



Boosting European Citizens' Knowledge and Awareness
of Bio-Economy Research and Innovation

D 6.1

BLOOM Dissemination Strategy

A hands-on framework for raising
awareness about the bio-economy



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This document forms the basis for Deliverable 6.1 (D6.1) as an output to Task 6.1, which is the first task for Work Package 6.

Executive Summary

BLOOM brings together a broad network of Bio-Economy role-players made up what is known as core partners, validation partners and 3rd level partners (other stakeholders). The project's overall focus is to bring to life a number of thematic hubs, that will serve as platforms where Bio-Economy stakeholders can be engaged to help increase public awareness and seek out opportunities for the Bio-Economy. Towards this goal, a sound plan for exchange and engagement needs to be established specifying the messages, tools for delivery, partner involvement, communication channels and materials amongst other elements. This document serves as the basis for such a plan and represents the overall BLOOM strategy for disseminating information to our target groups, as identified and described in Work Packages 1 and 3. Furthermore, the plan includes strategies to maximise the reach of the BLOOM project to include a substantial partner network across Europe and on a global basis.

The document has been structured to best describe how the project will use dissemination and communication activities, and build on our existing networks to augment our network. It will identify further key European umbrella organisations and projects, national organisations and other smaller regional networks to liaise with to expand an amplified BLOOM network, and identify key events and contacts that we could use to bring these organisations into the BLOOM stakeholder network.

1. Objectives

1.1. Dissemination Objectives

The Dissemination Strategy Document defines the communication channels, strategies and materials that will be used to engage the stakeholders that have previously been identified. Provision is made for different strategies based on the different kinds of stakeholders, country and hub and other effectiveness considerations. In particular, this dissemination strategy consists primarily of producing materials and content that is to be distributed via identified communication channels in order to ensure that the appropriate message is delivered to target audiences. Although we aim to produce and deliver materials and messages throughout the course of project, we also have in mind specific campaigns to ensure that through a series of managed and concerted initiatives, tailor-made messages are delivered en masse at key moments during the execution of the strategy. This – we feel – would amplify the impact as well as the potential reach of our networks and target audiences.

Central to the execution of this strategy is how we measure the impact that we would like BLOOM to have and how responsive we can be in adapting our strategies if necessary. As part of our dissemination campaigns, WP6 will also produce a series of videos that will be instrumental in breaking down complex concepts so that they can be easily understood and conveyed. In this way, we have in mind, that the language and vocabulary associated with the Bio-Economy becomes part and parcel of the everyday vernacular similar to the way that terms such as ‘Organic Food’ and ‘Global Warming’ are being used nowadays.

Dissemination and raising awareness are key BLOOM objectives and will be ongoing throughout the duration of the project, increasing our reach gradually as we build up our Communications capacity. To help manage the execution of this strategy, this document specifies a number of elements that will allow the WP6 partners to manage and track the delivery of messages and the use of materials and communication channels.

Last, the concepts in this strategy document stem from and are underpinned by the work done under WP1 – the mapping of the key Bio-Economy concepts. It can be said that the ultimate aim of this Dissemination Strategy is to develop materials, identify existing and create new communication channels, organise and be present at key events and execute a number of campaigns to deliver these messages to the widest audience possible.

1.1.1. Shared Dreams

As part of the process to create this document, BLOOM project members were asked to share what their aspirations were for a dissemination strategy. Even though the success of this dissemination strategy will ultimately be measured by the fulfilment of the key objectives outlined in this document, it is useful to reflect on and complement these with the aspirations of the project members in their own words. Here below, some of these dreams have been harvested to tell the story of how BLOOM was imagined and where we want to be at the end of the project:

My dreams at the end of the project...

