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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: 60 months

Deliverable 6.13

Communication Plan [update 2]

WP	6	Communication and dissemination
Task	6.2	Development and implementation of a communication plan

Dissemination level ¹	PU	Due delivery date	30/04/2023
Nature ²	R	Actual delivery date	29/04/2023

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
	A4F	Approval by WP leader
	A4F	Approval by coordinator

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V0	19/03/2023	A4F	Creation
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V3	29/04/2022	A4F	Final version

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

Deliverable abstract

This deliverable is an update of the communication plan of MULTI-STR3AM project developed under Task 6.2. The goal of the update is to evaluate the results of the communication activities and to ensure the maximisation of the impact of the MULTI-STR3AM communication. For that, the definition of the target audiences, key messages, communication channels and implementation plan of the communication activities was revised. Additionally, the evaluation metrics were updated and adjusted in order to better evaluate these activities and ensure the boost of the project's communication.

This deliverable presents the communication strategy of the project and gives an overview of the communication activities planned for the following 12 months of the project, until M48. Activities that are foreseen at a later stage will not be scheduled, as the next update to the plan will add this information.

This deliverable will be updated in M48 to include a status report on the implemented activities, as well as to integrate any revisions deemed necessary by the consortium to increase the impact of the project's communication activities.

Table of content

1	Objectives of the Communication Plan	5
1.1	Specific objectives of the communication plan	5
1.2	Guiding principles	5
1.3	Links with other tasks and WPs	6
2	Stakeholder analysis and target groups.....	6
3	Key messages	12
4	Communication channels, tools and activities	12
4.1	Project website	13
4.2	Project video materials	15
4.3	Social media	15
4.4	Media coverage	15
4.5	Newsletters.....	16
4.6	MULTI-STR3AM interpretation centre.....	16
4.7	Workshops, conferences and fairs.....	16
4.7.1	Partners websites	16
4.7.2	Partners social media	17
4.7.3	EC's media channels	17
5	Monitoring of communication activities and impact assessment	18
5.1	Evaluation of the impact of communication activities in M1-M36.....	19
5.2	Updated Communication Metrics	22
6	Annexes: Dissemination and Communication Log	23

1 Objectives of the Communication Plan

The objectives of the communication activities are twofold, as they a) relate to increasing the visibility of the project itself and b) to raising awareness and interest for the findings resulting from the project. This plan is conceived as a practical tool to be used by all partners to develop their individual and collective communication activities efficiently and contribute to the overall impact of the project. It has been developed following the guidance for project participants on communication about EU research and innovation projects⁴.

1.1 Specific objectives of the communication plan

This communication plan provides overall guidelines to increase the impact and outreach of the project. To do so, the communication plan aims to:

1. Create a visible and recognizable visual identity for the project, in order to establish a “project brand” on the market and track activities performed within MULTI-STR3AM.
2. Clarify the ambitions and define key performance indicators against which the communication activities will be evaluated in terms of impact and outreach.
3. Create an action plan and communication log in order to coordinate and keep track of communication activities, but also ensure that communication activities are deployed in a coherent and continuous fashion. This will support the consortium in reaching the expected impact of the project.
4. Coordinate with other stakeholders, such as other Horizon 2020 or BBI funded projects, for the co-organisation of events or publications of results in order to cluster results and maximise impact.
5. Follow up on activities performed during the project in order to evaluate the efficiency of measures taken and take corrective measures should the impact be below expectations set in the communication plan.

1.2 Guiding principles

Communication activities are envisaged with the following considerations in mind:

1. A strict commitment to quality principles and a strategic take on communication to ensure that activities are planned strategically, implemented in a timely fashion and evaluated continuously to take corrective measures
2. A clear commitment to use a coherent visual identity across all communication materials to establish a strong brand. All partners commit to following the design standards established, review procedures as well as inform the rest of the consortium of communication activities.
3. A timely roll-out of communication activities to build a solid presence within identified target audiences and focus increasingly on communicating about the findings of the project to nurture interest
4. A balance between activities targeting stakeholders at local, national and European levels to secure buy-in from stakeholders across geographies and industries

