



Dissemination Materials

Project acronym: BLUES

Project title: Bioprocesses for metabolite production from marine invertebrate cell lines

Call: HORIZON-CL6-2023-CircBio-01-11



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1 Executive Summary

1.1 Objectives

To ensure effective dissemination and communication, Work Package 7 has the overarching aim of maximizing the project's visibility, engaging target groups, increasing awareness among the public about the blue bioeconomy, as well as disseminating the project results and recommendations developed over the lifetime of the project. Within W7, Task 7.2 is dedicated to the design and production of BLUES dissemination and communication materials.

The aim of this document is to give a first overview of **all dissemination materials developed over the first twelve months of the project.**

D7.2 will be a living document that will reflect the materials developed along the entire lifetime of BLUES from M1 (January 2024) until M48 (December 2027), specifying for each item the type of audience targeted. The BLUES dissemination materials are supporting the BLUES Dissemination and Communication Plan (D7.1) and strictly following the BLUES Visual Identity Brand Guidelines specified in it.

1.2 Target Groups

To achieve its objectives, as highlighted in D7.1, the BLUES dissemination and communication strategy will focus on the following target groups:

- Scientific community (HE and research: biochemists, bioengineers, marine biologists)
- Industry (companies working on the biotechnological exploitation of aquatic organisms, mainly in the biopharmaceutical and cosmetic sectors)
- General Public (non-specialist audiences with a potential interest in biotechnology, blue economy, sustainability solutions, marine life, etc.)
- Policy and Decision Makers (important political actors at EU, national, regional and local level, with decision-making power on blue industrial bioprocessing and related topics)
- Other Relevant Projects (consortia of projects focusing on similar topics, with whom collaborations can be pursued and established)

2 Digital Materials

General online dissemination materials with information about BLUES project, the consortium, objectives, species we work with, and other relevant information related to blue bioeconomy and biotechnological solutions, are constantly produced and disseminated through BLUES social media (X and LinkedIn). Furthermore, BLUES's website has been launched at the end of M3. The website was envisioned to feature various dissemination materials under its Resources section (from scientific publications to public reports and blog posts). At the moment of writing, 9 blogs and news items have been published, including 4 articles as part of the "Meet the BLUES researchers" campaign, and two blogs detailing the work of Master's students from WUR, the coordinating institution, within the framework of the project.

2.1 Digital Material for Social Media

Description: The BLUES social media channels are updated on a regular basis with news about the project and the research performed within its framework (an example can be seen in Fig. 1) as well as other relevant updates. After an initial social media campaign meant to introduce the partner institutions to the audience, a second campaign was launched with the purpose of humanizing the research work behind the project. Therefore, several posts have been already published, each of which provided an insight into one of the BLUES researchers' academic background, professional interests, and assigned role in the project (an example can be seen in Fig. 2) A third social media campaign is currently under development, to be launched in the spring of 2025, this time with the purpose of showcasing the species BLUES is focusing on and explaining why they are valuable and the ways in which they can contribute to innovations in biotechnology and more broadly, to improving citizens' lives.

Target Audience: All target groups

Dissemination point: BLUES Twitter and LinkedIn.




BLUES EU project

181 followers

2w • 

...

 There's definitely some progress on the path to unlocking the potential of marine invertebrates! Our latest blog post is a glimpse of the work [Luka Kuiper](#) has been doing at [Wageningen University & Research](#), our coordinator. ...more



Optimisation of cell counting and cell culture for *Geodia barretti*

By Luka Kuiper, MSc Student
Biotechnology, WUR



Figure 1: Example of BLUES content on LinkedIn



Figure 2: Example of the “Meet the Researchers” campaign launched on X and LinkedIn

