

D5.7. Communication and Dissemination Activities Report



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PROJECT INFORMATION

Grant agreement number	101060974
Project title	Catalysing Investment into Catalan Bioeconomy via One-Stop-Shop Accelerator
Project acronym	Bioboost
Funding scheme	HORIZON Coordination and Support Actions European Research Executive Agency
Start date	June 1st 2022
Duration	48 months
Call identifier	HORIZON-CL6-2021-CIRCBIO-01
Project website	https://bioboost.cat/en/

DELIVERABLE INFORMATION

Deliverable no.	D5.7
Deliverable title	Communication and Dissemination Activities Report
WP no.	WP5
WP leader	SYM

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1. Introduction

This document (*D5.7 - Communication and Dissemination Activity Report*) summarises the communication and dissemination work carried out between June 2022 and May 2025, within the framework of Work Package 5 of the Bioboost project. It follows the approach defined in D5.1 – *Communication and Dissemination Plan* and will be completed by D5.8 - *Communication and Dissemination Activity Final Report*, to be submitted at the end of the project.

It includes:

- Reporting of **dissemination tools and channels** (website, social media, video, newsletter, dissemination material...);
- Reporting of **dissemination activities** including organised events and conferences as well as events where Bioboost participated;
- Overview of the **Key Performance Indicators** (KPIs) and **results**;
- **Planned communication and dissemination activities**: June 2025 – May 2026.

The aim of this deliverable is to report on the work done to ensure that the project and its objectives are known and understood by the intended audiences, at regional and European level.

2. Reporting of Dissemination Tools and Channels

This section describes the main communication tools and channels used by Bioboost between June 2022 and May 2025. It includes both the instruments planned at the beginning of the project and others that were introduced as the project evolved.

The aim was to ensure that information about the project, its activities, and its services was accessible to the intended audiences. The tools selected were adapted to different needs and contexts, including digital platforms, printed materials, and audiovisual content.

The following subsections present each tool or channel in detail.

2.1. Logo and visual identity

The Bioboost project has developed a clear and consistent visual identity to support recognition and coherence across all communication materials. This includes the project logo, colour palette, and document templates, which are applied in both internal and public-facing outputs.

Project Logo

The logo was designed by Mr. Beardman Design and is based on the concept of acceleration, reflecting the project's core objective of supporting the implementation of bioeconomy projects in Catalonia. It combines a dynamic shape with a professional and technical appearance, suited to both public and private audiences.

Two main versions of the logo are used: one with full text and colour, and one in black and white for alternative formats. These are applied on documents, presentations, email signatures, and printed materials.

Figure 1. Two of the chosen Bioboost logos (logo without text and colour version and logo with text and black version)



The chosen colour palette reflects the multidisciplinary nature of the consortium and the diversity of the bioeconomy sectors represented in the project. It is complemented by a

selection of stock images used in the website and printed content, covering areas such as agriculture, forestry, food systems, wastewater, and bio-based industries.

Figure 2. Bioboost colour palette

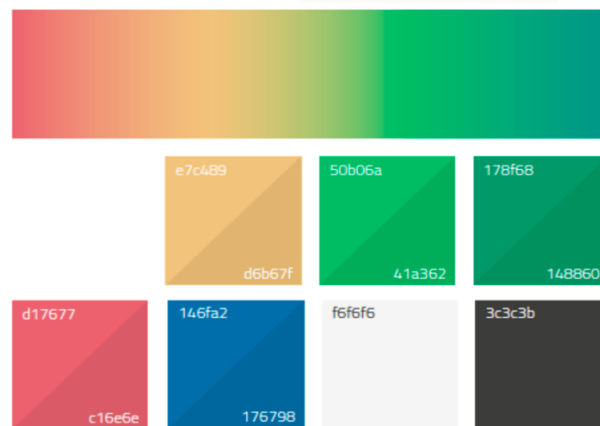


Figure 3. Bioboost bioeconomy sectors complementary images



Document Templates

A set of templates have been created to ensure a uniform style throughout the project's duration:

- Template for deliverables or reports
- Bioboost PowerPoint presentation

Below are examples of some of the document templates created:

