



BRILIAN

Circular Future for Rural Areas

Communications & Dissemination plan and materials (First version) Deliverable 7.1 (v1)

WP7 Dissemination and Communication



**Circular
Bio-based
Europe**
Joint Undertaking



Bio-based Industries
Consortium



Co-funded by
the European Union

DOCUMENT TITLE: Communications & Dissemination plan and materials v1

DUE DELIVERY DATE: September 30th, 2023

NATURE: Deliverable

PROJECT TITLE: Cooperative and Sustainable business models for bio-based chains in rural areas.

PROJECT ACRONYM: BRILIAN

INSTRUMENT: Collaborative Project

CALL IDENTIFIER: HORIZON-JU-CBE-2022

TOPIC: HORIZON-JU-CBE-2022-IA-02 Cooperative business models for sustainable mobilization and valorisation of agricultural residues, by-products, and waste in rural areas.

GRANT AGREEMENT: 101112436

Organisation name of lead contractor for this deliverable:

FOOD+I

DELIVERABLE TYPE		
R	Document, report	X
DMP	Data Management Plan	
O	Other	

DISSEMINATION LEVEL		
PU	Public (fully open)	X
SEN	Sensitive, limited under the conditions of the Grant Agreement	

Proprietary rights statement

This document contains information proprietary to the BRILIAN consortium. Neither this document, nor the information contained herein, shall be used, duplicated or communicated by any means to any third party, in whole or in parts, except prior written consent of the BRILIAN consortium.

DISCLAIMER OF WARRANTIES

This document has been prepared by BRILIAN project partners as an account of work carried out within the framework of the CBE-JU GA contract N° 101112436.

Neither Project Coordinator, nor any signatory party of BRILIAN Project Consortium Agreement, nor any person acting on behalf of any of them:

- makes any warranty or representation whatsoever, express or implied,
 - with respect to the use of any information, apparatus, method, process, or similar item disclosed in this document, including merchantability and fitness for a particular purpose, or
 - that such use does not infringe on or interfere with privately owned rights, including any party's intellectual property, or
 - that this document is suitable to any particular user's circumstance; or
- assumes responsibility for any damages or other liability whatsoever (including any consequential damages, even if Project Coordinator or any representative of a signatory party of the BRILIAN Project Consortium Agreement has been advised of the possibility of such damages) resulting from your selection or use of this document or any information, apparatus, method, process, or similar item disclosed in this document.

This project is supported by the Circular Bio-based Europe Joint Undertaking and its members under grant agreement N° 101112436. Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.

VERSION RECORD			
Version	Name (Partner)	Description of changes	Date
V1	Olga de Blas (FOOD+I)	First Draft	25/08/2023
V2	Olga de Blas (FOOD+I)	Final Draft	20/09/2023

VALIDATION	
Authors	Reviewers
FOOD+I – Olga de Blas	CIRCE & FBCD

EXECUTIVE SUMMARY

The current Communication & Dissemination Plan and Materials (CDPM), prepared as part of Work Package 7 (WP7) - Dissemination and Communication, will include the identification of BRILIAN target audiences and stakeholders; the dissemination methods, channels, associated activities and tools to reach the expected impacts in terms of awareness, acceptance and final uptake; the dissemination procedures according to the EC Grant Agreement and Consortium Agreement; and the D&C activities' schedule and complementarities among partners, ensuring that all communication requirements of the BRILIAN project are considered and well-coordinated.

It is crucial to deliver information efficiently and adequately about the project's activities and progress to enhance project visibility and raise awareness. These activities will start at the beginning of the project and continue throughout its duration.

In accordance with Article 17 of the BRILIAN Grant Agreement and in line with the recommendations of the CBE JU Online Manual, all project beneficiaries have committed to promote the project and its results. This entails providing targeted information to multiple audiences (including the media and the general public), in a strategic and effective manner and possibly engaging in a two-way exchange.¹

Although the Communication and Dissemination Plan is scheduled for completion by month 4 of the BRILIAN project, it will be regularly reviewed and updated at month 24 (second version), 36 (third version) and 48 (final version), ensuring the achievement of its objectives and making necessary adjustments when required.

¹[Dissemination and exploitation of research results \(europa.eu\)](https://europea.eu)

TABLE OF CONTENTS

DISCLAIMER OF WARRANTIES.....	3
EXECUTIVE SUMMARY.....	5
TABLE OF CONTENTS	6
LIST OF ABBREVIATIONS AND ACRONYMS	8
INDEX OF FIGURES.....	10
INDEX OF TABLES	11
1. INTRODUCTION	12
1.1. PROJECT BACKGROUND	13
1.2. OBJECTIVES OF THE COMMUNICATIONS AND DISSEMINATION PLAN AND MATERIALS	14
1.3. OBLIGATIONS OF THE BENEFICIARIES	15
2. COMMUNICATION AND DISSEMINATION STRATEGY	17
2.1. TARGET AUDIENCES	18
2.2. KEY MESSAGES.....	20
2.3. COMMUNICATION ACTIVITIES, CHANNELS AND RESOURCES	22
2.3.1. BRILIAN VISUAL IDENTITY	22
2.3.1.2. BRILIAN TEMPLATES	24
2.3.2. BRILIAN WEBSITE	25
2.3.3. BRILIAN SOCIAL MEDIA.....	27
2.3.4. NEWSLETTERS.....	29
2.3.5. PRESS MEDIA CAMPAIGN	30
2.3.6. ONLINE INFO DAY.....	32
2.3.7. ONLINE QUIZ GAME.....	33
2.3.8. HIGH-IMPACT SOCIAL MEDIA PROMOTIONAL CAMPAIGNS	33
2.3.9. SHORT VIDEOS	34
2.3.10. DIGITAL AND PRINTED MATERIAL	34
2.3.11. PRESENTATION AND PARTICIPATION AT RELATED EVENTS AND CONFERENCES	35
2.4. DISSEMINATION ACTIVITIES AND MATERIALS	35
2.4.1. D&C WORKSHOPS	35
2.4.2. PARTICIPATION AT CONFERENCES AND FAIRS	36
2.4.3. PUBLICATIONS IN SECTORIAL/SPECIALIZED MEDIA	38
2.4.4. PUBLICATIONS IN SCIENTIFIC AND TECHNICAL JOURNALS	40
2.4.5. POLICY FEEDBACK BULLETIN	41

2.4.6.	ADVISORY BOARD OF FARMERS	43
2.4.7.	SYNERGIES WITH OTHER EU PROJECTS	43
2.4.8.	FINAL CONFERENCE	44
3.	MONITORING METHODOLOGY	45
3.1.	PLANNING, REPORTING & EVALUATION	45
3.1.1.	KEY PERFORMANCE INDICATORS (KPIs)	45
3.1.2.	TOOLS FOR COMMUNICATION AND DISSEMINATION MONITORING AND REPORTING	47
4.	CONCLUSIONS	49
5.	REFERENCES	50
ANNEXES.....		51
ANNEX 1 BRILIAN COLORS		51
ANNEX 2 BRILIAN FONTS.....		52
ANNEX 3 BRILIAN LOGO		54

LIST OF ABBREVIATIONS AND ACRONYMS

ABI – Actions for the Bio Innovation

BIC – Bio-based Industries Consortium

BHCZ - Bioeast hub cr, z. U.

