



D5.1

Dissemination and Communication Plan

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OUR CONSORTIUM



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Index of Contents

1	Executive Summary	7
2	Objectives of the plan	8
3	Brand identity	9
	Context	9
	Creative concept	10
	Logo	11
4	Target audience	13
5	Tools and channels	15
	Website	15
	Social media	16
	Stationery, promotional materials & goodies	18
	Press releases	19
	External events	20
	Newsletters	20
	Promotional videos	21
	Actionable Knowledge Materials	21
6	Unique Selling Points	23
7	The strategy	25
	Phase 1: Brand Identity and Knowledge Collection	25
	Phase 2: Events promotion and stakeholder engagement	25
	Phase 3: Sustainability and exploitation	26
8	Indicative timeline	28
9	Synergies with other projects and initiatives	29
10	Key Performance Indicators	35
11	Annex: GenB Brand Manual	36

Index of Tables

Table 1 - Consortium social media channels	18
Table 2 - External events	20
Table 3 - Target audience	Errore. Il segnalibro non è definito.
Table 4 - Unique Selling Points	24
Table 5 - Phase 1: Knowledge collection	25
Table 6 - Phase 2: Events promotion and stakeholder engagement	25
Table 7 - Promotion before, during, after events	26
Table 8 - Phase 3: Sustainability and exploitation	26
Table 9 - Indicative timeline	28
Table 10 - Synergies with other projects and initiatives	34
Table 11 - Key Performance Indicators	35

Index of Figures

Figure 1 - Brand identity: context	9
Figure 2 - Brand identity: key words	10
Figure 3 - Brand identity: creative concept (1)	10
Figure 4 - Brand identity: creative concept (2)	11
Figure 5 - GenB logo	11
Figure 6 - The "Tear"	12
Figure 7 - GenB tone and graphics	12
Figure 8 - GenB website version one	15
Figure 9 - GenB goodies	19

1 Executive Summary

This deliverable aims to present the dissemination and communication plan as well as the associated actions that will be implemented during the GenB project. The strategy is integrated under WP5 – Communication, dissemination and exploitation.

The leader of WP5 (LOBA) will be responsible for the overall management and support of the activities defined under the present dissemination and communication plan and will develop the main tools and materials to be used during the project, in constant support with Consortium partners.

All partners will indeed be actively involved in the dissemination and communication actions implementation and are highly committed to ensure a satisfactory dissemination of the project's results.

The present document outlines:

- The objectives of the plan;
- Brand identity;
- Target audience;
- Tools and channels;
- Unique selling points;
- Phases of the Dissemination and Communication Strategy;
- Indicative timeline;
- Key performance indicators;
- Annex: GenB Brand Manual.

2 Objectives of the plan

The main objective of the dissemination and communication plan of the GenB project is to offer partners a set of guidelines, responsibilities and timelines on how/when/where to disseminate the project, as well as to encourage them to use their channels (corporate websites, social networks, etc) to support the dissemination, with the main goal of gathering the ideal conditions to:

- Raise awareness of the project activities and events, with main focus on GenB WP2 “Inspire, Inform and Educate” events (e.g., Hands-on Labs, Bioeconomy Village, Role-play games, etc.) and WP3 *Engage, Empower & Take a role* activities focused on recruitment, empowerment and support to GenB Ambassadors;
- Invite relevant stakeholders to participate in GenB initiatives, with main focus on the above-mentioned ones;
- Communicate and disseminate the findings and results among GenB target groups and stakeholders;
- Identify and use the right channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press releases, multiplier organisations, etc.);
- Produce the necessary supporting material to ensure an effective dissemination, including printed material (i.e., brochure, poster, roll-up, goodies...) and digital materials (videos, infographics, etc.).

3 Brand identity

The visual identity of a project consists of a set of elements that forms its graphic individuality.

LOBA developed an initial visual identity for the GenB project at M1, by designing the brand manual (Annex to this deliverable), Word and Power Point templates.

Context

The inspirational starting point for the development of GenB brand identity was the quote from Carlos Sim *“Most people try to make a better world for our children while what they should be doing is making better children for our world”*.



Figure 1 - Brand identity: context

In the context of GenB, whose key objectives may be summarized as:

1. Exploring the role of education of the youngest on environmental issues, sustainability and circularity in the Bioeconomy
2. Generate Bioeconomy awareness raising

The key words displayed in Figure 2 were taken into consideration.

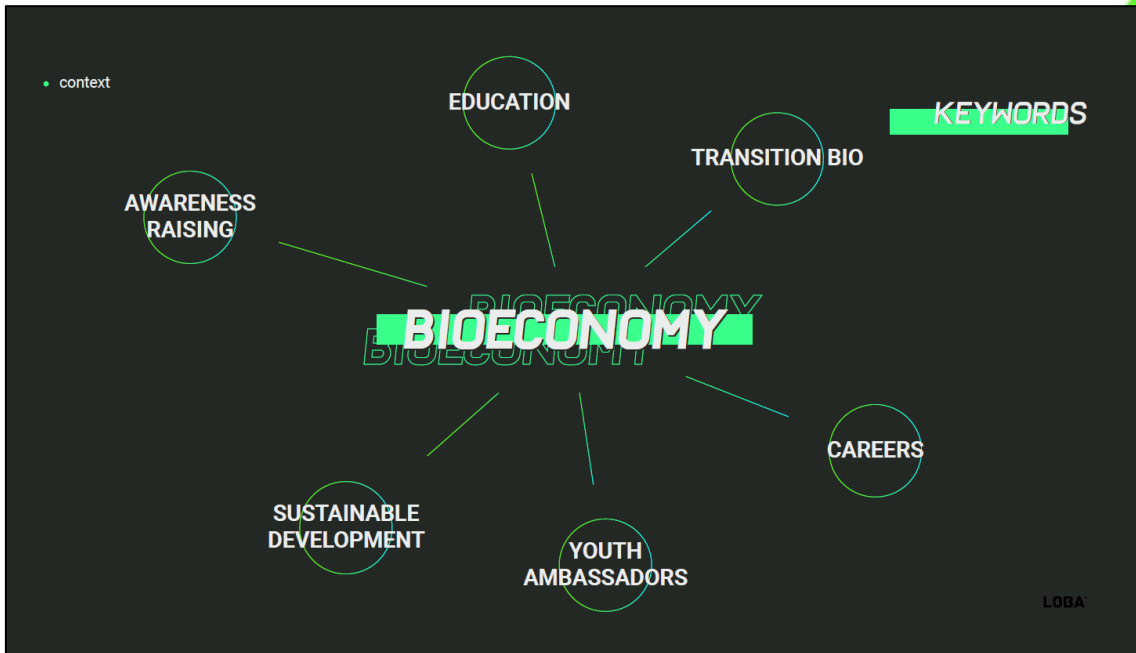


Figure 2 - Brand identity: key words

Creative concept

Figures 3 and 4 display the creative concept of GenB brand identity, trying to reply to the questions “What’s next after Generation Alpha?”, “Is GenB for you?”, “Be the next generation of Bioeconomy!”.

