



**CEE2ACT**

**Empowering the Central and  
Eastern European Countries to Develop  
Bioeconomy Strategies and Action Plans**

**D7.1 Communication, Dissemination and Exploitation Plan**



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the European Union

## PROJECT INFORMATION

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<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

## DOCUMENT HISTORY

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## EXECUTIVE SUMMARY

The Communication, Dissemination & Exploitation Plan presents all expected project results and set out preliminary exploitation routes for each result, ensuring that communication, dissemination, and exploitation activities all contribute to long-term project impact.

The Plan explains WHO (target stakeholders) will receive WHAT (project results and key messages) HOW (communication and dissemination channels) and WHEN (implementation and time planner), outlining responsibilities of all partners.

Additionally, the partners will monitor and analyse the impact of the dissemination and sustainability activities and propose an update to the plan at M18 to ensure the strategy remains relevant.

To complement this Plan, the Interim Communication, Dissemination and Exploitation Plan will be developed (M18), and the Report on Communication, Dissemination, Exploitation and Sustainability Activities will be published at M24.

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# 1. Objectives

The objective of the CEE2ACT project is to empower 10 target countries in Central Eastern Europe and beyond (Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Serbia, Slovakia and Slovenia) to develop bioeconomy strategies and action plans through knowledge transfer and the adoption of innovative governance models from experienced countries - those with a more advanced bioeconomy policy (Austria, Belgium, Finland, Germany, Spain, Sweden, The Netherlands).

Knowledge transfer and inspiration in creative formats that address the motivations, needs and knowledge gaps of each CEE2ACT target country will be realised through the CEE2ACT National Bioeconomy Hubs.

A participatory, non-political, bottom-up approach will be applied throughout the project activities, building closer interconnections between actors across **public institutions, private sector, industry, energy, SMEs, feedstock providers (e.g. waste, side streams, farmers, foresters, fishermen), academia and research, NGOs, Civil Society Organisations** in the target countries.

To achieve this, a baseline assessment will be carried out (socio-economic and environmental aspects), stakeholder engagement activities will be implemented ensuring the proper involvement and active participation of all relevant stakeholders.

Digital solutions for sustainable governance will be created, exchange of know-how and best practices on technology transfer, building the capacities of the stakeholders to develop bioeconomy strategies.

The findings will be synthesised in an analytical framework, which will result in National-level **Roadmaps for the Bioeconomy Strategies** in targeted CEE2ACT countries, boosting societal engagement in the countries' transition towards circular bioeconomy.

## 1.1 Definitions

It is important that all CEE2ACT partners understand the key terminology from this Plan to be able to participate in the described activities, and to avoid confusion or misunderstanding during its implementation. Within the project the following definitions will be used, as listed in the CEE2ACT Grant Agreement:

**Communication** is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime. aimed at promoting the action and its results. The aim is to reach out to society and show the activities performed as well as the use and the benefits the project will have for citizens.

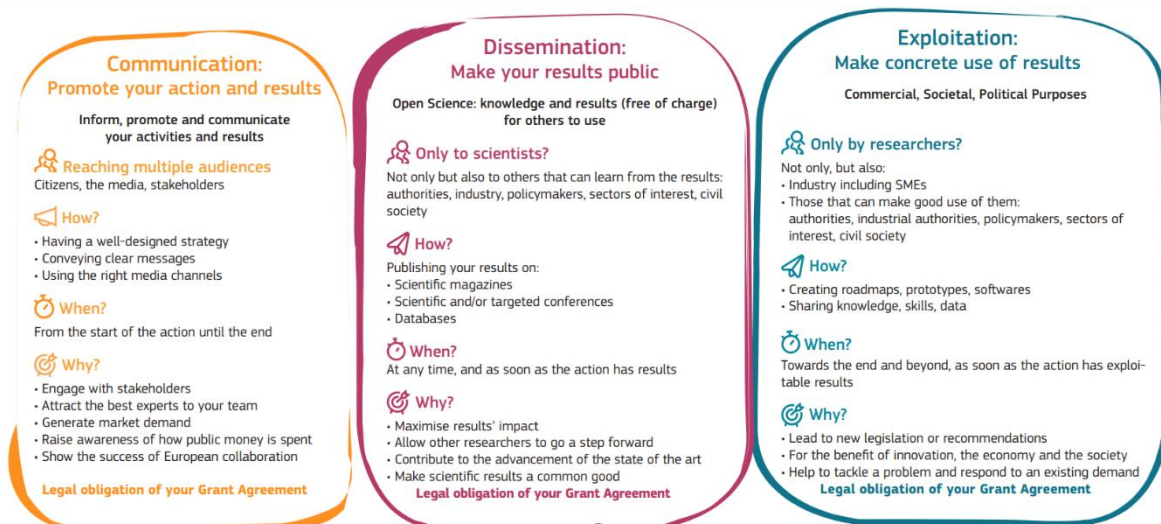


**Dissemination** refers to the public disclosure of the results by appropriate means, other than resulting from protecting or exploiting the results, including by scientific publications in any medium.

**Exploitation** refers to the use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating, manufacturing and marketing a product or process, creating and providing a service, policy recommendations, or standardisation activities.

**Results** are any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.

Figure 1: Communication, Dissemination and Exploitation.



Source: European Commission, [Quick guide and tools for Communication, Dissemination and Exploitation](#)

## 1.2 Aim of this deliverable

This deliverable aims to give insights into the CEE2ACT communication, dissemination and exploitation strategy. The deliverable starts with the messaging and target audiences. The main communication, dissemination and exploitations activities are presented, and the obligations and protocols to be followed by the project partners are explained. Finally, the deliverable concludes with an elaboration on the key performance indicators (KPIs), followed by an overview of the key exploitable project results, and risk mitigation measures.

The plan is supporting the CEE2ACT stakeholder engagement and knowledge transfer activities. This includes the preparation of materials and implementation of actions that

will support the adoption of the co-designed national bioeconomy strategies and action plans by CEE2ACT target groups (National Bioeconomy Hubs members), and the efficient dissemination and exploitation of the CEE2ACT results and solutions, and thus maximise its impact during and beyond the project's duration. Greenovate! Europe, GEONARDO and WWF-Adria are responsible for the communication, dissemination, and exploitation activities, which are designed to **facilitate the uptake and local ownership of the CEE2ACT tools and results** by a variety of key stakeholders and enable the creation of a long term CEE2ACT structure.

The future versions of the Communication, Dissemination and Exploitation Plan will aim to (1) provide an overview of the implemented activities, (2) evaluate their impact and (3) adapt the strategy and plan future activities accordingly.

## 2. Target groups and messages

### 2.1 Target audiences

To ensure that communication, dissemination and the exploitation of the results contribute to the long-term project impact, the Plan defines **who** the main target audiences (stakeholders) are and **what** are the key messages to be communicated to each of the target group. The more refined the target audience description, the more precise and effective communication and later dissemination and exploitation will be.

Since this plan needs to support CEE2ACT main objective, which is co-designing national bioeconomy strategies and action plans by **National Bioeconomy Hubs (NBHs)**, whose members are stakeholders of the whole process, a dynamic stakeholder mapping process is conducted within CEE2ACT. The purpose is to define and cluster main target groups and potential members of the future NBHs and to see what is the specific approach that needs to be elaborated and what is the desired impact that wants to be achieved for each target audience.

CEE2ACT clusters the target audiences in the following way:

- Government and policy makers
- Public administration and state institutions
- Local and regional governments
- Investors and SMEs
- Business and industry associations (bio-based value chains actors (primary sector, industrial and waste sector)
- Academia and research institutions
- NGOs and civil society organisations, including environmental organisations
- Media
- General public (citizens)





Government and policy makers	
Target audience profiles	Ministries responsible for drafting the bioeconomy strategy and participating in its development and implementation, e.g. agriculture, environment, economy, industry, energy, economic development, rural development, etc.
Communication approach and impact	CEE2ACT aims to increase awareness of the decision makers within the governments about the various bioeconomy sectors, the role of the bioeconomy in the EU Green Deal, the benefits of the bioeconomy and particularly the circular bio-based sector and the need to have national bioeconomy strategies. Therefore, the CEE2ACT wants to approach decision makers as a partner, offering the knowledge and expertise to foster bioeconomy strategy development.
Key messages	<p>The bioeconomy connects and implements transformative policies and contributes to all dimensions and objectives of the Green Deal. Bioeconomy produces fossil-free materials for a climate-neutral future and enhances the protection of the environment and ecosystems.</p> <p>Bioeconomy modernizes and strengthens the EU industrial base and creates new green business opportunities for SMEs.</p> <p>Bioeconomy delivers on Europe’s economic prosperity and ensures a fair and just transition. It is estimated that the bioeconomy contributes to almost 9 percent of the EU-27 labour force and 4.7 percent of the EU-27 GDP.</p> <p>Member States need to develop their national bioeconomy strategies to apply for €3.85 billion of EU funds for projects to explore potentials of the bioeconomy.</p> <p>A national strategy for bioeconomy provides political clarity that guides different actors in working towards similar national bioeconomy goals.</p> <p>A national bioeconomy strategy has a higher chance of success if it was developed together with the actors that are to help implement it.</p>
Communication tools	Meetings and hands-on trainings, NBHs meetings, media kit (press releases, interviews, photos), policy briefs, comms material package, social media and project website.

Public administration and state institutions	
Target audience profiles	<p>Various institutions at the state level which are involved in some aspects of the bioeconomy and that will play the key role in drafting the strategy, e.g. administration within the ministries, inter-ministerial departments, various national agencies (agriculture, commerce, environment), regulatory authorities): Bulgarian Sustainable Energy Development Agency, Business Development Agency Spirit Slovenia, Slovak National Agriculture and Food Centre, The Forest Management Institute in the Czech Republic, Forests of the Czech Republic, etc.</p>
Communication approach and impact	<p>To have innovative and operational bioeconomy strategies in all countries, CEE2ACT wants to empower the key stakeholders in public administration to start developing the strategy. Therefore, the project aims at establishing National Bioeconomy Hubs and communicating on their relevance as the places for knowledge exchange on bioeconomy.</p> <p>This should encourage the policy makers to start drafting the bioeconomy strategy and to improve inter-ministerial interaction and engagement in defining priorities towards the bio-based development of sectors, markets, cities and regions.</p>
Key messages	<p>Innovative governance models and co-created policy measures are needed to unlock the potential of the bioeconomy across Europe at national and local levels.</p> <p>The national roadmaps for transition to circular bioeconomy will guide an active and diverse coalition of national bioeconomy actors in preparing strategies and action plans.</p> <p>CEE2ACT deploys a bottom-up approach to increase support in each target country for national bioeconomy strategies.</p> <p>The project connects and gathers engaged and motivated stakeholders, industry players, ministries, and decision makers into National Bioeconomy Hubs committed to achieve national bioeconomy goals.</p>
Communication tools	<p>Meetings and hands-on trainings, policy briefs, comms materials package, social media and project website, NHBs meetings.</p>

Local and regional governments	
Target audience profiles	<p>Local and regional authorities in the countries that participate in the CEE2ACT project, e.g:</p> <ul style="list-style-type: none"> <li>• District Administration of Stara Zagora District and Pazardzhik District in Bulgaria</li> <li>• Regional Development Agency Podravlje in Slovenia</li> <li>• Nitra Region in Slovakia</li> </ul>
Communication approach and impact	<p>CEE2ACT wants to encourage local and regional governments to take part in developing national bioeconomy strategies. In that way, they will be more aligned with the policy process and will get more information about certain policy instruments, circular economy, energy, innovation and agriculture.</p> <p>Their involvement in the strategy defining process will strengthen their cooperation with state administration and ensure the transfer of knowledge once when the project is over. All activities defined in the strategy will be implemented concretely in cities and regions, which is the trues transitioning of bio economy at the national level to the regional. The expertise from NBHs can serve to develop regional bioeconomy strategies as well.</p>
Key messages	<p>Local and regional governments are the closest to their citizens and are the places where the bio-based solutions, circular economy and bioeconomy projects come into life.</p> <p>EU Structural Funds will help the bioeconomy take root in Europe's regions and cities. LIFE, the EU's financial instrument supporting environmental, nature conservation and climate action projects, will finance piloting innovative bioeconomy solution to make life better for the citizens and cities and regions should take advantage of it.</p> <p>In urban areas, the EU will back efforts to turn organic waste from a societal problem into a valuable resource for the production of bio-based products.</p> <p>The EU Bioeconomy Strategy will support the piloting of up to 10 European bioeconomy cities, to make them more sustainable.</p>
Communication tools	Comms materials package, social media and project website, NBHs meetings, policy briefs.