Figure 4. Empty document template



Figure 5. PowerPoint presentation template



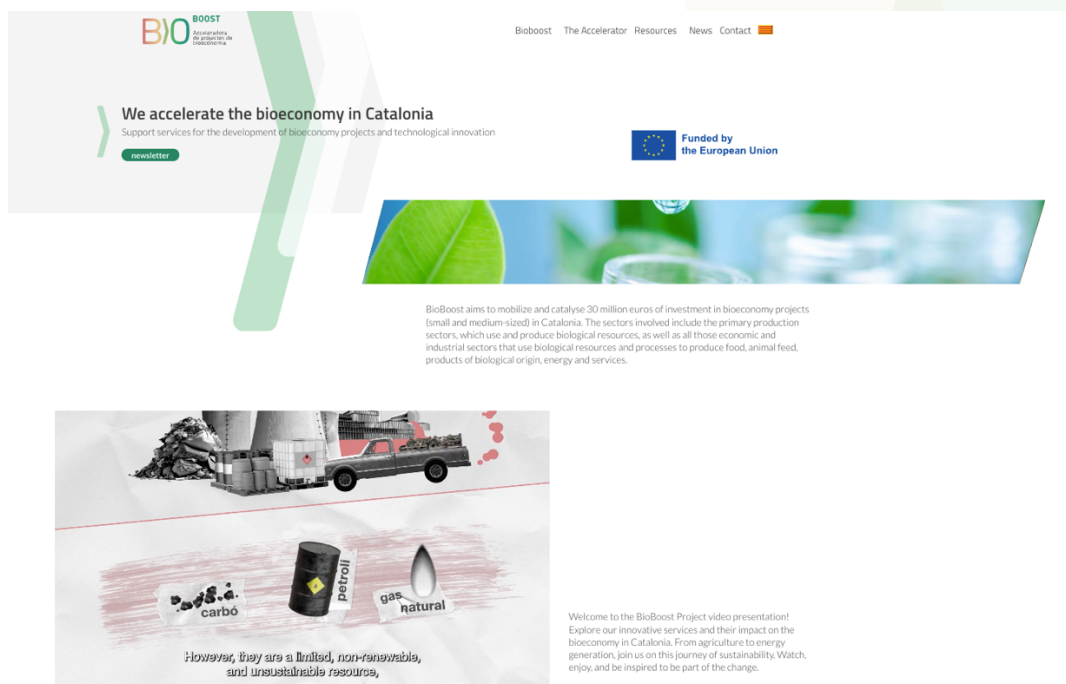
2.2. Website

The Bioboost website, launched in September 2022, serves as the central hub for the project's Dissemination and Communication (D&C) activities. Developed using open-source solutions (WordPress), it was designed to minimize costs while meeting the requirements outlined in the H2020 CSA Guidelines and Best Practices.

The website is regularly updated to ensure that the latest project information is always available. Accessible at <https://bioboost.cat/en/>, it features content in both English and Catalan (the official language of the Catalonia region), reflecting the regional scope of the project.

Designed by Beardman Design, the website is built with accessibility in mind, ensuring that all users can easily find the information they need. It aims to promote the project's achievements and growth. The website will be maintained and regularly updated by the consortium members to ensure the accuracy and relevance of its content.

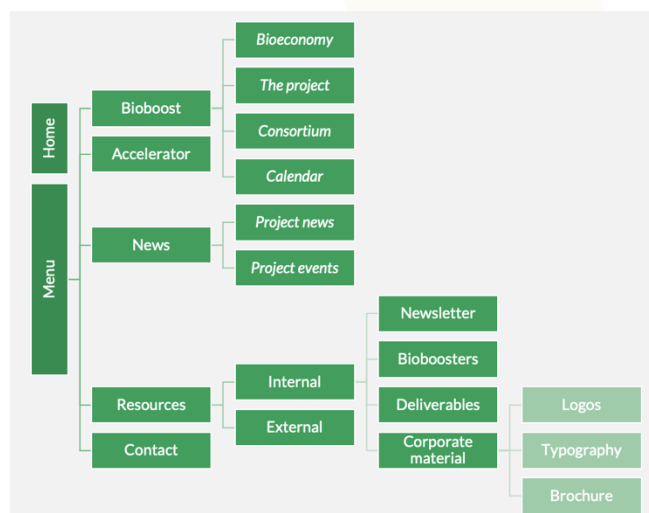
Figure 6. Landing page of Bioboost's website



Website Structure

The website consolidates all information related to the Bioboost project and is organised into the following sections:

Figure 7. Bioboost's website structure



- Homepage: the main entry page of the website presents BioBoost's mission, objectives, and funding background. It outlines the sectors involved and the project's role in accelerating bioeconomy initiatives in Catalonia. There is a focus on the accelerator's support services, covering technical, financial, legal, and impact-related aspects. The multidisciplinary nature of the consortium is highlighted, along with its connection to the local territory. A video introduction provides an overview of the project, and a newsletter subscription is available for updates.
- Bioboost Project:
 - Bioeconomy: information about bioeconomy, its definition, challenges, governance, and benefits.
 - Project: overview of the Bioboost project, its objectives, funding, and expected outcomes.
 - Consortium: details about the organizations leading the project and their roles.
 - Calendar: description of the four-year work plan, including key activities and phases. Expected impacts and key milestones.
- The Accelerator: outlines the support services offered to bioeconomy projects in Catalonia. It describes how these services aim to help projects overcome barriers to investment, through assistance in technical, business, legal, and administrative areas. The section also highlights the types of projects eligible for support and invites potential projects to apply for free strategic assistance.
- Resources:

- Internal: documentation generated within the framework of the Bioboost project
 - Newsletters: available e-bulletins generated in PDF format. More info on Section 1.5. of this report.
 - Bioboosters: summaries of the services offered by the Consortium to the bioeconomy projects and the results obtained in each Biobooster.
 - Deliverables: reports and studies relevant to the bioeconomy community.

The following deliverables are currently available on the website:



This report **analyses Catalonia's bioeconomy sector**, highlighting its rich natural resources, strong research and industrial base, and commitment to sustainable growth. Guided by the Bioeconomy Strategy of Catalonia 2012-2030 (EBC2030), the region aims to drive economic development while minimizing environmental impact. Collaboration across industries is key to unlocking its potential. The report serves as a resource for stakeholders seeking investment and partnership opportunities in this growing sector.



This report examines **bioeconomy development in Europe**, covering key practices, methodologies, and roles in advancing projects. It includes three sections: the EU bioeconomy landscape, a project development methodology based on the CCRI approach, and the role of the BioBoost Bioeconomy Project Accelerator in scaling initiatives. Designed for facilitators and promoters, it offers guidance on project implementation, stakeholder engagement, and policy alignment to maximize economic, social, and environmental benefits.



