

Project partners:

1. A4F, Algafuel, SA (A4F)
2. Mikrobiologicky Ustav AV CR V.V.I (IMIC)
3. Forfarmers Corporate Services BV (FF)
4. Instituto de Biologia Experimental e Tecnológica (IBET)
5. International Flavors and Fragrances IFF (Nederland) BV (IFF)
6. Laboratorio Nacional de Energia e Geologia I.P. (LNEG)
7. Phycom BV (PHY)
8. Upfield Research and Development B.V. (UPF)

Multi-Str3am

A sustainable multi-strain, multi-method, multi-product microalgae biorefinery integrating industrial side streams to create high-value products for food, feed and fragrance

BBI-2019-SO1-D2 - Produce components for various materials, including for food and feed, from microalgae

Collaborative project

Start date of the project: 01/05/2020

Duration: 48 months

Deliverable 6.4

Website

WP	6	Communication and dissemination
Task	6.3	Production and dissemination of a communication materials package (M1-M48)

Dissemination level ¹	PU	Due delivery date	31/10/2020
Nature ²	DEC	Actual delivery date	11/05/2020

Lead beneficiary	A4F
Contributing beneficiaries	IMIC, FF, IBET, IFF NL, LNEG, PHY, UpF

¹ Dissemination level: **PU** = Public, **CO** = Confidential, only for members of the consortium (including the BBI), **CI** = Classified, information as referred to in Commission Decision 2001/844/EC.

² Nature of the deliverable: **R**: Document, report (excluding the periodic and final reports), **DEM**: Demonstrator, pilot, prototype, plan designs, **DEC**: Websites, patents filing, press & media actions, videos, etc., **OTHER**: Software, technical diagram, etc.

WP 6:	A4F	Author	Mariana Doria
	A4F	Approval by WP leader	<i>Mariana Doria</i>
	A4F	Approval by coordinator	<i>Mariana Doria</i>

Document Version	Date	Author	Comments³
V1	20/04/2021	A4F	Creation
V2	22/04/2021	A4F	Modification
V3	06/05/2021	A4F	Final version for evaluation
V4	11/05/2021	A4F	Final version

³ Creation, modification, final version for evaluation, revised version following evaluation, final

Deliverable abstract

This delivery regards the project website, representing a “live” document, online, which will be constantly updated with information regarding the project and related topics provided by all partners.

The objective of the website is to display the project’s vision, implementation of activities and results throughout the project. This dedicated website provides access to the publications and other material arising from the project, as well as it will present interactive material such as promotional videos produced for dissemination purposes.

The BBI JU logo, EC and BIC emblems are visible on the homepage, indicating their funding of the project. The rest of the website is divided in six sections: project, partners, press & news, results, contact us, and events.

At the end of this document, the expected communication impact is pondered.

The maintenance of the website is the responsibility of A4F, whilst all the consortium members are required to provide information and documentation to feed on the website.

This delivery regards task 6.3 on “production and dissemination of a communication materials package (A4F, all) (M1-M48)”, dedicated to creating a full communication material for MULTI-STR3AM.

Table of content

1	Introduction	5
2	Objectives	5
3	Website structure.....	6
3.1	Homepage.....	6
3.2	Project.....	6
3.3	Partners.....	9
3.4	Press & News	11
3.5	Results.....	12
3.6	Contact us.....	12
3.7	Events	13
4	Expected impact.....	13

1 Introduction

The official project website www.multi-str3am.com went “live” on May 4th, 2021. It is the tool for an active promotion of project results, business opportunities and public awareness.

Prior to this complete version, a “landing page” was on-line at the same address, with a link to the latest press releases of the project and a login button for partners to access the project files.



Figure 1: MULTI-STR3AM landing page.

MULTI-STR3AM website provides the project overview highlighting the motivation, background and objectives of the project, technical content and structure of the project, and the composition of the consortium. Adding to it, all public deliverables and press releases will be available at the website. Besides the general public, the key target groups are: policy makers, industry, and academia.

