

D5.2 – DISSEMINATION AND COMMUNICATION PLAN

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This document is the updated version of the BIOSWITCH project Dissemination and Communication Plan (contract no. 887727) corresponding to D5.2 (M3) led by SIE. This document describes the Dissemination and Communication Plan adopted by the BIOSWITCH project for two years, whose main objective was to ensure that the results reached the relevant stakeholders for a wider brand owners' switch exploitation promotion.





BIOSWITCH

Project details			
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BIOSWITCH

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Document History			
Date	Version	Name	Changes
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22/07/2020	2	Second draft	Implemented feedback from the partners
30/07/2020	3	Third draft	Implemented feedback from the partners
03/08/2020	4	Fourth draft	Implemented feedback from the partners
04/08/2020	5	Fifth draft	Implemented feedback from the partners
18/08/2020	Final version	Final version	Consolidation
24/05/2022	1	Updated version	New actions and events included
25/05/2022	2	Quality review	Comments included
30/05/2022	Final version	Final version	Changes implemented and final version





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ACRONYMS AND ABBREVIATIONS

ACRONYM	FULL NAME
AS	Associations
BBI JU	Bio-based Industries Joint Undertaking
BI	Bio-based Industry
BIC	Bio-based Industries Consortium
BS	Biomass suppliers
BO	Brand Owners
BTG	B.T.G. Biomass Technology Group BV
CLIC	Clic Innovation Oy
CO	Consumers
CTA	Corporación Tecnológica de Andalucía
DCP	Dissemination and Communication Plan
DoA	Description of Action
EC	European Commission
FBC	Food & Bio Cluster Denmark
FF	Flanders' FOOD
GDPR	General Data Protection Regulation
GP	General Public
ITT	Institute of Technology Tralee
KPI	Key Performance Indicators
PM	Policy Makers
SC	Scientific Community
SIE	Sustainable Innovations Europe SL
TM	Trade Media
VTT	Teknologian tutkimuskeskus VTT Oy
WP	Work Package

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1 INTRODUCTION

This document describes the Dissemination and Communication Plan that has been adopted by the BIOSWITCH project for two years, whose main objective was to ensure that the results reached the relevant stakeholders for a wider brand owners' switch exploitation promotion.

First of all, it presents the objectives of the dissemination and communication plan, the main target audiences and the key messages, to follow with the tools and channels. Within these tools and channels, different means and platforms, such as the website, the social media channels, printed materials, newsletters, press releases, scientific journals and trade media are explained. In addition, it also discusses the participation in conferences, workshops, and events. The stakeholders' engagement is also explored, to then proceed to evaluate which indicators and targets were set to evaluate the communication efforts.

The dissemination and communication involved different levels (European level, national level, regional level, etc.) and referred mainly to external communications, but also internal. These realms were also considered in the plan below.

The initial timeline with the main three communication phases is presented, to finish with an overview of the actions carried out during the project duration.

1.1 Context of WP5 BIOSWITCH toolbox promotion and exploitation

The main objective of this WP is to maximise the impact of the project results during its lifetime and after the project's end. More in detail, the specific objectives are:

- To document undertaken dissemination and communication activities through a detailed and updated plan.
- To ensure the results reach the relevant stakeholders for a wider brand owners' switch exploitation promotion.
- To develop detailed materials for the enhancement of the BIOSWITCH promotion.
- To promote the social and market acceptance of the BIOSWITCH Toolbox and the rest of outputs.
- To define the exploitation strategy and market assessment for BIOSWITCH and agreements between the pan-European clusters.
- To plan the market uptake acceleration to use of the toolbox after the project's end.

WP5 consists of three tasks, all of them lasting from the start of the project till the end:

- T5.1 Dissemination and communication strategy and action plan.
- T5.2 Online & Offline Dissemination & Communication activities.



- T5.3 Requirements for sustainable business models dealing with platforms features and related services.

1.2 Objectives of Task 5.1

The Description of Action (DoA) contemplates that a detailed Dissemination and Communication Plan (DCP) should be produced at the beginning of the project (M3), based on the draft detailed at Section 2.2 of the project proposal and in collaboration with all the consortium; the idea was to outline the project's audiences, key messages and communication channels for the dissemination. The initial plan provided an integrated, accurate and efficient dissemination strategy, highlighted the key messages, potential audiences, roles and responsibilities and methods of communication that was used for the BIOSWITCH tool promotion and the rest of the results. The first list of stakeholders' network was defined in the proposal stage and was updated with the collaboration of all the partners to include all relevant actors in consultations devoted to better explore the local contest and adapt the technologies, using also inputs from Task 1.1 and the BIOSWITCH framework development. The involvement of stakeholders from the beginning of the project was crucial to raise awareness about related problems and to enhance the community's acceptance of the proposed efficient exploitation strategies. All these actions were conducted respecting GDPR issues and aligned with the project Data management plan produced in WP6.

1.3 Objective of the DCP

The main objective of the BIOSWITCH DCP is to establish guidelines and a plan to ensure that the project's results reach the relevant stakeholders for a wider brand owners' switch exploitation promotion outcome. It is anticipated that contributors to BIOSWITCH's market uptake and exploitation are clearly identified and motivated to proactively participate.

A multistep and multichannel approach was used in the BIOSWITCH dissemination strategy in order to reach and engage different stakeholders and target groups with adjusted information for needs and interests. Awareness was raised to all possible project beneficiaries.



2 TARGET AUDIENCE

In order to maximise the effect of dissemination, communication and exploitation activities, key messages and actions had to be tailored to the different target audiences, considering aspects such as level of expertise and/or knowledge, location, language, socio-cultural dimension, etc. Hence, it can be distinguished between a more general audience encompassing the overall society and the media, and a specific audience with different types of stakeholders.

The project expected to reach the following number of stakeholders:

- 400 organisations and stakeholders,
- 180 brand owners,
- 81 clusters.

The following table shows the main actors identified and the main results that were disseminated to them during the project.

TABLE 1. TARGET GROUPS & CONTENTS

Target group / Stakeholder	Targeted results/content
Bio-based Industry (BI)	- Possibility of creating alliances with brand owners in order to develop new value chains.
Brand Owners (BO)	- Solutions to perceived risks. - Review of main paths /actions as best practices. - How switching to bio-based will make brand owners more appealing to consumers. - Success stories from other brand owners. - Regional facilitators that can support the brand owners. - Availability of more advanced tools for sustainability assessment and open innovation.
Consumers (CO)	- Added value of bio-based products. - Possibility of participation in regional workshops in order to discuss with brand owners.
Biomass suppliers (BS)	- New connections with brand owners to increase the availability of the biomass resources and build value chains.
Scientific community (SC)	- Lessons learned from sustainability assessment of bio-based approaches.
Clusters/Associations (AS)	- Support data exchange and cross-sectoral collaboration between industries.
Policy makers (PM)	- Foster the replication and the public-private link.



	<ul style="list-style-type: none"> - Increase awareness of the capabilities and uses of the BIOSWITCH Toolbox. - Need to review the legal framework and stimulate incentives. - Information about brand owners perceived risks.
General Public (GP) & Trade Media (TM)	<ul style="list-style-type: none"> - Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Potential of the bio-based industry in Europe bringing wealth and jobs. - Usefulness of EU R&D and BBI JU funds. - Illustrative and didactic graphic and video materials.

Several key stakeholders were already identified by consortium partners at the beginning of the project, such as the Bio-based Industries Consortium Industry Group, the Bio-Based and Biodegradable Industries Association, the European Bioeconomy Alliance, EuropaBio, European Bioplastics, Allthings.bioPRO, BioVale, Flanders Biobased Valley. Among the policy and public administration, stakeholders at both regional and European level were identified, from the Irish Department of Agriculture, Food and the Marine, to the European Commission's Directorate-General for Agriculture and Rural Development, just to mention a couple. The partners continued working on the stakeholders' list and adding relevant entities and individuals to it.

Several trade media were also identified at the beginning, such as, Innovators Magazine, Greentech Media, Bio Market Insights, Futureenergy, EU Reporter and Biobased Press.

Likewise, similar European projects were identified to search for synergies, such as Allthings.bioPRO, BioBridges, Biocando, Bioforever, BioVoices, Bioways, CELEBio, InGreen, LIFT, and Transition2Bio among many other initiatives funded by the Bio-based Industries Joint Undertaking (BBI JU).



3 KEY MESSAGES

BIOSWITCH is structured in four technical WPs that are complemented with the BIOSWITCH toolbox promotion and exploitation, the Project management WP and the Ethics requirements one.

Throughout the four technical WPs, the BIOSWITCH project generated large amounts of information, creating interest towards the bio-based industry and bio-based products. It was crucial to identify the outputs and messages from developed WP's and their appropriate tools/channels for dissemination. Table 2 below demonstrates the key messages from each WP. The main, but not limited to, target group(s) and channels are also identified. The consortium group continuously disseminated messages including general objectives and partnership participation in project-related events. This included confidential commercial meetings, presentations, gatherings with potential customers, and scientific papers and events.

The table below presents the four technical WPs, the key messages that were expected to derive from each of them, the target groups to which they were disseminated, and the key channels used to do so.

TABLE 2. KEY MESSAGES

WP	Key Message	Target group / Key channels
WP1. BIOSWITCH framework development and mapping and analysis exercise	- Identified needs, risks and motivations of brand owners switching to bio-based approaches.	BO, BI, AS, PM
	- Best practices, case studies and success stories.	Surveys, Website, Social media, Newsletter, Workshops
	- Main drivers and motivations to switch to bio-based.	
WP2 BIOSWITCH toolbox development	- Initial configuration of BIOSWITCH toolbox and self-assessment test	BI, BO, BS, SC
	- Set of developed materials - Highlighting the benefits of switching to bio-based approaches	Website, Social media, Newsletter, Conferences and events
WP3 BIOSWITCH toolbox validation	- Launch the toolbox	BI, BO, BS, SC, PM
	- Highlighting the benefits of switching to bio-based approaches	Website, Social media, Newsletter, Conferences and events, Press release, Scientific Publications
	- Benefits of the toolbox	
	- Success cases	BO, BI, AS, PM, GP, TM



<p>WP4 European roll-out and replication</p>	<ul style="list-style-type: none"> - The importance of switching to bio-based - Awareness campaigns regarding the positive impact this project can have in terms of employment and improvement on sustainability methods. - Potential of the bio-based industry in Europe bringing wealth and jobs. 	<p>Website, Social media, Newsletter, Conferences and events, Press release, Webinars, Workshops, Scientific Publications</p>
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4 TOOLS AND CHANNELS

Different tools and channels were used to disseminate and communicate the activities carried out by BIOSWITCH and its results. Each tool and channel was used appropriately to address different target groups at different stages of the proposed implementation, thereby increasing the efficiency of the Dissemination Plan. The relationship between the tools and channels, the target groups and the expected results are presented in Table 3.

TABLE 3. TOOLS AND CHANNELS

Channels	Tools	Target groups	Impacts
Printed materials	Brochure	All target groups	Raise awareness about the project goals, expected impacts and inform about its benefits.
	Leaflet		
	Poster		
	Rollup		
Online presence	Website	All target groups	Inform on the day-to-day achievements of the project and its milestones achieved.
	Newsletters		
	Social media		
Publications	Scientific papers	All target groups	Demonstrate that the tool effectively accomplishes the objectives of the project.
	Articles		Create awareness of the new technologies and promote the impact of the project
	Press releases		
Events (organised by BIOSWITCH)	Workshops	BI, BO, CO, BS, SC. AS, PM	Familiarisation with technical performance and specifics
	Webinars	BI, BO, CO, BS, SC. AS, PM	Share results with projects of the same call or focused on similar topics.
Events (attended by BIOSWITCH)	Conferences	BI, BO, CO, BS, SC. AS, PM	Expand the knowledge gained through the project
	Tradeshows	BI, BO, CO, BS, SC. AS, PM	Create awareness of the advantages of switching to bio-based, spread the word about the BIOSWITCH toolbox and boost the switch to bio-based approaches.

The tools and channels included the project website, articles targeted at both a lay and a technical audience, press releases, e-newsletters, scientific papers and leaflets, social media presence, and participation in workshops/conferences.

Communication activities to stakeholders outside the project group were based on the dissemination plan presented in section 2.2. of the Grant Agreement. The journal articles were primarily intended to communicate the results to the scientific and academic communities. Project presentations at technical conferences were intended to reach the same audience.

Any dissemination activities and publications in the project, including the project website, were specifying that the project has received funding from the European Union's Horizon 2020 programme, as well as displayed the European emblem and the BBI JU and the BIC logos. All publications were referencing the grant agreement number (887727) too.





FIGURE 1. LOGOS TO DISPLAY IN ALL PROJECT PUBLICATIONS AND DISSEMINATION ACTIVITIES

4.1 Project identity

A recognisable project identity was developed to build a visual brand following the Web Content Accessibility Guidelines, including perceivability, operability, understandability, and robustness. The project identity offers a package of templates that facilitated the building of reputation progressively throughout the project. This included creating a project logo and an accompanying style guide. These were consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters and EC Report and can be downloaded from the project website: <https://bioswitch.eu/documents/>





Brand Guidelines

Color palette

#ffffff R 255 G 255 B 255	#8e44ad C 62 R 142 M 18 G 185 Y 100 B 21 N 3	#9ec753 C 47 R 158 M 0 G 199 Y 89 B 83 N 0	#007264 C 58 R 102 M 39 G 114 Y 54 B 100 N 27	#f1c40f C 58 R 248 M 29 G 171 Y 54 B 12 N 27
Text/background/icon				
#e6e6e6 R 239 G 239 B 239	#9ec753 C 47 R 158 M 0 G 199 Y 89 B 83 N 0	#f1c40f C 58 R 248 M 29 G 171 Y 54 B 12 N 27		
Background/graphic elements				

Font setting print & desktop presentation

Title Bold MAJ 26pt CORBEL	#8e44ad	ABCDEFGHI
Title 3 Bold MAJ 18pt CORBEL	#8e44ad	ABCDEFGHI
Titre 2 Bold 16pt Corbel	#9ec753	Abcdefghi
Titre 3 Regular 13pt Corbel	#007264	Abcdefghi
Text Regular 11pt Corbel	#007264	Abcdefghi

FIGURE 2. BIOSWITCH BRAND GUIDELINES 1





FIGURE 3. BIOSWITCH BRAND GUIDELINES 2

4.2 Project website

BIOSWITCH has developed and is keeping updated a website www.bioswitch.eu. The URL name was reserved on the first day of the project, 1 June 2020, and it was kept during the project's execution and will stay active for two years after its completion. Since all the promotion, dissemination and



communication was centred around the brand name “BIOSWITCH”, it was crucial to secure this easy-to-find URL.

The website has been the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The aim has been to inform stakeholders and associated industries about project developments, but also to present the project's achievements and the BIOSWITCH developments to the public.

All partners have contributed to the website by providing relevant project information. All communication efforts by project partners and social media were always redirected to the BIOSWITCH website. Traffic to the website has been increased by creating mutual links between the partners' websites and other relevant websites.

The project website has been constantly updated with the following information:

- Latest news about the project's progress and results.
- Details about the consortium partners.
- Electronic materials (newsletter, infographics, articles).
- A training and e-learning section.
- Contact information.
- Social media links.
- The project's videos
- Webinars and events organised and attended

The project website was set up and has been managed, maintained and hosted during the project life-time and for a further 2 years after the completion of the project. SIE is the main responsible for keeping the website up and running, and all the partners should contribute with the provision of news and content to keep it updated. Statistical data was collected about the website visitors that subsequently was analysed by Google Analytics and included in the project reports. The DoA included the measurable target of reaching 5,000 visitors throughout the project duration, which is a KPI that has been successfully accomplished. Other indicators that were assessed to evaluate the impact of the website were:

- The bounce rate: 41 to 55 % is roughly average; the final bounce rate was 30%, which is lower than the average, thus, is a better result
- The session duration: 2 – 3 minutes is a good average session duration; the average of the session duration is lower than 2 minutes because this takes into account the visits obtained when the project began with almost no content. For example, in the last month of the project, the session duration is higher than 2 minutes.

All relevant data can be seen in the following figure.

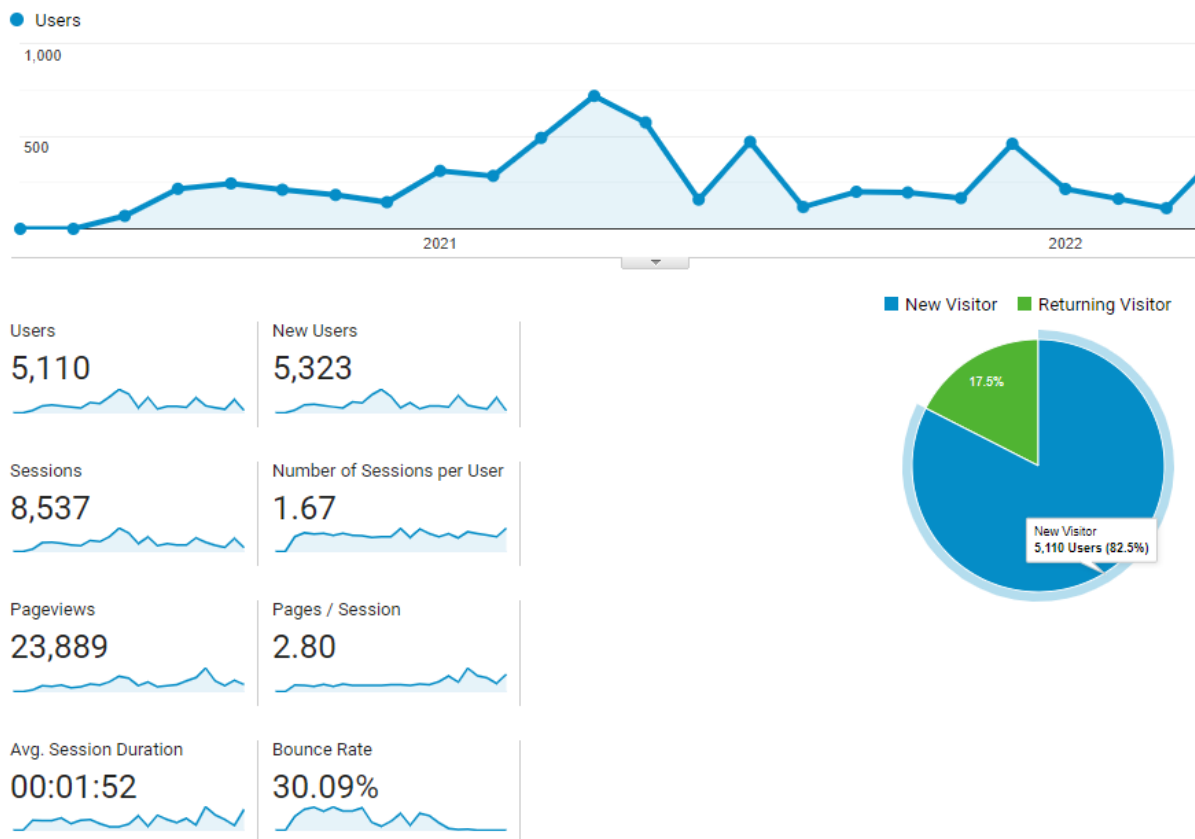


FIGURE 4. DATA FROM THE WEBSITE SINCE THE PROJECT STARTED (GOOGLE ANALYTICS)

The website has been designed in responsive to work on a variety of browsers, devices, and screen sizes, such as smartphones and tablets.

4.2.1 Update Home page

The Home page was updated after the 1st version that was created at the beginning of the project to include the final project video, so users can use the slider to decide which one they want to watch.

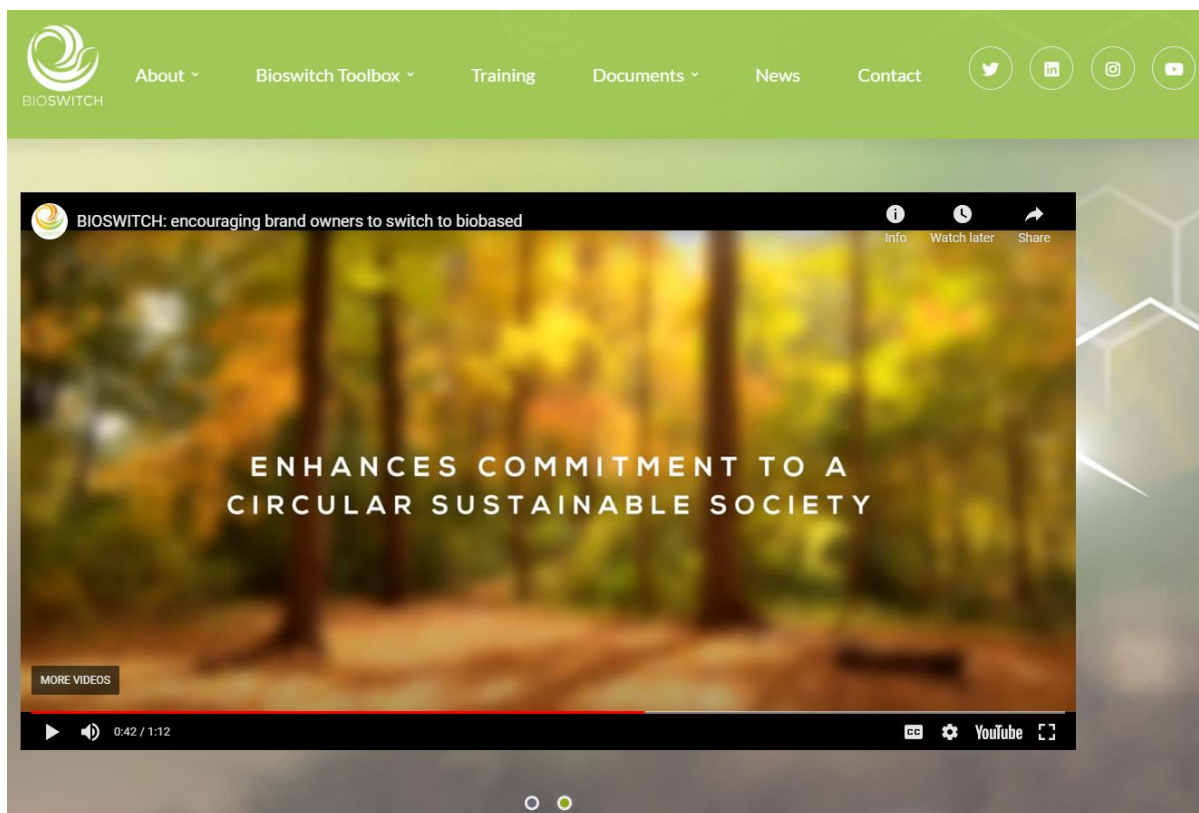


FIGURE 5. HOME PAGE WITH VIDEO 2

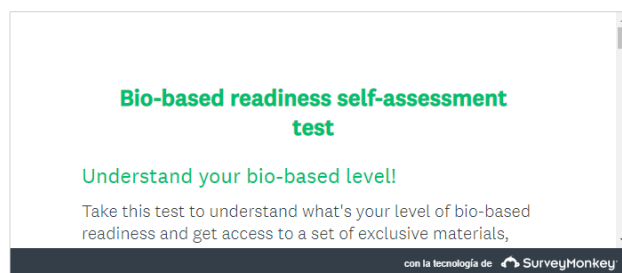
4.2.2 BIOSWITCH Toolbox

After the Toolbox validation and development as part of the activities carried out in WP2 and WP3, a dedicated section on the website was created to include all the materials that are part of the BIOSWITCH Toolbox. Different sections were created:

- Bio-based readiness self-assessment test
- Learning and awareness tools
- Adoption tools
- Consolidation tools
- Additional tools from related initiatives

BIO-BASED READINESS SELF-ASSESSMENT TEST

Take this bio-based readiness test now to understand at which stage of the transition from fossil-based to bio-based you are!



