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D5.2 – Continuously updated Dissemination and communication plan (CDP) Mid-term version

(Version 0.3 ,30/06/2025)





Deliverable description

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DISSEMINATION LEVEL Select the proper one and delete the remaining ☐ CO: Confidential, only for members of the consortium (including the Commission Services) ☐ CI: Classified as referred to in Commission Decision 2001/844/EC ☒ PU: Public (must be available on the website) ☐ SEN: Sensitive, limited under the conditions of the Grant Agreement
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0.2	26/06/2025	LGCA	Coordination revision
0.3	30/06/2025	SERN	Final Version



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Glossary of terms

ANRI	Alchemia-nova research & innovation gemeinnützige GmbH
ANTEJA	Anteja ECG D.O.O.
BABEG	Kärntner Betriebsansiedlungs- und Beteiligungsgesellschaft m.b.H.
CDP	Communication and Dissemination Plan
CBE	Circular Bioeconomy
CMU	Cardiff Metropolitan University
CSR	Corporate Social Responsibility
C&D	Communication and Dissemination
ESP	Exploitation Strategy Plan
ESG	Environmental, Social and Governance
FCTA	Fundación Corporación Tecnológica de Andalucía
GA	Grant Agreement
IPR	Intellectual Property Rights
KER	Key Exploitable Results
KPI(s)	Key Performance Indicators(s)
LCC	Life Cycle Costing
LCA	Life Cycle Assessment
sLCA	Social Life Cycle Assessment
LGCA	Lombardy Green Chemistry Association
M	Month
R&D	Research and Development
RP1	Reporting Period N. 1 (M1-M18)
RP2	Reporting Period N. 2 (M19-M36)
SERN	Startup Europe Regions Network
SYMBIO	Shaping symbiosis in bio-based industrial ecosystems based on circular by-design supply chains
WP(s)	Work Package(s)



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Executive summary

The SYMBIO Communication and Dissemination Plan (CDP), an integral part of **WP5** of the Work Plan, aims to ensure the active involvement of stakeholders and outlines the strategic framework for effective communication, dissemination, and exploitation of project outcomes. Designed as a guiding document and regularly updated, the CDP identifies **target audiences, objectives, messages, tools and visual identity, channels, and impact assessment metrics**, ensuring a systematic and impactful approach throughout the project's lifecycle and beyond. It is structured in three strategies, respectively focused on **communication** (informing, interacting, involving end users), **dissemination** (exchanging of good practices, supporting the decision-making of all supply chain operators, disseminating business models, solutions, and policy tools) and **exploitation** (capitalising results, generating long-term impacts, changing production and consumption paradigms). Aiming to provide European regional communities with tools and methodological approaches for symbiotic and highly profitable bio-based circular and zero-waste business models, SYMBIO builds, measures and monitors symbiosis and its social implications and economic and environmental impacts.

With this purpose, SYMBIO's **Communication strategy** aims to engage different target groups such as EU networks and initiatives (e.g. H4C community, NEB Lab, CBE JU), public authorities, regulation bodies, raw material producers, converters, businesses, end-users' good producers and consumers. As an operational tool to ensure visibility and understanding of the project's objectives, activities and results, the CDP guarantees two-way communication flows to ensure high recognition of the visual identity, active stakeholder involvement thanks to audience-specific messages and communication channels and build a bi-directional dialogue with experts, public authorities, consumers and citizens through social media, public events, and training opportunities. The SYMBIO's **Dissemination strategy** intends to capitalise on the long-term impact of its results, such as sharing the project methodology with industry and sector experts, designing an index of social, economic, and environmental impacts through big data, improving standards harmonisation for the green transition of production models and sustainability certifications and empowering businesses in accessing financing symbiotic business models. Finally, the SYMBIO **Exploitation Strategy** places the key exploitable results in the current market by analysing the market size, needs, and barriers to the development of symbiotic business models, the potential role played by digitalisation to increase the efficiency in the use of secondary raw materials, the quality of bio-based products, and the distribution of the competitive advantages of SYMBIO partners and target users.

The following sections present in detail the main characteristics of the CDP-Mid-term version , including:

1. **Communication strategy** focused on defining objectives, strategies, messages, and channels for stakeholder involvement.
2. **Dissemination Strategy** focused on defining methodologies to ensure the long-term impact of the project and build synergies with EU projects and initiatives.
3. Quality control, monitoring, and reporting.

The CDP, first published in **April (Month 4) (D5.1)**, serves as a dynamic guide for all SYMBIO initiatives. It is designed to be updated throughout the project, with key performance indicators (KPIs) that demonstrate our commitment to continuous improvement. This current version represents the **mid-term update (Month 18) (D5.2)**, while the final version is scheduled for release at **Month 36 (D6.1)**.



1. Introduction

SYMBIO provides European regional communities with tools and methodological approaches to **build bio-based business models** based on **circularity by design** and **industrial symbiosis**. Thanks to tools for integrating big data and artificial intelligence, SYMBIO shapes 10 symbiotic business models with high profitability and sustainability replicable at the EU level to increase the number of bio-based products on the market. It also provides a system to model, measure, and monitor the symbiosis, its social implications, and economic and environmental impacts. The SYMBIO methodology will be designed, tested and validated in **12 EU pilot regions** (Lombardy, Piedmont, Veneto, Friuli-Venezia Giulia, Emilia-Romagna, Carinthia, Slovenia, Croatia, Andalusia, Brussels Capital, Wallonia, Flanders) which have been selected based on the estimate of their biobased resources defined by the availability of raw materials, socioeconomic indicators, networks and intangible infrastructures and potential for development of supply chains close to the market and current trends. Engaging all supply chain actors in a **quadruplex approach** will help unlock and stimulate local development potential by promoting sustainable, innovative, tangible, and participatory pathways towards the green transition. In this context, the SYMBIO project aims to achieve the following main **objectives (O)**:

- O1.** Identify and evaluate resources and technical solutions that allow industrial symbiosis and circularity right from design in the bio-based ecosystem.
- O2.** Shaping symbiotic value chains using a zero-waste approach through big data and artificial intelligence tools.
- O3.** Develop an integrated reporting system to measure and monitor industrial symbiosis based on regional multi-stakeholder co-creation approaches.
- O4.** Demonstrate zero-waste industrial symbiosis models' economic, social, and environmental impacts.

The Communication and Dissemination Plan (CDP) is intended to set out the objectives, tools, and plans for implementing the communication, dissemination, and exploitation activities of the SYMBIO aimed at the following **specific objectives**:

Communication Strategy

- Ensuring high recognition of the project's visual identity.
- Mapping the stakeholder's needs, expectations and tangible, valuable results.
- Defining the communication strategy of the expected objectives, messages, communication tools and channels, and outcomes supporting target users' involvement.
- Monitoring of the communication strategy throughout the project with key performance indicators (KPI) and possible repositioning actions.

Dissemination Strategy

- Sharing the project methodology with industry and sector experts.
- Designing an index of social, economic, and environmental impacts through big data.
- Improving standards harmonisation for the green transition of production models and sustainability certifications.
- Empowering businesses to access financing symbiotic business models

According to the specific objectives, the CDP envisages the development of the following **strategic plans**:



Communication Plan

1. Design the project's **visual identity**, allowing a coherent communication of the mission in every promotional initiative that includes logo, website, standard templates for deliverables, reports, public presentations, social media posts and web content, internal communication cloud workspace.
2. Mapping of the **needs, expectations** and **tangible results** of stakeholders segmented by type (EU networks and initiatives, businesses, policymakers, regulatory bodies, citizens), geographical distribution (12 pilot regions), knowledge gap to be filled, opportunities for cooperation.
3. Define the **communication strategy** and expected results through the definition of objectives and KPIs, modelling messages, communication tools and channels to support the active involvement of SYMBIO target users.
4. Monitoring of the communication strategy throughout the project with **Key Performance Indicators** (KPIs) and possible repositioning actions through the development of a reporting system updated every six months.

Dissemination Plan

1. Sharing the **methodology** for **regional data hubs** through the promotion of thematic events between **sister projects** (funded by the same call), **cousins** (funded by projects funded in the same thematic area), networks and community initiatives.
2. Creation of an **index modelling system** for measuring the impact of symbiotic business models, focus groups facilitating industrial symbiosis, social impact assessment, value chain generation training.
3. Creation of **policy recommendations** to support policymakers' decision-making in the green transition investment sector.
4. Capitalize on findings through educational and capacity-building opportunities (e.g. webinars, live exhibitions, videos)

Three versions (**Deliverables D**) of the **Communication and Dissemination Plan (CDP)** will be delivered during the Project life:

- **D5.1.** Continuously Updated Communication and Dissemination Plan – M4 (RP1)
- **D5.2** Continuously Updated Communication and Dissemination Plan – Mid-term version – M18 (RP1)
- **D6.1** Continuously Updated Communication and Dissemination Plan – Final version - M36 (RP2)

While the first version (D5.1) included an initial draft of the Exploitation Strategy Plan, the updated mid-term and final exploitation strategies are addressed in dedicated deliverables:

- **D6.2** Exploitation Strategy Plan – M18 (RP1)
- **D6.3** Exploitation Strategy Plan – Final version – M34 (RP2)



2. Communication Strategy

SYMBIO's communication strategy is essential to promote the project by ensuring its mission is constantly shared in all stakeholder engagement initiatives.

Its pillars are analysed in this chapter as follows:

1. Design the project's **visual identity**, allowing coherent mission spreading in every promotional initiative, including the logo, website, standard template for deliverables, reports, public presentations, social media posts and web content, and internal communication share point. SYMBIO **Visual Identity Guidelines** have been developed to provide consortium members with consistent and recognisable communication or dissemination tools. Furthermore, SYMBIO facilitates effective dialogue between consortium members through templates for deliverables, agendas, minutes and PowerPoint presentations. The models were developed and made accessible to all consortium partners through a cloud workspace in **Google Drive**, compatible with the ethical and privacy policy provisions recommended by the European Commission.
2. Mapping of the **needs, expectations** and **tangible results** of stakeholders segmented by type (EU networks and initiatives, businesses, policymakers, regulatory bodies, citizens), geographical distribution (12 pilot regions), knowledge gap to be filled, and opportunities for cooperation.
3. Define the **communication strategy** and expected results by defining objectives and KPIs, communication tools and channels to support the active involvement of SYMBIO target users. The **Communication toolkit** includes the project logo, flyer, roll-up, website, guidelines for correctly using the EU financing disclaimer, and a performance monitoring system.
4. Monitoring the communication strategy throughout the project with Key Performance Indicators (KPIs) and possible repositioning actions through developing a reporting system updated every six months.

2.1. Project's Visual Identity

The visual identity contains within itself, through graphic icons, the summary of the project's mission, expressed in all SYMBIO materials, such as the logo, promotional material and templates for reports, deliverables, publications, and presentations. Visual identity plays a fundamental role in effective communication, as it allows the project to be immediately recognised by the different stakeholders, target groups, and the public. The project logo is the first and essential tool for achieving this purpose, summarising the project's main objectives and values.

The implementation of this task includes:

- Design of the SYMBIO project logo and choice of colour palette (**Figure 1**). It includes the following activities: i) drafting of the brief, which starts from the brand idea developed during the proposal presentation phase and expands the analysis of the identity, messages, and unique selling point of the project, ii) optimisation of graphic components and colour palette, iii) littering which helps to bring out the unique and recognisable value of the project.
- Design the **Visual Identity Guidelines** as a useful tool to help partners consistently apply the project's graphic identity. The logo was produced in three extensions (.jpg, .png, .eps), quality (low, medium, high) and colours (white, black, colours). The Guidelines are attached to this document as **Annex 1**.



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Figure 1 SYMBIO logo.

2.2. European emblem and funding statement

According to Article 17.2 of the Grant Agreement, the beneficiaries' communication activities related to the action must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). Moreover, the European Commission document Use of the EU emblem in the context of Programmes 2021-2017 (EC, March 2021) provides useful operational guidelines for recipients of EU funding. According to these guidelines, all communications materials, including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc., in electronic form via traditional or social media, as well as any infrastructure, equipment, vehicles, supplies or major result funded by the grant must show the EU emblem.

The ready-to-use EU emblem, including the funding statement, can be downloaded in all EU languages at the following link:

https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/

In the SYMBIO project, all communication materials must show the EU emblem and funding statement, as shown below (Figure 2).



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Figure 2 EU emblem and SYMBIO funding statement.

In deliverables and public materials, the EU emblem should be followed by the “golden paragraph”:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

The **European emblem and funding statement Guidelines** are attached to this document as **Annex 2**.





2.3. Internal communication tools

2.4. Cloud workspace

To increase collaboration between partners within the project, a Cloud Workspace hosted by Google Drive is a secure place to store, organise, share and access information. This is where documents and data, such as deliverables, reports, surveys, interim publication statuses, etc., are collaboratively processed. Data confidentiality, integrity and availability will be guaranteed through this platform, and no personal/sensitive data will be stored in this area. The only personal data present refers to the project participants (name, surname, and email), and the space is accessible only to authorised partners.

LGCA manages the cloud workspace and ensures partners' accessibility (via regular mailing list updates). After the project ends, SYMBIO plans to ensure the long-term preservation of data. LGCA will keep the cloud workspace active for one year after the end of the project. If there are no regular updates or activities on the site, LGCA will consider closing the cloud workspace 12 months after approving the final periodic report. From then, all data will be stored in the internal server of the coordinating beneficiary (LGCA) and available upon request of any partners and the European Commission for four years.

2.5. Standard templates

At the beginning of the project, LGCA created, in accordance with the visual identity of the project, standard templates functional to guarantee visibility and coherence of communication in all materials.

The available templates include:

- **Agenda and Minutes Templates:** standardized templates have been created to organize project meetings, establishing clear procedures for conducting meetings, minute-taking, and distribution of documentation among partners.
- **PowerPoint Template:** is available for internal use during partner meetings and for external use at conferences, public events, and workshops. The template ensures consistent branding and allows for easy adaptation of content to different audiences.
- **Deliverable Template:** this template follows the Horizon Europe guidelines and includes the required EU emblem and funding statement. It ensures that all public deliverables meet the quality and visibility standards mandated by the European Commission.
- **Press Release Template:** a unified format has been developed to assist partners in drafting press releases, ensuring a professional structure, consistency in messaging, and proper acknowledgment of EU funding.
- **Social media, Events and Publications Reporting Template (Annex 3):** a detailed Excel-based tracking system has been developed to support the reporting and monitoring of the consortium's dissemination activities. The system is organized into individual sheets for each partner, where they are required to update their activities monthly. This includes reporting on the number and content of social media posts published, events attended, and other dissemination actions undertaken. In addition, the Excel file contains a separate sheet dedicated to tracking all posts published on the official SYMBIO LinkedIn page for all the duration of the project. This structure enables comprehensive monitoring of both partner-led and official project social media activities, facilitating a systematic evaluation and supporting accurate reporting throughout the project's duration.
- Additionally, for the Two-day regional workshops held in 2025, both online and, in some countries, in person, a **workshop speaker introduction template** (Annex 4) was specifically developed by FCTA, LGCA in collaboration with SERN. This template is used to introduce external regional



speakers and experts invited to these events, guaranteeing a uniform and professional presentation of their profiles and affiliations.

