

Deliverable 2.6

Report on Social media awareness and public engagement activities – 1st version

@biovoices



DELIVERABLE TYPE

Report

MONTH AND DATE OF DELIVERY

Month 12, December 2021

WORK PACKAGE

WP 2

LEADER

FVA

DISSEMINATION LEVEL

Public

AUTHORS

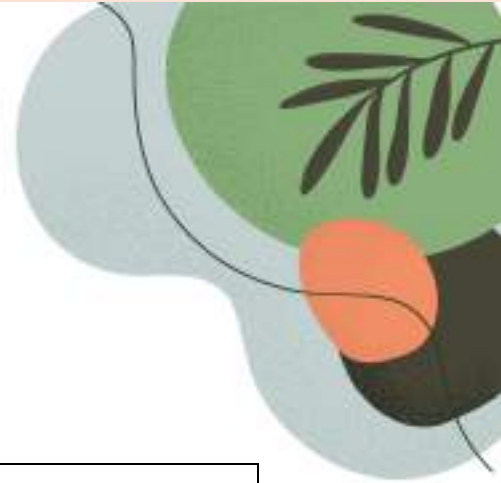
Selenia Marinelli

Programme
H2020

Contract Number
101000539

Duration
24 Months

Start
January 2021



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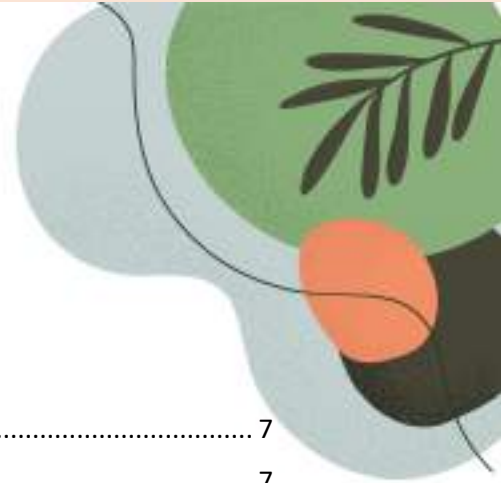
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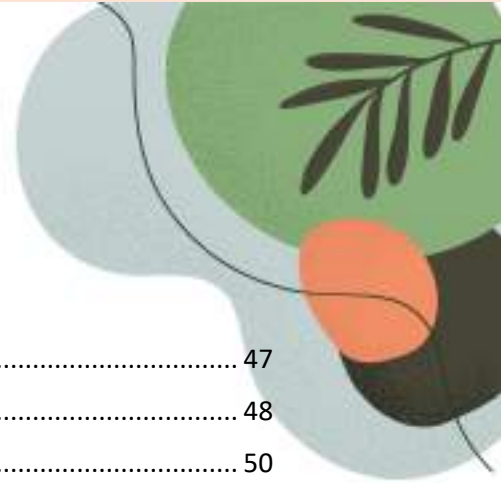
VERSION	DATE	REVIEWER	MODIFICATIONS
1.0	23/11/2021	Selenia Marinelli Susanna Albertini	Initial version of the deliverable
2.0	30/11/2021	Selenia Marinelli	Advanced version for partner's comments
3.0	09/12/2021	Selenia Marinelli	Pre-final version for FVA revision
4.0	13/12/2021	Susanna Albertini	Pre-final version for partner's comments
4.0	17/12/2021	Partners	Final version

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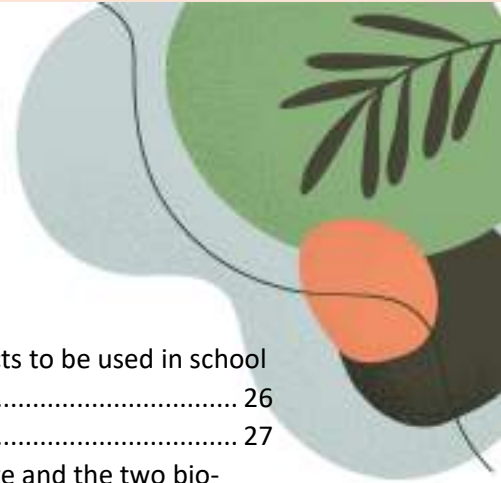
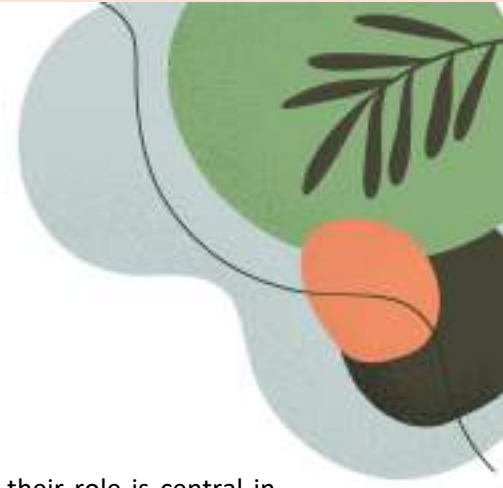


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1. Executive summary

Since social media is becoming a real part of people's everyday lives, their role is central in Transition2Bio, as they enable direct access to thousands of people every day.

Social media engagement is a central part of the Transition2Bio strategy to raise awareness on bioeconomy at large and the related environmental and socio-economic impacts for European citizens, contributing to the transition towards a more sustainable production, consumption and lifestyle, by organizing a wide range of awareness and public engagement activities

Transition2Bio adopted a connected strategy on different social networks (Instagram, Facebook, Twitter and LinkedIn), disseminating content on all channels, using different contents and styles, allowing to communicate simultaneously with users through a common thread and reach the different project's target stakeholders.

This document presents the Transition2Bio approach for social media engagement and animation. This includes the objectives and strategies for the social media activity in Transition2Bio, the activities in the social media (analysis and overview of social media channels) and the social media animation. The document reports also the material developed to support the social media activities, namely: Educational cards, Infographic cards, Hands-on experiments cards, Videos, various promotional material to support events and activities and the Transition2Bio book for kids "What's Bioeconomy?".

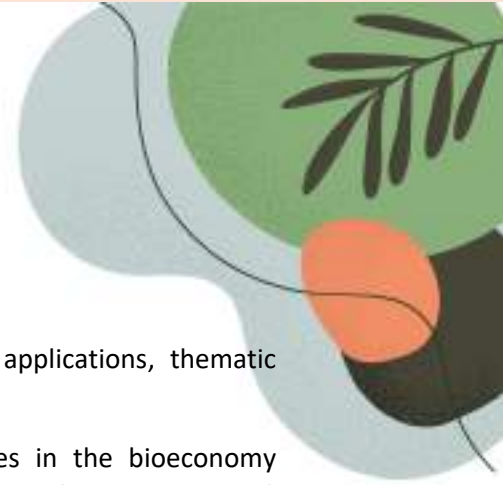
This report also provides some conclusions and next steps regarding future social media planning to promote the successful transition towards a more sustainable consumption, production and lifestyle.

2. Introduction

This deliverable is the first report of Transition2Bio social media awareness and public engagement strategy. The activities reported aimed to engage different target groups in the bio-based economy as well as to increase knowledge-sharing and collaboration between stakeholders, maximising the usage of the social media as tool to reach a large public and to facilitate the dialogue and mobilisation among the different target audiences.

After a brief introduction, Chapter 3 describes objectives and strategies for the social media activity in Transition2Bio, while Chapter 4 resumed social media channels plan to reach the different audiences and to maximise the impact of events.

Transition2Bio activity in the social media and Social media animation are extensively described in chapters 5 and 6. Specifically, chapter 6 gives an overview of the contents shared to animate social media (Educational cards based on "What's Bioeconomy?" book for kids, hands-on experiments cards, infographic cards based on the BioArt Gallery, promotion of



bioeconomy relevant events, promotion of research and industrial applications, thematic campaigns to engage followers and collaboration with influencers).

Several videos, telling inspirational stories of people and companies in the bioeconomy domain, as well as videos of events, webinars and thematic promo videos (reels and stories) have been produced to attract new followers and animate the social media channels and are described in chapter 7.

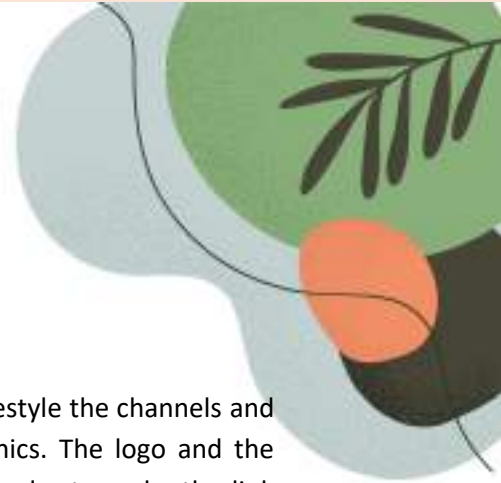
Finally, chapter 8 provides some conclusions and next steps regarding future social media planning.

2.1 From BIOVOICES to Transition2Bio

With the aim to valorise the successful experience of BIOVOICES project (a total of nearly 6.500 posts have been published from April 2018 to April 2021, with an average of 2,4 posts per day and a reach of around 5.000 persons every week), it was decided to keep the @biovoices social media profile under Transition2Bio. Up to January 2020 (when Transition2Bio proposal was submitted) BIOVOICES reached around 3.200 followers and when the project was concluded in April 2021, with around 7200 followers, therefore the usage of the @biovoices channels, powered by Transition2Bio, seemed to be the most suitable sustainability pathway.

This was possible because the consortia of the two projects have many partners in common, including the coordinator, the responsible for social media channels and the responsible for communication and dissemination, and because both projects have a strong focus on raising awareness and promoting the bio-based products and the bioeconomy.

Since Transition2Bio and BIOVOICES had a common period (from January 2021 to April 2021) it was decided to transfer this activity from BIOVOICES to Transition2Bio after the BIOVOICES conclusion. For this reason, only the activities related to the @BIOVOICES social media channels from May are claimed and reported under Transition2Bio, the activities from January to April are reported under BIOVOICES project. This means that the real timeframe of this report is 8 months.



2.1.1 New layout

To support this transition of social media platforms, it was decided to restyle the channels and change the layouts and the colours according to Transition2Bio graphics. The logo and the cover contain the slogan “BIOVOICES powered by Transition2Bio”, in order to make the link between the two projects clearer.



Figure 1: New logo for the social media channels



Figure 2: New cover for the social media channels



3. Objectives and strategies for the social media activity in Transition2Bio

As reported in the context of the deliverable D2.1 Plan for awareness and public engagement activities, delivered in month 6 (June 2021), and specifically in chapter 8 “Action plan for the Social media awareness and public engagement activities”, Transition2Bio adopts a connected strategy on different social networks (Instagram, Facebook, Twitter, LinkedIn and YouTube), disseminating content on all channels, using different contents and styles, allowing to communicate simultaneously with users through a common thread and reach the different project’s target stakeholders.