- Bio-economy sector, and its´ products become as well known as the IT & ICT-sector among the public.
- Specific Fin/Sweden hub: See the forest as a place both for recreation and as a sustainable resource for new materials and products for our daily life.
- Bio-economy industry experts have more knowledge and awareness about the citizen's attitudes and demand and more keen to work in a RRI manner together with the general public.
- More students/young people interested in and willing to pursue a career in bio-economy.
- A greater demand for bio-economy products among the public.
- Bio-economy (including Forestry) among/included in the missions approach in the next European Framework Programme, FP9.

Maria Hagardt

We dream that by the end of the project:

- The different stakeholders are working together in a functioning network
- The German-Austrian Hub serves as contact point for networking activities as well as for access to already existing material and methods on bio-economy
- BLOOM helped/is helping companies to extend their (justifiably) restricted horizon
- A connection of already existing networks to a bigger international network was made, and BLOOM is a respected member of that international network, as it has the resources
- Activities and actions that are already happening in the field of bio-economies, especially topic and content related projects, are interlinked (nationally) and are being offered to get connection to the international network
- Also successfully reaching of adolescents who belong, educationally seen, rather to the marginalized group of society

Laura Steinhaus (WILA)

- Of course, the general awareness of bio-economy. People think/speak about it.
- Schools teach about bio-economy on a regularly basis. So the consciousness of young people about bio-economy raises.
- During shopping processes, it will be more visible and transparent, and people will think more about where stuff comes from.
- There is a pool of short films, videos, animation, which give a good and proper explanation of the bio-economy. They are creative, inspiring, even funny, so people like to share them. Teachers and associations use them to inform.

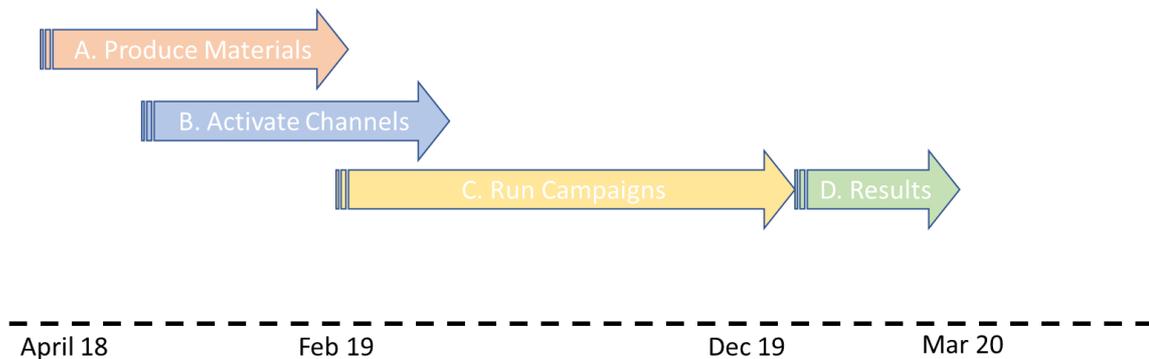
Sigrid and Regina

- People, especially young people have an idea, what the bio-economy is and are emotionally involved.
- Pros and cons of different economic realizations of bio-economy have been/are discussed, people are aware of problems and how problems can be avoided
- People (esp. young people) are interested to get involved, work in the field of bio-economy, decision to study in related fields
- Bio-economy is part of the value system of the European people.

Micky

2. Phases and Timelines

This dissemination strategy can be divided into 4 phases that we will execute during the next 2 years and which can be depicted by the following timeline:



Effectively, at the time of writing this document, we have started producing materials and will continue to do so until the first quarter of 2019. As described further on in this document, BLOOM’s first objective is to build up a stock and a variety of informational materials that can be used as needed, primarily on request at chosen events. A significant focus during this time, will be to create a series of audio-visual materials. At the same time, we have already started to create a presence on the most important Social Media but will, during the next few months, shift our attention to enhancing that presence, generating more followers, expanding our list of stakeholders and actively engaging them on our website and through these online media. Similarly, Activating Communication Channels also means joining other networks and developing collaborative relationships with entities working in related fields such as science education and circular economy cooperatives. Next, we will run a series of campaigns aimed specifically at delivering key messages to target audiences through these communication channels. The campaigns will focus on building up awareness amongst our largest target audience, namely the general public, but will then also hone in on promoting the hubs and their activities. Last, toward the end of the dissemination phase of the project, we will turn our attention to harvesting the project results and publishing these.

