

**Industry 4.0 Enhanced Digital Product Passports and Circular Economy**

**Dataspaces for Sustainable Bio-Based Industries**

**Deliverable 7.1**

**Dissemination and communication strategy**

Actual Submission Date: 30/06/2025

**Deliverable Factsheet**

|  |  |
| --- | --- |
| **Grant Agreement No.** | 101182453 |
| **Project Acronym** | bi0SpaCE |
| **Project Title** | Industry 4.0 Enhanced Digital Product Passports and Circular EconomyDataspaces for Sustainable Bio-Based Industries |
| **Start date** | 01/01/2025 |
| **Duration** | 36 months |

|  |  |
| --- | --- |
| **Deliverable Name** | D7.1 Dissemination and communication strategy |
| **Related WP** | WP7 Technical, Business, and Societal Impact Creation |
| **Due Date** | 30/06/2025 |
| **Dissemination Level** | PU (Public)  |

|  |  |
| --- | --- |
| **Author** | Nenad Stojanovic (NISSA) |
| **Contributor(s)** | Adriano Ferrara (UNI), Cristina Di Maria (UNI), Name Surname (Part short name), Name Surname (Part short name), Name Surname (Part short name) |
| **Reviewer(s)** | Name Surname (Part short name), Name Surname (Part short name) |
| **Approved by** | All partners |

**Disclaimer**

This document reflects the opinion of the authors only.

While the information contained herein is believed to be accurate, neither the bi0SpaCE consortium as a whole, nor any of its members, their officers, employees or agents make no warranty that this material is capable of use, or that use of the information is free from risk and accept no liability for loss or damage suffered by any person in respect of any inaccuracy or omission.

This document contains information, which is the copyright of bi0SpaCE consortium, and may not be copied, reproduced, stored in a retrieval system or transmitted, in any form or by any means, in whole or in part, without written permission. The commercial use of any information contained in this document may require a license from the proprietor of that information. The document must be referenced if used in a publication.

**Revision History**

| **Version** | **Date** | **Author(s)** | **Organisation** | **Description** |
| --- | --- | --- | --- | --- |
| 0.1 | 30/05/2025 | Nenad Stojanovic | NISSA | ToC  |
|  | 2/06/2025 | Nenad Stojanovic | NISSA | initial contribution |
| 0.2 | 20/06/2025 | Cristina Di Maria, Adriano Ferrara | UNI | UNI contributions |
| 0.3 | DD/MM/202Y | Name Surname | Partner short name | Addition of the Appendixes,Final draft ready for internal review |
| 0.4 | DD/MM/202Y | Name Surname | Partner short name | Peer review  |
| 0.5 | DD/MM/202Y | Name Surname | Partner short name | Integration of comments from internal review |
| 1.0 | DD/MM/202Y | Name Surname | Partner short name | Final version ready for submission |

# Executive Summary

The objectives of WP7 are to disseminate and communicate the results of the bi0SpaCE project across industrial, scientific, and technical communities; foster cluster collaboration and cross-pollination; develop an exploitation strategy, including transferability to other sectors; and advance standardization activities.

The deliverable “D7.1: Dissemination and Communication Strategy” is the outcome of bi0SpaCE task: “T7.1: Communication, Industrial and Scientific Dissemination”. It defines a strategic plan for efficient and effective dissemination, communication, and liaison to achieve the planned impact on various stakeholders.

The main results are:

1. The bi0SpaCE communication plan, which includes the objectives (why), audience (to whom), messages (what), methods (how), timing (when), responsibilities (who), and validation metrics.
2. Identification of the tools to be used for dissemination.
3. Description of the initial dissemination and communication results.

The dissemination and communication activities will be organized based on the plan defined in this deliverable and will be revisited during the project to adjust their relevance according to the defined qualitative and quantitative indicators of success. The results of these activities will be reported in the deliverable “D7.2: Dissemination and Communication Report” in M36.

Table of Contents

[Executive Summary 4](#_Toc199705232)

[1 Introduction 8](#_Toc199705233)

[1.1 Purpose and Scope 8](#_Toc199705234)

[1.2 Relation with other deliverables 8](#_Toc199705235)

[1.3 Structure of the document 8](#_Toc199705236)

[2 bi0SpaCE Communication and Dissemination Plan 10](#_Toc199705237)

[2.1 Introduction 10](#_Toc199705238)

[2.2 Why? 10](#_Toc199705239)

[2.3 To whom? 11](#_Toc199705240)

[2.4 What? 12](#_Toc199705241)

[2.4.1 bi0SpaCE keywords 13](#_Toc199705242)

[2.4.2 bi0SpaCE slogan 13](#_Toc199705243)

[2.4.3 bi0SpaCE messages 14](#_Toc199705244)

[2.5 How? 15](#_Toc199705245)

[2.6 When? 16](#_Toc199705246)

[2.7 Who? 17](#_Toc199705247)

[2.8 Evaluation of the Dissemination and Communication Strategy 17](#_Toc199705248)