The purposes of the activities that are carried out on the social media channels cover 3 macro-areas:

Communication	<ul style="list-style-type: none"> • Raising awareness of the bioeconomy and bio-based products • Exploiting communication tools and activities developed by EU-funded bioeconomy projects and other relevant initiatives in the form of Actionable Knowledge for the stakeholders.
Education	<ul style="list-style-type: none"> • Identifying educational and training needs • Developing engaging and educational activities which will contribute to the transition towards a more sustainable production, consumption and lifestyles • Supporting the communication and stakeholder engagement capacities of Member States and Regions
Support	<ul style="list-style-type: none"> • Strengthening the activities of the European Bioeconomy Network, an alliance of projects and initiatives promoting the bioeconomy • Stimulating the Mobilisation and Mutual Learning of Member States and Regions to boost the deployment of their national and regional bioeconomy strategies

Table 1: Macro-areas of social media activities



4. Social media channels plan to reach the different audiences

As environmental issues are becoming more prevalent and frequently acknowledged, social media are playing an important role in sharing suitable solutions to sustainability challenges, to which bio-based products can respond.

Thanks to the appropriate leverage and involvement of multipliers, influencers and thematic groups, as well as a constant monitoring of the megatrends to identify the correct messages and arguments to be adopted, this activity is planned to increase the impact and effectiveness of the Transition2Bio awareness and public engagement activities.

The Transition2Bio social media channels implement a daily activity by:

- Constantly publishing information about bio-based products in everyday life and their characteristics.
- Use a gamified approach to collect consumers' perceptions, requirements and ideas
- Use a series of Promo media to engage the participants (mini-videos, infographics, questionnaires)
- Publish information about ongoing activities and live events the project is organizing
- Involving sustainability influences to increase the impact of the Transition2Bio activities.

4.1 Key of social media success

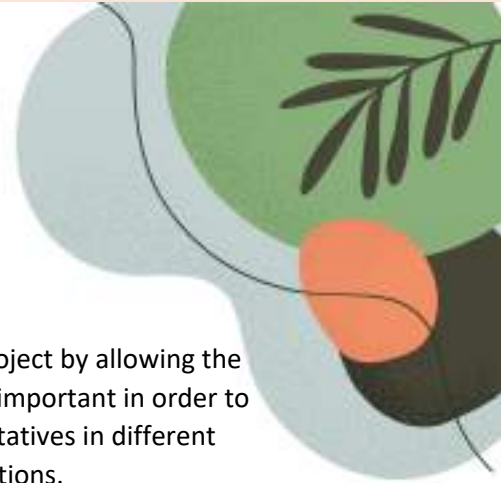
Transition2Bio defined a social media strategy choosing which channels and when to publish project results, news or information content, being in this way consistent, but tailored to the audience across all communication channels.

The **Facebook** page reaches different generations and is highly focused on the large public and adult audience.

The **Instagram** page is a key platform for the project to reach younger generations as well as producers, business activities, designers and brands.

The **Twitter** page is a useful tool to communicate with highly educated individuals and it the channel where it is possible to reach the largest number of European projects, organizations and institutional bodies.

The **LinkedIn** is the professional social media site where experts share contents, network with other users, and build their personal profile. Therefore, it is used to support connections and collaborations between Transition2Bio and many experts from academia, companies and B2B industries.



Finally, the **YouTube** channel contributed to a huge promotion of the project by allowing the sharing of its contents on all other social channels. This was particularly important in order to disseminate info-training activities delivered by Transition2Bio representatives in different contexts with webinars and online meeting, due to the pandemic restrictions.



Figure 3: Overview of various contents shared on Transition2Bio social media channels

4.2 Maximise the impact of events

The social media have been used intensively to promote activities before, during and after the events organized by the project. This activity was very effective in raising the interest and increase in one hand the participation, and in another hand the promotion and communication of the outputs, in form of insights and Actionable Knowledge. This helped maximising the impact of Transition2Bio speeches, events and exhibitions (e.g. EU Researchers' Night, Maker Faire, the Mobilisation and Mutual Learning workshop and training activities for teachers and kids), but at the same time increased also the impact of the events promoted by the European Bioeconomy Network.

In fact, the social media activities connected to events stimulated the debate on specific topics of discussion. This was also achieved by promoting events and activities organized by other projects and initiatives, with particular focus on the ones promoted by the European Commission, BBI JU, JRC KCB and the European Bioeconomy Network partners (see deliverable D4.1), mainly focused on bioeconomy promotional activities.

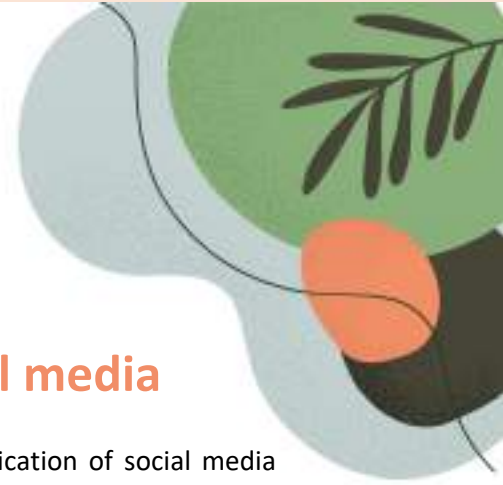


A very effective practice that Transition2Bio implemented successfully was the “Live-tweeting during events” to highlight and disseminate the key points and relevant messages emerging from the discussion.

Live-tweeting provides engaging, concise content for people who couldn't attend an event, either in real time or later by searching for the conference hashtag to catch up on the key moments and discussions.



Figure 4: Live tweets during "Promote education, training and skills across the bioeconomy" workshop



5. Transition2Bio activity in the social media

The COVID-19 emergency (from March 2020) led to a more intensification of social media activities: @BIOVOICES channels published an average of 3 posts per day, launching several successful campaigns, like #bioeconomyathome.

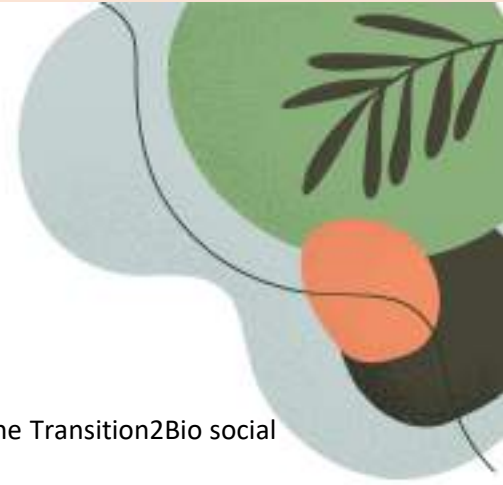
When the pandemic came to a temporary halt during the 2021 spring and summer period, a normal resumption of work and production activities was observed and also a decrease of social media usage. Therefore, the amount of Transition2Bio interactions was restored to the normal updating daily rates as soon as the project inherited @BIOVOICES social media channels from May 2021.

At the end of BIOVOICES project, in April 2021, the social media channels counted 7210 followers: with the constant updates, Transition2Bio already reached more than **1508 new people** during the last few months, for a total amount of **8718 followers¹**.



Figure 5: Overview of Transition2Bio social media followers

¹ Number updated at 13/12/2021.



The following paragraphs and tables offer a more specific overview of the Transition2Bio social media activity per each channel.

5.1 Facebook

Facebook is a widely used channel for the project and the account reached more than 2.300 followers.

Followers	2.372
Link	www.facebook.com/biovoices/
Objective	Launched in May 2019, this channel publishes around 3 posts per week about a bio-based product in everyday life, with the aim of raising consumer awareness and knowledge.

Table 2: Facebook page with data and objective

Thanks to the promotional campaign of several posts regarding, for instance, the “What’s bioeconomy?” online version of the book for kids, together with examples of feedstocks used in bioeconomy sectors and bio-based products applications, Transition2Bio was able to reach a larger audience, compared to the actual followers, for a total amount of 39.507 people. People interacting with the promoted posts were regularly invited to like the page in order to boost its followers.

The same strategy was applied also for Transition2Bio Instagram activities.

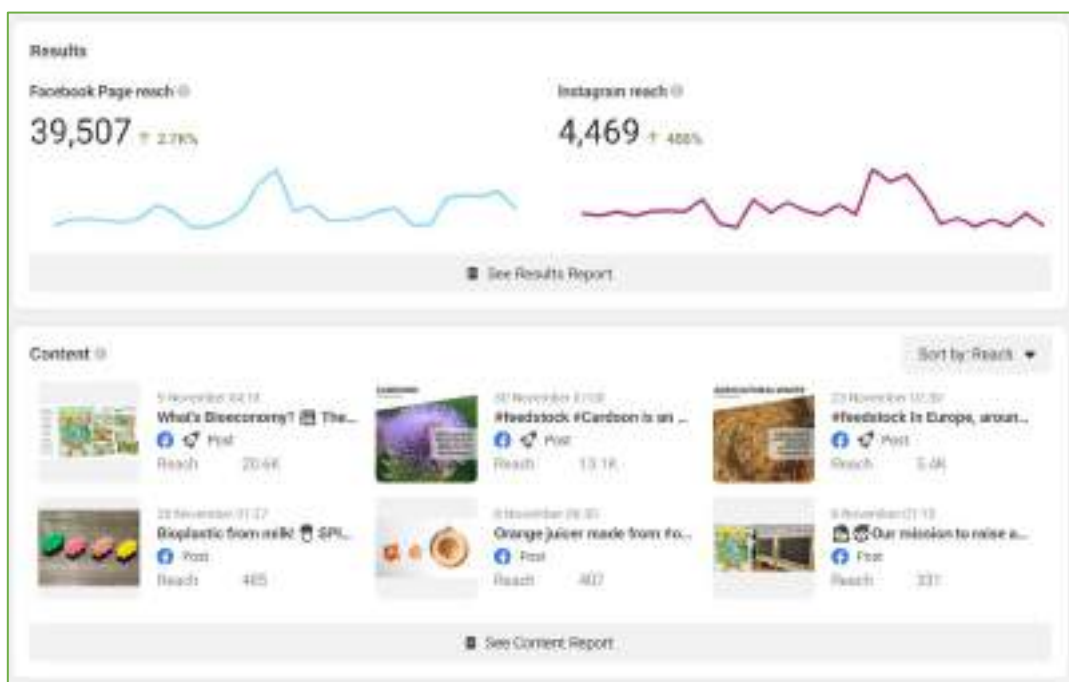
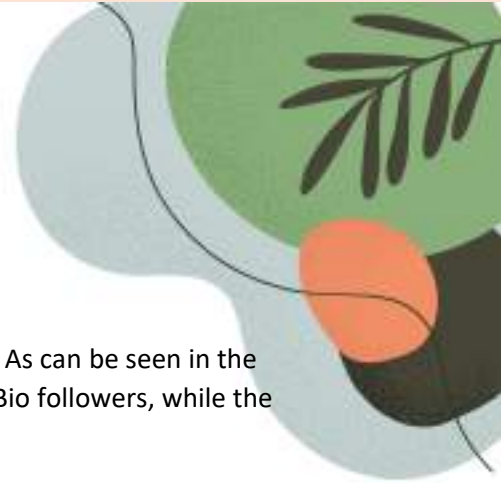


Figure 6: Facebook and Instagram audience and overview of the contents



As several studies reveal, sustainability is of greatest interest to women. As can be seen in the image below, there is in fact a prevalence of women among Transition2Bio followers, while the prevailing age group is between 25 and 55 years.



Figure 7: Number of Transition2Bio followers, grouped by age and gender

The geographical origin of Transition2Bio Facebook audience is homogeneously distributed among the partners countries with Italy in first place, taking into consideration that three partners are from this country and Italy is a more mature country, compared to others, with regards to bioeconomy.

