



BRILIAN

Circular Future for Rural Areas

Communication & Dissemination plan and materials (2nd version) Deliverable 7.5 (v1)

WP7 Dissemination and Communication



**Circular
Bio-based
Europe**
Joint Undertaking



Bio-based Industries
Consortium



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FOOD+I

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SEN	Sensitive, limited under the conditions of the Grant Agreement	

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EXECUTIVE SUMMARY

The current Communication & Dissemination Plan and Materials (CDPM) for the BRILIAN project outlines a strategic approach to effectively communicate project goals, progress, and outcomes. Developed under Work Package 7 (WP7) - Dissemination and Communication, this plan sets clear objectives, identifies target audiences and stakeholders and outlines methods and channels for dissemination. It adheres to CBE-JU Grant Agreement and guidelines, as well as the Consortium Agreement of the project, ensuring coordinated and impactful communication efforts across all project partners.

Aligned with Article 17 of the BRILIAN Grant Agreement and in line with the recommendations of the CBE JU Online Manual, all project beneficiaries are committed to promoting project activities and results through targeted engagement with various stakeholders, including the media and the general public. This strategic approach facilitates two-way communication, enhancing project visibility and fostering awareness.¹

The CDPM undergoes regular updates to adapt to evolving project needs, with scheduled revisions at months 24 (second version), 36 (third version), and 48 (final version). This first update, presented as deliverable D7.5 at month 24, builds upon the initial version (D7.1) submitted on month 4. It incorporates insights and materials generated during the project's initial two years while maintaining the core criteria guiding communication and dissemination activities.

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

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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

DoA – Description of Action

EBB – European Bioeconomy Bureau

EC – European Commission

ENCO – Enco Srl – Engineering & Consulting

FBCD – Food and Bio Cluster Denmark

GA– Grant Agreement

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

SME – Small and Medium Enterprise

VC – Value chain

WP – Work package

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1. INTRODUCTION

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

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

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

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

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

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

1.1. PROJECT BACKGROUND

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

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

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

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

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

For that, BRILIAN is implementing a multi-actor approach for the validation of a group of Actions for 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 are particularized for 3 cooperative pilots located in Italy, Spain and Denmark, working with 10 value chains (VC), which will enable the proposition of the specific abovementioned cooperative business models.

1.2. OBJECTIVES OF THE COMMUNICATION AND DISSEMINATION PLAN AND MATERIALS

The CDPM serves as the main guidance document of work package 7. It outlines the relevant activities, target audiences, key messages, and communication tools to maximize the project's impact.

The first version of the CDPM was delivered at month 4 (D7.1), establishing the initial framework for communication and dissemination. As foreseen in D7.1, the plan is to be regularly reviewed and updated at month 24 (this second version, D7.5), month 36 (third version, D7.6) and 48 (final version, D7.7). This ensures continuous alignment with project developments and the necessary adjustments.

The objectives of the CDPM remain as follows:

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

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

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

1.3. OBLIGATIONS OF THE BENEFICIARIES

According to the article 17 of the BRILIAN Grant Agreement, the beneficiaries are required to undertake the following additional communication and dissemination activities, which have been implemented and continue to be carried out at this stage of the project:

- The beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in a strategic, coherent, and effective manner.
- In addition to the obligations set out in Article 17, and unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge EU support:
- **Logos:** Any dissemination of the project must include the logos and emblems below (the CBE JU should be the most prominent logo in terms of size, the minimum height of the EU emblem shall be 1 cm).



Figure 1. Logos and funding statement

- **Funding statement:** “The project is supported by the Circular Bio-based Europe Joint Undertaking and its members under grant agreement No 101112436.”
- **Disclaimer:** Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the granting authority can be held responsible for them.”

2. COMMUNICATION AND DISSEMINATION STRATEGY

The Communication and Dissemination Strategy for BRILIAN was designed at month 4 to ensure that the project's results would be effectively communicated to all stakeholders through the project's lifecycle. It comprised a set of well-designed strategic and tactical activities, taking into account the project's core purpose, the identified target audiences, as well as the most suitable communication channels. Efficient communication and dissemination efforts have contributed to both the short and long-term success of the project.

The CDPM in BRILIAN has followed a continuous cycle of (1) planning, (2) performing and (3) reporting. This approach has been applied across all dissemination and communication activities in the project, ensuring a coherent and consistent flow of information both internally and externally. By following this cycle, the project's key performance indicators (KPIs) have been regularly reviewed and evaluated, enabling the consortium to propose necessary adjustments and embark on a new cycle, ensuring adaptability to any unforeseen circumstances.



Figure 2. Communication and Dissemination cycle

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

2.1. TARGET AUDIENCES

One of the goals for BRILIAN Communication and Dissemination strategy was to effectively target different audiences, acknowledging that each group has specific expectations and needs.

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

Each group **was approached** with tailored messages and actions based on its specific interests, roles, and levels of involvement. Likewise, the expected outcomes from each group **varied depending** on their profile and position within the value chain.

The table below **provides an overview of** the different audience groups and the corresponding communication and dissemination actions initially planned and implemented and subsequent updated.

TARGET AUDIENCES	
Group	Expected D & C Actions
Industrial Companies	<ul style="list-style-type: none"> ▪ Invitation to the project workshops and events, including open days, leveraging on the consortium network. ▪ Participation in interviews from WP2. ▪ Invitation to the Advisory Board of Farmers. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers. ▪ Sharing pilot-specific infographics and factsheets to illustrate business models and scalability potential (<i>NEW</i>)
Research community	<ul style="list-style-type: none"> ▪ Enlarge a further replication and dissemination of BRILIAN results.

	<ul style="list-style-type: none"> ▪ Experts will be given open access to the technical publishable results of the project. ▪ Conferences proceedings, workshops, publications in scientific and technological specialized magazines, peer-to-peer communication will further support dissemination towards this target group. ▪ Sharing of recorded training sessions and participation in Horizon Results Booster synergies (<i>NEW</i>)
Policy makers, public bodies and authorities	<ul style="list-style-type: none"> ▪ Developing and fostering novel governance models and public procurement. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers. ▪ Invitation of local and regional authorities to the activities in the pilots and workshops of the project and assistance to relevant forums. ▪ Distribution of the Policy Bulletin summarising recommendations and regulatory insights (<i>NEW</i>)
Feedstock providers	<ul style="list-style-type: none"> ▪ Participation in networking from relevant networks. ▪ Invitation of farmers to the BRILIAN events and the Advisory Board of Farmers, leveraging in the consortium network. ▪ Sharing relevant information from project deliverables. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers. ▪ Engagement through targeted infographics and storytelling via the Advisory Board of Farmers (<i>NEW</i>)
Investors	<ul style="list-style-type: none"> ▪ Participation in networking from relevant networks (e.g., Pitch Perfect and Boost the European Bioeconomy 2022, 2023).