[3 Communication/dissemination tools and initial results 20](#_Toc199705249)

[3.1 Visual identity 20](#_Toc199705250)

[3.2 Website 20](#_Toc199705251)

[3.3 Publications 20](#_Toc199705252)

[3.4 Events 21](#_Toc199705253)

[3.5 Networking activities 21](#_Toc199705254)

[3.6 Cooperation with other projects 21](#_Toc199705255)

[3.7 Public dissemination material 21](#_Toc199705256)

[3.8 Social media 21](#_Toc199705257)

[3.9 Initial communication and dissemination plans 21](#_Toc199705258)

[4 Conclusions 23](#_Toc199705259)

[References 24](#_Toc199705260)

[Appendix A: Title 25](#_Toc199705261)

[Appendix B: Title 26](#_Toc199705262)

List of Figures

[Figure 1: Action plan for the bi0SpaCE communication and dissemination activities 17](#_Toc199705263)

[Figure 2: bi0SpaCE logo 20](#_Toc199705264)

[Figure 3: The bi0SpaCE presentation template 20](#_Toc199705265)

[Figure 4: The bi0SpaCE deliverable template 20](#_Toc199705266)

List of Tables

[Table 1: bi0SpaCE Target Groups 11](#_Toc199705267)

[Table 2: bi0SpaCE Approach for Target Groups 15](#_Toc199705268)

[Table 3: bi0SpaCE Initial Dissemination and Communication Plan 16](#_Toc199705269)

[Table 4: Dissemination and Communication / Activities and KPIs 17](#_Toc199705270)

[Table 5: Indicative list of scientific journals that will be taken into consideration for future publications 20](#_Toc199705271)

[Table 6: Targeted Academic Conferences 20](#_Toc199705272)

[Table 7: Indicative list of conferences/workshops and other events to be considered by the bi0SpaCE partners 21](#_Toc199705273)

[Table 8: Dissemination and communication activities per partner 21](#_Toc199705274)

Acronyms and Abbreviations

| **Acronym** | **Description** |
| --- | --- |
| **DoA** | Description of Action |
| **BIC** | Bio-based Industries Consortium |
| **DPP** | Digital Product Passport |
| **CE** | Circular Economy |
| **DT** | Digital Twin |
| **IDS** | International Data Spaces |
| **KPI** | Key Performance Indicators |
|  |  |
|  |  |
|  |  |
|  |  |

# Introduction

T7.1: Communication, industrial and scientific dissemination (Lead: NISSA, Contribution: All) [M1-M36] This task

will devise the dissemination and communication strategy (D7.1) by M6 and implement the corresponding activities

listed in Table 5. The dissemination activities will include

a) Publications: at least 6 peer-reviewed publications in esteemed venues;

b) Dissemination events: a final dissemination event organized by GLB in M33 for demonstrating the SymbiosisNET and

bi0SpaCE results from bio-energy and bio-materials companies; c) Participation in external events: The communication

activities will include ≥50 attendees involved in pilot demonstrations; pilot activities demonstrated for >6 months; ≥10

technological conferences, workshops, symposia, roundtable, trade fairs; a) Website: which will be the “one-stop-shop"

to find the latest developments and achievements of the project; b) Social media: a new LinkedIn page will be created

to engage with professionals and will be managed by NISSA with the support of all partners; c) Newsletter: at least 4.

D7.2 will report all these activities. (Deliverables 7.1, 7.2)

## Purpose and Scope

The primary goal of WP7 is to create technical, business, and societal impact based on the bi0SpaCE results. During the first six months of the project, the sole active task is “T7.1: Communication, Industrial and Scientific Dissemination”. This task is responsible for developing the dissemination and communication strategy by Month 6 and implementing the corresponding activities throughout the project's duration.

As indicated by the task title, it encompasses both communication and dissemination efforts. Dissemination is further divided into two distinct streams: scientific dissemination, targeting the academic community, and industrial dissemination, focusing on industry stakeholders.

While communication in bi0SpaCE aims to raise awareness and engage a broad audience about the project, dissemination focuses on sharing research and technical findings with specific stakeholders who can utilize them for further development or application. Additionally, scientific dissemination involves sharing research findings with the academic community to advance knowledge, whereas industrial dissemination concentrates on communicating practical applications and innovations to industry stakeholders for potential commercialization or integration into existing processes.

Communication and dissemination in bi0SpaCE are strategically planned processes that commenced at the project's inception and will continue throughout its entire duration. The deliverable 'D7.1: Dissemination and Communication Strategy' defines a strategic plan for efficient and effective dissemination and communication to achieve the planned impact on various stakeholders. It also reports on activities already performed, such as the generation of the project's visual identity, website, social media presence, etc.

## Relation with other deliverables

This deliverable is the first in WP7 and serves as the foundation for all subsequent WP7 deliverables, as it outlines a comprehensive plan for their execution.

