



BRILIAN

Circular Future for Rural Areas

Dissemination and Communication Report (M12)

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WP7 Dissemination and Communication



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This project has used a standard methodology already developed in the MANDALA project (grant agreement number: 837715), following EU recommendations. Ad hoc modifications were added to comply with the conditions of the Grant Agreement for BRILIAN (Grant Agreement number: 101112436).



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Authors	Reviewers
FOOD+I – Olga de Blas	CIRCE –Maider Gómez & Marina Cárdenas FBCD – Marianne Brynaa NVMT –Marta Saccomano BHCZ – Anastasia Perouli EBB – David Newman DTI – Clara Fernando

EXECUTIVE SUMMARY

The Dissemination and Communication (D&C) Report (M12) offers a comprehensive overview of the Dissemination and Communication efforts undertaken during the initial phase of the BRILIAN project, spanning from its launch in June 2023, until April 22nd (month 11), as the first consolidated version is due on April 26th (and the final version on May 31st).

The report begins with an Introduction, providing context on the project's background and objectives. It delves into the formulation of the Communication & Dissemination Strategy, outlining the various channels and resources utilized. Following the DoA structure, the report is divided in one-way activities (including the visual identity establishment, website development, social media engagement, newsletters dissemination, press media campaigns, digital and printed materials creation, and production of short videos) and the feedback activities, that detail the interactive methods employed, such as online quiz games, social media promotional campaigns, online information sessions, and participation in conferences and exhibitions.

Additionally, it covers Dissemination activities and Materials, encompassing the BRILIAN Workshops, the participation in Scientific Conferences and Forums, Publications in Sectorial/Specialized Media and Scientific and Technical Journals, the Policy Feedback Bulletin, the Advisory Board of Farmers, the synergies with Aligned Projects and Interactions, and the Final Conference.

Concluding the report is a segment dedicated to monitoring progress, spotlighting Key Performance Indicators (KPIs) and drawing insightful conclusions.

This Report on the progress of the C&D activities will be revisited at month 30 for a mid-report evaluation and again at month 48 for the final report submission.



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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

D&C – Dissemination & Communication

DoA – Description of Action

EBB – European Bioeconomy Bureau

EC – European Commission

ENCO – Enco Srl – Engineering & Consulting

FBCD – Food & Bio Cluster Denmark

GA – General Assembly

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

ROBOCOOP-EU – circulaR bioecOnomy Business mOdels owned by agroCOOPeratives

VC – Value chain

WP – Work package

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1. INTRODUCTION

Work package seven (WP7) is focused on the dissemination and communication of BRILIAN goals, and FOOD+I, as dissemination and communication leader, coordinates this WP at a consortium level. In particular, FOOD+I monitors the frequency of the publication of results, workshops' organization, news and project evolution in terms of dissemination and communication, leading the overall fulfilment of the aims and tasks defined in WP7.

To multiply the impact on the audience involved and enlarge the community reached, BRILIAN has built and developed links with targeted sectors related to the BRILIAN approach (primary sector, agro-industrial companies, research community, policy makers, public bodies and authorities, feedstock providers, packaging and cosmetic sectors, investors, consumers and general public) and information and impact multipliers at the local, regional, national, European and global scales (e.g. taking advantage of networking with other identified CBE JU and HE projects, BIC and CBE JU channels: partner's platform and newsletter, CSAs,...) to engage them in the promotion of BRILIAN's news and events. In addition, the Consortium has identified media (press, magazines, radio programmes, blogs, etc.) and events (conferences, trade-fairs, workshops, info days), which are thematically aligned with BRILIAN for communication and dissemination. Therefore, a wide and effective dissemination of results has been planned and carried out as one of the strong components of the project and all partners are involved and committed to contribute to fulfil the objectives of BRILIAN project.

To accomplish these objectives, the first task to be completed was to develop the dissemination and communication strategy, which was properly defined and shared with all partners at the beginning of the Project, as it is explained in the next Section.

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.



Figure 1. BRILIAN General Concept Infographic

1.2. OBJECTIVES OF THE DISSEMINATION AND COMMUNICATION REPORT

This deliverable serves as a comprehensive overview of the dissemination and communication endeavours undertaken by BRILIAN partners since the project's launch in June 2023 up until 22nd of April (allowing for the necessary time to finalize the report whose first consolidated version is due on April 26th and must be finally delivered on May 31st). It meticulously outlines the various actions, events, and outcomes stemming from collaborative efforts, all geared towards advancing the project's objectives.

Moreover, this deliverable underscore the commitment to continuous monitoring and evaluation of the progress within the designated WP. By assessing the efficiency of the activities planned and performed, while remaining poised to implement corrective measures as needed, ensuring alignment with project goals and KPIs, and maximizing overall effectiveness.

2. DEVELOPMENT OF THE COMMUNICATION & 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 Communications and Dissemination Plan and Materials (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 internal and external information sharing. By following this cycle, the project's key performance indicators (KPIs) will be regularly reviewed and 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.



Figure 2. Communication and Dissemination cycle

2.1. COMMUNICATION AND DISSEMINATION PLAN AND MATERIALS

The CDPM is the main guidance document of WP7. 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. Additionally, milestone 2: 'Main management (Handbook & DMP) and communication (C&D strategy) guides ready' has been achieved.

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.

3. COMMUNICATION ACTIVITIES, CHANNELS AND RESOURCES

In this section, we delve into the different communication activities developed within BRILIAN project, divided in two different groups: one-way activities, where information flows in one direction only, and feedback activities, that serve to involve and engage BRILIAN targeted audiences.

3.1. ONE-WAY ACTIVITIES

These are communication actions where information flows in one direction only, typically from the communication team to the targeted audiences. One-way activities involve disseminating information, sharing updates, or delivering content without expecting direct responses or interactions from the audience, as shown below:

3.1.1. 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 strategy is to identify and 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.



3.1.1.1. 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 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 the CDPM.

3.1.1.2. 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.

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

Figure 5. BRILIAN Official Templates

3.1.2. BRILIAN WEBSITE

The [BRILIAN website](#) has been running and full operative from M6 (November 2023) serving as a primary source of information regarding BRILIAN's objectives, progress, news, and events. According to the development of the project, the content of the website has been continuously extended and updated (see [Resources](#) and [News&Events](#) sections, among others).

The BRILIAN project website is 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 provides 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 has been 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.





BRILIAN at a glance

	<p>BRILIAN will support the adoption of sustainable and cooperative business models in rural areas in three pilots located in Italy, Spain and Denmark.</p>
	<p>Consortium of 13 partners led by CIRCE (Spain)</p>
	<p>Use of cardoon, safflower, and sunflower (in Italy), potato (in Spain), and rapeseed (in Denmark) as feedstock.</p>
	<p>The sustainable business models will encompass a wide range of high-value-added bio-products, such as bioplastics, biolubricants, proteins, biodehesives, bioherbicides, products for animal feed or the cosmetic sector.</p>
	<p>BRILIAN will minimise environmental negative potentials of bioeconomy by setting up and optimising 10 bio-based value chains.</p>
	<p>Increase in the products portfolio of primary production by valorising waste and by-products will allow primary producers to diversify their income while reducing risk, with associated new jobs creation.</p>

Meet our project BRILIAN



THE BRILIAN NEWSLETTER

Are you interested in the primary sector and its challenges? Do you want to know more about sustainable cooperative business models and the agricultural by-products valorisation? Do you wish to receive more details about the technologies and high-value products that we are developing in our Pilots? We write regular Newsletters, highlighting BRILIAN relevant activities, events and news.

For the latest updates follow us on [LinkedIn](#), [Twitter](#) and [Facebook](#)! #CircularFutureforRuralAreas #BRILIAN #BRILIANProject

**Don't miss out,
subscribe!**

Full name*

Email*

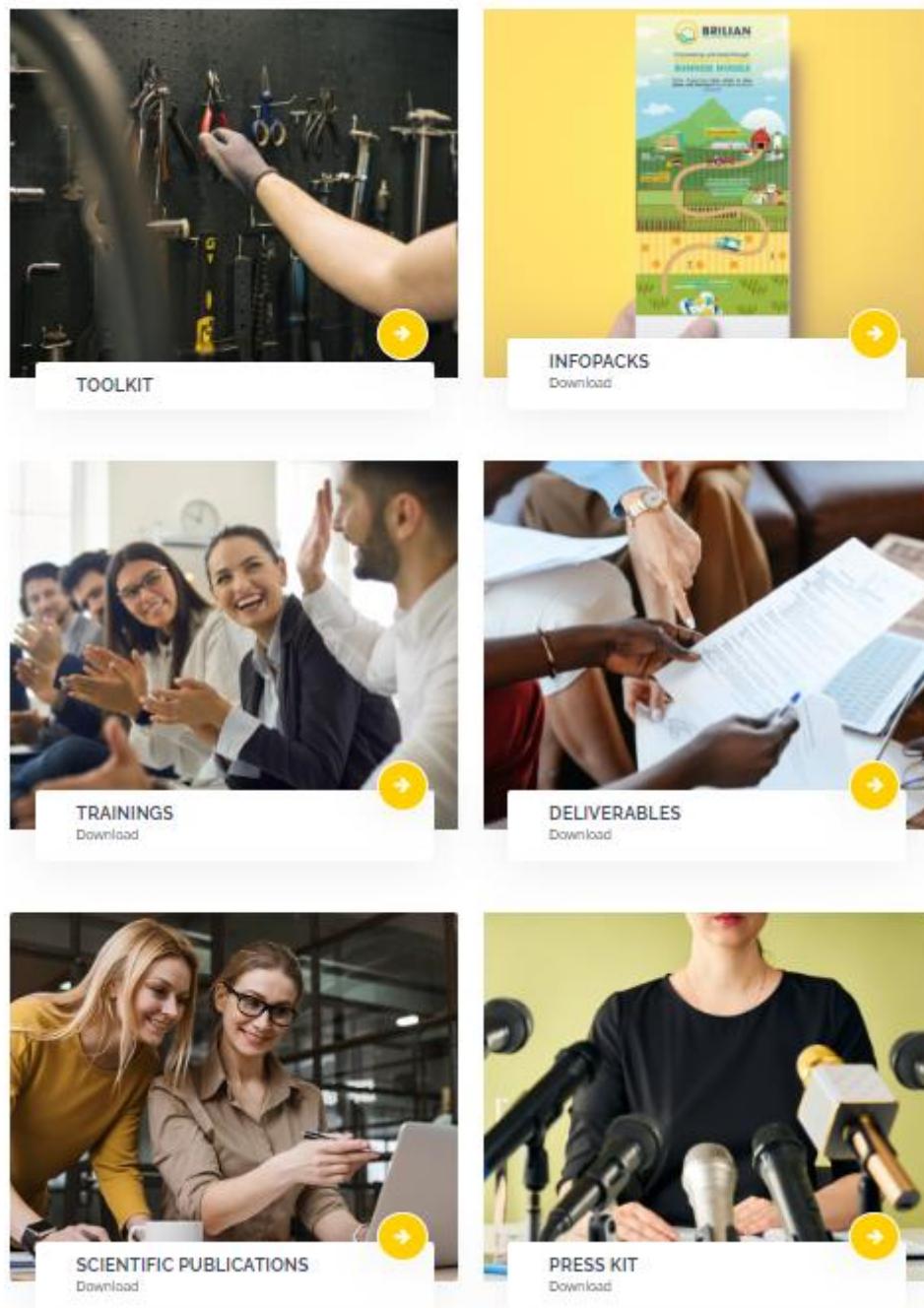


Figure 6. BRILIAN Official Website

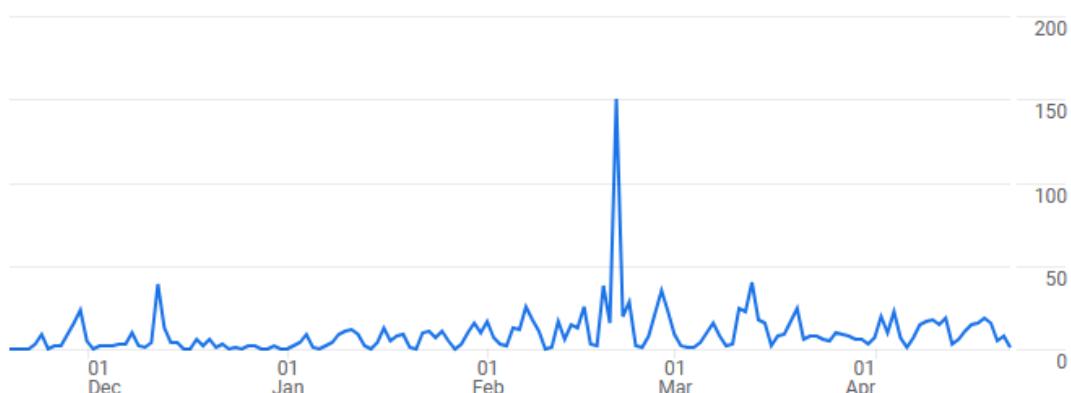
The maintenance of the website is responsibility of FOOD+i, whilst the procurer of the information/documentation might be other consortium members. FOOD+i as Communication and Dissemination manager was the partner responsible for the development, and now it is the partner responsible for continuous updating and web

performance monitoring. Since the beginning, continuous evaluation of website performance has been done by using Google Analytics.

