

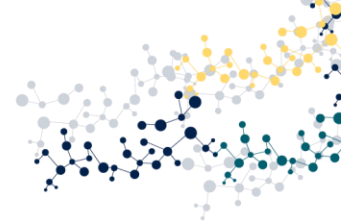


D6.2 | Monitoring on communication and dissemination activities



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ABSTRACT

The purpose of this document is to present the communication and dissemination activities carried out throughout the first year of the Biotech4Food project (November 1st 2023, October 31st, 2024).

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.

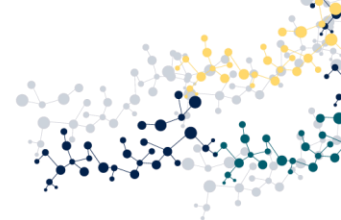


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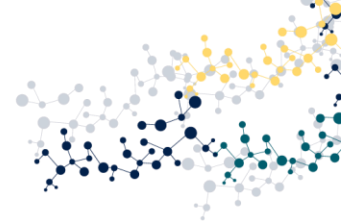
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LIST OF ACRONYMS

Biotech4Food	B4F
Ingredients for a Circular Economy	I4CE
Communication & Dissemination Plan	C&D
European Union	EU
Small Medium Enterprise	SME
Work Package 6	WP6
European Cluster Collaboration Platform	ECCP
Key Performance Indicator	KPI
European Innovation Council and SMEs Executive Agency	EISMEA



1. OVERVIEW OF OUR COMMUNICATION TOOLS

To communicate and disseminate the project's activities and news as effectively as possible, we have decided to focus on 4 main communication tools:

- Social networks, especially LinkedIn, where the Biotech4Food project has [its own page](#)
Note: there is also a [LinkedIn page for the I4CE consortium](#), from which the Biotech4Food project originated, which regularly relays project news.
- The [I4CE website](#), which hosts the various project pages, as Biotech4Food (presentation pages, blog, events page, etc.)
- The newsletter, which was sent to project partners by e-mail and also posted on LinkedIn
- The (many) events at which the Biotech4Food project is represented

As this report concerns the first year of the project, all the data in the report will relate to the period 01/11/2023 → 31/10/2024.

2. LINKEDIN PAGE

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

In the first year of the project, the Biotech4Food LinkedIn page attracted **650 followers**. The KPI for these social networks was set at 300 followers. Over the first year of the project, **we therefore achieved this KPI**.

In total, we made **64 posts** on the project's LinkedIn page. We can distinguish 3 different types of post: posts from the project page, reposts and reposts with comments. For the 'simple' posts, we made 55. There were 7 reposts with comments, and 1 repost without comments.

Over this period, we obtained **44,533 impressions**. This means that all our posts appeared more than 44,000 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 12 posts that have exceeded 10,000 impressions. Of these 10,000 impressions, 2 stand out: the first with 3,015 impressions, and the second with 2,143 impressions. The first is a post from [26 June 2024 \(3015 impressions\)](#), and the second a post from [10 April 2024 \(2143 impressions\)](#).

In terms of reactions, 2 posts exceeded 50 reactions (likes, comments and reposts). The first is the post from [10 April 2024, which has 86 reactions](#). The second was the post dated 21 November 2023, which received a total of 53 reactions.

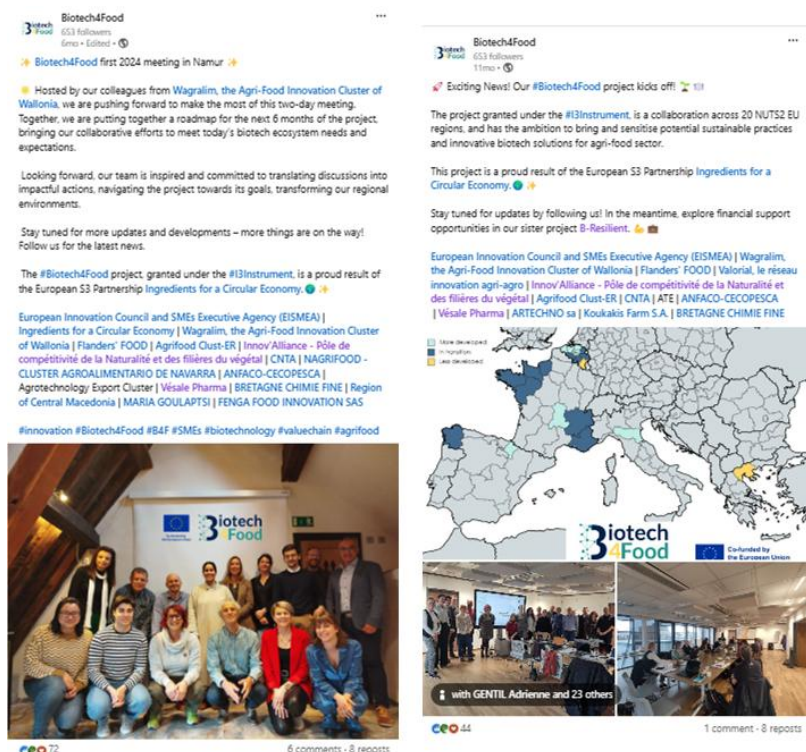
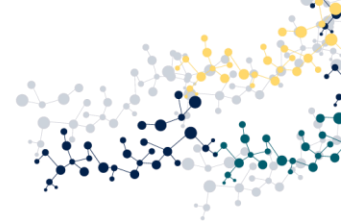


Figure 1 - Screenshots of the 2 posts that received the most reactions on LinkedIn

What these 2 posts have in common is that they both talk about the various project meetings, which are taking place in Brussels for the kick-off and in Namur for the Steering Committee. The photos in the 2 posts show the project as embodied by the various people working on it. One point that might be worth remembering is to highlight the men and women working on the project, to show that behind every project there are people.

