

Communication, Dissemination and Engagement Master Plan

A framework for communicating and connecting in the
Algae4IBD project

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Deliverable 8.1. Communication, Dissemination and Engagement Master Plan

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¹

PU = Public
 PP = Restricted to other programme participants (including the Commission Services)
 RE = Restricted to a group specified by the consortium (including the Commission Services)
 CO = Confidential, only for members of the consortium (including the Commission Services)



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Summary

The Algae4IBD project arises from the need to find long term solutions for patients suffering from Inflammatory Bowel Disease (IBD). For Algae4IBD, communication, dissemination, and engagement will be pillars of excellence and innovation on a par with the technical endeavours. Project communications and dissemination are vital to supporting Algae4IBD goals and will specifically seek to facilitate the project's significant broader ambitions:

- (1) Research anti-inflammatory compounds found in algae
- (2) Develop new products for the prevention and treatment of IBD
- (3) Up-scale production of bioactive compounds and making the developed products ready for the market.

A range of accessible and compelling content will be delivered using the latest visual, digital, video, and journalistic techniques. These activities aim to stimulate targeted expert and non-expert audiences. Work package 8 on Communication and Dissemination will establish a framework for maximum outreach to inform about the research and results of Algae4IBD.

Accordingly, the purpose of the Communication, Dissemination and Engagement Master Plan is to provide a strategy and resources to ensure proper uptake of the deliverables and work resulting from the accomplishments of Algae4IBD by the medical body, scientific community, industry, regulative institutions and make a difference on the perception of IBD by end-users and the general public. Therefore, this document will cover the coordination of the overall communication and dissemination efforts of the consortium. It will provide tools and guidelines for the deployment of the different communication and dissemination activities listed in the Grant Agreement as well as new ones.



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1 Creating lasting impact

Algae4IBD will create impact through communication and dissemination actions that will **build trust and accelerate solutions for IBD and other inflammatory diseases**. We will take the knowledge and good practices developed throughout the project and share the tools to make these new innovations mainstream. Our mission is to do this across multiple online and in-person channels using a creative mix of compelling and coherent content.

In the last year and a half, we have been dealing with the Covid-19 pandemic that has had an impact on how communication and dissemination is made. Zoom and many other platforms have become mainstream for communication. In general, there was an increase on the demand for content as more people were stuck inside. These changes will most likely remain and have an important impact on upcoming communication efforts. That will be taken into consideration during the upcoming project in which we will be ready for both in-person communication and the application of the multiple online possibilities.

The future still is uncertain, and we are prepared for being as flexible as possible and if needed making changes during the project to better allocate resources. We will tailor-make solutions to any possible situation created by the pandemic.

1.1 About the project

Algae4IBD's mission is to **develop commercial products for the prevention and treatment of Inflammatory Bowel Disease (IBD) using aquatic natural biological resources**. With the emerging developments in natural product research, notable success has been achieved in discovering natural products and their synthetic structural analogues with anti-inflammatory activity. However, global biodiversity remains a largely unexploited resource for natural bioactive molecules with an enormous potential for developing commercial products with public health benefits.

Micro and macroalgae, found in marine and freshwater, have been identified as promising sources of bioactive compounds. These include small molecules and secondary metabolites with a wide range of bioactivities such as antioxidant, anti-inflammatory, and cancer preventive activity. Consumption of algae could, therefore, provide defence against chronic inflammatory diseases such as IBD, that until date have no effective cure.

The researchers, companies and hospitals involved in the different stages of the project will use the biodiversity of algae, both micro and macro, as a wide source for bioactive compounds. State-of-the-art cultivation and extraction technologies together with novel processing protocols will be used to obtain enough bio-active molecules. This will result in novel algal-based, high-quality bioactive compounds at GMP grade and at lower production costs. Algae4IBD, thereby, follows a dual purpose: the prevention and treatment of IBD in relevance of both the food as well as the pharmaceutical industries.



1.2 Communication approach

Algae4IBD aims to create impact with **communication actions that build trust and improve awareness**, by meeting the following key objectives:

- Tell the 'Algae4IBD story' and bring the solutions to life through Algae4IBD initiatives and evidence-based results using a lively editorial calendar, appropriate language, and innovative communication channels and tools.
- Give a voice to people and organisations from across the spectrum and explore a range of behaviours, motivations and patterns of engagement and change.
- Support Algae4IBD's Responsible Research & Innovation (RRI) approach at every opportunity.
- Prioritise places and channels where our audiences already gather – on and offline to get a greater audience – including mass TV media.
- Capitalise on the networks and spheres of influence within the consortium.
- Illustrate the credibility and personalities behind Algae4IBD to citizens and stakeholders and establish trust by showing our intent, integrity, and capacity for results.
- Deliver a rolling flow of relevant news and content pushed to multiple communication channels.
- Mix textual and rational written material with visual and emotional video supports.
- Work with Algae4IBD partners to localise content and overcome language and cultural barriers.

To increase European wide understanding and support for algae as a new possible treatment for IBD, Algae4IBD will produce original, quality content and leverage ESCI's network of science and technology-based journalists and producers to access mainstream media distribution

Including:

- A series of articles produced by independent journalists
- Interviews with algae and IBD expert voices
- A Video News Release (VNR) tailored for international TV broadcasters

1.3 Dissemination approach

Algae4IBD aims to achieve a maximum transfer of information and shareable research results to the professional audiences that can best make use of it. Project outputs must create awareness, understanding and incite action to accelerate take up on the success of the food products and medicines created - including well after the funding period.

The dissemination activities are intended to make the results available for further use by interested stakeholders. Enabling their use and uptake by specific audiences, who may use the results in their own

work (e.g., scientific community, industrial or other commercial actors, policymakers, professional organizations). The dissemination will be focused on promoting Algae4IBD's results.