	<ul style="list-style-type: none"> ▪ Invitation of investors to the BRILIAN events leveraging in the consortium network and the Bioeconomy Ventures. ▪ Sharing relevant information from project deliverables. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers.
Consumers and general public	<ul style="list-style-type: none"> ▪ Through different events (info days, ...) communications channels (e.g., website, videos, social networks) and dedicated promotional campaigns (quiz game test...) it will be possible to raise awareness about challenges brought by bio-based products and to promote more sustainable use of our resources, therefore promoting consumers acceptance. ▪ Publication of white papers and guidelines identifying policy and regulatory barriers. ▪ Dissemination of accessible content via the civil-focused newsletter and video stories (NEW).

Table 1. Target Audiences

2.2. KEY MESSAGES

Although some of the most powerful and refined messages of the BRILIAN project were expected to emerge throughout its implementation —particularly as the Work Packages delivered their results— several key messages were already defined early on, considering the diversity among target groups. Additional messages have since been developed based on the results achieved and the lessons learned to date.

These key messages have been gradually revised and adapted to better align with each audience’s expectations and level of involvement.

The table below presents a selection of the key messages that the BRILIAN consortium has formulated up to this point, tailored to the project’s various target audiences. These

messages will continue to be updated as the project progresses and new outcomes become available.

KEY MESSAGES	
Group	Messages
Industrial Companies	<ul style="list-style-type: none"> ▪ Messages related to the high potential of cooperative business models. ▪ The importance of waste and by-products valorization. ▪ Facilitating the quick acceptance of added-value bio-products. ▪ About the necessity of making better use of limited resources (use resources efficiently). ▪ Demonstrating the scalability and replicability of the business models tested in BRILIAN (<i>NEW</i>). ▪ Highlighting success stories that show increased competitiveness and resilience (<i>NEW</i>).
Research community	<ul style="list-style-type: none"> ▪ Messages related to any publishable project technical results, innovation, and progress beyond the state of the art on the proposed lines and future challenges emerged during the project execution ▪ Emphasising interdisciplinary collaboration and knowledge transfer opportunities (<i>NEW</i>). ▪ Sharing experimental methodologies and data management practices developed under the project (<i>NEW</i>).
Policy makers, public bodies and authorities	<ul style="list-style-type: none"> ▪ Messages related to the successful use cases and lessons learnt in BRILIAN project. ▪ How new regulations can ease the way to new added-value bio-products.

KEY MESSAGES	
Group	Messages
	<ul style="list-style-type: none"> Regulatory aspects at EU or regional levels and standardization issues which could reduce project impact. Barriers addressed to promote bio-based value chains and biorefinery concept among primary producers. Showcasing policy recommendations emerging from project outcomes (<i>NEW</i>). Supporting evidence for rural development and circular economy policies (<i>NEW</i>).
Feedstock providers	<ul style="list-style-type: none"> Messages related to the new income opportunities from the bioeconomy sector. The potential for the rotation of crops. Maximization of the synergies among other actors for the uptake of the feedstock. Demonstrating how participation in BRILIAN contributes to more stable market outlets (<i>NEW</i>). Providing visibility to the role of farmers and cooperatives in circular value chains (<i>NEW</i>).
Investors	<ul style="list-style-type: none"> Messages related to the potential of the results obtained. Funding opportunities. Evidence of return on investment potential based on tested business models (<i>NEW</i>). Market readiness level of the solutions developed (<i>NEW</i>).


KEY MESSAGES	
Group	Messages
Consumers and general public	<ul style="list-style-type: none"> ▪ Messages related to the research ambition and objectives, the potential impact on the local regions, lessons learnt and the most tangible results directly and indirectly benefiting consumers. ▪  Raising awareness on the role of agricultural by-products in producing sustainable goods (<i>NEW</i>). ▪ Inspiring trust in cooperative models as drivers of sustainability and innovation (<i>NEW</i>).

Table 2. Key Messages

2.3. COMMUNICATION ACTIVITIES, CHANNELS AND RESOURCES

2.3.1. BRILIAN visual identity

FOOD+I devised a cohesive "look and feel" strategy to ensure maximum visibility and recognition. The Visual Identity Manual was developed to establish a consistent and recognizable image for BRILIAN across all communication tools, products, and events.

The consortium has been provided with access to project logos, visual identities, and other communication resources that are available at the [BRILIAN repository](#).

The primary aim was to ensure that each project document, initiative, or communication was easily identifiable, thereby amplifying its impact and enabling tracking of the project's narrative and progress over time.

Consistency in style, form, and communication has contributed to building a distinct and coherent project personality, enhancing its potential to connect with a broader audience.

The purpose of this document is to standardize and unify the graphic parameters that everyone representing BRILIAN should use. It is essential that this section be read and understood before applying any elements of the visual identity in communication activities.

2.3.1.1. BRILIAN Logo

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

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



Figure 3. BRILIAN Logo proposals

Below BRILIAN’s full logo selected is displayed in its two versions. Please, note that the full logo version includes the claim “Circular Future for Rural Areas”. This version should only be used when the available space guarantees the complete legibility of the claim. In cases where 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 is available in Annexes 1-3 of this document.

2.3.1.2. BRILIAN Templates

To ensure consistency in both external and internal communications among partners, a set of templates has been designed for public and confidential presentations and communications. These templates contribute to the transmission of a unified corporate image.

Three templates have been made available at the [repository](#), one for the deliverables, one for the minutes of the meetings, and the other one for PowerPoint presentations. The use of the templates is restricted to the consortium members and is mandatory for any deliverable or presentation performed within the framework of the project



BRILIAN

Circular Future for Rural Areas



BRILIAN
Circular Future for Rural Areas

Deliverable Title

Deliverable N.N (xx)

WPX Title of the WP



Circular Bio-based Europe
Next Generation



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TITLE



BRILIAN
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Speaker: Name (Organisation)

Place-Date



Circular Bio-based Europe
Next Generation



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Figure 5. BRILIAN Templates

2.3.2. BRILIAN Website (Updated)

The [BRILIAN website](#) has been running and is full operative from M6 (November 2023) serving as a primary source of information regarding BRILIAN's objectives, progress, news, and events.



Figure 6. BRILIAN website

According to the progress of the project, the content of the website has been continuously extended and updated to reflect BRILIAN'S ongoing developments

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, the website offers 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.

Within 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.