We have divided our communication-type tools into different levels for organizational matters, but we encourage you to have a look at them all. No matter what your level is, you may find them useful!

FIGURE 6. BIO-BASED READINESS SELF-ASSESSMENT TEST

LEARNING AND AWARENESS TOOLS

You may find our Learning and Awareness Tools interesting and useful if you are at the beginning of your bio-based transition journey, if you don't even know that a bio-based change is possible or understand what it implies.

Here you will find more information and evidence to convince you to make a step forward.



HOW DO I SWITCH TO BIO-BASED?

Watch

Webinar reviewing best practices and a set of different case studies of brand owners who successfully switched to bio-based approaches.



SWITCHING TO BIO-BASED HALL OF FAME

Watch

Video with extracts from the BIOSWITCH webinar presenting the success stories of different brand owners which can act as motivation.



WHY SWITCHING TO BIO-BASED? PROJECT VIDEO

Watch

Know more about the BIOSWITCH project, as well as the main incentives and motivations for brand owners making the switch from fossil-based to bio-based.



CONSUMER AND BIO-BASED PRODUCTS, A LOVE STORY

Download

Information about how consumers conceive and understand bio-based products, and the incentives and motivations that drive them to purchase them instead of fossil-based alternatives.



UNDERSTANDING THE MAIN BARRIERS

Download

Understanding the main barriers perceived by brand owners is the first step to overcome them. This infographic provides insights into these barriers as well as background and supporting information to help brand owners bust some of the bio-based myths.



GLOSSARY

Download

Glossary of alphabetically ordered terms and definitions related to the bioeconomy.

FIGURE 7. LEARNING AND AWARENESS TOOLS



BIOSWITCH



About ▾

Bioswitch Toolbox ▾

Training

Documents ▾

News

Contact



ADOPTION TOOLS

You may find our Adoption Tools very useful in order to accelerate your journey when you are at the medium stages of the bio-based transition journey.

At this stage you understand the benefits of switching to bio-based and the feasibility of the transition but would still benefit from some guidance on how to: implement new value chains, convince your management or new investors about the benefits of switching to bio-based alternatives/technologies and properly communicate to customers how the switch to bio-based will benefit them.



WHAT CAN BIOSWITCH DO FOR YOU

Download

Get to know more about the project: what it is about, how a stakeholder can engage and benefit from it!



WHO CAN HELP ME?

View

Find who can support you in each EU country during your transition to bio-based materials and processes.



#IAMBIOBASED

Download

Set of communication guidelines, customisable messages, and materials that brand owners can use on social media to reach customers and consumers and make them aware of the relevance of switching from fossil-based to bio-based approaches.



BUILD ME THE VALUE-CHAIN SERVICE

More info

The transition to bio-based might require from new value-chains, new partners and new alliances. We can help you!



ONLINE MATCHMAKING SERVICE

More info

Meet potential collaboration partners online and expand your network in a resource efficient way.



SUSTAINABILITY ASSESSMENT TOOL

Take assesment

Test the effects that a specific process or material change in your planned production have on the overall key performance indicators, such as carbon footprint.

FIGURE 8. ADOPTION TOOLS



CONSOLIDATION TOOLS

If you have implemented bio-based approaches to a great extent, but you feel that you may still benefit from some guidance to make the most out of your transition, you may find our Consolidation Tools very useful.

Here you will find tools to raise awareness among your staff on the advantages of being bio-based, on how to properly develop and improve the needed value chain and on how to make the most out of open innovation ecosystems.



WE ARE ALL BIOBASED

Download

Key facts and figures to gain and share knowledge about why a bio-based approach is important, including best practice case studies.



OPEN INNOVATION ENABLER BOOKLET

Download

Overview of Open Innovation in the bio-based area and why it is needed



OPEN INNOVATIONS TOOLS

Watch

Introduction video to some key Open Innovation tools.



OPEN INNOVATION ASSESSMENT

Take assesment

What do you need to implement Open Innovation? Take 2 minutes to fill in this test and receive a customised assessment about the best tools and practices to promote and expand an Open Innovation strategy in your organisation.

FIGURE 9. CONSOLIDATION TOOLS

ADDITIONAL TOOLS FROM RELATED INITIATIVES

We have screened several related initiatives about bio-based products and selected a set of materials that could serve you to deepen your knowledge about the bio-based industry and inspire you in the transition.

 <p>A BIO-BASED DAY Play video</p> <p>Is it possible to adopt a more sustainable lifestyle? This video shows a day in which many fossil-based products can be replaced by bio-based products. Developed by Biobridges.</p>	 <p>THE BIO-ART GALLERY Watch it</p> <p>Collection of stunning photographic panels of feedstocks, associated with related bio-based products, aimed to attract interest and curiosity and to inform about bioeconomy. Developed by BIOVOICES, Biobridges and Bioways.</p>	 <p>A JOURNEY TO THE BIOECONOMY FUTURE! Watch it</p> <p>Brochure introducing a suitcase fully packed with bio-based products. Developed by BLOOM.</p>
 <p>BIO-PLASTICS F.A.Q Watch it</p> <p>F.A.Q. providing clear and concise information on facts and myths regarding bio-based and biodegradable plastics. Developed by GLOPACK.</p>	 <p>PUBLIC PROCUREMENT F.A.Q Watch it</p> <p>F.A.Q. providing brief information on public procurement of bio-based products. Developed by InnProBio.</p>	 <p>EUROPEAN CONSUMERS: PERCEPTIONS OF SUSTAINABLE PACKAGING Play video</p> <p>Video recording of a webinar on the perception and expectation of consumers regarding sustainable packaging. Developed by MyPack, GLOPACK and YPACK.</p>
		

FIGURE 10. ADDITIONAL TOOLS

In addition, a dedicated page to the [BIOSWITCH online matchmaking event](#) service was created to make it easier for users to access it.

4.2.3 BIOSWITCH Training section

All this programme has been included on the project website in three different sub-sections:

- Roadmap: targeting cluster managers, innovation agents and any kind of organisation willing to support brand owners' journey, it provides information about how to motivate and help brand owners.
- Workshops & Webinars: it includes some webinars that have been organised for raising awareness about how to switch to bio-based approaches, how to use the BIOSWITCH Toolbox and different sector-based webinars.
- Train-the-trainer event: this section includes the recording of the final event & train the trainer workshop event.

The materials include videos, pdf documents and storymaps that contribute to bringing Europe to the forefront of the bio-based economy by encouraging and supporting brand owners from different sectors to switch to bio-based approaches.

More information on the training programme can be found on *Deliverable 4.2 BIOSWITCH Training Programme*.



OVERVIEW



The BIOSWITCH Training programme has been developed to support the transfer of the BIOSWITCH toolbox all over Europe and particularly across other bioeconomy clusters and brand-owners. It targets cluster managers, innovation agents and public administration.



Figure 11. Training programme section overview



4.2.4 News section

This section has been constantly updated by SIE since the beginning of the project. It was a place to share events organised or attended, milestones achieved, reports available, publications, partners' interviews and much more. A total of 39 news has been written and included.

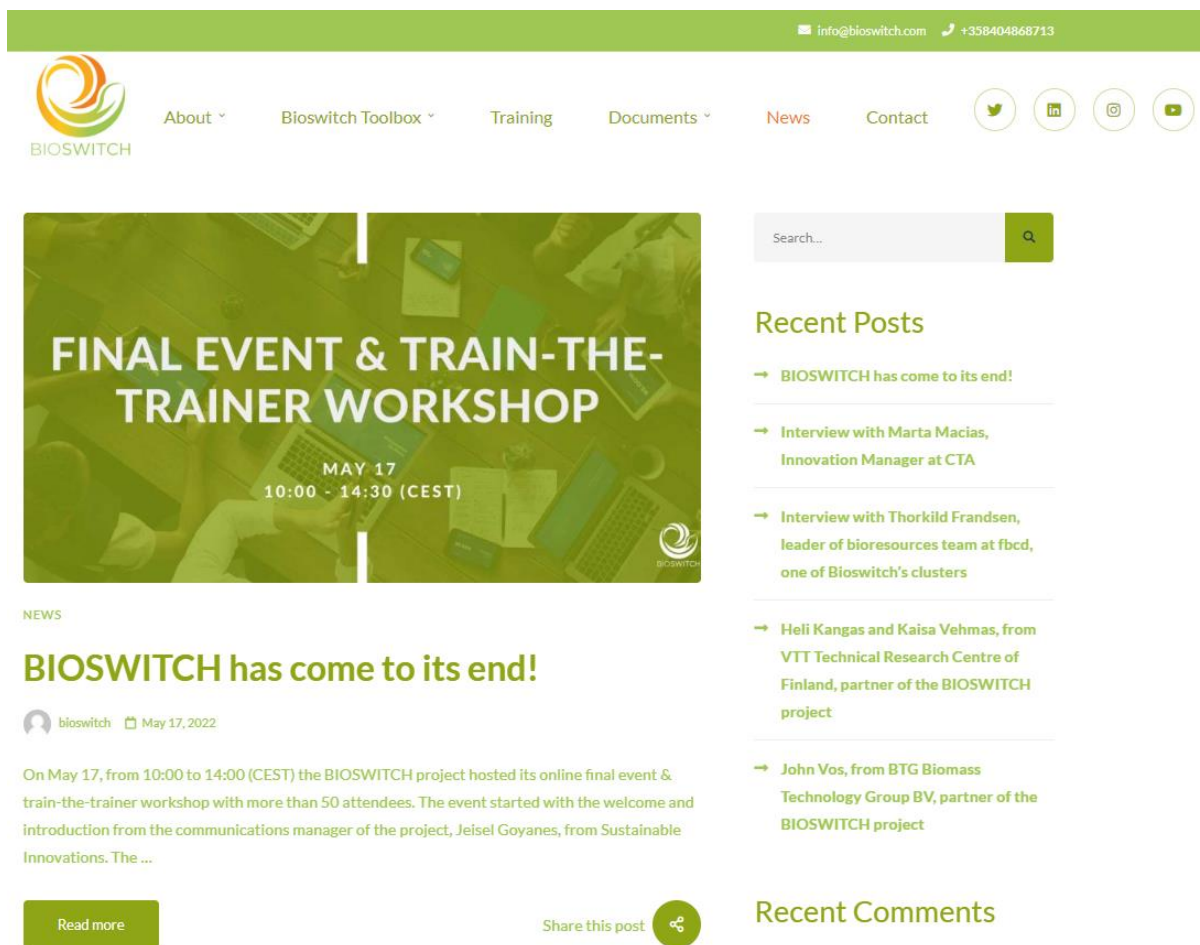


FIGURE 12. NEWS SECTION

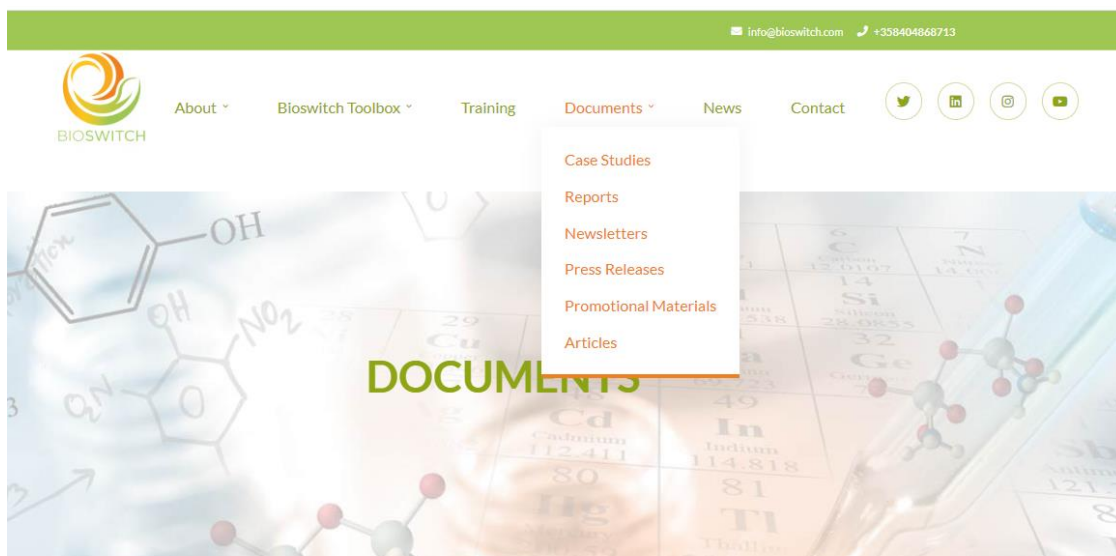
Finally, in this second period of reporting, SIE collected a series of interviews in which they had the opportunity to talk about their role in BIOSWITCH in the last two years. These interviews have been uploaded to the news section on the project website and they have also been shared on the social media channels. It is also expected that this promotion will continue after the project ends.

4.2.5 Documents section

This section has been also constantly updated by SIE and 6 subsections were created:

- Case studies

- Reports
- Newsletters
- Press releases
- Promotional Materials
- Articles



CASE STUDIES



FIGURE 13. DOCUMENTS SECTION

A total of 43 files (documents, newsletters, videos) have been uploaded. After the project ends, deliverables due on M24 will also be uploaded in together with the last scientific paper created by VTT.

4.3 Document repository

For internal communication purposes, the consortium partners have access to a password-protected Teams group created by the project coordination, and which contains all the project's relevant documents. This repository has served consortium members to store and exchange files, as well as to edit them online, allowing for an easy collaborative document creation.

4.4 Social Media

The project has social media presence on:

- Twitter (https://twitter.com/BIOSWITCH_eu)
- LinkedIn (<https://www.linkedin.com/company/bioswitch/>)
- Instagram (<https://www.instagram.com/bioswitch.eu/>)

Measurable targets included reaching 1,000 connections in all the social media networks and when we began our activity on social media on June 9, 2022 and as of August 18, 2020 that the first version of this report was written, we have had achieved only 84 followers on Twitter, 159 on LinkedIn and 10 on Instagram. At the time of this deliverable update, the project has 938 followers on LinkedIn, 429 followers on Twitter and 116 followers on Instagram.

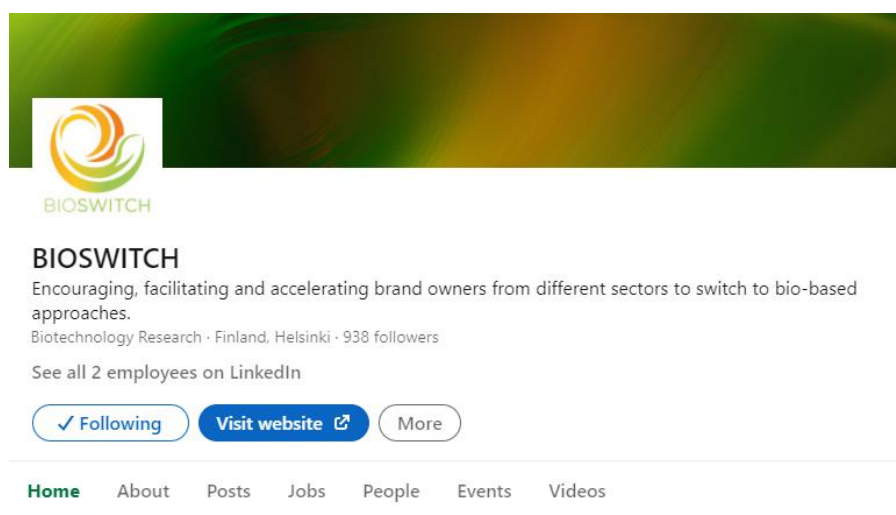


FIGURE 14. BIOSWITCH ON LINKEDIN



FIGURE 15. BIOSWITCH ON TWITTER



FIGURE 16. BIOSWITCH ON INSTAGRAM

Social media networks were crucial for the dissemination and communication of the project, since the outreach and involvement of stakeholders was of utmost importance, and especially given the challenges that face-to-face communication posed due to the COVID-19 situation. In addition, having this wide range of networks ensured a wide dissemination to different age groups and target audiences.



The content was posted on social media regularly, beginning from the start of the project, to increase outreach. Social media networks are being used as a tool to announce project achievements, events, workshops, etc., but most importantly to drive traffic to the project website. More than 350 posts have been shared in the past two years on LinkedIn and Twitter (in each of them), and 73 publications on Instagram, as the audience in this social media channel is different.

For the first phase of the project, the social media accounts shared posts related to the project scope and objectives to build a community of interest, creating an audience for when there are project results to share. Alongside the project duration, outcomes from different WP, events organised, articles, scientific papers, and materials from the BIOSWITCH Toolbox and the training section were also shared. After each of the events, it was also shared a post to inform the audience that there was a recording available in case they could not participate.

Online media platforms were monitored to provide information on the analytics, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results. These results have been included in interim reports and the final progress report. The social media accounts have been managed by SIE with support from the partners.

Once the project developed audio-visual materials, a BIOSWITCH YouTube account was created on November 2020, to embed the videos on the website. At the time of this deliverable update, this account has a total of 24 videos with more than 1,000 views.

Your channel has had 1,623 views so far

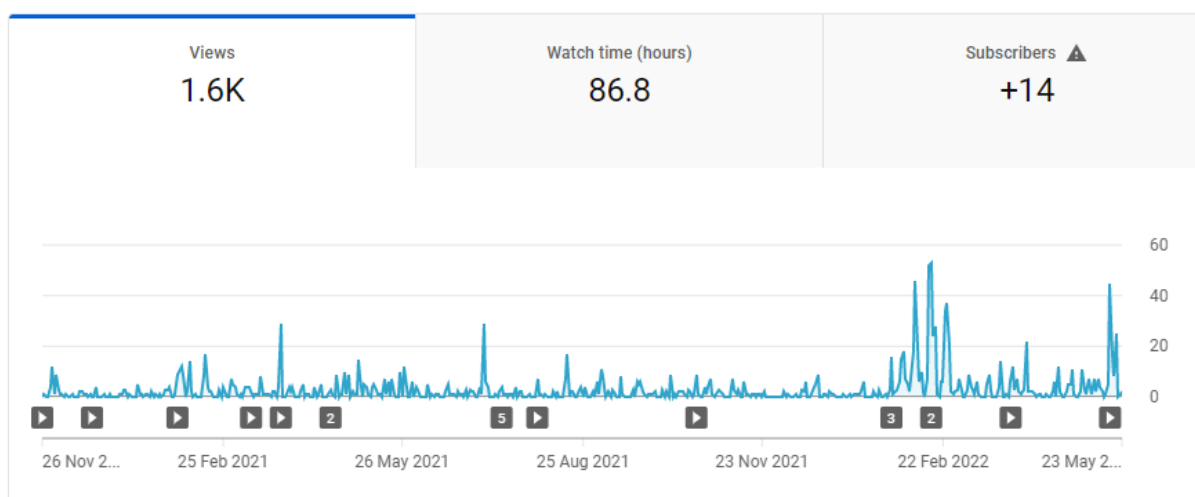


FIGURE 17. SUMMARY OF ANALYTICS FROM OUR YOUTUBE CHANNEL



In the following table, it can be seen the total number of views for each of the videos and impressions (How many times the video thumb-nails were shown to viewers. Includes only impressions on YouTube, not on external sites or apps.)

TABLE 4. DATA FROM YOUTUBE ANALYTICS

Video title	Views	Impressions
BIOSWITCH Project	432	1033
BIOSWITCH webinar Successful transition from fossil to bio-based products	224	589
Success cases and best practices from brand owners switching from fossil-based to bio-based	140	127
Bio-based plastics webinar	101	354
Bio-based chemistry webinar	101	314
Bio based textiles webinar	91	318
Bio based agri food webinar	70	210
Pan-European workshop	50	220
BIOSWITCH: encouraging brand owners to switch to biobased	47	64
Webinar on How to use the BIOSWITCH Toolbox	47	300
The success case of outdoor outfitter VAUDE SPORT GMBH & CO. KG. by Ren© Bethmann	46	227
Open Innovation Tools	42	144
The success case of bio-based toys provider Dantoy, by Marck Matthiansen	40	405
Final event & Train the trainer workshop	33	30
BIOSWITCH's main accomplishments during 2020	27	257
The success case of bio-based solutions for food and beverages Stora Enso, by Annica Rasch	24	219
Innovación en la cadena de valor de Grupo La Caña para la transición bio	24	279
The success case of vegetables producer La Unión, by Marta Mací-as (on behalf of Nuria García)	21	228
SUCCESS CASES OF BRAND OWNERS SWITCHING FROM FOSSIL-BASED TO BIO-BASED	18	0
The success case of organic coffee provider BIOCO by Jo Temmerman	13	128
Innovative Solutions applied to the bioeconomy workshop - organised by CARTIF / INBEC Project	11	258



BIOSWITCH wishes you a happy holidays!	2	0
The success case of organic artisan coffee BIOCO, by Jo Temmerman	2	114
Total	1606	5818

Consortium partners were encouraged to follow the project's social media channels and engage with them as much as possible. Whenever possible, the partners shared posts on their own corporate websites and social media networks, to further extend the outreach.

4.4.1 Social media best practices

In order to maximise the efforts of the partners on social media, a series of best practices and tips were provided here in the first version of this plan:

- Tagging the project networks on the posts related to it.
- Twitter @BIOSWITCH_eu
- LinkedIn @BIOSWITCH
- Instagram @bioswitch.eu
- Tagging the BBI JU and BIC.
- Twitter @BBI2020 / @biconsortium
- LinkedIn : @Bio-based Industries Joint Undertaking (BBI JU) / @BIC - Bio-based Industries Consortium
- Adding a call to action to visit the website with the link to it, to boost traffic (i.e. Visit our website to learn more about this, or More information on our website).
- Track all the communication efforts on a dissemination table that has been set in teams and to which all the partners have been granted access.