All templates are shared with the consortium and are easily accessible through the project's dedicated cloud workspace. Partners are strongly encouraged to use these templates for all internal and external communication activities to ensure coherence, facilitate information sharing, and comply with SYMBIO's visual identity and Horizon Europe communication requirements.

The deliverables template provides information regarding the quality and visibility standard of the EU funding statement logo and emblem, which is especially relevant for public deliverables.

2.6. Key messages

SYMBIO's key messages are adapted to each target audience and conveyed through the most suitable communication channels, ensuring maximum involvement. Messages will be refined over the course of the project thanks to continuous monitoring of communication initiatives, which will result in tailored-made communication products. To this end, some strategic pillars for shaping messages guide communication initiatives as reported below:

1. **Tailoring key messages for technical and non-technical audiences** by incorporating relevant technical language and terminology, ensuring the content is detailed enough to meet the expectations and understanding of industry professionals. For non-technical audiences, use simple language and ensure that key messages are easily understood by people without a technical background.
2. **Using visual elements** such as infographics, charts, and images to improve understanding, simplify complex information, and make it more accessible to a wider audience. Use clear, descriptive imagery to complement written content and storytelling techniques to convey key messages relatable and engagingly.
3. **Including references** to develop the shared materials is especially important for technical audiences requesting evidence-based information, reliable studies, research documents or authoritative sources to increase the credibility of messages.
4. **Favouring real-life examples, case studies, or narratives that resonate with the target audience's experiences** contributes to a better understanding of the key message.

In accordance with a macro distinction between **technical** and **non-technical target audiences**, SYMBIO's communication strategy distinguishes two classes of key messages:

Technical key messages:

- SYMBIO shapes 10 symbiotic business models with high profitability and sustainability that can be replicated at the EU level to increase the market uptake of bio-based products and make them more competitive with their fossil counterparts.
TARGET AUDIENCE: companies in the biobased sector (primary producers, biomass converters, end-users-good producers) interested in maximising investments and non-bio based companies looking for solutions to make their processes and products greener
- Sharing SYMBIO's methodology with industry and sector experts is key to shaping cross-sectoral and cross-regional business models that are more resilient to commodity market fluctuations and unlocking the full potential of the bioeconomy.
TARGET AUDIENCE: Investors (business angels, private equity) interested in maximising investments in highly profitable solutions and business models.



- SYMBIO is implemented in 12 EU pilot regions (Lombardy, Piedmont, Veneto, Friuli-Venezia, Giulia, Emilia-Romagna, Carinthia, Slovenia, Croatia, Andalusia, Brussels Capital, Wallonia, Flanders) chosen to demonstrate the development of a chain supply system close to the circular Europe market based on the bioeconomy.
TARGET AUDIENCE: clusters, business agencies, public authorities, regional policymakers and the scientific community committed to making regional economic systems more resilient and greener.
- SYMBIO provides a system to model, measure, and monitor symbiosis and its social, economic, and environmental impacts through big data to improve the harmonisation of standards, support legislative implementation in favour of “green” materials, and increase energy independence and raw materials.
TARGET AUDIENCE: public authorities, regulatory bodies, and European networks in the circular economy sector support full integration into corporate sustainable reporting standards.

Non-technical key messages

- The SYMBIO project is dedicated to strengthening European regional communities by providing practical tools and approaches to build bio-based business models.
TARGET AUDIENCE: trade associations, NGOs
- Through circularity through design and industrial symbiosis, SYMBIO aims to promote sustainable growth, enabling local communities to thrive economically while embracing environmentally friendly practices.
- SYMBIO introduces innovative solutions for a greener future by shaping 10 symbiotic business models. These models, driven by high profitability and sustainability, are designed to increase the presence of bio-based products on the market.
- SYMBIO promotes behaviour change, as well as widespread acceptance and adoption of project results through promotion via social media and participation in co-creation events that communicate the benefits and impacts of the solutions.
TARGET AUDIENCE: consumers

The following chapter analyses the target audience's specific needs and includes an engagement strategy for each.



2.7. Target audience mapping

Communication is essential to achieve the expected impact of the SYMBIO project, and the consortium has planned a series of communication and awareness-raising activities for all its stakeholders. Good communication is based on a preliminary study of the needs and expectations of the public, which is adequately segmented and involved. Mapping all stakeholders is essential to achieve the project objectives and ensure the project results are usable to the target audience.

During the project, the personalised messages most suitable for the chosen audience will be developed to effectively satisfy the needs and expectations of the target audience. This includes using terms they understand, using the right tone, referring to concepts/glossaries they are familiar with, and addressing their concerns or questions.

SYMBIO identifies **7 specific target groups** for communication activities described below.

1. Regional Cluster and Business Agency

SPECIFIC NEEDS: i) develop cutting-edge services for the development and acceleration of the regional bioeconomy of companies in the biobased sector, ii) mobilise all industrial operators in cross-regional cooperation and internationalisation opportunities, iii) promote the digitalisation processes of supply chains and convey the use of enabled technologies to its members.

KEY MESSAGES:

- SYMBIO, promoted by a consortium of eight partners from seven European countries, represents a unique opportunity to establish synergies with other important players in the biobased industry and initiate partnerships with European counterparts.
- By promoting transnational networking, SYMBIO will help clusters attract workers and associates with specialised skills, leading to job creation and talent concentration in a cutting-edge sector.
- SYMBIO mobilises synergy actions with European clusters with proven experience in coordination and participation in European research projects.
- SYMBIO will develop a comparative assessment of regional biomass availability, business models, technologies and cluster maps that can be universally used and replicated in a scalable manner.

KEYWORDS: open data, partnerships, coordination, cluster, interregional cooperation, networking, synergies, hub.

2. Raw material converters

SPECIFIC NEEDS: i) reduce waste production and maximise the use of byproducts to produce high-added value products, ii) reduce the costs of access and transformation of raw materials, iii) adopt sustainable and high-performance technologies for converting raw materials.

KEY MESSAGES:

- Getting in touch with inter-sectoral supply chain operators will allow farmers to increase the economic benefit of production and diversify revenues
- Obtaining updated data and using a circularity indicator will allow raw material processors to plan material flows, expand the customer spectrum and increase supply chain resilience.
- The circular bioeconomy (CBE), recognised as one of the most promising tools to achieve climate neutrality, aims to reduce environmental pressure along products' life cycles, increase resource efficiency, and use renewable raw materials.
- The COVID-19 pandemic crisis and the outbreak of conflict in Ukraine have demonstrated that sustainable production processes represent the only pragmatic response to the vulnerability of supply chains, the instability of raw material prices and the socio-economic repercussions due to slow access to raw materials and high energy costs.



KEYWORDS: circular bioeconomy, CBE, material flows, raw materials, resources, raw material converters, supply chains, instability.

3. Producers of goods for the end user

SPECIFIC NEEDS: i) adopting decision support tools for low-risk business modelling, ii) increasing the use of process digitalisation tools to reduce raw material consumption, iii) selecting commercial partners, raw material suppliers and technology that share the commitment to sustainability, iii) adopt transparent communication policies towards the consumer.

KEY MESSAGES:

- Achieving the climate objectives outlined in the European Green Deal can only be ensured with the involvement of producers of goods for the end user.
- SYMBIO's business model modelling tool enables end-users' good producers to assess the environmental sustainability of their businesses and plan, adapt and manage their strategies towards more sustainable models.
- By applying the SYMBIO methodology, manufacturers of end-user goods will be able to improve the traceability of their products by improving their competitiveness and consumer confidence and alignment with the Corporate Sustainability and Productivity Due Diligence Directive implementation of the ESG framework.
- Thanks to the conceptualisation of SYMBIO, producers of end-user goods will benefit from transnational industrial networking to apply tailor-made regional solutions in line with the ESG framework.
- Using big data and artificial intelligence, SYMBIO strengthens the ability of final consumer goods producers to modernise their production processes and continue to grow more efficiently and sustainably.

KEYWORDS: producer of end-user goods, ESG, competitiveness, consumer, SYMBIO business model, production, modernisation, goods.

4. Regulatory bodies

SPECIFIC NEEDS: i) implement climate legislation, ii) support the standardisation of sustainable products by rewarding sustainability-by-design criteria, iii) support voluntary sustainability certifications, iv) satisfy consumer needs for greater sustainability of the products.

KEY MESSAGES:

- SYMBIO offers first-hand experience with the Corporate Sustainability Due Diligence Directive and ESG framework implementation, enabling EU and national regulators to provide measures for companies to transition and comply with regulations and frameworks more quickly.
- Thanks to a holistic approach integrating document analysis, data modelling and multi-stakeholder integrations, the symbiotic business models achieved through the SYMBIO methodology will help regulatory bodies improve the harmonisation of standards and avoid legal fragmentation on green policies.
- European and national regulators will be able to improve and update the current regulatory framework for the bioeconomy thanks to the data collected at the end of the Project.
- SYMBIO will establish a robust and multidisciplinary network of key stakeholders from the European biobased industry that will ultimately enhance public-private partnership initiatives and synergies.
- SYMBIO will provide regulatory bodies with policy recommendations for creating facilitation tools to support current EU regulations and integrate industrial symbiosis acceleration solutions.

KEYWORDS: ESG framework, harmonisation, public-private partnership, regulation, regulatory bodies, green policies, green transition.



5. Public Authorities

SPECIFIC NEEDS: i) driving policies for the bioeconomy and green transition through regional impact indicators, ii) mapping the progress of the regional circular economy, iii) developing policy tools consistent with market megatrends, iv) digitising and accelerating decision-making processes for the management of regional funding, iv) develop opportunities for cross-regional cooperation

KEY MESSAGES:

- The development of the CBE sector and innovation ecosystem at the regional level will be encouraged by SYMBIO by developing big data and AI-based tools useful for defining regional policy strategies and investment funds driven by data and impact indicators.
- By engaging all supply chain actors in a quadruplex approach, SYMBIO will unlock and stimulate local green development potential through an inclusive bottom-up CBE nexus.
- Thanks to research conducted in the 12 European pilot areas, SYMBIO will provide regional authorities with an adequate policy development and evaluation framework, a knowledge base and expert support to measure the innovation potential of the bioeconomy.
- SYMBIO will strengthen dialogue and collaboration between regions facing similar socio-economic and environmental challenges.
- Regional public authorities can use SYMBIO as a window of opportunity to elevate the concept of a circular economy based on organic production on the political agenda and raise awareness of its importance in the European Green Deal.

KEYWORDS: awareness raising, public authority, circular economy, bio-based strategy, interregional collaboration, public policies, European Green Deal.

6. Consumers

SPECIFIC NEEDS: i) Product sustainability extends to values and benefits, such as quality, safety and health, ii) have transparent and reliable data and information on biobased products

KEY MESSAGES

- Climate change, environmental degradation and the loss of biodiversity are pushing the European Union to finance and promote projects like SYMBIO to shift the production system from a fossil and linear economy to a circular bioeconomy paradigm.
- By increasing the presence of bio-based products on the market, SYMBIO will enable consumers to make environmentally friendly decisions and reduce their carbon footprint.
- SYMBIO's methodological approach, which integrates the three dimensions of sustainability (social, economic, environmental), guarantees the active involvement of consumers and gives them a voice in the debate on the green transition.
- Consumers, as key stakeholders of the SYMBIO project, will be able to raise concerns about the effects generated by biobased solutions through co-creation activities and direct messaging (workshops, focus groups, interviews, social media channels).
- Some environmental and social benefits of recovering biomass and by-products are reducing energy and water use, CO2 emissions, new job creation, and risk capital attraction.

KEYWORDS: consumer, citizen, participation, product of biological origin, market, work, social benefits, bioeconomy, by-products, circular economy.



7. Scientific community

SPECIFIC NEEDS: i) share approaches and methodologies for the definition of standards for biobased products, ii) encourage cooperation for research and development in the bioeconomy and circular economy sector, iii) evaluate standards for the measurement of circularity.

KEY MESSAGES:

- Establishing alliances with other similar EU-funded projects such as SYMBA (Horizon-CL6-2023-CircBio-01-7), ROBIN (HORIZON-CL6-2021- GOVERNANCE-01-07), BIOTRANSFORM (HORIZON-CL6- 2022-CIRCBIO-01-03) and UrBIOFuture (BBI-2018-SO4- S3), the SYMBIO project will benefit from existing knowledge from previous work in the field of bioeconomy and the collection of high-quality data on biomass and others.
- Open science practices are implemented as an integral part of the SYMBIO methodology to improve the dissemination and use of knowledge and gain visibility among academia and the research community.
- Among the partners of the SYMBIO consortium, there are a university (Cardiff Metropolitan University) and a research centre (Fundación Tecnológica de Andalucía) with high-level expertise **academic** research and publications in high-impact international journals.
- The information and data collected during the different phases of the project will allow researchers to examine the interaction between elements of the current European bio ecosystem and incorporate them into their investigations and preparatory work.

KEYWORDS: academia, research, investigation, data, knowledge, university, bio-based ecosystem, research community.



2.8. Communication Channel

2.9. Project website

The [SYMBIO website](#) was successfully developed and publicly launched in Month 6, fully in line with the objectives and specifications outlined in the project description. Designed and implemented by LGCA with the external support of a professional web agency, the website is hosted on LGCA's own IT servers. It features the logos of all consortium partners—each linked to their institutional websites—as well as the EU emblem and proper recognition of EU funding, in full compliance with the European Commission's visual identity guidelines. LGCA ensures technical maintenance and content management using a robust Content Management System (CMS), which will be maintained for at least five years after the project's conclusion. Throughout the project's implementation, the website content is regularly updated, with all partners actively supporting its dissemination via their institutional communication channels, including websites, newsletters, mailing lists, and social media.

The website is fully responsive and optimised for both desktop and mobile devices (iOS and Android), offering a clear and user-friendly structure in English. It provides a comprehensive overview of the project's scope, goals, methodology, expected results, and key actors. All core sections foreseen in the project plan have been implemented during M4-M18, including "Home", "About" (About us, Project team, Advisory Board), "Project" (Objectives, Results), "Partners", "Synergies", "News & Events" and "Contacts". These pages host dedicated content such as public deliverables, relevant publications, videos, press releases, events, and information about sister projects. The Advisory Board is also prominently featured, with photos and short biographies.

In terms of compliance and accessibility, the website adheres to W3C standards and GDPR requirements, including dedicated sections for the "Privacy Policy", "Cookie Policy", and "Terms and Conditions", accessible from the website footer. Social media integration allows for easy content sharing, and email-based sharing options are also available. Moreover, the website incorporates GDPR-compliant analytics tools, to ensure full data ownership and privacy protection. Regular weekly updates ensure that the platform reflects the project's ongoing progress and activities. If necessary, slight modifications—including the addition of new pages, sub-pages, or features—may be introduced throughout the implementation to enhance functionality and user engagement.

The website plays a pivotal role in stakeholder engagement by serving as a dynamic knowledge hub. It is continuously updated with project developments, news from the consortium, and relevant outputs from WPs and pilot activities. LGCA ensures both the technical maintenance and regular editorial updates, while all consortium partners contribute content and disseminate updates through their own networks.