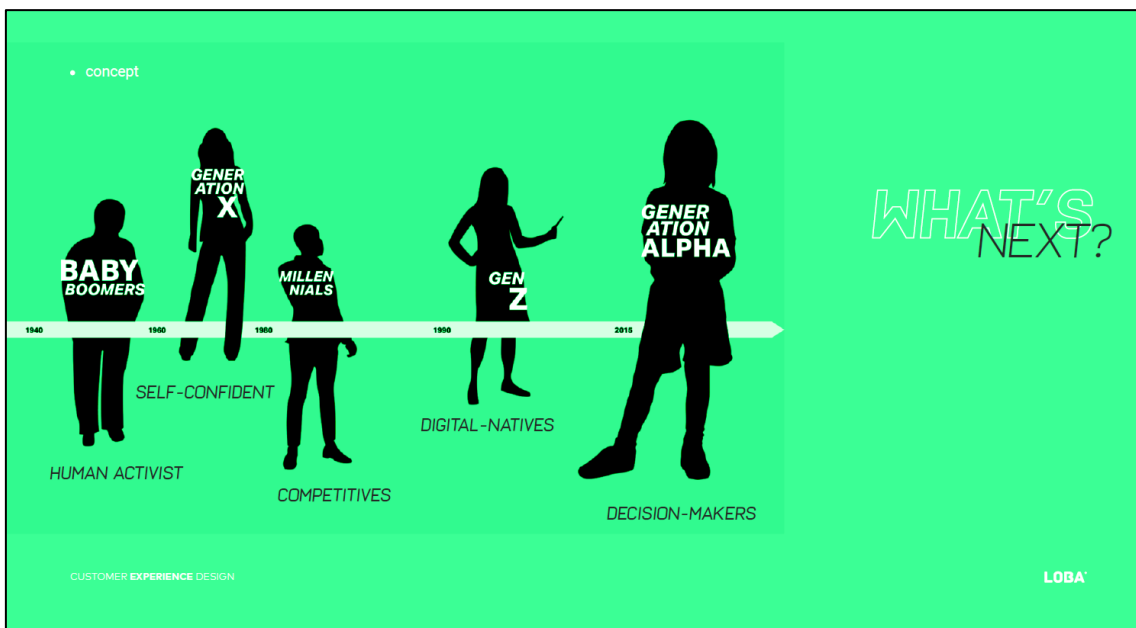


Figure 3 - Brand identity: creative concept (1)



Figure 4 - Brand identity: creative concept (2)

Logo

The key component of GenB logo, the “Tear” and “B” convey the attitude of the brand. Teenagers want to break old habits and take part of a new, better and more sustainable world for everyone.



Figure 5 - GenB logo

GENB

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FOR A SUSTAINABLE
FUTURE



Figure 6 - The "Tear"

An important element that characterised the overall look and feel of GenB brand identity consisted in focusing the creative concept around teenagers, giving priority to catchy colours and style for young generations.

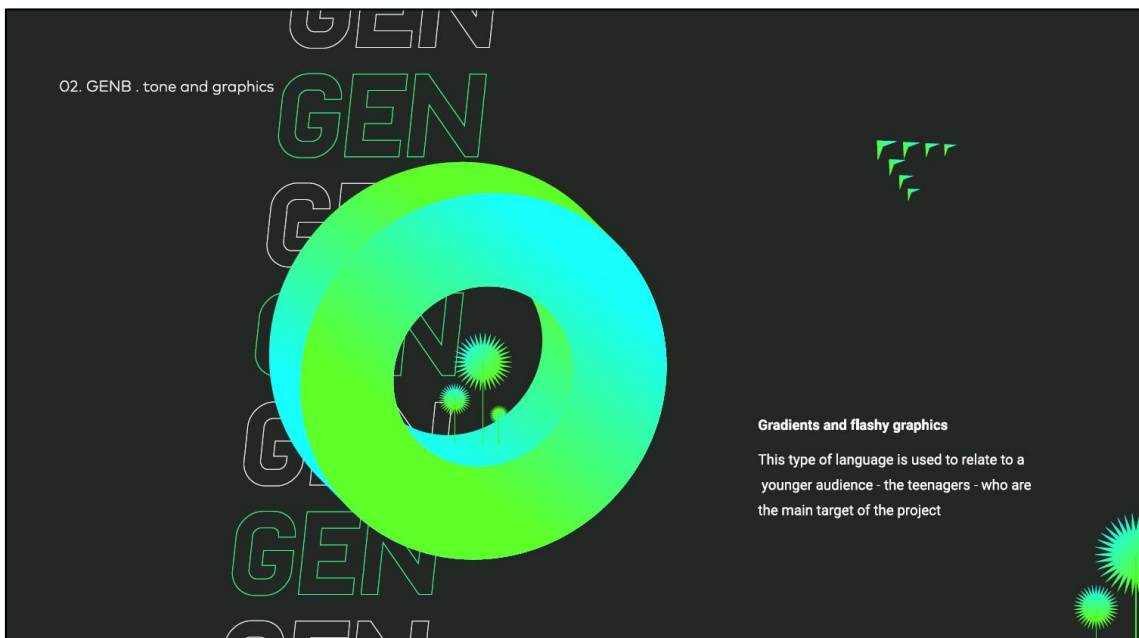


Figure 7 - GenB tone and graphics

4 Target audience

GenB target audience is divided into 4 target groups, each of which will be engaged with specific tools and channels and for which specific partners are expected to play a lead role to:

1. Effectively target them with their own channels (e.g., website posts, newsletter, social media, journals, etc.)
2. Support the Consortium to target the specific audience, with the provision of contents and tailored messages (where applicable)

Target audience	Lead role	Tools and channels
<p><i>Young people and families</i></p> <ul style="list-style-type: none"> • Pre- and early-school (4-8 years old) • Elementary school (9-13 years old) • High school (14-19 years old) • GenB ambassadors • Young people' parents and in general the families. 	<ul style="list-style-type: none"> • AIJU • HSPN • FVA • BTG 	<ul style="list-style-type: none"> • Website • Social media • Stationery, promotional materials and goodies • Newsletters • Promotional videos • Actionable Knowledge materials
<p><i>Multipliers</i></p> <ul style="list-style-type: none"> • Teachers (formal education professionals targeting all ages students) • Other multipliers (non-formal education professionals: youth organisations, community groups, museums, science communicators, amusement parks, journalists and media, NGOs). • Expert groups and communities of practices in education 	<ul style="list-style-type: none"> • AIJU • HSPN • EUN • BTG 	<ul style="list-style-type: none"> • Website • Social media • Stationery, promotional materials and goodies • Newsletters • External events • Promotional videos • Actionable Knowledge materials
<p><i>Similar initiatives</i></p> <ul style="list-style-type: none"> • Other EU funded projects and initiatives involved through the EuBioNet. 	<ul style="list-style-type: none"> • FVA • APRE 	<ul style="list-style-type: none"> • Website • Social media • Newsletters • External events • Promotional videos • Actionable Knowledge materials
<p><i>Policy makers</i></p> <ul style="list-style-type: none"> • Public authorities and policy makers related to education at local, national and European level (Ministries of Education, European 	<ul style="list-style-type: none"> • APRE • Q-PLAN • PEDAL 	<ul style="list-style-type: none"> • Website • Stationery, promotional

Commission DG R&I and DG Education and Culture).	<ul style="list-style-type: none"> • FVA • EUN • ZSI 	materials and goodies <ul style="list-style-type: none"> • External events • Press releases • Actionable Knowledge materials
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Table 1 - Target audience

5 Tools and channels

The achievement of the dissemination and communication plan objectives will be ensured by the complementarity of its component activities. These will ensure both project dissemination and constant and/or specific feedback from stakeholders.

LOBA will manage and ensure the ongoing synergy between the activities to make the most out of the content produced within the project, by communicating the knowledge in different styles (infographics, videos, GIFs, images, etc) for different platforms (website, social networks, etc). Therefore, several tools and channels will be used to support the communication of the right messages to the targeted audiences as presented in chapter 4.

