



D7.4 Update of the D&C actions

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1.1.1.1 Disclaimer and acknowledgements

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Executive Summary

This is the deliverable 7.4 of the BIOSCHAMP project: *Update Of The D&C Actions*. The author of this document is INNOVARUM (the commercial brand of EURIZON S.L., partner 7) and Work Package 7 leader of the BIOSCHAMP project (Communication, Dissemination and Exploitation).

The document summarises the communication actions carried out during the first half of the project, presenting highlights and challenges encountered. During the first half of the project, the project has focused on communication and digital actions (influenced by COVID19 restrictions), and in total, the project has reached 7057 impacts with its actions (press release, social media, video, webpage, practice abstracts, events, media publications...).

Then, the document moves on to describe the 3 campaigns the project envisions for the next 21 months to come: *Campaign 1- Dissemination of technical results to technical audiences*, *Campaign 2 - Connecting with the mushroom industry* and *Campaign 3 - Policy recommendations*. Campaigns cover online and offline channels, specific actions, KPIs and target audiences until March 2024 (project end).

Finally, this document closes with a section dedicated to conclusions.

1 Introduction: the communication of the BIOSCHAMP project

This document is the update of the project's Dissemination and Communication Plan. The document has been prepared by INNOVARUM (the commercial brand of EURIZON S.L., partner 7) and Work Package 7 leader of the BIOSCHAMP project (Communication, Dissemination and Exploitation). INNOVARUM will oversee the implementation, coordination and execution of the actions included in this document.

This document follows up on the Communication, Dissemination and Exploitation Plan (CD&E Plan) - the Deliverable 7.1 of the BIOSCHAMP Project (WP7), and updates on the progress of the communication project as well as prepares and explains the steps for the next 21 months of the project.

Lastly, final results of the communication of the project will be covered in a last WP7 document to be delivered at the end of the project in March 2024: deliverable 7.8. *Summary of the D&C actions - Report* reflecting all the D&C actions that have been undertaken in the project (due for Month 42).

These three deliverables (7.1, 7.4 and 7.8) are all open to the public.

1.1 First half of the project

The first half of the project has witnessed the deployment of the basis of the communication of the project. That is, project actions have focused in presenting the project to its audiences, its project partners, its goals, and the impact it seeks to achieve. Communication actions have also covered the progress of the different working areas of the project, participation in events and activities, participation in networks and engagement with policy audiences.

As a result, the project has progressed towards achieving the communication performance indicators established in the original CD&E Plan of the project (D7.1). It is possible to see a picture of the progress status, audience impact numbers, and the total number of actions carried out until month 21 (half of the project) in *Table 1: Progress over Communication & Dissemination - Key Performance Indicators*.

Table 1: Progress over Communication & Dissemination - Key Performance Indicators

ACTION	GROUP	TYPE	AUDIENCE	D&C LEAD	Action no. KPI	Impacts KPI	M21 KPI	M21 impacts
Final event	EVENTS	D&C*	All audiences	CTICH	1	75	0	0
Industry events	EVENTS	D	Industry	INN.	12	X	9	698
Scientific conferences	EVENTS	D	Researchers	INN.	3	X	5	140
Invitations to Policy makers	NETWORKING	D&C	Policy makers	INN. & CTICH	12	12	1	1
Networking	NETWORKING	D&C	Sustainability Networks	INN.	10	10	7	7
Flyers	PROMO MATERIALS	D&C	All audiences	INN.	1	500 prints, 100 downloads	1	76
Roll ups	PROMO MATERIALS	D&C	All audiences	INN.	4	50 downloads ¹	1	96
Technical infographic	PROMO MATERIALS	D&C	All audiences	INN.	1	100 prints, 50 downloads	0	0
Industry magazines	PUBLICATIONS	D	Industry	INN.	4	X	3	X
Peer reviewed publications	PUBLICATIONS	D	Researchers	INN.	3	X	0	0
Practice abstracts	PUBLICATIONS	D	Researchers & Industry	CTICH	12	X	6	807
Social media LinkedIn	SOCIAL MEDIA & NEWSLETTER	C	All audiences	INN.	1	300	1	287
Social Media Twitter	SOCIAL MEDIA & NEWSLETTER	C	All audiences	INN.	1	600	1	148
Website (views/month)	WEB	C	All audiences	INN.	300	10.000 ²	402	4358
Press releases	MEDIA & PRESS RELEASES	C	All audiences	INN.	5	50 ³	1	25
Newsletter	SOCIAL MEDIA & NEWSLETTER	D&C	Industry	INN.	1	100 ⁴	1	55
Project videos	VIDEOS	C	All audiences	INN.	2	600	1	359
Project mention in partners webs	WEB	C	All audiences	INN.	12	12	12	X
Total								7057

(1) Total downloads KPI for promo materials: 200

*D&C: Dissemination & Communication

(2)(3)(4) KPIs established as a reference, not included in the Grant Agreement.

