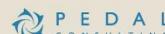


Deliverable 2.7

Report on Social media awareness and public engagement activities – update

@biovoices



DIPARTIMENTO DI SCIENZE E TECNOLOGIE
AGRO-ALIMENTARI



Deliverable 2.7

Report on Social media awareness and public engagement activities – update

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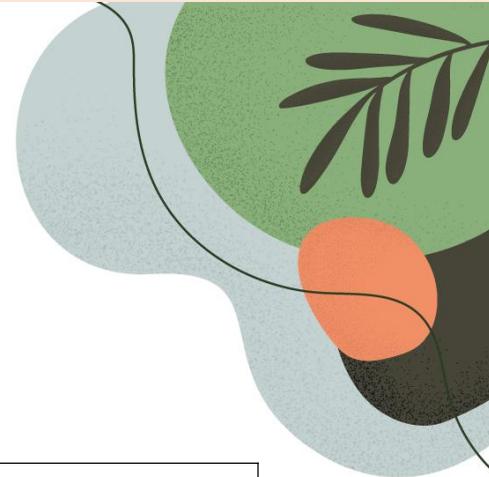
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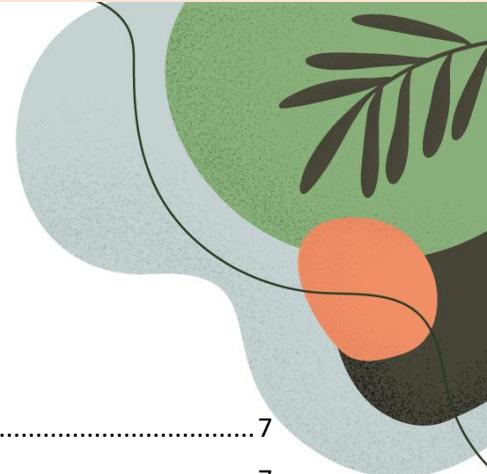
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2.0	14/12/2022	Selenia Marinelli	Advanced version for partner's comments
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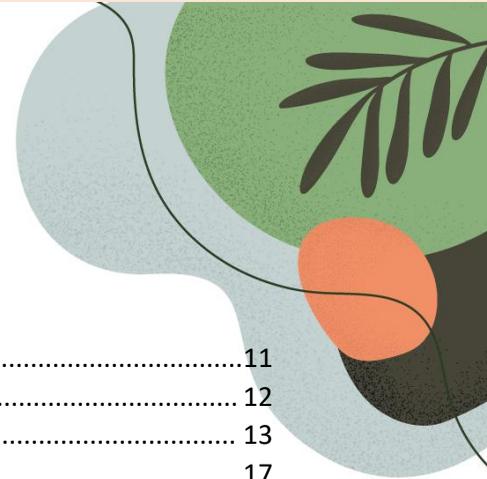


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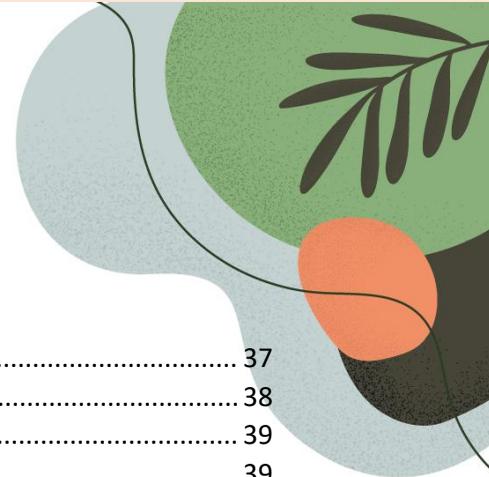
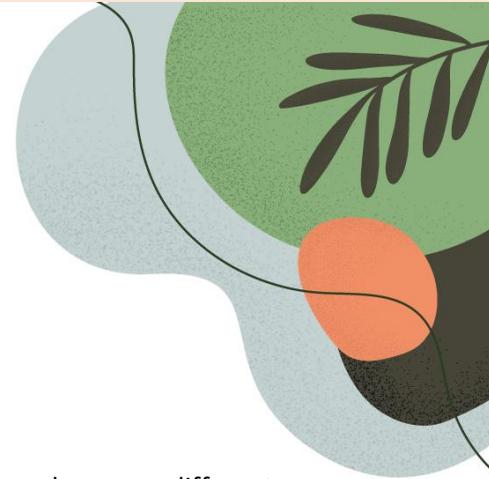


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1. Executive summary

Social media play a central role among the tools to raise awareness and engage different target groups and stakeholders.

For this reason, Transition2BIO developed a strong 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 tailored specific actions according to the different social media networks (Instagram, Facebook, Twitter and LinkedIn), disseminating content on all channels, allowing to communicate simultaneously with users through a common thread and reach the different project's target stakeholders.

This document presents an update on the Transition2BIO approach for social media engagement and animation, carried out during the last 12 months of the project, complementing the previous report delivered in D2.6 (submitted on M12 – December 2021).

2. Introduction

This deliverable updates on the Transition2BIO social media awareness and public engagement strategy. The activities reported aim at engaging 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.

Chapter 3 resumes the objectives and strategies for the social media activity implemented in Transition2BIO, together with an update on the overall impact of social media, including the number of total followers reached.

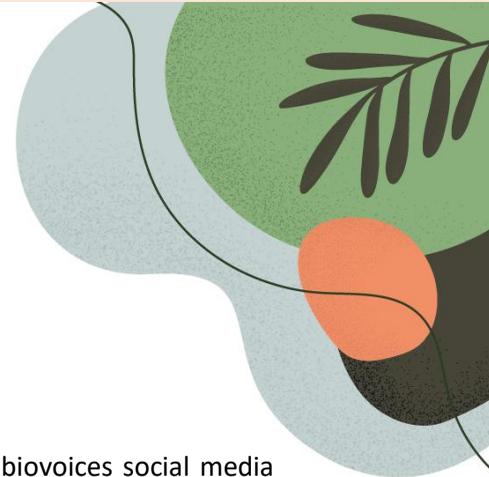
Chapter 4 updates on the activities implemented in the different social media channels to reach the different audiences and to maximise the impact of Transition2BIO results. The chapter also describes the social media campaigns implemented and focused on the BioArt Gallery, the World Bioproduct Day, “Summer Colours of the Bioeconomy”, the campaign to promote the Transition2BIO international contest in different languages and the activities implemented to promote relevant events for the bioeconomy community, to promote research and industrial applications and to actively engage followers.

Chapter 5 reports on videos and interviews produced and shared through the different social media channels, to inspire young generations towards careers, research paths and studies in the bioeconomy, as well as videos of events and webinars.

Finally, chapter 6 provides conclusions and lessons learnt.

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2.1 From BIOVOICES to Transition2BIO

As reported in D2.6, it was decided by the consortium to keep the @biovoices social media profile under Transition2BIO, in order to exploit and valorise the successful experience of BIOVOICES project, building on a solid community of followers interested in the bioeconomy.

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 under Transition2BIO and were extensively described in D2.6, submitted on December 2021. This document updates on the activities performed from January 2022 towards the conclusion of the project on December 2022.

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3. Social media channels plan to reach the different audiences

Thanks to the appropriate leverage and involvement of multipliers, influencers and thematic groups, as well as a constant monitoring of the trends to identify the correct messages and arguments to be adopted, the social media activity is planned to increase the impact and effectiveness of the Transition2BIO awareness and public engagement activities.

Specifically, the Transition2BIO social media channels implemented 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.

At the end of BIOVOICES project, in April 2021, the social media channels counted 7.210 followers: with the constant updates, Transition2BIO reached more than **3.378 new people** during the two years of project, for a total amount of **10.588 followers**¹.



¹ Number updated at 05/12/2022.

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Figure 1: Overview of Transition2BIO social media followers

3.1 Strategic social media plan

Transition2BIO defined a social media strategy also choosing which channels and when to publish project results, news or information, being in this way consistent, but tailored to the audience across all communication channels (e.g. the Instagram page is a key platform for the project to reach younger generations as well as producers, business activities, designers and brands, while LinkedIn is used to support connections and collaborations between Transition2BIO and many experts from academia, companies, other EU funded projects and B2B industries).

In November 2021 a strategic social media plan defining general topics was designed in order to guarantee from November 2021 to June 2022 the publication of heterogeneous contents throughout the week and in different timeframes of the day.

The specific weekly copies with associated cards were defined on a monthly basis with working documents.

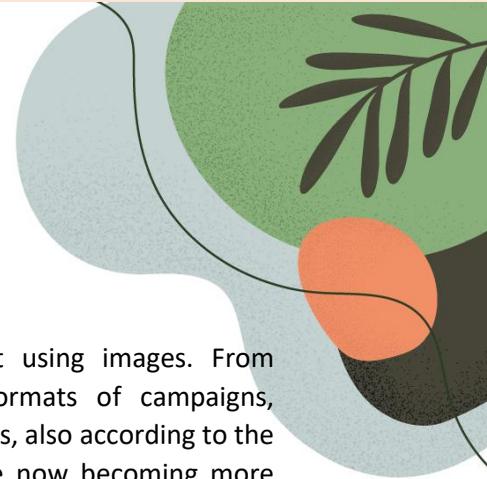
INTERACTIONS MANAGEMENT from November 2021 to June 2022		
Action Date	Type of Action	Social Media Channel
Monday	News (morning)	Facebook, Twitter, LinkedIn
	Circular Bioeconomy Stories (video, afternoon)	
Tuesday	News (morning)	Facebook, Twitter, LinkedIn
	BioArt Gallery Card Feedstock (afternoon)	Instagram, Facebook
Wednesday	News	Facebook, Twitter, LinkedIn
Thursday	News (morning)	Facebook, Twitter, LinkedIn
	BioArt Gallery Card Bio-based products (afternoon)	Instagram, Facebook
Friday	News	Facebook, Twitter, LinkedIn
Saturday	News (morning)	Facebook, Twitter, LinkedIn
	BioArt Gallery Card Bio-based products (afternoon)	Instagram, Facebook

Table 1: Social media plan from Nov 2021 to June 2022

During the summer period (July-August 2022), the “Summer Colours of the Bioeconomy” campaign was launched, covering the copies in the social media plan previously dedicated to the BioArt Gallery cards.

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This represented also the last social media campaign carried out using images. From September 2022 on, Transition2BIO in fact experimented new formats of campaigns, producing short reels to promote a more active engagement of followers, also according to the behavioural change identified among the Instagram users, which are now becoming more interested and responsive to video contents².

Therefore, to respond to this need, the strategic social media plan changed as follows.

INTERACTIONS MANAGEMENT from September 2022 to December 2022		
Action Date	Type of Action	Social Media Channel
Monday	News (morning)	Facebook, Twitter, LinkedIn
Tuesday	News (morning)	Facebook, Twitter, LinkedIn, Instagram
	Video campaign (afternoon)	
Wednesday	News	Facebook, Twitter, LinkedIn
Thursday	News (morning)	Facebook, Twitter, LinkedIn, Instagram
	Video campaign (afternoon)	
Friday	News	Facebook, Twitter, LinkedIn
Saturday	News (morning)	Facebook, Twitter, LinkedIn, Instagram
	Video campaign (afternoon)	

Table 2: Social media plan from Sept 2022 to Nov 2022

3.1 Social media statistics

The following paragraphs and tables offer a more specific overview on the social media statistics per each Transition2BIO channel, identifying the target groups of followers, their age and gender, the key performances in the last 90 days and the type contents shared.

3.1.1 Facebook

Followers	3.326 ³
Link	www.facebook.com/biovoices/
Objective	This channel publishes daily posts about bio-based products, relevant events for the bioeconomy community, news and articles, as well as new research findings in the domain.

² <https://www.splento.com/blog/photography/video-vs-image-ads-which-is-better/>

³ Number updated at 05/12/2022.

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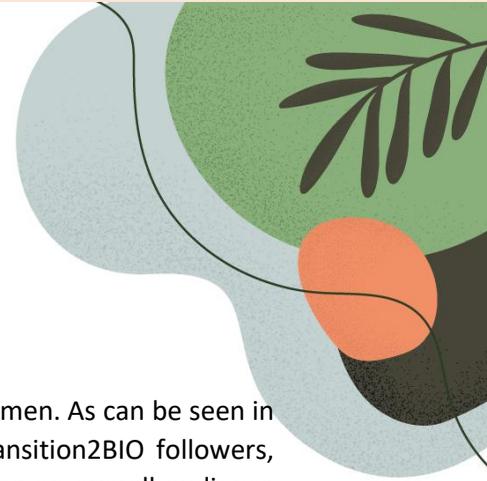


Table 3: Facebook page with data and objective

As several studies confirmed⁴, 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, constituting an overall audience homogeneously distributed among the partners countries with Italy in first place.

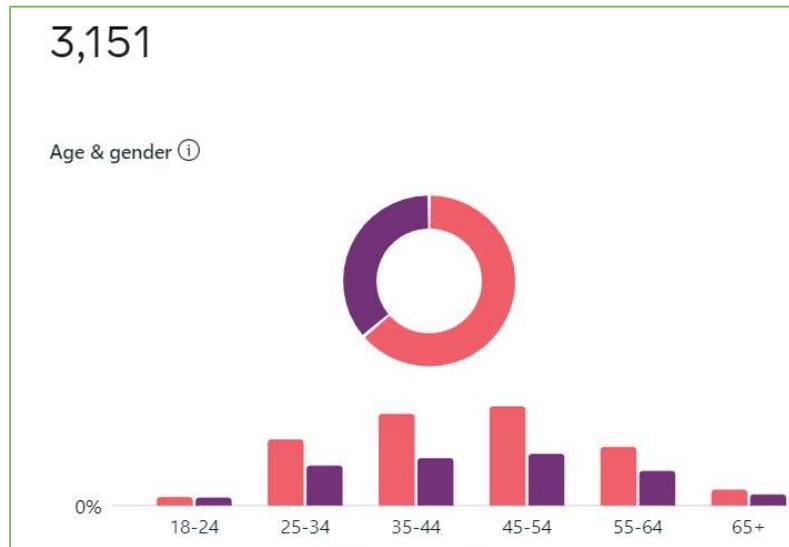


Figure 2: Number of Transition2BIO followers, grouped by age and gender

During the last 90 days, the Transition2BIO Facebook page reached a great amount of followers per post, with an increase of +75% of post reach, counting an increase of +238% on the overall followers' engagement through post reaction, comments and shares.