The maintenance of the website is the responsibility of FOOD+I, whilst the procurer of the information/documentation might be other consortium members. By the time this version of the CMPD is prepared, two significant actions have been implemented to strengthen the website's impact as an engagement and visibility driver:

Website pop-up to grow subscriber database: To boost the growth of BRILIAN's stakeholder database and newsletter mailing list, a pop-up window was introduced on the homepage, appearing automatically as soon as a user accesses the website. This pop-up invites visitors to subscribe by providing their name and email address.

The pop-up was designed with user-friendliness in mind:

- It features a clean, attractive layout aligned with BRILIAN's visual identity.
- The messaging is simple and persuasive, focusing on the value for the subscriber (rather than the project).
- It includes GDPR-compliant consent language, ensuring users understand how their data will be used and stored.

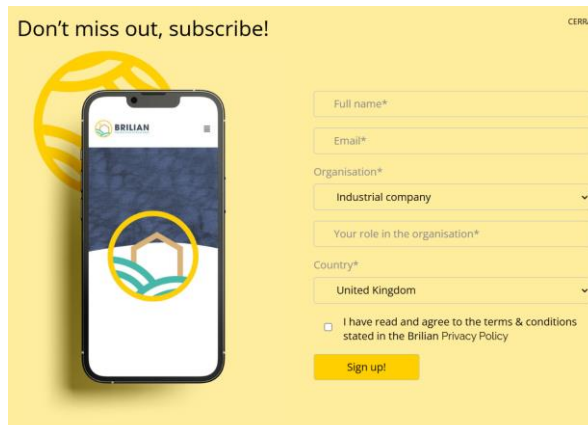


Figure 7. Pop Up

The goal of this action was twofold: first, to transform casual website visitors into active members of the BRILIAN community; and second, to expand the project's long-term communication reach by building a robust, targeted mailing list that has been leveraged for newsletters, event invitations, and dissemination campaigns.

Paid campaign to boost website traffic: Given the ambitious Key Performance Indicator targets set for website visits — and recognising the importance of maximising BRILIAN's visibility among diverse stakeholders — FOOD+I launched a paid digital campaign to drive traffic to the site. The campaign performance was continuously tracked using analytics tools to monitor key metrics such as click-through rate (CTR), conversion rate (subscriptions or actions taken), and cost per click (CPC).

This action helped to significantly increase not only the number of visits to the website but also the visibility of BRILIAN among new, previously unreached audiences, directly contributing to the project's dissemination and impact objectives.

2.3.3. BRILIAN Social Media (Updated)

BRILIAN owns Social Media profiles on LinkedIn, Facebook and X (formerly, Twitter), to increase the impact and generate straight communication channels to allow interactions with the audience through different means depending on the communicative objective. Social networks have proven to be a powerful tool to achieve a multiplier promotional effect on communication activities. For this reason, the project's profiles have been regularly updated to present BRILIAN as an active and engaging project.

The availability of new project results have been communicated informing about their progress and their effect on the primary sector, disseminating the project results and impact. The content is generated by WP7 leader, with the collaboration of all the consortium members. The consortium members also publish relevant information in their social networks, further amplifying the project's reach.

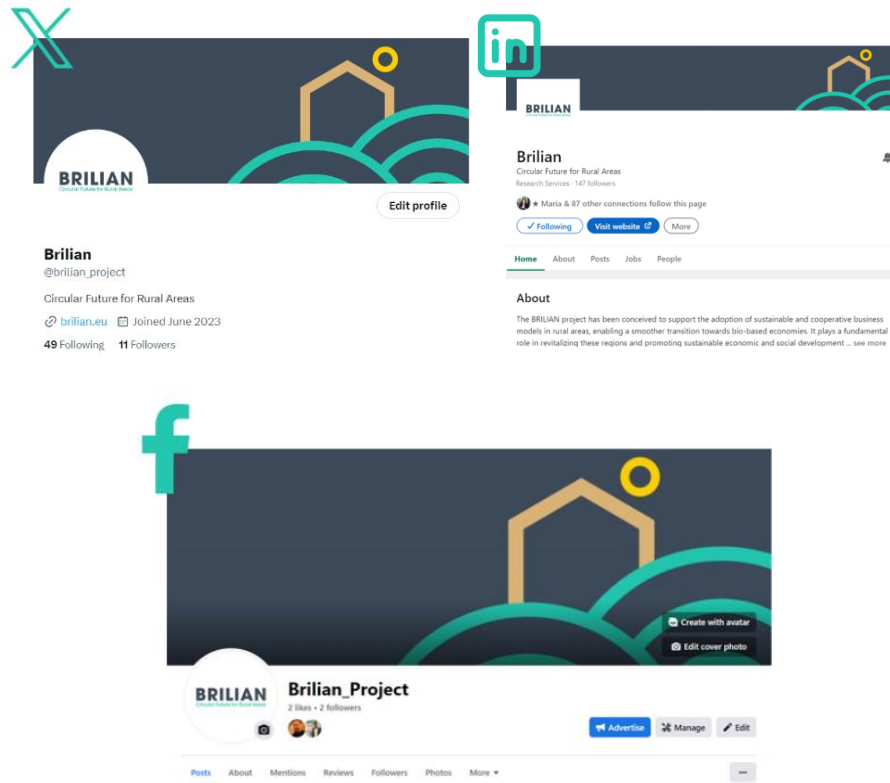


Figure 8. Social Media Profiles

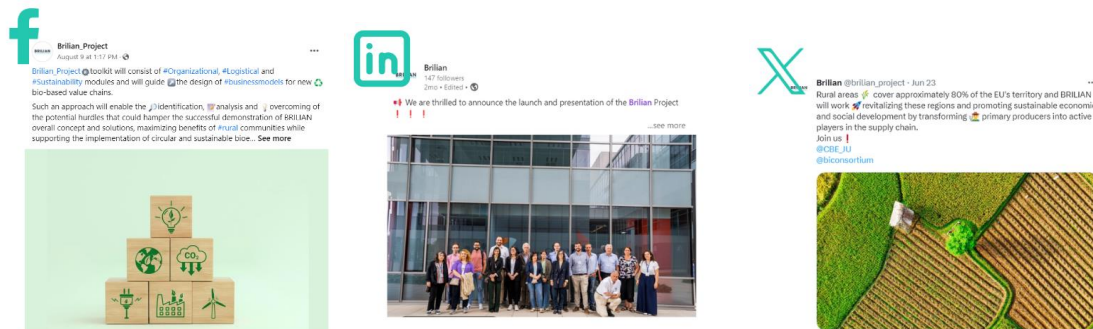


Figure 9. Social Media Publications

During the project lifetime, **LinkedIn** has emerged as the most powerful and effective platform, generating the highest levels of engagement, follower growth, and interaction with targeted professional audiences, including researchers, policymakers, industry stakeholders, and cooperative representatives (see BRILIAN_D7.2 Dissemination and Communication Report (V1)).

