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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 6.9

Communication Plan [update 1]

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

Dissemination level ¹	PU	Due delivery date	30/04/2022
Nature ²	R	Actual delivery date	29/04/2022

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

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V4	28/04/2022	IMIC	Modification and Revision
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³ Creation, modification, final version for evaluation, revised version following evaluation, final

Deliverable abstract

This deliverable is an update of the communication plan of MULTI-STR3AM project developed under Task 6.2. The goal of the update is to evaluate the first results of the communication activities and to ensure the maximisation of the impact of the MULTI-STR3AM communication. For that, the definition of the target audiences, key messages, communication channels and implementation plan of the communication activities was revised. Additionally, the evaluation metrics were updated and adjusted in order to better evaluate these activities and ensure the boost of the project's communication.

This deliverable presents the communication strategy of the project and gives an overview of the communication activities planned for the following 12 months of the project, until M36. 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 M36 to include a status report on the implemented activities, as well as to integrate any revisions deemed necessary by the consortium to increase the impact of the project's communication activities.

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1 Objectives of the Communication Plan

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 projects⁴.

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

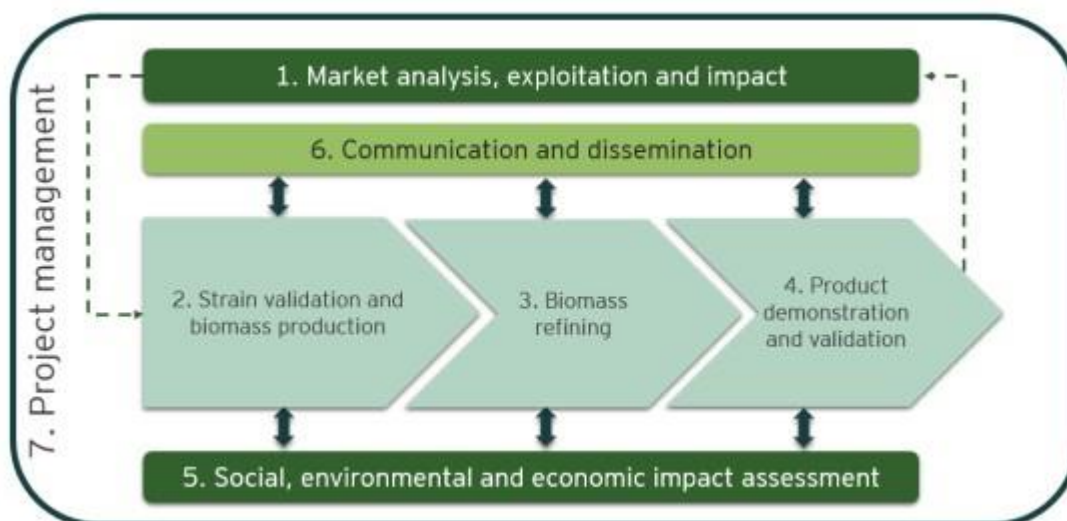
⁴ https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

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

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
PHY				
(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.

FF				
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

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

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

Secondary stakeholders – The Netherlands

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
PHY				
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.
FF				
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
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

Secondary stakeholders – Czech Republic

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
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
LNEG, A4F, iBET				
Policy makers: <ul style="list-style-type: none">• APA• ASAE• DGAV• DGRM	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">• Macroalgae and microalgae producers• Consumer goods industry	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">• Certification bodies• Environmental NGOs• End Consumers	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
Policy makers	<ul style="list-style-type: none"> The development and production of microalgae in MULTI-STR3AM contributes to major Sustainable Development Goals enhancing EU's global position. The inclusion of microalgae (and the project-defined strains) in the future Food Innovation Portal (which will replace the Novel Food Catalogue). 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.
Industry	<ul style="list-style-type: none"> 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. Microalgae are natural and sustainable ingredients that, thanks to their nutritional and functional properties, hold opportunities for innovative product development. MULTI-STR3AM works with and for industry with ready knowledge on product development for direct market application of algae. For the food and feed industry algae enrich and enable future consumer products to be more sustainable. Algae offers a solution to the imminent gap of food quality and food availability.
General public	<ul style="list-style-type: none"> 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. The general public must be made aware of these viable alternatives (generalisation of consumption).
Academia	<ul style="list-style-type: none"> Further research targeted at better control of production, higher productivities and reduced costs must be prioritized.