2.2 Digital Leaflet

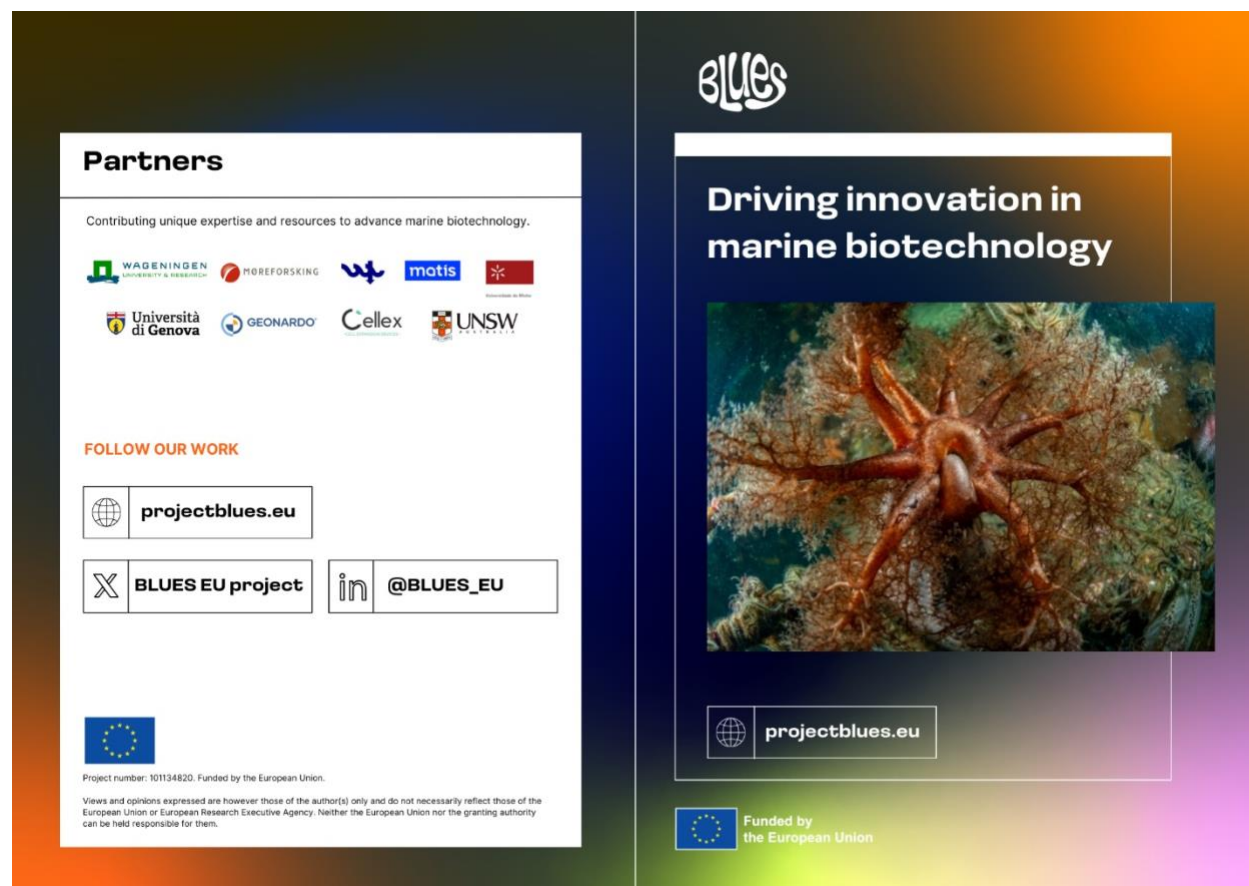
Description: The project prioritizes digital materials as a more environmentally friendly alternative to traditional, printed materials, but also due to convenience (in recent years, it became more common for event organizers to provide participants with screens, allowing them to display their

materials on there). Depending on the target group, printed material might still be produced whenever needed.

A digital leaflet (as seen in Fig. 3) was developed with the purpose of introducing BLUES, its objectives, methodology and partners, to general audiences. As such, the leaflet was designed to be visually appealing and easy to navigate, with a clear structure, featuring photographs, icons, and using less technical language. The digital leaflet is available for partners to download and use in their dissemination and communication activities.

Target Audience: All target groups

Dissemination points: Meetings, conferences, workshops, seminars, other relevant events, available on the website for downloading by users and media representatives etc.