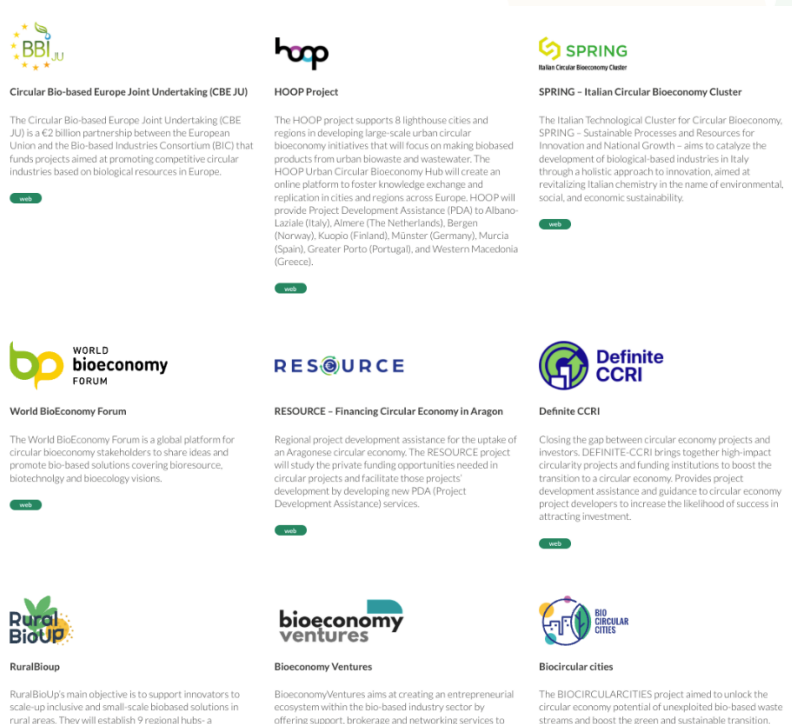
This report outlines **methodologies and tools for engaging stakeholders and expanding the bioeconomy project pipeline**. It focuses on large investor-led and small local bioeconomy projects, highlighting the importance of stakeholder involvement and the challenges faced. A stakeholder analysis categorizes participants into academia, industry, public administration, and European bioeconomy projects, detailing roles, contributions, and communication strategies. The report emphasizes the economic, environmental, and territorial benefits of bioeconomy projects, highlighting their scalability and long-term viability.



The report presents updated **information on key sectors**, beginning with those highlighted in the EBC2030 due to their connection to the primary sector, such as forestry, food production (including agriculture, food transformation, and distribution), and the maritime industry. It also covers other bio-based industries crucial to the bioeconomy, such as the paper and biochemical industries. For each sector, the report provides a description, an overview of **current resource recovery routes**, and insights into the potential and opportunities for biomass recovery.

- Corporate material: leaflets and other dissemination materials.
- External: a selection of projects and websites focused on the bioeconomy.

Figure 8. Image of the External Resources section in Bioboost's website

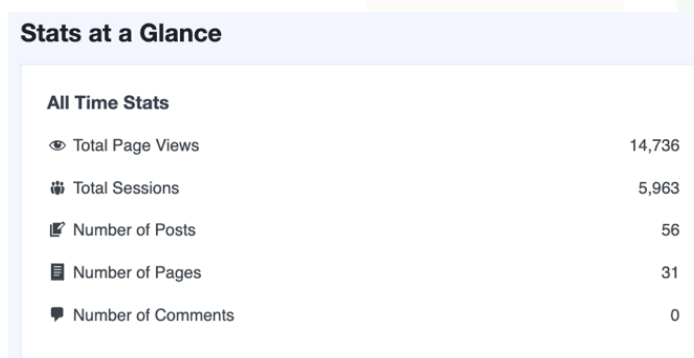


- News: regular updates on project developments, key milestones, and sector-related insights.
- Contact: information on how to reach the Bioboost team for inquiries, partnerships, or participation in the accelerator program.

Website Statistics

Since its launch, the Bioboost website has received a total of **14,785 page views** and 5963 total sessions (15/05/2025).

Figure 9: Bioboost website statistics



Between mid-April and mid-May 2025 (last 30 days), the website recorded the following data:

Sessions: 161
 Pageviews: 271 (↓22% compared to the previous 30 days)
 New Users: 122 (↓1%)
 Total Users: 134 (↑6%)
 Average Session Duration: 30 seconds (↓22%)
 Bounce Rate: 47.2% (↓8%)

Although the number of visits has slightly decreased in the past month, the total number of users has continued to increase. A lower bounce rate and a consistent number of new users suggest steady interest in the project. These figures will continue to be monitored to assess overall engagement and identify areas for improvement in terms of content or navigation.

The most visited sections of the website include the homepage, the Bioboosters section, and the Resources page. These reflect the interest in both the practical support provided by the Accelerator and the documentation made available by the project.

2.3. Social Media

Bioboost launched its LinkedIn and Twitter (now X) profiles in July 2022. Both channels were initially used to share updates on project activities, promote events, publish deliverables, and connect with related initiatives, including several projects within the Circular Cities and Regions Initiative (CCRI).