The results obtained during the project lifetime shows that it is in the right path to the achievement of the proposed KPIs. BRILIAN project website has received **4,364 views/hits, 1,966 different sessions of which 57% are active users (1,137)**. The fact that half of the website visitors are new interested stakeholders, has a direct relation with the efforts made in Social Media Channels to lead traffic to BRILIAN official website. The **average session duration is 4 minute 14 seconds**, which is a high rate in comparison with common websites (that is 2 minutes) and project websites (that is less than 1 minute).

In the figure 2 below, the distribution of BRILIAN website visits is represented. The first months, the average sessions per month is around 100-125. There is one notable moment in which the traffic is increased: the primary producers workshop organised by the CBE JU on February 28th, to which Maider Gómez, BRILIAN project coordinator was invited and had the opportunity to share BRILIAN insights and the BRILIAN first policy workshop: Seeds of Change in Rural Areas that gathered key experts and stakeholders in the field.

Although BRILIAN website statistics are good in general terms, considering the high KPIs regarding the website visits (10,000 hits/year), in March it was decided to perform two different actions: A strong communication campaign was executed through social media channels and direct emails, with all partners encouraged to share the content with their networks and a paid promotional campaign to redirect leads to the website was initiated. The statistics of website visits (240-260 visits /month) demonstrate the success of both campaigns.



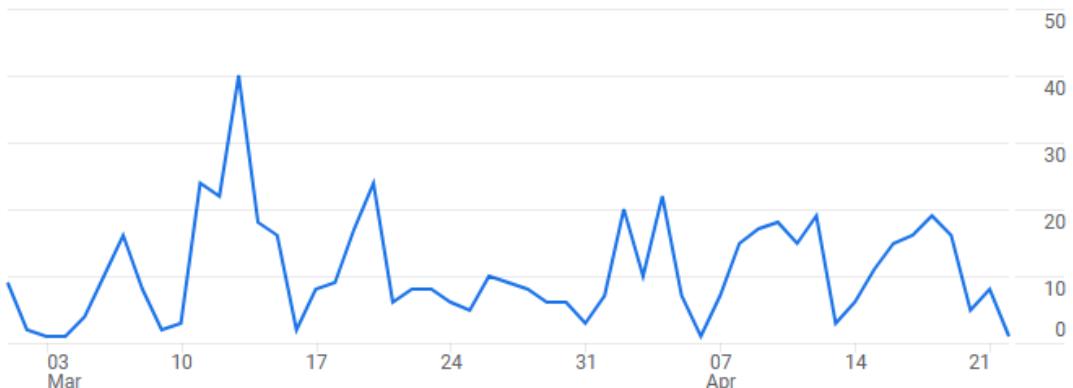


Figure 7 Brilian Website Visit Distribution

In total, pages on the BRILIAN'S site received 4,363 pageviews from the launch of the website, being the Home, About and Partners sections the most visited ones, followed by the News & Events Section.

Table 1 Brilian Website Pageviews Distribution

Page path and screen class	+	↓ Views	Users	Views per user	Average engagement time	Event count
		4,363 100% of total	1,124 100% of total	3.88 Avg 0%	1m 16s Avg 0%	12,660 100% of total
1 /		1,629	886	1.84	31s	5,691
2 /about/		325	172	1.89	1m 10s	881
3 /partners/		278	167	1.66	53s	710
4 /blog-2/		191	90	2.12	34s	468
5 /brilian-policy-workshop-seeds-of-change-in-rural-areas/		180	98	1.84	46s	571
6 /info-packs/		143	47	3.04	22s	336
7 /the-project/		127	57	2.23	19s	316
8 /italian-pilot/		105	62	1.69	48s	248
9 /advisory-board-of-farmers/		90	32	2.81	1m 22s	248
10 /join/		86	29	2.97	1m 06s	223

Regarding bounce rates, the site's average bounce rate has been around the 53,61%, which represents an average for this type of websites. Between 40 – 60% bounce rate is average, anything more than 80% could represent a major problem.

BRILIAN website receives the majority of its traffic from two main sources. Direct Traffic: This typically means users who directly type the website's URL into their browser or have it bookmarked. It could also include traffic from emails or other non-search sources where the link is clicked directly. Organic Search/Social: This combines two categories:

Organic Search: Traffic from search engines like Google, Bing, etc., where users find the website through search results. Social: Traffic from social media platforms where users click on links shared on social media channels. Together, these two categories account for more than 80% of the website's sessions, indicating the promotional efforts made by all the partners are working correctly.

Table 2. Brilian Website Traffic Sources

First user primary channel	Channel Group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count
		1,125 100% of total	1,058 100% of total	53.81% Avg 0%	0.94 Avg 0%	1m 16s Avg 0%	12,660 100% of total
1	Direct	567	635	54.84%	1.12	1m 32s	8,096
2	Organic Search	180	221	62.08%	1.23	1m 49s	2,281
3	Organic Social	134	63	42.86%	0.47	34s	672
4	Referral	99	96	62.75%	0.97	1m 18s	971
5	Paid Other	74	29	35.8%	0.39	5s	347
6	Organic Shopping	35	0	0%	0.00	0s	105
7	Paid Social	27	11	36.67%	0.42	19s	145
8	Paid Search	9	6	60%	0.67	57s	43

Approximately 25% of the users of the BRILIAN project website are situated in Spain, with Portugal, US and Italy following closely behind at 12% each. The remaining users are spread across various countries, including Belgium, Colombia, Netherlands, France, Germany and Denmark, each accounting for roughly 6% of the user base. The reason for the significant number of Spanish users can be directly attributed to the fact that the project coordinator and four partners are based in Spain, which naturally leads to greater communication and outreach within the country.

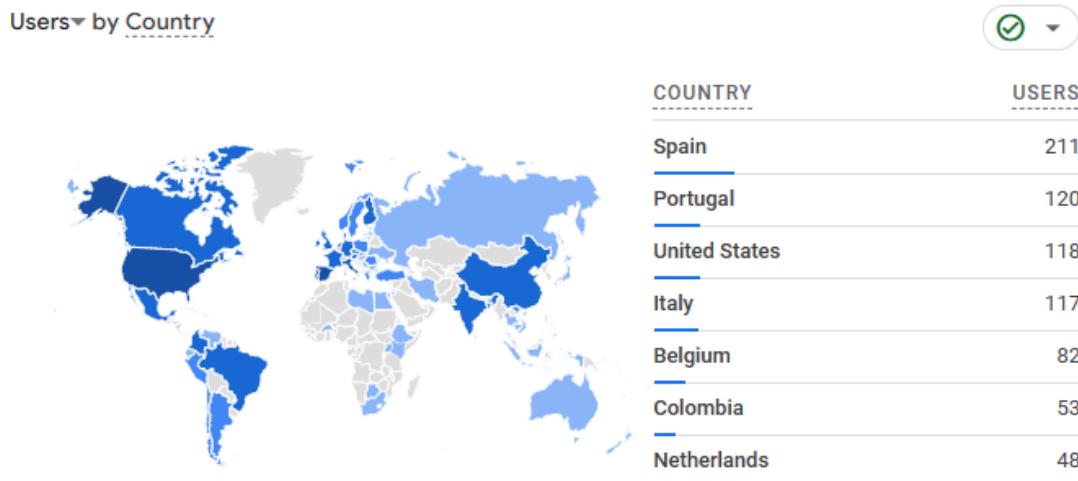


Figure 8 Brilian Website Country Distribution

3.1.3. BRILIAN SOCIAL MEDIA

BRILIAN Social Media Channels owns 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 thought different means depending on the communicative objective. Also, BRILIAN project's YouTube was created with the unique aim of compiling the videos produced during the project lifetime, but no interactions with this platform have been envisioned. All the channels can be accessed from BRILIAN website.

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.

In the initial stages of the project, given the absence of tangible results, our publication strategy has centred on acquainting our audience with BRILIAN. This involves elucidating our objectives, anticipated impact, and pilot initiatives to actively involve them in our endeavour. Our focus has been on showcasing the core features of the project, such as targeted crops and value-added bio-products, to pique interest and foster engagement.

Moving forward, as our pilots commence testing and yield results become available, our emphasis will shift accordingly. We will prioritize sharing these outcomes alongside project updates, upcoming events, and the development of new resources.

Also, specific dedicated campaigns have been created, such as the Pilots promotion that started with the Danish Pilot and is still ongoing, and the #EarthMonth promotional campaign through 3 dynamic gifs (that finished with the Earth Day, April 22nd).

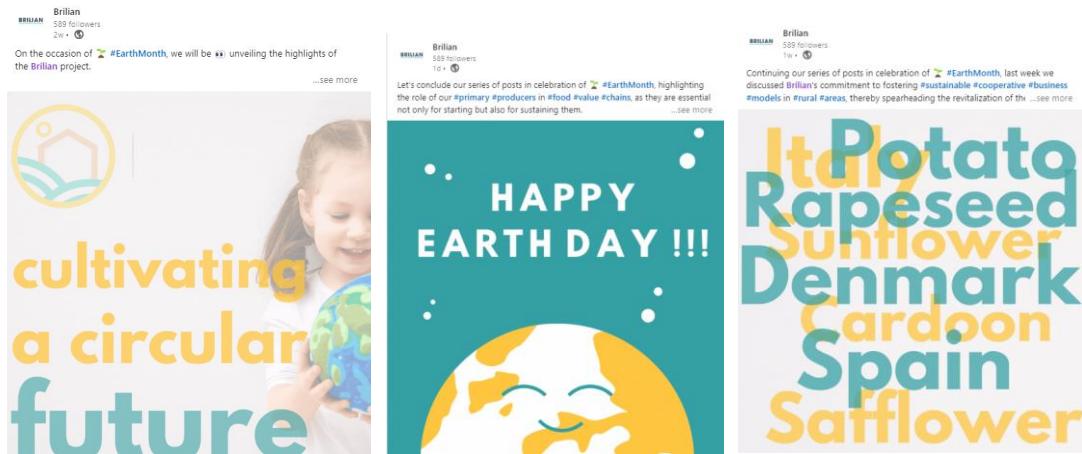


Figure 9. Earth Month Campaign on Social Networks

Additionally, further interaction with BRILIAN tweets and engagement of new stakeholders has been achieved by:

- Tagging relevant profiles such as the Circular Bio-based Joint Undertaking and Bio-based Industries Consortium.
- Retweeting, mentioning, and promoting events from partners' Twitter profiles.
- Encouraging engagement during events attended by BRILIAN and its partners (e.g., retweeting and commenting with event pages or highlighting active participants, tagging event speakers and participants).
- Sharing informative posts promoting compelling content from the BRILIAN Consortium, as well as external sources (e.g., EU reports).