## Structure of the document

The deliverable is structured as follows:

* Section 1 clarifies the context of the deliverable and presents the goals.
* In section 2 we define the bi0SpaCE communication plan that includes the objectives (why), audience (to whom), messages (what), the method (how), timing (when), responsibilities (who) and the validation metrics.
* Section 3 identifies the tools that will be used for communication and dissemination and contains the description of the initial results.
* Section 4 summarizes the results and defines the next steps.

# bi0SpaCE Communication and Dissemination Plan

## Introduction

While bio-based products like bioplastics, biotextiles, and recycled paperboard are often perceived as environmentally friendly, their production processes can be resource-intensive and have significant environmental impacts. To mitigate these effects and enhance the competitiveness of bio-based industries across Europe, the bi0SpaCE project aims to accelerate the digital and circular transformation of these industries. It seeks to develop innovative digital solutions tailored to the unique characteristics of bio-based materials, thereby enhancing sustainability through the implementation of Digital Product Passports (DPPs).

A well-developed dissemination and communication plan is crucial to the success of the bi0SpaCE project. It will ensure that the bi0SpaCE objectives, outcomes, and impacts are effectively shared with a broad audience, enhancing visibility and fostering greater collaboration. Achieving visibility beyond the immediate network is also essential for ensuring that the bi0SpaCE findings are applied in real-world settings. Additionally, the bi0SpaCE communication and dissemination plan goes beyond mere visibility. It is also pivotal in facilitating collaboration and knowledge sharing.

Thus, a comprehensive dissemination and communication plan is not just a formal requirement for bi0SpaCE but a strategic tool that amplifies its impact, fosters collaboration, ensures compliance, and paves the way for sustained innovation and future opportunities. The goal of the bi0SpaCE dissemination and communication plan is to ensure that the right message reaches the right target audience, delivered by the appropriate partner, at the optimal time, using the most effective communication channels.

The rest of this section includes a detailed communication and dissemination plan, setting out the objectives, key messaging, target audiences, communication channels, social media plan, planned budget, and relevant indicators for monitoring and evaluation. It will be continuously updated during the lifetime of the project.

We note here that the terms dissemination and communication plan and dissemination and communication strategy are used interchangeably in this deliverable.

## Why?

A comprehensive communication and dissemination plan is crucial for the bi0SpaCE project to effectively achieve its objectives and maximise its impact. This plan serves as a strategic framework to ensure that bi0SpaCE’s innovative results (e.g. concepts, tools, pilots, etc.) reach the appropriate audiences and contribute to the broader goals of sustainability and the circular economy in bio-based industries.

The primary objective of this plan is to increase the visibility of bi0SpaCE to external stakeholders and enhance brand awareness of its results. By sharing the project’s outcomes, the consortium aims to attract a wide range of stakeholders who can embrace and benefit from the project’s advancements. This engagement is vital for fostering collaboration and ensuring the uptake of innovative solutions.

## To whom?

The initial stakeholders for dissemination and communication were identified during the bi0SpaCE proposal preparation phase and are documented in the Description of Action (DoA), specifically in the section titled “Analysis of Target Stakeholders and Expected Benefits.” Recognizing that stakeholder dynamics can evolve over time, we have extended and refined this list. This update includes a clearer delineation of the interests and needs of various target groups, ensuring that our communication strategies are both relevant and impactful.

The extended and refined list is shown in table below.

Table 1: bi0SpaCE Target Groups

|  |  |  |
| --- | --- | --- |
| **Target Group**  | **Reason** | **Their Interest** |
| Bio-based industries | These industries are central to the transition towards a circular bioeconomy, producing materials like paperboard, bio-derived chemicals, and plant-based products.  | bi0SpaCE's development of Industry 4.0-enhanced DPPs and digital twins offers these industries tools for real-time monitoring, lifecycle tracking, and compliance with sustainability standards. |
| Bio-based Industry associations (BIC and others) | Associations like the Bio-based Industries Consortium (BIC) represent a broad spectrum of bio-based industries and play a pivotal role in shaping policies, standards, and collaborative initiatives within the sector. | Influencing the development of the bi0SpaCE platform to ensure it meets industry needs and standards.Facilitating networking and collaboration among members to foster innovation and share best practices.Advocating for favorable policies and funding opportunities that support the growth of the bio-based sector. |
| Researchers and universities (e.g. fields on Sustainable production,Circular processes, bio-based value chains) | Academic institutions drive innovation and research on various technologies relevant to the digitalization and circularity of bio-based industries and applicable to the bioeconomy. Their involvement is essential for the scientific validation and continuous improvement of bio-based technologies and practices. | Accessing real-world data and case studies to inform research and teaching.Securing funding and partnerships for research initiatives aligned with EU sustainability and innovation goals.Creating curricula that integrate digital and circular economy principles.Participating in collaborative research projects that advance the project's innovative technologies and extend or apply them to other bio-based sectors and application domains.  |
| Technology providers | To develop and implement advanced technologies that enable the digital and circular transformation of bio-based industries. | Reusing/extending bi0SpaCE open source methods and tools, including Industry 4.0-enhanced Digital Product Passports (DPPs) and integration with an International Dataspace (IDS)Showcasing their technological solutions in real-world applications within the bio-based sectorAligning with European sustainability and digitalization goals to enhance their market position. |
| Customers and consumers | To ensure that end-users have access to transparent and verifiable information about the sustainability and circularity of bio-based products. | Accessing products with verified sustainability credentials through DPPs.Making informed purchasing decisions that align with environmental values.Supporting the transition to a circular economy by choosing products with reduced environmental impact |
| Policymakers | To align with and support the implementation of EU regulations and policies promoting sustainability and circularity in bio-based industries. | Facilitating the adoption of DPPs and circular economy practices across industries.Supporting the achievement of EU climate and sustainability target. |
| Environmental NGOs and advocacy groups | To promote and support initiatives that enhance the sustainability and environmental performance of bio-based industries. | Ensuring that bio-based products meet high environmental standards through transparent data provided by DPPs.Advocating for the adoption of circular economy practices within industries.Collaborating in the development of guidelines and standards that promote environmental sustainability |
| Certification and Standards Bodies | To develop and implement standards that ensure the credibility and interoperability of sustainability claims in bio-based products. | Collaborating in the creation of standards for DPPs and circular economy practices.Ensuring that bio-based products meet established sustainability criteria.Supporting the widespread adoption of standardized practices across industries. |