Investors and SMEs	
Target audience profiles	SMEs and investors in sectors of agriculture, energy, forestry, innovation, waste, circular economy, food production, e.g. Technology Park Ljubljana, Štajerski Tehnološki Park, CER – Sustainable Business Network, Circular Change, KNOF – Circular lab, Cogreen, Optifood, Reusable Technologies, Interzero Slovenia, etc.
Communication approach and impact	SMEs and industry should be able to voice their expectations and needs in the national strategy to be able to connect with potential partners and develop further bioeconomy projects.
Key messages	<p>The CEE2ACT tools will support the development of new circular bioeconomy value chains providing regional visibility for SMEs, large firms, start-ups and R&amp;D institutions.</p> <p>Digital solutions for a green transition will enable CEE2ACT National Bioeconomy Hubs to access relevant information and build their capacities on bioeconomy.</p> <p>CEE2ACT will present innovative companies and technologies working in the field of circular bioeconomy to encourage businesses to exchange knowledge and experience.</p> <p>CEE2ACT wants to help private sector to present their practical insight about bioeconomy obstacles and potentials, and to encourage them to progress with bioeconomy projects.</p> <p>EU funds offers many possibilities in funding bio based solutions in forestry, agriculture, fisheries, bioenergy and other sectors for private sector partners and CEE2ACT wants to encourage business sector to use them for further economic and environmental development.</p> <p>Bioeconomy has enormous potential to strengthen and scale-up the bio-based sectors, unlock investments and markets and private partners have to be in position to voice their expectations from national strategies.</p>
Communication tools	Comms materials package, social media and project website, NBHs meetings, blogs and feature articles, videos, conference and fair presentations.

Business and industry associations (bio-based value chains actors in primary sector, industrial and waste sector)	
Target audience profiles	<p>Various industry organizations in in sectors of agriculture, energy, forestry, innovation, waste, circular economy, food production, such as Bulgarian Chamber of Commerce and Industry, Slovenian Chamber of Commerce and Industry, Forestry-Wood Chamber in the CZ Republic, CzechBio, etc</p> <p>Sectoral clusters within entrepreneur associations, such as National Association of Non-State Forest Owners in Bulgaria, SRIP Circular Economy Slovenia, Construction Cluster of Slovenia, Slovenian Wood Cluster, Association Cluster Bioeconomy in Serbia, Association Cluster for Energy Efficiency in Serbia, National Biomass Association Serbia, The Association Renewable Energy Sources of Serbia, Circular economy Hub in Serbia, HEMP Cluster In Slovakia, Slovak Plastic Cluster, Cluster of Czech Furniture Manufacturers etc.</p>
Communication approach and impact	As advocates of businesses, industry associations need to be engaged in development of the strategy within the NBHs, to address industry needs and define sector developments to fully deploy bioeconomy on both national and regional level.
Key messages	<p>The EU is committed to fostering the further development and deployment of sustainable and circular bio-based solutions.</p> <p>The CEE2ACT tools will support the development of new circular bioeconomy value chains providing regional visibility for SMEs, large firms, start-ups and R&amp;D institutions.</p> <p>Digital solutions for a green transition will enable National Bioeconomy Hubs to access relevant information and build their capacities on bioeconomy.</p> <p>EU funds offers many possibilities in funding bio based solutions in forestry, agriculture, fisheries, bioenergy and other sectors for private sector partners.</p> <p>CEE2ACT wants to encourage business sector to use them for further economic and environmental development.</p>
Communication tools	Comms materials package, social media and project website, NBHs meetings, videos.

Academia and research institutions	
Target audience profiles	<p>Various universities in nature sciences, agriculture, innovation, economics, forestry, fisheries, e.g. Agriculture Academy in Sofia, University of Forestry in Sofia, Biotechnical Faculty in Ljubljana, Faculty for Polymer Technology, InnoRenew, National Institute of Chemistry (Slovenia), Slovak University of Agriculture, Czech Academy of Agricultural Sciences etc.</p> <p>Research centres and institutions at national and regional level, such as AlgEn, Algal Technology Centre, Inštitut Jožef Stefan in Slovenia, Institute of Agricultural Economics and Information, etc.</p>
Communication approach and impact	<p>The academia has scientific and data-based knowledge on bioeconomy should provide them to the state administration and decision makers in order to shape the bioeconomy strategy. In addition, the academia will have one of the key roles in further dissemination of the CEE2ACT results via scientific work and journals.</p>
Key messages	<p>Academia and research institutions have scientific knowledge on the potentials of bioeconomy in achieving EU Green Deal targets and are important part of the National Bioeconomy Hubs to influence policy makers and share CEE2ACT results and findings.</p> <p>CEE2ACT wants to encourage academia stakeholders to promote education, training and skills across the bioeconomy.</p> <p>Research institutions play the key role in developing new bio-based products in cooperation with the private partners and facilitate the development of new sustainable biorefineries.</p> <p>In cooperation with the private partners, research institutions need to develop substitutes for fossil-based materials that are bio-based, recyclable and marine biodegradable.</p>
Communication tools	<p>Comms materials package, social media and project website, NBHs meetings, blogs and feature articles, conference and fair presentations, open access scientific publications, hands-on trainings.</p>

<b>NGOs and civil society organisations, including environmental organizations</b>	
Target audience profiles	<p>Various national, regional and local CSOs, e.g. ETRI Community In Slovenia, etc.</p> <p>Environmental organizations and NGOs, such as National Association of Non-State Forest Owners in Bulgaria, The Association of Ecological Movements of Slovenia, etc.</p>
Communication approach and impact	<p>NGOs have various expertise and knowledge, from participating in policy drafting to understanding EU policies. They are usually well connected into European and international networks and understand both the “green” agenda at the European level and sustainable goals at the world level. As such they are relevant partner in the NBHs during discussions on the importance of bioeconomy. Further, they have knowledge in launching initiatives at local level and implementing funded projects, so as such play a very important role in further implementation of the strategies, as well as disseminating and exploiting the results of CEE2ACT project.</p>
Key messages	<p>Bio-based and biodegradable products are better for the environment, climate, and human health.</p> <p>The bioeconomy is the Europe’s response to key environmental challenges facing the planet.</p> <p>The bioeconomy can contribute to meeting the binding EU-wide target of at least 32 % renewables for the year 2030 under sustainability criteria.</p> <p>The modern bioeconomy should contribute to tackling climate change by combining an enhanced provision of ecosystem services regulating climate with a renewed bio-based industrial base, reducing energy demand, and lowering emissions, and with more resource-efficient, sustainable primary production on land and sea.</p> <p>NGOs and environmental organizations are the most relevant partners to launch pilot actions for the development of bioeconomy in rural, costal and urban areas.</p>
Communication tools	<p>Comms materials package including videos, social media and project website, NBHs meetings, blogs and feature articles, media kit, good practices and policy briefs, hands-on trainings.</p>

Media	
Target audience profiles	Specialised media outlets and magazines (print and online) at regional, national and European levels, e.g. EKOTREND, Agromagazín, Roľnícke noviny (Slovakia), Lesnická práca, Živá univerzita, etc.
Communication approach and impact	The media should be engaged to raise the visibility of the project, raise awareness among the citizens on what bioeconomy is and among the decision makers on the importance of having national strategies.
Key messages	<p>The bioeconomy has potential to connect and implement transformative policies holistically and contribute to all dimensions and objectives of the Green Deal.</p> <p>Bioeconomy delivers on Europe’s economic prosperity and ensures a fair and just transition. It is estimated that the bioeconomy contributes to almost 9 percent of the EU-27 labour force and 4.7 percent of the EU-27 GDP.</p> <p>Bio-based and biodegradable products are better for the environment, climate, and human health.</p> <p>The bioeconomy is the Europe’s response to key environmental challenges facing the planet. The bioeconomy can contribute to meeting the binding EU-wide target of at least 32 % renewables for the year 2030 under sustainability criteria.</p> <p>The modern bioeconomy combines an enhanced provision of ecosystem services regulating climate with a renewed bio-based industrial base, reducing energy demand and lowering emissions, and with more resource-efficient, sustainable primary production on land and sea.</p> <p>To make national strategies, that will put into action bioeconomy projects, CEE2ACT will organize bottom-up discussion of all relevant stakeholders on national strategies in 10 MS.</p>
Communication tools	Media kit, website, social media, videos.



General public	
Target audience profiles	<ul style="list-style-type: none"> <li>• Citizens in the project countries</li> <li>• Youth</li> </ul>
Communication approach and impact	The project wants to raise awareness among the citizens and the youth (in particular) on the potentials and the role of bioeconomy in Europe.
Key messages	<p>Bioeconomy delivers on Europe's economic prosperity and ensures a fair and just transition. It is estimated that the bioeconomy contributes to almost 9 percent of the EU-27 labour force and 4.7 % of the EU-27 GDP.</p> <p>Bioeconomy produces fossil-free materials for a climate-neutral future and enhances the protection of the environment and ecosystems.</p> <p>Bio-based and biodegradable products are better for the environment, climate, and human health.</p> <p>The bioeconomy is the Europe's response to key environmental challenges facing the planet.</p> <p>The bioeconomy can contribute to meeting the binding EU-wide target of at least 32 % renewables for the year 2030 under sustainability criteria.</p> <p>The modern bioeconomy should contribute to tackling climate change by combining an enhanced provision of ecosystem services regulating climate with a renewed bio-based industrial base, reducing energy demand and lowering emissions, and with more resource-efficient, sustainable primary production on land and sea.</p>
Communication tools	Comms materials package, social media and project website, videos.

## 2.2 Cooperation with regional, national and European initiatives

CEE2ACT will develop specific awareness raising campaigns targeting the Baltic States based on a dynamic mapping of inter-ministerial working groups, Baltic public administrations, stakeholders, and businesses. CEE2ACT will also establish contact with members of the Scientific Committee and State Representative Group of Circular Bio-Based Europe JU.

Within Horizon and LIFE funds, there are various other projects in bioeconomy and connected sectors whose results could be significant and important in drafting national bioeconomy strategies. Therefore, CEE2ACT will look into potential ways of cooperation with such projects and initiatives in order to encourage knowledge and information sharing. Some of the relevant ongoing projects and initiatives are listed in the following table.

