



primary

First version of the PRIMARY Stakeholder Platform

Deliverable.5.2

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Executive summary

The Deliverable 5.2 is describing the stakeholder platform development in PRIMARY WP5. In WP5, Task 5.3 focuses on the design, development, and operation of the PRIMARY Stakeholder Platform, a central digital hub for engagement, knowledge sharing, and collaboration across Europe's bioeconomy ecosystem. Led by CERTH, with contributions from VTT and CIVITTA, the platform embeds PRIMARY's stakeholder engagement activities within existing European bioeconomy infrastructures, notably the ERBN platform.

The Stakeholder Platform is developed internally by the project, with technical implementation subcontracted to IUNG-PIB under CERTH's supervision. It builds on the digital infrastructure established by previous Horizon Europe projects, including BioRural and thERBN. By Month 10 (February 2026), corresponding to Del5.2, the first operational version of the platform is available, providing dedicated spaces for PRIMARY within the established ERBN environment. The PRIMARY Stakeholder Platform is accessible via the official PRIMARY website and through a dedicated platform URL (www.primary-stakeholder-platform.eu). Continuous updates, content enrichment, and stakeholder onboarding will continue from Month 10 until the end of the project (M48). The development of the first version of the Stakeholder Platform corresponds to Milestone MS6 of the PRIMARY project, which stipulated that a clearly identifiable PRIMARY space within the thERBN platform would be operational by Month 9. This milestone was achieved on schedule, and the present deliverable documents the resulting platform as available at Month 10.

The platform enables stakeholders to register, create profiles, appear on an interactive geographic map, access collaboration tools, and consult selected project outputs. CIVITTA supports the population of the platform with high-quality content, including practice abstracts, factsheets, success stories, tutorials, and business model templates. The platform addresses a broad stakeholder base, primary producers, SMEs, NGOs, RTOs, advisors, and policymakers at national and EU level, ensuring comprehensive representation across bioeconomy value chains.

The expected uptake is 50–100 new PRIMARY-related stakeholder registrations per year, leading to more than 300 active users by the end of the project. Through its integration with the rapidly growing ERBN network, it is expected to reach more than 2,000 bioeconomy stakeholders by the end of the project.

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Table of abbreviations

Abbreviation	Definition
NGO	Non-governmental organization
ERBN	European Rural Bioeconomy Network
SME	Small Medium Enterprise
GDPR	General Data Protection Regulation
RTO	Research and Technology Organizations
HTC	Hydrothermal Carbonization
PHWE	Pressurized Hot Water Extraction

Commented [LL1]: RTO, thERBN, HTC, and PHWE are used but not defined in this table

1. Description of the Stakeholder platform

The PRIMARY Stakeholder Platform is a collaborative European hub integrated into the existing ERBN digital environment. European Rural Bioeconomy Network (ERBN) platform is an open stakeholder and knowledge platform for everyone working in or interested in the rural bioeconomy. It is designed to strengthen dissemination, enhance visibility, and facilitate collaboration among PRIMARY stakeholders, while ensuring alignment with wider European bioeconomy networks.

The ERBN platform currently connects more than 600 bioeconomy stakeholders, including primary producers, advisors, industry representatives, policymakers, researchers, NGOs, and citizens across Europe. It functions both as a knowledge repository and as a networking and collaboration space.

Through PRIMARY's integration, project stakeholders become clearly identifiable within the platform. Dedicated filters and project-specific hubs allow users to easily identify PRIMARY-related actors and content. All PRIMARY knowledge materials are categorized according to the platform's existing structure while remaining clearly branded with the PRIMARY identity, ensuring high visibility, searchability, and traceability.

Targeted stakeholders include primary producers, cooperatives, SMEs, bio-based industry associations, corporations, public authorities at all governance levels, universities, research centers, and civil society organizations. The platform supports stakeholder registration, interactive mapping, and active participation in communication and collaboration activities, while facilitating access to curated project outputs.

Close alignment with the Thematic European Rural Bioeconomy Network (thERBN) further reinforces synergies among EU-funded initiatives. Through these interconnected networks, PRIMARY reaches hundreds of multi-actor stakeholders and supports co-creation, best-practice exchange, and evidence-informed policymaking at national and EU levels.