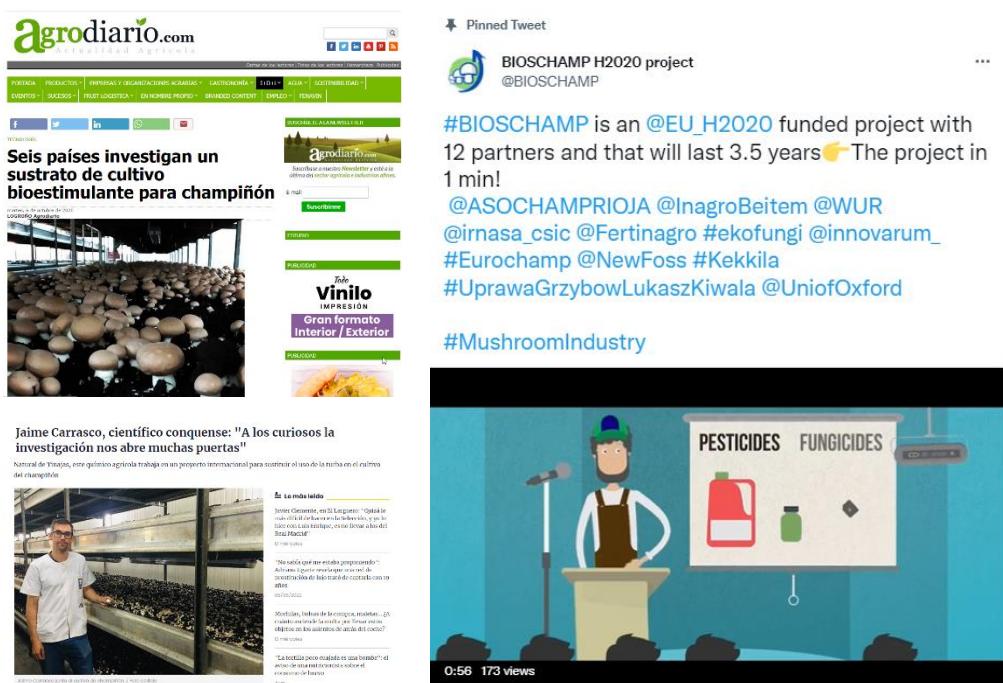
1.1.1 Highlights

The project has impacted a total of **7,057 people** through its communication and dissemination actions up until June 2022 (month 21). Some highlights of the first half months include:

1.1.1.1 Impacts of the communication: focus on the digital channels

The launching of the **project website & the project Dissemination and Communication Plan** were the full kick-start of the project communication activities. In total, the project has attracted 4358 web visits, 435 social media followers, 359 project presentation video views and 55 newsletter subscribers in its first 21 months. Moreover, the communication and work of the project has picked up the attention of 25 different media.

Image 1: sample of communication actions of the BIOSCHAMP project



Agrodiario.com
Actualidad Agrícola

Seis países investigan un sustrato de cultivo bioestimulante para champiñón

Jaime Carrasco, científico conquense: "A los curiosos la investigación nos abre muchas puertas"

Pinned Tweet
BIOSCHAMP H2020 project @BIOSCHAMP

#BIOSCHAMP is an @EU_H2020 funded project with 12 partners and that will last 3.5 years👉 The project in 1 min!

@ASOCHAMPPIOJA @InagroBeitem @WUR @irnasa_csic @Fertinagro #ekofungi @innovarum_ #Eurochamp @NewFoss #Kekkila #UprawaGrzybowLukaszKiwala @UniofOxford

#MushroomIndustry

1.1.1.2 Publications and relevant project content

The project published **6 practice abstracts** with the EIP AGRI format: the content of the documents was prepared by CTICH (Project Coordinator) and edited by Innovarum (Communication Leader). The practice abstracts were ready in March 2022, and public dissemination started in April 2022. Up until June 2022, the 6 practice abstracts were downloaded a total of 807 times from the project webpage - a period of just 2 months. The volume of downloads has shown the relevance of the materials to the project audiences, who are interested in the project development, recommendations & results.

Image 2: BIOSCHAMP practice abstracts (2022)



01- Resistance to fungicides in mushroom cultivation

02- Mushroom cultivation: an opportunity to close the loop for the circular economy

03- Casing in mushroom cultivation

04- Good practices in mushroom cultivation to prevent diseases

05- Good practices to deal with cobweb disease in mushroom cultivation

06- Identification, prevention and control of dry bubble

1.1.1.3 High level of activity & networking despite COVID19

Project partners have stayed active and available during the first half of the project, communicating its progress and activity despite COVID19 limitations. In total, the project has impacted **838 people in online sectorial events**. Besides, CTICH have met with an EC Policy Officer on pesticides use (Eric Ligeois) and Innovarum promoted the connected with **7 relevant networks in sustainability and circular initiatives**.