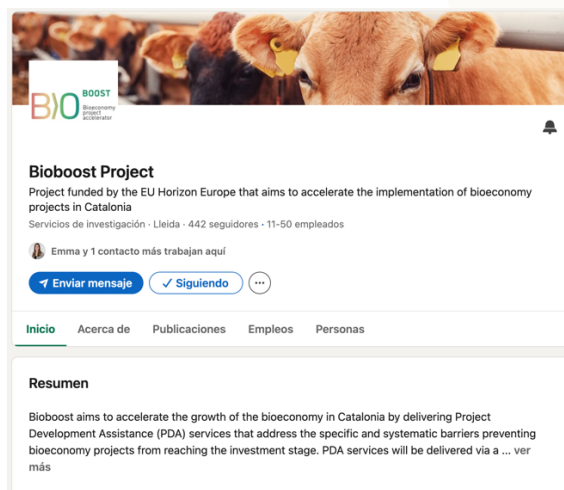
Over time, LinkedIn proved to be the most effective platform for reaching professionals, institutions, and project developers. It offered better visibility and interaction with target groups, and its format allowed for more relevant content, such as event summaries, newsletter announcements, and Biobooster updates. For this reason, the team decided to prioritise LinkedIn as the main channel from 2024 onwards.

Due to limited reach, reduced engagement, and the platform's shift away from professional audiences, regular activity on X was phased out in 2024. The account remains active for reference, but no new content is currently being published there.

The content strategy on LinkedIn includes concise posts linking to the website, documents, and newsletters. Posts are often accompanied by visuals or short videos. Special campaigns have been prepared for key milestones, such as the launch event, participation in congresses, and publication of deliverables.

LinkedIn - <https://www.linkedin.com/company/bioboost-project/>

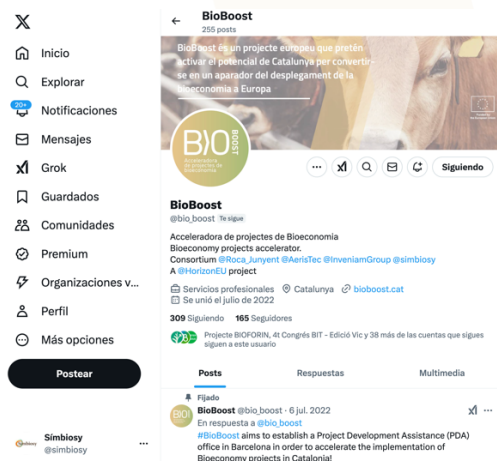
Figure 10. Bioboost LinkedIn page



533 followers | 155 posts (52 in the last 12 months)

Twitter (X) - https://x.com/bio_boost?prefetchTimestamp=1739188746367&mx=2

Figure 11. Bioboost Twitter (X) page



160 followers | 304 following | 254 posts

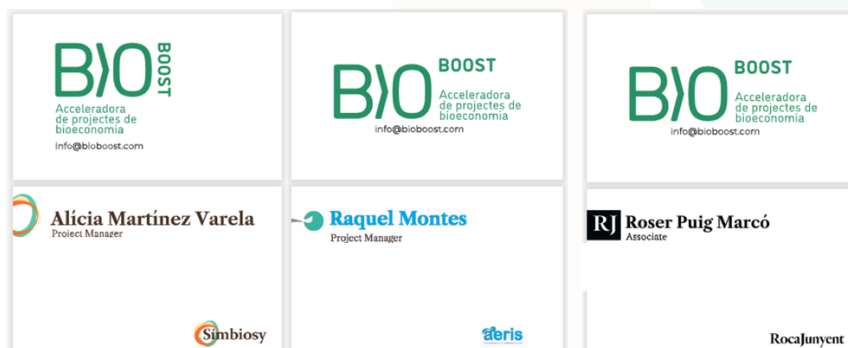
In addition to regular publishing, the following actions have contributed to growing the project's presence:

- Posts have been adapted to reflect the interests of professionals, public institutions, and researchers;
- Direct links have been included to drive traffic to the Bioboost website;
- Project visibility has increased through interactions with EU-funded projects and relevant regional stakeholders.
- Several posts were also directed towards the investor community, following recommendations received from the European Commission. However, the impact of these posts has been limited in terms of generating direct engagement or contacts from investors.

2.4. Personal cards and email signature

The personal cards for consortium members are designed with the project logo in one face and the company logo on the other.

Figure 12. Personal card for Consortium members



All members of the Consortium will use their own corporate email for the communications with stakeholders or users of the Accelerator, but a special email signature will be depicted at the end of the emails. This signature will have the following standard form:

Figure 13. Email signature for Consortium members



2.5. Newsletter

Bioboost uses GetResponse to create and manage mailing lists and newsletters. The newsletter includes specific information about Bioboost activities and outcomes. Additionally, the Bioboost website features a form that allows interested individuals to sign up for the project's e-bulletin. Two versions of the newsletter are prepared: one in Catalan and one in English, and they have been regularly sent to **359 subscribers**. A PDF version of each newsletter is also available on the Bioboost website.

- The first Bioboost newsletter was sent in December 2022. Available [here](#).
- The second Bioboost newsletter was sent in March 2023. Available [here](#).
- The third Bioboost newsletter was sent in July 2023. Available [here](#).
- The fourth Bioboost newsletter was sent in November 2023. Available [here](#).
- The fifth Bioboost newsletter was sent in April 2024. Available [here](#).

- The sixth Bioboost newsletter was sent in September 2024. Available [here](#).
- The seventh Bioboost newsletter was sent in February 2025. Available [here](#).

Figure 14. Image of a newsletter available in Bioboost website



The next newsletter is planned for July 2025 and will include updates from the third year of the Accelerator and upcoming events.

2.6. Dissemination Material

Leaflet and posters

Leaflets and posters are among the main materials used to present the objectives and activities of the Bioboost project. They follow the project's visual identity and are designed to be accessible to both technical and general audiences.

The leaflet provides an overview of the project's scope, services, expected outcomes, and contact details. Posters summarise the main focus areas and methodology, using clear visual elements to support understanding.