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:

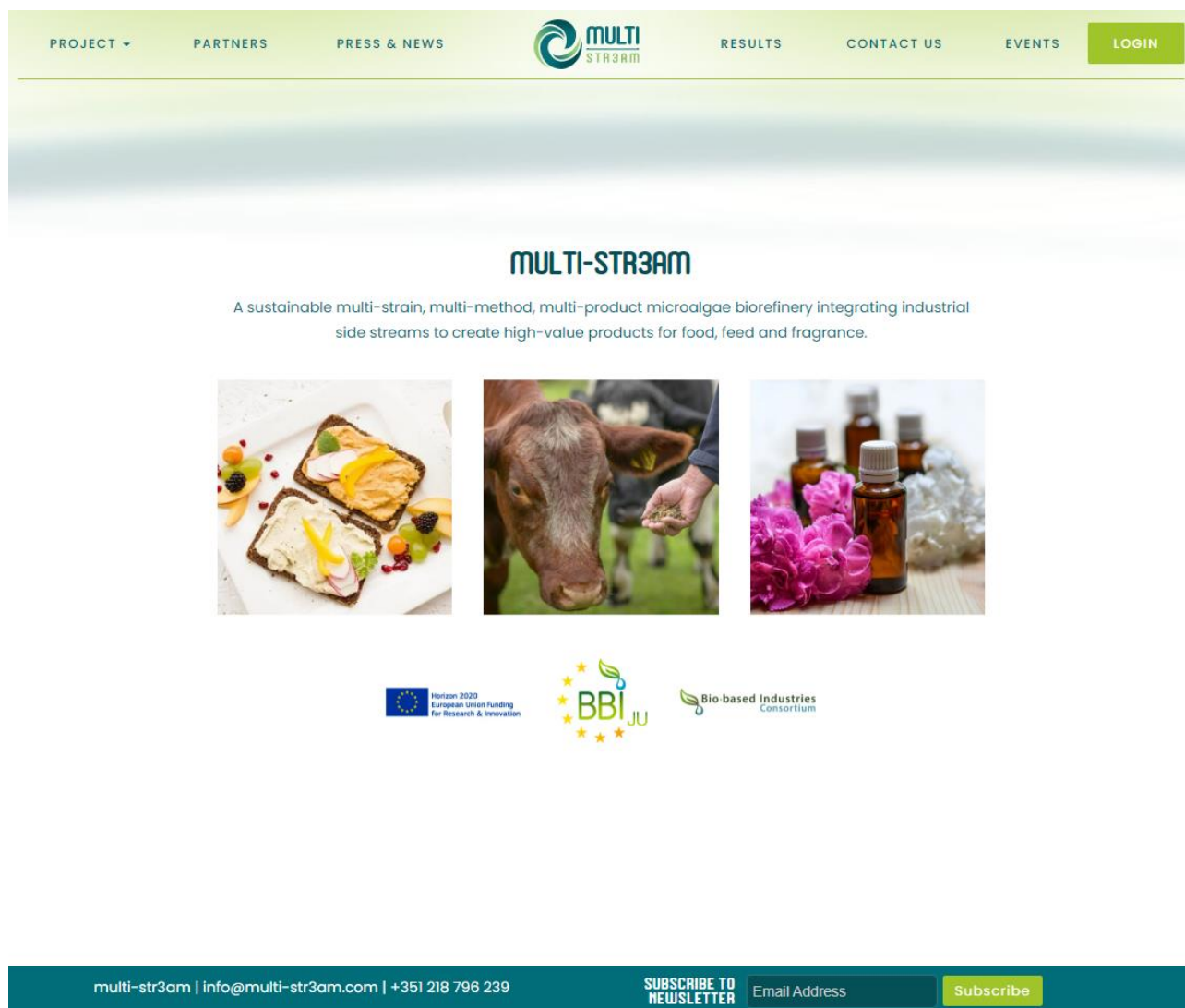
Channels	Targets	Objectives	Supporting means
Official project website	At least 5,000 unique visitors per year with geographical representation	Present the project objectives, activities Give an overview on all outputs and deliverables Update event calendar	Visual identity kit, project videos, links to 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 started running at 4th of May 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 is updated continuously by the consortium and distributed by the following pages:

- Project
- Partners
- Press & News
- Results
- Contact Us
- Events



The Project page is divided in Introduction, About, Overview and Structure, giving a project overview, highlighting the motivation, background, objectives, the technical content and structure of the project, and the composition of the Advisory Board. Page Partners describes all the partners of the consortium while the Press&News is continuously updated with published press releases of the project. The Results page allows all visitors to see presentations performed online and access to the MULTI-STR3AM public deliverables, as well as the publications performed within the scope of the project. The Contact Us page gives the opportunity to any visitor to reach out to the coordinator of the project. The Events page gives an updated list of the most interesting conferences, fairs and other events in the sector of algae, biorefinery, biomass valorisation and blue bioeconomy that will happen in the near future.

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 public deliverables carried out by the project and consortium partners.

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 is 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.

The project video is being created to be launched in the Q3 of 2022. The MULTI-STR3AM video will present the problem the project addresses and the main goals and activities that the project is focus on implementing to achieve the solution and desired algal products. The video will be published on the YouTube channel of the coordinator and partners and other social media, with the goal to achieve 6,000 views.

4.3 Social media

Social media profiles from all partners are 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.

In order to further increase the awareness towards the project, a LinkedIn Page has been created for the MULTI-STR3AM project on the 21st of March 2022, to periodically give information about the project progress to all the interested stakeholders. The LinkedIn Page of the project is <https://www.linkedin.com/company/multi-str3am/>.

For all social media accounts, 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. Advertisement of the newsletters will be given on social media to increase the interest of the general public to details of the project.

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	www.a4f.pt
IMIC	www.alga.cz – Czech and English
FF	www.forfarmersgroup.eu/en/
iBET	www.ibet.pt Webpage link with iBET participation in MULTI-STR3AM project: 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/
IFF	www.iff.com
LNEG	www.lneg.pt
PHY	www.phycom.eu/multi-str3am https://phycom.eu/about-phycom/announcements/phycom-partners-in-multi-str3am
UPF	www.upfield.com

4.7.2 Partners social media

Partner	Facebook	LinkedIn	Twitter	YouTube	Instagram
A4F	-	A4F-Algae for Future	-	A4F - Algae for Future	-
IMIC	@MikrobiologickyUstavAvCrTrebo n	@ALGATEC H Centre - Inst. Microbiol. Czech Acad. Sci.	@AlgatechTrebo n - Centrum ALGATECH Třeboň	Centrum ALGATECH Třeboň - MBÚ AV ČR	Mikrobiologick ý ústav AV ČR - Centrum Algatech Třeboň
FF	@ForFarmers	ForFarmers	@forfarmers	ForFarmersNL	-
iBET	@iBETportugal	iBET - Instituto de Biologia Experimenta l e Tecnológica	@iBET_Portugal	iBET Portugal	-
IFF	@InternationalFlavorsandFragranc es	Internationa l 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