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:

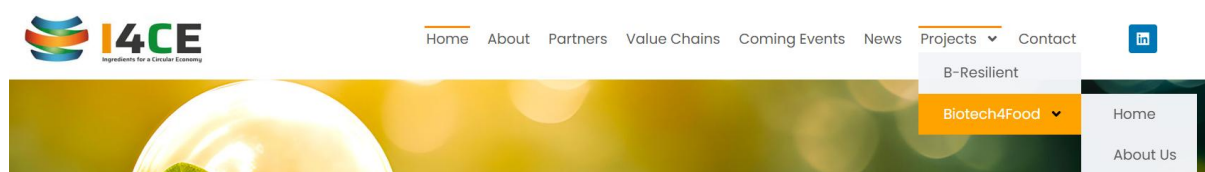
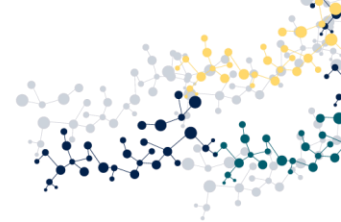


Figure 2 - Section dedicated to B4F on the I4CE website

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. All the articles concern the 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. However, as the events are now over, we have decided to remove them from the website to make them easier for users to read.

Before we start analysing the data, we should point out that due to a technical problem, we only have access to data from the last 30 days. Wagralim, Nagrifood and Valorial are currently working on the technical details so that all the data on the site can be accessed.

In terms of a global overview of the I4CE site, we can see that the majority of visits are made on computers (77%), and that 88% of our visits are made by new visitors. Mobile phones and tablets were used far more in personal life than computers, which could mean that the majority of our visits are made by people who are in a working environment, who have heard about I4CE and wanted to find out more, whether about the partnership or the projects.

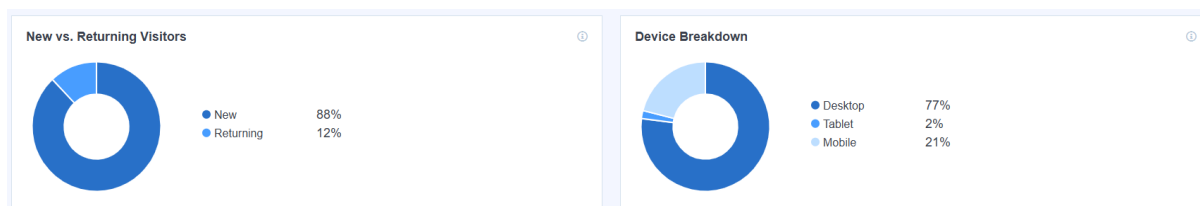


Figure 3 - I4CE website traffic

In terms of the countries that visit the website the most, the top 3 are European, with Belgium, France and Spain. Each of these countries also includes members of the I4CE partnership and the Biotech4Food project.

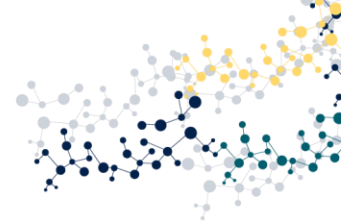
In terms of the origin of our visits, 43% of users come from LinkedIn. The rest of our visitors come from email or Google.

Finally, the 2 pages viewed on the website are the Home page. The Biotech4Food project presentation page is the second most visited page, with 105 visits over the last 30 days. That's as many as the home page of the I4CE website.



Figure 4 - Top 3 countries with the most visits to the I4CE website data

Of the 10 most-viewed pages, 4 relate to the Biotech4Food project: we have the home page (in 2nd position) and the event page for the meeting in Pamplona (in 8th position). On the pages in 5th position (Coming Events) and 9th position (News), we find information relating to Biotech4Food, but also to other projects (B-Resilient in particular, which stems from the same I4CE partnership).



Top Posts/Pages		
1.	Home - I4CE - Ingredients for a Circular economy	105
2.	Biotech4Food - I4CE - Ingredients for a Circular economy	105
3.	Insights from IFIB 2024: Accelerating Europe's Biobased Economy - I4CE - Ingredients for a Circular economy	40
4.	Partners - I4CE - Ingredients for a Circular economy	37
5.	Coming Events - I4CE - Ingredients for a Circular economy	30
6.	About - I4CE - Ingredients for a Circular economy	29
7.	ABOUT US - I4CE - Ingredients for a Circular economy	29
8.	Biotech4Food meeting in Pamplona, Navarra (Spain) - I4CE - Ingredients for a Circular economy	29
9.	News - I4CE - Ingredients for a Circular economy	29
10.	EIT Food Next Bite 2024: Building the future of food together - I4CE - Ingredients for a Circular economy	18

Figure 5 - Top 10 most viewed pages on the I4CE website

Please note: due to a technical problem, all the data presented above relates only to the last 30 days.