Image 3: samples, images of BIOSCHAMP participation in industry events



1.1.2 Challenges ahead

1.1.2.1 Social media

The mushroom sector is a small niche within the social media world. For that reason, increasing reach in followers specially in the Twitter channel has proven challenging. That said, the social media followers acquired both in Twitter & LinkedIn - as well as the newsletter subscribers - are high quality connections: researchers or active professionals and primary producers in the mushroom industry. In other words, although the audience spectrum is limited in size, it has been proven possible to establish a relevant followers and subscribers base for the project. The second half of the project will work to increase its social media impact, overall, reaching a significant share of the EU mushroom industry.

1.1.2.2 Connections with policy makers

Establishing connections with policy makers is an effective way to promote the adoption of the innovations and recommendations prepared by the project. During the first period, Innovarum started preparing a draft list of contacts to connect with. In the new project phase to start, the project will work to further establish connections with this group. More information available in point 2.2.6 *Networking*.

Image 4: sample of networking actions of the BIOSCHAMP project

The image shows two screenshots of project profiles. The left screenshot is from the European Bioeconomy Network website, showing the BIOSCHAMP project page. The right screenshot is from the eip-agri website, showing a detailed view of the BIOSCHAMP project profile, including geographical location, keywords, main funding source, and project identification details.

1.1.2.3 Peer reviewed publications

The project aims to deliver 3 peer reviewed publications. The second half of the project will deliver the first official public results, thus, dissemination through technical, relevant publications will be a core activity of the period.

1.1.2.4 New content for the project channels

Project results will also need to be translated into different types of content and materials that address in a comprehensive manner key project content. Format of the materials will be adapted to the different project audiences: technical audiences (like in peer reviewed publications), industry audiences, primary producers, general audiences, and policy makers.

Examples of materials to be produced include further practice abstracts, posters, technical infographics, updated webpage, newsletter & social media content and content for different mass media channels (magazines, newspapers, radio...etc.).

Image 5: sample of communication materials produced by BIOSCHAMP during the first half of the project



BIOSCHAMP proposes an integrated approach to fight against the main health challenges in mushroom production.

A biostimulant alternative casing for a sustainable and profitable mushroom industry.

Mushroom industry productivity

Reduce the need for pesticides

Sustainability and profitability

12 partners **6 countries** **3.5 years**

@Bioschamp **Bioschamp**

Partners: inagro, WAGENINGEN UNIVERSITY & RESEARCH, IRNASA CSIC, FERTINAGRO BIOTECH, EKOFUNGI, Innovarum, Eurochamp, NewFoss, Kekkilä BVB, Uprawa Grzybów Lukasz Kiwala, GATCOLD

Map: Go-funded by the Horizon 2020 programme of the European Union. The project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101000651.

Biostimulant alternative casing for a sustainable and profitable mushroom industry

BIOSCHAMP'S OBJECTIVES

The BIOSCHAMP project aims to develop an integrated approach to tackle the mushroom cultivation challenges by:

- 1 Developing an alternative and sustainable low-peat biostimulant casing for the mushroom industry.
- 2 Reducing the dependency on and need for pesticides by 90%.
- 3 Contributing to improving the productivity, the sustainability, and the profitability of the European mushroom sector.

3 HARVEST OF MUSHROOMS

APPLICATION OF CASING SOIL TO INDUCE MUSHROOM FRUCTIFICATION

2 Bioschamp solution

1 PREPARATION OF COMPOST (Substrate)

- 1.1 Compost (substrate) preparation
- 1.2 Preparation of mushroom spawn
- 1.3 Inoculation of compost (substrate)

CASING SOIL

HOW DOES IT WORK?

WHO ARE THE PARTNERS?

KEY FACTS

- 12 partners
- 6 European countries
- 3.5 years

CIRCULAR ECONOMY

- Bio-based enriched and locally produced renewable material
- Low-peat alternative casing

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European Union flag

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 101000651.

2 Looking ahead: the next 21 months

2.1 Goals for the next half of the project

For the second half of the project, BIOSCHAMP will:

- (1) Maintain an active communication with its audiences on the project progress through the channels opened during the first half of the project.
- (2) Focus on gathering relevant results and coordinating among project partners for proper dissemination across different channels.
- (3) Review the audiences for the activities to be developed, identifying the best segments and routes.
- (4) Assure the achievement of the Key Performance Indicators established in the Grant Agreement.