The maintenance of the website is the responsibility of A4F, whilst all the consortium members are required to provide information and documentation to feed on the website. This “live” document has been created compliant with GDPR rules on data collection and processing.

The content of the website will be updated continuously by the consortium.

2 Objectives

The website aims to serve as a primary source of information regarding the project’s objectives, progress and outcomes, organising the project information as a unified source of visitor’s knowledge. This means to:

- Provide relevant and current information to a wide audience, in an accessible and usable manner;
- Be a common documentation base for all partners, containing the main project documentation and public deliverables;
- Be an information database of all activities and deliverables carried out by the project and consortium partners.

3 Website structure

The structure of the website is divided in seven sections, which will be described next: Homepage, Project, Partners, Press & News, Results, Contact Us, and Events.

3.1 Homepage

The homepage intends to highlight the three market sectors that are the focus of MULTI-STR3AM: food, feed and fragrance. It also brings the logos of the Horizon 2020, European Commission and BBI JU, to explicit the funding source for the development of the project.

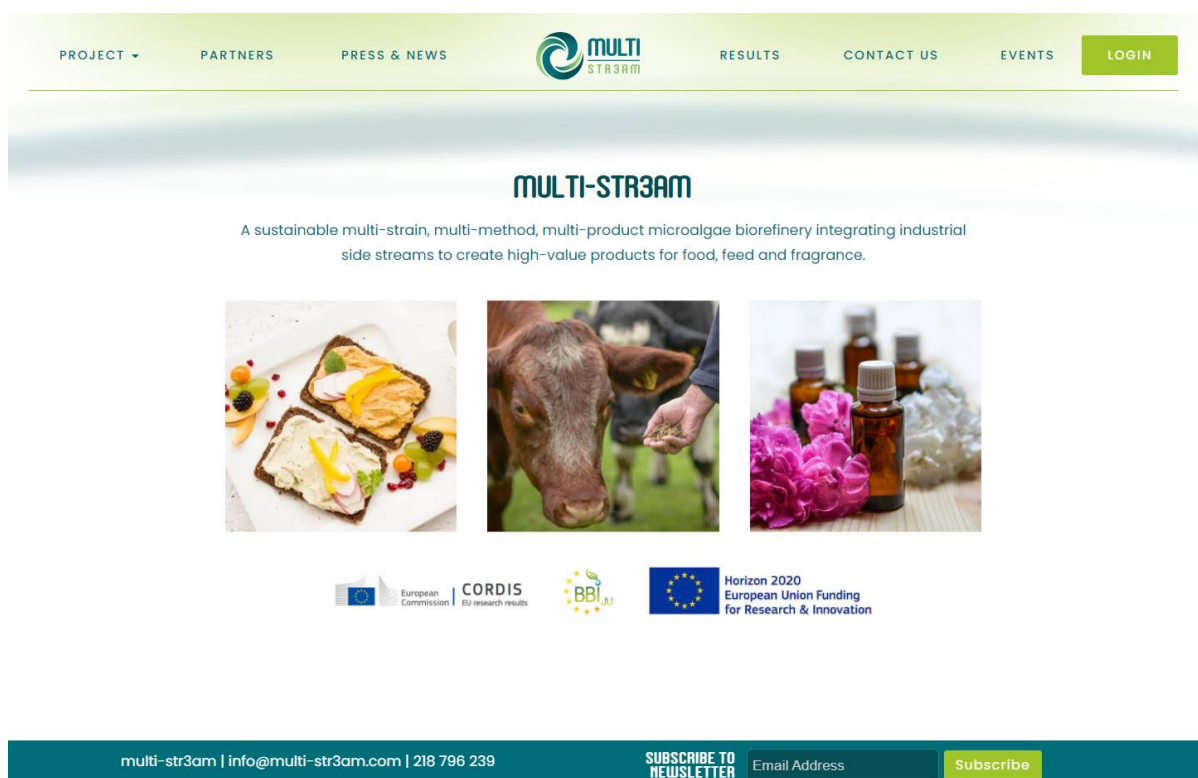


Figure 2: MULTI-STR3AM Homepage.

