Future recommendations factsheets based on a detailed report and evaluation of dissemination and communication activities

Deliverable D6.5

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Pensoft Publishers

PROMICON

Harnessing the power of nature through PROductive MIcrobial CONsortia in biotechnology - measure, model, master

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Preface

Dissemination and communication are key factors that ensure the coherent distribution of knowledge and uptake of results during all stages of a project's life. WP6 "Dissemination & Communication" has developed a detailed Dissemination and communication strategy (D6.2 and D6.3), securing the organic knowledge exchange of PROMICON results. The present report offers an overview of all dissemination and communication activities, providing insights into effective practices and drawing conclusions on those that have proven successful. These results can serve as recommendations for future projects.

Summary

Dissemination and communication have been essential to the PROMICON project, ensuring effective knowledge transfer and the broad distribution of project outcomes to key stakeholders and target audiences. The dissemination and communication strategy (D6.2 and D6.3), developed at the project's outset, provided a structured framework for engaging stakeholders and maximising outreach. Throughout the project, each activity has been carefully evaluated, allowing us to identify effective practices and areas for improvement. Based on these insights, compiled factsheets are presented as key lessons and conclusions drawn from all activities. The aspects of the strategy that have proven successful are presented in the form of future recommendations to showcase how these findings can better future communication and dissemination efforts.

List of abbreviations

EU	European Union
DoA	Description of Action
KPI	Key Performance Indicator
WP	Work Package
BDJ	Biodiversity Data Journal
RIO	The Research Ideas and Outcomes journal
DOI	Digital Object Identifier

1   Introduction

PROMICON's Work Package 6 (WP6) is responsible for maximising the project's visibility among stakeholders and other interested parties. This document constitutes the final deliverable for WP6, D6.5 Future Recommendations Factsheets, derived from an in-depth report and evaluation of dissemination and communication activities.

This report provides an overview of the specific communication tools, channels, and methods employed to share PROMICON's results. It outlines the dissemination activities undertaken throughout the project. The report evaluates the effectiveness of the communication activities carried out and provides recommendations for future projects based on their performance. The findings aim to inform and enhance future communication strategies.

2   Communication tools and channels

PROMICON applied suitable manners of communication and dissemination to reach the different target audiences (described in D6.2 and D6.3) and engage with them. The main tools and channels are listed below, followed by an overview of their usage by PROMICON consortia members in Chapter 3.

- **Visual identity:** The PROMICON visual identity and all its elements (project name, logo, colours, funding information, and branded templates for presentations and administrative documents) have been used in all external and internal communication activities.
- **Promotional material:** The following set of promotional materials has been developed to support the dissemination of the project and uploaded to the "Media center" section of the website – project logo, sticker, brochure, poster, roll-up banner and a QR code.
- **Project website:** The PROMICON website (https://promicon.eu) can be considered as the main online communication channel. The website was consistently updated throughout PROMICON's duration to reflect the achieved results and progress. The homepage has been redesigned one final time and now guides users through the project's results to ensure they are clearly visible and easily accessible.
- **News and articles:** Various channels were used to publish project-related news and developments. These news items were included on the website.
- **Newsletter:** Reaches both internal and external audiences, highlighting project results, activities and events.
- **Press releases:** Reaching media contacts through publishing press releases in widely recognised platforms for academic and scientific news.
- **Social media:** PROMICON is present on LinkedIn, Twitter/X and on YouTube. These are the main social media accounts used to disseminate the results of PROMICON, as well as to raise awareness of the project activities.
- **Project videos:** Presenting project results in a more understandable manner to reach wider audiences. The videos were shared through the project's social media profiles in campaigns (for example, #PROMICONExplained) to maximise reach.
- **Graphical summaries:** As part of the promotional and dissemination toolset of the project selected to make the results of PROMICON available to stakeholders and the general public, graphical summaries presenting the main results of key publications were prepared and published on the website and shared across social media.
- **Policy briefs:** PROMICON created a series of policy briefs that address key areas of scientific and technological advancements relevant to policy and practice. They are available on the project's website in the "Policy corner" section.
- **Events and networking:** Project partners have raised awareness of PROMICON activities in a significant number of events. Their participation was supported through project materials and shared via PROMICON's communication channels.

- **Scientific publications:** As of the beginning of May 2025, project partners have published over 30 publications with open access.
- **RIO Collection:** The PROMICON RIO Collection brings together all project results in one openly accessible, citable space with a single DOI, offering a clear and consolidated record of the project's scientific outputs.
- **EU dissemination tools:** The PROMICON project was featured on CORDIS. Results were also published on the Horizon Results Platform, and submitted to the EU Knowledge for Bioeconomy, which included it among their key resources available on their platform.
- **Legacy Booklet:** To ensure that the results of all work packages and the project are clearly visible, we have created a brochure that provides a concise overview of PROMICON's achievements. This brochure is designed in the project's visual identity and will allow interested parties to quickly understand what PROMICON has accomplished.

The next chapter will take a closer look at the above-mentioned communication tools and channels.

3   Overview of Dissemination Activities

In this chapter, we provide a comprehensive overview of the dissemination activities undertaken throughout the project. These activities have played a pivotal role in ensuring the widespread visibility and impact of our work within the relevant scientific and stakeholder communities. We will outline the various strategies and channels employed to share key project outcomes, engage with target audiences, and foster collaboration. By examining the effectiveness and reach of these efforts, this section highlights the importance of strategic dissemination in enhancing project visibility, promoting knowledge exchange, and driving further engagement with our research.

