

Project partners:

1. **A4F, Algafuel, SA (A4F)**
2. **Mikrobiologický Ústav AV ČR V.V.I (IMIC)**
3. **Forfarmers Corporate Services BV (FF)**
4. **Instituto de Biología 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 6.3

Communication Materials Package

WP	6	Communication and dissemination
Task	6.3	Communication Materials Package

Dissemination level ¹	PU	Due delivery date	31/10/2020
Nature ²	R	Actual delivery date	26/01/2021

Lead beneficiary	A4F
Contributing beneficiaries	FF, IMIC, IBET, IFF, PHY, UPF

¹ 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.

² 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	Author
	A4F	Approval by WP leader
	A4F	Approval by coordinator

Document Version	Date	Partner	Comments³
V0	12/01/2021	A4F	Creation
V1	15/01/2021	A4F	Revised
V2	26/01/2021	A4F	Final

³ Creation, modification, final version for evaluation, revised version following evaluation, final

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Deliverable abstract

This deliverable has been developed as part of T6.3 and features the communication materials package of the MULTI-STR3AM project, including logo, visual identity, communication templates, flyers, banners, among others.

The goal of the communication materials is to display the project's vision, implementation of activities and results throughout the project.

All communication materials were designed and prepared in accordance with the target groups identified and favoured communication channels.

A flexible approach allows adaptation of the material during the course of the project (e.g., printing of flyers on demand).

The BBI JU logo, EC and BIC emblems will be visible on all communication material, indicating their funding of the project.

1 Objectives of the Communication Materials Package

1.1 Objectives of the communication materials package

This materials package is conceived as a practical tool to be used by all partners, in order to promptly communicate efficiently and contribute to the overall impact of the project.

The objectives of this delivery are:

1. Create a common visual language to communicate to internal and external stakeholders all activities related to the project.
2. Support all partners with ready-to-use templates in accordance with their different needs.
3. Guarantee high quality communication materials from the start of the project.

All communication materials were designed and prepared in accordance with the target groups identified and favoured communication channels.

A4F is task leader for the communication materials development, but will work together with the whole consortium.

1.2 Guiding principles

MULTI-STR3AM has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 887227. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium (BIC).

In order to provide clarity and enhance the quality of these materials, the consortium agrees that all communication should respect the project's visual identity as well as the obligation to use the BBI JU logo, EC and BIC emblems, indicating their funding of the project.

All members must recognize and respect the work of all partners and ensure proper referencing of all relevant parties whose work is directly or indirectly mentioned in the proposed publication.

A flexible approach will allow adaptation of the material during the course of the project.

1.3 Links with other tasks and WPs

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

- **Task 6.1 Dissemination Plan (M1-M48):** The Dissemination Plan is due in M6, M24 and M36, and aims to set a strategic direction to promote and disseminate the project's results and best practices developed along the value chain as well as boost the project findings and their replicability in order to be a successful example of MULTI-STR3AM biorefinery concept. The visual identity must be used in all dissemination activities.
- **Task 6.2 Communication Plan (M1-M48):** The Communication Plan is due in M6, M24 and M36, and aims to define the target audiences, key messages, communication channels and implementation plan, based on a thorough stakeholder analysis. The visual identity must be used in all communication activities.

- **Delivery 6.4 Website (M6):** Dedicated website is due M6, however it will be updated frequently throughout all duration of the project (M6-M48). It will provide access to the publications and other material arising from the project, as well as present interactive material such as promotional videos produced for dissemination purposes. The objective of the website and other communication material will be to display the project's vision, implementation of activities and results throughout the project. The website content must follow the same visual identity produced and respect the brand style guide. Regarding also Task 6.3.
- **All work packages:** The visual identity produced will be applied across the whole project to communicate on a continuous basis the progress of the project. As part of WP6, this guide allows adaptation of the material demanded during the course of the project.

2 Brand Style Guide

The brand style guide, or graphic standards kit, was developed and detailed for proper application of the logo and to drive directions to the development of the templates for common use of the consortium.

