



D7.1 - Initial Communication and Dissemination Plan

Project acronym: BLUES



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Executive Summary

D7.1 Initial Communication and Dissemination Plan (CDP) is a strategic blueprint that has been developed by Geonardo (GEO) in collaboration with all the partners involved in the project. The plan outlines the responsibilities of each partner, establishes precise timelines, and provides comprehensive guidelines for effective communication. It identifies the target groups for dissemination and ensures that the most suitable channels are used to reach them. Key messages are formulated to resonate effectively with each target group. Additionally, a Visual Identity is created to convey a cohesive and recognizable image of the project across all communication mediums. By following the guidelines outlined within this document, partners can optimize their outreach efforts, maximize impact, and build enduring engagement with stakeholders.

This deliverable will be updated as needed during the project's lifetime. The final communication and dissemination plan (D7.9) will be submitted by M48.

The aim of BLUES CDP is to structure the strategy for communication and dissemination and to pursue the following objectives:

- Raise awareness about BLUES objectives, actions, and results concerning biotechnological exploitation for improving economics and sustainability in green industrial and circular processing.
- Maximize visibility of the project's results and achievements.
- Engage target groups along all stages of the project and optimizing the final uptake of the main project's results.
- Communicate about the importance of developing new circular bio-engineering tools for industrial applications.
- Promote exchange and synergies/collaborations with other European/international projects and initiatives working on aquatic biotechnology solutions.

In this document, we will:

- Define the objectives of the communication, dissemination, and exploitation strategy;
- Identify the target groups;
- List the channels to be used to implement the strategy and meet the objectives;
- Present a schedule of the actions throughout the project duration; and
- Define and monitor a series of Key Performance Indicators (KPIs) to assess the success of the implementation.

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1 Audiences and Target Groups

The consortium for BLUES has identified target groups, the types of channels and tools to be used for each, and the types of materials to be produced. The objectives for approaching them are given below.

Scientific Community (Higher education and research)		
Target Groups	Objectives	Main Channels
This group targets all research communities interested in the project's developments, results and innovation which can be beneficiary for their own research activities: biochemists, bioengineers, marine biologists, etc.	Transfer of knowledge, raise awareness, reuse of the scientific data, get support from the scientific community, boost the project sustainability through the development of new related research projects.	Public deliverables, science publications, conferences and other scientific events.

Industry		
Target Groups	Objectives	Main Channels
Companies working on the biotechnological exploitation of aquatic organisms, mainly in the biopharmaceutical and cosmetic sectors.	Demonstrate the benefits of BLUES concept and tools to reach optimised blue biotechnology solutions, raise awareness about proposed replicability of the results.	Public deliverables, science publications, videos, website, participation in exhibitions.

Public		
Target Groups	Objectives	Main Channels
This group consists of a general audience having strong interest in blue biotechnology.	Raise awareness about BLUES actions/results and about blue bio-based products as an alternative to wild harvesting.	Project website, brochure, press releases, social media, videos, other communication materials.

Policy and decisionmakers		
Target Groups	Objectives	Main Channels
This group, that will be identified very early in the life of the project, will target all the important political and technical actors at EU, national, regional and local level in charge of regulation and public policy making on blue industrial bioprocessing.	Demonstrate the benefits of BLUES concept and tools on novel culturing of aquatic organisms for blue biotechnology applications.	General dissemination, participation in relevant events, policy brief.

Other relevant projects		
Target Groups	Objectives	Main Channels
Consortia from relevant projects.	Establishing synergies and opportunities of collaboration and joint actions.	Direct contact, website, videos, social media, newsletters.

2 Synergies with relevant projects and initiatives

BLUES has already initiated collaboration with its **sister project**, [COMBO](#) which received funding under the same call.

The coordinators from both projects attended each other's kick-off meetings virtually. A communication meeting will be organized to discuss communication strategies and identify synergies between the two projects.

Cooperation, integration and synergies with other projects, initiatives and programmes will be used to enforce cross-linking of project goals and activities and to pave the way for future exploitation. Synergies will also be created with any relevant projects funded under the current Horizon Europe programme, and more specifically with projects funding within the following topics:

[HORIZON-CL6-2023-CircBio-01-11](#): Novel culturing of aquatic organisms for blue biotechnology applications,

[HORIZON-CL6-2023-CircBio-01-7](#): Symbiosis in the bio-based industrial ecosystems,
[HORIZON-CL6-2023-CircBio-01-9](#): Business models that balance the share of power and profit in the bioeconomy.

Horizon Europe CL6-2023-CircBio-01-7:

- [SYMBIO](#)
- [SYMBA](#)

Horizon Europe CL6-2023-CircBio-01-9:

- [SEAMARK](#)
- [REALM](#)
- [CIRCALGAE](#)

3 Communication and Dissemination Strategy

The CD Strategy aims to promote the project and communicate its findings and outputs to the target audiences and the general public. All partners are responsible for maximizing the visibility of BLUES and sharing its outcomes with relevant stakeholders. They are encouraged to present the project at national, European, and international events, and publish articles in professional journals, newsletters, and media. Information on BLUES will also be actively posted on relevant social media platforms such as LinkedIn, X (Twitter), Facebook, and potentially Instagram.

3.1. Timing for Communication and Dissemination and Key messages

The Dissemination & Communication Plan encompasses three main phases:

Initial awareness phase (M0-8): to ensure the project is known to all relevant stakeholders and the public in general. In this phase, we will develop the project website and different communication and dissemination materials, including the project visual identity (i.e. project logo, branding guidelines, templates for project documents and presentations). In this phase, we will also map stakeholders, define key messages to be conveyed and constitute the stakeholder database to optimize targeted communication and dissemination.

- Project background
- Significance of the research conducted in BLUES
- Alternative to wild harvesting
- Partner's introduction
- Researchers working on the project
- Relevant research

Targeted dissemination and communication phase (M8-42): to encourage a better understanding of the project results leading to greater engagement of external stakeholders and better future uptake of the project outcomes. To do so, we will not only communicate and disseminate project results but also try to create joint actions with relevant projects and initiatives. In this phase, the consortium will enrich the website with new content, publish a project brochure and attend selected events. Preliminary project results will be presented to the target audiences through open access scientific publications and participation in conferences and workshops. Joint actions with other EU projects will be planned when relevant. Impact assessment is crucial at this stage to monitor and reorient the strategy if necessary.

- Project result dissemination
- Publication and event presence
- Impact assessment and collaboration

Valorisation of results (M42-48): This represents the period closely before the end of the project when the project reaches its most significant outputs. This will be the more active period in the

whole project dissemination and communication strategy, matching with the finalization of the project and the publications of the final project results. It will notably include the organization of a final conference gathering BLUES participants together with representatives from user groups.

- **Project Finalisation and Impact:**

Upon the finalization of BLUES, the project will produce several exploitable assets that will benefit the EU's research and innovation landscape. These assets will raise awareness about the biotechnological applications of novel culturing of aquatic organisms, supporting green industrial bioprocessing and more sustainable bio-based products for circular processing.