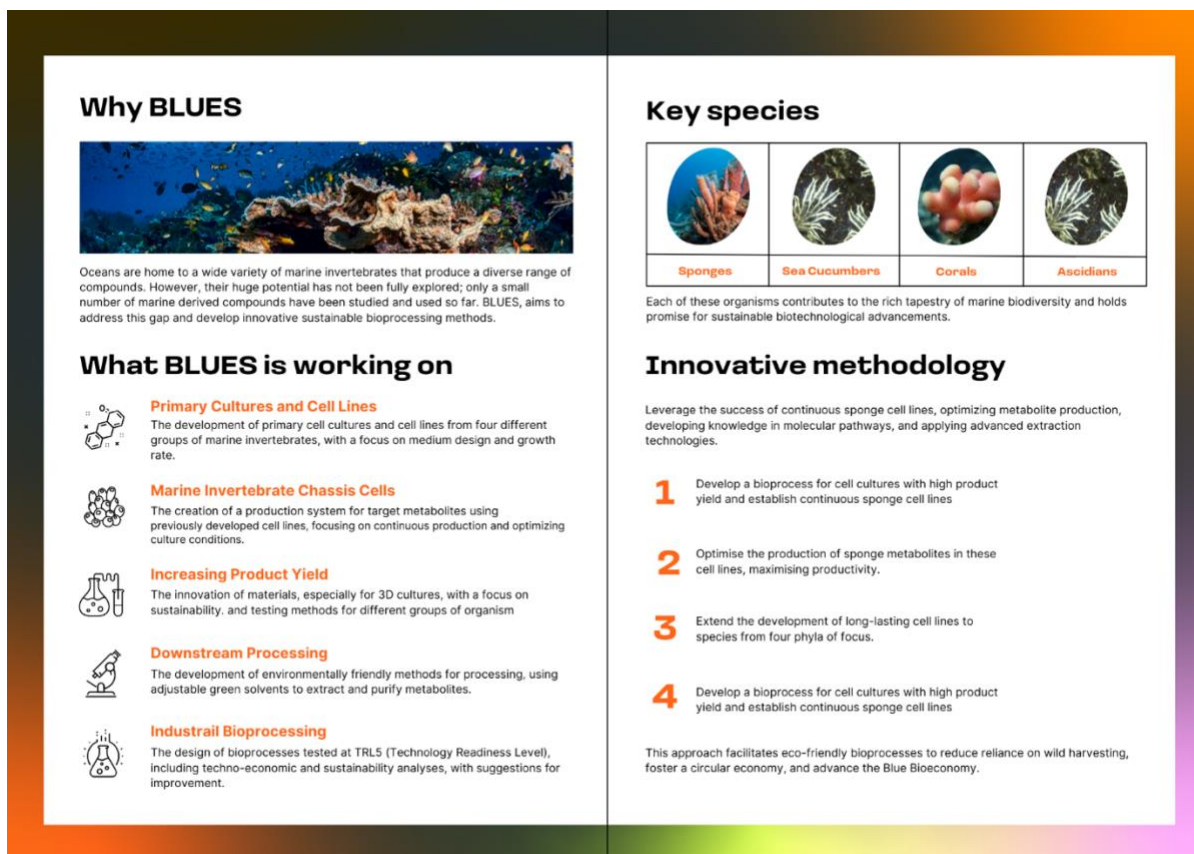


Figure 3: Leaflet

2.3 Digital Poster

Description: The project also created a digital poster to announce the BLUES project and attract a broad audience to our channels. Like the flyer, it also followed the eye-catching and easy to be read approach, to attract the attention of the viewer. The poster (Fig. 4) was created in cooperation with all the partners to convey a comprehensive and digestible message and to be used by partners in events, relevant conferences, and schools. An informative version of this poster with more detailed information on BLUES's objectives and activities is to be made in the following period.

A digital poster was also produced to familiarize audiences with the BLUES project and boost visibility of its objectives and methodology. The poster (as seen in Fig. 4) follows a modern design with a clear structure and visually appealing imagery to draw attention to the project and make its mission get across easily. More detailed material will be produced in the upcoming period, as the research will progress, and partners will be joining more dissemination events.

Target Audience: All target groups

Dissemination points: Conferences, relevant events, meetings, etc.

BLUES

Driving Innovation in Marine Biotechnology

BLUES unlocks the potential of marine invertebrates to produce unique bioactive compounds. By advancing sustainable bioprocesses and reducing reliance on wild harvesting, we aim to contribute to the Blue Bioeconomy, while ensuring responsible access to marine resources.

Learn more Learn more Learn more

We unlock marine biodiversity
by exploring marine invertebrates and advancing knowledge for sustainable use

We enhance product yields
by developing continuous cell lines for diverse phyla, promoting sustainable access to marine bioactive compounds

We use omics technologies
to develop a standardised cell chassis for bioactive compound production

We support green industrial bioprocessing
by establishing in vitro processes and developing novel bioprocesses for sustainable product

Figure 4: Poster

2.4 Digital PowerPoint Presentation

Description: To facilitate both internal and external communication, as well as maintain a coherent visual identity across all channels, a PowerPoint template was created in the early stages of the project, following the brand guidelines and including a series of icons that partners can replicate when creating their own presentation. Additionally, a PowerPoint presentation was created as a summary of the project's mission, objectives and timeline, to be used for general presentations or when introducing the project to general audiences in various events.

