

LIFE BIOBEST

GUIDING THE MAINSTREAMING OF BEST BIO-WASTE RECYCLING
PRACTICES IN EUROPE

D7.2: Transferability and replicability strategy

WP7: Sustainability, replication and exploitation of project results

T7.4: Definition of the Transferability and Replication Strategy

MARCH 2025

Public Report



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LIFE21-PRE-ES-LIFE BIOBEST – 101086420

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1 Document attributes

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1.1 Document management control sheet

Table 1. Document management control sheet

PROJECT NAME:	LIFE BIOBEST
Full Project Title:	Guiding the mainstreaming of best bio-waste recycling practices in Europe
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Dissemination Level:	Deliverable – Public
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1.2 Document revision history

Table 2. Document revision history

Version Number	Date	Version	Short Description of the Changes	Editor
0.1	03/03/25	1 st Draft	Document created as 1 st version to be distributed	CIC – Eva María López, Vera Brambilla, Alberto Confalonieri, Michele Giavini, Irina Krutova, Marco Ricci
0.2	04/03/25	2 nd Draft	Document created as 2 nd version to be distributed. Peer review	ENT– Gemma Nohales, Mike Stinavage
0.3	12/03/25	3 rd Draft	Document created as 3 rd version to be distributed	CIC – Eva María López, Alberto Confalonieri
0.4	18/03/25	Definitive/ Approved	Final revision, including linguistic and format revision Definitive and approved version to be submitted	ENT– Gemma Nohales, Mike Stinavage CIC – Eva María López
0.5	20/03/25	Submitted	Submitted to Participant Portal in PDF	ENT – Gemma Nohales

1.3 Document overview

The LIFE BIOBEST project has yielded valuable outcomes that should be transferred to the target groups to enhance the adoption of proposed solutions, strategies, and the usage of created tools. From month 4 (M4), the project established a comprehensive strategy and maintained appropriate instruments to ensure the transferability of these outcomes throughout its duration.

This document outlines the methodology and reports on all activities undertaken by project partners from M1 to M26, with the objective of maximizing the impact of LIFE BIOBEST outcomes on the target groups. This deliverable is a complementary document to the **LIFE BIOBEST D6.2 Communication and dissemination plan** and to the **LIFE BIOBEST D7.3 Exploitation and sustainability strategy**.

The actions taken and impact numbers provided within this report will be updated in the **LIFE BIOBEST D6.4 Communication and dissemination final report** to be submitted at the end of the project.

1.4 Table of acronyms

Table 3. Table of acronyms

Acronym	Term
M	Month of the project lifespan
MS	Member State
EU	European Union

1.5 LIFE BIOBEST Project summary

EU obligations on the selective collection of bio-waste came into force at the end of 2023, increasing the availability of source-separated bio-waste for composting and anaerobic digestion. To ensure the development of bio-waste management best practices and the production of quality compost and digestate for soil applications, while minimising any negative effect and closing effectively the loop, a comprehensive analysis is required regarding bio-waste management strategies, instruments and management schemes and their results given that large disparities exist among experiences in the EU.

The LIFE BIOBEST project aims to identify and validate the current Best Practices (BP) and management instruments along the bio-waste management chain (from generation to treatment) that allow the production of quality compost and digestate and establish a series of reference Key Performance Indicators (KPI), based on the analysis of existing databases and experiences. In a policy brief about barriers and through interconnected co-creation meetings with relevant expert stakeholders of the sector, solutions have been provided to overcome the identified technical, regulatory, economic and environmental barriers to widely adopt the proposed BPs.

Four guidelines and a comprehensive EU-wide guide have been created, together with two decision-support tree guides for local and regional authorities to adapt bio-waste management models to their specific context, offering feasible BP and management instruments to promote efficient collection and subsequent recycling of bio-waste into quality compost and digestate.

By means of an analysis of the input materials, treatment practices, resulting compost and digestate quality, a proposal for premium European standards for biological waste entering composting and anaerobic digestion have been developed with the ultimate goal of promoting the certification of these materials and treatments, guaranteeing optimal management processes and a safe, beneficial return to the soil.

The outcomes of LIFE BIOBEST will promote a significant improvement of the collection and treatment systems, and consequently of the quantity and purity of the input material, reducing process rejects and favouring the conversion of bio-waste into high-quality compost and digestate.