*Table 1: Relevant ongoing projects and initiatives on EU level (non-exhaustive list)*

Project name and acronym	Description	Funding	Type of cooperation
Advancing Sustainable Circular Bioeconomy in Central and Eastern European countries ( <a href="#">BIOEASTsUP</a> )	Coordinate and support the BIOEAST initiative in the implementation of its Vision and Action Plan for transition of 11 Central and Eastern European (CEE) to bioeconomy. Countries: Czech Republic, Hungary, Poland, Slovakia, and joined by Bulgaria, Croatia, Latvia, Lithuania, Republic of Estonia, Romania, Slovenia.	3 000 000 euro	Knowledge and data exchange through the project partner IUNG from Poland
Shaping the future bioeconomy across sectoral, governmental and geographical levels ( <a href="#">ShapingBio</a> )	The EU-funded ShapingBio project aims to support and accelerate the ecosystem for sustainable goods and services in different sectors. To that end, it will map and analyse initiatives, structures, policy instruments, gaps in policy and governance, applied R&D and technology transfer, as well as collaboration and financing across the EU macro-regions and fields. The results will lead to evidence-based and concrete information and	3 999 412,50 euro	Possibly organizing joint activities, approached by Geonardo



	recommendations for better policy-making and stakeholder activity.		
<a href="#">BioeconomyVentures</a>	BioeconomyVentures project will develop a reference platform for bioeconomy-based start-ups and spin-offs seeking to gain access to finance. The platform will serve as a main meeting point for the bioeconomy entrepreneurship field. It is part of the project's overall goal of building a first of its kind bioeconomy entrepreneurship ecosystem, boosted by the BioeconomyVentures Ambassadors Programme.	€ 1 499 312,50	Possibly organizing joint activities for SMEs, approached by Geonardo
Informing and educating young people on more sustainable behaviours and choices to build a future Generation informed and interested in Bioeconomy ( <a href="#">GenB</a> )	The project's overall objective is to inspire and encourage youth and future generations to be aware, sensitive and interested on environmental issues, sustainability and circularity. In cooperation with young people, parents and teachers, GenB will co-create resources like toolkits on bioeconomy and bio-based sectors. To maximise its impacts, GenB will widely engage society, create synergies with other initiatives and consolidate its education model.	1 999 762,50 euro	Possibly organizing joint activities for young citizens participation, approached by Geonardo
Innovative Education for the BioEconomy ( <a href="#">BioBeo</a> )	EU-funded BioBeo project, with the assistance of its 15 partners, is introducing Europe's youth to the benefits and importance of implementing a bioeconomy. To achieve this, it will create an engaging and educational programme that encourages participation and action throughout society, based on five bioeconomy themes: outdoor learning, interconnectedness, forestry,	1 871 312,50 euro	Possibly organizing joint activities in education area, approached by Geonardo

	<p>food loop and life below water. The overall aim is to increase participation in STEM careers, promote active citizenship and ease the transition to a sustainable bioeconomy.</p>		
<p>Accelerating circular bio-based solutions integration in European rural areas (<a href="#">BioRural</a>)</p>	<p>BioRural's goal is to create a European Rural Bioeconomy Network to promote small-scale bio-based solutions in rural areas and support the transition towards a sustainable, regenerative, inclusive and just circular Bioeconomy across all Europe at local and regional scale.</p>	<p>2 999 962,50 euro</p>	<p>Knowledge and data exchange through the project partner IUNG from Poland</p>
<p>Promoting bioeconomy and rural development through new bio-based initiatives (<a href="#">BRANCHES</a>)</p>	<p>BRANCHES project will work to increase the flow of information, new ideas and technologies between European agriculture and forestry practitioners, particularly in rural areas. The project will also showcase the success stories concerning forest and agricultural biomass supply chains.</p>	<p>1 999 308,75 euro</p>	<p>Knowledge and data exchange through the project partner CIRCE from Spain</p>
<p>Exploring the circular bioeconomy potential in cities. Proactive instruments for implementation by policy makers and stakeholders (<a href="#">BIOCIRCULARCITIES</a>)</p>	<p>The project will explore the circular economy potential of unexploited bio-based waste streams generated in three EU Member States, including the opportunities bio-waste can provide for bioenergy production. It will assess circular bioeconomy best practices across the EU that could be used as successful examples for application in the pilot areas, which will be the cities of Barcelona (Spain), Naples (Italy) and Pazardzhik (Bulgaria).</p>	<p>999 893,75 euro</p>	<p>Possibly organizing data information and good practice exchange in local governments , approached by Geonardo</p>
<p>Mobilizing European Communities of Practice in bio-based systems for better governance and skills</p>	<p>Project supports the mobilisation of local resources and stakeholders to establish innovative governance models in the bioeconomy to secure</p>	<p>2 499 167,50 euro</p>	<p>Possibly organizing data information and good</p>

development networks in bioeconomy <a href="#">(BioGov.net)</a>	optimal decision-making processes, social engagement of all actors and the uptake of sustainable innovations. The aim is to create a training framework and support consumers, industry and public bodies so as to switch to socially and environmentally responsible behaviour.		practice exchange in local governments , approached by Geonardo
Preparing the creation of Bio-Based Education Centres to meet industry needs and boost the contribution of the bioeconomy to societal challenges <a href="#">(BioBec)</a>	BIObec project will develop a comprehensive and flexible framework consisting of multi-level Bio-Based Education Centres to address the present and future needs of the industry and the surrounding ecosystem at local, regional, national and international levels. The project will design six pilots covering a wide geographical area in Europe related to the different topics associated with various value chains and institutional contexts.	1 595 715 euro	Possibly organizing joint activities in education area, approached by Geonardo
Deploying circular BIOecoNOMies at Regional level with a territorial approach <a href="#">(ROBIN)</a>	ROBIN project will assist EU countries, regions and cities to set up governance models capable of accelerating their successful transition to a circular bioeconomy. A territorial approach, examining the social, economic, environmental and spatial characteristics of each region, will ensure more tailored and effective outcomes.	2 499 951 euro	Possibly organizing data information and good practice exchange in regional governments , approached by Geonardo
MAINSTREAMING small-scale BIO-based solutions across rural Europe via regional Multi-actor Innovation Platforms and tailored innovation support <a href="#">(MainstreamBIO)</a>	The project will introduce small-scale bio-based solutions into mainstream practice across rural Europe, stimulating the participation of a wider range of rural actors in the development of the bioeconomy. MainstreamBIO starts with regional multi-actor innovation platforms to increase	2 999 031,25 euro	Knowledge and data exchange through the project partner RISE from Sweden, Wageningen from the

	cooperation among pivotal rural players to co-create sustainable business models in line with regional potentials and policy initiatives. The project will also develop and employ a digital toolkit to better integrate small-scale bio-based technologies, tailored business and technical support services, social innovations and good nutrient recycling practices with existing biomass and market trends.		Netherlands and IUNG from Poland
Modelling Individual Decisions to Support The European Policies related to agriculture ( <a href="#">MIND-STEP</a> )	To achieve sustainable EU CAP Member States develop strategic plans that should define measurable objectives and means to achieve them. MIND STEP makes use of agricultural and biophysical data and include individual decision making (IDM) unity in new and existing policy models for impact assessments.	4 000 000 euro	Knowledge exchange through the project partner Wageningen University
Resilient Forests for Society ( <a href="#">Resonate</a> )	RESONATE, a Horizon2020 project, coordinated by the European Forest Institute with 20 partner institutions from 12 different European countries. The project researches on the resilience of the European forest sector, raise awareness about forest resilience and provide best practice examples and tailor-made solutions to all stakeholders. RESONATE aims to generate the needed knowledge and practices for making European forests, the services they provide, and related economic activities more resilient to future climate change and disturbances.	4 994 062,50 euro	Knowledge exchange through the project partner from the Czech Republic
Systemic solutions for upscaling of urgent	A €20 million project funded by the Horizon 2020 Research and	20 248 122,32 euro	Knowledge exchange

ecosystem restoration for forest related biodiversity and ecosystem services <a href="#">SUPERB</a>	Innovation Programme under the EU Green Deal to restore thousands of hectares of forest landscape across Europe. By linking practical and scientific knowledge to be synergistically transformed into action and building a large and powerful multi-stakeholder network we aim at creating transformative change towards large-scale restoration.		through the project partner from the Czech Republic
Climate-Smart Forest Management for Central and Eastern Europe <a href="#">Clima4CEELife</a>	The overall goal of the project is to improve the management of forests in Central and Eastern Europe by fostering transition to climate-smart forestry for the benefit of people and nature. It is implemented in the Czech Republic and Slovakia.	5,587,063 euro	Knowledge exchange through the project partner from the Czech Republic

Table 2: Relevant ongoing projects and initiatives on national level (non-exhaustive list)

Project name and acronym	Description	Country
<a href="#">Coalition For a Green Restart</a>	Coalition initiated by MOVE.BG , which also includes WWF Bulgaria, Greenpeace Bulgaria and Circular Economy Institute. The Coalition published a special report with over 150 concrete recommendations for reforms and initiatives, through which Bulgaria can make a leap in its development and become one of the green and innovative leaders in Europe. The report <i>Mission Green Bulgaria</i> is based on the ideas shared by over 50 of the leading Bulgarian experts in the fields of innovative economy and science, energy transition, bioeconomy and biomass, nature-based solutions, circular economy and sustainable finance.	Bulgaria
<a href="#">Development of the Bioeconomy in Bulgaria</a>	A scientific research project conducted by Economic Research Institute at the Bulgarian Academy of Sciences. The goal was to evaluate the development of the bioeconomy in Bulgaria on the basis of analytical indicators (GDP, GDP, employment) in order to highlight the trends,	Bulgaria



	potential and opportunities of individual sectors at the national and regional level.	
<a href="#">Be-Rural Bulgaria</a>	BE-Rural is a project under the European Union's Horizon 2020 research and innovation program. It explores the potential of regional and local economies based on biological resources and supports the development of bioeconomy strategies, roadmaps and business models.	Bulgaria
<a href="#">GoDanuBio Project</a>	Participative Ecosystems for fostering the revitalization of rural-urban cooperation through governing Danube Circular Bioeconomy	Bulgaria
<a href="#">RIS4Danu</a>	A Horizon Europe project with the aim to facilitate social-sustainable-technological transition in Danube regions through the revitalization of disused industry sites.	Slovenia
<a href="#">Care4Climate</a>	LIFE IP CARE4CLIMATE is an integrated project that, through awareness-raising, education and training of key stakeholders, will encourage the implementation of measures to help Slovenia meet its greenhouse gas emission reduction targets by 2020 and 2030.	Slovenia
<a href="#">Biomodel4Regions</a>	The project aims to support the establishment of the innovative governance models at local/regional level to achieve better-informed decision-making processes, social engagement and innovation to support and strengthen EU and international science-policy interfaces to achieve the Sustainable Development Goals. The methodology is based on the set-up of a governance structure among bioeconomy clusters that will leverage on previous successful projects, initiatives and best practices to capitalise on work performed through several years of research and studies in the field of bioeconomy in 6 European regions.	Slovakia
<a href="#">SUPERB</a>	SUPERB (Systemic solutions for upscaling of urgent ecosystem restoration for forest related biodiversity and ecosystem services) is a €20 million project funded by the Horizon 2020 Research and Innovation Programme under the EU Green Deal to restore thousands of hectares of forest landscape across Europe. By linking practical and scientific knowledge to be	The Czech Republic



	synergistically transformed into action and building a large and powerful multi-stakeholder network we aim at creating transformative change towards large-scale restoration.	
<a href="#">Clima4CEELife</a>	The overall goal of the project is to improve the management of forests in Central and Eastern Europe by fostering transition to climate-smart forestry for the benefit of people and nature. It is implemented in the Czech Republic and Slovakia.	Slovakia
<a href="#">Bioeconomy HUB</a>	The purpose of the Cluster is to support the establishment of the bioeconomy (biomass-based economy) in Hungary and to promote its long-term survival and continuous development.	Hungary
<a href="#">Circular Hungary</a>	In order to achieve the above goal, the aim of the KGTP is to connect economic, academic, professional, civil and public administration actors engaged in circular economic activities and interested in the transition to a circular economy, and to establish and strengthen their circular connections.	Hungary
<a href="#">CELEBIO</a>	CELEBio provides information on the potentials and benefits of biobased activities available in Central Europe for the local economies, the environment and the society by: Mapping bio-based industries and value chains Determining sustainable biomass potentials Developing National Action Plans and dossiers Providing Inventories of bioeconomy stakeholders Organizing bioeconomy events and workshops.	Hungary

Additionally, partners have an earlier collaboration history with each other from earlier projects, therefore, the consortium builds on the developed systemic and integrated legacy from relevant project on circular bioeconomy such as:

1. emPOWERing regional stakeholders for realising the full potential of European BIOeconomy ([POWER4BIO](#))
2. Monitoring the Bioeconomy ([BIOMONITOR](#))
3. Promoting Stakeholder Engagement and Public Awareness for a Participative Governance of the European Bioeconomy ([BIOSTEP](#))
4. Modelling Individual Decisions to Support the European Policies Related to Agriculture ([MIND-STEP](#))



