

Report on Project Impact



GreenXpo

"Accelerating progress towards the green economy"

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greenXpo, impact reporting

Overall Goal

greenXpo aimed to facilitate and accelerate the update of eco-innovation knowledge by three main target groups, which are policy makers, enterprises and the interested general public. Its goal were an innovative as well as enhanced and tangible implementation of flagship initiatives of the Innovation Union, i.e. the eco-innovation Action Plan, the EU Strategy for Sustainable Development as well as the EC Communication on a Roadmap to a resource efficient Europe. To this end, the Consortium reflected on potential direct as well as on indirect impact and proposed a number of means for implementation. The ultimate goal was to provide a seamless body of eco-innovation knowledge that features all elements of eco-innovation: technology solutions, non-technological ways of becoming eco-innovative, enabling networks for eco-innovators, as well as a thorough collection of policies that support any of these domains of eco-innovation.

A European rather than a fragmented view

The main difference between eco-innovation and other innovations is that eco-innovation results in both economic and environmental benefits. In the light of global resource constraints and ever growing competition, the economic benefits of eco-innovation for businesses world-wide are evident. The recent developments towards a green economy create a substantial market for eco-innovation and the eco-industry. The environmental benefits of eco-innovation include a reduction in the use of natural resources and a decrease in the release of harmful substances per unit output across the whole life cycle. Neither environment nor economy can be seen restricted to national borders.

The greenXpo platform is a European initiative and European in scope by definition. Cases of eco-innovation knowledge from all over Europe are collected and featured for transfer to target groups from all over Europe and beyond. The result will be an efficient instrument to support eco-innovation that is borderless. The two multiplier partners EURADA and ICLEI have been specifically invited into the consortium for their capacity to transfer the project knowledge to each and every region of Europe and to bring it into a very large number of European cities and municipalities.

By definition the open eco-innovation community is a multi-national one and this is another of the reasons for a European approach of greenXpo.

greenXpo also draws from expertise of consortium members from four EU Member States (DE, BE, SE, FI), and the two E.E.I.G.s G!E and YOURIS involve further partners from two more countries (FR, IT). The involvement of a Taiwanese partner underlines the potentially global impact expected of greenXpo.

National or local projects cannot have a sufficient impact for a global topic and a respective portal like the greenXpo platform. Being a European project, greenXpo can well from its beginning perform its high-quality support of eco-innovation knowledge management and transfer.

Impact on different target groups

In particular, the greenXpo project had impact on a number of different target groups, addressing their needs and offering particular value to each of them. These target groups and added value for them were determined in the beginning of the project:

Eco-innovation seekers and eco-innovation solution providers can find their counterparts, thus offering matchmaking opportunities for co-development of new technical as well as policy related solutions, for accessing up-to-date information on existing and emerging technologies, or for getting in contact with other eco-innovation projects to share experiences and learnings.

Intermediaries, umbrella associations and the Commission Services wish to support their clients in providing up-to-date information on trends, (potential) partners, solutions or further (business) opportunities. The platform offers that information.

Financial institutions and individual experts. This use of the platform as kind of an observation instrument enables financial institutions and individual experts from technical centres, testing laboratories, engineering and legal offices to check on state of the art eco-innovation information. They also can promote their own know-how as well as positioning themselves as service providers via the greenXpo platform. Since the eco-innovative cases are featured according to the standards of an innovation circle approach, this interaction will help to speed up the implementation of promising instruments and solutions.

Policy makers find clear and practical political guidance in the featured case studies on successful eco-innovation support instruments, including success factors and suggestions for replication elsewhere. An additional effect will be the learning from the analysed failures in the background material.

Online community. Last but not least the platform facilitates the knowledge transfer process within the online community: Society at large is at the basis of all particular groups of stakeholder. The assemblage and consolidation of various web-based repositories on eco-innovation may facilitate a much better understanding of the subject. To understand what eco-innovation is about, to explore what Europe and its partners are doing in the field, and to participate in one of the various off-line actions will help to improve the implementation of eco-innovation at large.