The platform also features direct API integration with EU-FarmBook, a long-term Horizon Europe knowledge-sharing platform for agriculture and forestry. This interoperability significantly expands dissemination potential by enabling cross-platform visibility and reuse of validated content.

To date, significant progress has been achieved in the technical establishment and operational preparation of the shared Stakeholder Platform. IUNG-PIB, acting as subcontractor, implemented the required technical adjustments to ensure a fully functional domain and enable the integration of the PRIMARY project. Since Month 7, dedicated meetings and continuous bilateral communication have been conducted with the sister projects and all PRIMARY partners to initiate stakeholder registration and to identify and collect relevant materials for upload. These actions have established the basis for structured collaboration, content population, and the active engagement of partners and their networks in view of the platform's launch.

2. Objectives of the PRIMARY Stakeholder platform

The PRIMARY Stakeholder Platform pursues the following objectives:

- Increase the visibility and dissemination of PRIMARY results and best practices beyond pilot countries.
- Establish a clearly identifiable PRIMARY community within a wider European bioeconomy ecosystem.
- Provide interactive visibility of stakeholders and initiatives through geographic mapping tools.
- Facilitate communication, collaboration, and partnership building across the bioeconomy value chain.
- Support knowledge sharing and capacity building through project-specific hubs and collaboration tools.
- Promote replicability and upscaling of innovative logistics, processing solutions, products, and business models.
- Enable co-creation and innovation supporting rural development and the primary sector.
- Strengthen engagement with policymakers and decision-makers, contributing to future policy and CAP-related initiatives.
- Leverage synergies with ERBN, EU-FarmBook, and the EU CAP Network.
- Provide practical, user-oriented materials such as practice abstracts, factsheets, tutorials, success stories, and business blueprints.

3. Platform access and core functionalities

The PRIMARY Stakeholder Platform is accessible via the official PRIMARY website (<https://www.primary-project.eu/stakeholder-platform/>) and through a dedicated platform URL (www.primary-stakeholder-platform.eu). The shared Stakeholder Platform provides a user-friendly digital environment structured around two main functional pillars: (i) knowledge materials and (ii) stakeholder community tools.

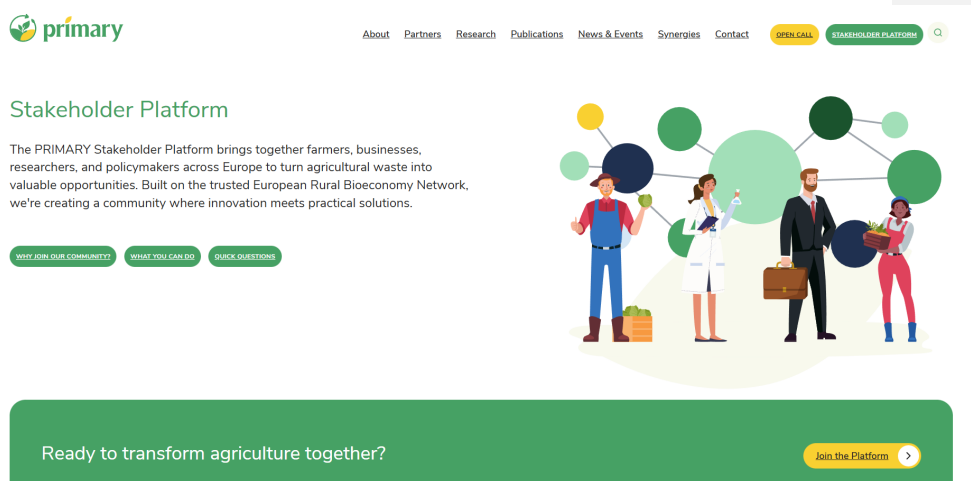


Figure 1.PRIMARY website

3.1 Knowledge materials

Available content categories include:

- **Factsheets:** Concise summaries of technical, economic, and environmental aspects.
- **Bioeconomy Inventories:** Structured overviews of bio-based resources, actors, and value chains.

