



Biotech **4Food**

D6.3 | Monitoring on communication and dissemination activities



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ABSTRACT

The purpose of this document is to present the communication and dissemination activities carried out throughout the second year of the Biotech4Food project (November 1st 2024, October 31st, 2025).

This document and all the communication activities would not have been possible without the contribution of all the partners. It is important to underline the involvement of the partners during this first year, which must continue.



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LIST OF ACRONYMS

Biotech4Food	B4F
Ingredients for a Circular Economy	I4CE
Communication & Dissemination Plan	C&D
European Union	EU
Small Medium Enterprise	SME
Work Package	WP
European Cluster Collaboration Platform	ECCP
Key Performance Indicator	KPI
European Innovation Council and SMEs Executive Agency	EISMEA



1. OVERVIEW OF OUR COMMUNICATION TOOLS

Following the first report period and in order to continue communicating and disseminating the project's activities and updates as effectively as possible, we have decided to maintain and further strengthen our focus on four main communication tools:

- Social networks, particularly LinkedIn, where the Biotech4Food project has [its own page](#)
- Note: The [LinkedIn page for the I4CE consortium](#), from which the Biotech4Food project originated, also continues to share and amplify project news on a regular basis.
- The [I4CE website](#), which hosts the project's various sections — including the Biotech4Food presentation pages, blog articles, event announcements and updates from innovation investment projects — ensuring visibility and accessibility for all audiences.
- The **newsletter**, sent to project partners by email and shared on LinkedIn, offering concise updates on progress, milestones, and upcoming events.
- **Events and conferences**, where the Biotech4Food project is represented to promote exchange, networking, and dissemination of project outcomes.

As this report concerns the second year of the project, all the data in the report will relate to the period 01/11/2024 → 31/10/2025.

2. LINKEDIN PAGE

Firstly, we'd like to make it clear that all the posts, reactions, followers, etc. were obtained organically.

The Biotech4Food LinkedIn account continues to be jointly managed by NAGRIFOOD and Valorial, with the support of Wagralim. The coordination system established at the beginning of the project remains in place, ensuring regular weekly posts and shared responsibilities among partners. Posting frequency is intended to be weekly; however, publication dates may vary slightly depending on content availability and coordination needs.

Our strategy on LinkedIn remains focused on maintaining an active, professional presence through project updates, relevant sector news, and partner activities. Partners are still encouraged to tag Biotech4Food, other partners, and related institutions (such as I4CE and the European Commission and [EISMEA - European Innovation Council and SMEs Executive Agency](#)) to maximise visibility and engagement.

In the first year of the project, the Biotech4Food LinkedIn page attracted 650 followers. We currently have 1,249 (27/10/2025) followers on the project's LinkedIn page. This means that during the second year of the project, **we gained around 600 (27/10/2025) followers**. This is excellent progress, similar to that made in the first year. This growth confirms the growing interest among professionals in biotechnology applied to the agri-food industry.

The key performance indicator (KPI) for these social networks was set at 300 followers. **It was already achieved** during the first year of the project.



During the first year of the project, we made 64 posts over 12 months. Activity was more intense for the second year of Biotech4Food project, as we made **83** (27/10/2025) **LinkedIn posts** between 1st November 2024 and 31st October 2025. We can distinguish 3 different types of post: posts from the project page, reposts and reposts with comments.

Here is a comparative table of the types of posts between the first year of the project and the second year of the project:

	Year 1 (01/11/2023 – 31/10/2024)	Year 2 (01/11/2024 – 31/10/2025)
“Simple” posts	64	83
Repost with comments	7	7
Repost without comments	1	6
Total	72	96

During the first year of the project, we obtained 44,533 impressions. In this second year, we achieved **over 74,000 impressions** (74,171 to be precise). This means that all our posts appeared more than 67,000 times in news feeds. LinkedIn defines an impression as follows: “Views when the post is at least 50% on screen, or when it is clicked, whichever comes first”.

In total, we have 3 posts that have exceeded 2,000 impressions. The first is recent, as it was made during the partners' and companies visit to Rennes, which took place between 30 September and 2 October 2025. [This post](#) garnered 4,641 impressions.

The second post was also made during the partners' visit, but this time in Spain, during the visit organised by Nagrifood and the CNTA between 19 and 21 November 2024. [This post](#) garnered 2,379 impressions.