4.4.2 Achievements to communicate on social media

A list of relevant achievements suitable to be communicated was identified in Table 4 at the beginning of the project:

TABLE 5. ACHIEVEMENTS TO BE COMMUNICATED

Milestone title	Due date
Project Website running	M2
First newsletter	M3
How can BIOSWITCH help me	M4
Survey	M4
The benefits of the bio-based economy	M5/M6
Second newsletter	M6



First video	M6
Consortium meeting	M6
Report on best practices and switch-to-bio-based case studies for the agriculture, forestry and chemical sectors (D1.2)	M7
Brochure about how switching to bio-based will make brand owners more appealing to consumers	M7/M8
4 Regional workshops	M8
Pan-European co-creation workshop	M9
Second video	M9
Infographic myths about switching to bio-based	M9
Webinar	M9
Third newsletter	M9
Consortium meeting	M12
Fourth newsletter	M12
4 Regional workshops "Build me the value-chain" one per case study	M13
BIOSWITCH toolbox launch	M14
Fifth newsletter	M15
Consortium meeting	M18
Brochure with guidelines and key messages to be used on social media by brand owners	M18
Sixth newsletter	M18
Guide on how to use the BIOSWITCH toolbox (D4.1)	M20
Roadmap (D4.2)	M20
Regional knowledge transfer workshops	M20/M22
Seventh newsletter	M21
Third video	M22
Eighth newsletter	M24
Final conference + Pan-European train-the-trainer event	M24

4.4.3 Social media campaign

An intensive sector-based campaign targeting consumers was carried out between 20 July 2021 and 1 September 2021 and it was conceived with three main purposes:

- To reach out to consumers and educate them on the benefits of bio-based alternatives.
- To hear their opinion and collect their feedback on bio-based products and approaches.
- To emphasize sector-focused content and information.

Initially, the aim was to carry it out only on Instagram, but it was finally decided to perform it on all the social media channels, to be able to maximise its impact.

The sectors targeted are the four main sectors specified in the BIOSWITCH proposal: bio-based plastics, chemistry, forestry and agriculture.



A set of informational posts showcasing the benefits of bio-based alternatives in comparison to fossil-based ones were prepared and shared. The content was adapted to the characteristics of each social media channel. Each series of posts concluded with a poll among consumers to collect information on whether they would be willing to pay more for the bio-based alternative once they had been informed about its advantages.

After the campaign, it was concluded that LinkedIn was the best social media channel of the three explored (LinkedIn, Twitter, Instagram) where more engagement was generated and, thus, where an impact was made through communication.

The detailed information of this communication campaign has been included in *Deliverable 4.4 Consumer Outreach* led by VTT.

4.5 Printed material

A brochure, a poster, a factsheet, and a roll-up have been developed for distribution to partner networks and at conferences, exhibitions, workshops, and training sessions. The first project poster and brochure versions contain general information about the project activities, participants and expected results. In addition, a general PowerPoint presentation has also been created, presenting the project's objectives, methodology, partners, etc. These materials were complemented with others elaborated at a later stage in the project.





FIGURE 18. BIOSWITCH POSTER



BIOSWITCH

FOUR VALUE CHAINS

- Agriculture
- Chemistry
- Forestry
- Food

OBJECTIVES

- 1 To develop a network of brand owners and to identify best practices and assess main needs, perceived risks, motivation and incentives they gain when switching to bio-based approaches.
- 2 To deliver an effective "switch-to-bio-based toolbox", the so-called BIOSWITCH toolbox.
- 3 To validate the proposed BIOSWITCH toolbox with real brand owners from different sectors and maturity levels, evaluating their feedback and producing the final configuration of the toolbox.
- 4 To roll-out the BIOSWITCH toolbox at European level and replicate it at regional level.
- 5 To disseminate and exploit BIOSWITCH.

Encouraging Brand Owners to Switch-to-Bio-Based

BIOSWITCH aims to bring Europe to the forefront of the bio-based economy by encouraging and supporting brand owners from different sectors to switch to bio-based approaches. In order to achieve this, the project proposes a holistic, systemic approach based on two pillars:

A framework placing brand owners in the centre of a set of events and communication actions that will allow shaping solutions to mitigate their perceived risks;

The BIOSWITCH toolbox as the ultimate instrument that will assist them in the bio-based transition journey.

Partners: CLIC, CTA, VTT, Food & Bio Cluster Denmark, TRALEE, btg, FF Flanders' Food, Sustainable INNOVATIONS

BIOSWITCH_eu
BIOSWITCH
BIOSWITCH.EU

www.bioswitch.eu

FIGURE 19. BIOSWITCH BROCHURE





Encouraging Brand Owners to Switch-to-Bio-Based

IMPACTS

-  Raise brand owners' interest in switching from fossil-based to bio-based products.
-  Enhance brand owners' involvement with and commitment to a circular sustainable society.
-  Increase marketability of bio-based alternatives.
















This project has received funding from the Bio-Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 687727.

 BIOSWITCH.eu
  BIOSWITCH
  BIOSWITCH.EU
 www.bioswitch.eu

FIGURE 20. BIOSWITCH ROLL UP





FIGURE 21. BIOSWITCH FACTSHEET

Apart from these materials, an infographic was designed after the social media campaign carried out in August 2020.



FIGURE 22. INFOGRAPHIC LESSONS LEARNED SM CAMPAIGN

4.6 Electronic newsletters

Electronic newsletters were prepared every 3 months and included project updates, announcements, events, interviews, and other information related to BIOSWITCH, distributed to stakeholders and partner networks and posted on the project website. Moreover, project updates appeared in partners' respective newsletters, which were distributed electronically to their own contacts within their specific industry.

In order to build a list of subscribers, SIE prepared an email template introducing briefly the project and inviting them to subscribe to the newsletter. This email was shared by each partner with the stakeholders they know in a personalised email so that GDPR was respected, and no personal data was handled without prior permission. In addition, SIE shared multiple times a form on the project's social media channels inviting the audience to subscribe, and a subscription form was also available on the project website.

All the newsletters were shared on different channels:

- Via MailChimp to subscribers.
- On social media. A link to the newsletter was posted on the Twitter and LinkedIn accounts.
- On the project website. All the newsletters are uploaded to the website's documents section.
- Via direct email to stakeholders. All the partners were encouraged to share the newsletter via direct email to those stakeholders they personally know, always respecting GDPR.

The impact and Key Performance Indicators (KPIs) have been measured considering the number of people reached, via Mailchimp, direct email, and social media. There has been a total of 8 newsletters that were issued on M3, M6, M9, M12, M15, M18, M21, and M24 and that should have reached at least 2,000 people. Without considering the last newsletter (8) as it has just been released, the impact of the newsletters ranged from 900 to 2,321 readers (each issue), with an average of 1,569 readers.

Additionally, they have been contributing to achieving other KPIs such as increasing the number of visits to the project website. This has been boosted by including links and calls to action to visit the website.

Detailed information on the newsletter can be found in the *Deliverable 5.3 BIOSWITCH Newsletter*.

4.7 Press Releases

Press releases have been published to announce newsworthy developments during the project. They were written in English and sent to the European press and English speaking journalists, and then the partners were encouraged to translate them and share them with national and regional media. Local media from the partner's countries was leveraged, as they are more likely to publish the news than big national media. News agencies were prioritised too, as they are one of the main sources of news for several big media outlets and newspapers.

A total of 4 press releases have been published and also included on the project website:



1. [BIOSWITCH, a new project to support brand owners to switch to bio-based approaches, kicks off](#)
2. [BIOSWITCH research analyses Irish and Dutch consumer perspectives of bio-based products](#)
3. [BIOSWITCH to host a sector-based webinar series](#)
4. [BIOSWITCH to present the project results and host a Train-the trainer workshop](#)

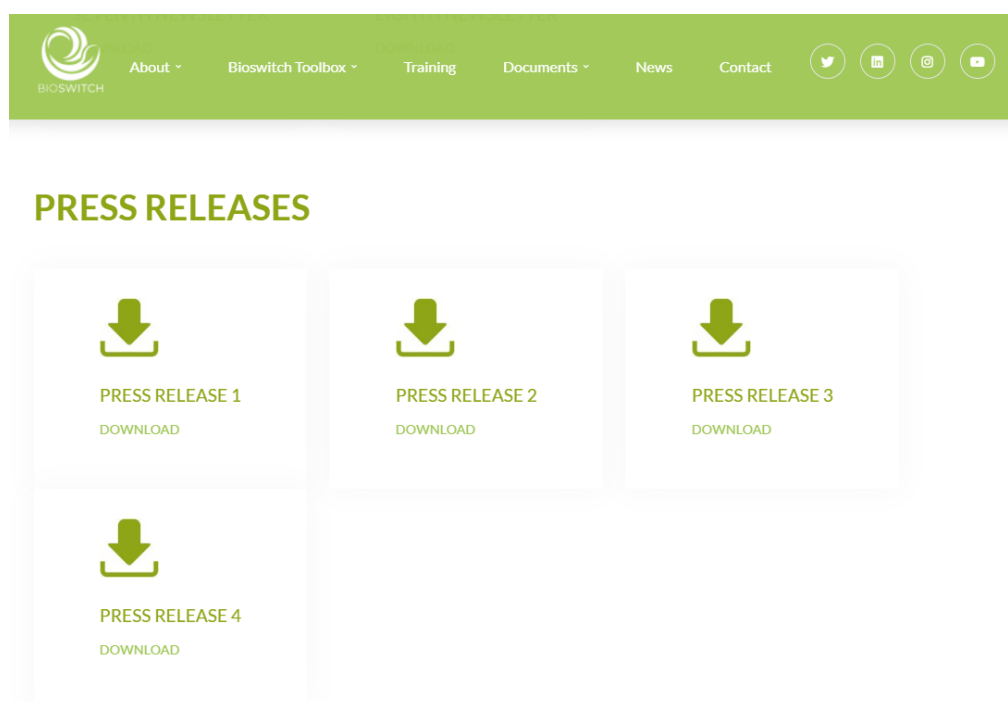


FIGURE 23. PRESS RELEASES – WEBSITE

In the following table it has been included the main media to which the different newsletters were sent:

TABLE 6. MAIN MEDIA CONTACTED

Media	Media
Bio Markets Insights	FUTUREENERGY
Labiotech	FUTUREENERGY / FUTUREVIRO
AFRICAN REVIEW OF BUSINESS TECHNOLOGY	GLOBAL ENERGY WATCH
BLOOMBERG MARKETS	POWER
BLOOMBERG	POWER ENGINEERING INTERNATIONAL
TIME	RENEWABLE ENERGY FOCUS
THE WALL STREET JOURNAL	RENEWABLE ENERGY FOCUS



THE TIMES	SIMPLY GREEN MAGAZINE
NEWSWEEK	RENEWABLE ENERGY WORLD MAGAZINE
THE GUARDIAN	RENEWECONOMY
THE GUARDIAN	RENEWECONOMY / The GUARDIAN
THE INDEPENDENT	Economic Times Technology
THE OBSERVER	Tech City News
THE SUNDAY TIMES	Tech Crunch
THE INDEPENDENT	Tech Eye
THOMSON REUTERS	Tech Radar
THE DAILY TELEGRAPH	Tech Vibe
THE TIMES ON LINE	Technofile
ASSOCIATED PRESS	Technology Review
THE WALL STREET JOURNAL	Science Business
AFP	Biomarket Insights
THE PROJECT REPOSITORY JOURNAL	EU Reporter
HORIZON MAGAZINE	Innovators Magazine
BUSINESS MATTERS MAGAZINE	European Sting
SME magazine	Bio Fuels News
REAL BUSINESS MAGAZINE	SciTech Europa
STARTUPMAG	Business review
EQ INTERNATIONAL	Chemical and Engineering news
EQ INTERNATIONAL	The Parliament Magazine
ALTENERG	Bio-based news
ALTERENERGY MAG	Bio-based press
BIOCYCLE	Il Bioeconomista
BIOENERGY INSIGHT	Biolab Business
BIOENERGY INSIGHT	Biolab Business
CLEAN ENERGY	

The impact on media outlets and related websites has been included in Annex I - Impact on media outlets and related websites

4.8 Scientific Journals

Knowledge advancements developed within the BIOSWITCH project formed the basis for scientific publications, to be disseminated to the scientific community, actors in the bio-based value chain, brand owners, other stakeholders, as well as policymakers.

Three scientific articles have been already submitted to peer-reviewed, high impact journals. The articles are open access to other researchers either by self-archiving online or via open access publishing on the journal website.



From the proposal writing some subjects were already proposed for the partners to write about in their articles or papers and these papers have been finally created under the following names and are available on Zenodo and the project website:

- Switching to Biobased Products – The Brand Owner Perspective (ITT and BTG)
 - [Project website](#)
 - [Zenodo](#)
- Understanding Consumer Perspectives of Bio-Based Products— A Comparative Case Study from Ireland and The Netherlands (ITT, VTT and BTG)
 - [Project website](#)
 - [Zenodo](#)
- Consumer Perspectives on Bio-Based Products and Brands—A Regional Finnish Social Study with Future Consumers (VTT)
 - [Project website](#)
 - [Zenodo](#)

After the project ends, it is expected that VTT publishes a new article that will be uploaded to the project website and Zenodo.

4.9 Participation in conferences, workshops and events

Due to the COVID-19 restrictions, it was difficult for partners to attend events physically. That is why they transformed their participation into online events whenever possible.

Project partners attended sector-related events, conferences and workshops (whether offline or online) to meet target groups as well as other stakeholders and public authorities and to raise awareness about the project objectives, progress and results. These events provided access to target audiences at local, regional, national, European and international levels. As the BIOSWITCH consortium partners are from different disciplines; they disseminated project results to diverse forums.

BIOSWITCH partners also provided information through posters, presentations at other sessions and distribution of flyers.

In the following list, it has been included the different events, conferences and trade fairs of interest that BIOSWITCH partners have attended:

- The European Forum for Industrial Biotechnology and the Bioeconomy (EFIB)
- Power4BIO
- European Bioeconomy Network yearly workshop
- 1 online workshop about innovative solutions applied to the bioeconomy (CARTIF)
- 1 BIC webinar about market uptake & consumer acceptance of bio-based products
- Expandfibre
- Plant InterCluster (PIC 2021)



- Plastic Free World Event and the Greener Manufacturing Show
- ExpoFood

4.10 Organisation of conferences, workshops and events

Regional co-creation workshops and knowledge-transfer workshops were organised by regional clusters to raise awareness of the project objectives among brand owners and the bio-based industry. In addition, a pan-European co-creation workshop and an online event also at the EU level were organised. At the end of the project, a final conference was hosted in an online way where partners presented the project results and perspectives to relevant stakeholders.

A total of 13 events have been organised during the project lifetime:

- Regional workshops (145 attendees)
- 1 Pan-European workshop (64 attendees + 50 video visualisations)
- BIOSWITCH pan-EU matchmaking event (51 in webinar // 68 in matchmaking)
- Regional build me the value-chain workshops with the flagship brand owners in Oct. & Nov.2021 (70 attendees in total)
- BIOSWITCH webinar Successful transition from fossil to bio-based products
- Success cases and best practices from brand owners switching from fossil-based to bio-based
- Innovación en la cadena de valor de Grupo La Caña para la transición bio
- Webinar on How to use the BIOSWITCH Toolbox
- Bio-based agri-food webinar (sector-based webinar)
- Bio-based textiles webinar (sector-based webinar)
- Bio-based chemistry webinar (sector-based webinar)
- Bio-based plastics webinar (sector-based webinar)
- Final event & train-the-trainer workshop

Special attention will be given to the sector-based webinars as they were not planned to be hosted and to the final event & train-the-trainer workshop as one of the last relevant communication and dissemination activity that has been carried out to promote the project before its end.

4.10.1 Sector-based webinars

Following the feedback received during the validation of the BIOSWITCH Toolbox, BTG and SIE decided to arrange a set of sector-based webinars that would target both the industry and the consumers.

The idea was to have one industry expert providing a 10-minute introduction about the sector and its state of the art in Europe, two EU-funded projects working on that field, and a real brand owner/company that is implementing bio-based approaches in that sector, to share their



experiences. The participating projects were selected based on their scope of work and on the fact that they were close to completion, so they would have results and outputs to present.

A strong communication campaign was created to promote the webinars and invite people to participate including a [press release](#), direct mailing and several posts on the social media channels of the project.

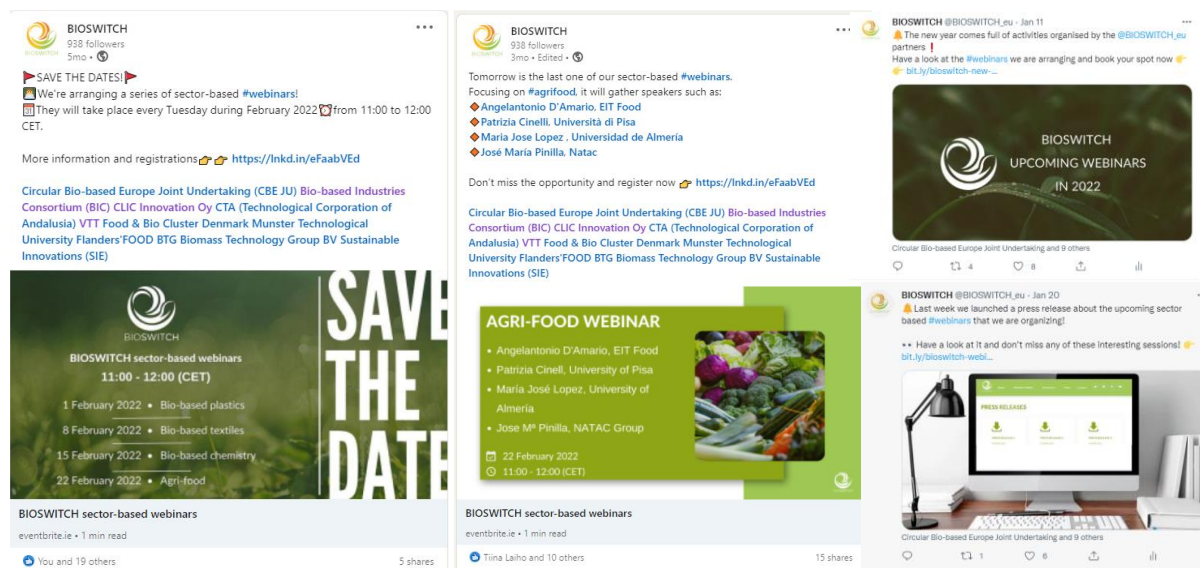


FIGURE 24. EXAMPLE OF SM POSTS FOR THE SECTOR-BASED WEBINARS

The webinars were held in Zoom every Tuesday during the month of February, from 11:00 to 12:00 CET.

The webinars counted with 675 registrations and 299 attended them. The recorded sessions were shared on:

- [The project website](#)
- Follow-up emails
 - [Bio-based plastics webinar](#)
 - [Bio-based textiles webinar](#)
 - [Bio-based chemistry webinar](#)
 - [Agri-food webinar](#)
- BIOSWITCH YouTube channel
 - [Bio-based plastics webinar](#)
 - [Bio-based textiles webinar](#)
 - [Bio-based chemistry webinar](#)
 - [Agri-food webinar](#)

More information on the webinars can be found on *Deliverable 4.4 Consumer outreach* and all of them have been included in the [training section](#) on the project website.

4.10.2 Final event & train-the-trainer workshop

On May 17, from 10:00 to 14:00 (CEST) the project hosted its online final event & train-the-trainer workshop with 67 attendees and more than 40 views on the video uploaded to [YouTube](#). A total of 103 registrations were received, and the people who could not join the event also received a [follow-up email](#) with the recording of the session.

The event was divided into two parts. For the first two hours and a half, from 10 to 12:30 CEST, consortium partners brought together the main outcomes from research focused on brand owner and consumer perspectives, and they later explained the BIOSWITCH Toolbox. Also, an expert panel discussion took place to offer insights on the relevance of building value chains.

The second part of the event, from 13:30 to 14:30 CEST, hosted the Train-the-trainer workshop to support cluster managers, innovation agents and public administration to become familiar with the BIOSWITCH Toolbox so they can help brand owners from their regions when switching to bio-based approaches.

The event closed with some final remarks and the invitation to visit the project website and follow the project's social media channels.

During the event, partners decided to interact with the audience and asked them to participate in a short poll to measure the project's impact. This will be further explained in section 4.11.2.

The recording of the session has been also included in the [training section](#) of the BIOSWITCH website.

4.11 Stakeholders engagement

The engagement of stakeholders from the very beginning of the project has been key to successfully meeting its objectives. From M1, all the partners have been collaboratively building a stakeholders list that was constantly updated.

Stakeholders were addressed on a personalized basis with the help of all the partners from the very beginning of the project. Each partner reached out to the stakeholders they know personally, to let them know about the project, and invite them to subscribe to the newsletter and follow the social media channels.

At a later stage, stakeholders received (information on / weblinks to) the project's results, they were also invited to participate in webinars, workshops and the final conference of the BIOSWITCH project.

At the beginning of the project, a list of stakeholders was prepared and shared with the project partners, so that they could complete it with the stakeholders they know on an individual basis. SIE prepared an email template introducing briefly the project and inviting them to subscribe to the newsletter. This email was shared by each partner with the stakeholders they know in a personalised email so that GDPR is respected and no personal data is handled without prior permission.



4.11.1 Contact with consumer associations

Using the inputs from different WPs, especially from the regional workshops and consumer analysis carried out in WP1, a set of specific materials targeting consumers were produced by SIE. Apart from the social media campaign targeting consumers, produced materials were sent to consumer associations all over Europe to show the added value of bio-based product results.

To this end, a [MailChimp](#) email was designed by SIE including general information about the project and direct links of interest for consumers so they can easily access them. The rest of the partners were in charge of providing the contact information of European Associations that were approached on April 28, 2022.

4.11.2 Assessing the project's impact

As part of communication actions, it was also agreed that SIE created a short survey to support measuring success relating to the expected impacts of raising awareness, and increased involvement and commitment. The selected questions were integrated into [SurveyMonkey](#) and included in a [MailChimp](#) so they could be easily distributed to all the stakeholders. Further, each question was shared separately on the project's LinkedIn and Twitter through the tool to do polls.