The LIFE BIOBEST consortium is led by [Fundació ENT](#) (ENT) in partnership with [Consorzio Italiano Compostatori](#) (CIC), [ACR+](#) (Association of Cities and Regions for sustainable Resource management), [European Compost Network](#) (ECN) and [Zero Waste Europe](#) (ZWE). It is a 2.5-years LIFE Preparatory Project funded by the European Commission.

Project Total Eligible Costs: € 1,664,600.07, Funding Rate: 90%,
Maximum Grant Amount: € 1,498,140.05.

2 Introduction

Whether municipalities are in the initial stages of bio-waste implementation design or an advanced state of management, LIFE BIOBEST outputs provide a point of reference for policy and decision-makers, local authorities, waste haulers, recycling entities and technical practitioners. These outputs are necessary contributions that help prepare EU jurisdictions for a new standard of bio-waste management.

Considering the first and second European Commission Early Warning Reports alongside the 2025 mandate for bio-waste separate collection, only 9 of 27 Member States (MS) are on track to meet 2025 recycling targets. The adoption of inadequate collection and implementation strategies (low capture and quality and low service coverage) is worrisome, especially among regions and MS with less experience.

Advances must be made in quantity and quality of bio-waste separate collection. It is urgent to close the bio-waste cycle by producing high quality organic fertilisers or soil improvers. To tackle this challenge, combined efforts and support between those territories with more advanced responses and those in a more initial stage is required.

Over the past 26 months, this has been the objective of the LIFE BIOBEST project: contribute to the sustainable and efficient management of the whole bio-waste value chain with an unequivocal approach for sharing and transferring knowledge to collectively evolve in the green transition. This work is crucial to promote the collection of large quantities of high-quality bio-waste in order to produce quality products.

In conjunction with the January 2024 EU separate collection mandate, the LIFE BIOBEST project investigates various facets of bio-waste management ranging from separate collection, implementation of recycling strategies, processing systems and related management options to generate high-quality compost and digestate products. LIFE BIOBEST outputs provide a comprehensive outlook on the bio-waste value chain as well as existing best practices from a number of EU countries where management instruments are successfully applied.

Though the LIFE BIOBEST project concludes, its impact and resources will continue to be valuable. Tasks related to the sustainability and exploitation for LIFE BIOBEST are expected in the final trimester of the project. Whereas the **LIFE BIOBEST D7.2 Transferability and replicability strategy** focuses on the dissemination, fortification and usage of LIFE BIOBEST outcomes during the final phase of the project, the **LIFE BIOBEST D7.3 Exploitation and sustainability strategy** defines the afterlife of LIFE BIOBEST upon its completion in terms of exploitable results and exploitation route. The two deliverables are complementary and should be considered together.

LIFE BIOBEST D7.3 Transferability and replicability strategy gathers the dissemination strategy, the instruments used and the actions carried out by the project from M1 to M26 as well as the results obtained in terms of quantitative impacts. It is a complementary

document to the **LIFE BIOBEST D6.2 Communication and dissemination plan** submitted in M4 and to the **LIFE BIOBEST D6.4 Communication and dissemination final report** which will also provide final numbers of the impact reached by the project in terms of transferability of results.

3 Transferability and replicability strategy

Beneficiaries of the EU funded projects are legally obliged to disseminate results with the scope of diffuse knowledge, promote the adoption of solutions in other contexts and generate benefits to the overall society. The design of a transferability and replicability strategy is considered a crucial instrument for ensuring that the valuable outcomes resulting from projects can be effectively shared, adapted and implemented by the targeted audience.

LIFE BIOBEST describes in this document the methodology adopted by the project from M4 to disseminate results, which has been developed across the following subsequent steps:

1. Definition of project outcomes
2. Planning of the timeline for transferability
3. Identification of target groups to address the dissemination actions
4. Selection of the means that the project has made available for the transferability actions
5. Determine the indicators to evaluate the impact reached
6. Monitor the impact as an ongoing assessment of the strategy's effectiveness
7. Evaluation and improvement of the strategy to ensure continuous enhancement and adaptation to changing needs

The subsequent sections provide details about the above-mentioned steps carried out in the timeframe of M4–M26.