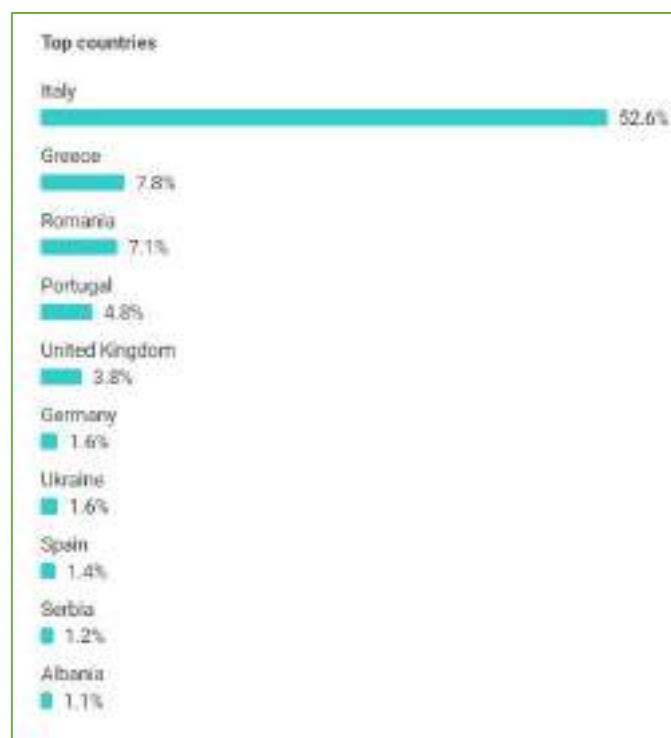
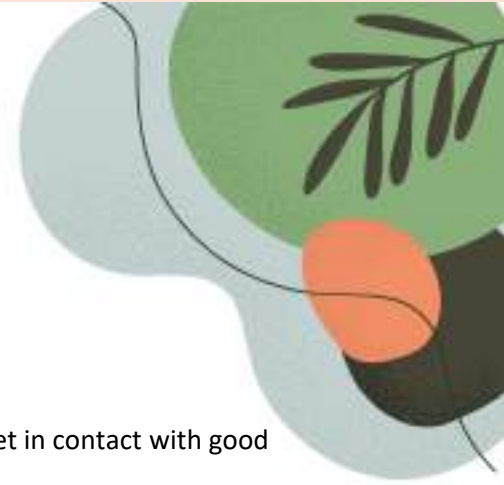


Figure 8: Distribution of Facebook followers by country



5.2 Instagram

Instagram is a powerful channel to reach young audiences and also to get in contact with good contents and people to be used in Social media activities.

Followers	1.646
Link	https://www.instagram.com/biovoices/
Objective	This channel is used to inform about bio-based products, relevant articles and news as well as events and bio-based research results.

Table 3: Instagram page with data and objective

In the last year the arrangement of the posts was changed by creating a central column with a graphic element: educational or thematic cards stemming from the book and from the hands-on lab for kids promoted by Transition2Bio in order to engage children with practical activities.

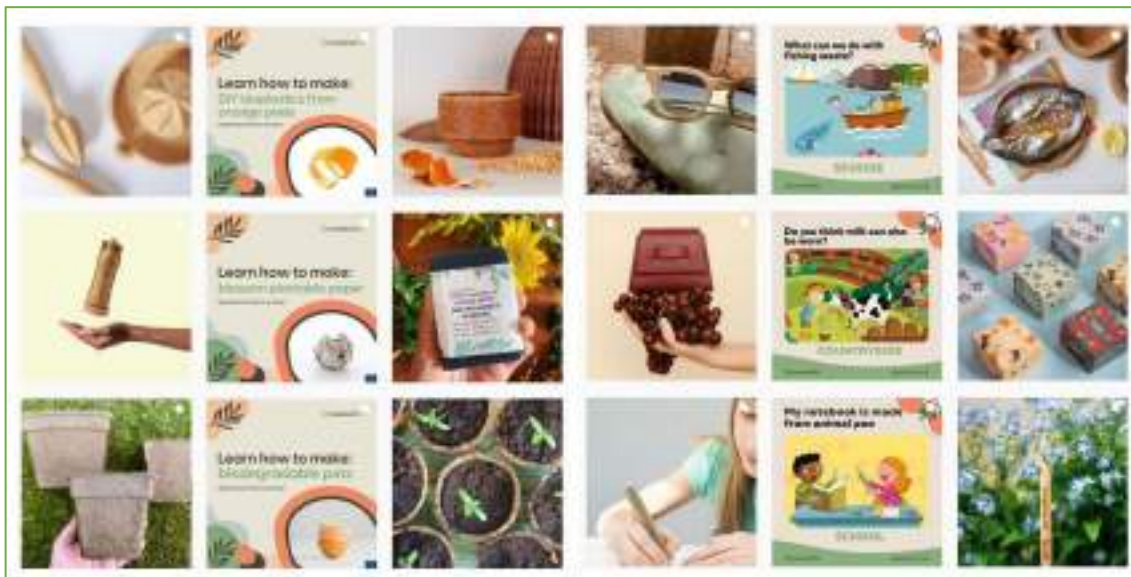


Figure 9: Instagram layout with a central column collecting contents from the book for kids and hands-on activities

The Instagram page was recently changed in its layout by adding infographics cards related to the BioArt gallery realized by BIOVOICES and showcasing feedstocks and their related bioeconomy applications in everyday life. This usage of a graphic element organizing the contents made the profile more visually attractive.

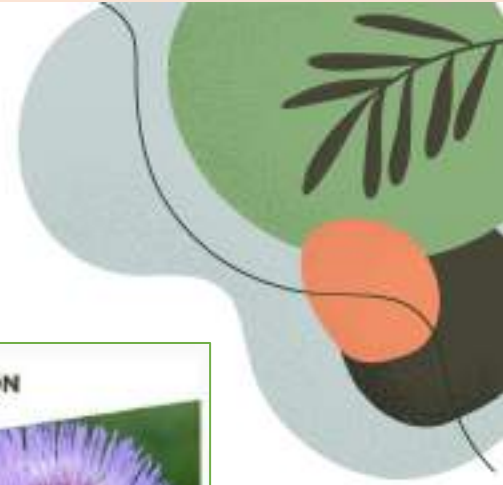


Figure 10: New Instagram layout with a lateral column organizing the contents stemming from the BioArt gallery

“Stories” (which usually have a duration of 24 hours) were also extensively used to create a repository with contents that can be collected and reviewed later.

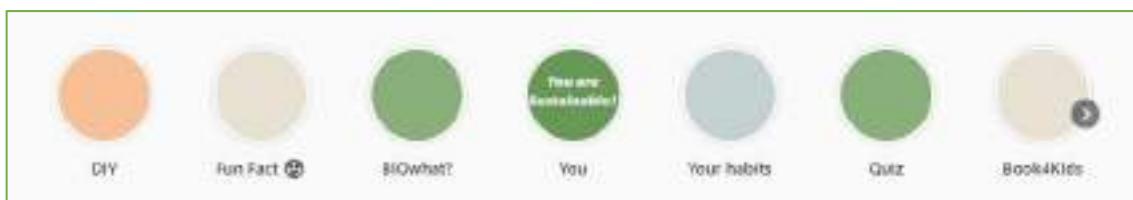


Figure 11: Instagram highlights

Below is an example of the performance of the last 30 days. Also in this case, we can see a prevalence of women among Instagram followers of the page. The age group between 25 and 34 is the one that most populates the channel.

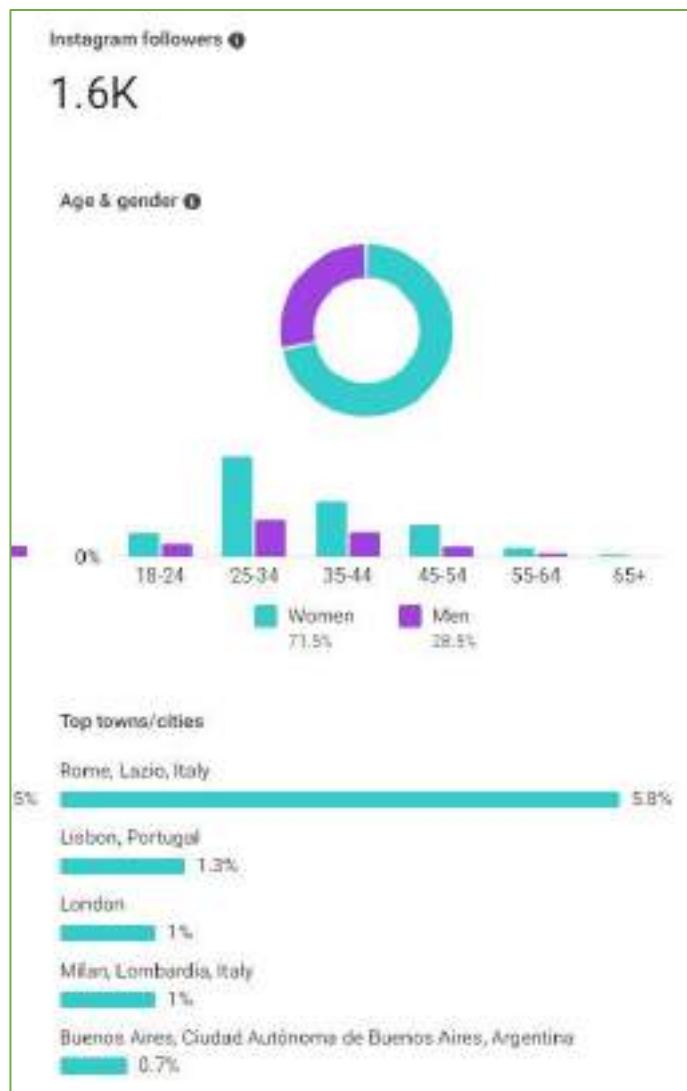


Figure 12: Instagram analysis of followers grouped per countries, age and gender

Moreover, during the last month of activities, Instagram page reached a total of 4.469 accounts, meaning an increment of +425% of engagement compared to the previous month, thanks to ads and promotions of several contents. This also helped the page to reach 3.948 accounts who were not following yet Transition2Bio but were targeted as potential audience interested in the project’s activities.



Figure 13: Instagram analysis of the number of followers

5.3 Twitter

Twitter is certainly the channel where it is possible to reach the largest number of European projects, organizations and institutional bodies and to create a much more solid network for the promotion of the bioeconomy also among these stakeholders.

Followers	3.346
Link	https://twitter.com/biovoices
Objective	This channel is used to promote contents, news and events, scientific results and attract users to the Transition2Bio activities.