3.1   Visual identity

The PROMICON visual identity is maintained across all dissemination activities, ensuring high-quality project branding. Several promotional materials have been developed to be used at internal and external events, including:

- **Logo sticker:** as a primary element of PROMICON's corporate identity from the very beginning of the project, the sticker was disseminated across internal and external events.
- **Brochure:** a carefully designed piece of marketing material explaining the project rationale - its objectives, activities and main tasks planned as well as the expected outcomes.
- **Poster:** eye-catching material illustrating the aim of the project. The poster features interactive icons for each respective project outcome.
- **Roll-up banner:** carefully designed to present all PROMICON partners; also includes information about the project's social media profiles and website.
- **QR code:** Created specifically to take you to all online websites related to the project information or social media profiles, the QR code is designed in the project's colours and was put on all the marketing printed materials. The QR code aims to assist partners who are unable to carry printed materials, allowing them to simply show the image of the QR code on their phone to anyone interested. It directs to the project's Linktree profile: https://linktr.ee/promicon.
- **Corporate identity templates:** Each template is specifically tailored to the structure individual document type: deliverable, milestone, deliverable summary, letterhead, presentation, scientific poster.

- **Brand manual**: A guide that outlines PROMICON's visual elements like colour palettes, typography, logos, and design rules, enabling partners to create consistent, on-brand materials independently.

Figure 1. PROMICON promotional materials

Future recommendations:

These promotional materials were printed and distributed at various events where PROMICON participated. While each material serves a distinct purpose, the most valuable item has been the scientific poster template. This template has been frequently utilised by both us and our partners, as it is versatile and adaptable for various situations. The dissemination of events is of great importance, and this template helps partners design their scientific posters while maintaining the project's visual identity. Ensuring consistency in design enhances recognition and strengthens the project's overall impact.

Another material that proved to be quite effective is PROMICON's QR code, designed in the project's colours. The QR code is linked to the project's Linktree profile, which consolidates all essential project information, social media profiles, and other key resources. This makes it much easier for partners, as they don't need to carry multiple printed materials. They can simply show the QR code to anyone interested, even from their personal devices, ensuring quick and effortless access to all relevant information.

In contrast, the brochure, which contains the main project information, has been less useful over time. People generally prefer to travel with fewer printed materials, making digital alternatives more convenient. More importantly, the brochure is most useful at the beginning

of the project, but as the project progresses and new developments emerge, it quickly becomes outdated compared to the regularly updated online resources. However, we observed greater interest in the legacy booklet, indicating that when people choose to take printed materials, they tend to prefer those that present specific results rather than an introductory overview of a project. Therefore, it appears more worthwhile to invest in printing this type of material.

We suggest dedicating more time and effort to creating materials that can be used in a variety of situations and by all partners, easy to adapt and maintain the project's visual identity, without doubling the designers' work. This will reduce the effort required to ensure consistency. We recommend developing a comprehensive kit of promotional materials that partners can select from based on the specific requirements of each event. This approach would ensure consistency in branding while allowing for flexibility depending on the format and scale of participation.

For instance, in cases where printed materials cannot be brought, a QR code could be used as an alternative. For events with a full exhibition stand, a roll-up banner would be appropriate, while for poster presentations, providing a standardised poster template would be more suitable. The aim is to offer adaptable solutions that support effective dissemination across a range of event formats. Additionally, these materials should be regularly updated as the project progresses to ensure they reflect the latest information.

3.2 Website

The PROMICON website (www.promicon.eu) serves as a prime dissemination tool and was designed to act as an information hub about the project's aims, goals, activities and results. It consists of dedicated pages covering project background information, news, events, publications, contact details, and more. To ensure the continued engagement of visitors, the website is regularly updated not only with new content but also with enhanced functionalities. As the project evolves, new pages, news categories, and features have been introduced to improve navigation and accessibility. Additionally, an internal communication platform is available on the website (accessible upon login) for consortium members. The details on the development of the project's website and the communication process, are presented in D6.1 Project Branding and Communication Channels Set-up and Running.
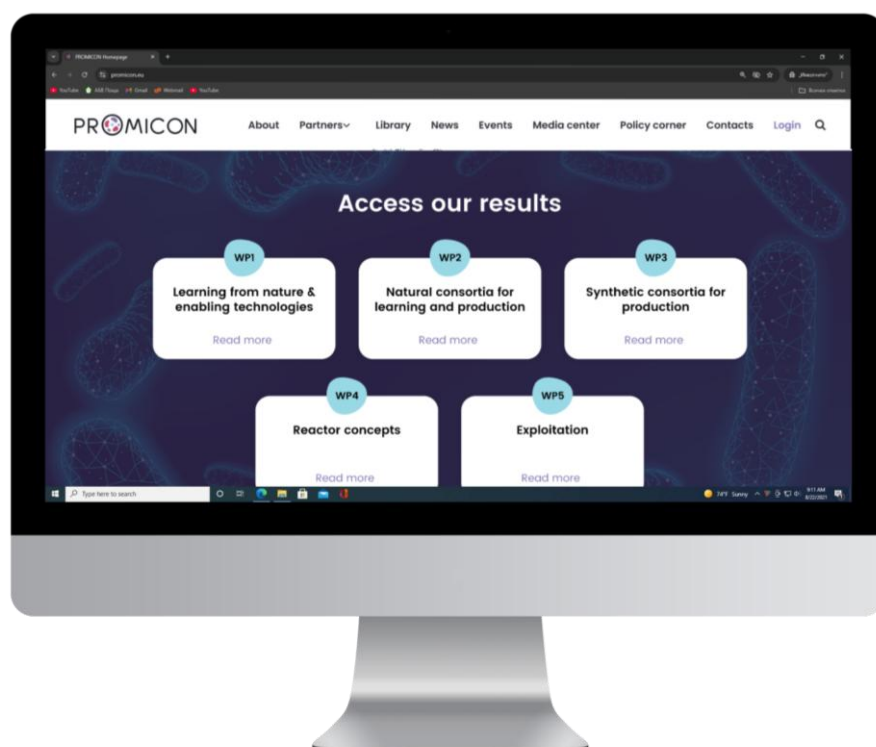
Figure 2. The PROMICON website

Following PROMICON's visual identity and ensuring user-friendly experience, the website was successfully launched on 17 August 2021 and began building an audience. This report provides a thorough analysis of the website's performance, offering both an overarching summary and a year-on-year breakdown of key metrics. The data highlights trends, growth, and areas for potential improvement. Overall, the results for PROMICON's website are highly positive (see Table 1). The total number of website views has exceeded 13,000, with an average session duration of nearly three minutes, the majority of which is spent in the 'News' section (see Section 3.3 News and articles).

