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Deliverable 5.1:

COMMUNICATION & DISSEMINATION PLAN



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Abbreviations and Acronyms

Abbreviation / Acronym	Description
COPILOT	CO-creating the next generation platform of PILOT and demo infrastructures, unlocking faster innovation and EU bioeconomy growth
P4U	Pilots4U
BBI-JU	Bio-based Industries Joint Undertaking
BBEPP	Bio Base Europe Pilot Plant
CBE JU	Circular Bio-based Europe
VTT	Technical Research Centre of Finland
F+i	FOOD+i Cluster
IBF	Irish Bioeconomy Foundation
KHZ	Knowledge Hub Zealand
BIOEAST	BioEast Hub CR
SGZ	Chamber of Commerce and Industry of Štajerska
B4C	Bioeconomy for Change
SPRING	SPRING Cluster
F6S	F6S Network Ireland
WP	Work Package
KoM	Kick-off meeting
CT	Communication Team
RIs	Research Infrastructures
PDI	Pilot and Demo Infrastructures
KPI	Key Performance Indicator
FSTP	Financial Support for Third Parties
PP	Pitch Perfect and Boost the European Bioeconomy Event

Executive Summary

The **Communication and Dissemination Plan** outlines a strategic approach to stakeholders' engagement used for individual activities. The first chapter introduces the funding acknowledgement, the second one summarises key features of the COPILOT project, its contribution to the CBE- JU Strategic Research and Innovation Agenda and the bioeconomy innovation ecosystem in the EU. The ambition of the communication is to advance upon successful campaign of the PILOTS4U project and the PILOTS4U "trademark". Both the logo and corporate identity are being provided in the resembling style; COPILOT project is facilitating the social media accounts launched by the PILOTS4U project not to lose the already established visibility and community. Chapter three is providing key rules of stakeholder engagement strategy based on the stakeholder classification and elaborates the communication matrix, moreover a list of public deliverables is provided with detailed information of the users and communication tools. The fourth chapter is dedicated to internal communication to ensure the engagement of all project partners, that is for the sufficient overall project communication a must. The document is also summarising key networks and initiatives that will be fully utilised for clustering activities and an action plan for communication and dissemination and present a plan for the communication campaign. The communication and dissemination activities will be implemented by the Lead partner BBEP; therefore, this document was developed in a close collaboration with them.

2 Introduction

Pilot plants in bioeconomy play a crucial role in bridging the gap between research and practical application, particularly in WIDENING countries that aim to enhance their participation in the bioeconomy sector. These pilot projects serve as platforms for testing new ideas, technologies, and business models in a controlled environment, which helps in identifying the most effective solutions and scaling them up across wider regions. In WIDENING countries, where resources and access to cutting-edge technology might be limited, pilot plants can accelerate innovation by providing a framework for collaboration among stakeholders, including academia, industry, and government. Furthermore, pilot plants foster capacity building and knowledge exchange, enabling local entities to learn from best practices and adapt these insights to their specific contexts. By doing so, they contribute to regional development and help these countries integrate more fully into the European bioeconomy landscape.

This document represents the initial version of the COPILOT project dissemination and communication plan. The overall purpose of the dissemination and communication plan is to ensure the visibility of the COPILOT project to relevant target groups and the dissemination of project results through relevant channels. The document answers the who, what, where, and when related to D&C activities. The document therefore contains among others an action plan for the communication and the dissemination of results - including key communication messages, content, and design, as well as identification of the most suitable channels to convey them. The stakeholder engagement strategy is based on an analysis of the internal and external factors to reflect the stakeholders' expectations, and stakeholders' classification provided by Ackermann & Eden (2011) is implemented (please refer to Annex 1. for a more detailed description).

The plan serves as a road map for the D&C activities that are to be carried out during the project period. In addition, it contains guidelines for the partners on how to support and engage in D&C activities so

that the consortium collectively can attain wider multiplication of the project, and the results achieved. BIOEAST HUB CR is coordinating the development of this document, lead partner of Work Package 5 “Communication, Dissemination and Long-term Sustainability” is KHZ, while dissemination and communication activities (T5.2) are coordinated by BBEPP. Nevertheless, all partners are expected to contribute, so that the set of Key Performance Indicators KPIs (see chapter 4.3) can be achieved.

2.1 History of the visual identity for COPILOT

The COPILOT project is a follow up project of the Pilots4U project (BBI-JU project, grant agreement no. 745667, topic BBI-2016-S02, 2017-2019). During the P4U project and its afterlife, the P4U and related visual identity became a real “brand” and is well-known among global bioeconomy stakeholders. This was further strengthened by the Pitch Perfect (PP) and Boost the EU Bioeconomy events (co-)organised by P4U in 2018, 2021, 2022 and 2023. The COPILOT project will capitalize and further build on the already existing Pilots4U visual identity not to jeopardize the visibility gained in the past and not to confuse bioeconomy stakeholders. The PDIs database will +/- keep its current P4U logo, but a “powered by COPILOT” signature will be added to the logo and visual identity. The house-style for the “Pilots4U powered by COPILOT” project will be derived from the logo and thus use the same colours and style as displayed by the logo.

Below, the logo of the Pilots4U project (BBI-JU project, grant agreement no. 745667, topic BBI-2016-S02, 2017-2019) is displayed.



Figure 1: The “old” Pilots4U logo

2.2 COPILOT visual identity

The COPILOT project developed two “Pilots4U powered by COPILOT” logos. In Figure 2 a “simple” logo only stating “Pilots4U powered by CoPilot” is displayed. Figure 3 displays the same logo including an extra subline summarizing the aim of the project. Whenever enough space is provided, where the logo must be implemented, this logo will be used. For headers and footers and other rather small spaces, the simplified logo will be used.



Figure 2: COPILOT logo (Pilots4U powered by COPILOT)

A logo a bit more “explanatory” adding a subline summarizing the aim of the project as such.



Figure 3: PILOTS4U powered by COPILOT logo

2.3 Project Templates

BBEPP, Task Leader of Task 5.2 will develop templates for digital and printed (promotional) documents, such as a template for: project deliverables, agendas, PowerPoint presentations, LinkedIn posts, business cards, background pictures for the online meeting with a focus to get ready for the Open Calls. The look and feel of these templates will be based on the look and feel of the logo and website.

2.4 Project promotional materials

On top of the project templates, promotional materials with the “Pilots4U powered by CoPilot” look and feel will be developed upon demand and necessity. This package could contain roll-up banners; digital & printed folders promoting the project, Open Calls, events and activities; infographics; photo and video material; social media post templates, etc.

The final design of the documents mentioned under 2.3 and 2.4 is part of the overall dissemination package that will be used for internal as well as external communication purposes, whenever and wherever the COPILOT activities are presented.