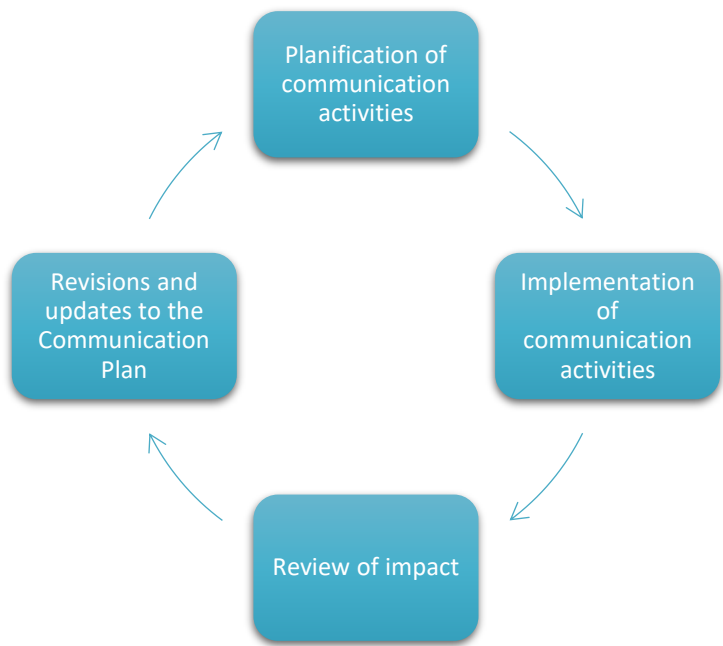
Media	Description
Horizon Magazine http://horizonmagazine.eu/	HORIZON is the EU Research & Innovation e-magazine. It covers the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.
Newsletters www.ec.europa.eu/research/index.cfm?pg=publications&lg=en	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.
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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 is measured through indicators for each category of activity. The goals defined by M6 are summarised in the table 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 st
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.

5.1 Evaluation of the impact of communication activities in M1-M24

During the first 24 months of the project, the consortium was actively involved in different communication activities to boost the awareness of the target audiences towards the project. In this period, according to the communication's log, the consortium has implemented:

- 1 Communication campaign by Radio (IMIC)
- 5 Non-scientific publications (FF, LNEG, IMIC)
- 1 Scientific peer-reviewed publication (IBET, A4F)
- 2 Participation in activities organized jointly with other EU project(s) (A4F, IMIC)
- 9 Participation in Conferences (A4F, IMIC)
- 3 Press releases (A4F)
- 15 Social Media contents (A4F, FF, iBET, IFF)
- 13 Website content (A4F, PHY, FF, iBET, IFF, IMIC)

Further detail on these activities is described in the deliverable D6.7 *Report on participation in knowledge-sharing events for year 2*, showing the great efforts of the consortium on the communication of the project, further evaluated in the following section.

Until now, the communication plan has been followed by the entire consortium, respecting the definition of the objectives, visual identity of the project, stakeholders' analysis and target groups, key messages and communication channels, tools and foreseen activities. In the table below, it is clear the good results the MULTI-STR3AM communication as reached during the first 24 months of the project:

Indicators			Source and Methodology	Results by M23
Designation	M13	M25		
Number of visits on project website	100	600	Website count. Google analytics report on May 1 st	534
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.	312
Accumulated number of subscribers to the newsletter	50	300	Download of the list of subscribers from the project's website.	20
Accumulated number of press releases	2	5	All press releases are published at the project's website.	3
Accumulated number of articles published on external media	0	2	Communication & Dissemination log.	6
Accumulated number of relevant events in which the consortium participates	5	10	Communication & Dissemination log.	15
Accumulated number of events in which the consortium organises	0	2	Communication & Dissemination log.	0

According to the communication KPIs obtained so far (M23), the general evaluation of the communication activities is quite good. The website has had a significant increase in the number of views, reaching so far 534 visitors, almost reaching the 600 target for M25, with a register of 113 downloads of the results from the project. The most significant number of visitors are from the countries listed below, where Portugal, the United States of America and China are on top of the list.

Users ▾ by Country



The most viewed pages of the MULTI-STR3AM website are also listed below:

PAGE TITLE AND SCREEN CLASS	VIEWS
MULTI-STR3AM	789
Results	326
Partners	198
Press & News	182
Project	174
About	131
Enabling a new and...Is not only for...	107

The number of video visualizations has also exceeded the expectations, with 312 views, corresponding to more 100 visualizations than those targeted for M25.

The number of subscribers to the newsletter must be increased in the next year, given that the targeted numbers could not be reached. For that improvement, it has already been stated above that a reinforcement on the advertisement of the newsletters will be performed on the social media of all partners and LinkedIn Page of the project.

The number of press releases so far is 3, which indicates that 2 foreseen press releases should have been made to achieve the targeted value of 5. In particular, the goal for the first year of the project was accomplished (2 press releases), but the goal for the second year was not. The 4th press release is expected to be published soon, referring to the construction of the MULTI-biorefinery.