The key stakeholders will be early engaged to ensure their active participation to the various project’s implementation phases.

We note that one goal of Task 2.3 “T2.3: Societal requirements specification“, which commenced in month 4 and will continue until the end of month 9, is to further analyze relevant stakeholders involved in the bio-based value chain, including producers, suppliers, consumers, and citizens. The results of this task will be used to further refine the stakeholder list.

## What?

A cornerstone of any effective communication plan is the message conveyed. It is not only about what the audience hears but ensuring they understand, adopt, and act upon the information.

To achieve this the bi0SpaCE messages have to be: (i) clear and simple; (ii) tailored to the audience; (iii) aligned with project goals. To develop these messages, we employed a structured three-step approach:

* Identification of keywords: Definition of core terms that encapsulate the essence of bi0SpaCE.
* Grouping of keywords into slogans: Formulating concise sentences that get to the heart of the bi0SpaCE value proposition.
* Formulation of messages: Developing comprehensive messages tailored to specific audience segments.

All communication activities and marketing materials will be informed by these messages, ensuring consistency and clarity across all channels.

### bi0SpaCE keywords

The initial keywords were defined during the proposal preparation phase and are included in the DoA:

* Fixed EC Keywords: Computer and information sciences, Environmental engineering, Other engineering and technologies
* Free keywords: Digital Product Passports, Digital Twins, Data Spaces

These keywords were refined to identify the most common phrases that individuals are likely to use when searching for information about the bi0SpaCE project.

The bi0SpaCE project started by creating a set of keywords that pinpoint the most frequently used terms for locating information about the project. The most relevant keywords are:

* Digital Product Passport - this is central to the project; these digital identifiers provide comprehensive information about a product's sustainability and circularity.
* Sustainability Assessment - Evaluating environmental impacts using tools like Life Cycle Assessment (LCA) and Material Flow Analysis (MFA)
* Industry 4.0 – this refers to the integration of digital technologies like AI, IoT, and automation into manufacturing processes.
* Digital Twins (DTs) - Virtual models that simulate physical products or processes for monitoring and optimization.
* International Dataspace (IDS) - a framework ensuring secure and standardized data exchange across industries, particularly in bio-based sectors.
* Circular Economy (CE) – this is a model aimed at minimizing waste and making the most of resources by promoting reuse, repair, and recycling.
* Bio-Based Industries - Sectors that produce goods from renewable biological resources, such as paper, cosmetics, and bio-based chemicals.
* Green Claims Transparency - Providing consumers with clear information about the environmental impact of products.

### bi0SpaCE slogan

Slogans are a powerful and elegant way to attract potential customers. They must ensure ease of understanding and memorability. The bi0SpaCE keywords are grouped into clear and catchy slogans that highlight the key benefits and differentiate bi0SpaCE's results from potential competitors.

Here is our slogan:

**Empowering Bio-Based Industries through Digital Product Passport and Circularity**

It effectively captures the essence of the bi0SpaCE project. It highlights the integration of DPPs and circular economy principles within bio-based industries, aligning with the project's mission to enhance sustainability and transparency.