- **Success Stories:** Practical examples demonstrating effective bioeconomy solutions and impacts.
- **Online Tutorials:** Step-by-step learning resources supporting skills development and uptake.
- **Ideas and Collaboration Opportunities:** Spaces for proposing ideas and initiating partnerships.
- **Practice Abstracts:** Practice-oriented summaries translating research results into actionable guidance.
- **Business Blueprints:** Replicable business model templates supporting market uptake.
- **Policy and Research:** Curated links between scientific evidence, policy frameworks, and regulatory developments.

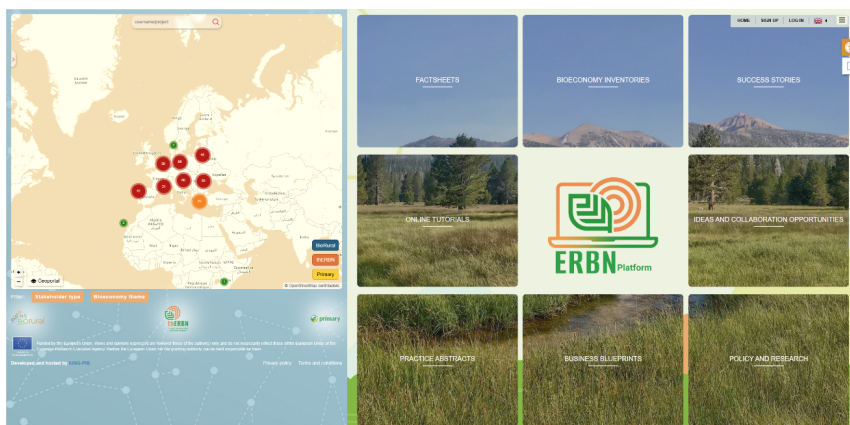


Figure 2. Stakeholder Platform Homepage

3.2 Stakeholder Platform and interactive map

Stakeholders may register and create personalized profiles capturing basic information, organizational details, areas of expertise, and optional contact and social media links. During registration, users can indicate their affiliation with PRIMARY, enabling project-specific identification and filtering.

Registered stakeholders appear on an interactive community map that visualizes geographic coverage and facilitates networking and collaboration. While the platform’s knowledge materials and map are accessible to non-registered users, registration unlocks additional functionalities, including file storage, content submission, and inventory contributions.

Submitted materials are initially stored as private files and undergo an administrative review process prior to publication, ensuring quality control and relevance. Users can track the status of their submissions and update content as required.

Figure 3. Part of the Registration Form

Further technical and functional details of the platform are provided in BioRural’s 4.3 Toolkit Content and Updates (1st update) available [here](#)

4. Type of stakeholders and sister projects

The PRIMARY Stakeholder Platform brings together a wide and representative range of stakeholders and sister projects to support the effective exploitation, replication, and upscaling of innovative bioeconomy solutions. Key stakeholders invited to join the platform include primary producers, SMEs, NGOs, research and technology organizations (RTOs), advisors, bio-based industry representatives, and policymakers at national, regional, and EU level, ensuring full coverage of the bioeconomy value chains and alignment with the innovation quadruple helix. Stakeholders and sister projects are enabled to connect via shared project hubs, exchange knowledge and materials, co-develop solutions, and jointly disseminate best practices across Europe. This integrated approach maximizes networking opportunities, supports multi-actor engagement beyond the consortium, and strengthens the impact of PRIMARY results by embedding them within a broader EU-wide bioeconomy ecosystem.

The platform is closely interconnected with the call's sister projects. Sister projects are invited to actively contribute to the platform by engaging their stakeholder communities, and sharing selected materials, thereby strengthening cross-project learning and avoiding duplication of efforts.

In this context, the PRIMARY sister projects EMBEDDED (<https://embedded.eu>) and HarWASTing (<https://harwasting.eu>) play a complementary role in enriching the platform's content and thematic scope. EMBEDDED focuses on the local transformation of residues from agrifood, feed, and forestry sectors into biochar and bio-based construction boards, using modular and portable production units that demonstrate alternative business models and resilient short value chains across several European regions. HarWASTing complements this approach by valorising underutilised agroforestry biomass through advanced conversion technologies, such as Hydrothermal Carbonization (HTC) and Pressurised Hot Water Extraction (PHWE), to produce high-value bio-based materials, including hybrid wood–hydrochar panels, supported by digital and AI-based tools for feedstock forecasting and commercialisation. Initial exchanges with both projects indicate a shared interest in using the Stakeholder Platform to disseminate results and engage stakeholders; this cooperation will be further formalised as the platform enters its active operational phase. Introductory meetings with the sister projects EMBEDDED and HarWASTing were successfully held in Month 7, initiating the collaboration and enabling a first exchange of information. This was followed by an investigation of each project's stakeholder platform targets to identify common needs and potential synergies. In Month 11, shared access to the platform will be granted, marking the official launch and the start of joint stakeholder engagement activities.