BRILIAN- Cooperative and Sustainable business models for bio-based chains in rural areas

CA – Consortium Agreement

CBE-JU - Circular Bio-based Europe Joint Undertaking

CDPM – Communications and Dissemination Plan and Materials

D – Deliverable

DoA – Description of Action

EBB – European Bioeconomy Bureau

EC – European Commission

ENCO – Enco Srl – Engineering & Consulting

FBCD – Food and Bio Cluster Denmark

GA – General Assembly

H2020 – Horizon 2020 The 8th EU Framework Programme for Research and Innovation.

HEU – Horizon Europe – the 9th framework Programme of the EC for research, technological development and innovation activities.

IPR – Intellectual Property Right

JU – Joint Undertaking

KPI – Key Performance Indicator

PC – Project Coordinator

PO – Project Officer

ROBOCOOP-EU – circular bioeconomy Business models owned by agroCOOPERatives

SC – Steering Committee

SME – Small and Medium Enterprise

VC – Value chain

WP – Work package

CDPM – Communications & Disseminations plan and materials

INDEX OF FIGURES

FIGURE 1. LOGOS AND FUNDING STATEMENT	16
FIGURE 2. COMMUNICATION AND DISSEMINATION CYCLE	17
FIGURE 3. BRILIAN LOGO PROPOSALS	23
FIGURE 4. BRILIAN OFFICIAL LOGO	24
FIGURE 5. BRILIAN TEMPLATES	25
FIGURE 6. BRILIAN WEBSITE UNDER CONSTRUCTION	26
FIGURE 7. SOCIAL MEDIA PROFILES	28
FIGURE 8. SOCIAL MEDIA PUBLICATIONS	28
FIGURE 9. SIGNATURE SHEET	30
FIGURE 10. PRESS RELEASE Nº 1	31
FIGURE 11. RADIO PROGRAMMES	32
FIGURE 12. PRELIMINARY PROPOSAL FOR THE INFO DAY PROMOTIONAL MATERIAL	32
FIGURE 13. ADVISORY BOARD OF FARMERS	43
FIGURE 14. BRILIAN LOGBOOK	48

INDEX OF TABLES

TABLE 1. TARGET AUDIENCES.....	20
TABLE 2. KEY MESSAGES.....	22
TABLE 3. PRE-SELECTED SCIENTIFIC FORUMS	38
TABLE 4. PRE-SELECTED SECTORIAL/SPECIALIZED MEDIA.....	40
TABLE 5. PRE-SELECTED SCIENTIFIC JOURNALS.....	41
TABLE 6. KPIS TABLE	47

1. INTRODUCTION

This document will describe accurately the project's dissemination and communication strategy, defining clear objectives and setting out a description and timing of each activity.

At all times, any communication activity must be able to properly answer the following questions:

- The objectives: Why are we doing this activity? Which is the purpose?
- The content: Which are the key messages we want to communicate?
- The target audience: To whom? (Different messages will be defined for different target audiences)
- The tools, channels, and mechanisms: How will we reach these target audiences?
- The contributors: Who will perform this activity?
- The schedule: When are we going to deliver this dissemination or communication activity?

The CDPM will also include a list of relevant events, conferences, publications ... that have been considered relevant to disseminate the project results and to receive feedback from relevant stakeholders. Besides, a relation of Key Performance Indicators will be described in order to be able to measure the success of the activity performed.

In terms of Communication procedures, the consortium must ensure that:

- Communication shall be coordinated beforehand so that all project partners convey the same message.
- Communication shall be continuous.
- Communication shall be creative and encourage dialogue.
- Communication efforts shall be active and outreaching in nature.

1.1. PROJECT BACKGROUND

Climate change and resources scarcity made agricultural residues, by-products, and waste gain attention as a renewable, abundant, and sustainable feedstock, enabling regional stakeholders in rural areas to create sustainable cooperative business models while reducing their dependence on fossil fuels and pollution levels.

Currently, rural areas cover approximately 80% of the European Union's territory, containing 30% of its population (137 million people). Therefore, they play a key role in improving sustainable bio-based value chains through various lines of action, such as sustainable food and raw materials, renewable energies, reduced fossil fuel dependence, and biodiversity preservation.

Nevertheless, the vertical integration of the bio-based chains in rural areas is a complex task that implies cooperation among actors with different profiles which is always challenging, especially considering that farmers have a wide expertise on the food processing and agriculture labours but not on secondary bio-based feedstocks processing at a profitable scale neither regarding the most suitable financing schemes of the bioproduct valorisation processing facilities.

Many barriers need to be addressed by farmers to convert the wastes and by-products produced and subsequently, to sell the respective bioproduct to final consumers. Among these barriers and difficulties, some of the most relevant ones are related to the high capital requirements for the needed by-product processing, operation of a technology that is not well known by farmers (specialized workforce required and cooperation with technology providers or other institutions), develop optimized short and sustainable logistic chains or the limitations related to the sales channels considering as previously mentioned that these markets are new for farmers.

In this context, BRILIAN will support the adoption of sustainable cooperative business models in rural areas that will enhance rural development, biodiversity preservation and climate-neutrality.

For that, BRILIAN will implement a multi-actor approach for the validation of a group of Actions for the Bio Innovation (ABI) both at macro and micro level: a) Forging robust rural bio-communities, b) Achieving circularity and sustainability, c) Integration of short supply chains and d) Production of value-added bioproducts. These innovations will allow primary producers to diversify their incomes while reducing risk.

These ABI will be particularized for 3 cooperative pilots located in Italy, Spain and Denmark, working with 10 value chains (VC), which will enable the proposition of the specific abovementioned cooperative business models.

1.2. OBJECTIVES OF THE COMMUNICATIONS AND DISSEMINATION PLAN AND MATERIALS

The CDPM is the main guidance document of work package 7. This document will define all relevant activities identified, target audiences, relevant messages, and communication tools available in order to maximize the impact of the project.

The first version of the CDPM has been produced at month 4 and will be regularly reviewed and updated at month 24 (second version), 36 (third version) and 48 (final version), ensuring the achievement of its objectives and making necessary adjustments as required.

The objectives of the CDPM are the following ones:

- To ensure a proper and correct information delivery and impact of project development and results.
- To coordinate the dissemination of project results to targeted audiences, with the use of adequate sets of media.
- To generate market awareness and demand of the value-added bio-products obtained.
- To make people realize the true benefits sustainable cooperative business models and agricultural by-products valorisation: a) Rural areas development; b)

Increase primary producers' agricultural income and reduce their risks ; c)
Biodiversity preservation and climate-neutrality accomplishment.

- To demonstrate that collaborative R&D project accounts for public funding by being highly relevant to daily life, answering social challenges and creating better job opportunities for citizens.
- To communicate and disseminate the knowledge, which is not confidential, produced by the project.