3.1 Project outcomes

The LIFE BIOBEST has delivered a total of 12 outcomes to be disseminated:

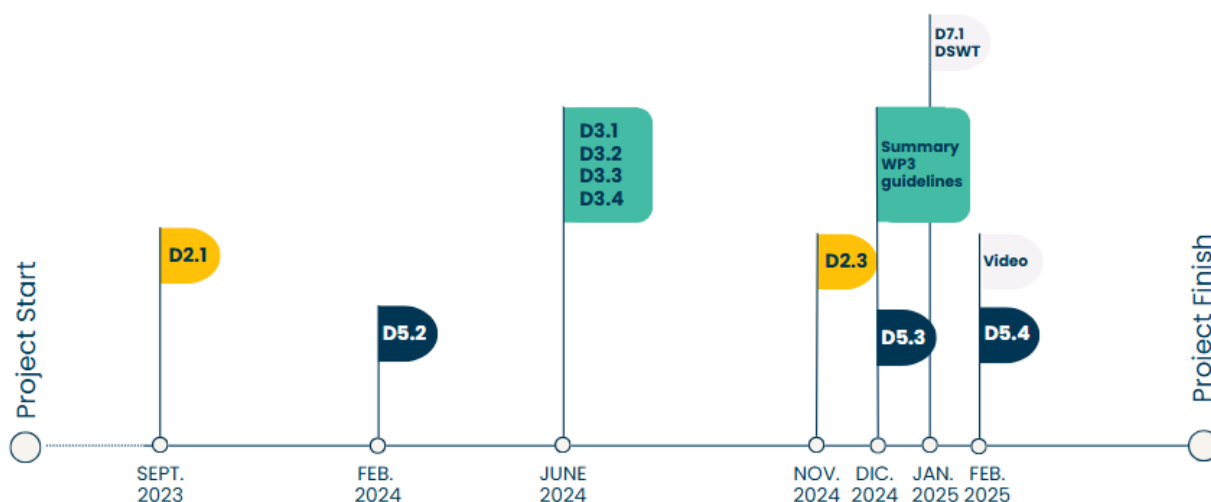
- [**LIFE BIOBEST D2.1 Improved and homogenised datasets**](#)
- [**LIFE BIOBEST D2.2 Statistical analysis identifying best practices**](#)
- [**LIFE BIOBEST D2.3 Assessment matrix of best practices**](#)
- [**LIFE BIOBEST D3.1 Guideline on separate collection**](#)
- [**LIFE BIOBEST D3.2 Guideline on governance and economic incentives**](#)
- [**LIFE BIOBEST D3.3 Guideline on quality compost and digestate**](#)
- [**LIFE BIOBEST D3.4 Factsheets on the analysis of best practices in communication and engagement from various countries**](#)

- [Summary of the guidelines. WP3 Set of guidelines](#)
- **LIFE BIOBEST D5.1 Decision support trees**
- [LIFE BIOBEST D5.2 Policy brief including regulatory barriers](#)
- [LIFE BIOBEST D5.3 Proposal for quality standards for bio-waste entering biological recycling facilities](#)
- [LIFE BIOBEST D5.4 Comprehensive guidance for the EU](#)
- [LIFE BIOBEST D7.1 Decision Support Web Tool](#)
- **LIFE BIOBEST D5.4 Comprehensive guidance [video](#)**

3.2 Timeline for transferability actions

LIFE BIOBEST has adhered to the strategy since M4 and will continue to do so until the project's conclusion in M30. The outcomes mentioned above were developed from January 2023 (M1) to February 2025 (M26). As illustrated in Figure 1, these efforts were primarily concentrated after the first year, which focused on assessing and analysing technical issues. Upcoming documents will be delivered in the following months and will be subject of the same transferability procedure.

Figure 1. Timeline of the delivery of the LIFE BIOBEST outcomes



3.3 Identification of the target groups

The target groups, to whom LIFE BIOBEST have address the different dissemination actions, lay in the following categories:

- EU institutions
- National institutions
- Regional Institutions
- Local authorities (and indirectly the citizens under their government)
- Industry, business partners from the bio-waste sector
- Research communities
- Civil society

The means used for transferring each project outcome have been conveniently selected to have an impact on the most important target group to be reached and according to the message to be delivered.

3.4 Means for transferring LIFE BIOBEST outcomes

The project delivered in M4 the **LIFE BIOBEST D6.2 Communication and dissemination plan**, detailing the channels made available to project partners to transfer the outcomes. These dissemination means can be grouped as follows:

1. Events (both exclusively organised by the project and participation in external events)
2. Social media ([#LIFEBIOBEST](#))
3. Project [website](#)
4. Press releases
5. Newsletters (both the official project newsletter and the ones that partner deliver to their own members)
6. Direct mails to stakeholders addressing specific outcomes of their interest
7. Videos available on internet

Every outcome produced by the project has been systematically subject of dissemination using most of the above-mentioned means (except the video, which only refers to a specific outcome content, **[LIFE BIOBEST D5.4 Comprehensive guidance for the EU](#)**).