At a pan-European level, Algae4IBD will play a leadership role in reaching a broad audience of professionals, practitioners, policy makers and the scientific community, fuelled by the significant outputs and publicly available deliverables. The project has a rich set of dissemination channels and opportunities to exploit and empower with key messages, communication resources, and engaging content:

- Extensive partner, individual, organisational, and collective professional networks, and spheres of influence to tap into.
- A governance framework for stakeholder engagement to help identify and involve the whole research and production value chain - including end-users and the public.
- Workshops providing a natural and collaborative environment to reach representatives of social, industrial, business, cultural and policy aspects.
- Targeted co-creation around specific innovations and sites, exploiting the concept of Summer School will give direct access to users, public, private and knowledge institutes in a trusting, open environment.
- An international commercial network to reach targeting priority markets.

To enable use of and increase uptake of our results, Algae4IBD commits to making most deliverables public, fully supporting Open Access, and embracing Responsible Research and Innovation (RRI) practices.

Including:

- Conferences, Summits, Industry fairs and other external outreach opportunities.
- Scientific publications in relevant journals
- Share results on online and in open access platforms and our website (research data, software, reports) if in line with IPR
- Organize training in our Summer School and workshop sessions
- A final project event that can be used to demonstrate our results to the algae and medical industry, doctors, patients, and researchers.

2 Algae4IBD Communication & Dissemination essentials

2.1 Developing successful products and medicines for IBD

Algae4IBD combines algae research and new treatments for IBD, and therefore it is also about creating new interdisciplinary relationships between different research areas. This requires a clear communication strategy not only to the various research groups but also to potential patients and medical staff, and to potential investors, the medical industry, and health officials to build confidence in the wide range of active agents of algae. To address this, Algae4IBD will involve a range of dynamic and pro-active communication, dissemination, and exploitation activities throughout the project cycle and beyond.

Main goals for communications:

- Raise awareness, interest, and inform the various stakeholders and the public about the project results and proposed approaches for medical treatment.
- Share results and the project's objectivities, activities, and others to a wide public.
- Identify the appropriate communication channels.
- Knowledge transfer among the partners on specific technologies and applications.
- Foster the acceptance of new agents discovered by Algae4IBD and their potential impact on health conditions like IBD and others.
- Monitor and evaluate the effects of communication activities.

Main goals for dissemination:

- Identify the results to disseminate and transfer the knowledge and results to stakeholders that can best make use of it.
- Maximize the impact of research. As such, enabling the value of results to be potentially wider than the original focus.
- Engage in a dialogue with stakeholders to foster exploitations opportunities both for further research and for commercialisation of the Algae4IBD results.
- Monitor and evaluate the effects of the dissemination activities.
- Strengthen and widely promote research and innovation activities, via events such as conferences, webinars and summer school.
- Identify, highlight and disseminate the contribution from Algae4IBD for algae and medical research.
- Contribute to international developments in the field of algae aquaculture and industry and compound discovery research to keep Europe competitive and successful.

2.2 Communication, Dissemination and Engagement Master Plan objectives

According to the European Commission H2020 Online Manual, “dissemination means sharing research results with potential users - peers in the research field, industry, other commercial players and policymakers”, which implies contributing to the progress of science in general.

In this sense, Algae4IBD’s **Communication, Dissemination and Engagement Master Plan** i) will work to ensure that Algae4IBD generates the greatest possible impact on the environment in which it operates and on society, and ii) will focus on ensuring that the results of the project provide a solid basis on which to continue working in the future to better incorporate our final products into everyday life.

With this, Algae4IBD expects making an impact in the scientific community and in the global industry, contributing to the progress of science and society through the better adoption of algae products and compounds by end-users, and a better understanding of the societal needs from the industry and researchers.

The objectives to be settled under this communication and dissemination strategy to reach the goals are the following:

- Coordinate the overall communication and dissemination efforts.
- Define the target groups.
- Define the channels.
- Define and detail main activities to be performed.
- Partners can use it to get information about the project brand, how to communicate, and expected activities
- Coordinate the dissemination and communication activities for a higher impact.

2.3 Methodology

To ensure wider awareness of the project and to increase its impact and outreach, Work Package 8 on **Communication, Dissemination and Engagement** will undertake the following activities:

1. Deploy media planning to ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience having the expected impact.
2. Closely follow-up the results of the dissemination and communication plan, ensuring its correct functioning and making necessary corrections when needed.
3. Lay out the dissemination activities among all the partners to ensure a correct deployment of the strategy. Promote Communication and Dissemination trainings for partners for better results.

4. Coordinate with external stakeholders, such as related projects, institutions, and media to ensure a high outreach of the communication activities.

2.3.1 Targeted audiences

As Algae4IBD has an extremely multidisciplinary consortium, the targeted audiences are reflected by the different actors that are also present in our internal communication.

We have 4 main pillars: 1) Technical experts and researchers; 2) Industry and Economy; 3) Regulators and framework builders; 4) Patients and non-technical or specialised groups.

Table 1 Main target groups and communication objectives

Group	Composed of	Objectives of the communication strategy
Technical experts and researchers	<ul style="list-style-type: none"> . Researchers on Algae, IBD, medical research, chemistry, and similar topics . Academic researchers 	<ul style="list-style-type: none"> . Raise awareness about the importance of overcoming current research barriers on the topic. . Maximise stakeholder engagement. . Increase research in this area . Ensure Algae4IBD's sustainability after the end of the project.
Industry and Economy	<ul style="list-style-type: none"> . Algae, Medical and Food industries . Entrepreneurs, companies, and workforce . Private sector 	<ul style="list-style-type: none"> . Increase investment . Generate interest on the products and solutions . Ensure Algae4IBD's sustainability after the end of the project.
Regulators and framework builders	<ul style="list-style-type: none"> . Policy makers . Entities working in standardisation . National entities 	<ul style="list-style-type: none"> . Insure their contribution and advice . Ensure Algae4IBD's sustainability after the end of the project. . Allow use of microalgae for consumption.

Colitis and Crohn's associations/organizations	<ul style="list-style-type: none"> . ECCO . Crohn's and colitis foundation 	<ul style="list-style-type: none"> . Maximize stakeholders' engagement . To increase awareness of the Algae4IBD project and to demonstrate the benefits of the products created for the patients and for society.
Patients and non-technical or specialised groups	<ul style="list-style-type: none"> . IBD patients . Mass media . Broad public . End users 	<ul style="list-style-type: none"> . To inform about ongoing research, project concepts and objectives as well as benefits to society. . To increase awareness of the Algae4IBD project and to demonstrate the benefits of the products created for the patients and for society.