Website

The first version of GenB website was launched in January 2023 (M3) as a landing page at the URL: <https://www.genb-project.eu/>. Having a landing page at the very early stage of the project allows the Consortium to fully leverage on GenB social media channels and has additionally supported the promotion and organisation of GenB Common Ground Camp on Bioeconomy education (held in February 2023).

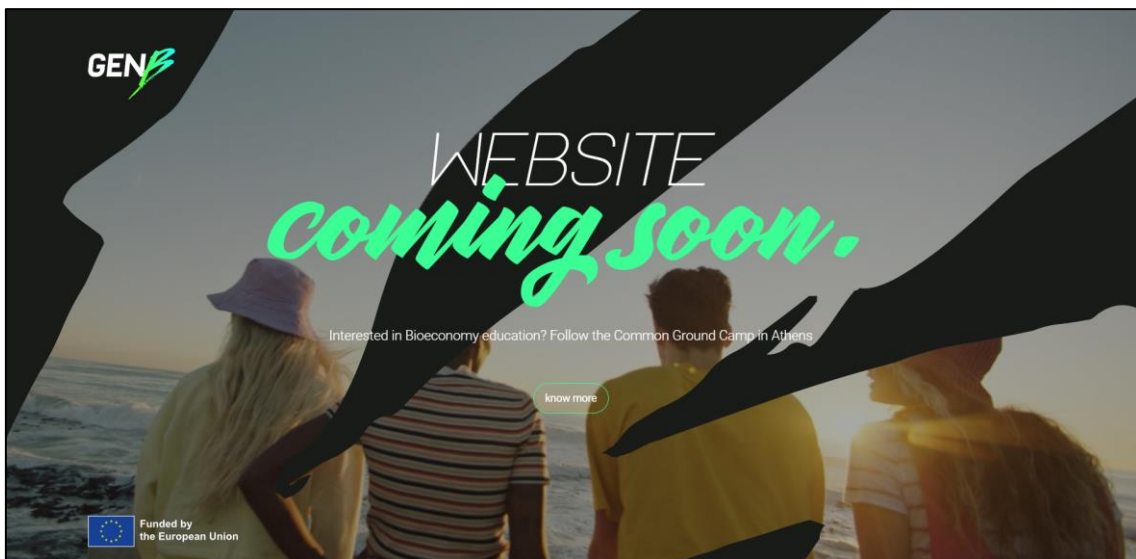


Figure 8 - GenB website version one

All website contents will be reviewed by LOBA and provided by Consortium partners whenever applicable and relevant. LOBA will be in charge of ensuring the implementation of SEO (Search Engine Optimisation) best practices for a better indexation and accessibility of the project. Additionally, the project will use Google Analytics as its web analytics service to track website traffic and assess useful statistics that will help to optimise the website and the communication and dissemination strategy.

Relevant statistics that will be monitored are the following:

- Number of visitors;
- Number of unique visitors;
- Which links and countries the web traffic comes from;
- Number of downloaded documents, newsletters, etc.

The current version of website map is displayed in Figure 9.

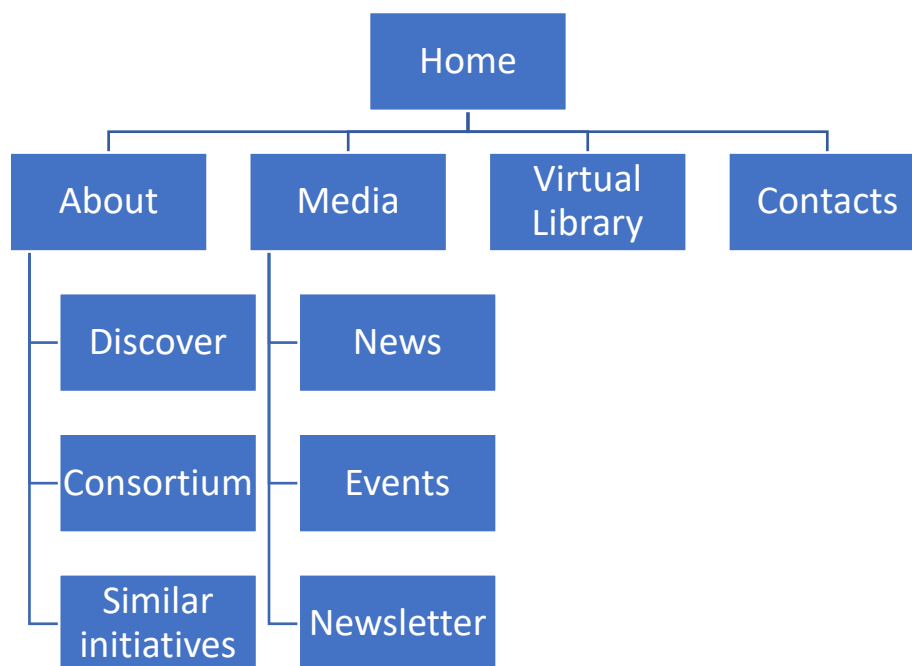


Figure 9 - Website map

Social media

The overall objective of social media usage will be to increase awareness about the project and engage with the target audience. Thanks to the appropriate leverage and involvement of multipliers, influencers and thematic groups, as well as a constant monitoring of the megatrends to identify the correct messages and arguments to be adopted, this activity will increase the impact and effectiveness of the GenB awareness, educative and empowerment activities.

The different types of social networks used will be appropriate to reach specific target groups, and likewise the content disseminated will also depend on these groups. The same applies for paid campaigns launched for the promotion of specific initiatives or results, which will be tailored based on contents and the target audience and agreed in synergy with the Consortium.

GenB will make use of already existing social media channels @BIOVOICES.

Instagram will be used to broadcast visual attractive materials and short videos with a view to specifically attract younger audience (e.g., 11-19 years old) who is already making use of the social media channel. We expect Instagram to play an important role when promoting GenB Ambassadors' recruitment and respective activities.

Facebook will be used to communicate selected developments and outputs of the project (e.g., key events, activities, and important achievements) at personal level, meaning we will focus on targeting individuals rather than organisations, and to build a strong group of followers and capitalise on the common and overlapping interests of this audience with project concepts and activities.

Twitter will be used to post comments and news about the achievements and progress of the project and to promote project reports and participation in events. Project intervention in discussions will be encouraged through the partners' involvement within their networks or personal pages. We expect Twitter to play a more important role with regard to engaging multipliers and organisations (including EC institutions).

LinkedIn will be used in order to increase the visibility of GenB at a professional level, with main focus on promoting GenB activities and materials among educational and academic professionals.

YouTube will be used as an online video repository for all videos produced by the project.

Partners will use their existing social media pages to boost GenB actions. Partners will select the most suitable channels operated by them to share content from the project website and social media pages such as events, project results, relevant insights from public deliverables, fact sheets/ brochures, etc.

In the table below, we provide an overview on potential Consortium outreach, based on current number of followers per each social media channel of Consortium partners, which will be encouraged to share, like and promote on their respective channels, news and events of the GenB project.