The kit will help all members of the consortium to communicate to external stakeholders about the project as well as to exchange information within the consortium.

2.1 Logo presentation

This Multi-Str3am concept consists of the dynamism and innovation of this brand, through a logo with simple structure and easily identifiable forms.

With the chromatic options, the interest was to associate this image with the prestige and prominence that the world of Algae deserves, working among the blues referring to water and green to organic matter from chlorophyll.

These two variants, vertical and horizontal, are intended to make the logo as versatile as possible for adaptations to the most varied interfaces.



2.2 Symbol and signature



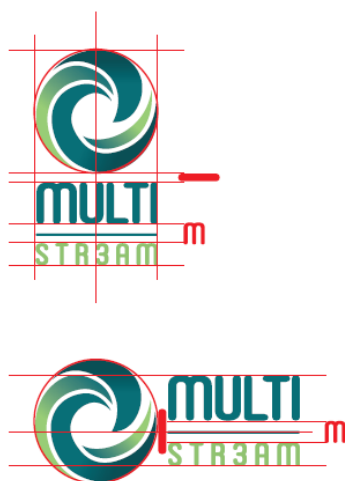
This symbol is the only element of the logo that can live independently. It refers to the concept of Multi-Str3am/ Multiple currents, through their curvilinear shapes, which look like a wave, composed of several distinct elements that seem integrated and in perfect parallelism with the white space. The circumference shape gives dynamism to the symbol and at the same time balance and sobriety.



This signature follows the chromatic principles for water and algae identification. The horizontal dimension is equal to the symbol to show a logo unification and present a more stable and robust feeling.

2.3 Logo construction and dimensions

This formal construction suits to geometrize the logo to make it symmetrical and easily noticeable. On the right are the explanatory diagrams with the logo's safety margin.



Regardless of the size of the logo, the safety margin is the size of the (M) letter body. This safety margin suits to protect the logo from attached elements, defending its integrity and image.

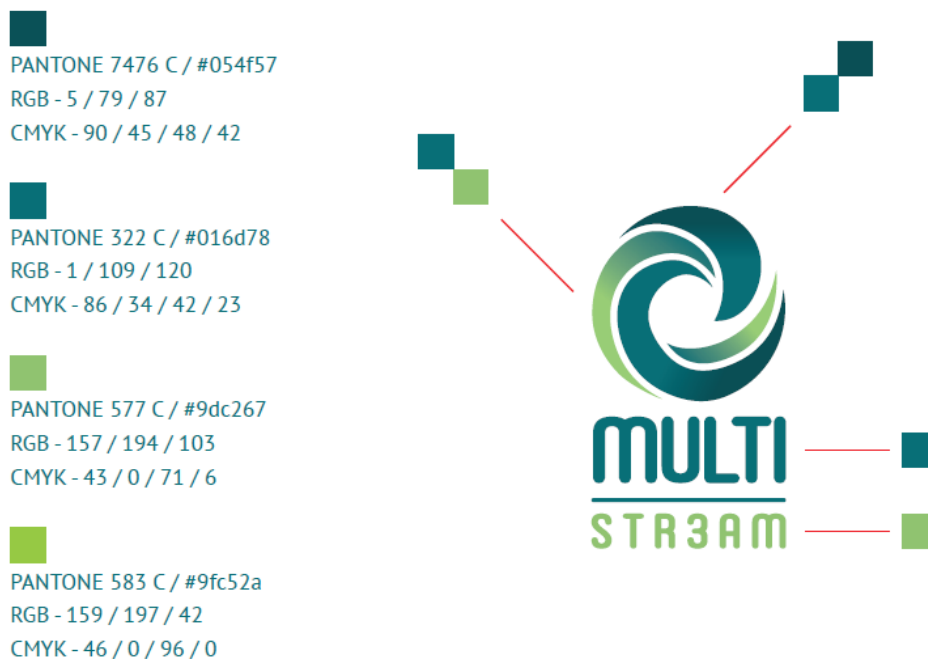
Below, the study shows the minimum dimensions applicable to the logo, because in a smaller dimension, it will become unreadable.