Figure 3: Facebook performances during the last 90 days

This can be explained by the wide promotion of onsite live events organised by Transition2BIO and engaging local followers and stakeholders, but as showed in the stats below, a consistent role was also played by the promotional campaigns with video contents (see chapter 5), that

⁴ <https://www.getsmarter.com/blog/career-advice/living-a-sustainable-lifestyle-how-women-are-leading-the-movement/>

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represented the most performing posts in terms of followers reached, reactions and comments.

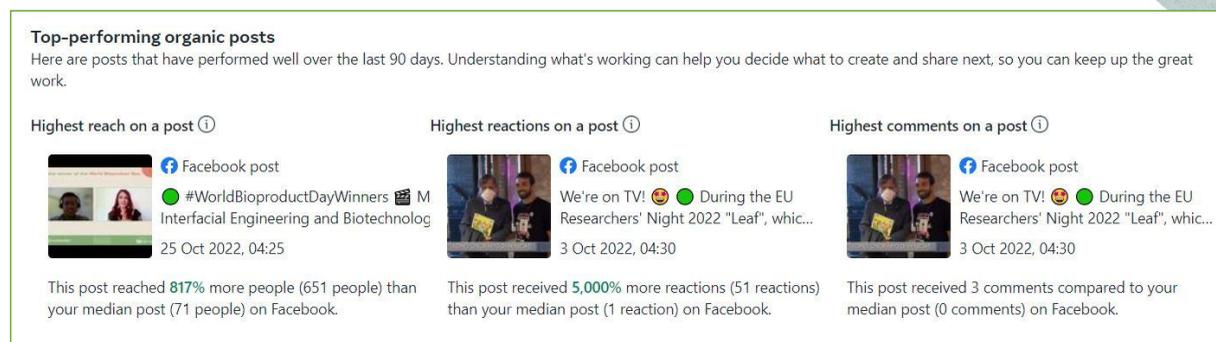


Figure 4: Top-performing posts on Facebook during the last 90 days

3.1.2 Instagram

Followers	1.830 ⁵
Link	https://www.instagram.com/biovoices/
Objective	This channel is used to inform about bio-based products and research applications with images, short videos and reels.

Table 4: Instagram page with data and objective

The Instagram page layout changed according to the different thematic campaigns carried out in the last months of the projects, namely the BioArt Gallery, “Summer Colours of the Bioeconomy” and the two video campaign on the “Young Bioeconomy Entrepreneurs” and the “Winners of the World Bioproduct Day”.

To separate the different social media campaigns running, graphic banners were created for the Instagram layout, to better organise the contents and announce to the Instagram followers the objectives of the new campaigns. The banners were split in three separate images to better fit the Instagram template (see figure 5).

⁵ Number updated at 05/12/2022.

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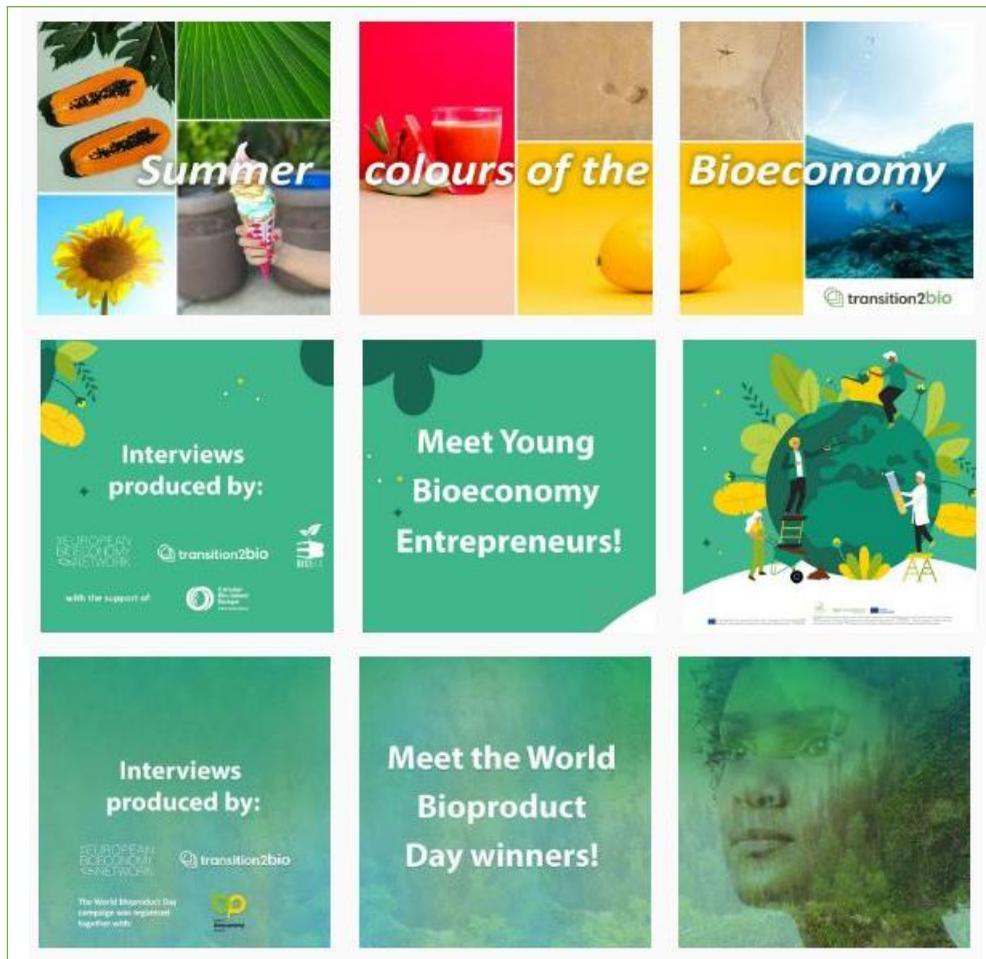
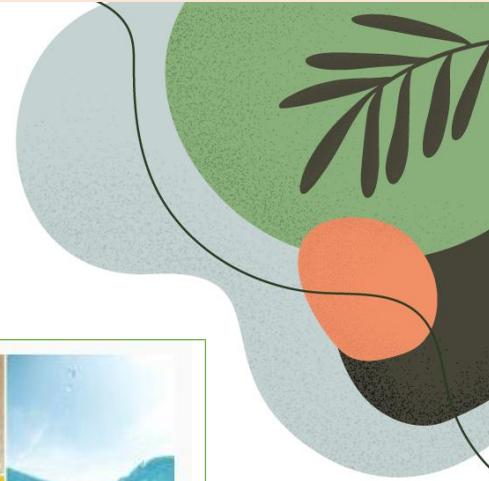


Figure 5: The graphic banners created to separate the three different social media campaigns

Below we can see the performance of Instagram page during the last 90 days, showing an increase of engagement thanks to the live posts, videos and reels shared.

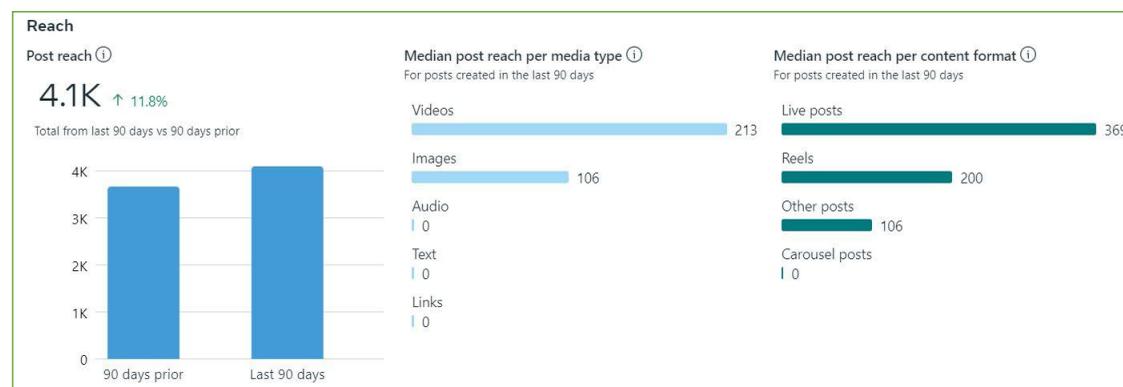
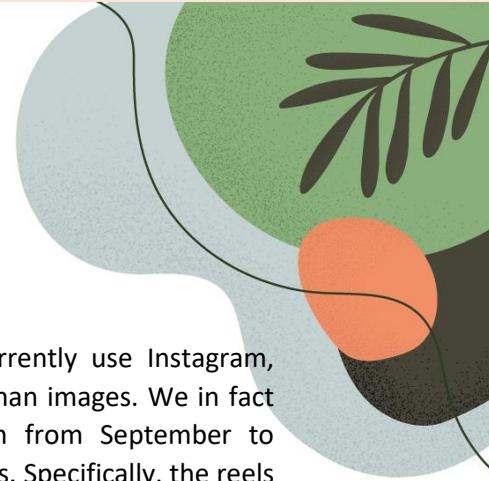


Figure 6: Instagram performance during the last 90 days

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This also proves that followers changed the way in which they currently use Instagram, compared to the past, having a preference on video contents rather than images. We in fact registered more engagement during the two video campaigns run from September to November 2022, collecting the highest amount of interactions and views. Specifically, the reels showing the video trailers of the interviews conducted within the two video campaigns on the “Young Bioeconomy Entrepreneurs” and the “Winners of the World Bioproduct Day” (see chapter 5) collected in total **3.772 views specifically through reels** (see figure below).



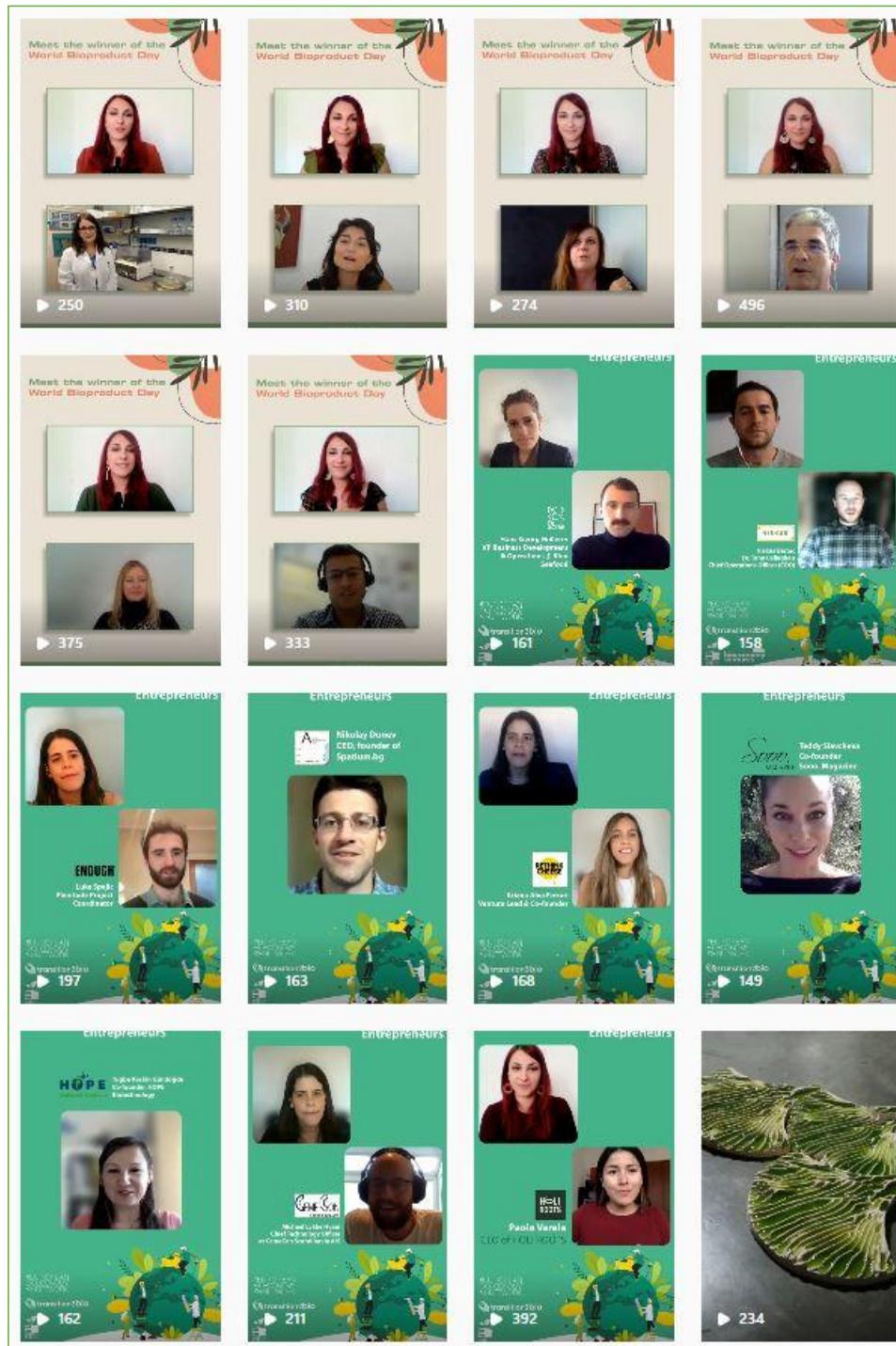


Figure 7: Instagram reels with the views reached

Also in the case of Instagram, we can see a prevalence of women among the followers of the page. The age group between 25 and 34 is the one that most populates the channel.

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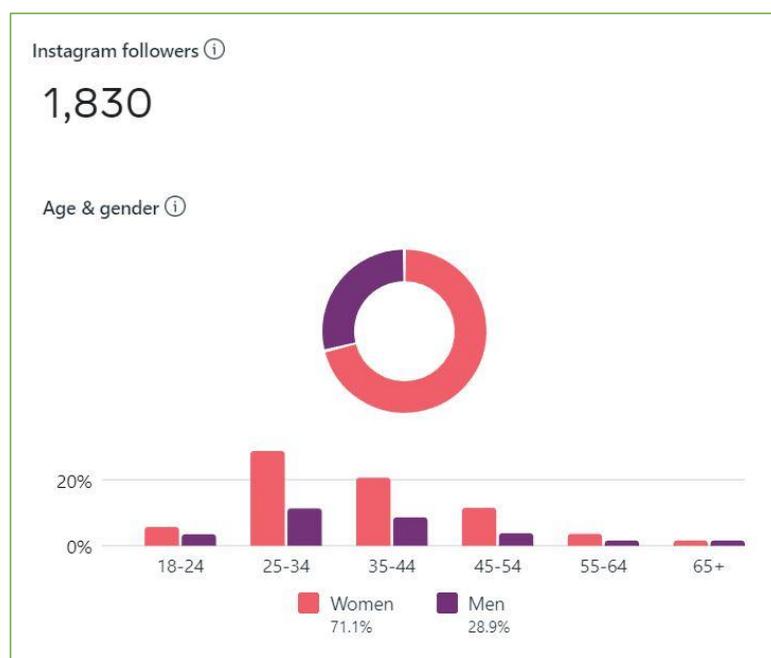


Figure 8: Instagram analysis of followers grouped per age and gender

3.1.3 Twitter

Followers	3.671 ⁶
Link	https://twitter.com/biovoices
Objective	This channel is used to promote contents, news and events, scientific results and to share live posts during relevant events with the main takeaways.