In addition to these means and with the scope of reaching an impact at international level and not only limit to EU, the project launched the [LIFE BIOBEST Supporting Stakeholders' Network](#). This network is made up of organisations and experts around the globe interested in sharing with LIFE BIOBEST their experiences and best practices of working with bio-waste. A total of 95 stakeholders (see distribution in Figure 2) have been engaged up to M26, receiving the newsletters elaborated by the project and direct mails announcing the

availability on the project website of new specific outcomes or informing about the organisation of LIFE BIOBEST events in their territory.

Figure 2. Distribution of the entities subscribed to the LIFE BIOBEST Supporting Stakeholders' Network



3.5 Impact indicators

Establishing reliable indicators to measure the impact of project dissemination actions allows the effective planning, execution and evaluation of the overall transferability and replicability strategy. Table 4 shows the indicators used by LIFE BIOBEST to assess the impact of transferability actions.

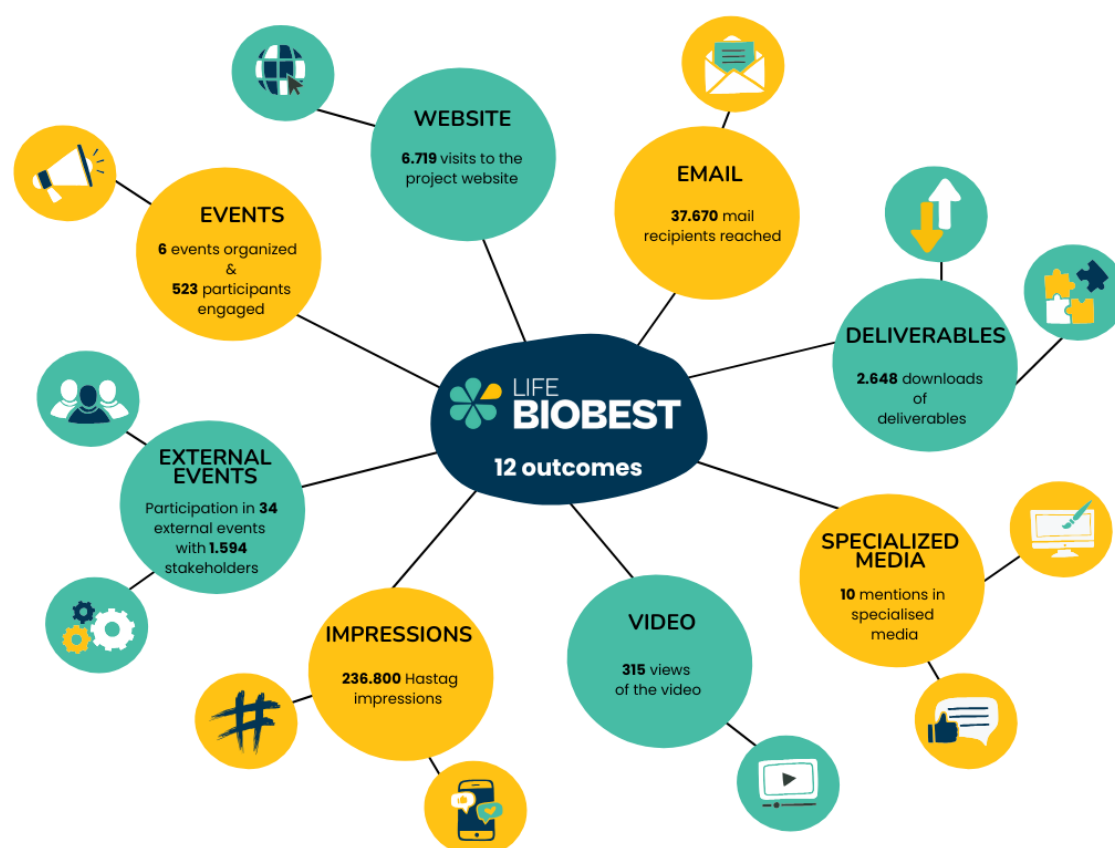
Table 4. Impact indicators related to each of the project dissemination means

Mean	Impact indicator
Events	Number of events Number participants
Social media	Number of hashtag impressions
Website	Number of visits Number of downloads of the document Number of accesses to the decision-support tool
Press release	Number of mentions in press media Number of recipients reached
Newsletters	Number of recipients reached
Video	Number of views

4 Impact monitoring of the strategy

This section includes the impact obtained through the different transferability actions carried out by LIFE BIOBEST partners within the period M1-M26 and which can be summarised in the following figure:

Figure 3. LIFE BIOBEST transferability impacts



More detail of the actions is described in the following subsections.