The second half of the project is expected to be intensive in results publications and research content development, relevant for the different project audiences (mushroom industries & primary producers, researchers, policy makers, & general audiences)¹. **This plan identifies a series of key results and relevant project content for communication & dissemination that is to be produced in the next 21 months; and then proposes a series of connected campaigns and actions for communication & dissemination.** The end goal of this planning is to deliver meaningful, engaging, and valuable content to the project audiences, as well as to align the next communication & dissemination actions to key moments of the project.

¹ More information on the Project audiences is available in Deliverable D7.1 Communication, Dissemination & Exploitation Plan.

Table 2: **Campaign (1)** Dissemination of technical results to technical audiences

KEY CONTENT ²	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE ³	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION ⁴	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D1.1 Evaluation of alternative materials and results from small scale trials records	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	WR
D2.1 Mechanisms of biostimulant action and natural chemistry involved	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	UOXF
D2.2 Microbiota selection and stability results	30/09/2022	MS3-Stability of microbiota in alternative casing obtained	C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	CTICH
D1.2 Physico-chemical analyses	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	WR
D2.3 Tracking diagnosis development	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	WR
D2.4 Report on small scale trials: dosage optimisation evaluation	30/09/2022	MS4-Tracking tools developed	C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	CTICH

² Notes on table heading titles: **D. Audience:** audiences relevant for dissemination. **C. Audiences:** audiences relevant for communication. **Date Info.** Available: date when a deliverable is submitted or when the consortium produces the content, not made available to the public. **Content preparation:** main partner in charge of the development of that content. Supported by Innovarum in content preparation.

³ Type of deliverable: C (confidential), P (public).

⁴ Communication & Dissemination actions listed in this table may be reviewed, adapted, or updated if considered necessary as the project develops.

KEY CONTENT ²	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE ³	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION ⁴	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
Optimised design of the BIOSCHAMP solution obtained	31/01/2023	MS6- Optimised design of the BIOSCHAMP solution obtained.	C	Researchers	All project audiences	Article in scientific magazine.	Blog post. Social media content. Press release. Newsletter.	UOXF

Table 3: **Campaign (2)** Connecting with the mushroom industry

KEY CONTENT ⁵	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE ⁶	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION ⁷	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D6.1 Study on pesticides residues in compost	30/09/2023		P	Primary producers, compost industry	All project audiences	Article in scientific magazine.	Blog post. Social media content. Newsletter. Deliverable public on the web.	CTICH
D5.2 Technical documentation for end users	31/01/2024		P	Primary producers, industry	All project audiences	Technical infographic	Blog post. Social media content. Newsletter. Deliverable public on the web. Content for final event.	UOXF
D7.10 Practice abstract 2	31/01/2024		P	Primary producers, industry	All project audiences	6 Practice Abstracts - Publication in EIP Agri services	Blog post. Social media content. Newsletter. Deliverable public on the web.	CTICH
D5.3 Plan for industrialisation of alternative casing	31/03/2024	MS8 Final commercial product obtained	C	Primary producers, industry	All project audiences	TBD	Blog post. Social media content. Press release. Newsletter. Content for final event.	KBVB
D5.4 Plan for industrialisation of biostimulant microbiota	31/03/2024	MS8 Final commercial product obtained	C	Primary producers, industry	All project audiences	TBD	Blog post. Social media content. Newsletter. Content for final event.	FERTINAGRO

⁵ Notes on table heading titles: **D. Audience**: audiences relevant for dissemination. **C. Audiences**: audiences relevant for communication. **Date Info**. Available: date when a deliverable is submitted or when the consortium produces the content, not made available to the public. **Content preparation**: main partner in charge of the development of that content. Supported by Innovarum in content preparation.

⁶ Type of deliverable: C (confidential), P (public).

⁷ Communication & Dissemination actions listed in this table may be reviewed, adapted, or updated if considered necessary as the project develops.

KEY CONTENT ⁵	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE ⁶	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION ⁷	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D4.1 Validation in southern European system	31/01/2024	MS7-The BIOSCHAMP solution validated in three cultivation systems	C	Primary producers, industry, policy makers	All project audiences	Industrial magazine. Poster/roll up/technical infographic	Blog post. Social media content. Press release. New poster design. Newsletter. Content for final event.	CTICH
D4.2 Validation in northern European system	31/01/2024	MS7-The BIOSCHAMP solution validated in three cultivation systems	C	Primary producers, industry, policy makers	All project audiences	Industrial magazine. Poster/roll up/technical infographic	Blog post. Social media content. New poster design. Newsletter. Content for final event.	INAGRO

