



# GO-GRASS

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

# Final Report on Communication and Dialogue Activities

D9.8

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<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)

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## 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 X (@GoGrassEU), LinkedIn (GO-GRASS) or visit [www.go-grass.eu](http://www.go-grass.eu).





## Summary

The D9.8 (Final Report on Communication and Dialogue Activities) provides a comprehensive overview of the communication strategies, materials, actions, dissemination efforts, stakeholder engagements, and online outreach undertaken throughout the project lifecycle.

The report delves into the formulation and implementation of the Communication Strategy, via a Communication Plan and Project Branding. It further showcases the development of Communication Materials such as brochures, posters, roll-ups, PowerPoint presentations, and infographics aimed at effectively conveying project objectives and outcomes to the specific target groups identified in the Communication and Dissemination Master Plan.

Communication and Dissemination Actions are thoroughly detailed, encompassing journalistic articles, interviews, project videos, and participation in general events. Additionally, dissemination efforts in the form of scientific publications, participation and organisation of scientific, training and educational events, and the creation of outcome materials including the White Paper, Practice Abstracts, and the Training Kit booklet are reported.

Stakeholder engagement, which aims to foster collaboration and knowledge sharing among key stakeholders, is briefly introduced and the different forms it took in the project, i.e. value chain workshops, end-user engagement events and replication workshops, are presented.

Furthermore, the report delves into the realm of Online Outreach, highlighting the pivotal role of the project website and Social Media channels in facilitating communication, engagement, and dissemination activities throughout the project's duration.

## 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.





## Abbreviations

University of Santiago de Compostela	USC
Aarhus University	AU
Research Institutes of Sweden	RISE
Verein der Freunde des Deutsch-Polnischen Europa-Nationalparks Unteres Odertal e.V.	NUO
Leibniz Institute for Agricultural Engineering and Bioeconomy	ATB
The Application Centre for Renewable Resources	ACRES
Food and Bio Cluster Denmark	FBCD
Zabala Innovation Consulting	ZIC
Greenovate! Europe	G!E
Glommers Miljöenergi	GME
Prospex Institute	PI
Noardlike Fryske Wâlden	NFW
Schut Papier	SCHUT
Hungarian Research Institute for Organic Agriculture	ÖMKI
Galician Association of Agri-food Cooperatives	AGACA
Romanian Association for Sustainable Agriculture	ARAD
Gate2Growth	G2G
European Science Communication Institute	ESCI
Väståkra Gård	VG
Institute for Food Studies & Agroindustrial Development	IFAU
Hiemstra Bruin	HB
Velas	VELAS





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# 1. Communication Strategy

## 1.1. Communication and Dissemination Master Plan

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

The document was updated in M30, after evaluating the collected monitoring results for deliverable D9.4 ‘First Report on Communication and Dialogue Activities’ (in M29).

## 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 dialogue activities. In addition, four individual symbols were developed for the demonstration sites with a matching colour to distinguish the different demonstration sites and make them immediately recognizable as such.



Figure 1 - Logo and icons



## 1.2.2. Templates

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



Figure 2 - Templates

## 2. Communication Materials

### 2.1. Project Brochure

In M6, ESCI 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.

In M53 a **final results brochure** was developed and printed to be handed out during the final event of GO-GRASS. It is also available in digital form on the website. The brochure contains an overview of the four demonstration sites, presenting the results and key findings. Each demo section contains basic information about the measures implemented, supplemented by a link that takes readers to the relevant explanatory video.



Figure 3 - Brochure mock-ups;  
top: general brochure;  
bottom: results brochure





In addition, the brochure provides an insight into the thinking behind the GO-GRASS White Paper for grassland opportunities. Readers are given an insight into selected recommendations and can access the full digital version of the White Paper via a link.

Finally, the brochure contains a short summary of the Training Kit booklet and refers readers to the digital version where they can find further information on the tools developed in GO-GRASS.

## 2.2. Corporate Power Point Presentation

In M5, ESCI created a **corporate PowerPoint presentation** that was distributed to all GO-GRASS partners and could 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. The presentation was regularly updated, when e.g., new illustrations became available or information from the project changed (e.g., new partner logo).



Figure 4 - Example of PowerPoint slides

## 2.3. Poster & Roll-Up

In M19, a **PowerPoint template for a scientific poster** was developed and distributed to partners. In case they submitted a scientific poster to a conference and were free to deviate from their company/university layout they had a handy template to easily present their research in the GO-GRASS visual identity.

Additionally, in M14, ESCI designed a **general information poster/roll-up** about GO-GRASS. The poster and roll-up were used at several events attended or hosted by partners to showcase the GO-GRASS project

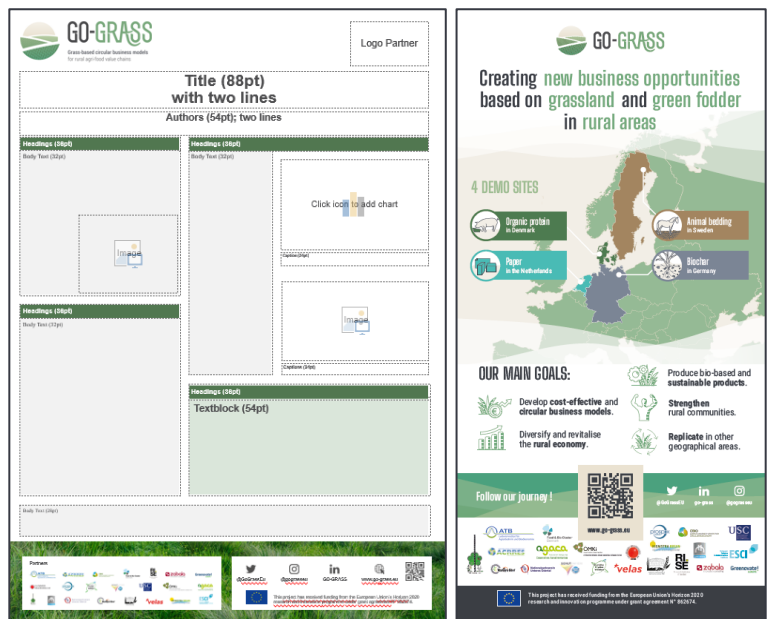


Figure 5 - left: scientific poster template; right: general roll-up

## 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.

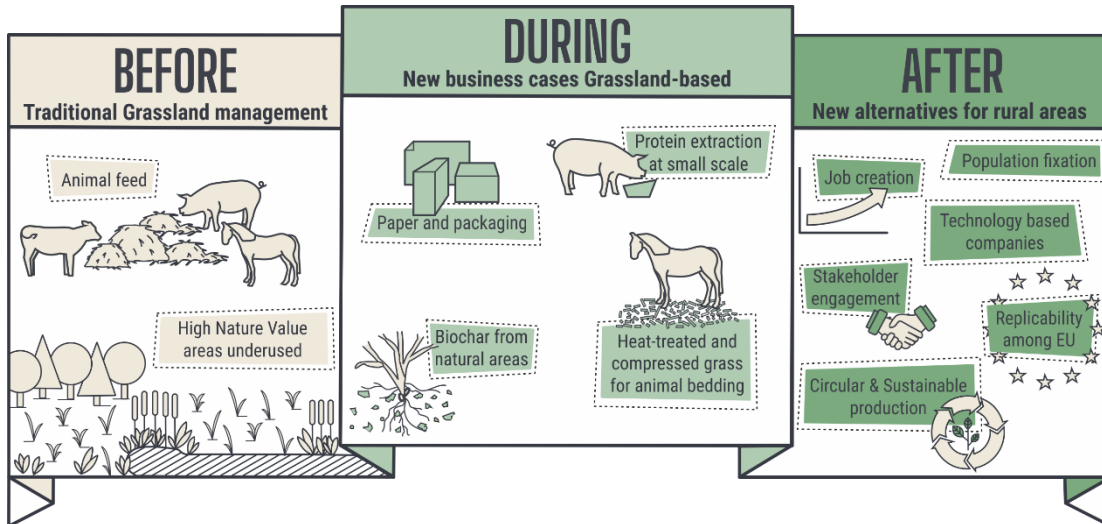


Figure 6 - overview infographic

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).