4.1 Events

Participation in events is considered vital for the dissemination of LIFE BIOBEST results as it provides a platform for direct interaction, facilitating networking, fostering collaborations and enabling the exchange of ideas. The interactions carried out at events have contributed to build trust and credibility on LIFE BIOBEST outcomes, while making it easier to communicate complex information and collect valuable feedback.

Table 5 gathers the different events in which the project has participated. The lines in bold correspond to events organised by LIFE BIOBEST itself. In total the project has been disseminated in 40 events (6 organised by the project and 36 external events in which LIFE BIOBEST was invited as a speaker) that have counted with the presence of more than 2,100 participants.

Table 5. Detail of the events in which LIFE BIOBEST has participated.

Partner (staff)** initials and Date of the event	Event	Type of event	Target group	Objective	Impact (Nr. of participants)
All 27/09/23	#LIFEBIOBEST webinar: How to best collect bio-waste in high density areas?	Education and training events	Local authorities	Dissemination of best practices from 3 EU pioneers to key stakeholders	135
ZWE (EF) 12/10/2023	Conference on Circular Economy and Biowaste, Godollo (HU)	Conferences	Local authorities	Giving visibility to BIOBEST and deliverables, at a final event of a research programme on bio-waste	100
ZWE (EF) 18/10/2023	BIOodpady 2023 (National Biowaste Conference, Slovakia)	Conferences	Local authorities	Giving visibility to the BIOBEST programme and deliverables, at a national conference for policy- and decision makers to define strategies and disseminate best practices	100
All 25/10/23	#LIFEBIOBEST capacity-building workshop in Barcelona– “Unlocking Efficiency: Strategies for building a high-performing municipal bio-waste system”	Education and training events	Local authorities	Dissemination of local best practices and initial findings of BIOBEST project experts to key stakeholders in the Catalan region	40
ENT (MS & GN) 26/05/23	LIFE BIOBEST presents at the BioCircularCities Third peer Review Session in Barcelona	Collaboration with EU-funded projects	Research communities	Merge synergies with a like-minded circular economy project that focuses on waste management. Collaborate with EU-funded projects.	20

Partner (staff)** initials and Date of the event	Event	Type of event	Target group	Objective	Impact (Nr. of participants)
ENT (MS & GN) 28/06/23	LIFE BIOBEST / Pensament online session: The challenges and opportunities of bio- waste management in NYC	Education and training events	Research communities	A webinar to hear from NYC expert on their high-density bio-waste collection and treatment plans.	43
ECN (SW) 23/01/24	Citisystems Webinar	Collaboration with EU-funded projects	Local authorities	Introduction to the project as well as current bio-waste collection status in EU	75
ECN (SW) 09/01/24	University online Lecture: Bioresources & Biorefineries	Education and training events	Research communities	Presentation of ECN, the BIOBEST Project including concepts for best practices in collection and treatment	15
All 13-14/03/24	#LIFEBIOBEST workshop in Lyon: Bio-waste breakthrough – Learning from European pioneers to improve your local system	Education and training events	Local authorities	Presentation of the guidelines and dissemination of best practices from 5 EU pioneers to key stakeholders	70
ECN (RG) 10/04/24	A European market for circular fertilisers – Waste Management Europe, Bergamo	Collaboration with EU-funded projects	Industry, business partners	Presentation of the policy brief under WP5, with a special focus on regulatory barriers	63
ACR+ (JB) 15/04/2024	Pre-NERM event: EU projects networking event: have your say with FER-PLAY	Collaboration with EU-funded projects	Research communities	Presentation of LIFE BIOBEST to other projects working on bio-waste topics	25

