

Project partners:

1. **A4F, Algafuel, SA (A4F)**
2. **Mikrobiologicky Ustav AV CR V.V.I (IMIC)**
3. **Forfarmers Corporate Services BV (FF)**
4. **Instituto de Biologia Experimental e Tecnológica (IBET)**
5. **International Flavors and Fragrances IFF (Nederland) BV (IFF)**
6. **Laboratorio Nacional de Energia e Geologia I.P. (LNEG)**
7. **Phycom BV (PHY)**
8. **Upfield Research and Development B.V. (UPF)**

## MULTI-STR3AM

A sustainable multi-strain, multi-method, multi-product microalgae biorefinery integrating industrial side streams to create high-value products for food, feed and fragrance

BBI-2019-SO1-D2 - Produce components for various materials, including for food and feed, from microalgae

Collaborative project

Start date of the project: 01/05/2020

Duration: 48 months

## Deliverable 6.2

### Communication Plan

WP	6	Communication and dissemination
Task	6.2	Development and implementation of a communication plan

Dissemination level <sup>1</sup>	PU	Due delivery date	01/11/2020
Nature <sup>2</sup>	R	Actual delivery date	04/02/2021

Lead beneficiary	A4F
Contributing beneficiaries	IMIC, FF, IBET, IFF NL, LNEG, PHY, UpF

<sup>1</sup> Dissemination level: **PU** = Public, **CO** = Confidential, only for members of the consortium (including the BBI), **CI** = Classified, information as referred to in Commission Decision 2001/844/EC.

<sup>2</sup> Nature of the deliverable: **R**: Document, report (excluding the periodic and final reports), **DEM**: Demonstrator, pilot, prototype, plan designs, **DEC**: Websites, patents filing, press & media actions, videos, etc., **OTHER**: Software, technical diagram, etc.

WP 6:	A4F	<b>Author</b>
	A4F	Approval by WP leader
	A4F	Approval by coordinator

Document Version	Date	Partner	Comments <sup>3</sup>
V0	07/10/2020	A4F	Creation
V1	29/10/2020	A4F	Modification
V2	11/11/2020	IMIC	Modification
V3	13/11/2020	LNEG	Modification
V4	14/11/2020	IBET	Modification
V5	11/01/2021	A4F	Revised
V6	04/02/2021	A4F	Final

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<sup>3</sup> Creation, modification, final version for evaluation, revised version following evaluation, final

## Deliverable abstract

This deliverable developed as part of T6.2 features the preliminary strategic communication plan of the MULTI-STR3AM project. The goal is to define the target audiences, key messages, communication channels and implementation plan of the communication activities, based on a thorough stakeholder analysis.

Being a preliminary version of the Communication Plan, this deliverable will present the communication strategy of the project and give an overview of communication activities planned for the first 24 months of the project. Activities that are foreseen at a later stage will not be scheduled, as further updates to the plan will add this information.

This deliverable will be updated in M24 to include a status report on the implemented activities, as well as integrate any revisions deemed necessary by the consortium to increase the impact of the project's communication activities.

## 1 Objectives of the Communication Plan

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The objectives of the communication activities are twofold, as they a) relate to increasing the visibility of the project itself and b) to raising awareness and interest for the findings resulting from the project. This plan is conceived as a practical tool to be used by all partners to develop their individual and collective communication activities efficiently and contribute to the overall impact of the project. It has been developed following the guidance for project participants on communication about EU research and innovation projects<sup>4</sup>.

### 1.1 Specific objectives of the communication plan

This communication plan provides overall guidelines to increase the impact and outreach of the project. To do so, the communication plan aims to:

1. Create a visible and recognizable visual identity for the project, in order to establish a “project brand” on the market and track activities performed within MULTI-STR3AM.
2. Clarify the ambitions and define key performance indicators against which the communication activities will be evaluated in terms of impact and outreach.
3. Create an action plan and communication log in order to coordinate and keep track of communication activities, but also ensure that communication activities are deployed in a coherent and continuous fashion. This will support the consortium in reaching the expected impact of the project.
4. Coordinate with other stakeholders, such as other Horizon 2020 or BBI funded projects, for the co-organisation of events or publications of results in order to cluster results and maximise impact.
5. Follow up on activities performed during the project in order to evaluate the efficiency of measures taken and take corrective measures should the impact be below expectations set in the communication plan.