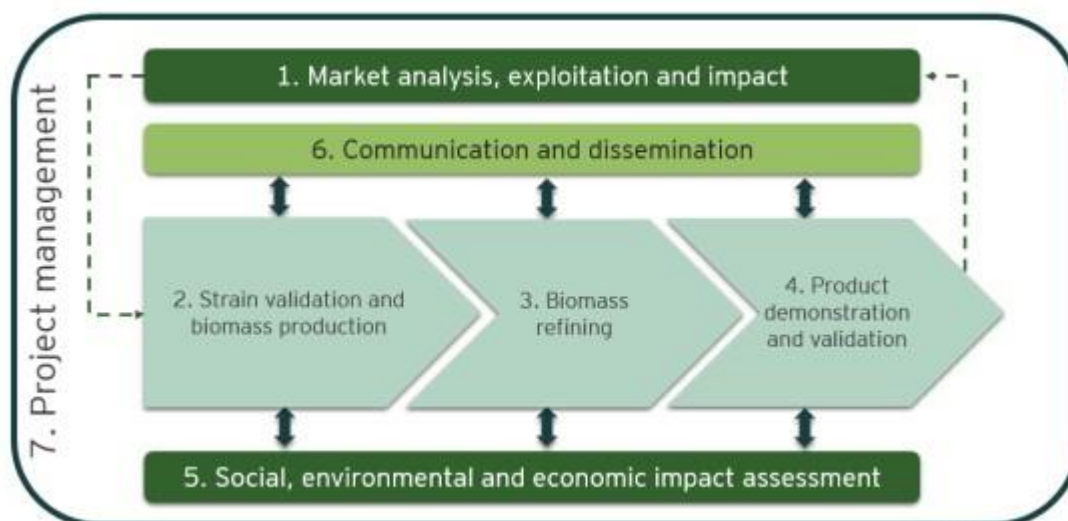
⁴ https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

5. A focus given to audiences that will help pave the way towards the societal acceptance of microalgae in novel application areas
6. A focus on monitoring, especially in the uncertain COVID-19 context, in order to ensure the consortium can react quickly to reach communication targets.

1.3 Links with other tasks and WPs

The communication plan is linked to the following tasks and deliverables in MULTI-STR3AM:

- **Task 6.1 Dissemination Plan (M1-M60):** The deliverable is due in M6, M24, M36 and M48, and aims to ensure the results are made accessible to relevant stakeholder groups for further exploitation. The Communication Plan will focus on both the project's progress and high-level communication about the results achieved, whereas dissemination activities will complement and deepen information sharing to favour knowledge sharing and exploitation by stakeholders not directly involved in the consortium.
- **All work packages:** Communication activities will span across the whole project to communicate on the progress achieved by the consortium as a whole and results obtained in the various work packages. As part of WP6, communication activities will interact and receive input from all other work packages in the project, as illustrated in the graphical representation below:



2 Stakeholder analysis and target groups

Project communication will extend from the most technical and experienced experts to the general public. In the draft dissemination and communication plan, the consortium mapped stakeholders as follows:

- Industry; divided into exploiting (algae producers) and processing (end-users) industry
- Academia
- Policy makers and NGO's
- General public