3. Strategy Elements

3.1. Target Audience

3.1.1. Internal

At the time of writing, the project had already set up a communication infrastructure to ensure that project members are informed of and can actively participate in decisions, processes, events and any other project activity. Section 3.1 in the Project Handbook and Data Management Plan (Deliverable 7.2) describes this infrastructure and processes in more detail. Specifically, it provides norms and guidelines for the following aspects:

- emails and mailing lists;
- the internal project portal (Moodle), which is a protected and regularly backed up website for the internal exchange of documents

- face-to-face communication and
- web conferences (GoToMeeting, Skype or phone).

3.1.2. External

Our dissemination strategy rests on the work done by other Work Packages, specifically WP1 and WP3. A key output from the former is the identification and definition of the stakeholders that we want to reach out to by means of this strategy. Although there might be some overlap between the types of stakeholders who we will engage, the primary groups have been identified as:

	Name	Examples / Description
T1	General Public	Segmented by region and other demographic data
T2	BLOOM ambassadors	This is a specific target audience that BLOOM will create at the initial HUB co-creation workshops. This group will be made up of a cross-section of other target audiences (T3 to T6), and will be asked to play an active role in further disseminating BLOOM information within their entities and networks.
T3	Education	High Schools, Universities, Non-formal education centers
T3	Civil society	NGOs, Cooperatives, Media, Activist Networks
T4	Research	Citizen science, the Research Cluster, Universities
T5	Industry and business	Unions, Federations, Business Councils (per industry-specific hub)
T6	Policy	Federations, Consultants, Local Authorities, Ministries, European Commission

Further sub-groups exist within each of these groups, but for our dissemination strategy, these will not constitute separate target audiences. By target audiences we mean – in fact – that there are custom messages that we want to send to these specific groups and that we will use specific communication channels and materials to reach and engage them.

3.2. Key messages

Central to the Dissemination Strategy is building the capacity and know-how to raise awareness of what the Bio-Economy means as a concept, highlight the environmentally-friendly impact of the products and processes that is derived from the Bio-Economy, to encourage more research and cooperation in this area and to promote its uptake amongst the general public. Notwithstanding any personal desire to bring large-scale change towards a more environmentally friendly society, it is not BLOOM’s goal to effect direct behavioural change amongst its target audience. This would be too difficult to measure and to attribute exclusively to the impact of the project. Instead, BLOOM – as the acronym states – is about making citizens aware of the Bio-Economy. This would include by default, an awareness of the selection of Bio-Economy product alternatives available to them and reasons why it

would be important to consider these alternatives. If we were to observe an increase in the sales of these products, then this might serve as indirect evidence that BLOOM was successful in raising awareness, but the rise could also be attributed to a very effective marketing campaign realised by product vendors. For this reason, the success of our dissemination strategy will be limited to measuring whether citizens are found to have more knowledge and a better understanding of the Bio-Economy after having come into contact with BLOOM materials and campaigns.

There are other indicators, however, that might offer a more direct insight into whether our dissemination strategy has been successful, such as a survey of our target audience on their knowledge of Bio-Economy concepts soon after one of our campaigns has run its course. The fact that terms like the Bio-Economy would start to feature more in people’s everyday language would also serve as a barometer of BLOOM’s impact (We will discuss the concepts of measuring impact later in the document.)

Qualitatively, the intended effect is most probably best illustrated by means of a vignette, demonstrating how vocabularies have changed during the last few decades, and how a concept like the Bio-Economy might find its way into our vernacular:

Tom: Shall we get a bag of these apples? They’re on special this week.
Karin: No Tom. Those are not the ecological ones we normally buy.
Tom: Yeah, you’re right! We think we’re saving now but there’s a cost to pay somewhere and sometime in the future.

