



# GO-GRASS

Grass-based circular business models  
for rural agri-food value chains

# First Report on Communication and Dialogue Activities

D9.4

**DATE :** 28.02.2022

**AUTHORS (ORGANISATION/COUNTRY) :** ESCI



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°862674



## Technical References

Project Acronym	GO-GRASS
Project Title	Grass-based circular business models for rural agri-food value chains
Grant Number	862674
Project Coordinator	Philipp Grundmann Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB) Email: go-grass@atb-potsdam.de
Project Duration	October 2019 – September 2023

Deliverable No.	D9.4
Dissemination level <sup>1</sup>	Public
Work Package	WP9 - Dissemination, Communication and Engagement
Task	T9.3 - Monitoring of Communication, Dissemination and Dialogue Activities
Lead beneficiary	ESCI
Contributing beneficiary(ies)	ATB, USC, AU, RISE, G2G, IFAU, ZIC, GIE, ABP, LMO, OMKI, ARAD, AGACA
Due date of deliverable	28.02.2022
Actual submission date	28.02.2022

<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

## Document history

V	Date	Beneficiary	Author/Reviewer
1	07.02.2022	ESCI	Natalie Höppner
2	15.02.2022	GIE	Nathalie BARGUES
3	16.02.2022	PI	Clara Boissenin
4	25.02.2022	ATB	Philipp Grundmann



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°862674



## GO-GRASS in a nutshell

GO-GRASS project ([www.go-grass.eu](http://www.go-grass.eu)) aims to create new business opportunities in rural areas based on grassland and green fodder and to support their replication throughout rural communities in the EU. The project develops, deploys and validates a set of small-scale demonstration sites (DEMOs) of a circular integrated agro-food system in four EU regions (Denmark, Germany, Sweden and the Netherlands). The project is expected to develop technologies from the current Technology Readiness Level (TRL) (between 5 and 6) to more advanced ones (8) successfully implemented under real conditions at the end of the project.

The DEMO in Denmark aims to develop a small-scale bio-refining technology to extract protein concentrates for monogastric animals from grassland situated in nitrate sensitive areas. In Germany the DEMO targets to produce biochar via Hydrothermal Carbonisation of grassland-cuttings from wetlands as supplement for soil improvement. In the Netherlands it is to develop digester and fermentation technology to produce paper and carton products from a road-side grass and nature or fauna grass. In Sweden, the aim is to establish briquetting technology at local and small-scale to produce climate-friendly and heat-treated animal bedding using reed canary grass. Beyond the development of the individual DEMOs, the project aims to integrate the technologies and business models across the DEMOs to create additional values and value chain nodes.

In order to realize and support its objectives, the project employs the principles of cumulateness, innovation, replicability, inclusiveness, and circularity. The principles serve as guidelines and requirements for adapting and developing various tools, integrating circular economy in rural areas, ensuring successful demo implementation, creating favourable business environments and maximising the replication potential in other rural areas in EU.

The tools to be developed by the GO-GRASS project include: online tools for business case assessment and funding; a manual on how to get started and succeed; a tool kit for cluster and network development; training courses for existing and future entrepreneurs; and guidelines on creating favourable business environments.

GO-GRASS will contribute to a range of circular and sustainable business models with high replication potential that can be used by entrepreneurs, local authorities and other stakeholders. It will demonstrate innovative cost-effective technologies, processes and tools applicable within the diverse DEMO scenarios. This will enable to effectively use grassland and shrubs which are being left to decay after mowing causing costs and lost benefits for individuals and society.

To stay up to date with GO-GRASS project events and reports, follow us on Twitter (@GoGrassEU), LinkedIn (GO-GRASS) or visit [www.go-grass.eu](http://www.go-grass.eu).





## Summary

During the last 29 months of the GO-GRASS project, ESCI worked with all consortium members to implement the project's communication and dissemination strategy (D9.1). The project has been promoted through a variety of online and offline channels and materials, and previously identified target audiences have been informed about and involved in project developments. These efforts are presented in this report D9.4 "First report on communication and dialogue activities".

## Spelling Guidelines

Standardised British Spelling (NOT Oxford Spelling!) should be used in all documents. Generic terms are spelled in lower case, specific terms and proper names are spelled with initial capitals. For metric tonnes use the term “tonnes” and NOT tons.

## Disclaimer

Any dissemination of results must indicate that it reflects only the author's view and that the Agency and the European Commission are not responsible for any use that may be made of the information it contains.





# Table of Contents

- GO-GRASS IN A NUTSHELL..... 3**
- 1. COMMUNICATION STRATEGY ..... 6**
- 1.1. COMMUNICATION AND DISSEMINATION MASTER PLAN..... 6
- 1.2. PROJECT BRANDING ..... 6
  - 1.2.1. VISUAL IDENTITY..... 6
  - 1.2.2. TEMPLATES..... 7
- 2. COMMUNICATION MATERIALS..... 7**
- 2.1. PROJECT BROCHURE ..... 7
- 2.2. STANDARD POWER POINT PRESENTATION..... 8
- 2.3. POSTER..... 8
- 2.4. INFOGRAPHICS..... 9
- 3. PUBLICATIONS..... 10**
- 3.1. JOURNALISTIC ARTICLES & NEWS..... 10
- 3.2. PRACTICE ABSTRACTS ..... 10
- 3.3. INTERVIEWS ..... 11
- 3.4. PROJECT VIDEOS ..... 11
  - 3.4.1. INTRODUCTION VIDEO ..... 11
  - 3.4.2. DEMO EXPLANATORY VIDEOS..... 12
- 4. SCIENTIFIC PUBLICATIONS AND PRESENTATIONS..... 13**
- 5. EVENTS ..... 14**
- 5.1. TRAINING AND EDUCATIONAL EVENTS..... 15
- 5.2. GENERAL EVENTS..... 17
- 6. STAKEHOLDER ENGAGEMENT ..... 19**
- 6.1. STAKEHOLDER BOARD MEETINGS..... 19
- 7. ONLINE OUTREACH..... 20**
- 7.1. WEBSITE ..... 20
- 7.2. SOCIAL NETWORKS..... 21
- 8. CONCLUSION ..... 23**



