



D8.7

Yearly Communication Impact Report



Horizon 2020
European Union Funding
for Research & Innovation

| | |
|-------------------------------------|--|
| PROJECT | BBTWINS |
| PROJECT NUMBER | 101023334 |
| PROJECT TITLE | Digital twins for the optimisation of agrifood value chain processes and the supply of quality biomass for bioprocessing |
| PROGRAM | H2020-BBI-JTI-2020 |
| START DATE | 1 JUN 2021 |
| DURATION | 48 months |
| DELIVERABLE NUMBER | D8.7 |
| DELIVERABLE TITLE | Strategic Communication and Dissemination Plan reviewed with Annual Impact Report |
| SCHEDULE DATE & MONTH | 30 MAY 2024 |
| ACTUAL SUB. DATE & MONTH | 29 MAY 2024 |
| LEAD BENEFICIARY NAME | REVOLVE |
| TYPE OF DELIVERABLE | REPORT |
| DISSEMINATION LEVEL | PUBLIC |

| | |
|------------------------------|--|
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1. Executive Summary

Communication and dissemination are a central part of the BBTWINS project to ensure that the project activities, results, and technology are communicated to the relevant stakeholders in a clear, consistent and effective manner.

The Communication and Dissemination Plan (D8.5) identifies the main objectives for communicating and disseminating the BBTWINS project, the key stakeholders to be targeted, and the strategy for engaging with them to maximise opportunities for the project results to be exploited at a national and a European level.

This document is an annual report tracking the communication key performance indicators and their targets. First, the tables of KPIs are displayed below, followed by the impact report. This period is for M25-M36.



2. Overview of the Project

Bio-Based Digital Twins (BBTWINS) aims to develop a digital platform for the optimisation of agri-food value chain processes and the supply of quality biomass for bioprocessing. The platform will be based on ‘digital twins’ technology – creating a real-time digital replica of physical processes in the agri-food industry. BBTWINS will also combine Artificial Intelligence (AI), Machine Learning, the Internet of Things (IoT) and software analytics in this single platform.

With 13 partners in 7 countries, the BBTWINS consortium will be focusing on meat and fruit production, integrating the value chain (from crop to final product) and will define the optimal pathway for each feedstock to maximise efficiency and minimise losses – without impacting quality.

2.1. Introduction

The BBTWINS Yearly Communication Impact Report helps track the communication and dissemination of key performance indicators (KPIs) as part of ensuring a comprehensive communication and dissemination of BBTWINS.

Communicating with stakeholders is a key challenge, both to inform them of project activities and results, but also to ensure the uptake of project technology and ensure the project’s lasting impact. To facilitate this communication, the project will reach out to stakeholders throughout the project to raise awareness of the added value of digitalisation in agri-food value chains in achieving increased resource efficiency, as well as to highlight the potential of BBTWINS technology.

2.2. Objectives

The main aim of WP8 ‘Communication and Dissemination’ is to advance and enhance the impact and results of the BBTWINS project around Europe and beyond. To achieve this, the Communication and Dissemination plan (D8.5) puts in place a strategy to deliver project activities, engage stakeholders, and ensure the outcomes of the project are exploited. This overarching communication and dissemination plan also requires strategies for both internal and external communication.

The plan sets out a clear overview of how all communication channels, activities, and tools work together to engage with the relevant stakeholder groups. WP8 overlaps with all other work packages apart from WP9 Project Management.

3. Key Performance Indicators (KPIs)

The KPIs of the BBTWINS project are there to provide direction to the communication and dissemination efforts. The KPIs listed below (Table 3) will be monitored internally, with impact reports created annually (deliverables 8.2, 8.6, 8.7 and 8.8) showing progress on reaching these KPIs (M12, M24, M36 and M48).