All above mentioned target groups were taken into account when planning dissemination activities. The desired impact was seen to have to different aspects, a direct as well as an indirect one. This greenXpo approach comprised the following items as direct impacts:

- a) Gathering of eco-innovation knowledge and its target-group adapted featuring on the platform: each individual case of eco-innovation knowledge was prepared using a functional approach in order to make the information gathered intuitively understandable to our target groups.
- b) Packaging >190 new cases of eco-innovation knowledge: 55 technological eco-innovations, 40 non-technological eco-innovations, 30 eco-innovation networks and 65 eco-innovation policies. The new technological cases were added to the already existing best 100 ones from previous eco-innovation programmes. Finally, the virtual library displays more than 300 cases of eco-innovation best practice. The featured policies supporting eco-innovation show the strong policy guidance necessary to achieve ambitious aims in this domain.

- c) Contributing to a better exploitation of high quality eco-innovation results in Europe and beyond: The innovative web-based tool facilitates knowledge transfer as well as uptake and exploitation of research data and good policy measures related to eco-innovation. In turn, the proactive promotion of the available knowledge to and results by policy makers, enterprises and society at large guarantee high quality results being provided on the greenXpo platform. The entity of activities on and around the portal benefit from the interdisciplinary and transnational cooperation given by the involved stakeholders of or leading to eco-innovation and thus lead to an improved networking between policy makers, SME, eco-innovators and civil society organisations, all being stakeholders in this complex area of eco-innovation.
- d) Analysing the very best cases in depth, allowing for deeper understanding of drivers and barriers to eco-innovation: The composition of the Consortium, deeply rooted in the open eco-innovation community, facilitated a highly efficient activation of eco-innovation, covering all four aspects of this area. greenXpo could thus animate a lively platform with an analytical framework to eco-innovative results. Relevant eco-innovation knowledge is made available in a didactic manner online for the three target groups market players, policy makers and society, strongly supporting a better dissemination of eco-innovation practices.
- e) Proactive promotion of the quality knowledge on the web-platform: Online content has been developed target group specific. Communication strategies for online as well as offline activity was developed and agreed in the Knowledge Management Plan. E-dissemination, multipliers, off-line events, face to face meetings as well as presentations were chosen as means for dissemination within the eco-innovation community.

Additionally, greenXpo aimed at reaching the following items as indirect impacts, meaning those where a direct cause-effect linkage cannot be proven and that go beyond the full control of the proposed project.

This includes

- giving policy makers guidance and examples of eco-innovation support policies at hand, as well as a framework for analysis of success and failure factors greenXpo expects, which in turn will contribute to a faster transition to a green European economy.
- giving market players, and especially SMEs and supply chains well-described cases of eco-innovation for inclusion in their own business operation, which contributes to green growth and further innovation.
- giving the general interested public an array of positive information about eco-innovation and the host of knowledge available to spur green growth, greenXpo further expects
- contribution to the improved networking between policy makers, SMEs, eco-innovators and civil society organisations.

The eco-innovation knowledge gathered and packaged, along with the case studies and the policy guidance papers are made available to our three target groups online on our user-friendly web-platform www.innovationseeds.eu. But the content is also pushed through other channels to our target groups.

Process for reaching the desired impact

Material

As a first step, identity and communication materials were designed and produced in the beginning of the project and the same visual identity was used in all dissemination activities. The further development of the platform after the end of the greenXpo project was also taken into consideration in the materials as the INNOVATIONSEEDS brand and logo was highlighted and kept as the main message through all dissemination so that the restricted lifetime of the greenXpo project as such would not be barrier for the future development of the platform. In order to be as close at the target groups as possible, the Chinese version of platform and printed material were provided not only in traditional Chinese, but as well as version in simplified Chinese letters.

Target areas

The three envisaged greenXpo main target groups (policy-making, business and the general public) are very distinct and have different information needs, preferences for communication channels and react to different stimuli. greenXpo has therefore divided up the promotion and dissemination actions according to the target groups and their specific needs. Below you find a presentation of which means and communication channels we have chosen for which target group and what impact was achieved.