Data point	Results as of beginning of May 2025
Website visits	13,836
Total page views	39,827
Average session* duration	2:39
Most visited pages	News, Events, Partners
Downloads of files from the website	938
Origin of user traffic	Direct visits, search engines, social media

*Session: the time period when the user is actively engaged with the website

Table 1. PROMICON website: main statistical data points

In the first months after launching PROMICON's website, until the end of December 2021, the average visit duration was 3 minutes and 39 seconds. The website received 2,784 visitors,

who engaged with 2,083 pages. These results reflect strong early engagement, with visitors spending significant time on the site and exploring multiple pages, indicating the website is effectively capturing attention.

	August – December 2021	2022	2023	2024	January – May 2025
Website visits	1,034	3,888	2,676	4,264	1,974
Page visits	3,932	11,230	8,539	12,531	3,623
Visitors from social media	79	419	385	188	69

Table 2. Results of PROMICON's website

We have actively used our social media profiles to drive more traffic to the website, regularly publishing news items and highlighting partners' involvement in project-related events. These efforts have significantly contributed to the popularity of the News and Events sections, which have become among the most visited areas of the site. However, we observed a decline in traffic from social media—particularly from Twitter/X—following the platform's rebranding and functional changes in late 2023, which appeared to coincide with a drop in engagement on the platform from the scientific community.

Our continuous efforts to keep the website updated and ensure it reflects the project's evolution have played a key role in its sustained growth. Through regular updates and engaging content, the website has maintained steady traffic, underscoring its long-term effectiveness in attracting and engaging visitors.

The legacy of a project is of great importance to us. Until now, the website has focused on project updates, highlighted through news items and shared project-related events. However, the homepage has been updated one last time to enhance usability, and to prioritise showcasing the project's results. This revised layout provides a clear and concise overview, making the content easier to navigate and understand and ensuring that visitors can quickly access the key outcomes of the project.

Future recommendations:

In the early stages of the project, there may be fewer results to share. However, it is important to maintain an active website from the start by regularly uploading relevant content, such as previous research conducted by consortium partners, blog posts, or related materials.

Upon reviewing the website analytics, several key observations stand out. The news section of the website consistently receives the highest traffic (see section 3.3 News and Articles). This underscores the significance of our efforts to regularly publish news items that cover new publications, events, campaigns, project advancements, partner involvement in conferences, and other pertinent activities aimed at promoting their work. Additionally, it is important to highlight these updates in our annual newsletter, which includes direct links to the project's website.

Furthermore, it is essential to ensure the website is continuously updated with fresh information as the project evolves. Users frequently visit the site seeking the latest updates on upcoming events, project progress, and other relevant news. Regular updates helped maintain engagement and provided users with the information they expected.

Sharing news items on the project's social media profiles (see section 3.7 Social media) has effectively extended our reach to a broader audience, aligning with our primary objectives. We have consistently maintained this connection by posting direct links to the project's website,

accompanied by easily understandable descriptions and relevant images. This approach has not only driven more traffic to our website but also contributed to the growth of our social media audience.

3.3   News and articles

The PROMICON news section features all project-related news articles. As of the beginning of May 2025, 146 articles have been written and published on the project website. The 2 most recent articles are highlighted on the PROMICON home page (see Figure 3).

Future recommendations:

The audience is looking for new information, which is why it is important to actively engage with project partners so they can provide us with updates that we can share. News items should be concise, as users typically want to receive the key information quickly and be redirected to a source where they can find out more.
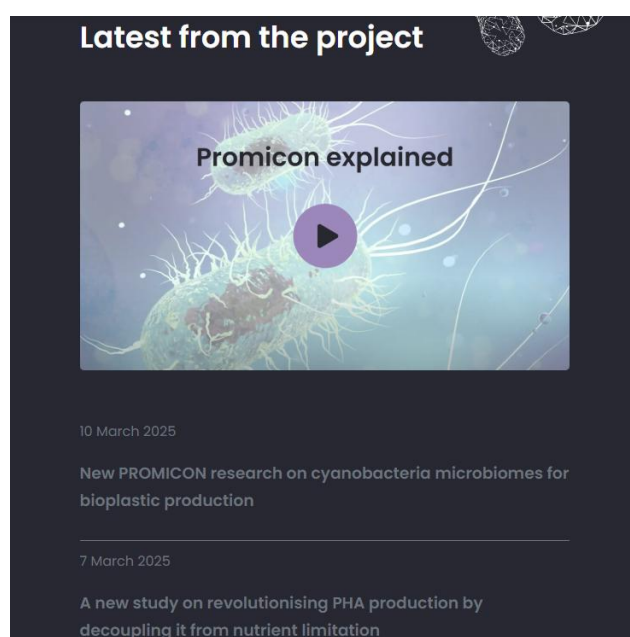

Figure 3. PROMICON website: latest from the project

3.4   Newsletter

The PROMICON newsletter is circulated among subscribers via MailerLite, an easy-to-use marketing automation platform and email marketing service. The newsletter is sent on a yearly basis. PROMICON has sent our four newsletters, with its final newsletter scheduled for the end of May 2025. With an attractive and engaging design, PROMICON's newsletters encompass the most exciting and insightful project developments. All newsletters are available to download in the media section of the website (see Figure 4).
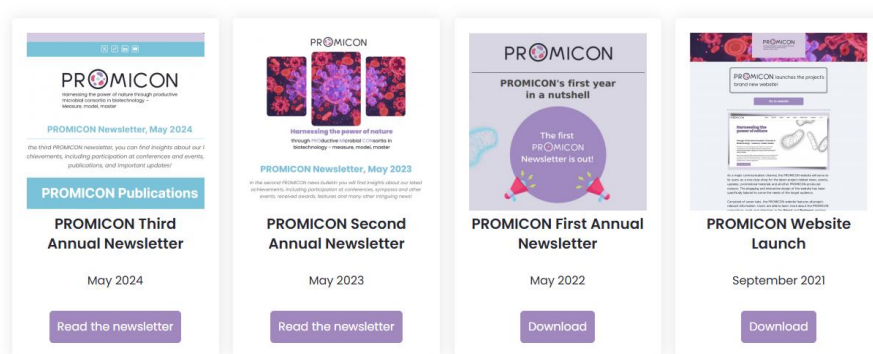
Newsletters

Figure 4. PROMICON newsletters on the website

Future recommendations:

To ensure our audience had the opportunity to subscribe before the newsletter was sent out, we ran social media campaigns announcing its launch and inviting users to sign up.