FOOD+I, as WP7 leader, has been developing the content of the social channels, in collaboration with all consortium members. Furthermore, consortium members have disseminated pertinent information through their respective social networks (as included in the Logbook – Annex 1).



Brilian
@brilian_project
Circular Future for Rural Areas
🔗 brilian.eu 📅 Joined June 2023
49 Following 11 Followers

Brilian
Circular Future for Rural Areas
Research Services 147 followers
Maria & 87 other connections follow this page
Following Visit website More

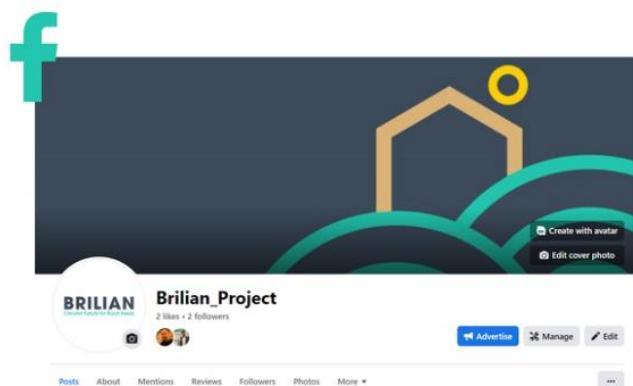


Figure 10. Social Media Profiles



Figure 11. Social Media Publications

The following tables and figures show all the content generated in BRILIAN social networks and its statistics during the project lifetime.

X (former Twitter)

BRILIAN maintains an active presence on Twitter (https://twitter.com/brilian_project). Twitter is renowned for its rapid dissemination of short messages, facilitating quick updates and announcements to attract new stakeholders.

The main aim is to engage with the primary and agrifood sectors, rural development agencies and European Institutions, aligned projects, pharma and cosmetics, and technology and packaging providers, which also maintain a notable presence on Twitter.

BRILIAN's performance on its Twitter account aligns with expectations outlined in the communications' Roadmap, and it remains on track with its Key Performance Indicators (KPIs). Social media statistics for BRILIAN demonstrate the following achievements:

Table 3 Brilian X Statistics

Followers	34
Tweets	66
Impressions	1930
Interactions	202

BRILIAN's top three tweets in terms of impressions include the Italian Pilot presentation, a repost from CBE JU regarding the Spanish Coordination of projects, and the invitation to BRILIAN's inaugural Policy Workshop. However, the post with the highest level of interactions is the first one from the Kick-off Meeting. Overall, NOVAMONT, as the Italian Pilot Leader, has generated significant engagement and proves to be a valuable asset in attracting an audience. Additionally, there is considerable interest from the audience in BRILIAN events, evidenced by the enthusiasm surrounding the Policy Workshop and the project launch meeting, which consistently rank among the top five posts in similar projects.



BRILIAN
Circular Future for Rural Areas

BRILIAN **Brilian** @brilian_project · Jul 14, 2023
BRILIAN Italian Pilot, led by NOVAMONT, aims to recover unproductive lands for farms (cardoon, safflower and sunflower) through the implementation of regenerative agriculture practices to boost the production of vegetable oil.
@CBE_JU
@biconsortium
#CircularFutureforRuralAreas



BRILIAN **Brilian** @brilian_project · Nov 21, 2023
#Spanish organizations are rocking it as coordinators of the highest number of Circular Bio-based Europe Joint Undertaking (@CBE_JU) projects, and guess what... 🎉 @Brilian_project is one of them! And 🎉 @ICIRCE is our fantastic coordinator!

#Brilian #BrilianProject

BRILIAN **Brilian** @brilian_project · Feb 8
📢 We INVITE you to JOIN @brilian_project 🎉 #Policy #Workshop!
➡️ Agenda & Registrations available here: Brilian Policy Workshop: shorturl.at/aRW56
👉 BE PART OF THE CONVERSATION!
✓ Free workshop
📅 March 13th
🕒 9:00h CET
📍 Av. Palmerston 3, Brussels
@CBE_JU @biconsortium



Figure 12. Top Publications on Twitter

LinkedIn

BRILIAN maintain an active presence on LinkedIn which is its main social media channel (<https://www.linkedin.com/company/brilian>).

LinkedIn is the world's largest professional network on the internet. The main objective is to connect with the primary and agrifood sectors, rural development agencies, European Institutions and aligned projects, pharma and cosmetics, and technology and packaging providers that also have a significant presence in LinkedIn.

BRILIAN performance in LinkedIn has been better than expected and foreseen in Communications Roadmap:

Table 4 Brilian LinkedIn Statistics

Followers	589
Posts	82
Impressions	30,955
Interactions (clicks, reactions, comments and reposts)	3,042

On the LinkedIn platform, two out of the top three posts differ from those on Twitter. Topping the list is the visit to the Paturpat headquarters, showcasing the progress of the brand-new Starch Plant. Following closely is the M10 General Assembly Meeting, and rounding up the top three is the invitation to the BRILIAN Policy Workshop. This underscores the effectiveness of posts involving partners and individuals tagged in the content. Moreover, events featuring diverse speakers and platforms serve as valuable tools for reaching audiences that might otherwise be inaccessible. This indicates that the audience and engagement dynamics across social networks vary significantly. While the majority of BRILIAN partners are active on LinkedIn, not all have a presence on Twitter.

Brilian
589 followers
2mo + 

 Fostering Growth Through Innovation

On Monday, our team, including  **Maire Gómez** from **CIRCE - Centro Tecnológico**,  **Carolina Peñalva Lapuente** from **Altip Centro Tecnológico**, and  **Laura Villacian Pascual** from **Tecnopackaging**, had the opportunity to explore the facilities of **Patupat Sociedad Cooperativa**, including the **#starch** extraction plant scheduled to launch in March. Thank  **Ana Carrasco Pérez** for hosting us!

As you're aware,  the **Spanish Pilot**, led by **AITIIP** Technological Center in collaboration with **Patupat** and **Tecnopackaging**, is committed to a 90% reduction in Chemical Oxygen Demand, recirculating 140,000m³ of water, and annually generating 450 tonnes of starch. This versatile by-product will find applications across the , , and  sectors.

For additional details on the Spanish Pilot, please visit the **Brilian** website below:

 <https://lnkd.in/dN6x-wm>

We are truly excited about the positive impact and forthcoming advancements of the Spanish Pilot and the **Brilian** project!   Stay tuned!

The project is supported by the **Circular Bio-based Europe Joint Undertaking (CBE-JU)** and its members - **Bio-based Industries Consortium (BIC)**.



Brilian
589 followers
1mo + 

 Is it true that our esteemed **Brilian** project is about to celebrate its first year of existence?  Yes, indeed!

Between yesterday and today, we have celebrated the General Assembly Meeting of month 10, in  Brussels.

 We extend our heartfelt gratitude for your invaluable contributions and involvement, which continue to drive progress in a project already marked by significant milestones!

A special shoutout to **David Robert Newman FCIWM** & **Roberto Ferrigno** from the **#EBB** for making all the arrangements for hosting the meeting!

Let's continue shaping together the future of the **#European #rural #bioeconomy**!

CIRCE - Centro Tecnológico | Novamont | Paturpat Sociedad Cooperativa | Altip Centro Tecnológico | Tecnopackaging | DLG Group | Danish Technological Institute | CHIMAR HELLAS SA | FOOD+i - Cluster Alimentario del Valle del Ebro | Food & Bio Cluster Denmark | ENCO Engineering and Consulting srl | European Bioeconomy Bureau | BIOEAST HUB Czech Republic | FCIWM



This may be of your interest: **BioRural** | **MainstreamBIO Project** | **OLEAF4VALUE** | **RuralBioGroup** | **SCALE-UP project** | **Robocoop-EU** | **Model2Bio** | **AgriLoop Project** | **BioNets** | **Rural Bioeconomy Alliance**. Please, support us spreading the word!

The project is supported by the **Circular Bio-based Europe Joint Undertaking (CBE-JU)** and its members - **Bio-based Industries Consortium (BIC)**.



Figure 13. Top Publications on LinkedIn

In examining BRILIAN LinkedIn **followers' analytics**, the chart below reveals noteworthy peaks, with two particularly pronounced ones aligning with the project's launch and the release of the Save the Date for the BRILIAN policy workshop. This workshop, as previously detailed, garnered widespread attention across various platforms and among stakeholders. In terms of follower location, the majority are based in Spain, with notable followings from Belgium and Denmark. Primarily, they represent research services, followed by those in the Food and Beverage Services and Manufacturing sectors. Their job functions are predominantly in business development, program and project management, operations, and research, in that respective order.

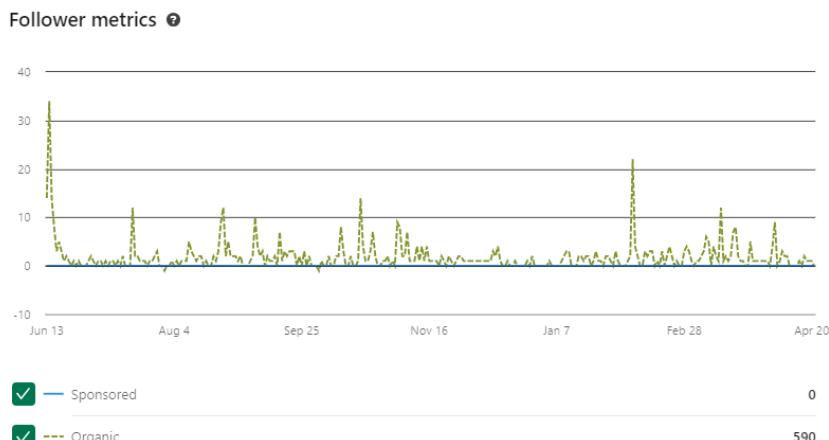


Figure 14 Brilian LinkedIn Followers' Statistics

All Rights Reserved. BRILIAN Project. Grant Agreement 101112436.

In analysing BRILIAN's **visitors' metrics**, we observe a total of 2,124 views, with 781 unique visitors. These views were distributed between 783 from desktop and 1,341 from mobile devices. Notably, three distinct peaks stand out: the first coinciding with the project's launch, the second occurring in September, aligning with the publication of the BRILIAN project in two leading specialized magazines in Spain, focusing on innovation and agroindustry, and the third peak observed in March, coinciding with the Policy Workshop.

Examining the demographics of the visitors reveals a diverse range of job functions, predominantly in program and project management, business development, research, and media and communication. Industries represented include Legal services, renewable energy, semiconductor manufacturing, research services, and food and beverage services. Geographically, visitors primarily originate from Spain, Denmark, Italy, and Belgium. This distribution is logical considering that BRILIAN pilots are located in these countries, with Brussels serving as a key hub for project-related events.

Facebook

BRILIAN actively engages with its audience on Facebook, where its content has reached so far approximately 5,300 hits through a combination of organic and paid distribution, including posts, stories, and ads, as well as interactions from other sources such as tags, check-ins, and visits to the Page or profile. Despite this substantial reach, the platform currently boasts only 12 followers and 9-page likes.