These were the questions asked and the final results obtained from the three channels:

- **Have you used the BIOSWITCH Toolbox?:** at that moment, 45% of respondents indicated they had already used the toolbox, but the majority of them hadn't, so it was a good opportunity for inviting them to do so. This was something necessary for the participation in the survey.
- **In case you used the BIOSWITCH Toolbox, did you find it useful as support to transition to bio-based approaches?:** 54% of the participants considered it useful while 46% indicated to need more time to be able to decide on this
- **Do you think a sustainability assessment tool would be useful as support to transition to bio-based ingredients and materials?:** the majority of respondents (79%) answered that the tool would be useful to support the transition, with other 16% indicating the need of more time to decide on this, and only 5% considering it wouldn't be useful.
- **Has BIOSWITCH boosted your interest in switching to bio-based approaches?:** all the respondents indicated that BIOSWITCH has truly boosted their interest in switching to bio-based approaches
- **Has BIOSWITCH increased your involvement with and commitment to the bio-based industry?:** as happened with the previous questions, all participants indicated that they fully agree with this, so they are more involved and committed to the bio-based industry
- **After learning some of the advantages of bio-based products through BIOSWITCH, are you more willing to buy a bio-based option instead of a fossil-based one than before?:** 100% of respondents indicated that they are more willing to buy a bio-based option after learning some of the advantages of these products through the project



In addition, during the final event & train-the-trainer workshop, partners decided to interact with the audience and asked them to participate in a short poll to measure the project's impact:

- Did you find the learning and awareness tools interesting and useful for your early-stage bio-based transition journey?: 100% of participants indicated "Yes"
- **Which of the research and information topics did you find most valuable for your organisation?:** different topics were mentioned, but "Consumers perspectives" was the most voted (63%), while "Brand owners perspectives" counted for 31% of the total votes and the remaining 6% was for "Best practice case studies".
- Do you agree that the 'Build me the value chain workshop' could support your company in finding solution providers for specific gaps in its bio-based value chain(s): 100% of participants indicated "Yes"
- Do you agree that tapping the mutualised networks of European cluster organisations could bring added value on top of your company's own scouting activities?: 100% of participants indicated "Yes"
- Would your company consider the uptake of the 'Build me the value chain workshop'-tool?: 89% of participants indicated "Yes", and the remaining 11% "No".
- If so, is there a specific type of solution provider that you would like to scout via the tool?: 5 solutions providers were mentioned: Market-ready suppliers (38%), Material developers (31%), Technology providers (15%), Researchers (8%), and Other (8%).
- Do you consider the communication-type tools helpful to support (i.e. begin, accelerate or solidify) your bio-based transition journey?: 94% of participants consider these tools helpful, with only 6% answering "No"
- Do you consider the sustainability assessment tool helpful to support your bio-based transition journey?: all the participants (100%) considered the sustainability assessment tool helpful
- **Which of the tools from our buffet would you recommend to your colleagues or your business partners?:** Learning and awareness tools was the most selected option (50%), followed by the Adoption tools (29%) and Consolidation tools (21%).



5 INDICATORS AND TARGETS

The successful implementation of the Dissemination and Communication Plan was measured by the achievement of specific targets for a number of different indicators specified in the table below. As can be seen in the right column, all the KPIs have been achieved.

Table 5. Means and KPIs

Means	KPI	Achievements
Marketing materials (brochures, factsheet, posters, roll-ups)	2,500 copies distributed and/or downloaded	Yes: 8,499 impressions on social media; 1,120 clicks on social media; 400 printed brochures to the partners
Website users	5,000 visitors	Yes: 5,076 users; 8,463 sessions; 23,491 page views
Social Media	1,000 connections	1,354 followers including LinkedIn, Twitter, Instagram
Press Releases	40 communication channels approached	Over 150 media outlets approached
Newsletters	1,500 - 2,000 readers 1500 views (188 subscribers/ downloads x 8 newsletter)	1,459 in average
Workshops	575 attendees in total, distributed in the following way: 50 attendees per workshop: <ul style="list-style-type: none"> • 4 Regional workshops – Mapping and analysis (FBC, CLIC, CTA and FF at M8). • 5 Regional workshops – Knowledge transfer (CLIC, CTA, ABP, FF, ITT at M20-M22). 25 attendees to Pan-European co-creation workshop (ITT, M9). 100 attendees to Pan-European train-the-trainer workshop (FF, M24), organised together with final conference.	
Webinars	100 attendees or downloads / watches afterwards, distributed in three sessions:	More than 1,600 views of the recording of the webinars



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Scientific publications	At least 3 scientific papers sent to publications or journals (and – tentatively- accepted for publication)	3 papers uploaded to project website, and zenodo: Switching to Biobased Products – The Brand Owner Perspective Understanding Consumer Perspectives of Bio-Based Products (IR) Consumer Perspectives on Bio-Based Products and Brands (FN) 1 more pending from VTT
Conferences	8 events of interest to be attended by project partners	9 external events



6 LEVELS OF DISSEMINATION

Key target groups operate at different geographic levels, which influenced communication tools and media that has been employed.

6.1 European Level – European Commission (EC) and BBI JU

The EC and the BBI JU have been constantly informed about the results via the periodic reporting of the project (mid-term review, minutes of periodical meetings, updates of this document), we have informed them about relevant milestones achieved and events of interest that were organised in the framework of the BIOSWITCH project.

6.2 International Level – Industry, Scientific Community

Scientific knowledge can be translated into practical information, guidelines, and regulatory policies. Direct mailing to specific organisations and stakeholders was in place to distribute electronic resources to raise public awareness.

Technical journals, conferences and workshops at both national and international levels, industry meetings, and participation in industrial forums were also used for the dissemination of knowledge both at research and industrial levels.

6.3 National and Regional Level – Brand Owners and Stakeholders

Engaging brand owners and regional stakeholders in the project have been key for its success, since they are not only the main target audience, but also an active part of the research carried out to identify the main risks perceived, as well as the users of the toolbox. The 4 cluster partners (FBC, CLIC, CTA and FF) played a central role to contact brand owners and stakeholders from their countries and regions. SIE has been supporting them in elaborating key messages and materials when needed. Even though the main language of the project is English, other national and regional languages were used when it was considered appropriate as a good strategy to reach a wider audience at a regional level. If any materials needed to be translated, the regional partners took care of it, while SIE ensured it has a nice look and feel and a design that follows the project identity and guidelines.



7 INTERNAL AND EXTERNAL COMMUNICATION

The following internal and external communication activities have been undertaken during the project's lifetime and will be in place afterwards to ensure that the results of BIOSWITCH are efficiently and effectively communicated to the project partners, stakeholders and broader audiences.

7.1 Internal Communication

Effective internal communication was key to sharing information and ensuring that the deliverables were met. SIE engaged closely with coordinator CLIC to assist them in anything needed from the internal communications point of view. Regular calls took place to exchange project information, update progress and share results. Consortium and technical meetings took place using Teams to facilitate collaboration between and within WPs, when possible physical meetings were organised. Technical Committee meetings were held online every month. In addition, WPs had their own WP meetings together with the relevant personnel and task leaders.

Due to the COVID-19 situation, the kick-off meeting was held online on 9-10.6.2020. The following consortium meetings were held online due to several restrictions, and the first physical meeting took place on M18.

To facilitate efficient communication among partners, CLIC created a repository on Teams where all the project documentation can be found and exchanged. This platform hosts project materials for internal use, including regular updates on the project development, a project calendar, meeting documents (agendas, minutes, and presentations), manuscripts in progress and project reports. All partners can upload content themselves and to edit online the documents there. In addition, it also allows chatting between partners. Initially, a link to the Teams repository was included on the public project website, but a few days after it, CLIC and SIE decided to remove it, since it didn't add much value and it posed a risk of possible hacking. It was decided that the best way to access the Teams workspace is personally by the partners and not distribute the workspace address publicly.

7.2 External Communication

Every effort has been made to publicise the results of the work of the consortium via the media, publications, conference presentations, trade fairs and workshops, as well as through the Commission and industry bodies. The results of the project have been disseminated via reports, scientific papers, and articles. Everything has been made open access to facilitate knowledge exchange.

All the partners were expected to support dissemination, to ensure that stakeholders would be engaged throughout the lifetime of the project. Partners' activities included but were not limited to: sharing content about the project on social media and on each entity's own newsletter and website, engaging with relevant national and local media (print, radio, television, web-based) and with stakeholders. Whenever possible, partners translated the press releases into their national languages and shared them with the regional media. Partners also attended conferences, trade fairs and events





to disseminate the project. All the dissemination and communication activities have been gathered on a shared file that is on the Teams repository and that was updated, at least, every two months by each partner. This Table has been included in Annex II - Dissemination tables.

In addition, all partners proactively shared information with SIE about their activities related to the project, such as attendance at conferences, as well as the project's developments and results, so that SIE could share it on the website and social media channels.



8 PHASES

There were two main phases of the project regarding communication.

In the first phase of the project, and as the results were generated, the project communication activities focused on building awareness of the BIOSWITCH project goals.

Public deliverables were made available for dissemination via the BIOSWITCH communication channels once they were reviewed and approved. In collaboration with the project partners, SIE extracted key messages and highlighted interesting findings, in short, easy-to-read articles that were posted on the BIOSWITCH website. The communication of the project outcomes was further supported by social media campaigns to generate traffic to the website.

Then, during the second phase, the timeline of the dissemination and communication activities was strongly correlated to the deliverables timeline and the materials produced. Announcements on social media were synchronised with updates on the project progress and activities on the project website as they occurred, intending to redirect the users to the website as the main dissemination and communication platform.

Peaks in the timeline of BIOSWITCH communication activities corresponded with the launch of the survey, the self-assessment test, the toolbox, and different webinars as well as with all the different communication-type materials that were elaborated. SIE and the other partners of the consortium kept BIOSWITCH in the public eye with both regular, special events and activities that run throughout the lifetime of the project. Communications activities also included announcing events and providing summaries and digital content after the events had taken place.



9 RELEVANT ACTIONS

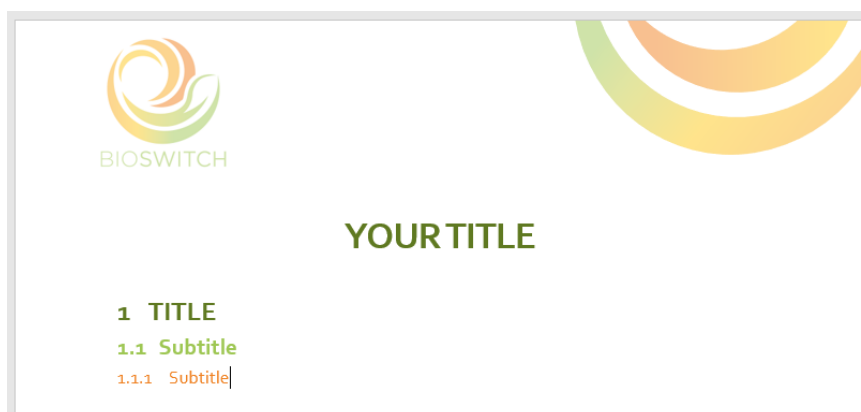
9.1 Project identity and materials

At the very beginning of the project, a visual identity for BIOSWITCH was created following Web Content Accessibility Guidelines, including perceivability, operability, understandability, and robustness. It included the logo of the project, and the brand guidelines (typography, colours and style).

Different communication materials were also developed, including a brochure, a roll-up, a poster and a project presentation. A template for the deliverables, a word document template and a PPT template were produced and shared with the partners.

The first versions of a brochure, poster, factsheet, roll-up and project presentation were also produced and made available on the website of the project as soon as it was operative: <https://bioswitch.eu/documents/>

Figure 7. BIOSWITCH Word Template



10 CONCLUSIONS

10.1 Evaluation of the performed actions

At the very beginning of the project, one milestone was already achieved: the project website was up and running and Deliverable 5.1. was submitted on time.

Communications kicked off intensively with the start of the project and it was expected to keep an acute cadence, since there were several materials and milestones to be communicated.

As could be seen, the number of followers on all the social media channels of the project increased, as well as the visits to the project website. LinkedIn, as was stated since the beginning, is the main network for B2B and professionals, and was the social media account that performed best.

Consortium partners organised and attended more events than expected and all the KPIs were successfully achieved. In addition, when measuring the project's impact, it was obtained very good results denoting that all efforts and the different tools and materials created were useful for the target audiences.

10.2 Action plan after the project ends

There are several upcoming dissemination and communication actions for the next months: BIOSWITCH partners are committed to continue disseminating the project results and goals at least two years after the project ends, so a wider impact can be reached. Thus, the website and corporate channels will continue to be the main repository of documentation and the access to the key innovations developed. Various reports are due for M24 and their inclusion on the project website cannot be performed for the time of this deliverable submission due to time constraints, nevertheless, they will be uploaded and disseminated on the corporate channels afterwards.

Social media posts will continue every week until August 2022, after this, the frequency will change as the project will not be so active.

VTT is still preparing a scientific article on toolbox development and validation that will be included on the project website and Zenodo after the project ends.





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11 ANNEX

11.1 Annex I - Impact on media outlets and related websites

We include here all the links to the different publications where the BIOSWITCH project has been mentioned ordered according to the date of publication

- CTA :
 - <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-y-SUSTAINABLE-INNOVATIONS-participan-en-el-proyecto-BIOSWITCH-para-ayudar-a-las-marcas-a-tomar-un-enfoque-bio/>
 - <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/El-proyecto-BIOSWITCH-lanza-una-encuesta-para-identificar-riesgos-necesidades-e-incentivos-de-las-marcas-al-cambiar-a-productos-bio/>
 - <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-lidera-un-paper-sobre-bioeconomia-en-la-publicacion-cientifica-de-alto-impacto-Journal-of-Open-Innovation>
 - <https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/CTA-leads-a-scientific-paper-on-bioeconomy-published-in-the-Journal-of-Open-Innovation/>
 - <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/Arranca-agroBRIDGES-un-nuevo-proyecto-europeo-para-mejorar-la-posicion-de-los-agricultores-en-la-cadena-agroalimentaria/>
 - <https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/agroBRIDGES-kicks-off-a-new-EU-project-to-improve-farmers-positioning-in-the-agri-food-chain/>
 - <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-organiza-un-evento-online-para-identificar-los-riesgos-y-crear-soluciones-para-acelerar-la-transicion-a-productos-bio/>
 - <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-promueve-oportunidades-de-desarrollo-profesional-en-bioeconomia-en-un-posgrado-de-la-Universidad-de-Jaen/>
 - <https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/CTA-promotes-professional-development-opportunities-in-bioeconomy-in-a-postgraduate-programme-at-the-University-of-Jaen/>
 - <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-presenta-su-modelo-de-apoyo-a-la-innovacion-a-mas-de-100-asistentes-en-el-Congreso-Internacional-de-Bioeconomia-Circular/>
 - <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-presenta-las-necesidades-de-innovacion-de-Grupo-La-Cana-para-su-transicion-bio/>
 - <https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/CTA-presents-instruments-to-help-companies-adopt-a-bio-based-approach/>



- <https://www.corporaciontecnologica.com/es/sala-de-prensa/noticias/CTA-presenta-instrumentos-para-ayudar-a-las-empresas-a-adoptar-un-enfoque-bio/>
- <https://www.corporaciontecnologica.com/es/agenda/calendario-de-eventos-y-convocatorias/Claves-para-acelerar-la-transicion-bio-de-la-empresa/>
- <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-organiza-un-evento-online-para-compartir-la-experiencia-de-Grupo-La-Cana-en-su-transicion-bio/>
- <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-participa-en-una-reunion-de-coordinacion-del-proyecto-europeo-BIOSWITCH-en-Bruselas/>
- <https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/Mas-de-50-asistentes-participan-en-el-evento-final-del-proyecto-europeo-BIOSWITCH-para-acelerar-la-transicion-bio/>
- AgroChemistry:
 - <https://www.agro-chemistry.com/news/new-bbi-ju-projects-aimed-at-accelerating-biobased-transition/>
 - <https://www.agro-chemistry.com/news/webinar-about-the-value-of-bio-based-innovation-for-the-industry/>
 - <https://www.agro-chemistry.com/agenda/bioswitch-final-event-train-the-trainer/>
- Innovators Magazine: <https://www.innovatorsmag.com/from-fossil-based-to-bio-based/>
- La Razón: <https://www.larazon.es/andalucia/20200610/xvii7sndivag3mpeqbd4r072i.html>
- Innova Agriculture : <https://www.innovagri.es/actualidad/arranca-el-proyecto-europeo-bioswitch-para-ayudar-a-las-marcas-a-tomar-un-enfoque-bio.html>
- Biotecnología al Día : <https://www.biotecnologiaaldia.es/comunicadosprensa/3092-cta-y-sustainable-innovations-participan-en-el-proyecto-bioswitch-para-ayudar-a-las-marcas-a-tomar-un-enfoque-bio4>
- Europa Press :
 - <https://www.europapress.es/andalucia/noticia-cta-sustainable-innovations-son-socios-proyecto-europeo-transformar-productos-bienes-base-biologica-20200610105209.html>
 - <https://www.europapress.es/andalucia/noticia-corporacion-tecnologica-andalucia-lidera-elaboracion-articulo-bioeconomia-publicacion-internacional-20201027170843.html>
- Revista Alimentaria: <https://www.revistaalimentaria.es/vernoticia.php?volver=¬icia=un-proyecto-europeo-para-facilitar-la-transicion-bio-de-las-marcas>
- Biorefinerías Blog : <https://biorrefineria.blogspot.com/2020/08/bioswitch-project-launches-a-survey-to-understand-brand-owners-risks-needs-incentives-when-switching-to-biobased-approaches.html>
- European Network for Rural Development : https://enrd.ec.europa.eu/news-events/news/share-your-best-practices-transitioning-bio_en





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- BIOPEN Project : <https://www.biopen-project.eu/news/bioswitch-project-survey-on-brand-owners-risks-needs-and-incentives-when-switching-to-biobased/>
- Tralee Today : <http://traleetoday.ie/it-tralee-to-support-bioeconomy-market-uptake-through-european-bioswitch-initiative/>
- Asociación Española de Bioempresas : <https://www.asebio.com/actualidad/agenda/bioeconomy-communication-and-stakeholders-engagement-times-covid-19>
- POWER4BIO :
 - <https://power4bio.eu/cross-visit-to-andalusia-spain>
 - <https://power4bio.eu/power4bio-contributed-to-eubionet-workshop>
- Cátedra Economía Circular : <https://catedraeconomicircular-us.es/index.php/noticias-actualidad/la-catedra-participa-en-la-visita-de-power4bio-a-andalucia-aportando-su-experiencia-en-el-sector-de-la-gestion-de-residuos-para-fomentar-el-desarrollo-de-la-bioeconomia-circular>
- European Bioeconomy Network:
 - <https://eubionet.eu/eubionet-yearly-partners-workshop-bioeconomy-communication-and-stakeholders-engagement-in-times-of-covid-19/>
 - <https://eubionet.eu/bioswitch-match-event-sustainable-and-bio-based-packaging/>
 - <https://eubionet.eu/bioswitch-sector-based-webinar-series/>
 - <https://eubionet.eu/webinar-how-to-use-the-bioswitch-toolbox/>
 - <https://eubionet.eu/bioswitch-final-event-train-the-trainer-workshop-2/>
- European Biotechnology Magazine : <https://european-biotechnology.com/up-to-date/latest-news/news/the-value-of-bio-based-innovation-for-the-industry.html>
- La Vanguardia : <https://www.lavanguardia.com/local/sevilla/20201027/4950098675/corporacion-tecnologica-de-andalucia-lidera-elaboracion-de-un-articulo-sobre-bioeconomia-en-publicacion-internacional.html>
- Ideal : <https://www.ideal.es/granada/capta-fondos-europeos-20201125193431-nt.html>
- Food Industry : <https://www.foodindustry.be/flanders-food-organiseert-cocreatie-workshop-over-transitie-naar-bio-based-aanpak/>
- Green Chemistry : <http://zielonachemia.eu/en/bioswitch-webinar-successful-transition-from-fossil-bio-based-products-2021-january-27/>
- EXCornSEED : <https://www.excornseed.eu/news/getting-to-know-our-partners-technological-corporation-of-andalusia-cta/>
- EFFECTIVE : https://www.effective-project.eu/News-effective/vaude_2/
- EXPANDFIBRE : <https://www.expandfibre.com/news/item/the-first-expandfibre-ecosystem-member-event-paved-the-way-forward-for-the-entire-ecosystem-by-creating-valuable-connections-and-new-ideas-between-partners>
- European Dissemination : <https://www.europeandissemination.eu/bioswitch-research-analyses-irish-and-dutch-consumer-perspectives-of-bio-based-products/14187>





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- Green Reporter : <https://green-reporter.com/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/>
- EUREPORTER : <https://www.eureporter.co/environment/biodiversity/2021/06/30/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/>
- Dispatchist : <https://dispatchist.com/news/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/>
- Renewable carbon: <https://renewable-carbon.eu/news/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/>
- Enterprise Europe Network : <https://www.enterpriseeuropelaanderen.be/bioswitch-match-sustainable-and-bio-based-packaging-solutions>
- Lithuanian Chamber of Commerce : <https://chamber.lt/naujienos/enterprise-europe-network-lietuva-dalinasi-b2b-renginiai-15/>
- RVO : <https://www.rvo.nl/actueel/evenementen/bioswitch-matchmaking-en-webinar>
- Smesta : <https://smesta.kemenkopukm.go.id/events/bioswitch-match/>
- Clic Innovation OY : <https://clicinnovation.fi/news-and-events/>
- Ondernemersplein : <https://ondernemersplein.kvk.nl/evenementen/>
- Interempresa : <https://www.interempresas.net/Reciclaje/Articulos/358835-Bioeconomia-Circular-soluciones-innovadoras-aplicadas-a-la-Bioeconomia.html>
- SMESCO : <https://smesco.go.id/berita/bioswitch-match-solusi-pengemasan-berbasis-bio>
- EKT : <https://www.ekt.gr/el/events/26423>
- All events: <https://allevvents.in/online/bioswitch-sector-based-webinars/10000221479921407?ref=eventlist-new-online&aff=u1gjbz>
- GRETE Project : <https://www.greteproject.eu/2022/01/27/grete-will-join-bio-based-textiles-webinar/>
- B2B facilitator : <https://www.b2be-facilitator.be/nl/agenda/save-the-date>
- Biobased Press : <https://www.biobasedpress.eu/event/bioswitch/>
- European Cluster Collaboration Platform : <https://clustercollaboration.eu/content/bioswitch-final-event-train-trainer>
- B2B2 : <https://www.b2be-facilitator.be/en/calendar/bioswitch-final-event-train-the-trainer>
- Stay Happening: <https://stayhappening.com/e/bioswitch-final-event-andamp-train-the-trainer-E3LUUNVVGHKH>
- Flanders' Food : <https://flandersfood.vercel.app/nl/activiteit/2022/bioswitch-final-event-train-trainer>
- European Research Media Center : <https://www.youris.com/environment/pollution/how-the-pandemic-highlighted-bioplastic-benefits.kl>