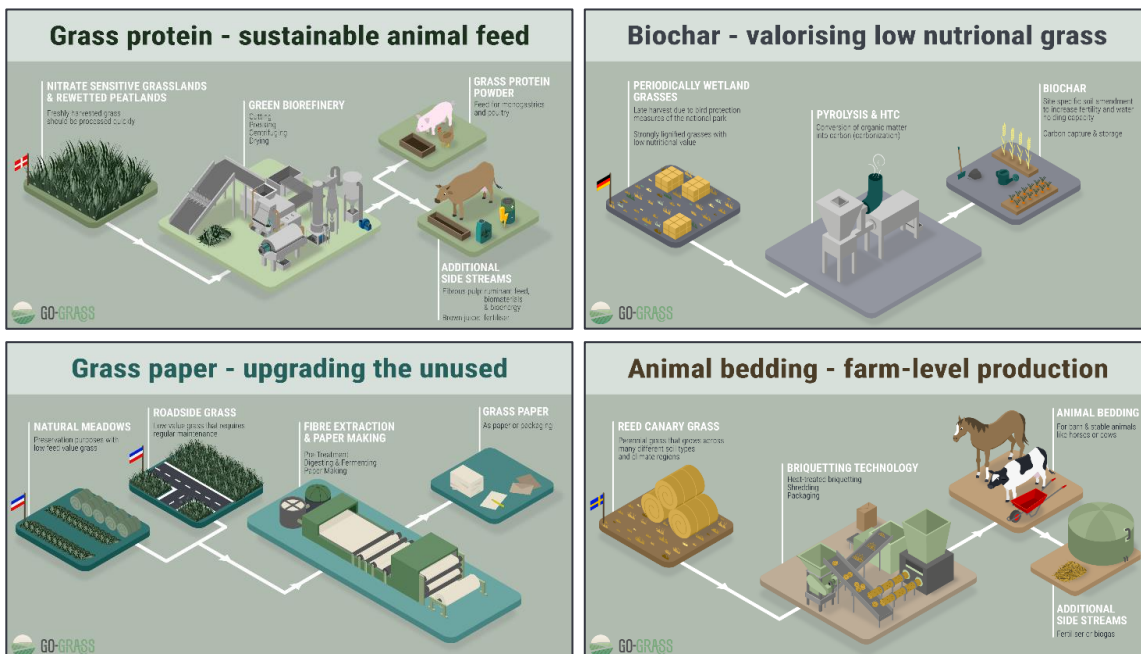


Figure 7 - demo site infographics



## 3. Communication Actions

### 3.1. Journalistic Articles & News

Media coverage of GO-GRASS has been diverse, spanning international, national, and regional outlets. Articles varied in focus, ranging from the project to specific demo sites. National language predominated in regional or national publications, ensuring effective communication with the local target audience. The provided table 1 offers a comprehensive overview of journalistic articles, including title, publication date, place, and where available, links to the pieces. These articles are instrumental in generating awareness among specific stakeholders, e.g., farmers with unused grass and potential end-users of project products.

Additionally, several GO-GRASS partners had a **news section** on their website and shared GO-GRASS related news on there (i.e., [Prospex Institute](#)). Some partners had a **digital newsletter** they send to their community and regularly shared updates about the project within. For example [ÖMKI](#) (~4500 subscribers), [Noardlike Fryske Wâlden](#) (~600 subscribers) or ACRRES-WUR (~360 subscribers). The partner Nationalpark Unteres Odertal published 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 Noardlike Fryske Wâlden also showcased GO-GRASS in their [annual report in 2020](#). The partner AGACA published 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.

**Table 1 - Journalistic articles**

Date	Title	Publication Place
M18	Harnessing the potential of grass to benefit small rural communities	<a href="#">GO-GRASS website</a>
M25	Gräsexperter studerade förebild i Glommerstråk	NORRAN (print / Sweden)
M30	GO-GRASS promote novos modelos de negocio arredor da herba	<a href="#">Cooperación Galega Magazine (N°157)</a>
M32	A rural renaissance: How EU research is breathing new life into rural areas	<a href="#">Rural Connections Magazine (ENRD)</a>
M32	Græs er det nye spisekammer for dyr – og sandsynligvis også mennesker	Okologisk Landbrug (print / Denmark)
M35	A New Sustainable Bedding for horses	<a href="#">Irish Sport Horse</a>
M35	Klimatsmart stallströ på väg att lanseras	<a href="#">Allt Om Travsport</a>
M36	Gras – viele ungenutzte Möglichkeiten	Bauernzeitung (print / Germany)
M44	Closing the loop	<a href="#">Agrinnovation Magazine</a>
M44	Proteinpulver aus Gras für Schwein und Huhn	<a href="#">BWagrar</a>
M46	Could we get better nutrition from grass?	<a href="#">EuroScience</a>
M48	Mähgut von öffentlichen Flächen – Rohstoff oder Abfall?	<a href="#">B   Medien</a>
M48	Rörflen som klimatsmart stallströ	<a href="#">Lantbrukarnas Riksförbund</a>
M51	Greener pastures: grasslands' environmental and economic potential	<a href="#">Horizon Magazine</a>
M51	Papier maken van Gras	<a href="#">Wageningen World</a>
M52	Geen bomen nodig: papier uit bermgras is duurzaam, circulair en lokaal geproduceerd // Duurzaam, circulair en lokaal: Nederlandse wetenschappers ontwikkelen papier uit gras //	National Dutch News ( <a href="#">AD</a> , <a href="#">Parool</a> , <a href="#">NU</a> ) & Regional Dutch News ( <a href="#">De Gelderlander</a> , <a href="#">De Stentor</a> , <a href="#">Brabants Dagblad</a> ,





	Nederlandse wetenschappers ontwikkelen papier uit gras	
<b>M52</b>	Van papier tot eiwitten: vier circulaire toepassingen van gras	<a href="#">CHANGEINC.</a>
<b>M52</b>	Bringing paper packaging out of the woods	<a href="#">Packaging Europe</a>
<b>M52</b>	Bermgras is interessante grondstof voor papier en karton	<a href="#">NieuweOogst</a> , <a href="#">Stad + Groen</a> , <a href="#">FrieschDagblad</a>
<b>M52</b>	Proef met papier uit gras slaat aan	<a href="#">SmartFarming.nl</a> , <a href="#">Duurzaam-ondernemen.nl</a>
<i>M54 (tbd)</i>	<i>Pflanzenkohle aus verholztem Gras</i>	<i>Utopia (tbd)</i>

## 3.2. Interviews

The GO-GRASS partners conducted interviews with various local news platforms, radio stations, and TV channels to share updates and insights about their work. An overview can be found in table 2, it provides publication date, interviewed partner, place, and where available, link to the interview recording.