### 1.2 Guiding principles

Communication activities are envisaged with the following considerations in mind:

1. A strict commitment to quality principles and a strategic take on communication to ensure that activities are planned strategically, implemented in a timely fashion and evaluated continuously to take corrective measures
2. A clear commitment to use a coherent visual identity across all communication materials to establish a strong brand. All partners commit to following the design standards established, review procedures as well as inform the rest of the consortium of communication activities.
3. A timely roll-out of communication activities to build a solid presence within identified target audiences and focus increasingly on communicating about the findings of the project to nurture interest
4. A balance between activities targeting stakeholders at local, national and European levels to secure buy-in from stakeholders across geographies and industries

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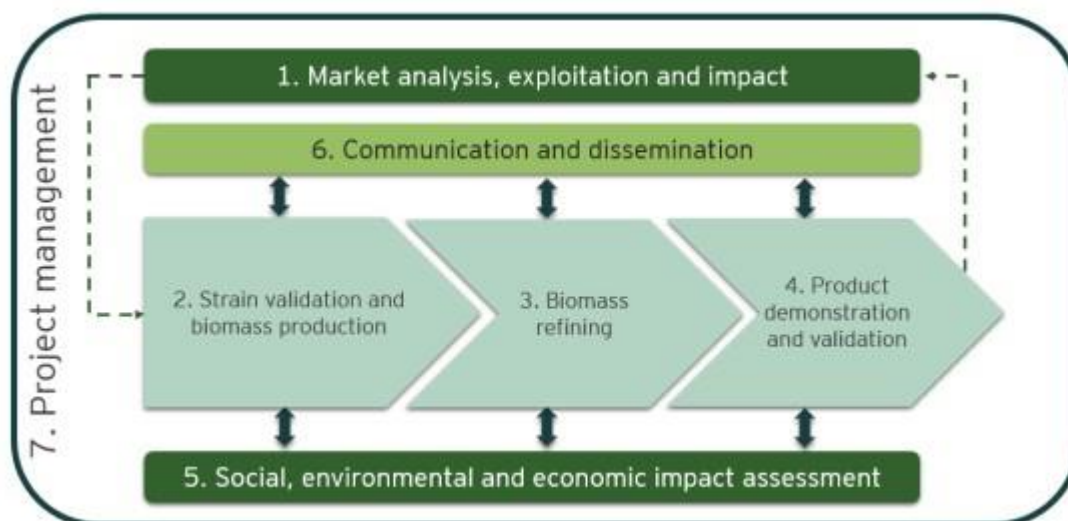
<sup>4</sup> [https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm\\_en.pdf](https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf)

5. A focus given to audiences that will help pave the way towards the societal acceptance of microalgae in novel application areas
6. A focus on monitoring, especially in the uncertain COVID-19 context, in order to ensure the consortium can react quickly to reach communication targets.

### 1.3 Links with other tasks and WPs

The communication plan is linked to the following tasks and deliverables in MULTI-STR3AM:

- **Task 6.1 Dissemination Plan (M1-M48):** The deliverable is due in M6, M24 and M48, and aims to ensure the results are made accessible to relevant stakeholder groups for further exploitation. The Communication Plan will focus on both the project’s progress and high-level communication about the results achieved, whereas dissemination activities will complement and deepen information sharing to favour knowledge sharing and exploitation by stakeholders not directly involved in the consortium.
- **All work packages:** Communication activities will span across the whole project to communicate on the progress achieved by the consortium as a whole and results obtained in the various work packages. As part of WP6, communication activities will interact and receive input from all other work packages in the project, as illustrated in the graphical representation below:



## 2 Stakeholder analysis and target groups

Project communication will extend from the most technical and experienced experts to the general public. In the draft dissemination and communication plan, the consortium mapped stakeholders as follows:

- Industry; divided into exploiting (algae producers) and processing (end-users) industry
- Academia
- Policy makers and NGO’s
- General public

	Who?	Why?	How?
<b>Industry</b>	<ul style="list-style-type: none"> <li>• Feed sector; Aqua feed sector for live algae (shells, clamps, rotifers); Pet food sector</li> <li>• Producers of alternatives to meat and fish; Food manufacturers (pigments, flavour and fragrance enhancers, thickening agents); beverage manufacturers</li> <li>• Relevant industry associations such as European Algae Biomass Association (EABA), EFSA, OPNV, AP-BIO (PT), ZLTO (NL) European Industrial Bioenergy Initiative (EIBI) and farmer’s organisations.</li> <li>• Microalgae biomass producers</li> <li>• Microalgae cultivation and processing technology providers</li> </ul>	<ul style="list-style-type: none"> <li>• Achieve buy-in from new end-users</li> <li>• Secure interest in the methods and products developed in the project</li> <li>• Advance state-of-the-art within microalgae cultivation and processing</li> <li>• Disseminate new business models addressing economic viability issues encountered in the industry</li> <li>• Contribute to enhancing innovation height, competitiveness and growth of companies in the European bio-based industry</li> <li>• Engage with potential stakeholders likely to replicate the model developed in the MULTI-biorefinery</li> </ul>	<ul style="list-style-type: none"> <li>• Publication of articles in industrial news outlets</li> <li>• Participation in relevant conferences, trade shows and events</li> <li>• Updates on project’s website and social media, supported by coverage in the project’s partners own websites and online communication channels</li> </ul>
<b>Academia</b>	<ul style="list-style-type: none"> <li>• Universities and associated national European organisations, e.g., the European Universities Association</li> <li>• National science academies, e.g., European Academy of Sciences, the Czech Academy of Sciences</li> </ul>	<ul style="list-style-type: none"> <li>• Boost awareness of new methods, practices and concepts developed in the project, contributing to advancing the state-of-the-art in microalgae technology</li> <li>• Spark new collaborations and cross-sector connections</li> <li>• Contribute to the education of university students</li> <li>• Improve commercialisation activities of public research institutions</li> </ul>	<ul style="list-style-type: none"> <li>• Publications in peered reviewed journals</li> <li>• Participation in conferences</li> <li>• Participation in research projects and open discussions with other ongoing projects in the field</li> </ul>
<b>Policy makers</b>	<ul style="list-style-type: none"> <li>• CEN Technical Committee 454 on Algae and Algae Products</li> <li>• Portuguese Ministry of Environment and Energy Transition</li> <li>• Portuguese Ministry of Sea</li> <li>• Secure feed/ GMP+ (certifying) organisations needed to approve use of products resulting from this project.</li> <li>• Local and national government</li> <li>• European and national regulatory authorities</li> <li>• Funding authorities responsible for defining R&amp;D priorities in Europe</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure understanding of key stakeholders at local, national and European levels of the potential of microalgae as a source of ingredients in food, feed and other industries</li> <li>• Encourage the design of framework conditions to support the growth, innovativeness and competitiveness of the industries at stake</li> <li>• Create an attractive legislative framework in order to enhance the development of microalgae-based bio-based industries (biorefineries)</li> <li>• Support the approval of currently non-approved microalgae species/strains by regulatory bodies</li> </ul>	<ul style="list-style-type: none"> <li>• Participation in key events such as conferences, policy discussions</li> <li>• Organisation of tours and open days of the biorefinery site</li> <li>• Networking, e.g., through LNEG, responsible for the implementation of the Portuguese National Plan for the Promotion of Biorefineries</li> </ul>
<b>General public</b>	<ul style="list-style-type: none"> <li>• Consumers</li> <li>• Environment and health-conscious citizens</li> <li>• General Public, citizens</li> </ul>	<ul style="list-style-type: none"> <li>• Raise awareness of EU-funded research, and scientific/technological challenges tackled by the project</li> <li>• Increase societal acceptance of microalgae as an ingredient</li> <li>• Increase understanding of the bio-based economy and its social, environmental and economic impact</li> <li>• Raise awareness of research/ industrial partners themselves (sort of PR)</li> </ul>	<ul style="list-style-type: none"> <li>• Traditional printed or electronic media outlets</li> <li>• Online presence (website, social media)</li> <li>• Tours and open days in the biorefinery</li> </ul>