5. Privacy policy and GDPR section

This Privacy Policy outlines how personal data are collected, processed, and safeguarded within the framework of the tERBN and PRIMARY projects, both funded by the European Union's Horizon Europe Programme, in full compliance with the General Data Protection Regulation (EU) 2016/679 – GDPR.

Personal data are processed under the responsibility of the Institute of Soil Science and Plant Cultivation – State Research Institute (IUNG-PIB), in cooperation with authorized project partners, solely for clearly defined and legitimate purposes. These purposes include providing users with personalized access to information, products, and services via the ERBN Platform; communicating with users in response to their inquiries; delivering newsletters and project-related communications upon subscription; performing statistical analyses to improve services and develop new solutions; ensuring platform security; and complying with applicable legal and regulatory obligations.

The primary legal basis for processing personal data is user consent, which may be withdrawn at any time without affecting the lawfulness of prior processing. In certain cases, processing is also necessary to comply with legal obligations or to protect the

legitimate interests of the thERBN and PRIMARY projects, their partners, and stakeholders.

Appropriate technical and organizational measures are implemented to ensure the confidentiality, integrity, and security of personal data, which are processed only for as long as necessary to fulfill the stated purposes. Data subjects retain full rights under the GDPR, including the rights to access, rectify, erase, restrict or object to processing, and receive their data in a structured and machine-readable format. Personal data is not used for automated decision-making or profiling, and the provision of data is entirely voluntary.

The ERBN Platform processes personal data in strict accordance with the General Data Protection Regulation (EU) 2016/679 (GDPR) and all applicable national data protection laws. The Institute of Soil Science and Plant Cultivation – State Research Institute (IUNG-PIB) acts as the Data Controller and is responsible for ensuring that all personal data are processed lawfully, fairly, and transparently.

Personal data provided by Users, such as names, contact details, and other relevant information, are collected and processed solely for clearly defined purposes, including the provision and continuous improvement of the ERBN Platform, communication with Users, dissemination and engagement activities related to the thERBN and PRIMARY projects, and compliance with legal and regulatory obligations. The processing of personal data is based on valid legal grounds, primarily user consent and, where applicable, legitimate interests or legal requirements.

IUNG-PIB applies appropriate technical and organizational security measures to protect personal data against unauthorized access, alteration, loss, or misuse. Users retain all rights granted under the GDPR, including the rights to access, rectify, erase, restrict, or object to the processing of their personal data, as well as the right to data portability. The ERBN Platform does not use personal data for automated decision-making or profiling. Further details regarding data processing practices and user rights are provided in the Platform's Privacy Policy, which forms an integral part of these Terms and Conditions.

6. Registration process

This guide provides clear, step-by-step instructions for completing the registration process. It is designed to support users in submitting the required information accurately and efficiently. Please review all steps carefully to ensure a successful registration.

- Go to <https://erbn.eu>.

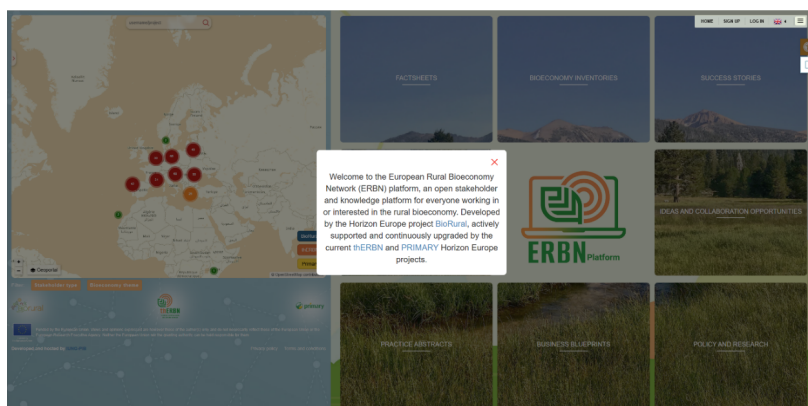


Figure 4. Stakeholder platform, Welcome message

- Press "SIGN UP".