Alternative slogans are also available:

* Driving Sustainability in Bio-Based Sectors through DPPs and Circularity
* Transforming Bio-Based Industries via Digital Passports and Circular Economy

### bi0SpaCE messages

The key message as identified in DoA is:

**Mobilizing the potential of digitalization of bio-based sectors enabling efficient, sustainable and climate neutral production processes and transparent information:** bi0SpaCE aims to lead the digital transformation of the bio-based industries by adopting emerging technologies, standards, and best practices to enhance efficiency, sustainability, and circularity. Leveraging Digital Twins and Machine Learning, it tracks materials and emissions in real-time, while embracing Circular Economy standards and Life Cycle Assessment frameworks for climate neutrality. Through innovative approaches like Digital Product Passports, the project fosters interoperability and transparency, driving impactful sustainability measures. By advancing AI-enhanced Digital Twins and developing specialized data spaces compliant with International Data Spaces principles, bi0SpaCE facilitates seamless information exchange and traceability within bio-based industries. With a focus on societal impacts and stakeholder involvement, it demonstrates credible business propositions and promotes high societal readiness solutions, ensuring a smooth transition toward a digital and circular bio-based sector.

Recognizing the diversity among our target audiences, we have developed tailored messages for each group. By delivering these messages through the most effective channels, we aim to present our results in ways that are accessible, understandable, and actionable. This approach ensures that our stakeholder engagements are both impactful and meaningful.

Message towards bio-industries and industrial associations:

**Leading the Circular Economy: Innovate, Integrate, and Transform -** bi0SpaCE empowers your organization to lead the transition to a circular bio-based economy. Through the bi0SpaCE platform, we provide advanced tools and standards that facilitate the creation and implementation of Industry 4.0-enhanced Digital Product Passports (DPPs). These DPPs enable secure, transparent sharing of sustainability data, ensuring compliance with circular economy principles and enhancing your product's credibility in the marketplace. By adopting bi0SpaCE's solutions, your company can streamline operations, reduce waste, and meet evolving regulatory requirements, positioning you as a leader in sustainable industrial practices.

Message towards research community and technology providers:

**Unlock the potential of circular bio-based industries** by co-developing and deploying interoperable Digital Product Passports and data-sharing technologies that integrate scientific, regulatory, and industrial innovations.

Message towards consumers:

**Empowering Your Choices: Transparent, Sustainable, and Circular -** With bi0SpaCE, your purchasing decisions matter more than ever. Our Digital Product Passports (DPPs) provide clear, trustworthy information about the sustainability and circularity of bio-based products. By choosing products with verified green claims, you contribute to a healthier planet and a sustainable future. Stay informed and make choices that align with your values.

Message towards customers (businesses and industry stakeholders):

**Driving Innovation: Digital Tools for a Circular Bio-Based Economy -** bi0SpaCE offers your business cutting-edge solutions to lead in the circular economy. Our open-access bi0SpaCE platform integrates advanced technologies and standards, enabling secure sharing of sustainability data through Industry 4.0-enhanced Digital Product Passports. Enhance transparency, meet regulatory requirements, and build consumer trust by adopting circular practices across your value chain.

## How?

After finalising the communication plan in month six, the communication tools specified in the DoA will be developed. The communication tools will include project image, project website, newsletter, brochure, templates, social media content, etc. The focus will be on the relevant audiences and objectives to which these tools should serve as supporting materials.

The table below is a tailored communication and dissemination plan for the bi0SpaCE project, outlining the most effective tools and channels to engage each identified target group.

Table 2: bi0SpaCE Approach for Target Groups

|  |  |
| --- | --- |
| **Target Group**  | **Approach** |
| Bio-based industries | **Industry Conferences & Trade Shows:** Presentations and booths at events like the European Bioplastics Conference or HMI. **Webinars & Workshops:** Focused sessions on digital transformation and circular economy practices. **Industry Newsletters:** Regular updates through platforms like Renewable Carbon News. **Case Studies & White Papers:** Detailed documents showcasing successful implementations. **Dedicated Web Portals:** Access to the bi0Space platform for hands-on experience. |
| Bio-based Industry associations (BIC and others) | **Joint Publications:** Co-authored reports and position papers. **Workshops & Roundtables:** Discussions on sector-wide challenges and solutions. |
| Researchers and universities | **Academic Journals & Conferences:** Disseminate findings through peer-reviewed publications and events. **Collaborative Research Projects:** Engage in joint studies and pilot programs. **Online Research Repositories:** Share data and methodologies via platforms like arXiv. **University Seminars & Guest Lectures:** Presentations to academic audiences. |
| Technology providers | **Product Demonstrations:** Showcase technologies at industry events. **Technical Webinars:** Deep dives into system integrations and functionalities. **Pilot Projects:** Hands-on trials of the bi0SpaCE platform. |
| Customers and consumers | **Interactive Websites:** User-friendly portals providing product information and sustainability data. **Social Media Campaigns:** Engage through platforms like LinkedIn and Twitter. **Educational Content:** Videos, and blogs explaining the benefits.  |
| Policymakers | **Stakeholder Meetings:** Direct engagements to discuss regulatory alignment. **Public Consultations:** Participation in EU policy discussions and forums. **Advisory Committees:** Involvement in standard-setting bodies. |
| Environmental NGOs and advocacy groups | **Collaborative Campaigns:** Joint initiatives promoting sustainability. **Public Awareness Programs:** Community outreach and education. **Transparency Tools:** Access to sustainability data and product traceability.  |
| Certification and Standards Bodies | **Standardization Workshops:** Collaborative sessions to align on certification criteria. **Policy Dialogues:** Engagements to discuss evolving certification requirements. |

##  When?

An initial plan was included in the DoA and is structured in four main phases as shown in Table below.