Table 4: **Campaign (3)** Policy recommendations

KEY CONTENT ⁸	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE ⁹	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION ¹⁰	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D6.2 Impact assessment of the use of pesticides in the EU mushroom sector	30/09/2023		P	Researchers, policy makers	All project audiences	White paper (Open Research Europe). Poster/roll up/technical infographic.	Blog post. Social media content. Newsletter. Deliverable public on the web.	CTICH
D6.4 BIOSCHAMP sustainability assessment	31/03/2024	MS9 Security and sustainability assessed	C	Researchers, policy makers	All project audiences	TBD	Blog post. Social media content. Newsletter. Content for final event.	WR
D6.5 Policy recommendations for mushroom biostimulants	31/03/2024		P	Researchers, policy makers	All project audiences	White paper (Open Research Europe) Technical infographic	Blog post. Social media content. Press release. Newsletter. Deliverable public on the web. Content for final event.	CTICH

⁸ Notes on table heading titles: **D. Audience**: audiences relevant for dissemination. **C. Audiences**: audiences relevant for communication. **Date Info**. Available: date when a deliverable is submitted or when the consortium produces the content, not made available to the public. **Content preparation**: main partner in charge of the development of that content. Supported by Innovarum in content preparation.

⁹ Type of deliverable: C (confidential), P (public).

¹⁰ Communication & Dissemination actions listed in this table may be reviewed, adapted, or updated if considered necessary as the project develops.

2.2 Coordination of dissemination & communication actions

Innovarum, as Dissemination & Communication Leader, will coordinate the implementation of the actions listed, with special support from the “Content production” partners identified in the list. That said, all partners will continue taking part in the communication of the project, supporting more actively, or contributing to specific actions if requested.

2.2.1 Technical peer reviewed publications

Innovarum will launch a **coordination meeting with all technical partners in September 2022**, to bring up the relevant identified topics for publication & relevant journals identified (*Table 5: peer reviewed journals examples to be proposed to technical partners*) and coordinate a working calendar for publications. Technical partners (WR, UOXF...etc) will be responsible for the production, validation and publication of the content.¹¹

Table 5: peer reviewed journals examples to be proposed to technical partners

Peer reviewed journals	Link	Author Guidelines
Frontiers in Microbiology	https://www.frontiersin.org/journals/microbiology	https://www.frontiersin.org/journals/microbiology#author-guidelines
Science of The Total Environment	https://www.journals.elsevier.com/science-of-the-total-environment	https://www.elsevier.com/journals/science-of-the-total-environment/0048-9697/guide-for-authors
Journal of Agricultural and Food Chemistry	https://pubs.acs.org/journal/jafcau	https://pubs.acs.org/page/jafcau/submission/reference-guidelines.html
PloS One	https://journals.plos.org/plosone/	https://journals.plos.org/plosone/s/submitting-guidelines
Chemosphere	https://www.journals.elsevier.com/chemosphere	https://www.elsevier.com/journals/chemosphere/0045-6535/guide-for-authors
Fungal Biology	https://www.journals.elsevier.com/fungal-biology	https://www.elsevier.com/journals/fungal-biology/1878-6146/guide-for-authors
Applied and Environmental Microbiology	https://aem.asm.org/	https://aem.asm.org/sites/default/files/additional-assets/AEM-ITA.pdf

2.2.2 Sectorial magazines and general publications

Innovarum will also encourage all project partners to connect with relevant local and national sectorial magazines. Furthermore, connected to key moments of project progress (as identified in *Table 2: Campaign (1) Dissemination of technical results to technical audiences*

KEY CONTENT	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION

¹¹ Partners involved in the publication and dissemination of results will respect the Grant Agreement notifications period to the consortium, to avoid any confidentiality breakage or conflict of interests.

KEY CONTENT	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D1.1 Evaluation of alternative materials and results from small scale trials records	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	WR
D2.1 Mechanisms of biostimulant action and natural chemistry involved	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	UOXF
D2.2 Microbiota selection and stability results	30/09/2022	MS3- Stability of microbiota in alternative casing obtained	C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	CTICH
D1.2 Physico-chemical analyses	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	WR
D2.3 Tracking diagnosis development	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	WR
D2.4 Report on small scale trials: dosage optimisation evaluation	30/09/2022	MS4- Tracking tools developed	C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	CTICH
Optimised design of the BIOSCHAMP solution obtained	31/01/2023	MS6- Optimised design of the BIOSCHAMP solution obtained.	C	Researchers	All project audiences	Article in scientific magazine.	Blog post. Social media content. Press release. Newsletter.	UOXF