At the up-right corner, it is located the “login” button, where all partners can access the database with the project files. Also, at the bottom of the homepage it is possible to subscribe to the newsletter, which will be sent every three months to all subscribers during the duration of the project.

3.2 Project

The space dedicated to the project specifics is divided in four subsections: Introduction, About, Overview and Structure. First, the introduction section brings information about the challenges MULTI-STR3AM faces, and the main goals of the project. In the future, a short video with a summary of the project will be published.

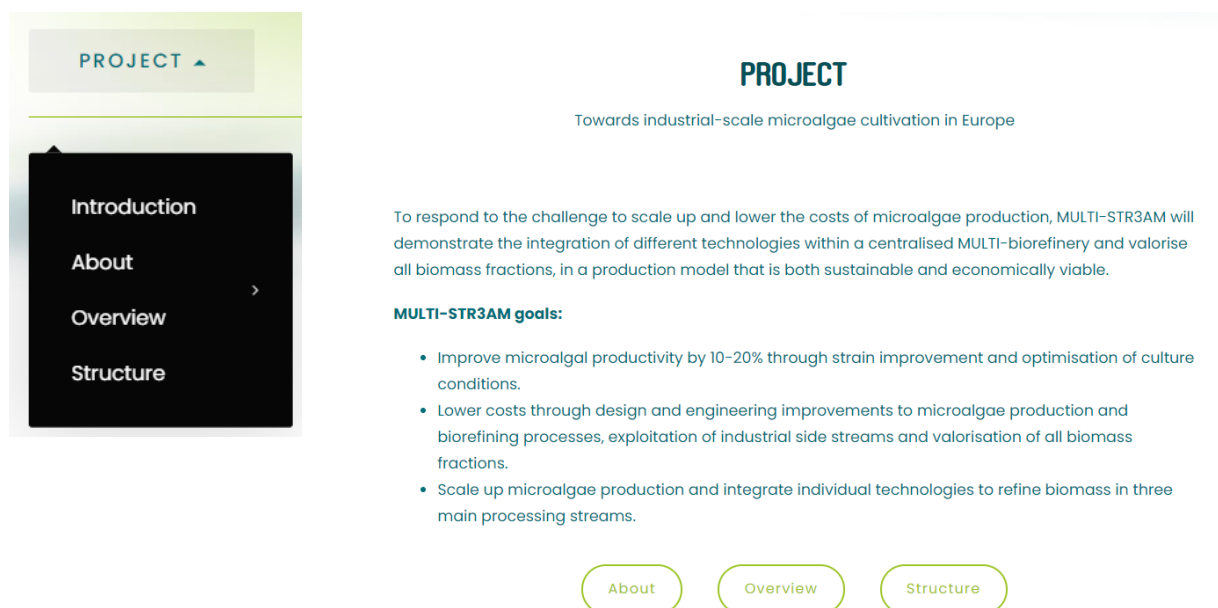


Figure 3: MULTI-STR3AM Project introduction.

The “about” section provides details of the project, regarding the call, funding programme and scheme, and the project fact sheet with information on status, grant agreement number, start and end date, budget and EU contribution, besides fields of science that the project tackles.