Table 5 Brilian Facebook Statistics

Followers & Likes	21
Posts	57
Visits	251
Reach	5,300

As depicted in the chart below, two notable peaks emerge: the first occurring in June 2023, aligning with the project's launch, and another in early December, coinciding with the unveiling of the website and promotional video. However, the most significant surge in reach begins in early March, corresponding to the initiation of a targeted promotional campaign aimed at enhancing both Facebook and BRILIAN website performances.

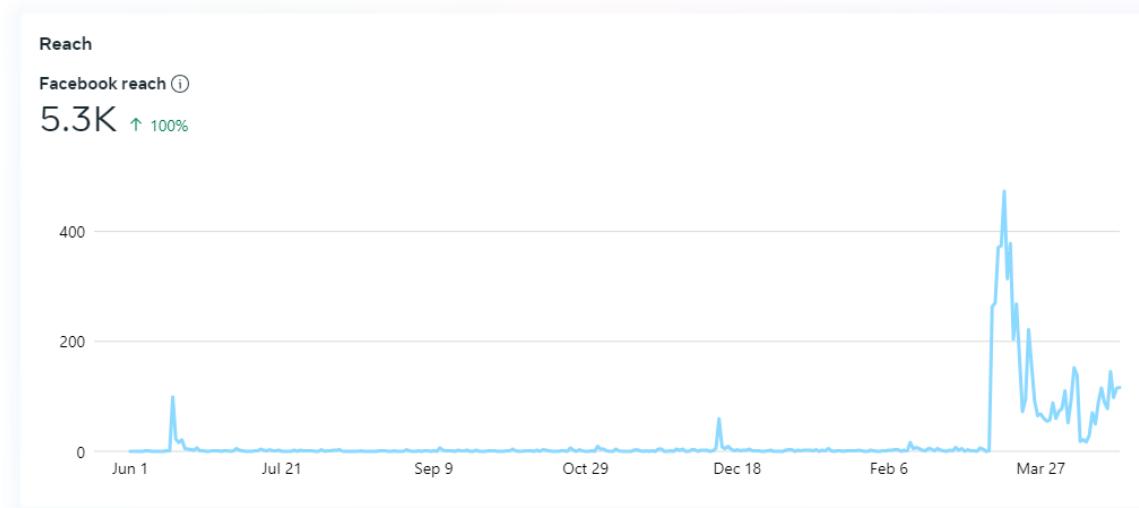


Figure 15 Brilian Facebook Reach Performance

The top-3 posts are in this order: M10 General Assembly Meeting, the official launch of the website and video, and the Kick-off-Meeting of the project.

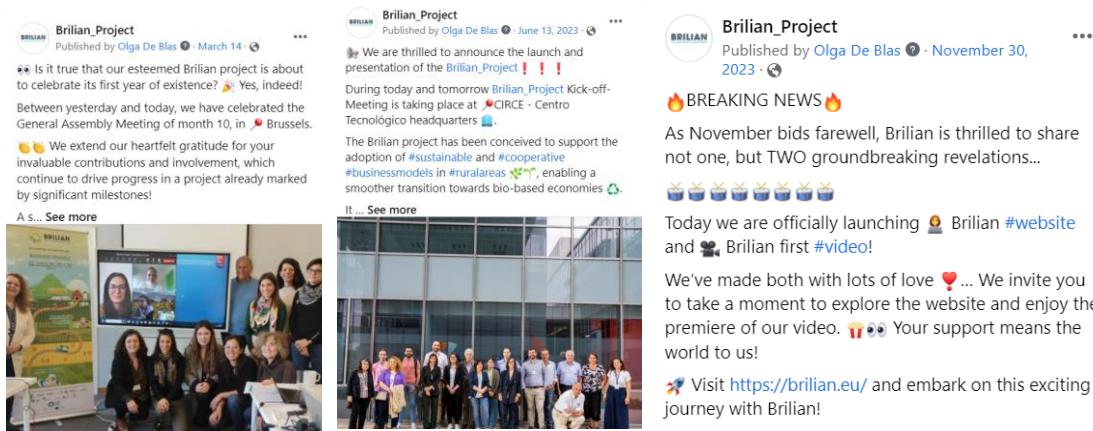


Figure 16. Top Publications on Facebook

In alignment with the trends observed on other channels, posts that prominently feature individuals and organizations, especially when tagged, tend to achieve higher organic reach and interaction.

To enhance the project's audience on Facebook, which has been identified as the weakest social channel initially, BRILIAN will undertake a dedicated campaign featuring a raffle (see section 3.2.2 below). This campaign is scheduled to be launched by the end of 2024 or 2025 and will be executed in two coordinated phases. The first phase will concentrate on generating subscribers to expand BRILIAN's database, while the second phase will be geared towards boosting BRILIAN's Facebook audience. This will be developed in upcoming reports.

3.1.4. NEWSLETTERS

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

These newsletters provide information on project progress and results, as well as links to the deliverables and articles and interviews for external communications and are available on the [project website](#) and social media in order to improve visibility of the project via electronic means.

At the time of issuing BRILIAN's inaugural newsletters (in month 6 and the beginning of 9), the BRILIAN database contained limited leads. Consequently, we strategically leveraged the LinkedIn Newsletter Section, branding our communication as 'BRILIAN Insights,' where we already boasted an impressive following of nearly 400 followers. The primary objective of the first newsletter was to furnish recipients with a comprehensive overview of the project, utilizing the BRILIAN general concept infographic, introducing the BRILIAN website and video, highlighting recent event participations such as the CBE JU Stakeholders Forum in Brussels, and issuing a compelling call to action urging all readers to subscribe to the newsletter.

The subsequent newsletter served as a formal invitation to the inaugural BRILIAN Policy Workshop: Seeds of Change in Rural Areas, furnishing comprehensive event details and a registration link for interested participants.

While the creation of newsletters primarily falls under the purview of the WP7 leader, it is essential to note that all partners actively contribute to their preparation.

In terms of performance metrics, efforts allocated to this aim have so far yielded promising results. The newsletter has garnered 1,355 impressions, 43 engagements, and

146 article views, accompanied by an impressive email open rate of 44.1%. Notably, it acquired 224 new subscribers, underscoring the success of the inaugural newsletters.

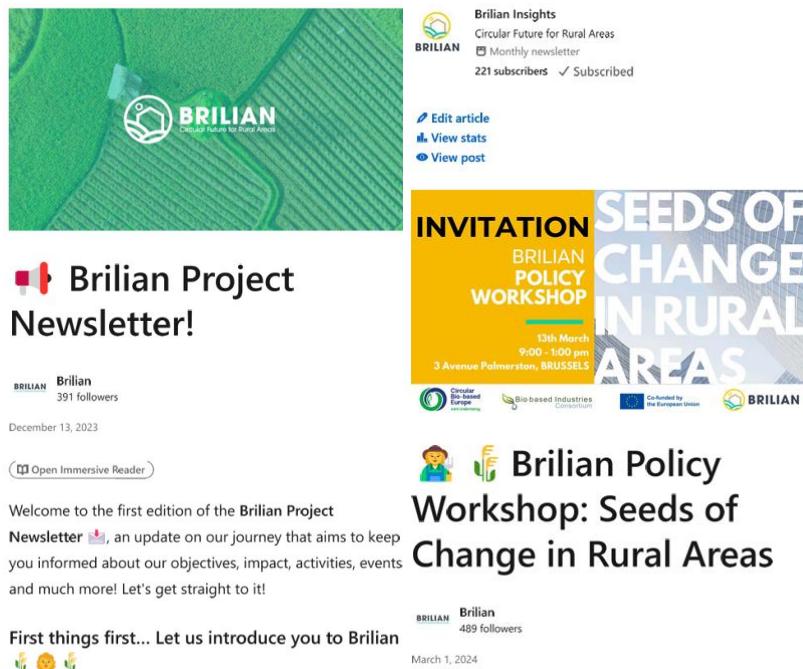


Figure 17. Top Publications on Facebook

Regarding the BRILIAN Insights subscriber demographics, they are most located in Spain, work as project managers, and belong to the food and beverage services and manufacturing, and to the research services fields, as shown in the chart below:

Subscriber demographics ?



Figure 18 Brilian Newsletter Subscribers' Industries

BRILIAN is actively enhancing its outreach efforts by establishing a dedicated Stakeholder database and mailing list. To boost engagement, a targeted campaign featuring a website pop-up has been launched, enabling visitors to easily subscribe to BRILIAN newsletters. Stakeholders can also register through the project's website [Join Section](#). So far, we've garnered 40 subscriptions through this channel.

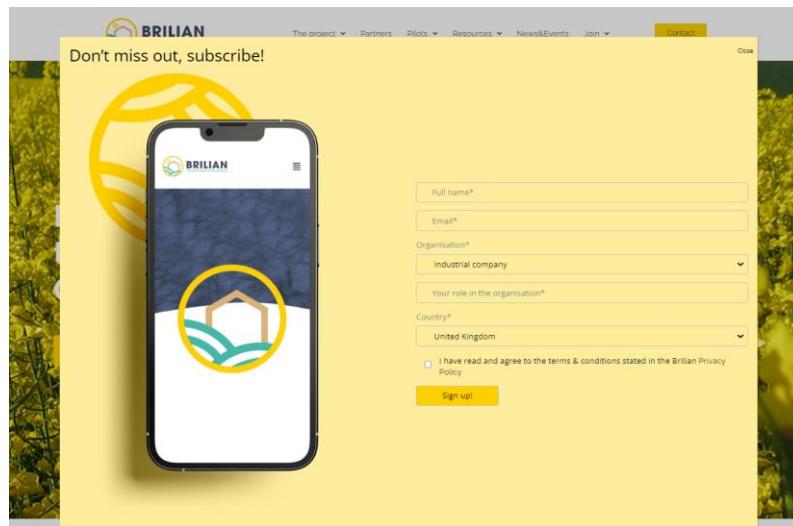
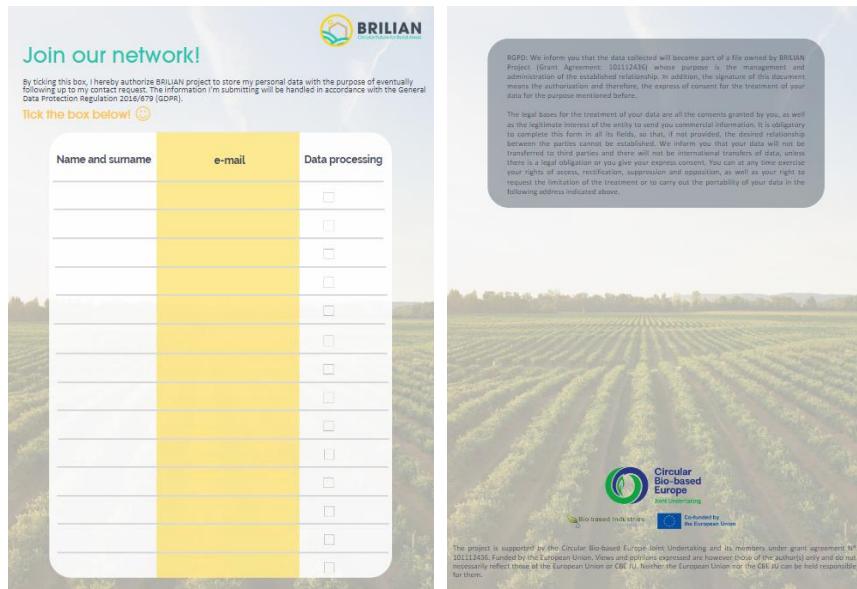


Figure 19. BRILIAN website pop-up

Additionally, we're seizing opportunities at in-person events, where attendees can sign up using a physical signature sheet. This approach has resulted in 60 registrations, bringing a total subscriber count to 100 individuals. When combined with the existing 224 subscribers of the BRILIAN Insights Newsletter, the current subscriber base stands at 334. To streamline audience acquisition, a link with the email marketing manager, has been integrated ensuring full compliance with the General Data Protection Regulation (GDPR).