Table 5: Twitter page with data and objective

As we can see from the images below, on October and November 2022 we reached more than 15.000 impressions with a total of 85 Tweets. October is the month during which the Twitter account reached the highest number of new followers, thanks to the live activities in the context of events and campaigns to engage followers on social media.

⁶ Number updated at 05/12/2022.



NOV 2022 SUMMARY		OCT 2022 SUMMARY	
Tweets	35	Tweets	50
Tweet impressions	6,644	Tweet impressions	8,491
Profile visits	1,356	Profile visits	2,185
Mentions	18	Mentions	24
New followers	12	New followers	35

Figure 9: Monthly Twitter impressions

3.1.4 LinkedIn

Followers	1.761 ⁷
Link	www.linkedin.com/company/biovoices
Objective	This channel is used to promote contents, news and events, scientific results and attract experts from academia, companies and B2B industries to the Transition2BIO activities.

Table 6: LinkedIn page with data and objective

The following image shows the LinkedIn followers' demographics grouped per job function. As you can see on the updated graphics, the majority of followers work in the research and innovation area, as well as media and communication sectors, while in the previous reporting period (described in D2.6, submitted on December 2021), the majority of followers were mostly engaged in business and development area. We can say that probably the latest social media campaigns, more focused on underlining the importance of supporting research, innovation, study and career paths in the bioeconomy increased the number of followers in this specific domain, therefore changing also the final date on the demographics.

⁷ Number updated at 05/12/2022.

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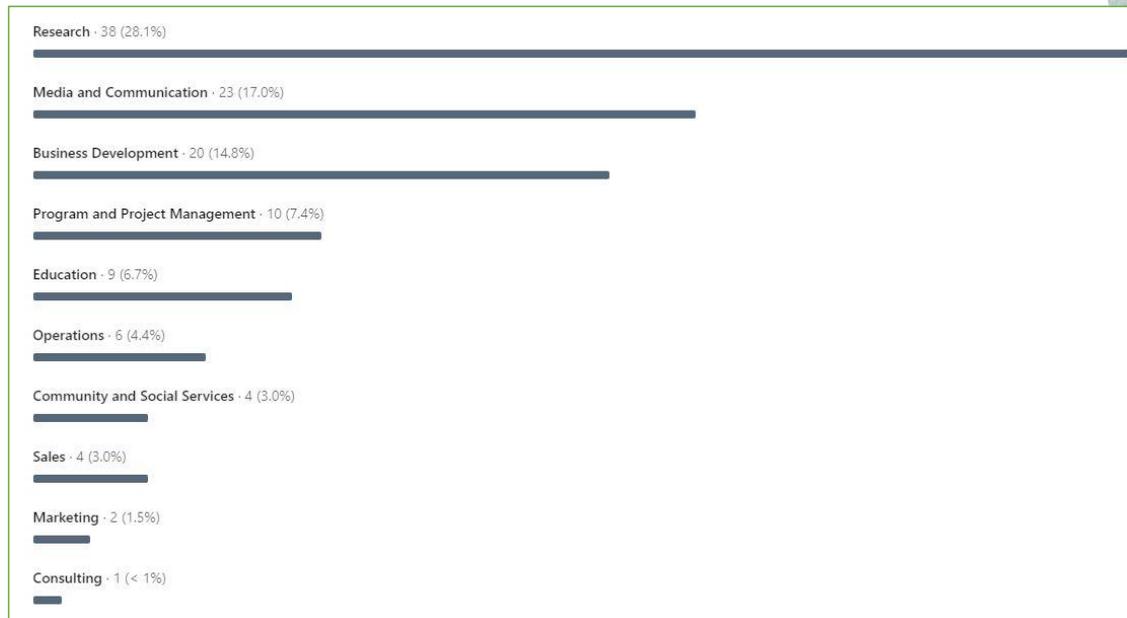


Figure 10: LinkedIn analysis

3.1.5 YouTube

The YouTube channel has also grown considerably thanks to the video contents created during the last months, especially in the context of the video interviews campaigns conducted to promote bioproducts, research and young entrepreneurs in bioeconomy (see chapter 5). Currently, Transition2BIO YouTube channel counts 177 subscribers, 70 videos uploaded and 9.194 views⁸.

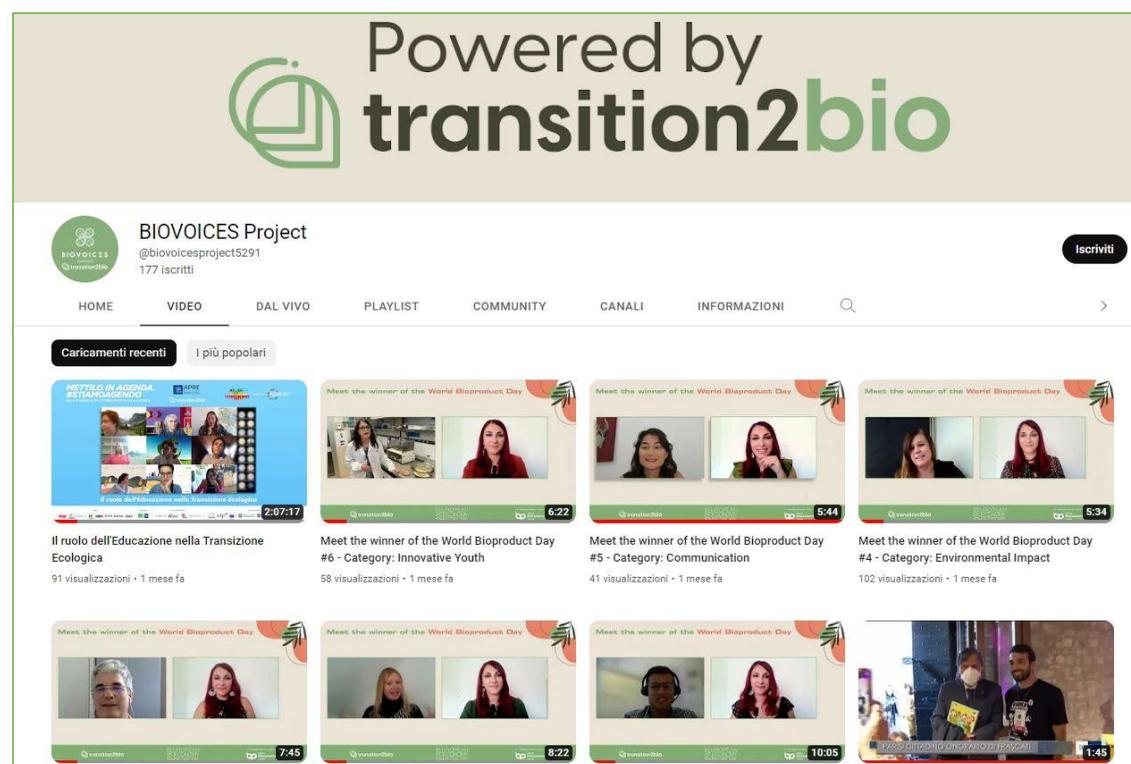


Figure 11: YouTube channel

⁸ Number updated at 05/12/2022.



4. Social media activities and campaigns

Transition2BIO activity in social media aims to effectively engage the followers by:

- daily posting news on interesting contents (e.g., innovative bio-based products for attracting both business and general public or innovative research findings to liaise with research)
- experimenting creative tools
- organising joint social media campaigns to maximise the impact through other projects and initiatives' networks
- tagging relevant actors to stimulate the resharing of the contents
- promoting other projects results
- highlighting good practices and inspirational case studies.

The next paragraphs describe the activities performed and the campaigns launched from January 2022 to December 2022.

4.1 Activities to maximise the impact of Transition2BIO's events and results

The social media channels have been used intensively for promotional activities before, during and after the events organized by the project. These activities were very effective in raising the interest and increase on the one hand the participation, and on the other 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, Berlin Science Week, Mobilisation and Mutual Learning workshops 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.

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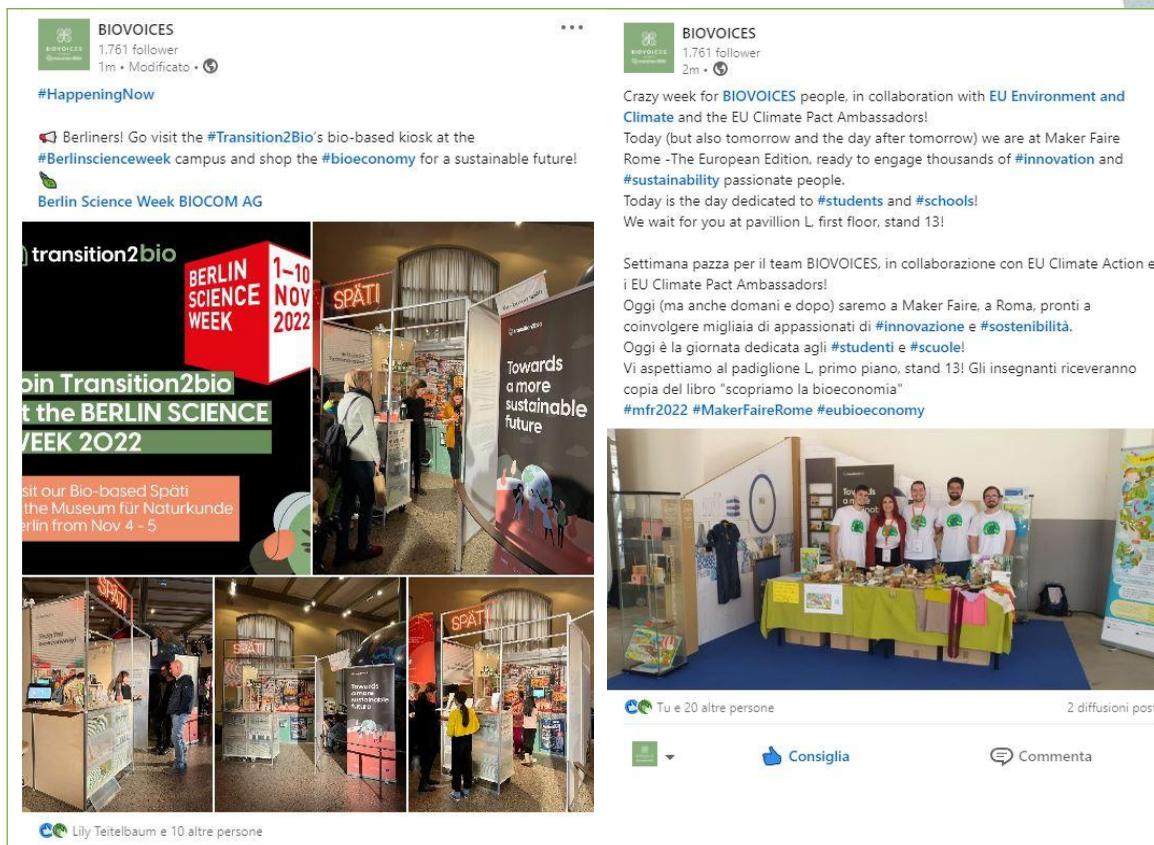


Figure 12: Example of posts to promote Transition2BIO events and exhibitions

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 activities promoted by the European Commission such as the Bioeconomy Conference which took place in Brussels on October 2022 (see figures below), as well as activities and results promoted by CBE JU, JRC – Knowledge Centre for Bioeconomy and the European Bioeconomy Network’s partners (see D4.2).

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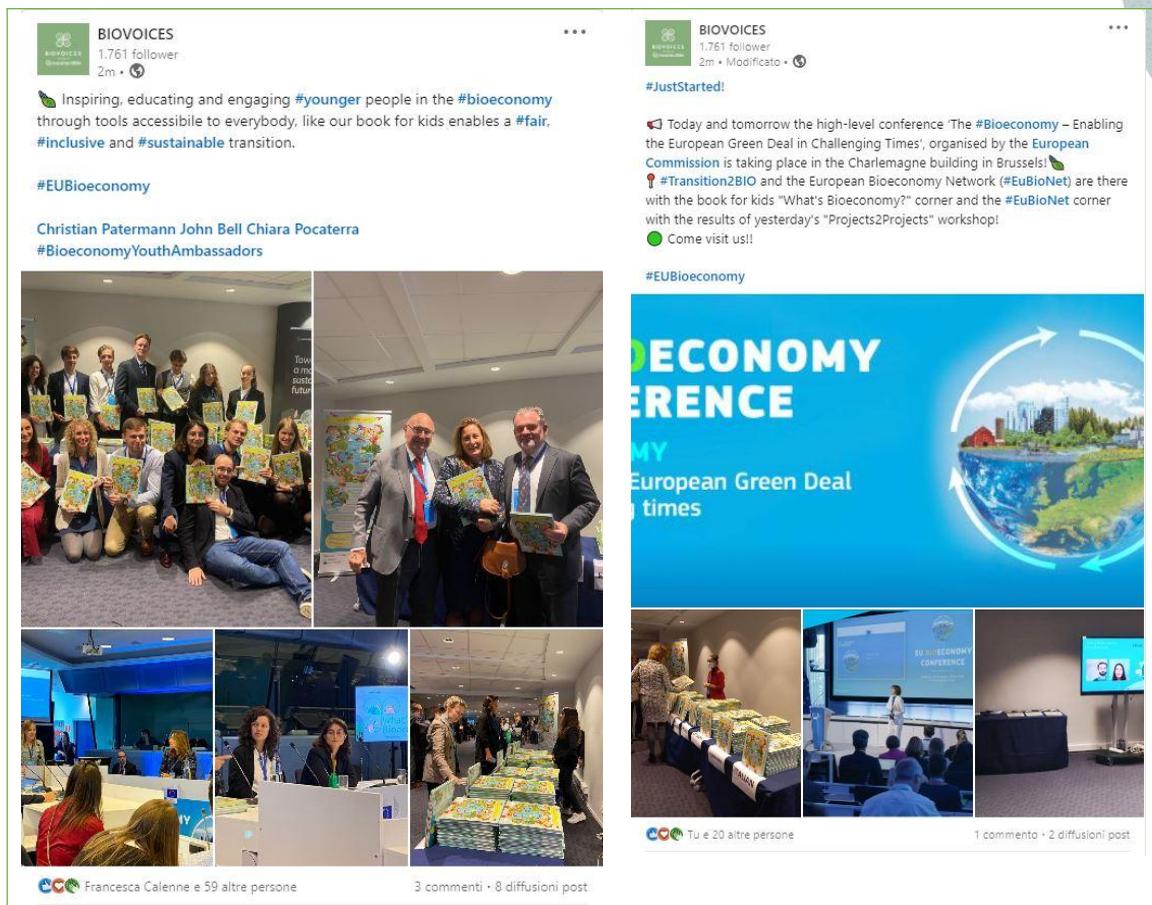


Figure 13: Posts to promote Transition2BIO participation to the EC Bioeconomy Conference in Brussels

The social media channels were also used to disseminate the Transition2BIO project's material, like the Capacity Building package designed for regional and national stakeholders on how to raise awareness and communicate the Circular Bioeconomy, and achievements like the mention Transition2BIO received as one of the most successful projects for the category "Youth Engagement and education", included in the factsheet "Research & innovation in the bioeconomy", published by the European Commission (see figure 14).