Table 3: **Campaign (2)** Connecting with the mushroom industry

KEY CONTENT	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D6.1 Study on pesticides residues in compost	30/09/2023		P	Primary producers, compost industry	All project audiences	Article in scientific magazine.	Blog post. Social media content. Newsletter. Deliverable public on the web.	CTICH
D5.2 Technical documentation for end users	31/01/2024		P	Primary producers, industry	All project audiences	Technical infographic	Blog post. Social media content. Newsletter. Deliverable public on the web. Content for final event.	UOXF
D7.10 Practice abstract 2	31/01/2024		P	Primary producers, industry	All project audiences	6 Practice Abstracts - Publication in EIP Agri services	Blog post. Social media content. Newsletter. Deliverable public on the web.	CTICH
D5.3 Plan for industrialisation of alternative casing	31/03/2024	MS8 Final commercial product obtained	C	Primary producers, industry	All project audiences	TBD	Blog post. Social media content. Press release . Newsletter. Content for final event.	KBVB
D5.4 Plan for industrialisation of biostimulant microbiota	31/03/2024	MS8 Final commercial product obtained	C	Primary producers, industry	All project audiences	TBD	Blog post. Social media content. Newsletter. Content for final event.	FERTINA GRO
D4.1 Validation in southern European system	31/01/2024	MS7-The BIOSCHAMP solution validated in three cultivation systems	C	Primary producers, industry, policy makers	All project audiences	Industrial magazine. Poster/roll up/technical infographic	Blog post. Social media content. Press release . New poster design. Newsletter. Content for final event.	CTICH
D4.2 Validation in northern European system	31/01/2024	MS7-The BIOSCHAMP solution validated in three cultivation systems	C	Primary producers, industry, policy makers	All project audiences	Industrial magazine. Poster/roll up/technical infographic	Blog post. Social media content. New poster design. Newsletter. Content for final event.	INAGRO

Table 4: **Campaign (3)** Policy recommendations

KEY CONTENT	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D6.2 Impact assessment of the use of pesticides in the EU mushroom sector	30/09/2023		P	Researchers, policy makers	All project audiences	White paper (Open Research Europe). Poster/roll up/technical infographic.	Blog post. Social media content. Newsletter. Deliverable public on the web.	CTICH
D6.4 BIOSCHAMP sustainability assessment	31/03/2024	MS9 Security and sustainability assessed	C	Researchers, policy makers	All project audiences	TBD	Blog post. Social media content. Newsletter. Content for final event.	WR

KEY CONTENT	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D6.5 Policy recommendations for mushroom biostimulants	31/03/2024		P	Researchers, policy makers	All project audiences	White paper (Open Research Europe) Technical infographic	Blog post. Social media content. Press release. Newsletter. Deliverable public on the web. Content for final event.	CTICH

), Innovarum will coordinate with partners to produce an article covering the event, for example on topics and moments such as¹²:

1. January 2023: MS6- Optimised design of the BIOSCHAMP solution obtained.
2. September 2023: D6.1 Study on pesticides residues in compost
3. January 2024: MS7-The BIOSCHAMP solution validated in three cultivation systems

Some examples of relevant magazines include:

Table 6: industry magazines examples

Industry magazines	Link	Contact (editor)
Mushroom Business	https://www.mushroombusiness.com/	roel@mushroombusiness.com
Fungimag	https://fungimag.com/	fungimag@gmail.com
The International Society for Mushroom Science	http://www.isms.biz/articles/	
Mushroom news	https://www.americanmushroom.org/main/mushroom-news/	info@americanmushroom.org

2.2.3 Key moments for social media campaigns, media coverage & press releases

Identified key dates for **social media communications** regarding project progress (including webpage, newsletter, blog content writing...etc) cover:

1. January 2023: MS6- Optimised design of the BIOSCHAMP solution obtained.
2. September 2023: D6.2 Impact assessment of the use of pesticides in the EU mushroom sector.
3. January 2024: MS7-The BIOSCHAMP solution validated in three cultivation systems, D7.10 Practice abstract 2.
4. and March 2024: MS8 Final commercial product obtained, D6.5 Policy recommendations for mushroom biostimulants, project end.

This four moments will be aligned together with **press releases** and special mentions in the **website blog**, looking to further call the **attention of the media** at national and EU level.

2.2.4 Events

Innovarum will also oversee the participation of project partners in different key broad **sectorial events at EU level & scientific conferences; encouraging & supporting the consortium to participate in events at local and national level**.