4. NEWSLETTER

Over the course of the project, we plan to produce 5 newsletters. The first was finalised during the summer of 2024, and sent out at the start of the school year, on the 18 of September, 2024.

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.

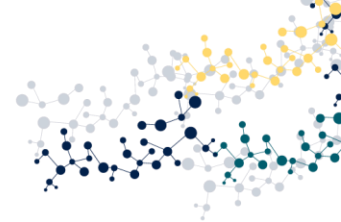
The newsletter was also posted on LinkedIn on 18 September. On LinkedIn, the newsletter received a total of 24 reactions. On LinkedIn, the article appeared 703 times in the news feed, and was viewed 97 times. LinkedIn qualifies the number of views as follows: “The total number of views your article page has received including newsletter email reads. Article views from organizations are not included”.

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 ?



Figure 6 - LinkedIn data on the jobs of people who consulted the 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.

6.1%
Engagement rate

Figure 7 - Engagement rate for first project newsletter

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 first year of the project, we can mention the Belgian Presidency event in April, by Wagralim, the ECCP event in May, at which we had a booth and the event organised by EIT Food in Rome, on 15 and 15 October 2024.

During the Belgian Presidency event, organised by Wagralim, a presentation for Biotech4Food was done by the clusters' partners and Calidris Bio, Vesale Pharma and THT.



Figure 8 - Belgian Presidency event, organised by Wagralim



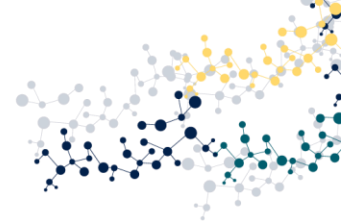
Figure 11 - Calidris Bio



Figure 10 - Vesale Pharma



Figure 9 - THT

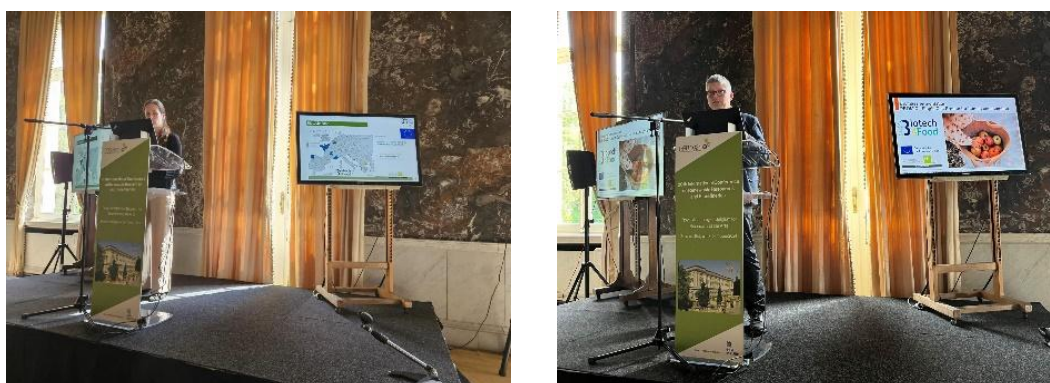


The ECCP, the European Cluster Conference Platform, in May highlighted the role of clusters in advancing the European Union's industrial priorities. The event brought together nearly 700 participants from a wide range of backgrounds (representatives of cluster organisations, political decision-makers, researchers, entrepreneurs, etc.).



Figure 12 – Biotech4Food in ECCP in Brussels

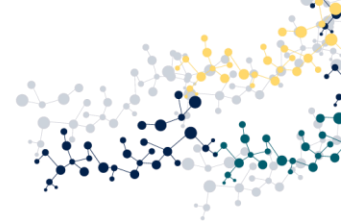
Flanders' FOOD organised a parallel session on the conference Renewable Resources and Biorefineries conference about biotechnology in the food industry. The Biotech4Food project was presented as along with a presentation by Avecom on their activities and their implementation project within B4F. A presentation on the research project Customeat, about cultured meat, was also included in the session.



The EIT Food in Rome was a 2-days event about the future of the Food with a focus on biotechnologies. One parallel session was about that, presented by ShakeUpFactory, which is in the Advisory board of Biotech4Food. The topic was: “Biotechnology as a catalyst: valorising food waste and by-products in European fish and aquaculture production”.

Some of the project's partners (Ingredalia, Hifas, NAGRIFOOD, Clust-ER and Wagrallim) attended the event and represented the project in a poster session.

In Rome, the project was presented via a poster session and Ingredalia's booth.



Next Bite 2024 in numbers

931

attendees

190

partners

132

exhibitors

2150+

meetings



Figure 13 - Representation of the Biotech4Food project at the EIT Food event, Rome