# 1. Communication Strategy

## 1.1. Communication and Dissemination Master Plan

During M1 to M4 the ‘Communication & Dissemination Master Plan’ was developed for the GO-GRASS project and the deliverable D9.1 was submitted. This master plan intends to provide a framework for all C&D activities carried out in GO-GRASS, and project partners should utilize this document as a reference.

The document will be updated once in the project lifetime (in M30), after evaluating the collected monitoring results for this deliverable D9.4 ‘First Report on Communication and Dialogue Activities’ (in M29). At this point in the project, we will have gained new insights into key audiences and stakeholders and identified early adopters and further synergy partners to re-align and execute the communication and dissemination strategy with even greater precision.

## 1.2. Project Branding

### 1.2.1. Visual Identity

In M1, ESCI developed a **visual identity** for GO-GRASS. A project logo in different formats, a defined font and a fixed colour palette ensure a high recognition value of the dialog activities. Furthermore, four individual **demo site icons** were developed to distinguish and instantaneously brand the different demonstration sites.



Figure 1 - Logo of GO-GRASS

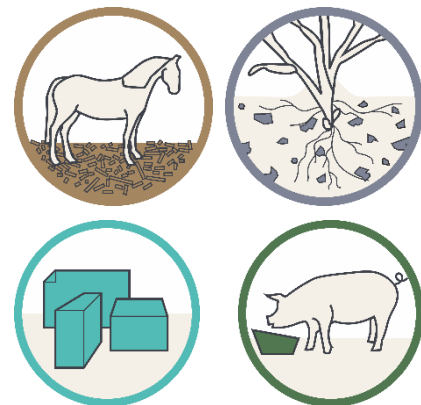


Figure 2 - Demo icons



## 1.2.2. Templates

To ensure consistency internally and in official reporting, **templates** for deliverables and PowerPoint presentations were developed in M1.



Figure 3 - Example of templates

## 2. Communication Materials

### 2.1. Project Brochure

In M6, ESCI has developed a **brochure** that provides an overview of the project. The brochure is available in digital format on the website in English, Spanish, Romanian, Dutch, Danish, German and Hungarian. It was made available to GO-GRASS partners in digital format in M6. It was printed and delivered to the partners in the requested languages in M13.



Figure 4 - Brochure in Dutch



## 2.2. Standard Power Point Presentation

In M5, ESCI created a **corporate PowerPoint presentation** that was distributed to all GO-GRASS partners and can be downloaded internally from the Nextcloud server. The presentation explains the motivation and concept of GO-GRASS, introduces the four demonstration sites, and provides an overview of the tools and resources that will be developed over the course of the project in a simple way. The presentation can be supplemented with more detailed information on a specific topic, depending on the purpose for which it is given by partners.



Figure 5 - Exemplary slides from the corporate PowerPoint

## 2.3. Poster

In M19, a **PowerPoint template for a scientific poster** was developed and distributed to partners. In case they are submitting a scientific poster to a conference and are free to deviate from their company/university layout they now have a handy template to easily present their research in the GO-GRASS visual identity. Additionally, ESCI designed a **general information poster/roll-up** about GO-GRASS for the webinar “Green Biorefinery - a Green Deal for agriculture” from Danish partner CBIO (Aarhus University Centre for Circular Bioeconomy) taking place in M14.

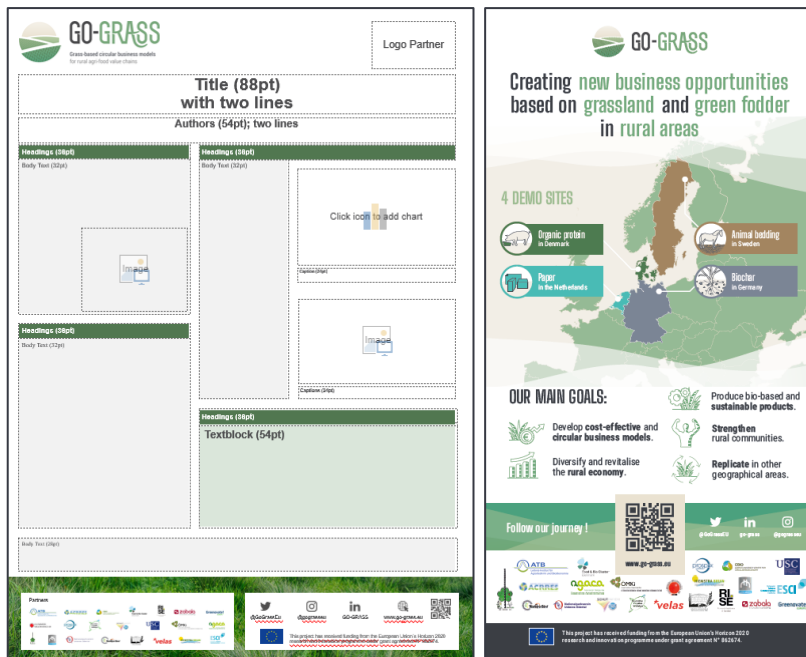


Figure 6 - Left: PowerPoint template scientific poster; Right: Official project poster