- **Maximising Stakeholder Engagement:**

Communication methods and tools, such as focus groups, interviews, engagement events, partnership development and advisory bodies, will facilitate engagement and exchanges to maximise the uptake of project results and foster real change in the targeted sectors.

- **Using EC Tools and Platforms:**

Tools provided by the European Commission such as Cordis, Horizon Europe Booster and the Horizon Magazine will be used to boost BLUES' visibility.

Other interesting platforms are: the [European Circular Economy Stakeholder Platform](#), the [Blue Economy Observatory](#), the [Mediterranean Blue Economy Stakeholder Platform](#), or the [European Cluster Collaboration Platform](#) in Blue Economy.

- **Transitioning Results to Action:**

Transitioning results to action involves analysing project findings, identifying opportunities, engaging stakeholders, strategically planning implementation steps, fostering collaborations, monitoring progress, and advocating for policy integration. Through capacity building and effective communication, actionable outcomes are disseminated to inspire further action, while continuous improvement ensures the sustained impact of implemented initiatives.

Key messages:

1. BLUES pioneers sustainable alternatives to wild harvesting, ensuring the responsible usage of marine resources for the production of natural compounds, fostering ecosystem health and longevity.
2. By offering innovative solutions, BLUES aims to attract and empower young researchers, driving interest and investment in marine biotechnology for a brighter, more sustainable future.
3. Addressing the shortage in stock material, BLUES revolutionizes the production of marine-derived products, ensuring a continuous and sustainable supply for various industries, from food and feed to pharmaceuticals and materials.
4. Embracing marine-invertebrate-based bioprocesses, BLUES charts the course for the future of biomolecule production, tapping into the vast potential of the ocean to create new and sustainable products for the benefit of humanity and the planet.

3.2. Communication Channels and Tools

Communication activities will focus on creating all the materials and managing the channels for informing, promoting and communicating our activities and results to multiple audiences such as citizens, the media, stakeholders. The communication actions will:

- Engage with stakeholders
- Attract the best experts
- Generate market demand
- Raise awareness
- Show the success of European collaboration.

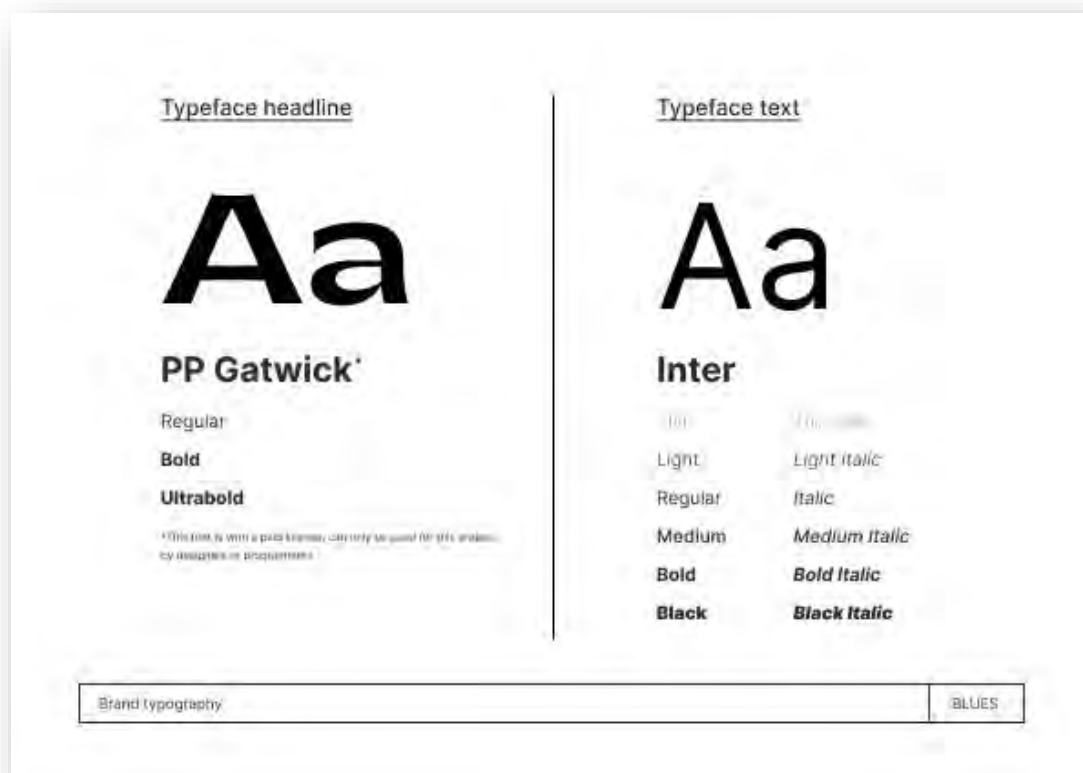
3.2.1. Visual Identity

A well-defined and cohesive visual identity plays a vital role in effectively conveying the purpose, values, and message of any project. Through careful consideration and strategic design choices, our goal is to establish a distinct and memorable identity that resonates with our target audience, effectively communicates our key messages, and leaves a lasting impression.

A Visual Identity will be created to convey a familiar and consistent image of the project. It will be the basis for templates to be used by project partners in their internal and external communication (Power Point presentations, Word documents, publications, leaflets, etc.), ensuring a consistent and professional outreach.

To support this aim, GEO has developed a Brand Identity Guideline. This guideline encompasses elements such as the logo, typography, colour scheme, visual elements, iconography, and photography. The document provides detailed instructions on proper logo usage, including spacing requirements, along with examples of logo misuse. Additionally, it outlines recommended fonts, colour palettes, and various visual elements to ensure consistent and impactful communication throughout the project.

Typography



Colours



Gradients and imagery



3.2.2. Social Media Strategy

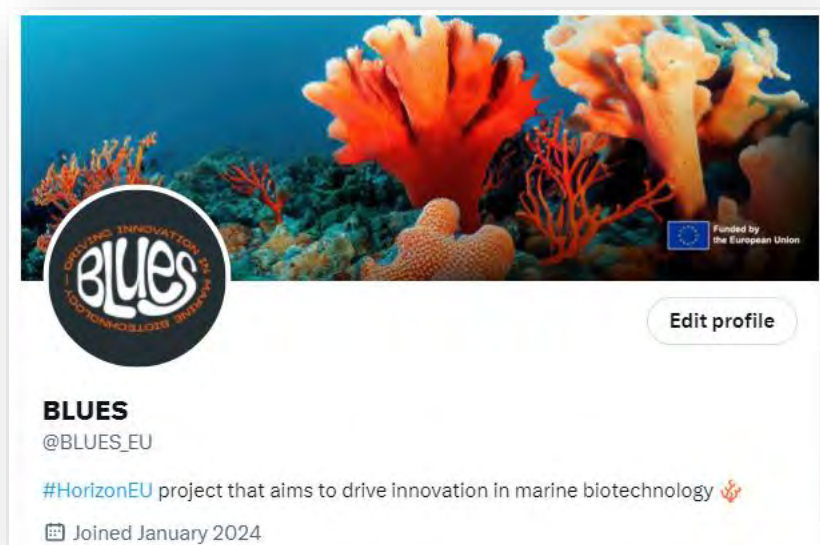
X (formerly Twitter)

X emphasizes concise communication, limiting tweets to 280 characters. It serves as a platform for quick updates, conversations, and information sharing, utilizing hashtags to organize content. Encouraging interaction is central, prompting retweets, replies, and engagement within its fast-paced environment. Visual elements enhance engagement, making tweets more visually appealing and shareable. Remaining aligned with trending topics helps to increase visibility and relevance.