To enhance the reach of our newsletter, we implemented several technological improvements. Firstly, we avoided using hyperlinks in the images we included, as practice has shown that people often perceive emails with such links as spam. Instead, we used buttons (e.g., "Read more") or key parts of the text that recipients could consciously click if they wanted to visit the website and read the full article.

Secondly, we refrained from using link shorteners like bit.ly, opting for original links to maintain transparency. This approach proved effective, as it signalled to users that the link was safe to open, rather than making them feel uncertain about what to expect.

In terms of visuals, we maintained a balance by using 70% text and 30% images, ensuring clear communication without overwhelming the audience. This also made the email easier to deliver.

When writing the texts, we made sure to avoid spammy subject lines and titles, ensuring a professional and trustworthy tone throughout.

Finally, we regularly monitored the delivery rate of our campaigns and analysed the effectiveness of these strategies, allowing us to continually optimise our approach.

Although PROMICON chose to send out one newsletter per year, as that was the standard before, we recommend increasing the frequency to two or three editions annually. Organisations are moving away from rigid schedules toward more flexible, audience-centric approaches that emphasise personalisation, content value, and behavioural insights. As such, we recommend that projects experiment with their newsletter frequency and not hesitate to send issues more often—provided the content remains relevant and engaging. This approach helps ensure the content remains timely and relevant, while also preventing the newsletter from becoming too lengthy or including outdated information, as we have experienced in the past.

3.5   Press releases

We have published six press releases, gaining strong media attention, including coverage on WIT News, EurekAlert!, AlphaGalileo, Smart Water Magazine and on CORDIS. These press releases were picked up by several international media outlets such as The Microbiologist, La

Republica.es and ScienMag. The analytics from AlphaGalileo and EurekAlert! indicate that the press releases featured on these platforms have garnered **over 11,000 views**.

Future recommendations:

We recommend using reputable news outlets, such as AlphaGalileo and EurekAlert!, which distribute news to their wide network of media contacts. It is advisable to focus on sharing only significant, high-impact project news to prevent overwhelming these platforms with too much information.

3.6   EU dissemination tools

The PROMICON project was highlighted on CORDIS, with our Key Exploitable Results subsequently also published on the Horizon Results Platform. In addition, we submitted our Key Exploitable Results to the EU Knowledge for Bioeconomy, where they were included as a key resource on their platform, increasing their visibility and contributing to evidence-based policymaking.

Future recommendations:

To further enhance the impact of the future EU projects, we recommend continued collaboration with EU dissemination platforms to ensure sustained visibility. These platforms increase credibility by aligning with EU communication standards. They also facilitate knowledge sharing and networking with other projects and established contacts of EU institutions, fostering collaboration. Overall, they ensure project outcomes are more accessible, discoverable, and aligned with EU priorities.

3.7   Social media

PROMICON is present on 3 social media channels: LinkedIn, Twitter/X and YouTube (see Table 3). Each social network offers different benefits for the communication and dissemination of the project results and outputs. At the beginning of the project, we created a Facebook page as the platform was popular among different audiences, but our experience proved that it was used for more personal reasons and we couldn't reach users, who were interested in science-related content.[1]

In addition to generating engagement on social media platforms, our social media efforts effectively drove high-quality traffic to our website. Visitors arriving from our social media platforms not only spent significantly more time on our website than other users, averaging around five minutes per visit, almost double the usual duration, but also engaged more actively with the content. For instance, a considerable number of visitors downloaded documents, indicating a higher level of interaction. In total, we recorded **1,140 website visits from social media**, accompanied by **over 550,000 post impressions**, demonstrating the strong reach and engagement of our online presence.

Channel	Account name	Number of followers	Number of posts and reposts
LinkedIn	PROMICON	330	205

[1] Hutchinson, A. Report shows publisher referrals from Facebook have declined by 50%. Social Media Today, 09.05.2024. Available from: https://www.socialmediatoday.com/news/facebook-publisher-referrals-decline-50-percent/715745 [cited 12.05.2025].

Twitter/X	@PromiconH2020	280	636
YouTube	@PROMICON	44	27

Table 3. Social media results

3.7.1 LinkedIn

LinkedIn is a platform where most professionals are registered and actively share information about events and publications in their respective fields. As of the beginning of May, PROMICON has 330 followers, an engaged audience. LinkedIn is specifically tailored to building professional relationships or building a community with similar interests, which was our goal from the beginning. LinkedIn is mostly used for sharing and engaging with industry-specific content and that is why we worked on posting content for professionals and people who are specifically interested in the PROMICON project's results.

Indicator	LinkedIn results
Followers	330
Impressions	112,370
Interactions	1,566
Comments	88
Reactions	2,061
Page views	1,184
Original Posts	315
Reposts	174

Table 4. LinkedIn results for PROMICON's page as of the beginning of May 2025

The results of the project's LinkedIn page up to May 2025 highlight growth and engagement. The increase in followers, impressions, and interactions reflects the effectiveness of the content strategy and its strong resonance with the target audience. The consistently high levels of engagement demonstrate that the content is reaching a wide audience.