## 2.4. Infographics

In M5, a first project infographic was designed. It showcases in a simplified way the overall concept of the GO-GRASS project and was added to the project website.

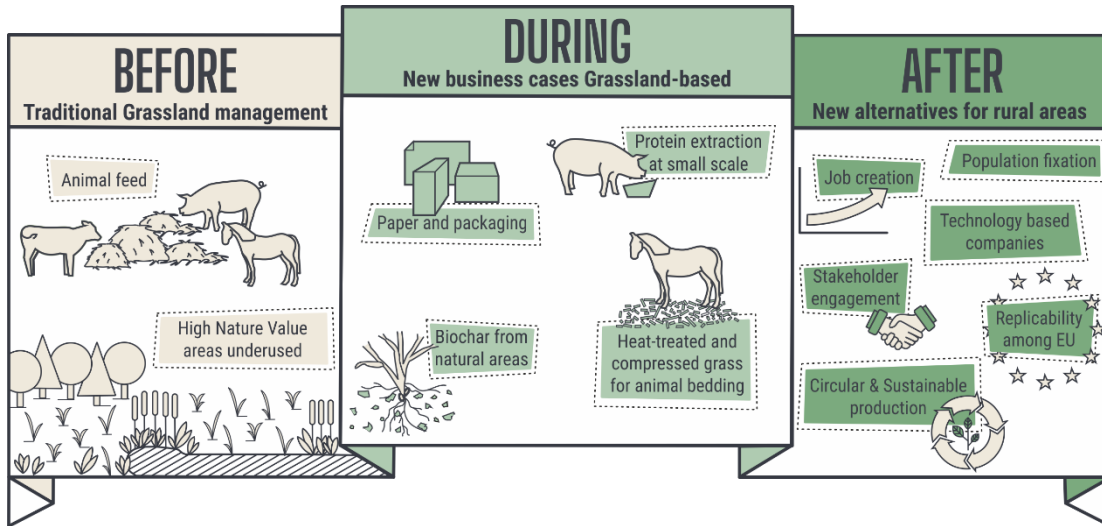


Figure 7 - Infographic: project concept

In M28, four additional infographics were designed to be added to the website (downloadable). They have the aim to showcase the concept of each of the four demonstration sites, portraying the source (left), technique (middle) and products (right).

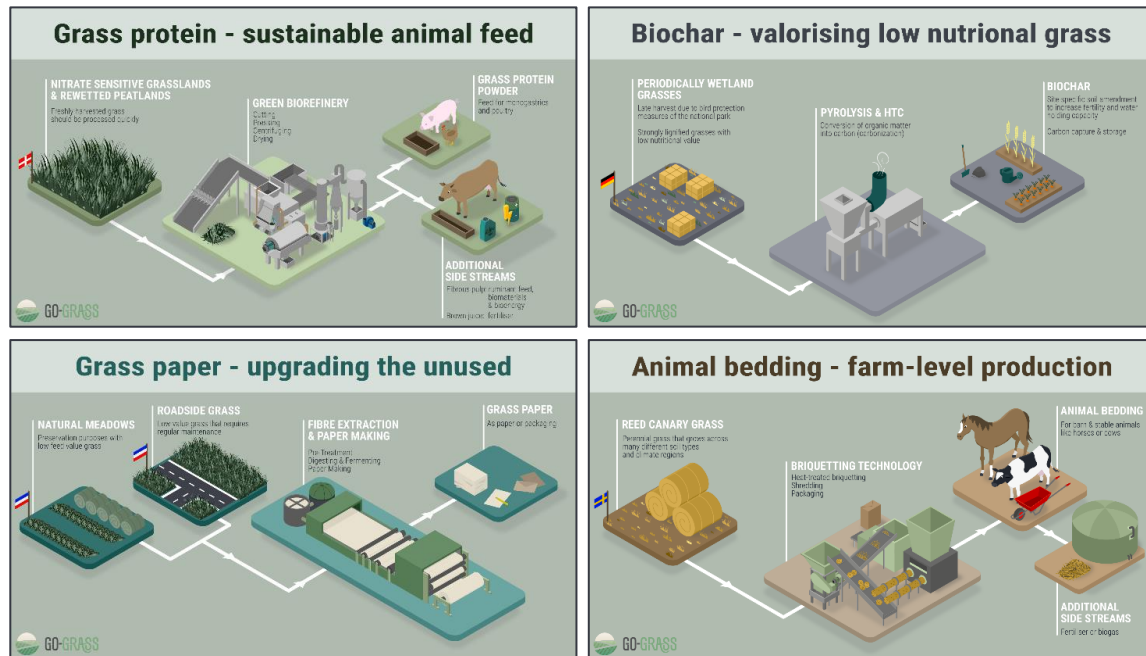


Figure 8 - Infographics: demo concepts





### 3. Publications

#### 3.1. Journalistic Articles & News

In M1, ESCI accompanied the launch and kick-off meeting of the project with a **press release** published on the GO-GRASS website and LinkedIn page and disseminated through the journalistic network 'alphagalileo' and Cordis Wire.