11.2 Annex II - Dissemination tables



DISSEMINATION ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TOTAL NUMBER OF STAKEHOLDERS REACHED	LINK TO WEBSITE/SOCIAL MEDIA	NUMBER OF FLYIERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
Press release	CLIC	BIOSWITCH EU project successfully kicked off	June 2020	CLIC website		https://clicinovation.fi/bioswitch-eu-project-successfully-kicked-off		Yes	CLIC's kick-off press release of the Bioswitch project
Press release	All / SIE	BIOSWITCH EU project successfully kicked off	June 2020	Agro Chemistry		https://www.agro-chemistry.com/news/new-bi-lu-projects		Yes	SIE's official press release from the project's account
Press release	All / SIE	BIOSWITCH EU project successfully kicked off	June 2020	Innovators Magazine		https://www.innovatorsmag.com/from-fossil-based-to-bio-		Yes	SIE's official press release from the project's account
Partner social media channel	BTG	BIOSWITCH EU project successfully kicked off	June 2020	LinkedIn	943	https://www.linkedin.com/posts/btg-biomass-technology-group_toolbox-brands-bio-activity-6676114814433148929-1PGs		Yes	Partner's social media
Partner social media channel	SIE	BIOSWITCH EU project successfully kicked off	June 2020	LinkedIn	4468	https://www.linkedin.com/feed/update/urn:li:activity:6676383026324238336		Yes	Partner's social media
Entry on partner website	SIE	BIOSWITCH EU project successfully kicked off	June 2020	SIE's website		https://www.sustainableinnovations.eu/bioswitch-brand-owners-bioeconomy/		Yes	SIE's kick-off press release of the Bioswitch project
Entry on partner website	CTA	BIOSWITCH EU project successfully kicked off	June 2020	CTA's website		https://www.corporaciontecnologica.com/es/sala-de-prensa/noticias/CTA-y-SUSTAINABLE-INNOVATIONS-participan-en-el-proyecto-BIOSWITCH-para-ayudar-a-las-marcas-a-tomar-un-enfoque-bio/		Yes	CTA's kick-off press release of the Bioswitch project
Other	CTA	BIOSWITCH EU project successfully kicked off	June 2020	CTA's newsletter	1230	https://mailchi.mp/corporaciontecnologica/boletin-proyecla-actualidad-innovacion-837e=UNIQID			
Press release	CTA; SIE	BIOSWITCH EU project successfully kicked off	June 2020	Direct mailing to media	65			Yes	Joint press release between CTA and SIE
Non-scientific / non peer-reviewed publication	CTA; SIE	BIOSWITCH EU project successfully kicked off	June 2020	Innova Agri		https://www.innovaagri.es/actualidad/arranca-el-proyecto-europeo-para-transformar-productos-bienes-base-biologica-20200610105209.html		Yes	Publication originated from CTA's and SIE's press release
Non-scientific / non peer-reviewed publication	CTA; SIE	BIOSWITCH EU project successfully kicked off	June 2020	Europa Press		https://www.europapress.es/andalucia/noticia-cta-sustainable-innovations-socios-espanoles-proyecto-europeo-transformar-productos-bienes-base-biologica-20200610105209.html		Yes	Publication originated from CTA's and SIE's press release
Non-scientific / non peer-reviewed publication	CTA; SIE	BIOSWITCH EU project successfully kicked off	June 2020	Agenda Empresa		https://www.agendaempresa.com/113107/cta-y-sustainable-innovations-socios-espanoles-proyecto-europeo-bioswitch/		Yes	Publication originated from CTA's and SIE's press release
Non-scientific / non peer-reviewed publication	CTA; SIE	BIOSWITCH EU project successfully kicked off	June 2020	Biotecnología al Día		https://www.biotecnologiaaldia.es/comunicadosprensa		Yes	Publication originated from CTA's and SIE's press release
Non-scientific / non peer-reviewed publication	CTA; SIE	BIOSWITCH EU project successfully kicked off	June 2020	La Vanguardia		https://www.lavanguardia.com/local/sevilla/20200610/481703600535/cta-y-sustainable-innovations-son-socios-de-un-proyecto-europeo-para-transformar-productos-en-bienes-de-base-biologica.html		Yes	Publication originated from CTA's and SIE's press release
Non-scientific / non peer-reviewed publication	CTA; SIE	BIOSWITCH EU project successfully kicked off	June 2020	La Razón		https://www.larazon.es/andalucia/20200610/xvii7sndivag3mpebd4r02i.html		Yes	Publication originated from CTA's and SIE's press release
Non-scientific / non peer-reviewed publication	CTA; SIE	BIOSWITCH EU project successfully kicked off	June 2020	Teleprensa		http://www.teleprensa.com/es/nacional/andalucia/sevilla/cta-y-sustainable-innovations-son-socios-de-un-proyecto-europeo-para-transformar-productos-en-bienes-de-base-biologica.html		Yes	Publication originated from CTA's and SIE's press release
Non-scientific / non peer-reviewed publication	CTA; SIE	BIOSWITCH EU project successfully kicked off	June 2020	Gente Digital		http://www.gentedigital.es/sevilla/noticia/2899574/cta-y-sustainable-innovations-son-socios-de-un-proyecto-europeo-para-transformar-productos-en-bienes-de-base-biologica/		Yes	Publication originated from CTA's and SIE's press release
Partner social media channel	ITT	BIOSWITCH EU project successfully kicked off	June 2020	James Gaffey's LinkedIn	500	https://www.linkedin.com/posts/jamesgaffey_institute-of-technology-tralee-are-excited-activity-6676395331644624896-mti1		Yes	Partner's social media
Partner social media channel	FBC	BIOSWITCH EU project successfully kicked off	June 2020	LinkedIn	670	https://www.linkedin.com/posts/food-bio-cluster-denmark_bioswitch-supporting-brand-owners-to-switch-activity-6676464569847709697-6tdR		Yes	Partner's social media
Partner social media channel	FBC	BIOSWITCH EU project successfully kicked off	June 2020	Keil Andersen's LinkedIn	500	https://www.linkedin.com/posts/keil-andersen-1b14995f_bioswitch-supporting-brand-owners-to-switch-activity-6676479035528232960-FH3u		Yes	Partner's social media
Partner social media channel	CLIC	BIOSWITCH EU project successfully kicked off	June 2020	LinkedIn	360	https://www.linkedin.com/posts/clic-innovation-ov_bioswitch-eu-project-successfully-kicked-activity-6677171905880956928-owD2		Yes	Partner's social media
Partner social media channel	VTT	Happy to be part of this project - BIOSWITCH kick-off	June 2020	Heili Kangas' LinkedIn				Yes	Partner's social media
Partner social media channel	VTT	BIOSWITCH in the news	June 2020	Heili Kangas' LinkedIn	500	https://www.linkedin.com/posts/heili-kangas-7840038_from-fossil-based-to-bio-based-activity-6681792099651751936-anAr		Yes	Partner's social media
Partner social media channel	CTA	CTA part of BIOSWITCH	July 2020	LinkedIn	2167	https://www.linkedin.com/posts/cta-corporacion-tecnologica-de-andalucia-cta-and-sustainable-innovations-participate-activity-6683272887123668993-5Wxp		Yes	Partner's social media
Partner social media channel	ITT	BIOSWITCH website up and running	July 2020	James Gaffey's LinkedIn	500	https://www.linkedin.com/posts/jamesgaffey_privacy-overview-activity-6688698533765279744-uG3Y		Yes	Partner's social media
Partner social media channel	ITT	Generic post	July 2020	Circular Bioeconomy Research Group (C) 54		https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_the-circular-bioeconomy-research-group-circbio-activity-6688758194858192896-44s		Yes	Partner's social media
Partner social media channel	BTG	Subscribe to the newsletter	July 2020	LinkedIn	943	https://www.linkedin.com/posts/btg-biomass-technology-group_subscribe-to-the-bioswitch-newsletter-activity-6691238851211526144-ZXeh		Yes	Partner's social media
Partner social media channel	SIE	Generic post	July 2020	LinkedIn	4468	https://www.linkedin.com/posts/sustainable-innovations-europe_innovation-consulting-sustainable-innovations-activity-6693757793863770112-UnLP		Yes	Partner's social media
Partner social media channel	ITT	Post about presentation at the BBI Info Day Ireland	May 2020	James Gaffey's Twitter	1033	https://twitter.com/Biorefinery/E/status/1262828146040156167		Yes	Partner's social media
Partner social media channel	ITT	Post about presentation at the BBI Info Day Ireland	May 2020	James Gaffey's Twitter	1033	https://twitter.com/Biorefinery/E/status/1266289651066667008		Yes	Partner's social media
Participation to Conference	ITT	Presentation of BIOSWITCH at the BBI Info Day Ireland	May 2020	James Gaffey presented				Yes	Partner's social media
Partner social media channel	ITT	Kick-off meeting	June 2020	James Gaffey's Twitter	1033	https://twitter.com/Biorefinery/E/status/1270627496128647169		Yes	Partner's social media
Partner social media channel	CTA	Kick-off meeting	June 2020	Twitter	633	https://twitter.com/CTAndaluciaENG/status/1270644515620163586		Yes	Partner's social media
Partner social media channel	CTA	Kick-off meeting	June 2020	Twitter	633	https://twitter.com/CTAndaluciaENG/status/127056037713051653		Yes	Partner's social media
Partner social media channel	CLIC	General post	June 2020	Twitter	830	https://twitter.com/CLICInnovation/status/1271407415074971655		Yes	Partner's social media

Partner social media channel	CTA	General post	June 2020	Twitter	633	https://twitter.com/CTAandaluciaENG/status/1272794823158910976	Yes
Partner social media channel	CTA	General post	June 2020	Twitter	633	https://twitter.com/CTAandaluciaENG/status/1272858125356449795	Yes
Partner social media channel	CTA	General post	June 2020	Twitter	633	https://twitter.com/CTAandalucia/status/1276156981141745667	Yes
Partner social media channel	CTA	General post	June 2020	Twitter	1267	https://twitter.com/CTAandalucia/status/1276156981141745667/analitics	Yes
Partner social media channel	ITT	General post	July 2020	James Gaffey's Twitter	1033	https://twitter.com/BiorefineryIE/status/1278682979917856770	Yes
Partner social media channel	CTA	General post	July 2020	Twitter	633	https://twitter.com/CTAandaluciaENG/status/1280408492034142208	Yes
Partner social media channel	ITT	Website launch	July 2020	James Gaffey's Twitter	1033	https://twitter.com/BiorefineryIE/status/1282931735815172097	Yes
Partner social media channel	ITT	General post	July 2020	James Gaffey's Twitter	1033	https://twitter.com/BiorefineryIE/status/128403916789107	Yes
Partner social media channel	CTA	General post	July 2020	Twitter	633	https://twitter.com/CTAandaluciaENG/status/1283310633317027842	Yes
Partner social media channel	SIE	Generic post	July 2020	Twitter	4468	https://twitter.com/SustainableInnE/status/128799377446166530	Yes
Partner social media channel	CTA	Download brochure	July 2020	Twitter	633	https://twitter.com/CTAandaluciaENG/status/1288366041689739264	Yes
Partner social media channel	CTA	Generic post	August 2020	Twitter	633	https://twitter.com/CTAandaluciaENG/status/1290544466974121984	Yes
Partner social media channel	CLIC	Generic post	August 2020	LinkedIn	360	https://www.linkedin.com/posts/clic-innovation-oy_2020-eu-web-awards-activity-6696374108944375808-IKfH	Yes
Partner social media channel	CLIC	Generic post	August 2020	Twitter	668	https://twitter.com/BIOSWITCH_eu/status/1290584678290857984	Yes
Partner social media channel	CLIC	Kick-off meeting	June 2020	Twitter	668	https://twitter.com/TeijaLaitinen/status/1270285483201921024	Yes
Partner social media channel	CLIC	Generic post	July 2020	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Website launch	July 2020	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Kick-off meeting	June 2020	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Website launch	July 2020	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Kick-off meeting	June 2020	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Kick-off meeting	June 2020	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Kick-off meeting	June 2020	Teija Laitinen's Twitter			Yes
Partner social media channel	VTT	Brandowner survey	August 2020	Heli Kanaas' LinkedIn			Yes
Partner social media channel	VTT	Brandowner survey	August 2020	Heli Kanaas' Twitter			Yes
Entry on partner website	FF	Kick-off meeting	June 2020	FF's website			Yes
Partner social media channel	FF	Brandowner survey	August 2020	FF's LinkedIn			Yes
Partner social media channel	FF	Brandowner survey	August 2020	Emma Sidwick's LinkedIn			Yes
Other	FF	Brandowner survey	August 2020	FF's bi-weekly Newsletter to all member companies			Yes
Entry on partner website	CTA	Brandowner survey	September 2020	Website		https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/El-proyecto-BIOSWITCH-lanza-una-encuesta-para-identificar-riesgos-necesidades-e-incentivos-de-las-marcas-al-cambiar-a-productos-bio/	Yes
Partner social media channel	SIE	Post about one of the partners	September 2020	LinkedIn	4600	https://www.linkedin.com/feed/update/urn%3AIn%3AActivity%3A6698839876516757504/?actorCompanyId=42308198	Yes
Partner social media channel	VTT	Brand owners survey	September 2020	James Gaffey's LinkedIn		https://www.linkedin.com/feed/update/urn%3AIn%3AActivity%3A6698899015930560513/?actorCompanyId=42308198	Yes
Partner social media channel	BTG	Brand owners survey	September 2020	Kaisa's LinkedIn		https://www.linkedin.com/posts/kaisa-vikla_survey-on-brand-owners-risks-needs-and-activity-6698911127436345345-4i5j	Yes
Partner social media channel	CLIC	Brand owners survey	September 2020	Anna's LinkedIn		https://www.linkedin.com/posts/annatenhunen_survey-on-brand-owners-risks-needs-and-activity-6698889378724405248-cCw_	Yes
Partner social media channel	CLIC	Brand owners survey	September 2020	LinkedIn	379	https://www.linkedin.com/posts/clic-innovation-oy_survey-on-brand-owners-risks-needs-and-activity-6698896528716664832-2vKk	Yes
Partner social media channel	CLIC	Brand owners survey	September 2020	Tiina's LinkedIn		https://www.linkedin.com/posts/tiinalaibo_survey-on-brand-owners-risks-needs-and-activity-6698896881642176512-yddm	Yes
Partner social media channel	ITT	Brand owners survey	September 2020	Jennifer's linkedin		https://www.linkedin.com/posts/jennifer-attard_survey-on-brand-owners-risks-needs-and-activity-6698897926699171840-r38Y	Yes
Partner social media channel	CLIC	Brand owners survey	September 2020	Teija's LinkedIn		https://www.linkedin.com/posts/teija-laitinen-0596b33_survey-on-brand-owners-risks-needs-and-activity-6698898317138509825-EVYi	Yes
Partner social media channel	SIE	Brand owners survey	September 2020	Jesus LinkedIn		https://www.linkedin.com/posts/jesus-innovation-manager_survey-on-brand-owners-risks-needs-and-activity-6698898454820847616-TjOn	Yes
Partner social media channel	ITT	Brand owners survey	September 2020	Circular Bioeconomy Research Group (CI	157	https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_survey-on-brand-owners-risks-needs-and-activity-6699416170333818880-TN3	Yes
Partner social media channel	FF	Brand owners survey	September 2020	LinkedIn		https://www.linkedin.com/posts/emma-sidwick-a0644193_survey-on-brand-owners-risks-needs-and-activity-6701136136431054848-dTUV	Yes
Partner social media channel	CLIC	Generic post	September 2020	LinkedIn	157	https://www.linkedin.com/posts/clic-innovation-oy_privacy-overview-activity-6706446688103477248-JyY6	Yes
Partner social media channel	CLIC	Generic post	September 2020	Anna's LinkedIn		https://www.linkedin.com/posts/annatenhunen_privacy-overview-activity-6708645007206744064-mLPd	Yes
Partner social media channel	ITT	Brand owners survey	September 2020	James Gaffey's LinkedIn		https://www.linkedin.com/posts/jamesgaffey_survey-on-brand-owners-risks-needs-and-activity-6708989007235231744-pXeR	Yes
Partner social media channel	ITT	Brand owners survey	September 2020	Circular Bioeconomy Research Group (CIRCBO)'s LinkedIn		https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_survey-on-brand-owners-risks-needs-and-activity-6710262127745122304-FXgJ	Yes

Partner social media channel	CTA	case studies	September 2020	Carmen Girón (CTA) LinkedIn		https://www.linkedin.com/posts/cgd24_best-practices-case-studies-on-transitioning-activity-6711893047870803968-vOh9	Yes	
Partner social media channel	ITT	case studies	September 2020	James Gaffey's LinkedIn		https://www.linkedin.com/posts/jamesgaffey_best-practices-case-studies-on-transitioning-activity-6711531538112143360-rk3X	Yes	
Partner social media channel	CTA	case studies	September 2020	David Paez's LinkedIn		https://www.linkedin.com/posts/davidpaezrod_best-practices-case-studies-on-transitioning-activity-6711529056006914048-R1Br	Yes	
Partner social media channel	ITT	EFIB's webinar October 1	September 2020	Circular Bioeconomy Research Group (CIRCBO) LinkedIn		https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_efib-webinar-bioprocesses-technologies-activity-6716729618361122816-XqKu	Yes	
Participation to Conference	ITT	EFIB's webinar October 1	October 2020	James Gaffey presentation of BIOSWITCH on EFIB's webinar		https://www.linkedin.com/posts/european-forum-for-industrial-biotechnology-and-the-bioeconomy-efib_sustainabilitydialogues-webinar-bioprocesses-activity-671700083435535648-KeXl	Yes	
Partner social media channel	ITT	James Gaffey on ITT recruiting	September 2020	James Gaffey LinkedIn		https://www.linkedin.com/posts/jamesgaffey_coopid-activity-6701774647328858112-Zg9y	Yes	
Partner social media channel	ITT	ITT recruiting	September 2020	Circular Bioeconomy Research Group (CIRCBO) LinkedIn		https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_coopid-activity-6702134598932983808-dg8a	Yes	
Partner social media channel	ITT	Brand owners survey	September 2020	James Gaffey LinkedIn		https://www.linkedin.com/posts/jamesgaffey_brand-biobased-activity-6702262282438668288-pJvT	Yes	
Partner social media channel	ITT	Generic post	September 2020	Circular Bioeconomy Research Group (CIRCBO) LinkedIn		https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_privacy-overview-activity-6708265252779294720-3Xyp	Yes	
Partner social media channel	ITT	Brand owners survey	September 2020	James Gaffey LinkedIn		https://www.linkedin.com/posts/jamesgaffey_unilever-is-https://www.linkedin.com/feed/update/urn%3A%3Aactivity%3A6707716919673327616?actorCompanyId=42308198	Yes	
Partner social media channel	ITT	Brand owners survey	September 2020	James Gaffey LinkedIn		https://www.linkedin.com/feed/update/urn%3A%3Aactivity%3A6708265252779294720?actorCompanyId=42308198	Yes	
Partner social media channel	CTA	Brand owners survey	September 2020	LinkedIn		https://www.linkedin.com/feed/update/urn%3A%3Aactivity%3A6708985748239986688?actorCompanyId=42308198	Yes	
Partner social media channel	ITT	Brand owners survey	September 2020	James Gaffey LinkedIn		https://www.linkedin.com/feed/update/urn%3A%3Aactivity%3A670984079216640000?actorCompanyId=42308198	Yes	
Partner social media channel	ITT	case studies	September 2020	Circular Bioeconomy Research Group (CIRCBO) LinkedIn		https://www.linkedin.com/feed/update/urn%3A%3Aactivity%3A6712048488445734912?actorCompanyId=42308198	Yes	
Partner social media channel	ITT	Brand owners survey	September 2020	James Gaffey LinkedIn		https://www.linkedin.com/feed/update/urn%3A%3Aactivity%3A6713723444485242880?actorCompanyId=42308198	Yes	
Partner social media channel	CTA	Brand owners survey	September 2020	Twitter	5800	https://twitter.com/CTAndaluciaENG/status/1301458404595171328	Yes	
Partner social media channel	CTA	Brand owners survey	September 2020	Twitter	5800	https://twitter.com/CTAndalucia/status/1301838680999505920	Yes	
Other dissemination activity	CTA	Brand owners survey	September 2020	CTA's newsletter	1165	https://mailchi.mp/corporaciontecnologica/boletin-provecta-actualidad-innovacion-1503944?e=IUNIOID	Yes	
Partner social media channel	ITT	Brand owners survey	September 2020	James Gaffey's Twitter	5800	https://twitter.com/BioRefineryE/status/1301882257947455494	Yes	
Partner social media channel	CTA	Brand owners survey	September 2020	Twitter	5800	https://twitter.com/CTAndaluciaENG/status/1303600298024480289	Yes	
Partner social media channel	ITT	Brand owners survey	September 2020	James Gaffey's Twitter	1072	https://twitter.com/BioRefineryE/status/1307956804853403648	Yes	
Partner social media channel	ITT	Webinar EIFB	September 2020	James Gaffey's Twitter	1072	https://twitter.com/BioRefineryE/status/1310539011979649025	Yes	
Partner social media channel	CLIC	Generic post	September 2020	Twitter		https://twitter.com/BIOSWITCH_eu/status/1305752741650870273	Yes	
Partner social media channel	CLIC	Brand owners survey	September 2020	Twitter		https://twitter.com/BIOSWITCH_eu/status/1305385907890065409	Yes	
Partner social media channel	CLIC	Generic post	September 2020	Teija Laitinen's Twitter			Yes	
Partner social media channel	CLIC	Newsletter promotion	August 2020	Teija Laitinen's Twitter			Yes	
Partner social media channel	CLIC	Brand owners survey	August 2020	Teija Laitinen's Twitter			Yes	
Partner social media channel	VTT	First newsletter	September 2020	Hei Kangas' LinkedIn			Yes	
Partner social media channel	SIE	World rural Women day	October 2020	Twittwe	500	https://twitter.com/SustainableInnE/status/1316626625505693696	Yes	
Partner social media channel	SIE	World rural Women day	October 2020	LinkedIn	4,798	https://www.linkedin.com/feed/update/urn:li:activity:6722392171929997312	Yes	
Entry on partner website	SIE	CSAs' webinar EuBioNet	November 2020	SIE's website		https://sustainableinnovations.eu/sustainable-innovations-webinar-bioeconomy-csas-communication/	Yes	
Partner social media channel	SIE	CSAs' webinar EuBioNet	November 2020	LinkedIn	4,798	https://www.linkedin.com/feed/update/urn:li:activity:6729291780749045760	Yes	
Webinar / Activities jointly organized with other EU pro	SIE	CSAs' webinar EuBioNet	November 2020	EuBioNet website		https://eubionet.eu/eubionet-yearly-partners-workshop-bioeconomy-communication-and-stakeholders-engagement-in-times-of-covid-19/	Yes	
Non-scientific / non peer-reviewed publication	FBC	Article about BIOSWITCH-survey	August 2020	INBIOM Newsletter	900	https://us18.campaign-archive.com/?u=cefc5ceb5c060f0543191d649&id=8dd6506222	Yes	Newsletter submitted by partner
Partner social media channel	CLIC	Brand owner survey	October 2020	LinkedIn	411	https://www.linkedin.com/feed/update/urn:li:activity:6726752622168027136	Yes	
Partner social media channel	CLIC	EFIB Webinar	October 2020	LinkedIn	411	https://www.linkedin.com/feed/update/urn:li:activity:6722034019560628224	Yes	
Partner social media channel	CLIC	Brand owner survey	October 2020	Twitter	726	https://twitter.com/CLICInnovation/status/1320987689907298305	Yes	
Partner social media channel	CLIC	Results of the on Brand Owners' perceptions	October 2020	Twitter	726	https://twitter.com/BIOSWITCH_eu/status/1318076826237980672	Yes	
Non-scientific / non peer-reviewed publication	CTA	Article about CTA mentioning BIOSWITCH	October 2020	Andalucía Económica			Yes	
Partner social media channel	CLIC	Self-assessment test	November 2020	Teija Laitinen's LinkedIn			Yes	