The following paragraphs provide an overview on the impact reached in the field of policy making. To achieve better dissemination of eco-innovation policies and best practices to policy makers, greenXpo has designed specific offline activities to push the knowledge to policy makers rather than to expect that they come by themselves and extract it from our web-platform. Therefore the policy dialogue events were designed and organised.

EU-level policy makers

The target group policy makers is a heterogeneous one, comprising Europe, national, regional as well as city level institutions and people. Consequently, the objective was addressed by the task "Establishing and utilising interfaces with the European, national, regional and municipal eco-innovation policy makers, professionals and communities". Having a strong network of contacts in Brussels, G!E and the other partners identified relevant stakeholders at the different units of the European Commission, relevant committees of the European Parliament, as well as eco-innovation networks and initiatives being active in the area of eco-innovation. Bilateral meetings were held, discussing the insights of greenXpo and collecting feedback on eco-innovation aspects. In addition, G!E presented the greenXpo during the conference on the "Research & Innovation for a circular economy in European Regions" on the 15th of October 2014 in Brussels, Belgium. The event was attended by over 70 participants, including policy-makers, industry and scientific community.

National level policy makers

Focussing on national policy makers, greenXpo aimed to proactively take the eco-innovation knowledge gathered and arranged in the central one-stop portal into this relevant target group.

National policy-makers are the interface between European and National policy decisions, thus guiding also the regional policy. The creation of interfaces for multi-directional knowledge exchange between the target groups on this level is crucial for the efficient development of eco-innovation. With regard to the target group of policy makers, the feedback regarding the INNOVATIONSEEDS.eu platform as well as to the off-line activities of the project was quite positive. Policy makers welcomed such a comprehensive instrument where technology, services, networks as well as best practice policies are presented together. It was stressed that the transferability is a real added value to a best practice presentation per se, most notably because of the GML scale. An instrument to compare the strongly differing approaches to eco-innovation is something comparatively new and therefore particularly interesting. The combination of online portal with focused social media activity with off-line events like the policy dialogues were considered valuable.

Regional level policy makers

Regional policy makers were mostly addressed led by EURADA, working with the strong network of regional development agencies across Europe. The activities reached out to a wide audience of regional policy makers to bring the greenXpo project and its results directly to them, in order to transfer the eco-innovation knowledge and foster its uptake and exchange at different administrative levels, with a focus on regional representatives. Valuable inputs were gathered during the offline events feeding back into the analysis presented online.

Municipal level policy makers

In total, approximately 210 city-level policy makers from across Europe were reached via event presentations. At EcoProcura and the EURADA Agora, these policy makers came from cities across Europe and at EcoProcura included EU level policy makers directly involved in the topics of procurement and innovation. Such events proved to be useful forums for engaging with others policy makers, as they are the perfect place to present good practice examples, and discuss opportunities and barriers which can arise when a city wishes to procure eco- innovation.

Based on the calculations of unique visitors on the PPI Platform and SPRC websites over the given weeks in which the articles were published, as well as the number of people registered for the SP Update and GPP Newsletter, the articles published covering greenXpo reached 6,131 people approximately. These figures ensured that awareness was raised as regards both the greenXpo project and the INNOVATIONSEEDS Platform, and the activities of the greenXpo project were highlighted. The primary impact and achievement was that by discussing the examples relating to the procurement of eco-innovation prepared by ICLEI during the greenXpo project, with city-level policy makers, constructive discussions took place as regards how possible it would be to replicate a given procurement or approach to achieve eco-innovation in another city.

Policy makers in Asia

Since eco-innovation cannot be restricted to Europe, and sustainable development is per definition a global one, the creation and maintenance of strong links to Asia is necessary and was a natural part of greenXpo from the beginning. The objective of this particular task, led by NCKU, was to facilitate

interfaces and knowledge exchange on best eco-innovation practices on a global level, with focus on East Asian region. In order to reach the global market and to implement eco-innovative solutions, European eco-innovative companies need in-depth knowledge and understanding on the local context and active dialogue (instead of simple one-way promotion) with the relevant actors in the target market. The experiences on the implementation of eco-innovations from the East-Asian region can have high added value for the outreach of the greenXpo platform.

