



Clean
Stories

COMMUNICATING
THE BIOECONOMY



Sharp communication
strategies
for all things bio.

RESOURCES
PROCESSES
TECHNOLOGIES
PRODUCTS

ABOUT CLEAN STORIES



We are a communication agency driving impact in the bioeconomy and circular economy.

Clean Stories understands the context, seeks clarity, designs strategies, and creates strong narratives to drive impact and build empathy for social transformation.

We work with businesses, startups, organizations, networks, consulting groups and public policy bodies from all over the world.

OUR EXPERTISE

We design sharp, versatile, and empowering strategies to drive impact.

We craft messages that are transparent, consistent, engaging and persuasive.

We develop strong stories of science, collaboration and societal transition that educate, inspire, challenge and motivate.

We use tools and channels that embrace participation, respond to concerns, bring down barriers, gain trust, facilitate dialogue and encourage responsible behaviour.

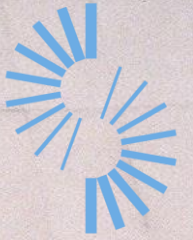
SECTORS WE SERVICE



We communicate about renewable resources, advanced processes, clean technologies and biobased products for the following sectors:

- Healthcare & pharmaceutical
- Food and beverage
- Chemical & biochemical
- Power and renewables
- Oil and gas
- Agriculture
- Aquaculture
- Transport, automotive and aerospace
- Textile and footwear
- Primary (raw materials)
- Secondary (manufacturing and construction)

WHY IS BIOECONOMY COMMUNICATION A CHALLENGE?



Communicating the bioeconomy effectively is a challenge for many reasons.

- First of all, the concept of the bioeconomy is highly technical and abstract, an ambiguous term, with multiple facets.
- It is subject to different classifications and definitions, depending on the context, region, priorities and purpose. Therefore, public understanding and awareness of it can vary extremely.
- Its nature raises questions about whether it is a political project or a techno-scientific issue.
- The bioeconomy is not a policy field in its own right, but an umbrella term for several existing policies.
- The terminology can be confusing.
- The recent addition of the "circular" dimension to the bioeconomy requires further communication effort.

NOT A CHALLENGE FOR US.



Why?

- Because we have the technical understanding and scientific background to communicate about the bioeconomy and circular economy.
- We are a trusted strategic communication partner of the European Commission and the Parliament.
- We work with several European public policy and regulatory bodies, and contribute to the technical orientation and the development of policies, strategies and R&I programmes in the field of the bioeconomy and circular economy.
- We understand and monitor closely the current state of play, institutional and other stakeholder activities in Brussels and beyond.

OUR MISSION, VISION AND VALUES



At Clean Stories, we are committed to improving public perception of biotechnology, biobased products and circularity, and stimulate change.

We believe that a strong narrative is essential to building credibility, driving growth and establishing a solid, leading position in Europe.

We are driven by change, curiosity and inclusion.

We aspire to make a meaningful difference in everything we do. After all, we owe it to our people, our customers, our planet and the world.

WE DESIGN STRATEGIES FOR



- WEBSITES
- CAMPAIGNS
- SOCIAL MEDIA
- EVENTS
- PUBLICATIONS
- PUBLIC RELATIONS
- SCIENCE POLICY
- EU PROJECTS

OUR APPROACH



We adopt a scientific approach, based on measurable metrics, in accordance with recognized reporting models and EU/ international standards specific to a certain industry, product or more general in nature.

To design a communication strategy, we address the following questions:

- Who is your target audience and why?
- How can you reach your audiences? Where are they active?
- What are your objectives?
- Which communication tools and channels and what key messages will best enable you to achieve them?
- When is the most appropriate time to deliver your messages?

OUR SERVICES



- SCIENCE COMMUNICATION
- CONTENT CREATION
- MARKETING COMMUNICATION
- PUBLIC RELATIONS
- EU STRATEGIC POSITIONING
- EU PROJECT COMMUNICATION

SCIENCE COMMUNICATION



Clean Stories breaks down complex scientific content to create essential, meaningful and straightforward messages.

Science communication today is expected to go far beyond making scientific knowledge accessible to lay audiences.

It can raise the public interest in how knowledge is produced, applied and shared with the world in order to make life better. It can also address the benefits of science and technology and warn about limitations and risks. To do this, evidence is critical.

Science communication needs to be precise and transparent so that it can be understood by any audience.

CONTENT CREATION



Clean Stories creates cohesive, engaging and sustainable content for print, digital or virtual.

Communicating compelling messages will help you engage with your community, raise awareness and build trust.