Partner (staff)** initials and Date of the event	Event	Type of event	Target group	Objective	Impact (Nr. of participants)
ECN (RG & SS) 18/04/2024	Circular fertilisers for healthy soils: drivers and challenges	Collaboration with EU-funded projects	Industry, business partners	Presentation of ECN-QAS and BIOBEST guidelines	34
ECN&ZWE (SW & MJ) 23&30/04/24	From waste to resource I: exploring methods to increase biowaste collection- Interreg Policy learning platform	Education and training events	Regional authorities	Presentation of EU best practices of bio-waste collection and treatment	65
ECN (SI) 14/05/24	Interreg Core 3rd Thematic seminar: Good use and different use of compost and digestate-based products	Education and training events	Regional authorities	Presentation of BIOBEST guidelines on quality of compost and digestate	45
ECN (SW) 14/05/24	#VKU session at IFAT	Meetings	Local authorities	Presentation of LIFE BIOBEST project including current project outputs	30
All 27/05/24	#LIFEBIOBEST webinar: Regulatory and technical perspectives – driving progress in bio-waste treatment	Education and training events	Local authorities	Insights for advancing bio-waste treatment practices	90
ENT (GN) 12/06/24	Working Group Circular Economy meeting from the European Biogas Association	Collaboration with EU-funded projects	Research communities	Presentation of D5.2 Policy brief	39

Partner (staff)** initials and Date of the event	Event	Type of event	Target group	Objective	Impact (Nr. of participants)
ENT (GN & MS) 13- 14/06/2024	A futureproof EU Waste Framework Directive – organized by OVAM	Conferences	EU Institutions	Presentation of D5.2 Policy brief	25
ECN (SW) 13-17/05/2024	Weltleitmesse IFAT Munich	Meetings	Industry, business partners	Presentation of LIFE BIOBEST and guidelines	20
ENT&ECN (GN, MS & SW) 17/09/2024	CLOSECYCLE Pop-up Talk	Collaboration with EU-funded projects	Research communities	Presentation of BIOBEST outputs D5.2, D3.2, D3.3, and D5.3	20
ENT (MS) 18/09/2024	DAI/ICLEI Keynote Presentation	Collaboration with EU-funded projects	Research communities	Presentation of D5.2 policy brief	25
CIC&ECN (AC, VB & SS) 09/10/2024	Meeting with VLACO (Flemish Bio-waste Association) and ECN promoting quality issues	Meetings	Industry, business partners	Promote project guidelines D3.3 in a specific meeting on quality	7
CIC&ECN (AC & SS) 10/10/2024	Task Group on Soil and Organic Matter and the Task Group on Fertiliser Regulation	Meetings	Industry, business partners	Promote project guidelines D3.3 in a specific meeting on soil and fertilisers	16
ECN (SS) 17/10/2024	Avfall Norge Seminar	Meetings	Industry, business partners	Presenting LIFE BIOBEST project	25

Partner (staff)** initials and Date of the event	Event	Type of event	Target group	Objective	Impact (Nr. of participants)
All 22&24/10/24	#LIFEBIOBEST workshops: Mastering bio-waste collection and treatment – Lessons from Portugal’s pioneers	Education and training events	Local authorities	Presentation of the guidelines and dissemination of best practices from EU pioneers to key stakeholders	100
CIC (MR) 24/10/2024	Compostable by-Design Platform Annual Event	Meetings	Industry, business partners	Promote project guidelines D3.1	51
ZWE (JM) 30/10/2024	ZWE/ICLEI Circular Cities Declaration	Education and training events	Local authorities	Insights for advancing bio-waste treatment practices	25
CIC (MC) 06/11/2024	Ecomondo International Circular Economy Fair. Biowaste: XXVI Conference on Composting and Anaerobic Digestion	Conferences	National authorities	Promotion of the guidelines produced by the project	60
ZWE (JV) 12/11/2024	COP29 – Official Side event	Conferences	National authorities	Economic incentives for bio-waste collection – D3.2 Guideline on economic incentives	60
ZWE (JV) 12/11/2024	COP29 – Unlocking the potential for financing methane mitigation from solid waste for the NDCS and beyond	Conferences	National authorities	Economic incentives for bio-waste collection including D3.2 guideline	20