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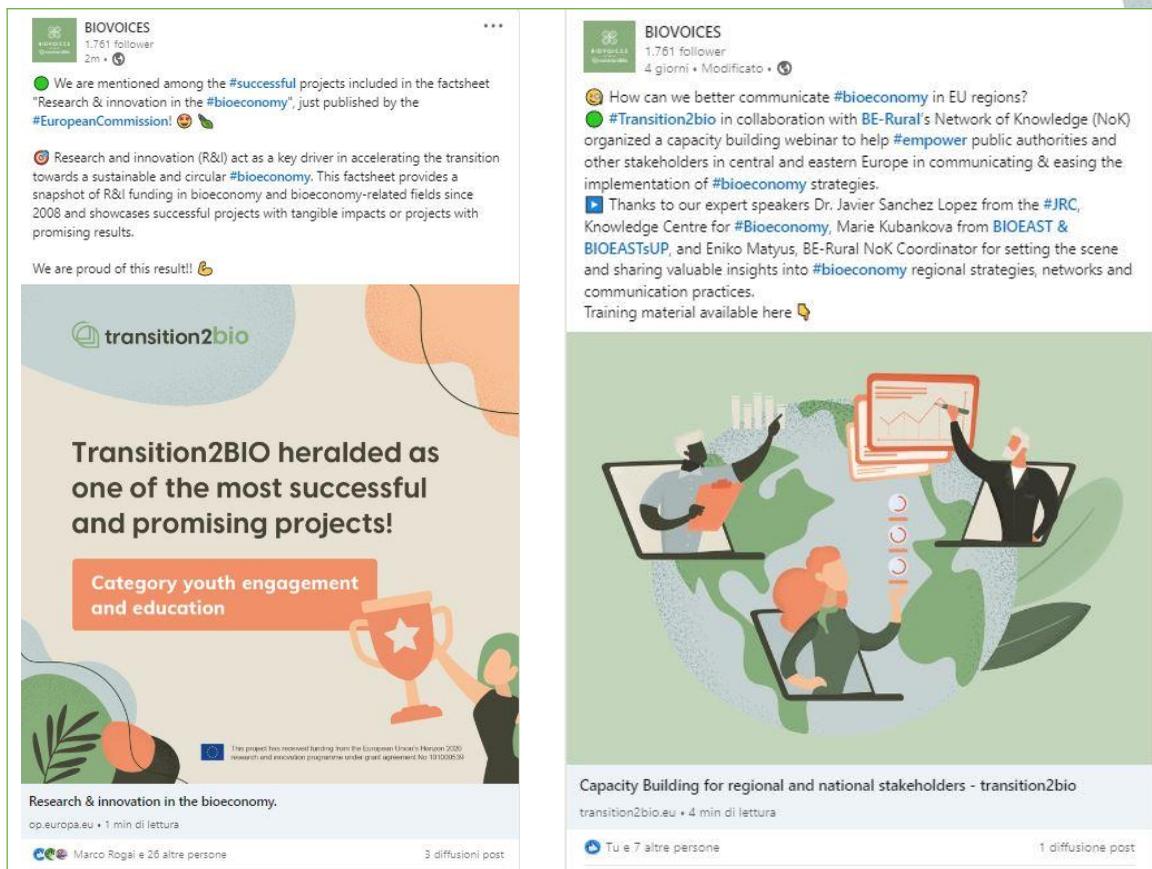


Figure 14: Promotional posts to highlight the Transition2BIO mention in the EC factsheets and to promote the Capacity Building package

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.

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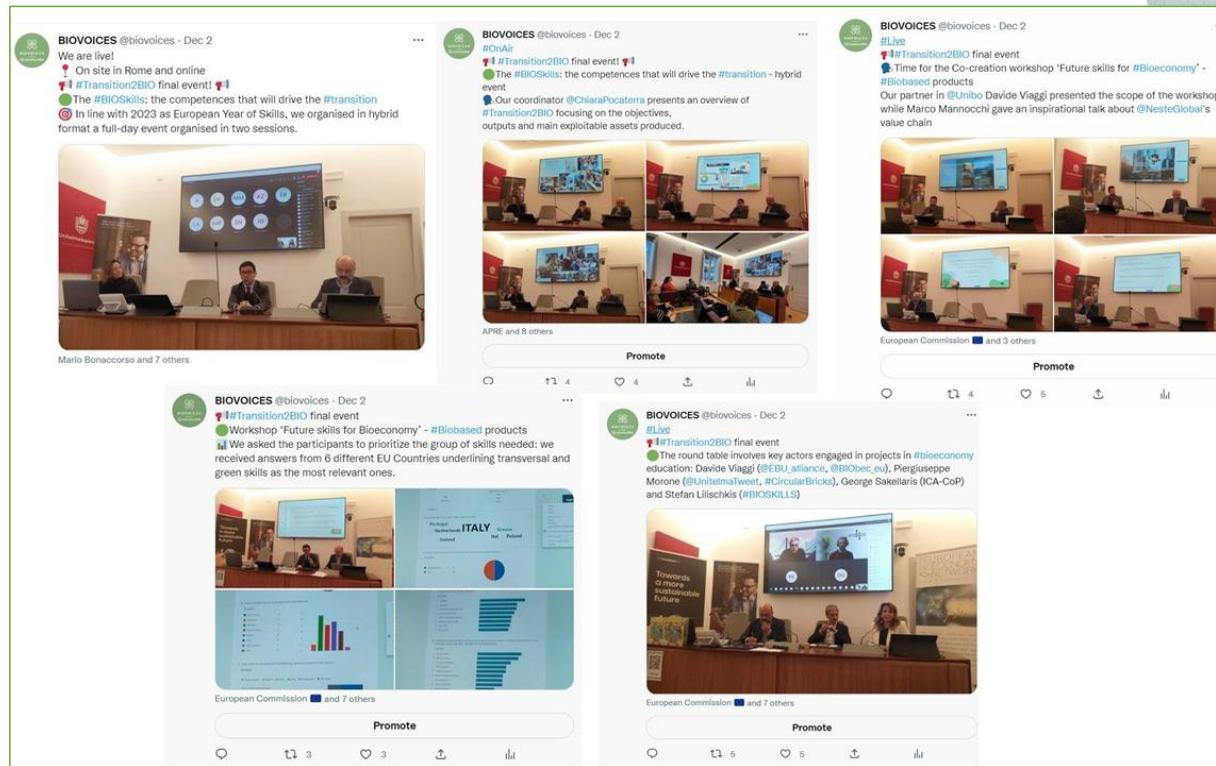


Figure 15: Live tweets during Transition2BIO final event, 2 December 2022

4.2 BioArt Gallery campaign

The BioArt Gallery was developed by BIOVOICES project to showcase feedstock and the bioeconomy applications in everyday life. During Transition2BIO it was revised and implemented with 8 new feedstocks (cork, wool, grapes, Posidonia Oceanica, wood, fishery by-products, dairy by-products and castor bean) and their related applications.

The BioArt Gallery format was extensively used by the project during large-scale events and has been proved to be effective in order to showcase to the public practical examples of bio-based products and applications currently available. To maximise the exploitation of these valuable contents, a specific social media campaign was planned from November 2021 until June 2022.

The Instagram layout was organised with a lateral column grouping the feedstocks with two additional cards showing the two related application fields. Each cover card can be scrolled horizontally to discover more technical and detailed descriptions (see figure below).

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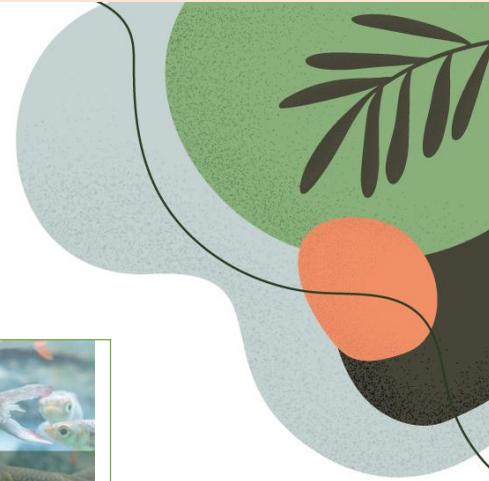


Figure 16: BioArt gallery cards

Finally, in order to have a more 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 feedstocks (see figure below).

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Figure 17: Instagram layout with a lateral column organizing the contents stemming from the BioArt gallery

4.3 “World Bioproduct Day” joint campaign with the World Bioeconomy Forum

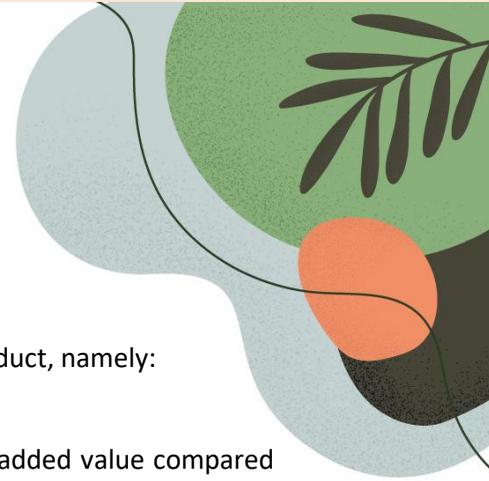
Transition2BIO experimented with a series of joint campaigns with other projects and initiatives to maximise the impact of social media engagement (see also chapter 5). One of the first joint social media campaigns launched in 2022 was the one organised together with the World Bioeconomy Forum, under the frame of the “World Bioproduct Day”.

The World Bioproduct Day was launched in 2021 to be held annually on 7 July. The purpose is to raise awareness of the importance of bioproducts around us and how they contribute to the larger goal of environmental sustainability and climate action.

The social media campaign was officially launched on 30 May 2022 and was also supported by the European Bioeconomy Network (EuBioNet) and SPRING – Italian Cluster of Circular Bioeconomy, engaging many stakeholders of the circular bioeconomy that shared their stories via social media by using the hashtag #bioproductday2022 and/or #bioproductday, or by submitting via email their bioproducts.

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Participants were asked to submit some basic information of the bioproduct, namely:

- photo(s) and/or a short video clip of the bioproduct
- short text describing the bioproduct and explaining what is its added value compared to other similar fossil-based applications

Transition2BIO and EuBioNet selected the 6 most interesting submissions, following 5 specific categories:

- Innovation
- Societal Impact
- Environmental Impact
- Communication
- Innovative Youth

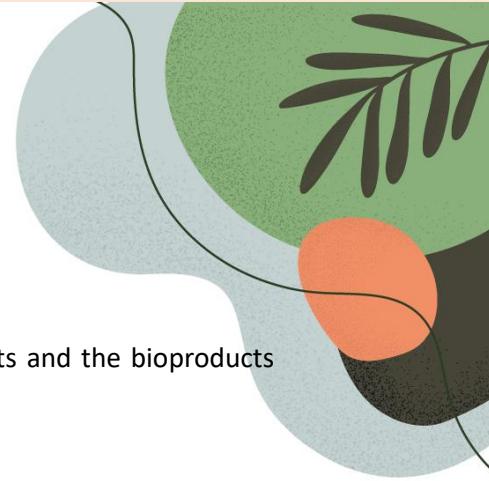
The winners were announced on social media using cards specifically designed per each category (see figure 18), showing the name of the winner, the hashtag used during the campaign and the pictures submitted by the participants.



Figure 18: "World Bioproduct Day" categories and winners cards

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Details to motivate their selection and short description of the projects and the bioproducts were also included in the posts (see figure below).

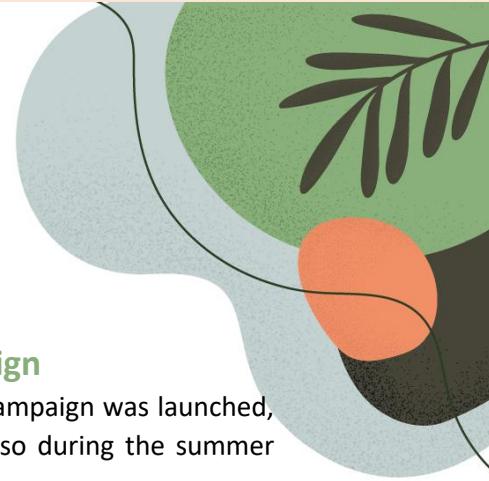


Figure 19: Example of post supporting the campaign

Finally, to give more visibility to these circular bioeconomy stories, Transition2BIO and the EuBioNet organised video interviews with the winners, as part of a video campaign reported in chapter 5.

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4.4 “Summer Colours of the Bioeconomy” campaign

From July to August 2022, the “Summer Colours of the Bioeconomy” campaign was launched, in order to keep the social media (specifically Instagram) animated also during the summer period.