Table 3: bi0SpaCE Initial Dissemination and Communication Plan

|  |  |  |
| --- | --- | --- |
| **Phase** | **Goal** | **Channels & Tools** |
| **Awareness / Initial Phase / M1-M9** | To build awareness for bi0SpaCE, to make project visible and recognizable, sharing its objectives, values, and technological innovation(s). Visual identity & logotype, templates website and social media accounts are set. The main stakeholder groups are identified, with focus on synergies, replication, transferability, and early adoption potential. The specific actions for activities such as capacity building will be established. | *Website and social media, “bi0SpaCE Clustering” initiated* |
| **Interest / 1st Intermediate Phase / Μ10-Μ18** | The early results will be disseminated via publications and scientific papers to journals, to increase the interest to researchers and scientific communities, presenting in conferences and events. Communication actions will continue leveraging the potentials of social media, website, and newsletters. Partnering with other projects is another important pursue during this phase. | *Website, newsletters,**social media, Networks, Publications, bi0SpaCE Clustering* |
| **Desire /2nd Intermediate Phase / Μ19-Μ27** | This phase will focus on further engagement of the targeted audiences with the project. Dissemination of evolving results through events and publications will create additional interest in bi0SpaCE. Informing target markets about the technological breakthroughs and business benefits of bi0SpaCE is also an important part of this phase that works as a preparatory stage for the final mature phase. At this stage, the project will have made the headway needed to discuss shared activities with the CBE JU and other partnerships, as well as follow-up activities. | *Website, newsletters, social media, Publications, bi0SpaCE Clustering* |
| **Action / Mature - Final Phase / M28-M36** | This phase will focus on maximizing future target markets and industry awareness about bi0SpaCE’s exploitable results. All the results will be disseminated through the aforementioned channels. The innovation exchange and marketplace capabilities of the *bi0SpaCE Clustering Platform* will be utilised for enhancing the exploitation of the outcomes. Communication and dissemination efforts will support the project sustainability and its effective exploitation and future market evolution. All the efforts made in the previous phases will be leveraged in this final stage. | *Website, Newsletters, Social media, Events/conferences, Videos, Publications, Articles, Data* |

As shown in the table, the bi0SpaCE strategy to engage all target audiences begins with raising awareness among the general public about the project's inception to establish visibility and recognition. In the second phase, the focus shifts to the scientific community, utilizing publications and conferences to disseminate findings and increase interest among researchers. As the project progresses into its third phase, the emphasis moves towards deepening engagement with the targeted audience, particularly industrial stakeholders, by showcasing results through demonstrators. In the final phase, the focus shifts to maximizing awareness among future target markets and industries regarding bi0SpaCE’s exploitable results. The project will continue to engage industrial and ICT audiences to facilitate exploitation, while also reconnecting with universities and the general public.

Industrial and technical audiences will be reached through targeted dissemination activities, such as industry reports, demonstrators at fairs and presentations at conferences. In contrast, communication activities will address more general audiences, including universities and the public, by developing accessible content and utilizing appropriate channels to ensure broad understanding and engagement.

TBD

Figure 1: Action plan for the bi0SpaCE communication and dissemination activities

## Who?

The bi0SpaCE consortium is committed to implementing effective dissemination and communication activities from the start of the project. All partners will actively engage with relevant stakeholders throughout the project to amplify the impact of these efforts. Each partner will leverage their networks to disseminate the project's results, ensuring national outreach and, where applicable, contributing to international dissemination.

While dissemination activities will be carried out by all partners, they will vary according to each partner's type and role within the project. UNI is the leader of Work Package 7 (WP7) and will oversee liaison activities. Communication and dissemination efforts will be led by NISSA. Industrial partners will focus on creating channels to commercialize the project's results, while research and technology partners will concentrate on publishing research findings and promoting developments in the targeted industrial sectors.

By creating the communication plan at an early stage of the project, the risk of not having enough newsworthy content available for communication and dissemination is minimized.

## Evaluation of the Dissemination and Communication Strategy

The bi0SpaCE Consortium has established a set of Key Performance Indicators (KPIs) to assess the effectiveness of its communication and dissemination efforts. These KPIs, detailed in Table below, will be monitored continuously. Should any communication or dissemination-related risks emerge, corresponding actions will be intensified accordingly. Furthermore, the outcomes of these KPIs will be systematically reported in the annual deliverables.