2.5 Funding Acknowledgement

To fulfil the obligations specified in the Grant Agreement Article 17, COPILOT beneficiaries must acknowledge EU and CBE-JU support and display the European flag (emblem), CBE-JU logos, and funding statements when communicating about the project and disseminating project results. This includes media relations, conferences, seminars, and information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc. An acknowledgement of funding should be included in all communication materials:

‘The project is supported by the Circular Bio-based Europe Joint Undertaking and its members.’

Furthermore, when displayed in association with other logos such as partner logos, the EU and CBE JU logos must be displayed at least as prominently and visibly as the other logos.



Figure 4: EU and CBE-JU Funding logos

All communication activities produced by the COPILOT Consortium need to contain the following disclaimer:

Disclaimer: ‘Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE JU. Neither the European Union nor the CBE JU can be held responsible for them.’

To ease this task, different project templates as mentioned under 2.3 have been developed where these requirements have been considered.

3 Target Stakeholder Groups and Messages

Communication activities will complement the project’s dissemination and exploitation activities. The consortium has identified a significant list of stakeholders to which the dissemination and communication tools and activities will be directed. The tools and activities will focus on informing, engaging and persuading the different stakeholder groups needed to make this project a success.

3.1 COPILOT Target Stakeholder Groups

In Table 2 key stakeholder groups have been identified as well as the “what’s in it for them” and “what’s in it for us” arguments and facts being highlighted.

Table 2 Stakeholder groups classification

STAKEHOLDER GROUP	What’s in it for them?	What’s in it for us?
European Open Access Pilot and Demonstration Infrastructures (pilot plants, demo infrastructures offering scale-up from TRL 4 up to TRL 8 for bioeconomy innovations.)	<ul style="list-style-type: none"> - Gain visibility among potential customers and other stakeholders by being part of the Europe wide network of open access pilot and demo facilities for the bioeconomy - Expand their network of collaboration with other actors of their industry and beyond their own region/country. - Be part of and form one common and strong voice to communicate the needs of the network and the opportunities it has to offer. 	<ul style="list-style-type: none"> - Offer a full overview (technologies/capacities/geography) of available PDIs with the aim to facilitate access for bioeconomy innovators and stimulate, as such, the growth of the EU bioeconomy. - Build an active community of PDIs securing their support of and commitment to the COPILOT database/platform and its (post-project) business model. - Be able to assess the balance between demand and offer for scale-up capacity in Europe. - Be able to assess how well existing PDIs meet the needs for scale-up of novel technologies

<p>10 Selected PDIs via COPILOT open calls for the co-creation of the database, platform, related business model and “Scale-Up & Growth Programme”</p>	<ul style="list-style-type: none"> - All the above - Influence the co-creation process of the future database and platform (e.g. by testing the beta-version) and its business model - Assist in shaping the “Scale-up & Growth” Programme - Gain substantial visibility through the organisation of COPILOT activities such as study visits, workshops, webinars and other “Scale-up & Growth Programme” related activities. 	<ul style="list-style-type: none"> - Guarantee a broad and balanced vision that encompasses all (technology / geography) - Get a confirmation that our activities and business model create added-value for all PDIs
<p>Bioeconomy Innovators (e.g. start-ups, spinoffs, SMEs, research groups, large companies) including Bioeconomy Clusters and Incubators</p>	<ul style="list-style-type: none"> - Easy access to a large network of European PDIs - Gain knowledge on the benefits of collaboration with PDIs to get innovations to the market better, faster and cheaper - Access to scale-up related capacity building services through the “Scale-up & Growth” Programme. - Benefit from networking & matchmaking opportunities through the “Exchange & Connect” Programme. 	<ul style="list-style-type: none"> - Build and nurture a vast community of bioeconomy innovators with the aim to stimulate the growth of the European bioeconomy - Identify customers for PDIs - Create “traffic” on the database and platform leading to business model valorisation
<p>15 Selected Bioeconomy Innovators via COPILOT open calls for co-creation of the database, platform and related business model</p>	<ul style="list-style-type: none"> - All the above - Influence the co-creation process of the database, platform and its business model, e.g. by testing the beta-version and the business model - Assist in shaping the “Scale-up & Growth” Programme (what trainings/workshops are useful for innovators) 	<ul style="list-style-type: none"> - Involvement of the database users is crucial - Find out what their needs are (what are they looking for on the database and platform, what is useful for them and how should it be presented) - Help to shape and take the lead in participation to the “Scale-Up & Growth” and the “Connect & Exchange” Programmes - Get a confirmation that our activities and business model create added-value for bioeconomy innovators
<p>Networks of test rigs, labs & research infrastructures</p>	<ul style="list-style-type: none"> - Gain visibility among bioeconomy innovators with downscaling and/or R&D needs - Get connected to the PDI database & platform 	<ul style="list-style-type: none"> - Get informed about and connected to the most relevant networks - Enrich the project’s “Scale-Up & Growth” and the “Connect & Exchange” Programmes

	<ul style="list-style-type: none"> - Benefit from the “Scale-Up & Growth” and the “Connect & Exchange” Programmes 	<ul style="list-style-type: none"> - Offer solutions for down-scaling and R&D needs.
Investors providing finance for scale-up, demo and further commercialisation	<ul style="list-style-type: none"> - Facilitate access to PDIs to de-risk scale-up for the companies they are supporting - Benefit from the “Scale-Up & Growth” Programme and gain knowledge about the costs, the challenges and benefits of collaborations with PDIs - Benefit from the “Connect & Exchange” Programmes and grow their networks and portfolios 	<ul style="list-style-type: none"> - Inform & engage investors about the costs, challenges and benefits when collaborating with PDIs with the aim to persuade them to finance bioeconomy scale-up - Connect them to our communities of bioeconomy innovators & PDIs
Corporates	<ul style="list-style-type: none"> - Corporates offering Open Access PDI --> see PDIs - Corporates looking for scale-up --> see Bioeconomy Innovators - Corporate investors --> see investors 	<ul style="list-style-type: none"> - Corporates offering Open Access PDI --> see PDIs - Corporates looking for scale-up --> see Bioeconomy Innovators - Corporate investors --> see investors
Other market actors such as equipment providers, consultants, feedstock owners, software solutions, legal advice, specialized B2B media, etc.	Benefit from our networks and communities via the “Scale-up & Growth” and “Exchange & Connect” Programmes	Potential income providers for database and platform business model
Regional Authorities from regions with a bioeconomy strategy and/or funding instruments for scale-up	<ul style="list-style-type: none"> - Be aware about the COPILOT database, platform and activities - Benefit from the “Scale-Up & Growth” Programme and gain knowledge about the costs, the challenges and benefits when collaborating with PDIs - Benefit from the “Connect & Exchange” Programme and grow their networks and portfolios 	<ul style="list-style-type: none"> - Offer capacity building on the benefits/costs of scale-up trials to make them aware of the need to create public funding tools to facilitate access for their bioeconomy innovators to PDIs and allowing mobility between regions. - Organise an “opportunity of the bioeconomy workshop” where they will be a “good practice” and inspiration for the regions with low bioeconomy uptake
Regional Authorities from regions without a bioeconomy strategy and/or funding instruments for scale-up with a special focus on the WIDENING regions and countries	<ul style="list-style-type: none"> - Be aware about the COPILOT database, platform and activities - Benefit from the “Scale-Up & Growth” Programme and gain knowledge about the costs, the challenges and benefits when collaborating with PDIs 	<p>!!!COPILOT will put special focus on this stakeholder group!!!</p> <ul style="list-style-type: none"> - Inspire, trigger and convince these regions of the enormous potential of the bioeconomy and stimulate them to take appropriate policy measures to grow and support the

