



Innovative cost-effective technology for maximizing aquatic biomass-based molecules for food, feed and cosmetic applications

BIOSEA Grant agreement number: 745622

D.6.1. Website and communication material

Lead beneficiary: AITEX (Simona Moldovan, e-mail: smoldovan@aitex.es)

Actual submission date (date and month): 30 November 2017

Dissemination Level: Public (PU)

Dissemination type: Websites, patent filling, videos (DEC)



This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 745622

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1. Executive summary

The execution of the BIOSEA project is organized in 5 technical work packages and in parallel to these technical activities, there is a specific activity (WP6) focused on dissemination and communication actions.

The deliverable D.6.1. "Website and communication material" provides information on the BIOSEA project website and the communication material created for the project dissemination.

Apart from the project website (www.biosea-project.eu), news and information of interest regarding the project are also going to be published on the social networks (twitter, facebook and linkedin) of the project and of the partners.

2. Introduction ´

The BIOSEA consortium has developed a strategic communication and dissemination plan answering WHO (target audiences) will receive WHAT (key messages), HOW (communication channels) and WHEN (implementation and time planner). Communication messages will cover technology, efficiency gains, financial aspects; and social and environmental impacts; making the case for European added value R&D cooperation.

In order to execute the Dissemination and communication plan, several communication materials will be generated during the BIOSEA project development:

- BIOSEA logo, which represents the visual identity of the project
- Communication templates (word, ppt)
- Website of the project (www.biosea-project.eu)
- Flyer, roll-up, banner, poster
- Standard presentation with key messages
- Promotional videos, with the objective of illustration and description of the developments of the value chain optimization and tested throughout the project.

The above-mentioned communication materials will be showcased in one-on-meetings, networking, conferences, exhibition stands, as well as online through the project website, partners' websites, social media (LinkedIn), and personal networks. Continuous updates on website (min: 12/year). Production of press releases (2/year).

In the following table are presented the planned target groups, communication channels and types of information requires, for a more visual identification of the role of the website and the communication materials produced in the BIOSEA project.

Target groups	<u>Professional stakeholders</u> Food and Feed industries, clusters and associations; Cosmetics and pharma industries, clusters and associations; Algae producers and RTD centres related with aquiculture; Consumer and environmental organization.	<u>General public</u> Citizen/Consumer organisations; Individual consumers; Regulatory and certification bodies.
Communication channels	Website; Dissemination material; Publications and conferences speeches; Stakeholders workshops; Promotional videos.	Website; Dissemination material; Promotional videos.
(Main) Type of information	Final products obtained; Compounds and formulations included in final products.	Products obtained.
Goal	Share experiences; Promote new compounds and substances obtained from local produced algae; Increase the use of aquatic biomass as a substitutive of traditional vegetable sources of amino acid, proteins, oils and other components for the applications proposed.	Raise awareness on benefits of consuming products derived from local sources; Offer new solutions with higher value in the different sectors; Interest costumers in the new concept of products derived from aquatic biomass.

Table 1. Dissemination and communication strategy and means involved

3. BIOSEA website

The website is divided into 6 parts, as it follows:

- Home: containing basic information regarding the project which includes the objectives, development, and project partners.



BIOSEA project

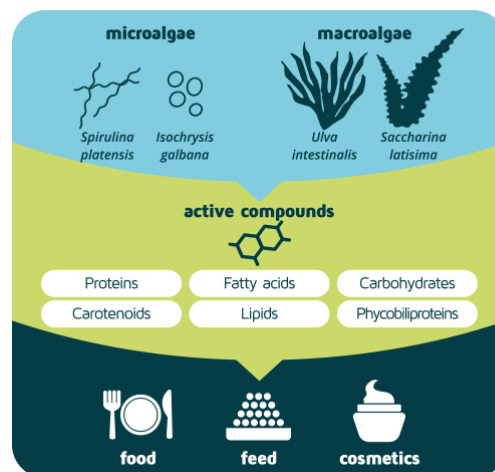
"Innovative cost-effective technology for maximizing aquatic biomass-based molecules for food, feed and cosmetic applications"