Adam: Hey, what’s so special about this new dishwashing liquid?
Eva: Well, for starters it’s made from the agricultural waste that comes from harvesting sunflower seeds.
Adam: Really?
Eva: Yes, it’s amazing the uses people are finding in things that normally get thrown away.

Again, BLOOM is not about changing consumer behaviour per se, as these 2 dialogues might suggest, but rather about how our messaging will improve the awareness amongst our target audiences about the Bio-Economy and its products and processes. These kinds of attitudes and levels of awareness did not (and cannot) happen automatically and overnight. Instead, they come about as a result of sustained, coherent, informative yet convincing messaging that we are exposed to as citizens and consumers. In some ways, this dissemination strategy acknowledges the powerful marketing and messaging apparatus that is aimed at getting citizens to constantly consume more and makes available additional information about the environmental impact of what we consume and how a bio-based economy would offer alternatives to the current (linear) consumption and production models.

Towards this end, the BLOOM dissemination strategy will take guidance and integrate the break-down of the messaging components described in the WP1 concept mapping document. The following table shows how, if we have in mind consumer dialogues as shown

above, and we want to work off a low base of no knowledge about the bio-economy to a high degree of awareness, then we would need to stratify and simplify our messages accordingly.

Message ID	Themes	Key questions addressed	Description
M1	Sustainable Development Goals, Climate Change, Large-scale societal challenges and missions	What are the major environmental challenges we face? What are the major strategies to address these?	The climate change problem. Bio-economy, bio-based economy and Circular Economy; promises, perspectives and conditions
M2	General overview of the bio-economy	What is the bio-economy?	Schematic drawing(s) of the bio-economy, based on the flow of production and conversion: feedstock, materials, processes, products and circularity
M3	Explanation of the various elements of the bio-economy	What does the bio-economy consist of?	All elements that are considered essential for bio-economy will be explained, in a schematic way.
M3P	About BLOOM	What is the BLOOM project? What are the BLOOM project goals?	How does BLOOM fit into the overall Bio-Economy schema?
M4	Framework of concepts	What are examples of the bio-economy.. <ul style="list-style-type: none"> - In my region? - In my industry? - Regarding what I consume? 	To overcome organizational, economical and societal challenges, the following concepts will be described and be made operational: <ul style="list-style-type: none"> - RIS3: Regional innovation strategies of smart specialization - Innovation Pipeline - TRL: technological readiness level - SRL: social readiness level - Value chain approach: connect biomass production with processing industries
M5	Description of the hubs and hub activities	What is a bio-economy hub? What information will I find there? What activities will take place there?	Input from the different hubs: Which feedstock, processes and products are relevant? The activities of the hub will be presented schematically

M6	Description of general non-hub related issues	What is the future of the bio-economy? What more can be done?	Societal challenges and choices, issues for discussion
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Adapted from BLOOM_WP1_Concepts

3.3. Materials

By materials we mean texts, graphics and videos that are used to communicate the key BLOOM messages mentioned previously. As can be imagined, the first part and focus of a dissemination strategy is to produce materials which can be distributed by means of agreed communication channels and at events. BLOOM’s approach is to design and produce such materials so as to create an ‘inventory’ that BLOOM project members can call from and use at specific events upon request. The same materials, however, will also be used in running coordinated campaigns managed by the WP6 team members that will bring together communication channels and segmented target audience during a predefined period. Through this hybrid approach of both push (specific campaigns) and pull (project members requesting materials), we hope to reach the largest possible audience throughout the EU and in particular, those of the BLOOM partner and hub locations.

It is paramount that all materials that are produced throughout the course of the project are easily recognisable because of the following features:

- That it bears a clearly visible BLOOM logo
- That it adheres to the published BLOOM standard in terms of font, colours and style

In essence, through consistency and uniformity we will strive to create, spread and give visibility to an easily recognisable BLOOM brand and Bio-Economy concept.