**Table 2 - Interviews**

Date	Partner	Type & Location
<b>M22</b>	ARAD	Video interview at Romanian TV station “PRO TV News”
<b>M22</b>	AU	Radio interview at German station “Deutschlandfunk Nova”
<b>M29</b>	ACRRES	<a href="#">Video interview published on YouTube</a>
<b>M30</b>	AU	<a href="#">Interview article: Grass – the new source for green protein for pigs (GO-GRASS website)</a>
<b>M30</b>	AU	<a href="#">Interview article: The Green Gold: Biorefining Grass Into Animal Feed (GO-GRASS website)</a>
<b>M32</b>	ACRRES	Radio & video interview at Dutch station “Radio Lelystad”
<b>M32</b>	ACRRES	Radio & video interview at Dutch national radio “NPO radio 1”
<b>M36</b>	FBCD	<a href="#">Video interview at Food &amp; Bio Cluster YouTube channel</a>
<b>M52</b>	ACRRES	Radio interview at Dutch national radio “NPO radio 1”
<b>M52</b>	ACRRES	RTL4 Editie NL, Dutch National Television
<b>M53</b>	AGACA	<a href="#">Video interview at “A Revista” tv programme from Televisión de Galicia (TVG)</a>

In M29, a [video interview](#) with two junior researchers from the Dutch project partner ACRRES was created by ESCI and published on YouTube (3370 views; 25.03.2024).

## 3.3. Project Videos

The GO-GRASS project has produced seven videos covering different aspects of our project: From an introductory video to explanatory videos about each of the four demo sites, to tackling hot topics in our field in two more news-focused videos (Video News Releases - VNRs). The VNRs were broadcast via the European Broadcasting Union (EBU) network so that journalists could pick up the information and material and use it in their own news platforms. The other videos were published on YouTube via the channel of the project partner ESCI (specialised in science communication videos for the general public) and added to a [GO-GRASS playlist](#). An overview with links and view statistics can be found in Table 3.





**Table 3 - Project videos**

Date	Title	Views (25.03.2024)*
M14	<a href="#">The Potential of Grassland! What comes to your mind when you think of grass?</a>	2001
M17	<a href="#">The Green Revolution, how Danish Grass replaces Soy in Animal Feed</a>	4488
M31	<a href="#">Reed canary grass, a new bedding alternative for cows, pigs and horses</a>	6757
M40	Grass Protein – sustainable fodder and future food	Broadcasted via EBU on January 12th 2023**
M51	<a href="#">How Dutch Researchers Are Turning Roadside Grass into Sustainable Paper</a>	11048
M54	<a href="#">How German Researchers Use Grass to Create This Traditional Soil Amender</a>	7055
M54	Greener grass: Biochar captures carbon emissions	Broadcasted via EBU on March 19th 2024**

\* YouTube views

\*\* A report from the EBU shows, that the following companies have picked up the distribution of our GO-GRASS VNR. This is however not a guarantee that they used the material in a report or similar:

- **Sky Perfect JSAT Corporation (leading satellite pay TV provider in Japan)**

\*\*\* A report from the EBU shows, that the following companies have picked up the distribution of our GO-GRASS VNR. This is however not a guarantee that they used the material in a report or similar:

- **HRT - Hrvatska Radiotelevizija (Croatian public service broadcaster)**

## 3.4. General events

During the reporting period, GO-GRASS partners actively engaged with diverse audiences through various general outreach events, such as trade fairs and science days. These events provided valuable opportunities to showcase the project's objectives, methodologies, and potential impact, aiming to foster understanding and support among a broader audience. An overview can be found in table 4, including event title, participating GO-GRASS partner, contribution type, location and date.

**Table 4 – General outreach event participation (highlighted event in more detail below table)**

Event title	Participating partner	Contribution Type	Location	Date
<b>Grünlandtag</b>	ATB & NUO	Participation	Schwedt/ Germany	12/2019
<b>Öjebý Lantbruksmässa</b>	RISE & GME & VG	Video presentation	online	08/2020
<b>“Book a Scientist” – Speed Dating event with a Scientist, event from Leibniz-Gemeinschaft/ Germany</b>	ATB	Talk	online	03/2021





Baunzaun-Ausstellung "Bioökonomie findet Stadt" – Construction fence exhibition	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, G!E	Presentation	online	10/2021
EU Industry Days 2022	All partners	Exhibition booth	online	02/2022
Potsdamer Tag der Wissenschaft	ATB	Organiser	Potsdam/ Germany	05/2022
Græsland 2022	AU	Exhibition booth	Viborg/ Denmark	06/2022
PotatoEurope 2022	ACRRES	Exhibition booth	Springe-Mittelrode/ Germany	09/2022
Elmia Lantbruk	RISE	Exhibition booth	Jönköping/ Sweden	10/2022
Grünlandtag	ATB & NUO	Participation	Schwedt/ Germany	11/2022
Krea Doe 2023	ACRRES & SCHUT & PI	Exhibition booth	Utrecht/ Netherlands	04/2023
Potsdamer Tag der Wissenschaft	ATB	Organiser	Potsdam/ Germany	05/2023
BraLa 2023 (Brandenburgische Landwirtschaftsausstellung 2023); Paneldiscussion: „Gehen Brandenburgs Böden demnächst baden?“	ATB	Panel Participation	Paaren im Glien/ Germany	05/2023
28th Brandenburger Landpartie	ATB	Exhibition	Putlitz/ Germany	06/2023
Local chicken market in Vindeln	VG	Booth	Vindeln/ Sweden	06/2023
LNDW 2023 (Lange Nacht der Wissenschaft)	ATB	Exhibition	Potsdam/ Germany	06/2023
Öjeby Lantbruksmässa 2023	GME & RISE & VG & PI	Exhibition booth	Öjebyn/ Sweden	08/2023
Food Festival Aarhus 2023	AU & FBCD & PI	Exhibition booth	Aarhus/ Denmark	09/2023
Internationale Grüne Woche Berlin 2024	ATB & PI	Exhibition booth	Berlin/ Germany	01/2024
Växadagarna 2024	RISE & VG	Exhibition booth	Umeå/ Sweden	01/2024

In 2021, amidst the global pandemic, GO-GRASS participated in an unconventional event that showcased innovative communication strategies tailored for a wider audience, diverging from traditional trade fairs, science days, or festivals. This remarkable example of creative thinking amid challenging times will be highlighted in the subsequent paragraph:



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

In times of the global pandemic where large indoor events were still far from possible, creative solutions were a must. One of these creative solutions was a German initiative funded by the Federal Ministry of Education and Research called ‘Science in the City’. Part of this initiative was a ‘Construction Fence Exhibition’ of the “proWissen Potsdam” association. Starting in May 2021 twelve **construction fence banner** informed people about innovative bioeconomy solutions. This free open-air **exhibition** visited nine German cities with accompanying events over a course of eight month. One of the twelve banner was about the GO-GRASS project.



Figure 8 - GO-GRASS construction fence banner

# 4. Dissemination Actions

## 4.1. Scientific Publications

The GO-GRASS partners, with a research focus, have successfully published their findings in peer-reviewed scientific publications. These publications represent the summary of their dedicated efforts in advancing and sharing knowledge achieved during the project period, an overview can be found in table 5.

The publications are open access, but to ensure long-term accessibility, a **ZENODO** community has been created in which all scientific publications, as well as all other public deliverables, are available.