OBJECTIVES

The overall objective of BIOSEA is the development and validation of innovative, competitive and cost-effective upstream and downstream processes for the cultivation of 2 microalgae (*Spirulina platensis* and *Isochrysis galbana*), and 2 macroalgae (*Ulva intestinalis* and *Saccharina latissima*) to produce and extract at least 6 high value active principles at low cost (up to 55% less than with current processes) to be used in food, feed and cosmetic/personal care as high-added value products.

The **innovation** will be on applying them on algae or in combination with other techniques for recovery of multiple compounds from the same feedstock, which will require technological adjustment & optimizations.

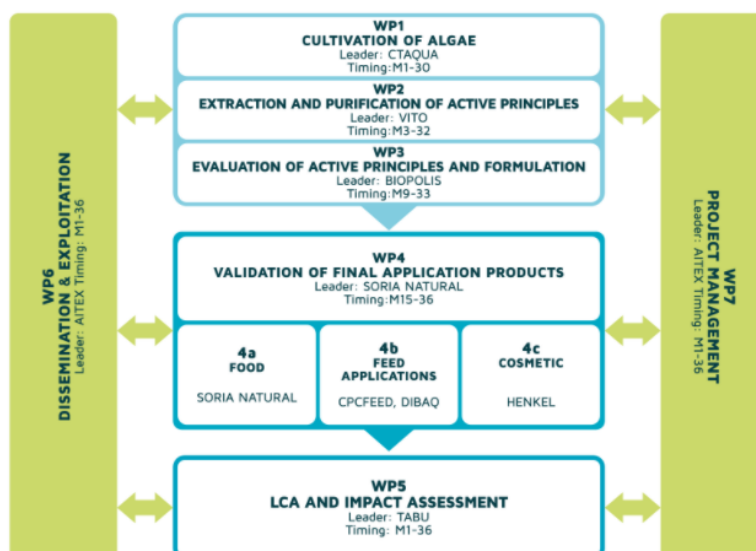
BIOSEA process will be **effective** and **environmental friendly** and the compounds will be obtained at **low cost** and will be used in **food, feed and cosmetic/personal care** markets. By this way, the industrialization of the process could be addressed once the project ends.



DEVELOPMENT

TIMETABLE

Total project duration: 36 months
1st of June 2017- 31st of May 2020



PARTNERS

For achieving the objectives, BIOSEA consortium consists of specialists in specific area/s or discipline/s involved in the project (IGV and CTAQUA in Biological Sciences and Biotechnology; VITO and FEYECON in Chemical Science and Engineering; CNTA, BIOPOLIS, DIBAQ, SORIA NATURAL and CPCFEED in Food/Feed Technology; VLCI and HENKEL in Cosmetic Science; AITEX in Materials Science and TABU in Environmental Science).



Coordinator: AITEX

ASOCIACION DE INVESTIGACION DE LA INDUSTRIA
TEXTIL



IGV GmbH
INSTITUT
FÜR GETREIDEVERARBEITUNG
GMBH



CTAQUA
FUNDACION CENTRO
TECNOLÓGICO
ACUICULTURA DE
ANDALUCIA



VITO
VLAAMSE INSTELLING
VOOR TECHNOLOGISCH
ONDERZOEK N.V.



FEYECON
FEYECON
DEVELOPMENT &
IMPLEMENTATION BV



CNTA
CENTRO NACIONAL DE
TECNOLOGIA Y
SEGURIDAD
ALIMENTARIA



BIOPOLIS
BIOPOLIS SL



DIBAQ
DIBAQ DIPROTEG SA



SORIA
SORIA NATURAL S.A.