1.3. OBLIGATIONS OF THE BENEFICIARIES

According to the article 17 of the BRILIAN Grant Agreement, the beneficiaries must engage in the following added communication and dissemination activities:

- The beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent, and effective manner.
- In addition to the obligations set out in Article 17, and unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support:
- **Logos:** Any dissemination of the project must include the logos and emblems below (the CBE JU should be the most prominent logo in terms of size, the minimum height of the EU emblem shall be 1 cm).
- **Funding statement:** "The project is supported by the Circular Bio-based Europe Joint Undertaking and its members under grant agreement No 101112436."

- **Disclaimer:** Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the granting authority can be held responsible for them.”



Figure 1. Logos and funding statement

2. COMMUNICATION AND DISSEMINATION STRATEGY

The Communication and Dissemination Strategy for BRILIAN is designed to ensure that the project's results are well communicated to all stakeholders through the project's lifecycle. It consists of a set of well-designed strategic and tactical activities that take into consideration the core purpose of the project, the intended target audience, as well as potential communication channels. Efficient communication and dissemination during the BRILIAN project ensure short and long-term success of the project.

The CDPM in BRILIAN includes (1) planning, (2) performing and (3) reporting phase. This cycle is connected to every dissemination or communication activities in the project, ensuring coherent information flow of all project results in external and external information sharing. By following this cycle, the project's key performance indicators (KPIs) will be regularly reviewed and



Figure 2. Communication and Dissemination cycle

evaluated. This enables the consortium to propose necessary adjustments and embark on a new cycle, ensuring adaptability to any unforeseen circumstances that may arise during the project's lifespan.

The communication strategy of BRILIAN has been developed to foster an integrated and consistent information flow between the project and the target segments identified in the "Target Audiences" section below.

2.1. TARGET AUDIENCES

One of the goals for BRILIAN Communication and Dissemination strategy is to target different audiences, due to the fact that each of them has different expectations and needs.

To engage interested stakeholders in the BRILIAN project and to ensure the successful dissemination and communication of the project results, the target audiences will cover actors involved in all steps of the whole value chain.

On the one hand, each group will be addressed differently according to their needs and expectations and, what we expect will be different depending on the group to which they belong.

In the following table, different groups with the expected actions can be identified:

TARGET AUDIENCES	
Group	Expected D & C Actions
Industrial Companies	<ul style="list-style-type: none"> ▪ Invitation to the project workshops and events, including open days, leveraging on the consortium network. ▪ Participation in interviews from WP2. ▪ Invitation to the Advisory Board of Farmers. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers.
Research community	<ul style="list-style-type: none"> ▪ Enlarge a further replication and dissemination of BRILIAN results. ▪ Experts will be given open access to the technical publishable results of the project. ▪ Conferences proceedings, workshops, publications in scientific and technological specialized

	magazines, peer-to-peer communication will further support dissemination towards this target group.
Policy makers, public bodies and authorities	<ul style="list-style-type: none"> ▪ Developing and fostering novel governance models and public procurement. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers. ▪ Invitation of local and regional authorities to the activities in the pilots and workshops of the project and assistance to relevant forums.
Feedstock providers	<ul style="list-style-type: none"> ▪ Participation in networking from relevant networks. ▪ Invitation of farmers to the BRILIAN events and the Advisory Board of Farmers, leveraging in the consortium network. ▪ Sharing relevant information from project deliverables. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers.
Investors	<ul style="list-style-type: none"> ▪ Participation in networking from relevant networks (e.g., Pitch Perfect and Boost the European Bioeconomy 2022, 2023). ▪ Invitation of investors to the BRILIAN events leveraging in the consortium network and the BioeconomyVentures. ▪ Sharing relevant information from project deliverables. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers.

Consumers and general public	<ul style="list-style-type: none"> ▪ Through different events (info days, ...) communications channels (e.g., website, videos, social networks) and dedicated promotional campaigns (quiz game test,...) it will be possible to raise awareness about challenges brought by bio-based products and to promote more sustainable use of our resources, therefore promoting consumers acceptance. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers.
-------------------------------------	---

Table 1. Target Audiences

2.2. KEY MESSAGES

Although some of the main and more powerful messages of BRILIAN project will be defined during the project own development, once Work Packages deliver their expected results, the BRILIAN some key messages have been already settled taking into account the differences among the target groups. Other key messages will be generated based on the results and lessons learned.

The key messages will be slightly revised and adapted to better fit/target with each audiences' expectations.

In the table below, there are some of the messages BRILIAN consortium have created at this stage, to disseminate into the different target audience. These messages will be updated during the project, in accordance with the main outcomes of BRILIAN.

KEY MESSAGES	
Group	Messages
Industrial Companies	<ul style="list-style-type: none"> ▪ Messages related to the high potential of cooperative business models. ▪ The importance of waste and by-products valorization. ▪ Facilitating the quick acceptance of the added-value bio-products. ▪ About the necessity of making a better use of limited resources (use resources efficiently).
Research community	<ul style="list-style-type: none"> ▪ Messages related to any publishable project technical results, innovation, and progress beyond the state of the art on the proposed lines and future challenges emerged during the project execution.
Policy makers, public bodies and authorities	<ul style="list-style-type: none"> ▪ Messages related to the successful use cases and lessons learnt in BRILIAN project. ▪ How new regulations can ease the way to new added-value bio-products. ▪ Regulatory aspects at EU or regional levels and standardization issues which could reduce project impact. ▪ Barriers addressed to promote bio-based value chains and biorefinery concept among primary producers
Feedstock providers	<ul style="list-style-type: none"> ▪ Messages related to the new income opportunities from the bioeconomy sector.

KEY MESSAGES	
Group	Messages
	<ul style="list-style-type: none"> ▪ The potential for the rotation of crops. ▪ Maximization of the synergies among other actors for the uptake of the feedstock.
Investors	<ul style="list-style-type: none"> ▪ Messages related to the potential of the results obtained. ▪ Funding opportunities.
Consumers and general public	<ul style="list-style-type: none"> ▪ Messages related to the research ambition and objectives, the potential impact on the local regions, lessons learnt and the most tangible results directly and indirectly benefiting consumers.

Table 2. Key Messages

2.3. COMMUNICATION ACTIVITIES, CHANNELS AND RESOURCES

2.3.1. BRILIAN visual identity

FOOD+I has devised a cohesive "look and feel" strategy to ensure maximum visibility and recognition. The Visual Identity Manual serves to establish a consistent and recognizable image for BRILIAN across all communication tools, products, and events. The consortium will have access to project logos, visual identities, and other communication resources that will be available at the [BRILIAN repository](#). The primary aim is to make each project document, initiative, or communication easily identifiable, amplifying its impact and enabling tracking of the project's narrative and progress.

Consistency in style, form, and communication within the project gives it a distinct personality and enhances its potential to resonate with a broader audience.

The purpose of this document is to standardize and unify the graphic parameters that everyone representing BRILIAN should use. It is essential to thoroughly read and comprehend this section before incorporating any elements of the identity into your communication efforts.

2.3.1.1. BRILIAN Logo

To be recognizable and identifiable, a visual identity for the project has been developed. As explained before, the idea is to make every project’s document, actuation, or communication completely identifiable having bigger impact and making trackable the storytelling and the evolution of the project.