The channels used to reach East Asian stakeholders included the following:

- Face-to-face meetings with the public bodies from Taiwan, Japan, Korea and China
- Presentations on the greenXpo platform and its results in the relevant eco-innovation events and conferences
- Articles and newsfeeds on the greenXpo platform and its results in the relevant East Asian websites, portals and virtual communities related to eco-innovation
- Active updates in the website section

NCKU disseminated the content of the greenXpo project and the function of INNOVATIONSEEDS.eu and greenXpo.tw before the face-to-face meetings got started. Most of the audience liked the well-classified libraries, and provided NCKU with plenty of ideas for writing articles. The ten articles written by NCKU were all assisted by the participants in face-to-face meetings, including the information providing, advice on key points in the policies, the latest development of the policies, etc. For the audiences who failed to read Chinese, NCKU encouraged them to make use of INNOVATIONSEEDS.eu instead of greenXpo.tw. For the future NCKU considers to have more languages (e.g. Japanese or Korean) on the Asian platform for quicker and clearer understanding of website visitors in the beginning.

Conclusion on target area *policy*

All dissemination activity, both online and offline, aimed at establishing and utilising interfaces with the European, national, regional, and municipal eco-innovation policy-makers, professionals and communities. In light of this, the greenXpo partners carried out a number of awareness-raising activities thought the project. These included numerous presentations in front of EU decision and policy makers, as well as the wider innovation communities and networks, presentation of project's results at different events. Partners have also actively disseminated information about the project to target groups in both Europe and East Asia, using various communication channels. All activities performed enhanced project's visibility, increased understanding of project's scope and results, and allowed engaging key actors and increased partnership opportunities.

In conclusion, case studies such as those provided by greenXpo on the INNOVATIONSEEDS platform, prove very useful and interesting to policy makers, as they provide them with an insight into how other levels' public authorities are procuring eco-innovation. Very often, city-level policy makers have not thought of taking a different approach, but seeing what worked for other cities, and what did not, in case studies such as those now published on the INNOVATIONSEEDS websites appears to be a useful approach when combined with presentations and face-to-face discussions about the topic of procurement of eco-innovation. Gaining more visibility as well as critical mass will help increasing

the implementation speed and the impact of greenXpo's best practices on the eco-innovation development in Europe and beyond. Policy makers often prefer sound briefing by organisations deeper linked to the operational daily work. Hence, it is crucial to further develop the platform in a way that policy-relevant information is easily accessible in the libraries and is edited in a tailor-made, i.e. target group specific manner. Best policy practices where risks, challenges and advantages are easy to grasp are the best way to keep the platform attractive for policy makers looking for boosting their area of expertise. Vice versa, keeping them as active members of the eco-innovative community on and around the platform will feed back the needs of the policy side into its successful development.

In total consortium partners reached a broad range of stakeholders via presentations, including both policy-makers and practitioners directly involved in topics related to eco-innovation (cp. list of dissemination actions). During the presentations, all target groups welcomed the project, and provided positive feedback regarding its results, especially the INNOVATIONSEEDS portal and outcomes of the industry dialogue events on eco-innovation along value chains. It is expected, especially in the case of associations, that the information about the greenXpo project and its results was further communicated to member organisations, ensuring high dissemination impact.

All together it can be estimated that over 5000 policy makers were reached via the dissemination activities which shows that the impact number targets were reached. The estimation is based on the amount of one-to-one meetings, presentations and policy sessions. The odds that even higher number of policy makers was reached is high.

Interfaces and promotion of eco-innovation knowledge to enterprises at all levels

The second target area is the industry, i.e. companies and especially SMEs that are potentially able to benefit from the integration of eco-innovative technologies, non-technological eco-innovations and inclusion into eco-innovation networks for their business activities. A particularly high potential of uptake for eco-innovative knowledge exists in traditional sectors and industrial value chains. Bringing eco-innovation to traditional sectors through cross-sectoral cooperation and fertilisation is therefore addressed in an entire work package via the industry dialogue events.