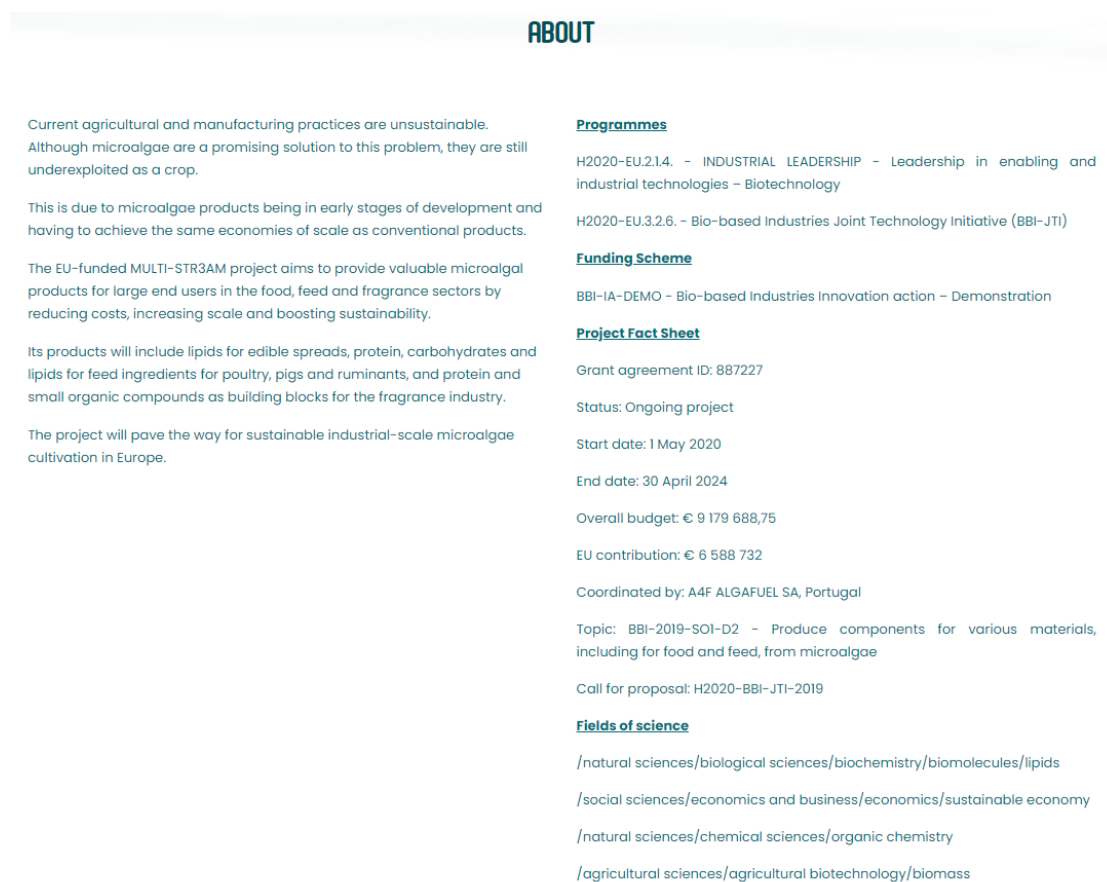


Figure 4: MULTI-STR3AM Project “About”.

The “overview” section provides more information regarding the project such as drivers and the products that will be demonstrated.



Figure 5: MULTI-STR3AM Project overview.

For last, the “structure” section shows the four main blocks of work, with its objectives and leading partner: Strain validation; Biomass refining; Product demonstration and validation; and Social, environmental and economic impact assessment. In the near future, a smart art is being designed in order to better explain in a visual form the structure of the project.