The final logo was created by FOOD+I and was decided by the vote of all consortium members at the kick-off-meeting among the following 6 possible options:



Figure 3. BRILIAN Logo proposals

Below BRILIAN’s full logo selected is displayed in its two versions. Please, note that the full logo version includes the claim “Circular Future for Rural Areas”. This logo will only

be used when the available space guarantees the complete legibility of the claim. In case the space is limited, the simplified version of the logo (with no claim) must be used.



Figure 4. BRILIAN Official Logo

The extended version of the corporate identity manual of the project can be found in Annexes 1-3 of this document.

2.3.1.2. BRILIAN Templates

In order to unify the external and internal communications of the partners, templates have been designed for public and confidential presentations and communications. These templates ensure the transmission of a unified corporate image.

Three templates are already available at the [repository](#), one for the deliverables, one for the minutes of the meetings, and the other one for PowerPoint presentations. The use of the templates is restricted to the consortium members and must be used in any deliverable or presentation performed.

Figure 5. BRILIAN Templates

At the time of writing this deliverable, BRILIAN Website (www.brilian.eu) is still under construction. Nevertheless, a preliminary version of the site can be found at this [link](#).

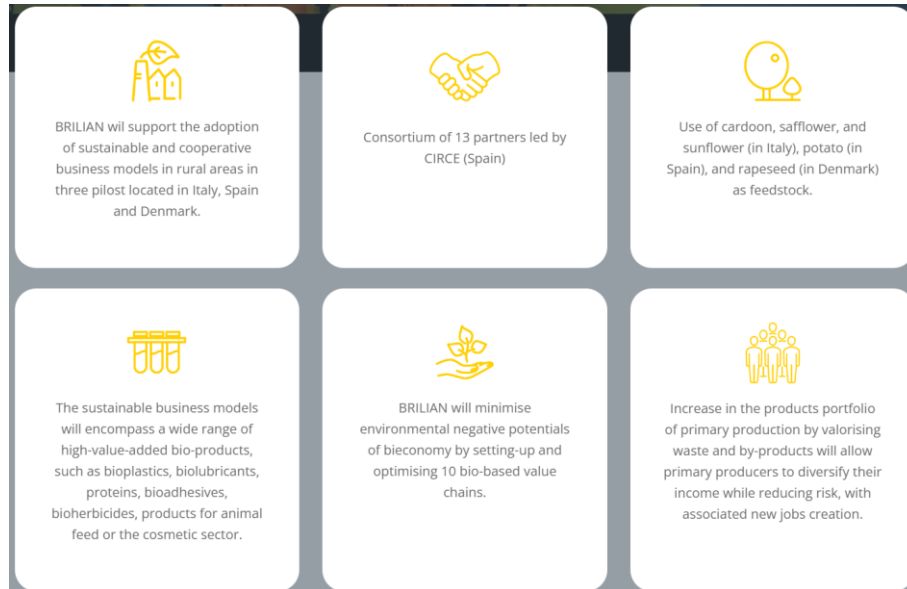


Figure 6. BRILIAN website under construction

The BRILIAN website, that will be running from M6, will serve as a primary source of information regarding BRILIAN’s objectives, progress, and main outcomes. According to the progress of the project, the content of the website will be continuously extended and updated.

The BRILIAN project website will be composed of seven main sections: the project, the partners, the pilots, the resources, the news and events, the join and the contact section, providing a project overview highlighting the motivation, background, and objectives, and the technical content, including the composition of the consortium. Moreover, it will provide access to the project’s toolkit, the info packs, trainings, deliverables, the scientific publications, and the press kit, with all press releases generated during the project’s lifespan.

In the “Join” section, a special subsection focusing on the Advisory Board of Farmers will be created.

The main Communication objectives of the BRILIAN website are:

- To provide relevant and updated information to a wide audience.

- To ensure all public information related to the project is provided in an accessible manner.
- To be an information database of all the activities carried out by BRILIAN project and its partners.

The maintenance of the website is responsibility of FOOD+I, whilst the procurer of the information/documentation might be other consortium members.

2.3.3. BRILIAN Social Media

BRILIAN Social Media Channels will own project profiles on social media: LinkedIn, Facebook and X (formerly, Twitter), to increase the impact and generate straight communication channels to allow interactions with the audience through different means depending on the communicative objective.

Social networks are a powerful tool to achieve a multiplier promotional effect on communication activities, that is why the Project profiles will be constantly updated to show BRILIAN as an active and interesting project.

The availability of new project results will be communicated informing about their progress and their effect on the primary sector, disseminating the project results and impact. The content will be generated by WP7 leader with the collaboration of all the consortium members. The consortium members will also publish relevant information in their social networks.