	Who?	Why?	How?
Industry	<ul style="list-style-type: none"> • Feed sector; Aqua feed sector for live algae (shells, clamps, rotifers); Pet food sector • Producers of alternatives to meat and fish; Food manufacturers (pigments, flavour and fragrance enhancers, thickening agents); beverage manufacturers • Relevant industry associations such as European Algae Biomass Association (EABA), EFSA, OPNV, AP-BIO (PT), ZLTO (NL) European Industrial Bioenergy Initiative (EIBI) and farmer’s organisations. • Microalgae biomass producers • Microalgae cultivation and processing technology providers 	<ul style="list-style-type: none"> • Achieve buy-in from new end-users • Secure interest in the methods and products developed in the project • Advance state-of-the-art within microalgae cultivation and processing • Disseminate new business models addressing economic viability issues encountered in the industry • Contribute to enhancing innovation height, competitiveness and growth of companies in the European bio-based industry • Engage with potential stakeholders likely to replicate the model developed in the MULTI-biorefinery 	<ul style="list-style-type: none"> • Publication of articles in industrial news outlets • Participation in relevant conferences, trade shows and events • Updates on project’s website and social media, supported by coverage in the project’s partners own websites and online communication channels
Academia	<ul style="list-style-type: none"> • Universities and associated national European organisations, e.g., the European Universities Association • National science academies, e.g., European Academy of Sciences, the Czech Academy of Sciences 	<ul style="list-style-type: none"> • Boost awareness of new methods, practices and concepts developed in the project, contributing to advancing the state-of-the-art in microalgae technology • Spark new collaborations and cross-sector connections • Contribute to the education of university students • Improve commercialisation activities of public research institutions 	<ul style="list-style-type: none"> • Publications in peered reviewed journals • Participation in conferences • Participation in research projects and open discussions with other ongoing projects in the field
Policy makers	<ul style="list-style-type: none"> • CEN Technical Committee 454 on Algae and Algae Products • Portuguese Ministry of Environment and Energy Transition • Portuguese Ministry of Sea • Secure feed/ GMP+ (certifying) organisations needed to approve use of products resulting from this project. • Local and national government • European and national regulatory authorities • Funding authorities responsible for defining R&D priorities in Europe 	<ul style="list-style-type: none"> • Ensure understanding of key stakeholders at local, national and European levels of the potential of microalgae as a source of ingredients in food, feed and other industries • Encourage the design of framework conditions to support the growth, innovativeness and competitiveness of the industries at stake • Create an attractive legislative framework in order to enhance the development of microalgae-based bio-based industries (biorefineries) • Support the approval of currently non-approved microalgae species/strains by regulatory bodies 	<ul style="list-style-type: none"> • Participation in key events such as conferences, policy discussions • Organisation of tours and open days of the biorefinery site • Networking, e.g., through LNEG, responsible for the implementation of the Portuguese National Plan for the Promotion of Biorefineries
General public	<ul style="list-style-type: none"> • Consumers • Environment and health-conscious citizens • General Public, citizens 	<ul style="list-style-type: none"> • Raise awareness of EU-funded research, and scientific/technological challenges tackled by the project • Increase societal acceptance of microalgae as an ingredient • Increase understanding of the bio-based economy and its social, environmental and economic impact • Raise awareness of research/ industrial partners themselves (sort of PR) 	<ul style="list-style-type: none"> • Traditional printed or electronic media outlets • Online presence (website, social media) • Tours and open days in the biorefinery

Among the different categories, the consortium distinguishes between primary (*those that benefit directly from the project results*) and secondary (*those that benefit indirectly from the results*) targets. Stakeholders are segmented by partner country (The Netherlands, Czech Republic, Portugal).

Primary stakeholders – The Netherlands				
Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
PHY				
(Aqua) Feed sector for live algae (shells, clams, rotifers) - Aqua Valley consortium (NL)	High	medium	Securing the availability of non-animal sourcing to promote aqua feed cultures independent of natural resources. Securing competitive advantage towards Asian import.	Involving end-users at an early stage in order to gather valuable information about the industrial use of microalgae.
Pet food sector	High	medium	The applicability of microalgae and its effect in pet food. The use of high-quality safe ingredients for pet food.	Involving end-users at an early stage in order to gather valuable information about the industrial use of microalgae. Participation in relevant conferences, trade shows and events (e.g. Nordic Pet Food Conference & Exhibition, Interzoo, Zoomark, VIV Europe, etc.).
Food sector: Producers of alternatives to meat and fish; Manufacturers (pigments, flavour and fragrance enhancers, thickening agents); beverage manufacturers	High	High (Increased visibility of microalgae products for the general public)	The market applicability of the algae; Sustainable ingredients ensuring sustainable product development.	Production of engaging promotional videos; high-end B2B exhibitions such as FiE, Vitafoods attendance.
End-users for all sectors	Medium	High	Use of high-quality safe ingredients for food & feed (alleviate worry on inferior quality of algae products).	Clear communication and transparent composition analysis reporting.
Certifying bodies	Medium	High	Securing safe manners of operation for food & feed.	Early-on involvement of GFSI-certified bodies ensuring market applicable standards.