2.3.2 What to communicate – key messages

To increase the impact of Algae4IBD, several relevant messages will be identified and shared from the very beginning of the project. Nevertheless, the main and more powerful messages of the Algae4IBD project will be defined during its own development; once Work Packages' aims are achieved and deliverables are produced. The nature of the messages will be tailored to each of the different audiences and will have a different thematic adapting to each of the objectives set in this Master Plan.

The key messages are slightly revised to better reflect what the audience should remember of the project. From the very beginning the key messages will be focused on main assets of the project:

1. Technical Experts – Key messages:

- Identifying compounds from algae that are effective against IBD and developing them into functional food and new medication.
- A multi-specialist consortium together searching for a solution to treat IBD
- Algae already contribute to a tenth of all biomedical molecules, it has the potential to be a solution for many more diseases.
- Algae produce compounds with anti-inflammatory activity and thus have the potential to bring relief to patients.

2. Business Experts – Key messages:

- Algae4IBD is developing functional food and pharmaceuticals as treatment for IBD
- A cutting-edge project to develop products to prevent, treat and diminish symptoms of IBD

3. Regulators and Framework builders – Key messages:

- Algae4IBD is an ambitious project bringing together different scientific and commercial fields

4. Patients and general public – Key messages:

- Algae4IBD brings hope for IBD.
- Health from aquatic resources.

- What if the solution for a chronic disease lies in our oceans, rivers, and lakes?
- Finding solutions for IBD in an underexplored source.
- Algae4IBD will bring relief to adults and kids suffering from IBD using algae.

3 Project branding

An attractive and consistent visual identity will facilitate meeting communication and dissemination objectives and reflect project values and goals. This includes logos, info graphics and standard templates such as PowerPoint presentations, Word report styles and letterheads. It also advises the consortium on correct acknowledgements of EU funding and EU flag. A strong and dynamic visual identity is important in many ways, notably:

Professionally - to:

- Provide an easily identifiable and attractive design to facilitate dialogue and recognition with key stakeholders and influencers.
- Give a brand platform for improved market knowledge of Algae4IBD solutions to support replication and take up – possibly including continued commercial development and investment well beyond the lifetime of the project.
- Enhance exploitation potential of research, business models and innovations.
- Support collaboration activities with relevant projects and initiatives at a local, national, and European or international level.

Publicly – to:

- Support local communication initiatives and engagement particularly at workshop and public meetings.
- Develop an identifier of investment, change and progress for local stakeholders, citizens, and residents to be proud of.
- Encapsulate the momentum of this new research and the development of new solutions for IBD.

3.1 Logo

A logo has been designed to give a striking and memorable visual identity for the project.

Five versions have been produced, with and without the tagline, “Health from Aquatic Resources” to be used as needed. As well as other simplified and white versions. Along with the logos, an overall visual identity was developed including templates.

The Logo must not be altered or adapted by project partners but used in its current form. Care must be taken to not distort the dimensions of the Logo. Simplified versions were made as well, for different future purposes.



Figure 1 Main and official logo of Algae4IBD with lettering, symbol, and slogan



Figure 2 Algae4IBD symbol showing algae, bowel and hexagons which represent the compounds to be found and synthesised during the project



Figure 3 Logo version showing only lettering and slogan



Figure 4 Logo version with only lettering



Figure 5 White version of the logo for use on coloured backgrounds

3.2 Colour palette

A range of complementary colours has been pre-defined to help ESCI and project partners follow the visual continuity while adding some variety. Additional colours to challenge the predominant blues or convey several levels of information may be added as needed.

C 85 M 0 Y 30 K 0 #00a8b8	C 51 M 0 Y 18 K 0 #84ccd6	C 100 M 73 Y 10 K 0 #004b92	C 8 M 0 Y 0 K 50 #93989c	C 10 M 0 Y 0 K 80 #505455	C 0 M 85 Y 95 K 0 #e7401b
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Figure 6 Colour palette of Algae4IBD's corporate identity

3.3 Templates

Several different templates has been designed to ensure that communications remain true to the common visual identity. Consistent visual and written style is important for ensuring project recognition and delivering professional content. Templates will be distributed to project partners and available on a designated cloud sharing service.

- PowerPoint presentation
- Deliverable template
- Interim reports template
- Letter heads
- Scientific posters
- Meeting minutes

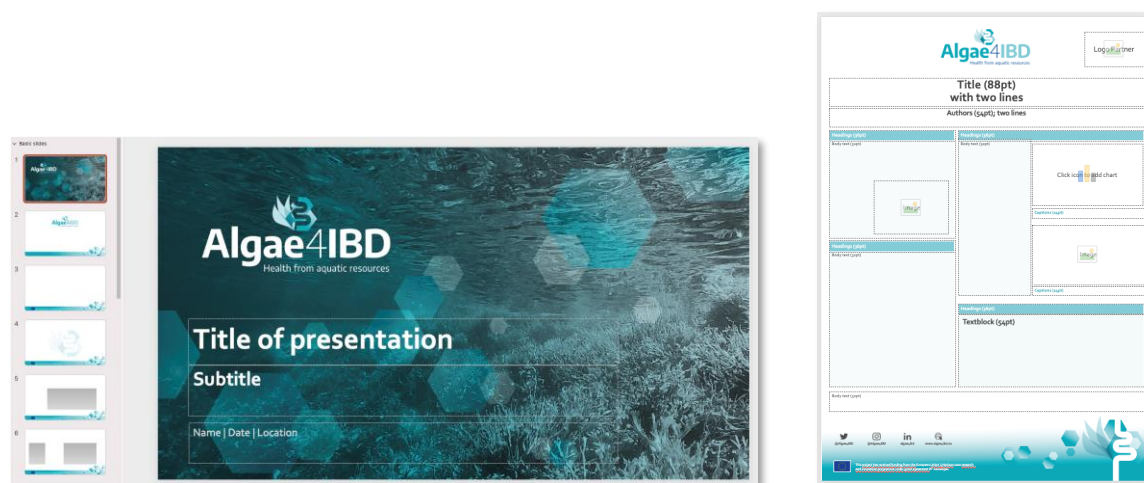


Figure 7 PowerPoint presentation (left) and scientific poster (right) templates for Algae4IBD

3.4 European Commission acknowledgement

The support of the European Commission must be recognised in all publications and outputs produced by the Algae4IBD project. For example:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000501

Or, in the introduction to a text: *The research leading to these results received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N°101000501*

Where possible, the EU logo should also be displayed, according to the rules set out by the European Commission.¹ Relevant logos and instructions available on project's storage system (Monday).

