



# GOODBYO

**MULTI-COMMODITIES MICROBIAL-DRIVEN BIOREFINERY  
BASED ON FOOD-PROCESSING INDUSTRY WASTES, BIOGENIC CO<sub>2</sub>  
AND BIOPROCESS WASTEWATERS**

## **Deliverable 10.3 – Full version of Dissemination & Communication Plan**

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### **COORDINATOR CONTACTS**

Center for Sustainable Future Technologies  
CSFT@Polito

Dr. Valeria Agostino  
valeria.agostino@iit.it

Prof. Fabrizio Pirri  
fabrizio.pirri@iit.it



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## 1 EXECUTIVE SUMMARY

The GoodByO project aims to establish a new generation of multi-commodities biorefineries, utilizing food waste, biogenic CO<sub>2</sub>, and bioprocess wastewaters for the resource-efficient valorization of sustainable feedstocks. This plan outlines the communication and dissemination strategies to maximize project impact, ensuring that results reach key target audiences, including industry, the Research & Development community, investors, policymakers, and the general public. By employing a comprehensive approach encompassing various tools and activities, GoodByO will foster engagement, knowledge sharing, and the uptake of project outcomes.

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## 3 LIST OF ABBREVIATIONS

CA	Consortium Agreement
CBE-JU	Circular Bio-Based Joint Undertaking
EC	European Commission
KPI	Key Performance Indicators

## 4 Objectives

The primary objectives of the GoodByO communication and dissemination plan are to:

- Effectively communicate the project's vision, objectives, and results to relevant target audiences.
- Raise awareness of the potential of advanced biorefineries and their contribution to a sustainable bioeconomy.
- Engage stakeholders to facilitate knowledge exchange, collaboration, and the exploitation of project outcomes.
- Promote the adoption of GoodByO technologies and solutions by industry and other relevant actors.
- Contribute to the broader societal understanding of bioeconomy and its benefits.

## 5 Target Audience

GoodByO has identified several key target audiences, each with specific interests and information needs:

- **Industry:** Companies involved in bio-based production, waste management, chemical manufacturing, and related sectors. These stakeholders are interested in the practical applicability, economic viability, and scalability of GoodByO technologies.
- **R&D Community:** Researchers, scientists, and academics working in the fields of biotechnology, biorefining, and related disciplines. This group seeks detailed technical information, scientific publications, and opportunities for collaboration.
- **Investors:** Venture capitalists, funding agencies, and other financial institutions that may provide investment for the scale-up and commercialization of GoodByO technologies. This audience requires information on market potential, return on investment, and the project's business plan.
- **Policymakers:** Government officials and regulatory bodies responsible for shaping policies related to bioeconomy, waste management, and environmental sustainability. This group needs evidence-based information to support the development of effective policies and regulations.
- **EU Associations:** Organizations and platforms at the European level that promote bioeconomy, circular economy, and related initiatives. These stakeholders can help to amplify the project's message and facilitate networking.
- **Education Institutions:** Universities, vocational schools, and other educational organizations that can incorporate GoodByO findings into their curricula and train the next generation of bioeconomy professionals.
- **General Public:** Citizens interested in sustainability, environmental issues, and the bioeconomy. Engaging this audience is crucial for raising awareness and fostering societal support for bio-based solutions.

## 6 Key Messages

To ensure consistent and impactful communication, GoodByO will focus on the following key messages:

- GoodByO is developing a new generation of biorefineries for the sustainable valorization of waste and CO<sub>2</sub>.

- GoodByO technologies offer a pathway to reduce reliance on fossil resources and mitigate climate change.
- GoodByO promotes circularity and resource efficiency in bio-based production.
- GoodByO outcomes will contribute to the growth of a competitive and sustainable European bioeconomy.
- GoodByO fosters collaboration and knowledge sharing across the bioeconomy value chain.

## **7 Communication & Dissemination Tools and Activities**

### **7.1 Communication Toolkit**

A comprehensive communication toolkit will be developed to ensure a consistent and professional project identity.

- This toolkit will include:
  - Project logo and visual identity guidelines
  - Templates for presentations, reports, and other documents
  - Style guidelines for written and visual communication.

The toolkit will be made available to all project partners to ensure consistent application of the project's visual identity across all communication materials.

### **7.2 Website**

- A dedicated project website will serve as a central hub for information on GoodByO: [www.goodbyo.eu](http://www.goodbyo.eu).
- The website will feature:
  - Project objectives, activities, and expected results
  - Information on project partners and their roles
  - News and updates on project progress
  - Publications, reports, and other project outputs
  - Multimedia content, such as videos and images
  - Contact information and links to social media channels.

The website will be regularly updated (The site will be updated every 3 months or in conjunction with updates and/or publications by the project) and optimized for search engines to maximize visibility.