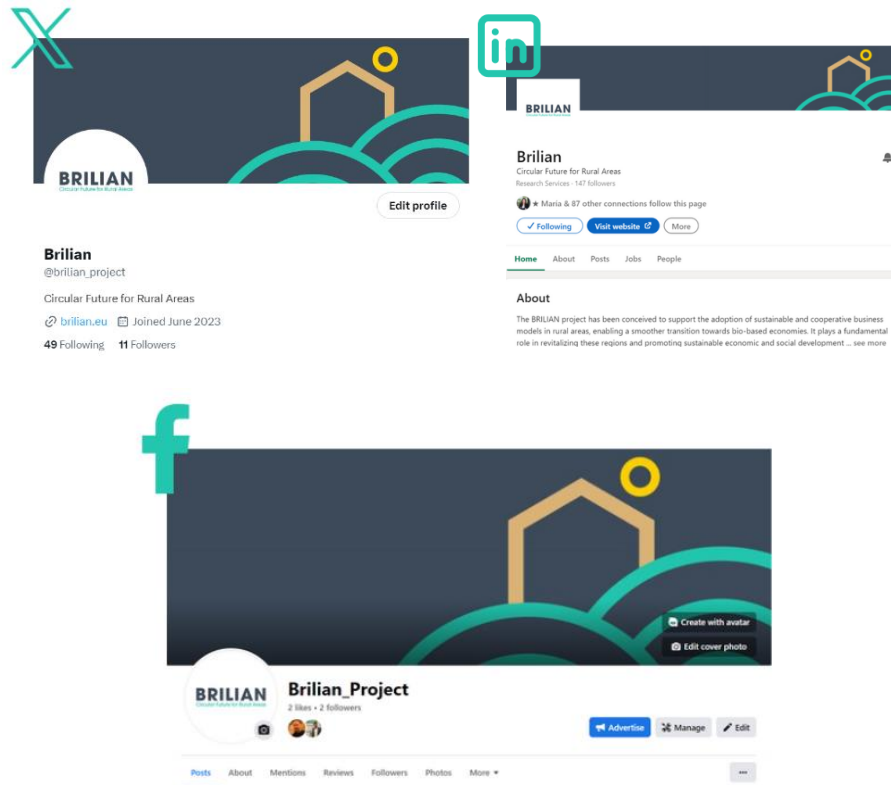


Figure 7. Social Media Profiles

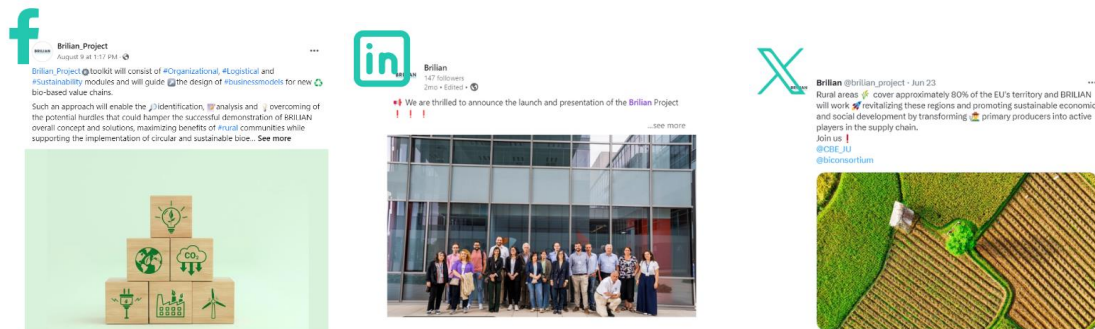


Figure 8. Social Media Publications

2.3.4. Newsletters

Throughout the project's duration, BRILIAN will release 8 e-newsletters, approximately every six months. The timing can be adapted to announce special events and generate more impact.

These newsletters will provide information on project progress and results, as well as links to the deliverables and articles and interviews for external communications. It will be made available on the project website and social media in order to improve visibility of the project via electronic means and will also be sent to consortium partners and other registered stakeholders.

The first newsletter will be issued after the first four months of the project with the aim of giving an overview of the objectives and presenting the partners involved and main events attended during the first semester.

Although the responsibility of creating the newsletter relies mainly in WP7 leader, all partners will actively participate in its preparation.

A dedicated Stakeholder database and mailing list will be created to support this action. Interested stakeholders can easily subscribe to BRILIAN newsletters by registering on the project's website and by signing during in-person events. Audience acquisition will be facilitated through a link connected to the email marketing manager, fully compliant with the General Data Protection Regulation (GDPR).

Join our network!


By ticking this box, I hereby authorize BRILIAN project to store my personal data with the purpose of eventually following up to my contact request. The information I'm submitting will be handled in accordance with the general Data Protection Regulation 2016/679 (GDPR).

Tick the box below! ☺

Name and surname	e-mail	Data processing
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>
		<input type="checkbox"/>

RGPD: We inform you that the data collected will become part of a file owned by BRILIAN Project (Grant Agreement 101112436) whose purpose is the management and administration of the established relationship. In addition, the signature of this document means the authorization and therefore, the express consent for the treatment of your data for the purpose mentioned before.

The legal basis for the treatment of your data are all the consents granted by you, as well as the legitimate interest of the entity to send you commercial information. It is obligatory to complete this form in all its fields, so that, if not provided, the desired relationship between the parties cannot be established. We inform you that your data will not be transferred to third parties and there will not be international transfers of data, unless there is a legal obligation or you give your express consent. You can at any time exercise your rights of access, rectification, suppression and opposition, as well as your right to request the limitation of the treatments or to carry out the portability of your data in the following address indicated above.



The project is supported by the Circular Bio-based Europe Joint Undertaking and its members under grant agreement AN 101112436. Funded by the European Union. Views and opinions expressed are however those of the Author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.

Figure 9. Signature Sheet

2.3.5. Press Media Campaign

Creating a strong presence in media is key to boost the awareness of the project in Europe and internationally. Developing a solid media campaign strategy is needed to distribute a coherent message and monitor the impact through the process. During BRILIAN lifespan, at least 6 Press Releases will be launched.

The first one was released at the beginning of the project, taking advantage of the first steps of the project, and published at Cadena Ser website and Revista Alimentaria.



PRESS RELEASE

Zaragoza, Spain - June 13, 2023

BRILIAN: A Circular Future for Rural Areas in the EU

On June 13th and 14th, the launch and presentation of the European innovation project BRILIAN take place in Zaragoza.

Currently, **rural areas cover approximately 80% of the European Union's territory**, containing 30% of its population (137 million people). Therefore, they play a key role in improving sustainable bio-based value chains through various lines of action, such as sustainable food and raw materials, renewable energies, reduced fossil fuel dependence, and biodiversity preservation.

The BRILIAN project has been conceived to support the **adoption of sustainable and cooperative business models in rural areas**, enabling a smoother transition towards bio-based economies. It plays a fundamental role in revitalizing these regions and promoting sustainable economic and social development by transforming primary producers into active players in the supply chain, aligned with the goals outlined in the Common Agricultural Policy (CAP), the Green Deal, and the European Bioeconomy Strategy.

With the aim of expanding the business model of **agroproduces**, and harnessing their full potential, the project will validate ten bio-based value chains starting from **cardoon, safflower, and sunflower** (in Italy), **potato** (in Spain), and **rapeseed** (in Denmark) as **raw materials** and will develop sustainable business models encompassing a wide range of high-value-added bio-products, such as **bioplastics, biobioactive, proteins,**



bioadhesives, bioherbicides, products for animal feed or the cosmetic sector. This will allow primary producers to diversify their income while reducing risk.

Maidor Gómez, Project Manager at CIRCE and coordinator of the BRILIAN project, stated: "Finding the formula that allows the European agro-industrial fabric to develop its potential as a rural bioeconomy is key to achieving sustainability objectives while strengthening the sector."

BRILIAN is an ambitious four-year project with a budget exceeding 6 million euros, co-financed by the Circular Bio-Based Europe (CBBE) joint initiative under the European program for innovation and research Horizon Europe 2021-2027 (H4). The project involves 13 entities from 6 different countries: Spain, Italy, Denmark, Belgium, the Czech Republic, and Greece, including 3 large companies, 3 SMEs, 3 research organizations, 2 clusters, and 2 associations.



SE2

Elige tu emisor

Sociedad

FOOD+I participa en el proyecto europeo de innovación BRILIAN

El proyecto busca apoyar la adopción de modelos de negocio sostenibles y cooperativos en las zonas rurales



— Estibaliz Puy León Radio Cakorra 14/06/2023 - 13:38 h CEST

La Rioja • El proyecto europeo de innovación BRILIAN pone el foco en las zonas rurales de la Unión Europea y es que, estas zonas suponen alrededor del 80% del territorio, albergando a su vez, el 30% de la población, es decir, 137 millones de personas. El papel de las zonas rurales son claves para mejorar las cadenas de valor de base biológica sostenibles a través de diferentes líneas de acción,



REVISTA ALIMENTARIA

INNOVACIÓN. CALIDAD. SEGURIDAD ALIMENTARIA

mentación especial Sostenibilidad Bebidas Servicios Elaborados Mundo animal Conservación Frescos Materias primas Distribución y Logística Food Design Food Tec



AGRICULTURA > SOSTENIBILIDAD

BRILIAN: Un futuro circular para las áreas rurales de la UE

CLUSTER ALIMENTARIO NOROCCIDENTAL

13 DE AGOSTO, 2023

Con el objetivo de expandir el modelo de negocio de las agroproducciones y aprovechar su potencial, se trabajará con 10 cadenas de valor bio-basadas

Figure 10. Press Release nº 1

Besides Press Releases themselves, BRILIAN project will also participate in at least two radio or TV programs dedicated to general public.