Target Audience: All target groups

Dissemination points: Meetings, conferences, other relevant events, etc.

3 Printed Materials

3.1 Printed Leaflet

Description: A four-sided leaflet was created in the early stages of the project to introduce BLUES and its objectives, methodology, and consortium to the public. As mentioned previously, the leaflet will only be printed when necessary and at the request of the partners for sustainability purposes. The leaflet follows the project's brand guidelines and is well-structured and visually appealing, meant to draw the attention of various audiences. It will be used to raise awareness about the project's existence and goals during the events partners will join. This version is the same as the digital (Fig. 3), but printable version with special margins was created.

Target Audience: All target groups

Dissemination points: Meetings, conferences, other relevant events, etc.

3.2 Printed Poster

Description: A second version of the poster mentioned in the previous section has been created, this time including the so-called "bleed" (printing margins) that printing houses require when producing such materials. Again, the goal is to introduce BLUES to a broader audience and incentivize them to follow the project via the official website and social media channel. Partners will be encouraged to print locally, when necessary, and display the poster at meetings, conferences, project exhibitions and other relevant events. This version is the same as the digital (Fig. 4), but printable version with special margins was created.

Target Audience: All target groups

Dissemination points: Meetings, conferences, project exhibitions, relevant events, etc.

3.3 Printed Roll-up

Description: A roll-up has been designed and produced as well, to be used in the events BLUES partners will take part in. The roll-up (Fig. 6) is designed to quickly capture the attention of external audiences and provide a clear overview of the project's mission.

This roll-up has already been printed and used for European Researchers' Night in September (Fig. 5), where our partners Moreforskning represented BLUES in Alesund, specifically at the Atlanterhavsparken Aquarium. More than 550 young people were present at the event and Figure 9 shows the post covering the event.

Target Audience: All target groups

Dissemination points: Conferences, relevant events, meetings, etc.



Figure 5: BLUES at European Researchers' Night



Figure 6: Roll up Banner Mockup

4 Upcoming materials

In the upcoming period (until M18), several dissemination and communication materials will be produced, as follows:

4.1 Merchandise

To facilitate brand recognition and increase the visibility of the project, a series of merchandise items will be developed, upon consultation with partners and taking their needs into account. These may include (but not limited to): tote bags, stickers of the project logo, reusable water bottles, notebooks, and pins. The sustainability aspect will always be considered; therefore, these materials will only be produced when deemed an effective communication tool.

4.2 Videos

A series of 5 videos will be produced throughout the project's lifetime. These videos will be designed to introduce the project, its mission, and methodology (the first 1-2 videos) and then present the project results and key outcomes (the last 3-4 videos) in an engaging way. Video length, format, and publication channels will be chosen based on target audiences and current trends (e.g., short-form content and videos under one minute are currently favored). Additionally,

the videos may include interviews with partners, footage from project meetings, demonstrations of scientific methods used in the project, etc.

4.3 Newsletters

Throughout the project's lifetime, 8 newsletters will be sent to partners and especially partners' networks, as well as various subscribers with an interest in the field. These newsletters will be visually engaging and include the latest news concerning the project's progress, events the project partners joined, updates from related projects and initiatives, as well as other relevant news in the field. To leverage the audience already gained on this platform, the newsletter will be sent via LinkedIn, approximately every 6 months, with higher frequency as the results start coming in.

4.4 Blog Posts

A blog post calendar will be devised, and it will include a series of potential topics that partners can easily pick up and adjust to their expertise and work in the project. Blog posts will be written in a more informal language, designed to explain the concepts and methodology BLUES Works with to non-specialist audiences, who will then be able to grasp the relevance and benefits of the project's work in their lives. Blog posts will be published monthly, and each partner will be encouraged to produce their own and contribute to these efforts. The blogs will then be widely disseminated across the BLUES social media channels and its partners' media.

4.5 Social Media Campaigns

Social media campaigns will be launched regularly to attract new followers and promote the project results. The ongoing "Meet the researchers" campaign will feature new partners in the spotlight, and several other campaigns are currently under development. Partners will be encouraged to engage with the posts and reshare them in their own networks. The campaigns will feature enticing visuals (either static or in short video format).



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