## 7.3 Social Media

- Social media will play a key role in engaging stakeholders, sharing updates on the GoodByO project, and promoting events and achievements. Considering the importance of social media in this project, we decided to launch the LinkedIn page on the occasion of the October kick-off event to align social media communication with the event, therefore earlier than originally planned in the project (Originally M3 – end of December).
  - LinkedIn (<http://www.linkedin.com/company/goodbyo/>) will be the primary platform, chosen for its effectiveness in reaching specific target, industry professionals, researchers, and policymakers.

*Figure 1. LinkedIn Page*



- A dedicated social media strategy has been developed to define content creation (focusing on project updates, research findings, success stories, and upcoming events), posting schedule, and engagement activities with the community, ensuring clear and targeted communication.
- For this reason, we have developed an editorial plan for GoodByO's LinkedIn page, which is updated regularly and structured by day, topic, content and link. This is a useful tool for organizing weekly work on LinkedIn and keeping track of all contents.



- Press releases will be issued to announce major project milestones, key results, and significant events, ensuring that the project's progress and impact are communicated effectively to the public. Press releases will be targeted at relevant media, including:
  - Scientific and technical journals to reach researchers and experts in the field.
  - Industry publications to engage professionals and stakeholder within the sector
  - National and regional news media to provide widespread coverage at the local and national levels
  - EU-level media to ensure the project's visibility within the broader European context.
- Active Media relations will be managed to maximize media coverage and proactively engage with journalists, build relationships, ensuring consistent and strategic media outreach for the project.

## 7.6 Project Videos

A project video will be produced to showcase the GoodByO concept, objectives, and potential impact. The videos that will be produced will be shared on a YouTube channel, which can become a repository for the created video content.

The videos will include the following formats:

- **Promotional Video:** To introduce the GoodByO project, its objectives, and its potential impact. This video will target a broad audience and will be suitable for dissemination on the project website, social media, and at events.
- **Technical Videos:** To explain the different Microbial Factories (MF1-MF4) and their processes, highlighting specific technical advancements and results. These videos will target a more specialized audience, such as researchers, industry professionals, and investors.
- **Dissemination Video:** To highlight key achievements, project outcomes, and the overall impact of GoodByO. These videos will aim to disseminate project results and findings to a wider audience.

## 7.7 Workshops and Events

Workshops and Events will be organized to engage specific stakeholder groups, share knowledge, and gather feedback both at national and EU level.

- Workshops and Events may focus on:
  - Technical aspects of GoodByO technologies
  - Market opportunities and exploitation strategies
  - Policy implications of project results
  - Educational activities for the young segments of the population.
- Given the importance of raising awareness among young people about environmental issues and with the aim of increasing understanding of the fundamental principles of bioeconomy, GoodByO will take part in educational events involving schools (e.g. the Bologna Play festival 2025).
- To ensure effective knowledge transfer to scientific and industrial communities, at the end of the project, GoodByO will organize tech trainings addressed to industrial stakeholders rooted around local innovation ecosystems.
- Workshops and Events will provide opportunities for interactive discussions, networking, and the exchange of best practices.

## 7.8 Fairs

- GoodByO will participate in relevant trade fairs and exhibitions to showcase its technologies and results to a wider audience.
- Participation in fairs will:
  - Increase the visibility of the project
  - Provide opportunities for networking and stakeholder engagement
  - Facilitate the identification of potential customers and partners.
- Screening and monitoring of fairs of interest is constantly done throughout the year, either by partner referral or through organic research.
- Fairs may include, for example: bio360, Carbon Capture, technology EXPO, WME Expo, Ecomondo, IFIB, Algae Farm, Bioflavour, BIOKET.

## 7.9 Conferences

- Project results will be presented at scientific and industry conferences to disseminate knowledge and engage with the research and innovation community.
- Participation in conferences will:
  - Provide a platform for sharing research findings
  - Enhance the project's scientific reputation
  - Facilitate networking with experts in the field.
- Key findings from the project will be presented at relevant conferences.
- Conferences may include, for example: European Congress of Biotechnology, AlgaEurope, International Clostridium conference, International Conference on Sustainable Solid Waste Management, REGATEC, International Symposium on Anaerobic Microbiology, International Chain elongation conference.

## 7.10 Webinars

- Webinars focused on core GoodByO tech objectives will be organized to disseminate project results, provide training, and engage with stakeholders online. Webinars will:
  - Offer a cost-effective way to reach a broad audience
  - Provide opportunities for interactive Q&A sessions
  - Be recorded and made available online for later viewing.
- Webinars can be used to address specific topics of interest to different target groups.

## 7.11 Publications

Project results will be published in peer-reviewed scientific journals, technical reports, and other relevant publications.

- Publications will:
  - Disseminate research findings to the scientific community
  - Contribute to the body of knowledge in the field
  - Enhance the project's scientific impact.

Open access publication and sharing platform like Zenodo will be encouraged to maximize the reach and impact of project results.

Publications may include, for example: Bioresource Technology, Chemical Engineering Journal, Biotechnology for Biofuels&Bioproducts, Frontiers in Microbiology, Journal of CO2 Utilization, Energy&Environmental Science.

## **8 Networking and Stakeholder Engagement**

GoodByO will actively engage with relevant networks and stakeholders to foster collaboration, knowledge sharing, and the exploitation of project results.