2.9.1. Social media

Social media is crucial for showcasing and disseminating the outcomes and results of the SYMBIO project. Three social media channels have been created: [@SYMBIOEU](#) (X/Twitter) a LinkedIn Company Page ([SYMBIO project](#)) and a YouTube page (<https://www.youtube.com/@SYMBIOprojectEU>). Using different social media channels aims to promote project-related content to diverse audiences and take advantage of existing partner networks by tagging partners' social media accounts, thus building on their audience to disseminate content and results. A presence on relevant channels allows partners to contribute to disseminating results and events by tagging the project and highlighting their work on their respective channels. These social media channels are key in building a community around the project and engaging with interested stakeholders.



So, for obvious reasons, social media is at the core of the CDP. Throughout its lifetime, the SYMBIO will rely on the above-mentioned channels to maximise outreach and gain visibility, and if needed, others will be created. In general terms, social media is also a versatile and powerful tool to follow topic-linked trends, attract the attention of new publics and promote synergies among partners and similar initiatives during all the phases of SYMBIO: communication, dissemination, and, eventually, replication; however, FCTA underlines the importance of coordination and collaboration among partners to expand the scope of networking, since it's a transnational consortium, through the actions of sharing and mentioning, and tagging.

To keep its social media channels regularly updated, FCTA has introduced a **monthly social media editorial plan**. In the previous CDP (D5.1), the calendar was developed on a **yearly basis**. One of the key improvements in the current approach is this shift to **monthly planning**, which ensures that content remains timely, relevant, and aligned with the evolving dynamics of the project (Annex 5).

Each calendar sheet, dynamic in nature, will combine timeless content with other publications related to the rest of the C&D actions. It will also be fed by the activities deployed in the WP's, such as internal/external events, workshops, meetings, webinars, focus groups, summits, conferences, etc. Regarding the content itself, FCTA has also planned a variety of types that are in harmony with the key messages described in point 2.1 to keep SYMBIO's audience engaged: educational posts, entertaining content, project-related updates, videos, infographics, polls, etc. Simultaneously, FCTA developed **template** (Annex 6) associated with the project colours, intended for use on LinkedIn and X/Twitter, to ensure consistency in postings.

The project's two main hashtags are **#SYMBIO** and **#meetyoursustainabilitytarget**. In addition, as the *Horizon Europe Social Media Guide V.1.0* (European Commission 2023) points out it would be useful to add **#HorizonEU**, **#EUFunded**, **#HE**, **#CEAP** or any other topic-related official hashtag to be part of the conversation.

The Excel sheet **social media Editorial Plan 2024-2025**, **templates**, and *Horizon Europe Social Media Guide V.1.0* are available in the project's cloud workspace and are regularly updated.

Globally, the following obstacles and objectives in respect of social media are considered:

Main obstacles

- **Effective coordination:** considering that the Project will last 36 months and has different phases, it is vital to communicate well what is being done, why it is being done, how it is being done and when it is being done.
- **Striking the right tone:** the target audiences of the SYMBIO project are well-defined and their level of specialisation is usually high; however, for society to understand the scope of the initiative and value its contribution, it will be necessary to build an appealing narrative adapted to a broader audience when needed.
- **Capacity of adaptation:** the digital strategy will constantly evolve to encompass the workflow and effectively communicate on it.
- **Content adaptation needs:** Regarding the performance discrepancy in the SEM campaign this indicates that content and messaging may require further localization or adaptation to better suit regional expectations and preferences.
- **Benchmark awareness:** In some regions, performance was close to or below platform benchmarks, highlighting the need for continuous monitoring and optimization.



Main objectives

- Create a unified and coherent social media narrative no matter the phase of the Project.
- Maximise the project's outreach by elaborating tailored key messages.
- Encouraging interactions (likes, comments, shares) from the audiences to build a community around the Project while developing an awareness-raising strategy.
- Promote synergies and facilitate the transfer of knowledge among participants.
- Publicise the SYMBIO project's outcomes while stressing the value of programmes such as Horizon Europe for European regions.
- Refine and tailor content strategies: Use insights from analytics from the SEM campaign to develop region-specific approaches that align with audience interests and behaviours.
- Maintain and expand high-performing campaigns: Build on successful formats and strategies from high-performing regions in the SEM campaign (e.g., Slovenia and Croatia) to replicate success elsewhere.
- Ensure relevance and continuity: Keep SYMBIO's communication efforts aligned with broader EU circular bioeconomy initiatives, ensuring long-term visibility and impact.

2.9.2. SEM Campaign

As highlighted in **Deliverable 5.1** – Dissemination and Communication Plan (CDP), digital communication plays a key role in **Work Package 5**, as it allows for reaching diverse target audiences across multiple countries at a low cost. With this in mind, CTA, the partner responsible for this task, oversaw designing and running a cross-national SEM (Search Engine Marketing) campaign on LinkedIn to promote the 'SYMBIO Technical Workshop' – a two-session event held in Slovenia, Italy, Belgium, Croatia, Austria, and Spain from 17/02/2025 to 21/05/2025.

In close collaboration with SERN, the partner responsible for WP5, and LGCA, the project coordinator, a work plan was established following these steps:

1. **Platform selection:** Although SYMBIO is present on LinkedIn, X, and YouTube, LinkedIn was selected for the SEM campaign due to its ability to reach a highly targeted and professional audience across Europe. Its advanced segmentation tools make it ideal for engaging key stakeholders such as researchers, policymakers, and industry experts. Moreover, as a professional platform, LinkedIn aligns with the tone of EU research projects and provides valuable analytics to monitor performance.
2. **Segmentation process:** To streamline targeting, the seven stakeholder types identified in D5.1 were grouped as follows:
 - Target audience 1 – Producers of end-user goods and raw material converters.
 - Target audience 2 – Regional clusters, regulatory bodies, and public authorities.
 - Target audience 3 – Business agencies.
3. **Key messages:** A set of key messages in English was prepared for dissemination throughout the programmed period across the countries. The tone was not overly technical, and several call-to-actions were included.



Example:

 Join the SYMBIO Workshops and shape circular bio-based ecosystems!

#Symbio, a Horizon Europe project, gathers key players to co-create sustainable business models based on #industrialsymbiosis and zero waste.

 What to expect:

- Collaborate with industry leaders, policymakers, and researchers to drive sustainability.
- Gain insights into value chains, resource efficiency, and bioeconomy strategies.
- Discover how SYMBIO's AI-driven tools help design scalable, replicable solutions.

Lead the transition to a greener future—sign up now!

[SYMBIO LinkedIn post](#)

4. **Templates:** The key messages were presented in specific templates that follow the visual identity of SYMBIO and in compliance with Horizon Europe visibility rules aiming to call the attention of the viewer. Two dedicated templates were developed for the 2-day regional workshops: (Annex 7) was used to promote the event dates and general agenda (Annex 8), while the speaker template (Annex 4) was designed specifically to highlight and introduce the speakers featured in each individual workshop.
5. **Landing page:** All related information, registration links, and promotional materials were uploaded to a themed [landing page](#) specifically created for the event on the SYMBIO webpage. The workshop landing page served as a centralized, accessible, and reliable source of up-to-date information for participants. It was essential for ensuring clarity and consistency in communication by providing all key details—such as the agenda, speakers, last-minute changes, and logistical information—in one secured place. Following the conclusion of the workshops, the landing page was repurposed into a repository to host all post-event materials, including presentation slides, guidance documents, and other relevant outputs, thus ensuring continued access to the content and supporting long-term knowledge sharing. **Timely monitoring:** over the period that the SEM campaign ran it was timely monitoring to track performance in real time, measure engagement metrics, and quickly identify what's working and what's not. The results were presented internally and discussed with the rest of the partners.

Key outcomes of the SEM Campaign:

Slovenia and Croatia delivered particularly strong results, with click-through rates well above LinkedIn's average benchmark (0.4–0.65%). This suggests that the campaign's messaging and targeting approaches were especially effective in these countries. Spain and Italy showed moderate engagement levels, meeting or slightly surpassing platform expectations, indicating a decent level of connection with local audiences. In contrast, Belgium and Austria, despite generating a fair number of impressions, recorded lower CTRs. This points to a need for improved content and more refined audience targeting in future efforts within these regions. Overall, the LinkedIn SEM campaign, designed to boost visibility and encourage participation in SYMBIO's regional two-day workshops, performed at or above platform benchmarks in most countries. The initiative successfully raised awareness and drove traffic to event registration pages, while also providing the consortium with valuable insights to further enhance outreach strategies across Europe.



2.9.3. Media - Press releases

Press releases are a key tool in SYMBIO's communication strategy, playing a crucial role in promoting and disseminating the project's major outcomes and achievements. They are strategically developed to ensure high visibility and engagement across multiple audiences, including stakeholders, industry representatives, policymakers, and the general public. Through timely dissemination via various media channels, the press releases highlight significant milestones, innovative developments, and overall project progress, contributing to the creation of a compelling narrative around SYMBIO's mission and impact.

All press releases are drafted in English, the project's main communication language, ensuring consistency and clarity. However, Consortium Members are encouraged to translate the press releases into their respective national or regional languages to enhance outreach and engagement at the local level. This approach helps national and regional stakeholders, particularly industries, to better identify with the project's goals and facilitates new opportunities for collaboration and partnership.

To support the consistency and quality of communications, a standardized press release template has been made available to all partners via the shared project folder. All press releases, along with their translated versions, are archived and accessible in the project's shared drive folder.

By June 2025(Month 18), 4 (four) press releases have been published and are accessible through the media section of the SYMBIO official website: <https://www.symbioproject.eu/result.html>.

2.10. Communication Toolkit

Different types of communication material have been or will be developed and made available in digital and printable format, such as flyers, posters and roll-ups, supporting partners during public presentations and capacity-building workshops. Developed in English, they can be translated into other EU languages to facilitate the collaboration of regional stakeholders. The communication material aims to arouse curiosity about the project while providing key objectives and brief information on the project approach, the structure of the work plan and an overview of the partners.

Currently available materials include:

Roll-ups and posters

The **roll-up and posters** (Annex 9) introduce the project and outline its mission to equip European regional communities with tools and methods to build circular, bio-based business models. Moreover, it highlights SYMBIO's five strategic objectives. The roll-up and posters are designed following SYMBIO's visual identity guidelines and include partner logos and EU funding acknowledgments. For the posters specifically, two formats were developed to support different dissemination needs: a 70×100 format and an A3 format, both made available in online and printable versions. These materials are available in the shared folder, where partners can easily access them for printing, adaptation, and local distribution. Translations into national and regional languages are encouraged to support effective outreach and broader stakeholder engagement across the different pilot regions.

Videos

SYMBIO videos are a key component of SYMBIO's communication and outreach strategy. They feature consortium partners, highlight the project's goals and achievements, and are disseminated through the official project website and social media channels to maximize engagement. Each video addresses the main challenges tackled by SYMBIO and explains the innovative solutions developed, with insights from expert interviews with consortium members. These videos also demonstrate the practical applications of



SYMBIO's work and its potential for replication, ensuring that a broad range of stakeholders are reached and involved.

The first introductory video, offering an overview of SYMBIO's objectives and anticipated impacts, is now available on the project's official YouTube channel: <https://www.youtube.com/watch?v=QW8m-sExQe4>.

Developed by **FCTA** in collaboration with the **SERN**, the video introduces the key goals of the project, highlights the main challenges it addresses, and outlines the innovative solutions it proposes. It serves as a cornerstone for SYMBIO's communication efforts, helping to build visibility and engagement among stakeholders through a clear and accessible presentation of the project's mission and future impact. To maximise outreach, the video has been made available across various project platforms and actively promoted through SYMBIO's social media channels.

These tools are developed to assist project partners during public events, presentations, and capacity-building workshops. Initially produced in English, the materials can be translated into other EU languages to enhance accessibility and foster collaboration among regional stakeholders.

The communication materials are intended to generate interest in the project by providing a clear presentation of its key objectives, methodological approach, work plan structure, and a comprehensive overview of the consortium partners.

To support this, a localized communication and dissemination strategy will be developed in close collaboration with the demonstrators and replicators, ensuring that messaging is appropriately adapted to regional contexts and that stakeholder engagement is maximized at the local level.

All materials produced are available on the project's internal document repository and must obligatorily acknowledge EU funding. This requirement applies to all programmes, including Horizon Europe. All recipients, administrative bodies, and executing agencies must prominently advertise the EU emblem and funding statement on all communication materials, outreach efforts, and any tools, facilities, transport, supplies, or outcomes funded by the grant. In case of doubt, the partner must consult the coordinator before initiating external communication.



2.11. Key Performance Indicators

SYMBIO's communication efforts enhance stakeholder engagement by transparently displaying ongoing activities, applications, and the positive impact the project will have on target audiences.

SYMBIO uses four key communication tools and strategies: i) creating promotional material, ii) actively participating in external events and meetings, iii) leveraging social media platforms, and iv) maintaining an informative website, as detailed in **Table 1**.



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Table 1 SYMBIO Communication Strategy - Key Performance Indicators.

Message (Target)	Tools	Base line KPIs M4	KPI's M18
All targets	Website. Main point of contact for all users with SYMBIO, the website collects materials and disseminates in-depth materials on objectives, strategy, and results.	Website users: ≥ 1.000 No. of total page views: ≥ 2.500 Countries reached: ≥ 20	Website users: ≥ 300 No. of total page views: 580 Countries reached: 15
Industries Consumers	Social media. A LinkedIn page represents the primary tool for engaging industries/consumers with tailor-made content based on their needs/expectations.	No. of followers: ≥ 1.000 No. of posts: ≥ 100	No. of followers: ≥1.000 No. of posts: ≥1.000
Industries, Policymakers, Regulatory bodies	Press releases. Promoting project milestones, events, and educational outcomes through press releases increases project visibility and attracts targeted audiences. Promoting project milestones, events, and educational outcomes, as well as press releases, increases project visibility and attracts targeted audiences.	No. of press releases distributed: ≥ 8 (via the project website, LinkedIn, partners' networks and social media pages)	No. of press releases distributed: 4
Industries, Regional Clusters/Business networks	Promotional materials. The project's visual identity includes a logo, LinkedIn/X (Twitter) header, templates, flyers, posters, roll-up , and videos.	No. of flyers distributed: ≥ 1.000 No. users reached via project videos: ≥ 5.000	/



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Grant Agreement No 101135166

Hub4Circularity community, sister and linked funded projects	Liaison with other projects and other EU initiatives. Aimed at creating synergies and mutual learning opportunities, connections with EU projects/initiatives embrace all stages of project development.	No. projects liaised with ≥ 10 Periodic meetings will be organised with the other projects to exchange materials and co-create communication products.	No.projects liaised: 6
Industries, Regional Clusters/Business networks	Partners' network/public event participation. Events validate the project approach and results and disseminate the project and its activities.	No. of events attended: ≥ 30	No. of events attended: 5



3. Dissemination Strategy

SYMBIO's dissemination strategy intends to exploit the long-term impact of its results, such as sharing the project methodology with industry and sector experts, designing an index of social, economic, and environmental impacts through big data, improving the harmonisation of standards for the green transition of production models and sustainability certifications, and empowering companies to access financing for symbiotic business models.