FF				
Farmers	High	Low	Economic and safe feed material	Included in normal comms activity.
FF Account Managers	High	Low	Benefits of algae as a feed material	Internal briefing and training
DML Suppliers	High	Medium	Liquid feed materials could be a substrate	Direct B2B comms
Processors/Retailers	Medium	Low	Alternative to soy	General comms and B2B briefing. Development of specific supply chain concepts

UpF				
Consumers	High	Low	Price and plant-based, safe, sustainable products	Included in normal communication activities.

IFF				
Consumer goods industry	high	low	more sustainable, high performing fragrance ingredients	internal supplier-customer interactions

Secondary stakeholders – The Netherlands

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
PHY				
Governmental organisations (e.g., Ministry of Economic Affairs, Climate Policy; Ministry of Agriculture, Nature and Food Quality)	Medium	Low	Ensuring a vibrant and innovative economic landscape.	Actively contributing to regional and national policymakers’ requests for innovation. Showcasing the importance of microalgae via communication channels (e.g., interviews, blog, articles).
General public: Consumers (Environment and health-conscious citizens)	Low	Low	Increase societal acceptance of microalgae as an ingredient.	Establishing online presence: Hosting lectures, website launch, etc.
EFSA	Medium	High	Safety of food & feed algae products.	Linking with NGO’s and other partners to adapt to the conclusive list in the Food Innovation Portal early-on
Sustainability agency (NL) (Schuttelaar & partners)	Medium	Medium	Promoting a common European regulatory/ legal framework for microalgae products through international collaborations.	Present MULTI-STR3AM information.

FF				
NGOs	Medium	Low	Alternative feed materials which replace soy and	Press/ media/ Annual Report

Secondary stakeholders – The Netherlands

			therefore reduces potential risk of deforestation	
Policy Makers	Medium	Med	Ensure supportive legislative and policy environment	Primarily through feed industry trade associations and national and EU level

UpF

NGOs	Medium	Low	Alternative and sustainable plant-based oils which reduces potential risk of deforestation	Press/media/Annual Report
Policy makers	Medium	Med	Ensure supportive legislative and policy environment	Primarily through food industry trade associations and national and EU level

IFF

Consumers	Low	Low	Increase understanding of the bio-based economy and its social, environmental and economic impact	Online presence (website, social media)
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Primary stakeholders – Czech Republic

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
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IMIC

Commercial partners of IMIC	High	Low	IMIC shows its abilities to do a research in algal biotechnology	Information about project on our web pages, leaflets
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Secondary stakeholders – Czech Republic

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
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IMIC

Academy of sciences of the Czech Republic	High	High	IMIC presents its results, public funds are e.g., based on IF of research publications	Publishing research results
Decision makers (authorities, funds, Academy of sciences)	High	High	Awareness of algal research in IMIC	PR activities

Secondary stakeholders – Czech Republic

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
Public	High	Low	Public awareness of algal biotechnology and research in IMIC	PR activities Participation in National Project of Strategy AV21 – Potraviný pro budoucnost (Food for future) e.g., Scientific fairs, Nights of Science, Media presentation

Primary stakeholders – Portugal

Name	Impact	Influence	What is important to the stakeholder?	Strategy for engaging the stakeholder
LNEG, A4F, iBET				
Policy makers: <ul style="list-style-type: none">• APA• ASAE• DGAV• DGRM	High	Medium	Ensure the project delivers consumers safe products and supports the Government to reach environmental goals. Ensure supportive legislative and policy environment. Ensuring a vibrant and innovative economic landscape.	PR activities. Actively contributing to regional and national policy makers request for information.
Industry: <ul style="list-style-type: none">• Macroalgae and microalgae producers• Consumer goods industry	Low	High	Acknowledge new business opportunities regarding algae sector. Diversification of products and markets. Plant-based, safe, sustainable products.	Information sharing and dissemination activities: website, events participation and organization, press releases, videos, among others.
General Public: <ul style="list-style-type: none">• Certification bodies• Environmental NGOs• End Consumers	Medium	Low	Public awareness of algal biotechnology, sustainability benefits (environmental & economical).	Information sharing and dissemination activities: website, events participation and organization, press releases, videos, among others.
Academia	Low	Medium	Increase funds for R&D&. Technology transfer from academia to industry.	Publishing research results.