The main focus of the activities was in European clusters and networks, but also those clusters and networks acting in the potential target markets of the European eco-innovative companies were contacted in order to support their internationalisation. The connection to Asia-Pacific region was established during the greenXpo project via networking and presentations to take the European Eco-Innovation knowledge to that specific region. The fruitful discussion and spreading the good practices resulted in wider collaboration and potentially in creation of new cleantech cluster in Asia Pacific in collaboration with GCCA.

The representatives of greenXpo participated in the following networking events and meetings promoting the INNOVATIONSEEDS portal and greenXpo project to specifically SMEs and clusters. The dissemination work cannot be restricted narrowly to events that only reach the SMEs or clusters as in all events more than one target group was present. That means that there are other events that were participated by consortium members and reached also this target group but is not mentioned here:

1. Asia Pacific Cleantech market Place Forum 2013 – Singapore 9th -11th September 2013
2. GCCA Asia Gateway cluster manager meeting Singapore, on 10th September 2013

3. ECOPOL Final conference in Athens, Greece 21st -23rd October 2013
4. Corporate Cleantech Venture Day in Lahti, Finland on 20th November 2013
5. Cleantech Finland Member meeting in Helsinki, Finland on 7th May 2014
6. Nordic Cleantech Open Finals, Stockholm, Sweden 19th May 2014
7. Cleantech Forum Stockholm, Sweden on 20th -21st May 2014
8. EcoSummit Berlin, Germany 3rd – 4th June 2014
9. ECO-INNOVERA Final Conference in Copenhagen, Denmark 17th -18th September 2014
10. EcoProcura in Ghent Belgium, 24th – 26th September 2014
11. Cleantech Venture Day in Lahti, Finland 28th October 2014
12. Asia Pacific Cleantech Market Place Forum, Singapore on 30th -31st October 2014
13. GCCA Asia Gateway cluster manager meeting Singapore on 31st October 2014
14. Cleantech Investing Forum in Lausanne, Switzerland on 2nd – 4th December 2014
15. GCCA Europe Gateway cluster manager meeting Lausanne, Switzerland on 4th December 2014
16. Green Bridge Forum, Jurmala, Latvia 15th -17th April 2015
17. GreenXpo Final Conference, Jyväskylä, Finland, 22nd -24th April 2015
18. Cleantech Forum, Florence, Italy 27th -29th April 2015
19. EcoSummit, Berlin, 19th -20th May 2015

In order to support the development of new market-led eco-innovations, the model of eco-innovation market sessions was tested during the project. The market sessions were organised around existing company clusters/networks that aim to find new eco-innovation based market opportunities. To support the ambitious goals of reaching the SMEs close collaboration with Global Cleantech Cluster Association (GCCA) was established in the beginning of the project. The INNOVATIONSEEDS knowledge portal served as a source of the best practices and case examples to start the dialogue and give success cases to inspire companies to start businesses in new region and /or the cluster managers to start new operations to support that development.

The specific focus areas of the market sessions were defined during the project and the following sessions were organised:

- market session focusing on regional/inter-regional cluster collaboration in cooperation with GCCA in **Asia Pacific Cleantech Market place Forum in Singapore on 9th -11th September 2013**
- market session focusing on the European eco-innovation companies going global, especially on Asian market as a part of **Asia Pacific Cleantech Market Place Forum 2014 on 30th October**
- market session focusing on eco-innovation companies and their liaison with corporations in cooperation with GCCA and Later Stage Award nominees as a part of **Cleantech Investment Forum in Lausanne, Switzerland on 4th December 2014**
- market session focusing on eco-innovation companies and their liaison with corporates, organised as a **Co-Design workshop in Helsinki, Finland on 21st April 2015**
- market session focusing on training the SMEs **“How to attract investors” in Lahti, Finland on 6th – 7th May 2015**

The greenXpo project has promoted a dialogue in form of a series of events between SMEs, larger companies, representatives of sectorial organisations and other stakeholders on the concept of eco-

innovation along the value chain, as well as sector-specific challenges and opportunities for the uptake of proposed technological and non-technological eco-innovations.

The rationale behind this was the hypothesis that value chain eco-innovation that can lead to much larger resource savings than on an individual company level. This was formulated as follows: “Strategic collaborative eco-innovation along an industrial value chain results in a resource efficiency savings potential superior to the sum of individual company’s savings” (cp. D5.2).