Partner social media channel	CLIC	Results of the survey	October 2020	Teija Laitinen's LinkedIn			Yes
Partner social media channel	BTG	Results of the brand owner survey	October 2020	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-releases-results-of-the-survey-activity-6723849953866760192-dObs?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	BTG	Self-assessment test	October 2020	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bio-based-readiness-self-assessment-test-activity-6726852278193598464-566h?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	CLIC	Self-assessment test	November 2020	Teija Laitinen's Twitter			Yes
Entry on partner website	CTA	Article about CTA and bioeconomy mentioning BIOSWITCH (ES)	October 2020	CTA Website	52	https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-lidera-un-papel-sobre-bioeconomia-en-la-publicacion-cientifica-de-alto-impacto-Journal-of-Open-Innovation/	Yes
Entry on partner website	CTA	Article about CTA and bioeconomy mentioning BIOSWITCH (EN)	October 2020	CTA Website	10	https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/CTA-leads-a-scientific-paper-on-bioeconomy-published-in-the-Journal-of-Open-Innovation/	Yes
Partner social media channel	CTA	Bioswitch at Biovoices workshop	October 2020	Twitter	580	https://twitter.com/CTAAndaluciaENG/status/1321356716206891010?s=20	Yes
Partner social media channel	CTA	BIOSWITCH newsletter	November 2020	Twitter	390	https://twitter.com/CTAAndaluciaENG/status/1323593255087464450?s=20	Yes
Partner social media channel	CTA	General post	November 2020	Twitter	216	https://twitter.com/CTAAndaluciaENG/status/1324383501433643010?s=20	Yes
Partner social media channel	CTA	Self-assessment test	November 2020	Twitter	583	https://twitter.com/CTAAndaluciaENG/status/1324638923633627136?s=20	Yes
Entry on partner website	SIE	CSAs' webinar EuBioNet	November 2020	SIE's website	1800	https://www.sustainableinnovations.eu/sustainable-innovations-webinar-bioeconomy-csas-communication/	Yes
Partner social media channel	SIE	CSAs' webinar EuBioNet	November 2020	SIE's LinkedIn	4885	https://www.linkedin.com/feed/update/urn:li:activity:6735149242836365312	Yes
Partner social media channel	SIE	CSAs' webinar EuBioNet	November 2020	SIE's Twitter	569	https://twitter.com/SustainableInnE/status/1329383790456819713	Yes
Other	SIE	Self-assessment test	October 2020	Direct mailing to clusters (mailchimp)			Yes
Other	SIE	Self-assessment test	December 2020	Direct mailing to clusters (email)	127		Yes
Partner social media channel	VTT	BIOSWITCH video	December 2020	Heli Kangas' LinkedIn	589	https://www.linkedin.com/in/heli-kangas-7840038/	Yes
Partner social media channel	VTT	2nd Consortium meeting	November 2020	Heli Kangas' LinkedIn	589	https://www.linkedin.com/in/heli-kangas-7840038/	Yes
Partner social media channel	VTT	2nd newsletter	November 2020	Heli Kangas' LinkedIn	589	https://www.linkedin.com/in/heli-kangas-7840038/	Yes
Partner social media channel	VTT	Self-assessment test	December 2020	Heli Kangas' LinkedIn	589	https://www.linkedin.com/in/heli-kangas-7840038/	Yes
Non-scientific / non peer-reviewed publication	FF	Regional workshop	December 2020	Food industry		https://www.foodindustry.be/flanders-food-organiseert	Yes
Entry on partner website	FF	Regional workshop	December 2020	Flanders' FOOD website		https://www.flandersfood.com/event/2021/BIOSWITCH_w	Yes
Entry on partner website	FF	Webinar	December 2020	Flanders' FOOD website		https://www.flandersfood.com/event/2021/BIOSWITCH_w_ebinar	Yes
Partner social media channel	CTA	Presentation at Power4bio webinar	October 2020	Twitter	388	https://twitter.com/CTAAndaluciaENG/status/1318934873969725448?s=20	Yes
Non-scientific / non peer-reviewed publication	CTA	Article about CTA mentioning BIOSWITCH	November 2020	Ideal		https://www.ideal.es/granada/capta-fondos-europeos-	Yes
Non-scientific / non peer-reviewed publication	CTA	Article about CTA mentioning BIOSWITCH	November 2020	Agenda de la empresa			Yes
Partner social media channel	CTA	BIOSWITCH promotional video	December 2020	Twitter	660	https://twitter.com/CTAAndaluciaENG/status/133477193445	Yes
Partner social media channel	CTA	BIOSWITCH webinar	December 2020	Twitter	209	https://twitter.com/CTAAndaluciaENG/status/133958990382	Yes
Non-scientific / non peer-reviewed publication	FBC	Article about Regional events	December 2020	INBIOM Newsletter	900	https://us18.campaign-archive.com/?u=cefc5ceb5c060f0543191d649&id=4fbaf7c3c	Yes
Partner social media channel	FBC	Post about regional workshop	January 2021	FBC's LinkedIn channel		https://www.linkedin.com/posts/food-bio-cluster-denmark_vis-aktiviteter-activity-6752867648716992512-K_0k	Yes
Partner social media channel	FF	Post about regional workshop	December 2020	Flanders' FOOD LinkedIn channel	2110	https://www.linkedin.com/feed/update/urn:li:activity:6744919251552899072	Yes
Partner social media channel	FF	Post about case study Bioco	January 2021	Flanders' FOOD LinkedIn channel	2110	https://www.linkedin.com/feed/update/urn:li:activity:6751829205769629696	Yes
Other	FF	Dutch translation of the Bioco case study	January 2021	FF's Activity Calendar to all members	300		Yes
Other	FF	Invitation to regional workshop	January 2021	FF's bi-weekly Newsletter to all members	300		Yes
Other	FF	Invitation to webinar	January 2021	FF's bi-weekly Newsletter to all members	300		Yes
Other	FF	Invitation to regional workshop	January 2021	Newsletter of FF's structural partner Pack4Food			Yes
Partner social media channel	FBC	Post about regional workshop in DK	January 2021	FBC's LinkedIn channel	2400	https://www.linkedin.com/posts/food-bio-cluster-denmark_vis-aktiviteter-activity-6757310986094469120-D9eD	Yes
Other	FBC	Invitation to regional workshop in DK	January 2021	FBC's Email Newsletter on bioresources	240		Yes
Other	SIE	Invitation to webinar via direct email	January 2021	Direct email via mailchimp	162	https://mailchi.mp/7b72cabbcccc/bioswitch-webinar	Yes
Partner social media channel	CLIC	Success case workshop	January 2021	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Regional workshop	January 2021	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Regional workshop	January 2021	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Success case	December 2020	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Regional workshop	December 2020	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Regional workshop	January 2021	Twitter	772	https://twitter.com/CLICInnovation/status/1353620797877870592	Yes
Partner social media channel	CLIC	Regional workshop	January 2021	Twitter	772	https://twitter.com/CLICInnovation/status/1347073697656434688	Yes
Partner social media channel	CLIC	Invitation to workshop	December 2020	Twitter	772	https://twitter.com/CLICInnovation/status/1341282170757998240/photo/1	Yes
Partner social media channel	CLIC	Post about Save the date to workshop	December 2020	Twitter	772	https://twitter.com/BIOSWITCH_eu/status/1339500922335092736/photo/1	Yes
Partner social media channel	CLIC	Post about self-assessment test	December 2020	Twitter	772	https://twitter.com/BIOSWITCH_eu/status/1336636667290062849	Yes
Partner social media channel	CLIC	Success case	December 2020	LinkedIn	461	https://www.linkedin.com/feed/update/urn:li:activity:6747051447327723520	Yes
Partner social media channel	CLIC	Invitation to workshop	December 2020	LinkedIn	461	https://www.linkedin.com/feed/update/urn:li:activity:6747047458762760192	Yes

Partner social media channel	CLIC	Post about Save the date to workshop	December 2020	LinkedIn	461	https://www.linkedin.com/feed/update/urn:li:activity:6745287762531901442	Yes	
Partner social media channel	CLIC	Post about self-assessment test	December 2020	LinkedIn	461	https://www.linkedin.com/feed/update/urn:li:activity:6742420016920051712	Yes	
Partner social media channel	CLIC	Post about BIOSWITCH video	December 2020	LinkedIn	461	https://www.linkedin.com/feed/update/urn:li:activity:673943908828469248	Yes	
Partner social media channel	BTG	Post about Save the date to workshop	December 2020	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-regional-workshops-shaping-solutions-activity-6751792020664176640-sQe8?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	BTG	Post about Spanish Regional Workshop	December 2020	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-to-host-a-webinar-and-four-regional-activity-6755488284681523200-AeAg?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	BTG	Post about self-assessment test	December 2020	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bio-based-readiness-self-assessment-test-activity-6742761079945908224-Bzmp?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	BTG	Post about Pan-European co-creation workshop	January 2021	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_pan-european-co-creation-workshop-activity-6764444787962638336-RZy?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Organisation of Workshop	CLIC / MTU	Finland Regional Workshop	January 2021	Online	41		Yes	
Organisation of Workshop	FF / MTU	Belgium Regional Workshop	January 2021	Online	37		Yes	
Organisation of Workshop	CTA / MTU	Spain Regional Workshop	January 2021	Online	44		Yes	
Organisation of Workshop	FBC / MTU	Denmark Regional Workshop	January 2021	Online	23		Yes	
Other	FBC	Invitation to Denmark Regional workshop	January 2021	Direct email to DK Bioeconomy Panel	16		Yes	Invitation sent to members of the Danish Bioeconomy Panel
Other	FBC	Invitation to Pan European workshop	February 2021	FBC's Newsletter on upcoming events		https://mailchi.mp/f931c50d9dda/brug-for-inspiration-find-dit-nste-online-event-her?e=ba68174f17	Yes	
Organisation of Workshop	ITT (MTU)	Pan-European co-creation workshop	February 2021	Online	124		Yes	
Partner social media channel	CLIC	Pan-European co-creation workshop	February 2021	Teija Laitinen's LinkedIn			Yes	
Partner social media channel	CLIC	Pan-European co-creation workshop	February 2021	Teija Laitinen's Twitter			Yes	
Partner social media channel	VTT	Nomination for Globally Great	December 2020	Heli Kangas' LinkedIn	236	https://www.linkedin.com/in/heli-kangas-7840038/	No	
Partner social media channel	VTT	Save the date for webinar	December 2020	Heli Kangas' LinkedIn	346	https://www.linkedin.com/in/heli-kangas-7840038/	Yes	
Partner social media channel	VTT	Happy Holidays	December 2020	Heli Kangas' LinkedIn	280	https://www.linkedin.com/in/heli-kangas-7840038/	Yes	
Partner social media channel	VTT	Finland Regional workshop	December 2020	Heli Kangas' LinkedIn	212	https://www.linkedin.com/in/heli-kangas-7840038/	Yes	
Partner social media channel	VTT	TC meeting in January	January 2021	Heli Kangas' LinkedIn	264	https://www.linkedin.com/in/heli-kangas-7840038/	Yes	
Partner social media channel	VTT	Recording of webinar	February 2021	Heli Kangas' LinkedIn	229	https://www.linkedin.com/in/heli-kangas-7840038/	Yes	
Partner social media channel	VTT	Pan-European workshop	February 2021	Heli Kangas' LinkedIn	161	https://www.linkedin.com/in/heli-kangas-7840038/	Yes	
Partner social media channel	VTT	Save the date for webinar	December 2020	Heli Kangas' Twitter	371	https://twitter.com/HeliKangas?ref_src=bsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5EAutor	Yes	
Partner social media channel	CLIC	Pan-European co-creation workshop	February 2021	LinkedIn	474	https://www.linkedin.com/feed/update/urn:li:activity:6763076549605437440	Yes	
Partner social media channel	CLIC	Successful transition from fossil to bio-based webinar	February 2021	LinkedIn	474	https://www.linkedin.com/feed/update/urn:li:activity:6762331128503271424	Yes	
Partner social media channel	CLIC	Pan-European co-creation workshop	February 2021	Twitter	785	https://twitter.com/BIOSWITCH_eu/status/1357228632440270848	Yes	
Partner social media channel	CLIC	Post about "Wondering who can help..."	February 2021	Twitter	785	https://twitter.com/BIOSWITCH_eu/status/1359093683711311876/photo/1	Yes	
Partner social media channel	CLIC	Successful transition from fossil to bio-based webinar	February 2021	Twitter	785	https://twitter.com/CLICInnovation/status/1356564005947596805	Yes	
Partner social media channel	FF	Save the date Pan-EU workshop	February 2021	LinkedIn			Yes	
Partner social media channel	CTA	Spanish regional workshop	January 2021	Twitter	484	https://twitter.com/CTAAndaluciaENG/status/1349990058321965056?s=20	Yes	
Partner social media channel	CTA	Spanish regional workshop	January 2021	Twitter	342	https://twitter.com/CTAAndalucia/status/1350037903477452800?s=20	Yes	
Entry on partner website	CTA	About agroBRIDGES project /CTA in bioeconomy (ES)	January 2021	CTA website	111	https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/Árancia-agroBRIDGES-un-nuevo-proyecto-europeo-para-mejorar-la-posición-de-los-agricultores-en-la-cadena-agroalimentaria/	Yes	
Partner social media channel	CTA	Spanish regional workshop	January 2021	Twitter	367	https://twitter.com/CTAAndalucia/status/1352194484155641857?s=20	Yes	
Partner social media channel	CTA	Spanish regional workshop	January 2021	LinkedIn	3506	https://www.linkedin.com/posts/ctandalucia_evento-regional-proyecto-bioswitch-activity-6755803976467304450-4gAO	Yes	
Partner social media channel	CTA	Spanish regional workshop	January 2021	Twitter	793	https://twitter.com/CTAAndaluciaENG/status/1354005957697802240?s=20	Yes	
Entry on partner website	CTA	Spanish regional workshop	January 2021	CTA website	4	https://www.corporaciontecnologica.com/en/sala-de-prensa/noticias/CTA-organises-an-online-event-to-identify-risks-and-create-solutions-to-accelerate-the-transition-to-bio-based-products/	Yes	
Partner social media channel	CTA	Spanish regional workshop	January 2021	Twitter	581	https://twitter.com/CTAAndaluciaENG/status/1354767811726495745?s=20	Yes	
Partner social media channel	CTA	Spanish regional workshop	January 2021	LinkedIn	3506	https://www.linkedin.com/posts/ctandalucia_cta-organiza-un-evento-online-para-identificar-activity-6760890487827181568-9YIL/	Yes	
Partner social media channel	CTA	General post	January 2021	Twitter	355	https://twitter.com/CTAAndalucia/status/1355124826718011394?s=20	Yes	
Non-scientific / non peer-reviewed publication	CTA	Interview Marta Macias	February 2021	Andalucía Económica			Yes	
Non-scientific / non peer-reviewed publication	CTA	Interview Carmen Ronchel	March 2021	manuelbellido.com		https://manuelbellido.com/entrevista-a-carmen-ronche-responsable-tecnico-del-sector-biotecnologico-en-cta-corporacion-tecnologica-de-andalucia/	Yes	
Partner social media channel	SIE	Post about workshop on solutions for the bioeconomy	April 2021	LinkedIn	5,494	https://www.linkedin.com/posts/sustainable-innovations-europe_smes-start-ups-sustainable-innovations-activity-6789793916611805184-bOcs	Yes	

Partner social media channel	SIE	Post about workshop on solutions for the bioeconomy	April 2021	Twitter	634	https://twitter.com/SustainableInnE/status/1384029029435514885	Yes
Participation to Workshop	SIE	"Innovative Solutions applied to the bioeconomy" workshop organised by the INBEC project	April 2021	online	20	https://www.youtube.com/watch?v=NthOziXANZO	Yes
Partner social media channel	FF	Post Feedback. Communication type materials	May 2021	LinkedIn			Yes
Partner social media channel	FF	Post Feedback. Communication type materials	May 2021	Twitter			Yes
Partner social media channel	FF	repost bioswitch recording pan european event	April 2021	LinkedIn			Yes
Partner social media channel	FF	Invitation to webinar case studies	January 2021	Twitter			Yes
Partner social media channel	FF	repost bioswitch workshops	January 2021	Twitter			Yes
Partner social media channel	FF	invitation dutch co creation webinar	January 2021	Twitter			Yes
Partner social media channel	CLIC	Post about BIOSWITCH website nomination	April 2021	LinkedIn	510	https://www.linkedin.com/feed/update/urn:li:activity:6792700470734397441	Yes
Partner social media channel	CLIC	Post about BIOSWITCH website nomination	April 2021	Twitter	808	https://twitter.com/BIOSWITCH_eu/status/1386925766395547650	Yes
Partner social media channel	CLIC	Post about lambiobased booklet	April 2021	Twitter	808	https://twitter.com/BIOSWITCH_eu/status/1384386508027834368	Yes
Partner social media channel	CLIC	Post about We are all biobased	March 2021	Twitter	808	https://twitter.com/BIOSWITCH_eu/status/1376781101071536128	Yes
Partner social media channel	CLIC	Post about Survey on opportunities for biobased	March 2021	Twitter	808	https://twitter.com/BIOSWITCH_eu/status/1372506950991241224	Yes
Partner social media channel	CLIC	Post about Jan webinars	March 2021	Twitter	808	https://twitter.com/BIOSWITCH_eu/status/1386649812943273989	Yes
Partner social media channel	CLIC	Comms tool validation	April 2021	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Post on new communication tool published	June 2021	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Comms tool validation	April 2021	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Post on new communication tool published	March 2021	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Post on materials of the workshop	March 2021	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Success cases	March 2021	Teija Laitinen's Twitter			Yes
Participation to Workshop	SIE	"Innovative Solutions applied to the bioeconomy" organised in the framework of the INBEC Project	April 2021	Online	30	https://www.youtube.com/watch?v=NthOziXANZO https://bioswitch.eu/2021/04/08/online-workshop-innovation-bioeconomy/	Yes
Partner social media channel	SIE	"Innovative Solutions applied to the bioeconomy" organised in the framework of the INBEC Project	April 2021	LinkedIn	5617	https://www.linkedin.com/posts/sustainable-innovations-europe-smes-start-ups-sustainable-innovations-activity-6789793916611805184-b0cs	Yes
Partner social media channel	SIE	"Innovative Solutions applied to the bioeconomy" organised in the framework of the INBEC Project	April 2021	Twitter	651	https://twitter.com/SustainableInnE/status/1384029029435514885	Yes
Non-scientific / non peer-reviewed publication	CTA	Article interviewing Marta Macias about the CTA contribution to the creation of a circular bioeconomy in Europe.	May 2021	Excorseed's Website	711	https://www.excorseed.eu/news/getting-to-know-our-partners-technological-corporation-of-andalusia-cta/	Yes
Partner social media channel	CTA	Article interviewing Marta Macias about the CTA contribution to the creation of a circular bioeconomy in Europe.	May 2021	Twitter	553	https://twitter.com/CTAandalusiaENG/status/1389959569514901508	Yes
Partner social media channel	SIE	Webinar recording	February 2021	YouTube	120	https://www.youtube.com/watch?v=LdKEBJRi0FQ&list=PL3MTWNbTpBt9lx7gUwF2E9iOAqGrOu	Yes
Organisation of Workshop	SIE	Webinar	January 2021	Zoom	287	https://www.youtube.com/watch?v=LdKEBJRi0FQ&list=PL3MTWNbTpBt9lx7gUwF2E9iOAqGrOu	Yes
Partner social media channel	SIE	GA meeting M12	May 2021	LinkedIn	5617	https://www.linkedin.com/posts/sustainable-innovations-europe_innovation-consulting-sustainable-innovations-activity-6800313231605866496-cubU	Yes
Partner social media channel	SIE	GA meeting M12	May 2021	Twitter	651	https://twitter.com/SustainableInnE/status/1394547904115875844	Yes
Participation to Workshop	CLIC	BIC – Bio-based Industries Consortium internal webinar on "How to stimulate market uptake & consumer acceptance of bio-based products?"	May 2021	Online	50	https://bioswitch.eu/2021/05/17/bioswitch-bic-webinar/	Yes
Participation to Conference	ITT (MTU)	ExpandFibre Ecosystems	June 2021	Online	89	https://www.expandfibre.com/	Yes
Non-scientific / non peer-reviewed publication	ITT (MTU)	ExpandFibre Ecosystems web	June 2021	Online		https://www.expandfibre.com/news/item/the-first-expandfibre-ecosystem-member-event-paved-the-way-forward-for-the-entire-ecosystem-by-creating-valuable-connections-and-new-ideas-between-partners	Yes
Partner social media channel	BTG	Post about Consumers and bio based a love story booklet	May 2021	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_consumers-and-bio-based-a-love-story-activity-6803873843375362048-Pz2?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	CLIC	Post about Anna Tenhunen's post about barriers, challenges and risk for brandowners to switch to biobased materials booklet	May 2021	LinkedIn	521	https://www.linkedin.com/feed/update/urn:li:activity:6802915614789775361/	Yes
Partner social media channel	CLIC	Feedback survey on communications material	May 2021	LinkedIn	521	https://www.linkedin.com/feed/update/urn:li:activity:6800324870354817024	Yes
Partner social media channel	CLIC	Post about Feedback survey on communications materials toinbox	May 2021	Twitter	814	https://twitter.com/BIOSWITCH_eu/status/138946158552795675252065095681	Yes
Partner social media channel	CLIC	Post about Feedback survey on communications materials toinbox	May 2021	Twitter	814	https://twitter.com/BIOSWITCH_eu/status/1389461585526145026	Yes
Partner social media channel	BTG	Post about the journal article published	June 2021	LinkedIn	1164	https://www.linkedin.com/posts/btg-biomass-technology-group_understanding-consumer-perspectives-of-bio-based-activity-6805021800544694272-Xkdk	Yes
Partner social media channel	FF	Newspost website on feedbacksurveys comms material	May 2021	Flanders' FOOD website		https://www.flandersfood.com/nieuws/2021/merkproducent-interesse-in-bio-gebaseerde-economie	Yes
Entry on partner website	CTA	CTA's role in bioeconomy, mention to BIOSWITCH (ES)	May 2021	CTA's website	7	https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-promueve-opportunidades-de-desarrollo-profesional-en-bioeconomia-en-un-posgrado-de-la-Universidad-de-Jaer/	Yes
Entry on partner website	CTA	CTA's role in bioeconomy, mention to BIOSWITCH (EN)	May 2021	CTA's website	4	https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/CTA-promotes-professional-development-opportunities-in-bioeconomy-in-a-postgraduate-programme-at-the-University-of-Jaer/	Yes
Non-scientific / non peer-reviewed publication	SIE	Press release about paper published in MDPI	June 2021	European Dissemination		https://www.europeandissemination.eu/bioswitch-research-analyses-irish-and-dutch-consumer-perspectives-of-bio-based-products/14187	Yes