5. Understanding and improving the sustainability of agro-ecological farming systems in the EU ([UNISECO](#))
6. Promoting sustainable use of underutilized lands for bioenergy production through a web-based platform for Europe ([BIOPLAT-EU](#))
7. Sustainable Biomass Energy ([SECURECHAIN](#))
8. Reduce Food Waste ([STREFOWA](#))
9. Towards Zero Waste in Industrial Networks ([ZEROWIN](#))
10. Participative Ecosystems for fostering the revitalization of rural-urban cooperation through governing Danube Circular Bioeconomy ([GoDanuBio](#))
11. Fostering sustainable feedstock production for advanced biofuels on underutilized land in Europe ([FORBIO](#))
12. Biomass based energy intermediates boosting biofuel production ([BioBoost](#))
13. BIOdiversity and Economics for Conservation ([BioEcon](#))
14. Linking BioBased Industry Value Chains Across the Alpine Region ([AlpLinkBioEco](#))
15. Delivery of sustainable supply of non-food biomass to support a “resource-efficient” bioeconomy in Europe ([S2BIOM](#))
16. [BioMagic](#)
17. Vitalise Europe’s Urban Bioeconomy ([HOOP](#))
18. Scalable Technologies for Bio-urban Waste Recovery ([SCALIBUR](#))
19. Circular solutions for resilient food systems ([FOODRUS](#))
20. Circular business models for dynamic rural communities ([GO-GRASS](#))
21. Replicable business models for modern rural economies ([RUBIZMO](#))
22. Optimising bio-based fertilisers in agriculture ([LEX4BIO](#))
23. Mobile and Flexible Industrial Processing of Biomass ([Mobile Flip](#))
24. Integrated Biomass Logistic Centres (IBLC) for food and non-food products, ([AgroInlog](#))
25. Resource Efficient Food and dRink for the Entire Supply cHain ([REFRESH](#))
26. Optimising the recycling of agri-food industry waste ([Model2Bio](#))
27. Creating links to speed-up innovation in the bio economy ([BioLinX](#))
28. European Research Infrastructure for Circular Forest Bioeconomy ([ERIFORE](#))
29. Understanding food value chains and network dynamics ([VALUMICS](#))
30. Future Oriented Collaborative Policy Development for Rural Areas and People ([PoliRural](#))
31. Valuing farmland biodiversity ([FRAMEwork](#))
32. STrategies for Regional INnovative Food Clusters ([STRING](#))
33. Central Europe eco-tourism ([CEETO](#))
34. Innovative systematic approaches to improve agri-food value chains ([CO-FRESH](#))
35. [CHAIN REACTIONS](#)
36. Farm 2 Fork Health Matters ([F2F Health Matters](#))
37. Sustainable regional bioenergy policies: a game changer ([BIO4ECO](#))



### 2.3. Key messages

For each target group, key messages disseminated through appropriate and effective communication tools are used. The main messages can be summarised in the following way for different target groups.

#### Policy

- a) The bioeconomy connects and implements transformative policies and contributes to all dimensions and objectives of the Green Deal.
- b) Bioeconomy produces fossil-free materials for a climate-neutral future and enhances the protection of the environment and ecosystems.
- c) Bioeconomy modernizes and strengthens the EU industrial base and creates new green business opportunities for SMEs.
- d) Bioeconomy delivers on Europe's economic prosperity and ensures a fair and just transition. It is estimated that the bioeconomy contributes to almost 9 percent of the EU-27 labour force and 4.7 percent of the EU-27 GDP.
- e) Member States need to develop their national bioeconomy strategies to apply for €3.85 billion of EU funds for projects to explore potentials of the bioeconomy.
- f) Innovative governance models and co-created policy measures are needed to unlock the potential of the bioeconomy across Europe at national and local levels.
- g) The national roadmaps for transition to circular bioeconomy will guide an active and diverse coalition of national bioeconomy actors in preparing strategies and action plans.
- h) CEE2ACT deploys a bottom-up approach to increase support in each target country for national bioeconomy strategies.
- i) CEE2ACT creates a diverse coalition of engaged and motivated stakeholders, industry players, ministries, and decision makers committed to achieve national bioeconomy goals.

#### Industry:

- a) New bio refinery technologies and bio-based products are the future and contribute to sustainable industrial innovation.
- b) The CEE2ACT tools will support the development of new circular bioeconomy value chains providing regional visibility for SMEs, large firms, start-ups and R&D institutions.
- c) Digital solutions for a green transition will be designed as important instruments to enable CEE2ACT National Bioeconomy Hubs to access relevant information and build their capacities on bioeconomy.
- d) CEE2ACT will present innovative companies and technologies working in the field of circular bioeconomy to encourage businesses to exchange knowledge and experience.



- e) CEE2ACT wants to help all the stakeholders in private sector to present their practical insight about bioeconomy obstacles and potentials, and to encourage them to progress with bioeconomy projects.
- f) EU funds offers many possibilities in funding bio-based solutions in forestry, agriculture, fisheries, bioenergy and other sectors for private sector partners and CEE2ACT wants to encourage business sector to use them for further economic and environmental development.
- g) Bioeconomy has enormous potential to strengthen and scale-up the bio-based sectors, unlock investments and markets and private partners have to be in position to voice their expectations from national strategies.

### **Scientific community:**

- a) CEE2ACT partners are advancing the state of the art in stakeholder engagement and bottom-up developed bioeconomy strategies, addressing from the outset the concerns and interests of the various circular bioeconomy actors.
- b) Academia and research institutions have scientific knowledge on the potentials of bioeconomy in achieving EU Green Deal targets and are important part of the National Bioeconomy Hubs to influence policy makers and share CEE2ACT results and findings.
- c) CEE2ACT wants to encourage academia stakeholders to promote education, training and skills across the bioeconomy.
- d) Research institutions play the key role in developing new bio-based products in cooperation with the private partners and facilitate the development of new sustainable biorefineries.
- e) In cooperation with the private partners, research institutions need to develop substitutes for fossil-based materials that are bio-based, recyclable and marine biodegradable.

### **Society:**

- a) Bio-based and biodegradable products are better for the environment, climate, and human health.
- b) The bioeconomy is the Europe's response to key environmental challenges facing the planet.
- c) NGOs and environmental organizations are the most relevant partners to launch pilot actions for the development of bioeconomy in rural, costal and urban areas.
- d) EU Structural Funds will help the bioeconomy take root in Europe's regions and cities. LIFE will finance piloting innovative bioeconomy solution.
- e) In urban areas, the EU will back efforts to turn organic waste from a societal problem into a valuable resource for the production of bio-based products. The EU Bioeconomy Strategy will support the piloting of up to 10 European bioeconomy cities.



## 3. Communication

### 3.1 Visual identity guidelines

It is crucial for the successful communication and dissemination of a Horizon Europe project to present a consistent and innovative visual identity. A suitable visual language and an appropriate design are the core elements of an efficient and engaging visual communication. The visual identity guidelines include these main graphic elements:

- Logo
- Colour scheme
- Visual language
- Font style
- Graphics and maps
- General templates

The visual identity is displaying a sustainable look (green and leaf/tree) and its complementarity with the development of the **circular bioeconomy using innovative digital solutions**. To illustrate the collaborative **bottom-up approach**, the logo is presenting different semi circles and dots, in different colours (green and orange). This also reflects the idea of movement, **digitalisation**, and knowledge transfer. For some graphical alternatives there are several logo versions which make it possible to be more creative.

Figure 2: CEE2ACT logo versions



Figure 3: CEE2ACT colour scheme and style guide

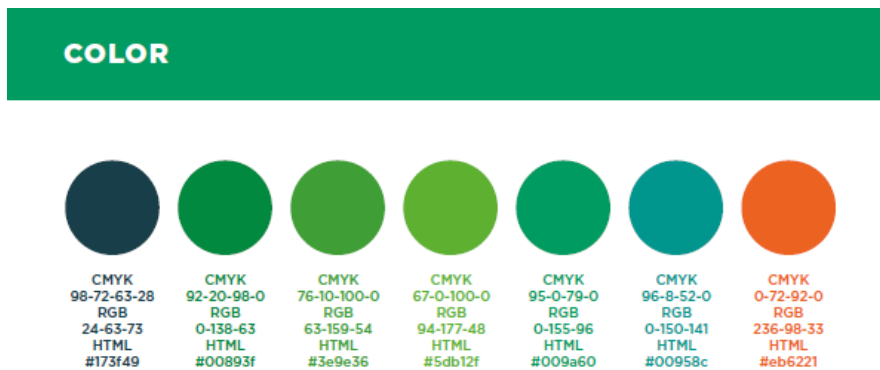


Figure 4: CEE2ACT fonts

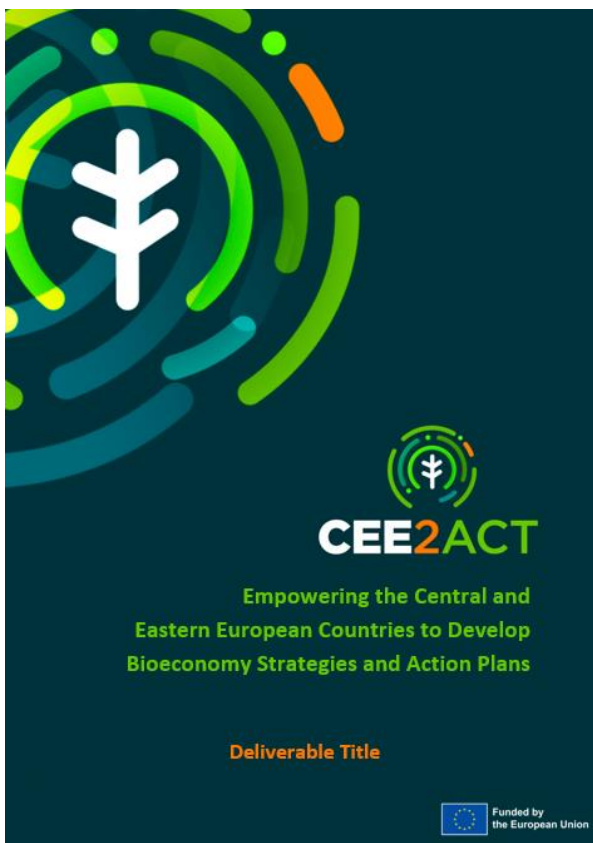


The templates for deliverables, reports, minutes, and PowerPoint presentations are used for internal communication and external communication with the European Commission, and therefore follow the visual identity consistently, mentioning the EU funding. All project partners will follow the CEE2ACT visual identity guidelines for the communication and dissemination activities, including videos, presentations, and workshops.

Figure 5: CEE2ACT PowerPoint template



Figure 6: CEE2ACT Word template for deliverables



More information and guidelines related to the visual identity can be found in the [public deliverable 7.2](#) published in November 2022 (M3).





### 3.2 Communication materials

CEE2ACT is developing a comprehensive setting of different communication materials. These materials are based on the visual implementation guidelines and are created for digital use and analogue/printed format. The communication materials will be produced in different languages to strengthen awareness of the project in the 10 target countries. Communication and dissemination materials will include:

- A **project brochure** displaying the main objectives and outputs of the project (in English, with translations carried out by partners located in the 10 target countries);
- A **standard project presentation** gathering key messages and a one-page project description;
- The project **roll-up banner** has been produced and it will be printed locally by partners.
- Templates for **posters and infographics/factsheets**, for use at EU-level and national and regional events, as well as in international conferences and trade fairs;
- One **project video** will be produced to give an overview of the project objectives and expected results, and **ten short videos** will be filmed during the national workshops to promote the National Bioeconomy Hubs.

The multilingual materials will aim at reflecting the specific national bioeconomy topics and areas of interests that will be addressed by the National Bioeconomy Hubs in each target country. The communication materials are available to all project partners for communication purposes and can be downloaded from the CEE2ACT SharePoint and are publicly accessible via the CE2ACT website.