The goal of the events was to test the awareness about the superior potential of supply chains innovations to cut costs and increase resource efficiency with sectoral industry stakeholders, to discuss a number of concrete cases of supply-chain-level eco-innovations, and finally to validate the success factors for implementing supply-chain-level eco-innovations and at the same time understand the obstacles that might prevent it as well as potential ways to support it.

The following **five events** were organised in 2014 and 2015:

- 1) Cross-sectoral event “Benefitting from Innovations for Greening the Value Chain”: Brussels, Belgium
- 2) Food & drink industry “The Future of Communication between Companies and Society”, Cologne, Germany
- 3) Chemical industry “Greater interface efficiency in chemical value chains – challenges and potential”, Chester, UK
- 4) Construction industry “The Future of buildings – Eco-innovation as a basis for sustainable construction”, Graz, Austria
- 5) Pulp & paper industry “Greater interface efficiency in pulp and paper value chains – challenges and potential” Örnsköldsvik, Sweden

The discussions of these events show a complex yet clear picture of the challenges and opportunities related to this new concept. It appeared clearly that in the case of value-chain level eco-innovation, three different types of barriers hinder the change process, and that these barriers are cumulative. These are company-level, value-chain-level and sector-specific barriers. It is therefore realistic to conclude that while pilot study findings confirm the potential of value chain eco-innovation to significantly improve the competitiveness of European traditional industry sectors, this potential will not be realised without public support due to the high level of complexity of the process. We are hence in the presence of a market failure that invites for a political remedy.

In addition to market sessions and industry dialogue events, the Consortium did as well market the information on the platform using social media and electronic channels. To reach the eco-innovation cluster’s networks and SMEs the partners used their vast online network to disseminate the information. The full list of dissemination activities provides a selection of the newsletters/blog posts and websites where target group were SMEs (or SMEs via multiplier organisations).

Conclusion on target area *industry*

In total consortium partners reached a broad range of SMEs and corporates via presentations, event participation and communication, including multiplier organisations such as clusters and regional development organisations directly involved in topics related to eco-innovation. It is expected, especially in the case of associations and regional development agencies, that the information about the greenXpo project and its results was further communicated to member organisations, ensuring

high dissemination impact even after the end of the project. It can be estimated that almost 100.000 SMEs, clusters and eco-innovation networks were reached directly by the activities carried out by the greenXpo partners to reach these target groups. The estimation is based on the events, presentations, market sessions and newsletter, blogs and tweets targeted to reach these groups and on the estimated distribution networks of the multiplier organisations like clusters and regional development agencies. That being said the task can be evaluated successful.

Interfaces and promotion of eco-innovation knowledge to the general public

The third and least specific target area consists in what we call the “general public”. This is of course not any kind of general public. While the virtual community is technically open to anybody and everybody, greenXpo expected to reach here those interested individuals that are already naturally interested in eco-innovation, the transition to the Green Economy and the topic of European research and innovation. To this end, the project made active use of social and professional networking tools.

Active promotion of the INNOVATIONSEEDS LinkedIn site & group and twitter account was coordinated by Youris. An analysis of the community and its state and ways for growth ensured the efficient implementation of the dissemination activities during the project. All partners used actively communication means like newsletters and articles in relevant publications as well as presentations during the respective events to focus this target group.

In addition to the global INNOVATIONSEEDS portal the Asian website in Chinese was established to ensure the dissemination to the Asian markets. NCKU took care of dissemination via newsletters in Asia, whereas the global newsletter was sent out from Europe.

In order to allow for synergies, the InnovationSeeds portal was linked to other website popular to people searching for eco-innovation knowledge like European Commission’s EcoAP site, LADEC English website, ICLEI & EURADA sites to mention few.

Social media became a main channel to communicate with the general stakeholder group: As one of the most revealing measure of the success of dissemination activities counts the visitor rates at the website, twitter and the LinkedIn group which describe the interest in the portal as well as the overall interest in the topic. The amounts of the visitors in all of the main electronic dissemination channels show steady growth during the lifetime of the project. Live tweeting coverage of events became an interesting new feature and this tweeting during the events and about the interesting things related to eco-innovation reached a wider audience than traditional communication channels.