3.3.1. Promotional and Informational Materials (Stock)

The project will systematically set about to produce the following materials starting during the second part of 2018 and continuing until the second part of 2019, creating the capacity to reproduce the materials and editions for the remainder of the project.

No.	Material	Description	Lang	Printable	Target Number
S1	BLOOM Newsletter	A short report on the BLOOM project and its current activities consisting of interviews, updates and announcements	EN	Y	2 per year
S2	Newspaper Article	Engage the printed and online media to publish articles about BLOOM. These might include interviews with bio-economy experts.	ALL	not applicable	2 per year, per partner country
S3	General Leaflet	A condensed and mostly graphical BLOOM info piece	EN	Y	4
S4	Hub Leaflets	Leaflets aimed at informing about the Hub activities	EN and the Hub lang	Y	2 per hub
S5	Academic Paper	Engage Academics and other stakeholders to publish articles on the bio-economy.	EN and the Hub lang	not applicable	3 in the final year
S6	Infographics	A series of graphic-based publications that explain key bio-economy concepts	EN	Y	1 per hub
S7	Various	BLOOM will assess the feasibility of producing other kinds of materials based on balancing need and budget. Examples might include 'merchandising' such as USBs, stationery, keyrings, etc.	TBD		TBD

3.3.2. Videos

No modern awareness-raising dissemination strategy is complete without a digital audio-visual component. It has become common knowledge that young people in particular, are more response to audio-visual stimuli than the traditional printed materials such as brochures and leaflets, primarily because videos can be delivered to them directly to their phones and other devices. Even though young people form only a part of BLOOM's target

audience, Social Media in general has become pervasive and accessible by a broad audience of 'netizens' and hence it is essential for the project to develop the means to create and publish audio-visual content on the BLOOM platform and other popular social media such as YouTube, Facebook amongst others. In addition, these platforms will also be used to disseminate and share relevant information in formats other than audio-visual.

Besides creating audio-visual content to deliver the key messages about the Bio-Economy, we also want to create a visual record of how the project developed over its lifetime. These videos will focus on and be limited to the key project meetings and other events and co-creative processes that we would want to share with potentially other future Bio-Economy projects. It is not the intention to produce a full-length documentary about the project, but rather to showcase aspects such as brainstorming techniques and lessons learnt that might be useful for other projects and entities to consider as they themselves engage in Bio-Economy themes.

Effectively, the project will create 3 types of video content whose main purpose and features are shown in the following table:

	Name	Title	Purpose	Target Audience	Format	Details	Length
V1	1. Video Series	Bio-economy across Europe	Raise awareness of the hubs, the bio-economy concept and the products available	general public	A series of 5+ episodes (1 per hub) with an interview and product demo format	A show-host will interview a hub expert who will show how a bio-economy product is made and its use	2 to 10 minutes per episode
V2.1 V2.2	2. About BLOOM	The BLOOM Project & Research	To promote BLOOM, the innovative project processes and results	Academia, Researchers and Hub stakeholders, the EC and industry audience	Two videos: <ul style="list-style-type: none"> • about the project and highlighting co-creation. • about bio-economy research 	A short video about the project; and another on a series of research question or methodologies and BLOOM can help answer it	2 videos of +-10 minutes each

	Name	Title	Purpose	Target Audience	Format	Details	Length
V3	3. Short Multi-purpose snippets	<TBD>	A collection of visual snippets about project and bio-economy developments as they unfold	General public, other stakeholders, industry audience	<TBD>	These clips are less planned and more spontaneous as particular moments or scenes are witnessed. In essence, the video prodn team will bring their video recording equipment to key events and meetings and assess what might be worth recording for future prodn.	1 to 4 minutes per clip

Video Production Processes

Although the everyday availability of video-recording tools such as cameras and mobile-phones might suggest that making videos and publishing them is easy, making professional videos still remains a skilful and time-intensive craft. Through the work that is envisaged and will be led by MWL, BLOOM will endeavour to produce videos that adhere to the highest industry standards, that are engaging and thought-provoking and that will deliver the key messages outlined in this document.