### 3.3 Articles

A series of interviews and articles featuring the work and results of the National Bioeconomy Hubs will be published on the project website, distributed on European Commission's communication channels and to selected media. We will also raise awareness about the challenges and opportunities of the bioeconomy and circular bio-based value chains. The articles and interviews will also present CEE2ACT partners' insights on the topical policy developments will be addressed in those articles.

### 3.4 Media engagement

A list of relevant European and national media contacts will be established with the collaboration of all partners. CEE2ACT will develop and regularly update a dedicated **media pack including visuals, infographics, data, videos and pictures** to facilitate journalists' access to project information. Whenever relevant, these media partners will be invited to attend the workshops and dissemination events organised within the project. CEE2ACT will engage with different media at European and national levels and produce press releases.

A first press release announcing the launch of CEE2ACT and explaining the project objectives has been published in September 2022, following the kick-off meeting.





Project partners are encouraged to translate and adapt the press releases to their national context with information on the development of bioeconomy in their country and distribute them locally to reach local stakeholders.

Greenovate! Europe will also look for possibilities of being featured in **newsletters distributed by European associations, networks and initiatives related to bioeconomy** to maximise the outreach of the project.

### 3.5 Website and Social media strategy

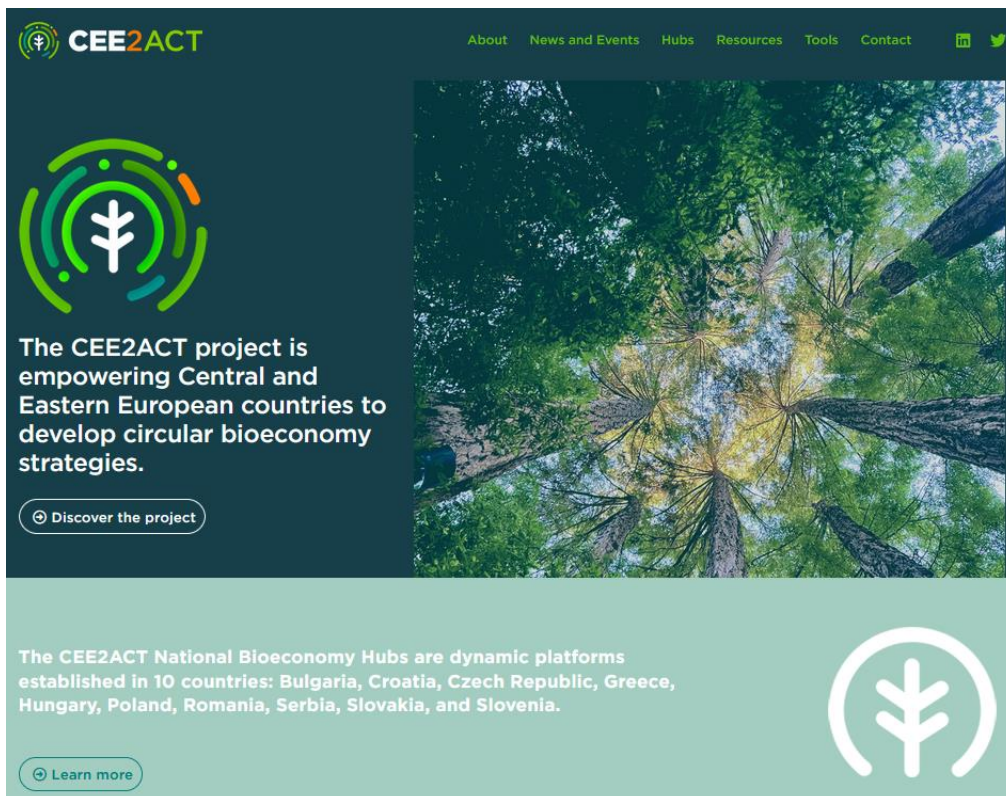
The project website has been launched in November 2022 (M3), with the URL of <https://www.cee2act.eu/>. Descriptions about the National Bioeconomy Hubs, the approach, the tools, and the partners are included. Results, publications, and additional information materials, such as infographics and videos, will be added throughout the implementation of the project.

The CEE2ACT website is presenting the project in its full scope, documenting the developments, and communicating the project results. It should also **activate policy makers, industry associations, SMEs, NGOs, civil society organisations and researchers** to participate in the CEE2ACT project. The different sections have the following content:

*Table 3: CEE2ACT Website Features*

<b>Home</b>	The project title, the national hubs, news and events, a map and the list of partners are included for easy access.
<b>About</b>	A brief presentation of the project is provided., highlighting the expected results, the objectives, challenges and solutions, The list of partners, the concept and the definition of the Bioeconomy are also available.
<b>News and Events</b>	Project-related news as well as press releases, events, and publications will be published.
<b>Hubs</b>	Description of the hubs, their participants, and the national workshops.
<b>Resources</b>	All the scientific publications, public deliverables, media package, and best practice guidelines will be published, as well as the key presentations and information.
<b>Tools</b>	Presentation of the four online tools developed within CEE2ACT, with manuals that will explain how to use the tools.
<b>Contact</b>	The contact details of the project coordinator and communication leader are included. All project partners are introduced, and mutual links to partners' websites are included, as well as their institutional logos.

Figure 7: Screenshots of the CEE2ACT website



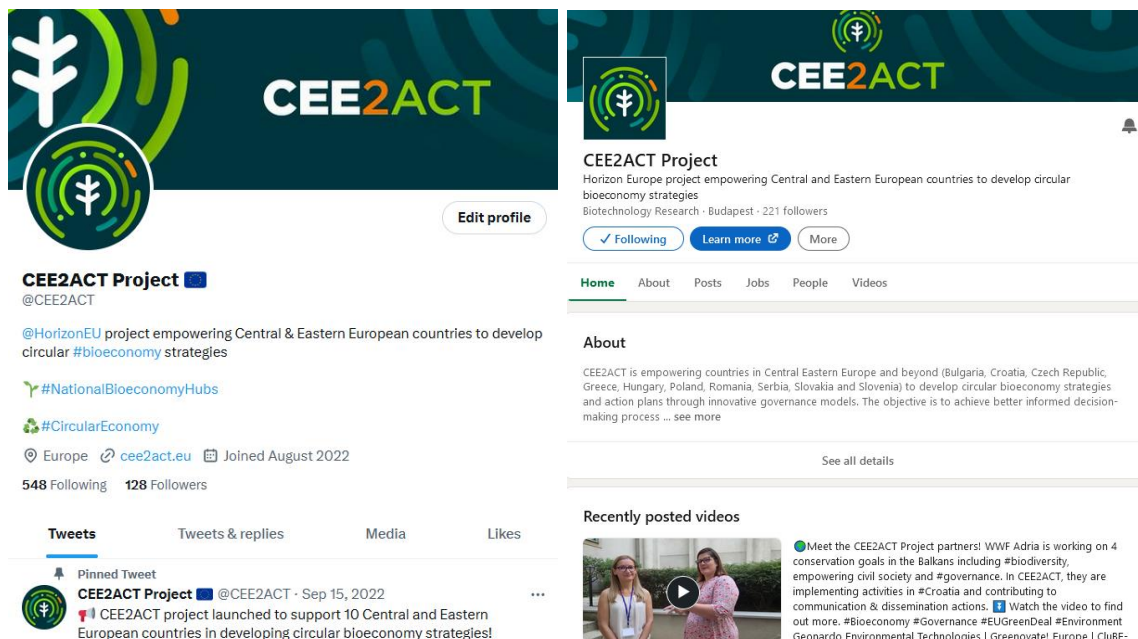
The website will provide downloadable results (e.g., deliverables, publications, articles, etc.) and will be maintained for up to **5 years** following the completion of the project.

While the CEE2ACT website acts as the central anchor of all information, the CEE2ACT social media channels function as a target group-specific platform. Social media should also lead users and interested parties to the website, ideally converting them into **supporters of CEE2ACT**.

The CEE2ACT social media accounts - Twitter (<https://twitter.com/CEE2ACT>) and LinkedIn (<https://www.linkedin.com/company/cee2act-project/>) - were established prior to the kick-off meeting of the project, and the first posts promoted the press release announcing the launch of the project.

To engage the relevant communities and increase the outreach of CEE2ACT, regular **social media campaigns** were implemented to present the project and the partners, through short videos recorded during the Kick-Off meeting in Budapest, in which the partners are presenting their role in CEE2ACT (e.g., [Social media post promoting one of the clips](#) on Twitter).

Figure 8: CEE2ACT social media accounts



**Website analytics** is an important monitoring tools for measuring the success of the CEE2ACT online communication. With the help of the predefined indicators, smaller and larger campaigns can be measured directly and thus provide important insights and learnings. The two most relevant indicators during the entire project period are the **unique visitors and the page views/impressions**. The website analytics will be monitored using Google Analytics providing e.g., information about the number of users and number of page views, the average visiting time, and the location of users.

More information on the website strategy can be found in the [public deliverable 7.2](#) submitted in November 2022.

### 3.6 Future activities and timeline

In the next months, Greenovate! Europe will also develop the following communication materials:

Table 4: Communication material and planned timing

Communication material	Partners involved	Timing
Roll-up banner	G!E, GEO	M4 (December 2022)
Project brochure (including translations in different languages)	G!E, GEO	M7-M12



<b>Infographics and factsheets</b> (in 8 languages) and social media visuals to promote the 10 hubs and engage with stakeholders	G!E and partners based in target countries	M8-M24
<b>10 short videos</b> based on the results of the co-creation workshops. The videos will be filmed during the national workshops.	G!E, GEO and partners based in target countries	Depending on the timetable of the 3 series of workshops
<b>Five original articles and interviews</b> with project partners on their activities.	G!E, GEO and partners based in target countries	Once a month, starting in M12 (TBC)
<b>Project video</b> (max. 2 minutes) produced by Greenovate! Europe to promote the project results to a wider audience and published on the <a href="#">Greenovate! Europe YouTube Channel</a> .	G!E and GEO	M8-M12

## 4. Dissemination: Events and policy outreach

To make sure all CEE2ACT results are disseminated widely, several activities will take place. Some will be centrally organised with all partners under the leadership of Greenovate! Europe (e.g., the final conference) while others will be organised by other CEE2ACT partners (e.g., scientific publications). Attendance to activities organised by external parties (e.g., international fairs & conferences) will also be an important route for dissemination.

### 4.1 Projects' final event and workshops

CEE2ACT partners will involve the **Circular Bio-based Europe Joint Undertaking** (CBE JU) in all CEE2ACT Communication and Dissemination activities (inviting them to speak at the project workshops). The project consortium will conduct online webinars to promote collaboration, in line with the Strategic Research and Innovation Agenda of CBE JU (task 7.2).

The consortium will use the occasion of the project final conference (Task 7.2) to present lessons learned and future exploitation prospects for the project results, and present its recommendations compiled in the policy briefs to relevant to local, regional, national, and European policy-makers, in cooperation with regional authorities and relevant sectoral organisations.