Url: https://twitter.com/BLUES_EU

X (Twitter) Strategy:

On X, our strategy for the BLUES project involves sharing regular updates on milestones and achievements, accompanied by visually appealing content like graphics and videos to convey key messages effectively. Engaging with project partners through tagging fosters collaboration and amplifies our reach. Educational content about marine biotechnology and sustainability raises awareness, while relevant hashtags increase discoverability. Prompt responses to comments and questions build community engagement, and sharing success stories showcases the project's impact. Encouraging followers to visit our website, sign up for newsletters, or participate in events further extends engagement and involvement in BLUES.



LinkedIn

LinkedIn functions as a central hub for professionals, facilitating business and career-related engagements. The platform offers the opportunity for extensive discussions, thought leadership, and industry insights through long-form articles. It serves as a thriving networking environment, where active participation in groups and interactions with industry leaders foster connections and

establish a strong industry presence. Additionally, sharing company updates and personal achievements contributes to strengthening brand identity and expanding professional networks.

Url: <https://www.linkedin.com/company/101467978>

LinkedIn Strategy:

On LinkedIn, our strategy for the BLUES project focuses on sharing in-depth updates and thought leadership content that highlights the project's innovative approaches and contributions to marine biotechnology. We use longer-form posts to delve into the project's methodologies, findings, and potential impact, showcasing our expertise and fostering discussions within the professional community. Engaging with relevant LinkedIn groups and influencers in the fields of biotechnology, sustainability, and marine science expands our reach and encourages knowledge exchange.

Additionally, we leverage LinkedIn's publishing platform to share articles and research papers authored by project members, establishing credibility and thought leadership in the industry. Encouraging engagement through comments, likes, and shares helps to amplify our message and attract attention from key stakeholders, potential collaborators, and funding partners. Finally, we use LinkedIn Events to promote webinars, conferences, and workshops related to BLUES, facilitating networking opportunities and furthering engagement with our target audience.

3.2.3. Intermediaries and Influencers

In order to broaden its reach and impact, BLUES aims to actively disseminate news shared by influential figures and decision-makers at local, national, and European levels. Collaborating with project partners, GEO has already pinpointed key stakeholders across various sectors who play a crucial role in shaping policies and initiatives.

In this initial list of influencers we included both renowned professors and researchers who we'll follow and modern influencers who have an ample reach on social media.

Name	About
Dr. Sylvia Earle	Renowned oceanographer and conservationist.
Christine Figgenger, Ph.D.	Marine biologist and well-known author Christine teaches others all about the oceans and plastic pollution. While focusing on saving turtles, Christine has founded a community-led sea turtle conservation project that is based in Costa Rica. Sharing her passion for marine life has gained her over 13.8K followers.
Maddie - Mads_ocean	As a tropical marine biologist and wildlife photographer, Mads' love for the ocean and all the creatures in it shines through in her TikTok posts. More than 46.9K followers learn how she makes money as a Marine Biologist, see her underwater adventures, and hear about how exciting the marine biology field can be. She also often shares her own swimwear line.
Madison McKay	This marine biologist spends her time in Moss Landing Marine Labs, exploring the oceans of the world, and sharing her passions with more than 15.2K Instagram followers and 932.1K TikTok followers. She

	shares her knowledge of ocean conservation and marine science and shows the rare creatures most people have never seen before.
J.C. Dombrowski	Cornell Marine Biology and Entomology student John is arguably one of the most popular marine biology influencers on social media with over 2.9M followers on TikTok. He not only shares his love for all things ocean life but adds a fun twist to his account by sharing his favourite skincare secrets.
Dr. Craig Venter	Geneticist and entrepreneur in synthetic biology.
Dr. Jennifer Doudna	Nobel Prize-winning biochemist known for CRISPR technology.
Carissa - carissaandclimate	Carissa is a marine biologist who uses her platforms advocate for ocean conservancy. She's the CEO of FutureSwell, an ocean conservation community, and host of the Sustainability and the Sea podcast. Carissa encourages more than 262.7K followers to stay stoked about the ocean. From teaching others how to work in the industry to simply sharing her love for the ocean and the creatures in it, Carissa shares it all.
Lauren - laurenlavenderrr	As a Marine Biology student based in the UK, Lauren studies everything about ocean life and sea creatures and educates others along the way. She posts useful books and document recommendations and explains marine biology. Lauren has collected over 25.2K followers on TikTok.
Janelle Monet	Janelle takes to TikTok to document her studies of marine biology while traveling and living the scientist lifestyle. The grad school student has more than 15.9K followers and shows jobs in the ocean, her daily routines, some sharks and creatures she's seen while working, and more.
Eugenie Jacobsen	Marine biologist and scientist Eugenie has quite the passion for discovering everything the oceans have to offer and it shines through her popular TikTok posts. Eugenie talks about her experiences diving into sea life and exploring all kinds of creatures. From her adventures in the Arctic Ocean to her story as a woman in science, Eugenie discusses it all with more than 137.4K followers.
Dr. Enric Sala	Marine ecologist and National Geographic Explorer-in-Residence.
Dr. Emily Duncan	Marine biologist and advocate for coral reef conservation.
Dr. Ayana Elizabeth Johnson	Marine biologist, policy expert, and founder of Ocean Collectiv.
Dr. David Suzuki	Environmentalist, scientist, and broadcaster.

Table 1 - Relevant influencers and researchers

3.3 Dissemination Tools and Activities

Based on the project's visual identity, GEO, in consultation with the partners, will design and produce dissemination materials for promoting BLUES' objectives, activities, and results. Furthermore, it will carry out different activities to disseminate knowledge and results created in the project to those interested in learning from the results such as scientists, authorities, industry, policymakers, other sectors of interest, civil society. The dissemination actions will:

- Maximise results' impact.
- Allow other researchers to go a step forward.

- Contribute to the advancement of the state of the art.
- Make scientific results a common good.

3.1.1 Project Website

GEO is responsible for developing and maintaining the project website for BLUES. At the beginning of the project, GEO purchased the domain name **projectblues.eu**.

GEO, while creating the BLUES website, began by making a detailed plan that showed how different pages would connect. This plan helped in making simple sketches, called wireframes, that showed the basic layout and where the content would go on each page. These initial steps led to the final design where the website's look, features, and content were brought together in a seamless manner.