As a result of this analysis, it was decided to maintain certain core hashtags that reinforce its identity and brand: #CircularFutureforRuralAreas #Brilian and #BrilianProject.

#HorizonEurope #Sustainability #Innovation #Agrifood #Cooperation #GreenTransition.

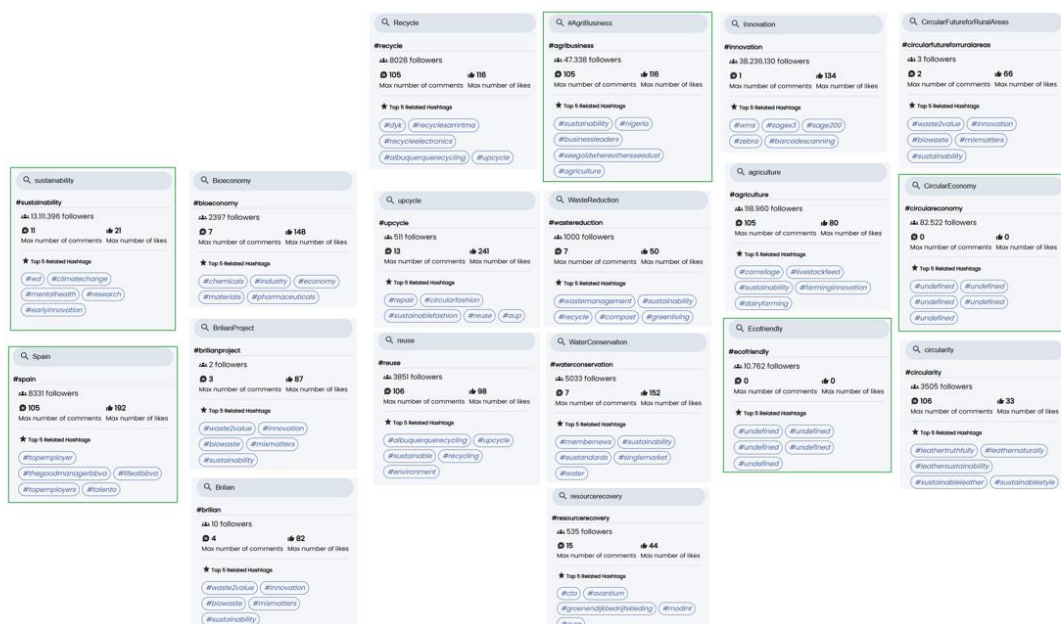


Figure 10. Hashtags analysis I

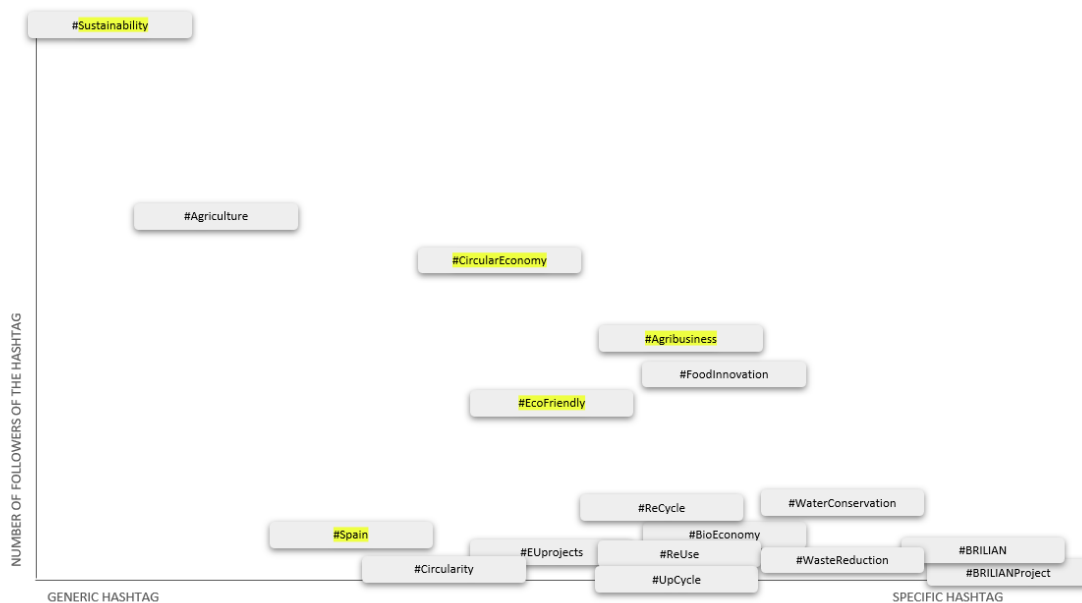


Figure 11. Hashtags analysis II

By combining project-specific hashtags with these more widely used thematic and programme-level tags, BRILIAN’s social media presence has been enhanced, ensuring posts are more easily found by new audiences and better positioned within relevant conversations on sustainability, innovation, and rural development. Additionally, BRILIAN consortium has closely followed the evolving policy changes and shifts occurring on the **platform X** (formerly Twitter), including changes in content moderation policies, reduced platform reliability, and the fact that several other EU-funded projects have discontinued or scaled down their activity on X due to reputational or ethical concerns.

Given this context, the communication team raised the issue with the Project Coordinator to carefully evaluate whether to maintain BRILIAN’s presence on X or to phase it out in favor of other channels. After internal discussions and weighing the potential reach of the platform, the decision was taken to continue using X but in a limited and controlled manner:

- Weekly posts are maintained to ensure the channel remains active and aligned with BRILIAN’s obligations to share public updates.

- However, LinkedIn continues to be confirmed as the principal social media platform for professional engagement, dissemination, and community building, given its superior performance and alignment with the project's target audiences.

This approach allows BRILIAN to preserve a basic presence on X to reach audiences that still rely on it, while focusing its resources and strategic effort on the platform that delivers the strongest and most relevant results for the project's communication objectives.

On the other hand, while BRILIAN maintains an active presence on **Facebook**, the platform has so far shown limited traction compared to LinkedIn, with slower follower growth and lower engagement levels. Despite regular posts and updates, the communication team has identified that gaining momentum on Facebook has been challenging, partly due to differences in audience behaviour and the more professional orientation of BRILIAN's main stakeholder groups.

To address this, FOOD+I has decided to bring forward Phase 2 of the previously planned high-impact social media promotional campaign. While the original campaign was designed to be deployed in two phases — first focusing on lead generation to enlarge the BRILIAN stakeholder database and then moving on to increase social media followers — the decision has been made to accelerate Phase 2, prioritising actions specifically aimed at growing the number of Facebook followers.