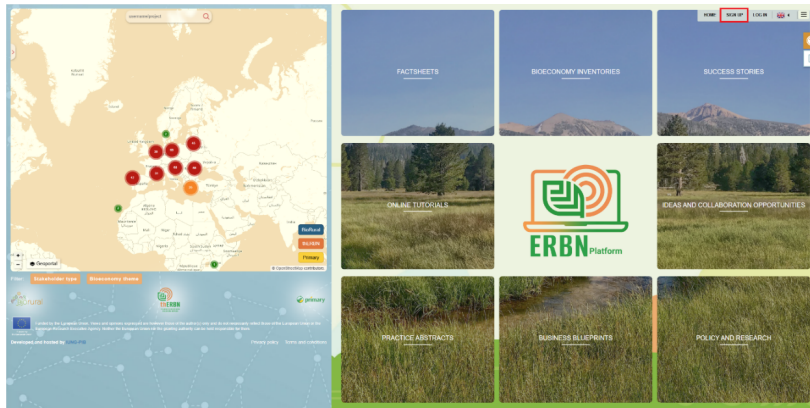


Figure 5.ERBN Platform Home page - SIGN UP

- Enter your details.

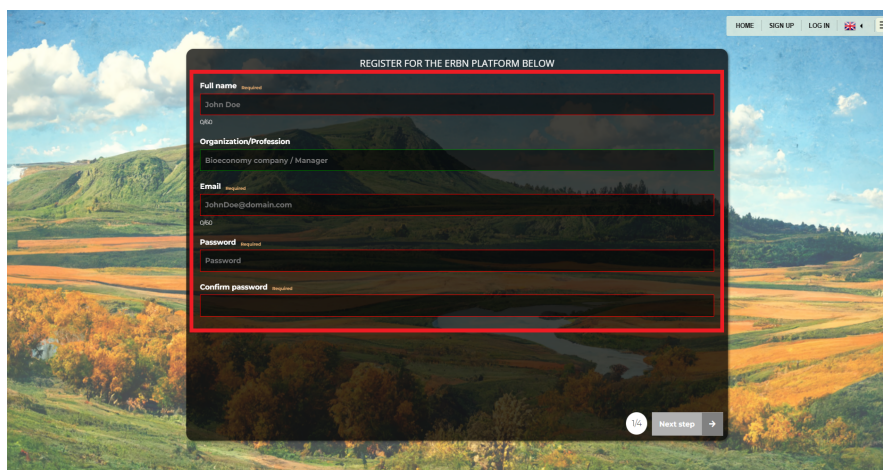


Figure 6. Registration form 1/4

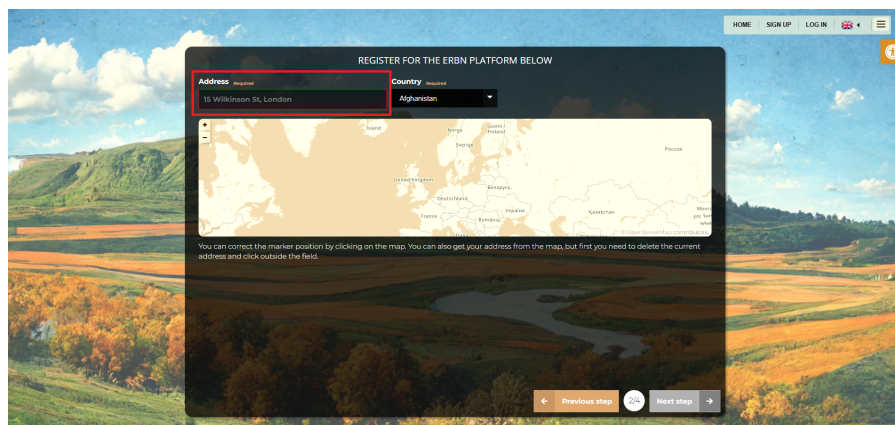


Figure 7. Registration form 2/4

- You can enter your address and use the hints or mark it on the map.
- Select a project that invited you to the Platform (if it's not there, select "Other"). Below you can add projects you're involved in by entering their name and link, then clicking "ADD".