Both materials are available on the Bioboost website and are distributed in print at events attended by consortium partners. To reduce paper use and make them easier to access, they are also shared digitally via the Linktr.ee platform during public events and congresses.

Versions in Catalan are also available and are used particularly during regional events where local institutions and actors are present.

Figure 15. Bioboost's leaflet



Figure 16. Bioboost's posters



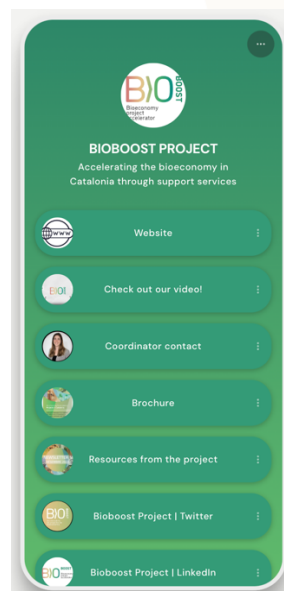
2.7. Linktr.ee

To make project materials more accessible and reduce the use of printed formats, Bioboost created a Linktr.ee profile that brings together all the main resources in one place. This tool is particularly useful during public events, allowing visitors to quickly access documents and information from their phones or laptops.

The following links are included:

- Project website
- Introductory video
- Contact details for the coordinating team
- Digital brochures
- Publicly available reports
- Links to Bioboost's LinkedIn and X (Twitter) profiles

Figure 17. Image of Bioboost project Linktr.ee



This format has been especially practical at events. It allows attendees to access the project's main materials without needing printed copies, supporting the project's commitment to digital access and resource efficiency.

2.8. Video about the project

An animated video introducing the Bioboost project was produced in February 2024 (month 21 of the project). The video lasts 2 minutes and 28 seconds and provides a short overview of Bioboost's objectives and the services offered through the Accelerator.

Its main purpose is to explain the project to new bioeconomy initiatives in Catalonia and show the type of support available. The video was produced in Catalan, the primary language of the region, and includes English subtitles to ensure accessibility for international viewers.

The video is available on the project website and has also been shared through Bioboost's LinkedIn and X accounts.

Figure 18. Bioboost video scene 1



Figure 19. Bioboost video scene 2



2.9. Videos explaining the Bioboosters

As part of the final stage of the project, Bioboost is producing a series of short explanatory videos, each focused on one of the supported projects (Bioboosters). These videos aim to make the results of the Accelerator more accessible to different audiences, and to clearly present the value of the services provided.

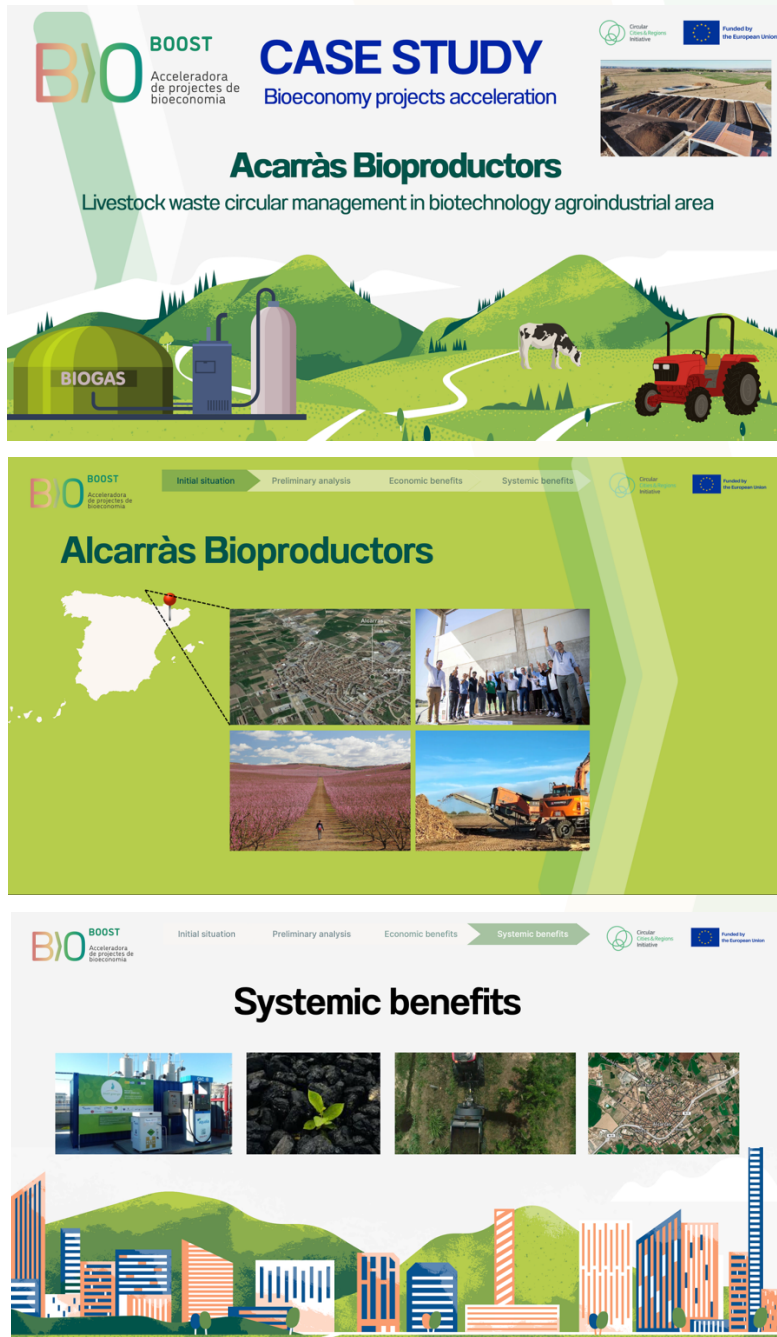
We observed that it can often be difficult to summarise the full context of a Biobooster: the barriers faced at the start, the services delivered through the Accelerator, the results achieved, and the broader impact of the intervention. For this reason, we decided to produce short videos of 5 to 8 minutes that explain each project in a clear and structured way.