For this reason, during the campaign bioproducts and sustainable ideas for summer were reposted, grouped per colours and under the claim *“Discover the Bioeconomy with Transition2BIO through the colours of summer!”*. The original authors of the bioproducts/contents were tagged in order to stimulate the repost from their profiles, therefore increasing the visibility also of the Transition2BIO social media channel.

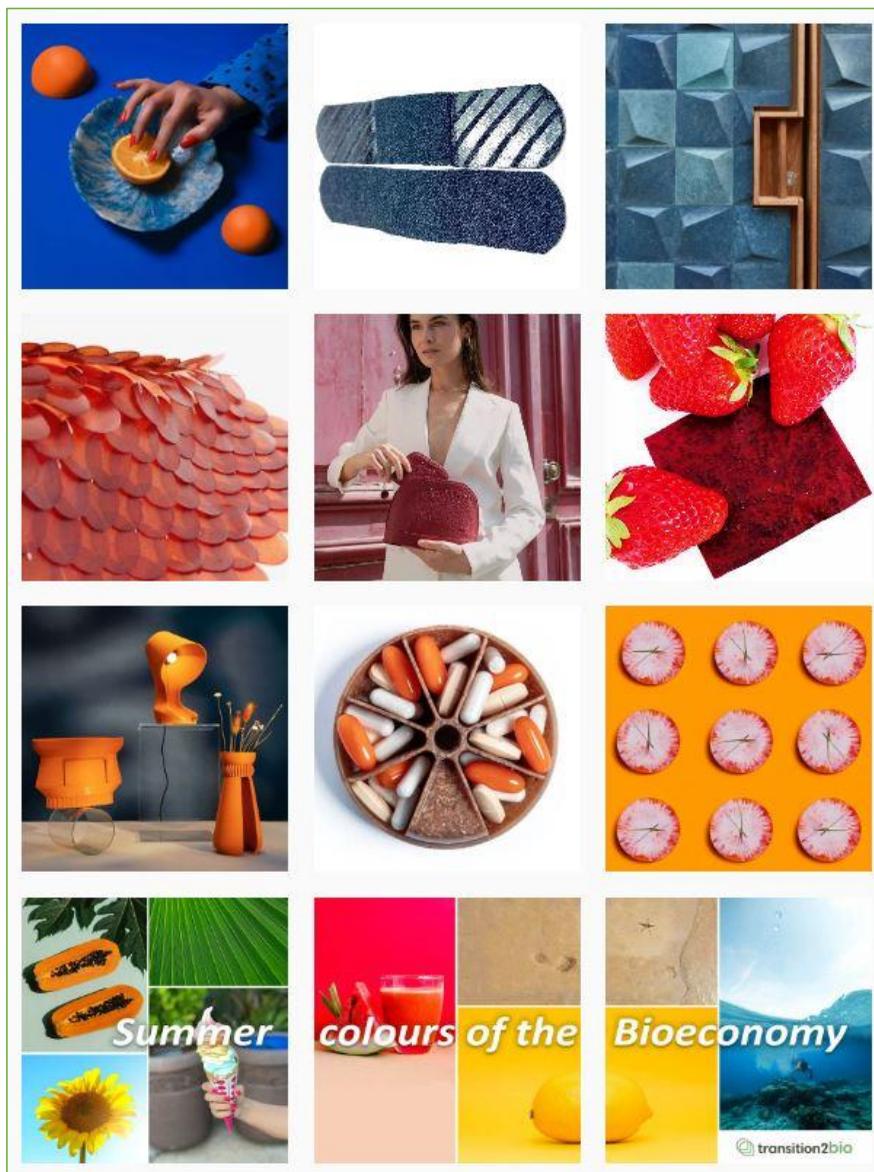
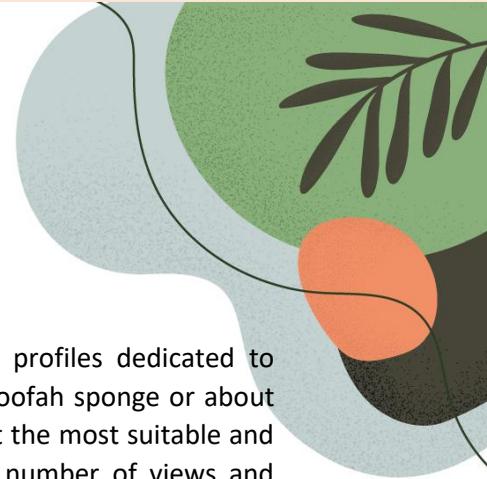


Figure 20: “Summer Colours of the Bioeconomy” campaign layout

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This was also a chance to repost some reels from other Instagram profiles dedicated to sustainability solutions and bio-based products (e.g., on the usage of loofah sponge or about biomaterials' applications in architecture) and to realise reels represent the most suitable and effective tool to engage followers, also increasing exponentially the number of views and visitors on the Transition2BIO Instagram profile.

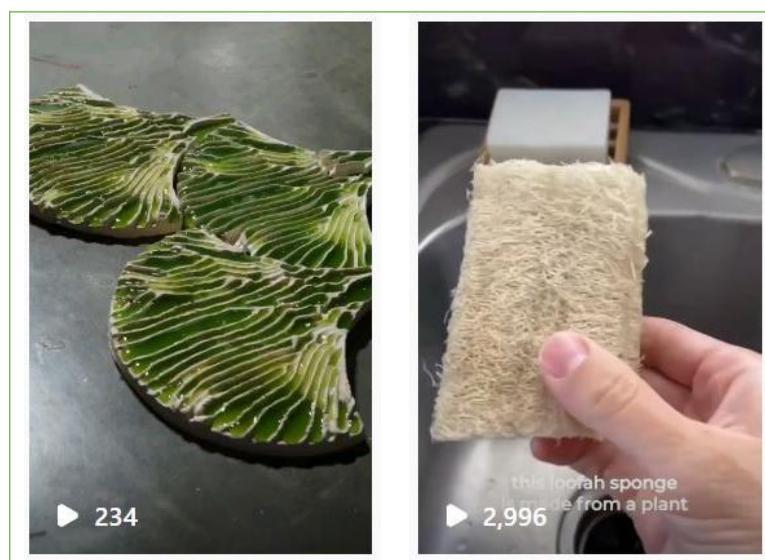


Figure 21: Example of reels

4.5 Campaign to promote the Transition2BIO international contest in different languages

In order to support the Transition2BIO international competition for primary and secondary schools “How can bioeconomy help to reach a sustainable future?” (see [here](#)), a specific social media campaign was designed to promote the initiative in different languages. This strategy was discussed and agreed inside the consortium with the objective to overcome linguistic gaps and barriers.

For this reason, social media banners in English, German, Greek, Italian and Slovak (namely the Countries of the consortium partners) were produced (see figure 22).



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Figure 22: Linguistic versions of the banners to support the Transition2BIO international competition

The text attached in the post reflected the different linguistic versions of the banners and provided the link to the dedicated page in which the call text to participate to the competition was translated in the specific language. The promotional text used was the following one:

“Let us know what #bioeconomy means for you and what possibilities you see for a #sustainable future! Share with us your ideas! Participate to the #Transition2BIO school competition “How can bioeconomy help to reach a sustainable future?” You can submit your ideas until June 15. Do not miss the opportunity to win #biobased prizes for your classroom!

The German, Greek, Italian and Slovak partners in Transition2BIO were asked to provide the correct translation of the text, to effectively convey the message through the social media channels. Additionally, each post was object of a paid advertising campaign on Facebook, tailored in order to target specific Countries according to the language.

Examples of promotional posts can be seen below.



Figure 23: Example of social media posts in different languages

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4.6 Campaign to engage consumers jointly organised with Eurocoop (planned)

During the Transition2BIO review meeting the reviewers suggested to further engage consumers in social media. To address this request, the responsible partner for social media engagement FVA, together with the coordinator APRE, explored the possibility of involving in a joint campaign some associations of consumers. After many tentative, we were finally able to reach Euro Coop⁹, which is the European Community of Consumer Co-operatives, whose members are the national organisations of consumer co-operatives in 19 European countries.

Transition2BIO designed with them a series of cards in order to raise consumers' awareness on bio-based, biodegradable and compostable plastics, sharing key messages for example on their sustainability, their benefits and controversy, when it is recommended to use bioplastics rather than conventional plastics, as well as highlighting the importance of consumers' behaviour with regards to the end-of-life.

The whole campaign was therefore designed to inform this target audience on biodegradable plastics and their potential role in contributing to decreasing the plastic pollution, with the final aim to prevent the risk of greenwashing, providing information, addressing key issues (like sustainability) and potential misunderstandings.

The social media campaign will be launched during the Christmas period, as unfortunately it was not possible to coordinate the efforts with Euro Coop in advance. Example of the graphics that will be used for the cards containing the key questions are showed below.



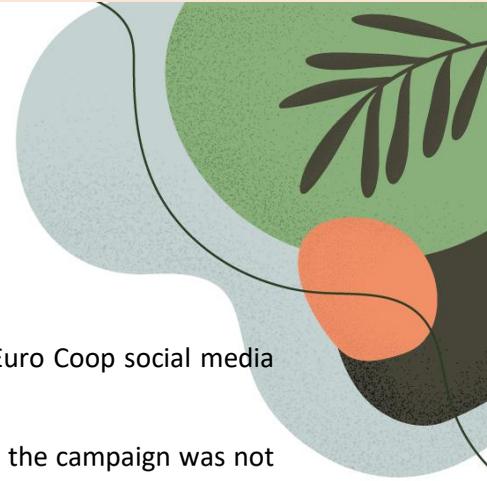
Figure 24: Example of cards to be used during the social media campaign targeting consumers

The posts will have a description text providing detailed contents, also with references to EU policies with regards to bio-based, biodegradable and compostable plastics. The campaign will

⁹ <https://www.eurocoop.coop/>

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use the hashtag #biodegradableplastics and will be also shared on all Euro Coop social media channels to maximise the impact.

Final impact of the campaign will be provided in the technical report as the campaign was not yet started when this deliverable was written.

4.7 Promotion of bioeconomy events, relevant for the community

Transition2BIO's 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.

Together with the promotional posts, we implemented the good practice to add "Facebook events" on the @biovoices Facebook page, in order to alert all the followers when project partners are directly involved in event and initiatives, providing the details of the onsite location or the link for the live streaming if the event is held online.

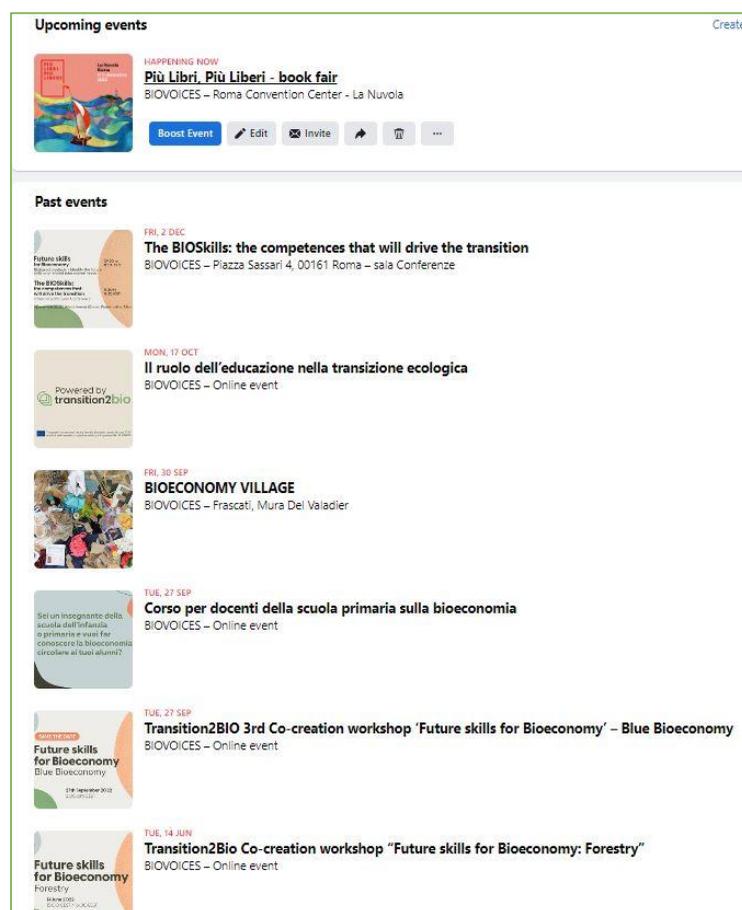


Figure 25: Facebook events

The joint social media animation with the EuBioNet (see D4.1 and D4.2) also represents an important asset within Transition2BIO, as the EuBioNet has been recognized by the whole

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bioeconomy community as a reference point to disseminate on future activities and increase the impact of events.

4.8 Promotion of research and industrial applications

Transition2BIO social media are also a point of reference to inform and educate on sustainable consumption, production and lifestyle through news, curiosities and information about recent research findings and new industrial applications of bioeconomy.

Sharing these inspirational stories is very effective to engage and inform the large public and drive behavioural changes.

Thanks to the collaboration of the EuBioNet as [community partner](#) of the World Bio Market Insights, which is a global platform for the Circular Bioeconomy, Transition2BIO can benefit from having direct access to news and inspirational stories from the platform, that are daily posted on all social media channels together with other interesting contents from other sources.