The hashtag **#greenXpo** was chosen to aggregate the tweets regarding the dialogue events both to ensure the proper contextualisation of the tweets and to allow the possibility of tracking the activity and its results. The activity can definitely be considered satisfactory, having produced a number of more than 45 thousand people that could come in contact with the contents of the events. The number of interactions compared to the number of tweets, though, shows a proportion slightly above one: if compared to the following chapter about the final conference, this value is quite low. It can be explained by the fact that the live coverage of the events did not engage so much the participants of the events as instead happened for the Final Conference, due to the nature of the dialogue events themselves, which are not as apt for the online engagement of users as a conference can be: The indicators show how the event was spread throughout Twitter and how many people it

managed to reach: a total of more than 23 thousand people came in contact with the event's contents, while all the relative tweets were seen globally more than 81 thousand times. The amount of interactions that the tweets received represents all actions that were undertaken by users who saw the tweets: retweets, likes, favourites or click through. These interactions, which were roughly 9 for each tweet on average, are the measure of the interest that the tweets were able to excite in the users who came in contact with them and can be considered definitely satisfying.

A part from the live tweeting activities, greenXpo undertook a number of disseminating actions, with the aim of promoting the awareness of its initiatives (mainly the Dialogue Events) and the project itself on online channels. A research has been made on this activity, with the aim of evaluating the quantity of references to greenXpo and its portal: the result was a total of 37 online sources that mentioned the INNOVATIONSEEDS initiatives, dated from June 2013 to-date, though this result cannot be considered final.

Conclusion on target area *general public*

From the beginning of the project till the present moment, the INNOVATIONSEEDS portal had a total of more than 56,000 unique visitors with an average of 2,400 visitors per month, while the average time spent by users on a page is 1:22 minutes. The growth of the LinkedIn group members has been satisfying showing a steady trend throughout the duration of the whole project. The number of followers to-date is 334, with an increment of about 150 new followers from the beginning, and an average of more than 6 new followers per month.

Conclusion

It can be estimated that with the market sessions organised during the event in collaboration with GCCA around 10,000 companies were reached, estimated by calculating the multiplier effect of the cluster networks and the cluster managers who participated in the events (altogether 40) and the approximate number of the companies in each cluster (250).

Newsletters, social media posts and blogs online send via different channels during the project reached over 120.000 people (see task 6.4 report on online visibility) and in addition to online visibility all other dissemination activities reached over 97.000 people of which it is difficult to estimate the portions by stakeholders but it can safely be said that the ambitious goals of the impact numbers were reached.

Policy makers and public bodies were reached via one-to-one meetings, presentations at the events and newsletter channels and innovation sessions. The amount of the people reached were high above the estimated target impact numbers for example the Asian reach via NCKU newsletter and Chinese website reaching over 3.000 readers and participants in conferences in the region.

Same goes for example in case of ICLEI and JUELICH sending out newsletters that reached over 8.000 people each time.

Also policy & market sessions can be estimated to reach over 8.000 people representing the target groups.

Another important measure of the success in dissemination would be the feedback got from the event participants, meetings and people who visited the site. Overall experience of the feedback is positive, the quality and quantity of the cases have impressed people and many stakeholders have been interested in how to contribute and get their own best practises highlighted at the portal.

As shown in the full list of activities in the end of this report a variety of ways was used to reach all of the predefined target groups. The dissemination work during the project consisted of over 100 activities reaching to all different stakeholder groups. This means that there was activity on average once a week during the project. With these activities almost 100.000 companies, clusters and policy makers were reached during the project. This does not count the social media activities like only twitter reaching over 120.000 people. These new ways to spread knowledge as twitter, LinkedIn group and other social media channels were actively updated and shared among the partner networks.

With almost 100.000 people reached in the whole variety of targeted groups the dissemination work in greenXpo project can be considered successful, and the lively eco-innovation community was set a strong basis to grow.