved	Total number of participants	15
Advisory Board (AB)	Members	Members of Advisory Board signing NDA	8
	Dropout rate	Members that leave the AB before project completion	1
	Profiles	Different profiles represented in the surveys (type of institution regarding Figure 2: Target groups and prioritisation, educational backgrounds)	4
	Diversity	People from marginalised groups/underrepresented groups (women, representatives of trade unions or migrant people, etc.) invited to take part in AB.	30%
Interregional exchanges	Regions participating	Regions signing Memorandum of Understanding for interregional exchanges (T3.2)	
	Actors participating in mentoring	Representatives participating in the 3 mentoring sessions (T3.3)	15
	Dropout rate	Representatives that sign out or leave the mentoring	15%

Measure	Indicator	Description	Envisaged
	Interregional alliances signed	Alliances between model regions and GHG intensive regions	5

4 Conclusion

As an initial strategy document, its content is subject to change over the course of the project to ensure its maximum effectiveness. In June 2025, the document will be internally updated and feedback from external advisors in the mid-term review incorporated. Any changes will be reported at the end of the project in *Deliverable D5.2 – Report on final communication, dissemination and exploitation plan* (due in December 2026) along with a thorough review of performance indicators and an outline of exploitation beyond the project's lifetime. Additionally, any deviation of the communication, dissemination, exploitation strategy and stakeholder engagement will also be recorded in the internal reporting process every three months implemented by the Executive Committee.

5 Annex

5.1 Key results and milestones

Table 14: List of key results, milestones and dissemination ideas

Description	Format	Due date	Potential dissemination ideas
BIO2REG regionalisation concept for circular and systemic bioeconomy model regions (D1.1)	Deliverable	M10 (10/2024)	- Website article, social media post - Graphic visualisation for film - Events - Public webinar
Guide for regional stakeholders to implement regional MCA framework assessment (D1.3)	Deliverable, Guidebook	M18 (04/2025)	- Website article, social media post - Easy to read guide book - BIO2REG regional events -
Public summary on guides for regional stakeholders on transition measures towards bioeconomy model regions based on best practices (D1.5)	Deliverable, Guidebook	M18 (04/2025)	- Website article, social media post - Easy to read guide book - BIO2REG regional events - Public webinar - Back-2-Back Regional and Second BIO2REG project event
Expert workshops series implemented (MS2)	Milestone	M8 (08/2024)	- Website article, social media post
BIO2REG network launch	Milestone, Event	M18-M22 (04/2025-10/2026)	- Website article, social media post - Back-2-Back Interregional events
Database of user-friendly tools for regional cooperation towards circular and systemic bioeconomy model regions (D2.2)	Deliverable	M18 (04/2025)	- Website article, social media post - User friendly integration into website
Regional network events implemented (MS4)	Milestone, Event	M18 (04/2025)	- Website article, social media post - Names of participating orgs and regions published on the website (T2.3)
Report on design of the interregional exchange instrument (D3.1)	Deliverable	M20 (08/2025)	- Website article, social media post - Integration into website

Description	Format	Due date	Potential dissemination ideas
Call documents for interregional exchange published (MS5)	Milestone, Call	M22 (10/2025)	- Website article, social media campaigns
Interregional transitions alliances implemented (MS6)	Milestone	M32 (04/2026)	- Website article, social media post
Five call-to-action videos (D4.3)	Deliverable, Video	M12 (12/2024)	- Website article, social media campaign - BIO2REG regional events - Youtube
Practice abstracts - batch 1 (D5.1)	Deliverable	M17 (03/2025)	- Website article, social media post - Post on CAP Network website
Best practice guide for mobilising regional stakeholders (D5.3)	Deliverable	M36 (12/2026)	- Website article, social media post - Back-2-Back Regional Event and Final BIO2REG event
Film documentary (D5.4)	Deliverable, Video	M34 (10/2026)	- Website article, social media post - YouTube - Back-2-Back Regional Event and Final BIO2REG event
Policy brief for regional, national and EU policymakers on acceleration measures for transitions towards bioeconomy model regions (D5.5)	Policy brief	M34 (10/2026)	- Website article, social media post - Back-2-Back Regional and Final BIO2REG project event - Public webinar
Policy brief: Enabling governance structures at regional scale (D5.6)	Policy brief	M15 (03/2025)	- Website article, social media post - Back-2-Back Regional and 2nd BIO2REG project event
Policy brief: Role of regional, national, European and private funding streams for the support of regional bioeconomy development (D5.7)	Policy Brief	M25 (01/2026)	- Website article, social media post - Back-2-Back Regional and Final BIO2REG project event
Practice abstracts – batch 2 (D5.8)	Practice abstract, Report	M36 (12/2026)	- Website article, social media post - Post on CAP Network website