¹ Graphical Guide to the European Emblem: <http://publications.europa.eu/code/en/en-5000100.htm>

4 Planned activities

A series of activities are planned for the 4 years to increase the reach of the project's communication and dissemination. An array of editorial content will be produced by ESCI to increase visibility of the project and raise awareness about the importance of Algae4IBD's research for finding solutions for IBD.

4.1 Compelling content

Whether online, at an event or in person; original, insightful content is at the heart of Algae4IBD's strategy. A variety of **editorial, video, and visual content** will be developed to share on digital media channels, media multipliers (newswires, sector press, institutional and partner communications teams), championed by stakeholders and social media influencers.

In today's world, the value and interest are in the quality of the content, not the channel. By focusing on the message, not the medium we will help create a credible, sustainable interest in Algae4IBD's activities and solutions. The immediacy of instant publication and distribution of individual pieces of content with precise metrics on reach and readership is preferred to the slowly redundant and costly production of other content distributions.

4.1.1 Interviews

Interviews are reliable ways of showcasing new information with a human-aspect to it. Readers and viewers are interested both on the new research/ technology and on those working on it. With that in mind we will produce at least 12 quick-fire project related interviews for online media outlets and web distribution. They will be made with experts in relevant industries, innovators, first adopters of the Algae4IBD solutions and other stakeholders. The interviews will be published on our website, social media and distributed to multipliers and portals such as health.com, healthline.com and alphagalileo.org.

4.1.2 Independent articles

We will produce 8 independent journalistic articles about the project, e.g., on algae research or on the latest developments in IBD research. They will also be posted on our website and distributed through social media and relevant news sites and magazines to increase the reach.

4.1.3 Introductory and final video

ESCI's long experience in video making will help to produce compelling videos about Algae4IBD. Two videos will be created, an introductory and a final video. The introductory video will be produced at the

beginning of the project (M6) presenting the aim of Algae4IBD. The final video will present key results of Algae4IBD in a clear and concise way. This video will be a blueprint tool for further exploitation activities.

4.1.4 Info graphics

Info graphics are very useful, visual representations of concepts and technologies used to explain them in a clear and concise manner. We will produce 8 infographics to be used online (website, social media) and integrated on print materials (brochure, factsheets, postcards).

4.1.5 News bites

Sharable, short news bites and blog posts with key developments and resources from Algae4IBD will be produced regularly and distributed quickly on digital and online media. ESCI journalists and staff work with partners to develop the right story angle and writing style to make the news bites interesting for readers. Algae4IBD's activities in this regard may also feature event reports which highlight key takeaways and interesting resources. Locally generated and submitted content from partners will provide additional news content for Algae4IBD's social media and website.

4.1.6 Video news release

Our video journalists will produce at least 1 video News Release before M42 which will be distributed through ESCI's network of 500+ broadcast journalists, to bring the story of Algae4IBD to the general public. When picked-up by national TV broadcasters video news reaches over half a million viewers. Hence, TV broadcasters are an important communication outlet for our project.

4.2 Website

The website is designed to be a modern and dynamic site. This means it moves away from being a repository. Instead, it will be a 'digital anchor' for the Algae4IBD content. Articles, info graphics, interviews, videos, and news bites are then pushed, promoted, and placed on other established websites with in-built audiences, linking back to the Algae4IBD website. This frees resources, budget, and time for ESCI and the Algae4IBD partners and allows them to contribute to content and making sure it reaches the largest audience possible. Priority has therefore been given to presenting an easy to update and well-connected website. This website will feature Algae4IBD content in the media or sectorial sites, twitter feeds, interviews, and blog posts front and centre. The site uses the Word Press publishing platform and its known features for clean and accessible mobile browsing.

A holding page was launched after the official kick off meeting with key messages, EU funding acknowledgement and links to social media channels (LinkedIn, twitter, Instagram), see Figure 8. The full site is due to go live in month 4 and is currently under development.

We also secured the domain algae4ibd.com, which when accessed is redirected to our main webpage: algae4ibd.eu. The idea behind this, is accounting for the international aspect of the project, not being contained only to the EU. We hope to reach a broader and more international audience outside of Europe as well as the European.



Figure 8 Holding page of Algae4IBD

4.3 Social networks and digital media

Social media will be used to inform and stay connected with the patients, industry and scientific community as well as reach out to an interested general public.

In the professional domain, **LinkedIn** will be used to host a 'company page' (Figure 9) which will be fed with project news and developments inviting target audiences (researchers, entrepreneurs, etc.) to follow. The platform's over 106 million unique monthly visitors will also generate healthy organic search and reference for Algae4IBD content, with an additional possibility to use the sites 'pulse' article publishing features. ESCI especially encourages individuals from the consortium to post updates and articles about their work and challenges in Algae4IBD from a personal point of view. Such peer-to-peer insights delivered to personal professional contacts can be very effective in creating awareness and impact.

LinkedIn has been a strong platform for H2020 project's communication and will also be the case for Algae4IBD. Indeed, the account already achieved 120 followers in the first 3 months of project.

The general health and activity of LinkedIn groups are declining, since acquisition by Microsoft in late 2016. However, the project still aims to identify high-value specialist groups relevant to the project and post in these forums.