3.7.2 Twitter/X

Twitter/X still provides short, fast and easy communication. It is popular as a social network and still has a higher number of users than its competitors' platforms. The reason why it was initially picked as a platform is its wide audience of professionals interested in scientific updates.

However, in recent years, Twitter/X has undergone major changes, especially after Elon Musk acquired the platform in 2022 and reformed it in 2023. His leadership brought mass layoffs, a paid subscription service, and shifts in content moderation, sparking mixed reactions. The rebranding to "X" in 2023 aimed to transform the platform into a broader social media ecosystem, though it has faced declining engagement and increased competition. The scientific community has had an especially strong response to these changes, with users abandoning the platform due to ethical concerns.

Table 5 provides an overview of the analytics from PROMICON's page on Twitter/X summarised for 48 months.

Indicator	Twitter/X results
Followers	280

Impressions	438,931
Likes	2,567
Retweets	132
Engagement	1,566
Link clicks	236
Profile Visits	253
Original Posts	516
Reposts	120

Table 5. Twitter/X results for PROMICON's page

Despite the challenges posed by Elon Musk's acquisition of Twitter and the departure of the scientific community from the platform, PROMICON has consistently delivered content and maintained strong audience engagement. The profile has demonstrated consistent results, reflecting solid performance throughout the period. A regular posting schedule, alongside various campaigns and an active social media presence, has contributed to the positive outcomes observed.

3.7.3 YouTube

YouTube has a wide reach, global accessibility and it makes sharing complex ideas through engaging videos possible. Through our video content, we aimed to make science more relatable and easier to understand for all. By different demonstrations and letting scientist explain their work, we created an educational profile that could serve well both professionals and non-professionals. YouTube's interactive features, such as comments and sharing, help us and everyone interested to communicate on the topic. This accessibility makes it an effective tool for promoting science to diverse audiences. The PROMICON YouTube channel currently has a collection of 29 videos, which present in an engaging manner lab work and research that is being conducted within the project. We started a few campaigns, sharing these videos on our other social media platforms: #PROMICONexplained and #Lab_Stories. The most popular one has 710 views.
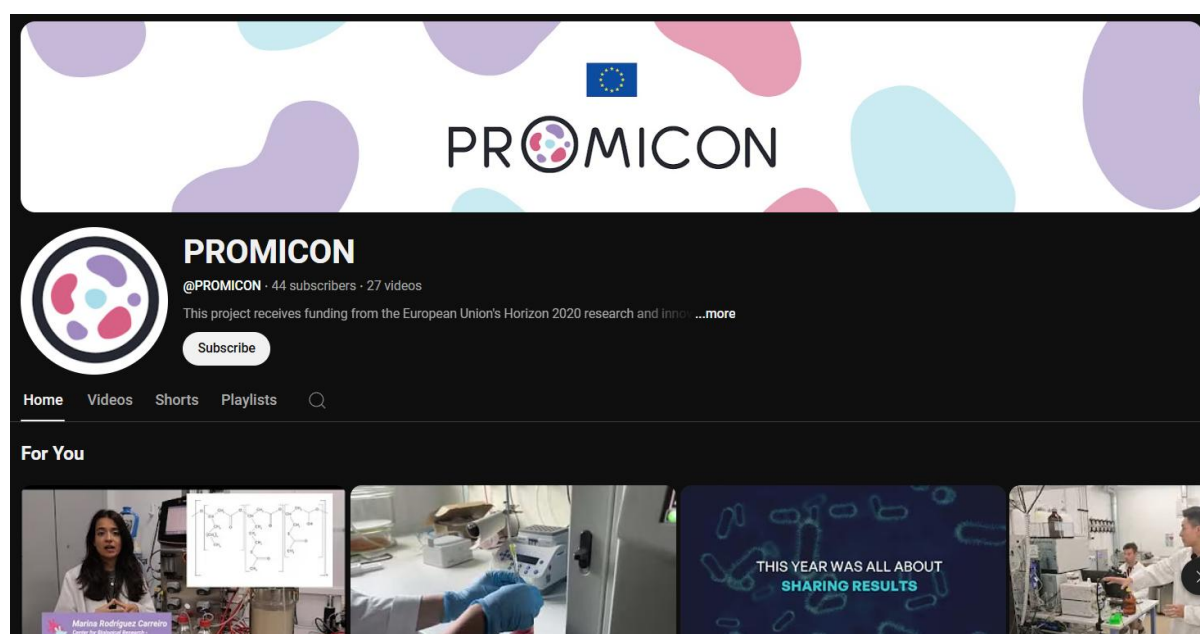
Figure 5. PROMICON's YouTube Channel

3.7.4 Facebook

Facebook's association with privacy concerns, misinformation, and its handling of data breaches has eroded trust. The platform's algorithm-driven content and focus on advertisements also alienated some users. As a result, many users have gravitated toward newer, more interactive social media experiences.

PROMICON's Facebook page failed to demonstrate any further potential for growth. Despite consistent activity on the platform, it became clear that our content was not reaching the right audience. Although we mirrored content from X/Twitter and LinkedIn on Facebook, we were able to engage a much broader audience on the other platforms. With over 150 posts, our page has only 30 followers, which does not meet the project's needs. Given that science content is highly specialised, platforms such as Facebook are predominantly used for personal rather than educational purposes. The scientific community we sought to engage in advancing our mission is simply not present on Facebook.

3.7.5 Social media campaigns

To grow our social media audience and establish a consistent content schedule, we launched 8 targeted social media campaigns. These included #PreviousResearch, #PROMICONFaces, #WomenInScience, and #Lab_Stories, among others. For #Lab_Stories and #PROMICONexplained, we shared video content filmed for the project's YouTube channel. To maximise views on YouTube, we promoted these videos across our social media platforms. Each video was accompanied by a brief description, which helped drive traffic to PROMICON's YouTube channel.