### **8.1 Associations**

- GoodByO will collaborate with relevant industry associations, research organizations, and other networks to disseminate project information and engage with stakeholders.
- Collaboration with associations will:
  - Provide access to a wide network of industry contacts
  - Facilitate the dissemination of project results to relevant audiences
  - Enhance the project's visibility and impact.

### **8.2 CBE Projects**

- GoodByO will seek synergies and collaborations with other projects funded by the Circular Bio-based Europe Joint Undertaking (CBE JU), for example CIRCULAR BIOCARBON, ELLIPSE, LUCRA, MANUREFINERY, BioINSouth, FLEXIZYME, CIRCLE, HICCUPS, InnoProtein, PROMISEANG, SURFs, SynoProtein, Zest.
- Collaboration with other CBE JU projects will:
  - Facilitate knowledge exchange and the sharing of best practices
  - Identify opportunities for joint dissemination and exploitation activities
  - Contribute to the overall impact of the CBE JU program.

### 8.3 Additional Projects

- GoodByO will actively explore opportunities for collaboration with other relevant research and innovation projects, such those funded under Horizon Europe and the European Innovation Council, that share common goals in environmental sustainability and circular bioeconomy.
- Collaboration with other projects will:
  - Broaden the project's network and reach
  - Facilitate the exchange of knowledge and expertise
  - Identify opportunities for joint initiatives and follow-up activities.

## 9 Monitoring and Reporting

The effectiveness of the GoodByO communication and dissemination plan will be rigorously monitored and evaluated throughout the project's duration. This process will ensure that the plan remains aligned with the project's objectives and that communication and dissemination activities are optimized for maximum impact.

### 9.1 Key Performance Indicators (KPIs)

Clear and measurable KPIs will be used to track the progress and success of communication and dissemination efforts. These KPIs will be aligned with the project's objectives and the specific goals of each communication and dissemination activity. *Table 1* includes KPIs, targets and verification tools.

*Table 1. KPIs, target and verification tools*

KPI	TARGET	MEANS OF VERIFICATION
Website: Numbers of visits	5.000 visits by the end of the project	Google tag manager
Website: N° of download	1.000 downloads by the end of the project	Google tag manager
N° of videos produced	At least 5	GoodByO records
Social media: N° of videos' views	+ 1000 views	LinkedIn and YouTube analytics
Social media: N° of followers	+ 500 followers on LinkedIn	LinkedIn analytics

<b>N° of flyer and brochure handed out</b>	500 (in 3 languages)	GoodByO records
<b>Media coverage: press releases</b>	At least 3	GoodByO records
<b>Newsletter: N° of issues</b>	Every 6 month	GoodByO records
<b>Newsletter: N° of total openings</b>	1.000 openings	Multiplatform analytics
<b>EU level event and demo: N° of attendees</b>	50	GoodByO records
<b>N° of Industrial exhibitions &amp; fairs</b>	At least 3	GoodByO records
<b>N° of Industrial scientific conferences</b>	At least 12	GoodByO records
<b>N° of Open access publications in international journals</b>	At least 12	GoodByO records
<b>N° of Tech Trainings</b>	At least 2	GoodByO records
<b>N° of Thematic webinars</b>	At least 4	GoodByO records
<b>N° of side events at major EU level</b>	At least 2	GoodByO records
<b>N° of Ad hoc meeting with relevant EU/CBE funded projects</b>	At least 3	GoodByO records
<b>N° of Educational activities</b>	At least 2	GoodByO records

## 9.2 Data Collection and Analysis

- Data related to the KPIs will be collected throughout the project.
- This will involve using a variety of tools and methods, such as:

- Web analytics platforms (e.g., Google Analytics) for website monitoring.
- Social media analytics tools for tracking social media performance.
- Manual tracking of publications, conference presentations, and media coverage.
- The collected data will be analyzed to assess the effectiveness of communication and dissemination activities, identify trends, and inform decision-making.

### 9.3 Reporting

- Periodic reports on communication and dissemination activities and their impact will be prepared and disseminated to project partners and the funding agency.
- These reports will include
  - A summary of the communication and dissemination activities carried out during the reporting period.
  - An analysis of the data collected in relation to the KPIs.
  - An evaluation of the effectiveness of communication and dissemination activities.
  - Recommendations for improving or adapting the plan.
- Reporting will be aligned with the timeline and general project reporting requirements.
- KPIs will be used.
- Dissemination activities will be reported broken down by type of activity, target group and in relation to project objectives.

## 10 Conclusions

The GoodByO project's communication and dissemination plan is designed as a dynamic and adaptive framework that will evolve over the project's life cycle. By prioritizing clear objectives, targeted activities, and consistent monitoring, GoodByO will maximize its potential, ensuring that project results reach the right audiences and contribute to the advancement of the sustainable bioeconomy. This plan will facilitate knowledge sharing, promote the adoption of project results, and contribute to broader societal awareness of the benefits of biobased solutions.