Among the different categories, the consortium distinguishes between primary (*those that benefit directly from the project results*) and secondary (*those that benefit indirectly from the results*) targets. Stakeholders are segmented by partner country (The Netherlands, Czech Republic, Portugal).

Primary stakeholders – The Netherlands				
Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
<b>PHY</b>				
(Aqua) Feed sector for live algae (shells, clams, rotifers) - Aqua Valley consortium (NL)	High	medium	Securing the availability of non-animal sourcing to promote aqua feed cultures independent of natural resources. Securing competitive advantage towards Asian import.	Involving end-users at an early stage in order to gather valuable information about the industrial use of microalgae.
Pet food sector	High	medium	The applicability of microalgae and its effect in pet food. The use of high-quality safe ingredients for pet food.	Involving end-users at an early stage in order to gather valuable information about the industrial use of microalgae. Participation in relevant conferences, trade shows and events (e.g. Nordic Pet Food Conference & Exhibition, Interzoo, Zoomark, VIV Europe, etc.).
Food sector: Producers of alternatives to meat and fish; Manufacturers (pigments, flavour and fragrance enhancers, thickening agents); beverage manufacturers	High	High (Increased visibility of microalgae products for the general public)	The market applicability of the algae; Sustainable ingredients ensuring sustainable product development.	Production of engaging promotional videos; high-end B2B exhibitions such as FiE, Vitafoods attendance.
End-users for all sectors	Medium	High	Use of high-quality safe ingredients for food & feed (alleviate worry on inferior quality of algae products).	Clear communication and transparent composition analysis reporting.
Certifying bodies	Medium	High	Securing safe manners of operation for food & feed.	Early-on involvement of GFSI-certified bodies ensuring market applicable standards.

<b>FF</b>				
Farmers	High	Low	Economic and safe feed material	Included in normal comms activity.
FF Account Managers	High	Low	Benefits of algae as a feed material	Internal briefing and training
DML Suppliers	High	Medium	Liquid feed materials could be a substrate	Direct B2B comms
Processors/Retailers	Medium	Low	Alternative to soy	General comms and B2B briefing. Development of specific supply chain concepts

<b>UpF</b>				
Consumers	High	Low	Price and plant-based, safe, sustainable products	Included in normal communication activities.

<b>IFF</b>				
Consumer goods industry	high	low	more sustainable, high performing fragrance ingredients	internal supplier-customer interactions

**Secondary stakeholders – The Netherlands**

<b>Name</b>	<b>Impact</b>	<b>Influence</b>	<b>What is important to the stakeholder?</b>	<b>Strategy for engaging the stakeholder</b>
<b>PHY</b>				
Governmental organisations (e.g., Ministry of Economic Affairs, Climate Policy; Ministry of Agriculture, Nature and Food Quality)	Medium	Low	Ensuring a vibrant and innovative economic landscape.	Actively contributing to regional and national policymakers’ requests for innovation. Showcasing the importance of microalgae via communication channels (e.g., interviews, blog, articles).
General public: Consumers (Environment and health-conscious citizens)	Low	Low	Increase societal acceptance of microalgae as an ingredient.	Establishing online presence: Hosting lectures, website launch, etc.
EFSA	Medium	High	Safety of food & feed algae products.	Linking with NGO’s and other partners to adapt to the conclusive list in the Food Innovation Portal early-on
Sustainability agency (NL) (Schuttelaar & partners)	Medium	Medium	Promoting a common European regulatory/ legal framework for microalgae products through international collaborations.	Present MULTI-STR3AM information.