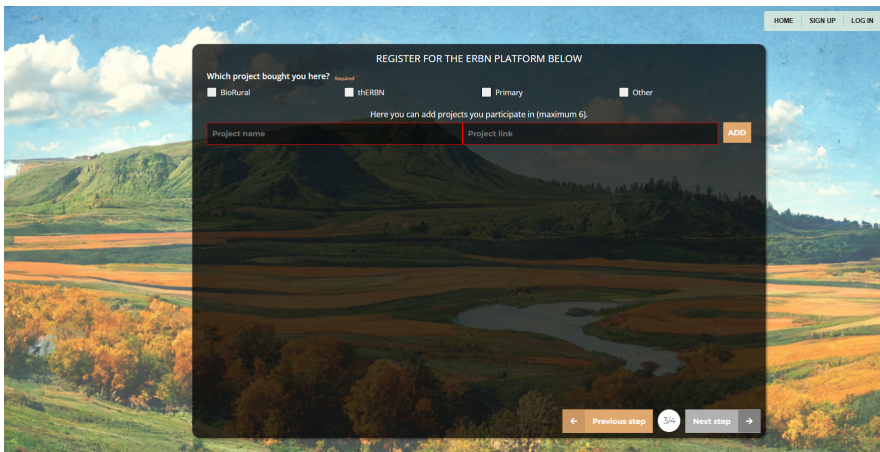


Figure 8. Registration form 3/4

- Choose type of stakeholder, bioeconomy theme, if you want your email to be visible to guests visiting the Platform, if you want to be visible on the map and open to sharing contact details, decide which projects you want to receive updates and newsletters from.

Activate your profile using the link received in the email.

- Go to the home page <https://erbn.eu>
- Click “LOG IN” and log in using the details you entered during registration.