Table 5 - Scientific publications

Date	Author	Title
M16	Rodríguez-Rigueiro et al. 2021	<u>Silvopasture policy promotion in European Mediterranean areas</u>
M19	Nielsen et al.	<u>Effects of Harvest and Fertilization Frequency on Protein Yield and Extractability From Flood-Tolerant Perennial Grasses Cultivated on a fen Peatland</u>
M26	Orozco et al.	<u>Supportive Business Environments to Develop Grass Bioeconomy in Europe</u>
M27	Ding et al.	<u>Development of Biorefineries in the Bioeconomy: A Fuzzy-Set Qualitative Comparative Analysis among European Countries</u>
M34	Park et al.	<u>What does an inclusive bioeconomy mean for primary producers? An analysis of European bioeconomy strategies</u>
M37	Orozco et al.	<u>Readiness for Innovation of Emerging Grass-Based Businesses</u>



<b>M39</b>	Jørgensen et al. 2022	<u>Coupling the benefits of grassland crops and green biorefining to produce protein, materials and services for the green transition</u>
<b>M39</b>	Heinrich et al. 2023	<u>Influence of Thermochemical Conversion Technologies on Biochar Characteristics from Extensive Grassland for Safe Soil Application</u>
<b>M44</b>	Heinrich et al. 2023	<u>Biochar production from late-harvest grass – Challenges and potential for farm-scale implementation</u>
<b>M45</b>	Thers et al. 2023	<u>Comparison of GHG emissions from annual crops in rotation on drained temperate agricultural peatland with production of reed canary grass in paludiculture using an LCA approach</u>
<b>M54</b>	Ding et al. 2024	<u>Enhancing circular bioeconomy in Europe: Sustainable valorization of residual grassland biomass for emerging bio-based value chains</u>

As results usually become available towards the end of a project, but scientific publications can only be made when all results are available, not all results from GO-GRASS have been published yet. The scientists involved in the project will therefore publish some results after the official end of the project. Below is an overview of planned future publications (table 6).

**Table 6 - Planned scientific publications**

First Author	Prelim. Title
<b>Richard Orozco</b>	Eliciting Grassland Archetypes in Germany Using Self Organizing Maps
<b>Richard Orozco</b>	Understanding consumer acceptance for grass-based products and services
<b>Hyunjin Park</b>	Drivers of institutional change towards cascade and residue use in biogas sector in Germany

## 4.2. Scientific events

Partners have also been taken part and presenting their GO-GRASS based research at scientific events (i.e., conferences, congresses, forums). A complete list of scientific event participation can be found in table 7.

**Table 7 - Scientific event participation of partners**

Event title	Participating partner	Contribution Type	Location	Date
Organic congress	AU	Presentation	Vingsted/ Denmark	11/2019
Annual Dairy Meeting	AU	Presentation	Christiansborg /Denmark	11/2019
GUDP Annual Meeting	AU	Presentation	Aarhus/ Denmark	12/2019
Bioökonomiestammtisch (WFBB)	ATB	Presentation	Potsdam/ Germany	12/2019
Global Bioeconomy Summit 2020	All partners	Video	online	11/2020
Planter I Fokus – Danish annual plant congress	AU	Presentation	online	01/2021
15th IGLS forum (International European Forum)	ATB	Presentation	online	02/2021
EUBCE 2021 (European Biomass Conference and Exhibition)	ATB	Poster	online	04/2021







IAMO 2021 (The Leibniz Institute of Agricultural Development in Transition Economies) forum	ATB	Presentation	online	06/2021
IPA 2021 (Interpretive policy analysis conference)	ATB	Presentation	online	06/-07/2021
ICABR 2021 (25th International consortium on applied bioeconomy research conference)	ATB	Presentation	online	06-07/2021
CEST 2021 (17th International Conference on Environmental Science and Technology)	USC	Presentation	hybrid	09/2021
Annual conference of the RUC-APS EU project (University of Liverpool)	ZIC	Presentation	online	12/2021
EUBCE 2022 (30 <sup>th</sup> European Biomass Conference & Exhibition)	ATB & AU	Presentation	online	05/2022
Sustainability Science Days 2022	IFAU	Presentation	Helsinki/ Finland	05/2022
EGF 2022 (29 <sup>th</sup> General Meeting: Grassland at the heart of circular and sustainable food systems)	USC	Presentation & Poster	Caen/ France	06/2022
EGF 2022 (29 <sup>th</sup> General Meeting: Grassland at the heart of circular and sustainable food systems)	AU	Presentation	Caen/ France	06/2022
ESCAPE32 (32 <sup>nd</sup> European Symposium on Computer-Aided Process Engineering)	AU	Presentation	Toulouse/ France	06/2022
8th Congress of Agri-food Cooperatives of Spain: "Cooperatives, together towards a sustainable future"	AGACA	Exhibition	Toledo/ Spain	07/2022
ISCRAES 2022 (International Symposium on Climate-Resilient Agri-Environmental Systems)	USC	Presentation	Dublin/ Ireland	08/2022
GEWISOLA 2022 ( 62. Jahrestagung der Gesellschaft für Wirtschafts- und Sozialwissenschaften des Landbaues e.V.)	ATB	Poster	Stuttgart/ Germany	09/2022
PSP Conference 2022 (Potsdam Science Park Conference)	ATB	Presentation	Potsdam/ Germany	10/2022
Tagung "Was wühlt wo und wann im Wald? Mäuse und andere Kleinsäuger"	NUO	Poster	Criewen/ Germany	11/2022
Fachtagung Fachverband Pflanzenkohle 2022	ATB	Presentation & Poster	online	11/2022





International Sustainability Transitions Conference 2022	ATB	Presentation	online	11/2022
Dansk Bioøkonomi Konference 2022	AU & FBCD	Presentation	Engestofte/ Denmark	11/2022
Tagung "Wiesenvogelgerechten Bewirtschaftung, Insektenfreundliche Bewirtschaftung & Möglichkeiten zur Verwertung von landwirtschaftlich nicht nutzbaren Schnittgut"	NUO	Presentation	Mühlheim/ Germany	02/2023
3 <sup>rd</sup> Hydrothermal carbonization symposium	ATB	Poster	Seoul/ South Korea	05/2023
Biorestec 2023 (4 <sup>th</sup> International Conference for Bioresource Technology for Bioenergy, Bioproducts & Environmental Sustainability)	AU	Presentation	Lake Garda/ Italy	05/2023
Korean Society for New and Renewable Energy Conference	ATB	Presentation	Seoul/ South Korea	06/2023
Aarhus Power-to-X Symposium 2023	AU	Presentation	Aarhus/ Denmark	06/2023
TRANSECT conference ( International Conference on Sustainable Food and Biomass Futures)	ATB	Presentation	Eberswalde/ Germany	06/2023
ICABR 2023 (27 <sup>th</sup> International consortium on applied bioeconomy research conference)	ATB	Presentation	Buenos Aires/ Argentina	07/2023
EAERE 2023 (28 <sup>th</sup> Annual Conference of the European Association of Environmental and Resource Economics)	ATB	Presentation	Limassol/ Cyprus	07/2023
Dansk Bioøkonomi Konference 2023	FBCD	Organiser	Engestofte/ Denmark	10/2023
German Biochar Forum Conference	ATB	Participation	Berlin/ Germany	11/2023
"Wiedergewinnung von Niedermooren und ihre ökonomischen Chancen" at Brandenburg Academy "Schloss Criewen"	NUO	Organiser		11/2023

## 4.3. Training and educational events

The GO-GRASS partners actively disseminated their expertise through a variety of smaller, targeted events, such as webinars and workshops. They organised their own events and were also invited to present at other events, both in person and online. These events ranged in format from traditional presentations to interactive open house workshops held at their





demonstration sites. An overview is given in Table 8. In addition, partners who regularly have visitors to their facility on various occasions (i.e., ATB) used these opportunities to show these visitors the GO-GRASS demo facilities.