The accumulated number of articles published on external media has surpassed the KPI established, with 6 articles already published, 4 more than the targeted value. Similarly, the accumulated number of relevant events in which the consortium has participated in the first 23 months was 15, while the goal was to participate in 10 different events by M24.

The only major failure concerning the project communication is the absence of events organised by the consortium. The reason behind this result is mainly due to the delay on the implementation of

the biorefinery but once more relevant technical results arise from the project, the resources available will be used to implement the MULTI-STR3AM events.

5.2 Updated Communication Metrics

According to the results obtained so far and the communication goals by the end of the project, the consortium established communication goals for M36 in the following table, that will enable evaluating the results of the communication activities in the following reporting period:

Indicator	May 2023 (following M36)	May 2024 (following M48)	Source and methodology
Number of visits on project website	2000	5000	Website count. Google analytics report on May 1 st
Accumulated number of views on videos published	700	1000	YouTube. Sum of views in the different YouTube channels, from project participants, where the videos were published.
Accumulated number of subscribers to the newsletter	100	300	Download of the list of subscribers from the project's website.
Accumulated number of press releases	7	9	All press releases are published at the project's website.
Accumulated number of articles published on external media	7	10	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	4	6	Communication & Dissemination log.

6 Annexes: Dissemination and Communication Log

The dissemination and communication log of the MULTI-STR3AM project by M23/24:

						Number of persons reached									
Partner	Activity	Description	Date	Online or Offline	Means of verification, References & Links	Scientific Community	Industry	Civil Society	General Public	Policy Makers	Media	Investors	Customers	Other	Funding Amount Used
A4F	Exhibition	<i>Presentation of Multistr3am project @ Planetiers Conference - Lisbon, Portugal (Virtual Stand)</i>	October 2020	Online	https://planetiers.com/entity.php?id=369	10	40		400	15					0.00 €
FF	Non-scientific and non-peer-reviewed publication (popularised publication)	<i>Annual Report</i>	12 April 2021	Online	Microsoft Word - AR ForFarmers NV 2020 - en (forfarmers-annualreport2020.eu)										0.00 €
LNEG	Non-scientific and non-peer-reviewed publication (popularised publication)	<i>MULTI-STR3AM – PAVING THE WAY TO A SUSTAINABLE AND ECONOMICALLY VIABLE MICROALGAE-BASED BIOREFINERY TO CREATE HIGH-VALUE PRODUCTS FOR FOOD, FEED AND FRAGRANCES (EERA Bioenergy Newsletter)</i>	23 December 2020		http://www.eera-bioenergy.eu/wp-content/uploads/pdf/ERABioenergyNewslett erIssue14.pdf	70					10				0.00 €
IMIC	Non-scientific and non-peer-reviewed publication (popularised publication)	<i>Info about project (local journal)</i>	December 2020	Online	https://www.mesto-trebon.cz/uploads/_archiv_ts/TS_2020/2020-12.pdf				1700						0.00 €
LNEG	Other	<i>Update on last EU projects granted on bioenergy (EERA Bioenergy Steering Committee meeting)</i>	15 December 2020	Online	Confidential meeting minutes. Available only to members.	20									0.00 €
IFF	Other	<i>Presentation of Multistr3am project</i>	20 June 2020	Online	internal communication IFF /Skype		20								0.00 €