	<ul style="list-style-type: none"> - Benefit from the “Connect & Exchange” Programmes and grow their networks and portfolios 	<ul style="list-style-type: none"> bioeconomy in their respective regions - Create awareness about the COPILOT offer (database, platform and activities) - Engage them in COPILOT capacity building and networking activities and offer them Travel Vouchers to attend
<p>Policy makers (EC, Macro regional, National / Regional / local authorities, etc.)</p>	<ul style="list-style-type: none"> - Policy recommendations aiming at strengthening (European) competitiveness, enhancing (EU’s) strategic autonomy and resilience and providing an economic security perspective. - Consult datasets on scale-up capacity and availability - Benefit from the “Scale-Up & Growth” and “Exchange & Network” Programmes. 	<ul style="list-style-type: none"> - Potential implementation of our policy recommendations - Support the scale-up ecosystem in the best way

3.2 Stakeholder types based on interest and influence on the topic

Figure 5 shows the general method (see Annex 1: Ackermann & Eden (2011): stakeholder classification into four groups according to influence and interest) used to indicate the relevance of the different stakeholder groups for the successful implementation of the COPILOT project.

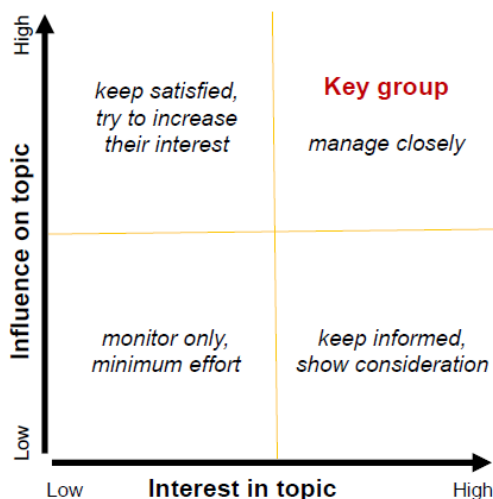


Figure 5: General Stakeholder Types

In Table 3 we implemented this methodology on the COPILOT Stakeholder Groups, dividing them into Players, Context Setters, Subjects and Crowd. Although the Players are considered the “Key group” and

we will closely work together with them, we aim in the COPILOT project to increase the “interest in the topic” of the CONTEXT SETTERS trying as such to push them into the PLAYERS section.

Table 3 Relevance of the different stakeholder types for the COPILOT project

CONTEXT SETTERS: Low Interest – High Influence	PLAYERS: High Interest – High Influence
<ul style="list-style-type: none"> Investors (private funding) Regions without a bioeconomy strategy and/or funding tools for scale-up 	<ul style="list-style-type: none"> 10 selected PDIs via COPILOT open calls for co-creation 15 selected Bioeconomy Innovators via COPILOT open calls for co-creation Regional Authorities with a bioeconomy strategy and/or funding tools for scale-up Policy makers
CROWD: Low Interest – Low Influence	SUBJECTS: High Interest – Low Influence
<ul style="list-style-type: none"> Networks of test rigs, labs & research infrastructures Other market actors 	<ul style="list-style-type: none"> PDIs Bioeconomy Innovators

Table 4 Engagement description for each stakeholder type

CONTEXT SETTERS: Low Interest – High Influence	PLAYERS: High Interest – High Influence
<ul style="list-style-type: none"> Investors (private funding) Regions without a bioeconomy strategy and/or funding tools for scale-up <p>Keep satisfied → inform, consult and engage them and try to increase the interest in the topic so they can be considered PLAYERS by the end of the project. e.g.: participate in and contribute to our “Scale-Up & Growth” and “Exchange & Connect” Programmes.</p>	<ul style="list-style-type: none"> 10 selected PDIs for co-creation 15 selected Bioeconomy Innovators for co-creation <p>Work together → inform, consult, collaborate e.g.: Co-creation of the database, platform, business model, Study Visits, Scale-Up & Growth Programme</p> <ul style="list-style-type: none"> Regional Authorities with a bioeconomy strategy and/or funding tools for scale-up Policy makers <p>Work together → Inform & engage e.g.: communicate our policy recommendations, offer our database/platform as data source, invite to participate in and contribute to our “Scale-Up & Growth” and “Exchange & Connect” activities</p>
CROWD: Low Interest – Low Influence	SUBJECTS: High Interest – Low Influence
<ul style="list-style-type: none"> Networks of test rigs, labs & research infrastructures Other market actors 	<ul style="list-style-type: none"> PDIs Bioeconomy Innovators

Minimal Effort → connect to our database/platform + inform e.g.: inform about our database and platform; participate in and contribute to our “Scale-Up & Growth” and “Exchange & Connect” Programmes.	Show consideration → inform, engage and persuade to be part of the network, its communities and activities e.g.: register on database & platform, participate in and contribute to our “Scale-Up & Growth” and “Exchange & Connect” Programmes.
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3.3 Important messages clarifying key definitions for our stakeholder groups

What is Pilots4U powered by COPILOT:

Message 1: The COPILOT project will update, expand and make the Pilots4U database of Open Access Pilot and Demo Infrastructures for the European Bioeconomy future-proof and self-sustainable through co-creation. Furthermore, the project will grow, train and nurture the stakeholder communities linked to this database by means of the “Scale-up & Growth” and the “Connect & Exchange” Programmes.

What is open access:

Message 2: All facilities included in the network are open (if a fee for service is paid) to any European start-up, small, medium, large enterprise, or other entity looking for equipment and expertise to translate their innovative lab scale process into a viable industrial process.

What is a pilot and multipurpose demo-infrastructure:

Message 3: Open Access pilot and demo-infrastructures are offering a broad spectrum of state-of-the-art equipment and required expertise with the aim to help innovative companies, at or in between TRL 4-7 for pilot and TRL 7-8 for demo infrastructure, scale-up their successful research to an industrial scale. (= Often these Facilities are shared investments in equipment and expertise).