Each video includes:

- A short introduction to the project and its background;
- A description of the challenges encountered;
- The specific support provided through Bioboost;
- The improvements and results obtained;
- Visual elements and images that help illustrate the project and its setting.

The first of these, focused on Alcarràs Bioproductors, is nearly complete and will soon be published on the Bioboost website. The video presents the evolution of this cooperative initiative, the economic and systemic improvements achieved, and the role of Bioboost in supporting its development.

Figure 20. Some images of the Alcarras explanatory video



These videos are designed to be informative and easy to understand for a wide range of viewers, including public administrations, future project promoters, and potential investors.

3. Reporting of Dissemination Activities

3.1. Events and conferences

The Bioboost project recognizes the importance of high-level events and conferences, with considerable visibility among the target groups defined by the current strategy. Consequently, during project's lifetime, Bioboost has participated, with different levels and types of involvement, in several events and conferences.

Figure 21. Bioboost participation in events and conferences

Name	Date/Location	Activity	Partner	Scope	Link
1 st Bioeconomy, Innovation, and Technology (BIT) Congress. Lleida Edition.	September 29-30, 2022, Lleida, Catalonia	Conference	ALL	Regional	Link
1 st CCRI Coordination and Support Workshop: Getting started!	October 2022, online	Workshop	INV, SYM	International	Link
1 st CCRI webinar on the CCRI Methodology	October 2022, online	Webinar	INV	International	Link
2 nd CCRI webinar on new Horizon Europe calls for proposals on local and regional-scale circular economy	December 2022, online	Webinar	INV, SYM	International	Link
3 rd CCRI webinar on Monitoring the Transition to Circular Economy	February 2023, online	Webinar	INV, SYM	International	
2 nd Bioeconomy, Innovation, and Technology (BIT) Congress. Vic Edition.	March 30-31, 2023, Vic, Catalonia	Conference	ALL	Regional	Link
6 th Edition of the Conference for a Circular and Competitive Economy	April 12, 2023, Gavà, Barcelona	Presentation	SYM, INV	Regional	Link
BioCircularCities Event (Peer Review #3)	May 24, 2023, Barcelona, Spain	Presentation	SYM	International	Link
4 th CCRI webinar on the potential of Public Procurement in the transition towards Circularity	May 2023, online	Webinar	INV	International	
Webinar: Project Development Assistance for the Circular Economy. Learning from the HOOP project.	May 24, 2023, online	Webinar	INV	International	Link

Conference at the College of Economists to accelerate investments in bioeconomy projects	June 7, 2023, Barcelona, Catalonia	Conference	ALL	Regional	
5 th CCRI webinar on navigating the funding landscape	June 2023, online	Webinar	INV	International	
Bioboost Launch Event [Reported in D5.4.]	June 20, 2023, Lleida, Catalonia	Launch event	ALL	Regional	Link
Pitch Perfect and Boost the European Bioeconomy 2023	September 25, 2023, Brussels, Belgium	Conference	INV	International	Link
2 nd Bioeconomy, Innovation, and Technology (BIT) Congress. Lleida Edition.	September 28-29, 2023, Lleida, Catalonia.	Conference	ALL	Regional	Link
Bioeconomy Innovation Day Bilbao	October 3-4, 2023, Bilbao, Spain	Conference	INV	International	Link
International technical mission to Denmark	October 9-12, 2023, Denmark	Visit	SYM, INV, AER	International	
1 st CCRI General Conference "From vision to reality: Cities and regions drive forward Europe's circular transition"	November 8, 2023, Brussels, Belgium / Online	Conference	ALL	International	Link
2 nd CCRI Coordination and Support Workshop	November 9, 2023, Brussels, Belgium	Workshop	SYM, INV, RJ	International	Link
Alimentaria Fair	March 18, 2024, Barcelona, Catalonia	Presentation	RJ	Regional	Link
3 rd Bioeconomy, Innovation, and Technology (BIT) Congress. Vic Edition.	March 20-21, 2024, Vic, Catalonia	Conference	ALL	Regional	Link
7 th Edition of the Conference for a Circular and Competitive Economy	April 9, 2024, Barcelona, Catalonia.	Presentation	SYM	Regional	Link
World Circular Economy Forum (WCEF) Accelerator Session	April 18, 2024, Brussels	Presentation	INV	International	Link
6 th CCRI webinar: Stimulating synergies between circular economy and climate action	April 2024, online	Webinar	INV, SYM	International	
1 st Innovation Workshop for the VIVALDI project	June 2024, Italy	Workshop	AER	International	
3 rd Bioeconomy, Innovation, and Technology (BIT) Congress. Lleida Edition.	September 27, 2024, Lleida, Catalonia	Conference	ALL	Regional	Link
DECISO Firs Annual Congress	October 9, 2024, Brussels	Conference	INV	International	