IFF	Other	<i>Presentation of Multistr3am project</i>	23 November 2020	Online	internal communication IFF / MS teams		20								0.00 €
IFF	Other	<i>Presentation of Multistr3am project</i>	26 November 2020	Online	internal communication IFF / MS teams		20								0.00 €
IFF	Other	<i>Presentation of Multistr3am project</i>	12 February 2020	Online	internal communication IFF / MS teams		20								0.00 €
A4F	Participation in activities organised jointly with other EU project(s)	<i>Presentation at the webinar "Biotechnological innovations for cosmetic industry"</i>	24 March 2021	Online	https://www.youtube.com/watch?v=7eR6KxYl3tU	100	70	40		5	10	5	20		0.00 €
A4F	Participation to a Conference	<i>Presentation of Multistr3am project @ EABA Flash Webinar</i>	17 July 2020	Online	https://algaeworkshops.org/flash-webinar-eu-programmes-and-opportunities-for-algae-biomass/	50	50			10					0.00 €
A4F	Participation to a Conference	<i>Presentation of Multistr3am project @ EuroScience Open Forum (ESOF) 2020 - Trieste, Italy</i>	03 September 2020	Online	https://www.esof.eu/en/	20	160		1600	50					0.00 €
A4F	Participation to a Conference	<i>Presentation of Multistr3am project @ Planetiers Conference - Lisbon, Portugal (presentation)</i>	22 October 2020	Online	https://www.youtube.com/watch?v=jJP2bs3SV6w	10	10		40	5					0.00 €
A4F	Press release	<i>Press Release</i>	14 December 2020	Online	http://multi-str3am.com/pressrelease.pdf	10	60		360	20					0.00 €
FF	Website	<i>Article on Innovation Projects relating to sustainability</i>	15 April 2021	Online	https://www.forfarmergroup.eu/en/sustainability/news/two-out-of-five-nic-projects-concern-sustainability.aspx										0.00 €

iBET	Social Media	<i>Start of MULTI-STR3AM project / Kick-off meeting (Twitter, 640 followers)</i>	13 August 2020	Online	https://twitter.com/iBET_Portugal/status/1293835419763826689				1000		10				0.00 €
iBET	Social Media	<i>Start of MULTI-STR3AM project / Kick-off meeting (facebook, 3500 followers)</i>	13 August 2020	Online	https://www.facebook.com/iBETportugal/posts/3329894667057039				1500		10				0.00 €
PHY	Website	<i>Announcement - according to press release</i>	18 December 2020	Online	https://phycom.eu/about-phycom/announcements/phycom-partners-in-multi-str3am/		200		400			70	100		0.00 €
PHY	Website	<i>MULTI-STR3AM – Project and partners discription</i>	18 December 2020	Online	https://phycom.eu/multi-str3am/		300								0.00 €
iBET	Website	<i>Description of MULTI-STR3AM project / Kick-off meeting (iBET website)</i>	03 August 2020	Online	https://www.ibet.pt/sustainable-development-of-microalgae-biorefineries/	250	100			50	10				0.00 €
FF	Website	<i>Group Website</i>	01 September 2020	Online	https://www.forfarmergroup.eu/en/sustainability/our-going-circular-strategy/feed-resources/alternative-protein.aspx				3000		40	30	400		
FF	Website	<i>Internal Briefing</i>	06 January 2020	Online			150								0.00 €
IMIC	Website	<i>Press release web presentation</i>	12 January 2020	Online	https://www.alga.cz/en/c-783-eu-bbi-horizon2020-multistr3am.html	70									0.00 €
IMIC	Participation to a Conference	<i>BioTech Czech-Swiss Symposium with exhibition - presentation of José Cheel, Book of Abstract page 50</i>	16-19 June 2020	Online	https://www.biotech2020.cz/domains/biotech2020.cz/data/uploads/Book_of_abstracts_BioTech2020.pdf	255									283.02 €