2.4 Font and colours

The font “Juicebox.ttf” has been selected for its excellent visibility, readability and borderless shapes. It is a sans serif font, more vertical and symmetrical. Thus, the signature of the logo gains strength, stability, balance and structure.

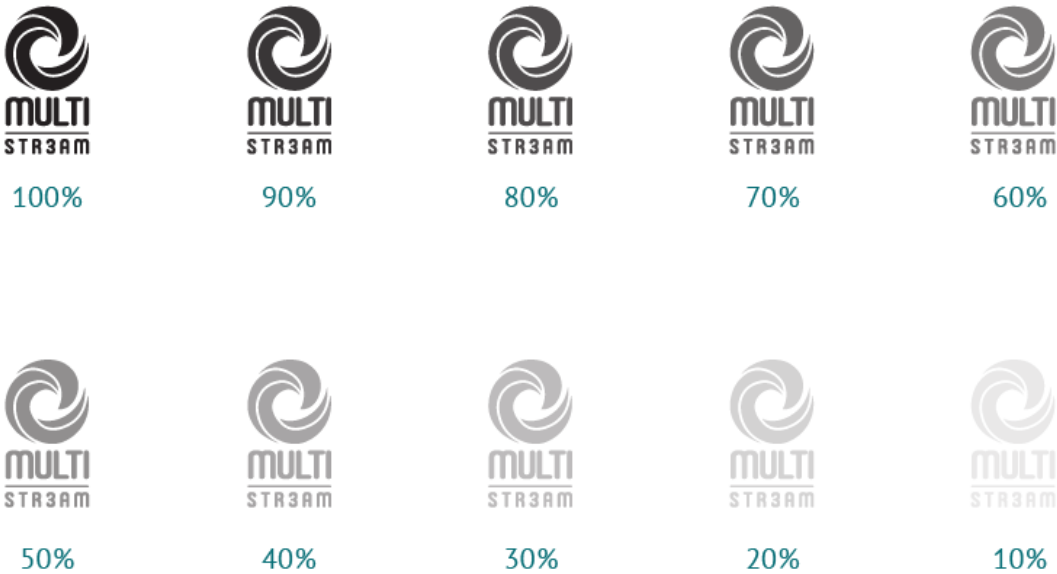
Below, there are the four usable colours in the Multi-Str3am logo. The two shades of blue oil and the other two dry greens are the institutional colours.



Next, there are four variants and the versatility presentation for the logo in case of colour limitations. Situations where the logo can only function in positive, negative, desaturated colours or modified solid colours.



The study below, shows the readability of the logo in grey scale. Can be observed that the logo does not lose legibility even at 10% black. This demonstrates that the logo is very readable and well-constructed.



2.5 Flexibility

These are the possible shape mutations of the logo, for the different vertical and horizontal surfaces on which it will be used.



2.6 Backgrounds: chromatic and photography

These are the versatility variants of the logo in case of colour limitations. Situations where the logo can only function in positive, negative or desaturated colours.



In certain cases, the subscription can interact with backgrounds, and these are the assumptions to be taken into account.



2.7 Prohibitions

Subsequently, it is described all prohibitions on the Multi-Str3am logo usage.



Structure Modification



Stretch



Inverte



Move elements away



Change aspect ratio



Change colors

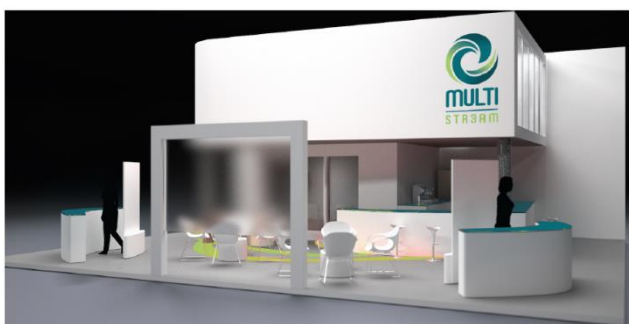
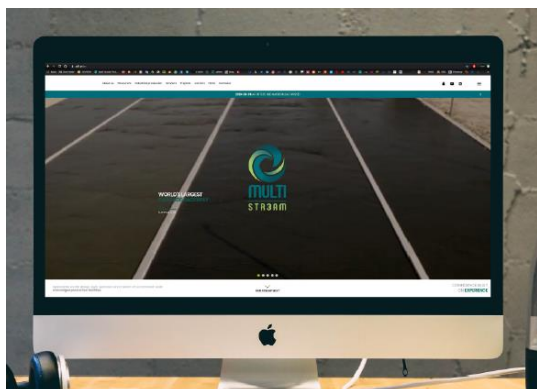