What technologies are considered as relevant for the bioeconomy within the Pilots4U network:

Message 4: The Pilots4U database is considering pilot equipment for the following technologies as relevant for the bioeconomy: industrial biotechnology, chemical conversion, fractionation, purification, thermal conversion, pulping, material technologies, algal cultivation, anaerobic digestion and nutrient recovery, fermentation and digestion, enzymatic catalysis, sterilization technologies, biological and chemical processes, physical, physicochemical, and electrochemical processes, etc.

What is the added value of collaborating with pilot and demonstration facilities:

Message 5: Collaboration, in an early stage of innovation, with experienced personnel in such a flexible facility can substantially reduce costs, risks and development time, and reinforces the chance to successful market entry.

Message 6: Companies can get a proof-of-concept and first product samples which will help them convince clients (application testing, market development) and investors.

Why should policy makers support pilot and demo facilities and their users?

See message 5 and 6

Message 7, on a societal level: As open access pilot and demo facilities for the bioeconomy speed up sustainable innovation, they are a crucial element in dealing with societal challenges such as developing a sustainable, innovative and knowledge-based economy in Europe, creating jobs and meeting climate targets.

Message 8: Public investment in Shared Pilot Facilities ensures that the high cost of pilot and demonstration actions can be mitigated for SMEs through the availability of open access capabilities. Impact measures of shared pilot facilities should therefore take into account the impact on employment and investments in Europe, by the users of the pilot facilities.

4 Communication & dissemination Tools and Activities

4.1 Overview of communication and dissemination tools

The consortium will maintain regular and active communication throughout the project, maximising dissemination to the relevant target groups, and providing background communication services. This will include updating via the website, providing regular information updates via social media, and for inclusion in partner websites, press releases, podcasts, videos for objectives and recommendations, etc. for wider multiplication. The consortium will promote the project via relevant events (e.g., presenting at conferences), reaching other multiplier organisations, policymakers, and government directly.

The project communication campaign instruments will therefore include the project's website, social media channels, press releases, and relevant news portals as well as an online platform (YouTube) for audio-visual material produced.

Table 5 Tools for dissemination and communication activities

TOOLS	ACTIVITIES	START MONTH	MAIN TARGET GROUPS
COPILOT website	COPILOT project website and a database/ platform website, desktop and mobile version; (future business model proof and can further exist after the project end), acting as a major communication channel with policymakers, industry & innovators, investors, academia, and multipliers. A professionally designed English-language website, providing information about the project's concepts, main goals, and partners involved in the consortium, showcasing the project's news and progress. The site will be the main repository of information on results, e.g. reports, country	4 (web); 12 (database, platform)	All target groups

	fact sheets, databases/dashboards, best-practice cases, events, podcasts, videos, as well as recommendations		
Social media	Regular updates on project & database status, capacity building, workshops and events, open calls, reports, good practice, results etc. will be posted on the “P4U powered by COPILOT” LinkedIn profile (>1000 followers, 30% increase as of 2023) and YouTube Channel (> 100 subscribers), and via the existing social media channels of the different consortium partners . The project will capitalise on the 1000+ followers that the current LinkedIn Pilot4U profile has. Same for the YouTube that already contains a wealth of video material still very relevant: A video visiting 25+ PDIs; testimonials of start-ups/SMEs and PDIs; webinars	1	All target groups
Publications in digital & printed media	General interest articles in media that target policymakers, industry, and multipliers from local and regional to European level (e.g., newspapers, magazines, stakeholder relevant newsletters).	1	General public
Communication materials	A visual identity/ branding for the project and the (future-proof) database/platform (logo, house-style, presentation & deliverable template, banners for social media channels, etc); (digital) flyers, postcards, roll-up banners, infographics, booths. In line with the European Commission and CBE-JU visual guidelines	3	All target groups
Conferences, sector-specific Fairs	COPILOT will be active at conferences and sector-specific events addressing the key target groups: innovators, infrastructures, enablers, citizens & consumers	1	innovators, infrastructures, enablers, citizens & consumers, scientific community, industrial actors
Press releases	1 at the start of the Open Calls (August 2024) to select Co-Creation Partners 1 to communicate that the “upgraded” Pilots4U powered by COPILOT database/ platform is ready for use and being filled with data; 1 towards the end to promote the use of the “final product” and look for opportunities to further feed the business model.	1	All target groups
Podcasts	Uprising communication tool, if/when appropriate the consortium will look into the opportunities and possible matches with the project’s objectives and activities, taking into account the nature of the material and the respective/ appropriate target group	30	All target groups

Video	Action video as the final “product” of the COPILOT project reaching wide promotion (EU but not only), focussing on Central and Eastern Europe.	24	All target groups- focus on CCE
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4.2 Integrating the COPILOT web pages with the “Pilots4U powered by COPILOT” platform- Business Model for self-sustainability

The COPILOT website will, from the early start of the project on, have a strong link with the existing Pilots4U website hosting the “old” Pilots4U database (weblink: www.biopilots4U.eu). The proposed approach will be as follows:

In M2 & 3 a preliminary website will be designed, built and hosted on www.copilot-project.eu. This preliminary website will include:

- Homepage
- About (including COPILOT aims, tasks, partners, financiers & Pilots4U history)
- Open Call pages (OC 1 & OC2), Open Calls to be launched mid-August 2024.
- Database: Linking to the “old” database on www.biopilots4U.eu (if the new version is not ready for publishing)
- News / Events
- Contact / Link to LinkedIn & YouTube

In the meantime, a software company will be procured that will build the new, future-proof “Pilots4U powered by COPILOT database & platform”. The software of the database and platform will need to be compatible with the website software for maximal performance of the database/platform. And features need to be foreseen to service the business model that will keep the database/platform self-sustainable after the COPILOT project end. As neither the software, nor the necessary features are known at the start of the project, the preliminary website will fill the gap until the final website can be built.

As soon as the software specifications and business model features are known, and the database/platform building is ongoing, the final website that will host the new database/platform will be build. Once it can go online, it will be hosted at www.biopilots4U.eu. When visiting the www.copilot-project.eu link, it will take you immediately to the www.biopilots4U.eu, so both links will give the same result.

4.3 Social Media

Social networks will be used as marketing tools in order to promote the activities and outputs of the project and will also encourage a wider discussion and involvement. As the community was developed in the previous PILOTS4U project, the COPILOT will take an advantage and will foster this community using the already created Pilots4U accounts that are linked to the project's website but adding a “powered by COPILOT” signature to the logo and visual identity. It is important to add that CBE- JU communication requirements will be respected at all times.