KPIs

Table 4: Dissemination and Communication / Activities and KPIs

| **Channel** | **Purpose / Description** | **Target Group** | **KPIs** |
| --- | --- | --- | --- |
| Website | Dissemination of project results | All / Public |  |
| Social Media (LinkedIn) |  |  |  |
| Flyers and Newsletters |  |  |  |
| International Conferences and Stands |  |  |  |
| Scientific Journals (open access) |  |  |  |
| Training demos |  |  |  |
| Workshops and demonstrations |  |  |  |
| Industrial partners’ networks |  |  |  |



The project will continuously monitor the effectiveness and impact of its communication and dissemination efforts throughout its duration. This ongoing assessment will facilitate timely adjustments in response to any identified deviations or shortcomings. Regular reports will detail the communication and dissemination activities undertaken, their influence on the project's visibility, and updated strategies for forthcoming periods. To streamline the reporting process, the consortium has developed two templates: the “Project Dissemination Report Template” and the “Project Communication Report Template”,' provided in Appendices. These templates are designed to efficiently track and monitor all activities on an ongoing basis.

# Communication/dissemination tools and initial results

This section describes the concrete results achieved during the first six months of the projects and the initial plans for the next years. The intention is not to provide the list of actions and their delivery dates, but to set up the internal procedures and tools to perform the planned activities during the project.

## Visual identity

Figure 2: bi0SpaCE logo

Figure 3: The bi0SpaCE presentation template

Figure 4: The bi0SpaCE deliverable template

## Website

## Publications

bi0SpaCE should actively pursue academic dissemination of project progress and outcomes through diverse open-access, peer-reviewed academic journals of high repute.

Table 5: Indicative list of scientific journals that will be taken into consideration for future publications

| **Journal** | **Publisher** | **Open Access** | **URL** |
| --- | --- | --- | --- |
| **Journal of Manufacturing Systems** | Elsevier | Gold open access (as an option) | [Link](https://www.sciencedirect.com/journal/journal-of-manufacturing-systems) |
| **Journal of Industrial Information Integration** | Elsevier | Gold open access (as an option) | [Link](https://www.sciencedirect.com/journal/journal-of-industrial-information-integration) |
| **Journal of Intelligent Manufacturing** | Springer | Gold open access (as an option) | [Link](https://link.springer.com/journal/10845) |
| **Journal of Cleaner Production** | Elsevier | Gold open access (as an option) | Link |
|  |  |  |  |

Furthermore, apart from academic journals, bi0SpaCE will actively pursue academic dissemination of project advancements and findings through various academic conferences. A sample list of academic conferences is provided in Table 6. It is worth noting that these conferences are held annually, with those listed being the main targets each year.

Table 6: Targeted Academic Conferences

| **Conference** | **Location** | **Dates** | **URL** |
| --- | --- | --- | --- |
| **Conference on Absolute Environmental Sustainability** | Helsingør, Denmark | 30 Sep – 02 Oct 2025 | Link |
| **19th International Conference on Design** | Dubrovnik, Croatia | 18-21 May 2026 | Link |
| **34th CIRP Life Cycle Engineering Conference 2026** | N/A | 2027 | Link |
| **13th International Confernce on Life Cycle Management** | N/A | 2026 | Link |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Events

bi0SpaCE should proactively pursue involvement in a range of events aligned with the project's key objectives and broader scope.

Table 7: Indicative list of conferences/workshops and other events to be considered by the bi0SpaCE partners

| **Event Name** | **Dates** | **Location** | **URL** |
| --- | --- | --- | --- |
| Hanover Messe 2026/ 2027 | 2026 | Hannover | [Link](https://www.hannovermesse.de/de/fuer-besucher/oeffnungszeiten/) |
| EFFRA Manufacturing Days | 2026 | Brussels | Link |
| European Biomass Conference and Exhibition | 2026 | N/A | Link |
| Ecomondo | 4th – 7th November 2025 | Rimini | [Link](https://www.ecomondo.com/en) |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## Networking activities

It is expected that the industrial partners will engage with relevant sectors within the industry and client networks. The academic and research partners should distribute the project outcomes within the research community across Europe.

bi0SpaCE will actively engage with key standardization bodies at both European and international levels to facilitate the alignment of project outcomes with ongoing standardization processes. Under the leadership of UNI, structured dialogue will be initiated with the following Technical Committees:

* **ISO/TC 323 (Circular Economy)**
* **CEN/TC 411 (Bio-based products)**
* **CEN-CLC/JTC 24 (Digital Product Passport)**

In the coming years, UNI will organize targeted meetings and regular exchanges with representatives of these committees, promoting reciprocal understanding of needs, objectives, and opportunities for joint action.

Moreover, bi0SpaCE will proactively explore the possibility of establishing formal **liaison agreements** between the project consortium and the more relevant aforementioned Technical Committee. Such agreements will help ensure systematic and continuous dialogue, enhancing the relevance of bi0SpaCE's results within ongoing European and international standardization activities.

Additionally, an ad hoc workshop specifically dedicated to **bio-products DPP standardization needs** will be organized by UNI at the premises of CEN/CENELEC (by month 30). For this event UNI will invite technical committees’ representatives, key stakeholders such as HsBooster and Euroconsumers, as well as relevant European communities (e.g., SPIRE, EFFRA, IDTA, IDSA, CBEJU).