Table 1 Updated List of KPIs as declared in D8.5

| <u>Dissemination Products</u> | Year 1 | Year 2 | Year 3 | Year 4 |
|---|--------|--------|--------|--------|
| Press releases | 2 | 2 | 2 | 2 |
| Quarterly Newsletter | 4 | 4 | 4 | 4 |
| (# of project subscribers) | 500 | 150 | 300 | 500 |
| (Opening rate per list segment) | 25% | 25% | 30% | 40% |
| Media Kit | 1 | | | |
| Press articles/media coverage | 5 | 5 | 5 | 5 |
| Specialised press – feature articles | 1 | 2 | 2 | 2 |
| (# of views / print dissemination) | 100 | 500 | 500 | 500 |
| Peer reviewed Open Access publications | 2 | 1 | 1 | 1 |
| Joint private-public publications | 2 | 2 | 2 | 2 |
| Videos | | | | |
| Introductory project video | 1 | | | |
| Project videos | 7 | 7 | 7 | 7 |
| Use case highlight videos | | | 1 | 1 |
| (# of views in total) | | | 800 | 1000 |
| Data visualization and digital journey | | | 2 | 2 |
| (# of users) | | | 250 | 400 |
| <u>Dissemination / Clustering activities</u> | | | | |
| Stakeholder consultations | 2 | 2 | 2 | 2 |
| Workshops | | | | |
| (# of events organised per year) | 1 | | 1 | 1 |
| (# of attendees per event organised) | 50 | | 50 | 100 |
| (# of views per recorded webinar) | 60 | | 170 | 220 |
| Mid-term Workshop & Results Conference | | | 1 | |
| (# of attendees) | | | 150 | |
| Final International Conference | | | | 1 |
| (# of attendee) | | | | 200 |
| Event participation | | | | |
| (# of conferences, workshops, pitch events, trade fairs, other) | 10 | 10 | 10 | 10 |
| Activities Co-organised w/ CBE JU projects | 1 | 1 | 1 | 1 |

4. Annex

4.1. Annual Impact Report



Media Relations

| Dissemination Products | Year 1 | Year 2 | Year 3 | Year 4 |
|------------------------------------|--------|--------|--------|--------|
| Press Releases | 2 | 4 | 1 | |
| Press articles/media coverage | 20 | 10 | 7 | |
| Specialised press/feature articles | 1 | 2 | 2 | |





Scientific Publications

| Dissemination Products | Year 1 | Year 2 | Year 3 | Year 4 |
|--|--------|--------|--------|--------|
| Peer-reviewed open access publications | 0 | 1 | 1 | |
| Joint private-public publications | 0 | 1 | 0 | |



Events

| Events | Year 1 | Year 2 | Year 3 | Year 4 |
|--|--------|--------|--------|--------|
| Events attended: | 18 | 10 | 21 | |
| Workshops/conferences organised: | 1 | 0 | 1 | |
| Activities co-organised with other JU projects | 1 | 1 | 1 | |
| Stakeholder consultations | 0 | 2 | 2 | |





Newsletter

| Dissemination Products | Year 1 | Year 2 | Year 3 | Year 4 |
|------------------------|--------|--------|--------|--------|
| Total newsletters | 2 | 3 | 3 | |
| Subscribers | 102 | 164 | 169 | |
| Opening rate | 26.5% | 33.5% | 43.1% | |



Videos

| Dissemination Products | Year 1 | Year 2 | Year 3 | Year 4 |
|------------------------|--------|--------|--------|--------|
| Videos | 2 | 9 | 9 | |
| Total views | 276 | 995 | 582 | |
| Partner interviews | 7 | 6 | 7 | |





Website Overview

| Dissemination Products | Year 1 | Year 2 | Year 3 | Year 4 |
|------------------------|--------|--------|--------|--------|
| Total Users | 1,448 | 3,848 | 1707 | |
| Views | 5,088 | 6,230 | 5,461 | |
| Engagement Rate | 30.41% | 29.30% | 45,95% | |



Twitter

| Dissemination Products | Year 1 | Year 2 | Year 3 | Year 4 |
|------------------------|--------|--------|--------|--------|
| Total Followers | 104 | 142 | 173 | |
| Impressions | 10,156 | 4,393 | 16,440 | |
| Engagement Rate* | 3.6% | 3.8% | 9,35% | |



*Engagement rates measure the likes, shares, and comments to evaluate content quality.





LinkedIn

| Dissemination Products | Year 1 | Year 2 | Year 3 | Year 4 |
|------------------------|--------|--------|--------|--------|
| Total Followers | 302 | 531 | 628 | |
| Impressions | 7,374 | 6,750 | 22,726 | |
| Engagement Rate* | 4.99% | 10.8% | 4.4% | |



*Engagement rates measure the likes, shares, and comments to evaluate content quality. The scaling and methodology used for LinkedIn has been fine-tuned, providing a more accurate number.