Its pillars are analysed in this chapter as follows:

1. Sharing the **methodology for regional data hubs** by promoting thematic events between sister projects (funded by the same call), cousins (funded by projects funded in the same thematic area), networks and community initiatives.
2. Creation of an **index modelling system** for measuring the impact of symbiotic business models, focus groups facilitating industrial symbiosis, social impact assessment, value chain generation training.
3. Creation of **policy recommendations** to support policymakers' decision-making in the green transition investment sector.
4. Capitalize on findings through **educational** and **capacity-building opportunities** (e.g. webinars, live exhibitions, videos)

3.1. Dissemination tools

1. Supporting scientific uptake

The objective is to publish at least **three scientific papers** in international peer-reviewed journals. Scientific dissemination will follow the principles of open science (free online access for any user), which aligns with open access regulations, using the open science framework and tools while maximising publication in open science journals. SYMBIO will also use the European Open Science Cloud to maximise the openness of results, allowing researchers worldwide to store and share data. All peer-reviewed scientific publications from the project will be published on the Open Research Europe platform managed by the European Commission. Project partners will ensure that publications are self-archived in the online archive. They will also respect Article 17 and Annex 5 of the GA regarding the recognition of EU funding.

2. Supporting regional uptake

The dissemination tasks at the regional level will also involve organising dissemination events, including a series of public webinars and regional workshops. The themes of these events will match the needs identified by replicator regions and the CoP. The regional dissemination workshops to be organised by each demonstrator region during the second half of the project will aim to share the project's findings and experiences at local and national levels, focusing on impact and upscaling.

3. Supporting policy uptake

At the EU level, the analysis aims to uncover essential challenges and enablers influenced by existing and upcoming regulations. SYMBIO will focus on scrutinising key strategies embedded within the European Green Deal, encompassing action plans, directives, and upcoming regulations integral to this initiative. The Consortium will comprehensively understand how these initiatives interconnect with other EU policy proposals and measures and the potential macro-regional-level fragmentation of responsibilities that bear on resource transfer and end-of-waste criteria. This wealth of insights will be thoughtfully communicated through various dissemination tools and channels, ensuring that SYMBIO's findings reach and resonate with a diverse audience. Moreover, the Consortium is



committed to crafting policy recommendations that align with existing EU regulations and serve as facilitation tools. These tools will effectively integrate solutions to accelerate industrial symbiosis, contributing to a sustainable and symbiotic relationship between industrial processes and environmental stewardship.

4. Third-party events

SYMBIO consortium members have and still participate in external events to engage scientific, business, innovation, and policy stakeholders. These events help to spread information about the project and its goals and present the results of the activities. This is crucial to engaging stakeholders in dissemination and replication activities and, when relevant, in the Community of Practice.

Such events include important circular economy gatherings listed in **Table 2**. This list includes large-scale European/ international events. SERN and all the Consortium Members will refine this list and propose additional third-party events to the CM during project meetings and more regularly at Project Management Board meetings.

Table 2 has information for the first 10 months of the project. SERN will constantly upload this information, with input from all Consortium Members.

3.2. Shaping collaborations among complementary projects

The SYMBIO mission and results aim to enhance its impact and satisfy the outcomes envisaged by the Call by creating synergistic networks with EU cooperation initiatives, networks and projects. With this scope, SYMBIO is committed to generating alliances with networks, projects, and platforms that work on the circular economy and bio-based supply chains, stimulating mutual learning and testing the robustness of the results in a broader context. It is crucial to identify precise targets using the expertise of SYMBIO and a methodology for the most relevant initiatives, projects, and networks that operate in the same field of knowledge.

The strategy includes the following actions:

- Mapping international and European networks and “sister” and “cousins” funded projects at the regional, national, and European levels in the circular bioeconomy sector.
- Enable connection and dialogue between sister and cousin projects through the possible signing of a Memorandum of Understanding (MoU);
- Define a joint action plan by sharing events, capacity building, and training opportunities.

Relevant actions promoted by April 30th, 2024 (M4):

1. Mapping international and European networks and “sister” and “cousins” funded projects at regional, national, and European levels in the circular bioeconomy sector (coordinated by SERN). To broaden C&D efforts and reach a more diverse audience, as well as promote synergies between SYMBIO and related communities, a network database was designed. The implementation supervised by SERN led to the first version launched within the M3 and progressively populated by the project partners. The database will collect information on international and European networks as well as regional and national networks in Europe to plan synergistic collaborative actions. All partners will work with FCTA on this dissemination channel and coordinate their efforts to connect these networks and consortium members. This will be done by covering relevant projects and networks on SYMBIO media, sharing interesting events in other networks, and actively inviting them to SYMBIO's outreach activities. The map of the sisters' and cousins' projects will be available in the Cloud workspace created by LGCA. The mapping is shown in **Table 3**, which is regularly updated during the project.



2. Building an alliance with “sister” project **SYMBA**. Funded in the context of the same Call for Proposal as SYMBIO (HORIZON-CL6-2023-CIRCBIO-01-7) and for this considered a “sister” project, SYMBA aims to create an easy-to-use and accessible AI database that suggests innovative regional zero-waste value chain processes, ensuring more local supply chains, a better distribution of economic and social benefits among stakeholders and an increase in the economic value of the final products. To build a mutual learning exchange relationship, SYMBIO participated in the SYMBA Kick-off meeting (Naples, January 19, 2024) and launched the signing of a Memorandum of Understanding for the definition of joint actions, such as the production of policy recommendations for industrial symbiosis, the organisation of webinars and training opportunities for stakeholders and dialogue with relevant EU networks and initiatives, such as EIT Community NEB and Hub4Circularity (H4C).
3. Boosting dialogue with relevant EU networks and initiatives in the bioeconomy and circular economy fields, such as EIT Climate-KIC, New European Bauhaus (NEB), Hub4Circularity (H4C), Bio-based Industry Consortium (BIC) and Bioeconomy Pilot of the Vanguard Initiative. Together with SYMBA, a meeting with EIT Climate-KIC and New European Bauhaus (NEB) representatives was organised (Online, March 19, 2024) to introduce the projects and define cooperation scenarios. The joint participation was investigated in the context of the following initiatives:

Ignite NEB 2024

- Organised by EIT Community NEB, part of the New European Bauhaus (NEB), delivered through four host organisations
- A cross-over between community events and a hackathon, with a focus on transforming the local communities by addressing a specific local challenge and championing entrepreneurship, renewal & creativity – achieved through a combination of online and in-person activities (4 events across 4 countries)
- The 2024 locations will be determined through an open call in the coming months. In 2023, the four locations were Brussels (Belgium), Zaragoza (Spain), Riga (Latvia), and Silandro (Italy). Each location tackles a specific challenge. For example, the most relevant one for SYMBA and SYMBIO would have been the event in Riga focused on “the need for long-term, life cycle thinking in the industrial ecosystem.”
- Audience: entrepreneurs, educational institutions, students, local activists and businesses, media
- Insight of 2023 edition: <https://www.climate-kic.org/news/community-events-ignite-enthusiasm-for-the-new-european-bauhaus/>

Slush 2024

- Event participated by EIT Community NEB (November 20-21, 2024), together with some of the NEB start-ups
- Opportunity to showcase and match with relevant audiences

Participation in joint events is the subject of further ongoing dialogue.

A meeting was organised (Online, March 21, 2024) to present the SYMBIO to the Bio-based Industry Consortium (BIC) and define cooperation scenarios. The Bio-based Industries Consortium (BIC) is a non-profit organisation set up in Brussels in 2013 to represent the private sector in a Public-Private Partnership (PPP) with the European Commission, focused on strengthening the bio-based industries sector in Europe. BIC’s industry members cover the whole value chain, from primary production to market.

BIC initiates the Regional Funding Platform (<https://biconsortium.eu/regional-funding-platform>) to create local value chains and access to finance, helping regions and industries establish community-based



contacts with mutual interest. To ensure complementarity and synergies with the regional platform, BIC is working on a database to facilitate peer learning and policy exchange between the regional members of the bioeconomy platform (currently 35).

During the meeting, possible cooperation scenarios between SYMBIO and the Regional funding Platform were investigated, such as:

- Promote access and sharing of data on circular solutions, value chains, infrastructures and results of previous projects by maximising synergies between databases
- Contribute to eliminating existing obstacles to the implementation of new and sustainable business model modelling approaches close to the zero-waste market by contributing to the preparation of policy recommendations
- Co-organize and participate in thematic, in-depth events on artificial intelligence to construct biobased value chains.

From April 2024 onwards until June 2025:

RURAL Bio UP

BIOECONOMY PILOT

TWG Industrial Symbiosis and Circular Economy in Industries (CCRI): The Circular Cities and Regions Initiative (CCRI), launched by the European Commission, supports the EU Green Deal by promoting circular economy solutions at local and regional levels through knowledge sharing, innovation, and multi-stakeholder collaboration. CTA represented SYMBIO at the CCRI's Technical Working Group on Industrial Symbiosis and Circular Economy in Industries on March 19, 2025, where the project was presented. This engagement helps position SYMBIO within a wider European context, facilitates the exchange of replicable best practices, and strengthens its alignment with EU circular economy goals.

SYMBA Co-creation session: SYMBA is a Horizon Europe project developing an AI-based tool to promote zero-waste industrial symbiosis in regional bio-based ecosystems. As a sister project to SYMBIO, it shares the goal of advancing circular, sustainable value chains. SYMBIO's participation in SYMBA's co-creation session in May 8, 2025, through CTA, fosters alignment and collaboration, helping both projects enhance their impact and replicability across Europe.

At the beginning of 2025, the Startup Europe Regions Network (SERN) organized a meeting with the **European Project Coordinator from Bio Base Europe Pilot Plant (BBEU) and the Project Coordinator of the SYMBA project**. Following this meeting, SERN successfully involved the SYMBA Project Coordinator, to participate in the two-day regional workshops organized under the SYMBIO project. During the first workshop held in Belgium, the SYMBA's coordinator presented insights into the SYMBA project, and emphasized the key goals of SYMBA, which include evaluating circularity performance, supporting the green transition of bio-based industries, and contributing to the development of sustainable and symbiotic regional value chains. By presenting SYMBA's approach and methodologies, the strong synergy between the SYMBIO and SYMBA projects was highlighted, demonstrating how both initiatives are collectively advancing progress in the bio-based industrial symbiosis sector.

In **May 2025**, SYMBIO officially joined the **Biorefine Cluster Europe (BCE)**. The BCE is a network that interconnects projects and stakeholders working in the domain of bio-based resource recovery, promoting more sustainable resource management. Its mission is to foster collaboration among initiatives focused on the refinement of chemicals, materials, energy, and products derived from bio-based waste streams. By joining BCE, SYMBIO gains access to enhanced visibility and networking opportunities within a dynamic



community dedicated to advancing the bioeconomy and circular economy sectors. Membership allows SYMBIO to engage in joint dissemination activities, contribute to the BCE publications archive, and participate in coordinated events and workshops with other leading projects. Furthermore, SYMBIO now benefits from a dedicated project page on the BCE website to showcase its objectives and results and can systematically share project news and updates via the BioRefine Bulletin. Through this collaboration, SYMBIO strengthens its stakeholder engagement, promotes knowledge exchange, and increases the reach and impact of its outcomes across European and international audiences.

A strong cooperation was established with the European project RuralBloUp, particularly in the context of the Italian regional two-day workshop held as part of SYMBIO's stakeholder engagement activities. During this event, a joint initiative was carried out involving a study visit to ARVATECH, a company specialised in precision agriculture technologies. The visit provided concrete insights into how digital solutions and data-driven approaches can enhance sustainable agricultural practices, directly aligning with SYMBIO's mission to promote innovation along bio-based value chains. Moreover, the collaboration extended beyond the event itself: SYMBIO's activities and outcomes were actively disseminated through the RURALBIOUP network, amplifying their visibility and fostering further exchange among regional stakeholders engaged in green transition pathways.

All the synergies are listed on SYMBIO website: <https://www.symbioproject.eu/sinergies.html>.

3.3. Key Performance Indicators

SYMBIO's dissemination efforts aim to ensure the sharing of the project methodology with industry and sector experts and to pursue specific long-term impact objectives of the project results, such as the social, economic, and environmental impact index of the business model and the harmonisation of standards for the green transition of companies in the sector.

SYMBIO uses four key dissemination tools and strategies: i) creation of scientific publications, ii) active participation in external events and meetings, iii) planning of training and capacity-building actions of regional stakeholders and iv) production of policy recommendations, as detailed in **Table 4** below.



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Table 2 Planning for third-party events participation.

Event	Organiser	Event Description	Date	Location	Website
BIOKET The Bioeconomy Key Enabling Technologies	Bioeconomy For Change	BIOKET is an annual international conference dedicated to key enabling technologies and innovations applied to biomass valorisation to produce high-value products in the most diverse sectors of the economy.	10- 21/02/2024	Reims, France	https://www.cbe.europa.eu/events/bioket
Research and Innovation Week	European Commission	The Research and Innovation Week is a series of events organised by the European Commission and the Belgian Presidency of the Council of the European Union. Celebrating the 40-year journey through the Research and Innovation Framework Programmes, R&I Week 2024 will debate the future of R&I and shape the contribution to EU political priorities, particularly EU Tech Sovereignty and Competitiveness.	18- 21/03/2024	Brussels, Belgium	https://cinea.ec.europa.eu/news-events/news/registration-open-riweek2024-research-innovation-week-2024-2024-02-15_en
Info Day Circular Bio-based Europe Joint Undertaking 2024	European Commission	CBE JU Info Day 2024 allows you to gain insights into the upcoming call for project proposals 2024 and expand your network. Networking opportunities will enable you to engage with other CBE JU community members.	23/04/2024	Brussels, Belgium	https://www.cbe.europa.eu/infoday24



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Bio-based Innovations for Industrial Applications	CHAMPION and PERFECOAT projects	The CHAMPION project focuses on bio-based thermoset coatings, structural adhesives, automotive interior surfaces, and home care additives, while the PERFECOAT project is all about new bio-based ingredients for paints and coatings for wood and decorative applications. Four other thematically related European projects will also present their experiences searching for innovative and sustainable bio-based materials and products.	24/04/2024	Brussels, Belgium	https://www.cbe.europa.eu/events/bio-based-innovations-industrial-applications
3rd Forum on the Mission of Adaptation to Climate Change	European Commission and Belgian presidency	The annual forum is a key governance element in the EU's Mission on Adaptation to Climate Change and unites national, regional and local authorities, friends of the mission, European institutions and research organisations.	22-23/05/2024	Brussels, Belgium	https://belgian-presidency.consilium.europa.eu/en/events/3rd-forum-on-the-mission-on-adaptation-to-climate-change/
EU Green Week Conference	European Commission	The 2024 EU Green Week is part of a wider communication campaign dedicated to the topic of water resilience. The objective is to stimulate an EU-wide conversation around the EU's water present and future, with an emphasis on fostering awareness and promoting positive, collaborative solutions.	29-30/05/2024	Brussels, Belgium	https://green-week.event.europa.eu/index_en