Table 4: Twitter page with data and objective

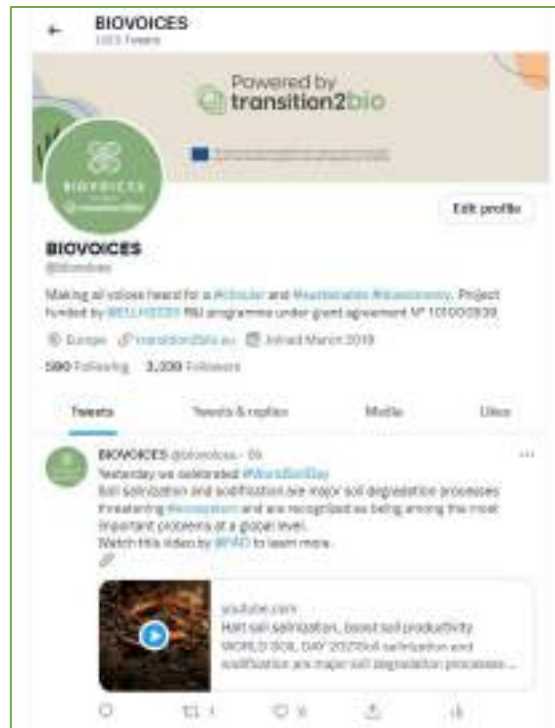
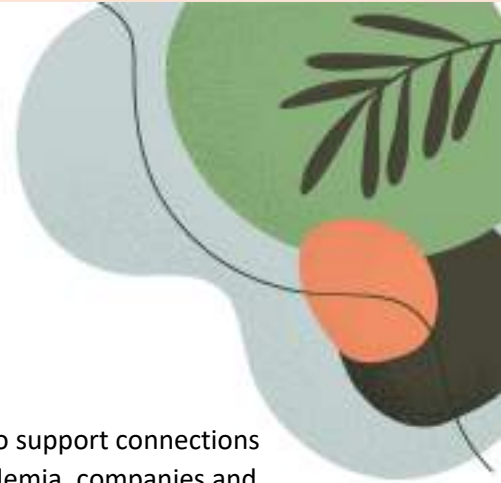


Figure 14: Example of tweet

As we can see from the images below, during the last two months we have reached more than 17,500 impressions with a total of 59 Tweets between October and November 2021.

OCT 2021 SUMMARY		NOV 2021 SUMMARY	
Tweets	Tweet impressions	Tweets	Tweet impressions
33	9,382	26	8,131
Profile visits	Mentions	Profile visits	Mentions
1,528	23	1,589	13
New followers		New followers	
21		26	

Figure 15: Monthly Twitter impressions



5.4 LinkedIn

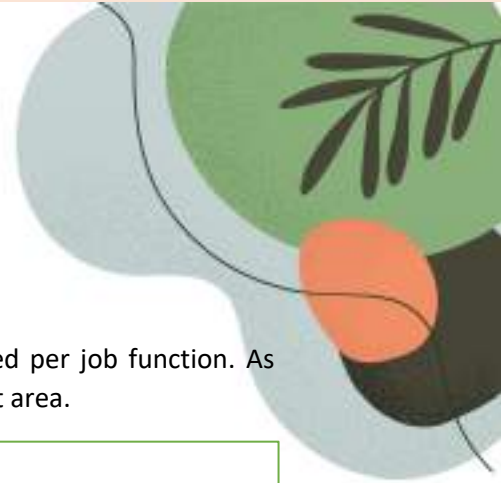
LinkedIn has also reached a great success in the last year and it is used to support connections and collaborations between Transition2BIO and many experts from academia, companies and B2B industries.

Followers	1.210
Link	www.linkedin.com/company/biovoices
Objective	This channel is used to promote contents, news and events, scientific results and attract users to the Transition2Bio activities.

Table 5: LinkedIn page with data and objective



Figure 16: LinkedIn post in the context of the Workshop co-organized by EuBioNet/Transition2Bio representatives



In the following image some LinkedIn followers' demographics grouped per job function. As you can see, the majority of followers work in the business development area.

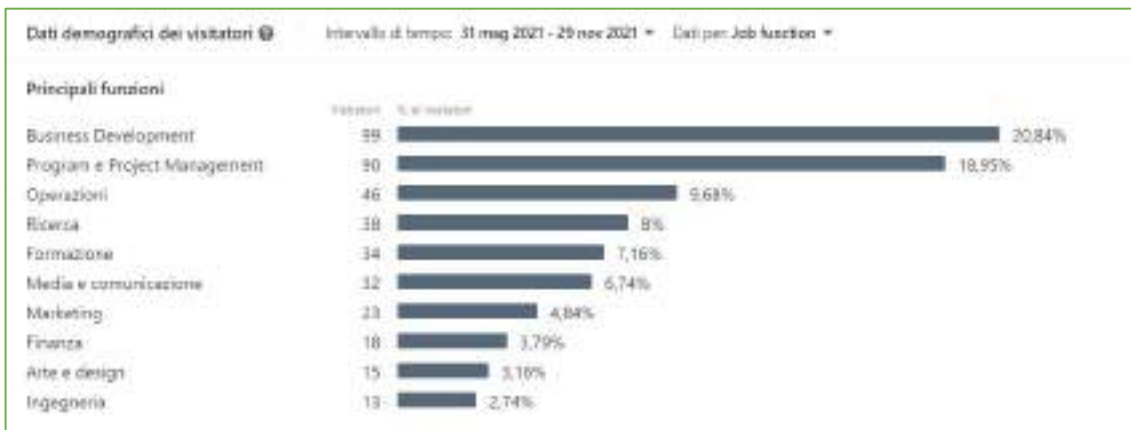


Figure 17: LinkedIn analysis

5.5 YouTube

The YouTube channel has also grown considerably thanks to the increase in activities that will be detailed in the next chapter 7. Currently, Transition2Bio YouTube channel counts 144 subscribers, more than 45 videos uploaded and 4.764 views.

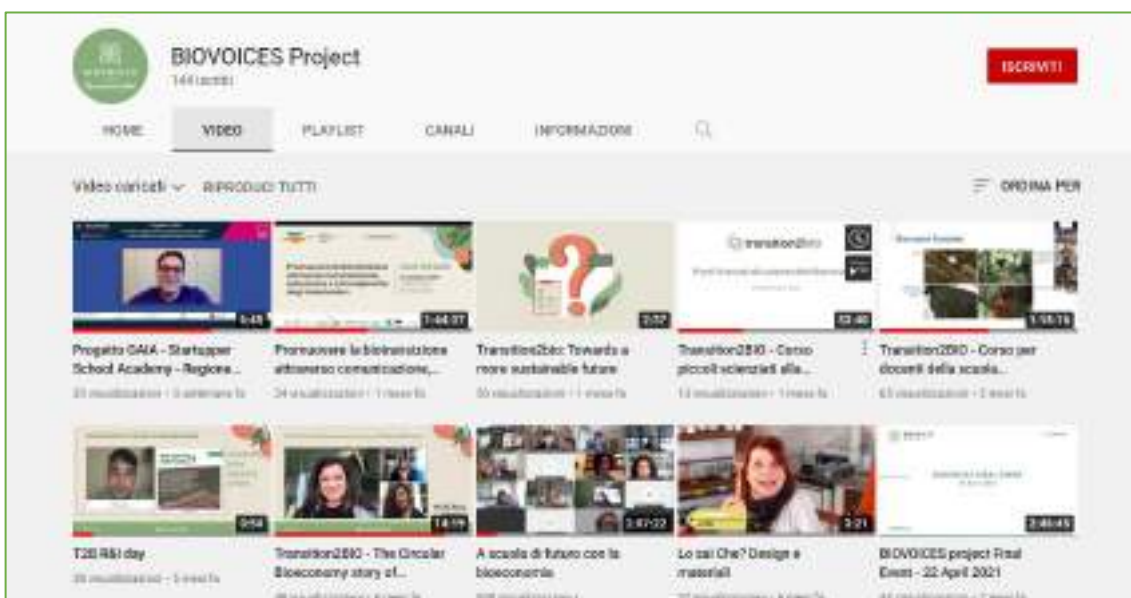


Figure 18: YouTube layout



6. Social media animation

Transition2Bio is continuously looking for new ways of engaging more effectively with social media users, keeping a constant eye on broadly engaging all stakeholders, by daily posting interesting contents (i.e. innovative bio-based products for attracting both business and general public or innovative research findings to liaise with research), experimenting creative tools and solutions, sending out questions, tagging relevant actors (policy makers and influencers, further explained in the next paragraphs), promoting other projects results or highlighting good practices and inspirational case studies.

The next paragraphs present the most relevant campaigns launched from May 2021. It should be noted that the Transition2Bio social media channel work in parallel with the other Transition2Bio activities, by driving the attention of the public to the most relevant project's activities. Therefore, the social media activities planning is always agreed and shared with the partners responsible for the other activities in order to maximise these activities' impact.

6.1 Educational cards based on “What’s Bioeconomy?” book for kids

The book “What’s bioeconomy?” is the first book ever written for kids from 5 to 9 years, their families and teachers, on the sustainable and circular bioeconomy, promoting scientific contents in an easy and comprehensive way. It was realized by BIOVOICES and distributed by Transition2Bio, as a practical tool for the T2.2 activities, namely “awareness and engagement of young people” (for a wider explanation of the book and its usage, see deliverable D2.4).

All social media channels hosted a promotional campaign to present the book to the public with educational cards in order to explain its objectives and structure.

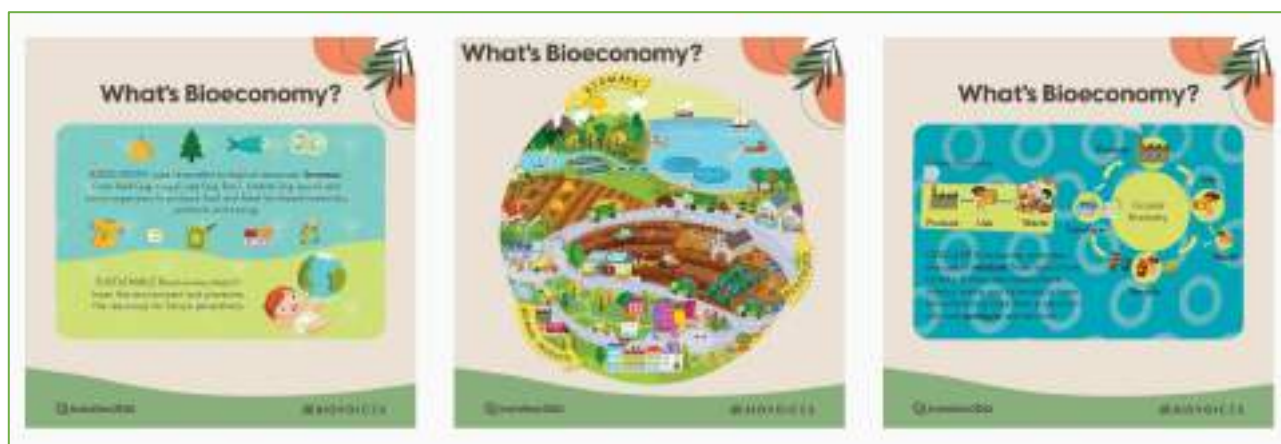
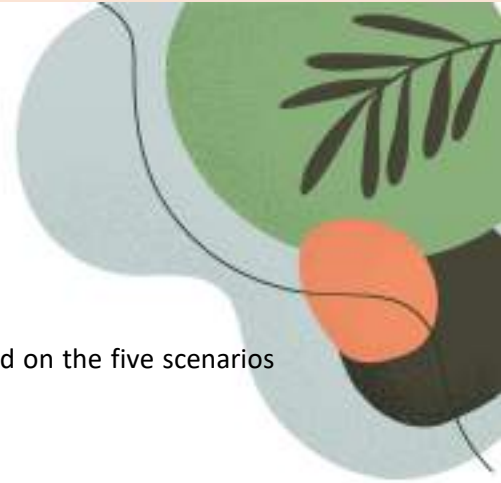


Figure 19: Examples of infocards based on the book

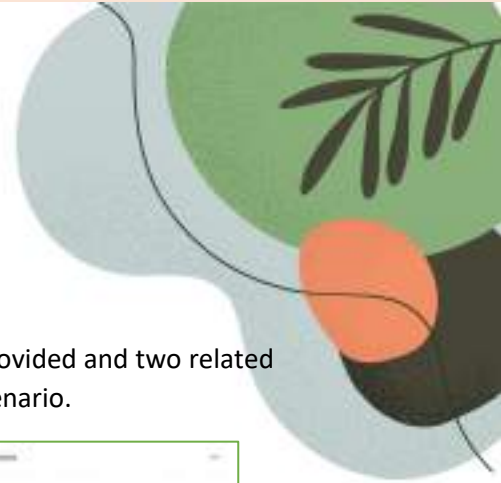


Transition2Bio launched also a series of educational graphic cards based on the five scenarios in which the book is organized:

- House
- School
- Countryside
- Seaside
- City - Park – Supermarket



Figure 20: Examples of educational cards based on the book's different scenarios



Per each educational card a small description about bioeconomy was provided and two related images were used to highlight bio-based products to be used in each scenario.