<b>FF</b>				
NGOs	Medium	Low	Alternative feed materials which replace soy and	Press/ media/ Annual Report



**Secondary stakeholders – The Netherlands**

			therefore reduces potential risk of deforestation	
Policy Makers	Medium	Med	Ensure supportive legislative and policy environment	Primarily through feed industry trade associations and national and EU level

**UpF**

NGOs	Medium	Low	Alternative and sustainable plant-based oils which reduces potential risk of deforestation	Press/media/Annual Report
Policy makers	Medium	Med	Ensure supportive legislative and policy environment	Primarily through food industry trade associations and national and EU level

**IFF**

Consumers	Low	Low	Increase understanding of the bio-based economy and its social, environmental and economic impact	Online presence (website, social media)
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**Primary stakeholders – Czech Republic**

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
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**IMIC**

Commercial partners of IMIC	High	Low	IMIC shows its abilities to do a research in algal biotechnology	Information about project on our web pages, leaflets
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**Secondary stakeholders – Czech Republic**

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
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**IMIC**

Academy of sciences of the Czech Republic	High	High	IMIC presents its results, public funds are e.g., based on IF of research publications	Publishing research results
Decision makers (authorities, funds, Academy of sciences)	High	High	Awareness of algal research in IMIC	PR activities

**Secondary stakeholders – Czech Republic**

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
Public	High	Low	Public awareness of algal biotechnology and research in IMIC	PR activities Participation in National Project of Strategy AV21 – Potraviný pro budoucnost (Food for future) e.g., Scientific fairs, Nights of Science, Media presentation

**Primary stakeholders – Portugal**

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
<b>LNEG, A4F, iBET</b>				
Policy makers: <ul style="list-style-type: none"><li>• APA</li><li>• ASAE</li><li>• DGAV</li><li>• DGRM</li></ul>	High	Medium	Ensure the project delivers consumers safe products and supports the Government to reach environmental goals. Ensure supportive legislative and policy environment. Ensuring a vibrant and innovative economic landscape.	PR activities. Actively contributing to regional and national policy makers request for information.
Industry: <ul style="list-style-type: none"><li>• Macroalgae and microalgae producers</li><li>• Consumer goods industry</li></ul>	Low	High	Acknowledge new business opportunities regarding algae sector. Diversification of products and markets. Plant-based, safe, sustainable products.	Information sharing and dissemination activities: website, events participation and organization, press releases, videos, among others.
General Public: <ul style="list-style-type: none"><li>• Certification bodies</li><li>• Environmental NGOs</li><li>• End Consumers</li></ul>	Medium	Low	Public awareness of algal biotechnology, sustainability benefits (environmental & economical).	Information sharing and dissemination activities: website, events participation and organization, press releases, videos, among others.
Academia	Low	Medium	Increase funds for R&D&. Technology transfer from academia to industry.	Publishing research results.

### 3 Key messages

As the project develops, the messages of the MULTI-STR3AM project will become more precise and powerful. The nature of the messages will be focused on the major assets of the project and targeted to the different audiences identified in Section 2.