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EUBCE 2024 - European Biomass Conference & Exhibition	ETA Florence Renewable Energies	The 32nd edition of the European Biomass Conference and Exhibition addresses themes dealing with resources, sustainability, impacts and policies and biomass integration, as well as topics such as technologies for biomass conversion to bioenergy, sustainable biofuels, and biobased products and chemicals.	24-27/06/2024	Marseille, France	https://www.cbe.europa.eu/events/eubce-2024
World Bio Markets	World Bio Markets Insights	World Bio Markets is the leading international business event for the global bioeconomy community. It connects over 450 industry leaders with a 2-day programme of pre-arranged 1-2-1 commercial meetings, knowledge exchange, and networking to accelerate the transition to a fossil-free economy.	26-27/06/2024	The Hague, Netherlands	https://www.cbe.europa.eu/events/world-bio-markets-0
European Sustainable Energy Week 2024	European Commission	Under the theme 'Net-zero competitiveness driving EU energy transition', the European Sustainable Energy Week (EUSEW) focuses on delivering Europe's decarbonisation through green technologies and solutions towards a fair and transition for people and competitive businesses.	11-13/06/2024	Brussels, Belgium	https://sustainable-energy-week.ec.europa.eu/index_en



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European Week of Regions and Cities	Committee of the Regions	The European Week of Regions and Cities (#EURegionsWeek) is the biggest annual event dedicated to regional policy. During this annual four-day event, regions and cities showcase their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance.	7-10/10/2024	Brussels, Belgium	https://regions-and-cities.europa.eu/
Bioeconomy Austria Summit	Innovation Salzburg, ecoplus (Lower Austria), Austrian Energy Agency, Ökosoziales Forum, Business Upper Austria, proHolz Tirol, and Holzcluster Steiermark and the Austrian Forest Fund	Emphasis on innovative, circular bioeconomy business models, especially those leveraging wood-based biomass, wood materials, and high-tech applications. Discussions on mobilizing green finance and resources to scale bioeconomy projects.	22/10/2024	Salzburg, Austria	https://www.bioeconomy-austria.at/en/2024/10/25/bioeconomy-austria-summit-2024-in-salzburg/
The Green Chemistry event "Grüne Chemie – Zukunft"	Austria's BMK and Environment Agency	It gathered experts from science, policy, and industry to promote green, defossilised chemistry through pitches, panels, and networking. Key topics included Safe & Sustainable by Design (SSbD), bio-based materials, and CO ₂ conversion technologies.	11/11/2024	Vienna, Austria	https://www.gruenchemieoesterreich.at/aktivitaeten-oesterreich/plattform-gruene-chemie-zukunftchemie/veranstaltungen-pgc/nachlese-veranstaltung-111124



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VIRIDI die Konferenz zur Kreislaufwirtschaft	Interreg SI-AT project	It featured keynotes, best-practice showcases, student innovation (VIRIDlthon), and B2B matchmaking. The event promoted cross-border collaboration. It is part of the Interreg SI-AT project , aiming to drive circular economy through training, tools, and digital platforms.	20/03/2025	Klagenfurt, Austria	https://www.wk-events.at/ktn/viridi-konferenz/home
BIOECONOMY DIALOGUES 2025: Percorsi Innovativi nella Chimica	LGCA	It brings together industry leaders, researchers, and policymakers to explore bio-based materials, circular processes, and green innovation. Workshops and panels highlight success stories, R&D strategies, and EU policy alignment. The event fosters collaboration between regional ecosystems and promotes sustainable industrial transformation.	07/03/2025	Brescia, Italy	https://www.openinnovation.regione.lombardia.it/it/news/news/8441/bioeconomy-dialogues-2025-percorsi-innovativi-nella-chimica-e-nelle-pr-2
GRCBIO2025 – Global Research Conference on Biotechnology & Biomaterials Science	EUSynBioS	The event focuses on innovations in biotechnology and biomaterials science .	14-16/04/2025	Paris, France	https://www.eusynbios.org/synbio-calendar/global-research-conference-on-biotechnology-and-biomaterials-science-2025-grcbio2025



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EU Green Week 2025	European Commission	Green Week unpacked the “three Cs” – Clean, Competitive & Circular – exploring how to place circularity at the centre of Europe’s economic transition. With its potential to drive sustainable competitiveness, reduce waste, increase strategic autonomy, and promote innovation, the circular economy was presented as a key solution to some of Europe’s most pressing challenges.	3-5/06/2025	Bruxelles, Belgium	https://green-week.event.europa.eu/index_en
Study Visit at Gli in di ARVatech: specialisti agricoltura precisione	RuralBioUp, AGROMATECH, LGCA	The visit offered valuable insights into the latest advancements in agri-tech, showcasing real-world applications of digital bioeconomy and underscoring the growing role of artificial intelligence and robotics in agriculture.	21/05/2025	Milan, Italy	-
Waste Management Europe (WME) Exhibition & Conference	IES Group	“Transforming waste into a resource” at European scale—critical for zero-waste and circular economy dialogue.	10-12/06/2025	Bologna, Italy	https://wme-expo.com/



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"Green Chemistry - Future: Chemistry"		It brings together stakeholders from policy, academia, and industry to promote green chemistry and accelerate the defossilisation of the chemical sector.	17/06/2025	Vienna, Austria	https://www.gruen-chemie-oesterreich.at/aktivitaeten-oesterreich/plattform-gruene-chemie-zukunftchemie/veranstaltungen-pgc
31st Annual ISDRS Conference - Circular Economy Track	Corvinus University of Budapest	It focuses on sustainability research and policy integration . It gathers academics, practitioners, and policymakers to discuss transdisciplinary approaches for achieving the UN Sustainable Development Goals (SDGs). Key themes include circular economy, climate action, biodiversity, green finance, and just transitions.	8-12/07/2025	Budapest, Hungary	https://2025.isdrsc-onferences.org/



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Circular Hotspot 2025	Economy Slovenia	Ministry of the Environment, Climate and Energy, in cooperation with the Strategic Research and Innovation Partnership Circular Economy and Circular Change	The Slovenia Circular Economy Hotspot is an international conference that showcases Slovenia's achievements and innovations in the circular economy. It brings together businesses, policymakers, and researchers to explore best practices, circular business models, and green technologies.	10-12/09/2025	Ljubljana, Slovenia	https://slovenia-circulareconomyhotspot.com/en/o-konferenci/
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2nd international Conference on Circularity in the Built Environment 2025	Tampere University (Finland), TU Delft (the Netherlands), KTH (Sweden), Brandenburg TU Cottbus-Senftenberg (Germany), TU Eindhoven (the Netherlands), Circular Structural Design (Germany), Croatia Green Building Council and the Horizon 2020 project 'Reusing precast concrete for a circular economy' (ReCreate)	It brings together academia, industry, and public sector actors to share innovations in biobased materials, systems thinking, and industrial symbiosis.	16-18/09/2025	Tampere, Finland	https://www.tuni.fi/en/news/2nd-international-conference-circularity-built-environment
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European Week of Regions and Cities	European Commission	The European Week of Regions and Cities (#EURegionsWeek) is the biggest annual event dedicated to regional policy. During this annual four-day event, regions and cities showcase their capacity to create growth and jobs, implement European Union cohesion policy, and prove the importance of the local and regional level for good European governance.	13-15/10/2025	Bruxelles, Belgium	https://commission.europa.eu/news-and-media/news/european-week-regions-and-cities-2025-call-applications-open-2025-04-10_en
Circular Bioeconomy as Key for Biodiversity and Resilience		This day will explore how renewable biological resources and waste streams can enhance biodiversity and sustainability within Europe's value chain. Discussions will highlight circular strategies in agriculture, food systems, and bio-based materials, emphasizing their role in driving innovation, competitiveness, and European resilience.	03-07/11/2025	TBC	https://www.circularweek.com/szczeg-y-wydarzenia-i-rejestracja/circular-bioeconomy-as-key-for-biodiversity-and-resilience

The partners actively participated in several events listed in the table. These included the **Bioeconomy Austria Summit**, where they engaged in strategic discussions on fostering regional bioeconomy ecosystems, and the **Green Chemistry event "Grüne Chemie – Zukunft"**, which explored future-oriented approaches in sustainable chemical production. They also took part in **VIRIDI – Die Konferenz zur Kreislaufwirtschaft**, a central platform for circular economy dialogue in the German-speaking region and contributed to the **BIOECONOMY**. The project was also presented at the **BIOECONOMY DIALOGUES 2025: Percorsi Innovativi nella Chimica**, a dynamic Italian forum highlighting innovative pathways in green and bio-based chemistry. At each of these events, the partners presented the **SYMBIO project**, showcasing its objectives, expected impacts, and contributions to industrial symbiosis and circular system transformation. Through their presence, they reinforced their commitment to collaborative action and knowledge exchange across Europe's bioeconomy and circular economy landscapes.



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In addition, together with **AFCOS** and **DRIVE**, **SYMBIO** organized an online event as part of the **EU Green Week**, titled '*Knowledge as the Intersection between Circularity, Standardization and Innovation*'. Furthermore, SYMBIO participated in and co-organized a study visit to the company **ARVATECH** in collaboration with the **AGROMATEC** and **RuralBioUp** project and its partners.

Lastly, as part of the RuralBioUp initiative, the SYMBIO project, together with LGCA and AGROMATECH, participated in a study visit to **ARVAtech**. The visit provided valuable insights into cutting-edge agri-tech solutions, highlighting the role of AI, robotics, and digital tools in advancing the bioeconomy.



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Table 3 List of “sister” and “cousin” EU funded projects linked with SYMBIO mission.

Acronym	Programme	Coordinator	Description
SYMSITES	HORIZON-CL4-2021-TWIN-TRANSITION-01	Asociacion de investigacion de la industria textil	SYMSITES aims to implement regional industrial urban symbiosis in four European regions with different social, economic and environmental aspects (Denmark, Austria, Spain, Greece). The four EcoSites will use the same technologies for wastewater and waste treatment, as well as for energy production and recycling, allowing for a clean comparison of EcoSite impacts. The four EcoSites will generate virtuous cycles of energy, treated waste and wastewater flows between urban and industrial entities. The enabling technologies to be developed for waste and wastewater (WW) co-treatment are a newly developed Regional Management IT Platform (ITRMP) including new IIoT and a Social Decision Support System (SDSS) to manage in the I-U symbiosis efficiently; an anaerobic bioreactor (AnMBR) with an advanced membrane coupled with tertiary treatment, to be installed in the four EcoSites for a clean comparison of all impacts not directly influenced by the different technologies. These include a virtual demonstration of the potential for replication in other regions through networking between waste association facilitation services for the implementation of symbiotic processes, actions to facilitate relationships and involve local community actors and the creation of a non-profit social innovation spin-off involving tools and business models for exchanging flows in dynamic production.
IS2H4C	HORIZON.2.4.8 - Circular Industries	Universiteit twente	IS2H4C proposes an ambitious and efficient innovation and action work plan to develop different solutions for the development of Hubs for Circularity (H4C) in different industrial areas of the process industry surrounded by rural and/or urban contexts in the Netherlands, Germany, Spain and Turkey. The work plan is shaped by developing and implementing the most innovative sustainable technologies and infrastructure integration in four demonstration hubs. It is supported by innovative research on social, government and business innovation for H4C. IS2H4C brings industrial areas to H4C by implementing systemic change and integrating surrounding ecosystems into industrial areas. The project implements a digital collaboration platform to manage resources, infrastructure and information sharing



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			within H4C by embedding decision support modules into the platform. IS2H4C will help pave the way towards H4C development based on the circularity and resilience requirements of existing and future industrial zones and their surrounding ecosystems, prioritising resource efficiency, maximising the use of renewable energy, preventing waste and promoting the industrial/urban economy/rural symbiosis through reusing and recycling inevitable flows of solid, liquid and gaseous waste.
RISERS	HORIZON.2.4 - Digital, Industry and Space	Enspire science ltd	RISERS aims to develop a roadmap towards the standardization of industrial symbiosis , promoting resource sharing and the integration of new research and innovation results. RISERS works on several dimensions: (1) Identification of gaps and opportunities in existing industry practices and standards for the adoption of priority IS synergies; (2) promote the adoption and contribution of research and innovation results to IS standardization by identifying demand-driven research and innovation priorities, as well as identifying barriers and enablers to market entry of innovative IS solutions; (3) involve the policy community in IS standardization by suggesting new policy frameworks and initiatives or adapting existing ones. Based on the knowledge developed and acquired in all these activities, RISERS will develop a roadmap for developing new or adapting existing IS standardisation directions to promote resource circularity.
H4C ECoP	HORIZON.2.4.1 - Manufacturing Technologies	Instituto soldadura de qualidade	The Hubs for Circularity (H4C) must be the European beacons of resource efficiency by implementing best practices in industrial and urban symbiosis (I-US); the H4C aims to achieve a step change in circular use of resources and the reduction of greenhouse gas emissions within the geographical areas indicated. The European Community of Practice (ECoP) builds on and brings together ongoing work and expertise on H4C and I-US, initially supporting H4C demonstrations funded under Horizon Europe. This project will develop the ECoP stakeholder network (starting from the funded H4C demonstration projects) and an information and knowledge platform to enable stakeholders to act. By creating awareness and promoting knowledge sharing between regions/cities and their industries , the H4C platform will provide the tools and evidence base for the approach to be widely adopted across Europe. A sustainable business model for implementing the toolkit and services developed within the project will also ensure the maintenance of the H4C ECoP in the future.