Figure 21: Example of social media post with small description per each educational card

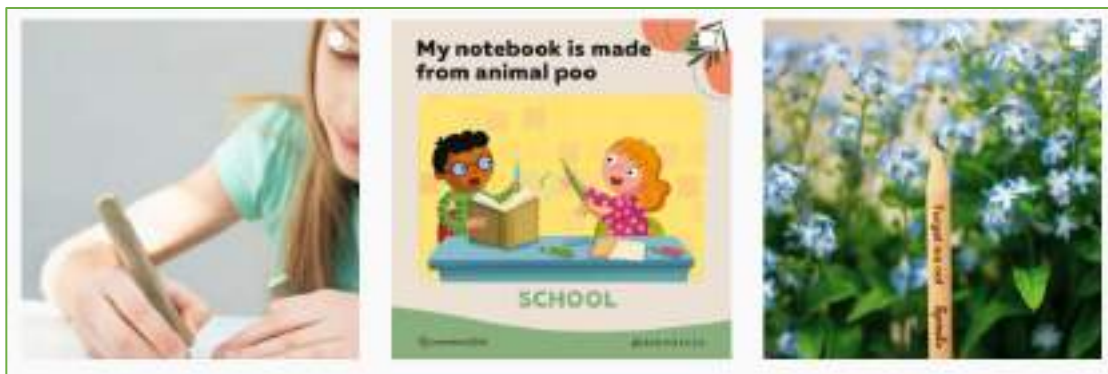


Figure 22: Example of related images used to highlight bio-based products to be used in school

6.2 Hands-on experiments cards

As part of Transition2Bio educational package, hands-on labs are delivered during events (see deliverable D2.2) and training courses for kids and teachers (see deliverable D2.4), in order to raise awareness and facilitate the understanding of bioeconomy through practical examples.

Since these experiments are important as a tool to inform and educate the audience about bioeconomy and bio-based products, a series of social media posts were dedicated to disseminate these experiential activities, with detailed instructions about how to replicate the experiments at home or at school.

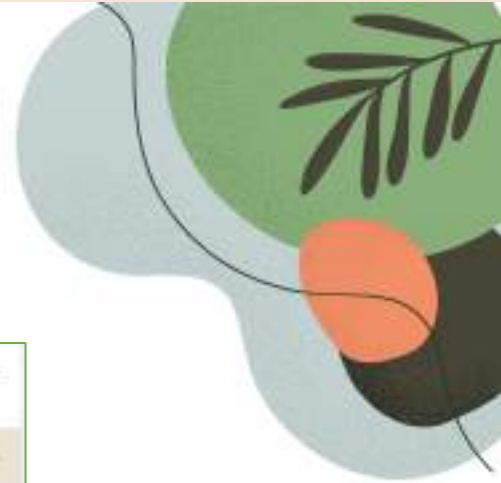


Figure 23: Example of social media post with hands-on leaflets

Also in this case, per each hands-on experiments leaflet, two related contents were used to showcase bio-based products as a practical application in different bioeconomy sectors.

The idea is to raise awareness and take the experiments as starting points to present some practical examples of bio-based products in everyday's life applications.



Figure 24: Overview of the layout with the hands-on leaflets at the centre and the two bio-based related applications

6.3 Infographic cards based on the BioArt Gallery

The BioArt Gallery was developed by BIOVOICES project and showcase feedstocks and their related bioeconomy applications in everyday life.

Its effectiveness as tool for showcasing to the public some examples of bio-based products and applications currently available in the market was proven in different large-scale events and contexts (see deliverables D2.2 and D2.4). To maximise the exploitation of these valuable contents, a new social media plan has been recently initiated, in order to share infographic cards based on the contents extracted from the BioArt Gallery.

Comparing to the previous educational cards, these ones provide a more technical and detailed description of each feedstock and main application fields and they display a teaser of the contents, in order to be visually appealing.

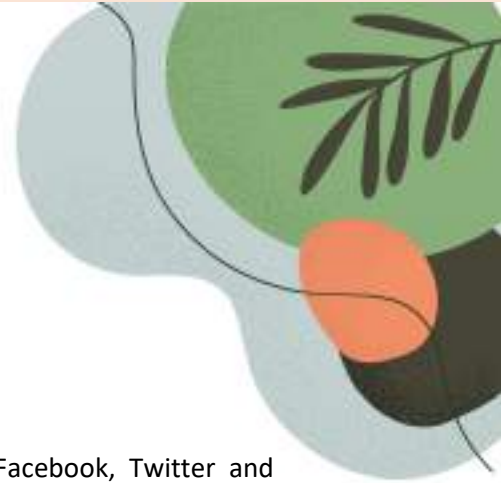


Figure 25: Example of social media post with feedstock

Finally, in order to have a captivating layout, a frame incorporating the dominant colours of the feedstock was used as a graphic strategy to visually link the bio-based products with their related feedstock.



Figure 26: Graphic strategy to visually link the bio-based products with their related feedstock



6.4 Promotion of bioeconomy relevant events

@BIOVOICES social media (powered by Transition2Bio), specifically Facebook, Twitter and LinkedIn pages, represent an extensive repository of the most relevant news and events related to bioeconomy, as we constantly receive direct requests from European funded projects to promote events or workshops in this domain.



Figure 27: News published after the direct request to promote the event

This is also possible thanks to the joint activity with the European Bioeconomy Network (for a wider explanation about EuBioNet animation activities see deliverable D4.1) which has been recognized by the whole bioeconomy community as a reference point to disseminate on future activities and increase the impact of events.



Figure 28: News published from the EuBioNet platform

Regarding the specific role of social media channels in maximising Transition2Bio activities and events, apart from the regular posts, we recently implemented the good practice to advertise events using the template “Facebook events” on the @biovoices page, in order to alert all the followers when project partners are directly involved in different initiatives, providing the link for the live streaming if the event is held online.

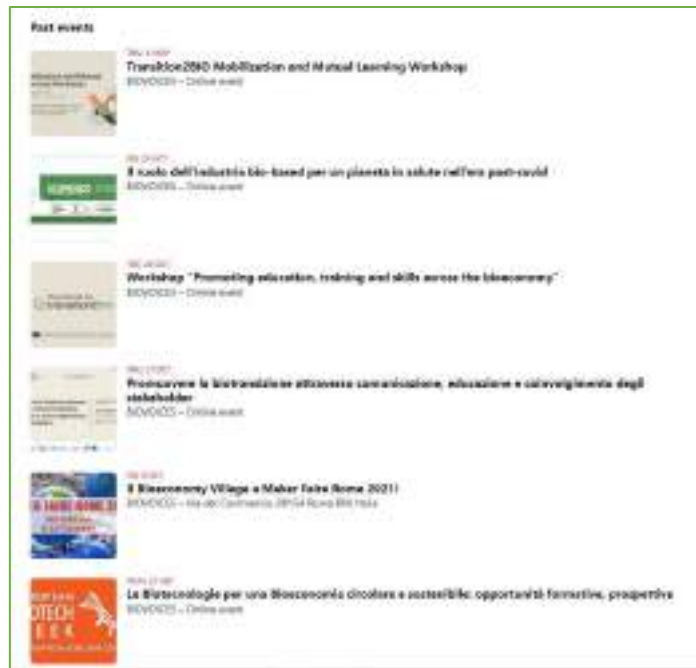


Figure 29: Example of Facebook events added in Transition2Bio page

6.5 Promotion of research and industrial applications

@BIOVOICES social media (powered by Transition2Bio) are also a point of reference to inform and educate on sustainable consumption, production and lifestyle through news, curiosities and information about recent research achievements and new industrial applications of bioeconomy.

Sharing these inspirational stories is very effective to engage and inform the large public and drive behavioural changes. Also thanks to the collaboration with relevant media partners like BioMarketInsights (also member of the EuBioNet) Transition2Bio channels are constantly providing interesting contents.



Figure 30: News from BioMarketInsights



6.6 Thematic campaigns to engage followers

To promote an active engagement of followers, @BIOVOICES implemented thematic campaigns by asking the audience to directly interact with our social media channels, in order to raise awareness about bioeconomy and bio-based products and to also collaborate to the dissemination of the project's activities and outcomes (in particular, the book for kids, published by BIOVOICES and distributed by Transition2Bio).

Specifically, the following campaigns have been launched:

- **Promotion of “What’s Bioeconomy?” book**

Promotional posts were shared in the social media to inform about the book publication, inviting teachers to request copies. The posts shared also included some contents using the look&feel of the book and with the purpose to raise curiosity and interest among followers.



Figure 31: Example of social media posts for the book promotion

- **Tag @biovoices during live events**

Since large-scale events and exhibitions are a good way to increase the impact and maximise the diffusion of Transition2Bio activities and book for kids, in the context of different initiatives and fairs (e.g. European Researchers’ Night and Maker Faire), we challenged the audience to take pictures with the book or in the context of the Bioeconomy Village with our bio-based



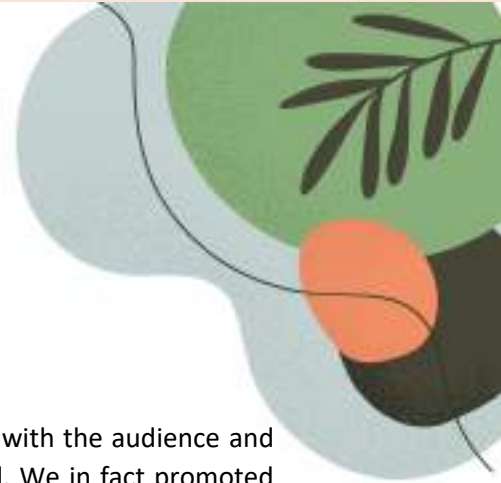
products booth, and to tag @biovoices on Twitter posts or Instagram stories, in order to be reposted on our social media channels. This helped to attract new followers and to also stimulate the audience to become testimonials of Transition2Bio activities.