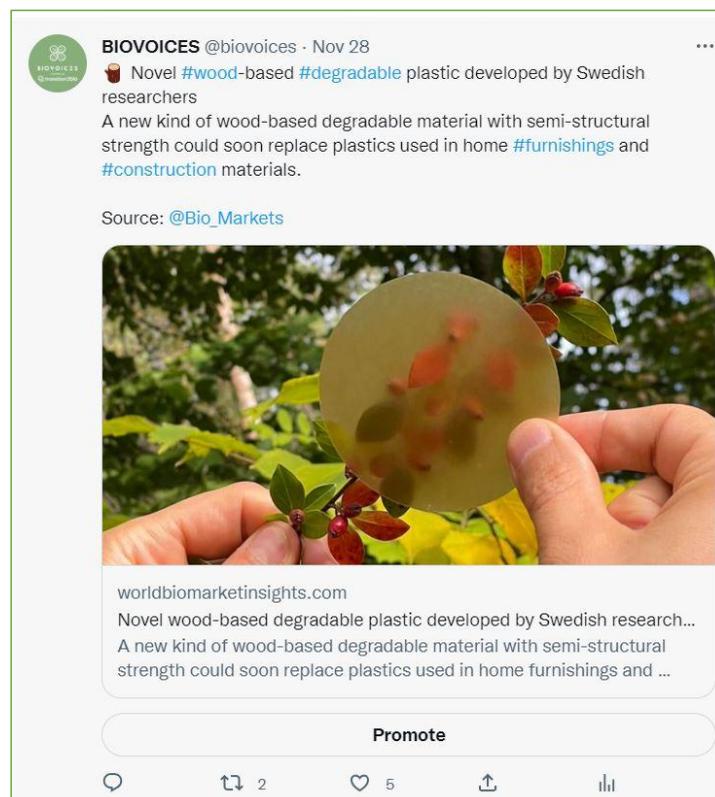
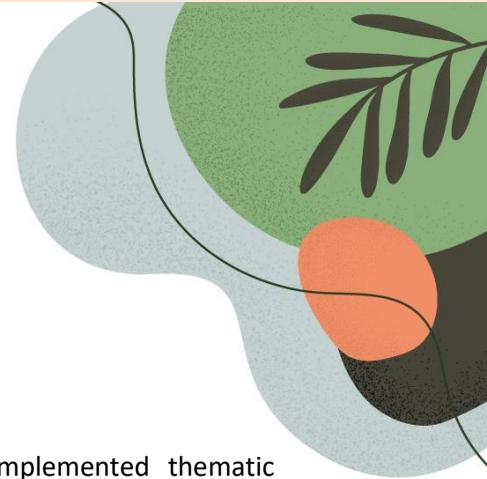


Figure 26: Example of research applications shared through social media

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4.9 Campaigns to actively engage followers

To promote an active engagement of followers, Transition2BIO 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.

Specifically, the following campaigns were launched:

- **Tag @biovoices during live events**

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. In particular, during European Researchers' Night and Maker Faire (see D2.2 and D2.3), the Italian partners encouraged the visitors of the Bioeconomy Village to take pictures and tag @biovoices on social media, in order to be reposted in our channels and become testimonials.

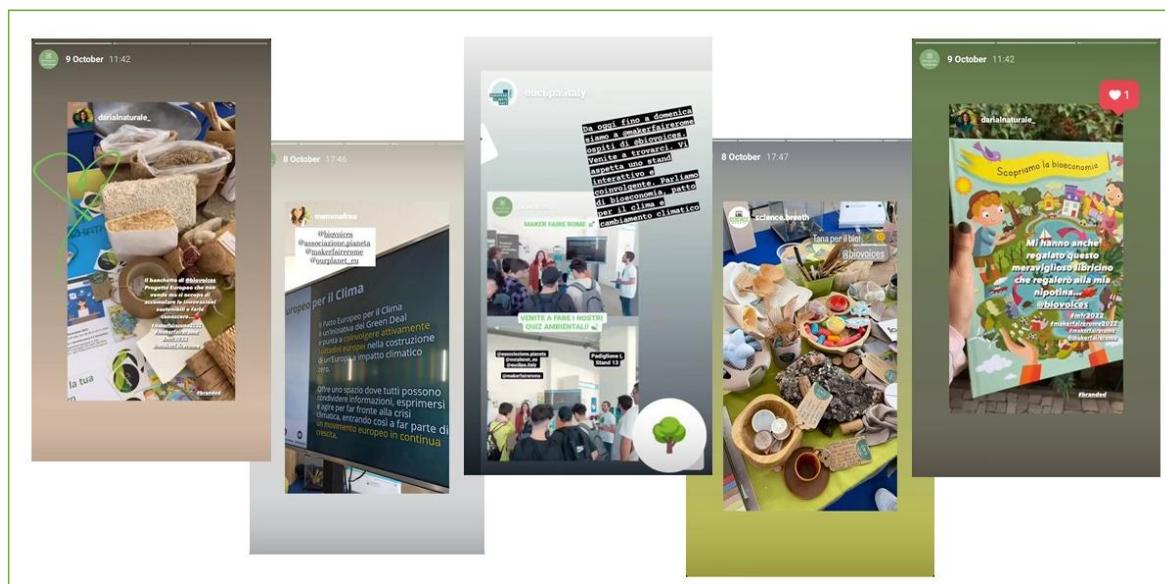


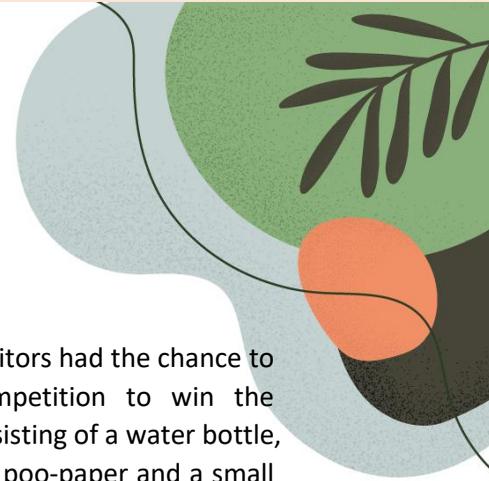
Figure 27: Examples of Instagram stories

- **Bio-based products giveaway**

Another strategy adopted in order to increase the interactions with the audience and to stimulate to follow or pages, was the giveaway of bio-based products customized with the Transition2BIO logo. We in fact promoted @biovoices social channels during different large-scale events held in Italy (e.g., European Researchers' Night and Maker Faire, see D2.2 and D2.3).

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in the context of these events, visitors had the chance to participate in a give-away competition to win the Transition2BIO bio-based kit, consisting of a water bottle, a pen, a small notebook made of poo-paper and a small bag (see figure 27).

Each visitor, in order to participate in the contest, was invited to follow Transition2BIO social media channels and to share a story or a post, tagging our channels. This increased the engagement of the public on social media and attracted new followers on the channels.

Figure 28: Bio-based products kit

After the conclusion of the EU Researchers Night and Maker Faire, FVA partners (responsible for the social media engagement) randomly chose three winners from the participants, also in this case stimulating their active engagement by asking them to post the bio-based kit received and share their experiences, tagging @biovoices.

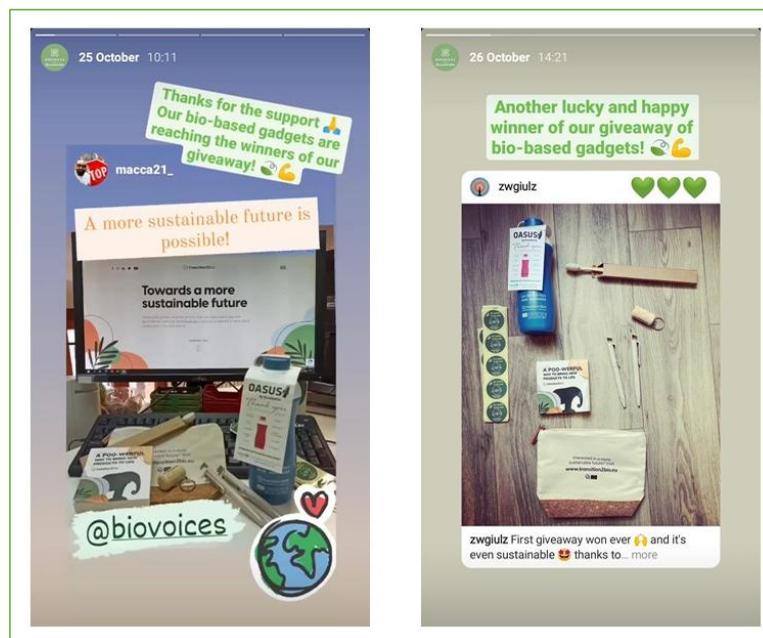
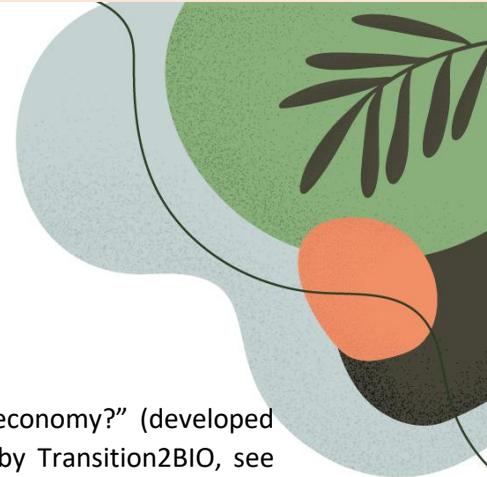


Figure 29: Stories from the Transition2BIO give away winners

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- **Ambassadors and testimonials**

In order to maximise the diffusion of the book for kids “What’s Bioeconomy?” (developed within BIOVOICES project and extensively distributed and re-printed by Transition2BIO, see D2.4 for a more extensive description), we re-shared posts through our social media channels from different initiatives who spontaneously took the role of ambassadors and testimonials by promoting the adoption of the book during live events in their Countries.

Specifically:

- In **Italy**, Girovagarte, Open Mind and Poesia Virale (Viral Poetry) associations organised several events using the book for kids and doing the hands-on experiments included in the book. They also organised a poetry lecture with poems inspired by the book, during which the kids participate to the poetry laboratory "Bioeconomy in rhyme verses"

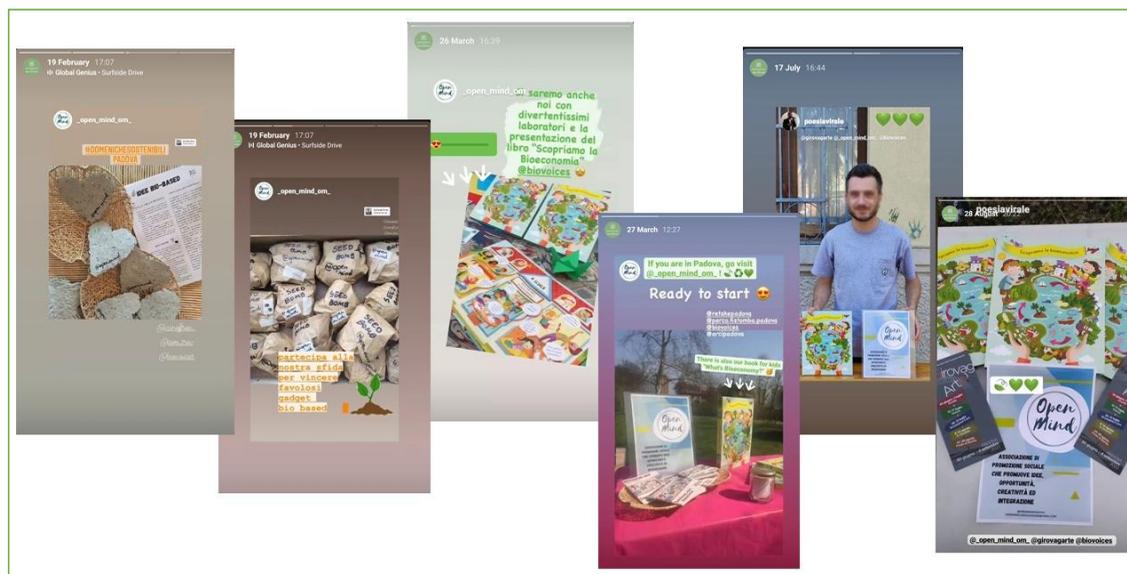


Figure 30: Italian ambassadors

- In **Ireland**, the Circular Bioeconomy Research Group (CIRCBIO) joined forces with the #GoalMine2022 team in the roll out of a fun filled summer education camp focused on SDGs aimed at 8-12 years old children hosted by Munster Technological University Kerry Campus, using the book for kids. Additionally, the Irish Bioeconomy foundation used the books for kids to promote the bioeconomy in an accessible and engaging way to children in schools and libraries during Bioeconomy Ireland Week (BIW) 17-23 October 2022.

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Figure 31: Irish ambassadors

- In **France**, Campus des Métiers et des Qualifications d'excellence - Bioeco Academy Grand Est promoted the book for kids in several live events, particularly after the publication of the French version for which they provided the translation.



Figure 32: French ambassadors

- During the EC Bioeconomy Conference held in Brussels on October 2022, the **15 EU Bioeconomy Youth Ambassadors** selected by the European Commission also appreciated and took a picture with their free copy of the book for kids, in order to promote it in their networks. The [EU Bioeconomy Youth Ambassadors](#) are between 18 and 32 years old, representing 11 nationalities and live in 12 different Member States from all areas of the EU. They have expertise in various fields related to bioeconomy food systems, forestry, blue bioeconomy, bio-based industry and in science communication.

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Figure 33: EU Bioeconomy Youth Ambassadors



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5. Videos

Several video campaigns, telling inspirational stories of people and young entrepreneurs in the bioeconomy domain, have been produced to attract and animate the social media channels.

Additionally, since with COVID-19 pandemic many events and training courses are more often delivered online, video recordings of the webinars contributed to creating a consistent YouTube repository. This was also important to increase the impact of Transition2BIO activities and results beyond the duration of the events and training and also in order to make the material available also for the ones who couldn't attend the webinars live.

5.1 Joint video campaigns with other projects and initiatives

In 2022, Transition2BIO organised two joint social media campaigns to maximise the impact of its social media thanks to the other projects and initiatives' networks. Specifically, two video campaigns were conducted engaging Young Entrepreneurs in Bioeconomy and the Winners of the World Bioproduct Day campaign and are described in the following paragraphs.

5.1.1 Meet Young Bioeconomy Entrepreneurs

Transition2BIO and the European Bioeconomy Network, in collaboration with BIObec project and with the support of Circular Bio-based Europe Joint Undertaking (CBE JU), produced a series of short video interviews in order to promote the excellence of European young entrepreneurs involved in the Sustainable and Circular Bioeconomy.