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AshCycle	HORIZON.2.4.1 - Manufacturing Technologies	Oulun yliopisto	AshCycle will demonstrate and implement industry-city symbiosis around underutilised ash to achieve Europe's circular and climate-neutral economy. Pilot projects and demonstration replications will be conducted in Denmark, Finland, Belgium, the Netherlands, Croatia, Slovenia, Switzerland and South Africa. The symbioses will include all key players in the value chains, i.e. ash suppliers, ash beneficiation operators, concrete and adsorbent products suppliers, and the involvement of the general public. AshCycle addresses unmet socioeconomic demands, facilitates market entry for emerging ash-based circular products and unlocks societal benefits by accepting new circular concepts.
REDOL	HORIZON.2.4.1 - Manufacturing Technologies	Fundacion circe centro de investigacion de recursos y consumos energeticos	REDOL was conceived to transform cities into hubs for circularity that implement zero-waste strategies while promoting industrial-urban symbiosis (I-US) approaches between local and regional actors. To this end, REDOL will redesign 5 value chains for SUW (packaging, plastic, CDW, textiles, WEEE) ending up with 12 circular products. A series of new solutions will be implemented along the value chains to 1) update management technologies to collect, sort and classify municipal waste, 2) improve the processing routes of selected materials to avoid landfill disposal, and 3) apply cutting-edge digital tools to optimise value chains and interaction between key players. Furthermore, REDOL will provide the organisational procedures, business models and social innovation actions necessary for creating successful I-US interactions and circularity hubs at the local level. Such an approach will lead to the development of guidelines and recommendations for key decision-making bodies and a better citizens' perception of municipal waste as a local resource and of recycled products, thus increasing their participation in separate collection systems.
SYMBA	HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment	Enco srl	SYMBA aims to create a new method of industrial symbiosis to be replicated within the EU according to the local/regional bio-based industrial ecosystem. SYMBA will implement an easy-to-use and accessible AI database that suggests innovative regional IS processes to create zero-waste value chains, ensuring more local supply chains; a better distribution of economic and social benefits among stakeholders and an increase in the economic value of the final products. The SYMBA solution, in line with the EU strategy for the bioeconomy, is based on a three-pronged approach: 1) Creation and validation of a new IS methodology for the biobased sector, starting from existing knowledge and lessons acquired by the SYMBA consortium partners; 2) Identification of criteria for selecting regional hubs; 3) AI database including monitoring tools, waste relationship matrix, networking and ongoing cooperation with local and EU networks. The partnership was intentionally selected for its experience, network with key external stakeholders and geographical reach, bringing together 5 EU countries (IT,



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			ES, BE, NL, DE) to consolidate the maximum reach of the initiative. It is made up of 9 partners with complementary skills: 4 RTD centers (CIRCE, CTB, AIMPLAS; CET); 1 large industry (NVMT); 1 pilot plant (BBEPP); 1 innovative SME (ENCO) and 2 networks (CKIC and ICLEI) with a valuable background in applying the IS approach in the biobased sector, providing services to companies and creating awareness and networking among citizens, policymakers, EU initiatives. Through the involvement of different industrial sectors: agri-food (NVMT); packaging (AIMPLAS); wastewater (CET); textile (CTB); and waste valorisation (BBEPP), SYMBA will demonstrate how to move from a linear to a circular economy by helping to provide bio-based solutions with reduced environmental impacts on soil, water and air quality.
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H4C EUROPE	HORIZON.2.4. 1 Manufacturing Technologies	Ciaotech srl	H4C Europe will create a European Community of Practice (ECOP) as a knowledge platform and exchange structures that will assist existing and future hubs in creating, managing and growing, overcoming barriers to IS/I-US/C. It will organize a continuous exchange of ideas and best practices and facilitate in-depth exchanges between experts to identify bottlenecks, evaluate the results of related projects and propose innovative approaches to overcome bottlenecks. Possible topics include financing and operating IS infrastructure, matching supply and demand in the IS and the US, benefit sharing, cross-border exchange of materials, water and wastewater systems, regulatory issues in the use of secondary raw materials, the tension between reuse and using waste as a raw material, to name a few. Digitalization is a cross-cutting enabling aspect of IS/I-US/C and the use of digital tools will be an important aspect of each expert group. In line with the call and to realize its vision, the CSA will work along four axes: 1) Building a sustainable community and creating an IT knowledge platform as a tool, 2) Consolidating and creating available knowledge through the analysis of state of the art, in-depth discussions with leading experts and field testing of business models and financial strategies, including for large-scale demonstrators, 3) Development of a KPI toolkit for assessing the maturity of regional IS/I initiatives - US/C towards H4C and independent evaluation of H4C as candidates for flagship projects, as well as the development of policy recommendations, 4) Promotion of the H4C concept, social engagement and policy recommendations.
ROBIN	HORIZON- CL6-	Q-plan international advisors pc - q- plan international	ROBIN aims to co-shape their structures and governance models to accelerate the realisation of circular economy objectives, while promoting social innovation and considering different territorial contexts. To this end, it establishes and demonstrates the potential of innovative circular bioeconomy governance structures and models in 5 European regions: Ireland, Germany, Spain, Slovakia and Greece. The creation of multi-actor regional constellations involves key stakeholders of the Quadruple Helix to co-create and work together on new governance structures, well integrated into the existing organisational structures of our regions and charged with coordinating and executing circular bioeconomy strategies with and for



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			the entire ecosystem of actors and coordinate effectively with the CCRI-CSO. Along the way, customized support is provided for greater and more inclusive stakeholder engagement, as well as a set of practical tools to improve the design, operation and monitoring of their governance models.
BIOTRANS FORM		Teknologian tutkimuskeskus vtt oy - vtt	BIOTRANSFORM provides European policy makers with an adequate framework for policy evaluation and development, a knowledge base and a support ecosystem of experts to accelerate the transition from fossil-based linear systems to bio-based circular systems. The BIOTRANSFORM “assessment package” will be tested and provided to European policy makers, which will include 3 complementary tools: (i) a resource flow analysis tool including circular innovations, (ii) a cutting-edge environmental assessment tool , social and economic rapid, and (iii) a logistics management tool. To achieve this, BIOTRANSFORM develops and tests its framework to establish and implement bio-based circular systems by applying a multi-actor approach around 6 regional cases: Andalusia (Spain), Northern Burgenland (Austria), Western Macedonia (Greece), Finland, Charles Spa Region (Czech Republic) and North Rhine-Westphalia (Germany). These regional case studies represent different industries and scenarios important for Europe such as forestry, agri-food, lake ecosystems, lignite, minerals and chemicals.
MPowerBI O	BBi-2019- SO4-S4	FBCD AS	MPOWERBIO will obtain feedback from clusters, SMEs and investors on the concrete investment challenges they face and build an online platform containing digital tools to assess investment readiness, as well as online training modules to develop the capacity of clusters to train their own SMEs members. The project will provide 10 train-the-trainer events for a total of 90 clusters across the bioeconomy, covering much of Europe, supported by the online platform. This will improve the capacity of participating clusters to provide services to member SMEs and enable them to test the learning on SMEs in a supervised way, in a series of 10 regional events, helping SMEs to prepare and present high-quality projects to investors. The best SME projects will be selected by investors and invited to one of the two European finals, based on the European Bioeconomy Venture Forum model, managed by the consortium members. A total of 72 high-quality, selected and investment-ready SMEs are expected to participate in the final two events. The proposal is based on two consecutive cycles, allowing 350 SMEs to be selected and supported over the course of the project, using the experience of the first cycle to improve the second cycle of the project.



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BIOSWITCH	BBI-2019-SO4-S1	Clic innovation oy	BIOSWITCH aims to bring Europe to the forefront of the bio-based economy, encouraging and supporting brand owners to transition to bio-based approaches following a holistic and systemic approach built on two pillars: (1) a framework where brand owners are placed at the centre of the Public Administration-bioindustry-consumers triangle through a series of events and communication actions; and (2) the BIOSWITCH toolbox as the ultimate tool that will assist them in their bio-based transition journey. The main new feature is an organic-based transition level self-assessment test to be performed by brand owners so they can only access the tools that meet their needs.
UrBIOFuture	BBI-2018-SO4-S3	Universitat autonoma barcelona de	UrBIOFuture aims to bring Europe to the forefront of the organic sector by promoting careers, new educational programs and research activities. This approach is intended to be developed in this project as a 3-step methodology: (1) career mapping of programs involving biobased activities and indicating the skills mismatch between these and the needs of the bioindustry as main KPIs, together with a previous methodology and working terminology developed and aligned between the education sector and the industry needs; (2) building a comprehensive stakeholder network and working group involving representatives from each sector of the organic value chain; (3) The implementation of UrBIOFuture, through an adequate communication and dissemination plan; the organisation of promotional events, training workshops for trainers and student training; and the development of a plan for the afterlife will ensure a broader impact of the project's results in the European biobased sector.
BioeconomyVentures	BBI-2020-SO4-S1	Irish bioeconomy foundation	BioeconomyVentures aims to build the reference platform for bioeconomy-based start-ups and spin-offs seeking financing, becoming the main meeting point of the European bioeconomy. The solution is based on a three-fold approach: 1) Build and leverage the first-of-its-kind bioeconomy entrepreneurial ecosystem powered by the BioeconomyVentures Ambassadors Program (AAP); 2) Create and validate an evaluation methodology to qualify and quantify the needs of startups and spin-offs through the BioeconomyVentures Evaluation Matrix; 3) Design, develop and implement an interactive one-stop-shop platform that will serve as the main meeting point for the bioeconomy entrepreneurship sector, bringing together relevant groups of stakeholders (start-ups, spin-offs, investors and businesses) and integrating, in a single point of access, high-quality services to unlock innovation potential and discover opportunities to build relationships and partnerships across the BioeconomyVentures network.



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CEE2ACT	HORIZON-CL6-2021-GOVERNANCE-01	Geonardo környezetvédelmi és regionális projektfejlesztő korlatolt felelősségű társaság	CEE2ACT to develop bioeconomy strategies and circular action plans through knowledge transfer and innovative solutions. governance models that enable sustainability and resilience to achieve more informed decision-making, social engagement and innovation, building on the practice of expert countries that serve as models in this context (Austria, Germany, the Netherlands, Belgium, Spain, Finland, Sweden) . Knowledge transfer and inspiration in creative formats that address the motivations, needs and knowledge gaps of each CEE2ACT target country will be realized through the CEE2ACT national bioeconomy hubs. During all project activities, a participatory, non-political and bottom-up approach will be applied, addressing specific knowledge gaps and shortcomings of the conventional top-down approach, building closer interconnections between actors in the institutions public, private sector, industry, energy, SMEs, raw material suppliers (e.g. waste, secondary streams, farmers, foresters, fishermen), academia and research, NGOs, civil society organizations in target countries.
COPILLOT	HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment	BIO BASE EUROPE PILOT PLANT VZW	The COPILLOT project addresses this challenge by creating a comprehensive database of open access bioeconomy infrastructures embedded into a self-sustainable platform across Europe. The database will enable faster and cost-effective access to the infrastructure, while fostering collaborations through key services, training, and matchmaking opportunities. The overall aim of the COPILLOT project is to unify and interlink the bioeconomy ecosystem, integrating infrastructures, innovators, and enablers into one vibrant community. Moreover, COPILLOT's large consortium composed of clusters or start-up networks, spin-offs, corporations, investors, and public authorities will ensure a broad pool of expertise within the bioeconomy field and will cover all relevant EU regions.
ShapingBio	HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment	FRAUNHOFER GESELLSCHAFT ZUR FÖRDERUNG DER ANGEWANDTEN FORSCHUNG EV	The overall aim of ShapingBio is to support and accelerate bioeconomy innovation and the deployment of new knowledge in the EU and its member states. ShapingBio aims to provide evidence-based and concrete information and recommendations for better policy alignment and stakeholder actions to realize the cross-sectoral potential of the bioeconomy and to reduce the fragmentation across biobased sectors and food system and policies across regions, domains and governance levels.



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BIO2REG	HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment	FORSCHUNGSZE NTRUM JULICH GMBH	BIO2REG is a European project that aims to enable the systemic transition of greenhouse gas intensive regions through concrete and actionable measures to become bioeconomy model regions. Driven by a shift towards sustainable development, regions with carbon-intensive economies, such as coal mining, intensive agriculture, forestry, and fisheries and peat production, are undergoing significant structural change. The negative outcomes can be dire: for instance, economic disruption, unemployment, social strain, and regional inequality. The bioeconomy, which utilises renewable biological resources and technologies for food, materials or energy production, can play a crucial role in shaping structural change. It has the potential to create new value networks, thereby promoting knowledge-based growth and jobs, ecosystem revitalisation and resilience, resource efficiency and circularity, and innovation, while considering the context-specific economic, social and environmental conditions of a region. Regional stakeholders seeking to unlock this transition potential of the bioeconomy, however, often lack the necessary actionable know-how, framework and financial support.
ToBeReal	HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment	PNO INNOVATION SL	The ToBeReal project aims to promote and support the development of bioeconomy projects across Europe, with a particular focus on underdeveloped regions. Its goal is to overcome obstacles and create flagship projects that represent innovative and sustainable biological solutions. The project is in line with the objectives of the EU Green Deal, which aims to accelerate the transition from fossil- based to bio-based economy. The objectives of the project include the support of projects at different stages of maturity, leading to a higher number of major initiatives, the identification and solutions of various technological, business, regulatory and social challenges that hinder bioeconomy projects and, last but not least, the strengthening of bioeconomy ecosystems, in the form of the development of sustainable circular bioeconomy and valorization of local biological resources.



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BEAMING	HORIZON.4.1 - Widening participation and spreading excellence	BUDAPESTI MUSZAKI ES GAZDASAGTUD OMANYI EGYETEM	BEAMING aims to promote excellence and innovation in the bioeconomy through collaboration among higher education institutions in Central, Eastern, and Southeast Europe, as well as the Western Balkans. The initiative focuses on improving global competitiveness and visibility by facilitating effective technology and knowledge transfer. Through structural reforms and a commitment to excellence, BEAMING seeks to strengthen the innovation capacity of these institutions and enhance the practical application of research results in bioeconomy.
RIBES	HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment	CEI Central European Initiative	RIBES seeks to transition ten European regions from outdated, linear economic approaches to dynamic, circular economic models that foster social inclusion. To do so, RIBES will empower the collaboration between rural community actors, universities, governments and businesses to co-create inclusive and sustainable regional government and bio-based business models that will accelerate growth. Specifically, these models will utilise the innovation of digital solutions to connect and inform stakeholders while facilitating value chain development and market access for bio-based products and services. By leveraging the synergies between the stakeholders and the bio-based ecosystem, RIBES aims to deliver innovative governance models that support social entrepreneurship in deploying a circular bioeconomy that promotes sustainable rural development and creates inclusive job opportunities.
STAR4BBS	HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment	TECHNISCHE UNIVERSITAT BERLIN	STAR4BBS is a three-year multidisciplinary and multi-actor collaborative project, involving seven partners, three associated partners and one linked third party. The overall aim of STAR4BBS is to maximize the potential of Sustainability Certification Schemes (SCS) and labels to support a successful transition to sustainable bio-based economy. At the core of the STAR4BBS project is the development of indicators and a new monitoring system for assessing the effectiveness and robustness of existing international and EU SCS, B2B labels, and related traceability systems applicable to biological feedstock and bio-based materials and products. This information will create the foundations to support achieving the much needed harmonization between schemes and transparency in global and EU trade flows.
BIOBoost	HORIZON.3.2 - European innovation ecosystems	FBCD AS	The overall objectives of the BIO-Boost project are to increase the latent potential of the participating innovation agencies, to learn from leading innovator regions, and to cement this knowledge and experience in the organisations, building and expanding networks, expanding the cooperation and enlarging the participation of more diverse innovation stakeholders and territories to existing successful



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			initiatives in the bioeconomy, including agri-food, forestry, bio-based chemicals, materials and products, and bioenergy. The partnership will implement a range of activities via peer-to-peer learning, including study visits and staff exchanges, to develop closer relationships within the partnership, and with the wider regional innovation ecosystems, as well as to learn improved innovation support measures. These will be cemented via operational work to build and develop innovation ecosystems and SMEs via hackathons and challenges (160 organisations involved), by providing direct SME support on innovation management (24 crossborder KAM cases), and helping widening country SMEs towards financing of innovation projects (50+ cases). Over 450 SMEs will be engaged with during the implementation of the project, which will include active cooperation with 20 other innovation ecosystems.
CARE4BIO	HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment	IDRYMA TECHNOLOGIAS KAI EREVNAS	Reducing environmental degradation and better managing natural resources through transformative changes of the economy and society is the priority of Horizon Europe's Cluster 6, which covers food, bioeconomy, natural resources, agriculture and environment. In this context, the EU-funded CARE4BIO project will improve transnational cooperation between National Contact Points in Cluster 6. By bringing together a network of 26 partners with diverse expertise and experience levels, it will provide a wide range of services that enhance the quality of proposals and lower entry barriers for applicants, especially in less active member states. The project also aims to raise awareness of cross cutting synergies throughout Horizon Europe and support the delivery of the EU Green Deal.
MPowerBio	H2020-EU.3.2. - SOCIETAL CHALLENGES - Food security, sustainable agriculture and forestry, marine, maritime and inland water research, and the	FBCD AS	Europe's bioeconomy strategy addresses the production of renewable biological resources and their conversion into vital products and bioenergy. The industry is leading in innovative and sustainable solutions, but SMEs face challenges as regards investments. To address this issue, the EU-funded MPowerBio will create an online platform with digital tools for evaluating and training skills, enabling SME readiness for investment. It will hold 10 train-the-trainer sessions for 90 European bioeconomy clusters. The aim is to improve capacity to support SMEs in the high-quality preparation process of presenting their projects to investors. The best SMEs will be selected to compete in two final events. In addition, 72 ready-for-investment SMEs will be selected and rewarded during the European Bioeconomy Venture Forum.