Table 5: CEE2ACT participatory bottom-up workshop series

Activity	Rational	Details
<b>Year 1</b>		
<p><b>Building trust and understanding</b> between stakeholders for the development of bioeconomy strategies</p> <p>10 meetings - national launch of the 10 National Bioeconomy Hubs (WP3)</p>	<p>The goal is to connect local and national stakeholders. The event will be organised in each CEE2ACT target country.</p>	<p>1 day. In person. 20 attendees. Responsible: 10 target country partners, in cooperation with CSCP and CLUBE</p>
<p><b>Building trust and understanding</b> between stakeholders for the development of bioeconomy strategies</p>	<p>Engaging and connecting with stakeholders through virtual spaces to enable cooperation</p>	<p>3 hours online. 20 attendees (NBH members). Responsible: CSCP, CLUBE, 10 target country partners</p>
<b>Year 2</b>		
<p><b>Building knowledge and capacity</b> of stakeholders for the development of bioeconomy strategies - Working sessions</p>	<p>10 hands-on training sessions for circular bioeconomy strategies</p>	<p>Full day. Local event. 20 attendees (NBH members). Responsible: 10 target country partners in collaboration with WR and RISE.</p>
<p><b>Building motivation and inspiration</b> for circular bioeconomy development - Site visit</p>	<p>Showcase on innovative companies and technologies working in the field of circular bioeconomy, whilst providing a forum for knowledge exchange and networking.</p>	<p>2 days. International. 20 attendees (NBH members). Responsible: WR and RISE. Location: Wageningen.</p>
<p><b>Building knowledge and capacity</b> of stakeholders for the development of bioeconomy strategies – Online training</p>	<p>Promoting and validating CEE2ACT tools.</p>	<p>3 hours. Online event. 20 attendees (NBH members). Responsible: WR and RISE</p>
<b>Year 3</b>		
<p><b>Building a national vision and roadmap</b> together – 10 Co-creation workshops for circular bioeconomy strategies</p>	<p>Co-create, show results already obtained in the project (e-solutions for sustainable governance)</p>	<p>1 full day. In person. Responsible: each partner (logistics and content) in cooperation with CZU and LUKE (content behind the sessions) and GEO</p>



<b>Building a bridge to national policy</b> – process on policy and roadmap papers	Present the results to NBHs members and project target groups. Signing of the CEE2ACT <b>Memorandum of Understanding.</b>	2 days – Regional. Responsible: CZU and LUKE in cooperation with GEO. Location: Budapest.
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## 4.2 Relevant external events

The CEE2ACT partners will aim to also present results and recommendations at least **five external conferences** with a policy-making audience. This list currently includes mainly events for 2023, as the dates for 2024 and beyond are often not available yet. The list will be updated on a regular basis throughout the duration of the project and events attended by the project consortium will be scheduled on the CEE2ACT webpage events section.

*Table 6: Events that could be targeted for presentations (non-exhaustive list)*

Title of the event	Date and place	Potential participating partner(s)
<a href="#">World BioEconomy Roundtable: Biorevolution knocking on the door</a>	15 February 2023 On-line event	CluBE
<a href="#">Living in the Bioeconomy</a>	27-28 February, 2023 Stockholm, Sweden and online	EFA
International Conference on Circular Economy and Bioeconomy ICCEB	29-30 March, 2023 Paris, France	(tbc)
CBE JU Info Day 2023	20 April, 2023 Brussels, Belgium	CluBE
Green economy in the function of solving global environmental problems	20-22 April 2023 Belgrade, Serbia	IOF, EFA
<a href="#">Expobiomasa</a>	9-11 May, 2023 Valladolid, Spain	CIRCE
<a href="#">World Bio Markets</a>	10-11 May, 2023 The Hague, Netherlands	(tbc)
<a href="#">Circular Economy Conference</a>	23-25 May, 2023 Ravenna, Italy	(tbc)
<a href="#">International Conference on Renewable Resources and Biorefineries</a>	31 May – 2 June, 2023 Riga, Latvia	(tbc)

<a href="#">Green Future Conference 2023</a>	1-2 June, 2023 Split Croatia,	EFA
Conference LIFE IP Care4Climate	June, 2023 Ljubljana, Slovenia	(tbc)
EUBCE 2023 The European Biomass Conference & Exhibition	5-8 June, 2023 Bologne, Italy	(tbc)
Bioeconomy Conference	14-15 June, 2023 Stuttgart, Germany	(tbc)
11 <sup>th</sup> International Bioeconomy Conference	14 and 15 June 2023 in Leuna Chemical park (Germany)	CluBE
<a href="#">Agrokomplex 2023 – International Food Conference</a>	17-20 August, 2023 Nitra, Slovakia	BEC
IFIB 2023 International Forum on Industrial Biotechnology and Bioeconomy	28-29 September, 2023 Florence, Italy	(tbc)
<a href="#">HRPSOR Sustainable Development Conference</a>	October, 2023 Zagreb, Croatia	EFA
EFIB 2023 European Forum for Industrial Biotechnology and the Bioeconomy	24-25 November, 2023 Rotterdam, the Netherlands	(tbc)
CBC JU Stakeholder Forum 2023	6-7 December, 2023 Brussels, Belgium	(tbc)
<a href="#">CEBC Central European Biomass Conference</a>	January, 2024	CIRCE (tbc)
<a href="#">International Conference on Life Cycle Management</a>	Expected in 2024	(tbc)
<a href="#">Biobase Networking Events, innovation platform for bioeconomy &amp; circular economy</a>	No dates yet Austria	(tbc)
<a href="#">11th International Scientific Conference “RURAL DEVELOPMENT 2023: Bioeconomy for the Green Deal”</a>	Kaunas, LT, 26-28 September, 2023	CZU
<a href="#">International scientific conference New Challenges in Agricultural Development</a>	Brno, CZE, 31 March, 2023	CZU
<a href="#">The third international Drivers for Wood Construction</a>	Joensuu, Finland, 15-16.6.2023	(tbc)
27th Conference of the Environmental and Sustainability Management Accounting Network (EMAN Europe) ( <a href="http://www.eman2023.gr">www.eman2023.gr</a> )	Thessaloniki, Greece, May 31st-June 2nd, 2023	CZU



### 4.3 Policy Briefs

The consortium will develop **four policy briefs summarising the main regulatory issues** relevant for the project and elaborating a set of recommendations for future EU and national policy measures on key topics (ca. 8-10 page each) such as for example: best practices for stakeholder engagement, skill development, and digital solutions for the bioeconomy.

As well as gathering input from project partners, G!E will consult with related projects and initiatives to fine-tune the recommendations. If possible, the briefs will be coproduced with the related projects to pool knowledge and provide common feedback to the European Commission.

The policy briefs will be presented at the local policy and networking meetings and during the final conference. This will open a dialogue with relevant staff in the EU institutions. The recommendations based on the roadmaps for national bioeconomy strategies and action plans will be a core of the **final policy event** and of the training sessions.

### 4.4 Publications

CEE2ACT has potential to generate several articles and peer-reviewed scientific papers, submitted to open-access scientific journals and technical papers or poster presentations submitted to high level bioeconomy and circular economy conferences.

Consortium partners are expected to take the lead in producing these works and ensuring their publication, based on their expertise and connections, which make them the best candidates to carry out these activities. The production of at least **five peer-reviewed publications** is planned within the project. Greenovate! Europe will support the CEE2ACT partners in this task by helping them with the creation of compelling poster presentations, and the dissemination to the relevant target groups through the CEE2ACT online channels (website and social media).

Open Access channels and platforms such as **ResearchGate**, will be used to support transparency and share insights. The bulk of scientific and technical publications is expected to be published in the last twelve months of the project (or even after completion of the project), when the necessary data and other findings will be available.

A non-exhaustive list of relevant magazines and academic journals has been established to reach and engage with the scientific community:

- [Bioenergy Insight](#)
- [Biomass Magazine](#)
- [Visegrad Journal on Bioeconomy and Sustainable Development](#)
- [Sustainable Production and Consumption](#)
- [Agribusiness](#)





- [Agricultural Economics](#)
- [Ecosystems & Environment](#)
- [Ecological Economics](#)
- [Journal of Environmental Management](#)
- [Journal of Plant Nutrition and Soil Science](#)
- [Plant and Soil Journal](#)
- [Soil Use and Management](#)
- [Sustainability](#)
- [Circular Economy and Sustainability](#)
- [Journal of Environmental Policy and Planning](#)

## 5. Role of the partners and EU acknowledgements

Efficient communication, dissemination and exploitation activities are essential for the success of the project, with all partners expected to contribute to activities. As such, it is also essential for project partners to be aware of their contractual obligations and to fully understand project communication protocols. These activities are managed by the Communication and Dissemination Manager (Greenovate! Europe) and the Exploitation Manager (Geonardo).

### 5.1 Role of the partners and procedures

#### 5.1.1 Obligations

The Horizon Europe Rules of Participation, the Grant Agreement (GA), and the Consortium Agreement (CA), place legal obligations upon Consortium partners in relation to Communication, Dissemination and Exploitation. By signing the GA and CA, the partners have agreed to:

- **Promote the action and its results** by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner (Article 17 of the Grant Agreement);
- **Disseminate results** as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests (Art. 17 and its Annex 5 of the Grant Agreement);
- **Follow an open science approach** (Art. 17 and its Annex 5 of the Grant Agreement). More information about the CEE2ACT open science approach is available in deliverable D1.3 Data Management Plan produced by BOKU at M6. This includes:
  - **Ensuring open access** (free of charge, online access for any user) to all peer-reviewed scientific publications relating to the project results



- Managing the **digital research data responsibly**, in line with the FAIR principles ('findability', 'accessibility', 'interoperability' and 'reusability').
- Full details on requirements for Open Science are provided in Annex 5 of the Grant Agreement (page 11) and in the Data Management Plan.

- **Use their best efforts to exploit their results** directly or to have them exploited indirectly by another entity, in particular through transfer or licensing - up to four years after the end of the action. If, despite a beneficiary's best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must (unless otherwise agreed in writing with the granting authority) use the [Horizon Results Platform](#) to find interested parties to exploit the results (Art. 16 and its Annex 5 of the Grant Agreement).

### 5.1.2 Communication Activities

All partners must communicate about the project in a manner that does not reveal confidential research results and respects the visual identity and the **EU funding acknowledgement** outlined in this document.

Greenovate! Europe are responsible for central communications. Where necessary, draft materials will be shared with the full consortium or relevant partners (e.g., Geonardo the project coordinator) for review. Where input is needed from partners, this will be communicated in ample time (see D1.1 for more information on **quality assurance and deliverables**).

Any printed materials should first be reviewed by Greenovate! Europe to ensure consistency of presentation. Social media engagement and posts on partners' own websites will not be checked in advance.

All partners must report their communication and dissemination activities in the **monitoring and reporting table** (that is available in the shared folder "WP7 Dissemination & Project Sustainability").

#### Good practices for communication materials:

- Ensure accuracy by making use of a previously approved material, or by asking Greenovate! Europe to check or to produce specific communication materials;
- Check if any disclosed information might be considered as confidential by another partner;
- Make sure to always use CEE2ACT **templates**. If not possible, respect the project visual identity (colours, fonts, images, etc.);
- Always mention the **EU funding acknowledgement** with the EU emblem.



### 5.1.3 Dissemination Activities

According to Art. 17.4 and the specific rules set out in Annex 5 of the Grant Agreement, a partner that intends to disseminate its own results that are not yet public must give at least 15 days advance notice to the other beneficiaries, together with sufficient information on the results it will disseminate. However, as agreed amongst the consortium in the Consortium Agreement, Art. 8.4, partners must give **at least 45 days advance** notice to the other beneficiaries.

Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the coordinator and to the partners proposing the dissemination **within 30 calendar days** after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

Any other beneficiary may **object within 30 days** of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests. In case there is the specific circumstance that there is a **last minute call for papers submissions, or an invitation to publish with a book chapter**, where time for preparing the publication is even shorter than 45 days, the time for objection will be reduced to 15 days, given the special circumstance

## 5.2 European Commission acknowledgments

According to **Article 17.2** of the Grant Agreement, any communication and dissemination activities related to CEE2ACT must acknowledge the **EU support and display the following European flag** (emblem) and **funding statement** (translated into local languages, where appropriate):



Alternative versions of this emblem and further instructions on how to use it, can be found [here](#). When displayed in association with other logos (e.g., the CEE2ACT logo), the EU emblem must be displayed at least as prominently and visibly as the other logos.

In addition, according to **Article 17.3** of the Grant Agreement, any communication or dissemination activity related to the project (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.) must indicate the following **disclaimer**:



Funded by  
the European Union

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

## 6. Monitoring, KPIs and milestones

To ensure the success of a project, continuous monitoring is of utmost importance. Therefore, the performance of the CEE2ACT communication and dissemination activities will be assessed quantitatively and qualitatively at regular intervals.