The #WomenInScience campaign, for example, highlighted both the challenges and rewards of being a female scientist, shedding light on this career path. The #Lab_Stories series provided an inside look at the daily life of scientists involved in the PROMICON project, while #PreviousResearch and #PROMICONPapers showcased the ongoing and previous research contributions of our partners. We also introduced #PROMICONexplained, a campaign aimed at making complex biotechnology advances more accessible, and #PROMICONAsksPROMICONAnswers, which also focused on bridging the gap between science and the public.

All these campaigns have helped us to establish a stronger social media presence, build engagement, and raise awareness of the PROMICON project. Additionally, we wrote news items for each campaign to inform those who are interested in the project's updates but are not active on social media platforms. These news items were placed under the "Campaigns" section within the main "News" section to ensure easy access. This approach allowed us to include users who prefer not to register on social media, ensuring they still had access to PROMICON's original content.

All videos uploaded to PROMICON's YouTube channel can also be found on the website in the "Media Center" section, under "Videos", where they are organised by campaign. This consolidation makes the website a central hub for all related information, offering easy access to content that is openly available and intuitively navigable, providing a better user experience (see section 3.2 Website).

Future recommendations:

For future recommendation for effective social media presence on LinkedIn and Twitter/X, we concluded that it is important to maintain consistency by regularly sharing research updates and insights. Sharing engaging visuals, such as pictures, designed graphics or videos, helps to simplify complex concepts. Engaging with your audience by responding to comments and interacting with other professionals is also important. Promoting events, collaborations, and encouraging user-generated content by reposting it will further increase visibility. Content

should be tailored to suit each platform – detailed posts for LinkedIn and quick updates for Twitter/X. Social media campaigns should typically run for 4 to 6 weeks, allowing sufficient time for audience engagement, content distribution, and performance analysis.

As social media platforms evolve, it's important to stay flexible and explore alternatives. For instance, if Facebook proves ineffective, as in PROMICON's case, shifting focus to other platforms like LinkedIn can be more impactful. Similarly, changes on platforms like X may require strategy adjustments.

In addition to original posts, sharing external content helps maintain visibility and build connections. We aimed to post at least twice a week and this schedule proved effective. Early in a project, campaigns can support more frequent posting and keep audiences engaged even when updates are limited.

3.8   Project videos

To present PROMICON's project results in a more understandable and engaging manner for wider audiences, 7 videos were developed, specifically presenting PROMICON technologies:

- Cyanobacterial Microbiomes for Sustainable Bioplastic Production
- Harnessing Cyanobacteria: Building a Sustainable Future
- Development of a biofilm reactor for H2 production
- PHACOS optimisation with the Center for Biological Research - Margarita Salas
- Developing the OMICS Platform with UFZ
- Dual-Chamber Photobioreactor with CNB CSIC
- Automated Online Flow Cytometry Method with UFZ

Each video offered accessible explanations tailored for both experts and non-specialists, helping viewers better understand the scientific advancements and real-world applications of PROMICON's work. Furthermore, the videos effectively highlight the potential applications of PROMICON's technologies, helping to inspire and motivate stakeholders to adopt them.

Until May 2025, the videos from our PROMICON Explained series have garnered **over 2,500 views** on YouTube, with the most popular video being watched more than **700 times**. In contrast, the Lab Stories series has accumulated a total of **695 views**. Audiences have spent over **100 hours** engaging with the content across both series.

The significantly higher view count for the PROMICON Explained series suggests that audiences are particularly interested in understanding the scientific advancements and real-world applications of PROMICON's work. This campaign seems to resonate more with both experts and non-specialists.

Future recommendations:

We recommend that future projects produce tutorial-like video content to effectively communicate research results, especially when the project's work is complex and difficult to grasp without visual aids. Filming engaging, accessible content, such as explainer videos and behind-the-scenes features, not only broadens the project's reach but also provides an opportunity for the general public to understand the project better and for industry representatives to clearly see the application of certain tools. These formats are particularly effective in translating complex scientific concepts for non-specialist audiences and can significantly enhance visibility, stakeholder engagement, and overall impact.

Furthermore, we observed that our audience consistently preferred tutorial-style videos showcasing specific project results, rather than general 'update' videos. The results show that the ROMICON Explained series has been watched approximately **3.6 times more** than Lab

Stories, which indicates that in the future, we recommend focusing your efforts on more accessible, results-driven content that highlights practical applications and tangible outcomes to engage a broader audience.

3.9 Events and networking

Consortium members have participated in a considerable number of project-relevant events, and we have successfully produced news items to highlight their involvement. By the beginning of May 2025, the project partners have presented the project at over 50 events, ranging from conferences to industry-focused events and workshops. Every six months, we reach out to our partners to inquire about the conferences they plan to attend, allowing us to provide tailored support, including sending relevant materials, assisting with design, and sharing live updates during the events. This proactive approach not only enhances our social media reach by promoting these participations but also ensures that attendees are well-informed about our partners' presentations. To maximise visibility, we frequently utilise the event's official hashtag, making it easier for our content to be found and engaged with by a broader audience. Additionally, we promoted this information across our social media profiles to draw attention to our partners' participation and the project's mentions within the scientific community. We also shared details of pertinent events for those who may have an interest.

Future recommendations:

Scientific events are important for knowledge exchange, building new connections, and strengthening the position of consortia within the scientific community. They offer a unique opportunity to present new research, innovations, and scientific achievements to a broad audience.

In this context, the dissemination partner should actively support the consortium's efforts by providing any necessary assistance to facilitate participation in these events. This could include offering relevant materials, helping with presentation designs, and other forms of promotion. The practice of proactively reaching out to partners every six months to identify key conferences and events has proven successful. This approach not only enables us to provide tailored support, such as materials, design assistance, and live updates, but also significantly boosts our social media presence. By consistently using event hashtags and promoting partners' involvement, we enhance visibility and engagement. Maintaining this strategy is essential to maximise outreach, inform attendees, and highlight the project's impact within the scientific community.