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UrBioFuture	H2020-EU.2.1.4. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologiesBiotechnology	UNIVERSITAT AUTONOMA DE BARCELONA	The European Union has already made substantial progress in adopting a bio-based economy. However, it cannot afford to stand still; it must continue to advance. To do so requires continued analysis of the specific needs of this industry sector. The UrBIOfuture project has been designed to address this, by boosting education, research and careers in the bio-based industries in order to keep Europe at the forefront of the sector. The project will map industry needs and the skills gap and facilitate interaction between the education sector, academia and industry. Based on its insights and engagement, UrBIOfuture will create a series of promotional events, including train-the-trainer and train-the-student workshops. This will help Europe sustain its leading position in the bio-based sector by ensuring that there are adequate numbers of well-trained and enthusiastic people entering the industry.
Bioeconomy ventures	H2020-EU.3.2. - SOCIETAL CHALLENGES - Food security, sustainable agriculture and forestry, marine, maritime and inland water research, and the bioeconomy	IRISH BIOECONOMY FOUNDATION	The project will map industry needs and the skills gap and facilitate interaction between the education sector, academia and industry. Based on its insights and engagement, UrBIOfuture will create a series of promotional events, including train-the-trainer and train-the-student workshops. This will help Europe sustain its leading position in the bio-based sector by ensuring that there are adequate numbers of well-trained and enthusiastic people entering the industry.



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Tech4Biowaste	H2020-EU.3.2. - SOCIETAL CHALLENGES - Food security, sustainable agriculture and forestry, marine, maritime and inland water research, and the bioeconomy	B.T.G. BIOMASS TECHNOLOGY GROUP BV	Reducing and using bio-waste could cut emissions, improve soils, and provide energy. Recycling bio-waste is also key for meeting the European Union's target to recycle 65 % of municipal waste by 2035. The EU-funded Tech4Biowaste project will lay the groundwork for bio-waste technologies. Specifically, it will create a database providing a comprehensive technology overview for the valorisation of bio-waste (food waste and garden waste) into value-added applications including organic soil improvers, fertilisers, organic chemicals, fuels, and energy. Matching technology providers with technology searchers, the database will serve as a tool for both users. Tech4Biowaste will mobilise stakeholders for direct involvement.
BioFairNet	HORIZON.2.6 - Food, Bioeconomy Natural Resources, Agriculture and Environment	Bioeconomy and Circular Economy Fair Network Digitally fair and accessible network for reducing GHG activities with circular and bio-economy models	Industries like agriculture and mining are some of the biggest sources of greenhouse gases, fuelling climate change. These sectors face pressure to reduce emissions, but the path to sustainability is complex. Many businesses lack the tools and knowledge needed to make this shift and collaboration between experts, governments and industries is missing. This gap slows progress toward a greener economy. With this in mind, the EU-funded BioFairNet project will create a digital network for collaboration. Through this platform, stakeholders may share insights, co-create solutions and map out sustainable practices. The project's goal is to support agriculture and mining in making the transition, with a web-based tool built with the input of those directly involved.



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BIOSWITCH	H2020-EU.3.2. - SOCIETAL CHALLENGES - Food security, sustainable agriculture and forestry, marine, maritime and inland water research, and the bioeconomy- models	CLIC INNOVATION OY	The BIOSWITCH project aims to encourage and support brand owners when choosing to switch to a bio-based approach. It will do this by creating a framework – through a series of events and outreach activities – that places brand owners at the centre of a triangle consisting of the public administration, the bio-based industry and consumers. This will allow them to determine solutions that reduce the potential risk in making this switch. It will also provide a BIOSWITCH toolbox that will assist companies in their transition.
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Table 4 SYMBIO Dissemination Strategy - Key Performance Indicators

Target audience	Tools	Objectives and long-term impact	KPIs	KPIs achieved
H4C community, EU networks and initiatives (NEB Lab, CBE JU)	• Data Regional Data Hub • Cross-fertilization networking • Sharing methodology • Join thematic event • Open access scientific publication	Share project methodology with industry and industry experts. Have access to a wider network through the participation of all partners in European and national events, fairs, and workshops related to industrial symbiosis. Create cooperation with other projects to disseminate jointly common results.	• 1 Cross-fertilization meeting • ~ 3 Open access scientific publications • ~ 3 Joint thematic events	1 Cross fertilization meeting
Public authorities	• Regional stakeholder community • Focus groups facilitating industrial symbiosis • Social impact assessment • Value chain generation training	Model indicators of social benefits to inform the initial development of regionally appropriate indicators. Strengthen the dialogue between the biobased community and increase energy and raw material independence. Model policy and regional development scenarios through big data	• 1 regional stakeholders' communities per country (2-day meeting) • 2 workshops per region • 1 training workshop	• 1 regional stakeholders' communities per country (2-day meeting) • 2 workshops per region • 1 training workshop
Regulation bodies, public authorities	• Regional community creation • Regulatory framework assessment • Scientific publications	Enhance standards harmonisation , support legislative implementation in favour of 'green' materials and reduce sector's fragmentation. Align the target audience with the main results obtained by the project.	1 regional stakeholders communities per country (2-day meeting)	1 regional stakeholders communities per country (2-day meeting)
Raw material, producers, converters, Business	• VCG.AI training activities for industrial ecosystem • Building business models through MFA and MCDMA • Sharing data from LCC, LCA and social assessment	Stimulate interest and foster the creation of business opportunities through a workshop with a large participation of different operators and investors, where SYMBIO partners will present their solutions.	• ~ one workshop per region • Focus group 2 workshop per region • Final conference	• ~ one workshop per region



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End-user good producers	Regional focus groups facilitating industrial symbiosis	Assist private entities in accessing finance/financing solutions tailored to their needs. Enhance SYMBIO system adoption by local and regional actors to enable, fully integrating into the corporate Sustainable Reporting Standards.	•Focus group 2 workshops per region •Final conference	
Consumers	social media campaigns and implementation of educational opportunities (e.g., student webinars, live exhibitions, videos)	Promote behaviour change as well as widespread acceptance and uptake of project outcomes through promotion via social media and participation in co-creation events communicating the benefits and impacts of the solutions	Video ~ 2 and social media promotion campaigns	Video ~ 2 and social media promotion campaigns



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4. Quality control and monitoring

The communications manager will monitor the progress of the production of communication and dissemination activities at the consortium and individual partner levels. A template for timely reporting of metrics will allow for verifying the strategy's alignment with the program and the effectiveness of the results obtained, making changes in messages and communication channels, if necessary. The template (available in the SYMBIO Cloud workspace) is structured following the Funding & Tender portal's requirements to ensure efficient data collection and support reporting.

Results will be included in the progress and final communication and dissemination report. The tool will be reviewed during the project. Depending on the project's developments, new materials will be added each year to disseminate project results and activities in different formats to reach a range of stakeholders.

4.1 KPIs Source of verification and metrics

Key performance indicators for the SYMBIO website:

- Number of sessions and page views
- Number of users and new users
- Bounce rate
- Popular web pages
- Information on the audience (i.e. country and continent of origin)
- Channels of acquisition

Key performance indicators for SYMBIO social media:

- Number of mentions
- Number of tweet impressions
- Number of tweet engagement
- Number of shares/retweets
- Number of likes/recommendations

Key performance indicators for Dissemination activities

- No of publications in peer-reviewed journals
- No of citations in peer-reviewed journals
- No of citations in broader literature (Google Scholar)
- No of reads in broad audience (ResearchGate)
- No of mentions via digital media
- No of (joint) degrees accomplished / dissertations published
- No of MSc / BSc dissertations successfully defended/published
- No of oral presentations
- No of poster presentations



4.2 Deliverables

The products of SYMBIO's Communication, Dissemination and Exploitation activity are delivered over the entire duration of the project and obtained in the contexts of WP5 and WP6.

Table 5 summarises title, description, product type, dissemination level and delivery month.

Table 5 List of deliverables concerning the SYMBIO Communication, Dissemination and Exploitation

n.	Deliverable name	Type	Dissemination Level	Due Date (month)
D5.1	Continuously updated Dissemination and communication plan (CDP) and first draft of the Exploitation Strategy Plan (ESP)	R	PU	4
D5.2	Continuously updated Dissemination and communication plan (CDP) – Mid-term version	R	PU	18
D6.1	Continuously updated Dissemination and communication plan (CDP) - Final version	R	PU	36
D6.2	Exploitation Strategy Plan (ESP)	R	SEN	18
D6.3	Exploitation Strategy Plan (ESP) – Final version	R	SEN	34



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4.3 Timeline

Activities	Timetable																																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	
Continuously updated Dissemination and communication plan (CDP)				D														D																			D
Communication tools: Logo, doc templates, social media																																					
Communication tools: project brochure and roll-up, PPT,																		M																			
Project Website:																																					
Project video																																					
Social media promotional campaigns																																					
Press releases																																					
Joint thematic events																																					
Project presentations																																					
Public events participation																																					
Exploitation Strategy Plan (ESP)				D														D																	D		

D = deliverable submitted

M = Milestone

● = product delivered



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Annex 1 – Visual Identity Guidelines



LOGO CMYK
SUITABLE ON NEUTRAL TONES



LOGO BLACK
SUITABLE ON MEDTONE



LOGO WHITE
SUITABLE ON INTENSE TONE

TYPEFACES

Brandon Grotesque font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
ZÀÁÂÉabcdefghijklm
nopqrstuvwxyzàá&12
34567890(\$£€.,!?)

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RULES OF USE WITH OTHER LOGOS

MINIMUM SIZE: L 60 MM



SYMBIO LOGO WITHOUT PAYOFF





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Annex 2 – European emblem and funding statement Guidelines

According to Article 17.2 and Annex 5 of the Grant Agreement, beneficiaries of the EU's Horizon 2020 research and innovation program must explicitly recognise EU financial support. All communication and dissemination activities as well as the materials produced (e.g. publications, deliverables, presentations, reports) and in all equipment, infrastructure and main results funded by the grant.

According to Article 17.2 of the GA the EU emblem and the reference to EU funding must be remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. However, this does not give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo by registration or other means.



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Basic technical characteristics to use EU emblem according to the European Commission Guidelines “The use of the EU Emblem in the context of the EU Programme 2021-2027”¹ are listed below:

- The statement ‘Funded by the European Union’ or ‘Co-funded by the European Union’ must always be spelled out in full and placed next to the emblem. It should be translated into local languages, where appropriate.
- The typeface to be used in conjunction with the EU emblem must stay simple and easily readable. The recommended typefaces are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.
- Underlining and use of other font effects is not allowed.
- The positioning of the text in relation to the EU emblem must not interfere with the EU emblem in any way. The positioning of the funding statement in relation to the EU emblem is described in these guidelines.
- The colour of the font should be Reflex Blue (the same blue colour as the European flag), white or black depending on the background.
- The font size used should be proportionate to the size of the emblem.
- Sufficient contrast should be ensured between the EU emblem and the background. If there is no alternative to a coloured background, a white border must be placed around the flag, with the width of this being equal to one 25th of the height of the rectangle.

¹ https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf



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- Where several operations occur at the same location and are supported by the same or different funding instruments, or where further funding is provided for the same operation later, only one plaque or billboard must be displayed.

Quality of information - Disclaimer according to the Art. 17.3 of GA

Funded by the European Union. Views and opinions expressed are, however those of the author(s) only and do not necessarily reflect those of the European Union or EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA). Neither the European Union nor the granting authority can be held responsible for them.



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Annex 3 - Monitoring communication and dissemination template

The annex in excel format is structured to regularly collect information from each partner on communication activities, dissemination and exploitation of results. Available in the SYMBIO cloud workspace platform, it is easily and periodically updated.

The synthetic data required are listed below.

Communication activities (Figure 3)

- Date
- Communication activity name
- Description
- Who? Target audience (choose your option from the drop-down menu)
- How? Communication channel (choose between the options)
- Outcome
- Status (choose between the options)

COMMUNICATION ACTIVITIES				
Partner name	please, write here			
Short name	please, write here			
Date	30/09/2022	31/10/2022	30/09/2022	30/10/2022
Communication activity name	Logo	Leaflet	Folder	Poster
Description	The project logo has been developed in a range of diverse versions, with both black text and white text for dark backgrounds	The project leaflet includes a description of what project is and what its main objectives are, plus the composition of the consortium, the logos of all the partners, the contacts to get more information about the project, the social media accounts	The folder recall the visual identity and contains on the outside the logo of the project, the European logo, and the references, including the social media accounts, to obtain more information about the project.	The poster contains a brief description of the project and what its main objectives are. The same logos included in the leaflet are also present here, the social media accounts, and the contacts to receive more information about the project.
Who? Target audience (choose your option from the drop-down menu)	Specific end user communities	Citizens	Citizens	Citizens
How? Communication channel (choose between the options)	Other	Print materials	Print materials	Print materials
Outcome	...	...	...	...
Status (choose between the options)	Delivered	Delivered	Delivered	Delivered

Figure 3 Screenshot of the monitoring communication activities, dissemination and publications table. The section is devoted to Communication activities.



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Dissemination activities (Figure 4)

- Date
- Dissemination activity name
- "What? Type of dissemination activity (choose your option from the drop-down menu)
- "Who? Target audience reached (choose from the options from the list; more options are possible)
- "Why? Description of the objective(s) with reference to a specific project output (max 200 characters)
- Status of the dissemination activity (choose your option from the drop-down menu)

DISSEMINATION ACTIVITIES				
Partner name	please, write here			
Short name	please, write here			
Date	19-20/09/2022			
Dissemination activity name	Kick-off meeting			
What? Type of dissemination activity (choose your option from the drop-down menu)	Meetings			
Who? Target audience reached (choose from the options in choose from the options in the list, more options are possible)	☐	Research communities	☐	Research communities
	☐	Industry, business partners	☐	Industry, business partners
	☐	Innovators	☐	Innovators
	☐	International organisation (UN body, OECD, etc.)	☐	International organisation (UN body, OECD, etc.)
	☐	EU institutions	☐	EU institutions
	☐	National authorities	☐	National authorities
	☐	Regional authorities	☐	Regional authorities
	☐	Local authorities	☐	Local authorities
	☐	Civil society	☐	Civil society
	☐	Citizens	☐	Citizens
	☐	Specific end user communities	☐	Specific end user communities
☐	Other	☐	Other	
Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	The newly started project REPurpose, funded by the European Union, will have its official start on September 19th and 20th 2022 in Ghent, hosted by the Bio Base Europe Pilot Plant.			
Status of the dissemination activity (choose your option from the drop-down menu)	Delivered			

Figure 4 Screenshot of the monitoring of communication activities, dissemination and publications table.