This adjusted approach seeks to strengthen BRILIAN's visibility and reach on Facebook more rapidly, ensuring the platform becomes a more effective and complementary communication channel alongside LinkedIn and X. By advancing this part of the campaign, the project aims to maximise engagement opportunities and broaden its outreach to audiences that may be more active on Facebook, such as general public users, local communities, and non-specialist stakeholders.

In addition to the previously described newsletter activities, the BRILIAN website has been reinforced with a **homepage pop-up** (detailed in Section 2.3.2), specifically designed to increase the number of newsletter subscribers and expand the stakeholder database. This pop-up appears automatically when a user enters the website and invites them to subscribe by providing their name and email, clearly outlining the benefits (such as access to updates, event invitations, and project news). The pop-up has been carefully designed to align with BRILIAN's visual identity and is fully compliant with GDPR requirements, ensuring users are informed about how their data will be used.

2.3.5. Press Media Campaign

Creating a strong presence in media has been essential to boost awareness of the project in Europe and internationally. A well-structured media campaign strategy **was developed** to ensure consistent messaging and to monitor the impact of communication efforts throughout the project's duration. Over the course of BRILIAN, a minimum of six press releases have been planned.

The first press release was issued at the beginning of the project, capitalising on its launch phase, and published at Cadena Ser website and Revista Alimentaria.



PRESS RELEASE

Zaragoza, Spain - June 13, 2023

BRILIAN: A Circular Future for Rural Areas in the EU

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

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

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

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



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

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

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



SE2

Elige tu emisor

Sociedad

FOOD+I participa en el proyecto europeo de innovación BRILIAN

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



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

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



REVISTA ALIMENTARIA

INNOVACIÓN CALIDAD SEGURIDAD ALIMENTARIA

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



AGRICULTURA > SOSTENIBILIDAD

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

CLUSTER ALIMENTARIO NOROCCIDENTAL

12 DE AGOSTO, 2023

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

Figure 13. Press Release nº 1

In addition to the press releases, the BRILIAN project has committed to participating in at least two radio or TV programmes aimed at the general public, and has already featured on *Cadena SER* and *Onda Cero*.



Figure 14. Radio Programmes

An intensive use of media channels has been pursued, with the aim of sharing the main publishable developments of the project and reaching a broader audience. To ensure a strategic and effective approach to media outreach, a dedicated database of specialized media outlets was created. This database has been used to distribute news, publishable results, and reportable events.

Media outlets have played a key role in the project’s communication strategy, significantly amplifying its impact. Through both general and sector-specific channels, the project has been able to reach not only the general public but also targeted industrial audiences via specialized media.

2.3.6. Online Info Day

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

The BRILIAN Online Info Day is strategically designed to empower students by



Figure 15. Preliminary proposal for the Info Day promotional material

equipping them with in-depth insights into the bioeconomy sector, waste and by-products valorisation, and innovative cooperative business models.

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

2.3.7. Online Quiz Game

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

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

2.3.8. High-impact social media promotional campaigns (Updated)

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

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

Phase 1 - Lead Generation for Database Enlargement: The initial phase of this campaign focuses on generating valuable leads to expand the BRILIAN database. A robust

database serves as the foundation for personalized marketing efforts and sustains long-term stakeholders' relationships.

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

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

At the time of preparing this M24 version of the Communication and Dissemination Plan, the first high-impact social media promotional campaign is active and has already generated over 1,000 qualified leads, marking a strong start to BRILIAN's digital engagement strategy.



Figure 16 High-impact social media promotional campaign

2.3.9. Short videos (Updated)

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

The first video was launched in Month 6 and focused on providing a general overview of the project and the key challenges it addresses. It featured contributions from the project coordinator and the leaders of the three pilot cases.

The final one will be focused on sharing the main results and outcomes of the project and hence released at the end of the project.

These videos are hosted in BRILIAN YouTube Channel and are available on BRILIAN official website.

In addition to the two short videos initially planned in the Communication & Dissemination Plan, the consortium has recognised video as an increasingly effective tool for reaching and engaging diverse audiences. As a result, several additional video initiatives have been launched.

Specifically, the project's **training sessions have been recorded** and uploaded to the BRILIAN official YouTube channel ([link](#)), making the training content broadly accessible and amplifying its impact.

Furthermore, the consortium has decided to produce pilot-specific videos to showcase the activities and progress on the ground. This will begin with a dedicated video on the Spanish pilot (M24), featuring highlights from the open field site showcase and the industry workshop held on-site within the Food4Future Fair.

In addition, as part of BRILIAN's participation in the Horizon Results Booster (HRB) service — an action not originally foreseen in the Description of Action (DoA) — the

project joined forces with two EU projects, MixMatters and Ellipse, under Module B (Portfolio Dissemination Plan). Through this collaboration, an extra video titled Waste2Value was produced, designed to communicate BRILIAN’s key messages and increase its visibility across a wider range of stakeholders.

Together, these video actions demonstrate BRILIAN’s commitment to leveraging visual content as a strategic communication tool, amplifying the project’s reach, enhancing stakeholder engagement, and ensuring that its achievements are effectively showcased to both professional and general audiences.

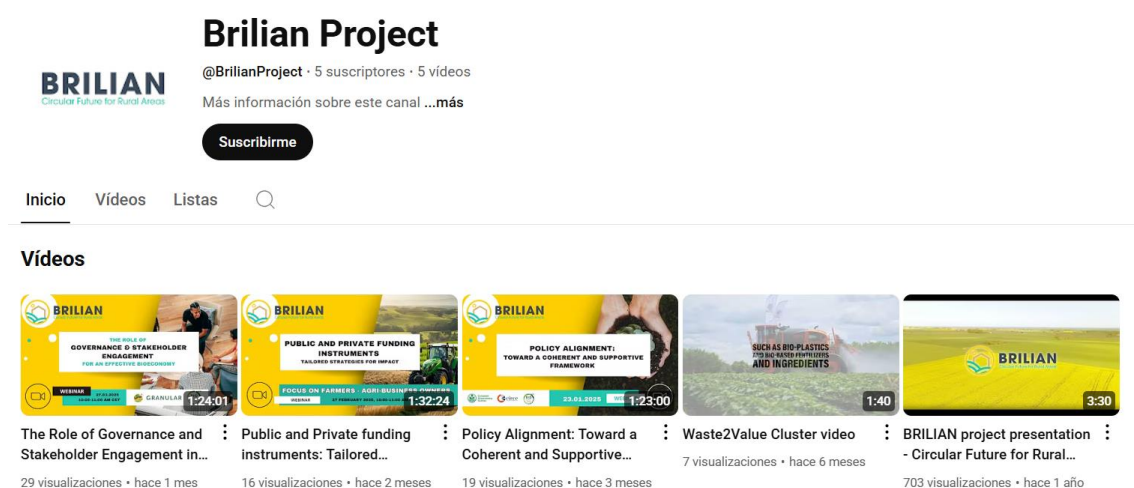


Figure 17. Brilian Videos

2.3.10. Digital and printed material (Updated)

FOOD+i, as leader of Work Package 7, has been responsible for the design and production of all digital and printed communication materials for the BRILIAN project.