**Table 8 - Training and educational events (highlighted events in more detail below table)**

Event title	Participating partner	Contribution Type	Location	Date
Invited lecture at INRA Toulouse	AU	Presentation	Toulouse/ France	11/2019
<b>EU Green Week 2020 Online Event “Go for Grass – Exploiting Grassland Potential in the EU Circular Economy”</b>	All partners	Organiser	online	10/2020
Webinar “Green Biorefinery – a Green Deal for agriculture”	AU	Poster	online	11/2020
Webinar “The Future of Food: Unlocking the benefits of Scotlands Circular Bioeconomy”	AU	Presentation	online	11/2020
<b>Master module course (SDG Lab Environment) within the framework of the IMRD program</b>	ATB	Student training	Potsdam/ Germany	2020/ 2021
Webinar “Bæredygtigt foderprotein - nye kilder, nye værdikæder”	FBCD	Presentation	online	03/2021
Webinar (Green biorefinery concept presentation for economists working within agricultural sector)	AU	Presentation	online	05/2021
Workshop “Jornada Agentes de Ecoinnovacion”	AGACA	Presentation	online	05/2021
IEA Bioenergy seminar	AU	Participation	online	06/2021
Open house at Foulum demo plant	FBCD	Organiser	Foulum/ Denmark	09/2021
CiFOOD webinar	AU	Presentation	online	10/2021
Webinar for agricultural academics (“Potentials of green biorefining”)	AU	Presentation	online	11/2021
NewFood Systems Webinar (The science behind green biorefining)	AU & ATB	Presentation	online	11/2021
The Farmers Union Velas course: Plant proteins are the future	AU & VELAS	Trainer	Denmark	01/2022
ACRRES kennisvalorisatie dag (Open house event)	ACRRES	Organiser	Lelystad/ Netherlands	03/2022
Workshop with users of the bedding material and presentations of tests in horse stables Skellefteå	GME & VG & RISE	Organiser	Skellefteå & Umeå / Sweden	04/2022
CiFOOD webinar	AU	Presentation	online	05/2022
<b>EU Green Week 2022 Partner Event “Grassland as carbon sinks”</b>	All partners	Organiser	online	06/2022



Tech Tour Bioeconomy and Agritech – <b>Online Academy Sessions</b>	IFAU & G2G	Coach	online	08-09/2022
<b>Workshop</b> about replication possibilities of the Swedish demo	GME & VG & RISE	Organiser	Skellefteå/ Sweden	12/2022
<b>Workshop</b> about replication possibilities of the Swedish demo	GME & VG & RISE	Organiser	Umeå/ Sweden	12/2022
CBIO Past & Future - <b>seminar</b> and reception	AU	Organiser	Viborg/ Denmark	03/2023
“Turning grass into valuable bio-refining asset” - <b>event</b>	AU & FBCD & PI	Organiser	Foulum/ Denmark	05/2023
IProPbio <b>workshop</b>	AU	Presentation	Odense/ Denmark	06/2023
<b>EU Green Week 2023</b> Partner Event “Fostering grassland opportunities, circular business models and skills for resilient rural communities”	All partners	Organiser	Online	06/2023
Circular economy and proteins based on green biomass - <b>Workshop</b>	FBCD	Organiser	Foulum/ Denmark	10/2023
<b>Site visit</b> of officials from the Norrbotten Country Administration board	GME & RISE	Presentation	Glommerstråk/ Sweden	09/2023
Innovation <b>course</b> for agricultural school students	FBCD	Presentation	Denmark	11/2023
Green Protein Network - <b>meeting</b>	FBCD	Organiser	Tjele/ Denmark	02/2024
Super-G Final Hybrid Conference	GIE	Participation	Brussels/ Belgium	02/2024

In the following we would like to highlight two activities:

### 1.) EU Green Week participation

The GO-GRASS project took part at the EU Green Week three times during the project lifetime, in the form of online events, an overview can be found in table 9, including title, links to the webinar recordings, participation number and a list of external speakers and panellists.



**Table 9 - Green Week participation details**

	Green Week 2020	Green Week 2022	Green Week 2023
<b>date</b>	October 22nd	June 1st	June 8th
<b>Title &amp; link</b>	“Exploiting Grassland Potential in the EU Circular Economy” <a href="#">Part 1</a> <a href="#">Part 2</a>	“Grasslands as carbon sinks” – How carbon farming and grass-based business models can contribute to the EU Green Deal”	“Fostering grassland opportunities, circular business models and skills for resilient rural communities”
<b>Participant number</b>	90	50	50



<b>External Speakers &amp; Panellists</b>	<ul style="list-style-type: none"> <li>• Dieter Cuypers (Grassification project);</li> <li>• James Gaffey (Biorefinery Glas project);</li> <li>• Prof. Johannes Isselstein (University Göttingen, Department of Grassland Sciences);</li> <li>• Bram Koopmans (Grassa!);</li> <li>• Sinead O’Keeffe (WUR, agrosystem research department)</li> <li>• Žymantas Morkvėnas (LIFE Viva Grass project)</li> </ul>	<ul style="list-style-type: none"> <li>• Paul Newell-Price (Super-G project);</li> <li>• Piret Noukas (EREA)</li> </ul>	<ul style="list-style-type: none"> <li>• James Gaffey (Biorefinery Glas project);</li> <li>• Rikke Lundgaard (Danish Society for Nature Conservation);</li> <li>• Marilda Dhaskali (EU Agriculture &amp; Bioenergy Policy Officer);</li> <li>• Maria Lubkoll (Farmers Association from Germany)</li> </ul>
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## 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.

## 4.4. Project Publications

### 4.4.1. Practice abstracts

The practice abstracts summarise the project’s key findings and best practices for the development of innovative and replicable business models around grassland-based agri-food systems. Practice Abstracts serve to facilitate contact and share information in the EU agricultural knowledge and innovation systems including in thematic networks and between farmers and advisors.

The abstracts use concise, easy-to-understand terminology, to be attractive for those who will potentially put it into practice (ie. farmers, advisors and enterprises). They contribute to the visibility and rewarding of researchers' work in practice-oriented interactive innovation projects (e.g., thematic networks, multi-actor projects, rural development operational groups, etc).

The second set of practice abstracts (D9.7) is focusing on ten **key exploitable results**. These Key Exploitable Results were selected according to the analysis and ranking developed in D5.4 “Final Exploitation of Results Defining IPR and Knowledge Management Strategies”. The abstracts are describing 10 Key Exploitable Results with a high potential to be exploited, and the information are classified into 7 sections: challenges, solution, TRL, benefits and impacts, description of technology/tool, target groups, team and contact.





On this basis, ten factsheets with additional images and links to relevant information were created and distributed to a wide audience in March 2024 (M54), they are [available here](#) as PDFs on the GO-GRASS website.

These Practice Abstracts will be shared with the [EU CAP Network](#) (and [EIP Agri](#)) following the European Commission’s procedure. These Practice Abstracts will be adapted to the latest, common [EIP-Agri format](#) and sent to EIP-Agri for publication.