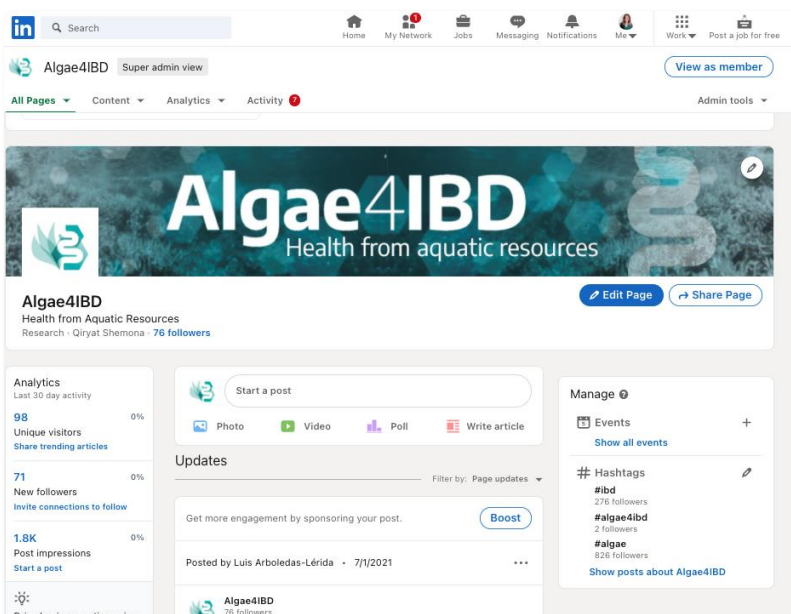


Figure 9 Algae4IBD LinkedIn Company Page

Algae4IBD will use **Twitter** as its primary social media channel. It is a productive platform to listen, observe, showcase, promote and interact with professionals, EU and national policy makers, academia and the scientific community. A lively twitter feed will aim to:

- Identify stakeholders and influencers, build lists to help strategic and geographic segmentation
- Distribute Algae4IBD original content
- Interact directly with patients and others who may be interested in the project's results
- Aim to attract and maintain the interest of key influencers and thought leaders
- Enhance and amplify presence before, during and after events

Interest in IBD and the possibility of developing new solutions in a sustainable way, will create reach and impact for @Algae4IBD. Hashtags used will align around #IBDandChrono, event specific tags and patients/professional tags promoted by them and others such as #IBDawareness.

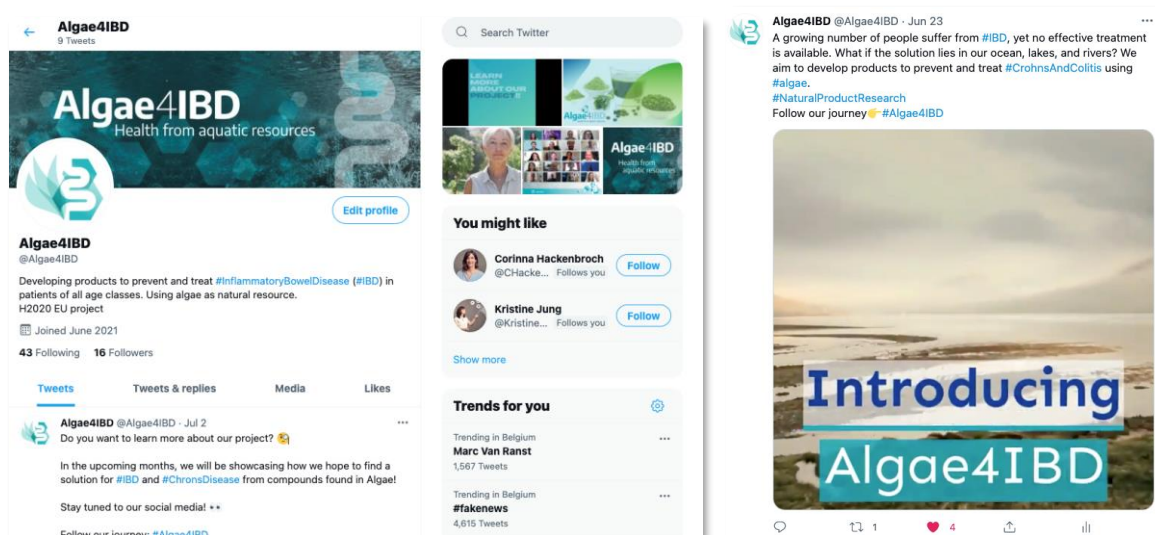


Figure 10 Algae4IBD Twitter feed and post

Instagram is the second most accessed network after Facebook. The popular visual-first social medium sees over one billion active monthly users and 500 million daily Instagram Stories. Because of that, Instagram will be an important channel to reach many possible end-users, especially IBD patients.

Instagram will help creating a relatable and more humane visual representation of the project, reaching IBD patients and showcasing our results and product.

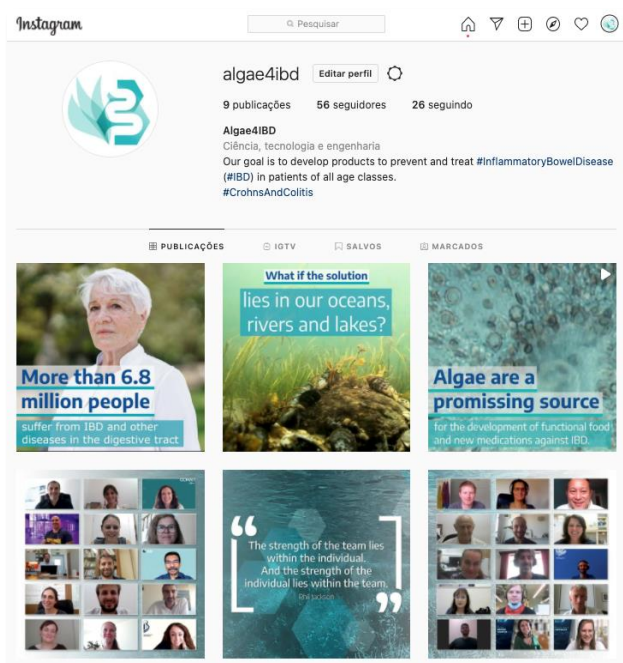


Figure 11 Algae4IBD's Instagram

4.4 Assessing impact

Algae4IBD will use a wide range of channels (website, social media, print, etc.) to be visible, credible, and ultimately inspire professional and public audiences to act. The project will distribute and engage on numerous platforms. Tracking data where possible is important to evaluate actions and impact; but capturing the overall footprint and impact of Algae4IBD across multiple platforms and countries is a difficult task.