Target audience	Key messages
<b>Policy makers</b>	<ul style="list-style-type: none"> <li>• The development and production of microalgae in MULTI-STR3AM contributes to major Sustainable Development Goals enhancing EU's global position.</li> <li>• The inclusion of microalgae (and the project-defined strains) in the future Food Innovation Portal (which will replace the Novel Food Catalogue).</li> <li>• Algae have enormous potential and the reduction of barriers to its industrialisation should be incentivised by biobased policies. Regulations must be made to include these raw materials. Collaboration between the academic and commercial world can bring new and innovative ideas and public investment returns back to taxpayers.</li> </ul>
<b>Industry</b>	<ul style="list-style-type: none"> <li>• Sustainable Investments towards growth and scale economies must be made in order to bring algae as a sustainable replacement of other raw materials for several industries, for example displacing petrol-based material with bio-based, biodegradable materials for consumer fragrance ingredients and encapsulation.</li> <li>• Microalgae are natural and sustainable ingredients that, thanks to their nutritional and functional properties, hold opportunities for innovative product development.</li> <li>• MULTI-STR3AM works with and for industry with ready knowledge on product development for direct market application of algae.</li> <li>• For the food and feed industry algae enrich and enable future consumer products to be more sustainable.</li> <li>• Algae offers a solution to the imminent gap of food quality and food availability.</li> </ul>
<b>General public</b>	<ul style="list-style-type: none"> <li>• Algae based products are good sources of nutrition and are adequate for vegan consumers, replacing, with success, nutrients and ingredients commonly found in meat and/or fish sources. Algae are a sustainable food source that can increase health by reducing intake of salt, sugar and harmful fatty acids without compromising taste.</li> <li>• The general public must be made aware of these viable alternatives (generalisation of consumption).</li> </ul>
<b>Academia</b>	<ul style="list-style-type: none"> <li>• Further research targeted at better control of production, higher productivities and reduced costs must be prioritized.</li> </ul>

### 4 Communication channels, tools and activities

The various methods below were identified as the most effective communication channels to ensure the project reaches out to the right target audiences:

Channels	Targets	Objectives	Supporting means
Official project website	At least 5,000 unique visitors per year with geographical representation	Present the project objectives, activities Give an overview on all outputs and deliverables Update event calendar	Visual identity kit, project videos, links to partners' websites
Project video materials	At least 1,000 views in total (all videos) Publish at least 4 videos during the project duration	Present the project concept, partners and activity plan Provide updates in an engaging manner	Publication of videos online, e.g., YouTube
Social media	Publish at least once a month	Reach a broad audience, cutting across both industry professionals and the general public	Publication of videos, news, events, milestones on the partners' social media profiles
Media coverage	At least 1 news article and 2 interviews a year	Science communication articles for technical magazines and online outlets	Technical magazines, online outlets, national and regional public newspapers, journals
Newsletters/ email lists	At least 500 subscribers in 48 months	Raise awareness on the project and facilitate collaborations	Send Newsletters to mail lists, e.g., MailChimp
MULTI-STR3AM interpretation centre	At least 1,000 visits in total	Involve the local community	Organized visits for individuals/groups with interest
Workshops, conferences, fairs, seminars, etc.	At least 50 events in total (online and offline)	Involve industry and academic audiences	

*NB. More detailed information on some of the following sub-sections can be found in the annexes at the end.*

## 4.1 Project website

The project website [www.multi-str3am.com](http://www.multi-str3am.com) will start running by April 2021, serving as a primary source of information regarding the project's objectives, progress and outcomes with the aim of organising the project information as a unified source of visitor's knowledge. The content of the website will be updated continuously by the consortium.

The website is aimed to reach all audiences of the project, identified in section 3. It will:

- Provide relevant and current information to a wide audience, in an accessible and usable manner
- Be a common documentation base for all partners, containing the main project documentation and public deliverables
- Be an information database of all activities and deliverables carried out by the project and consortium partners.

The website is the best tool for an active promotion of project results, business opportunities and public awareness. The website will provide a project overview highlighting the motivation, background and objectives of the project as well as the technical content and structure of the project, as well as the composition of the consortium. Public deliverables, together with press releases will be collected on the website.

The maintenance of the website is the responsibility of A4F, whilst all the consortium members are required to provide information and documentation to feed on the website.

The website will be compliant with GDPR rules on data collection and processing.

## **4.2 Project video materials**

Project videos (either professional or amateur) will be filmed and edited to present the project concept, partners and activities. They will be used for promotional activities, uploaded to YouTube and shown by partners at relevant conferences.