3 Key messages

The nature of the messages will be focused on the major assets of the project and targeted to the different audiences identified in Section 2.

Target audience	Key messages
Policy makers	<ul style="list-style-type: none"> • The development and production of microalgae in MULTI-STR3AM contributes to major Sustainable Development Goals enhancing EU's global position. • The inclusion of microalgae (and the project-defined strains) in the future Food Innovation Portal (which will replace the Novel Food Catalogue). • Algae have enormous potential and the reduction of barriers to its industrialisation should be incentivised by biobased policies. Regulations must be made to include these raw materials. Collaboration between the academic and commercial world can bring new and innovative ideas and public investment returns back to taxpayers.
Industry	<ul style="list-style-type: none"> • Sustainable Investments towards growth and scale economies must be made in order to bring algae as a sustainable replacement of other raw materials for several industries, for example displacing petrol-based material with bio-based, biodegradable materials for consumer fragrance ingredients and encapsulation. • Microalgae are natural and sustainable ingredients that, thanks to their nutritional and functional properties, hold opportunities for innovative product development. • MULTI-STR3AM works with and for industry with ready knowledge on product development for direct market application of algae. • For the food and feed industry algae enrich and enable future consumer products to be more sustainable. • Algae offers a solution to the imminent gap of food quality and food availability.
General public	<ul style="list-style-type: none"> • Algae based products are good sources of nutrition and are adequate for vegan consumers, replacing, with success, nutrients and ingredients commonly found in meat and/or fish sources. Algae are a sustainable food source that can increase health by reducing intake of salt, sugar and harmful fatty acids without compromising taste. • The general public must be made aware of these viable alternatives (generalisation of consumption).
Academia	<ul style="list-style-type: none"> • Further research targeted at better control of production, higher productivities and reduced costs must be prioritized.

4 Communication channels, tools and activities

The various methods below were identified as the most effective communication channels to ensure the project reaches the right target audiences:

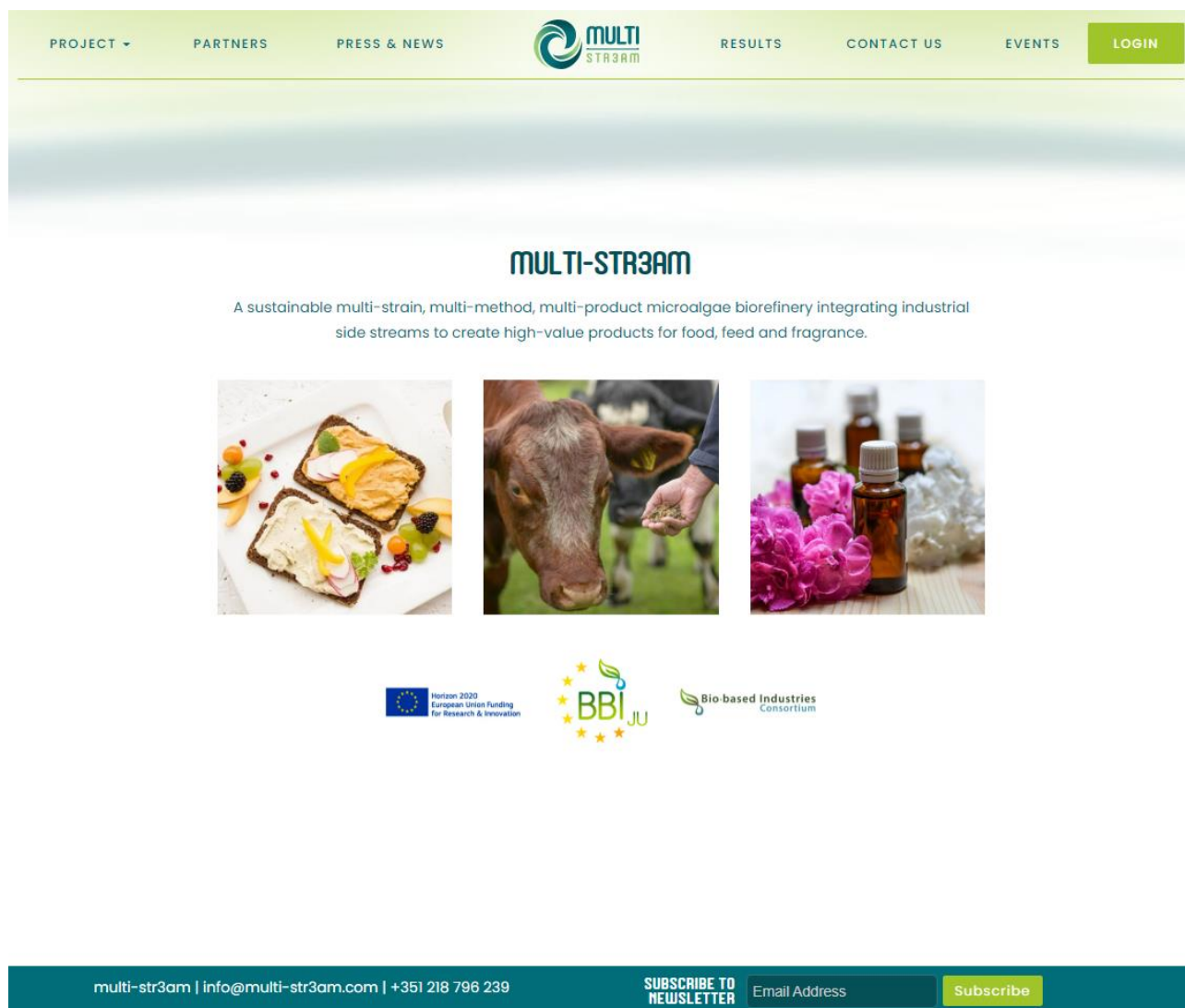
Channels	Targets	Objectives	Supporting means
Official project website	At least 5,000 unique visitors per year with geographical representation	Present the project objectives, activities Give an overview on all outputs and deliverables Update event calendar	Visual identity kit, project videos, links to partners' websites
Project video materials	At least 1,000 views in total (all videos) Publish at least 4 videos during the project duration	Present the project concept, partners and activity plan Provide updates in an engaging manner	Publication of videos online, e.g., YouTube
Social media	Publish at least once a month	Reach a broad audience, cutting across both industry professionals and the general public	Publication of videos, news, events, milestones on the partners' social media profiles
Media coverage	At least 1 news article and 2 interviews a year	Science communication articles for technical magazines and online outlets	Technical magazines, online outlets, national and regional public newspapers, journals
Newsletters/ email lists	At least 500 subscribers in 48 months	Raise awareness on the project and facilitate collaborations	Send Newsletters to mail lists, e.g., MailChimp
MULTI-STR3AM interpretation centre	At least 1,000 visits in total	Involve the local community	Organized visits for individuals/groups with interest
Workshops, conferences, fairs, seminars, etc.	At least 50 events in total (online and offline)	Involve industry and academic audiences	

NB. More detailed information on some of the following sub-sections can be found in the annexes at the end.

4.1 Project website

The project website www.multi-str3am.com started running at 4th of May 2021, serving as a primary source of information regarding the project's objectives, progress and outcomes with the aim of organising the project information as a unified source of visitor's knowledge. The content of the website is updated continuously by the consortium and distributed by the following pages:

- Project
- Partners
- Press & News
- Results
- Contact Us
- Events



The Project page is divided in Introduction, About, Overview and Structure, giving a project overview, highlighting the motivation, background, objectives, the technical content and structure of the project, and the composition of the Advisory Board. Page Partners describes all the partners of the consortium while the Press&News is continuously updated with published press releases of the project. The Results page allows all visitors to see presentations performed online and access to the MULTI-STR3AM public deliverables, as well as the publications performed within the scope of the project. The Contact Us page gives the opportunity to any visitor to reach out to the coordinator of the project. The Events page gives an updated list of the most interesting conferences, fairs and other events in the sector of algae, biorefinery, biomass valorisation and blue bioeconomy that will happen in the near future.