While the project initially committed—according to the Description of Action (DoA)—to producing a limited set of core materials, including one general infographic (already produced), two project leaflets (the first, providing a general overview, has already been published), one poster (of which two versions have been developed), and one roll-up

(also completed), the consortium recognised early on that these materials would not be sufficient to fully convey the project's complexity and reach.

As a result, and going beyond the original commitments, several additional materials have been developed to more effectively communicate BRILIAN's concept, pilot actions, and outcomes, as well as to address the specific needs of different stakeholder groups. These include:

- One **BRILIAN Partners Map**
- Three **pilot-specific infographics** (Spanish, Danish, and Italian pilots)
- One **BRILIAN Pilot Key Results** infographic summarising the main outcomes of the pilots

All these materials are available at: <https://brilian.eu/info-packs/>

In addition, further thematic resources—such as materials covering policy-related aspects—have been produced to enrich the project's communication toolkit. These targeted and accessible outputs provide clear summaries of key findings and recommendations for different audiences.

By exceeding the initial scope set out in the DoA, the BRILIAN consortium has demonstrated its strong commitment to effective communication and stakeholder engagement. These efforts have significantly strengthened the project's ability to disseminate its messages clearly and broadly, at local, national, and European levels.

2.3.11. Presentation and Participation at related events and conferences

Participation in general conferences, exhibitions trade fairs and info days aligned or link to the Primary Sector, the Bioeconomy and/or the Circular Economy is an important promotional tool for the implementation of the Communication Strategy. To maximize

the impact of these activities it is essential that these events are aligned with the project, well organized, and properly followed up.

These activities serve to inform and involve industry and society (general public) and they are expected to have a multiplier effect on the impact of the project.

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

2.4. Dissemination activities and materials

2.4.1. Industry Workshops (Updated)

At least three industry workshops (one per pilot) are being organised by FOOD+i, Food & Bio Cluster Denmark (FBCD), and ENCO Srl Engineering & Consulting (ENCO). These workshops have a twofold objective: to spotlight the project's activities and outcomes, and to foster meaningful engagement with key industry stakeholders. These stakeholders include technology providers, end-users, and value chain actors who play an essential role in the successful uptake of BRILIAN's innovations.

The first of these workshops took place in May 15th 2025, under the title *"Upcycling in Agri-Food: Game-Changer or Unrealistic Dream?"*, and was led by FOOD+i with the participation of Paturpat, Ingredalia, Alimentos Sanygran, and ODS Protein. The session featured real-world upcycling case studies and facilitated an open dialogue on current opportunities and challenges in the agri-food sector.

During the workshop, participating companies highlighted the importance of collaboration and transparency, the need for clear frameworks and market validation, and the role of education in overcoming cultural barriers. At the same time, they identified several key obstacles to the scalability of upcycling strategies, such as the cost and variability of by-products, the need for technological solutions, scale-up support and funding, and the complexity of regulatory frameworks.

The main takeaway shared by all participants was the same: without upcycling, there is no sustainable future for the agri-food sector.

The upcoming workshops will be coordinated and, where relevant, co-organised alongside major industry events to maximise outreach and engagement. These sessions are not only intended to present the progress and results of BRILIAN, but also to serve as interactive spaces for feedback, validation, and co-creation, ensuring the project remains aligned with the needs and expectations of industry stakeholders.

Through these workshops, FOOD+i, FBCD, and ENCO aim to foster a collaborative environment in which the insights and expertise of stakeholders actively shape the project's development. Their involvement is essential to unlock the potential of high-added-value bio-based products and to reinforce the market relevance and impact of BRILIAN's core concepts.

2.4.2. Participation at conferences and fairs

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

- **Research and Compile:** the first step in picking the right event for the project begins with researching and compiling a list of the most relevant events taking place throughout the duration of the project.
- **Determine your goals:** before choosing the event and participation (exhibitor, speaker, visitor, etc.) it is needed to determine your goals. Why do you want to present BRILIAN there? Why will this participation benefit BRILIAN project? It is important to bear in mind that the choice will largely depend on which achievements are expected.

- **Target audience:** this section is absolutely crucial for the success of the activity. No matter how important the chosen event is if the expected visitors do not align with the selected target audiences.
- **Visit the forum:** when possible, a great way to gather information about one determined event is to visit it in a former edition. This allows to see the expo from a visitor's point of view and analyse how the BRILIAN participation should be.
- **Organization and communication:** as soon as a participation/organization is certain, it must be recorded on the D&C Logbook. In this way, if the event is recorded beforehand, FOOD+I can provide support and coverage from BRILIAN Official Channels with the aim of boosting the impact of the activity.
- **Follow-up:** once the event is over, the following phase starts. It is advisable to get in touch with the people we have met throughout the event, sending them an email in the days immediately after it.

SCIENTIFIC FORUMS		
Name	Location	Date
Fruit Attraction	Madrid	October 2023
CBE JU Stakeholder Founm	Brussels	6 th - 7 th December 2023
Pitch Perfect and Boost the European Bioeconomy	Brussels	December 2023, 2024 & November 2025
EU Green Week	Brussels and online	June 2024 & 2025
International Green Week	Berlin	January 2024 & 2025
EU Bioeconomy Conference	France, Finland	June 2024 & 2025
BIOEAST Conference	Prague	March 2024
IFIB	Bologna	October 2024, September 2025

SCIENTIFIC FORUMS		
Name	Location	Date
ECOMONDO	Rimini	November 2024 & 2025
Alimentaria Fair	Barcelona	18 th – 21 st March 2024
Food4Future Fair	Bilbao	April 2024, May 2025
The future of food production	Denmark	26 th October 2023
European Forum for Industrial Biotechnology and the Bioeconomy (EFIB)	Netherlands	23 rd October 2023, August 2024
1st National Bioeconomy Congress	Prague	6th December 2023
BIOKET	Reims	March 2024 & 2025
European Wood-based Panel Symposium	Germany	October 2024
European Bioplastics Conference	Germany	December 2023, 2024 & 2025

Table 3. Updated Scientific Forums

2.4.3. Publications in sectorial/specialized media

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

- Primary Sector.
- Food Sector.
- Bioeconomy Sector.