Partner (staff)** initials and Date of the event	Event	Type of event	Target group	Objective	Impact (Nr. of participants)
ZWE (EF) 14/11/2024	Dutch National GFT (Bio-waste) Management Conference - Utrecht	Conferences	Local authorities	Information/dissemination about the project and its guidelines and inventory of best practices	130
All 26/11/24	#LIFEBIOBEST conference: Towards a zero waste future – best practices in bio-waste collection and treatment Pruszcz Gdański, Poland	Education and training events	Local authorities	Presentation of the guidelines and dissemination of best practices from pioneers to key stakeholders	88
ACR+ (JB) 03/12/2024	<i>Coût des déchets en Ile-de-France: quel impact du tri à la source des biodéchets ?</i>	Conferences	Local authorities	Presentation of the different guidelines, bio-waste situation in Europe, highlight on Maia and Milan, general good practices, economic aspects	100
CIC&ECN (EL & SS) 05/12/2024	World Soil Day online event	Education and training events	Industry, business partners	Presentation of WP3 guidelines	42
ENT (GN & MS) 12/12/2024	Zero Waste Cities event in Ukraine	Education and training events	Local authorities	Presentation of D3.2 guideline, as per topic: "A gate fee / a landfill tax: a necessity for implementation and benefits (EU case studies)".	55
ENT (MS) 22/01/2025	Zero Waste Cities event in Ukraine	Education and training events	Local authorities	Presentation of D2.3 Assessment matrix for planning bio-waste management schemes	55

Partner (staff)** initials and Date of the event	Event	Type of event	Target group	Objective	Impact (Nr. of participants)
ZWE (MJ) 27/01/25	Circular Bioeconomy project – citisystem Webinar 4: Supporting good examples on the community-level biobased circularity solutions with citizen groups as actors in the transition	Education and training events	Local authorities	Presentation of BIOBEST guidelines and dissemination of best collection and communication practices	25
ACR+ (JB) 21/01/2025	ESPP Stakeholder platform – Proposals for nutrients in the EU Circular Economy Act	Meetings	EU Institutions	Mention of guidelines and upcoming policy recommendations in a more general intervention on position of local and regional authorities for the Circular Economy Act	100
CIC (AC) 22/01/2025	PensamENT online session: Implications of biowaste quality in the recycling processes	Education and training events	Research communities	Discussion on the quality and promotion of BIOBEST outcomes	22
ENT (GN & MS) 19/02/2025	The Potential of Circular Fertilisers Untapped: Opportunities and Challenges Ahead	Collaboration with EU-funded projects	Research communities	Discussion on the actions to enhance the bio-waste recycling in EU to foster the production of high-quality compost	57

**Note: Partner initials denote the following: ENT – Gemma Nohales (GN), Mike Stinavage (MS); CIC – Vera Brambilla (VB), Alberto Confalonieri (AC), Michele Giavini (MG), Eva María Lopez (EL), Marco Ricci (MR), Massimo Centemero (MC); ACR+ – Jean-Benoit Bel (JB); ECN – Riccardo Gambini (RG), Stefanie Siebert (SS), Steffen Walk (SW); ZWE – Enzo Favoino (EF), Manon Jourdan (MJ), Jack McQuibban (JM), Janek Vahk (JV)

4.2 Social media

Social media has played a crucial role in the dissemination of the project results by providing a dynamic and far-reaching platform of knowledge transference. It has also become an essential tool to engage the Target Groups to the project events. Through partners social media channels, LIFE BIOBEST has increased visibility, fostered collaboration and encouraged public participation.

Within the period of M1-M26, the project has launched 60 posts that has reached a total of 236.800 impressions. Every time an outcome has been made available on the website, or an event is being organised, a post has been published as to ensure that target audience is reached.

The detail of impressions along the project lifespan is included in Table 6.

Table 6. Number of #LIFEBIOBEST impressions

Year	Number of #LIFEBIOBEST impressions
Y1	71,304
Y2	147,570
Y3 (M25-M26)	17,926

4.3 Website

Having a dedicated website has been crucial for the dissemination of LIFE BIOBEST results as it has worked as a central hub that has allowed to have a broader picture of the project objective and expected outcomes as well as to provide information on new events and act as a library for project deliverables.

The LIFE BIOBEST website has received 16,719 visits in the period M1-M26, the project deliverables have been downloaded 2,548 times and the Web Tool has received 9 requests of access. The following tables (Table 7 and Table 8) provide more details on the impact reached.