Figure 11. Radio Programmes

Intense use of the media will be made, sharing with them the main publishable developments of the project with the aim of reaching a wider audience. To make an appropriate approach to the media, a database will be created with specialized media to share our news, publishable results and reportable events. The media are an essential tool in any communication strategy, since they extend the impact considerably, allowing us to reach the general public and a specific industrial segment through specialized media.

2.3.6. Online Info Day

In the pursuit of disseminating knowledge and fostering understanding about critical aspects of the BRILIAN project, creating awareness emerges as a pivotal foundational objective.

The BRILIAN Online Info Day is strategically designed to empower students by equipping them with in-depth insights into the bioeconomy sector, waste and by-products valorisation, and innovative cooperative business models.



Figure 12. Preliminary proposal for the Info Day promotional material

By embracing this multifaceted approach, the BRILIAN project aims, not only to enrich students' knowledge, but also ensure that its groundbreaking outputs resonate within the academic community.

2.3.7. Online Quiz Game

An Online Quiz Game with a twofold objective will be launched: 1) to interact with citizens and assess their knowledge about bioeconomy and revalorisation of by-products; and 2) with an educational aim to showcase the potential benefits of a sustainable and circular bioeconomy, valorisation of waste and by-products and innovative business models.

Through these initiatives, we aim to engage with citizens and end-users, while also assessing their knowledge about valorisation, cooperative business models, rural areas' needs, and circularity.

2.3.8. High-impact social media promotional campaigns

In today's digitally driven world, a successful marketing strategy demands more than just a passive online presence. High-impact social media promotional campaigns have emerged as a vital avenue for businesses to connect with the target audience, drive engagement, and achieve tangible results.

These campaigns embody a strategic roadmap to maximize reach, engagement, and conversion rates and will be deployed in two phases:

Phase 1 - Lead Generation for Database Enlargement: The initial phase of this campaign focuses on generating valuable leads to expand the BRILIAN database. A robust database serves as the foundation for personalized marketing efforts and sustains long-term stakeholders' relationships.

Phase 2 - Growing Social Media Followers: Following the successful lead generation phase, the campaign transitions to bolstering BRILIAN's social media presence, ensuring sustained engagement and a broader reach.

The two-phase high-impact social media promotional campaign goes beyond the surface of conventional marketing efforts. By strategically blending lead generation tactics with follower growth strategies, BRILIAN stands to build a more extensive and engaged audience, enhance its brand recognition, and ultimately achieve tangible D&C results.

2.3.9. Short videos

Throughout the project's lifetime, at least 2 short videos will be released. The main objective of these short videos is connecting with the general public. Creating awareness of the project, approaching the potential of sustainable cooperative business models and by-products valorisation to a wider audience and showcase how cooperation within a European Consortium allows to achieve better results.

The first video will be based on a general explanation of the issues and the project overview, with the participation of the project coordinator and the three pilots' leaders. The second one will be focused on sharing the main outcomes of the project and hence released at the end of the project.

These videos will be hosted in BRILIAN YouTube Channel and will be available also from BRILIAN official website.

2.3.10. Digital and printed material

FOOD+I, as WP7 leader, is the partner responsible for creating all Digital and printed material for BRILIAN project.

First, an Infographic explaining the context and the solution for a general audience, including the three pilots, their challenges and impact will be created. These illustrations

will be considered as a powerful tool for summarizing data, generating impact, and explaining complex concepts in a simple way.

On the other hand, at least two Project leaflets, one poster and one roll-up will be produced in English, presenting the project's main elements (at the beginning) and summarizing project achievements (at the end) to be distributed through partners' networks and at relevant conferences and events, and translated as necessary by partners to be used in local events.

2.3.11. Presentation and Participation at related events and conferences

Participation in general conferences and fairs is an important promotional tool for the implementation of the Communication Strategy. To maximize the impact of these activities is essential that these events are aligned with the project, well organized, and properly followed up.

BRILIAN consortium will participate in, at least, eight general conferences, exhibitions trade fairs, and info days that are aligned or link to the Primary Sector, the Bioeconomy and/or the Circular Economy.

These activities will serve to inform and involve industry and society (general public) and it is expected that these will have a multiplier effect on the impact of the project.

A table of the pre-selected events is shown in the following section.

2.4. Dissemination activities and materials

2.4.1. D&C Workshops

At least 3 workshops will be organized by FOOD+I, the Food and Bio Cluster Denmark (FBCD) and ENCO Srl Engineering & Consulting (ENCO). These workshops are designed with a twofold purpose: to spotlight the multifaceted activities and outcomes of the

project, and to foster direct engagement with Industry Stakeholders. These stakeholders, constituting a vital segment of the project's ecosystem, encompass technology providers bringing innovation to the table, end-users who will ultimately benefit from the project's advancements, and the stakeholders integral to the value chain. In order to reach this target audience, these workshops could potentially be coordinated and co-organized in conjunction with relevant aligned events.

The central aspiration behind these workshops is to not only present a comprehensive overview of the project's progress and achievements but also to establish an interactive platform for feedback and discourse. This two-way interaction is envisioned to be pivotal in refining and validating the project's direction, ensuring that it remains aligned with the needs and aspirations of the industry it seeks to serve.

Through these workshops, FOOD+I, FBCD, and ENCO aim to cultivate a collaborative synergy, where the collective wisdom and insights of Industry Stakeholders meld with the project's innovative vision. This engagement doesn't just end with information dissemination; it signifies a call to action, urging Industry Stakeholders to actively participate in shaping the trajectory of the project. Their involvement is seen as instrumental in realizing the potential of high-added value bio-products and affirming the robustness of the project's foundational concept.

2.4.2. Participation at conferences and fairs

BRILIAN will be presented in at least six scientific conferences, and in several relevant international scientific forums, mainly related to the primary sector, the bioeconomy and the circular economy. However, there are hundreds of related events each year and choosing the right event for the project is the key for an efficient use of resources. Below, the guidelines for successful event management are presented:

- **Research and Compile:** the first step in picking the right event for the project begins with researching and compiling a list of the most relevant events taking place throughout the duration of the project.

- Determine your goals: before choosing the event and participation (exhibitor, speaker, visitor, etc.) it is needed to determine your goals. Why do you want to present BRILIAN there? Why will this participation benefit BRILIAN project? It is important to bear in mind that the choice will largely depend on which achievements are expected.
- Target audience: this section is absolutely crucial for the success of the activity. No matter how important is the event chosen if the expected visitors do not align with the selected target audiences.
- Visit the forum: when possible, a great way to gather information about one determined event is to visit it in a former edition. This allows to see the expo from a visitor's point of view and analyse how the BRILIAN participation should be.
- Organization and communication: as soon as a participation/organization is certain, it must be recorded on the D&C Logbook. In this way, if the event is recorded beforehand, FOOD+I could provide you support and coverage from BRILIAN Official Channels with the aim of boosting the impact of the activity.
- Follow-up: once the event is over, the following up phase starts. It is advisable to get in touch with the people we have met throughout the event, sending them an email in the days immediately after it.