An **interview article** with project partner Bo Lundmark (Glommers Miljöenergi AB) from the Swedish demonstration site was published in M18, highlighting the interplay between local rural communities and the grass-based business model of the Swedish demo. It was published through the same channels.

In M12, an **interview article** with Žymantas Morkvėnas (from the LIFE Viva Grass project; now-ended) was published on the [website](#).



Figure 9 - Screenshot of interview article with Bo Lundmark

In M25, the Swedish newspaper NORRAN published an **article** about the general meeting of the GO-GRASS consortium in Sweden and portrayed the business case of the Swedish demonstration site. In M30 a cooperation article of three H2020 project (featuring GO-GRASS) will be published in the 'Rural Connections magazine' from ENRD.

Several GO-GRASS partners have a **news section** on their website and share GO-GRASS related news on there ([Prospex Institute](#)). Additionally, some partners have a **digital newsletter** they send to their community and regularly share updates about the project within. For example [ÖMKI](#) (~4500 subscribers), [Noardlike Fryske Wâlden](#) (~600 subscribers) or [ACRES-WUR](#) (~360 subscribers). The partner Nationalpark Unteres Odertal publishes an **annual report** (Quantity of 500 printed pieces) about the National Park activities and the GO-GRASS project is part of [volume III](#). The partner AGACA publishes a **digital magazine** five times a year and has featured GO-GRASS in an article in the n°146 December 2019 issue and in the n°149 August 2020 issue.

#### 3.2. Practice abstracts

In M18 a first set of EIP-AGRI Practice Abstracts summarising the objectives, the activities, the technologies used, and the partners involved in the four demos (Denmark, Germany, Sweden and the Netherlands) were developed. Additionally, four infographics compiling the practice abstracts, with the pictures from the demos, the logos of the partners and links to relevant information on the project were published on the GO-GRASS website in M19, and they were promoted via all the relevant channels. These four Abstracts are available on the [EIP-Agri platform](#), which is facilitating contacts between farmers and advisors and helping to share





information in the EU agricultural knowledge and innovation systems (more: [GO-GRASS on the EIP-Agri platform](#)).



Figure 10 - Factsheets from Practice Abstracts

## 3.3. Interviews

In M13, the German partner ATB gave a radio interview to the German station “Freies Radio Potsdam” presenting the GO-GRASS project in general. Likewise, the Spanish partner USC spoke with COPE Lugo (local Spanish radio station) about the GO-GRASS project. In M22, the Romanian partner ARAD gave a [video interview](#) to the Romanian TV station “PRO TV News” about the potential of the GO-GRASS business models in Romania. Also, in M22, the Danish partner CBIO/AU gave a [radio interview](#) to the German station “Deutschlandfunk Nova” about part of the research topic of the Danish demonstration site (Paludiculture). In M29, a [video interview](#) with two junior researchers from the Dutch project partner ACRRES was published on YouTube (712 views; 28.02.2022). In M30 two written interviews with two Danish partners from CBIO will be published on the project website.

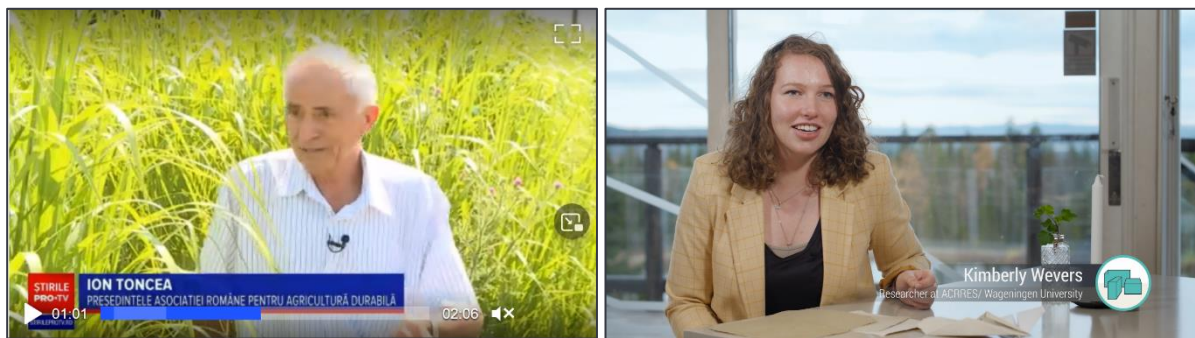


Figure 11 - Screenshots from video interviews

## 3.4. Project Videos

### 3.4.1. Introduction Video

In November 2020, the ‘Global Bioeconomy Summit’ (GBS2020) took place online and had more than 3000 registered attendees. It initiated a call for videos to showcase the variety of bioeconomy businesses and publicly funded research programs around the world. GO-GRASS



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N°862674

decided to partake in this call and submitted a **2-minute video** introducing our project and highlighting the potential of grassland. Unfortunately, our video was not chosen to be shown during the live plenary program, however it is available in the ‘Digital Bioeconomy Exhibition & Media Corner’ throughout the conference. Afterwards we launched it ourselves on YouTube and embedded it prominently on the GO-GRASS website. It got **1762 views** on YouTube (28.02.2022). A link to the video or the embedded video itself was added to several GO-GRASS info pages on partners websites.