Partner	No. of followers			
	Instagram	Facebook	Twitter	LinkedIn
APRE	N/A	6.898	2.742	10.979
BTG	N/A	N/A	1067	1.963
LOBA	2.361	12.000	208	10.233
PEDAL	136	275	177	626
EUN	N/A	29.000	28.512	9.357
ZSI	N/A	2.400	1.360	N/A
AIJU	1.305	3.800	1.874	3.952
Q-PLAN	N/A	667	305	1.891
FVA	N/A	263	197	245
HSPN	927	9.500	302	N/A

Table 2 - Consortium social media channels

Stationery, promotional materials & goodies

The stationery and promotional materials aim to support partners in their formal and informal communications, such as in the reporting process (i.e., deliverables template), presentations in meetings and events (i.e., Roll-ups, Posters, PowerPoint template available in two different formats - 4x3 and 19x6), participation in events (i.e., folder, letterhead paper, business card) and mass-mailing announcements or communications (i.e., email signature).



Figure 10 - Roll-up and Poster

Goodies will also be produced and distributed at events with the purpose of enhancing brand promotion and brand awareness. Goodies will mainly include the logo and EU emblem with disclaimer (whenever applicable).

For the GenB project, the goodies were specifically selected to attract a younger audience.



Figure 11 - GenB goodies

Press releases

Press releases relevant for the scope of the project will be sent to specific media outlets. It is expected to promote specific milestones and achievements of the project, such as: summary of insights stemming from WP2 and WP3 events; Factsheet “Bioeconomy job profiles”; GenB International Competition; Toolkits for young people, teachers and other multipliers; GenB Resources Library; GenB Ambassadors’ launch; etc..

Stakeholders will be informed as well.

Additionally, translations into Consortium partners’ national languages and release on national media will be considered per each English version of the press releases developed.

In addition, for relationship building with the media, LOBA has an updated private database of over 800.000 contacts of journalists based on Agility PR solutions, which is a valuable asset for press release distribution to ensure a wider media coverage, which can be configured for domain-specific or geo-specific campaigns. Furthermore, LOBA's system allows setting personalised email distribution and obtaining email tracking analytics for follow-up campaigns.

External events

GenB will organise and participate in several events, conferences and presentations during the project. The participation in third party conferences/events will allow GenB to directly liaise with key stakeholders to provide them with constant updates on project progress.

More specifically, GenB already identified the European and national events where the participation of the project partners may be considered.

EU Bioeconomy Conference	Website
CBE JU Stakeholder Forum 2023	Website
CBE JU Info Days	Website
European Forum for Industrial Biotechnology and the Bioeconomy	Website
World Bioeconomy Forum	Website
European Biomass Conference & Exhibition	Website
Rethinking Materials	Website
International Forum on Industrial Biotechnology and Bioeconomy (IFIB)	Website
Bioeconomy Day	Website
Festival Futuro	Website
Maker Faire International Edition	Website
Ecomondo	Website
Italian Bioeconomy Day	Website
European Conference on Education	Website
EAIE Conference and Exhibition	Website
International Education Fairs	Website
Science Is Wonderful!	Website
Researchers' Night	Website
EuroScience Open Forum (ESOF)	Website
International Conference of Education, Research and Innovation (ICERI2023)	Website

Table 3 - External events

Newsletters

The consortium foresees the production of at least 4 e-mail newsletters during the project, whose purpose will be to raise awareness of the project and its latest news. These newsletters will be sent proactively to the target audience identified, but it will also be possible for interested parties to subscribe via the GenB website.

All partners will contribute to the development of newsletters' contents, while LOBA will be in charge of the overall design and mass-distribution.

All partners will contribute in disseminating relevant GenB information via their company newsletters and networks.

Promotional videos

LOBA expects the GenB promotional video to be animated and to firstly present project's objectives in a nutshell, secondly, introduce the concept of "Taking a role" and thirdly present a call to action to become a GenB Ambassador. The envisaged length would be approximately 2,5 minutes.

Other typologies of videos expected to be produced are: video teasers, educational video and in general short videos and videoclips for social media.

The definition of contents, core messages, target audience will be supported by WP1, WP2, WP3 and WP4 activities and may evolve as the project progresses.

In order to deliver professional-quality videos, LOBA will follow the steps below in close contact with all Consortium members:

- 1) Conceptualisation: creation and development of the strategy and concept idea;
- 2) Pre-Production: development of the final version of the script, preparation of the technical script, and creation of a storyboard and a mood board;
- 3) Production – turning the script into interactive material using Filming & Digital Cinematography, Production - Video & Audio editing, Production - Graphics / 2D / 3D Animation;
- 4) Post Production – joining all elements created in the different production areas, including VFX Production and "Colour Correction".
- 5) Marketing & Distribution support - development of different multimedia outputs for content strategy support and the on-site and online promotion campaigns in order to start the distribution.

Actionable Knowledge Materials

In order to create Actionable knowledge content and material, it is first required to extrapolate core information and messages from the output (e.g., Deliverables, interviews, relevant reports, results from relevant EU funded projects, etc.) and convert them into a graphic concept idea. Keeping a consistent design with the Brand identity (colour palette, logo, icons, etc.). Messages/ mottos ad-hoc may be created for each of the Actionable Knowledge material created.

The phases to be followed for the production of this kind of material are:

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- 1) Understanding the function/output (is it for the project website? Is it for another website used as a multiplier? Is it for paper distribution? Is it for social media? Is it for a newsletter?)
- 2) Identification of the target groups (is it for experts or the general public?)
- 3) Identification of the most suitable format (flyer, leaflet, brochure, etc.)
- 4) Definition of main messages to be conveyed via infographic(s)
- 5) Definition of the key visual (main elements, photographs, data representation via graphs, colours, feel, etc.)
- 6) Implementation of all the texts
- 7) Production of final artwork

6 Unique Selling Points

For the overall Strategy of the GenB project, it is of high importance to define the key messages and distinguish features of the project to be transmitted to the core target audience. In other words, it is extremely important to define at this stage the **Unique Selling Points (USP)** of the project, as explained in table 4.

USP	Target audience	Key benefit/ Core message	Del./ Task
GenB Library	<ul style="list-style-type: none"> • Young people and families • Multipliers • Similar initiatives 	A collection of bioeconomy-related materials, presented in a clear, visually attractive, and user-friendly manner, with clear divisions by target audience age range.	D1.1
6 educational toolkits	<ul style="list-style-type: none"> • Young people and families • Multipliers (specifically formal and non-formal educators) 	<ul style="list-style-type: none"> • Understanding, learning, raising awareness and educating about the Bioeconomy made easy, concise and visual attractive. • The development of the toolkits stem from the expertise of GenB partners and from multi-year experience of different EU-funded projects. 	D1.3
GenB educational and gamified material	<ul style="list-style-type: none"> • Young people and families • Multipliers • Similar initiatives 	Quizzes, multimedia materials, books, factsheets created to make the Bioeconomy easily understandable and teachable for and to anyone.	D2.2; D2.3
GenB educational model	<ul style="list-style-type: none"> • Multipliers (specifically formal and non-formal educators) 	Education model comprising guidelines stemming from 2,5-year experience of GenB activities, converted into Actionable Knowledge materials, co-created with similar initiatives belonging to the European Bioeconomy Network.	D4.4
Ministries of Education policy recommendations	<ul style="list-style-type: none"> • Policy makers 	<ul style="list-style-type: none"> • Policy recommendations directly co-created with Ministries of Education and based on GenB activities stemming from WP1, WP2 and WP3. 	D4.5

		<ul style="list-style-type: none"> • They will include the integration of bioeconomy education in the existing school system; support stakeholders in their adoption and promote new approaches for bioeconomy education 	
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Table 4 - Unique Selling Points

7 The strategy

In order to maximise at best the visibility of the project and therefore support the overall impact of GenB, the Dissemination and communication strategy is divided into 3 Phases.