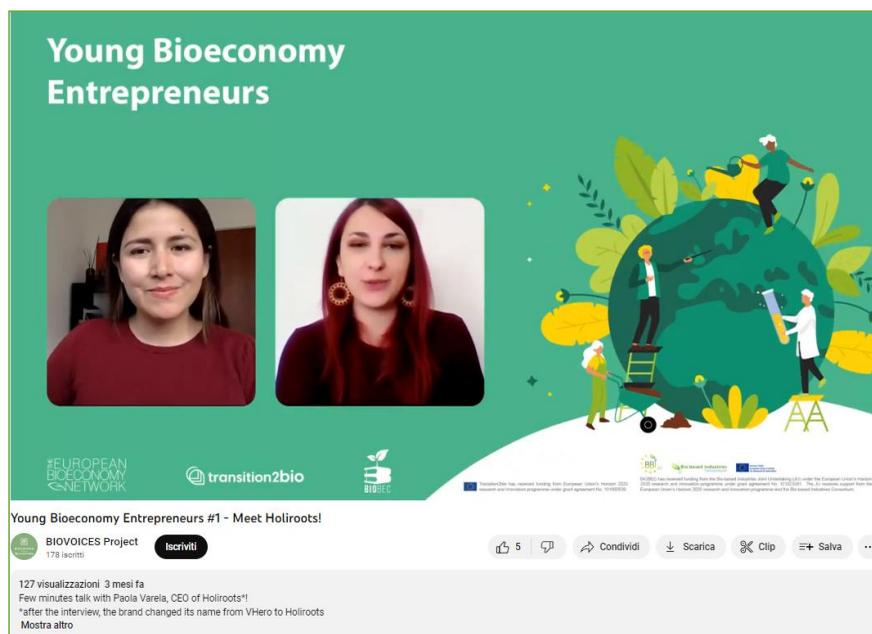
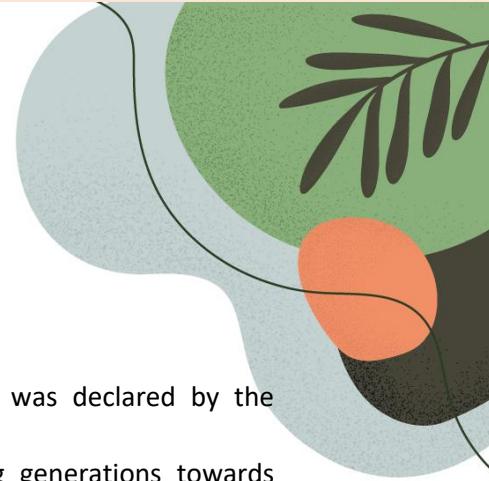


Figure 34: Graphical template used for the video interviews

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The target entrepreneurs were all under 35 years old, since 2022 was declared by the European Union as the European Year of Youth.

The aim of this initiative was to inspire, inform and attract young generations towards educational and working careers in the bioeconomy, therefore contributing to raise the future generation of workforce informed and interested in this domain.

The campaign was launched in form of a call for action before summer, through a short video promo inviting young entrepreneurs in the domain to contact the responsible partner in Transition2BIO to submit their circular bioeconomy stories.

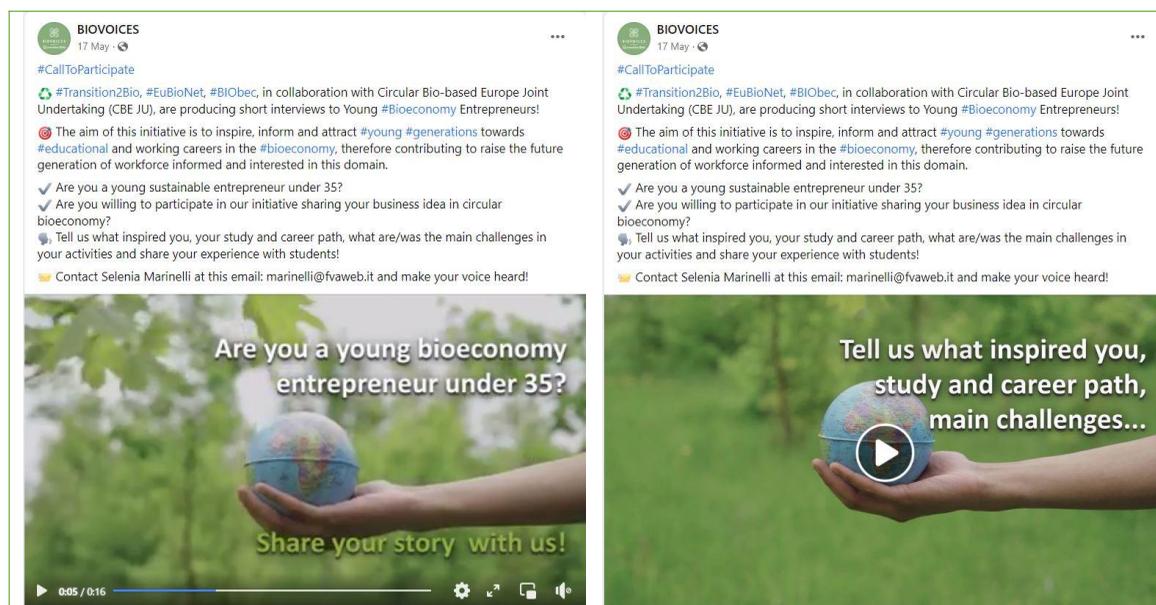


Figure 35: Launch of the campaign "Young Bioeconomy Entrepreneurs"

In September, the first video interview was launched and, in a joint effort with BIObec, the 9 video interviews produced became part of a weekly social media campaign shared on the respective projects' channels to maximise the impact. The descriptive text attached to the posts also contained a key message extracted from the interview, in order to inspire young generations and attract followers in watching the entire video¹⁰.

The questions used to conduct the interviews were the following:

- What is your business idea in circular bioeconomy?
- What inspired you?
- Typical working day
- Study & career path
- What are the challenges for a Young Bioeconomy Entrepreneur?
- Your advice to students

¹⁰ All interviews are available here:

<https://youtube.com/playlist?list=PLbA125z357wRCKgsNBP8Yskd4kR33MJPO>

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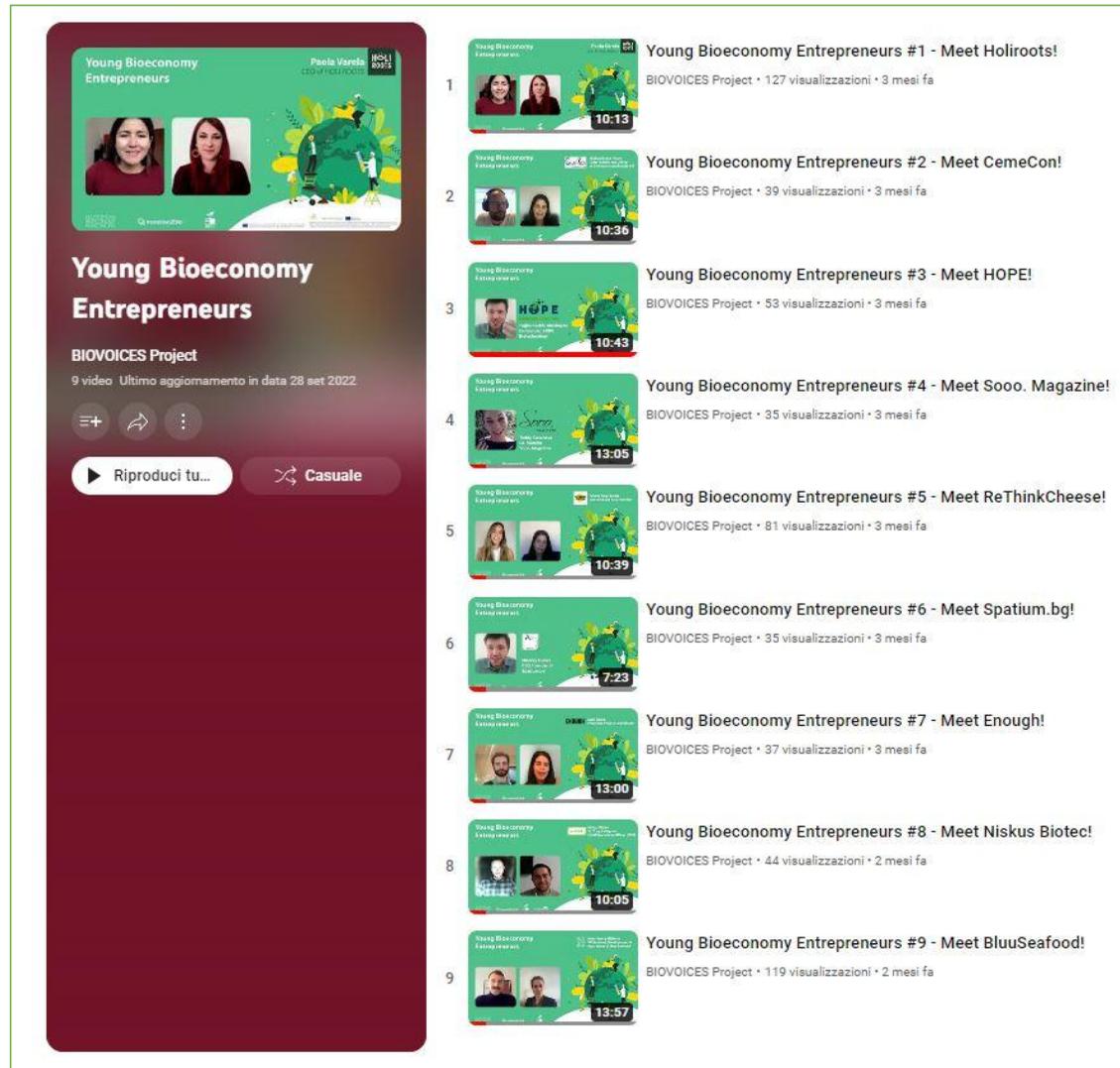
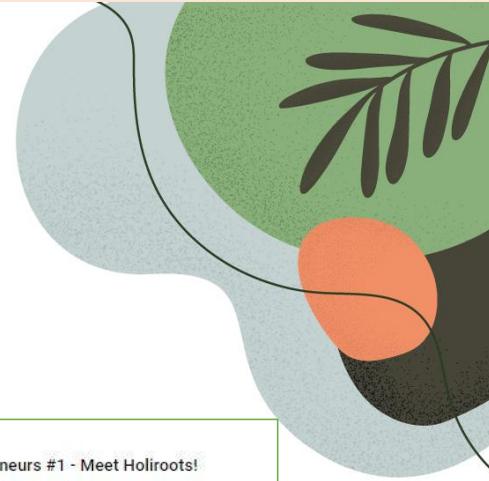


Figure 36: Playlist on YouTube

Since on Instagram short reels are more effective compared to long videos, only for this social media channel 60 seconds video trailers were produced in order to attract Instagram followers to watch the entire interview on Transition2BIO YouTube channel (also linked in the text of the post).

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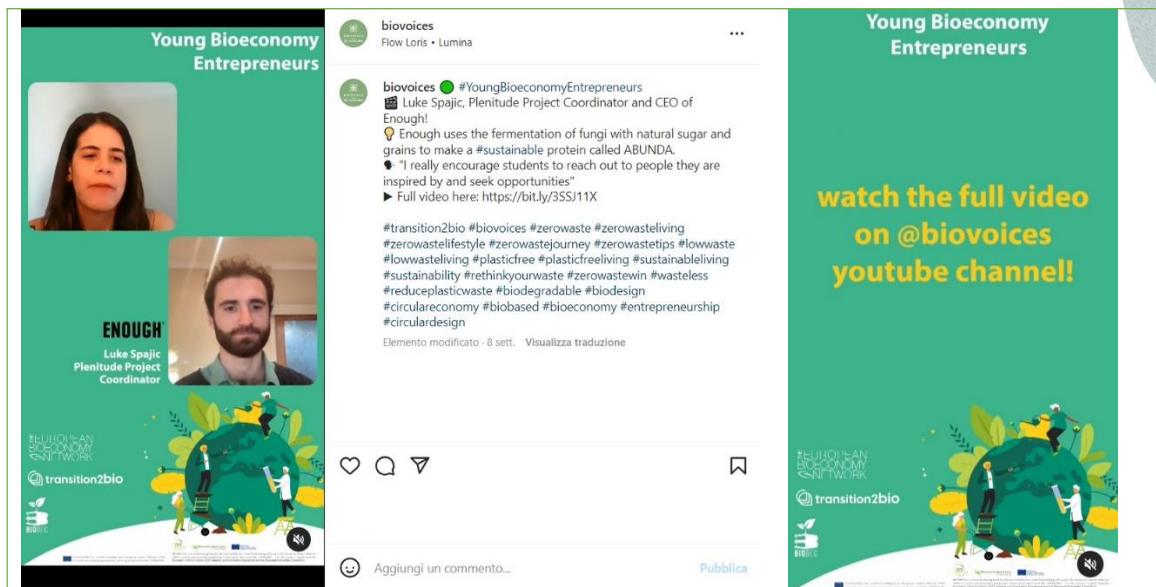


Figure 37: Example of video trailer

Final impact of the campaign

The interviews received a great interest from the social media community: they received **570 views on YouTube** and **1.761 views on Instagram**, and a total of **2.331 followers reached**.

Also, the European Commission supported and appreciated the initiative. In fact, the interviews to Young Bioeconomy Entrepreneurs were displayed in the EuBioNet/Transition2BIO corner organised during the EC Bioeconomy Conference held in Brussels on October 2022.

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Figure 38: The campaign displayed in the EuBioNet/Transition2BIO corner

5.1.2 Meet the winner of the World Bioproduct Day

As already mentioned in 4.3, Transition2BIO together with the EuBioNet and the World Bioeconomy Forum organised the “World Bioproduct Day” campaign, during which the project extracted 6 winners following 5 specific categories.

After the winners were announced on social media, Transition2BIO and the EuBioNet conducted a series a video interviews in order to give more visibility to these circular bioeconomy stories, using the following questions to trigger the discussion:

- The project has been selected as winner of the category *[insert category]*, in the context of the World Bioproduct Day campaign that we conducted together with the World Bioeconomy Forum. Can you briefly introduce your project?
- What is the main goal?
- What are the added values of this application?
- What are the challenges?
- The European Union declared 2022 the European Year of Youth to recognize the importance of European youth to build a better future – greener, more inclusive and digital – also in a post-pandemic perspective. What is your advice to young generations?

From the end of October the first campaign was launched and the 6 video interviews produced became part of a weekly social media campaign supported also by the World Bioeconomy Forum¹¹.

¹¹ All interviews are available here:

<https://youtube.com/playlist?list=PLbA125z357wQQFauAo7EdjAlr6qMvq6TX>

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Figure 39: Video card to launch the campaign

The descriptive text attached to the posts contained a key message extracted from the interview, in order to inspire young generations and attract followers to watch the entire video.