Figure 12 - Thumbnail of introduction video

### 3.4.2. Demo Explanatory Videos



During the lifetime of the project, each demonstration site will get an explanatory video showcasing the business model.

In M17, the first one “The Green Revolution, how Danish Grass replaces Soy in Animal Feed” about the Danish demo was published on YouTube. The video has a length of 4 minutes and has gotten **1981 views** (28.02.2022).



In M30, the second explanatory video about the Swedish demo will be published on YouTube.

Figure 13 - Top: Start frame for all explanatory videos;  
Bottom: Thumbnail from Danish video

# 4. Scientific Publications and Presentations

Research partners are expected to attend scientific events with talks and posters and publish scientific papers. By M29, four scientific papers had been published in M16 ([Rodríguez-Rigueiro et al. 2021](#)), M19 ([Nielsen et al. 2021](#)), M26 ([Orozco et al.2021](#)), and M27 ([Ding et al. 2021](#)) with more to come according to a collaborative publication plan.

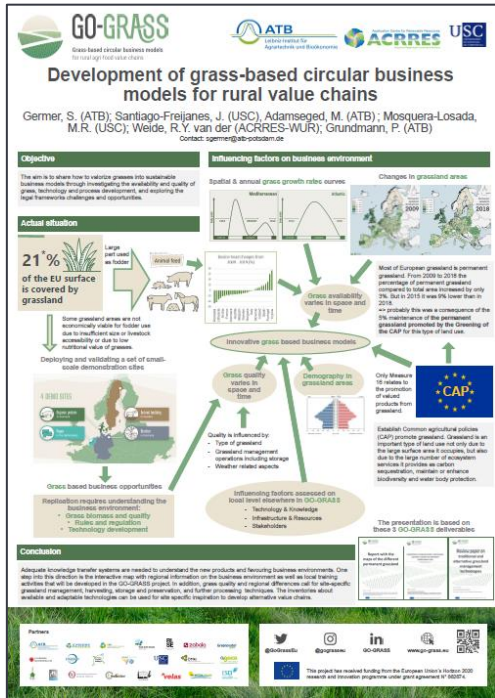


Figure 14 - Left: Poster from EUBCE; Right: Social Media card for paper publications

Partners have also been taken part and presenting their GO-GRASS based research at scientific events (i.e., conferences, congresses, forums) for example in M19 at the EUBCE (European Biomass Conference and Exhibition), see Fig.14 for the poster. A complete list of scientific event participation can be found in table 1.

Additionally, many partners regularly present GO-GRASS and their work done within the project at university internal events/meetings updating their co-workers or other departments.



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N°862674

**Table 1 - Scientific event participation of partners**

Event title	Participating partner	Contribution Type	Location	Date
Organic <b>congress</b>	CBIO/AU	Presentation	Vingsted/ Denmark	11/2019
<b>Annual Dairy Meeting</b>	CBIO/AU	Presentation	Christiansborg /Denmark	11/2019
<b>GUDD Annual Meeting</b>	CBIO/AU	Presentation	Aarhus/ Denmark	12/2019
Bioökonomiestammtisch (WFBB)	ATB	Presentation	Potsdam/ Germany	12/2019
Global Bioeconomy <b>Summit 2020</b>	All	Video	online	11/2020
Planter I Fokus – Danish annual plant <b>congress</b>	CBIO/AU	Presentation	online	01/2021
15th IGLS <b>forum</b> (International European Forum)	ATB	Presentation	online	02/2021
EUBCE 2021 (European Biomass <b>Conference</b> and Exhibition)	ATB	Poster	online	04/2021
IAMO 2021 (The Leibniz Institute of Agricultural Development in Transition Economies) <b>forum</b>	ATB	Presentation	online	06/2021
IPA 2021 (Interpretive policy analysis <b>conference</b> )	ATB	Presentation	online	06- 07/2021
ICABR 2021 (25th International consortium on applied bioeconomy research <b>conference</b> )	ATB	Presentation	online	06- 07/2021
CEST 2021 (17th International Conference on Environmental Science and Technology)	USC	Presentation	hybrid	09/2021
Annual <b>conference</b> of the RUC-APS EU project (University of Liverpool)	ZIC	Presentation	online	12/2021

## 5. Events

Apart from participation in scientific conferences (see chapter 4), partners were busy organizing and participating in training and educational events on the one hand (i.e., lectures, webinars, seminar, courses for students) and participating in more general outreach events (i.e., exhibitions, meet & greet, panel discussions) on the other hand. Stakeholder workshops organized by demonstration sites (part of WP7) are not included and are listed separately in Chapter 6.