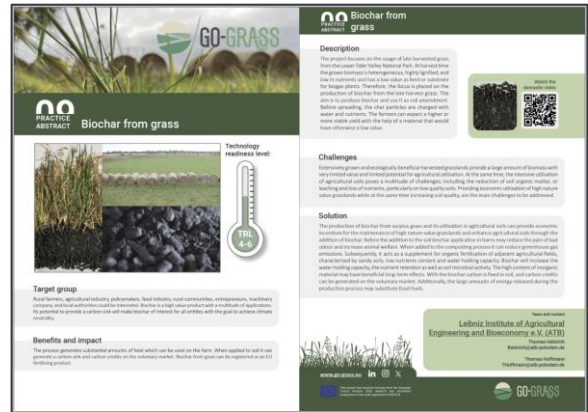
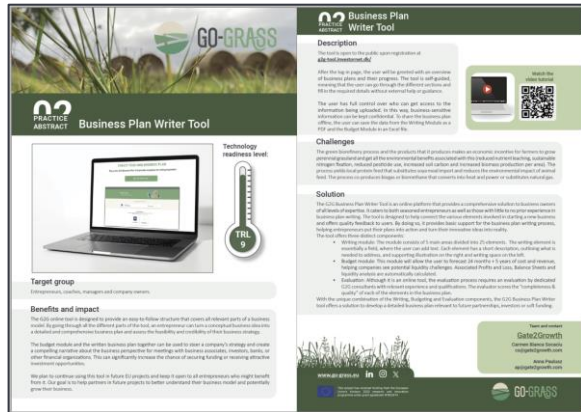


Figure 9 - Second set of practice abstracts: Number 02 & 09

## 4.4.2. White Paper

From March 2022 until January 2024, the White Paper was prepared through three collaborative workshops with relevant partners and Demo leaders that have in-depth knowledge of the policies gaps, the bottlenecks and opportunities linked to grassland valorisation and policies related to the GO-GRASS grass-based products (biochar, biogas, paper, protein, animal bedding).

Input, feedback and views from policy experts, from DG GROW, DG Agri and DG RTD, local government representatives, farmers, industry players, SMEs and stakeholders were collected by the partners, in line with the latest policy developments at EU and national levels.



Figure 10 - White Paper

The White Paper aims to demonstrate a wide range of opportunities for valorising grasslands based on the findings from GO-GRASS cases, and relevant best practices at local, national, and European levels. The focus is on value chains, innovative products, enabling business environments, policy gaps and best practices for policies that promote the valorisation of grasslands and grass biomass.

The policy recommendations are designed to support European decision makers and regulators, planning and rural development agencies, and local authorities to develop targeted policies for a circular and sustainable use of grassland in collaboration with researchers, networks, and farmers. The White Paper is addressing the following topics:



- The needs and current challenges for grassland valorisation in Europe;
- Grasslands is a key resource to revitalise rural areas, explaining the opportunities for their valorisation and drawing on the findings from the four GO-GRASS demo sites;
- Innovative technologies and value chains that can contribute to the development of new circular grass-based business models;
- How innovative grass-based business models are supported by suitable business environments;
- The main policy gaps that need to be addressed to improve value creation of grasslands and grass-based products, as well as best practices at national level (Denmark, Sweden).

In September 2022, the preliminary findings and policy recommendations of GO-GRASS were presented by ATB at the 13th OECD Rural Development Conference ([The Rural Agenda for Climate Action: Leveraging Climate and Circular Bio-Economy Opportunities in Rural Areas](https://www.oecd.org/events/2022/13th-oecd-rural-development-conference/) ([oecd-events.org](https://www.oecd-events.org))). Moreover, the takeaways from the **Green Week event** held in June 2023 (and co-organised with the **Biorefinery Glas project**) have enriched the White Paper. During this online event, experts highlighted the importance of connecting farmers, practitioners and researchers to test the technologies and develop skills (entrepreneurship, agronomy, farming, engineering and technology), while revitalising advisory services and farmer cooperatives.

In January 2024 (M52), the consortium published an [updated version of the White Paper](#).

### 4.4.3. Training Kit

During the lifetime of the GO-GRASS project there were nine tools created for rural entrepreneurs, trainers and advisors.

From business plans to navigating environments, each tool delivers tailored solutions for sustainable grassland innovation. The GO-GRASS tools help to transform grass-based ideas into profitable businesses, giving an advantage in sustainable innovation.

A comprehensive booklet featuring these tools presented in an easy-to-understand format. Each tool is detailed over two pages, including a description, how it works, target audience, a link to access digitally, and exemplary pictures. Initially distributed in print at our final event, a [digital PDF version](#) is now available on our website, emphasizing accessibility and sustainability.



**Figure 11 - Training Kit booklet**

## 4.5. GO-GRASS Final conference event

The GO-GRASS final conference was a two-day event that took place on 12-13 March 2024. We had over all about 100 participants with diverse backgrounds and interests.

The first day started in Brussels with a day full of insightful talks and an engaging panel discussion. The different sessions were focussing on:

- **Demo Site Showcase**
- **Business Insights**
- **Tool Exploration**
- **Policy Perspectives and future pathways for rural revitalisation (including views and insights from the industry, farmers, environmental organisations and research)**
- **Panel Discussion**

The first day, was a hybrid event and the [recording](#) is available online in the YouTube Playlist of GO-GRASS. At the end of day one we travelled to the Netherlands to give participants a behind the scenes look at our Dutch demo on the following day.

On day two, we first visited the research facility of ACRRES to learn about their roadside grass cleaning invention and the grass fibre production process. Afterwards we visited the oldest paper factory in the Netherlands (also a project partner), SCHUT Papier, to learn about the workings of a paper factory.



**Figure 12 – Impressions: GO-GRASS final event**



## 5. Stakeholder Engagement

### 5.1. Value chain workshops

GO-GRASS aimed 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 and understand technology readiness and replicability potential. Therefore, two value chain workshops per demonstration site were held during the project lifetime, co-organised by project partner Prospex Institute and the respective demo partners. Value chain workshops, also called stakeholder boards, were on occasions combined with Open House Events or larger workshops at the demonstration sites and always held in the respective local language. An overview can be found in table 10.

**Table 10 - Value chain workshops**

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	



**Figure 13 – Impressions:  
Value chain workshops**

## 5.2. End-user focus groups

After insightful workshops on the value chain, Prospex Institute and the respective demos wanted to understand the product readiness and its marketability. For this, they engaged topic experts and potential end-users about their perception, barriers and incentives in small local workshops across all four Demonstration sites. This format made it possible to have open discussions in smaller group settings and the objectives of each event were tailored to each specific demo and its needs.

Demo	Target audience	Participants #	Setting	Date
Swedish	Potential end users / horse owners and other stable animal owners	15	In-person	04/2022
Danish	EU biorefinery experts	33	In-person	05/2023
German	Biochar topic experts, scientists, farmers	16	In-person	11/2023
Dutch	Potential end-users and art block and notebook producers	10	In-person	12/2023



**Figure 14 – Impressions: End-user focus groups**

## 5.3. Market surveys

Afterwards, Prospex Institute and the respective demos wanted to validate the findings on a larger scale with a different set of stakeholders. This took the form of quantitative market surveys conducted live at fairs, and consumer events in the target areas of the four demos (table 11). Here, real-time feedback was gathered to refine our understanding of end consumer needs and preferences. A late stage in the project's life was chosen so that the products could be demonstrated live to consumers and tested by them. By engaging directly with the audience (481 people were interviewed during the live survey process), not only data was gathered, but a real connection could be fostered that will drive the development of our products and services for the demos in the future.