Finally, the third post followed the same pattern, as it was made when the Biotech4Food project partners met in Brussels, Belgium, in June 2025. [This post](#) garnered 2,354 impressions.

The three posts that generated the most impressions were those highlighting moments when the Biotech4Food project partners came together. These highlights illustrate the strength of the collective and the energy that emerges when the project is brought to life in the field.

In terms of reactions (likes, comments and reposts), we have six posts that generated more than 50 reactions, including one that generated more than 100 reactions.

The first post (114 reactions) is the same as the one that received the most views. This is the post announcing the launch of the mission in Rennes, which took place in September-October 2025.

The second post currently has 85 reactions. This is the third most viewed post, when the partners met in Brussels in June 2025.

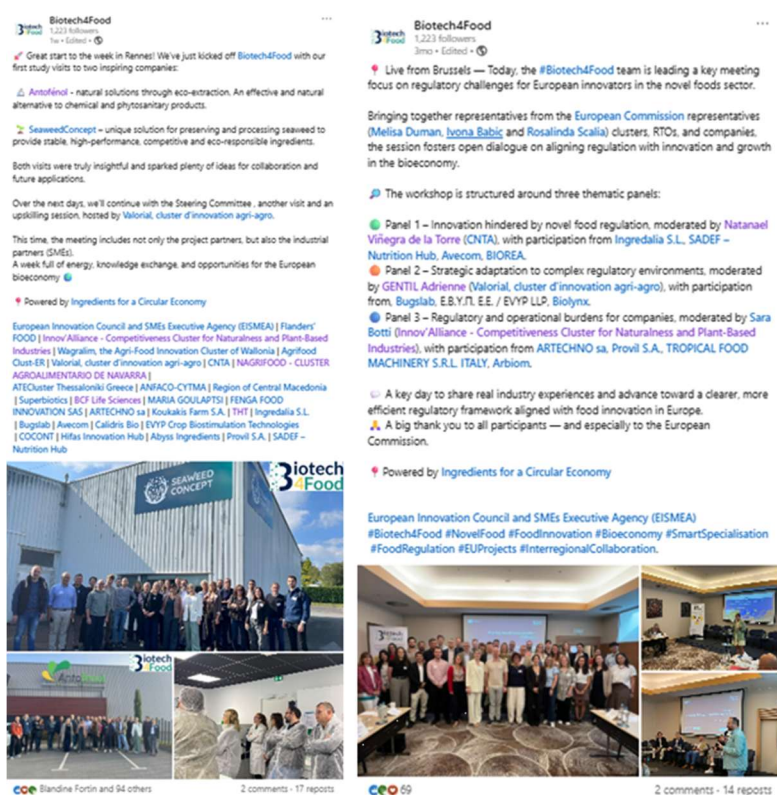


Figure 1 - Screenshots of the 2 posts that received the most reactions on LinkedIn

This performance is reflected in the average engagement rate on LinkedIn, which reached **14.11%**, showing a high level of audience interaction with the project's content.

This strong engagement is closely linked to the nature of the most successful posts: the three most viewed and the two with the most reactions all focused on project meetings held in **Brussels, Pamplona, and Rennes** during the steering committee sessions. The photos illustrating these posts show the project as embodied by the different people working on it. It is worth remembering that it is important to highlight the innovation projects, people collaborating, meeting and networking.

3. WEBSITE

Right from the start of the project, we decided not to create a website for the B4F project, but to create a specific space on the I4CE website, where we could host all the pages relating to Biotech4Food, as this project comes out of the I4CE partnership.

To do this, we created a section on the [I4CE website](#) dedicated to B4F:

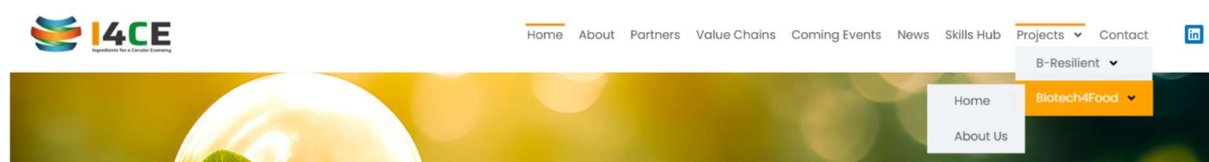


Figure 2 - Section dedicated to B4F on the I4CE website

In total, we have 3 pages under Biotech4Food (the “Biotech4Food” page, the “Home” page and the “About Us” page), for ‘static’ information about the project. The purpose of these 3 pages is to showcase the project.