To draw the attention of the target groups to the project, encouraging participation and contribution to future bioeconomy policy making, the social media platform LinkedIn will be used. LinkedIn, a

business-oriented professional networking tool that is used by many as a source of information and inspiration, will therefore be a solid presence to amplify the news on the website is essential.

New outputs will be posted under the “P4U powered by COPILOT” LinkedIn profile and YouTube Channel and via the existing social media channels (X, Facebook, etc.) of the different consortium partners, adhering to the following KPIs:

- LinkedIn profile: >1000 followers
- YouTube Channel: > 100 subscribers

More KPI's can be decided on by the consortium for the remaining social media account platforms.

4.3.1 Pilots4U powered by COPILOT LinkedIn Profile

LinkedIn has been chosen, as it is a professional networking platform with a target audience of professionals and businesses from various industries. LinkedIn is a useful tool for project communication because it provides a platform for sharing updates, news, and other relevant information about the project. Further, it is a platform where we can meet potential partners, and experts in the field of bioeconomy, which can help improve the success of the project.

You can find the **COPILOT Social Pages** in the following links: <https://www.linkedin.com/company/24765820>

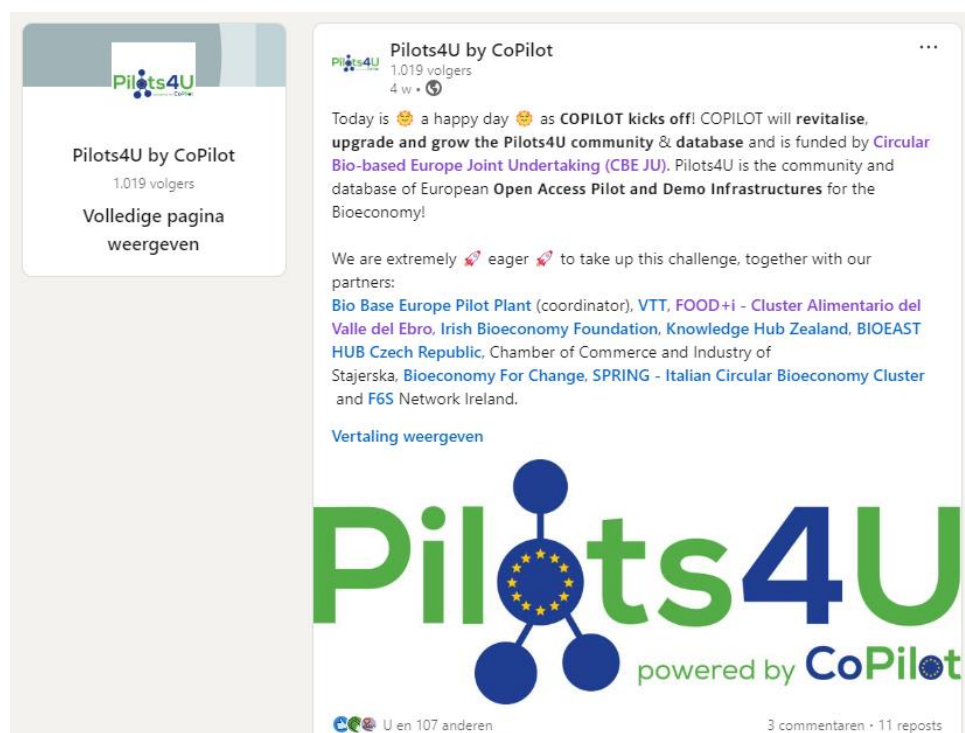


Figure 6: Screenshot of the COPILOT LINKEDIN profile

When posting on messages on LinkedIn the partner organisations will be tagged as often as possible to achieve a greater reach. Further, relevant hashtags such as: #CBE-JU, #pilot plant, #scale-up, #bioeconomy, #sustainability, #research, #innovation, #partnership, #cooperation, #press_release, #EUBioeconomy etc. will be used.

The links to the Pilots4U posts will be disseminated to the consortium partners and the co-creation groups (PDIs & Innovators) for maximum dissemination and impact.

All project team members are encouraged to make sure that they receive all notifications coming from the COPILOT LinkedIn profile by clicking on the “notification bell”.

4.3.2 “Pilots4U powered by COPILOT” YouTube Channel

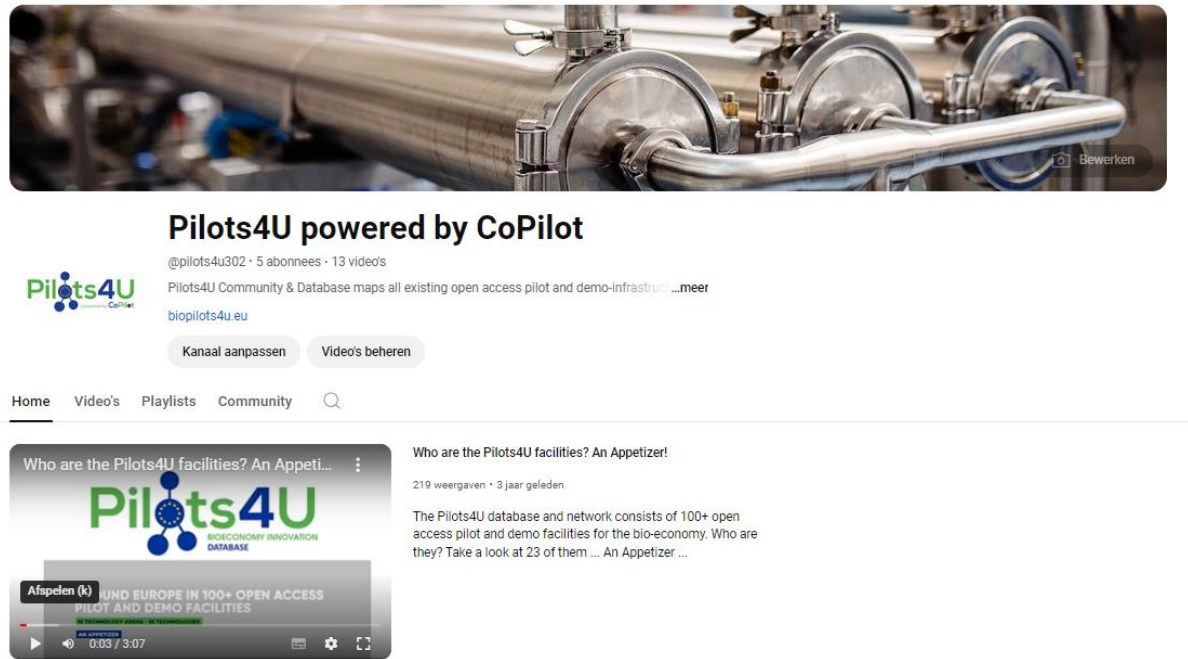


Figure 7: Screenshot of the COPILOT YouTube profile

(https://www.youtube.com/channel/UCcSVg1U_PFVvAWH2XMuSQQQ)

4.4 Press Releases

COPILOT will aim at releasing several (minimum three) impactful press releases.