Perspect structure



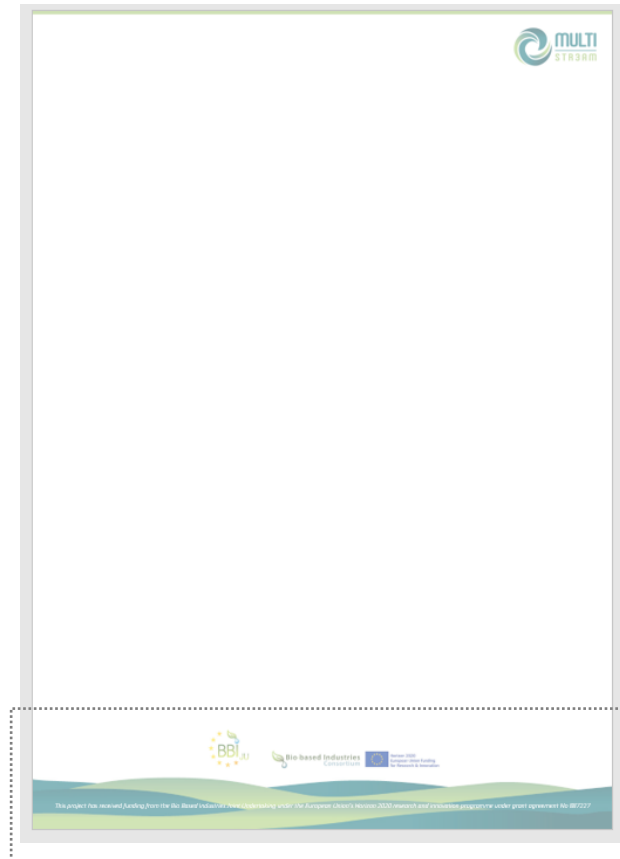
Use shading

2.8 Branding and application examples



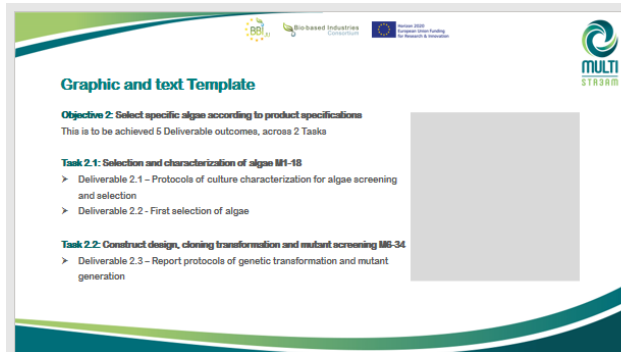
3 Templates

3.1 A4: vertical and horizontal





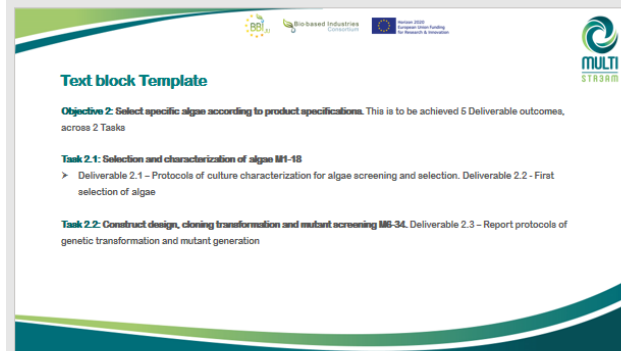
3.2 PPT



1



2




3



4

3.3 Deliverable report format



Project partners:

1. AAD, Algafood, SA (A4P)
2. Mikrobiologický Ústav AV ČR V.V.J (IMIC)
3. Forfarmers Corporate Services BV (FF)
4. Instituto de Biología Experimental e Tecnológica (IBET)
5. International Flavours and Fragrances IFF (Nederland) BV (IFF)
6. Laboratorio Nacional de Energía e Geología I+D (INEG)
7. Phycor 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 X.X

Deliverable Title

WP	number	Title
Task	Number	Title

Dissemination level ¹	CO	Due delivery date	DD/MM/AAAA
Nature ²	R	Actual delivery date	DD/MM/AAAA

Lead beneficiary	Partner
Contributing beneficiaries	Partners

¹ 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.
² Nature of the deliverable: **R**: Document, report (excluding the periodic and final reports); **DEM**: Demonstrator, pilot, prototype, plan design; **DEC**: Website, patents filing, press & media actions, videos, etc.; **OTHER**: Software, technical diagram, etc.

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Multi-Str3am – D.x, Deliverable name

WP X:	Partner	Author	
	Partner	Approval by WP leader	Name
	Partner	Approval by coordinator	Name

Document version	Date	Author	Comments ³
V0	DD/MM/AAAA	Name/Partner	Creation

³ Creation, modification, final version for evaluation, revised version following evaluation, final

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Multi-Str3am – D.x, Deliverable name

Deliverable abstract

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Multi-Str3am – D.x, Deliverable name

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Multi-Str3am – D6.3, Deliverable name

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1.1 Work carried out and Overview of the progress

Explain the work carried out during the reporting period in line with the Annex 1 to the Grant Agreement.

Include an overview of the project results towards the objective of the action in line with the structure of the Annex 1 to the Grant Agreement including summary of deliverables and milestones, and a summary of exploitable results and an explanation about how they can/will be exploited. (No page limit per work package but report shall be concise and readable. Any duplication should be avoided).

1.2 Objectives

List the specific objectives for the project as described in section 1.1 of the QoQ and described the work carried out during the reporting period towards the achievement of each listed objective. Provide clear and measurable details.

1.3 Work carried out for the period M01-M12 (May 2020-April 2021)

1.3.1 WP1 - Market analysis, exploitation and impact

Lead beneficiary: A4F – name Mariana Doria

Explain the work carried out in WP during the reporting period giving details of the work carried out by each beneficiary involved.

Objectives

- Identify consumer and business needs for sustainable, micro algae ingredients;
- Develop business plans based on solid business cases;
- Develop and implement a strategy for the effective exploitation of project results, incl. appropriate IPR management;
- Ensure impact at the policy level.

Main achievements in the period

Summarize progress towards objectives and details for each task

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Multi-Str3am – D6.3, Deliverable name

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Technical Progress

Highlight clearly significant results per task obtained during the period M12-M24

Please update the progress of tasks in Gantt diagram (Annex part)

Task x.x:

Deviations to the workplan

If applicable, explain the reasons for deviations from Annex I and their impact on other tasks as well as on available resources and planning;

If applicable, explain the reasons for failing to achieve critical objectives and/or not being on schedule and explain the impact on other tasks as well as on available resources and planning (the explanations should be coherent with the declaration by the project coordinator);

If applicable, propose corrective actions.

Bottlenecks

If applicable, explain the reasons for deviations from Annex I and their impact on other tasks as well as on available resources and planning;

If applicable, explain the reasons for failing to achieve critical objectives and/or not being on schedule and explain the impact on other tasks as well as on available resources and planning (the explanations should be coherent with the declaration by the project coordinator);

If applicable, propose corrective actions.

1.3.2 WP2 - Strain validation and biomass production

Lead beneficiary: PHY – Erwin Houtzager

Explain the work carried out in WP during the reporting period giving details of the work carried out by each beneficiary involved.