Name and surname	e-mail	Data processing
		<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 that you have read and accepted the express of consent for the treatment of your data for the purpose mentioned before.

The legal bases 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 cannot be established. The data will be stored in a secure environment and 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 treatment or to carry out the portability of your data in the following address indicated above.

 Circular Bio-based Europe
Bio-based Industries
 Bio-based Industries
 Co-financed by
the European Union

The 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.

Figure 20. Signature Sheet

3.1.5. PRESS MEDIA CAMPAIGN AND MEDIA COVERAGE

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** press release was launched in English (subsequently translated into the languages of our partner countries) during the project's launch, capitalizing on the project's early momentum. It was disseminated through Cadena SER's website and featured in Revista Alimentaria, maximizing the visibility and outreach within the targeted audience.



BRILIAN
Circular Future for Rural Areas



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 agroproducts, 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, **biobiocarets**, proteins,

Financed by the European Union. None of the partners being involved in this project and the results will necessarily reflect those of the European Union or CINE. Neither the European Union nor CINE are held responsible for them.

Project partners: Sercor, patupur, CIRIUS, Food & Bio Cluster Denmark, enco, Circular Bio-based Economy, CHIMAR, BioBased Initiatives, and the University of Zaragoza.

The project is supported by the Circular Bio-based Europe Joint Undertaking and its members under Grant Agreement n° 101112436.



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



PUBLICIDAD

PUBLICIDAD



— Estibaliz Puy León Radio Calahorra 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.

22 de agosto, 2023

REVISTA ALIMENTARIA

INNOVACIÓN, CALIDAD, SEGURIDAD ALIMENTARIA

Presentación 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 FOOD+I
15 DE AGOSTO 2023

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

1

Figure 21. BRILIAN Launch Media Coverage

On August 25th, a **second** press release was disseminated in Spanish within the Ebro Valley Region, specifically in La Rioja, spotlighting the Spanish pilot. The announcement found its way into the Agro specialized magazine of La Rioja Newspaper, and Interempresas Magazine, amplifying the outreach within the agricultural domain. Continuing our drive, a **third** press release unfolded in Danish in Denmark through a collaborative effort between the Danish Technological Institute and the Food and Bio Cluster Denmark, gaining exposure through Ritzau. This dissemination was a strategic component of our Danish pilot promotion efforts, broadening the audience and fostering engagement.

Looking ahead, the next dissemination actions will seek to unfold in Italy through a collaborative endeavour between the Italian partners (Novamont & ENCO) and BRILIAN communication area, aimed at promoting the Italian pilot.



Figure 22. Second and Third Press Releases Media Coverage

Besides Press Releases themselves, from FOOD+I along with CIRCE have worked to be published in important specialised magazines, such as Innovaspain for which Maider Gómez, project coordinator, was interview at mujeres STEAM section. All these publications are available at [BRILIAN website](#).



Figure 23. Interview at Innovaspain

According to the DoA, BRILIAN project will also participate in at least two radio or TV programs dedicated to general public during the project lifetime. In the occasion of the BRILIAN project launch, it appeared in la **Cadena Ser**, which is a prominent radio network in Spain. It's one of the country's oldest and most listened-to radio stations, known for its comprehensive news coverage, cultural programs, and popular talk shows. During

summer, BRILIAN was presented in an **Onda Cero radio programme**, recognized for its quality journalism and popular personalities, making it a significant player in the Spanish media landscape.



Figure 24. Radio Programmes

This media coverage, along with other news and events organised and attended by BRILIAN and the project partners, are published and widely disseminated through the News & Events section of the website, already abovementioned.

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** has been 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. Furthermore, a **press kit** has been developed and can be accessed through the [BRILIAN website](#). This repository includes all press releases, media coverage, e-newsletters, and logos specifically designed for media utilization. Accessible in one centralized location, it serves as a valuable resource for journalists, stakeholders, and anyone seeking dissemination materials and information about the project.

3.1.6. DIGITAL AND PRINTED MATERIAL

FOOD+I, in its capacity as WP7 leader, assumes the pivotal role of generating all digital and printed materials for the BRILIAN project. In the initial phase, five informative **infographics** have been developed, now accessible on the [BRILIAN website](#): the Brilian General Concept, Brilian Partners Map, Italian Pilot, Spanish Pilot, and Danish Pilot.

These visual aids, already disseminated via social media and project presentations, serve as potent tools for condensing data, fostering impact, and simplifying complex concepts for broader comprehension.



Figure 25. Brilian infographics

Additionally, the inaugural BRILIAN **leaflet** has been crafted and is currently being distributed both online via the [project webpage](#) and in physical form.

Moreover, one **poster** and one **roll-up** (see [here](#)) showcasing the project's key elements have been produced. These materials have been actively utilized by partners across various events. Notably, the Danish Technological Institute recently hosted a conference titled "The Future of Food Production – Bioprocesses Making Food More Climate-Friendly," where these materials were prominently featured. Similarly, they have been showcased at the Brilian Policy Workshop, Consortium Meetings, and other relevant gatherings, amplifying awareness and engagement surrounding the BRILIAN initiative, among others.



Figure 26. BRILIAN Printed material at events

3.1.7. 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 inaugural video, launched at month 6, provided a comprehensive overview of the project, outlining the objectives, pilot initiatives, anticipated impact, and consortium members. It was meticulously crafted to enhance engagement by integrating dynamic infographics and captivating visuals, including footage from the Kick-off Meeting. This approach not only conveyed essential information but also imbued the video with a visually appealing and engaging quality, effectively communicating the essence of the BRILIAN initiative. It is hosted on BRILIAN YouTube Channel and on BRILIAN official website [home](#) (285 impressions) and has been disseminated through the project's social networks, newsletter and in physical events.

The second video, to be released at the end of the project lifetime, will focus on sharing the main outcomes of the project and hence released at the end of the project.

3.2. FEEDBACK ACTIVITIES

Feedback activities are communication actions designed to solicit responses, opinions, or input from the target audience and involve engaging the audience in a dialogue or conversation to gather insights, suggestions, or evaluations related to the project. Feedback activities are essential for gathering valuable information that can inform project decisions, improve strategies, and enhance stakeholder engagement.

3.2.1. ONLINE QUIZ GAME

An Online Quiz Game with a twofold objective will be launched later in the project lifetime: 1) to interact with citizens and assess their knowledge about bioeconomy and revalorisation of by-products from the primary sectors (agricultural and agro-industries side streams); 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.

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

3.2.2. 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.

Two campaigns are foreseen during the project lifetime (the first one at the end of 2024-begging 2025) in order to maximize reach, engagement, and conversion rates. They 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.

3.2.3. 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.

During this period, efforts have been focused on identifying initiatives within the educational sphere that address Bioeconomy topics. Currently, discussions are ongoing with the [GenB project](#), which aims to educate and empower the Generation Bioeconomy on environmental issues, sustainability, and circularity. Together, both projects are exploring the possibility of hosting a joint online info day tailored for students. This collaboration presents a unique opportunity for BRILIAN to reach an audience that would otherwise be difficult to access.

Furthermore, the project is considering aligning with other projects outlined in section 4.7 below. These projects, which include universities as partners, offer the potential for BRILIAN to establish partnerships that provide better access to student communities. By leveraging these partnerships, the project seeks to enhance the outreach efforts and effectively promote Bioeconomy awareness and knowledge.



Figure 27. Preliminary proposal for the Info Day promotional material

3.2.4. PRESENTATION AND PARTICIPATION AT CONFERENCES AND EXHIBITIONS TRADE FAIRS

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.

To ensure clarity in reporting, structured approach distinguishing between communication and dissemination activities will be adopted. Under this communication section, events in which Brilian actions and results have been promoted, reaching citizens, media and stakeholders will be included, leaving to the dissemination section below the knowledge and results dissemination targeting scientists and other that can learn from the results: authorities, industry, policymakers, in scientific magazines and conferences¹.

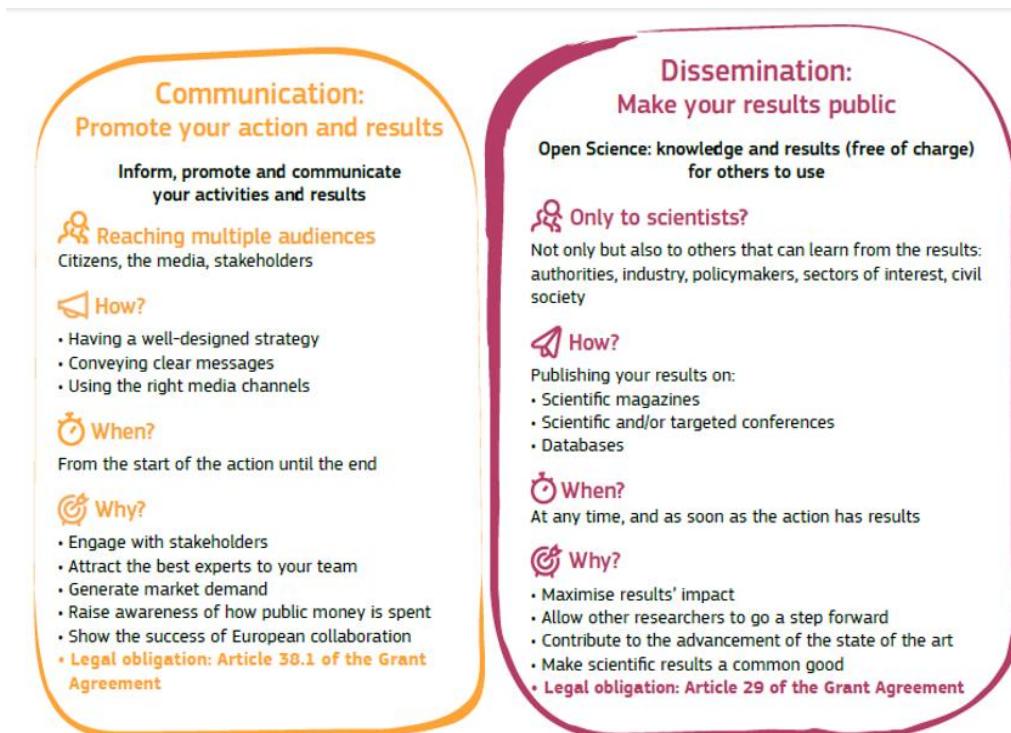


Figure 28. D&C differences. Source: European Commission

¹ [Dissemination and exploitation of research results \(europa.eu\)](http://dissemination-and-exploitation-of-research-results.europa.eu)

During these phase, BRILIAN consortium has participated in 6 general conferences, exhibitions trade fairs, and info days that are aligned or link to the Primary and Rural Sector, the Bioeconomy and the Circular Economy that serve to inform and involve industry and society (general public) and have a multiplier effect on the impact of the project.

Among these events (see the pictures below), we can find the Pitch Perfect and Boost the European Bioeconomy 2023, the Fruit Attraction Fair, Transfoodmation 2023, Datagri, Foro Agrosantander, and Rural Female Entrepreneurship. All the information regarding the events is available at the Logbook (see Annex 1).