Non-scientific / non peer-reviewed publication	SIE	Press release about paper published in MDPI	June 2021	Green reporter		https://green-reporter.com/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/	Yes	
Non-scientific / non peer-reviewed publication	SIE	Press release about paper published in MDPI	June 2021	EU reporter		https://www.eureporter.co/environment/biodiversity2021/06/30/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/	Yes	
Non-scientific / non peer-reviewed publication	SIE	Press release about paper published in MDPI	June 2021	Dispatchist		https://dispatchist.com/news/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/	Yes	
Participation to Conference	FF	Presentation at PIC 2021 (Plant InterCluster)	July 2021	PIC 2021	235	https://pic-2021.b2match.io/	Yes	
Non-scientific / non peer-reviewed publication	FBC	Disse ord er vigtige når forbrugere skal vælge bæredygtige produkter	June 2021	FBC's Newsletter Bioresource Insight	1000	https://mailchi.mp/b850014340a9/frende-indenfor-grm-omstilling-109404367e=ba8174f17	Yes	Article about BIOSWITCH survey on consumer preferences
Partner social media channel	FBC	Bionedbrydeligt eller genanvendeligt?	June 2021	FBC's LinkedIn-account	3758	https://www.linkedin.com/posts/food-bio-cluster-denmark-disse-ord-er-vigtige-n%C3%A5r-forbrugere-skal-aktivt-681556933000986112-g9WU	Yes	
Non-scientific / non peer-reviewed publication	FBC	Disse ord er vigtige når forbrugere skal vælge bæredygtigt	July 2021	FBC's Newsletter for members only	400		Yes	
Partner social media channel	SIE	Post about bioeconomy projects	July 2021	Twitter	673	https://twitter.com/SustainableInnE/status/1419902842371035149	Yes	
Partner social media channel	SIE	Post about bioeconomy projects	July 2021	LinkedIn	5809	https://www.linkedin.com/posts/sustainable-innovations-europe-sectors-sustainable-innovations-activity-6825666575090122752-ikzQ	Yes	
Partner social media channel	SIE	Post about bioeconomy projects	July 2021	Instagram	524	https://www.instagram.com/p/CR1Ami6mLU/	Yes	
Partner social media channel	CTA	Post about the matchmaking event	June 2021	Twitter	726	https://twitter.com/CTAndaluciaENG/status/1412374936518287363	Yes	
Partner social media channel	CTA	Post about the matchmaking event	July 2021	Twitter	726	https://twitter.com/CTAndaluciaENG/status/1415948123596283906	Yes	
Partner social media channel	CTA	Post about the matchmaking event	July 2021	Twitter	6000	https://twitter.com/CTAndalucia/status/1418156425696718854	Yes	
Partner social media channel	CTA	Post about the matchmaking event	July 2021	Twitter	726	https://twitter.com/CTAndaluciaENG/status/1420004342493548564	Yes	
Partner social media channel	CTA	Post about the impact of BBI projects	July 2021	Twitter	726	https://twitter.com/CTAndaluciaENG/status/1420646766303719424	Yes	
Partner social media channel	ITT (MTU)	Post about the matchmaking event	June 2021	Twitter	310	https://twitter.com/CBC_SW/status/1412368692759994374	Yes	
Partner social media channel	ITT (MTU)	Reshare post	July 2021	LinkedIn	650	https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_consumers-and-bio-based-a-love-story-activity-6805947845678510080-u-6U	Yes	
Partner social media channel	ITT (MTU)	Reshare post	July 2021	LinkedIn	650	https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_bioswitch-presented-at-expandfibre-ecosystems-activity-6808673717095288832-3mEI	Yes	
Partner social media channel	ITT (MTU)	Reshare post	July 2021	LinkedIn	650	https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_results-of-the-research-on-consumer-perspectives-activity-6815607617567621888-1JRV	Yes	
Partner social media channel	CLIC	Post about the matchmaking event	July 2021	LinkedIn	541	https://www.linkedin.com/posts/clic-innovation-ov_bioswitch-match-sustainable-and-bio-based-activity-6813444367706058752-XABk	Yes	
Partner social media channel	FBC	Post about the research paper in Danish	July 2021	LinkedIn	3839	https://www.linkedin.com/posts/food-bio-cluster-denmark-disse-ord-er-vigtige-n%C3%A5r-forbrugere-skal-aktivt-681556933000986112-g9WU	Yes	
Entry on partner website	FBC	Post about the research paper in Danish	July 2021	FBCD website		https://foodbiocluster.dk/hv-heder-disse-ord-er-vigtige-naar-forbrugere-skal-vaelge-baeredygtige-produkter?action=1&M=NewsV2&PID=44109	Yes	
Partner social media channel	CLIC	Reshare post case studies	July 2021	LinkedIn	541	https://www.linkedin.com/posts/clic-innovation-ov_documents-activity-6820222398902636544-ZzOS	Yes	
Partner social media channel	CLIC	Reshare post bio-plastics campaign	July 2021	LinkedIn	541	https://www.linkedin.com/posts/clic-innovation-ov_bio-based-and-biodegradable-plastics-activity-682348953584680960-wR_o	Yes	
Entry on partner website	FF	Post about the matchmaking event	July 2021	FF website		https://www.flandersfood.com/nl/activiteit/2021/bioswitch-match	Yes	
Partner social media channel	FF	Post about the matchmaking event	July 2021	LinkedIn	2689	https://www.linkedin.com/posts/flanders%27food_bioswitch-match-sustainable-and-bio-based-activity-6825734603588808705-cVDy	Yes	
Partner social media channel	CLIC	Reshare post matchmaking event	July 2021	LinkedIn	541	https://www.linkedin.com/posts/clic-innovation-ov_bioswitch-match-sustainable-and-bio-based-activity-6826026422620975104-bEGZ	Yes	
Partner social media channel	ITT (MTU)	Reshare post matchmaking event	July 2021	LinkedIn	650	https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_bioswitch-match-sustainable-and-bio-based-activity-6826409865624260609-wjvL	Yes	
Press release	SIE	Press release launched officially through the project channels	June 2021	European Dissemination		https://www.europeandissemination.eu/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/14187	Yes	
Press release	SIE	Press release launched officially through the project channels	June 2021	Green Reporter		https://green-reporter.com/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/	Yes	
Press release	SIE	Press release launched officially through the project channels	June 2021	EU Reporter		https://www.eureporter.co/environment/biodiversity2021/06/30/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/	Yes	
Press release	SIE	Press release launched officially through the project channels	June 2021	Dispatchist		https://dispatchist.com/news/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/	Yes	
Press release	SIE	Press release launched officially through the project channels	August 2021	Renewable Carbon		https://renewable-carbon.eu/news/bioswitch-research-analyzes-irish-and-dutch-consumer-perspectives-of-bio-based-products/	Yes	
Partner social media channel	VTT	Re-share of post on open innovation	July 2021	Hei Kanaas' LinkedIn	215	https://www.linkedin.com/in/heik-kangas-7840038/	Yes	
Partner social media channel	VTT	Re-share of post on GA / BIOSWITCH BD	May 2021	Hei Kanaas' LinkedIn	197	https://www.linkedin.com/in/heik-kangas-7840038/	Yes	
Partner social media channel	VTT	Re-share of post on Communication-type materials	May 2021	Hei Kanaas' LinkedIn	152	https://www.linkedin.com/in/heik-kangas-7840038/	Yes	
Partner social media channel	VTT	Re-share of post on #Iambiobased booklet	April 2021	Hei Kanaas' LinkedIn	236	https://www.linkedin.com/in/heik-kangas-7840038/	Yes	
Partner social media channel	VTT	Re-share of post on we are all #biobased	March 2021	Hei Kanaas' LinkedIn	650	https://www.linkedin.com/in/heik-kangas-7840038/	Yes	

Partner social media channel	VTT	Re-share of post on Stora Enso's case study	March 2021	Heili Kangas' LinkedIn	427	https://www.linkedin.com/in/heili-kangas-7840038/	Yes
Partner social media channel	VTT	Re-share of post on International Women's day	March 2021	Heili Kangas' LinkedIn	697	https://www.linkedin.com/in/heili-kangas-7840038/	Yes
Press release	CTA	CTA presents its innovation support model to more than 100 attendees at the International Congress of Circular Bioeconomy	July 2021	CTA's website	120	https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/CTA-presenta-su-modelo-de-apoyo-a-la-innovacion-a-mas-de-100-asistentes-en-el-congreso-internacional-de-bioeconomia-circular/	Yes
Press release	CTA	CTA promotes professional development opportunities in bioeconomy in a postgraduate programme at the University of Jaen	May 2021	CTA's website	150	https://www.corporaciontecnologica.com/en/sala-de-prensa/comunicados/CTA-promueve-oportunidades-de-desarrollo-profesional-en-bioeconomia-en-un-posgrado-de-la-Universidad-de-Jaen/	Yes
Partner social media channel	CLIC	Sharing news on matchmaking event	May 2021	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Post about BIOSWITCH match event	July 2021	CLIC Innovation LinkedIn		https://www.linkedin.com/feed/update/urn:li:activity:6826026422620975104	Yes
Partner social media channel	CLIC	Post about BIOSWITCH success cases	July 2021	CLIC Innovation LinkedIn		https://www.linkedin.com/feed/update/urn:li:activity:682022398902636544	Yes
Partner social media channel	CLIC	Post about plastic production	July 2021	Twitter		https://twitter.com/BIOSWITCH_eu/status/1417739863298826240	Yes
Partner social media channel	CLIC	Post about BIOSWITCH success cases	July 2021	Twitter		https://twitter.com/CLICInnovation/status/1414454755947159555	Yes
Other	FF	Announcement of Bioswitch Match - Sustainable and Biobased Packaging Solutions	August 2021	Flanders FOOD's Newsletter	2000		Yes
Other	FF	Announcement of Bioswitch Match - Sustainable and Biobased Packaging Solutions	July 2021	Flanders FOOD's Newsletter	2000		Yes
Entry on partner website	CLIC	Announcement of Bioswitch Match - Sustainable and Biobased Packaging Solutions	July 2021	CLIC's website		https://clicinovation.fi/news-and-events/	Yes
Other	SIE	Announcement of Bioswitch Match - Sustainable and Biobased Packaging Solutions	July 2021	EUBIONET		https://eubionet.eu/bioswitch-match-event-sustainable-and-bio-based-packaging/	Yes
Other	SIE	Announcement of Bioswitch Match - Sustainable and Biobased Packaging Solutions	September 2021	Direct mailing to stakeholders	232	https://mailchi.mp/7d13fd197d0/bioswitch-webinar-7994477	Yes
Other	SIE	Announcement of Bioswitch Match - Sustainable and Biobased Packaging Solutions	September 2021	Direct message via twitter to related BBI	31		Yes
Partner social media channel	CLIC	Case studies	August 2021	LinkedIn	559	https://www.linkedin.com/posts/clic-innovation-ov-documents-activity-682022398902636544-ZzOS/	Yes
Partner social media channel	CLIC	Biobased plastics campaign	August 2021	LinkedIn	559	https://www.linkedin.com/feed/update/urn:li:activity:682022398902636544-ZzOS/	Yes
Partner social media channel	SIE	Generic campaign	August 2021	LinkedIn	5877	https://www.linkedin.com/feed/update/urn:li:activity:682022398902636544-ZzOS/	Yes
Partner social media channel	FF	Match event	August 2021	LinkedIn	2727	https://www.linkedin.com/feed/update/urn:li:activity:682022398902636544-ZzOS/	Yes
Partner social media channel	SIE	Generic campaign	August 2021	LinkedIn	5877	https://www.linkedin.com/feed/update/urn:li:activity:682022398902636544-ZzOS/	Yes
Partner social media channel	CLIC	Biobased chemicals campaign	August 2021	LinkedIn	559	https://www.linkedin.com/feed/update/urn:li:activity:682022398902636544-ZzOS/	Yes
Partner social media channel	CLIC	Match event	August 2021	LinkedIn	559	https://www.linkedin.com/feed/update/urn:li:activity:682022398902636544-ZzOS/	Yes
Partner social media channel	MTU	Match event	August 2021	LinkedIn	668	https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_bioswitch-match-sustainable-and-bio-based-activity-6826026422620975104-wiVl	Yes
Partner social media channel	CLIC	Match event	August 2021	LinkedIn	559	https://www.linkedin.com/feed/update/urn:li:activity:682022398902636544-ZzOS/	Yes
Partner social media channel	CLIC	newsletter	August 2021	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Bio-based products poll	August 2021	LinkedIn	560	https://www.linkedin.com/feed/update/urn:li:activity:6838036672328863744	Yes
Partner social media channel	CLIC	Match event	August 2021	Twitter	833	https://twitter.com/CLICInnovation/status/1429723678036664329	Yes
Partner social media channel	CLIC	Bio-based ingredients post	August 2021	Twitter	833	https://twitter.com/BIOSWITCH_eu/status/1427875479269388290	Yes
Partner social media channel	CLIC	Post about forest-based bioeconomy	August 2021	Taina Kujanpää's LinkedIn		https://www.linkedin.com/posts/bioswitch_forestry-activity-6838346966280278016-7JZm	Yes
Partner social media channel	SIE	Post about the team	September 2021	LinkedIn	6000	https://www.linkedin.com/posts/sustainable-innovations-europe_innovation-consulting-sustainable-innovations-activity-6836617080767336448-1gdS	Yes
Partner social media channel	SIE	GA meeting	September 2021	LinkedIn	6000	https://www.linkedin.com/posts/sustainable-innovations-europe_innovation-consulting-sustainable-innovations-activity-6840895073622773760-vmrc	Yes
Partner social media channel	CLIC	Post about the regional events	October 2021	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Match event	September 2021	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Post about forest-based bioeconomy	September 2021	Teija Laitinen's LinkedIn			Yes
Partner social media channel	CLIC	Match event	September 2021	Teija Laitinen's Twitter			Yes
Partner social media channel	CLIC	Post about regional value chain building	October 2021	Twitter	844	https://twitter.com/BIOSWITCH_eu/status/1448174019908362243	Yes
Partner social media channel	CLIC	Post about MacaroNight	October 2021	Taina Kujanpää's LinkedIn	624	https://macaronight.eu/bioswitch/	Yes
Partner social media channel	CLIC	Post about MacaroNight	October 2021	LinkedIn	100	https://macaronight.eu/bioswitch/	Yes
Partner social media channel	SIE	Participation to Conference	November 2021	Madrid		https://bioswitch.eu/2021/12/01/bioswitch-expofoodservice/	No
Partner social media channel	CLIC	CBE Ju projects' funded	January 2022	LinkedIn	772	https://www.linkedin.com/posts/clic-innovation-ov_httpswwwbbieuropeauesitesdefaultfiles-activity-6874631264146608128-8SIE	Yes
Partner social media channel	CLIC	Sector-based webinars	January 2022	LinkedIn	772	https://www.linkedin.com/posts/clic-innovation-ov_bioswitch-sector-based-webinars-activity-6876420098089992192-Svps	Yes
Partner social media channel	CLIC	Sector-based webinars	January 2022	Teija Laitinen's LinkedIn		https://www.linkedin.com/posts/teija-laitinen-0596b33_bioswitch-sector-based-webinars-activity-6876441506857787392-LAJ	Yes

Partner social media channel	VTT	Sector-based webinars	January 2022	Heii Kangas' LinkedIn		https://www.linkedin.com/posts/heii-kangas-7840038_bioswitch-sector-based-webinars-activity-6876446710223257600-u82C/	Yes
Partner social media channel	BTG	Sector-based webinars	January 2022	LinkedIn	1387	https://www.linkedin.com/posts/heii-kangas-7840038_bioswitch-sector-based-webinars-activity-6876446710223257600-u82C/	Yes
Partner social media channel	CLIC	BIO SWITCH research	January 2022	Anna Tenhunen-Lunkka	856	https://www.linkedin.com/posts/annatenhunen_bioswitch-research-referenced-in-eu-publication-activity-6877155656537829376-Ya9	Yes
Partner social media channel	FF	Sector-based webinars	January 2022	LinkedIn	3009	https://www.linkedin.com/posts/flanders%27Food_bioswitch-sector-based-webinars-activity-6878696247418851328-n-us	Yes
Partner social media channel	VTT	Toolbox webinar	January 2022	Heii Kangas' LinkedIn		https://www.linkedin.com/posts/heii-kangas-7840038_webinar-how-to-use-the-bioswitch-toolbox-activity-6879398241931149312-ZZwF/	Yes
Social media channel	ITT (MTU)	Happy Holidays season	January 2022	LinkedIn	799	https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_happyholidayseason-activity-6879703986367184896-f46Q	Yes
Partner social media channel	CLIC	Upcoming webinars	January 2022	LinkedIn		https://www.linkedin.com/posts/clic-innovation-oy_the-new-year-comes-full-of-activities-for-activity-688666869265301504-C2z	Yes
Partner social media channel	ITT (MTU)	Sector-based webinars	January 2022	James Gaffey's LinkedIn	994	https://www.linkedin.com/posts/jamesgaffey_bioswitch-sector-based-webinars-activity-6887310320069027844p8M	Yes
Partner social media channel	BTG	Sector-based webinars	January 2022	LinkedIn	1387	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-sector-based-webinars-activity-6887315198772822016-Fs9v	Yes
Partner social media channel	SIE	Sector-based webinars	January 2022	Carla Sebastiani's LinkedIn	966	https://www.linkedin.com/posts/carla-sebastiani_bioswitch-sector-based-webinars-activity-6887359517814767616-PYM	Yes
Partner social media channel	ITT (MTU)	Sector-based webinars	January 2022	Rajeev Ravindra's LinkedIn	500	https://www.linkedin.com/posts/rajeev-ravindran-037a1947_bioswitch-sector-based-webinars-activity-6887383406712233986-OnZa	Yes
Partner social media channel	CLIC	Toolbox webinar	January 2022	LinkedIn	772	https://www.linkedin.com/posts/clic-innovation-oy_webinar-how-to-use-the-bioswitch-toolbox-activity-6889113664931135489-ptLs	Yes
Partner social media channel	CTA	Toolbox webinar	January 2022	Marta Macias' LinkedIn	774	https://www.linkedin.com/posts/marta-macias-aragones_webinar-how-to-use-the-bioswitch-toolbox-activity-6889138168101183490-7dvd	Yes
Partner social media channel	CLIC	Toolbox webinar	January 2022	Teija Laitinen's LinkedIn		https://www.linkedin.com/posts/teija-laitinen-0589b33_webinar-how-to-use-the-bioswitch-toolbox-activity-68891744495648000-RwLz	Yes
Partner social media channel	ITT (MTU)	Toolbox webinar	January 2022	Rajeev Ravindra's LinkedIn	500	https://www.linkedin.com/posts/rajeev-ravindran-037a1947_webinar-how-to-use-the-bioswitch-toolbox-activity-6889198864927096832-0IGi	Yes
Partner social media channel	FF	Press release	January 2022	LinkedIn	3009	https://www.linkedin.com/posts/flanders%27Food_bioswitch-sector-based-webinar-seriespdf-activity-6890956396788011010-wvLO	Yes
Partner social media channel	FF	Toolbox webinar	January 2022	LinkedIn	3009	https://www.linkedin.com/posts/flanders%27Food_webinar-how-to-use-the-bioswitch-toolbox-activity-6891681961860321280-V_NX	Yes
Partner social media channel	CTA	Bioswitch toolbox	January 2022	LinkedIn	4387	https://www.linkedin.com/posts/ctandalucia_cta-presenta-instrumentos-para-ayudar-a-las-activity-6893895650292166656-S85o	Yes
Partner social media channel	ITT (MTU)	Bioeconomy webinar	January 2022	James Gaffey's LinkedIn	994	https://www.linkedin.com/posts/jamesgaffey_engaging-brand-owners-and-consumers-within-activity-6893929590289502208-i5Ib	Yes
Entry on partner website	CTA	CTA presenta instrumentos para ayudar a las empresas a adoptar un enfoque 'bio'	January 2022	CTA's website		https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-presenta-instrumentos-para-ayudar-a-las-empresas-a-adoptar-un-enfoque-bio/	Yes
Partner social media channel	CTA	Bioswitch toolbox	January 2022	Twitter	4512	https://twitter.com/CTAandalucia/status/1488120414647853057	Yes
Partner social media channel	CTA	Bioswitch toolbox	January 2022	Twitter	764	https://twitter.com/CTAandaluciaENG/status/1486251118149701633	Yes
Social media channel	CTA	Bioswitch toolbox webinar	January 2022	Bioeconomia Andaluca's Twitter	685	https://twitter.com/Bioeconomia_And/status/148555482794377216	Yes
Partner social media channel	CTA	Bioswitch toolbox	January 2022	Twitter	764	https://twitter.com/CTAandaluciaENG/status/1484088871461830656	Yes
Partner social media channel	CTA	Sector-based webinars	January 2022	Twitter	764	https://twitter.com/CTAandaluciaENG/status/1483002455039246916	Yes
Social media channel	CTA	Sector-based webinars	January 2022	Bioeconomia Andaluca's Twitter	685	https://twitter.com/Bioeconomia_And/status/1481932864367308806	Yes
Partner social media channel	CLIC	Social media tips	January 2022	Twitter	859	https://twitter.com/CLICInnovation/status/1478618367418376192	Yes
Partner social media channel	CLIC	Tweet about International education day	January 2022	CLIC's Twitter	859	https://twitter.com/BIO SWITCH_eu/status/1485933038148194304	Yes
Partner social media channel	CLIC	Bioswitch toolbox webinar	January 2022	CLIC's Twitter	859	https://twitter.com/BIO SWITCH_eu/status/1483345038193135622	Yes
Partner social media channel	CLIC	Bioswitch toolbox webinar	January 2022	CLIC's LinkedIn	4500	https://www.linkedin.com/feed/update/urn:li:activity:6889113664931135489	Yes
Partner social media channel	CLIC	Bioswitch upcoming seminars	January 2022	CLIC's LinkedIn	4500	https://www.linkedin.com/feed/update/urn:li:activity:6886666869265301504	Yes
Press release	CTA	CTA presents the innovation needs of Grupo La Caña for its 'bio' transition	October 2021	Website		https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-presenta-las-necesidades-de-innovacion-de-Grupo-La-Cana-para-su-transicion-bio/	Yes
Organisation of Workshop	ITT (MTU)	Ireland Regional Workshop	February 2022	Online	46		Yes