3.10 Scientific publications

As part of our commitment to ensuring the knowledge generated by the project is as widely accessible as possible, as of the beginning of May 2025, project partners have published over 30 open-access publications. These have been made available through the "Library" section of our website, with several also included in PROMICON's RIO Collection. To further increase visibility and engagement, we have actively shared these publications through our communication channels. Additionally, we launched the #PROMICONpapers campaign (see section 3.7.5. Social media campaigns) across social media platforms to attract further attention and drive traffic to these articles.

Future recommendations:

Publishing research articles in open-access journals holds significant value. Open access increases the visibility and accessibility of research, making future collaborations more likely and enhancing engagement with the wider scientific community. It not only improves the dissemination of knowledge but also contributes to the advancement of global scientific progress.

3.11 RIO Collection

The launch of the PROMICON RIO Collection in the Research Ideas and Outcomes (RIO) journal was a significant step for the project, offering a transparent and easily accessible record of its research progress. This open-access collection provides a comprehensive, ongoing view of PROMICON's developments, with research articles, preprints, policy briefs, deliverables, and project reports. Continuously updated, the collection reflects the project's advancement as new results emerge. By providing access to this collection through only one DOI link (DOI: 10.3897/rio.coll.239), all stakeholders can easily explore the full range of materials within the collection, gaining insights into PROMICON's activities.

The RIO collection also enables the publication of the project's OMICS data, ensuring wider accessibility and visibility. Deliverable D6.4 highlights the importance of making these data openly available, emphasising their value for transparency, reproducibility, and future research use.

The RIO collection will remain available beyond the project's duration, meaning the results will continue to be accessible, and new audiences will be able to discover them through the RIO journal.

Future recommendations:

Besides linking the PROMICON papers published on other platforms, on PROMICON's RIO collection, we have shared policy briefs (see section 3.12. Policy briefs) as well as a deliverable, which has been read over 1,600 times. This led us to believe, and subsequently recommend, that projects should also make available their less-traditional research outputs, such as public deliverables. For those interested, deliverables often provide valuable insights and detailed information of the behind-the-scences of a research project. Although the deliverable available in PROMICON's RIO collection focuses on project branding and the setup and operation of communication channels (such as logos, promotional materials, websites, templates, and social media), which is relatively straightforward and does not include any significant project results, it is still notable how many users have shown interest in reading it. This demonstrates the potential value of open access to deliverables, even when they cover foundational aspects of the project.

In addition, we recommend that projects find a way to share all of their results in one place that remains accessible even after the project concludes. This helps ensure that valuable results, often dispersed across various platforms, are not lost. Furthermore, we recommend that projects publish not only final results, but also deliverables, policy briefs, datasets, and other relevant materials. This is important because such resources provide transparency, facilitate further research, and make the project's outputs more widely accessible. The policy briefs, published in ARPHA and linked to the project's RIO collection, have over 3000 views.

3.12 Policy briefs

PROMICON created five policy briefs that address key areas of scientific and technological advancements relevant to policy and practice. These briefs focus on strengthening the EU Bioeconomy Strategy through microbiome analysis, supporting the transition to a circular bioeconomy, and developing zero-emission processes for biodegradable plastics. The policy briefs are available in the "Policy Corner" on PROMICON's website, providing insights to inform decision-making and foster sustainable solutions. They have also been shared through platforms such as the Research Ideas and Outcomes Journal, the Horizon Results Platform and the EU Knowledge Center for Bioeconomy.

Future recommendations:

Policy briefs are important for translating scientific discoveries into practical applications across various sectors. While they are often developed towards the end of a project, it is essential to note that the policy cycle tends to move faster than scientific results. Legislators frequently need up-to-date information, which makes it significant for projects to keep track of open calls from the European Commission and contribute timely feedback. By doing so, projects can help shape policies that reflect the latest research findings and drive meaningful change.

When preparing policy briefs, it is important to keep the language accessible and concise. Focusing on key findings, avoiding overly technical jargon, and using visuals to convey complex concepts more clearly. This approach ensures that the briefs are engaging and easily understandable for policymakers. Projects should also consider providing actionable recommendations and emphasising how their findings can be applied in practice, whether it be in the context of legislation, industry, or broader societal benefits.

We recommend that policy briefs be published in a manner that allows them to be assigned a DOI (Digital Object Identifier) link. This practice not only ensures proper citation but also significantly enhances the visibility and accessibility of the briefs. By being assigned a DOI, policy briefs become more easily discoverable by researchers, policymakers, and other stakeholders, increasing the likelihood of being cited in academic publications, reports, and other influential works. This extended reach not only amplifies the impact of the policy brief but also ensures that the research and findings are recognised by a broader audience, further establishing the credibility and importance of the work.

3.13 Graphical summaries

To make the project's articles more understandable and accessible, we developed graphical summaries – visually engaging representations of the articles that encapsulate their core messages. These summaries, designed in the project's colour scheme, provide a quick and easy-to-read overview of complex research, making the content more digestible for a broad audience. All designed materials formed a comprehensive dissemination strategy that ensured our research was accessible to a wide range of stakeholders.

Future recommendations:

It is important that scientific discoveries are summarised in a practical and accessible manner to ensure they resonate with a variety of target audiences, extending beyond the immediate research community. For this purpose, it is essential to explore different methods and formats for presenting these findings. We decided to develop graphical summaries, which offer a clear, concise, and visually appealing way of conveying the insights of the PROMICON research. These summaries are designed to simplify complex concepts and present the information in a way that is easily digestible for a broad audience, including policymakers and industry representatives.

By providing a simplified visual representation of research findings, graphical summaries not only make the material more engaging but also enhance understanding and retention of key messages. This approach ensures that the information is accessible to a wider group, fostering greater engagement with the project's outcomes. The graphical summaries have been disseminated widely throughout the project's website and social media profile. In addition, they are included in the project's legacy brochure, ensuring that the project's results continue to reach a diverse audience long after PROMICON's conclusion.