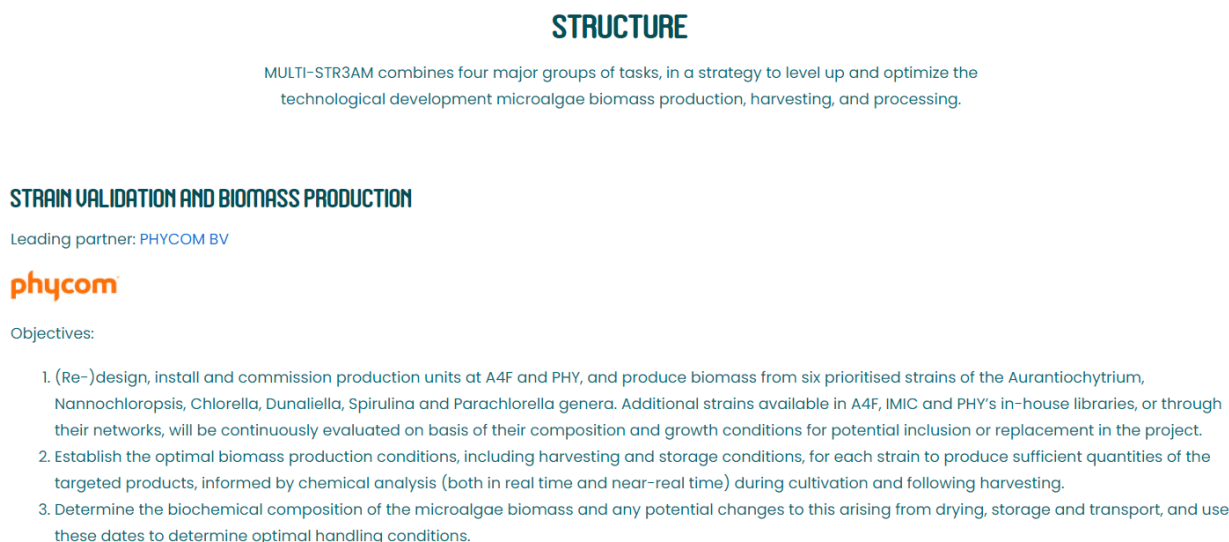


Figure 6: MULTI-STR3AM “Strain validation and biomass production”.

BIOMASS REFINING

Leading partner: A4F



Objectives:

1. To implement and commission a multi-species, multi-process and multi-product biorefinery (MULTI-biorefinery) capable of processing microalgae biomass, based on the integration of individual technologies and unitary processing operations.
2. To optimise the operation of the MULTI-biorefinery to maximise production of fractions and building blocks according to end user specifications.
3. To, over the course of the project, process biomass into fractions that are all valorised in a zero-waste approach.

Figure 7: MULTI-STR3AM “Biomass refining”.

PRODUCT DEMONSTRATION AND VALIDATION

Leading partner: IBET



To ensure the success of MULTI-STR3AM's 'market to resources' approach, end users from the food (Upfield), feed (ForFarmers) and fragrance (International Flavours & Fragrances) sectors are participating in the project as key partners.

These partners will provide input as to their needs in terms of type of compounds, purity, volume and price, as provide ongoing feedback on microalgae ingredients supplied by biorefining operations.

Objectives:

1. Evaluate the safety, quality and purity of microalgae products.
2. Determine the financial feasibility of taking up microalgae ingredients across the food, feed and fragrance industries.
3. Evaluate the performance of microalgae ingredients across food, feed and fragrance applications.

Figure 8: MULTI-STR3AM “Product demonstration and validation”.

SOCIAL, ENVIRONMENTAL AND ECONOMIC IMPACT ASSESSMENT

Leading partner: LNEG



Objectives:

Fully assess the techno-economic viability, environmental sustainability and social acceptability of the MULTI-biorefinery with technologies integrated and co-located in order to valorise all fractions of microalgae biomass.


1. Perform the biorefinery process design, integration and optimization to determine the best possible solution in terms of CAPEX, OPEX and socio-economic and environmental impacts.
2. Perform a comprehensive Life-Cycle Assessment (social, economic and environmental) of the multi-product biorefinery production process. Find bottlenecks and overcome it by increasing sustainability.
3. Perform the assessment of the whole value chain of the production process and benchmark process sustainability with traditional production methods of the different products.
4. Perform a sensitivity analysis in order to find and implement opportunities to increase sustainability.

Figure 9: MULTI-STR3AM “Social, environmental and economic impact assessment”.

3.3 Partners

The partners' section lists all eight partners in the consortium, brings a brief description about each player, and the links to their websites and social networks.

PARTNERS



A4F ALGAE FOR FUTURE

A4F - Algae for Future (A4F) (Portugal), is the project coordinator.

A4F incorporates the knowledge and experience of more than 20 years in the field of industrial microalgae biotechnologies. It is a bioengineering company, which Designs, Builds, Operates and Transfers (DBOT) microalgae industrial production and processing plants worldwide. A4F will coordinate the consortium, produce biomass autotrophically and build and operate the biorefinery according to the final product specifications for the end users.