SCIENTIFIC FORUMS		
Name	Location	Date
CBE JU Stakeholder Founm	Brussels	6 th - 7 th December 2023
EU Green Week	Brussels and online	June 2024
International Green Week	Berlin	19 th -28 th January 2024
EU Bioeconomy Conference	Marseille	24 th – 27 th June 2024

SCIENTIFIC FORUMS		
Name	Location	Date
BIOEAST Conference	Prague	Foreseen in mid of March 2024
IFIB 2024	TBD	TBD
ECOMONDO	Rimini	TBD
Alimentaria Fair	Barcelona	18 th – 21 st March 2024
Food4Future Fair	Bilbao	16 th – 18 th April 2024
The future of food production	Denmark	26 th October 2023
European Forum for Industrial Biotechnology and the Bioeconomy (EFIB)	Netherlands	23 rd October 2023
1st National Bioeconomy Congress	Prague	6th December 2023
BIOKET	Reims	19 th -21 st March 2024
European Wood-based Panel Symposium	Germany	October 2024
European Bioplastics Conference	Germany	12-13 December 2023

Table 3. Pre-selected scientific Forums

2.4.3. Publications in sectorial/specialized media

Press releases and informative articles that report important events and major advances in the project will be sent to specialized media in these three sectors:

- Primary Sector.
- Food Sector.

■ Bioeconomy Sector.

PRE-SELECTED SECTORIAL / SPECIALIZED MEDIA	
Name	Scope
Revista F&H	Spain
Revista MERCADOS	Spain
FRUIT TODAY	Spain
EuroMagazine	Spain
FRESHPLAZA	Spain
HORTICOM	Spain
HORTICULTURA	Spain
Interempresas	Spain
INFORETAIL	Spain
IFOOD	Spain
INDISA	Spain
Revista ALIMARKET	Spain
Revista ALIMENTARIA	Spain
TECNIFOOD	Spain
GÓNDOLA DIGITAL	Spain
Revista ARAL	Spain
Revista INFORETAIL	Spain
DISTRIBUCIÓN ACTUALIDAD	Spain
REVISTA ORIGEN	Spain

PRE-SELECTED SECTORIAL / SPECIALIZED MEDIA	
Name	Scope
POSCOSECHA	Spain
Innovaspain	Spain
Manufacturing Magazine Industry Newsletter	Greece
Sustainable Brands	EU
World bio-market insights	EU
Zemědělec	Czech Republic
Agriwatch	Denmark
LandbrugsAvisen	Denmark
Effektiv landbrug	Denmark
Fødevarefokus	Denmark
Fødevarewatch	Denmark
FVM - Fødevaremagasinet	Denmark
CSR.dk	Denmark
Kapitalwatch	Denmark

Table 4. Pre-selected sectorial/specialized media

2.4.4. Publications in scientific and technical journals

Consortium partners will strive to produce at least 6 scientific publications (according to the IPR protection strategy and to the GA and CA) in dedicated journals and magazines (see the table below), mainly related to the primary sector, the food sector and the bioeconomy sector, within the scientific literature, in Open Access.

PRE-SELECTED SCIENTIFIC JOURNALS	
Name	Scope
Bioresource Technology Journal	International
Waste Management Journal	International
Journal of Business Research	International
EFB Bioeconomy Journal	International
Journal of Cleaner Production	International
Science of The Total Environment Journal	International
Process Safety and Environmental Protection Journal	International
Chemosphere	International
World Development journal	International
Sustainable Chemistry for the Environment	International

Table 5. Pre-selected Scientific Journals

2.4.5. Policy Feedback Bulletin

With the goal of ensuring a fair distribution of benefits from bio-based innovations among various participants in the value chain, member states, and regions, during the project, partners will pinpoint significant gaps and obstacles in the development of bioeconomy policies.

Aligned with the knowledge4policy, an assessment of bioeconomy policies will be undertaken, fostering an understanding of industry standards. This effort aims to refine business models by considering the prevailing political landscape, thereby facilitating the creation of roadmaps towards an environment characterized by standardized

practices and certifications for emerging enterprises. This endeavor will foster the formulation of recommendations concerning regional and national regulations.

As a result of these efforts, BRILIAN will compile and present proposals to policy makers that will encompass a spectrum of recommendations, roadmaps, and standards designed to render business models practical and effective.

The European Bioeconomy Bureau (EBB) will lead these pursuits, focusing on existing bioeconomy policies and potential legislative revisions necessary to surmount perceived obstacles in bioeconomy advancement. In particular, EBB will carry out regular assessments (every eight months) of announcements and the implementation of bioeconomy strategies within EU Member States and regions, distributing findings through the European Policy Bulletin. These insights will be shared with BRILIAN partners and external stakeholders via electronic channels, including the website, mailings, workshops, both in-person and online.

Concurrently, EBB will accept proposals from partners and stakeholders, channeling them towards specific policy-making bodies within Member States and the EU. Participation may involve engaging in public consultations or addressing particular policy topics (e.g., CAP, LULUCF, Carbon Farming, Soil Health Strategy, Bioeconomy Strategy, Waste Framework Directive, etc.). The overarching objective is for EBB to collate an array of recommendations, derived from stakeholder interactions, to enhance the bioeconomy through regulatory and legislative adjustments.

2.4.6. Advisory Board of Farmers



Figure 13. Advisory Board of Farmers

As an integral part of its management structure, BRILIAN will establish an Advisory Board composed of Farmers or representatives of the sectorial associations. This dedicated team will focus on evaluating the potential replication of business models in different regions. Headed by the BIOEAST HUB CR (BHCZ), the board will include representatives from cooperative farms as well as farmer associations (such as Coldiretti). Its primary purpose will be to facilitate collaborative efforts between farmers, bio-based companies, primary brand owners, market players, and consumers aiming to promote sustainable behaviors and consumption patterns. Furthermore, the Advisory Board will play a pivotal role in selecting representative farms which will serve as living examples of the successful integration of sustainable agricultural practices and economically viable production within the bioeconomy sector.

2.4.7. Synergies with other EU projects

BRILIAN will establish a public engagement platform or forum and encourage dialogue for co-creation of the key project solutions with important stakeholders, keeping a continuous communication flow to foster a mutual sharing of the knowledge, methodologies, and findings.

Such open environment and cooperation will enable increasing the outreach of potential stakeholders, organizing joint events, exchanging knowledge, experience, and best practices, and encouraging discussions among key players, the scientific and industrial community.

For the purpose of orchestrating collaboration with other EU projects and related initiatives, a template for a 'Collaboration Agreement' will be developed and shared with

them. In fact, the initial one-to-one meeting with the sister project, ROBOCOOP-EU (circulaR bioecOnomy Business mOdels owned by agroCOOPeratives), has been already celebrated in the presence of the Circular bio-based Europe Join Undertaking (CBE JU), represented through the project's Project Officer (PO). Both sister projects, BRILIAN and ROBOCOOP, stand as the sole projects to receive funding through the CBE JU Call 2022 and, hence, the potential for collaboration between them is remarkably high.