In essence, we will plan for and execute the following phases when it comes to making videos (Please note that this table does not constitute a project plan but rather an estimation of the time needed):

Name	Design Content	Record Content	Production & Publishing
	<i>To develop the storyboard and script and define the format (sequencing, angles, location, etc.)</i>	<i>To record footage on site</i>	<i>To edit the footage and apply any subtitles, effects and rendering. Create and test file formats and upload and distribute</i>
1. Video Series			
• First Hub	3 weeks	1 week	7 weeks
• Subsequent Hubs	2 week	1 week	4 weeks
2. About BLOOM			
• The Project and co-creation	3 weeks	2 weeks	4 weeks
• Bio-economy and research	4 weeks	2 weeks	4 weeks
3. Short Multi-purpose snippets			
• Per snippet	2 weeks	1 week	2-3 weeks

3.5. Communication Channels

3.5.1. Digital and Social Media

In parallel to the shift towards a preference for video and other audio-visual materials, Social Media have become a centerpiece in modern-day communication and dissemination strategies. Even though ‘going viral’ is a Social Media phenomenon that is still not clearly understood nor the conditions that trigger it, part of our strategy is to build up a strong Social Media presence that would connect us to audiences beyond our established and known networks. We have already set up the following ‘handles’ and accounts and will use these to regularly push and publish our communication materials:

Social Media	Handle or Address	Purpose	Indicators
YouTube	bit.ly/BLOOMvids	To upload videos and generate views and subscriptions. Can also be used to show the BLOOM videos at events.	<ul style="list-style-type: none"> • Num of views • Num of subscribers
Twitter	@BLOOM_EU	To broadcast project and general bio-economy announcements	<ul style="list-style-type: none"> • Num of impressions • Num of followers
Facebook	BLOOM EU	To cross-share videos (YouTube) and other comms materials and to augment our networks through boosts	<ul style="list-style-type: none"> • Reach • Num of likes
Instagram	@BLOOM_EU	To share photos and other images	<ul style="list-style-type: none"> • Num of likes
LinkedIn	BLOOM EU	Similar to Facebook, but aimed at a more professional audience. This SM might better serve Academia and Industry stakeholders	<ul style="list-style-type: none"> • Num of members • Num of conversations • Num of content shares

Almost all of these Social Media accounts have their own analytics to assist users in tracking their impact and mostly, their reach. Although the indicators in the table above might be considered to be the ‘high-level’ metrics for Social Media, we will also draw from the

standard analytics data available on these media to further delve down into understanding our presence and progress and will periodically use tools such as Facebook Boost (for example), to help us improve our campaigns.

3.5.2. The BLOOM Website

The BLOOM website is another key component of the BLOOM dissemination strategy in that all our materials and videos will be uploaded there and made available to the broader Internet community. Even though, the design and development of the website falls outside of the scope of WP6, and hence outside of the Dissemination Strategy, it suffices to comment that the WP6 team will be responsible for updating and managing the content on the BLOOM website and to find ways attract visitors to the site and define metrics and tools for measuring visits and visitor activity.

3.6. Events

BLOOM is part of the European Bio-economy Network and will therefore support and launch the update of the Bio-economy Strategy. Moreover, BLOOM supports the "Bio-economy roadshow 2018" by sharing all actual and future BLOOM events through the network and the BIOVOICES platform. More than 30 bio-economy (outreach) projects are spreading their events there, which BLOOM will constantly evaluate as possible dissemination possibilities.

Besides events of the topic of bio-economy, BLOOM will also intensively be disseminating its methods, approach and results at events targeting outreach methodologies, science communication, formal and informal education, events on bio-economy related topics such as circular economy or sub-topics on national and international level.

3.7. Campaigns

At the heart of the BLOOM strategy is the execution of waves of sustained information propagation, utilising and re-utilising the materials, events and communication channels previously defined.