## **4.3 Social media**

Social media profiles from all partners will be used for the dissemination of the project's activities. All interactions about the project resulting from these publications must be communicated to all partners. The main social media focus will be on LinkedIn, Twitter, Facebook and YouTube. These will be used to reach a broad audience, cutting across both industry professionals and the general public. Content will focus on the potential of microalgae as a sustainable source of ingredients for food, feed and fragrance, as well as highlight new technologies and processes developed during the project.

Posts will be made monthly or bi-weekly and include content such as partners participation in events, achievement of project milestones, video demonstrations of microalgae production technology. Account administrators will engage actively with users to ensure effective two-ways communication.

## **4.4 Media coverage**

Articles will be prepared for publications in outlets such as technical magazines, online outlets, national and regional public newspapers, journals etc. both in print and online. Several press releases are planned to publicize the most important milestones and achievements of the project. They will be prepared by all the partners to cover a broad geographical area. Under media coverage, the consortium also aims to publish non-scientific and non-peer-reviewed publications such as publications with a general description of the project and the targets achieved.

NB. This activity will overlap with the activities found in the dissemination plan, as it makes sense to also disseminate results in e.g., press releases to put more meat on the bone.

## **4.5 Newsletters**

Electronic newsletters will be prepared for distribution to business partners and network contacts to raise awareness of the project and facilitate potential collaborations, with a sign-up option on the website.

## 4.6 MULTI-STR3AM interpretation centre

A permanent display will be installed by M36 on the Riverside Walkway at ALGATEC to communicate visually about the project's key concepts, potential and achievements to pedestrians.

## 4.7 Workshops, conferences and fairs

The focus will be on online events such as webinars and online fairs, in consideration with COVID-19 restrictions. In the case of eased regulations due to wide delivery of vaccines or the like, events with physical attendance will be organised and held.

### 4.7.1 Partners websites

To increase the impact among the specialised audience, all the consortium members will be asked to include a reference to the project and their participation on their organisation website.

Partner	Website with mention of MULTI-STR3AM
A4F	<a href="http://www.A4F.pt">www.A4F.pt</a>
IMIC	<a href="http://www.alga.cz">www.alga.cz</a> – Czech and English
FF	<a href="http://www.forfarmersgroup.eu/en/">www.forfarmersgroup.eu/en/</a>
iBET	<a href="http://www.ibet.pt">www.ibet.pt</a> Webpage link with iBET participation in MULTI-STR3AM project: <a href="http://www.ibet.pt/projecto/a-sustainable-multi-strain-multi-method-multi-product-microalgae-biorefinery-integrating-industrial-side-streams-to-create-high-value-products-for-food-feed-and-fragrance/">www.ibet.pt/projecto/a-sustainable-multi-strain-multi-method-multi-product-microalgae-biorefinery-integrating-industrial-side-streams-to-create-high-value-products-for-food-feed-and-fragrance/</a>
IFF	<a href="http://www.iff.com">www.iff.com</a>
LNEG	<a href="http://www.lneg.pt">www.lneg.pt</a>
PHY	<a href="http://www.phycom.eu/multi-str3am">www.phycom.eu/multi-str3am</a> <a href="https://phycom.eu/about-phycom/announcements/phycom-partners-in-multi-str3am">https://phycom.eu/about-phycom/announcements/phycom-partners-in-multi-str3am</a>
UPF	<a href="http://www.upfield.com">www.upfield.com</a>

### 4.7.2 Partners social media

Partner	Facebook	LinkedIn	Twitter	YouTube
A4F	-	<a href="#">A4F-Algae for Future</a>	-	<a href="#">A4F - Algae for Future</a>
IMIC	<a href="#">@MikrobiologickyUstavAvCrTrebno</a>	-	-	-
FF	<a href="#">@ForFarmers</a>	<a href="#">ForFarmers</a>	<a href="#">@forfarmers</a>	<a href="#">ForFarmersNL</a>

iBET	@iBETportugal	iBET - Instituto de Biologia Experimental e Tecnológica	@iBET_Portugal	iBET Portugal
IFF	@InternationalFlavorsandFragrances	International Flavors & Fragrances		International Flavors & Fragrances Inc.
LNEG	@LNEGPortugal	LNEG	@LNEG_PT	-
PHY	@Phycom Microalgae	Phycom	@PhycomNL	-
UPF	-	<u>Upfield</u>	@upfieldglobal	Upfield Global