Objectives

- (Re-)design, install and commission production units at A4F and PHY, and produce biomass from six prioritised strains of the *Chlorella* spp., *Chlorella*, *Chlorella*, *Spirulina* and *Parachlorella* genera. Additional strains available in A4F, IMIC and PHY's in-house libraries, or through their networks, will be continuously evaluated on basis of their composition and growth conditions for potential inclusion or replacement in the project.
- Establish the optimal biomass production conditions, including harvesting and storage conditions, for each strain to produce sufficient quantities of the targeted products, informed by chemical analysis (both in real time and near-real time) during cultivation and following harvesting.

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2 Update of the plan for exploitation and dissemination of result

Include in this section whether the plan for exploitation and dissemination of results as described in the QoQ needs to be updated and give details.

3 Update of the data management plan

Include in this section whether the data management plan as described in the QoQ needs to be updated and give details.

4 Follow-up of recommendations and comments from previous review(s)

Include in this section the list of recommendations and comments from previous reviews and give information on how they have been followed up.

5 Deviations from Annex 1 and Annex 2

Explain the reasons for deviations from the QoQ, the consequences and the proposed corrective actions.

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Multi-Str3am – D6.3, Deliverable name

6 Deliverables and milestones tables

6.1 Deliverables (excluding the periodic and final reports)

Del. no.	Deliverable name	WP no.	Lead beneficiary	Type ^a	Dis. level ^b	Delivery date from Annex 1	Actual delivery date	If deliverable not submitted on time, Forecast delivery date if appropriate	Status	Comments
D7.1	Project handbook	WP7	A4F	R	PU	30 Jun 2020			Submitted	XXXXXX
D2.1	Portfolio of prioritised strains for large scale production and for strains undergoing phenotypic improvement	WP2	IMIC	OTHER	CO	31 Jul 2020	XXXXXX	XXXXXX	XXXXXX	XXXXXX
D3.1	MULTI-biorefinery project	WP3	A4F	DEM	CO	31 Aug 2020	XXXXXX	XXXXXX	XXXXXX	Postponed due to XXXXXX
D1.1	Exploitation plan	WP1	A4F	R	CO	31 Oct 2020	XXXXXX	XXXXXX	XXXXXX	XXXXXX
D2.2	Microalgae biomass from PHY to the biorefinery at A4F's site	WP2	PHY	OTHER	CO	31 Oct 2020	XXXXXX	XXXXXX	XXXXXX	XXXXXX
D6.1	Dissemination plan	WP6	A4F	R	PU	31 Oct 2020	XXXXXX	XXXXXX	XXXXXX	XXXXXX
D6.2	Communication plan	WP6	A4F	R	PU	31 Oct 2020	XXXXXX	XXXXXX	XXXXXX	XXXXXX

^a 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 diagrams, etc.

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6.2 Milestones

*Please complete this table if milestones are specified in Annex I to the Grant Agreement.
Milestones will be assessed against the specific criteria and performance indicators as defined in Annex I.
This table is cumulative, which means that it should always show all milestones from the beginning of the project.*

Milestone no.	Milestone title	Related WP(s) no.	Milestones				Comments
			Lead beneficiary	Delivery date from Annex I	Achieved	If not achieved Forecast achievement date	
MS1	Market needs defined for the development of microalgae ingredients	WP1	A4F	31 Oct 2020	XX	XX	XX
MS2	Business plans for all validated business cases ready for exploitation	WP1	A4F	30 Apr 2021	XX	XX	XX
MS3	Fully operational biomass production units at A4F and PHV	WP2	PHV	30 Apr 2021	XX	XX	XX
MS5	MULTI-biorefinery design and engineering project	WP3	A4F	31 Aug 2020	XX	XX	XX
MS6	Fully operational MULTI-biorefinery demo unit	WP3	A4F	30 Apr 2021	XX	XX	XX

Table 2. Milestones

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7 Annex

Multi-Str3am Gantt diagram
Update the Gantt diagram.

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3.4 Agenda







TIME*	EVENT	PARTICIPANT

TIME*	EVENT	PARTICIPANT

*All times in CET



This project has received funding from the Bio-based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 887227. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio-based Industries Consortium.