The communication, dissemination & exploitation plan is a **living document** that will be adjusted accordingly. Online communication & dissemination (i.e., social media channels) will also be monitored. In case one or more of the KPIs are not being attained, remedial actions will be identified together with the project coordinator.

### 6.1 Key Performance Indicators (KPIs)

Table 7: Dissemination activities, target groups and related indicators

Dissemination activity	Target groups	Key performance indicators to be achieved by project end
CEE2ACT local Stakeholder meetings setting up the National Bioeconomy Hubs	Policy-makers, industry, NBHs members	10 meetings 200+ participants
CEE2ACT hands-on training	Policy-makers, Scientific community; Industry, NBHs members	10 meetings 200+ participants
E-learning Platform	Policy-makers and industry, NBHs members	E-solutions and tools: Up to 300 users
CEE2ACT co-creation workshops	Policy-makers and industry, NBHs members	10 meetings 200+ participants
Site visit at Wageningen University	Policy-makers, CSOs, NBHs members	50 participants
Good practices and policy briefs	Policy-makers, CSOs, industry, NBHs members	400+ pdf downloads 4+ policy briefs
Industry and civil society meetings and presentations	CSOs, Industry, NBHs members	5+ meetings 3+ presentations



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Open access scientific publications and conference presentations	Scientific community, NBHs members	5+ publications 5+ presentations or posters
Participation in policy conferences and industry fairs	Policy-makers and industry, NBHs members	15+ industry fairs and policy events
CEE2ACT launch and final conferences	All groups	200+ participants
Cooperation with related projects and CBE JU	Scientific community, Policy-makers, industry, NBHs members	10+ projects contacted 1 joint event

Table 8: Communication activities and indicators

Communication activity	Target groups	Key performance indicators to be achieved by project end
<b>Comms materials package:</b> logo and visual identity, Word and PowerPoint templates, brochure, roll-up banner, poster, standard presentation, infographics in 8 languages	All groups	300+ pdf brochure downloads
<b>Project website:</b> main communication and dissemination platform	All groups	20,000 visitors 30,000 page views
Videos: <b>one general video</b> focusing on the project objectives, <b>10 short videos</b> based on the results of the co-creation workshops	Policy makers, Industry, Civil society	2,000 total views
Blog and feature articles based on interviews with CEE2ACT partners, policy makers or industry experts.	Scientific community, Industry, Policy makers	5+ feature articles; 10+ pickups by multiplier sites
<b>Media kit</b> with factsheets, press releases, interviews, and photos	Policy makers, Civil society (media organisations)	50 media kit downloads
<b>Social Media</b> campaigns to engage the community and increase the outreach of CEE2ACT (Twitter, LinkedIn and ResearchGate)	All groups	LinkedIn and Twitter page followers: 500 (M24), 800 (M36)

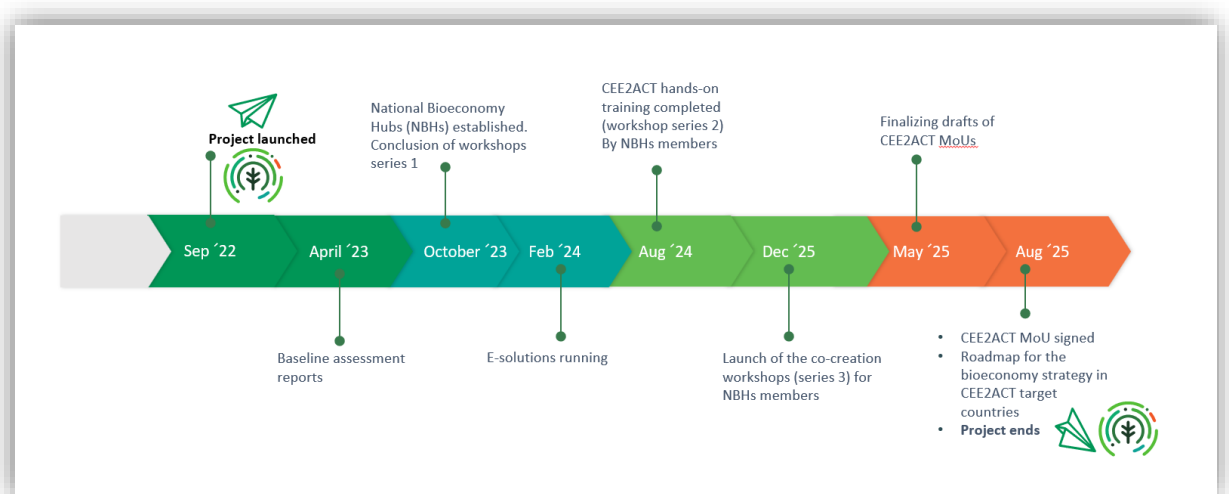
## 6.2 Milestones



Specific communication and dissemination campaigns will be implemented to promote the three series of workshops, and explain the benefits of project tools among the diverse target audiences:

- Launch of the **first series of national workshops** (“Building trust and understanding between stakeholders for the development of bioeconomy strategies”) in September 2023, led by CSCP.
- **D4.1 Online Inventory of good practices for establishment of bioeconomies and green transition**, will be launched at the end April 2023, it is led by BEC.
- **D4.2 Self-assessment tool for bioeconomy Promotion**, developed by CIRCE, published in February 2024.
- **D4.3 E-learning platform for promoting bioeconomy and sustainable governance**, created by Geonardo, online in February 2024.
- **D4.4 CEE2ACT B2B matchmaking online tool** by AECG will be launched in February 2024. A dedicated webinar will be organised to promote the tool.

Figure 9: Project timeline and milestones



## 7. Exploitation Plan

### 7.1 Introduction

The term “exploitation” is defined under the Annotated Model Grant Agreement (AGA EU Funding Programmes 2021-2027) as follows: “The use of results in further research and innovation activities other than those covered by the action concerned, including among other things, commercial exploitation such as developing, creating,

manufacturing and marketing a product or process, creating and providing a service, or in standardisation activities.”

In the AGA it is stated that “ Beneficiaries which have received funding under the grant must —up to four years after the end of the action —use their best efforts to exploit their results directly or to have them exploited indirectly by another entity, in particular through transfer or licensing. If, despite a beneficiary’s best efforts, the results are not exploited within one year after the end of the action, the beneficiaries must (unless otherwise agreed in writing with the granting authority) use the Horizon Results Platform to find interested parties to exploit the results”.

Following the AGA rules, each beneficiary in CEE2ACT must take measures aiming to ensure the exploitation of their results, either by themselves (e.g. for further research or for commercial or industrial exploitation in its own activities) or by others (other beneficiaries or third parties, e.g. through licensing or by transferring the ownership of results).

This first version of the Exploitation Plan in CEE2ACT describes the approach of the consortium to planning the exploitation of the project’s results and findings. To this aim, GEO (CEE2ACT coordinator and Task 7.5 leader) has worked in the past weeks towards the identification of the key exploitable results in light of the project results produced to date as well as those results that are expected to be produced in the upcoming period of the project. Accordingly, a set of **thirteen (13) key exploitable results (KERs)** has been mapped and are presented in this report. This document provides an initial analysis of which project results could be of interest for different partners after completion of the project. Based on this initial analysis, critical issues can be identified which then need to be addressed by beneficiaries during upcoming project meetings and in order to facilitate future exploitation of project results.

The Exploitation Plan will be regularly reviewed and updated in the next phase of the project to ensure dynamic and successful exploitation of project results, to ensure protection and avoid infringement of Intellectual Property Rights, and to mitigate risks that could endanger the exploitation of the results. In particular, all the upcoming deliverables and results will be characterized for identifying any additional KERs. The CEE2ACT Steering Committee (SC) as well as the Advisory Board members will be consulted on this matter, and sustainability aspects will be investigated.

## 1.1 Exploitation Strategy in CEE2ACT

Exploitation is an essential step to help maximise the expected impacts of Horizon Europe projects. It concerns the use of the project results by the relevant end-users and target groups. To this end, communication and dissemination actions directly support the exploitation goals.





Beneficiaries must be proactive and take specific measures to ensure that their results are used (to the extent possible and justified). However, exploitation does not necessarily need to be done directly by the beneficiaries themselves. They can also promote the exploitation of project results by third parties, for example by policy makers for evidence-based policy making, by other researchers for advancement of knowledge, etc. in accordance with the requirements established in the Grant Agreement as well as the Consortium Agreement.

The mid- and long-term exploitation of the results of CEE2ACT are expected to contribute to the empowerment of the ten target countries in Central eastern Europe and beyond (Bulgaria, Croatia, Czechia, Greece, Hungary, Poland, Romania, Serbia, Slovakia and Slovenia), to develop bioeconomy strategies and action plans through knowledge transfer and the adoption of innovative governance models from experienced countries - countries with a more advanced bioeconomy policy - (Austria, Belgium, Finland, Germany, Spain, Sweden, The Netherlands).

There is a growing demand for fostering public engagement and co-creation initiatives to respond to localized challenges and create more targeted bioeconomy strategies. CEE2ACT will ensure the interconnectedness and knowledge transfer between the CEE2ACT target countries and contributing ones, allowing stakeholders and citizens to meaningfully engage in decision making. CEE2ACT will identify and tackle knowledge gaps by applying a participatory bottom-up approach and focusing on targeted local issues of knowledge, skills, needs and experiences. CEE2ACT will help to realize the visions of a European circular bioeconomy, which will facilitate the restructuring of industries, modernisation of production systems while also preserving biodiversity and the welfare of European citizens, contributing towards the Sustainable Development Goals, boosting institutional engagement in the countries' transition towards circular bioeconomy.

CEE2ACT has a dedicated Work Package (WP7) which focuses on the effective communication, dissemination, and exploitation. Additionally, Task T7.4 Exploitation and Project Sustainability, concentrates in exploitation activities, this task starts in M24 of the project, however, GEO will start collecting and characterizing KERs via consultation with beneficiaries from M18. The aims of exploitation activities in CEE2ACT are to create conditions for:

- Sustaining project outcomes after the funding period to influence future strategic planning of value chain businesses and policy;
- Maximising the exploitation potential of project activities, findings and outputs;
- Supporting the use and benefits of the outcomes during and beyond the project lifetime.

The Exploitation Plan in CEE2ACT has the overall aim of maximising the impacts created by the project by facilitating the use of its outputs and findings. The specific objectives of the Exploitation Plan (including its interim and final phase) are as follows:





- Obj. 01: map key project exploitable results (KERs), deliverables and activities onto areas of application, prospective users and timescales;
- Obj. 02: assess the development status (i.e. content and timing) of approaches and outputs;
- Obj. 03: clarify and update approaches to any issues relating to IPR;
- Obj. 04: assess the development status (i.e. content and timing) of approaches and outputs;
- Obj. 05: provide the exploitation aims and claims, and individual exploitation plans of each partner;
- Obj. 06: explore the best practices in the governance of model consortia, and research infrastructures;
- Obj. 07: consider options for business models for different types of prospective users (e.g. public and private sector);
- Obj. 08: identify the mechanisms of the CEE2ACT Communications, Dissemination and Exploitation Plan for use in achieving the aims of project Exploitation and legacy.

All CEE2ACT project beneficiaries are involved in dissemination and exploitation to foster awareness and the transfer of results for the creation of impacts. Such impacts are expected to be in their own countries, communities, and sectors, and in other countries that are otherwise not represented in the consortium.

Planning the exploitation activities is a progressive, iterative process, supported by stakeholders, whenever possible. The identification of the post-project exploitation is articulated into three phases, which starts with the identification of the Key Exploitable Results. To prepare the partners for this exercise, GEO will address exploitation issues during the WP regular meetings as well as at the Steering Committee meetings. GEO will plan the involvement of CEE2ACT beneficiaries in the identification of KERs, and **an internal exploitation workshop will be conducted after M24** with the participation of the work package leaders and possibly all CEE2ACT beneficiaries.