Whereas our stock of Communication Materials will be available to any BLOOM person or associate who wants to use them or distribute them, campaigns are more purpose-full in that they are led by a WP6 member who will facilitate the use of such materials and channels in a sequenced and orchestrated manner. In this way, campaigns are like projects in that they have start and end-dates and that they will be measured in terms of how many people were reached by the end of the campaign. They will not follow a be-all and end-all strategy but instead, will select those materials and communication channels that is found to be most effective in engaging particular segments of our target audiences. Our initial idea of the kinds of campaigns that can and should be run consists primarily of 2 types: one, general campaigns to deliver a combination of key message types, two, Hub-specific campaigns to promote the launch and/or open days and other key events at the hubs.

No	Campaign Name	Description	Comms Channels	Duration	Target Audience	Messaging
G1	General – M1, M2	Delivering M1 and M2 type messaging to a broad audience of networks and contact lists	Website SM boost	6 weeks	General Public, (segmentation in terms of demographics TBD)	M1 – CC problems M2 – B-E general
G2	General – M3, M3P	Delivering M3 and M4 type messaging to a broad audience of networks and contact lists	Website SM boost	4 weeks	General Public, (segmentation in terms of demographics TBD)	M3 – B-E specifics M3P – About BLOOM
G3	General – M4		Website SM boost	4 weeks	General Public, (segmentation in terms of demographics TBD)	TBD (based on results from G2)
H1	Hub1 – Open Day	Delivering M4 and M5 type messaging to promote awareness about the hub	Website SM boost On site	4 weeks (before OD)	Regional Stakeholders and Local Communities	M4 – B-E challenges M5 – About Hub
H2	Hub2 – Open Day	Delivering M4 and M5 type messaging to promote awareness about the hub	Website SM boost On site	4 weeks (before OD)	Regional Stakeholders and Local Communities	M4 – B-E challenges M5 – About Hub
H3	Hub3 – Open Day	Delivering M4 and M5 type messaging to promote awareness about the hub	Website SM boost On site	4 weeks (before OD)	Regional Stakeholders and Local Communities	M4 – B-E challenges M5 – About Hub
H4	Hub4 – Open Day	Delivering M4 and M5 type messaging to promote awareness about the hub	Website SM boost On site	4 weeks (before OD)	Regional Stakeholders and Local Communities	M4 – B-E challenges M5 – About Hub
H5	Hub5 – Open Day	Delivering M4 and M5 type messaging to promote awareness about the hub	Website SM boost On site	4 weeks (before OD)	Regional Stakeholders and Local Communities	M4 – B-E challenges M5 – About Hub
G4	General <TBD>	Based on outcomes of previous				All

No	Campaign Name	Description	Comms Channels	Duration	Target Audience	Messaging
		campaigns, to reinforce message dissemination where needed				

4. Monitoring and Evaluating Impact

Although WP5 will deal with measuring the overall impact of the project, it is still of interest to mention here some of the specific dissemination indicators that we will evaluate and use to guide the execution (and possible adjustment) of our strategies. A number of these indicators are automatically derived from the Social Media accounts and activities while others would have to be manually captured and assessed. Ideally at the end of our campaigns, we would like to evaluate the effect of our messaging by collecting data through short surveys on whether target audiences have been exposed to our messaging and whether they have gained knowledge of the Bio-Economy as a result.

However, as we disseminate materials and develop a Social Media presence, we would like to have ongoing visibility on the following indicators:

- Number of unique visitors and page views on the Bloom website
- Number of Twitter account followers and mentions
- Number of likes on Facebook
- Number of connections LinkedIn
- Number of Views on YouTube
- Number of newspaper articles published
- Number of academic articles published (and Impact Factor of journals)
- Number of media mentions
- Number of other news items that appear in international and national communications channels/websites/newsletters.
- Number of conferences and events where BLOOM was present
- Number of people reached via attendance at external conferences, events etc. at which BLOOM is presented, but also statistics for each hub.
- Number of course participants