## 5.1. Training and Educational Events

**Table 2 - Training and educational event overview (highlighted events in more detail below table)**

Event title	Participating partner	Contribution Type	Location	Date
<b>Invited lecture</b> at INRA Toulouse	CBIO/AU	Presentation	Toulouse/ France	11/2019
<b>EU Green Week Online Event</b> “Go for Grass – Exploiting Grassland Potential in the EU Circular Economy”	All	Webinar	online	10/2020
<b>Webinar</b> “Green Biorefinery – a Green Deal for agriculture”	CBIO/AU	Poster	online	11/2020
<b>Webinar</b> “The Future of Food: Unlocking the benefits of Scotlands Circular Bioeconomy”	CBIO/AU	Presentation	online	11/2020
<b>Master module course</b> (SDG Lab Environment) within the framework of the IMRD program	ATB	Student training	Potsdam/ Germany	2020/ 2021
<b>Webinar</b> “Bæredygtigt foderprotein - nye kilder, nye værdikæder”	FCB	Presentation	online	03/2021
<b>Webinar</b> (Green biorefinery concept presentation for economists working within agricultural sector)	CBIO/AU	Presentation	online	05/2021
<b>Workshop</b> “Jornada Agentes de Ecoinnovacion”	AGACA	Presentation	online	05/2021
IEA Bioenergy <b>seminar</b>	CBIO/AU	Participation	online	06/2021
Open house at Foulum demo plant	FBC	Event	Foulum/ Denmark	09/2021
CiFOOD <b>webinar</b>	CBIO/AU	Presentation	online	10/2021
<b>Webinar</b> for agricultural academics (“Potentials of green biorefining”)	CBIO/AU	Presentation	online	11/2021
NewFood Systems <b>Webinar</b> ( The science behing green biorefining)	AU & ATB	Presentation	online	11/2021
The Farmers Union Velas <b>course</b> : Plant proteins are the future	CBIO/AU & VELAS	Course		01/2022



## 1.) EU Green Week 2020

On 22 October 2020, the GO-GRASS project held its first **online event** in the framework of the **EU Green Week**, to shed light on the overlooked potential of grasslands for the EU circular economy. The event programme, presentations and recordings are [available here](#).

The event gathered 90 participants who discussed innovative solutions from five different research projects focusing on the opportunities arising from grassland and green fodder.

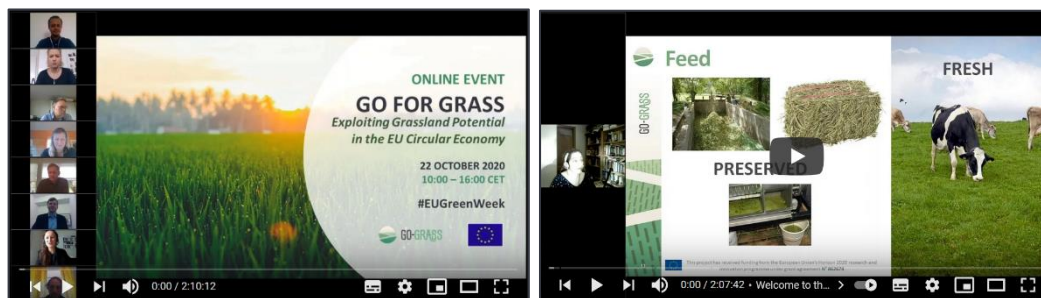
The online event focused on two topics:

- the technologies and demonstration sites using grassland over Europe
- the policy and regulatory framework for grassland businesses, and the development of grass-based businesses

It was the opportunity to showcase the business models and technical solutions for the local use of surplus biomass from grasslands, developed in the framework of the GO-GRASS project.

The other related projects which were invited to speak at this event were:

- [The GRASSIFICATION project](#)
- [The Biorefinery Glas project](#)
- [The GreenGrass project: Innovative grassland utilisation for sustainable agricultural intensification at the landscape scale](#)
- [LIFE Viva Grass project](#)



**Figure 15 - Screenshots of the online event during the EU Green Week**

## 2.) Master course module - SDG Lab Environment

In 2020 and 2021, project staff (Grundmann, Adamseged, Park, Orozco, Ding) organised a full master module course entitled SDG Lab Environment at Ghent University and Humboldt University in Berlin. The course focused on the development of grass-based value chains and enterprises using the GO-GRASS demo cases and other grass-based businesses as case studies. The course was attended by 40 students from the International Master of Rural Development (IMRD) programme offered by the two universities.



## 5.2. General Events

**Table 3 – General outreach event participation (highlighted events in more detail below table)**

Event title	Participating partner	Contribution Type	Location	Date
Grünlandtag	ATB & NUO	Participation	Schwedt/ Germany	12/2019
Öjeby Lantbruksmässa	RISE & GME & VG	Video presentation	online	08/2020
“Book a Scientist” – <b>Speed Dating event</b> with a Scientist, event from Leibniz-Gemeinschaft/ Germany	ATB	Talk	online	03/2021
<b>Baunzaun-Ausstellung "Bioökonomie findet Stadt" – Construction fence exhibition</b>	ATB	Banner	9 German cities (outdoor)	05/- 10/2021
Lunch Talk: Bread, Butter, Bioeconomy: “Echt krass: Alles aus Gras?”	ATB	Presentation	online	07/2021
Future Camp – Summercamp for Teenagers	ATB	Presentation	Angermünde/ Germany	07/2021
WISFORUM 2021: Wissenschaft & Gesellschaft	ATB	Podium	Hybrid (Potsdam/ Germany & Livestream)	09/2021
Fundingbasar for Startups 2021	G2G	Flyer	Hørsholm/ Denmark	10/2021
LIVERUR and RUBIZMO final event	ATB, GIE	Presentation	online	10/2021
<b>EU Industry Days 2022</b>	All	Exhibition booth	online	02/2022

## 1.) Bauzaun-Ausstellung "Bioökonomie findet Stadt"-2021

In times of the global pandemic where large indoor events are still far from possible creative solutions are a must. One of these creative solutions is a German initiative funded by the Federal Ministry of Education and Research called 'Science in the City'. Part of this initiative is a 'Construction Fence Exhibition' of the "proWissen Potsdam" association. Starting in May 2021 twelve **construction fence banner** informed people about innovative bioeconomy solutions. The **exhibition** has visited nine German cities with accompanying events. One of the twelve banner was about the GO-GRASS project.