For events and news about the project, we have chosen to display them in dedicated sections of the website. During the first year of the project, **19 articles** were posted on the ‘News’ section of the website. During the second year of the project, **34 articles** were posted on the ‘News’ section of the website. In total, we have 53 articles published in the “News” section of the website, all of which relate to the Biotech4Food project, whether they are summaries of certain events or the latest news on the project.

As far as events are concerned, 6 events were put online during this first year. All are related to the Biotech4Food project. Since the last report, we have discovered that it is possible to keep events in the website's back office without them appearing on the front end, even if previous events have been deleted. We know that at least five events have been published this year. We estimate that around five more have been published on the website this year, which would make **a total of just over ten events published** between 1 November 2024 and 31 October 2025.

To track data from the I4CE website, we have installed Google Analytics 4. Google Analytics is a platform that collects data from websites in order to create reports that provide insights into our activity.

Over the past year, the I4CE website has had approximately 9,445 visits. For these 9,445 visits, we have access to the ‘paths’ by which visitors arrived at the site.

	Titre de la page...sse de l'écran	Vues
☒	Total	9 445 100 % du total
☒	1 Home - I4CE - Ingredients for a Circular economy	1 758 (18,61 %)
☒	2 Biotech4Food - I4CE - Ingredients for a Circular economy	1 533 (16,23 %)
☒	3 News - I4CE - Ingredients for a Circular economy	836 (8,85 %)
☒	4 Partners - I4CE - Ingredients for a Circular economy	579 (6,13 %)
☒	5 Skills Hub - I4CE - Ingredients for a Circular economy	448 (4,74 %)
☐	6 About - I4CE - Ingredients for a Circular economy	378 (4 %)
☐	7 Coming Events - I4CE - Ingredients for a Circular economy	314 (3,32 %)



If we focus on the pages that have 'biotech4food' in their URL, we have six. We will remove the last two (which do not have many visits) and the fourth, since this page is no longer linked to the Biotech4Food project, but to Biotech4Food events, other projects or partnerships.

This leaves us with three web pages dedicated solely to Biotech4Food. Between 1 November 2024 and 27 October 2025, these 'showcase' pages (dedicated to Biotech4Food) generated just over 2,000 views. In addition to these 2,000 views, we should add all the views on the events and news pages dedicated to Biotech4Food.

Chemin de la page de l'écran +		↓ Vues
Total		2162 22,89 % du total
1	/biotech4food/	1533 (70,91 %)
2	/biotech4food/about-us/	371 (17,16 %)
3	/biotech4food/home/	185 (8,56 %)
4	/biotech4food/coming-events/	71 (3,28 %)
5	/events/tag/biotech4food/day/2024-08-01/	1 (0,05 %)
6	/events/tag/biotech4food/list/	1 (0,05 %)

For the entire website, the main source is 'Direct'. This means that they:

- typed the URL into their browser,
- used a bookmark,
- or clicked on a link (e.g. a link in a PDF).

This represents over 2,000 people (out of 9,445,800).

The second source is 'Organic Search'. This means that visitors came from a natural (non-paid) search engine result (Google, Bing, Yahoo, Ecosia, etc.). This accounts for approximately 680 people.

The third source is Referral. This means that another website linked to I4CE's website and someone clicked on it to visit. Finally, the last source is Organic Social. These are visitors who come from an organic (non-sponsored) link posted on social media (LinkedIn).



Figure 3 - Website users and their origin

The results regarding the countries that visited the website the most are very surprising, as the top two countries are the United States and China. These two countries are not targeted by the I4CE partnership or by the actions of the projects currently being implemented. Although we do not have an explanation, there are several factors that may account for these visits:

- Traffic from robots or automated tools (this is the most common cause). The United States and China host a huge number of servers, crawlers and automated tools that “visit” websites. Google Analytics sometimes counts these requests as ‘visits’, even though they are not real humans. This traffic is therefore technical, not human.)
- Server location rather than visitor location (Google Analytics determines the country based on the IP address, but some addresses can be modified (VPNs, corporate or university proxies, automation tools hosted abroad, etc.). Example: someone in Germany using a ‘US’ VPN will be counted as a US visitor.)
- Legitimate but indirect traffic (There may also be some real traffic, particularly from partners or international institutions based in the United States, or curious individuals who find the site via a global Google search, but in general, this volume remains low compared to the ‘noise’ from bots.)