**Table 11 - End user engagement events**

Demo	Event & Location	Date
Dutch	Krea Doe in Utrecht/Netherlands - The biggest DIY fair in Benelux	04/2023
Swedish	Öjeby Lantbruksmässan 2023 - Big agricultural fair for the north of Sweden	08/2023
Danish	Food Festival Aarhus 2023 - The biggest food festival in Denmark and for northern Europe	09/2023
German	Internationale Grüne Woche Berlin 2024 - one of the biggest international trade fairs for agricultural and nutrition in Germany	01/2024



**Figure 15 – Impressions: GO-GRASS at consumer events**

## 5.4. National replication workshops

The follower regions ARAD (Romania), AGACA (Spain), and ÖMKi (Hungary) each organised, with the support of project partner Gate2Growth, national replication workshops in their respective countries, conducted in the local languages (table 12). These workshops aimed to engage diverse audiences including entrepreneurs, support agencies, farmers' associations, and more. They served as platforms for knowledge dissemination, collaboration, and feedback on the replication process.

**Table 12 - Replication workshops at GO-GRASS follower regions**

Follower	Replication Topic	Location	Date
ARAD (Romania)	1 <sup>st</sup> workshop: Germany- biochar efficiency comparative to other organic fertilizers and developing biochar business in Romania	(BIOFACH facilities) Nuremberg / Germany	02/2023
	2 <sup>nd</sup> workshop: Dutch Demo technology development- raw material and paper production and trends; other potential biomass	Bucharest / Romania	09/2023
ÖMKI (Hungary)	First workshop: raw material availability, agro-technology, logistic	Hungary	10/2022
	Second workshop: technology, market	Túrkeve / Hungary	12/2022
	Third workshop: business model, cost-benefit analysis, collaboration and validation	Kajászó / Hungary	05/2023
AGACA (Spain)	First workshop: General dissemination and interests	Santiago de Compostela / Spain	06/2022
	Second workshop: Replication with the Danish DEMO and Nutralia Solutions	online	02/2023
	Third workshop: Replication potential in the agricultural sector	online	03/2023
	Forth workshop: Discussion on business opportunities with CETIM and Nutralia Solutions	online	12/2023



**Figure 16 – Impressions: Replication workshops**

## 6. Online Outreach

### 6.1. Website

In M6, the **website** was launched, and it was 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 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 (X/Twitter, LinkedIn, Instagram, YouTube, and RSS feed).

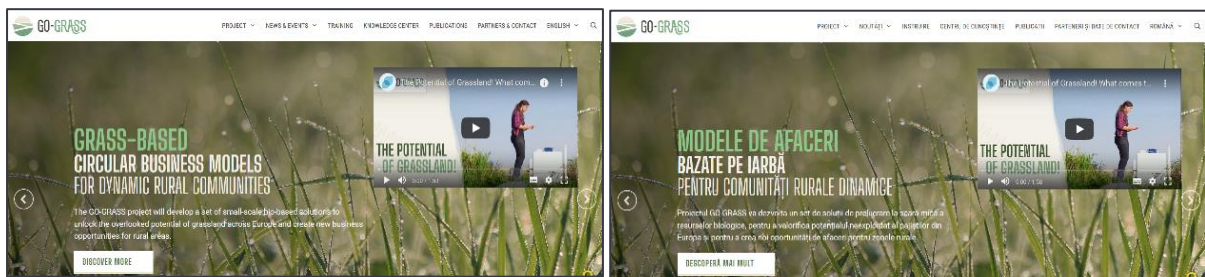


Figure 17 - GO-GRASS website

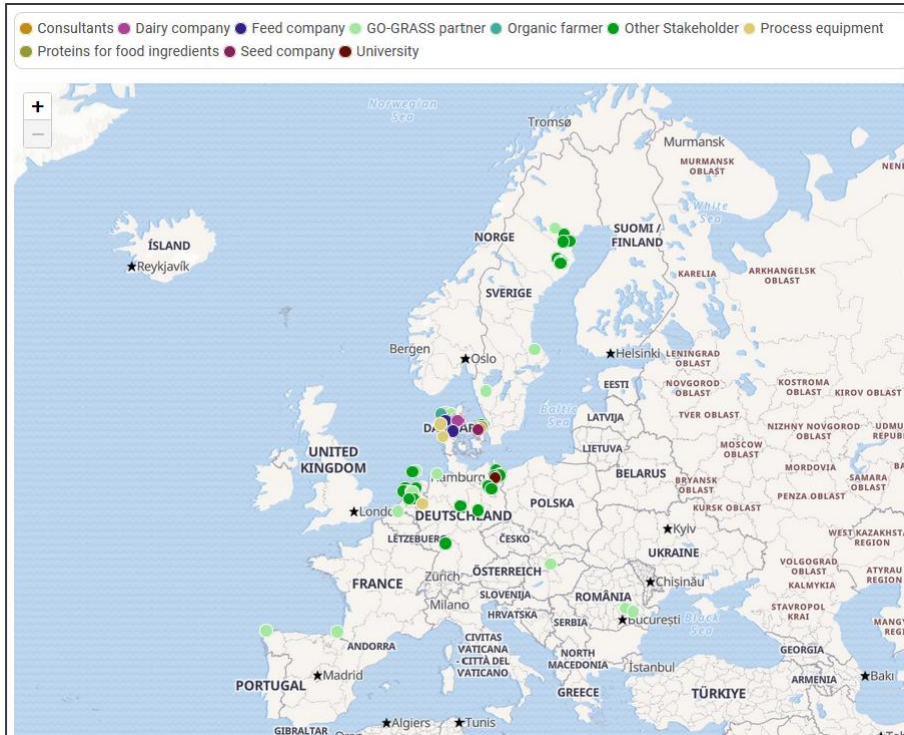
Different interactive maps of Europe have been published with the goal of displaying the project results in an integrated and easily understandable way. The basis of the interactive maps is to show relevant data related to permanent and temporary grasslands by using European databases, that will help to identify the most suitable regions for the replication for each GO-GRASS value chain. The interactive maps are available on the **‘Knowledge centre’** section of the online platform.

The user-friendly interactive maps of Europe are displaying a wide range of data and GO-GRASS resources:

- Key data about grassland type and availability.
- Users can explore the potential of grass-based business models in their regions and the state of development of the biobased sectors in their countries.
- Users can find new relevant partners (GO-GRASS partners, Universities, feed companies, organic farmers, process equipment, etc).

Through a short form, grass-based businesses and entrepreneurs can upload their data (address, name of the company, website, services and products, type of grass/raw materials) and be visible on the stakeholders’ map. On the user form, there will be a question on what different types of grass are used by farmers, to classify better the grass quality.