Phase 1: Brand Identity and Knowledge Collection

Objectives	<ul style="list-style-type: none"> • Establish a strong project brand and online identity; • Provide Consortium partners with promotional materials fostering the organisation of future activities by Consortium partners • Feed GenB resources library
Target audience	<ul style="list-style-type: none"> • Young people and families. • Multipliers (specifically formal and non-formal educators)
Channels and tools	<ul style="list-style-type: none"> • Consortium partners and their networks • Project website • Social media channels
Time frame	M1 – M8

Table 5 - Phase 1: Knowledge collection

Phase 1 of GenB dissemination and communication strategy will establish the basis and pave the way for future activities of the project. From developing project brand, website and social media in order to have a credible and outstanding visual and online identity, to designing presentation templates and materials for events (e.g., posters and roll-ups). Phase 1 will establish the basis for successfully implementing Phase 2.

Phase 2: Events promotion and stakeholder engagement

Objectives	<ul style="list-style-type: none"> • Maximize the key impacts of the project • Create ad-hoc multimedia, graphical and actionable knowledge materials to foster the organisation of WP2 and WP3 activities • Promote WP1, WP2 and WP3 activities
Target audience	All targets, with specific emphasis on Young people and families
Channels and tools	<ul style="list-style-type: none"> • Consortium partners and their corporate and professional networks • Website • Social media • Stationery, promotional materials and goodies • Newsletters • Promotional videos • Actionable Knowledge materials
Time frame	M9 – M27

Table 6 - Phase 2: Events promotion and stakeholder engagement

Phase 2 will be characterised on the one hand by constant internal communication with GenB partners in order to properly understand local needs for a successful event (e.g., translation of graphical materials, creation of interactive multimedia or graphical materials in local language, etc.), on the other, on the promotion of WP2 and WP3 activities before, during and after the events, namely:

BEFORE	DURING	AFTER
Event upload in the website	Social media coverage (photos/quotes sent to FVA for posting)	Article upload in website (Conclusions, photos, presentations, recording, etc)
Design of cover image or banner, or other images/videos	Networking and distribution of promotional materials	Event recording uploaded in YouTube channel (for online events and when applicable)
Social media campaign		Social media campaign
Publication in the Newsletter		Publication in the Newsletter
Press release (if applicable)		
Mass mailing to GenB project mailing list		
Content creation in English or local languages (partners)		
GenB project partners dissemination through their networks and channels		

Table 7 - Promotion before, during, after events

Phase 3: Sustainability and exploitation

Objectives	<ul style="list-style-type: none"> Disseminate project's lessons learnt to target groups Archive project materials and ensure ongoing access to project findings Collect project insights and summarize them into actionable knowledge materials
Target audience	Projects and initiatives, Multipliers and Policy Makers
Channels and tools	<ul style="list-style-type: none"> Website Social media Newsletters Press releases Actionable Knowledge materials
Time frame	M28 – M30

Table 8 - Phase 3: Sustainability and exploitation

Phase 3 will be focused on valorising and closely work with WP4 and Task 5.3 activities, specifically focused on exploitation and collection of project lessons learnt

and their conversion into a learning module and policy recommendations. For such comprehensive materials the creation of actionable knowledge materials (e.g., in this case booklets and infographics) is expected play an important role to facilitate their dissemination.

GenB final event will be organised in the last Phase of the project to present the GenB education model and outcomes to the European Commission and other relevant stakeholders.

8 Indicative timeline

In table 9 we provide an indicative overview of dissemination and communication activities expected to be implemented throughout the three years of the project.

Month	Activity	Month	Activity	
Nov'22	Creation of visual identity, brand manual and stationery	Feb'24	Ad-hoc promotion of WP2 and WP3 activities	
Dec'22		Mar'24	Dissemination and Communication Activities Report	
Jan'23	Website (first version)	Apr'24	GenB Toolkits promotion	
Feb'23	Mailing list creation	May'24	Newsletter#3	
Mar'23	Website (final version)	Jun'24	Ad-hoc promotion of WP2 and WP3 activities	
Apr'23	Newsletter#1	Jul'24	Ad-hoc promotion of WP2 and WP3 activities	
May'23	Flyer, roll-up and goodies creation	Aug'24	Press release #3	
Jun'23	Promotion of GenB Library launch	Sep'24	Ad-hoc promotion of WP2 and WP3 activities	
Jul'23	Promotional video	Oct'24		
Aug'23	Press release#1	Nov'24		
Sep'23	Ad-hoc promotion of WP2 and WP3 activities	Dec'24		
Oct'23		Jan'25		
Nov'23		Feb'25		Press release#4
Dec'23		Mar'25		Newsletter#4
Jan'24	Newsletter#2	Apr'25	Final event	
			Booklets "GenB Policy recommendations for Ministries of Education" and "Youth2Policy"	

Table 9 - Indicative timeline

9 Synergies with other projects and initiatives

GenB partners will be encouraged to liaise with ongoing existing projects to maximise project visibility and build on lessons learned from ended projects. An initial roster projects and initiatives which will be active during 2023 and 2024, or concluded projects that might provide exploitable assets for GenB, is provided in Table 10.

Note: FVA will also facilitate connection and collaboration with the [European Bioeconomy Network \(EuBioNet\)](#), being the main promoter of this initiative. EuBioNet is a proactive alliance of more than 140 EU funded projects and initiatives dealing with Bioeconomy promotion, communication and support. The main goal is to maximise the efforts, increasing the knowledge sharing, networking, mutual learning, coordination of joint activities and events.

Moreover, with the aim of promoting synergies and sharing knowledge, the EuBioNet working group in “Education on Bioeconomy” will be involved in at least 1 online mobilisation and mutual learning workshop per year, involving EU projects, expert groups, networks of schools and communities of practice in education.

Project	Description
BioBeo (2022-2024)	BioBeo is a 2 year, €2M project with 15 partners, bridging theory and practice. Its overall aim is to develop and deploy an education programme to enhance understanding and engagement across society regarding lifestyle, circularity and bioeconomy, using 5 bioeconomy themes: interconnectedness, outdoor learning, forestry, life below water and the food loop.
BIOBec (2021-2024)	The BIObec project aims to build bridges between the bio-based industry and the education system by interlinking universities, innovation labs, and R&D centres with industrial actors and regions. In order to achieve this, the project proposes a holistic framework that merges the traditional idea of an education centre, with that of a knowledge hub. BIObec will establish multi-level Bio-Based Education Centres (BBECs) to act as knowledge hubs bridging the gaps between academic institutions, students, innovation entities and policy makers. Likewise, the BBECs will be flexible enough to answer the actual and future needs of the industry and surrounding ecosystem at local, regional and national levels.
Allthings.bioPRO (ended)	Having citizens participate in the conversation on various issues relevant to their daily life and well-being is an effective way to create substantial and lasting change. The EU-funded Allthings.bioPRO project aims to engage citizens in four sectors: food packaging, fashion and textiles, kids and schools, and jobs and careers. As gamification