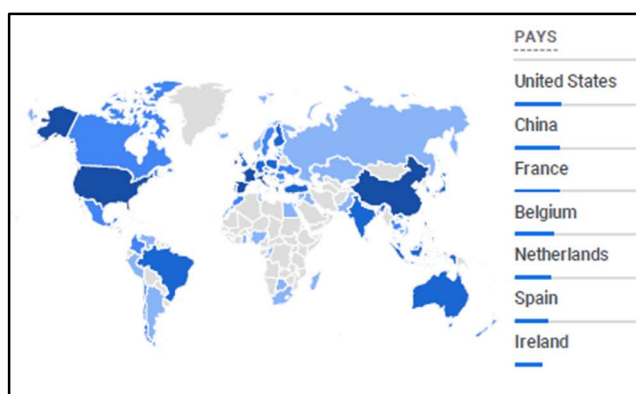


Figure 4 - Geographical origin of visits to the I4CE website



If we exclude these countries, the European countries that appear most frequently are France, Belgium, the Netherlands, Spain and Ireland. All of these European countries (except the Netherlands) are partners in a project. Although the Netherlands is not a partner in Biotech4Food, it should be noted that over the past year, a Dutch cluster has joined the I4CE consortium.

It is worth noting that of the five most viewed pages, two relate to Biotech4Food: the Biotech4Food page is the second most viewed, while the News page, which brings together all the latest news about the project, is the third most viewed.

1	Home - I4CE - Ingredients for a Circular economy
2	Biotech4Food - I4CE - Ingredients for a Circular economy
3	News - I4CE - Ingredients for a Circular economy
4	Partners - I4CE - Ingredients for a Circular economy
5	Skills Hub - I4CE - Ingredients for a Circular economy

Figure 5 - The 5 most viewed pages on the I4CE website

As mentioned earlier, 34 articles were published on the I4CE website between November 2024 and October 2025.

Among these 31 articles, the top three are:

-
-
- The article dedicated to the regulatory sandbox for the agri-food industry (157 views, published in April 2025)
- The article dedicated to the Pamplona meeting (80 views, published in December 2024)
- The article dedicated to the advantages and disadvantages of applying biotechnologies in the agri-food industry (63 views, published in December 2024)

Chemin de la pa...sse de l'écran		↓ Vues
Total		725 7,97 % du total
1	/2025/04/11/the-first-regulatory-sandbox-for-the-agrifood-industry-lands-in-spain/	157 (21,66 %)
2	/2024/12/04/collaboration-innovation-biotech4food-strategic-visit-navarra/	80 (55,94 %)
3	/2024/12/13/strengths-weaknesses-applying-biotechnology-agri-food-industry/	63 (44,06 %)

Figure 6 - Most read news between 1 November 2024 and 31 October 2025

Finally, here are some details about the technologies used by users to visit the website: the vast majority of visits (over 2,000) are made from a computer running Windows. Other operating systems (Macintosh, Android, iOS and Linux) account for only a small proportion of visits.

Unsurprisingly, the most widely used web browser is Google Chrome. Although other browsers are used (Edge, Safari, Firefox, etc.), they account for only a small proportion of visits. Finally, 88% of visits are made from a computer. The rest of the visits are made from a mobile phone. It should



be noted that according to Google Analytics data, there was only one visit from a tablet between November 2024 and October 2025.