3 rd CCRI Coordination and Support Workshop: Making circular investments pay off for cities and regions	November 13, 2024, Brussels	Workshop	INV	International	Link
3 rd Thematic Webinar: Financing the Circular Future - Navigating Financial Challenges in the Circular Economy	November 26, 2024	Webinar	INV	International	
2 nd Breakfast4Inno 2025 – "Processing of agri-food by-products and waste using insect and microalgae technologies"	March 13, 2025	Workshop	SYM	Regional	Link
InvestCEC & Resource Projects Policy Workshop – Addressing Current Barriers to Circular Investment: Policy Approaches for Success	April 3, 2025	Workshop	SYM RJ	International	Link
4 th Bioeconomy, Innovation, and Technology (BIT) Congress. Vic Edition. / 11 th ERIAFF AC 2025	April 8-9, 2025	Congress	SYM, INV	International	Link
Final Event Definite CCRI Project	April 9, 2025	Webinar	SYM	International	Link
Expobiomass 2025 – Biomass Fair in Valladolid (Spain)	May 6-9, 2025	Congress	SYM, INV	National	Link

3.2. Networks and synergies

Coordination with the Circular Cities and Regions Initiative - Central Support Office (CCRI-CSO)

Coordination with the CCRI-CSO was established to identify cooperation activities, synergies, and avoid overlaps between projects. Included the following activities:

1. Participation in **CCRI Workshops**
 - 1st CCRI Coordination and Support Workshop: Getting started! (October 2022)
 - 3rd CCRI Coordination and Support Workshop: Making circular investments pay off for cities and regions (November 2024)
2. Participation in **CCRI General Conferences**
 - 1st General Conference (November 2023) - "From vision to reality: Cities and regions drive forward Europe's circular transition"
3. Participation in **CCRI webinars**
 - 1st CCRI webinar on the CCRI Methodology (October 2022)
 - 2nd CCRI webinar on new Horizon Europe calls for proposals on local and regional-scale circular economy (December 2022)
 - 3rd CCRI webinar on Monitoring the Transition to Circular Economy

- (February 2023)
- 4th CCRI webinar on the potential of Public Procurement in the transition towards Circularity (May 2023)
- 5th CCRI webinar: navigating the funding landscape (June 2023)
- 6th CCRI webinar: Stimulating synergies between circular economy and climate action (April 2024)
- 4. Participation in **Thematic Working Groups** (TWGs) meetings and sessions:
 - Circular Industries and Industrial Symbiosis
 - Circular Bioeconomy
- 5. **Feedback on EU Policies**
 - D5.2. 1st CCRI Policy Brief (May 2023)
 - D5.3. 2nd CCRI Policy Brief (May 2025)

Communication with other projects and initiatives

Maintaining contact with other projects and networks working on similar topics at local, national, and European level has been important for Bioboost. These exchanges contribute to a better understanding of shared challenges, allow the consortium to stay informed about developments in the field, and open up opportunities for future collaboration.

Bioboost has promoted cooperation with other EU-funded projects in the field of circular economy and bioeconomy through the following actions:

- Sharing and reposting project updates on social media;
- Including references to selected projects on the Bioboost website;
- Participating in events organised by related initiatives;
- Inviting other projects to take part in Bioboost-led events;
- Distributing press releases and relevant updates through common channels;
- Exploring possible co-organisation of future communication actions or workshops.

These exchanges help raise the visibility of the Bioboost Accelerator and support the alignment of project activities with broader EU objectives.

A selection of relevant European projects and networks is listed below:

Table 1 Key European initiatives relevant to Bioboost

	et description	
--	----------------	--

 Definite CCRI	Closing the gap between circular economy projects and investors. DEFINITE-CCRI brings together high-impact circularity projects and funding institutions to boost the transition to a circular economy. Provides project development assistance and guidance to circular economy project developers to increase the likelihood of success in attracting investment.	Link
 InvestCEC	The InvestCEC project will develop a replicable model for implementing circular economy projects in cities and regions. The effectiveness of the model will be tested in Klagenfurt am Wörthersee (Austria).	Link
 Circular Invest	Shaping the next generation of investment-ready circular economy projects. Their mission is to support project promoters by providing the support they need to develop investment-ready circular economy projects at local and regional scale.	Link
 RESOURCE	Regional project development assistance for the uptake of an Aragonese circular economy. The RESOURCE project will study the private funding opportunities needed in circular projects and facilitate those projects' development by developing new PDA (Project Development Assistance) services.	Link
 DECISO	The EU-funded DECISO project will support services inducing investment projects for developing circular economy solutions at local and regional scales in regions in Germany, Portugal and Greece. The project will implement the DECISO approach in varied local contexts and topics to produce guidelines that can facilitate the replicability of the initiatives considering determinant technical, economic, legislative and social factors.	Link
 HOOP	The HOOP project supports 8 lighthouse cities and regions in developing large-scale urban circular bioeconomy initiatives that will focus on making bio-based products from urban biowaste and wastewater. The HOOP Urban Circular Bioeconomy Hub will create an online platform to foster knowledge exchange and replication in cities and regions across Europe. HOOP will provide Project Development Assistance (PDA) to Albano-Laziale (Italy), Almere (The Netherlands), Bergen (Norway), Kuopio (Finland), Münster (Germany), Murcia (Spain), Greater Porto (Portugal), and Western Macedonia (Greece).	Link
 RuralBioUp	RuralBioUp's main objective is to support innovators to scale-up inclusive and small-scale biobased solutions in rural areas. They will establish 9 regional hubs- a multi-actor centre- in 6 EU countries.	Link
 Bioeconomy Ventures	BioeconomyVentures aims at creating an entrepreneurial ecosystem within the bio-based industry sector by offering support, brokerage and networking services to the relevant stakeholders.	Link
 Biocircular cities	The BIOCIRCULARCITIES project aimed to unlock the circular economy potential of unexploited bio-based waste streams and boost the green and sustainable transition. This transition to a circular bioeconomy requires reconciling legislation, waste management, circularity, and the bioeconomy. Finished in 2023.	Link

3.3. Publications

There have been several press releases announcing the project kick off and the consortium members.