	<p>represents an incentive, the methodology of the project will provide a gamification ecosystem based on a game, a smartphone application and on- and offline communication and engagement activities. These tools will enable citizens to provide direct input into the agenda of the bio-based industry. Eventually, the project will assist in the creation of a Citizens Action Network and assess how it can support a bioeconomy citizen observatory.</p>
BioGov.net (2022-2025)	<p>Stakeholder collaboration facilitates decision-making, social engagement and acceptance. The EU-funded BioGov.net project supports the mobilisation of local resources and stakeholders in Estonia, Italy, Netherlands, Greece, Slovakia, Czechia, Portugal, and Germany to establish innovative governance models in the bioeconomy. Doing this will secure optimal decision-making processes, social engagement of all actors and the uptake of sustainable innovations. The work includes completing various assessments to create a training framework and support consumers, industry and public bodies so as to switch to socially and environmentally responsible behaviour. The results will help local biosystems, regulators and policy makers improve knowledge, skills, the bioeconomy and good governance.</p>
BBC (2022-2025)	<p>BlueBioClusters brings together 13 support organizations from across Europe, all of them highly engaged in their 9 regions in assisting start-ups, companies and policy makers to make best use of innovations. They have joined forces to improve, develop and implement new support tools and methods based on systematic collection, benchmarking and joint knowledge creation on blue biobased value chains, practice cases and incentives.</p>
RURALITIES (2022-2027)	<p>The project 'Climate smart, ecosystem-enhancing and knowledge-based rural expertise and training centres' (RURALITIES) delivers an ecosystem-enhancing and climate action driven expertise and learning framework organised in hubs e.g. the 'RURALITIES', comprising a series of innovative methodologies with the learner at its core, supported by a comprehensive network of living labs, and a blockchain-based digital platform combining the Internet and wireless technologies, to assist engage, connect and empower actors. This is done via a multi-point approach e.g., multi-actors, multi-disciplines, multi-systems, multi-scale, multi-sectors, and multi-levels.</p>
Engage4BIO (2022-2025)	<p>Engage4BIO will strengthen circular, sustainable bioeconomy and sustainable regional development through engaging quadruple helix actors - taking into account their diversity of societal, economic and cultural perspectives</p>

	<p>from five regional bio-based systems (and five associated regions) in processes of design thinking, co-creation, (re)training and skills development. Based on their regional specificities (availability of biomass feedstock, level of technology, planetary boundaries and social capital) activities will be co-created, performed and (re-)shaped to their best advantage for each region.</p>
EBU label	<p>The European Bioeconomy University (EBU) offers a common qualification supplement (here: label) that will be granted to master students of bioeconomy-relevant study programs offered at the six EBU partner universities. This label aims to upgrade and connect existing, disciplinary university curricula on the master level with inter- and trans-disciplinarity, cross-sectoral collaboration, critical thinking, problem solving and sustainability competencies, skills that have been identified as crucial for bioeconomy. So, the students will be encouraged to develop a T-shaped skills profile consisting of disciplinary expertise, relevant soft skills as well as sustainability competences.</p> <p>The project explicitly promotes and equips the students with an understanding of bioeconomy-related disciplines and their scientific language in addition to the connection with their own disciplinary expertise.</p> <p>By obtaining the EBU label, the students will be recognized as professionals with the right knowledge and skills to shape the transformation towards a sustainable bioeconomy.</p>
CEE2ACT (2022-2025)	<p>Against a bleak backdrop of climate change, and energy and food insecurity, as well as the growing waste of bioresources, there is an ambitious push to kickstart the circular bioeconomy. There are plenty of related strategies and action plans already in place or being developed. In this context, the CEE2ACT project will work with countries in central eastern Europe and beyond (Bulgaria, Croatia, Czechia, Greece, Hungary, Poland, Romania, Serbia, Slovakia and Slovenia). It will help them to develop their own strategies by building on the practice of experienced countries. The project will also create bioeconomy hubs to facilitate the transfer of knowledge and to develop a participatory, non-political, bottom-up approach.</p>
Transition2BIO (ended)	<p>Concluded project. Production and consumption drive the economy. Global challenges like climate change, land and ecosystem degradation, coupled with a growing population, force us to seek new, sustainable ways of life that respect the ecological boundaries of our planet. The EU-funded Transition2BIO project is proposing an integrated package of activities addressing a wide range of stakeholders (demand side, supply side, multipliers and supportive environment). It</p>

	<p>will valorise and exploit sectoral communication tools and activities, raise public awareness of bioeconomy and contribute to the transition towards more sustainable production through engagement and education activities. The project is also funding the activities of the European Bioeconomy Network, an alliance of more than 80 projects and initiatives promoting bioeconomy.</p>
Circular Bricks	<p>Circular Bioeconomy for improving agrifood VET institutes' teachers' skills and competencies</p> <p>Biotechnology has the potential to reduce the impact of human activities in nature. By developing new bio-based production platforms towards a more efficient use of waste streams, a step forward in industrial circularity can be achieved.</p> <p>To help train and educate the new generation of bioeconomy professionals with the necessary hard and soft skills, we need to rethink and improve our current educational model for the bioeconomy. This is the long-term ambition of Circular Bricks. Across Europe, some initiatives have already been put in place. However, there seems to be a lack of generalized and consistent schemes, especially with regards to the VET field. In order to address these needs, Circular Bricks will train VET teachers from the agri-food sector in order to make them able to educate their students (i.e. the future generation of circular bioeconomy professionals) with the necessary green skills which are required by the current and future industries operating in the European circular bioeconomy.</p> <p>The project will develop innovative pedagogical material on circular bioeconomy related topics for VET teachers, keeping a train-the-trainer approach. Specifically, involved teachers will be provided with a thorough and practical approach to circular bioeconomy principles and their implementation in the agri-food sector, as well as with efficient tools for holding effective design thinking sessions and preparing learners to become true agents of change. At the end of the project, both teachers and students will have acquired new green skills and competencies, thus adding "circular bricks" to their know-how.</p>
Bioskills (ended)	<p>Concluded project. The overarching goal of BioSkills is to promote education, training and skills across the bioeconomy and contribute to the development of educational and training content, methods, tools and structures to achieve a mainstreaming of bioeconomy into education and training, and ensure that bioeconomy figures more prominently in relevant studies such as agricultural, forestry, fisheries, aquaculture, marine and environmental</p>

	<p>studies as well as in food science and systems, bioengineering and other biobased sector-related studies. More specifically, the study also aims to provide an overview of current training and education programme availabilities at different levels (Higher Education, Vocational Education and Training and Entrepreneurship Education) in the bioeconomy and to assess current and future (2030 and 2050) needs for professional profiles and skills, setting out unmet training and educational needs. Furthermore, the study aims to support the relevant upgrade, adaptation and development of bioeconomy-related training and education to meet future workforce needs for the deployment of a sustainable and circular bioeconomy. Moreover, it aims to improve collaboration between educational institutions and industry, and improve transfer of science, technology and innovation knowledge and skills in the bioeconomy, as well as to improve the attractiveness and access to postgraduate education in the field of bioeconomy.</p>
<p>European Community of Practice for Bioeconomy Education</p>	<p>The goal of the ICA Community of Practice for Bioeconomy Education (ICA CoP Bio-Edu) is to enhance the quality, offer and diversity of education for the sustainable circular Bioeconomy in Europe, by bringing educational actors in contact with each other, both virtually and face to face.</p> <p>Together, they form a professional network, to</p> <ul style="list-style-type: none"> • share experiences and good practices among educational actors coming from different educational sectors and regional perspectives, • consult with industry and other stakeholders about skills demands and educational outcomes can be organized. • develop educational projects to develop and evaluate new educational materials, strategies and innovative training concepts. <p>A combined effort of professionals working on related goals will enhance the outcomes of education and training for the sustainable circular bioeconomy. The ICA CoP Bio-Edu will address experience exchange, up-skilling and training among faculty and teachers, which is a first and necessary step to promote the education of an adequately skilled workforce for the Bioeconomy.</p>