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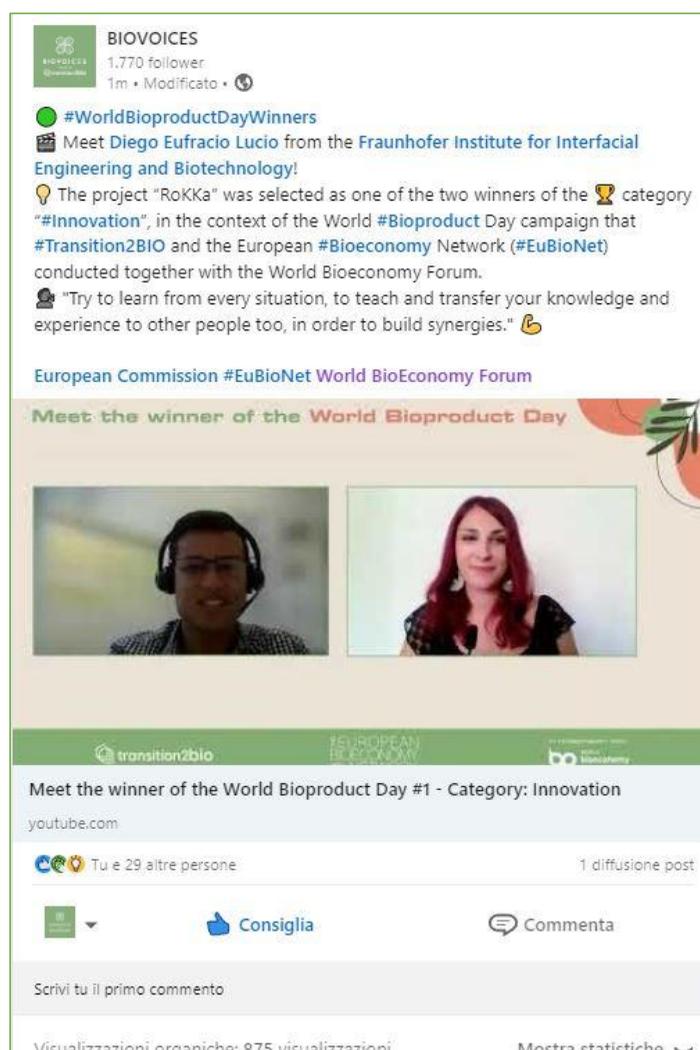


Figure 40: Example of post to support the campaign

- For the category “**Innovation**” we interviewed Diego Eufrazio Lucio, representing the project “RoKka”, and Susanne Zibek, representing the project on the production of “Biosurfactants” from renewable raw materials. They are both researchers from the Fraunhofer Institute for Interfacial Engineering and Biotechnology.

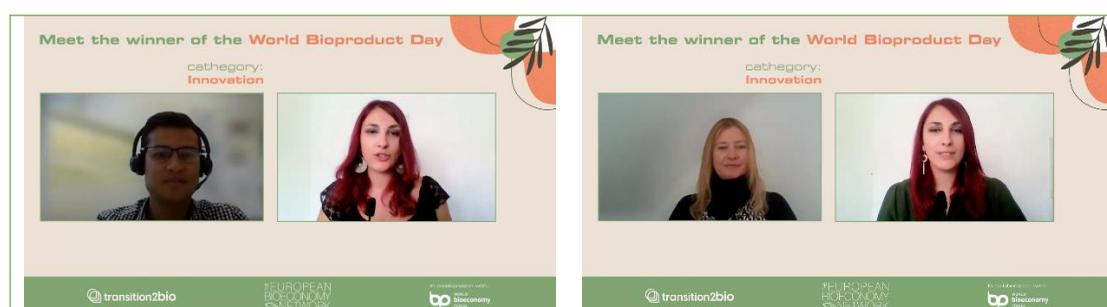


Figure 41: Interviews to the winners of the category "Innovation"

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- For the category “**Societal Impact**” we interviewed Stefan Keppler, representing the project “Amazon Kapok.”



Figure 42: Interview to the winner of the category "Societal Impact"

- For the category “**Environmental Impact**” we interviewed Tanja Karila, representing the Infinited Fiber company.



Figure 43: Interview to the winner of the category "Environmental Impact"

- For the category “**Communication**” we interviewed Carmen Sciotti, representing the project “Ficus Natalensis Cloth”. She is also one of the EU Bioeconomy Youth Ambassadors selected by the European Commission (see 4.8).

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Figure 44; Interview to the winner of the category "Communication"

- For the category **"Innovative Youth"** we interviewed the team of young researchers and PhDs from the University of Trieste, representing their research on the valorisation of rice husk.



Figure 45: Interview to the winner of the category "Innovative Youth"

Also in this case, as experimented during the "Young Bioeconomy Entrepreneurs" campaign, on Instagram we produced 60 seconds video trailers in order to attract Instagram followers to watch the entire interview on Transition2BIO YouTube channel (also linked in the text of the post).

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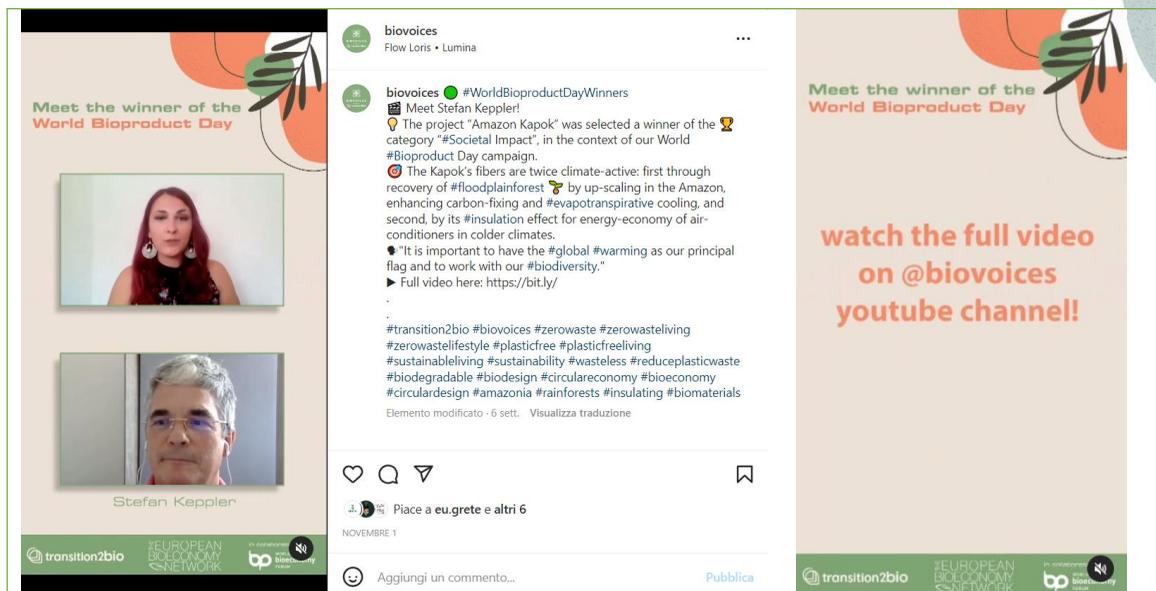


Figure 46: Example of video trailer

Final impact of the campaign

The campaign was really successful and impactful: the interviews received **417 views on YouTube** and **2.038 views on Instagram**, for a total of **2.455 followers reached**.

As for the campaign involving Young Bioeconomy Entrepreneurs, also the interviews with the winners of the World Bioproduct Day were displayed in the EuBioNet/Transition2BIO corner organised during the EC Bioeconomy Conference held in Brussels on October 2022, receiving great appreciation from the public and the European Commission.



Figure 47: The campaign displayed in the EuBioNet/Transition2BIO corner

5.2 Online webinars, workshops and training sessions

The recordings of several events and online training sessions have been published on Transition2BIO YouTube channel and then shared on social media, with the aim to maximise the impact of the webinars and reach additional viewers beyond the participation to the event/training session delivered live (e.g., the conference organised on “The role of the

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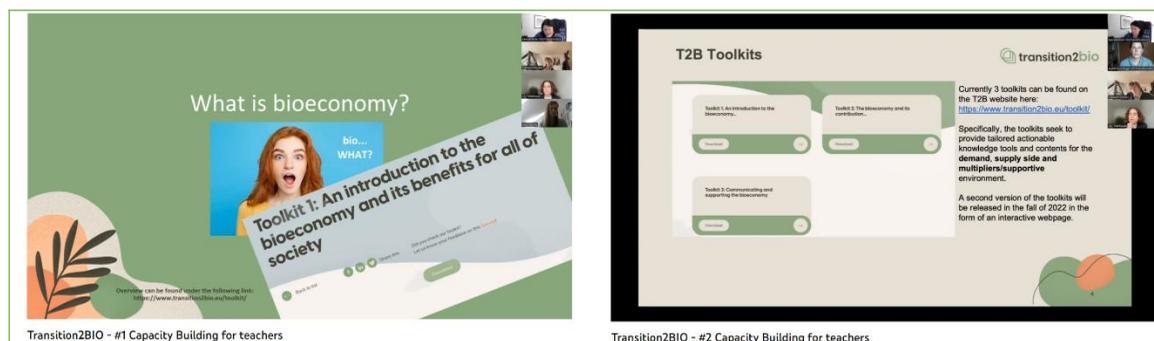
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education in the Ecological Transition” in the context of the Sustainable Development Festival organized by ASviS, see figure below).



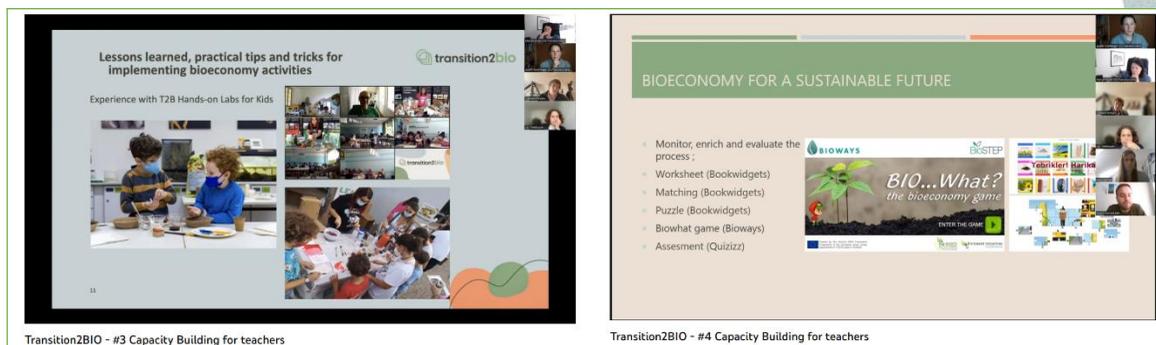
Figure 48: The webinar recorded during the Sustainable Development Festival

In particular, training activities for primary school teachers was organised and recorded in the context of different initiatives and competitions like EU Researchers’ Night, the Bioeconomy4YOU school competition, together with the Transition2BIO capacity building for teachers delivered by ZSI and BIOCUM partners. The 4 short videos presented the formats, tools and materials designed in the project and ready to be used to communicate and teach the bioeconomy to students.



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Transition2BIO - #3 Capacity Building for teachers

Transition2BIO - #4 Capacity Building for teachers

Figure 49: The series of short videos recorded by Transition2BIO as part of a capacity building for teachers

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6. Conclusions and lessons learnt

This document updates on Transition2BIO social media activities to raise awareness and engage the public which took place in the last 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, see D2.6).

The success in terms of KPIs is showcased in the table below, that compares the KPI declared in the Grant Agreement against the results reached.

KPI	Results
Reaching at least +3.000 followers and	Considering the total 7210 followers when BIOVOICES was concluded (April 2021), Transition2BIO reached 10.588 followers from May 2021 to December 2022 (+3.378)
200.000 unique visitors	Total number of unique visitors in the first and second reporting period 600.692 . <ul style="list-style-type: none"> • Details of the second reporting period listed below: (January 2022 to December 2022): Facebook: 193.298 Instagram: 31.685 Twitter 24.550 LinkedIn 43.436 Total: 292.969
2000 posts in 4 channels	Total number of posts in the first and second reporting period 2.269 . <ul style="list-style-type: none"> • Details of the second reporting period listed below: (January 2022 to December 2022): Facebook: 497 Posts Instagram: 96 Posts LinkedIn: 314 Posts Twitter: 479 Posts Total: 1.386
Involvement of at least 10 influencers	Total number of influencers/ambassadors involved in the first and second reporting period: 10 In addition, we can also consider as ambassadors the 15 interviewees involved through the social media campaigns “Young Bioeconomy Entrepreneurus” and “Meet the winner of the World Bioproduct Day”, which were very impactful (see chapter 5). Total: 25

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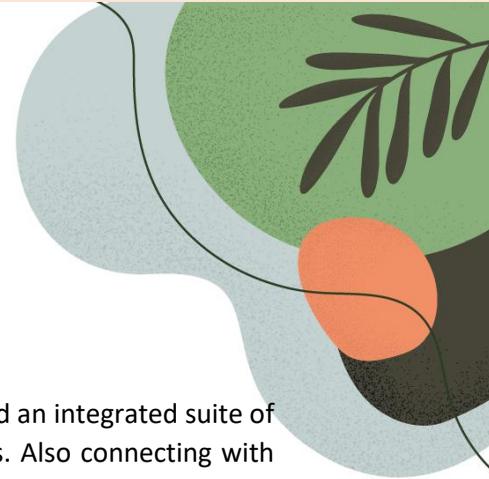


Table 8: Comparison between KPI and results

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, and communities was very impactful (EU-funded projects, EU Researchers' Night, influencers, multipliers, etc.).

One of the main lessons learnt during the last period of Transition2BIO was on the behavioural change identified among the users (especially Instagram followers), who became greatly interested and responsive to video contents rather than images. For this reason, from September 2022 on, Transition2BIO experimented with new formats of campaigns, producing short reels to promote a more active engagement of followers. These **video campaigns** were proved to be effective and very impactful, with an overall number of **4.786 views** reached among the YouTube channel and the Instagram reels.

This format could be further exploited and experimented specifically to attract young generations.

Considering the overall impact reached, we can say that @biovoices social media channels confirmed to be a reference point in the bioeconomy community, experimenting new strategies, ideas and formats 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 with the same target groups. With this respect, the newly funded Horizon Europe project GenB – Generation Bioeconomy will exploit @biovoices social media channels to engage young generations.

The adaptation of the social media channels will start from January 2023, to avoid any overlap with Transition2BIO, and new strategies will be designed and implemented to reach and engage specifically the target beneficiaries.

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