PRE-SELECTED SECTORIAL / SPECIALIZED MEDIA	
Name	Scope
Revista F&H	Spain

PRE-SELECTED SECTORIAL / SPECIALIZED MEDIA	
Name	Scope
Revista MERCADOS	Spain
FRUIT TODAY	Spain
EuroMagazine	Spain
FRESHPLAZA	Spain
HORTICOM	Spain
HORTICULTURA	Spain
Interempresas	Spain
INFORETAIL	Spain
IFOOD	Spain
INDISA	Spain
Revista ALIMARKET	Spain
Revista ALIMENTARIA	Spain
TECNIFOOD	Spain
GÓNDOLA DIGITAL	Spain
Revista ARAL	Spain
Revista INFORETAIL	Spain
DISTRIBUCIÓN ACTUALIDAD	Spain
REVISTA ORIGEN	Spain
POSCOSECHA	Spain
Innovaspain	Spain
Manufacturing Magazine Industry Newsletter	Greece

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

Table 4. Pre-selected sectorial/specialized media

2.4.4. Publications in scientific and technical journals

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

PRE-SELECTED SCIENTIFIC JOURNALS	
Name	Scope
Bioresource Technology Journal	International
Waste Management Journal	International

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

Table 5. Pre-selected Scientific Journals

2.4.5. Policy Feedback Bulletin (Updated)

To support the development of a more enabling regulatory environment for bio-based innovation, BRILIAN includes a dedicated policy feedback activity led by the European Bioeconomy Bureau (EBB). The objective is to identify key policy gaps, monitor regulatory developments, and formulate actionable recommendations for national and European policymakers. This work builds on a continuous assessment of bioeconomy-related policies and regulatory frameworks, aligned with the *Knowledge4Policy* approach.

During the first 24 months of the project, EBB has actively monitored EU policy developments and shared regular updates with the consortium. A policy workshop was held in Brussels (M9), followed by the publication of a policy brief for external stakeholders. The first Policy Bulletin was released in M14 and made publicly available on the BRILIAN website.

Between M14 and M24, EBB issued a series of briefs on topics such as the post-election political landscape, the composition of the new European Commission, the *Competition Compass*, and soil health. It also provided analysis on the ongoing EU Bioeconomy Strategy consultation.

In May 2025, a second Policy Bulletin was drafted and shared with partners for review. In parallel, EBB is coordinating a second policy workshop during EU Green Week (June 2025) to gather input for BRILIAN’s contribution to the Commission’s consultation on the future of the bioeconomy.

Through its Brussels-based presence, EBB continues to ensure that BRILIAN’s insights are channeled to relevant EU bodies, while keeping the consortium informed of key policy dynamics that may influence the uptake and scalability of project results.

2.4.6. Advisory Board of Farmers (Updated)



Figure 18. Advisory Board of Farmers

As an integral part of its management structure, BRILIAN has established an Advisory Board composed, at month 24, by 62 members. This dedicated team focuses on evaluating the potential replication of business models in different regions. Headed by the BIOEAST HUB CR (BHCZ), the board includes representatives from cooperative farms as well as farmer associations, researchers, and agro-industry representatives from the pilot regions but also from the BIOEAST macro-region. Its primary purpose is to facilitate collaborative efforts between farmers, bio-based companies, primary brand owners, market players, and consumers aiming to promote sustainable behaviors and consumption patterns. The group also follows and participates in project activities like webinars and receives regular updates about the progress of the pilots, and policy developments through 2 meetings per year.

Furthermore, the Advisory Board plays a pivotal role in selecting representative farms which will serve as living examples of the successful integration of sustainable agricultural practices and economically viable production within the bioeconomy sector.

2.4.7. Synergies with other EU projects (Updated)

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

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

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

As previously mentioned, BRILIAN has expanded its synergy efforts by applying to the Horizon Results Booster (HRB) service with two additional EU projects, MixMatters and Ellipse, to form a project group under Module B (Portfolio Dissemination Plan) of the HRB programme. This collaboration provides access to customized services including the design and execution of a joint dissemination plan and the production of additional graphic materials such as factsheets and short videos. By participating in the Horizon Results Booster, BRILIAN aimed to significantly enhance its dissemination capacity, reach new stakeholder groups, and amplify the collective impact of aligned EU-funded projects working on related challenges in the bioeconomy and circular economy spaces.

2.4.8. Final conference (Updated)

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 on 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.

In preparation for the final conference, initial conversations have already been started with the project coordinator to explore the possibility of organising a joint event together with the sister project ROBOCOOP-EU and/or other aligned projects. The goal of this joint approach is to maximise audience reach, increase engagement, and strengthen the overall impact by bringing together a broader set of stakeholders, results, and lessons learned across projects working on complementary topics. This collaborative format would also enhance the attractiveness of the event, positioning it as a key gathering point for industrial players, policymakers, and innovation actors in the bioeconomy and circular economy spaces.

3. MONITORING METHODOLOGY

3.1. PLANNING, REPORTING & EVALUATION

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

3.1.1. Key Performance Indicators (KPIs)

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

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

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

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

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

COMMUNICATION KPIs				
Action	Due Date	Evaluation	Target Value	Status at M24
Project corporate communication visual identity, templates and images	M1	Common public image/branding	Imagery in all communications	Delivered
Website	M6	Nº of hits/countries	10000 hits/year from 20 countries	13,170 organic hits + 88.989 from the promotional campaign 83 countries
Social Media	M1	Nº of posts Nº of members	200 post 1000 members	776 1103
Newsletters	From M4	Nº of subscribers Nº of downloaded newsletter (per release)	1500 subscribers 20	1515 (of which 377 From Linkedin Newsletter) 4 Newsletters with 630+ readings
Project promotional material (1 infographic, 2 leaflets, 1 poster, 1 roll-up & 2 videos)	M48	Nº of brochures Video visualization	2000 1500	500 5,867
Press Media and participation in radio or TV programmes	M48	Nº of press releases mail-outs Nº of radio or TV programmes	25 2	6 2
General conferences and exhibitions trade fairs	M48	Nº of events	8	35+
Cooperation with other projects	M48	Collaborated EU related Projects	12	27+

Social and professional networking	M48	Collaboration agreements with relevant networks	6	4
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	Delivered (1) Pending (1)
DISSEMINATION KPIs				
Action	Due Date	Evaluation	Target Value	Status
Open Access Scientific and Technical publications	M48	Nº of papers Nº of downloads of technical project publications	6 50	Pending
Scientific Conferences	M48	Nº of events	6	2 organised & 8 participating
Workshops	M48	Nº of events	3	7 (of which 1 industry workshop)
Final Conference	M48	Nº of attendees	30	Pending

Table 6. KPIs Table

3.1.2. Tools for Communication and Dissemination Monitoring and Reporting (Updated)

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

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

Regular monitoring empowers us to make informed decisions and adjustments to our communication plan as needed. If certain strategies are not yielding the desired

outcomes, we can quickly adapt and implement alternative approaches to achieve better results.