<p>EBU (European Bioeconomy University)</p>	<p>The European Bioeconomy University is an alliance of the six leading European universities in this field. It will act not only as a think tank for knowledge generation, but also as a creative hub for knowledge transfer to transform diversity into creativity, support the European approach of democratic, transparent and participative processes and foster actual change in an innovative and sustainable way.</p>
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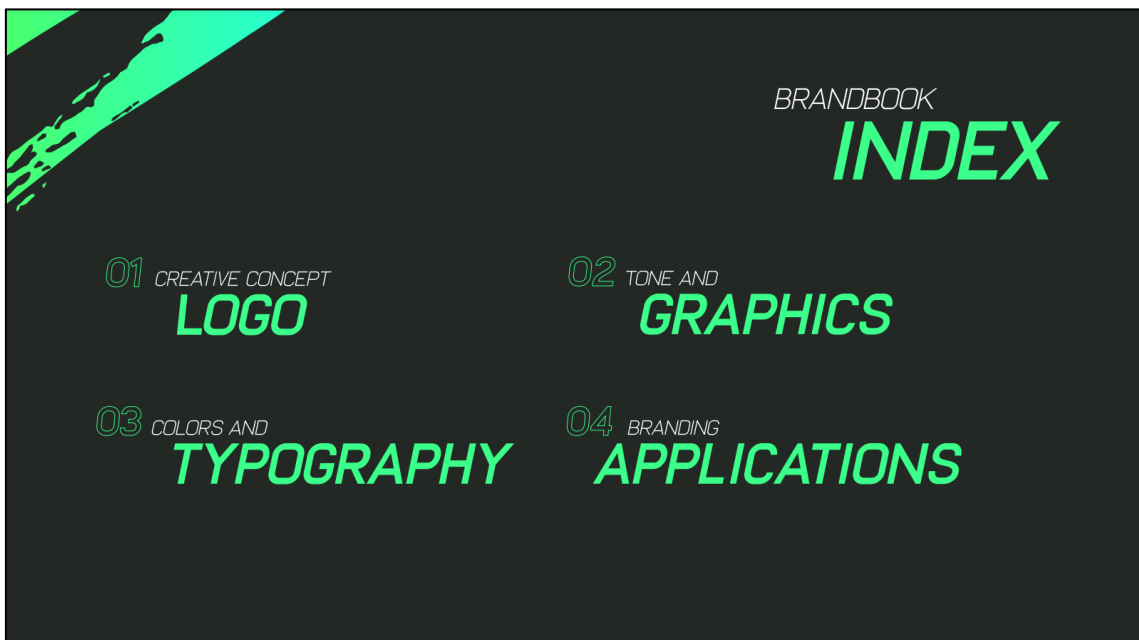
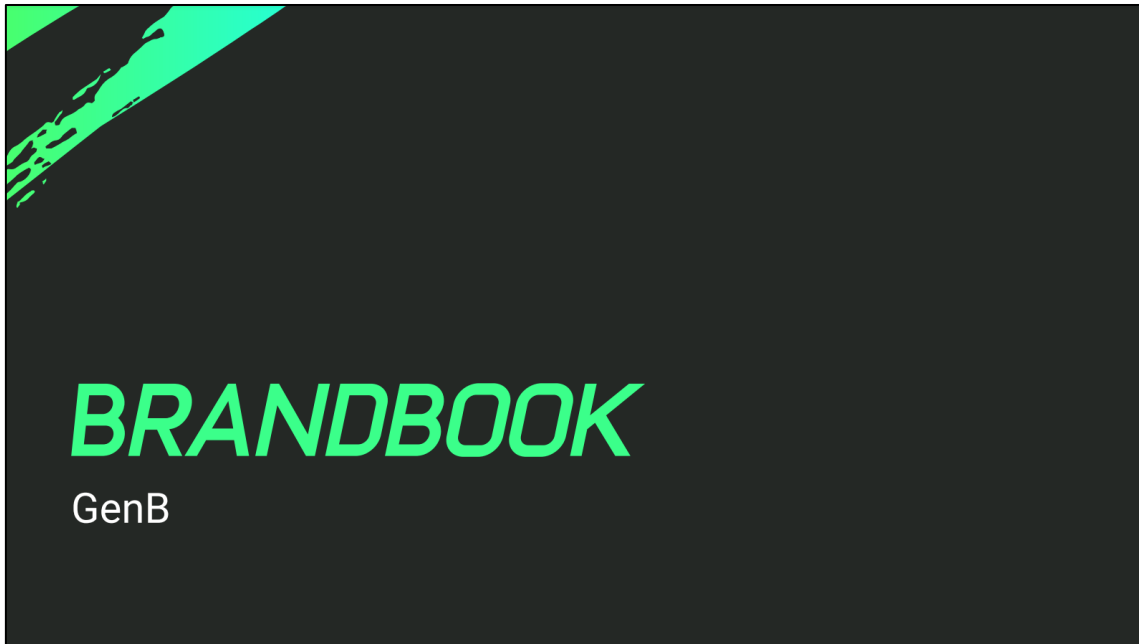
Table 10 - Synergies with other projects and initiatives

10 Key Performance Indicators

Activity	KPI
Website	>3.000 visits >25 countries reached
Newsletters	>4
Press releases	>4
Speeches at events and conferences (live and online)	>10
Publication	1
Final event	1
GenB promotional video	1
Video teasers	2
Educational video	1; 4.000 views
Promotional banners	>10
Quiz and Educational cards	20
Factsheet "bioeconomy job profiles"	1
Infographics	6
Booklets	2
Flyers	2; 500 flyers distributed
Roll-ups	2
Posters	>2

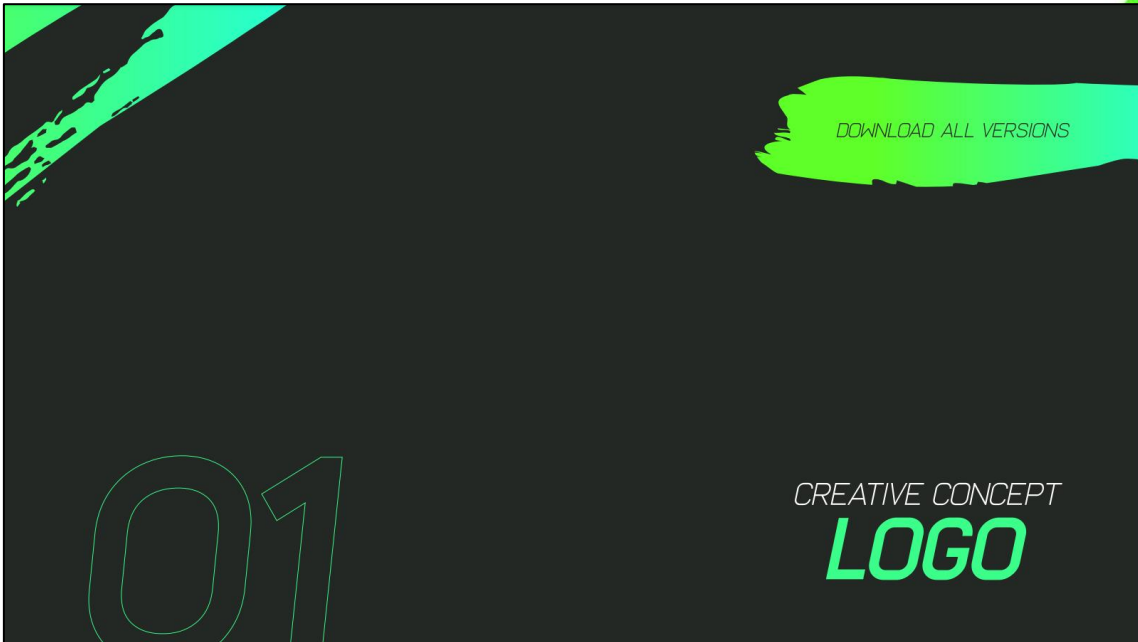
Table 11 - Key Performance Indicators

11 Annex: GenB Brand Manual




GEN

YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE





01. GENB . logo . main logo



MAIN LOGO

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

The colors that characterizes the logo are Black and a Green/Blue Gradient. The logo should not be changed.