The draft Exploitation Plan will be followed by different updates of the exploitation plan, such as Report on Communication, Dissemination, exploitation and Sustainability Activities (D7.3) in M24, and Long-Term exploitation plan for use of the platform and materials (7.4) in M36, which will outline the final strategy and plan for exploiting the results of CEE2ACT after the end of the project.

## 7.2 Mapping of the Key exploitable results in CEE2ACT

The first step for developing the appropriate and comprehensive Exploitation Plan was to identify a list of Key Exploitable Results (KERs). In the proposal phase of CEE2ACT, **thirteen (13) KERs were identified** in conjunction with Work Package leaders, task leaders and task contributors. Table 9 shows the updated list of CEE2ACT KERs.

*Table 9: CEE2ACT Key Exploitable Results and Initial Exploitation Routes*



Type	Key Exploitable Results	IP Strategy	Partners Owners	Exploitation route	Target groups
<b>Plans, reports, and networks</b>	Baseline assessment report on bioeconomy implementation and policy development in CEE2ACT countries	Public knowledge (PK)	IUNG/All	Dissemination and communication (D&C)	CEE2ACT TG-target group
	Report on sustainability assessment of the bioeconomy concepts	Public Knowledge	IUNG/All	Dissemination and communication (D&C)	CEE2ACT TG-target group
	Stakeholder engagement plan	Confidentiality agreement (CA)	CSCP/ALL	Internal knowhow (IK)	Project partners
	Capacity building strategy & Knowledge transfer programme	Confidentiality agreement (CA)	WR, RISE, ALL	Internal knowhow (IK)	Project partners
	Evaluation and recommendations from CEE and EU perspective	Public Knowledge	WUR, RISE/All	Dissemination and communication (D&C)	CEE2ACT TG-target group
	Procedure for the creation of multi-stakeholder working groups and platforms	Public Knowledge	CZU/ All	Dissemination and communication (D&C)	CEE2ACT TG-target group
	The National Bioeconomy Strategy concept papers for CEE2ACT target countries	Public Knowledge	CZU /All	Dissemination and communication (D&C)	CEE2ACT TG-target group
	Process guideline on communication to foster bioeconomy at the transnational level	Public Knowledge	CZU/ All	Dissemination and communication (D&C)	CEE2ACT TG-target group
	<b>National Bioeconomy Hubs</b>	Public Knowledge	CSCP/All	Dissemination and communication (D&C)	CEE2ACT TG-target group
<b>Proces</b>	<b>Inventory of good practices for establishment of bioeconomies and green transition</b>	Public Knowledge	BEC/All	Dissemination and communication (D&C)	CEE2ACT TG-target group

	<b>CEE2ACT E-learning</b>	Public Knowledge	GEO/ All	Dissemination and communication (D&C)	CEE2ACT TG-target group
	<b>Self-assessment tool</b>	Public Knowledge	CIRCE/All	Dissemination and communication (D&C)	CEE2ACT TG-target group
	<b>CEE2ACT B2B matchmaking tool</b>	Public Knowledge	AECG/All	Dissemination and communication (D&C)	CEE2ACT TG-target group

An indicative set of generic questions will be used to guide the thinking of what constitutes an exploitable result. Preliminary plans shall be made for the future exploitation routes of the project results. The potential route for each Key Exploitable Result needs to be described after M24. **Table 10** shows a template of the information that will be needed for exploitation targets, to initiate the characterization process of each KER in CEE2ACT. As most of the KER in CEE2ACT are meant for public knowledge, some of the questions in the template may be adapted.

The exploitation activities after M24 will start with the internal workshop on exploitation with work package and task leaders as well as interested beneficiaries. The objective of this workshop will be to guide the participants (WP and task leaders and beneficiaries) on exploitation and how to assess the key exploitable results (KER) of the project, filling in the template (based on **Table 10**) for the characterization of KER for the relevant deliverables, which is included in this report.

GEO will lead the discussions on the content of the Exploitation Plan and Strategy which will be essentially useful for the consortium itself. This document shall help the partners understand the key concepts as well as the options they have for exploiting the project's results and protecting them, if necessary. Partners will be reminded that exploitation is an obligation as of the CEE2ACT GA, and the elements of the final Exploitation plan will be discussed such as the governance structure and exploitation model, and ownership of results (including IP issues). Research outputs, reports, methodologies, datasets, digital solutions are to be exploited, therefore need to be characterised as well. The template (**Table 10**) will be distributed among beneficiary before the workshop, so, feedback will be collected on relevance of each question.

*Table 10: Template/Questionnaire for the characterization of KERs in CEE2ACT*

<b>Example of Exploitable Result No.1: Baseline Assessment report on bioeconomy implementation and policy development in CEE2ACT countries</b>
1. Which WP/Task the Exploitable Result (ER) is from?
2. Who is the Lead Partner of this result?

3. Which CEE2ACT partner are involved in the development?
4. Please provide the main description of the result (one paragraph abstract of the result)
5. Please provide the innovation content of this results:
6. Does (or will) this result contribute towards European policy objectives and strategies and have an impact on policy making? How?
7. Does (or will) this result have an impact on SMEs?
8. Have you protected or will you protect the IPR of this result? How? When?
9. What could be the barriers/risks for implementation? (Technological Risks, Partnership Risks, Market Risks, IPR/Legal Risks, Management and Financial Risks, Environmental, Regulation, Safety and Other Risks)
10. Which CEE2ACT partners are/will be involved in the deployment / commercialization?
11. Where are the current and prospective markets/customers/target groups considering drivers for uptake of this ER (including users in business, education, science and policy)? (if available for free, there is no market).
12. What are the benefits for the customer/target group? How does the ER contribute to the expected impacts (EI) of the CEE2ACT topic call GOV-01-10 and to the relevant EU strategies?
13. When is the knowledge available for exploitation?
14. Will there be costs incurred after the project and before exploitation (e.g. costs for training of staff, user license software)
15. What are the competing, related, complementary, or overlapping, parallel projects or methods?
16. What are the competitive advantages of CEE2ACT for this result?
17. How would you promote your work (to get the results used)?
18. How fast and in what ways will the competition respond to this result?

## 7.2 Identification of additional exploitation routes

As described in Table 1, most of the exploitation routes for the CEE2ACT results are linked to Communication and Dissemination activities, however, additional exploitation routes will be defined once the consultation process and training of CEE2ACT beneficiaries on exploitation starts, after M24. It is important to consider that after M24 the majority of CEE2ACT results are available, and CEE2ACT National Hubs will be established.

The description of the core CEE2ACT results (KERs) show that a number of Communication and Dissemination products might bring opportunities related to enhanced expertise and reputation and the possibility to seek for additional research funding. The CEE2ACT National Hubs deserve a deeper analysis as it planned that these become subject to exploitation activities after project completion. Although direct commercial exploitation seems unlikely, the CEE2ACT National Hubs might be an interesting result to build on and/or connect to in upcoming project activities of the



CEE2ACT beneficiaries. At the moment (end of M6), it is difficult to estimate additional exploitation routes, without the KERs being generated.

To design a coherent and sound exploitation pathway beyond this preliminary exploitation plan, GEO will organize a dedicated exploitation workshop (after M24). Individual exploitation plans will be part of the content of D7.4; Long-Term exploitation plan for use of the platform and materials. CEE2ACT beneficiaries will also contribute to the definition of potential outreach routes for exploitation in the CEE2ACT target countries, in Table 2, question #11 and #17 address the identification of exploitation routes.

### **Final words on exploitation**

The preparation for exploitation is an iterative process that comes to the fore when project results are emerging. Accordingly, the Exploitation Strategy and Plan will be updated as the project completes its final stages to ensure dynamic and successful exploitation of project results, avoid infringement of Intellectual Property Rights and mitigate risks that could endanger the exploitation of results.

To this end, GEO will continue to secure the involvement of all beneficiaries in exploitation activities, guide them through the process and encourage them to contribute to the exploitation. The CEE2ACT Steering Committee as well as the Advisory Board will also be consulted for feedback. The iterative process during the remainder of the project will use sessions of partner meetings which are dedicated to exploitation which will lead to D7.4. This will include reviewing, updating and finalising the KERs, the overall project and partner level exploitation strategies and plans, and a detailed assessment of potential exploitation impacts as well as the sustainability aspects.

## **7.3 Management of Intellectual property rights**

The rights of all partners in relation to intellectual property are set out in the Grant Agreement and Consortium Agreement. The objective for Knowledge and IPR Management is to provide a framework to identify, acquire and manage the knowledge generated through the project to create value-added products and/or services. This is to ensure a proper balance between knowledge sharing, dissemination, protection, and exploitation of the project outcomes, during and after the project. The consortium agreement registers each partner's the background information necessary for CEE2ACT. For more details see D1.3 Data Management Plan due in M6 (February 2023).

The Data Management Plan will be created making data findable, accessible, interoperable and reusable (FAIR) and a data management officer that takes the specificities of the different partners into account as some models and databases are IPR protected or have to respect the GDPR concerning individual data. Open Access will be provided to all peer-reviewed scientific publications of the project results.



Intellectual Property Rights (IPR) receives special attention from the beginning. All rules regarding management of knowledge and IPR are governed by the Consortium Agreement (CA) that were signed by all beneficiaries before the project started its activities. The DESCA Horizon Europe model Consortium Agreement was used as CA. CEE2ACT comply with the rules laid down in Article 16 of the Grant Agreement. The CA addresses background foreground knowledge, ownership, protected third party components of the products, and protection, use and dissemination of results and access rights. Within the project consortium the following principles are implemented:

- Confidentiality. During the project duration and beyond (5 years, to be agreed in the CA), the contractors shall treat any information, which is designated as property by the disclosing contractors, as confidential. They also shall impose the same obligations to their employees and suppliers.
- Background (Pre-existing know-how). Each Contractor is and remains the sole owner of its IPR over its pre-existing know-how. The Contractors identify and list the pre-existing know-how over which they may grant access rights for the project. The Contractors agree that the access rights to the pre-existing know-how needed for carrying out their own work under the project shall be granted on a royalty-free basis.
- Ownership and protection of knowledge. The ownership of the knowledge developed within the project are governed by an open-source license.
- Open data. Data and results obtained during the project that are based on open public sector data will be made available free of charge.

Although **IP protection** is vital for a prospective commercial or industrial exploitation, on the other hand **it is not always mandatory**. No protection is necessary if protection is impossible under EU or national law or not justified in view of the (potential) commercial or industrial exploitation, the action's objective, and other relevant elements, such as potential markets and countries in which competitors are located, whether additionally protecting a part of certain technology would bring significantly broader protection or not, etc.).

## 8. Risk analysis and mitigation

To prevent a possible insufficient level of bioeconomy stakeholder mobilisation and low participation in the National Bioeconomy Hubs, all CEE2ACT partners will activate and leverage their national and international networks.

Therefore, in case this (low) risk appears, the international consortium will mobilise its partners in the target countries. All partners will contact potential participants directly from the beginning of the project and they will make use of their networks and channels to promote the Hubs.

The risk of a low use of the CEE2ACT tools and e-solutions is expected to be minimal thanks to the strong stakeholder engagement and outreach capacity of the partners and the targeted dissemination activities planned in WP7 to promote and raise awareness of CEE2ACT among the project's target groups.




More information is available on the CEE2ACT deliverable dedicated to risk analysis due in M6 (D1.2 Initial Risk Register and Ethical Compliance Assurance documentation and periodic updates).




## 9. Links and Contacts

Greenovate! Europe and WWF Adria are seeking opportunities to spread the awareness about the project and disseminate its key outcomes, to maximise its impacts and the sustainability of the CEE2ACT results and tools.

CEE2ACT website link:

	<a href="#">PROJECT WEBSITE</a>
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Follow and share CEE2ACT news via the project's social media channels:

	Research Gate (upcoming)
	<a href="#">LINKEDIN</a>
	<a href="#">TWITTER</a>

For questions on communication issues as well as for reviewing and validating communication material produced within the project, you can reach out to:

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