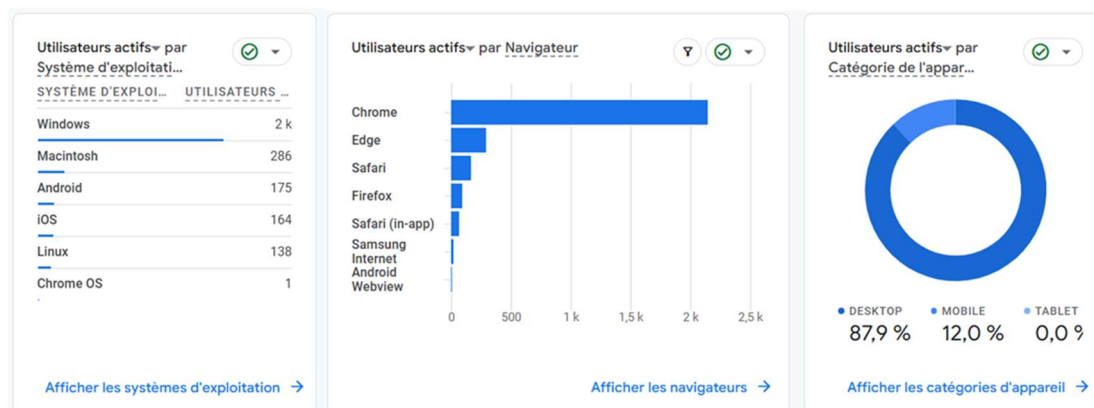


Figure 7 - Technologies (OS, browser, and device) used by website users

Although these data may seem trivial, they tell us a lot about the users who visit the I4CE website. The site is mainly accessed from a professional or office environment: the vast majority of users on Windows and desktop computers suggests an audience composed of institutional actors, companies or organisations working in the agri-food sector. The low proportion of mobile visits (and virtually non-existent tablet visits) indicates that the site is mainly used in a work context, probably for researching information, participating in projects or consulting technical content. The dominance of Google Chrome as the main browser reflects general web usage but also confirms that visitors are using recent tools that are compatible with modern standards.

There are ongoing plans to update and optimize the content of the project webpage in order to improve its visibility and referencing in search engines. This future work will focus on enhancing the clarity, structure, and accessibility of the published information, ensuring that the website becomes a more effective tool for dissemination and engagement once the updates are completed.

4. NEWSLETTER

Over the course of the project, we plan to produce 5 newsletters. The first one was finalised during the summer of 2024 and sent out at the beginning of the school year, in September 2024. The second was published in December 2024, and the third in July 2025. The next one is planned for December 2025, and the final issue for June 2026.

On the partner side, this newsletter was sent to every member of the Biotech4Food consortium composed by clusters, regional authorities and industrial partners. Then each partner distributed it to their network. Some of them reshare the newsletter between their subscribers, while others took some information from that newsletter, and add it to their own monthly mailing.

On LinkedIn, the [first newsletter](#) (September 2024) received a total of 24 reactions. On LinkedIn, the article appeared 703 times in the news feed and was viewed 97 times. LinkedIn qualifies the number of views as follows: “The total number of views your article page has received including newsletter email reads. Article views from organizations are not included”.



6.1%

Engagement rate

Figure 8 - Engagement rate for first project newsletter

According to various experts in the world of marketing, a good engagement rate on LinkedIn is 3% (note: this figure can vary according to profile, sector of activity...). We can note that with this newsletter, we're at an engagement rate of 6.1%, which we can consider a good figure.

An interesting point to note is the position of people who have seen the newsletter: from the data provided by LinkedIn, we can see that 20% of views of the newsletter were made by people with the position of Innovation Manager.

Article viewer demographics ⓘ

Job titles ▾

Innovation Manager · 20.4%

Figure 9 - LinkedIn data on the jobs of people who consulted the first newsletter

The [second newsletter](#) (December 2024) had 800 impressions on LinkedIn and reached approximately 443 members. The engagement rate for this newsletter was slightly lower than the first, at 5.8%. Another difference that can be seen in this second newsletter is the difference in the profiles of those who viewed it: while the first newsletter was mainly viewed by innovation managers, the audience here is much more 'practical', as it consists (according to LinkedIn) of engineers and technicians.

Article viewer demographics ⓘ

Job titles ▾

Service Engineer / Technician · 6.7%

Figure 10 - LinkedIn data on the jobs of people who consulted the second newsletter

The [third newsletter](#) (July 2025) received fewer impressions than the first two. 'Only' 527 people saw this newsletter. However, even though it was seen less, the engagement rate is much better than the first two newsletters, at 7.6%.



7.6%

Engagement rate

Figure 11 -
Engagement rate for
third project
newsletter

	Newsletter #1 (September 2024)	Newsletter #2 (December 2024)	Newsletter #3 (July 2025)
Impressions	742	800	527
Members reached	432	443	275
Engagement rate	6,7%	5,8%	7,6%
Reactions	19	20	16

This comparison also allows us to highlight that the three newsletters have roughly the same number of responses, between 15 and 20 per newsletter.

On LinkedIn, 581 people are currently subscribed to the newsletter. That's just under half of the subscribers to our LinkedIn page.