The main objective of monitoring and evaluation is to ensure the high-quality execution of the communication and dissemination strategy. Placing effort on monitoring the communication activities is vital as the impact of those activities contributes to the successful implementation of the project. It is important that this evaluation is carried out on a continuous basis to ensure:

- An effective impact assessment and update or redefinition of communication and dissemination activities.
- Ensure the quality of the communication activities carried out.

Monitoring can be broken down into sub-sections:

- Performance measurement
- Impact
- Reporting
- Monitoring and assessment

Where Algae4IBD's media is 'shared' and 'owned' – such as articles, Instagram, Twitter, LinkedIn and website – data and analytics are much easier to track and analyse. However, knowing when a journalist, video news channel or even scientific publisher has cited Algae4IBD ('earned' media) is more difficult.

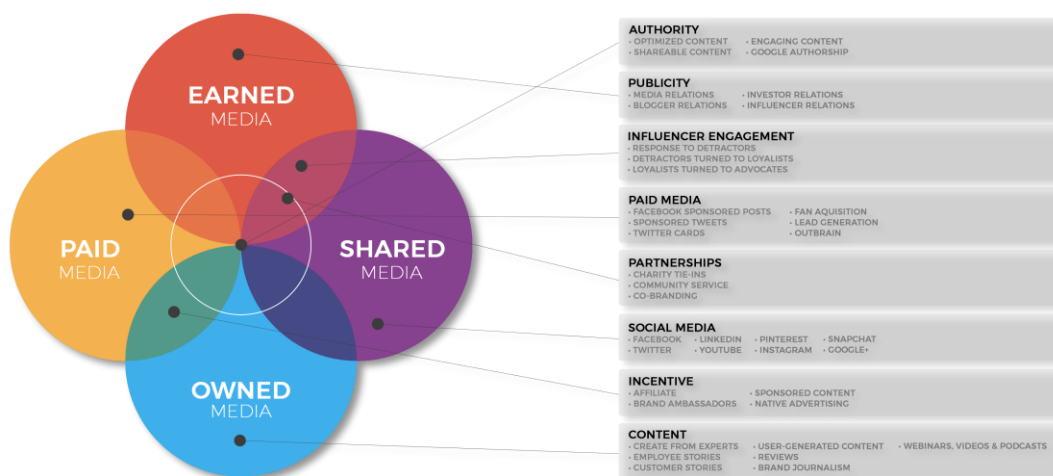


Figure 12 Algae4IBD owned, shared, earned media examples

Algae4IBD will use a variety of sources to try and achieve the best possible assessment and understanding about how and when audiences receive and interact with our messages and content. Web and social media monitoring are how we aim to achieve this.

4.4.1 Web monitoring

Web monitoring refers to the process of testing and verifying interaction of end-users with websites, web applications and social media accounts. It is a critical process since it provides information regarding uptime and downtime and overall performance and response. For the Algae4IBD website, it will be monitored not only regarding common metrics but also to register the total number of sessions during different project periods. It is also interesting to investigate the top locations to gain perspective of the project's global impact. Overall, the most interesting quantities to be monitored are:

- Total number of visits
- Average session and visit duration
- Number of frequent & one-time visitors
- Visiting prime time
- Visitors' location

Internally, ESCI will monitor these monthly and share in detail with the consortium at project meetings. Additional monitoring frequency can be done around specific events, campaign actions or local demonstration site initiatives.

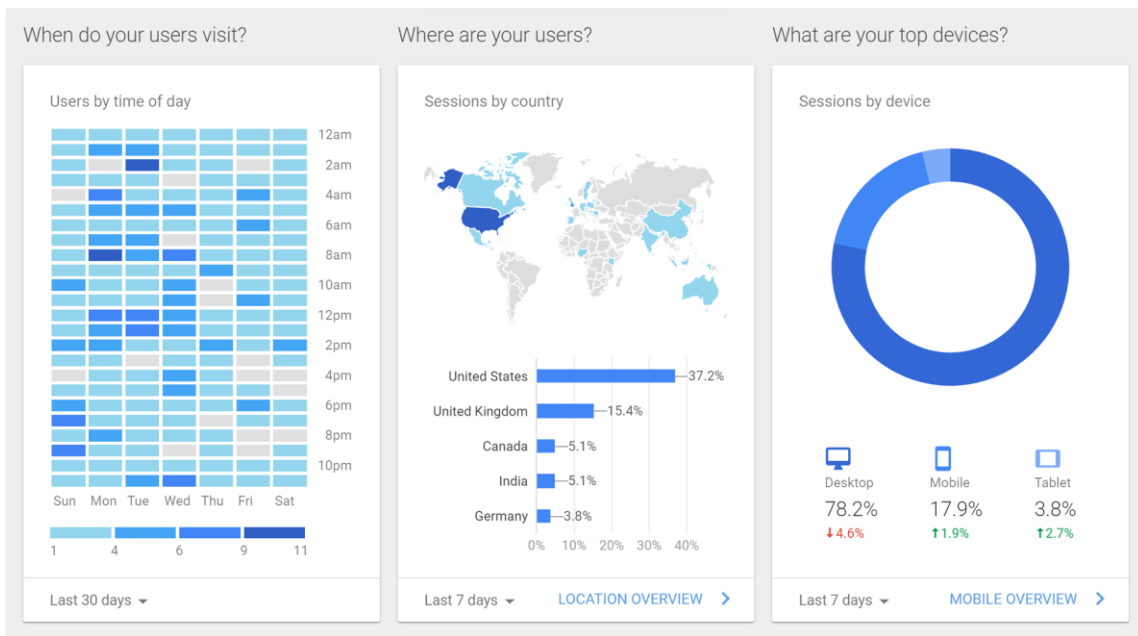


Figure 13 Google analytics WordPress plugin sample

4.4.2 Social media monitoring

In a similar way, the social media will be monitored to determine the volume and sentiment of online interaction.