- The first one at the occasion of the **launch of the Open Call for PDIs and the Open Call for Bioeconomy Innovators (Mid-August 2024)** to select Co-Creation Partners
- 1 to communicate that the “upgraded” Pilots4U powered by CoPilot database/ platform is ready for use and being filled with data.
- 1 towards the end to promote the use of the “final product” and look for opportunities to further feed the business model

4.5 List of deliverables by month

Through the duration of COPILOT, several Project Deliverables are required to be made available and known to the public through project channels of communication, e.g. the project’s website and social media. The timing and description of such Public Deliverables are listed in Table 6.

Table 6 List of Public Deliverables by Month

Month	Date	Nr	WP	Name	Partner	Dissemination level

3	August 2024	D5.1	5	Communication and Dissemination Plan	BIOEAST HUB CR	PU- Public
3	August 2024	D5.2	5	Website Landing Page	BBEPP	PU- Public
6	November 2024	D1.2	1	Report of Pilots4U community wide consultation	BBEPP	PU- Public
6	November 2024	D2.1	2	FSTP guidelines of the Open Call 1 & 2	F6S	PU- Public
6	November 2024	D5.5	5	Website Updated	BBEPP	PU- Public
9	February 2025	D1.3	1	Report on RIs, networks and related initiatives	SPRING	PU- Public
9	February 2025	D3.1	3	Beta version P4U platform powered by COPILOT	BBEPP	PU- Public
12	May 2025	D1.5	1	Capacity and synergy action plan for an integrated access from lab to pilot scale	VTT	PU- Public
12	May 2025	D3.2	3	Co-Creation Insights Report: Ideation and Needs Identification Workshops	F+i	PU- Public
18	November 2025	D3.3	3	Fully deploy P4U platform powered by COPILOT	BBEPP	PU- Public
28	September 2026	D2.3	2	Open Call 3: Voucher Network Program	SGZ	PU- Public
6/ 18/ 30	November 2024/ November 2025/ November 2026	D5.3/ 5.6/ 5.8	5	Report on C&D Activities 1/ 2/ 3	BBEPP	PU- Public

4.6 Workshops and Events

BBEPP and BIOEAST HUB CR WPC will closely monitor all workshops and events planned by project partners within the COPILOT project (as indicated in Table 7), likewise events that they wanted to participate in (i.e. outside the project, which are summarized in Table 8). A shared document was provided to make it easy for project partners to inform about the communication activities. The table (updated till the end of June 24) is also provided below.

Table 7 Events/ workshops

WP/ Task	Description	Type of event	Physical	Online	Approximate timing	Stakeholders involved (to invite/participate)
T1.2	Workshop to collect feedback on how to stimulate collab between RI/PDI	Workshop	Yes	TBD	M9 - Feb 2025	RIs, PDIs
T1.4	Capacity & Synergy Assessment Workshop	Workshop	Yes	TBD	M10 -March 2025	RIs, PDIs, Innovators
T2.1	Webinars about Open Calls	Webinar	Yes	TBD	M3- M6	RIs, PDIs, Innovators
T3.2	Co-creation Workshop 1 - 10 selected PDI1	Co-creation WS	Yes	No	M7 - Dec 2024 (PPBEB)	10 selected PDIs
T3.2	Co-creation Workshop 2- 15 selected innovators	Co-creation WS	Yes	No	M7 - Dec 2024 (PPBEB)	15 selected innovators
T3.2	Co-creation Workshop 3- 10 PDIs + 15 Innovators	Co-creation WS	Yes	No	M7 - Dec 2024 (PPBEB)	10 PDIs + 15 Innovators
T3.3	Online Co-creation Workshop 1	Co-creation WS		Yes	M12 - May 2025	10 PDIs + 15 Innovators
T3.3	<i>Online Co-creation Workshop 2 (if needed)</i>	<i>Co-creation WS</i>		Yes	<i>M14 - July 2025</i>	<i>10 PDIs + 15 Innovators</i>
T3.3	<i>Online Co-creation Workshop 3 (if needed)</i>	<i>Co-creation WS</i>		Yes	<i>M16 - September 2025</i>	<i>10 PDIs + 15 Innovators</i>
T3.4	Database Population Kick-Off Webinar	Call-to-Action Webinar		Yes		Entire PDI Community

T4.3	Investability Training Session	Training Session	TBD	TBD	TBD	Max. 5 selected OC2 Innovators
T4.3	Trilateral IBF/BBEPP/Investor Training	Training Session	TBD	TBD	TBD	Max. 5 investors
T4.4	Scale-up & Growth Training Programme - Bioeconomy Sector focussed	Online Training Session (6 in Total)		Yes	M7 - M30	PDIs, Innovators, Investors
T4.4	Scale-up & Growth Training Programme - Scale-up Skills focussed	Online Training Session (6 in Total)		Yes	M7 - M31	PDIs, Innovators, Investors
T4.5	PDI Study Visit	Study Visit (12 in Total)	Yes			PDIs, Innovators, Enablers
T4.5	Workshops - Scale-up & Growth Training programme OR Connect & Exchange Programme	Workshop or Training (12 in Total)	Yes	Tbc	Tbc	PDIs, Innovators, Enablers
T4.6	Pitch Perfect and Boost the EU Bioeconomy 2024, 2025, 2026	Pitch, Matchmake, Network (12 in Total)	Yes		Tbc	All stakeholders
T4.6	BIOKET 2025, 2026	Matchmake, Network (2 in Total)	Yes		M10 & M22	All stakeholders

Table 8 . External events/ workshops

Event	Date	Location	Partner	Organiser	Participant / Booth / Presentation / Network / Organiser
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IFIB 2024	3 & 4 October 2024	Bologna	SPRING	SPRING	
Pitch Perfect & Boost the EU Bioeconomy 2024	2 & 3 December 2024	Brussels	BBEPP	BBEPP	COPILOT booth, PDI & Innovator Pitches ...
BIOKET 2025	11 - 13 March 2025	Brussels	B4C	B4C	
TBMCE 2024	4th-6th September 2024	Portorož	SGZ	SGZ	promotion of the open calls
IFIB 2025	25-26 September (TBC)	Torino	SPRING	SPRING	
BioinvestIT	May 2025 (TBD)	Milano	SPRING	SPRING	investment forum
Transfoodmation 2024	14th November	TBC	FOOD+i	FOOD+i	Sustainability forum
Nordic Wood Biorefinery Conference (NWBC) 2024	15 Oct 2024 - 17 Oct 2024	Örnsköldsvik , Sweden	VTT	RISE (+VTT)	Study visit RISE (Tbc)
Budapest Hungarian Presidency Conference	4th December 2024	Budapest	BHCZ	Hungarian ministry of Agriculture / BIOEAST Initiative	BIOEAST community, Thematic working groups of the Initiative
CZ - National bioeconomy Congress	16th November 2024	Prague	BHCZ	BHCZ	BHCZ members, Ministries of Agriculture, Education, and Environment

5 Cooperation with other projects and initiatives

Efficient communication of the COPILOT project requires close cooperation with related CBE-JU and Horizon Europe CSAs, RIAs, IAs, EC tenders, and initiatives.