More clearly, this means that out of every two people subscribed to our LinkedIn page, one is also subscribed to the newsletter on LinkedIn.

5. EVENTS

In addition to the various events (participation in events, webinars, brainstorming sessions, etc.) organized in the project's other Work Packages, the partners represent the Biotech4Food project at numerous events outside the project.

During the second year of the project, Biotech4Food was represented at several events.

5.1. Representating events for visibility & strategic networking

On 27 and 28 November 2024, the Clusters meet Regions event, organised by the ECCP, took place in Charleroi, Belgium. On the second day, Wagrallim (project coordinator) spoke at a conference entitled "Biotechnology for food: a potential towards a resilient and sustainable food system in Europe".



Figure 12 - Clusters meet Regions, November 27th, 2024, Charleroi (Wallonia)

The end of 2024 was marked by the S3 Conference, organised by the DG for Regional Policy of the European Commission and the S3 CoP Secretariat, in partnership with Emilia-Romagna Region and with the support of the Municipality of Rimini.



Figure 13 - S3 CoP conference, December 10th, 2024, Rimini (Italy)

In 2025, the Biotech4Food project was represented at two major European events. First, at the end of March, Wagralim and Flanders' FOOD attended Partners Connect, organised by EIT Food Waste. The theme of this event was “advanced biotech” and “regenerative agriculture practices”.



Figure 14 - EIT Food West, Partners Connect, March 24th, 2025, Munich (Germany)

All the partners gathered once again on June 18th, 2025 in Brussels, for the S3 Conference 2025. Taking advantage of the opportunity to have partners on site, the consortium organised a high-



level policy event on June 20th, with the Directorates-General of the European Commission (R&I, Health and Food Safety, Grow). This event also provided a networking opportunity for the companies. And the partners organised also the Steering Committee n°5.



Figure 15 - S3 CoP conference, June 18th, 2025, Brussels (Belgium)



Figure 16 - Meeting with Directorates-General of the European Commission (R&I, Health and Food Safety, Grow), June 20th, 2025, Brussels (Belgium)

And in October 2025, our team took part in EIT Food's Next Bite 2025, held 15–16 October at Gare Maritime (Tour & Taxis), Brussels. Framed as Europe's flagship agrifood innovation summit, the event spotlighted policy insights and breakthroughs across multiple stages—from Healthier Lives, Net Zero, and Food System Resilience to Workforce Futures and AgrifoodTechVentures—with plenaries, matchmaking and startup showcases shaping the future of food systems.

Partners were present to attend the event and a poster session on Biotech4Food was organised.



Figure 17- EIT Food's Next Bite 2025, October 15th (Brussels)



Figure 18- EIT Food's Next Bite 2025, October 16th (Brussels)



5.2. Interregional study visits

One of the strengths of the Biotech4Food project is also the various interregional study visits that are organised. During Steering Committee 3, held in Pamplona, the partners had the opportunity to visit Ingredalia and CNTA, both partners in the Biotech4Food project. This visit provided a concrete demonstration of Ingredalia's project to all the partners.



Figure 9 - Ingredalia, November 20th, 2024, Pamplona (Spain)



Figure 20 - CNTA, November 20th, 2024, Pamplona (Spain)

In June, during the S3 2025 Conference, partners attending the event had the opportunity to visit Bio Base Europe Pilot Plant (based in Ghent) and ILVO, based in Melle.



Figure 17 - Bio Base Europe Pilot Plant, June 19th, 2025, Gent (Belgium)



Figure 18 - ILVO, June 19th, 2025, Melle (Belgium)

Finally, the most recent interregional study visits took place during the 6th Steering Committee meeting, held in Rennes on 30 September and 1 and 2 October 2025. On this occasion, all of the project partners, gathered together in Brittany, had the opportunity to visit 3 companies specialising in food biotechnology: Antofénol, Seaweed Concept and BCF Life Sciences, which is also one of the industrial partners of the Biotech4Food project.

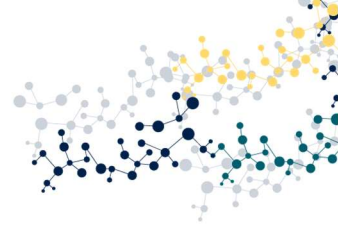


Figure 19 - Visit to Antoférol, Seaweed Concept and BCF Life Sciences, September 30th, October 1st & 2nd, Rennes (France)