[Website](#) [in LinkedIn](#) [Youtube](#)




INSTITUTO DE BIOLOGIA EXPERIMENTAL E TECNOLÓGICA - IBET (PT)

Instituto De Biologia Experimental e Tecnológica (iBET) is a private non-profit institution focused in bioprocess development services. As a Biotechnology Research Organization iBET acts as an interface between academic and private institutions while also creating and organizing autonomous knowledge and expertise. The iBET unit of Food and Health develops work in Food and Nutritional sciences, bringing together researchers with various expertise, including analytical and organic chemists, pharmacists, biochemists, microbiologists, biological and chemical engineers.

In the project, iBET will be responsible for Producing high value bioactive compounds from a large variety of complex natural matrices, namely recovery, purification and characterization of proteins, polar lipids and pigments and for Developing (bio)reactors and their integration with membrane processing for in-situ recovery of valuable bioactive products.

[Website](#) [in LinkedIn](#) [Twitter](#)




LNEG

Laboratório Nacional de Energia e Geologia, LP (LNEG), the Portuguese National Laboratory of Energy and Geology, is a State Laboratory attached to the Ministry of Environment and Energy Transition,

which mission is to promote technological innovation in the fields of energy and geology focused on science and technology, with the overriding objective of raising company competitiveness within a framework of sustainable economic progress. LNEG will Implement innovative separation technologies for bioproducts extracted from microalgae biomass, pilot testing of biorefinery, refinery scale up support and industrialization and perform Life Cycle Environmental and Social Assessment, as well as techno-economic assessment of the whole value chain.

[Website](#) [in LinkedIn](#) [Twitter](#)



IMIC CAS - Centre Algatech (CZ)

MIKROBIOLOGICKÝ ÚSTAV AV ČR V.V.I (Institute of Microbiology IMIC – Centre Algatech) (Czech Republic) was established in 1960 as a research institution of the Czechoslovak Academy of Sciences for microalgal biotechnology research for wide application from food / feed industry to medical applications. Since then, the Centre developed into internationally recognized research institution focus on both fundamental and applied research in microalgal biotechnology, genetics, physiology, metabolism, biochemistry, cultivation. The Centre team is responsible for searching new promising strains of microalgae, lab to pilot scale cultivation in both auto- and heterotrophic conditions and testing chromatographic technology for a large-scale downstream processing.

[Website](#)



PHYCOM

Phycom is one of Europe's largest and most innovative producers of algae. Based on decades of experience in the biotech sector, Phycom has developed a sustainable and completely closed production system. Phycom's cultivation techniques and process technology are highly innovative in the international market. The result is high-quality, food-safe microalgae with superior purity and consistent quality. Phycom's food and feed safety management system is FSSC22000 and GMP+ certified. Within the Multi-stream project, Phycom will contribute to the production of the algae biomass, based on the selected algae-strains, and to the optimization of the algae production systems.

[Website](#) [in LinkedIn](#) [Twitter](#)

Figure 10: MULTI-STR3AM Partners.

The three consortium partners that are “end users”, and key players responsible for the evaluation and final formulation of the seven products derived from MULTI-STR3AM, are detached. It is important to show that these partners will provide input as to their needs in terms of type of compounds, purity, volume and price, as provide ongoing feedback on microalgae ingredients supplied by biorefining operations.



For Farmers

ForFarmers N.V. (NL) is an international organisation that offers complete and innovative feed solutions for livestock farming. With its "For the Future of Farming" mission, ForFarmers is committed to the continuity of farming and further sustainalising the agricultural sector.

ForFarmers is the market leader in Europe with annual sales of 10.1 million tonnes of animal feed. The company is operating in the Netherlands, Germany, Belgium, Poland and the United Kingdom. ForFarmers has approximately 2,600 employees. In 2019, the turnover amounted to approximately € 2.5 billion.