2.4.8. Final conference

At the end of the project, the lessons learnt, the project results and the main exploitation strategies of BRILIAN will be released in a big and open social event, to which major stakeholders and Institutional authorities and bodies will be invited.

Also, keynote speakers will be invited to leverage the interest of the audience and to be able to attract a wide number of attendees from the industrial community, and a dedicated promotional campaign through BRILIAN social channels will be launched.

The General Assembly will decide the venue and exact location of the final conference, that will be organized jointly by the project coordinator and FOOD+I, with the support of the project partners.

3. MONITORING METHODOLOGY

3.1. PLANNING, REPORTING & EVALUATION

The main objective of monitoring is to ensure a high-quality communication strategy execution. It is important that this evaluation is carried out on a continuous basis to ensure an effective impact and quality of the activities carried out. In consequence, if a deviation is detected during the periodic monitorization of the KPI, contingency measures will be applied, and the C&D will be updated if needed.

3.1.1. Key Performance Indicators (KPIs)

A Key Performance Indicator (KPI) is a measurable value used to evaluate the success of specific objectives and activities. KPIs play a crucial role in tracking and assessing the effectiveness of our communication & dissemination efforts in the BRILIAN project.

KPIs are essential for several reasons. Firstly, they provide clear and quantifiable targets, allowing us to set achievable goals and monitor our progress towards them. By having well-defined KPIs, we can focus on the most critical aspects of our communication and dissemination strategy, ensuring that our efforts are aligned with our project's objectives.

Monitoring these KPIs allows us to gain valuable insights into how well our communication initiatives are performing. Regularly tracking website visits, social media impacts, non-scientific publications, and event attendance provides real-time feedback on the effectiveness of our communication activities.

By continuously evaluating KPIs, we can identify areas that require improvement and make data-driven decisions to optimize our communication and dissemination plan. Monitoring empowers us to be agile and adaptive, enabling us to adjust our strategies promptly based on the performance data we receive.

Ultimately, KPIs and monitoring help us ensure that our communication efforts are on the right track, reaching our target audience, and effectively conveying the key messages of BRILIAN project. They provide us with the means to measure success and make informed decisions, ensuring that our project's outcomes and results are widely disseminated and make a meaningful impact on stakeholders and the public.

COMMUNICATION KPIs				
Action	Due Date	Evaluation	Target Value	Status
Project corporate communication visual identity, templates and images	M1	Common public image/branding	Imagery in all communications	Ongoing
Website	M6	Nº of hits/countries	10000 hits/year from 20 countries	Ongoing
Social Media	M1	Nº of posts Nº of members	200 post 1000 members	Ongoing
Newsletters	From M4	Nº of subscribers Nº of downloaded newsletter (per release)	1500 subscribers 20	Ongoing
Project promotional material (1 infographic, 2 leaflets, 1 poster, 1 roll-up & 2 videos)	M48	Nº of brochures Video visualization	2000 1500	Ongoing
Press Media and participation in radio or TV programmes	M48	Nº of press releases Nº of press releases mail-outs Nº of radio or TV programmes	6 25 2	Ongoing
General conferences and exhibitions trade fairs	M48	Nº of events	8	Ongoing
Info Day for students	M48	Nº of info days	1	Pending
Quiz game test	M48	Nº of quizzes	1	Pending
High-impact social media promotional campaigns	M48	Nº of campaigns	2	Pending
DISSEMINATION KPIs				
Action	Due Date	Evaluation	Target Value	Status
Open Access Scientific and Technical publications	M48	Nº of papers Nº of downloads of technical project publications	6 50	Pending
Scientific Conferences	M48	Nº of events	6	Pending

Workshops	M48	Nº of events	3	Pending
Final Conference	M48	Nº of attendees	30	Pending

Table 6. KPIs Table

3.1.2. Tools for Communication and Dissemination

Monitoring and Reporting

In the context of this CDPM, monitoring refers to the systematic and ongoing collection of data throughout the project's implementation. The primary purpose is to assess whether our communication efforts are effectively moving us towards our set objectives and project goals.

By continuously collecting data throughout the project's life cycle, we can evaluate the impact and effectiveness of our communication strategies. Monitoring allows us to stay on track and identify any deviations from our planned activities. It provides us with real-time feedback on how well our messages are being received by the target audience and whether our efforts are reaching the intended stakeholders.

Regular monitoring empowers us to make informed decisions and adjustments to our communication plan as needed. If certain strategies are not yielding the desired outcomes, we can quickly adapt and implement alternative approaches to achieve better results.

Moreover, monitoring enables us to demonstrate the impact of BRILIAN's communication efforts to project stakeholders and funding bodies. It provides evidence of our progress and the value of our dissemination activities.

The **Communication and Dissemination Logbook** is the main tool for planning and monitoring BRILIAN activities and to coordinate D&C actions, activities and events among partners and Work Packages preventing and avoiding overlaps, that will be available in the [repository](#).

Before performing the activities, all partners must fill in the document with general information about the event. In this way, having the information beforehand, the

4. CONCLUSIONS

This CDPM identifies dissemination and communication objectives, key messages, target groups, instruments, and tools to be employed, along with a detailed methodology, schedule, and responsibilities among partners, ensuring a well-coordinated and impactful action plan. It also establishes a robust framework for effectively communicating the project's activities, results, outcomes, and impact of the project.

This will guarantee effective information sharing with the key stakeholders and target audience and their involvement in the project, contributing to both short- and long-term project success.

The included monitoring methodology and KPIs will enable the consortium to monitor Communication and Dissemination performance and make necessary adjustments if required. It's important to note that this plan is a dynamic document, regularly updated to align with the project's progress, achievements and needs.

5. REFERENCES

- [1] Dissemination and exploitation of research results (europa.eu). [Link](#).

ANNEXES

ANNEX 1 BRILIAN COLORS



#3c4a59



#22c6ae



#dbb377



#ffcf00

ANNEX 2 BRILIAN FONTS

Text:

Calibri is one of the pre-installed fonts by Microsoft and Adobe software, so it is easily accessible for everyone.

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.:;,-+() !?#%&*--@°ℓe©®™€\$¥£¢f

HEADING 1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:;,-+() !?#%&*--@°ℓe©®™€\$¥£¢f

Heading 2

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.:;,-+() !?#%&*--@°ℓe©®™€\$¥£¢f

Heading 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.:;,-+() !?#%&*--@°ℓe©®™€\$¥£¢f

Heading 4 and posteriors

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.:;,-+() !?#%&*--@°ℓe©®™€\$¥£¢f

Logo:

BRILIAN

ITC AVANT GARDE GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

°!“. \$%&/()=?¿^*Ç" {}-_.:;,;

Circular Future for Rural Areas

ITC AVNT GARDE GOTHIC MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

°!“. \$%&/()=?¿^*Ç" {}-_.:;,;

ANNEX 3 BRILIAN LOGO