Different kinds of data are accumulated during the acquisition process, from simple information as statistics on likes, followers, re-tweets etc. to more complex such as comments, downloads, and more. LinkedIn, Instagram, and Twitter accounts will be monitored for that purpose to identify their overall impact on different target groups. Social media monitoring is often referred to as SMMS (Social Media Management Software), which is an application that facilitates successful engagement in social media across different communication channels. It monitors inbound and outbound conversations and evaluates the usefulness of a social media presence.

For Algae4IBD, ESCI will use a combination of analytic tools embedded in each platform and a central client called Falcon. These analytics will enable ESCI to assess, fine tune and adjust on-going actions and provide analysis for deliverables.



4.4.3 Performance Measurement

The consecution of this plan will be measured according to the following indicators:

- The level of acknowledgment of the project around Europe by two main audiences: the main Algae4IBD stakeholders and the general public.
- Rates regarding website and social media activities: a careful monitoring of Algae4IBD website hits will be done together with an analysis of the impact of events (e.g., publication of a new article). Using web tools for analysing visitor traffic and giving a complete picture of number of visitors, visited pages, geographical coverage including the audience's needs and interest.
- Number of articles in non-scientific publications: the partner in charge will keep track of the number of publications.
- Number of attendants to the project events.

4.4.4 Reporting

To facilitate an accurate monitoring and assessment of the communication and dissemination activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement. In this sense, a reporting tool was developed in an interactive Excel sheet and is available on the project's repository "Monday". There, every consortium member can report their communication activities or publications (articles, publications on blog, etc.). Prior to the implementation of the reporting tool, the partners will report their activities via email to ESCI which gathers and compiles all info. These activities include both the previewed and the ad-hoc activities. Therefore:

- All partners must consider the communication and dissemination procedures settled in this document.
- All partners should register their communication and dissemination activities in the reporting document available on the project's "Monday"- platform.
- All partners should save evidence of the activities conducted. By performing regular monitoring of the activities, it is possible to assess if the action plan is being carried out properly and if it is on time. It will also be possible to see which activities had the biggest impact on the stakeholders (both in quantitative and qualitative terms). The conclusions from these reporting will be considered for the update of the communication and dissemination plan (M25).

4.5 External events and academic outreach

As Algae4IBD is a Research and Innovation Action, a significant amount of research will be disseminated to different key scientific communities. Thus, the research and technology providers will dedicate strong efforts in publishing research papers under the framework of globally recognised scientific journals and conferences that count with high impact index. It is expected that industry partners and research institutions will publish at least 8 conference publications over project period. For the entire project, it is expected that the consortium will publish at least 10 journal publications.

All partners are expected to engage in dissemination efforts by participating in conferences, webinars, and other events. Promoting the results of Algae4IBD throughout the project and especially towards its end.

List of interesting events:

- The European Summit of Industrial Biotechnology (<https://www.esib.at/>)
- Irsee Natural Products Days (<https://dechema.de/Irsee2022.html>)
- European Conference on Natural Products (<https://dechema.de/ecnp21.html>)
- European Algae Biomass Association (EABA) annual meeting, webinars
- International Conference on Algal Biomass, Biofuels and Bioproducts (AlgalBBB) event
- International seaweed conference (seagriculture event)
- ECCO annual meeting and webinars

List of interesting Scientific Journals:

- Gastroenterology
- Algal Research
- Journal of functional foods
- Nutritional Research
- Biomolecules
- GUT
- Marine Drugs
- Marine Biotechnology

4.6 Summer School

As part of an active engagement with multi-disciplinary students, the project will develop a summer school course where students can develop new skills and understanding for various disciplines in the fields of algae research, pharmacology, medical research and nutrition. Led by Migal, the course will combine lab work, field studies and other workshop activities with the aim not only to exchange knowledge, but to foster understanding of the various disciplines and create new working relationships among the participating students.

4.7 Algae4IBD workshops

Partners will present the Algae4IBD solutions in scientific conferences, thematic forums, workshops and other events, as outlined in section 4.5. As part of an active engagement with scientific and



industry stakeholders, Algae4IBD will develop its own workshops as well, inside some of these conferences to attract the community, share knowledge and present the results from the project. In addition, in order to support exploitation activities, tutorials and webinars will be offered to relevant industries, SMEs, entrepreneurs and other parties interested in the results.

4.8 Final conference

A final conference will be organised (if possible, in conjunction with a relevant European event) to illustrate the overall outcomes of the project. This conference will target the various stakeholders in the pharmaceutical and health domain that could benefit from the Algae4IBD solutions and ancillary products and services, to present the legacy of the project and its plans for further developments.

4.9 Clustering activities

MIGAL and ESCI will establish contacts with projects financed under FNR-11-Calls, and further relevant Horizon 2020 project and national projects, in order to discuss cross-fertilisation and the implementation of at least 3 collaborative activities, such as joint presentations, invitations to each other's workshops or cooperation in the publications of results.

Having "sister projects" will maximise the impact in common areas, strengthen the community and support similar networks, such as national industrial clusters or technology platforms.

4.10 Open Access policy

Algae4IBD promotes the **Open-Access policy** set by the European Commission. The consortium expects a variety of professional publications to result from the project. The authors aim at publishing through the EC defined "gold" model with respect to their rights of authorship by agreement with scientific or technical publishers. Further publications following the "green open access" policy will also be allowed. Algae4IBD will provide a Data Management Plan (DMP) during the first 4 months of the project (Dg.7) to determine which datasets can or cannot be considered Open Access. The DMP will entail the following types of data:

- **Technical reports and project deliverables:** Partners will work jointly on the project deliverables, but also on technical reports addressing the outcomes delivered by the project. The quality assurance plan will detail the management procedures required to guarantee that project documents are correctly and efficiently produced, updated, distributed and stored. As many project deliverables as possible (except those that may compromise the protection of IPR) will be public.
- **Research data generated during the use-case-based validation:** This data will reflect the quantified impacts that Algae4IBD can have under real operational conditions. Key results will be disseminated among all involved stakeholders. Dissemination/sharing and/or exploitation/protection of results generated will be subjected to the decision of the consortium, with the supervision of the IPR Manager. Research data will be retained only where the risks to the research subjects are low, as determined by a Privacy Impact Assessment. Some restrictions may also be needed to protect commercially sensitive data.