IMIC	Participation to a Conference	<i>BioTech Czech-Swiss Symposium with exhibition - presentation of Daniela Bárcenas Pérez, Book of Abstract page 51</i>	16-19 June2020	Online	https://www.biotech2020.cz/domains/biotech2020.cz/data/uploads/Book_of_abstracts_Bio_Tech2020.pdf	255											454.86 €
IMIC	Communication Campaign (e.g. Radio, TV)	<i>Talk about algal biotechnology in the regional Czech Radio</i>	28. January 2021	Online	https://budejovice.rozhlas.cz/prirodovedec-etnolog-fotograf-cestovatel-richard-lhotsky-8414069			1500	0								0.00 €
IBET	Website	MULTI-STR3AM project adapts to the world pandemic	5/3/2021	Online	MULTI-STR3AM project adapts to the world pandemic - iBET												0.00 €
IBET	Other	Highlight of MULTI-STR3AM project on iBET Newsletter (PAGE 6)	15/01/2021	Online	Facts-Figures Jan2021.pdf (ibet.pt)												0.00 €
A4F	Social Media	<i>Post about Multistr3am participation at online event Biotechnology innovations for the cosmetic industry</i>	17 March 2021	Online	https://www.linkedin.com/feed/update/urn:li:activity:6777892582912536576	1179	659		458	201	142	238	945				0.00 €
A4F	Social Media	<i>Post about Multistr3am participation at online event Biotechnology to build a brighter future</i>	21 April 2021	Online	https://www.linkedin.com/feed/update/urn:li:activity:6790619241646227456	1000	2000		500	50	50	100	400				0.00 €
A4F	Press release	<i>MULTI-STR3AM towards bioeconomy: Innovation goes on and adapts to a new reality of a world pandemic</i>	28 April 2021	Online	https://www.multi-str3am.com/en/1618218757	100	1000		300	50	100	50	200				0.00 €
IMIC	Training	<i>Workshop for students of HLUW Yspertal, Austria</i>	1.7.2021	Offline		4										15	0.00 €
FF	Website	Article on Multi-Str3am Project	9th November 2021	Online	Widespread application of algae requires better legislation ForFarmers Group - Global												0.00 €
IFF NL	Other	<i>Multistr3am project taken up in IFF sustainability report 2020 (p68)</i>	18/5/2021	Online	https://www.iff.com/sites/iff-corp/files/iff-sustainability-report-2020-051221-final.pdf		10000		100			50	1000				0.00 €

IBET	Website	MULTI-STR3AM publishes report on EU regulation of microalgae application	08/10/2021	Online	MULTI-STR3AM publishes report on EU regulation of microalgae application - iBET											0.00 €
IBET	Other	Highlight of MULTI-STR3AM press release on iBET Newsletter (PAGE 7)	15/07/2021	Online	Facts-Figures_Jul21.pdf (ibet.pt)											0.00 €
A4F	Website	<i>Projetc's website development</i>	01 September 2021	Online	https://www.multi-str3am.com/en	100	100		100		2		50			2,100.00 €
A4F	Social Media	<i>Post about Multistr3am participation at EABA online event Biorefineries for algae biomass</i>	20 September 2021	Online	https://www.linkedin.com/feed/update/urn:li:activity:6845606470168449024	1000	2000		600	50	100	70	947			0.00 €
A4F	Press release	<i>Enabling a new and sustainable bioeconomy calls not only for investments in R&D</i>	08 October 2021	Online	https://www.multi-str3am.com/en/1633691626											0.00 €
A4F	Social Media	<i>Dissemination of Multistr3am press release Enablig a new and sustainable bioeconomy calls not only for investments in R&D</i>	08 October 2021	Online	https://www.linkedin.com/feed/update/urn:li:activity:6852211644500623360	1450	1000		250	82	35	156	500			0.00 €
A4F	Social Media	<i>Announcement of the Multistr3am's website</i>	21 October 2021	Online	https://www.linkedin.com/feed/update/urn:li:activity:6856919475934027776	300	200		50	30	20	40	300			0.00 €
A4F	Other	<i>Dissemination of Multistream project through AlgaEurope newsletter mailing list</i>	02 December 2021	Online	https://app.enormail.nl/d/v?m=e0ea7b2e52777e75f5d192be7e4e9799&s=47c0f2165f35e9efa43c2411aa4e37ed											0.00 €
A4F	Social Media	<i>Dissemination of Multistr3am project and website by AlgaEurope Conference</i>	December 2021	Online	https://www.linkedin.com/posts/algaEurope-microalgae-algaEurope-activity-6874321908461010944-WqgW											0.00 €