3.14 Lagacy booklet

To leave a lasting representation of the project's legacy, we created a legacy booklet, designed in the project's visual identity, and shared it with all partners. In addition to the printed

version, we have also uploaded a digital one to the PROMICON website and shared it through the project's social media channels, ensuring it is accessible to a wider audience.

The booklet presents key information in a clear, user-friendly format, making it easy to understand and share. It highlights the project's achievements and the contributions of each Work Package. This approach offers lasting value and is an effective way to preserve and promote the project's impact.

The legacy booklet offers a concise summary of all achievements in one place, presented clearly and visually. It highlights the key results from each work package and is available on the website.

Future recommendations:

It is essential to consider how the results can be made easily visible and accessible once the project has concluded. Ensuring that outcomes are effectively disseminated and remain available to stakeholders after the project's completion maximises the impact and ensures that the results continue to be showcased. This requires planning for long-term accessibility, whether through open-access platforms, publications, or other materials. We aimed to create additional material, designed to provide a comprehensive view of the project's results, which can be easily shared with stakeholders.

4   Monitoring and evaluation

The communication strategy and dissemination plan for the PROMICON project have been regularly reviewed, taking into account the baseline activities and their expected frequency.

Our strategy was formally updated once, as detailed in Deliverable D6.3, and we have continuously monitored the KPIs established at the beginning of the project to ensure progress remains on track. Based on this approach, we recommend that projects review their KPIs every six months. This regular assessment allows for timely adjustments and the introduction of new activities as necessary.

Equally important is maintaining active communication with project partners. Regular check-ins help track their progress, identify what has been presented, and offer assistance where needed. In our case, we have facilitated this by sending dissemination reminders every six months, ensuring ongoing engagement and support for our partners.

5   Conclusion

This report provides an overview of the dissemination activities carried out by PROMICON partners over the entire duration of the project (48 months). Throughout this period, dissemination efforts have been consistently executed to increase visibility and engagement with key stakeholders.

Based on this report, we recommend the following:

The content

- Use plain language and avoid jargon—opt for metaphors and examples to make information relatable and engaging.

- Incorporate visual communication (e.g., graphics) to enhance retention and accessibility for diverse audiences, regardless of literacy levels.

- Tailor your message to the specific needs, interests, and knowledge levels of your target audience for greater clarity and relevance.

- Focus on solutions and benefits, not problems and losses. While acknowledging uncertainty and scepticism, highlight established knowledge to build trust.

The channels

Visual identity

- Develop a strong and cohesive project brand early on with clear guidelines and ready-to-use materials to ensure consistent communication across all partners.

- Create a versatile promotional kit with 3-5 core assets, like editable posters and banners, that can be adapted for various events, including digital formats such as QR codes for online-only materials.

Website

- Maintain a dynamic website from the project's start. Even with limited initial results, share relevant partner research or field updates to maintain engagement.

- Regularly update the website with news, publications, events, and milestones to keep it fresh and relevant.

- Periodically and critically review the website to identify outdated content, ensuring that all information accurately reflects the current stage and developments of the project.

Social media

- Post consistently – aim for at least 2 posts per week to maintain visibility and audience engagement.

- Use engaging visuals like photos, infographics, and short videos to simplify complex topics and capture attention.

- Tailor content to each platform's audience—opt for detailed posts on LinkedIn and concise, dynamic updates on platforms like X/Twitter.

- Actively engage with your audience—respond to comments, repost user-generated content, and create interactive opportunities.

- Run focused, 4-6 week campaigns for optimal reach and performance tracking, and stay flexible to adjust strategies based on platform performance.

Videos

- Develop short, engaging tutorial-style videos to effectively communicate complex research results. Focus on specific outcomes, as audiences prefer these over general updates.

- Keep videos concise (under 4 minutes), visually appealing, and accessible to both expert and non-expert audiences.

- Add subtitles for accessibility and optimise titles, descriptions, and tags for better discoverability. Create compelling thumbnails to boost engagement and search rankings.

Newsletter

- Start building your subscriber list early with social media campaigns promoting the newsletter launch.

- Ensure transparency by using clear links, avoiding link shorteners, and incorporating visible buttons and full URLs.

- Balance text with visuals—aim for around 70% text and 30% images to maintain clarity and smooth email delivery.

- Send newsletters more than once a year—aim for 2-3 editions to keep the content timely, relevant, and digestible. Only increase frequency if the content is meaningful to your audience.

Press releases

- Distribute press releases to journalists, bloggers, and media outlets, targeting at least 3-4 for broader coverage.

- Craft clear, concise, and compelling titles to capture attention and increase media pick-up.

- Share the press release on the project's social media accounts and encourage partners to do the same.

- Include high-quality images, infographics, or videos to increase shareability and engagement.

- Increase coverage by linking to current media discussions (e.g., plastic pollution or EU regulations) to show how your project aligns with broader issues.

Events

- Actively support consortium participation by providing tailored materials and presentation design assistance.

- Identify key events every 6 months to ensure timely preparation and maximise visibility.

- Use event-specific hashtags and promote partners' involvement on social media to amplify reach.

Publications

- Advocate for open access publishing to increase visibility and foster broader collaboration.

- Ask partners every 2-3 months for any new publications to ensure the project's latest results are consistently shared and accessible in the public domain.

- Monitor platforms like OpenAire Explore for automatically linked publications to keep research outputs visible.

- Diversify your publication strategy by including non-traditional outputs like workshop reports, deliverables and policy briefs to extend your reach.

- Centralise all project outputs on a long-lasting platform like PROMICON's RIO collection, which assigns them with DOIs and ensures ongoing accessibility even after the project concludes.

EU dissemination tools

- Leverage EU dissemination platforms like the Horizon Results Platform, Open Research Europe, and the Innovation Radar to broaden the project's reach and credibility.

- These tools help connect with a wide network of stakeholders, including researchers, policymakers, and industry leaders, driving collaboration and knowledge-sharing.

6 Annex: Recommendation factsheets

PROMICON

Harnessing the power of nature through productive microbial consortia in biotechnology – Measure, model, master

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