The website has an easy-to-navigate structure. The homepage has an overall introduction to the project. The 'About' section explains the project's purpose and mission. The 'Our Work' section provides a detailed display of our work. The 'Contact' page makes communication easy. There are also dedicated pages for 'Publications,' 'News,' and 'Events,' which will provide valuable resources and updates.

Moreover, there will be specific pages dedicated to the four phylas (Chordates, Echinoderms, Cnidarians, Porifera) that BLUES will work with. These pages will showcase why the species BLUES work with are interesting, what biomaterials will be studied, which partner is working with the given phyla, along with other related information.

3.1.2 Scientific Publications, press releases and articles

Journal and conferences peer-reviewed publications

All partners will collaborate in the writing of 15 publications including at least one peer-reviewed article to be published in high impact journals such as Nature Biotechnology, Trends in Biotechnology, Journal of Biotechnology, Biotechnology Reports, or Marine Biotechnology.

Publications, press releases and articles

All partners will help publishing 15 articles on field-relevant publications, online media and general media in accessible and engaging language. All partners will act as multipliers, contributing to the dissemination of such articles within their networks.

3.1.3 European and National Events and Conferences

The consortium partners will attend conferences and workshops to showcase the approach and results of the BLUES project, as well as to expand its reach to a wider range of stakeholders. One

or more partners will present the project in order to directly engage with key targets. Here is a shortlist of national and European events that may be of interest to our partners:

Event	About	Date	Location
European Maritime Day	European Maritime Day, celebrated on 20 May each year, seeks to raise European citizens' awareness of the seas and their importance. Several events take place during that day, including an annual stakeholder conference co-organised by the European Commission.	30-31 May 2024	Svendborg, Denmark
World Sponge Conference	It brings together international scientists from around the globe to meet up.	Every 3-4 years. Last one was in October 2022	Leiden, The Netherlands
EU Ocean Days	It will be a series of events exploring European maritime themes including EU Mission Ocean and Waters, future seas priorities, blue innovation, and investment opportunities.	4-8 March 2024	Brussels, Belgium
Marine Natural Products Gordon Research Conference	The Marine Natural Products GRC is a premier, international scientific conference focused on advancing the frontiers of science through the presentation of cutting-edge and unpublished research, prioritizing time for discussion after each talk and fostering informal interactions among scientists of all career stages.	10-15 March 2024	Ventura, California, USA
EFIB: European Forum For Industrial Biotechnology & The Bioeconomy	EFIB is a prominent annual event in Europe that brings together professionals from across the value chain. Its primary focus is on industrial biotechnology and its role in addressing societal and sustainability challenges	4-5 November 2024	Marseille, France
World Congress on In Vitro Biology	The SIVB is returning to St. Louis Missouri, the heart of mid-America's Biotechnology Community.	8-12 June, 2024	St. Luis, Missouri, USA
European Society for Biomaterials - Annual Conference	ESB2023's goal is to promote interactions and collaborations between researchers, educators, clinicians and industry representatives who are interested in biomaterials.	10 May 2023	Davos, Switzerland
AQUA	The event will highlight the latest aquaculture research and innovation	26-30 August 2024	Copenhagen, Denmark

	to underpin continued growth of this exciting food production sector.		
European Congress on Biotechnology	In this prestigious event Distinguished scientists, researchers, and industry experts convene to discuss cutting-edge advancements, foster collaboration, and explore innovative solutions to address these critical challenges.	30 June-3 July 2024	Rotterdam, Netherlands
Global Summit on Oceanography and Marine Sciences	Global Scientific Forum is formed to pursue the common and collective goals of the research scholars in order to endorse exchanging of their innovative ideas and know-how which facilitate the collaboration between them of the same field or interdisciplinary research.	March 21-22, 2024	Barcelona, Spain
International Marine Biotechnology Conference	Since 1989, the International Marine Biotechnology Association (IMBA) has been a not-for-profit organization promoting marine biotechnology for the benefit of humanity and natural ecosystems.	July 2025	Brest, France
Bioprocessing Summit Europe	Bioprocessing Summit Europe brings together 750+ upstream, downstream, bioproduction, analytical and formulation professionals to advance the manufacture, quality and control of biological and genetic therapies, and new for 2024, Alternative Proteins such as Cultured Meat.	19-21 March 2024	Barcelona, Spain
16th Annual Bioprocessing Summit	The Summit features main conference sessions, in-depth training seminars, a 1-day investor conference for C-level executives, a workshop dedicated to talent recruitment, acquisition and retention strategies, an engaging exhibit hall and a plethora of networking opportunities.	19-22 August 2024	Boston, USA
World Biomaterials Congress	The overarching theme of WBC2024 is “Convergence in Biomaterials: A Vision for the Future of Healthcare.	May 26-31, 2024	Daegu, Republic of Korea

3.1.4 Newsletter

A newsletter is an effective tool for communication and dissemination of information. It provides a platform to share updates, achievements and engage with the target audience. Our plan is to create an informative e-newsletter that will be issued every six months via LinkedIn. The

newsletter will contain the latest news from the field, with external links, project progress, and results. We will also dedicate a section to our sister project, COMBO (Innovative cultivation methods for marine biodiscovery), and other related initiatives such as SYMBIO, SIMBA and SEAMARK to foster collaboration and synergy between the projects. This section will share insights and updates from COMBO's activities.

3.1.5 Utilizing EC Channels

We will use tools such as the Horizon Results Booster, CORDIS, Horizon Magazine and REA's social media channels to boost BLUES visibility.

3.4 Communication and Dissemination Materials

The project partners will be engaged in a variety of events such as scientific workshops, conferences, and exhibitions. In consultation with the partners, GEO will design and produce dissemination materials for both online and offline distribution, adhering to the project's visual identity. These materials will comprise project brochures, leaflets, posters, periodic newsletters, and a promotional video. Whenever necessary, the materials will be updated.

4 Communication and Dissemination Action Plan

The Communication and Dissemination plan outlines the strategy for communicating and disseminating the project results, with an emphasis on raising awareness. This plan is shared with the consortium and serves as a guideline for the actions to be taken. The draft plan was proposed in the Grant Agreement (GA) and serves as a basis for this more detailed document.

This is a "living" document that will be updated throughout the project as per the needs.

The following table displays the communication and dissemination actions planned for the first six months of the project. All partners will actively participate in disseminating and communicating the project messages and results.