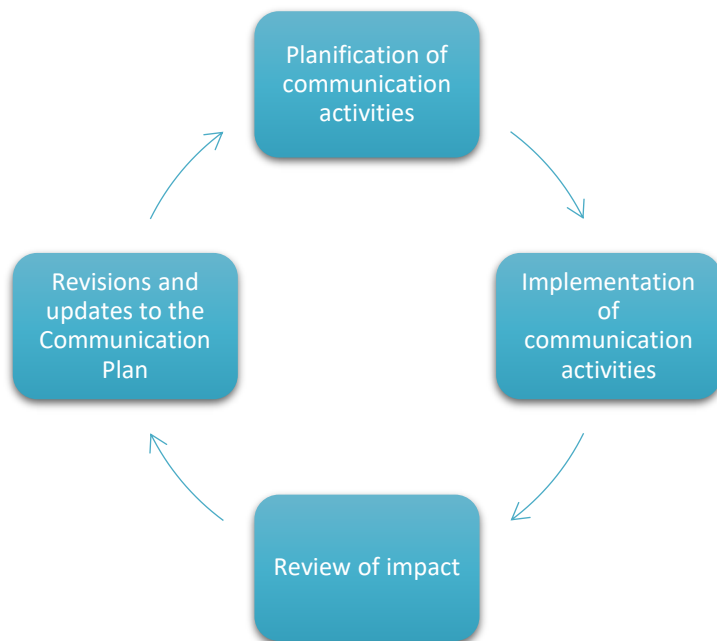
### 4.7.3 EC's media channels

Media	Description
Horizon Magazine <a href="http://horizonmagazine.eu/">http://horizonmagazine.eu/</a>	HORIZON is the EU Research & Innovation e-magazine. It covers the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.
Newsletters <a href="http://www.ec.europa.eu/research/index.cfm?pg=publications&amp;lg=en">www.ec.europa.eu/research/index.cfm?pg=publications&amp;lg=en</a>	Newsletters are published by the European Commission for different research areas. MULTI-STR3AM will contact this media to reach a wider audience.
Conferences and events organised by the European Commission	The European Commission co-organizes a variety of conferences. These may include exhibition areas or sessions.

## 5 Monitoring of communication activities and impact assessment

The goal with monitoring is to ensure a high-quality communication strategy implementation. This will be performed in a continuous basis to ensure an effective impact assessment and the consortium's ability to react on time to maximise impact.

All partners must register the activities in the communication log (see Annex) and save evidence of the activities conducted. This will enable the consortium to assess which activities have the biggest impact both in quantitative and qualitative terms. Conclusions derived from the communication log will be added to the communication plan updates.



The impact of the communication activities will be measured through indicators for each category of activity, as summarised below:

Indicator	May 2021 (following M12)	May 2022 (following M24)	Source and methodology
Number of visits on project website	100	600	Website count. Google analytics report on May 1 <sup>st</sup>
Accumulated number of views on videos published	0	200	YouTube. Sum of views in the different YouTube channels, from project participants, where the videos were published.
Accumulated number of subscribers to the newsletter	50	300	Download of the list of subscribers from the project's website.
Accumulated number of press releases	2	5	All press releases will be published at the project's website.
Accumulated number of articles published on external media	0	2	Communication & Dissemination log.
Accumulated number of relevant events in which the consortium participates	5	10	Communication & Dissemination log.
Accumulated number of events in which the consortium organises	0	2	Communication & Dissemination log.



## 6 Annexes: Visual identity kit

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The visual identity of the MULTI-STR3AM project was fully presented within Deliverable 6.3.



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