Figure 32: Examples of retweets



Figure 33: Examples of Instagram stories



- **Bio-based products giveaway**

Another strategy adopted in order to increase the interactions with the audience and to stimulate to follow our pages, was the giveaway of bio-based. We in fact promoted @biovoce social channels during different live events, mainly held in Italy, and then extracted randomly the winners of our contest among the new followers.

After the extraction, we contacted the users and we shipped a “bioeconomy package” including bio-based gadgets and stickers. Also in this case, in order to disseminate the results of our campaign, we asked winners to make a post and to tag our social media channels.

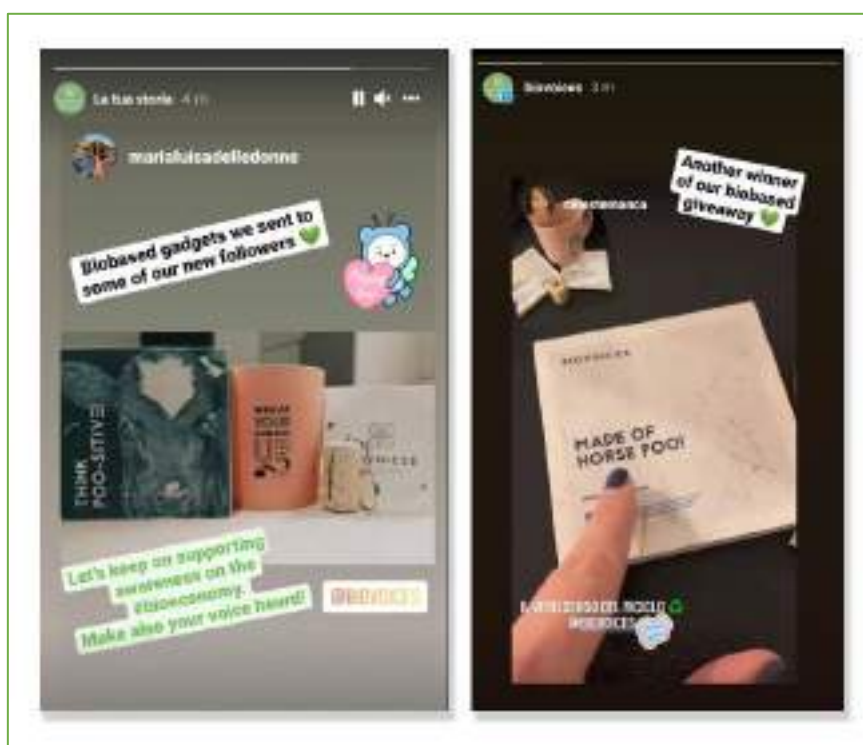
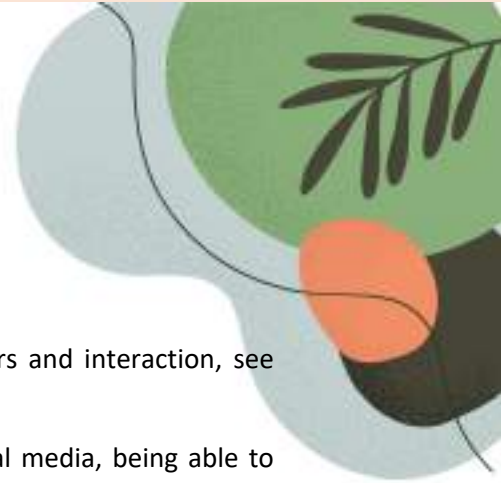


Figure 34: Examples of Instagram stories based on the giveaway campaign

- **Promotion of the online version of the book**

On September 2021, the online and interactive version² of “What’s Bioeconomy?” book was released and made available in 11 languages. The version was developed in HTML5 to be accessed with any modern HTML5 compatible browser and with any type of device (desktop computer, laptop, tablets and smartphones) and the navigation tries to mirror the physical version and to engage kids in a playful way, promoting the knowledge and adoption of bio-

² <https://bb4k.fvaweb.eu>



based solutions and products (for more statistics about unique visitors and interaction, see D2.4).

Several promotional campaigns were launched on Transition2Bio social media, being able to reach more than **25.000 people** for a total amount of more than 700 engagements.



BIOVOICES
Published by Selenia Marinelli · 9 November · 🌐

What's Bioeconomy?
📖 The book for kids goes online in an interactive and challenging version available in 11 languages.
Designed for 5-8 years kids, their parents, grandparents, teachers and other adults to inform about the bioeconomy and circular concepts.
The book promotes the knowledge and adoption of bio-based solutions and products in an easy and comprehensive way, raising awareness of sustainable production, consumption and lifestyles through education.
<https://bb4k.traweb.eu/>

Deutsch
Nederlands
Eestlane
English
Español
Ελληνικά
Italiano
Magyar
Português
Română
Slovenský

What's Bioeconomy?

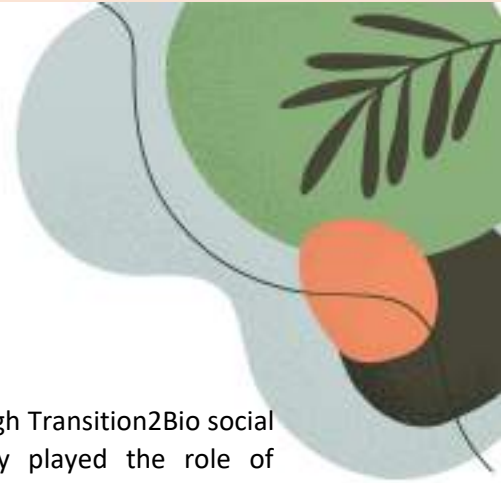
20,622
People reached

551
Engagements

↑ + 5.9x higher
Distribution score

[Boost again](#)

Figure 35: One of the promotional campaigns to promote the online version of the book



- **Ambassadors and testimonials**

In order to maximise the diffusion of the book, we also re-shared through Transition2Bio social media channels posts from different followers who spontaneously played the role of ambassadors and testimonials by promoting the adoption of the book in educational curricula. This was important also to highlight the enthusiastic reception of the book through all the social media posts that mentioned it.



Figure 36: Different posts about the book from ambassadors and testimonials

6.7 Collaboration with influencers

Since training for primary school teachers and students represents one of the main educational activities of Transition2Bio, a collaboration with a teacher influencer was recently consolidated. The teacher manages a Facebook group³ followed by 27.000 teachers in Italy and in her blog⁴ she shares several contents related to sustainability, quoting the Transition2Bio as a reference point in order to be informed and educated about the bioeconomy.

This represented an important achievement since one of the targets declared in the Grant Agreement is the involvement of sustainability influencers to increase the impact of the Transition2Bio activities.

³ <https://www.facebook.com/groups/745689942164190/posts/3950305915035894k>

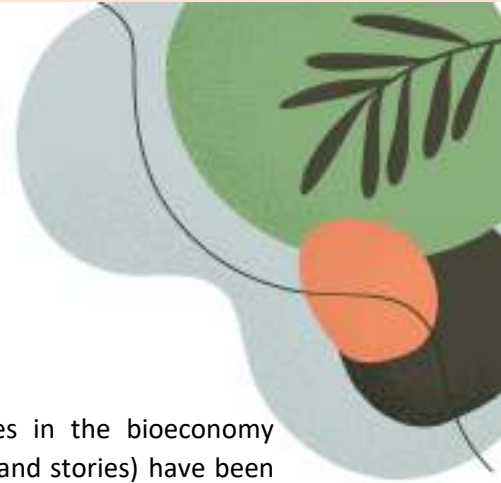
⁴ <http://spicchidilimone.blogspot.com/>



Figure 37: Screenshot from the blog

The following chapter describes how Transition2Bio is experimenting new forms of collaboration with influencers, involving them as ambassadors/testimonials in co-produced activities.

Additional activities with influencers, including young influencers, are planned for 2022.



7. Videos

Several videos, telling inspirational stories of people and companies in the bioeconomy domain, as well as videos of events and thematic promo videos (reels and stories) have been produced to attract and animate the social media channels. One of these video campaigns was gave the chance to experiment awareness and communication activities targeting mature adults and engaging famous testimonials.

Moreover, since with COVID-19 pandemic many events and training courses were delivered online, video-recordings of the webinars contributed to create a YouTube repository with contents that can be watched later. This was also important to increase the impact of Transition2Bio activities and results and to share the contents also with those who were unable to attend the events live.

Videos are recognized as a good way to communicate in the social media, since they pop-up from the mass of contents by raising attention, are typically collecting more interactions and they can convey important messages in short time.

Transition2Bio is experimenting several format of videos, with different objectives, as described in the following paragraphs.

7.1 Video shorts “Lo sai che? (Do you know that)?” with famous testimonials

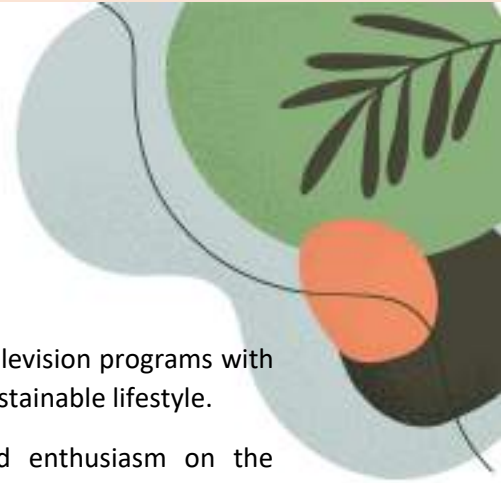
During the last months of BIOVOICES, using the budget saved from the travels that didn't took place due to COVID-19, the project decided to experiment awareness and communication activities targeting mature adults (50+).

Due to problems linked to the video production during the pandemics (it was not possible to travel among regions) the first video shorts have been released in the first week of May, as part of the @biovoices social media activities powered by Transition2Bio. Therefore, the impact and lessons learnt of this activity was not reported in BIOVOICES.

The mature target audience is not easy to be involved and they are very resistant to attitudinal and behavioural change. A good way to reach this target audience is through the involvement of famous people (testimonials) they already trust and follow.

Based on these considerations, the Italian partners FVA and APRE initiated a discussion with two famous television presenters in Italy, Syusy Blady and Patrizio Roversi, to explore the feasibility of a collaboration. This exchange of ideas lead to the co-production of a series of 10 video shorts “Do you know that?”

Syusy Blady and Patrizio Roversi are famous in Italian television, as well as social media, especially for their passions for travels, with a special eye on slow travel. They have extensive interconnected communities of followers in the social media, with a total reach of 740.000 followers. Their style is informal, humoristic, easy-to-be-understood but evidence-based.



They have their own production company and they produce national television programs with a focus on slow travels, environmental friendly topics and low impact sustainable lifestyle.

From the first meetings they demonstrated a strong interest and enthusiasm on the bioeconomy and they seemed to be aligned with the profile of testimonial we were looking for.

From the first dialogue to the production of the 10 video shorts, an intensive activity took place to design the format, fine tune the concept, define the contents for each video short, deliver info training (to make sure that the contents are conveyed in the most appropriate way), send the bio-based products samples, produce the video shooting, edit, define the informative cards, etc.

7.1.1 The format

One of the main challenges faced in the design of the format, was the willing to bridge the generations in the transition towards a more sustainable consumption and lifestyle. The objective was to reach the adults, but also the other members of the families in a sort of shared attitudinal and behavioural change.