Other relevant events that FOOD+I has attended are: European Research and Innovation Days 2024, the World Circular Economy Forum 2024, Wallonia S3 Forward, the Granular Project Webinar and the EU knowledge valorisation stakeholder event, with the objective of exploring possible synergies and opportunities for the project, thereby fostering collaboration and mutual benefit among stakeholders. This initiative entails engaging with relevant organizations, institutions, and individuals to identify areas of common interest and potential avenues for partnership. By actively seeking out synergistic relationships, we aim to maximize the impact and effectiveness of the project, while also contributing to broader initiatives and goals within the field.

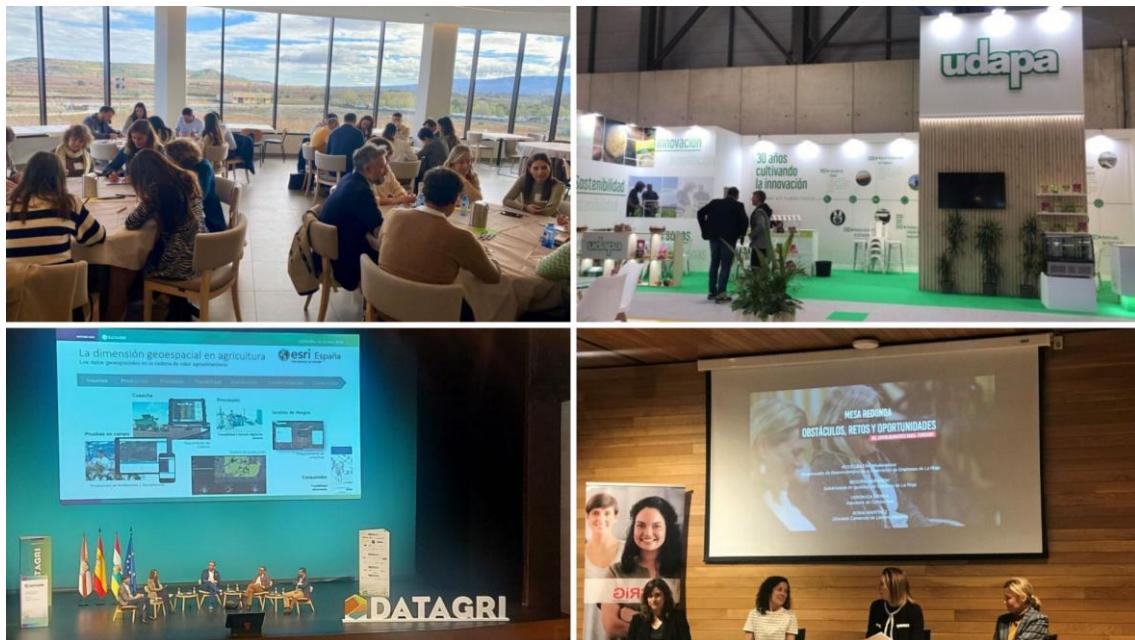


Figure 29. BRILIAN at different Participation in general conferences and fairs

4. DISSEMINATION ACTIVITIES AND MATERIALS

4.1. BRILIAN WORKSHOPS

At least 3 workshops will be organized by FOOD+I, the Food and Bio Cluster Denmark (FBCD) and ENCO Srl Engineering & Consulting (ENCO) in the last phase of the project lifetime. 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 to 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.

4.2. PRESENTATION AND PARTICIPATION AT SCIENTIFIC CONFERENCES AND FORUMS

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 during the project lifetime (the list of the Scientific Forum can be found in the CDPM).

During this first period, BRILIAN has been showcased in **two important Scientific forums** organised by project partners:

- 'The Future of Food Production', a Conference hosted by the Danish Technological Institute (see more information at the [News & Events section](#)).
- 'La Industria Alimentaria Preparada para el Desafío: Del Campo al Envase, Innovando Hacia un Futuro Circular' planned and moderated by FOOD+I in the framework of the Pick&Pack Conference (Food 4 Future, Bilbao), and where Maider Gómez (CIRCE), Ana Carrasco (Paturpat) and Laura Villacián (Tecnopacking & Aitiip) participated as speakers (see more information at the [News & Events section](#) and at point 4.7 below).

On the other hand, Brilian has been presented in other **six scientific conferences** and relevant international events, as shown in the pictures below.

- CBE JU Stakeholders Forum (by EBB, FBCD, ENCO & FOOD+I)
- Marca 2024 and Orticoltura Técnica in Campo (by Novamont)
- The Rural Pact Support Office Good Practice Webinar (by CIRCE and FOOD+I)
- Alimentaria (Paturpat, CIRCE and FOOD+I)
- Food4Future (Paturpat, CIRCE and FOOD+I)

All the information regarding the events is available at the [News & Events sections of BRILIAN website](#) and at the Logbook (see Annex 1).



Figure 30. BRILIAN at different Scientific Forums

4.3. PUBLICATIONS IN SECTORIAL/SPECIALISED MEDIA

Press releases and informative articles that report important events and major advances in the project are sent to specialized media in these three sectors: Primary, Food and Bioeconomy sectors. The list of pre-selected sectorial/specialised media can be found at the CDPM.

As outlined in Section 3.1.5, the strategic dissemination of press releases during this initial phase has garnered significant exposure for BRILIAN in targeted media outlets. Through the concerted efforts allocated to this aim, the project has successfully secured coverage in prominent platforms including Revista Alimentaria, renowned for its comprehensive coverage of the food and beverage industry, where our presence has served to underscore BRILIAN's relevance within the realm of agricultural innovation and sustainability. Furthermore, the outreach efforts have extended to Interempresas, a leading online platform catering to professionals across diverse industries, including the vital sectors of food and agriculture, where BRILIAN has effectively reached a wide audience of industry stakeholders, thereby enhancing awareness and engagement with the project objectives and initiatives. In addition, the participation in Innovaspain, a digital magazine focusing on innovation, technology, entrepreneurship, and business, has further amplified the visibility of the project within the broader innovation ecosystem.

This exposure not only highlights BRILIAN's commitment to driving technological advancements in the agricultural sector but also positions us as a key player in fostering sustainable solutions and promoting entrepreneurship in Spain and beyond.

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 mainly related to the primary sector, the food sector, and the bioeconomy sector, within the scientific literature, in Open Access. More details regarding these publications will be explained in the next report.

4.5. POLICY WORKSHOP AND 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 endeavour 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, channelling 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.

In this sense, the **first Policy Workshop**, chaired by David Newman (EBB), was held in Brussels in the offices of European Bioplastics during the morning of March 13th to discuss the barriers and opportunities European policies present to the growth of the

rural bioeconomy, subject of the BRILIAN research. More than 35 stakeholders took part, and a lively discussion was held with frequent questions from the audience.



Figure 31. BRILIAN first Policy Workshop

All underlined the educated performance of EU countries in recovering biowastes, an essential ingredient for the bioeconomy both for the nutrient values biowaste contains, and as feedstocks for other products such as chemicals, biogas, aviation fuels. The recognition of the lack of farmer representatives when talking about the rural bioeconomy is evident- how to engage them more effectively? Farmers advisory boards are a key component to resolving this and the BRILIAN project has this objective (see below, 4.6).

EBB has also written and circulated the **first Policy Bulletin**. This document looks at all the possible variations in policies which impact the rural bioeconomy and (at the time of writing) is being reviewed by partners. A visual extract of this document will be disseminated through BRILIAN social channels. To be noted in this context is the rapid development of policies due to the need to terminate certain files before the European Parliament closes for the June elections. In fact, currently, several policies related to the PPWR, Nature Restoration, the CAP, Nitrates, plastics recycling methodology, have all been finalised with texts yet to be officially published awaiting translation services. The Policy Bulletin examines these.

4.6. ADVISORY BOARD OF FARMERS



Figure 32. 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 behaviours 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.

Until M12, partners involved in the pilots are reaching out to local actors, inviting them to participate in the Advisory Board. Farmer's associations on an EU level along with experts from projects involved in agricultural activities are also being invited to stimulate the dialogue. An official Kick off meeting for the Advisory Board is planned until the end of May (M12) to discuss with already registered and candidate members the role of the Advisory Board, the operability, the meetings frequency, the input we will request for them, the project outcomes we will share with them.

4.7. SYNERGIES WITH ALIGNED PROJECTS AND INTERACTIONS

During this first period of the project lifetime, BRILIAN has been intensely working in establishing a public engagement 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. For the purpose of orchestrating collaboration with other EU projects



Figure 33. Post for social media sharing these collaborations.

and related initiatives, a template for a 'Collaboration Agreement' has been developed and shared with them.

The strategy entailed initially mapping all aligned projects and subsequently arranging one-to-one meetings with them. The proactive efforts of Maider Gómez and Marina Cárdenas, serving as project coordinators, have facilitated numerous exploratory discussions and actions with the following projects:

- Roboocop: As BRILIAN's sister project, an initial meeting was convened in the presence of the Circular bio-based Europe Joint Undertaking (CBE JU), represented by the project's Project Officer (PO). Both projects, BRILIAN and ROBOCOOP, are the only recipients of funding through the CBE JU Call 2022, thus indicating substantial potential for collaboration. Additionally, Maider Gómez has been invited to join their External Advisory Board (EAB). The information is shared at the [Synergies section of BRILIAN website](#).
- BioeconomyVentures projects: A Memorandum of Understanding has been established between both projects to foster synergies and coordinate joint activities. The information is shared at the [Synergies section of BRILIAN website](#).
- Model2Bio: BRILIAN has participated in Model2Bio White Paper on Food and Drink Waste Management, sharing information on the project's Optimisation Toolkit. More information has been uploaded in the [webpage](#)
- Agriloop project: A collaboration agreement has been formalized, and BRILIAN actively participated in a Consortium meeting on November 24th, presenting our project. Further exploration of synergies and joint activities is planned for the upcoming months.
- BBionets project: A collaboration agreement has been finalized, and BRILIAN took part at the Liaison Roundtable organized by the BBionets project on March 26th, presenting an overview of BRILIAN. The information is shared at the [Synergies section of BRILIAN website](#).
- MixMatters project: Numerous meetings have been organized, and the collaboration agreement is currently under review by the MixMatters coordinator. Future actions include BRILIAN's participation in MixMatters' upcoming Consortium Meeting (June 4th) and exploration of joint activities such as organizing an upcycling webinar in 2025 and hosting a joint Info Day for students. Additionally, both projects aim to apply together to the Horizon Results Booster (Service 1: Portfolio Dissemination & Exploitation Strategy).

- MainstreamBio project: Maider Gómez, BRILIAN's project coordinator, has been invited to participate in their webinar titled "WEBINAR 5: Business Model and Social Innovations for Promoting Bioeconomy Development in Rural and Coastal Regions" on May 8th.
- Circular Rural Regions: they are currently in the process of identifying German partner regions, thereafter they will look more closely into European knowledge exchange and will explore potential synergies together.
- Repag project: This Spanish project shares similar objectives with BRILIAN's Spanish Pilot, albeit targeting different by-products. An initial meeting was organized during the Food4Future fair to explore potential synergies.
- GenB project: While the collaboration agreement is currently under review by the GenB project coordinator, several potential synergies have already been identified. These include BRILIAN's participation in their Book for students, GenB game, and teacher training sessions.

Among other key actions within this section, we can find the BRILIAN Best Practice shared at the European Circular Economy Stakeholder Forum (see [here](#)) and the piece of news shared on the Rural Pact Community Platform (see [here](#)). Also BRILIAN was showcased Good Practice Webinar 'Rural Communities Tackling Climate Change' organised by the Rural Pact Office on March 20th. Other Platforms with which contacts have been made contacts (and some of them have disseminated BRILIAN project) are: Zero Pollution Stakeholder Platform, World Bioeconomy Forum, Startup Village Forum, Rural Observatory, Rural Bioeconomy Alliance, Granular Knowledge Transfer Accelerator Community, European Bioeconomy Network, EU SCAR AKIS, EU CAP Network, DG Agri Network, CCRI, CBE JU Communication Network and Agrinatura.