CPCFEED
COMPLEMENTOS DE
PIENSOS COMPUESTOS
SA




VLCI
VAN LOON CHEMICAL
INNOVATIONS BV



HENKEL
HENKEL KGaA



TABU
TABU COZUMLERI
DANISMANLIK LIMITED
SIRKETI



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Upcoming Events


BBI Stakeholder forum
December 6 - December 7


[View All Events](#)

Latest news


BIOSEA launching meeting-June 2017

Latest tweets

 In June 2017, BIOSEA project was successfully launched, with the kick-off meeting, in Alcoy, AITEX facilities.... <https://t.co/5h2lQxbQxq>
6 days ago

 This project has received funding from the BBI-JU under the EU's Horizon 2020 R&I programme under grant agreement No. 745622
63 days ago

- News: containing news related to the project or information that matches the scope of the project.




[HOME](#)
[NEWS](#)
[CALENDAR OF EVENTS](#)
[PUBLIC DOCUMENTS](#)
[PRIVATE DOCUMENTS](#)
[CONTACT](#)


NEWS

22 November In Uncategorized by Simona with No comment

BIOSEA LAUNCHING MEETING-JUNE 2017

In June 2017, BIOSEA project was successfully launched, with the kick-off meeting, in Alcoy, AITEX facilities.

 0  Share



Upcoming Events


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6 days ago

 This project has received funding from the BBI-JU under the EU's

- Events: contains events where BIOSEA participated or will participate, and also events related to the scope of the project.


Keyword
HOME
NEWS
CALENDAR OF EVENTS
FIND EVENTS
Public Documents
Private Documents
CONTACT

Events for November 2017

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
30	31 Test event	1	2	3	4	5
6	7 Seagriculture	8 Seagriculture	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

« October December »


[+ EXPORT EVENTS](#)

- Public documents: contains documents of public interest with general information about the project's results and development.

PUBLIC DOCUMENTS

Documents

- BIOSEA flyer (PDF, 378.7 KB)
- Logo Biosea Project (PDF, 511.6 KB)



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63 days ago

- Private documents: contains confidential documents that can be shared only between the projects partners. The access to this section can be made only by registration to the website platform, by the website administrator.

Documents

The content of this page is only for registered users

SING UP



"This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No. 745622"

Upcoming Events

BBI Stakeholder forum
December 6 - December 7

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Latest news

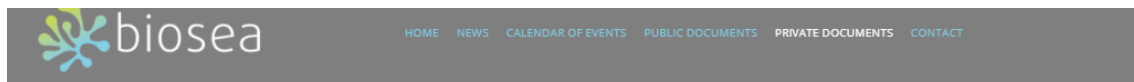
BIOSEA launching meeting-June 2017

Latest tweets

In June 2017, BIOSEA project was successfully launched, with the kick-off meeting, in Alcoy, AITEX facilities... <https://t.co/5h2lQxbQxq>
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63 days ago

Only for registered users (restricted access for users who are not part of the BIOSEA consortium).




PRIVATE DOCUMENTS

Documents

- Biosea pptx (PPTX, 723.8 KB)
- D.1.1. Macro -and microalgae in the BIOSEA project (PDF, 1.7 MB)
- D.7.1. Project Management Handbook (PDF, 859.2 KB)
- D.8.1. Ethical Requirement No.1 (PDF, 349.9 KB)
- D.8.2- Ethical Requirement No.2 (PDF, 352.0 KB)

SING UP

Howdy, Simona | Logout



"This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and

Upcoming Events

BBi Stakeholder forum
December 6 - December 7

[View All Events](#)

Latest news

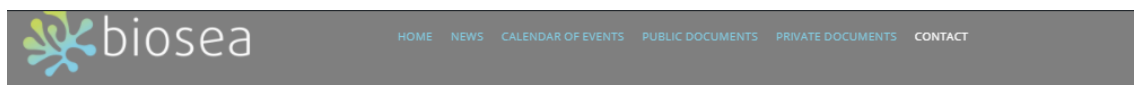
[BIOSEA launching meeting-June 2017](#)

Latest tweets

In June 2017, BIOSEA project was successfully launched, with the kick-off meeting, in Alcoy, AITEX facilities... <https://t.co/Sh2lQXbQxq>
6 days ago

This project has received funding from the BBi-JU under the EU's Horizon 2020 R&I programme under grant agreement No. 745622
63 days ago

- **Contact:** contains a form to be completed by interested people in the project. The form will be received as an e-mail to the website administrators, represented by the project coordinator (AITEX).