Non-scientific / non peer-reviewed publication	CLIC	Why and how to maximise impact in EU projects? – Case BIOSWITCH	February 2022	Online, CLIC's website and newsletter (published 28.2.2022)		https://clinnovation.fi/why-and-how-to-maximise-impact-in-eu-projects-case-bioswitch/	Yes	
Partner social media channel	SIE	Agri food webinar	February 2022	LinkedIn	6413	https://www.linkedin.com/feed/update/urn:li:activity:690178-5649389924352/?actorCompanyId=42308198	Yes	Highlighting the webinar was moderated by SIE
Partner social media channel	SIE	Agri food webinar	February 2022	Twitter	722	https://twitter.com/SustainableInnE/status/1496020240454-627328	Yes	Highlighting the webinar was moderated by SIE
Partner social media channel	SIE	Agri food webinar	February 2022	Instagram	184	https://www.instagram.com/p/CaR3PYtz6A/	Yes	Highlighting the webinar was moderated by SIE
Organisation of Workshop	SIE/BTG	Sector-based webinar series (4 webinars in Feb 2022)	February 2022	Online	668	https://bioswitch.eu/training-programme/#workshopsandwebinars	Yes	
Partner social media channel	BTG	Promotion of sector-based webinar series	January 2022	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-sector-based-webinars-activity-6876449771666706433-hW517utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	BTG	Promotion of sector-based webinar series	January 2022	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-sector-based-webinars-activity-6887315198772822016-Fs9v2utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	BTG	Promotion of bio-based textiles webinar	February 2022	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-sector-based-webinars-activity-6894287934321999872-KrZl?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	BTG	Promotion of bio-based chemicals webinar	February 2022	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-sector-based-webinars-activity-6897107146329133056-tUf?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Press release	CTA	CTA organizes an online event to share the experience of Grupo La Caña in its 'bio' transition	March 2022	CTA website		https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/CTA-organiza-un-evento-online-para-compartir-la-experiencia-de-Grupo-La-Cana-en-su-transicion-bio/	Yes	
Partner social media channel	CTA	Promotion of the regional event	February 2022	CTA LinkedIn	4500	https://www.linkedin.com/feed/update/urn:li:activity:6900356939130515456/	Yes	
Partner social media channel	BTG	Promotion of the final event	March 2022	BTG's LinkedIn	1493	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-final-event-train-the-trainer-activity-6912708938094247936-jlHh?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Organisation of Workshop	FF	Regional Workshop in Dutch in Flanders/Belgium	March 2022	Online	17		Yes	
Partner social media channel	FF	Promotion of regional workshop in Dutch in Flanders/Belgium	March 2022	LinkedIn	3210	https://www.linkedin.com/feed/update/urn:li:activity:6907977740516237312	Yes	
Partner social media channel	FF	Promotion of regional workshop in Dutch in Flanders/Belgium	February 2022	LinkedIn	3210	https://www.linkedin.com/feed/update/urn:li:activity:690260937496891712	Yes	
Entry on partner website	FF	Promotion of regional workshop in Dutch in Flanders/Belgium	February 2022	FF's website		https://www.flandersfood.com/nl/activiteit/2022/bioswitch-replication-workshop-succesvol-de-transitie-naar-bio-based-maken	Yes	
Other	FF	Promotion of regional workshop in Dutch in Flanders/Belgium	February 2022	FF's newsletter 'Radar'	2000		Yes	
Other	FF	Promotion of regional workshop in Dutch in Flanders/Belgium	February 2022	E-mail invitation to newsletter subscribers	2000		Yes	
Other	FF	Promotion of the finalised Bioswitch Toolbox	February 2022	FF's newsletter 'Radar'	2000		Yes	
Other	FF	Promotion of regional workshop in Dutch in Flanders/Belgium	January 2022	FF's newsletter 'Radar'	2000		Yes	
Partner social media channel	CLIC	Repost Final event	April 2022	LinkedIn	806	https://www.linkedin.com/posts/clic-innovation-oy_bioswitch-final-event-train-the-trainer-activity-6912685014728028160-h867?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	CLIC	Repost post mentioning BIOSWITCH in a newsletter	April 2022	Anna Tenhunen-Lunkka's LinkedIn	876	https://www.linkedin.com/posts/annatenhunen_energy-bioeconomy-circulareconomy-activity-6904444896392945684-4qdH?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	CTA	Regional event	April 2022	LinkedIn	4766	https://www.linkedin.com/posts/ctandalucia_claves-para-acelerar-la-transic%C3%B3n-bio-activity-6905095209269760000-yOiv?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Social media channel	CTA	Promotion regional event	April 2022	LinkedIn	3851	https://www.linkedin.com/posts/grupolacana_bioeconomia-innovacion-proyecto-activity-690564899084767712-nDdJ?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	CLIC	Repost interview	April 2022	Tiina's LinkedIn	500	https://www.linkedin.com/posts/activity-6906864468790255616-RQ-V7?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	BTG	Repost interview	April 2022	BTG's LinkedIn	1524	https://www.linkedin.com/posts/btg-biomass-technology-group_lets-see-from-btg-biomass-technology-group-activity-690777414298206208-fee1?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Partner social media channel	FF	Replication workshop	April 2022	FF's LinkedIn	3317	https://www.linkedin.com/posts/flanders%27food_bioswitch-replication-workshop-succesvol-activity-6907977740516237312-lZs8?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	

Partner social media channel	VTT	Repost interview	April 2022	Heli Kangas' LinkedIn	798	https://www.linkedin.com/posts/heli-kangas-7840038_heli-kangas-and-kaisa-vehmas-from-vtt-technical-activity-6910135113439657984-bN9?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Social media channel	CTA	agrifood webinar - ECOFUNCO	April 2022	LinkedIn	208	https://www.linkedin.com/posts/efcofunco-bbl_bio-based-agri-food-webinar-activity-6910249860076027904-8z9?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	VTT	consumer perspectives and future expectations related to bio-based products and brands	April 2022	Kaisa's LinkedIn	500	https://www.linkedin.com/posts/kaisa-vehmas-48746211_sustainability-14-03665pdf-activity-6911630735216926720-aGv?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Social media channel	SIE	difference between ♻️ #biobased #plastics and ♻️ #biodegradable plastics	April 2022	PERFORM project LinkedIn	458	https://www.linkedin.com/posts/performpowerplatform_bio-based-and-biodegradable-plastics-activity-6911986767990509569-UA5?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	SIE	Partners implication in different projects	April 2022	SIE LinkedIn	6591	https://www.linkedin.com/posts/sustainable-innovations-europe_5yearsie-activity-6911991895229353984-IV13?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	CLIC	repost final event & train the trainer	April 2022	CLIC's LinkedIn	806	https://www.linkedin.com/posts/clic-innovation-ov_bioswitch-final-event-train-the-trainer-activity-6912685014728028160-h867?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	BTG	repost final event & train the trainer	April 2022	BTG's LinkedIn	1524	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-final-event-train-the-trainer-activity-6912708938094247936-jH17?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	CLIC	Final event & train the trainer	April 2022	Anna's LinkedIn	876	https://www.linkedin.com/posts/annatenhunen_activity-6912781560995844096-LDjk?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	SIE	Participation in final consortium meeting	April 2022	SIE LinkedIn	6591	https://www.linkedin.com/posts/sustainable-innovations-europe_datamanagement-ipr-communication-activity-6917057328399667200-552s?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	VTT	Final consortium meeting	April 2022	Heli Kangas' LinkedIn	798	https://www.linkedin.com/posts/heli-kangas-7840038_it-is-great-to-be-appreciated-we-are-celebrating-activity-6917361746559012864-Bje?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	ITT (MTU)	Final consortium meeting	April 2022	CIRCBIO's LinkedIn	966	https://www.linkedin.com/posts/circular-bioeconomy-research-group-circbio_thanks-so-much-bioswitch-project-for-awarding-activity-691747422674108416-hBv?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	SIE	Awards final consortium meeting	April 2022	SIE LinkedIn	6591	https://www.linkedin.com/posts/sustainable-innovations-europe_did-you-know-that-sustainable-innovations-activity-6919598065779638272-wW4c?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	SIE	Awards final consortium meeting	April 2022	Carla's LinkedIn	977	https://www.linkedin.com/posts/carla-sebastiani_did-you-know-that-sustainable-innovations-activity-6919899403167924224-VHT?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	CTA	Repost Map about service	April 2022	CTA LinkedIn	4766	https://www.linkedin.com/posts/ctandalucia_who-can-help-me-in-my-transition-from-fossil-based-activity-6922134807760916480-Doon?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	CTA	Partner interview	April 2022	Marta Macias' LinkedIn	797	https://www.linkedin.com/posts/marta-macias-aragones_interview-with-marta-macias-innovation-manager-activity-6924884927808491520-qL9g?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Partner social media channel	CTA	Promotion final event & train-the-trainer workshop	April 2022	Marta Macias' LinkedIn	797	https://www.linkedin.com/posts/marta-macias-aragones_final-event-train-the-trainer-linkedin-activity-6925442216060444673-6y28?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes
Social media channel	CTA	Promotion final event & train-the-trainer workshop	April 2022	BIOECONOMIA en Andalucía's Twitter	708	https://twitter.com/Bioeconomia_And/status/151922987188887104?s=20&t=G5M5zBVoaCa_0VJ6pc_QhA	Yes
Partner social media channel	CTA	Project video	April 2022	CTA's Twitter (en)	809	https://twitter.com/CTAAndaluciaENG/status/1518500386298028032?s=20&t=G5M5zBVoaCa_0VJ6pc_QhA	Yes
Partner social media channel	CTA	Partner meeting	April 2022	CTA's Twitter	6522	https://twitter.com/CTAAndalucia/status/1514182031063891968?s=20&t=G5M5zBVoaCa_0VJ6pc_QhA	Yes
Partner social media channel	SIE	Partner meeting	April 2022	SIE's Twitter	730	https://twitter.com/SustainableInnE/status/1513832569032347650?s=20&t=G5M5zBVoaCa_0VJ6pc_QhA	Yes
Partner social media channel	CTA	Project video	April 2022	CTA's Twitter (en)	809	https://twitter.com/CTAAndaluciaENG/status/1513426956242636502?s=20&t=G5M5zBVoaCa_0VJ6pc_QhA	Yes
Partner social media channel	ITT (MTU)	Award in project meeting	April 2022	CIRC BIO's Twitter	526	https://twitter.com/CircBio/status/1512009594855383042?s=20&t=G5M5zBVoaCa_0VJ6pc_QhA	Yes

Partner social media channel	SIE	Partner meeting	April 2022	SIE's Twitter	730	https://twitter.com/SustainableInnE/status/1511292092806488067?s=20&t=GzMsZBVoaCa_OVJ6pc_QhA	Yes	
Other	SIE	How To Use The BIOSWITCH Toolbox Webinar	January 2022	Direct mailing to stakeholders	236	https://mailchi.mp/8194d97112da/bioswitch-newsletter-11324117	Yes	
Training	SIE/CTA	How To Use The BIOSWITCH Toolbox Webinar	January 2022	Online	63		Yes	
Other	SIE	BIOSWITCH Bio-Based Plastics Webinar	January 2022	Direct mailing to stakeholders	236	https://mailchi.mp/5f60d0cc53c9a/bioswitch-newsletter-11323173	Yes	
Other	SIE	BIOSWITCH Bio-Based Textiles Webinar	January 2022	Direct mailing to stakeholders	236	https://mailchi.mp/baab34960508/bioswitch-newsletter-11324045	Yes	
Other	SIE	BIOSWITCH Bio-Based Chemistry Webinar	February 2022	Direct mailing to stakeholders	236	https://mailchi.mp/8c8918520296/bioswitch-newsletter-11324057	Yes	
Other	SIE	BIOSWITCH Agri-Food Webinar	February 2022	Direct mailing to stakeholders	236	https://mailchi.mp/ef2d52ef013/bioswitch-newsletter-11324077	Yes	
Other	SIE	Bioswitch materials for consumer associations	April 2022	Mail to contacts identified by partners	5	https://us10.campaign-archive.com/?u=1c27c1c641c75ee74d901e74d&id=48784287e4	Yes	
Other	SIE	BIOSWITCH Newsletter 7	February 2022	Direct mailing to stakeholders	240	https://mailchi.mp/26b23f92bee3/bioswitch-newsletter-feb22-11423468	Yes	
Other	SIE	BIOSWITCH - Assessing Our Impact!	May 2022	Direct mailing to stakeholders	238	https://mailchi.mp/fc99d58fcf06/bioswitch-webinar-11403809	Yes	
Other	SIE	BIOSWITCH Final Event & Train-The-Trainer	April 2022	Direct mailing to stakeholders	233	https://www.marei.ie/anaerobic-digestion-webinar/	Yes	
Other	ITT (MTU)	Blog post announcing partner participation in a webinar mentioning the project	April 2022	MAREI website			Yes	
Other	SIE	BIOSWITCH Final Event & Train-The-Trainer	May 2022	EUBIONET		https://eubionet.eu/bioswitch-final-event-train-the-trainer-workshop/	Yes	
Other	VTT	Sustainability assessment tool presentation in a seminar	May 2022	Online	10		Yes	
Partner social media channel	CLIC	Repost final event & train the trainer	May 2022	CLIC's LinkedIn	811	https://www.linkedin.com/feed/update/urn:li:activity:692721851028880984	Yes	
Partner social media channel	CLIC	Repost final event & train the trainer	May 2022	CLIC's Twitter	881	https://twitter.com/BIOSWITCH_eu/status/1523917788171096064	Yes	
Partner social media channel	CLIC	Repost final event & train the trainer	May 2022	CLIC's Twitter	881	https://twitter.com/BIOSWITCH_eu/status/1521383202992328704	Yes	
Partner social media channel	CTA	BIOSWITCH consortium meeting	April 2022	CTA Twitter	6500	https://twitter.com/CTAAndalucia/status/1514182031063891968	Yes	
Partner social media channel	CTA	Dissemination of BIOSWITCH video	April 2022	CTA Twitter (international account)	800	https://twitter.com/CTAAndaluciaENG/status/1518500386296028032	Yes	
Partner social media channel	CTA	Final event promotion	May 2022	CTA Twitter	800	https://twitter.com/CTAAndaluciaENG/status/1522139352737980417	Yes	
Partner social media channel	CTA	Final event promotion	May 2022	CTA Twitter	800	https://twitter.com/CTAAndaluciaENG/status/1523981491545509889	Yes	
Partner social media channel	CTA	Interview promotion	May 2022	CTA Twitter	800	https://twitter.com/CTAAndaluciaENG/status/152467079448961025	Yes	
Partner social media channel	CTA	Dissemination of project results	May 2022	Marta Macias's LinkedIn	800	https://www.linkedin.com/pulse/hoja-de-ruta-para-apoyar-grandes-marcas-en-su-hacia-macias-aragon/256c3%25A9s/?trackingid=6IM7KvctW53LhYYBQcMf1Q%3D	Yes	
Partner social media channel	CTA	Dissemination of project results	May 2022	Beatriz Colado's LinkedIn	2900	https://www.linkedin.com/posts/beatrizcolado_claeqster-bioeconomia-bioeconomiacircular-activity-6934832692169469952-7fp0?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	
Press release	CTA	Dissemination of final event	May 2022	CTA website	1000	https://www.corporaciontecnologica.com/es/sala-de-prensa/comunicados/Mas-de-50-asistentes-participan-en-el-evento-final-del-proyecto-europeo-BIOSWITCH-para-acelerar-la-transicion-bio/	Yes	
Other	CTA	Dissemination of final event	May 2022	CTA newsletter	1230	https://mailchi.mp/corporaciontecnologica/boletin-proyecto-actualidad-innovacion-15052397e[JUNIQID]	Yes	
Participation to Conference	FBC	Food & Bio Summit 2022	March 2022	Copenhagen, Denmark	107	https://foodbiocluster.dk/events/vis-aktiviteter?PID=46207&itemId=Events:27423	No	Presentation of BIOSWITCH project at FBC stand
Other	FBC	Biobaserede materialer - Muligheder og udfordringer	March 2022	FBC newsletter	1000	https://foodbiocluster.dk/nyheder/biobaserede-materialer-%E2%80%93-muligheder-og-udfordringer?Action=1&currentPage=3&M=NewsV2&PID=44109	Yes	Invitation for regional workshop in Denmark
Participation to Conference	FBC	NET ZERO Pathways	March 2022	Aalborg, Denmark	281	https://netzeropathways.com/	Yes	Presentation of BIOSWITCH project at FBC stand
Other	FBC	Promotion of BIOSWITCH final event and train the trainers	May 2022	Thorkild Frandsen's LinkedIn	700	https://www.linkedin.com/feed/update/urn:li:activity:6929682423894949888?commentUrnurn%3A%3Acomment%3A%28activity%3A6929682423894949888%2C6930065978839961600%29	Yes	Comment to promote the BIOSWITCH final event
Partner social media channel	BTG	Repost promoting final event & train-the-trainer	May 2022	BTG's LinkedIn	1562	https://www.linkedin.com/posts/btg-biomass-technology-group_bioswitch-final-event-train-the-trainer-activity-69293358395838208-IDEP?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	BTG	Repost dissemination of final event	May 2022	BTG's LinkedIn	1562	https://www.linkedin.com/posts/btg-biomass-technology-group_final-event-train-the-trainer-workshop-activity-6932638054016794624-nb3W?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	CLIC	Repost promoting final event & train-the-trainer	May 2022	Tiina Laiho's LinkedIn	500	https://www.linkedin.com/posts/activity-6927151492189562640-4Twe?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	SIE	Repost promoting final event & train-the-trainer	May 2022	Jeisel Goyanes' LinkedIn	300	https://www.linkedin.com/posts/jeisel-goyanes_final-event-train-the-trainer-workshop-activity-6927922590938218497-nvJ?utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop

Partner social media channel	VTT	Repost promoting final event & train-the-trainer	May 2022	Hei Kangas' LinkedIn	798	https://www.linkedin.com/posts/heikangas-7840038_final-event-train-the-trainer-workshop-activity-692794543522334912-eQBq7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	CLIC	Repost promoting final event & train-the-trainer	May 2022	Anna Tenhunen-Lunkka's LinkedIn	901	https://www.linkedin.com/posts/annatenhunen_discussion-biobased-partnerships-activity-6928001058447257601-UF9M7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	FF	Repost promoting final event & train-the-trainer	May 2022	FF LinkedIn	3392	https://www.linkedin.com/posts/flanders%27food_discussion-biobased-partnerships-activity-6928246821018320896-H5E67utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	FF	Repost promoting final event & train-the-trainer	May 2022	Emma Sidgwick's LinkedIn	806	https://www.linkedin.com/posts/emma-sidgwick-a0644193_discussion-biobased-partnerships-activity-6928248368654913025-zR2e7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	VTT	Repost promoting final event & train-the-trainer	May 2022	Kaisa Vehmas' LinkedIn	500	https://www.linkedin.com/posts/kaisa-vehmas-48746211_discussion-biobased-partnerships-activity-6929345643781963776-zu1f7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	CLIC	Repost promoting final event & train-the-trainer	May 2022	Jatta Jussila's LinkedIn	500	https://www.linkedin.com/posts/jatta-jussila-89473810_final-event-train-the-trainer-workshop-activity-6929401943073161216-vOmK7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Other	SIE	Repost promoting final event & train-the-trainer	May 2022	ICT-BIOCHAIN project	532	https://www.linkedin.com/posts/ict-biochain_bioswitch-final-event-train-the-trainer-activity-6930035728286367744-c9MW7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Other	CLIC	Repost promoting final event & train-the-trainer	May 2022	Milica Folic's LinkedIn	500	https://www.linkedin.com/posts/milica-folic-31ba814_discussion-biobased-partnerships-activity-6930138138535149568-4vpl7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	ITT (MTU)	Job opportunity in the bioeconomy field	May 2022	CIRC BIO's LinkedIn	1035	https://www.linkedin.com/posts/milica-folic-31ba814_discussion-biobased-partnerships-activity-6930138138535149568-4vpl7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Opportunity to share the post for job seekers in the bioeconomy field
Partner social media channel	ITT (MTU)	Job opportunity in the bioeconomy field	May 2022	James Gaffey's LinkedIn	996	https://www.linkedin.com/posts/jamesgaffey_circular-bioeconomy-researcher-activity-6931584435012169728-Qckd7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Opportunity to share the post for job seekers in the bioeconomy field
Partner social media channel	SIE	Promotion final event & train-the-trainer workshop	May 2022	SIE LinkedIn	6676	https://www.linkedin.com/posts/sustainable-innovations-europe_innovation-consulting-sustainable-innovations-activity-6932216471192272896-gboM7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	CLIC	Promotion final event & train-the-trainer workshop	May 2022	Anna Tenhunen-Lunkka's LinkedIn	901	https://www.linkedin.com/posts/annatenhunen_couldnt-be-more-proud-of-our-bioswitch-project-activity-6932250906755268608-WiN7utm_source=linkedin_share&utm_medium=member_desktop_web	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	CLIC	Promotion final event & train-the-trainer workshop	May 2022	CLIC Twitter	885	https://twitter.com/CLICInnovation/status/1521452373180391425?s=20&t=WHlpPmbOLuWQo7SSE_zaw	Yes	Invitation to register to the final event & train-the-trainer workshop
Social media channel	CTA	Promotion final event & train-the-trainer workshop	May 2022	Bioeconomía en Andalucía Twitter	717	https://twitter.com/Bioeconomia_And/status/1524298447481970689?s=20&t=b6rOxLoSauciC-SpdMW-tw	Yes	Invitation to register to the final event & train-the-trainer workshop
Partner social media channel	SIE	Promotion final event & train-the-trainer workshop	May 2022	SIE Twitter	731	https://twitter.com/SustainableInnE/status/1526450218375553025?s=20&t=b6rOxLoSauciC-SpdMW-tw	Yes	Invitation to register to the final event & train-the-trainer workshop
Organisation of Conference	SIE/CTA	Final event & train-the-trainer workshop	May 2022	Online	127	https://youtu.be/S_HSnSSRvI0	Yes	Organisation of the final event & train-the-trainer workshop, recording available