Timeline	Actions	Progress
M1	Create a project logo and visual identity	Done
M1-2	Launch social media channels	Done
M1-M3	Development of a CD Plan (First version)	Done
from M3	Develop multimedia content and dissemination materials	Continuous
from M1	Participation in relevant events	Continuous
from M1	Collecting the communication representatives of each organisation	In progress
from M1	Coordination of social media campaigns	Continuous
from M1	Sharing project updates, news, and engaging content	Continuous

M1-M3	Start the communication with COMBO	Continuous
from M4	Coordinate joint campaigns with COMBO	Continuous
M1-M3	Website Development	In progress
30.04.2024	Website launch	Scheduled
from M4	Collaborate with other related projects and initiatives	Scheduled
from M4	Website updates, news, maintenance	Scheduled
from M4	Monitor and analyse communication efforts	Scheduled
M4-M5	First CD meeting	Scheduled
M6	Development of the first LinkedIn Newsletter	Scheduled

Table 2 - Table 6. Planned communication and dissemination actions until M6

4.1 Communication and Dissemination Guidelines for Partners

The budget and allocated person-months for partners in WP7 are designated to facilitate communication, exploitation, and dissemination activities. Partners are expected to actively engage in various dissemination and communication tasks, including sharing and engaging with BLUES blog and social media posts, attending events, spreading project outcomes within their networks, contributing to scientific articles, promoting the project on social media platforms, and participating in events whenever possible.

To ensure partners fulfill their responsibilities, the following points outline specific expectations regarding partners' contributions to BLUES's dissemination and communication efforts:

- Offer input for the Communication and Dissemination Plan.
- Contribute to and participate in approving communication action plans and social media content.
- Translate messages and publish them on social media platforms in relevant languages.
- Complete quarterly reporting sheets.
- Document and store all dissemination actions, including screenshots, social media metrics, photographs, links, attendance records, etc.
- Keep GEO informed about events, news, and national campaigns for immediate support.
- Regularly update network members to expand outreach.
- Encourage team members to write news articles for the website and maintain an active presence on social media.
- Interact with press and media contacts whenever possible.
- Share effective practices that can be implemented.
- Provide images, visual concepts, and infographics for use in communication activities.

4.1.1 Guidelines for Events

All partners are committed to promoting BLUES' objectives, partnerships, activities, and expected outcomes whenever possible. This involves disseminating information within their networks,

through their respective websites, social media channels, and newsletters, as well as to new contacts established at events, conferences, and workshops.

Regarding attendance at events, partners are encouraged to notify GEO in advance about their participation in relevant conferences or workshops related to the project. This proactive approach enables GEO to effectively promote their involvement, maximizing visibility and impact.

To ensure smooth coordination:

- Please notify GEO well in advance of your attendance at any event.
- Inform us if you require additional materials and contribute to content creation.
- Capture high-quality photographs during events, actively engage on social media platforms, provide reports on your activities, and share your overall experiences.

4.1.2 Archiving and Maintenance

All communication and dissemination materials created as part of the BLUES project will be stored and archived in specific folders using SharePoint. This will ensure easy access and uniformity in material availability throughout the project's implementation. To prevent confusion, only the latest version of documents and files will be uploaded, and outdated or obsolete materials will be clearly marked as no longer in use. Additionally, GEO will keep a backup copy of all files to prevent loss or accidental deletion.

Jelena Kajganovic (jelena.kajganovic@geonardo.com) and Catalina Vrabie (catalina.vrabie@geonardo.com) are assigned as Communication Contact Points within the project. They will be responsible for managing and distributing the latest project materials and guiding partners on where to find specific documents or materials.

4.1.3 Content Calendar

GEO planned a 6-month content calendar to ensure constant information flow and to make sure the partners are aware of their efforts when needed. This plan may not be followed thoroughly but it gives an idea of the type of content GEO would publish on BLUES channels and how to distribute it and organize it. The content calendar below starts from June 2024 and ends in November 2024.

Month	Weeks
Month 1	<ul style="list-style-type: none"> • Week 1: Introduction to BLUES project and partners • Week 2: World Ocean Day (June 8) - Share content about the importance of marine conservation and sustainable biotechnology • Week 3: Highlight partnership with Wageningen University and Research • Week 4: Feature a blog post about the potential of marine invertebrates in bioprocessing

Month 2	<ul style="list-style-type: none"> • Week 1: Share updates from the University of Genoa on their research progress • Week 2: Showcase collaboration with sister projects • Week 3: Celebrate International Day for the Conservation of the Mangrove Ecosystem (July 26) with content about the role of mangroves in marine biodiversity • Week 4: Highlight the role of Cellex in developing innovative bioreactors for cell cultures
Month 3	<ul style="list-style-type: none"> • Week 1: Showcase Matis' contribution to sustainable extraction methods using green solvents • Week 2: World Nature Conservation Day (July 28) - Share content about BLUES' efforts towards sustainable resource management • Week 3: Partner with UNSW for a LinkedIn Live session discussing the future of marine biotechnology • Week 4: Feature a success story about marine invertebrate metabolite production by UMINHO
Month 4	<ul style="list-style-type: none"> • Week 1: Highlight IOLR's research on marine ecosystems and their role in the BLUES project • Week 2: World Maritime Day (September 30) - Share content about the importance of maritime industries and sustainable practices • Week 3: Collaborate with Wageningen University on a joint press release about recent project milestones • Week 4: Showcase the use of deep eutectic solvents in metabolite extraction by Matis
Month 5	<ul style="list-style-type: none"> • Week 1: Share updates from Wageningen University on the development of marine invertebrate cell lines • Week 2: World Habitat Day (October 4) - Discuss the impact of BLUES on preserving marine habitats and biodiversity • Week 3: Partner with UNSW for a Twitter chat on the challenges and opportunities in blue biotechnology • Week 4: Highlight Cellex's role in scaling up bioprocessing techniques for industrial production
Month 6	<ul style="list-style-type: none"> • Week 1: Celebrate achievements and milestones of BLUES project • Week 2: World Science Day for Peace and Development (November 10) - Share insights from BLUES' research contributing to sustainable development • Week 3: Collaborate with Geonardo for a webinar series on sustainable innovation in bioprocessing • Week 4: Feature testimonials from project partners and stakeholders about the impact of BLUES on marine biotechnology industry.

4.1.4 Requesting dissemination materials and visuals

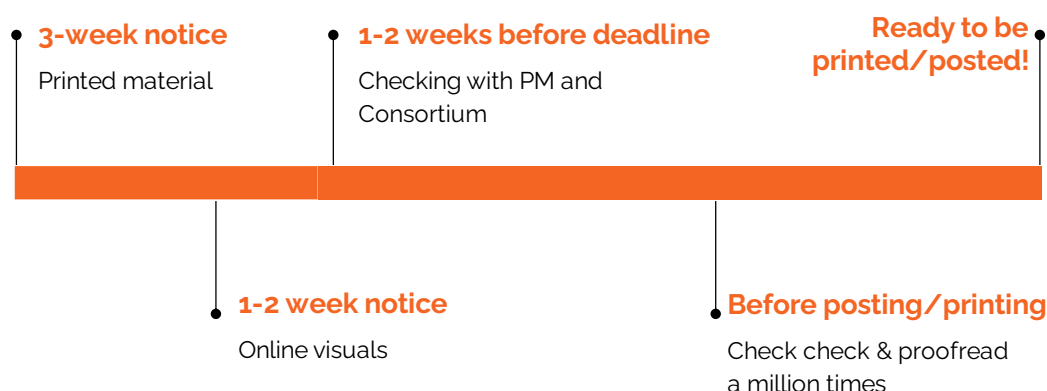
At GEO we would gladly support any of the partners in communication and design efforts. However, there are external and internal deadlines and timelines that we should all stick to ensure a smooth collaboration.