5.2 Social media accounts

Table 15: Multiplier Social Media Accounts

Organisation	Twitter/X	LinkedIn	Other
FZJ	@fz_juelich	https://www.linkedin.com/company/biooekonomierevier/ https://www.linkedin.com/company/forschungszentrum-julich	
BIOC	@biocomde	https://www.linkedin.com/company/3946034/	
PU	n/a	https://gr.linkedin.com/company/institute-of-urban-environment-and-human-resources-panteion-university	
BIC	@biconsortium	https://www.linkedin.com/company/biobased-industries-consortium	
KVC	@Kveloce_I_D_i	https://www.linkedin.com/company/kveloce	
HSE	n/a	https://www.linkedin.com/company/homo-silvestris-europae	
BHCZ	@BIOEAST_HUB_EN	https://www.linkedin.com/company/bioeast-hub-czech-republic/	https://www.facebook.com/BIOEASTHUB https://www.youtube.com/channel/UCmHGpikibnBDI1Tjguij1Ng
RISE	@risesweden	https://www.linkedin.com/company/rise-research-institutes-of-sweden/	
MATIS	@matisiceland	https://www.linkedin.com/company/matisohf/	
Horizon Europe	@HorizonEU		

Organisation	Twitter/X	LinkedIn	Other
European Research Executive Agency	@REA_research	https://www.linkedin.com/company/european-research-executive-agency-rea/	
EU Commission	@EU_Commission		
European Research Council	@ERC_Research		https://www.linkedin.com/groups/2983151/
EU Science and Innovation	@EUScienceInnov	https://www.linkedin.com/showcase/european-commission-joint-research-centre/	
European Innovation Council	@EUeic		

5.3 List of external events

Table 16: External events

Event name	Date/Location
INSECTA 2024	14-16 May 2024
EU CAP Network conference 'EIP-AGRI Operational Groups: Innovation in practice'	6-8 May 2024
EIP-AGRI Innovation Awards 2024 - Awards ceremony	7 May 2024
ACHEMA: World Forum for the Process Industries	10-14 June 2024, Frankfurt am Main
European Sustainable Energy Week 2024	11-13 June 2024
187th Seminar of the European Association of Agricultural Economists (EAAE)	12-14 June 2024
EUBCE: European Biomass Conference 2024	24-27 June 2024, Marseille
World Bio Markets	26-27 June 2024
ECB2024	30 June - 3 July 2024
LANDSCAPE 2024: Agroecosystems in Transformation: Visions, Technologies and Actors	17-19 September 2024
Global Bioeconomy Summit 2024	23-24 October 2024, Nairobi Kenya
The 17th Annual European Forum for Industrial Biotechnology (EFIB 2024)	October 2024
Ecomondo - The Green Technology Expo	5-8 November 2024, Rimini Expo Centre, Italy
EXPOBIOMASA	6-8 May 2025, Valladolid Spain
AGRITECHNICA 2025	9- 15 November 2025, Hannover
International Green Week 2025	TBD
Global Forum for Food and Agriculture	TBD

5.4 Stakeholder database

Figure 10: Structure of stakeholder database

[illegible]