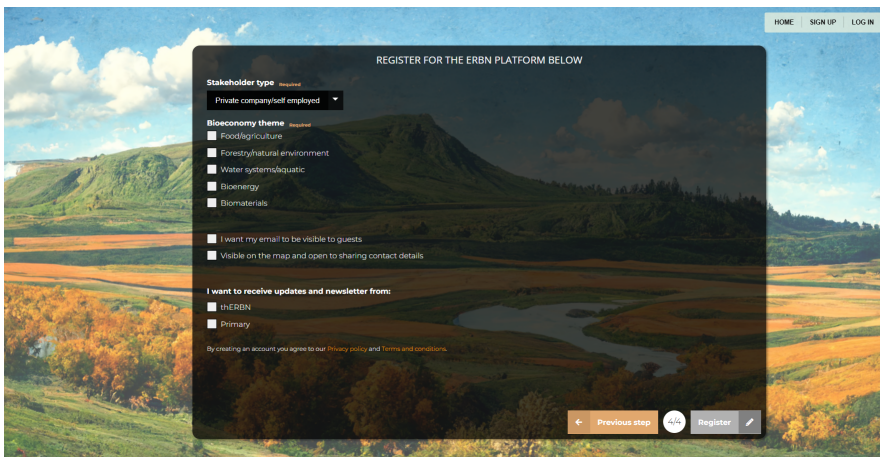


Figure 9.Registration form 4/4

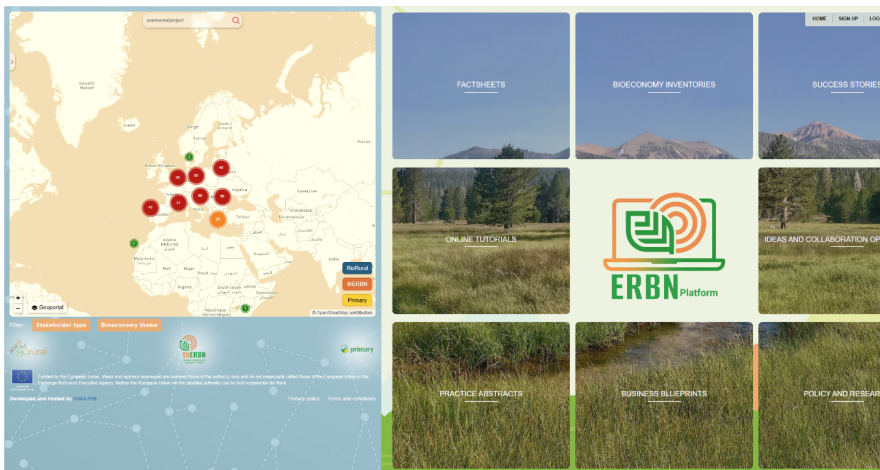


Figure 10.Home page – LOG IN

- Hover over your name and select “SETTINGS” from the drop-down list.

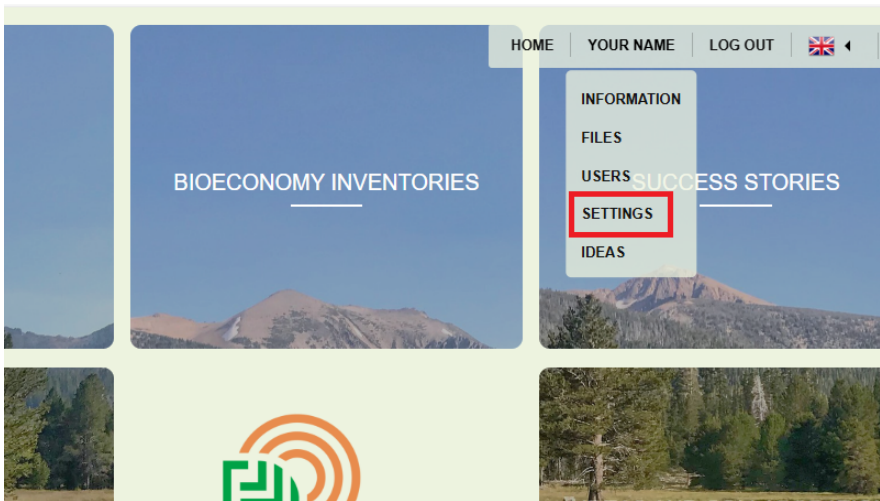


Figure 11.Home page - SETTINGS

- Use the settings to update your profile, change password, add your social networks, add a photo, delete your profile.

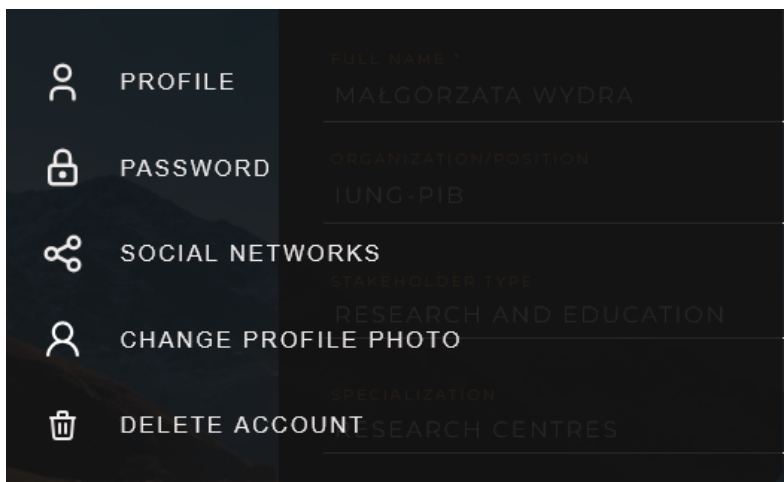


Figure 12.: Account settings

7. Conclusions

As a next step, stakeholders are invited to complete their registration and actively engage with the platform by uploading relevant material and sharing their knowledge and experience. The platform provides access to practical resources, including step-by-step guides, success stories, and ready-to-use business models, while enabling users to identify their community, connect through direct messaging and discussion groups, and explore partnership opportunities. In addition, participation in workshops, webinars, and networking events will further support collaboration and continuous capacity building. Through these actions, the platform will evolve into a dynamic hub for knowledge exchange and cooperation.



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