Research data that is selected for archiving will be contributed via zenodo (<https://zenodo.org/>) and, where feasible, to the European Open Science Cloud (EOSC).

- **Open Access scientific publications:** Open Access will be provided for all peer-reviewed scientific publications. The authors of all peer-reviewed scientific publications will choose the most appropriate way of publishing their results, and these publications will be stored in an Open Access repository, during and after the project's life. To make maximum use of its budget, Algae4IBD opts for "green access" whenever possible and guaranteeing that results will be immediately available (based on publisher's policies). In cases, where the timely Open-Access dissemination is not possible by following the "green access" model, Algae4IBD opts for 'gold' open access. Open Access publications will be available centrally via OpenAIRE (<https://www.openaire.eu/>).

4.11 Exploitation strategy

The Algae4IBD consortium is fully committed to ensure the sustainability and maximum possible exploitation of the project results. The strategy will aim at properly transferring knowledge to the targeted sectors driving several practical applications and recommendations, both directly and indirectly. The Algae4IBD exploitation activities - **led by ENCO** – will primarily focus on:

- a) **Commercial exploitation:** the industrial use of the project knowledge and outputs for increased competitiveness and growth will deliver high innovation and growth impacts in the target markets identified.
- b) **Education and training:** the use of the new knowledge generated for upskilling and for enriching curricula in European education will have a high impact on raising the European algae-based pharmaceuticals and nutraceuticals knowledge base.
- c) **Further research:** planning future spin-out research and development projects especially in areas that will contribute to the transferability of the project results to new applications.
- d) **Contribution to standards:** the project results can contribute to EU and international standards regulating the entrance in the market of innovative algae-based molecules to be used in health care, nutraceutical and pharmaceutical sectors.

Importantly, ENCO will secure legal and regulatory arrangements for access to additional databases not yet linked to Algae4IBD as well as providing legal and regulatory arrangements for the multiple use of data and IPR issues according to the Open Data principle and any R&D that still may be required. In this task, ENCO will be supported by all partners (industrial, academic and public sector).

The multi-national nature of the consortium will ease the coverage of a wide geographic area. The exploitation activities of Algae4IBD include, among others:

- Involvement of professional organisations in the relevant fields, yielding access to their members and assisting in the adaptation of the products and services. To maximise the impact, the partners should take all opportunities to raise awareness about the project to the

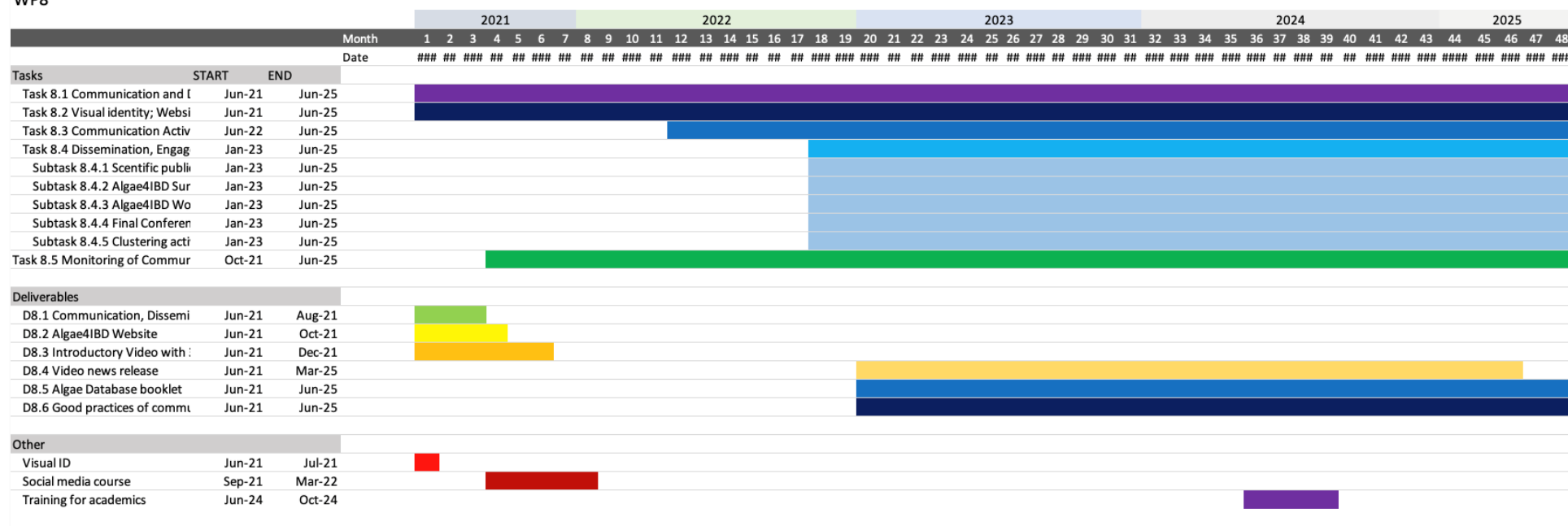
industrial and commercial stakeholders and develop relationships with them about the project results and exploitation.

- Developing targeted informative materials (brochures and demonstrations of project findings).
- Publication of the results in the professional (industrial-related) press, relevant to blue growth and the major stakeholder groups.
- Presence in international trade shows and conferences will allow the circulation of concepts and results in an early stage. In the first year, project presentations will concentrate on the project's goals and vision.
- Brokerage events for each set of stakeholders to disseminate the project outcomes.
- The Final Algae4IBD conference is an opportunity to foster interaction with representatives of the industry and other end-users, especially with respect to advancement of exploitation activities after the project has ended.



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