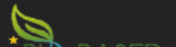
CONTACT

Your Name (required)

Your Email (required)

Subject

Your Message



BBi Stakeholder forum

Upcoming Events

BBi Stakeholder forum

Latest news

[BIOSEA launching meeting-June 2017](#)

Latest tweets

In June 2017, BIOSEA project was

4. BIOSEA social networks

Social networks linked with the website of the BIOSEA project have been created for a better visibility of the project.

Facebook



The screenshot displays the BIOSEA Facebook page. At the top, there's a navigation bar with links for Home, Find Friends, and Settings. The main header features the BIOSEA logo and the text "biosea". Below the header, there's a section for "Know friends who might like your Page?" with a search bar. The main content area shows a post from BIOSEA, dated "Yesterday at 10:08am". The post text reads: "In June 2017, BIOSEA project was successfully launched, with the kick-off meeting, in Alcoy, AITEX facilities. Check our website: www.biosea-project.eu". Below the text is a photo of a group of people standing around a table. The post is titled "BIOSEA | biosea home" and includes a quote: "Innovative cost-effective technology for maximizing aquatic biomass-based molecules for food, feed and cosmetic applications". The footer of the page includes links for Privacy, Terms, Advertising, Ad Choices, Cookies, and More, along with the text "Facebook © 2017".

Twitter

BIOSEA
@biosea_bbi

Tweets 2 | Siguiendo 2 | Seguidores 2

Tendencias para ti · Cambiar

- #HawkersBlackFridayCrew**
HASTA 70% EN HAWKERSCO.COM - ¡¡Haz tu pack, participa y consíguelo!!
Promocionado por HAWKERS CO.
- #BlackFriday**
https://twitter.com/MomentsES/status/934011698230554624
- #FelizFinde**
5.887 Tweets
- #OTDirecto24N**
4.105 Tweets
- #FreddieMercury**
10,1 K Tweets
- #CodemotionMadrid**
Julián Sánchez Melgar
1.437 Tweets
- #MicDropRemix**
Mic Drop Remix dejó a todos así: 🤖
- Vinaròs**
3.417 Tweets
- #VamosAMorirTodosAE**
1.724 Tweets

¿Qué está pasando?

jorge garcia cobos retweeted

Grupo Dibaq @GrupoDibaq · 22 nov.
¡Corriendo a aprovechar el descuento de #Dibaq por el #BlackFriday! Un 10% en todos los productos de la web hasta el lunes 27, ¡no me lo pierdo!
dibaq Mascotas.com/es/

WalkMe @WalkMeInc · 16 nov.
Drastically Modernize Your Employee Training - Instantly and Effortlessly. Try WalkMe Now.
Traducir del inglés

A quién seguir · Actualizar · Ver todos

- Media Markt Games** @...
Seguir
- KitchenGarden** @Kitchen...
Seguir
- José Luis Tejedor** @JLTeje...
Seguir

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Publicitar en Twitter

LinkedIn

BIOSEA
5 members

Start a conversation with your group

Enter a conversation title...

Conversations Jobs

Simona Moldovan · Group Owner
Researcher at AITEX (Textile Research Institute)

BIOSEA LAUNCHING MEETING-JUNE 2017
In June 2017, BIOSEA project was successfully launched, with the kick-off meeting, in Alcoy, AITEX facilities.

ABOUT THIS GROUP
Innovative cost-effective technology for maximizing aquatic biomass-based molecules for food, feed and cosmetic applications.