After COPILOT was kicked off, BBEPP and BIOEAST HUB CR immediately embarked upon and will continue networking with relevant projects and initiatives with the support of all project partners. A template for project partners was provided that collected the information about relevant projects and initiatives. The results are summarised in the table below.

Table 9. Networks, projects, or related initiatives ¹

¹ This table will be constantly updated with more projects in the same field.

Project / Initiative	Description	Partners involved
SHAPINGBIO	Shaping the future bioeconomy across sectoral, governmental and geographical levels	BBEPP, BIOEAST
European Commission	EU Biotechnology & Biomanufacturing Communication and Strategy	BBEPP, VTT ...
GreenChemforCE	Incorporation of SSbD principles in green chemistry	SGZ
BioInSouth	Bioeconomy strategies recommendations at regional and national level	SPRING, BIOEAST
Biomodel4regions	Bioeconomy strategies recommendations at regional and national level	SPRING
Brilian Project	Support the adoption circular and sustainable cooperative business models in rural areas	FOOD+i, BIOEAST
RITIFI	Research Infrastructures (RIs) and Technology Infrastructures (TIs) complementary elements for functional and efficient R&I ecosystems in Europe.	VTT
Commission Technology Infrastructure Expert Group	Commission Technology Infrastructure Expert Group - recommendations for TI funding and coordination	VTT
IBISBA DIALS	Following the Preparatory Phase (ended in 2023) the IBISBA-DIALS project aims to complete preparatory work, create and launch IBISBA (Industrial biotechnology) as a European Research Infrastructure Consortium (ERIC).	VTT
INN-PRESSME	<p>INN-PRESSME is a joint collaborative network of 27 partners from 9 countries from North (Finland, Sweden, United Kingdom, Belgium), South (Spain, Italy, France) and central Europe (Germany, Poland). All technical and market-oriented services are provided by specific partners. The INN-PRESSME Open Innovated Test Bed (OITB) provides a twofold approach to support European companies in reaching the ambitious objectives:</p> <p>Developing new market-ready products and goods, from bio-based materials, by feedstock conversion. Nano-enabling will make these materials reach and exceed performances of current fossil-based materials. All materials at TRL7 will be environment-friendly according to</p>	VTT

	circular economy principles. Support the digital transition by providing companies with all data and life cycle value chain modelling tools, compatible with an industrial production move to TRL9, from feedstock conversion to material processing. This is key in maximising the use of feedstock materials in the circular economy.	
BIOTRANSFORM	BIOTRANSFORM is developing transition pathways towards circular bioeconomy, pilot plans can establish the connection and enhance value chains.	BIOEAST
RURALBIOUP	The project is establishing regional HUBs, usually in rural areas. It can help with the outreach and promotion of COPILOT.	SPRING, BIOEAST
BIOLOC	The project is establishing regional HUBs, usually in rural areas. It can help with the outreach and promotion of COPILOT.	SPRING, BIOEAST
BOOST4BIOEAST	BOOST4BIOEAST is enhancing the macro-regional Thematic Working Groups, of which bio-manufacturing is of a particular interest for COPILOT.	BIOEAST

This activity will indeed continue during the project lifetime to ensure visibility of the COPILOT project and its results. The above-mentioned table with public contacts will also be fully utilised for the link building and e-marketing, hereby the visibility of the COPILOT project will increase.

6 Internal communication and communication protocol

The involvement of the WP Leader and Task Leaders in the Communication is vital for efficient communication and dissemination of the COPILOT project.

Internal communication between COPILOT partners will be facilitated through share point on TEAMS platform, which serves as the primary document-sharing platform. This setup allows partners to upload, share, and collaborate on project documents in real time, ensuring that all team members have access to the latest information. Regular updates and notifications can be enabled to keep partners informed of any changes or additions to the shared documents. TEAMS also supports collaborative features such as co-authoring, which allows multiple partners to work on a document simultaneously, enhancing productivity and cohesion within the team.

To ensure good team spirit, all partners are requested to follow basic etiquette rules shown in the table below.

Table 10. Basic etiquette rules

Etiquette	Description
Always keep the good tone and be polite	To strengthen the connections between the consortium and team members, thus enhancing the productivity and creativity in the

	project, project participants should always keep a good tone and be polite.
Patience	Complex project issues can lead to long discussions. Data, facts, and opinions should always be clarified carefully and patiently.
One-to-one calls	Potential misunderstandings should be prevented by one-to-one calls rather than confusing written communication. However, a follow-up email with the most important decisions and clarifications from the calls should always follow.
Show appreciation	Always shows appreciation for the efforts of others.
Avoid emotional emails	Project participants should avoid sending emotional emails as emotions can easily cloud perspective.

To ensure smooth written communication, all partners are requested to follow the basic rules shown in the table below. All partners should be respectful of everyone's time by keeping their messages brief and specific. The number of emails should be limited to maintain an overview.

Table 11. Basic rules for written communication

Type of written communication	Description
Organisational mails	Mails to all will be sent mainly by the Coordinator or the TFM and will be of organisational character.
Follow-up emails	Follow-up mails about WP progress or progress of interdependent tasks in different WP will be sent to specific project participants organised in groups
Alert emails	Alert mails and reminders will be sent by the through mail
Management software for task implementation messages	Emails containing comments about task implementation should be replaced by comments under the tasks and steps (subtasks) in the project management software. In that way, the communication about task issues will be kept in one place according to its topic.
In-time response to emails	Responses to questions and comments should be sent within 1-2 days.
Communication with CBE JU	Only the Coordinator is entitled to write emails with the Project Officer.

7 Annex No 1. - Communication strategy based on stakeholder classification

One of the earliest definitions describes stakeholders as groups “without whose support the organisation would cease to exist” (Freeman and Reed, 1983, p. 89). The term was later extended to all groups or individuals who are affected by the organisation as well as those who can affect it (Bryson et al., 2002; Freeman and McVea, 2001). Wellens & Jegers (2014) provided a list of seven crucial stakeholders: governments, beneficiaries, private donors, board members, management, volunteers working at the grassroots level, and non-managerial staff members.