Finally, the main synergy initiative during this period was BRILIAN's inaugural thematic workshop, hosted by FOOD+I and held at the PICK&PACK Conference within the Food 4 Future fair at Bilbao-BEC. Titled 'La Industria Alimentaria Preparada para el Desafío: Del Campo al Envase, Innovando Hacia un Futuro Circular' (The Food Industry Ready for the Challenge: From Field to Packaging, Innovating Towards a Circular Future), the event convened three projects focusing on sustainability:

- The [Sisters project](#), represented by Laura Villacián Pascual from Aitiip Technology Centre, which aims to **reduce** food loss and waste across the European Food Value Chain through targeted innovations at each stage.

- The BRILIAN project, represented by Maider Gómez from CIRCE – Technology Centre and Ana Carrasco Pérez from Paturpat Sociedad Cooperativa, focusing on the **revalorization** of by-products.
- Re2pack, represented by Javier Pastor Romero from MARTINEZ SOMALO SA and Jorge Barriobero Olarte from CNTA, dedicated to designing sustainable monomaterial flexible packaging made entirely from **recycled** material while achieving the same functionalities as those obtained with virgin materials.

This workshop drew participation from more than 35 industry leaders, representing a diverse range of stakeholders within the food and packaging sectors. It provided a platform for an interactive and enriching dialogue, fostering the exchange of ideas and experiences among attendees. Through insightful discussions and presentations, participants gained valuable insights into the latest advancements and emerging trends in circular solutions for food packaging. The event not only served to enhance understanding but also inspired collaborative efforts towards implementing sustainable practices and innovations within the industry.



Figure 34. Brilian First Thematic Workshop

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.

5. MONITORING & 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.

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 Communication Manager will be able to deploy a suitable strategy to cover up the event through the official Social Media Channels.

To ensure enough time to implement possible corrective measures, cluster FOOD+I has planned added internal evaluations periods in which the key indicators included at the proposal stage and reported to the CBE will be monitored. If any deviation is detected, contingency measures will be applied.

5.1. DISSEMINATION AND COMMUNICATION KPI'S PROGRESS AND CONCLUSIONS

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.

The KPIs were thoroughly evaluated during the preparation of the CDPM. Subsequently, upon identifying certain typing or calculation errors, adjustments were made to refine the targets, aligning them with both realism and continued challenge.

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 the 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.

Table 6 Brilian Communication and Dissemination KPIs

COMMUNICATION KPIs					
Action	Due Date	Evaluation	Target Value	M11	Status
Project corporate communication visual identity, templates and images	M1	Common public image/branding	Imagery in all communications	Imagery in all communications	
Website	M6	Nº of hits/countries	10000 hits/year from 20 countries	5,300 from 65 countries	
Social Media	M1	Nº of posts Nº of members	+200 post +1000 members	205 posts 644 members	



Newsletters	From M4	Nº of subscribers Nº of downloaded newsletter (per release)	+1500 subscribers +20	278 subscribers Nº. 1: 52 views Nº. 2: 97 views	
Project promotional material (1 infographic, 2 leaflets, 1 poster, 1 roll-up & 2 videos)	M48	Nº of brochures Nº of Video visualization	+2000 +1500	500 brochures printed 285 visualizations	
Press Media and participation in radio or TV programmes	M48	Nº of press releases mail-outs Nº of radio or TV programmes	+25 +2	3 2	
General conferences and exhibitions trade fairs	M48	Nº of events	+8	6	
Cooperation with other projects	M48	Collaborated EU related projects	+12	12	
Social and professional networking w	M48	Collaboration agreements with relevant networks	+6	3	
Info Day for students	M48	Nº of info days	1	0	
Quiz game test	M48	Nº of quizzes	1	0	



High-impact social media promotional campaigns	M48	Nº of campaigns	2	0	
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	0 0	
Scientific Conferences	M48	Nº of events	6	2 organised & 6 participating	
Workshops	M48	Nº of events	3	0	
Final Conference	M48	Nº of attendees	30	0	

As indicated in the table, progress has been observed in the project's Key Performance Indicators (KPIs), aligning with the D&C Roadmap. While some KPIs are yet to be fully met (mostly concerning the dissemination of results in scientific publications, conferences and workshops), notable advancements have been made, particularly in the development of the project corporate communication visual, identity, templates and images, the social media channels (number of posts and followers), the collaboration with other aligned projects and initiatives, and participation in events. These achievements have contributed to the dissemination of the BRILIAN project to a diverse audience, including industry stakeholders, academia, policymakers, and civil society. This progress highlights our commitment to adhering to the D&C Roadmap and signals a promising direction for the project's future.

It's important to recognize that these accomplishments are the result of collaborative efforts from all project partners. Without their active involvement and support, the project progress would not have been possible. Looking ahead, it's vital to uphold this pace, as there are still numerous actions, activities, and key performance indicators (KPIs) that demand all partners' attention and dedication.

6. REFERENCES

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



ANNEXES

ANNEX 1 BRILIAN LOGBOOK

PARTNER	NAME OF THE ACTIVITY	TYPE OF THE ACTIVITY	INVOLVEMENT OF THE PARTNER AT THE ACTIVITY	DESCRIPTION AND OBJECTIVE OF THE ACTIVITY	DATE OF THE ACTIVITY	COUNTRY	VENUE	TYPE OF TARGET AUDIENCE	AUDIENCE REACHED (#)	SPECIAL REMARKS	LINK
FIRST REPORT (M1-11)											
COMMUNICATION											
CIRCE											
CIRCE	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	Share information about the project launch in English	29/08/2023	SPAIN	LinkedIn	Other experts	986		Link
CIRCE	Twitter post	SOCIAL NETWORK POST	ORGANISER	Share information about the project launch in English	29/08/2023	SPAIN	Twitter	Other experts	241		Link
CIRCE	Facebook post	SOCIAL NETWORK POST	ORGANISER	Share information about the project launch in English	29/08/2023	SPAIN	Facebook	Other experts	193		Link
CIRCE	Fruit Attraction Fair	FAIR	PARTICIPANT	Share information about the project	03/08/2023	SPAIN	Madrid	Other experts		2 interviews	
NVMT											
NVMT	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	Project Dissemination	15/07/2023	ITALY	LinkedIn	General Public	2398		
NVMT	Twitter post	SOCIAL NETWORK POST	ORGANISER	Project Dissemination	15/07/2023	ITALY	Twitter	General Public	119		



Partner	Name of the Activity	Type of the Activity	Involvement of the Partner at the Activity	Description and Objective of the Activity	Date of the Activity	Country	Venue	Type of Target Audience	Audience Reached (#)	Special Remarks	Link
NVMT	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	Project Dissemination	06/02/2024	WEB	LinkedIn	General Public	107		Link
NVMT	Twitter post	SOCIAL NETWORK POST	ORGANISER	Project Dissemination	06/02/2024	WEB	Twitter	General Public	163		Link
NVMT	Instagram Post	SOCIAL NETWORK POST	ORGANISER	Project Dissemination	06/02/2024	WEB	Instagram	General Public	172		Link
NVMT	Twitter post	SOCIAL NETWORK POST	ORGANISER	Project Dissemination	28/02/2024	ITALY	Twitter	General Public	186		Link
PATURPAT											
PATURPAT	Newsletter	OTHER	ORGANISER	Share information about the project		SPAIN	newsletter	Industrial companies	200		
PATURPAT	Website article	WEBSITE POST	ORGANISER	Share information about the project	20/06/2023	SPAIN	Website	Consumers			Link
PATURPAT	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	Share information about the project	20/06/2023	SPAIN	LinkedIn	Industrial companies			
PATURPAT	Facebook post	SOCIAL NETWORK POST	ORGANISER	Share information about the project	20/06/2023	SPAIN	Facebook	Consumers			
PATURPAT	Alimentaria	FAIR	PARTICIPANT	Innovation & Networking in the food industry	18-21 March 2024	SPAIN	Industrial companies	100,000	Food Industry		Link
PATURPAT	F4F	FAIR	PARTICIPANT	Innovation & Networking in the foodtech industry	16-18 April 2024	SPAIN	Industrial companies	8000	Foodtech		



PARTNER	NAME OF THE ACTIVITY	TYPE OF THE ACTIVITY	INVOLVEMENT OF THE PARTNER AT THE ACTIVITY	DESCRIPTION AND OBJECTIVE OF THE ACTIVITY	DATE OF THE ACTIVITY	COUNTRY	VENUE	TYPE OF TARGET AUDIENCE	AUDIENCE REACHED (#)	SPECIAL REMARKS	LINK
AITIIP	Website article	WEBSITE POST	ORGANISER	Share information about the project	14/06/2023	SPAIN	Aitiip website	Other experts	200		Link
AITIIP	Website article	WEBSITE POST	ORGANISER	Share information about the project	14/06/2023	SPAIN	Aitiip website	Other experts	200		Link
AITIIP	Post in social media	SOCIAL NETWORK POST	ORGANISER	Share information about the project	14/06/2023	SPAIN	Aitiip Linkedin	Other experts	835		Link
AITIIP	Post in social media	SOCIAL NETWORK POST	ORGANISER	Share information about the project	14/06/2023	SPAIN	Aitiip Twitter	Other experts	430		Link
AITIIP	Newsletter Aitiip June	OTHER	ORGANISER	Share information about the project	30/06/2023	SPAIN	Newsletter	Other experts	4,000		Link
AITIIP	Newsletter Aitiip September	OTHER	ORGANISER	Share information about the project	30/09/2023	SPAIN	Newsletter	Other experts	4,000		Link
AITIIP	F4F	FAIR	PARTICIPANT	Innovation & Networking in the foodtech industry	16-18 April 2024	SPAIN	Bilbao	Industrial companies	8000		Link
TECNO											
TECNO	Post in social media	SOCIAL NETWORK POST	ORGANISER	Share information about the project	12/04/2023	SPAIN	Tecno Linkedin	Other experts	no figure		Link
TECNO	Post in social media	SOCIAL NETWORK POST	ORGANISER	Share information about the project	09/10/2023	SPAIN	Tecno Linkedin	Other experts	240		Link
DTI											
DTI	Project page in our website	WEBSITE POST	ORGANISER	Share information about the project in English	07/08/2023		dti.dk	Other experts			Link



Partner	Name of the Activity	Type of the Activity	Involvement of the Partner at the Activity	Description and Objective of the Activity	Date of the Activity	Country	Venue	Type of Target Audience	Audience Reached (#)	Special Remarks	Link
DTI	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	Share information about the project in English	11/08/2023	DENMARK	LinkedIn	Other experts	318		Link
DTI	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	Share information about the project in English	11/08/2023	DENMARK	LinkedIn	Other experts	250		Link
DTI	Re-posted LinkedIn	SOCIAL NETWORK POST	ORGANISER	LinkedIn repost on the launch of the project	11/08/2023	DENMARK	LinkedIn	Other experts			Link
DTI	Project page in our website	WEBSITE POST	ORGANISER	Share information about the project in Danish	07/08/2023	DENMARK	teknologisk.dk	Other experts			Link
DTI	Article	PRESS RELEASE	ORGANISER	Share information about the project	09/01/2024	DENMARK	Rizau	Other experts			Link
DTI	Rizau article posted on DTI's website	WEBSITE POST	ORGANISER	Share information about the project	09/01/2024	DENMARK	https://www.teknologisk.dk/	Other experts			Link
DTI	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	Promote the Danish press release	10/01/2024	DENMARK	LinkedIn	Other experts			Link
DTI	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	Share information about the project	12/01/2024	DENMARK	LinkedIn	Other experts			Link
CHIMAR											
CHIMAR	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	LinkedIn repost on the launch of the project	14/06/2023	GREECE	LinkedIn	Other experts	1000		Link
CHIMAR	LinkedIn re-post	SOCIAL NETWORK POST	ORGANISER	LinkedIn repost on the Danish pilot activities	11/01/2024	GREECE	LinkedIn	Other experts	1200		Link