**Figure 18 - Screenshot of Stakeholder map**

On the [training webpage](#), users can find GO-GRASS resources and tools that are designed to foster the replication the GO-GRASS circular grass-based business models in different European regions. The different tools are designed for **entrepreneurs, local governments and regions, end-user networks, agricultural advisors, innovation intermediaries, specialised farmers, researchers, educators, and trainers.**

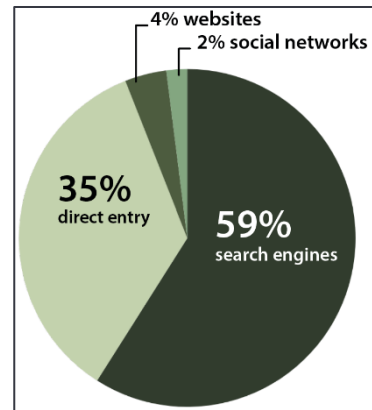
In addition, the [knowledge centre](#) provides diverse resources regarding favourable conditions to exploit the untapped potential of grasslands in Europe. It provides good practices, multimedia materials, infographics, training resources and interactive maps of Europe, displaying key stakeholders, relevant data related to grassland and the replication of innovative business models.

### Statistics:

The number of website visitors has grown steadily since the website launch and at the end of the project amounted to a total influx of around 40,000 visitors. The website has consistently recorded more than 800 page views per month, with each visit comprising an average of 2.1 actions (page views, downloads, outlinks and internal searches on the website).

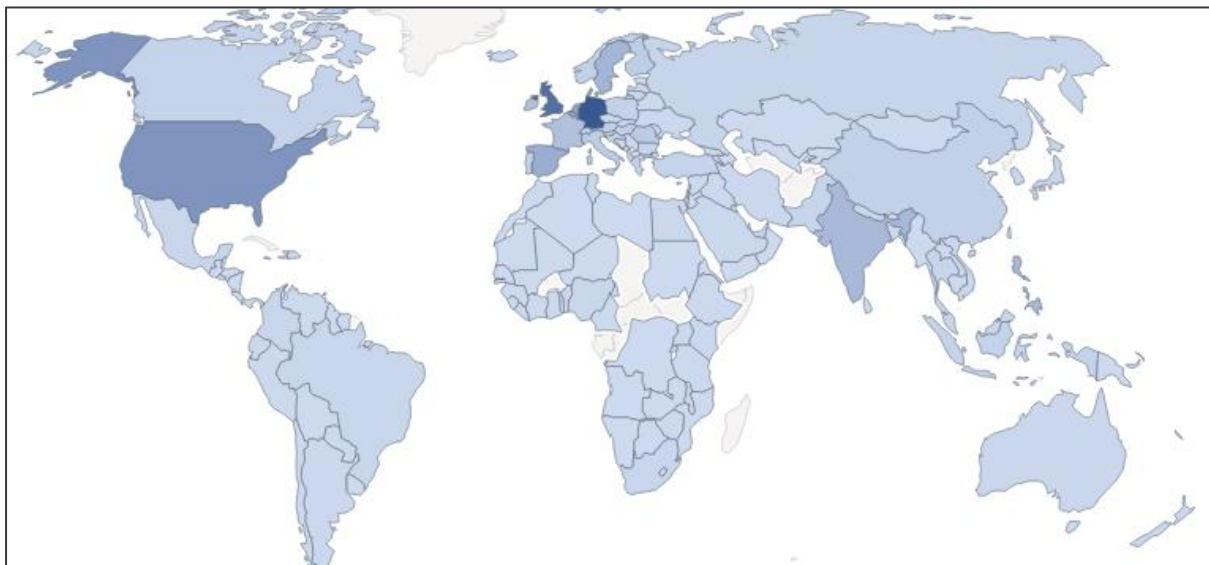
A total of 3,700 downloads of material provided on the website took place. In addition, the bounce rate remains below the 70% threshold, aligning with typical averages and indicating healthy user engagement, while the average visit duration is 1 minute and 53 seconds, indicating meaningful interaction with the site's content.

A detailed analysis of visitor sources provides insights into visitor acquisition strategies. The majority, 59% of visitors, come via search engines, which underlines the importance of search engine optimization (SEO). Direct entries account for 35% of traffic, highlighting the importance of brand awareness and repeat visitors. External website links account for 4% of traffic, highlighting the effectiveness of partnerships and referral traffic strategies. Social media platforms, primarily LinkedIn and Facebook, account for 2% of traffic, indicating potential opportunities for further audience engagement and outreach.



**Figure 19 - Website traffic source**

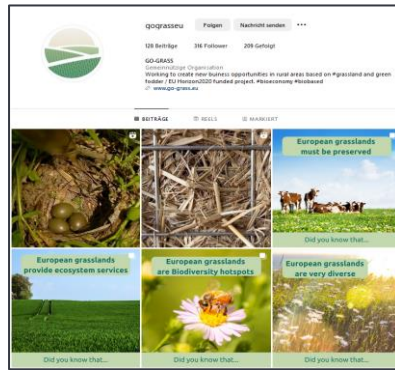
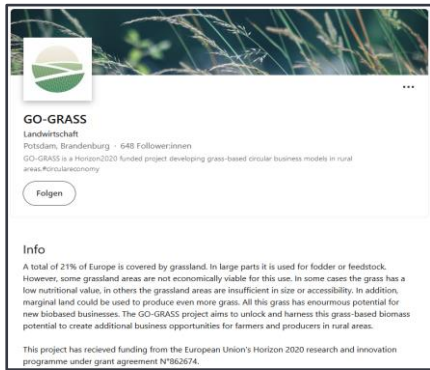
Geographically, most visitors come from Europe, where they account for 74% of total traffic, followed by Asia (13%), North America (9%) and Africa (2%). Europe was the main regional focus of the project, and the data underlines the successful reach into this market segment. Within Europe, key visitor countries include Germany, the UK, Belgium, the Netherlands, Denmark, Spain, and Sweden, all prominently featured in the top 10 of visiting countries. It is significant that all four countries where the project's demo sites are located are represented in the top 10 visitor nations.



**Figure 20 – Geographical location of website visitors**

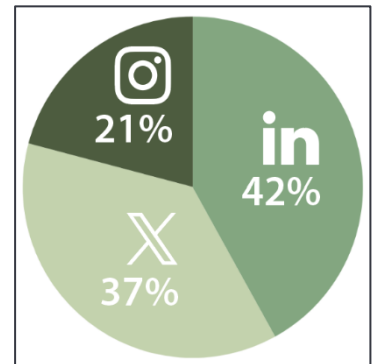
## 6.2. Social Networks

In M1, a X/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. Additionally, several partners (i.e., ARAD, AGACA, ÖMKi, NFW) have active Facebook accounts and regularly shared GO-GRASS related news with their Facebook community.



**Figure 21 - GO-GRASS Social Media Channel Dashboards (M54)**

The GO-GRASS LinkedIn channel was mainly used for promoting events and for information sharing of project results (i.e., scientific publications, public deliverables). X/Twitter mirrored the LinkedIn channel in these posts and additionally promoted the project on a slightly less formal level (e.g., short project updates through photo material, short videos or small project related facts) and additionally interacted with other bioeconomy topics and channels (share & like). On Instagram, followers got a behind-the-scenes look and many visual small project updates.



**Figure 22 - Follower distribution**

At the end of the project, the GO-GRASS LinkedIn profile has 648 followers, the X/Twitter profile has 610 followers, and the Instagram channel has 316 followers, summing up to a total of 1574 social media followers.







## 7. Conclusion

This report has aimed to give an overview of all GO-GRASS communication and dialogue activities done in the last 54 month of project lifetime. The GO-GRASS website will be available 5 years after the end of the project, until March 2029. The GO-GRASS results and achievements will be reused and upscaled by the partners within different related projects and initiatives in the future. The best practices developed by GO-GRASS were distributed widely to the target audiences during the project duration, and inspiring project outcomes are accessible via the Innovation Radar and EIP-Agri platform.