The solution found was the involvement of the 27 years old daughter of Syusy Blady: the 2 ladies show and explain various bio-based products explaining the potential of the circular bioeconomy in everyday life. Syusy and Zoe engage a funny competition to show one each other, in a playful banter, who knows more about bioeconomy in a generational mother and daughter rapid word exchange.



Figure 38: Screenshot of video shorts “Lo sai che? (Do you know that?)”

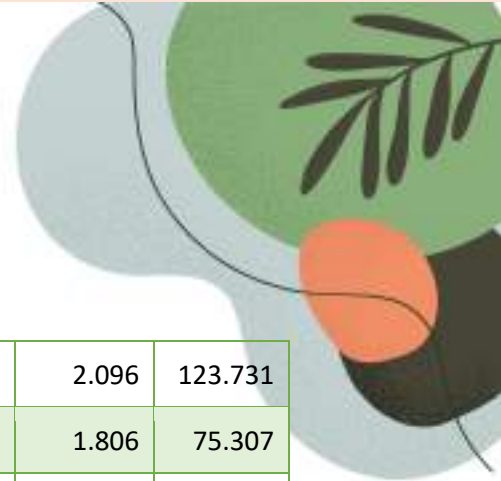
The target was the Italian public and the video shorts were produced in Italian.

7.1.2 Final impact of this activity

From Spring 2021 BIOVOICES and Transition2Bio experimented this format in Italy using their social media channels and the broadcasting on Rete 4 TV station to see the impact of the activity.

These were the followers expected to reach with this activity at the beginning of the campaign, through Syusy Blady and Patrizio Roversi social media channels:

Social media	Turistipercaso	Italiaslowtour	Velistipercaso	Syusy Blady	Total
Facebook	489.000	7.661	8.410	14.684	519.755



Instagram	116.000	4.483	1.152	2.096	123.731
Twitter	68.000	2.364	3.137	1.806	75.307
YouTube	3.080	3.170	1.320	13.500	21.070
TOTAL followers					739.863

Table 6: Expected impact

At the end of the campaign **more than 900.000 final users were reached** according to the data provided by the TV production, which has the statistics of all channels.

7.1.3 Follow-up activity in the context of Transition2Bio: “Slow Tour Padano” TV episodes

As soon as the video shorts “Lo sai che? (Do you know that?)” were concluded, the testimonials were so enthusiastic and eager to continue the promotion of bioeconomy applications in thier programs, that they spontaneously decided to continue the storytelling of these contents in the context of Patrizio Roversi’s television program “Slow Tour Padano”.

This was possible as he was already trained during the previous collaboration with BIOVOICES and he was provided by Transition2Bio representatives with bio-based materials and gadgets to be displayed as practical examples of bioeconomy applications.

For example, during the episode held in Lombardy region⁵, Patrizio showed a wheat-based cup, bees wax-based wraps and several examples of papers obtain from different waste (agriwaste, animal manure); while, during the episode held in Trentino Aldo Adige region⁶, a sample of apple leather was presented to show how to re-use apple peel waste, as the Trentino is one of the most important growing areas of apples throughout Europe.

⁵ Link to the episode: <https://www.italiaslowtour.it/slow-tour-padano-lombardia/>

⁶ Link to the episode: <https://www.italiaslowtour.it/slow-tour-padano-trentino/>

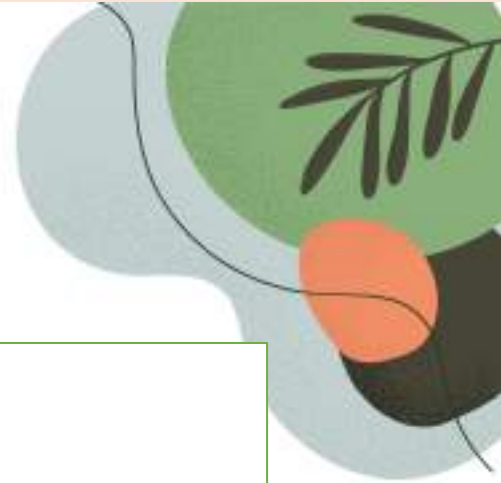


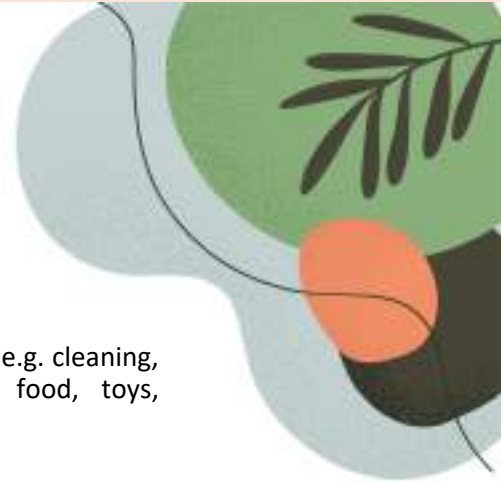
Figure 39: Screenshots from the two mentioned episodes of "Slow Tour Padano" TV show

The six episodes were broadcasted from 23rd October 2021 until 4th December 2021 on Rete4 TV channel and also reposted on social media as video contents to reach further public. In this case the total amount of audience reached was **930.000 of final users** (around 150.000 people reached on TV per each episode + 5.000 users reached on social media per each episode).

7.1.4 Lessons learnt from this activity

To effectively reach a mature target audience, the following lessons learnt can be shared:

- A good way to reach this target audience is through the involvement of famous people (testimonials) they already trust and follow, that should:
 - be identified among famous people already promoting values linked to the bioeconomy (environment protection, social innovation, circularity, frugal economy, shared economy, etc.)
 - already have a community of followers in television, social media and media (press), to ensure impact of the activity
 - be convinced of the value of the Bio-based products, in order to be credible
 - tell and share their “real experiences” about bio-based products and use them to convey contents about the bioeconomy and its impacts on the society, environment and economy
- The contents should:
 - be conveyed as part of the daily life of the testimonials



- ensure wide coverage of most of the application fields (e.g. cleaning, Personal care, cosmetics, building and insulation, food, toys, accessories, textiles, clothing, etc.)
- use simple and transparent language
- be based on solid knowledge and reliable contents
- communicate the risks and make aware the public of unsustainable behaviours (e.g. Never abandon anything in the wood, even if it is biodegradable)
- provide additional information, like the price, the impacts on the environment, the society (e.g. health, jobs creation) and the economy (e.g the potential market)
- stimulate the curiosity and change of the target audience

7.1.5 Replicability of the format

As mentioned before, the concept of this format is mainly based on the testimonial selected. The characters, their audience's, the communication style, are very rooted in the country targeted and therefore, therefore a simple translation of the video shorts is not the most effective solution to transfer the video shorts to other countries.

Nevertheless the format can be replicated once the best candidate testimonial is identified for the local situation, based on the reflections listed in the beginning of this section.

7.2 Short videos for stories, reels

A way to engage followers in interacting with our social media channels is through Instagram and Facebook stories and reels, in order to share fast-to-use and captivating contents.

In particular, Reels is a new Instagram feature that lets users create and share short-form video content. Reels, like TikTok, lets you record and edit 30-second videos, add sounds and effects, and then share the videos either with your followers or, if you have a public account, with the larger Instagram community via the Explore page. This activity was very effective in terms of engagements and views.

- **Quiz**

Social media quizzes, especially on Instagram and Facebook, are perfect to boost social traffic, entertain and engage audiences, generate leads and bring in revenue.

The purpose of the Transition2BIO channel quizzes are purely educational: a quiz that educated, in a fun way, people about bioeconomy and evaluates audiences' knowledge on a certain topic or gauges their skill level.

To be successful in social media quizzes must be:

- Short
- Clear and simple.



- Catchy

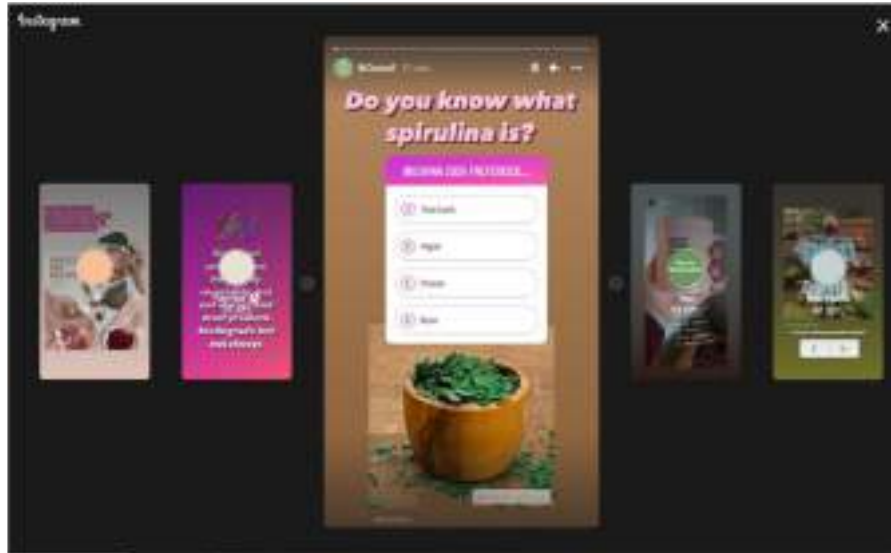


Figure 40: Example of quiz

- Fun stories

Curiosities and fun stories about the bioeconomy world are used in order to entertain our followers and their families by creating informative and creative contents.

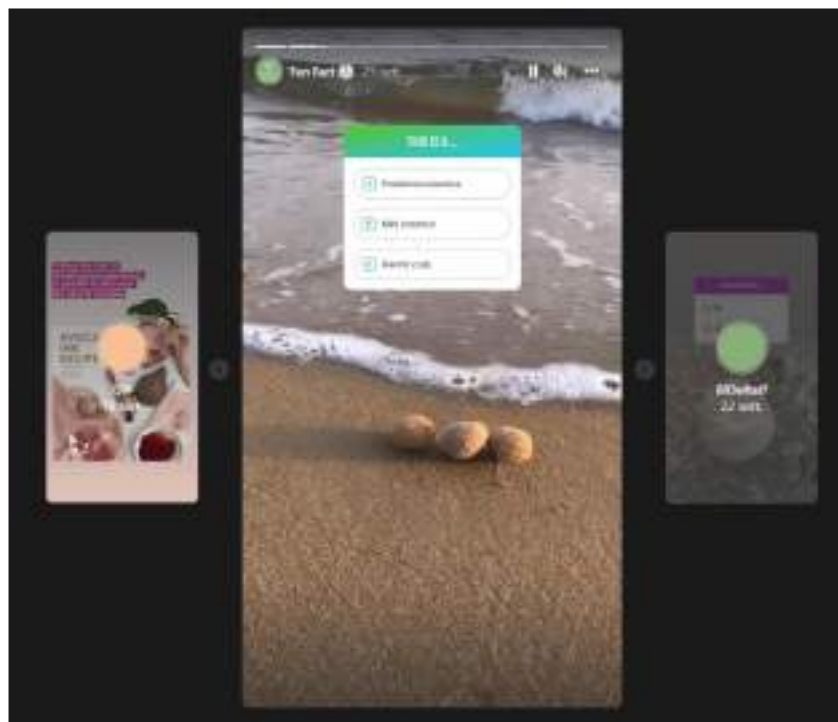


Figure 41: Example of fun facts



- **Educational contents**

Social media channels are also a way to make the consumers more aware and engaged with bioeconomy, contributing to better understand users' perceptions, barriers and worries about bio-based products and bioeconomy applications.