The timeline below shows that for printed materials we need about 3 weeks, especially if the printing is on GEO. Consider there may be shipping involved too.

For online materials the timeline is much shorter, but there is a difference between creating a simple visual to an illustration to a whole brochure. Please check with the assigned project and communication manager at GEO so they can coordinate internal efforts.

Timeline

Design (1/2)



4.1.5 Obligation and right to use the EU emblem

Beneficiaries of EU funding, regardless of the program received, are legally required to acknowledge it. Article 17 of the Horizon Europe Grant Agreement mandates all recipients, managing authorities, and implementing partners to prominently display the EU emblem and funding statement on all communication materials, dissemination activities, and any equipment, infrastructure, vehicle, supply, or result financed by the grant.

Visibility — European flag and funding statement

Unless agreed otherwise with the granting authority, beneficiaries must ensure that their communication and dissemination activities related to the action acknowledge EU support. This includes media relations, conferences, seminars, informational materials (such as brochures, leaflets, posters, presentations, etc.), whether in electronic or traditional form, and dissemination activities. Additionally, any infrastructure, equipment, vehicles, supplies, or significant outcomes

funded by the grant must display the European flag (emblem) and funding statement, translated into local languages where appropriate.

EU Emblem

The emblem should remain distinct and separate, without modifications such as adding other visual marks, brands, or text. Apart from the emblem, no other visual identity or logo may be utilized to emphasize EU support. When displayed alongside other logos (e.g., beneficiaries or sponsors), the emblem must be exhibited at least as prominently and visibly as the others.

Beneficiaries are permitted to use the emblem for their obligations under this Article without seeking prior approval from the granting authority. However, this does not grant them exclusive rights to its use. Furthermore, they are prohibited from appropriating the emblem or any similar trademark or logo through registration or any other means.



Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate): “Funded by the European Union. Views and opinions expressed are, however, those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

Specific communication, dissemination and visibility rules

Specific communication, dissemination and visibility rules (if any) are set out in Annex 5 of the Grant Agreement.

5 Monitoring and Evaluation

5.1 Key Performance Indicators (KPIs) for Communication and Dissemination

The communication actions and their indicators of success are shown in the following table:

Action	Description	KPI	
BLUES website	The BLUES website will be developed acting as a public facing portal of the project. It will serve for promoting project activities and achievements, and as a repository of BLUES outcomes. The website will be regularly updated, and include blogs, visual resources and a link to our social media channels	No. unique visits	5,000
Social media management	BLUES will count with Twitter, Instagram and Linked-In to communicate with the target audiences. Regular updates will be made with visuals that are in line with BLUES' visual identity. Campaigns will be launched for the audience to interact with BLUES	No. Followers/No. posts	5,000/200
Newsletter issues	A short, visually appealing 6-monthly newsletter will be sent out to all subscribers, partners' networks, and participants including "Project spotlight", featuring the work of relevant sister projects and initiatives. It will further include the latest news from the field, with external links, and project progress and results	No. issues	8
Videos	We will create short videos to explain and promote the main objectives and outcomes of BLUES. Depending on the target group the result is directed to, we will choose the most appropriate language and channels to distribute them	No. videos	5
Clustering/Joint actions with others EU projects	BLUES will carry out joint actions with other EU projects via co-organisation of workshops and/or other activities	No. joint activities	4

Figure 1 - Communication actions: Promoting our actions and results

The dissemination actions and their indicators of success are shown in the following table:

Action	Description	KPI	
Journal and peer-reviewed publications	All partners will collaborate in the writing of at least one peer-reviewed article to be published in high impact journals such as Nature Biotechnology, Trends in Biotechnology, Journal of Biotechnology, Biotechnology Reports, or Marine Biotechnology	No. publications	15
Publications, press releases and articles	All partners will help publishing articles on field-relevant publications, online media and general media in accessible and engaging language. All partners will act as multipliers, contributing to the dissemination of such articles within their networks	No. items	15
Participation in scientific conferences/workshops	All partners will present the project's main results in relevant conferences and events	No. events attended	10

Policy brief	A policy brief will be put together towards the end of the project to identify the actions needed to increase the impact of marine biotechnological applications	No. people sent to	50
Open Data Repository	The data that is not sensible to share will be uploaded to an open data repository such as Zenodo by following the FAIR principles	Account created for the project with content available	
Public deliverables	All public deliverables will be made available both in a repository and on the project's website	No. deliverables	28

Figure 2 - Dissemination actions: Making knowledge and results public for others to use

5.2 Monitoring of Engagement and Awareness

To monitor engagement and awareness in BLUES communication and dissemination activities, multi-faceted approach is necessary. Firstly, leveraging social media analytics tools to track key metrics such as likes, shares, comments, and reach across platforms like Twitter, LinkedIn, and others can provide insights into audience engagement levels.

Additionally, monitoring website traffic and user behavior using tools like Google Analytics can help gauge the effectiveness of content and outreach efforts. Where possible, also surveys will be published on website and social media channels. This will guarantee some insights into qualitative data.

Furthermore, tracking media coverage and mentions in relevant publications can indicate the project's visibility and impact. By employing these monitoring methods, BLUES can continuously assess the effectiveness of its communication strategies and make data-driven adjustments to optimise engagement and awareness.

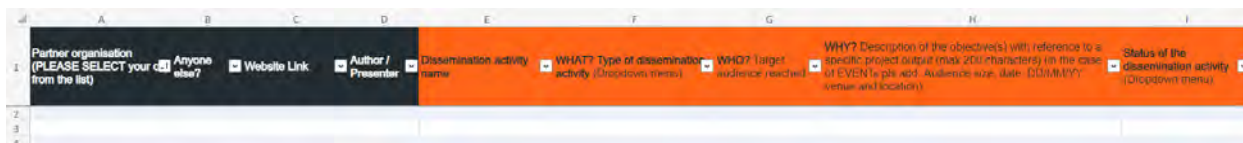
6 Reporting and Documentation

6.1 Regular Progress Reports and Documentation of Activities

GEO will schedule communication meetings every three months with the communication contact points from all the organizations within the consortium. It is required that each meeting has at least one attendee from each organization. The meeting will cover important information such as past and upcoming events, information the consortium needs to be aware of, and efficient reporting strategies.

6.2 Reporting to the European Commission

All partners are required to report their CD activities on a joint Excel table either immediately after an activity or at least every three months. The events and activities should be put on the Excel sheet in a form provided by GEO and available on SharePoint (Figure 3Figure 1). GEO will make regular updates on the Funding and Tenders Portal based on the partners' D&C reports.