[Website](#) [LinkedIn](#) [Twitter](#) [Youtube](#)



INTERNATIONAL FLAVORS & FRAGRANCES | IFF

For over 130 years, IFF has been using artistry, science, and expertise to create unique and unexpected scents, tastes, experiences and ingredients for the products our world craves—from global iconic brands to indie startups. Driven by its purpose – To redefine & transform how we live in and care for the resources of our world – IFF is committed to do more good, question everything, and champion creators.

As part of IFF's long history of developing innovative solutions for a multitude of global challenges, the Company is proud to participate and support the Multistr3am project to pioneer materials for fragrance encapsulation and continue to expand its portfolio of renewable fragrance ingredients. The goal of IFF's R&D collaboration with the European Commission's CORDIS Horizon 2020 framework program is to validate whether algae materials can be incorporated into the Company's high-quality products, innovative solutions and partnerships with customers to deliver growth, and build the way to a more sustainable future.

[Website](#) [LinkedIn](#) [Youtube](#)



UPFIELD

Upfield is the largest plant-based consumer products company in the world. Company's purpose is to make people healthier and happier with great tasting, all-natural, plant-based nutrition products that are good for consumers and the planet. Upfield is strongly committed to sustainable development that guides the entire value-chain taking into account responsible sourcing, no deforestation due to company's supply chain and minimizing the use of packaging. Upfield will take part in this proposal in its role as an end-user of oil/fat compounds that will be extracted from microalgae.

[Website](#) [LinkedIn](#) [Twitter](#) [Youtube](#)


Figure 11: MULTI-STR3AM End-users partners.

3.4 Press & News

In this section, all news regarding the project, press releases delivered to the public, and other news that deal with scientific topics related to the project such as microalgae, biorefinery, and bioeconomy, will be published.

PRESS & NEWS

All
News
Press Releases




PRESS RELEASE

MULTI-STR3AM TOWARDS BIOECONOMY: INNOVATION GOES ON AND ADAPTS TO A NEW REALITY OF A WORLD PANDEMIC

2020 has been a world challenge, and it was not different to the innovation ecosystem. The MULTI-STR3AM consortium launched an innovative project...

Read More



PRESS RELEASE

ALGAE BASED PRODUCTS ACCELERATING THROUGH MULTI-STR3AM PROJECT A SUCCESSFUL KICK-OFF MEETING

The newly started Bio-based Industries Joint Undertaking's project MULTI-STR3AM addresses the challenges of scale of microalgae-based products by...

Read More

Figure 12: MULTI-STR3AM "Press & News" page.

Also, a press kit is available at this section for media purpose.

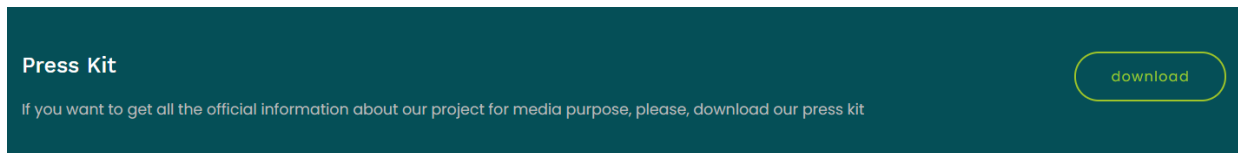


Figure 13: MULTI-STR3AM Press kit link at “press & news” page.

3.5 Results

In section “results”, all public deliveries, public publications and presentations that have been disclosed in different journals or events that all partners may participate, will be available for download.

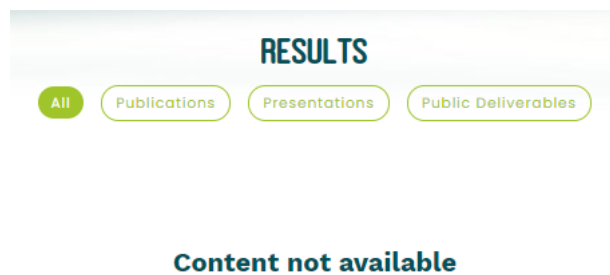


Figure 14: MULTI-STR3AM “Results” page.