For this purpose, together with posts, also stories are used in order to share educational contents in an easy and comprehensive way.

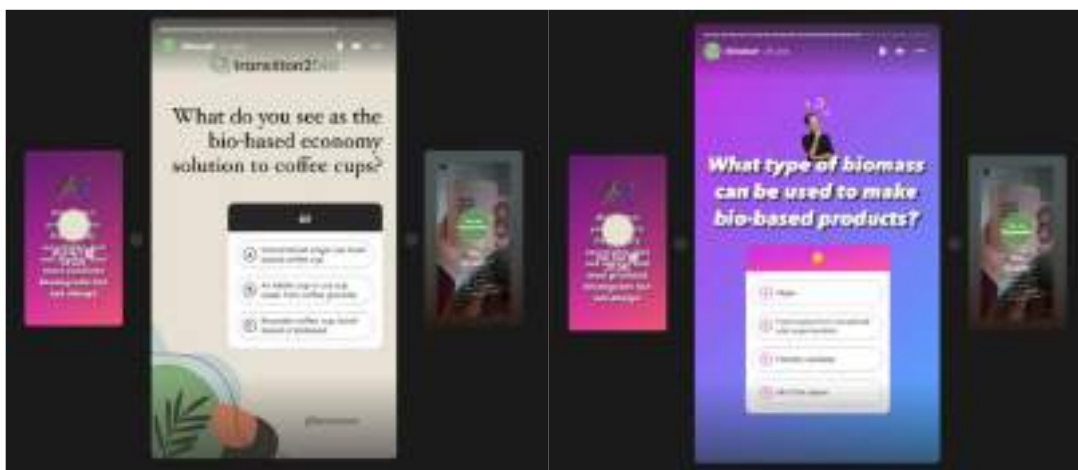


Figure 42: Example of educational contents in stories

7.3 Online webinars and online training sessions

The recording of several events has been published in the reporting period on the social media. For example, in the context of the European Researchers' Night held in Frascati, near Rome, Transition2Bio organized three online training activities engaging primary school students⁷ and teachers⁸. In particular, the training activity for primary school teachers was organized in collaboration with the JRC Knowledge Centre for Bioeconomy.

⁷ Video recording available at this link: <https://bit.ly/3pFNPu5>

⁸ Video recording available at this link: <https://bit.ly/3rQMh9S>



Figure 45: The two home studios with bio-based products booth and hands-on demonstrations

7.4 Video “Meet Startup School Academy 2021 winners”

Among its activities, Transition2BIO organizes school competitions like the Startupper School Academy, in partnership with Lazio Innova. A specific Bioeconomy Prize was established and several capacity building activities were organized by the project in collaboration with high-level partners (also involved in the competition) like Novamont, Cluster SPRING and ReSoil Foundation (for an extensive report of this activity, see D2.4).

To encourage new students to take part to the competition and in particular to choose, among other thematic categories, to compete for the Bioeconomy Prize, Transition2BIO interviewed⁹ last year’s winners. In fact, the team Engine4You with its prototype GAIA, a hemp-based disposable mask that can be reused in order to obtain bio-bricks, represents a perfect case study to inspire new participants. During the short interview, we asked them to explain their winning idea of circular bioeconomy, to tell why other students should participate to the Bioeconomy competition, what did they learn from this experience and finally their recommendations to students willing to compete for this year's Bioeconomy prize.

⁹ Interview available at this link: <https://bit.ly/3DEPtRy>

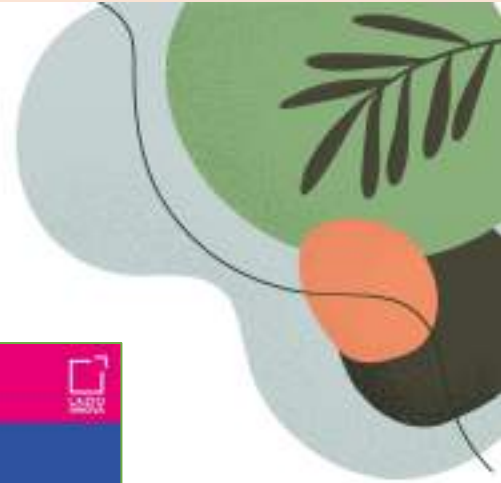


Figure 46: Screenshot of the interview

7.5 Circular Bioeconomy Stories

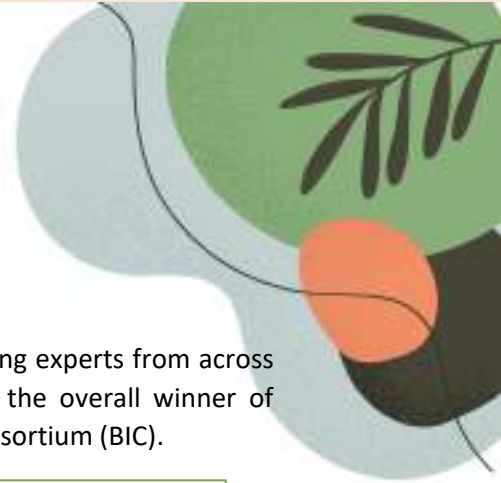
The Circular Bioeconomy Stories are brief interviews realized with several representatives from EU funded projects and bio-based companies. This format was inherited from BIOVOICES project as it represented an effective tool to introduce a series of social media live interviews presenting concrete and real case studies.

All Circular Bioeconomy Stories published are available on the YouTube Channel.



Figure 47: Examples of Circular Bioeconomy Stories

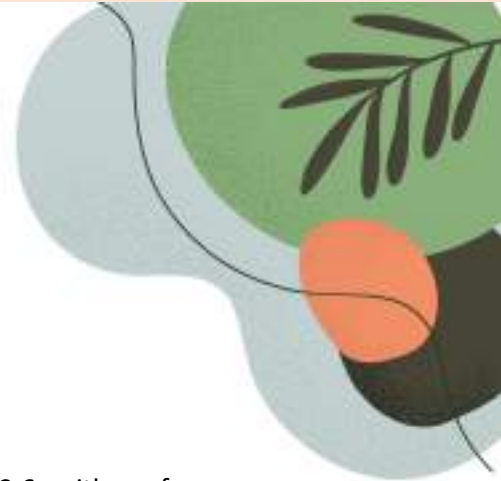
Together with the interviews, as part of the Circular Bioeconomy Stories, we also shared videos realized from other projects and initiatives in the bioeconomy domain, like the series of short videos published in the context of Biobased Student Innovation Challenge Europe 2021. “Contribute to the sustainability of society by designing a bio-based product or process” was the task set for pioneering student teams participating in the third edition of challenge. Five



finalists presented their innovative projects to a jury consisting of leading experts from across the bio-based sector who decided which of the top five teams was the overall winner of BioSYNERGISE 2021, an event organised by the Bio-based Industries Consortium (BIC).



Figure 48: Examples of Circular Bioeconomy Stories stemming from European Biobased Student Innovation Challenge



8. Conclusions and next steps

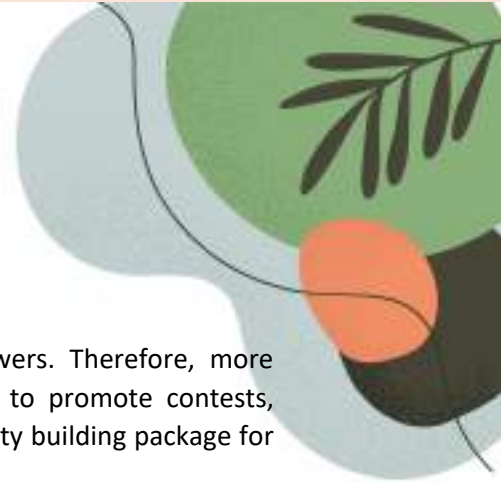
This document represents the first version of the deliverable D2.6 with a focus on Transition2Bio social media activities to raise awareness and engage the public that took place in the first 12 months of the project. To maximise the successful experience of @BIOVOICES social media channels, it was decided to keep the same name and to refresh the layout and credits (@BIOVOICES is powered by Transition2Bio). Since Transition2Bio and BIOVOICES had a common period, the activities related to the @BIOVOICES social media channels from May are claimed and reported under Transition2Bio, the activities from January to April are reported under BIOVOICES project. This means that the real timeframe of this report is 8 months. Nevertheless, the success in terms of KPI is showcased in the table below, that compares the KPI declared in the Grant Agreement and the Transition2Bio Results.

KPI	Results
Reaching at least +3.000 followers and	Considering the total 7210 followers when BIOVOICES was concluded (April 2021), Transition2Bio reached 8718 followers (+1508)
200.000 unique visitors	The number of unique visitors are (May 2021 to December 2021): Facebook: 135.731 Instagram: 19.739 Twitter 120.078 LinkedIn 32.175 Total: 307.723
2000 posts in 4 channels	Facebook: 400 Posts Instagram: 94 Posts LinkedIn: 228 Posts Twitter: 161 Posts Total: Posts: 883
Involvement of at least 10 influencers	Number of influencers/ambassadors: 4

Table 7: Comparison between KPI and results

As extensively described, to reach the different stakeholders we adopted an integrated suite of channels and designed dedicated contents tailored to various interests. Also connecting with existing initiatives, events, communities was very impactful (EU funded projects, EU Researchers' Night, influencers, multipliers, etc.).

From social media insights appears that women, rather than men, are more sensitized and committed to the issues of bioeconomy and sustainability and represent more than half of our followers. Moreover, after the pandemic, a different use of social media was also identified: we in fact perceived more superficiality and to stimulate followers to read the contents, posts need to be concise and preferably linked to a strong image in order to attract users.



Social media ads were also strategic in order to reach more followers. Therefore, more promotional campaigns will be encouraged during the next months to promote contests, stimulate the debate on Trantistio2BIO toolkits and promote the capacity building package for regional and national actors.

Finally, on November 2021 we also created a new social media plan in order to guarantee the publication of heterogenous contents throughout the week and part of the programming has already been implemented.

INTERACTIONS MANAGEMENT		
Action Date	Type of Action	Social Media Channel
Monday	Circular Bioeconomy Stories (video)	Facebook, Twitter, LinkedIn
Tuesday	BioArt Gallery Feedstock	Instagram, Facebook
Wednesday	Do you know that? Curiosities/educational cards	Facebook, Twitter, LinkedIn
Thursday	BioArt Gallery Bio-based products	Instagram, Facebook
Friday	News	Facebook, Twitter, LinkedIn
Saturday	BioArt Gallery Bio-based products	Instagram, Facebook
Sunday	Family @BIOVOICES	Facebook, Twitter, LinkedIn

Table 8: New social media plan

@BIOVOICES social media channels confirm to be a reference point in the bioeconomy community and will keep on the good work initiated by BIOVOICES and continued during Transition2Bio, by experimenting new strategies, ideas and solutions to inform and engage the large public, as well as consolidating these experiences in form of lessons learnt and replicable formats for other projects and initiatives, informed throught the intense dissemination in events and workshops.

Consortium



@biovoices