MEMBERS
5 members

Invite others

About Feedback Privacy & Terms

5. Communication material

The BIOSEA communication material is represented by the following products:

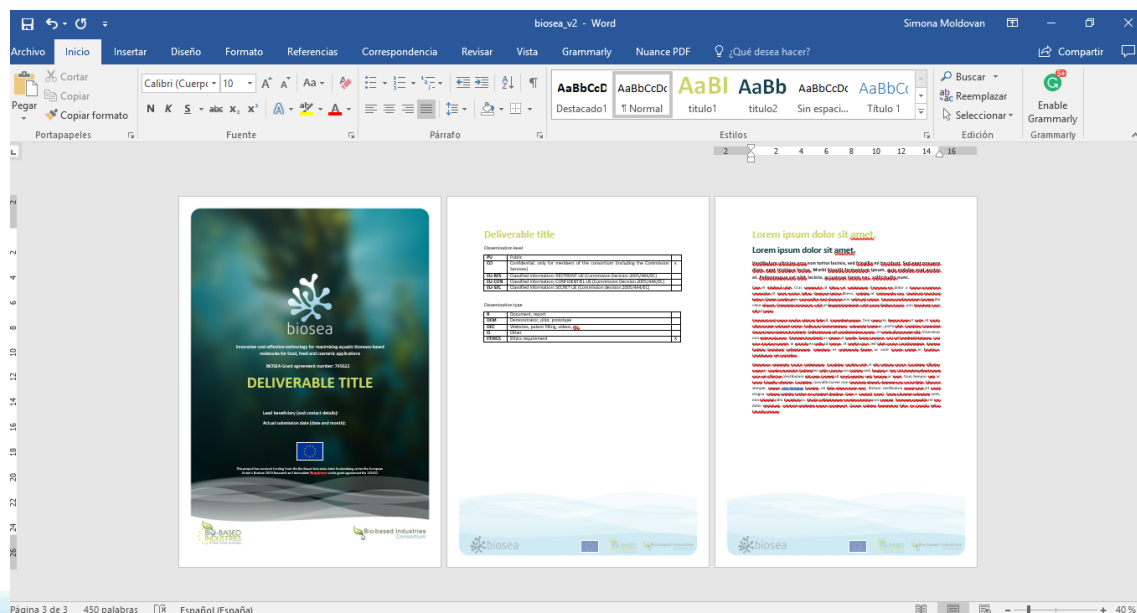
BIOSEA logo



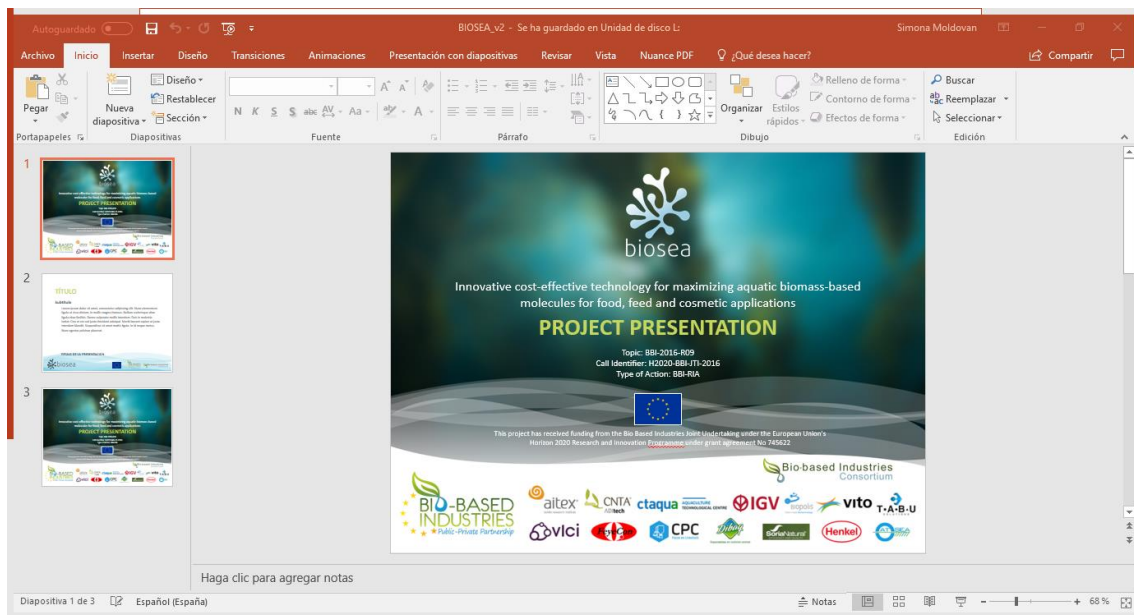
Communication templates (word, ppt)