Event dates follow specific calendars according to the organising bodies; thus, it was not possible to include them in *Table 2: Campaign (1) Dissemination of technical results to technical audiences*

KEY CONTENT	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D1.1 Evaluation of alternative materials and results from small scale trials records	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	WR
D2.1 Mechanisms of biostimulant action and natural chemistry involved	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	UOXF
D2.2 Microbiota selection and stability results	30/09/2022	MS3- Stability of microbiota in alternative casing obtained	C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	CTICH
D1.2 Physico-chemical analyses	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	WR
D2.3 Tracking diagnosis development	30/09/2022		C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	WR
D2.4 Report on small scale trials: dosage optimisation evaluation	30/09/2022	MS4- Tracking tools developed	C	Researchers	All project audiences	Technical publication (peer reviewed) - to be decided by technical partners involved	Blog post. Social media content. Other actions TBD.	CTICH
Optimised design of the BIOSCHAMP solution obtained	31/01/2023	MS6- Optimised design of the BIOSCHAMP solution obtained.	C	Researchers	All project audiences	Article in scientific magazine.	Blog post. Social media content. Press release. Newsletter.	UOXF

Table 3: **Campaign (2)** Connecting with the mushroom industry

KEY CONTENT	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D6.1 Study on pesticides residues in compost	30/09/2023		P	Primary producers, compost industry	All project audiences	Article in scientific magazine.	Blog post. Social media content. Newsletter. Deliverable public on the web.	CTICH
D5.2 Technical documentation for end users	31/01/2024		P	Primary producers, industry	All project audiences	Technical infographic	Blog post. Social media content. Newsletter. Deliverable public on the web. Content for final event.	UOXF
D7.10 Practice abstract 2	31/01/2024		P	Primary producers, industry	All project audiences	6 Practice Abstracts - Publication in EIP Agri services	Blog post. Social media content. Newsletter. Deliverable public on the web.	CTICH
D5.3 Plan for industrialisation of alternative casing	31/03/2024	MS8 Final commercial product obtained	C	Primary producers, industry	All project audiences	TBD	Blog post. Social media content. Press release . Newsletter. Content for final event.	KBVB
D5.4 Plan for industrialisation of biostimulant microbiota	31/03/2024	MS8 Final commercial product obtained	C	Primary producers, industry	All project audiences	TBD	Blog post. Social media content. Newsletter. Content for final event.	FERTINAGRO
D4.1 Validation in southern European system	31/01/2024	MS7-The BIOSCHAMP solution validated in three cultivation systems	C	Primary producers, industry, policy makers	All project audiences	Industrial magazine. Poster/roll up/technical infographic	Blog post. Social media content. Press release . New poster design. Newsletter. Content for final event.	CTICH
D4.2 Validation in northern European system	31/01/2024	MS7-The BIOSCHAMP solution validated in three cultivation systems	C	Primary producers, industry, policy makers	All project audiences	Industrial magazine. Poster/roll up/technical infographic	Blog post. Social media content. New poster design. Newsletter. Content for final event.	INAGRO

Table 4: **Campaign (3)** Policy recommendations

KEY CONTENT	INFO AVAILABLE INTERNALLY	RELATED MILESTONE	TYPE	D. Audience	C. Audience	ACTIONS FOR DISSEMINATION	ACTIONS FOR COMMUNICATION	CONTENT PREPARATION
D6.2 Impact assessment of the use of pesticides in the EU mushroom sector	30/09/2023		P	Researchers, policy makers	All project audiences	White paper (Open Research Europe). Poster/roll up/technical infographic.	Blog post. Social media content. Newsletter. Deliverable public on the web.	CTICH
D6.4 BIOSCHAMP sustainability assessment	31/03/2024	MS9 Security and sustainability assessed	C	Researchers, policy makers	All project audiences	TBD	Blog post. Social media content. Newsletter. Content for final event.	WR

KEY CONTENT	INFO AVAILA BLE INTERNA LLY	RELATED MILESTONE	TYP E	D. Audien ce	C. Audie nce	ACTIONS FOR DISSEMINATI ON	ACTIONS FOR COMMUNICATIO N	CONTE NT PREPAR ATION
D6.5 Policy recommendations for mushroom biostimulants	31/03/2024		P	Researchers, policy makers	All project audiences	White paper (Open Research Europe) Technical infographic	Blog post. Social media content. Press release. Newsletter. Deliverable public on the web. Content for final event.	CTICH

. To make the most of events, Innovarum will keep active communication channels with the project partners to showcase the results available of the BIOSCHAMP project in events when opportunities arise.

Besides, Innovarum will also periodically review and inform partners of new sectorial events dates. For now, coming relevant events where BIOSCHAMP is planning to participate include:

Table 7: relevant events for BIOSCHAMP 2021-2023

Industry event	Link	Partner	Date	Location	Content to present
The 11th International Medicinal Mushroom Conference	https://www.immc11.com/	EKOFUNGI	27/09/2022	Online	General presentation of the project. Techniques for microbiota isolation.
IFIB 2022	https://ifibwebsite.com/posters-session-call-for-abstracts/	CTICH/INN.	29/09/2022	Virtual poster session + onsite in Bari (Italy)	Alternative materials to replace peat in mushroom industry
Congreso de la Sociedad Española de Fitopatología	https://vlcsef2022.com/	CTICH	24-26/10/2022	Valencia, Spain	Suppressive effect of biostimulants against pathogens
EFIB 2022	https://efibforum.com/	TBD	26/10/2022	Vilnius, Lithuania	TBD
EU Green Week 2023	TBD	TBD	May-June 2023	TBD	TBD
Mushroom Days 2023	https://www.champignondagen.nl/en/welcome/	All	2023 – TBC ¹³	Netherlands	Project presentation. Interim results of the project.
Fieragricola 2024	https://www.fieragricola.it/it	TBD	31/01/2024	Verona, Italy	TBD