Table 7. Number of visits to LIFE BIOBEST website

Year	Number of website visits
Y1	2,889
Y2	11,354
Y3 (M25-M26)	2,476

Table 8. Impact of the project deliverables

Deliverable (Month of publication)	Nr. of downloads
D2.1 Improved and homogenised datasets (M9)	298
D2.3 Assessment matrix of best practices (M23)	75
D3.1 Guideline on the separate collection of bio-waste (M18)	597
D3.2 Guideline on governance and economic incentives (M18)	276
D3.3 Guideline to promote quality compost and digestate (M18)	326
D3.4 Country factsheets on the analysis of communication and engagement practices for bio-waste separate collection and treatment (M18)	383
Summary of the guidelines. WP3: Set of guidelines (M24)	71
D5.2 Policy Brief including the regulatory barriers (M14)	358
D5.3 Proposal for quality standards (M24)	124
D5.4 Comprehensive guidance for the EU (M26)	111
D7.1 Decision Support Web Tool (M25)	9 users

4.4 Press releases

Being present in written media is crucial for any EU project as it enhances visibility and credibility. Written media, including newspapers, magazines, and online publications, can reach a wide and diverse audience, helping to disseminate information about the project's goals, progress, and outcomes.

LIFE BIOBEST has published a total of 4 press releases, entitled as follows:

- [LIFE BIOBEST launches its mission to mainstream bio-waste practices in Europe to improve soil health](#) (published in M6)
- [New bio-waste guidelines set to boost recycling in Europe](#) (M18)
- [One year anniversary of bio-waste collection in Europe is a warning for recycling](#) (M25)
- [Europe needs legally binding targets to drive progress in bio-waste collection and recycling](#) (M26)

Press releases have been directly sent to 61 subscribers and distributed to specialised media. As a result, LIFE BIOBEST has been mentioned 10 times in specialised media from the beginning of the project to M26.

4.5 Newsletters

The release of newsletters is a direct way to address tailor-made messages summarising project outcomes to a specific public.

A total of 4 newsletters have been elaborated every 6 months by LIFE BIOBEST and sent to the 95 stakeholders engaged through the Support Stakeholders Network and to the 218 subscribers.

- [June 2023](#) (M6)
- [December 2023](#) (M12)
- [June 2024](#) (M18)
- [December 2024](#) (M24)

In addition, project partners have sent 54 newsletters containing information on project outcomes to their own networks. The total number of recipients reached is 33,680, split across the project lifespan till M26 as indicated in Table 9.

Table 9. Number of recipients reached through newsletter with LIFE BIOBEST content

Year	Number of recipients receiving the newsletters
Y1	3,875
Y2	27,953
Y3 (M25-M26)	5,781

4.6 Video

Publishing videos online through platforms like YouTube is crucial for effective dissemination because it leverages the power of visual storytelling to engage and inform a wide audience. Social media can substantially help to promote videos by the publication of posts with them inside.

LIFE BIOBEST launched a [video](#) that summarised the main insights resulting from the [LIFE BIOBEST D5.4 Comprehensive guidance for the EU](#). It was published at the beginning of M26, reaching in the first month of publication an impact of 315 views. The video includes subtitles in the main EU languages for a better understanding when promoting it during local events.

5 Other complementary actions

The transferability actions are complemented by other tasks aimed at broadening the adoption of LIFE BIOBEST solutions and best practices identified. Notable among these are:

- The technical support service to local administrations carried out within T4.4 (to be detailed in the upcoming **LIFE BIOBEST D4.2 Technical support to local administrations**).
- The advocacy strategy to present LIFE BIOBEST outputs to the European Commission officials as a means to implement the recommendations created during the project foreseen from M27.
- The elaboration of blog posts and articles summarising main key messages to be delivered to the main associations working on the bio-waste sector at EU or international level (like [ISWA](#)) to disseminate among their network.

6 Next steps of the transferability and replicability strategy

The primary objective of the **LIFE BIOBEST D7.2 Transferability and replicability strategy** is to ensure that the project outcomes are disseminated effectively to the right audience, facilitating widespread adoption of the project's solutions. The impact of the dissemination actions described in this report highlights the significant efforts made by the project partners from M1 to M26. As a result, LIFE BIOBEST has successfully disseminated all the outputs and know-how and built trust and credibility among the target groups.

Notwithstanding the impact obtained so far, LIFE BIOBEST will continue to implement transferability actions until the end of its duration and beyond.

LIFE BIOBEST D7.3 Exploitation and sustainability strategy defines the project's afterlife strategy for the continued dissemination of the recommendations and guidance. The report then sets forth the exploitation route of each deliverable as defined by the partners of the consortium.

Final indicators and results will be provided within the **LIFE BIOBEST D6.2 Final communication strategy** as well as the publicly accessible **LIFE BIOBEST Layman's report**.

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