3.6 Contact us

Besides the links to each partners’ website and social media, a “contact us” form is also available for those who wish to contact directly the coordination of the project. Theses messages will be received by the project coordinator (PMO) who will answer or send the message to the consortium partner who might be more appropriated to respond to the message.

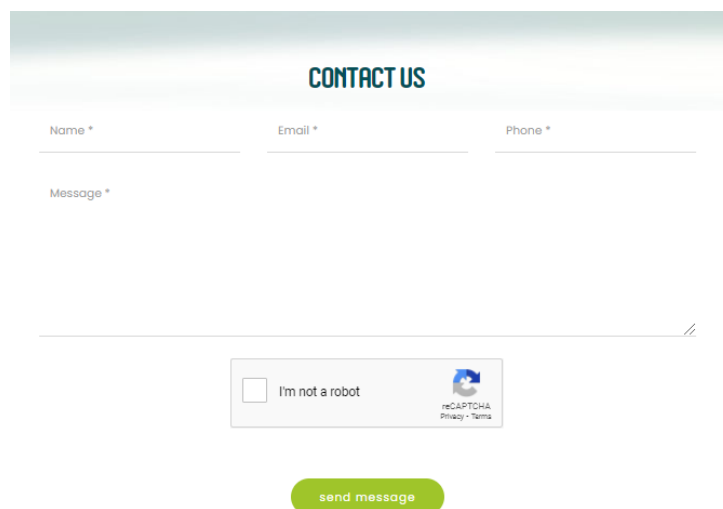


Figure 15: MULTI-STR3AM “Contact us” page.

3.7 Events

For last, a section with a list of future events of interest related to the project is displayed to the visitors. It is the intention of the consortium to increase the discussion on topics related to MULTI-STR3AM, so all congresses, seminars, webinars, and fairs of interest will be publicized at the website.

EVENTS		
WHAT	WHERE	WHEN
EUBCE 2021 – 29th European Biomass Conference & Exhibition 🔗 https://www.eubce.com/	On-line	26 – 29 April
10th International Conference on Algal Biomass, Biofuels and Bioproducts (AlgalBBB 2021) 🔗 https://www.elsevier.com/events/conferences/international-conference-on-algal-biomass-biofuels-and-bioproducts	On-line	14 – 16 June
BioTech Czech-Swiss Symposium with exhibition 🔗 https://www.biotech2020.cz/	On-line	16 – 19 June
PLANT BASED SUMMIT 🔗 https://www.plantbasedsummit.com/	Reims, France	22 – 24 September
Vitafoods Europe 🔗 https://www.vitafoods.eu.com/en/welcome.htm	On-line & Geneva, Switzerland	4 – 8 October
Nordic pet food conference 🔗 http://norpetfood.com/	Vilnius, Lithuania	9 – 10 November
Euromembrane conferences 🔗 http://euromembrane2021.eu/	Copenhagen, Denmark	November 28 – December 02

Figure 16: MULTI-STR3AM “Events” page.

It is important to increase awareness on the project topics and facilitate the exchange of information that might support the market success of future MULTI-STR3AM products. Thus, all scientific and technological debates regarding the use of microalgae biomass as raw material for food, feed and fragrance will be incentivized by MULTI-STR3AM consortium.

4 Expected impact

The impact of the communication activities will be measured through indicators, and the website will be continuously evaluated by the number of visitors throughout the months. It will be important to keep a routine of supplying monthly the website with new information. Also, all communication activities in social networks intends to have links to the news in the website, keeping the flow of visitors.

For the first year of project, the intention was to have 100 visitors by May 1st. This was not possible given the difficulties faced by the coordination and the delay to have the website on air. The following metrics was defined for month 24, April 2022.

Table 1: Indicator for website flow evaluation at month 24.

Indicator	May 2022 (following M24)	Source and methodology
Number of visits on project website	600	Website count. Google analytics report on May 1 st

Independent on this specific indicator, the intention of the consortium is to increase with the evolution of the project all communication and dissemination activities, and the website intends to be the centre of all the information flow.