2.2.5 Promo materials, practice abstracts & videos

Innovarum will produce new **technical infographics** to summarise visually the research, innovations and results of the project. Additionally, it will also produce **3 new posters** (or roll ups, to be decided) to showcase the project results in visual events. Materials will be distributed among partners and printed for onsite events.

Topics for future materials include:

¹³ TBC: To Be Confirmed

1. September 2023: graphic material on the impact assessment of the use of pesticides in the EU mushroom sector
2. January 2024: visual material on the technical specifications about the final BIOSCHAMP product for product use by mushroom growers.
3. January 2024: A technical visual scheme: the BIOSCHAMP solution validated in three cultivation systems

BIOSCHAMP will also produce **6 new practice abstracts (EIP-Agri format)** in January 2024. This new batch of practice abstracts, as well the 6 previous practice abstracts published (12 in total), will be translated to the languages of the project partners to increase impact and outreach.

Additionally, Innovarum will coordinate the recording of a **second project video** - potential date for the recording of the video is November 2022, together with the next project General Assembly.

2.2.6 Networking

Innovarum will oversee the networking activities with the support of the consortium, specially from the Project Coordinator (CTICH). The goal will be to establish further connections and impactful activities with **sustainability networks**, such as, for example, the EU Green Week 2022 event.

Additionally, Innovarum will oversee the development of contacts with **policy makers**. Key moments for connection and impact to this audience group include:

1. September 2023: production of the impact assessment of the use of pesticides in the EU mushroom sector.
2. January 2024, with the validation of the BIOSCHAMP solution in three cultivation systems.
3. March 2024, with the set of policy recommendations for mushroom biostimulants.

To connect with policy makers, Innovarum (as Communication leader) will:

1. Develop a list of policy contacts at regional, national and EU level. This work already started during the first 21 months of the project.
2. Establish initial connection through general project materials, presentations, and meetings.
3. As September 2023 approaches, oversee the publication of a series of white papers, to be concluded in March 2024 with the final “Policy recommendations for mushroom biostimulants”. These white papers are to be published in open data platforms as *Open Research Europe*¹⁴, and sent to the policy contacts previously identified.

2.2.7 Final event

The final event will be organised in Spain, La Rioja by CTICH (Project Coordinator) in March 2024. BIOSCHAMP will invite key stakeholders from the audiences of the project, reaching a minimum of 75 participants.

The final event will be a key moment to present the final policy recommendations (biostimulants/pesticide use), the peer reviewed publications available and the next steps of the project in regards to industrial development and market uptake.

¹⁴ Link: <https://open-research-europe.ec.europa.eu/>

2.3 How to produce and validate content?

To generate **public, engaging and newsworthy content** for the project audiences for all the communications formats above, Innovarum will request all partners a **500 non-confidential summary of all confidential deliverables** they produce. Additionally, Innovarum will also **review public deliverables** and maintain an active communication with all project partners, making sure information and updates are disseminated properly.

This way, the project will count with authorised, fully public updates on the project progress to comment, talk, share and produce content in different formats (web, newsletter, promo materials...etc).

3 Conclusions

The BIOSCHAMP project has worked the first twenty-one months of the project to generate awareness among its target audiences about the project goals, objectives and partners involved. To do this, it has used videos, communication materials, media publications, social media posts, events... Besides, it has also worked to disseminate the first results and relevant content for dissemination produced by the project in the shape of practice abstracts (EIP Agri format). As a result, from October 2020 to June 2021 the project has impacted **7,057 people**.

For the next half of the project, BIOSCHAMP will focus on results dissemination, as well as on the challenges identified during the first half of the project: social media channels growth, content production, development of peer-reviewed publications and relevant connections with policy makers. For that purpose, BIOSCHAMP has structured 3 campaigns that will cover key project results to come and work towards the final achievement of the KPIs of the project. The campaigns combine online and offline actions through different channels:

1. Campaign 1 - Dissemination of technical results to technical audiences
2. Campaign 2 - Connecting with the mushroom industry
3. Campaign 3 - Policy recommendations

Finally, the dissemination and communication of the project will end in March 2024 with the organisation of a final event, that will summarise and present the results of the project.