Publications (Figure 5)

- Type of PID (repository) (choose your option from the drop-down menu)
- PID of deposited publication PID (publisher version of record)
- Type of publication (choose your option from the drop-down menu)
- Link to publication
- Title of the scientific publication
- Authors
- Title of the Journal or equivalent
- Number
- ISSN or eISSN
- Publisher
- Month of publication (choose your option from the drop-down menu)
- Year of publication



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- Was the publication available in open access through the repository at the time of publication? YES or NO
- Peer-reviewed YES or NO
- PID (Publisher version of record)
- Book title
- Did you change OA publishing fees to the project? YES or NO
- Type of publishing venue (choose your option from the drop-down menu)
- Article processing costs that will be charged to the project

PUBLICATIONS						
Partner name		please, write here				
Short name		please, write here				
Type of PID (repository) (choose your option from the drop-down menu) ▾	PID of deposited publication	PID (publisher version of record)	Type of publication (choose your option from the drop-down menu) ▾	Link to publication	Title of the scientific publication	Authors

Title of the Journal or equivalent	Number	ISSN or eISSN	Publisher	Month of publication (choose your option from the drop-down menu) ▾	Year of publication	Was the publication available in open access through the repository at the time of publication? YES or NO

Peer-reviewed YES or NO	PID (Publisher version of record)	Book title	Did you change OA publishing fees to the project? YES or NO	Type of publishing venue (choose your option from the drop-down menu) ▾	Article processing costs that will be charged to the project
					0,00 €
					0,00 €
					0,00 €

Figure 5 Screenshot of the monitoring communication activities, dissemination, and publications table.



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Annex 4 – Two days' workshop template-Speaker's presentation

Speakers

Mar Cátedra
Consejera Técnica de la
Secretaría General de
Agricultura, Pesca, Agua y
Desarrollo Rural de la
Junta de Andalucía

Katie Beverley
Senior Research Officer -
Pdr Design/Cardiff
Metropolitan University

Maria Elena Saija
Project Manager,
Lombardy Green
Chemistry Association

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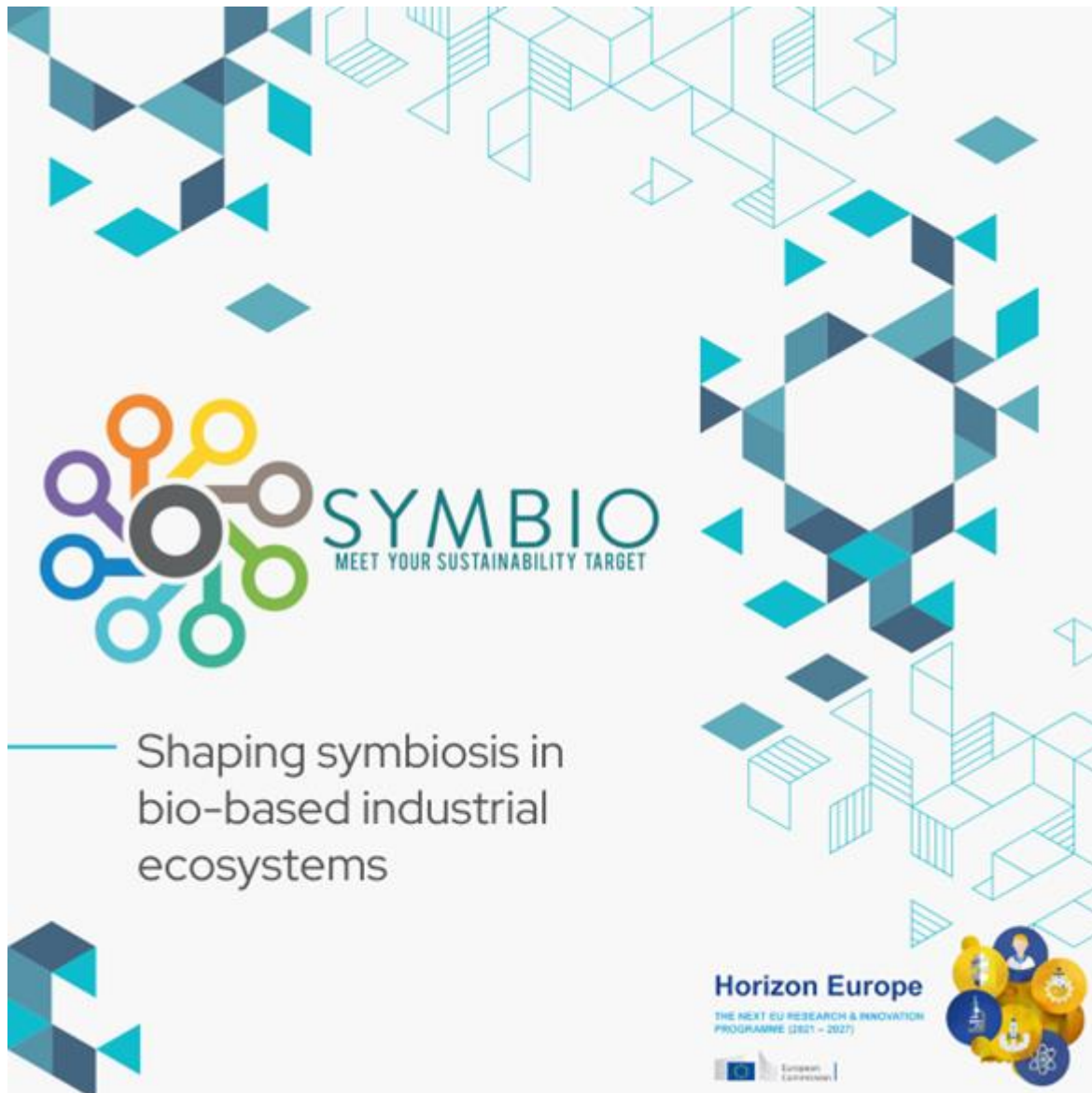


1	A	B	C	D	E
	Date	Description	RRSS	Media	Copy
2	Clarifications 4 posts IN 8 posts X		X=IN	Image + video	#Bioeconomy #CircularEconomy #HorizonEU #meetyoursustainabilitytarget #SustainableLiving #ClimateAction #SYMBIO
15	12	Austria WEBINAR May 15th session 2	X		#STEEM
16	13				Did you miss the first AT SYMBIO workshop or want to refresh your memory before the second session? We've got you covered! Access all the slides, key takeaways and materials here https://www.symbioproject.eu/Online_workshop.html Make sure you're fully up to speed before we continue the journey! 🌱🌍
17	14				@AnteaECO @Cluster_LGCA @CTAndaluciaENG @alchemia_nova @cardifmet @POFC_Design #SERIN #BABEG #STEEM
18	15	Missed the first SYMBIO AT workshop	X		
19	16				
20	17				
21	18				
22	W3				
23					Ready to take your circular strategy to the next level? Join us on May 21 in Italy for the second SYMBIO workshop, hosted by our partners @antea-ecg and @lga-chimica-verde-lombardia/! 🇮🇹 This interactive session is all about hands-on learning and practical insights. Participants will have the unique opportunity to work directly with the Value Chain Generator — an AI-driven tool developed by VCG.AI that supports circular business innovation. 🚀🌱 With this powerful platform, you'll be able to: ✓ Assess regional feedback availability ✓ Explore market trends and viable business models ✓ Identify strategic partners for circular projects ✓ Create your own action plan for transitioning to circular systems Don't miss this chance to turn data into action for a more sustainable future! 📅 Date: May 21 📍 Where: Italy, hosted by Antea ECO 📝 Register now: https://bit.ly/4Ck77Zs #HorizonEU #CEAP #meetyoursustainabilitytarget #Bioeconomy #CircularEconomy #SustainableLiving #ClimateAction @ctandalucia/ @alchemia-nova/ @antefrominnovationnetwork/
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Annex 6- Posting templates





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Annex 7- Two-day event dates promotion



Shaping symbiosis in
bio-based industrial
ecosystems





ITALY WORKSHOPS

- Session 1: 20/03/2025
- Session 2: 21/05/2025



SPAIN WORKSHOPS

- Session 1: 19/03/2025
- Session 2: 2/04/2025



CROATIAN WORKSHOPS

- Session 1: 12/03/2025
- Session 2: 13/03/2025



AUSTRIAN WORKSHOPS

- Session 1: 24/03/2025
- Session 2: 25/03/2025



BELGIUM WORKSHOPS

- Session 1: 20/02/2025
- Session 2: 3/04/2025



SLOVENIAN WORKSHOPS

- Session 1: 17/02/2025
- Session 2: 16/04/2025

Horizon Europe
THE NEXT EU RESEARCH & INNOVATION
PROGRAMME (2021 – 2027)



European
Commission



Funded by the European Union
Grant Agreement No 101135166

Annex 8– Agenda two days' workshop

Agenda 1 day workshop- Belgium



SYMBIO online technical workshop

20 February 2025 / 14:00-17:15

[Register here](#)

PROGRAMME:

5 min	Welcome words SERN Start up Europe regions network
10 min	The SYMBIO project SERN Start up Europe regions network
30 min	Regional Snapshots of Belgium's Bioeconomy Policies: Flanders and Wallonia Zoe Nys, Project Manager in Valbiom Dries Maes, Policy adviser at Vlaamse overheid
45 min	Mapping Bio-based Technologies & Raw Materials: SYMBIO's Data Collection Inventory Lombardy Green Chemistry Association-Project partner
5 min	Break
10 min	Regional Data Analysis: Key Findings & Insights Tanja Meyer, European Project Coordinator at Bio Base Europe Pilot Plant
1/1,5 h	Social Value in Bioeconomy Business Models Cardiff Metropolitan University -Project partner
10 min	Q&A Session

SYMBIO IN PILLS:

SYMBIO, funded by the Horizon Europe programme, brings together 8 partners focused on developing bio-based business models. The project focuses on using industrial symbiosis to boost the economic value of products by sharing resources and adopting zero-waste production models. Using tools that combine big data and artificial intelligence, the project guides stakeholders in developing and implementing innovative approaches to boost bio-based products on the market. It also provides a set of techniques to measure its social, economic, and environmental impacts.



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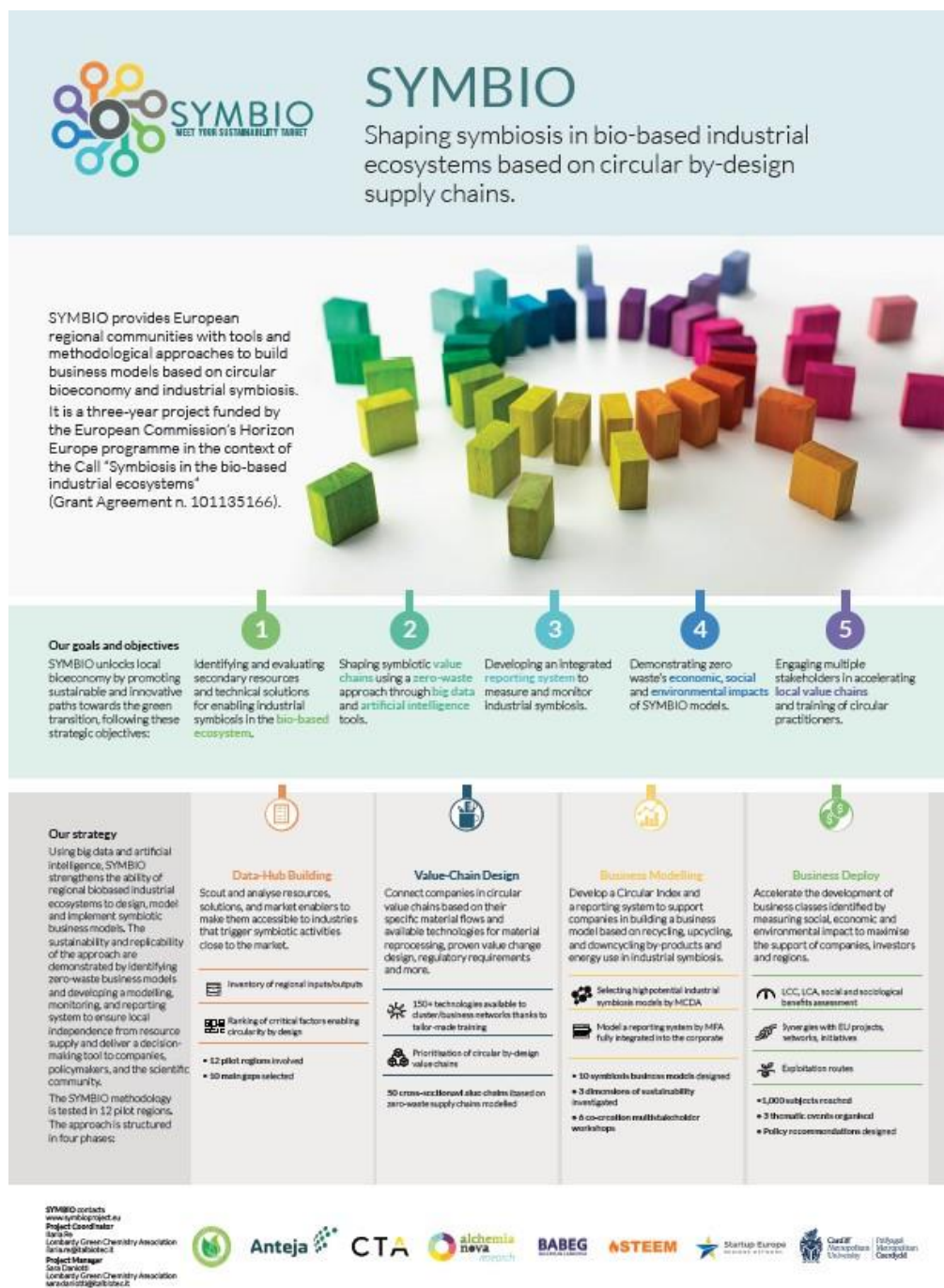




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Annex 9-Poster and roll up

Poster SYMBIO





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Roll up SYMBIO

SYMBIO

Shaping symbiosis in bio-based industrial ecosystems based on circular by-design supply chains.

SYMBIO provides European regional communities with tools and methodological approaches to build business models based on circular bioeconomy and industrial symbiosis. It is a three-year project funded by the European Commission's Horizon Europe programme.

Our goals and objectives

SYMBIO unlocks local bioeconomy by promoting sustainable and innovative paths towards the green transition, following these strategic objectives:

- 1 Identifying and evaluating secondary resources and technical solutions for enabling industrial symbiosis in the **bio-based ecosystem**.
- 2 Shaping symbiotic value chains using a zero-waste approach through big data and artificial intelligence tools.
- 3 Developing an integrated reporting system to measure and monitor industrial symbiosis.
- 4 Demonstrating zero waste's economic, social and environmental impacts of SYMBIO models.
- 5 Engaging multiple stakeholders in accelerating local value chains and training of circular practitioners.

Our strategy

Using big data and artificial intelligence, SYMBIO strengthens the ability of regional bio-based industrial ecosystems to design, refine and implement symbiotic business models.

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Partners:
Anteja, CTA, alchemia nova research, BABEG, ASTEEM, Cardiff Metropolitan University, Fife College, Startup Europe.

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6. Reference

Horizon Europe Social Media Guide V.1.0, October 2023 https://ec.europa.eu/info/funding-tenders/opportunities/docs/2021-2027/horizon/guidance/social-media-guide_he_en.pdf