7.1 Classification of Stakeholders

Ackermann & Eden (2011) classified stakeholders into four groups according to power and interest, see Fig. 9 below.

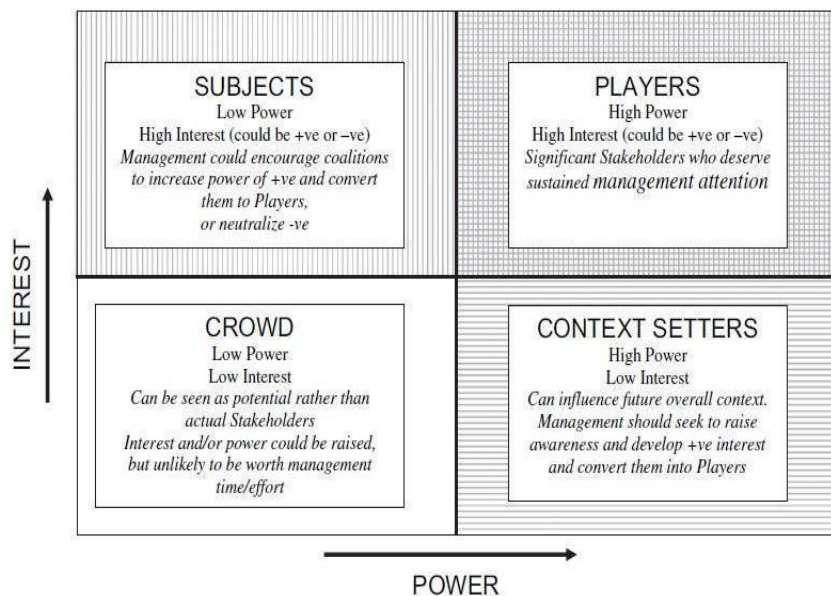


Figure 8: Outline stakeholder power – interest grid²

Ackermann & Eden (2011) gather in the upper two categories stakeholders with the most stake (i.e., most ‘interest’) in the organisation. While ‘Players’ are those interested stakeholders who also have a high degree of power to support (or to sabotage) firms’ strategies, ‘Subjects’ are interested but have less influence. Ackermann & Eden (2011) classify ‘potential’ stakeholders, as those groups, who have not (yet) displayed much interest in the organisation and create two lower categories for them. ‘Context setters’ may have a high degree of power over the future of the organisation, while the last quadrant the ‘Crowd’ (currently) exhibits neither interest nor power to influence strategy outcomes.

² Source: Ackermann, F., Eden, C. (2011) Strategic Management of Stakeholders: Theory and Practice. Long Range Planning 44, 179 - 196.

7.2 Basic Communication Strategy

There is a need to inform stakeholders with low interest and low influence, stakeholders with low interest and high influence shall be engaged more in the project providing, and they should be regularly consulted in the Quadruple Helix Model of innovation. This strategy is designed to support the multi-actor involvement of all major actors in the innovation system: science, policy, industry, and society.

Stakeholders who dispose with low power but who are very interested should be also involved in the consultation procedure. And finally, stakeholders with high interest and high power should be engaged in close collaboration. The figure below displays the basic communication strategy targeted to different stakeholders with some explanatory tools.

SUBJECTS	PLAYER
Show consideration – inform + consult e.g.: capacity building workshops, analysis reporting, discussion forums, formal e-consultation, message moderation, outline surveys, ideation, quick pools	Work together – inform + consult + collaborate e.g.: task assignment, document co-authoring, team management,
CROWD	CONTEXT SETTERS
Minimal Effort – inform e.g.: LinkedIn, Tweets, Webpage, YouTube, Newsletter	Keep satisfied – inform + consult e.g.: issue registers, document review, targeted alerts, links to articles, project blogs, secured file sharing

Figure 9: Basic communication strategy

8 Annex No 2. Preview of WPs

Table 12 Work packages, timeline and lead partners

WP	Months	Objectives	Lead Beneficiary
1	1- 30	<p>Mapping of the integrated scale-up ecosystem: To develop an integrated and efficient ecosystem for testing, scale-up and demonstration of biobased processes by:</p> <ul style="list-style-type: none"> •Identifying and mapping PDIs beyond the P4U database, with special focus on underrepresented regions. •Mapping relevant RIs, networks and related initiatives for bio-based processes. •Identifying and mapping of Innovators and Enablers from the scale-up ecosystem. •Analysing synergies from RIs to PDIs ensuring the need of 	VTT

		Innovators to scale-up.	
2	1- 30	<p>Tuning the database into a community: Stimulating the COPILOT encompassing community and empowering leaders:</p> <ul style="list-style-type: none"> •To set up and deploy a transparent, fair and objective FSTP process. •To attract and engage access to PDIs. •To recruit Infrastructures, Innovators and Enablers to participate in the project activities and programs. •To assess FSTP impacts 	F6S
3	1- 24	<p>The next generation platform: integration of an all-encompassing EU-wide PDIs database into a fit-to-market platform:</p> <ul style="list-style-type: none"> •To set up and deploy a transparent, fair and objective FSTP process. •To attract and engage access to PDIs. •To recruit Infrastructures, Innovators and Enablers to participate in the project activities and programs. •To assess FSTP impacts 	BBEPP
4	1- 30	<p>Community Nurturing: Providing Assistance, Training and Support Services:</p> <ul style="list-style-type: none"> •To nurture relationships with the scale up key stakeholders' groups (Infrastructures, Innovators and Enablers) •To develop a targeted training and support program. •To provide support and assistance to Innovators. •To ensure spotlight for selected Innovators towards financing •To facilitate networking and matchmaking, fostering the connection within the community. 	F+i
5	1- 30	<p>Communication, Dissemination and Long-term Sustainability:</p> <ul style="list-style-type: none"> •To support the reboot and expansion of a network and community of open access PDIs •To support the capacity and community building for Innovators and potential investors with the aim to facilitate their access to process development and scale-up facilities and to speed-up the market entry of their innovations. •To raise awareness with and ensure capacity building of all stakeholder groups involved, with a particular focus on stakeholders from regions with low bioeconomy innovation uptake, in particular their regional authorities and policy makers. •To develop and test business models to ensure the long-term post-project self-sustainability of the platform and related communities. 	KHZ
6	1- 30	<p>Project Management:</p> <ul style="list-style-type: none"> •To fulfil the project objectives •To ensure the high quality and timely delivery of all project deliverables •To ensure good administrative and financial management of the 	BBEPP

		<p>overall project in general and in particular for the cascade funding</p> <ul style="list-style-type: none">•To rely on project management best practises as pilar for the project continuity	
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