PARTNER	NAME OF THE ACTIVITY	TYPE OF THE ACTIVITY	INVOLVEMENT OF THE PARTNER AT THE ACTIVITY	DESCRIPTION AND OBJECTIVE OF THE ACTIVITY	DATE OF THE ACTIVITY	COUNTRY	VENUE	TYPE OF TARGET AUDIENCE	AUDIENCE REACHED (#)	SPECIAL REMARKS	LINK
CHIMAR	LinkedIn re-post	SOCIAL NETWORK POST	ORGANISER	LinkedIn repost on the Danish pilot activities	25/01/2024	GREECE	LinkedIn	Other experts	1200		Link
CHIMAR	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	LinkedIn post on the BRILIAN Project presentation video	17/04/2024	GREECE	LinkedIn	Other experts	1200		Link
CHIMAR	Instagram post	SOCIAL NETWORK POST	ORGANISER	Instagram post on the BRILIAN Project presentation video	19/04/2024	GREECE	Instagram	Other experts	<50		Link
FOOD+I											
FOODI	LinkedIn post	SOCIAL NETWORK POST	PARTICIPANT	Share information about the project	Each week 2023	SPAIN	LinkedIn	Industrial companies	5000	SoME support	
FOODI	Media Appearances	OTHER	ORGANISER	Share information about the project	14/06/2023	SPAIN		Industrial companies	10000	(data confirmed from the Journalist)	Link
FOODI	Media Appearances	OTHER	ORGANISER	Share information about the project	15/08/2023	SPAIN		Industrial companies	1311	(data confirmed from the Journalist)	Link
FOODI	Media Appearances	OTHER	ORGANISER	Share information about the project	23/08/2023	SPAIN		Industrial companies	24000	(data confirmed from the Journalist)	Link
FOODI	Media Appearances	OTHER	ORGANISER	Share information about the project	05/09/2023	SPAIN		Industrial companies			Link
FOODI	Media Appearances	OTHER	ORGANISER	Share information about the project	06/09/2023	SPAIN		Industrial companies			Link
FOODI	Media Appearances	OTHER	ORGANISER	Share information about the project	18/09/2023	SPAIN		Industrial companies			-
FOODI	Pitch Perfect and Boost the	FAIR	PARTICIPANT	Share information about the project	25/09/2023	BELGIUM	Brussels	Other experts	334 participants		-



Partner	Name of the Activity	Type of the Activity	Involvement of the Partner at the Activity	Description and Objective of the Activity	Date of the Activity	Country	Venue	Type of Target Audience	Audience Reached (#)	Special Remarks	Link
	European Bioeconomy 2023 Event										
FOODI	Transfoodmat ion 2023	CONFERE NCE	PARTICIPANT	Share information about the project and Danish pilot (infographic)	15/11/2023	SPAIN	Logroño	Industrial companies	>60		Link
FOODI	Fruit Attraction Fair	FAIR	PARTICIPANT	Share information about the project	03/08/2023	SPAIN	IFEMA	Industrial companies	Several meetings		Link
FOODI	DATIAGRI	CONFERE NCE	PARTICIPANT	SHare information about the project	15/10/2023	SPAIN	Logroño	Industrial companies	>1000		Link
FOODI	Foro AgroSantander	CONFERE NCE	PARTICIPANT	Share information about the project	24/10/2023	SPAIN	Logroño	Industrial companies	>200		Link
FOODI	CBE STAKEHOLDE RS FORUM	CONFERE NCE	PARTICIPANT	Share information about the project	6-7/12/2023	BELGIUM	Brussels, The Egg	Policy makers, public bodies, and authorities	>500		Link
FOODI	5 infographics, 1 poster & 1 roll up development	OTHER	ORGANISER	Project Communication			Website				-
FOODI	Newsletter december (brilian presentation)	OTHER	ORGANISER	Newsletter december (brilian presentation)	13/12/2023	SPAIN	Linkedin		221		Link
FOODI	Policy Workshop visual identity	OTHER	ORGANISER	Project Communication	01/02/2024	SPAIN	Website				Link



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	development & promotion										
FOODI	Leaflet (print & web versions)	OTHER	ORGANISER	Project Communication	26/02/2024	SPAIN	Website				Link
FOODI	Newsletter March (policy workshop)	OTHER	ORGANISER	Newsletter March (policy workshop)	01/03/2024	SPAIN	Linkedin		221		Link
FOODI	Rural Female Entrepreneurship in La Rioja	CONFERENCE	PARTICIPANT	Share information about the project	16/02/2024	SPAIN	Linkedin	Industrial companies	100	https://www.linkedin.com/feed/update/urn:li:activity:7165295272829349888	Link
FOODI	Alimentaria	FAIR	PARTICIPANT	Innovation & Networking in the food industry	18-21 March 2024	SPAIN	Industrial companies	100,000	Food Industry		Link
FOODI	F4F	FAIR	PARTICIPANT	Innovation & Networking in the foodtech industry	16-18 April 2024	SPAIN	Industrial companies	8000	Foodtech		Link
FBCD											
FBCD	Project page in our website	WEBSITE POST	ORGANISER	Share information about the project in Danish and English	15/08/2023	DENMARK	Website	Industrial companies			Link
FBCD	Newsletter	WEBSITE POST	ORGANISER	Share information about the project in Danish	24/08/2023	DENMARK	Newsletter	Industrial companies			-
FBCD	Article	WEBSITE POST	ORGANISER	Share information about the project and Danish pilot (infographic)	10/01/2024	DENMARK	Website	Other experts			Link



Partner	Name of the activity	Type of the activity	Involvement of the partner at the activity	Description and objective of the activity	Date of the activity	Country	Venue	Type of target audience	Audience reached (#)	Special remarks	Link
FBCD	LinkedIn post	SOCIAL NETWORK POST	ORGANISER	Share information about the project and Danish pilot (infographic)	10/01/2024	DENMARK	LinkedIn	Other experts			Link
ENCO											
ENCO	LinkedIn post	SOCIAL NETWORK POST	PARTICIPANT	LinkedIn repost on the launch of the project	15/06/2023	ITALY	LinkedIn	Other experts			-
ENCO	Project page in our website	WEBSITE POST	ORGANISER	Share information about the project in English	01/06/2023	ITALY	Website	Other experts			Link
ENCO	News in our website	WEBSITE POST	ORGANISER	share information about project Kickoff	14/06/2023	ITALY	Website	Other experts			Link
ENCO	News in our website	WEBSITE POST	ORGANISER	share information about project Kickoff	15/06/2023	ITALY	Website	Other experts			Link
ENCO	LinkedIn re-post	SOCIAL NETWORK POST	PARTICIPANT	Share information about the project in English	14/03/2024	ITALY	LinkedIn	Consumers			Link
BHCZ											
BHCZ	Project page in our website	WEBSITE POST	ORGANISER	Share information about the project launch in English	16/06/2023	CZECH REPUBLIC	Website	Other experts			Link
BHCZ	BRILIAN website launch	SOCIAL NETWORK POST	ORGANISER	Share information about the project launch in English	29/12/2023	CZECH REPUBLIC	LinkedIn				
DISSEMINATION											
CIRCE											
CIRCE	Meeting with ROBOCOOP	OTHER	PARTICIPANT	Exchange synergies of the two projects financed under the CBE call	19/07/2023	SPAIN	Teams call	Other experts	3	3 attendees (Maider, ROCOBOOP)	



Partner	Name of the Activity	Type of the Activity	Involvement of the Partner at the Activity	Description and Objective of the Activity	Date of the Activity	Country	Venue	Type of Target Audience	Audience Reached (#)	Special Remarks	Link
	Project and CBE-JU									Coordinator and our PO), but the impact arising from this collaboration is difficult to measure yet	
CIRCE	BBionets Roundtable	EVENT FROM OTHER PARTNER/ COLLABORATOR	PARTICIPANT	Project Dissemination	26/04/2024	Online		Other experts	50		
NVMT											
NVMT	Open Day Mutti	OTHER (Indicate in activity description)	PARTICIPANT	Project Dissemination	21/07/2023	ITALY	Manfredonia	Other experts	20 Farmers		-
NVMT	Open Day Terni	TRAINING	ORGANISER	Project Dissemination	25/10/2023	ITALY	Terni	Other experts	100 students		-
NVMT	Marca 2024	FAIR	PARTICIPANT	Project Dissemination	16-17/01/2024	ITALY	Bologna	Industrial companies	115		-
NVMT	ORTICOLTURA TECNICA IN CAMPO	FAIR	PARTICIPANT	Project Dissemination	24-26/01/2024	ITALY	Guidinzola	Industrial companies	43		-
PATURPAT											
PATURPAT	Pick & Pack (F4F)	WORKSHOP	PARTICIPANT	Synergy workshop	16 April 2024	SPAIN	Bilbao	Industrial companies			-



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AIPII											
AIPII	Pick & Pack (F4F)	WORKSHOP	PARTICIPANT	Synergy workshop	16 April 2024	SPAIN	Bilbao	Industrial companies			-
DTI	The future of food production	CONFERENCE	ORGANISER	Bioprocesses make food more climate friendly	26/10/2023	DENMARK	DTI Taastrup	Research community			Link
DTI	Official opening of the Biosolutions Technology Center	OTHER (Indicate in activity description)	ORGANISER	Presentation of BRILIAN during tour of our facilities	07/03/2024	DENMARK	DTI Taastrup	Policy makers, public bodies, and authorities	150		Link
FOOD+											
FOODI	Participation in B2B White Paper	OTHER	PARTICIPANT	Share information about the project	25/10/2023	SPAIN		Other experts			Link
FOODI	Brilian good practice in ECESP	OTHER	ORGANISER	Project Dissemination	19/09/2023		Website	Other experts		European Circular Economy Stakeholder Platform	Link
FOODI	Rural Pact Support Office Good Practice webinar Rural communities tackling climate change	CONFERENCE	PARTICIPANT	Rural communities tackling climate change	20 March 2020		Online	Policy makers, public bodies, and authorities	Webinar; Participant as speaker (Maider)		



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FOODI	Pick & Pack (F4F)	WORKSHOP	ORGANISER	Synergy workshop	16 April 2024	SPAIN	Bilbao	Industrial companies			-
FOODI	BBionets Roundtable	EVENT FROM OTHER PARTNER/ COLLABORATOR	PARTICIPANT	Project Dissemination	26/04/2024	Online		Other experts	50		
ENCO											
ENCO	BIOEAST Conference	EVENT FROM OTHER PARTNER/ COLLABORATOR	PARTICIPANT	Share information about the project in English	06/02/2024	HUNGARY	Budapest	Other experts			-
EBB											
EBB	Biomethane Industrial Partnership	CONFERENCE	PARTICIPANT	Participating in the debate to increase biomethane production	26/10/2023	BELGIUM	EU Commission Brussels		80 participants + 40 online		Link
EBB	ENZYMES Conference	CONFERENCE	PARTICIPANT	Share information about Brilian in speech	11/04/2024	SPAIN	MADRID	Research community			Link
BHCZ											
BHCZ	BIOEAST Conference	CONFERENCE	ORGANISER	Share information about the project in English	06/02/2024	HUNGARY	Budapest	Other experts			-