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)
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Dissemination Level: Public (PU)
Dissemination type: Websites, patent filling, videos (DEC)

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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-one 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 required, for a more visual identification of the role of the website and the communication materials produced in the BIOSEA project.

<table>
<thead>
<tr>
<th>Target groups</th>
<th>Professional stakeholders</th>
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<tbody>
<tr>
<td></td>
<td>Food and Feed industries, clusters and associations;</td>
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<tr>
<td></td>
<td>Cosmetics and pharma industries, clusters and associations;</td>
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<td>Algae producers and RTD centres related with aquiculture;</td>
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<td></td>
<td>Consumer and environmental organization.</td>
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</tbody>
</table>

| 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 customers 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.
DEVELOPMENT

TIMETABLE
Total project duration: 26 months
Start of June 2017 - 31st of May 2020

WP1 CULTIVATION OF ALGAE
  Leader: CTAQUA
  Timing: M3-M6

WP2 EXTRATION AND PURIFICATION OF ACTIVE PRINCIPLES
  Leader: VITO
  Timing: M9-M12

WP3 EVALUATION OF ACTIVE PRINCIPLES AND FORMULATION
  Leader: BIOPOLIS
  Timing: M15-M19

WP4 VALIDATION OF FINAL APPLICATION PRODUCTS
  Leader: SORIA NATURAL
  Timing: M22-M26

4a FOOD
  SORIA NATURAL
  CPCFEED, DBAQ

4b FEED APPLICATIONS
  CPCFEED, DBAQ

4c COSMETIC
  HENKEL

WP5 LCA AND IMPACT ASSESSMENT
  Leader: TABU
  Timing: M29-M36

PROJECT WP7 ELEMENT
  Leader: AKTIVITI
  Timing: M36

PARTNERS
For achieving the objectives, BIOSEA consortium consists of specialists in specific areas or disciplines included in the project: IGV and CTAQUA in Biological Sciences and Biotechnology, VITO and FEYECON in Chemical Science and Engineering; CNTA, BIOPOLIS, DBAQ, SORIA NATURAL and CPCFEED in Food and 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 TECNICA

IGV
CTAQUA
VITO
FEYECON
CNTA
BIOPOLIS

DBAQ
SORIA NATURAL
CPCFEED
VLCI
HENKEL

TABU

BIOBASED INDUSTRIES
CONSORTIUM
- News: containing news related to the project or information that matches the scope of the project.
- Events: contains events where BIOSEA participated or will participate, and also events related to the scope of the project.

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
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</table>

- Public documents: contains documents of public interest with general information about the project’s results and development.
• 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.
Only for registered users (restricted access for users who are not part of the BIOSEA consortium).

- **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).
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
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:
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**

(Flyer image)
needs
EU society needs now a sustainable bio-based feedstock in order to meet the growing population needs and to reduce the dependency on fossil fuels.

The high dependency on resources from third countries, and the impacts of climate change, in addition to the limitation of agricultural productivity, has made it necessary to take decisions on land use for food, feed, chemicals and energy. The increasing competition for land and its limitations, are leading to consider new resource alternatives, as the potential of the aquatic environment, as algae, that can be a competitive alternative for the production of active compounds for food, feed, and other industrial applications, as cosmetics, pharmaceuticals, etc.

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

biosea
Innovative cost effective technology for marine algal biomass-based novel value added products for food, feed and cosmetics applications

objective
The overall objective of BIOSEA project is the development and validation of innovative, competitive and cost-effective upstream and downstream processes for the valorisation of microalgae (Galdieria sulphuraria and Schizochlorella sp.), and 2 macroalgae (SAllaria mellifera and Botryocladia tenuissima) to produce and extract at least 6 high-value active principles at low cost, up to 55% less than without more processes to be used in food, feed and cosmetics/personal care as high added value products.

expected results
- Selection of specific aquatic biomass suitable for application in food, feed and personal care products, using both micro and macroalgae from a given environment.
- Demonstration of proof-of-concept for microalgae and macroalgae for substantially increased yields.
- Noise set of a specific extract with added value due to its rheological, nutritional, functional properties in food industrial and feed industry.
- Antioxidant activity with added value for its high-value refined and formulation compounds.
- Definition of new and effective cost-no-effectable and scalable separation and extraction methodologies for obtaining the maximum yield of the active compounds up to 15,20 and functional antioxidant fractions contaminations (up to 8-14%) enriching the use of organic solvents up to 50%.
- Optimised processing conditions (including all required costs reduction, drying, cell disruption, extraction, purification, drying) of the aquatic biomass and desired compounds achieving a reduction of the process cost up to 50%.
- Obtention of at least 6 compounds with specific properties for the different final applications, which can improve raw materials for further formulations for industrial applications.
- Functional evaluation of the compounds obtained from algae biofeed.
- Validation of final products formulated 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 assessed and tested.
Promotional videos

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.