Overview of the news published about Bioboost project in different media outlets:

Table 2 Press release activity log

Date	Means	Name	Link	Goal
Jun-22	Newspaper	Diario Expansión	Link	Project presentation
Jun-22	Newspaper	ViaEmpresa	Link	Project presentation
Jun-22	Newspaper	Diario Retema	Link	Project presentation

4. Results achieved (Key Performance Indicators)

The table below provides an overview of the Key Performance Indicators for the C&D Plan as defined in D5.1. The results attained during the first 3 years of the project are the following:

Communication Tool	KPI	Estimated level of engagement	Results on May 2025
Newsletter	Newsletter subscribers	>500 by project end	359
Social media	LinkedIn followers	>500 by project end	533
Social media	Twitter followers	>500 by project end	160
Events	Number of events attended	3 per year (1 local + 2 international)	2022: 4 2023: 15 2024: 9 2025: 5
Website	Number of page visits and average time spent on website	>500 page visits >2-minute average time spent	14,785 page visits and 5963 sessions 30 seconds average
Newsletter	Number of newsletters	2-3 per year (every 4-5 months)	2022: 1 2023: 3 2024: 2 2025: 1
Meetings	Number of meetings with experts committee	2 per year throughout the duration of the project	6
All	Number of stakeholders engaged	>1000 by project end	1025

The KPIs show that the project is on track in most areas. Bioboost has exceeded targets in terms of LinkedIn engagement, total website traffic, and participation in events. The regular production of newsletters and dissemination materials has supported visibility across the Catalan bioeconomy landscape and beyond.

Some targets remain below expected levels:

- The newsletter subscriber base is still short of the 500 target. This will be addressed through an intensified push via LinkedIn and upcoming events
- Twitter/X did not perform as expected and has been deprioritised since 2024

To address these points and ensure that the communication strategy closes strongly, the following measures are planned:

- A final campaign to increase newsletter subscriptions, supported by targeted messaging

- New summary videos explaining each Biobooster (under 10 minutes) to support final dissemination
- Final deliverables and Bioboost results will be actively promoted via social media and EU platforms
- Further coordination with the CCRI and related initiatives to strengthen European-level visibility.

These actions will support the closure of the current communication plan and will be detailed in the final report (D5.8), due in May 2026.

5. Conclusions and next steps

This report summarises the work carried out between June 2022 and May 2025 under Work Package 5 of the Bioboost project. It covers the communication tools and channels developed, the materials produced, participation in events, and the overall performance against the objectives set in the Communication and Dissemination Plan (D5.1).

The strategy evolved from a visibility and positioning phase to one focused on sharing results and experiences from supported projects. Most of the tools foreseen in the plan are in place and fully operational: website, social media (especially LinkedIn), newsletters, printed and digital materials, and a project video. Content has been consistently delivered in Catalan and English.

Response to the RP1 Recommendations

As part of the feedback received during the first periodic review, two specific recommendations were addressed:

- **Recommendation 9** suggested strengthening social media outreach by refining content and extending visibility beyond the Catalan context. In response, LinkedIn activity significantly increased, with over 135 posts published in the 12 months leading up to February 2025. A greater number of posts were prepared in English, even when reporting on regional events, to ensure accessibility to wider audiences. Events organised by EU-funded projects and CCRI initiatives were actively promoted through Bioboost's channels, while short formats and visual content were prioritised to encourage interaction. In contrast, Twitter/X was progressively phased out due to limited engagement and its decreasing relevance for professional communications.
- **Recommendation 10** called for a more focused communication approach for investors. A specific strategy was designed, including dedicated posts on the services Bioboost offers to investment-oriented projects, examples of Bioboosters with potential for scaling up, and participation in EU events addressing financing and project development, such as CCRI webinars and the WCEF Accelerator session. Dissemination actions were coordinated with Work Package 4 to ensure alignment with the investor round tables. Despite these efforts, engagement from investors remained limited, indicating that more direct and personalised communication may be needed. This approach is already being explored in the context of the WP4 deliverable.

Actions for the Final Project Year (June 2025 – May 2026)

During the final year of the project, communication efforts will focus on consolidating results and ensuring the long-term visibility and usability of the work carried out. Planned actions include:

- Presentation of Bioboost success cases and lessons learnt at EU Green Week CCRI-ECESP Stakeholder Event: ["Parallel sessions. Group 2: Bioeconomy in Action: Success Stories, Challenges and the Road Ahead"](#) (June 5th)
- Attendance to [4th CCRI Workshop](#) June 6th
- Joint policy recommendations with RESOURCE and InvestCEC projects.
- Two final newsletter editions (July 2025 and Spring 2026);
- Summary videos explaining each Biobooster (under 10 minutes), designed for non-technical audiences;
- Final campaign to promote project results across CCRI and EU platforms;
- Presentation of main outcomes through social media and public events;
- Possible joint workshop or summary event with other related initiatives;
- Completion of the final report (D5.8) and delivery of supporting materials.