‘dgen bic’
GEN B

This is how we should pronounce the name behind the logo.

01. GENB . logo . monochromatic logo



MONOCHROMATIC LOGO

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

The monochromatic logo should be used as an alternative to the main logo, when there is a need to use it on a complex background.

GENB

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FUTURE

01. GENB . logo . secondary logo



SECONDARY LOGO

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

The secondary logo should be used as an alternative to the main logo, when there is a need to use it on a complex background.



01. GENB . logo . secondary logo



SECONDARY LOGO MONOCHROMATIC

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

The secondary logo should be used as an alternative to the main logo, when there is a need to use it on a complex background.



GEN

YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE

01. GENB . logo . signature logo



**SIGNATURE
LOGO**

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

The signature logo should be used as an alternative to the main logo specially in Posters Outdoors, etc more focused on the teens.



01. GENB . logo . signature logo



**SIGNATURE LOGO
MONOCHROMATIC**

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

The signature logo should be used as an alternative to the main logo specially in Posters Outdoors, etc more focused on the teens.



LOBA'



Funded by
the European Union

01. GENB . logo . signature young biovoices

YOUNG
Biovoices

SIGNATURE

The signature requires a minimum size in order to maximize its visual impact and maintain its integrity.

It should be use has a symbol of the next GENERATION of BIOECONOMY.

01. GENB . logo . safety margins



SAFETY MARGINS

The logo requires space around it in order to maximize its visual impact and maintain its integrity. Safety margins ensure that external

elements do not interfere with the readability of the brand. The margins must be respected. It corresponds to the height of the

"Young Biovoices" of the logo. Any graphic element foreign to our identity, including text, must not exceed the defined limit.

GEN

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FUTURE

01. GENB . logo . minimum sizes

SCREEN

PRINT

MAIN



SECONDARY



MINIMUM
SIZES

The logo requires a minimum size in order to maximize its visual impact and maintain its integrity.

[BACK TO INDEX](#)

02

02
TONE AND
GRAPHICS

GEN

YOUNG BIOVOICES
FOR A SUSTAINABLE
FUTURE

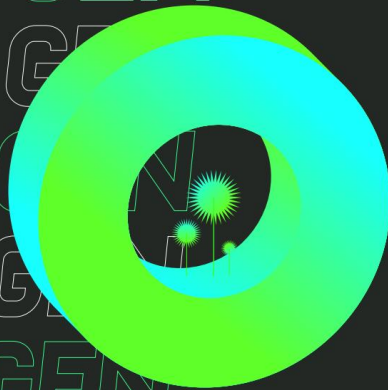
02. GENB . tone and graphics



the "Tear"

The "B" from the logo and graphic elements like these convey the attitude of the brand. Teenagers want to break old habits and take part of a new, better and more sustainable world for everyone

02. GENB . tone and graphics



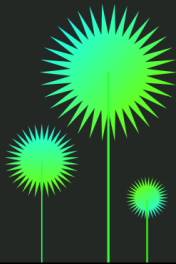
Gradients and flashy graphics

This type of language is used to relate to a younger audience - the teenagers - who are the main target of the project

02. GENB - tone and graphics

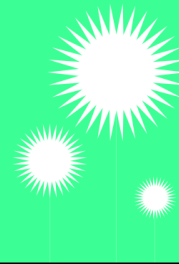
Digitally FOR THE TEENS

A more visually striking language for the main audience - the teenagers - more attracted to cool and dynamic visuals



Sober tone FOR A BROADER AUDIENCE

A cleaner and more sober language for other targets such as schools and teachers



[BACK TO INDEX](#)

03

COLORS AND TYPOGRAPHY













03. GENB . colors and typography

GRADIENT

Dynamic
Digital
Young

GREEN

Green
Eco / bio

 Pantone 375	 47 0 100 0	 #5fff2a
 Pantone 637	 55 0 67 0	 #3bff95
 Pantone Black 3C	 62 2 8 0	 #17ffff
 Pantone Black 3C	 73 61 70 71	 #242825

03. GENB . colors and typography

FRANK

Frank

In it's *oblique* forms, FRANK gives us a direction to follow. To go forward and advance to a better, more sustainable and responsible future.

[Download fonts](#)

Sinisuka Regular

Sinisuka Regular

Used in small sentences or single words, Sinisuka brings an urban feeling to the identity, relating to dynamic and active teenagers.

[Download fonts](#)

Roboto

Roboto

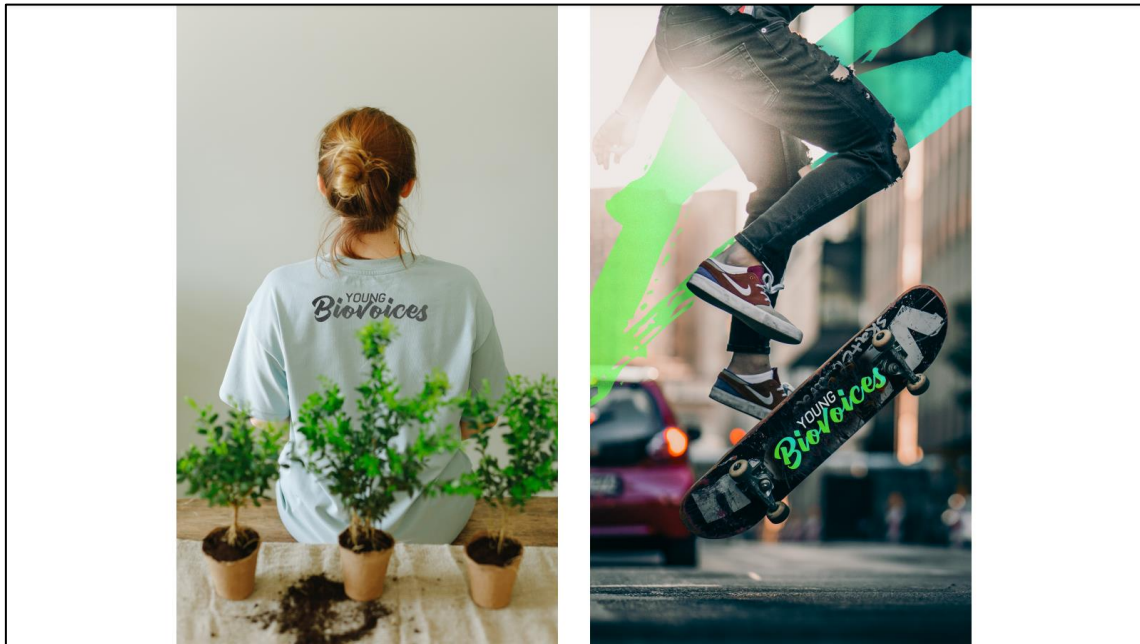
Roboto should be used for block of text.

[Download fonts](#)

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FUTURE



think. connect. grow. — fiercely.



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FUTURE

LOBA

thank you.

LOBA

loba.com

talk to us

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lisboa

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porto

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Porto
Portugal

GEN

OUR CONSORTIUM



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