Partner organisation (PLEASE SELECT your CD from the list)	Website Link	Author / Presenter	Dissemination activity name	WHAT? Type of dissemination activity (Dissemination means)	WHO? Target audience reached	WHY? Description of the objective(s) with reference to a specific project output (max 200 characters) in the case of EYON to give an idea of Audience size, date, D&C/M&C	Status of the dissemination activity (Dropdown menu)

Figure 3 - Detail from the joint Excel table provided by GEO

7 Annexes

7.1 Annex 1 – Brand Book



Brand Identity

GUIDELINES

UPDATED March 2024

Content

- 01 Brand Logo
- 02 Typography
- 03 Colours
- 04 Gradients
- 05 Iconography
- 06 Photography

01

The Brand Logo



The full logo should only be used in the case that the claim
circling the BLUES is big enough to be read from a distance.
It could be on a poster, rollup or header of a website.

Full logo

BLUES

BLUES

BLUES

BLUES

BLUES

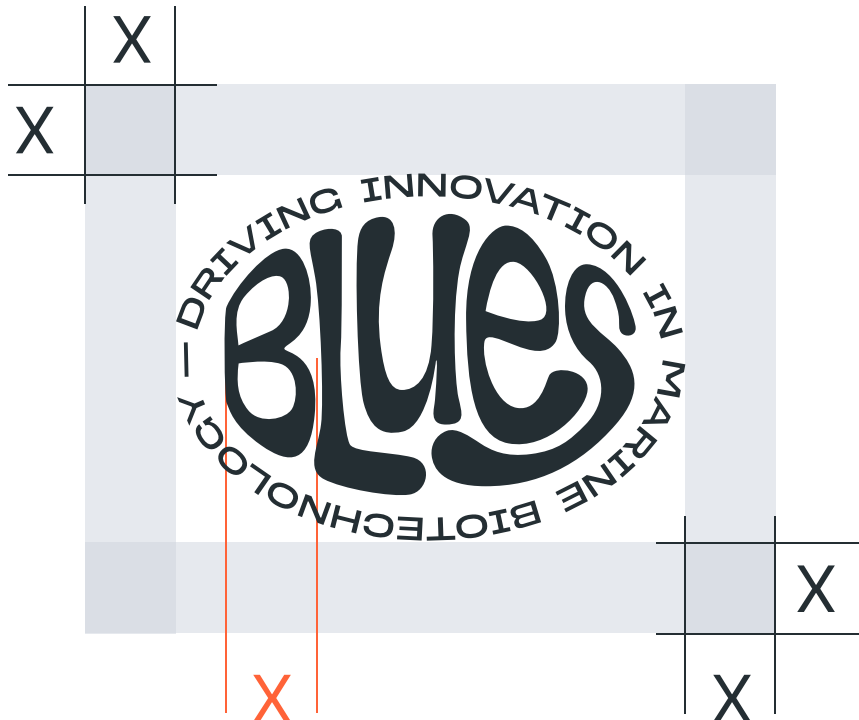
Simple logo on background

BLUES



Full logo on background

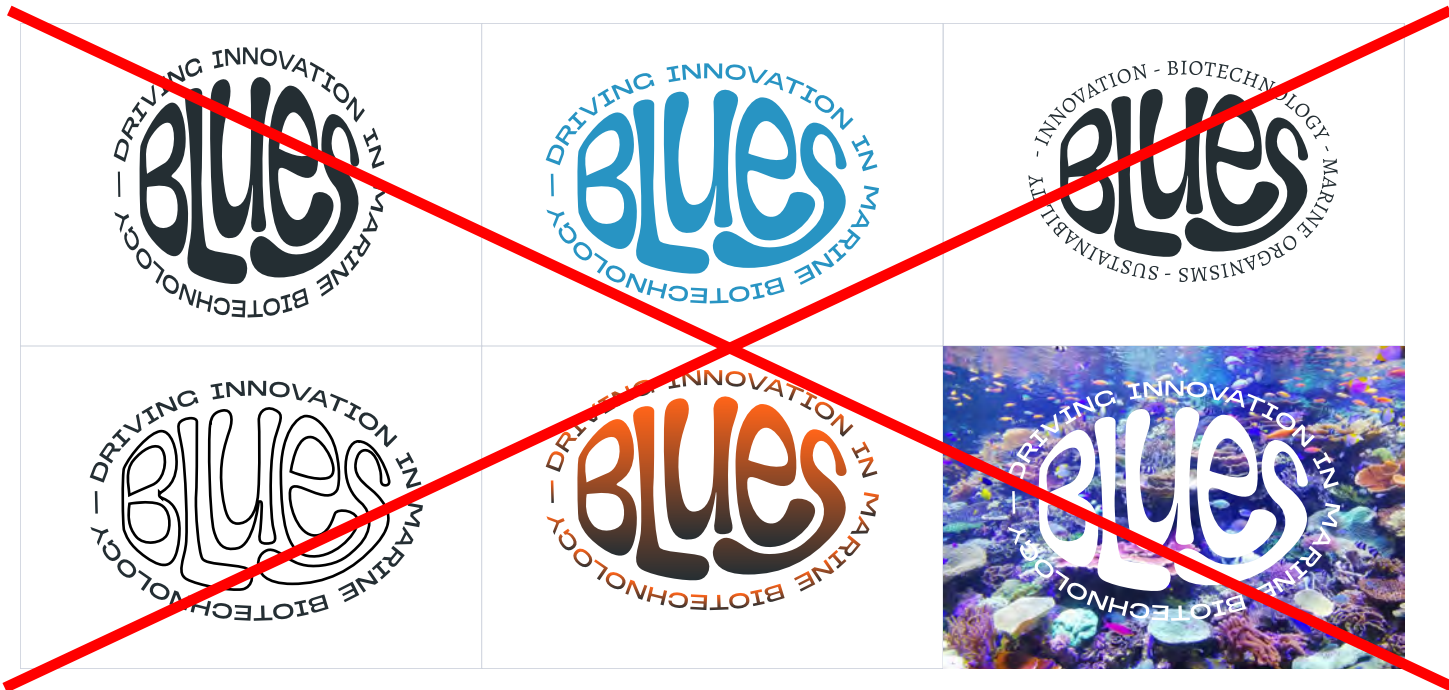
BLUES



Please ensure that you consistently apply the minimal white space around our logo, as demonstrated in the provided example.

Logo safe space

BLUES



Here are some examples of how our logo should not be used. It's important to stick to the guidelines we've provided and never use the logo in a way that goes against those specifications. Consistency is vital to preserve the integrity and make a lasting impression with our brand identity.

Logo misuse	BLUES
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BLUES



Funded by
the European Union

BLUES

BLUES



Funded by
the European Union



Funded by
the European Union

This project is funded by the European Union, and therefore all materials (online or printed) should include the EU disclaimer as presented above.