In order to maintain a uniformity in the different documents generated by the project we have create word and a powerpoint templates, as it follows:

Word template:



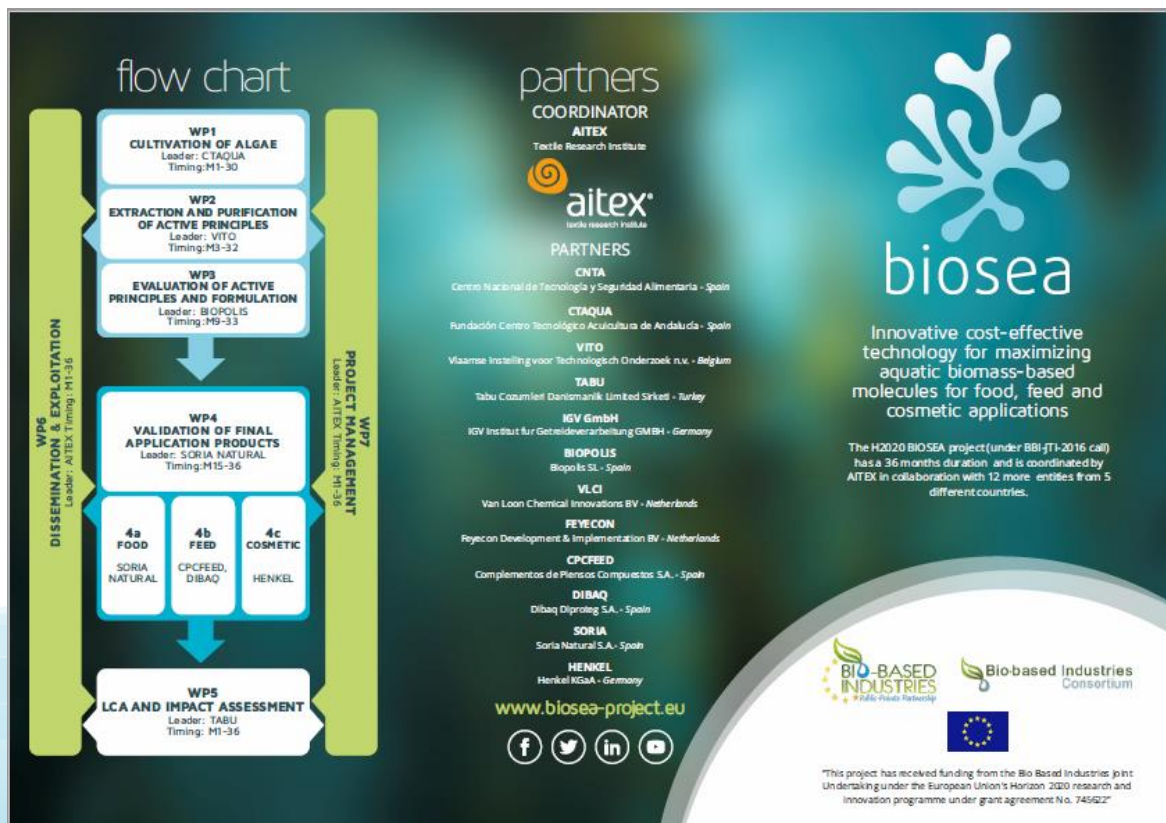
Power point template:



Flyer, roll-up, banner, poster

Apart from the information presented in word or powerpoint format, in events participation, BIOSEA partners also present the BIOSEA flyer, roll-up and banners with project information.