Figure 16 - Left: Example picture of the exhibition; Right: The GO-GRASS construction fence banner

## 2.) EU Industry Days 2022

From February 8<sup>th</sup> to 11<sup>th</sup> 2022 GO-GRASS took part in the EU Industry Days with a virtual exhibition booth. The booth featured diverse set of downloadable material (e.g., brochure, factsheets, video links) and links to the website and social media channels. Additionally, many partners were available for 1-on-1 discussions with interested participants and the chat function of the booth was used to respond to questions from visitors and promote the GO-GRASS tools and results.



Figure 17 - EU Industry Days 2022 – GO-GRASS virtual booth

## 6. Stakeholder Engagement

### 6.1. Stakeholder Board Meetings

GO-GRASS aims to actively involve local stakeholders in the project work, to learn about their needs and perceptions, and to give them space to express their thoughts on the project. Therefore, two Stakeholder Board Meetings (SBM) per demonstration site are scheduled during the project period. The first round (SMB) was held in late 2020. The second round began in late 2021 and will conclude in April 2022 (Table 2), with some changes of schedule for the Dutch demo due to COVID19-related restrictions (originally scheduled for 16 November 2021). Further information on these meetings will be provided in Deliverable 7.3, due in M48.

**Table 4 - Dates and Locations of SBM**

Demo	Type/Location	Date	
Dutch	Hybrid/ Zwartsluis, the Netherlands	14/10/2020	1 <sup>st</sup> round
Swedish	Hybrid/ Umeå, Sweden	21/10/2020	
German	Online	02/12/2020	
Danish	Online	09/12/2020	
Danish	Hybrid/Foulum, Denmark	24/08/2021	2 <sup>nd</sup> round
Sweden	Hybrid/near Arvidsjaur, Sweden	28/10/2021	
German	Hybrid/Criewen, Germany	10/03/2022	
Dutch	Katlijk, the Netherlands	26/04/2022 TBC	

Stakeholder Board Meetings were on occasions combined with Open House Events or larger workshops at the demonstration sites and always held in the respective local language. The event was advertised via the GO-GRASS social media channels and website as well as targeted local promotion (i.e., local newspaper) and email invitations to gather a variety of local stakeholders.



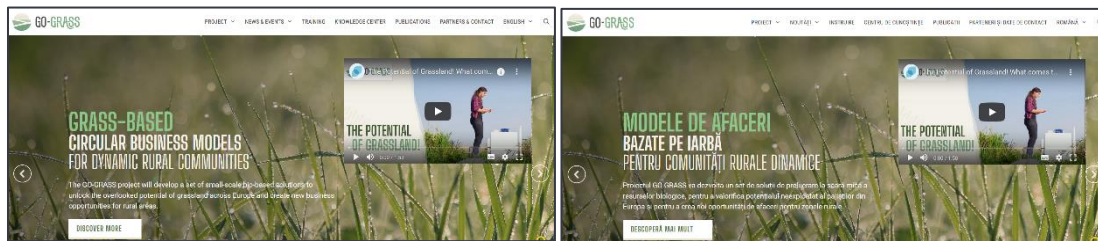
**Figure 18 - SBM advertisement**

## 7. Online Outreach

### 7.1. Website

In M6, the **website** was launched, and it will be upgraded with new online tools, output and knowledge throughout the project’s lifetime. It is structured around six main sections to feature in the most efficient and understandable way the solutions developed within the project, from technological innovations implemented in the four demonstration sites, to practical tools to support the replication of grass-based business models, such as the **G2G Business Writer tool**, and the ongoing work to develop the interactive maps as part of the **“knowledge centre”**.

It is available in 6 languages: English, Hungarian, Spanish, Dutch, German and Romanian. It also contains links to the GO-GRASS social media channels (Twitter, LinkedIn, Instagram, YouTube, and RSS feed), and a selection of upcoming events focusing on the topic of the project is also displayed.

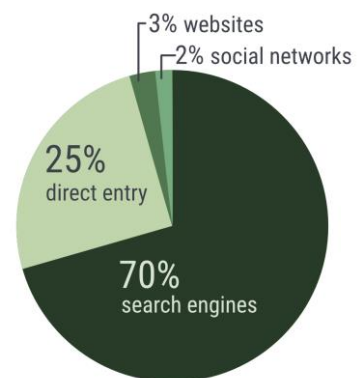


**Figure 19 - Website landing page; Left: English; Right: Romanian**

The number of website visitors has steadily increased in the first six months after the launch until M12. Afterwards it has now stabilised to a monthly number of visitors between 500 and 1500 and pageviews between 1000 to 2500. High visitation and pageview numbers can be observed in months of big outreach activities (events or publication of new results).