Logo with EU disclaimer

BLUES

02

Typography

Typeface headline

Aa

PP Gatwick*

Regular

Bold

Ultrabold

**This font is with a paid license, can only be used for this project,
by designers or programmers*

Typeface text

Aa

Inter

Thin

Thin Italic

Light

Light Italic

Regular

Italic

Medium

Medium Italic

Bold

Bold Italic

Black

Black Italic

Option 1

Why BLUES

BLUES is pivotal for advancing science, fostering sustainability, and driving green bioprocessing and circular economies by exploring marine invertebrates and innovating biotechnological solutions

Option 2

Why BLUES

BLUES is pivotal for advancing science, fostering sustainability, and driving green bioprocessing and circular economies by exploring marine invertebrates and innovating biotechnological solutions

Titles are always in the PP Gatwick font, and body text in Inter font. Most of the times used as option 1, but in some situation, to bring more brand identity to a visual, it can be used in a stroke cartridge like on option 2.

Title examples	BLUES
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<p>— <i>Full name</i></p> <p>Bioprocesses for metabolite production from marine invertebrate cell lines</p>	<p>Budget</p> <p>€ 3 994 977</p>
	<p>Duration</p> <p>01.01.2024 - 31.12.2027</p>
<p>— <i>Funding Scheme</i></p> <p>HORIZON Research and Innovation Actions</p>	<p>Coordinator</p> <p>Wageningen University</p>

The stroke cartridge can also be used to support some content layout, like in this example above.

Stroke cartridge	BLUES
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03

Brand Colors

Main

<div>CMYK</div> <div>0, 75, 100, 0</div> <div>RGB</div> <div>255, 100, 25</div> <div>WEB</div> <div>F26523</div>	<div>CMYK</div> <div>79, 65, 58, 60</div> <div>RGB</div> <div>36, 46, 51</div> <div>WEB</div> <div>252E34</div>
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Neutral

<div>CMYK</div> <div>0, 0, 0, 0</div> <div>RGB</div> <div>255, 255, 255</div> <div>WEB</div> <div>FFFFFF</div>	<div>CMYK</div> <div>9, 7, 11, 0</div> <div>RGB</div> <div>229, 228, 222</div> <div>WEB</div> <div>E5E4DE</div>
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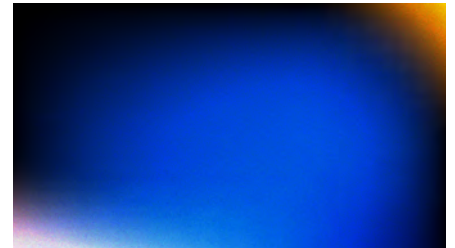
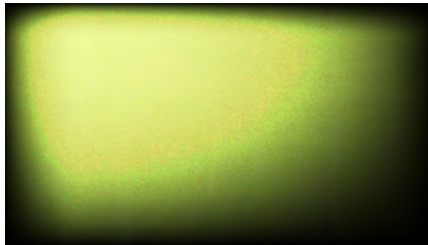
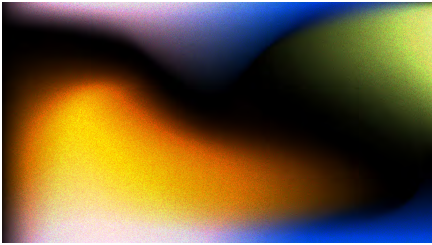
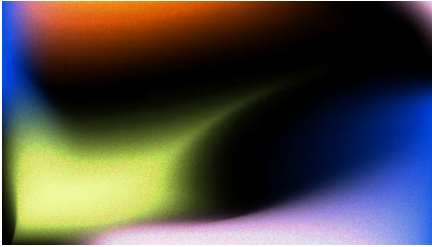
Accent

<div>CMYK</div> <div>100, 90, 0, 0</div> <div>RGB</div> <div>0, 50, 164</div> <div>WEB</div> <div>0032A4</div>	<div>CMYK</div> <div>23, 0, 78, 0</div> <div>RGB</div> <div>205, 237, 92</div> <div>WEB</div> <div>CDED5C</div>	<div>CMYK</div> <div>3, 37, 0, 0</div> <div>RGB</div> <div>241, 176, 215</div> <div>WEB</div> <div>F1B0D7</div>
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Brand colours	BLUES
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04

Brand Gradients



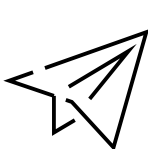
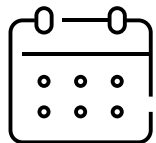
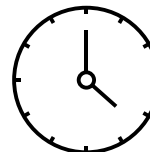
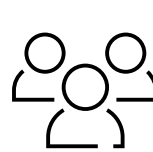
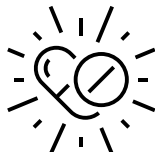
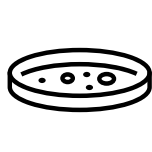
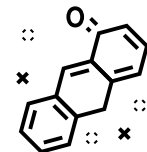
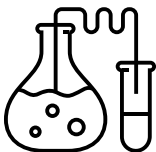
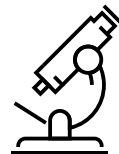
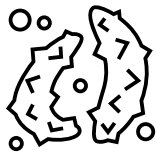
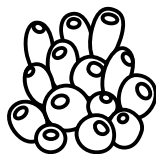
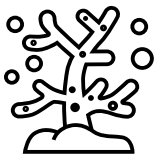
Distorted gradients, infused with our brand colours, representing the diverse spectrum of hues found in the ocean, subtly alluding to the various marine species under study in this project. Complementing this visual narrative, a grainy effect introduces texture, imparting a heightened sense of realism to the overall composition.

Brand gradients

BLUES

05

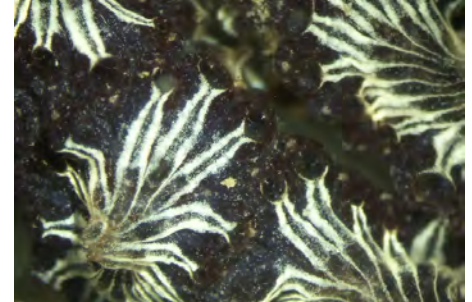
Icons



06

Photography

Invertebrates



Photography showcasing the four focal species investigated in the project—Porifera, Echinoderms, Cnidarians, and Chordates—captured in their natural habitats. The preference is for clear, vibrant visuals, portraying underwater scenes that evoke a vibrant marine ecosystem, teeming with thriving species and contributing to the narrative of a healthy aquatic environment.

Laboratories



Given that the project primarily unfolds within laboratory settings, it is advisable to incorporate lab imagery into the brand. Opt for subdued visuals that concentrate on singular elements, steering clear of expansive shots featuring entire labs with white-coated researchers as it might not be the most accurate.

Portraits



Crafted in black and white with a colour-half tone texture, the portraits maintain a consistent quality across varied photographic styles. Each persona is precisely cut out and, when suited, positioned within a tilted oval against a vibrant background, adding a touch of color to enhance visual appeal.



projectblues.eu



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[@blues_eu](#)