Flyer



needs

EU society needs new sustainable bio-based feedstock in order to meet the growing population needs and to reduce the dependence on fossil fuels.

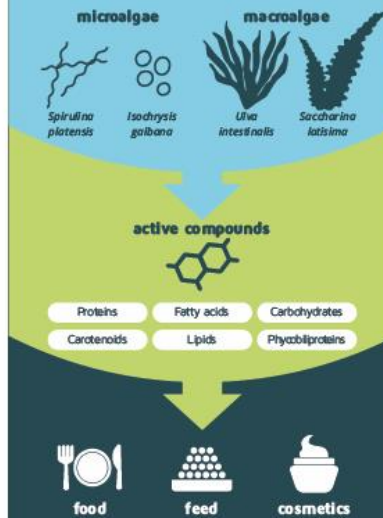
The high dependency on resources from third countries, and the impacts of global climate change in addition to the limitation of agricultural current practices, it is of main importance to take a decision on land use for food, feed, chemicals and energy. The increasing competition for land and its limitations, are deriving to consider new resource alternatives, as the potential of the aquatic environment, as algae, that can be a competitive substitute for the production of active compounds for food, feed, and other industrial applications, as cosmetic, pharma or biofuels.

Aquatic feedstock can be a solution to these necessities, however, European algae feedstock market is still facing immature production technologies, and which are not specifically designed for algae biorefinery.



objective

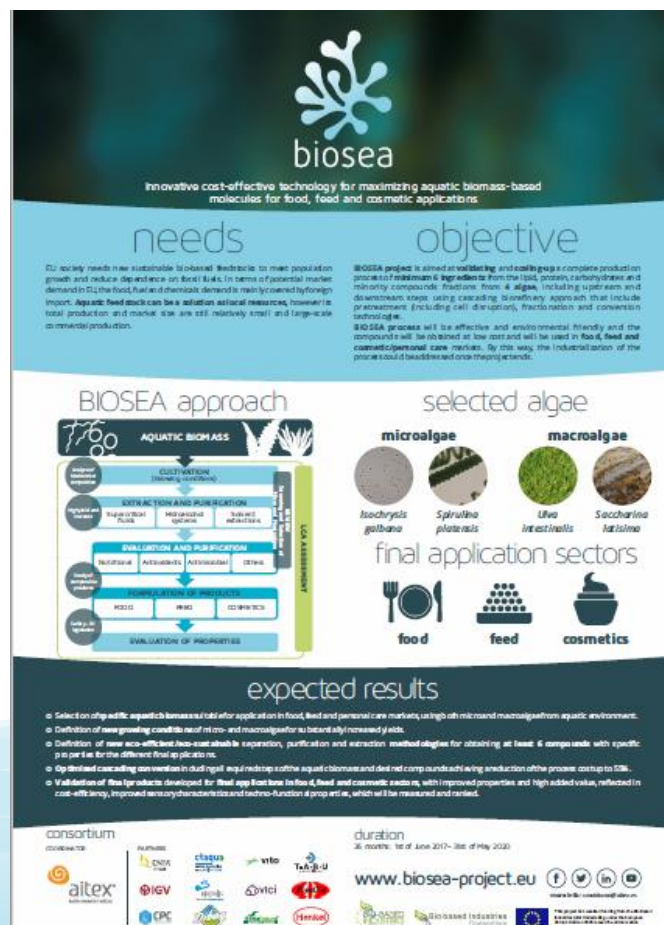
The overall objective of **BIOSEA project** is the development and validation of innovative, competitive and cost-effective upstream and downstream processes for the **cultivation of 2 microalgae** (*Spirulina platensis* and *Ischrysis galbana*), and **2 macroalgae** (*Ulva intestinalis* and *Saccharina latissima*) to produce and extract at least **6 high value active principles at low cost** (up to 55% less than with current processes) to be used in **food, feed and cosmetic/personal care** as high-added value products.