A4F	Participation to a Conference	<i>Participation at AlgaEurope 2021 and Dissemination of Multistr3am</i>	07 December 2021	Online	https://algaeeurope.org/conference-program-2021/										2,000.00 €
A4F	Social Media	<i>Post about Multistr3am participation on "Carbon Capture and Utilization" round table at AlgaEurope Conference</i>	08 December 2021	Online	https://www.linkedin.com/feed/update/urn:li:activity:6874362145019084800	1200	830		431	70	300	230	200		0.00 €
LNEG	Training	<i>SCIENTIFIC SCHOOL -MICRALGAE- BASED BIOREFINERIES: A STEP FORWARD A REAL CIRCULAR BIOECONOMY, EREVAN-ARMENIA 18-20 OCT 2021</i>	20 October 2021	Online	Restricted to enrolled students	25									0.00 €
IBET	Participation to a Workshop	Algae standardization status and prospects Participation of Teresa CRESPO and Frédéric GASPAR Pitch presentation of participants including the Multi-Str3am project	3/29/2022	Online	https://algaeworkshops.org/algae-standardization-status-and-prospects/										390.00 €
FF	Non-scientific and non-peer-reviewed publication (popularised publication)	ForFarmers Annual Report	24th February 2022	Online	FORFARMERS_JV2021_ENG-Going_Circular.pdf (forfarmers-annualreport2021.eu) Please see page 59										0.00 €
LNEG	Training	Lecture to the Erasmus Mundus students of BIOCEB - European Master in Biological and Chemical Engineering for a Sustainable Bioeconomy, mentioning the MULTI-STR3AM TEA&LCA activities	3/16/2022	Online	n.a.	10									0.00 €
A4F	Participation in activities organised jointly with other EU project(s)	Presentation of the MULTI-STR3AM project at the webinar organized by the Bio Based Industries Consortium	10/02/2022	Online	https://mailchi.mp/827641863248/lca_sustainability-13709597?e=b59d226791	43	18								0.00 €
A4F and IBET	Scientific and peer-reviewed publication	<i>Nannochloropsis</i> sp. Biorefinery: Recovery of Soluble Protein by Membrane Ultrafiltration/Diafiltration	02/04/2022	Online	https://doi.org/10.3390/membranes12040401	345									1 442.74€

A4F	Participation to a Conference	<i>Presentation of MULTI-STR3AM project @ Biotechnology to build a brighter future: Food, Health and Environment Applications</i>	10/05/2021	Online	https://www.youtube.com/watch?v=C6r5gjAPmcg&t=5885s	35	20			5	7	5	16		
A4F	Participation to a Conference	<i>Presentation of MULTI-STR3AM project @ EABA technical webinar Biorefineries for algae biomass</i>	23/09/2021	Online	https://algaeworkshops.org/biorefineries-for-algae-biomass/										
A4F	Social Media	<i>Creation of the MULTI-STR3AM LinkedIn Account on day 21/03/2022 reaching 171 followers 10 days later</i>	21/03/2022	Online	https://www.linkedin.com/company/multi-str3am	70	61		23			9	8		
A4F	Social Media	<i>Announcement of the MULTI-STR3AM project – first post @ MULTI-STR3AM LinkedIn Page</i>	22/03/2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6911981802001690624	168	65		113	23	34	35	52		
A4F	Social Media	<i>Announcement of the classification of Chlorella strains as traditional food (not novel food) @ MULTI-STR3AM LinkedIn Page</i>	24/03/2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6912738916177436672	413	287		148	39	58	38	104		
A4F	Social Media	<i>Announcement of the opportunity to join MULTI-STR3AM's team at LNEG @ MULTI-STR3AM LinkedIn Page</i>	31/03/2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6915248318872707072	89	74		76	16	13	14	20		
A4F	Social Media	<i>Announcement of the DEMO scale biomass production at A4F for the MULTI-STR3AM project @ MULTI-STR3AM LinkedIn Page</i>	05/04/2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6917104230625333248	416	337		240	62	23	21	38		
A4F	Social Media	<i>Announcement of the main activities of Phycom at the MULTI-STR3AM project @ MULTI-STR3AM LinkedIn Page with PHYCOM</i>	11/04/2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6919214375962566656	158	142		64	14	10	19	39		

FF	Non-scientific and non-peer-reviewed publication (popularised publication)	Interview: “ForFarmers innovation lead: “If you don’t take research leaps, you may not get the breakthroughs” @ Feed Navigator	23/04/2021	Online	https://www.feednavigator.com/Article/2021/04/23/ForFarmers-on-research-and-development-innovation-targets	100	1000			50	100	50	200		
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