## Cooperation with other projects

bi0SpaCE will actively pursue cooperation and clustering opportunities with relevant Horizon Europe projects, prioritizing exchange of ideas, methodologies, and insights to enhance mutual learning and effectiveness.

Key collaborations will involve projects explicitly mentioned in the Grant Agreement, notably Bioradar and CIRPASS, with the intention to facilitate dialogue and foster a common understanding of complementary research areas and challenges. bi0SpaCE will promote interactions aimed at exchanging experiences and findings that may benefit the ongoing research activities in each project.

Additional exchanges will also be considered with European communities and initiatives such as SPIRE, EFFRA, IDTA, IDSA, and CBEJU, focusing on identifying potential synergies and areas for reciprocal learning without committing upfront to detailed joint actions. The goal of these collaborations remains strategic alignment, mutual support, and dissemination of relevant outcomes within the broader Horizon Europe ecosystem.

## Public dissemination material

Newsletter, flyers, posters, video

## Social media

LinkedIn account, social media campaign, plan

## Initial communication and dissemination plans

As a general guideline, the overall strategy envisages that the industrial partners will collaborate with their respective sectors and with their supplier and customer networks. At the same time, the academic and research partners will disseminate the project results within the European research community. The specific roles and responsibilities of the individual partners are listed in table below.

Table 8: Dissemination and communication activities per partner

|  |  |  |
| --- | --- | --- |
| **Partner** | **Activities Undertaken During the First Six Months of the Project** | **Dissemination and Communication Strategy Until the Project's Conclusion** |
| AU | * Presentation of bi0SpaCe in within internal organization channels
* Dissemination of bioSpaCE on social media
* Participation and dissemination of bi0SpaCE DPP vision in CircThread consortium
* Meeting with Central Denmark EU office to discuss bio0SpaCE vision
* Clustering activities with sister project AGRONAUT
* Presentation of bi0SpaCE in national industrial cluster organizations (MADE, Clean Cluster) and RTOs (Danish Technological Institute)
 |  |
| FhG | * FhG IOSB website on bi0SpaCE
* Presentation of bi0SpaCE at internal IOSB meetings
* Participation in the meeting with the sister project AGRONAUT
 | * Research publications
* Demonstrator at the HMI 2026 / HMI 2027
* Presentation of bi0SpaCE results on AAS at IDTA events
* Presentation of bi0SpaCE at cluster and network events
* Hands-on workshops for SMEs
* F2F meetings with interested potential customers
 |
| CAR |  |  |
| NISSA | · bi0SpaCE website· bioSpaCE poster· bioSpaCE introduction presentation· bioSpaCE LinkedIn account· Social media campaign #MeetOurPartners | · Continuous update of the bi0SpaCE website· bi0SpaCE Video· bi0SpaCE Newsletters· LinkedIn posts· Participation in local and international industry and networking events with presentation of bi0SpaCE· Meetings with interested potential customers and DIHs· Collaboration with relevant research projects |
| UNI | * **KOM news UNI website:** [BI0SPACE: innovazione e normazione per la digitalizzazione dei prodotti bio-based](https://www.uni.com/bi0space-innovazione-e-normazione-per-la-digitalizzazione-dei-prodotti-bio-based/%22%20%5Ct%20%22_new)
* **Project section on UNI website:** [Sezione progetto BI0SPACE su UNI](https://www.uni.com/project/bi0space/%22%20%5Ct%20%22_new)
* **Linkedin post on UNI Profile:** [Post LinkedIn ufficiale di UNI su BI0SPACE](https://www.linkedin.com/posts/normeuni_biobased-uni-normazione-activity-7300424365819490304-8dfA?utm_source=share&utm_medium=member_desktop&rcm=ACoAABNwWg8Bi329DBCisdcXXJTeW96Ec7i_Wc4" \t "_new)
* **Giornata Mondiale del Riciclo (World recycle day):** [Sostenibilità e bio-based product: un impegno concreto](https://www.uni.com/sostenibilita-e-bio-based-product-un-impegno-concreto/%22%20%5Ct%20%22_new)
 |  |
| FSK |  |  |
| GLB |  |  |
| NAT | * Presentation of bi0SpaCe on company website
 |  |
| SSF |  |  |
| NOR | Presentation of bi0SpaCe on company website & LinkedIn post |  |

Here are some examples for M1-M6:

* Presentation of bi0SpaCE on the company website and through company’s local newsletters.
* LinkedIn post
* Presentation of bi0SpaCE at industrial associations and industrial clusters
* Participation in local industrial events with presentation of bi0SpaCE

# Conclusions

Please make sure to include here the conclusions of the document, not a specific chapter.

# References

References are listed in a numbered list, ordered alphabetically as shown in the Reference Section. References are denoted in the text as cross links, e.g. **Error! Reference source not found.** or **Error! Reference source not found.**.

Be careful when updating your reference list because Word sometimes destroys the cross links*.*

1. …
2. …

# Appendix A: Title

# Appendix B: Title