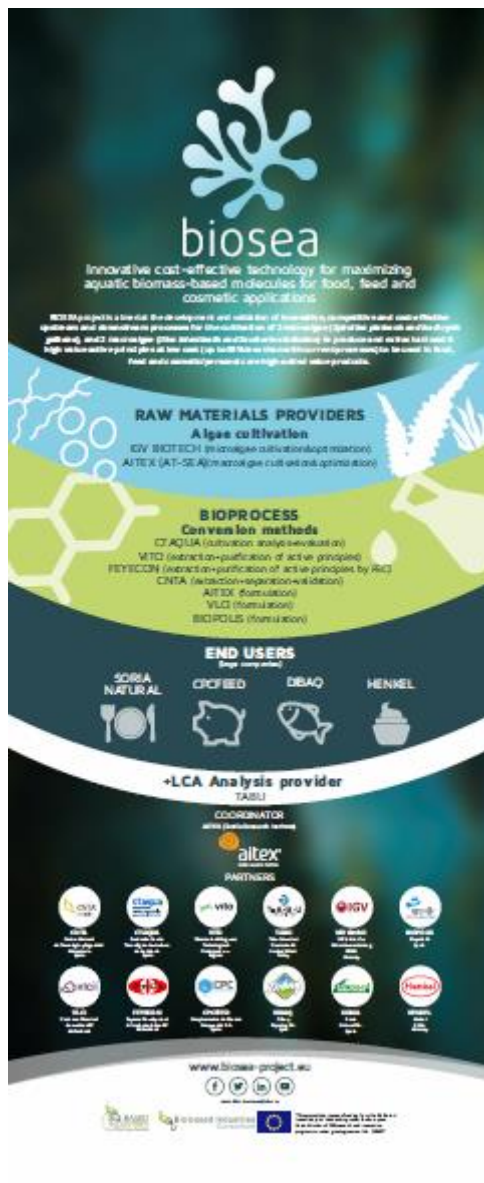
expected results

- Selection of **specific aquatic biomass** suitable for application in food, feed and personal care markets, using both micro and macroalgae from aquatic environment.
- Definition of **new growing conditions** of micro- and macroalgae for substantially increased yields.
- Isolation of:
 - proteinic fraction** with added value due to its rheological, nutritional, functional properties in food industry and in feed industry
 - antioxidants fraction** with added value for its natural source in feed and cosmetic industry.
- Definition of **new eco-efficient/eco-sustainable** separation, purification and extraction methodologies for obtaining the maximum yields of the proteinic (up to 39.3%) and functional antioxidant fractions (carotenoids) (up to 34.43%) minimizing the use of organic solvents up to 55%.
- Optimised cascading conversion** including all required steps (cultivation, drying, cell disruption, extraction, purification, drying) of the aquatic biomass and desired compounds achieving a reduction of the process cost up to 55%.
- Obtention of at least 6 compounds** with specific properties for the different final applications, which can represent raw materials for further formulations for the 3 involved industries.
- Functional evaluation of the compounds** extracted from aquatic biomass.
- Validation of final products** developed for final applications in food, feed and cosmetic sectors, with improved properties and high added value, reflected in cost-efficiency, improved sensory characteristics and techno-functional properties, which will be measured and ranked.

Poster



Roll-up



A first video with the objective of illustration and description of the developments of the value chain optimization and tested throughout the project, was created, with an approximate duration of 4 minutes, and it will be used in all the dissemination actions for the BIOSEA project.