The average visit duration in M29 is 1 min 24s with 2 actions (i.e., page views, downloads, outlinks and internal site searches) per visit. Since website launch around 1000 downloads of website documents have taken place.

About 25% of site visitors are already familiar with the site and reach it via direct URL entry. Most people find the website via search engines (70%). Traffic from other websites (3%) and social media (2%) is comparatively low.



**Figure 20 - Pie-Chart visualising the source of visitors to the GO-GRASS website**



Website visitors are predominantly (~ 85%) from Europe, but visitors from other continents could also be registered, with Asia (~10%) and North America (~5%) in second and third place.



Figure 21 - Website visitor global distribution

## 7.2. Social Networks

In M1, a Twitter, LinkedIn and Instagram channel for GO-GRASS were established by ESCI. The accounts were used to promote the project and to stay in touch with specific target groups. Videos were disseminated through the ESCI Youtube channel and in M14, a Youtube Playlist was created for GO-GRASS. Additionally, several partner (i.e., AGACA, ÖMKi, NFW) have active Facebook accounts and regularly share GO-GRASS related news with their Facebook community.

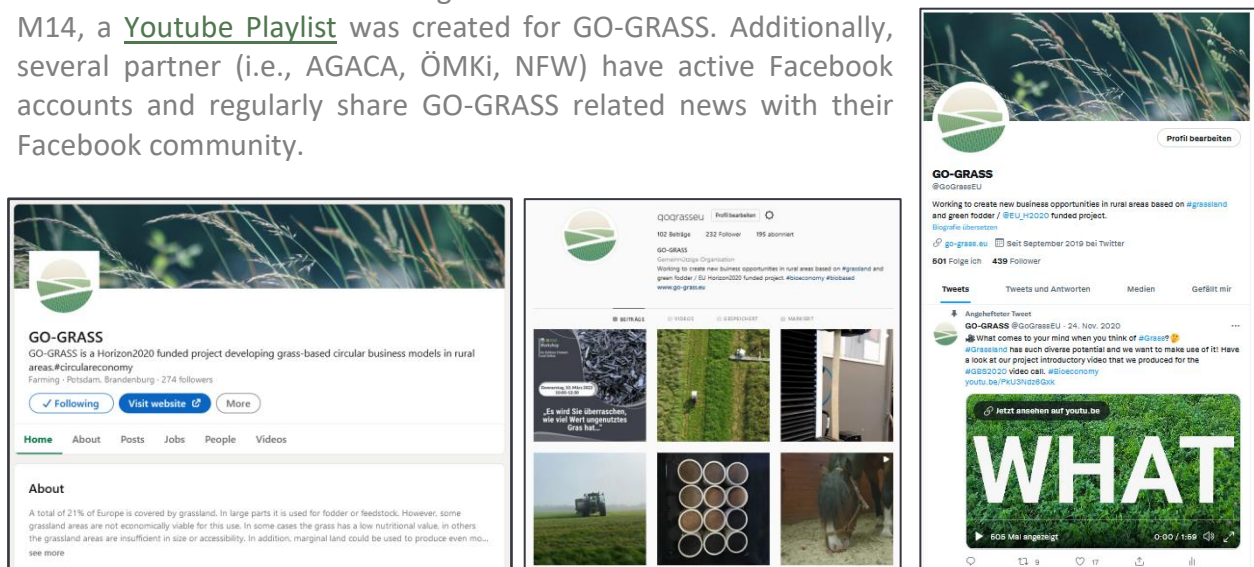


Figure 22 - Screenshots of LinkedIn (left), Instagram (middle) and Twitter (right) page

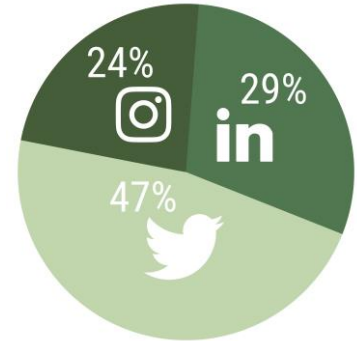
The GO-GRASS LinkedIn channel is mainly used for promoting events and for information sharing of project results (i.e., scientific publications, public deliverables). Twitter mirrors the LinkedIn channel in these posts and additionally promotes the project also on a slightly less





formal level (e.g., short project updates through photo material, short videos or small project related facts) and additionally interacts with other bioeconomy topics and channels (share & like). On Instagram, followers get a behind-the-scenes look and many visual small project updates.

As of M29, the project's LinkedIn profile has 292 followers, the Twitter profile has 450 followers, and the Instagram channel has 240 followers, summing up to a total of 982 social media followers. The number of followers has been steadily increasing and with the development of the project activities, further steady growth is expected. With a target KPI of 500 total followers on social media, the channels are already overperforming. In a yearly average, the project's posts receive an estimated 8,000 impressions on LinkedIn, 60,000 impressions on Twitter, and 7,000 impressions on Instagram.



**Figure 23 - Follower distribution**





## 8. Conclusion

This report has aimed to give an overview of all GO-GRASS communication and dialogue activities done in the last 28 month. It will be used as a basis to update the “Communication and Dissemination Master Plan” in M30 (D9.5).

Monitoring of communication and dialogue activities will continue until the end of the project and be once more summarised in the M48 update of this report (D9.8).