WE DELIVER

- Recommendations for your positioning, content pillars and editorial direction
- Content strategy and publications calendar
- Multi-format content across media channels
- Copywriting according to SEO rules
- Creation of visual elements
- Reporting and recommendations

MARKETING COMMUNICATION



Clean Stories designs integrated marketing communication strategies for brand awareness and lead generation.

Biotechnology marketing can be challenging, as it requires deep knowledge of the market, and understanding of the technology, policy and R&D activities.

WE DELIVER

- Definition of your target market, customers, positioning and unique selling proposition
- Bespoke content marketing strategy and goals
- Identification of media channels and monitoring
- Development of complete digital and print marketing materials
- Community management

PUBLIC RELATIONS



Clean Stories designs complete public relations strategies for biotech companies and start-ups, with the aim to position your company as the best in your niche market and drive growth.

We accomplish that by adopting a proactive approach and integrating multiple tools and platforms to build momentum and increase the credibility of your brand.

WE DELIVER

- Complete PR strategy
- In-depth research of competition
- Reputation management
- Ongoing media pitching
- Community management
- Stakeholder management
- Event management

EU STRATEGIC POSITIONING



Clean Stories undertakes to position your business as a strategic partner of choice in the EU, establish and grow your presence in the most influential networks in Brussels, monitor the EU regulation, and advise you on your participation in relevant EU Work Programmes.

Thanks to our dynamic involvement in EU decision-making and our vast network in Brussels, we can position your business as a thought leader in your sector.

WE DELIVER

- EU Strategic positioning in your area of interest
- Thought leadership
- Monitoring of EU regulation
- Identification of relevant EU Work Programmes
- Analysis, identification and connection to key stakeholders
- Stakeholder management
- Advisory in participation
- Representation in key events in Brussels

EU-PROJECT COMMUNICATION



Clean Stories manages and delivers complete communication planning and dissemination activities for EU-funded projects.

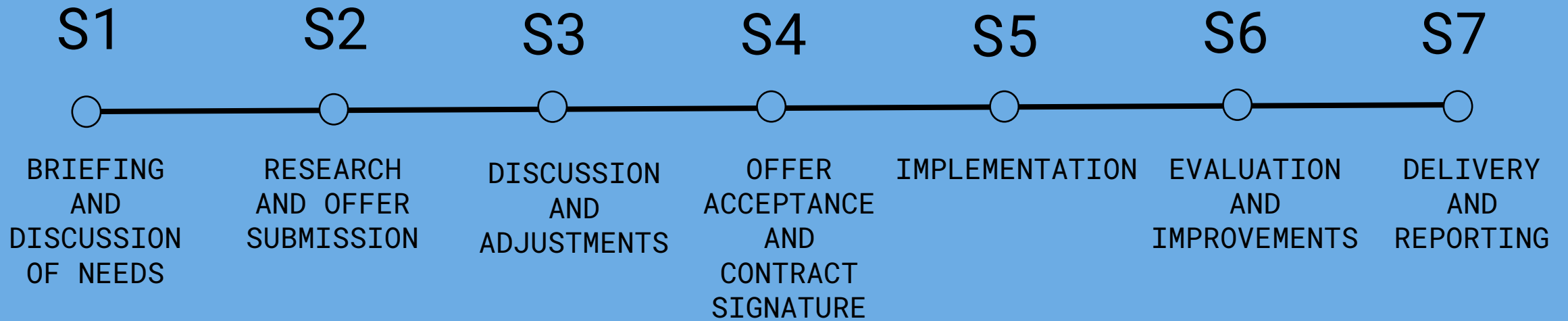
Making your project visible is crucial to reach out to relevant stakeholders, advancing your technology, or finding your way into the market.

We join consortia either as a partner or act as a subcontractor.

WE DELIVER

- Stakeholder mapping and analysis
- Communication, dissemination and exploitation planning and implementation
- Management of communication channels
- Development of complete digital and print communication materials
- Evaluation of existing communication, dissemination and exploitation plans
- Reporting

WORK FLOW & STAGES



ABOUT THE FOUNDER



Clean Stories was founded in 2021 by Maria Andriellou (MSc, MA), a communication professional, specialized in biotechnology and the bioeconomy.

Maria has been working with several European associations, academia, and the biotech industry for nearly 15 years, in Brussels, Zurich, Copenhagen, Athens and beyond.

Maria formed the agency out of passion to help value-driven organizations effectively get their message across.

→ [Meet Maria.](#)



THINKING ABOUT YOUR
FUTURE?

Let us tell your story.
We can make it shine.

→ CLEANSTORIES.COM