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

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

Before performing the activities, all partners must fill in the document with general information about the event. In this way, having the information beforehand, the Communication Manager deploys 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 added internal evaluations periods. If any deviation is detected, contingency measures will be applied (which has not happened yet).

PARTNER	NAME OF THE EVENT	TYPE OF THE EVENT	INVOLVEMENT OF THE PARTNER AT THE EVENT	DESCRIPTION OF THE ACTIVITY AND OBJECTIVE OF THE EVENT	DISS OR COM	DATE OF THE EVENT	COUNTRY OF THE EVENT	VENUE OF THE EVENT	TARGET AUDIENCE OF THE EVENT	ESTIMATED AUDIENCE OF THE EVENT	SPECIAL REMARKS	LINK
		Choose an option	Choose an option		Use sheet 2	Follow the structure guidelines (D&C)	Choose an option		Choose an option			

Figure 19. BRILIAN Logbook

As part of the ongoing refinement of monitoring and reporting practices, the Communication and Dissemination Logbook has been updated to align with the specific information and structure requested in the Participant Portal. This adaptation ensures that all communication and dissemination activities are not only tracked internally for coordination and corrective actions but also fully compliant with external reporting requirements. The updated logbook improves the systematic collection of relevant

metrics, facilitating the aggregation and presentation of KPI data and enhancing the project's ability to demonstrate progress, outcomes, and impact to the funding bodies. In addition, it has already proven useful in identifying which types of actions are most effective and which communication channels need to be strengthened to maximise overall impact.

4. CONCLUSIONS (UPDATED)

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

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

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

This updated Communication and Dissemination Plan (CDPM) v2 reflects the dynamic evolution of BRILIAN's communication strategy over the first 24 months, integrating a wide range of enhanced and additional actions across all key areas to ensure maximum reach, stakeholder engagement, and project impact.

In parallel, both the target audiences and the key messages have been revised and refined to reflect the lessons learned, the progress made, and the evolving priorities of the project, ensuring that communication efforts remain relevant, inclusive, and aligned with BRILIAN's strategic objectives.

Significant updates have been introduced in the **website section**, where new tools such as a homepage pop-up were added to increase newsletter subscriptions and expand the stakeholder database, complemented paid campaign to boost website traffic and amplify outreach.

On **social media**, LinkedIn has been confirmed as the principal platform for professional engagement, supported by a refined hashtag strategy to improve post visibility. Despite challenges, X (formerly Twitter) has been maintained with a controlled posting strategy, while the Facebook campaign's Phase 2 will be brought forward to accelerate follower growth and reinforce the channel's presence.

In the **newsletter strategy**, the project expanded beyond the LinkedIn newsletter by launching an additional Mailchimp-based newsletter aimed at engaging civil society audiences with accessible, educational content derived from social media lead-generation campaigns.

The launch of BRILIAN's **high-impact social promotional campaign** marked a significant step forward in expanding digital engagement. By Month 24, the first phase has generated over 1,000 qualified leads, significantly enlarging the project's stakeholder database and enabling more targeted communication. This initiative not only amplified visibility but also laid the groundwork for long-term community building, reinforcing BRILIAN's ability to reach diverse audiences and ensure the uptake of its results beyond the core consortium.

The **video section** saw a notable expansion, going beyond the two originally planned videos to include recorded training sessions, pilot-specific showcases (starting with the Spanish pilot), and the production of the Waste2Value video under the Horizon Results Booster (HRB) service, illustrating BRILIAN's strategic use of visual content to strengthen dissemination.

Regarding **digital and printed materials**, the project exceeded its initial commitments, producing additional infographics (general concept, partner map, pilot-specific), a key results factsheet, and thematic materials (e.g., on policy topics), responding flexibly to emerging project needs and ensuring comprehensive stakeholder communication.

The **first Industry Stakeholder Workshop**, titled *"Upcycling in Agri-Food: Game-Changer or Unrealistic Dream?"*, was successfully held in May 2025. Organised by FOOD+i, it brought together industry players to explore real case studies, identify common

challenges such as cost variability, regulatory hurdles, and scale-up needs, and highlight enabling factors including collaboration, transparency, and education. This event marked the beginning of a series of workshops to be organised by FOOD+i, FBCD, and ENCO, designed to present BRILIAN's results and stimulate two-way exchange with key actors from the agri-food sector.

Within the **Policy Feedback Bulletin** two policy workshops were held, and two bulletins and several briefs were published on key topics such as soil health and the new EU political cycle, ensuring ongoing engagement with EU institutions.

The **Advisory Board of Farmers** gathered 62 representatives from the farming and agri-food sectors to assess the replicability of sustainable business models. Through regular meetings, involvement in project activities, and the selection of showcase farms, the board facilitated knowledge exchange and strengthened connections between farmers, industry, and consumers.

In the **synergies section**, BRILIAN deepened its collaboration efforts, not only maintaining strong ties with aligned projects and initiatives, but also joining forces with MixMatters and Ellipse through the HRB Module B service to design and execute a joint dissemination strategy. Initial discussions have also been launched to explore a **joint final conference**, aiming to pool audiences, increase engagement, and create a higher-profile event with broader European impact.

Finally, in the area of **monitoring**, the Communication and Dissemination Logbook has been adapted to align with the updated information requirements of the European Commission portal, ensuring comprehensive tracking of KPIs and streamlining reporting processes to funding bodies.

Together, these updates ensure that the CDPM remains a robust, living document, fully aligned with BRILIAN's evolving communication and dissemination needs. By combining a clear methodological framework with the flexibility to integrate new tools, partnerships, and strategies, the project is strongly positioned to maximise its short- and

long-term impact, demonstrate value to stakeholders, and contribute meaningfully to advancing the bioeconomy and circular economy agendas in Europe.

5. REFERENCES

- [1] Dissemination and exploitation of research results (europa.eu). [Link](#).
- [2] de Blas, O., & FOOD+i. (2025). Communications & Dissemination plan and materials (First version) D7.1. Zenodo. <https://doi.org/10.5281/zenodo.15348875>
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ANNEXES

ANNEX 1 BRILIAN COLORS



#3c4a59



#22c6ae



#dbb377



#ffcf00

ANNEX 2 BRILIAN FONTS

Text:

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

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
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HEADING 1

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Heading 4 and posteriors

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BRILIAN
Circular Future for Rural Areas

Logo:

BRILIAN

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Circular Future for Rural Areas

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ANNEX 3 BRILIAN LOGO