The website is aimed to reach all audiences of the project, identified in section 3. It will:

- 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 public deliverables carried out by the project and consortium partners.

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.

The website is compliant with GDPR rules on data collection and processing.

4.2 Project video materials

Project videos (either professional or amateur) will be filmed and edited to present the project concept, partners and activities. They will be used for promotional activities, uploaded to YouTube and shown by partners at relevant conferences.

The project video is being created to be launched in the Q4 of 2023. The MULTI-STR3AM video will present the problem the project addresses and the main goals and activities that the project is focus on implementing to achieve the solution and desired algal products. The video will be published on the YouTube channel of the coordinator and partners and other social media, with the goal to achieve 6,000 views.

4.3 Social media

Social media profiles from all partners are used for the dissemination of the project's activities. All interactions about the project resulting from these publications must be communicated to all partners. The main social media focus will be on LinkedIn, Twitter, Facebook and YouTube. These will be used to reach a broad audience, cutting across both industry professionals and the general public. Content will focus on the potential of microalgae as a sustainable source of ingredients for food, feed and fragrance, as well as highlight new technologies and processes developed during the project.

The LinkedIn Page created for the MULTI-STR3AM project (<https://www.linkedin.com/company/multi-str3am/>) is a periodical source of information of the project's progress, sharing results obtained by all partners. The LinkedIn Page has now 697 followers, increasing every week.

For all social media accounts, posts will be made monthly or bi-weekly and include content such as partners participation in events, achievement of project milestones, video demonstrations of microalgae production technology. Account administrators will engage actively with users to ensure effective two-ways communication.

4.4 Media coverage

Articles will be prepared for publications in outlets such as technical magazines, online outlets, national and regional public newspapers, journals etc. both in print and online. Several press releases are planned to publicize the most important milestones and achievements of the project. They will be prepared by all the partners to cover a broad geographical area. Under media coverage, the consortium also aims to publish non-scientific and non-peer-reviewed publications such as publications with a general description of the project and the targets achieved.

NB. This activity will overlap with the activities found in the dissemination plan, as it makes sense to also disseminate results in e.g., press releases to put more meat on the bone.

4.5 Newsletters

Electronic newsletters will be prepared for distribution to business partners and network contacts to raise awareness of the project and facilitate potential collaborations, with a sign-up option on the website. Advertisement of the newsletters will be given on social media to increase the interest of the general public to details of the project. Old newsletters will be available at the website of the project once the most recent has been sent to the subscribers.

4.6 MULTI-STR3AM interpretation centre

A permanent display will be installed by M60 on the Riverside Walkway at ALGATEC to communicate visually about the project's key concepts, potential and achievements to pedestrians.

4.7 Workshops, conferences and fairs

The focus will be on online events such as webinars and online fairs, in consideration with COVID-19 restrictions. In the case of eased regulations due to wide delivery of vaccines or the like, events with physical attendance will be organised and held.

4.7.1 Partners websites

To increase the impact among the specialised audience, all the consortium members will be asked to include a reference to the project and their participation on their organisation website.

Partner	Website with mention of MULTI-STR3AM
A4F	www.a4f.pt
IMIC	www.alga.cz – Czech and English
FF	www.forfarmersgroup.eu/en/
iBET	www.ibet.pt Webpage link with iBET participation in MULTI-STR3AM project: www.ibet.pt/projecto/a-sustainable-multi-strain-multi-method-multi-product-microalgae-biorefinery-integrating-industrial-side-streams-to-create-high-value-products-for-food-feed-and-fragrance/
IFF	www.iff.com
LNEG	www.lneg.pt
PHY	www.phycom.eu/multi-str3am https://phycom.eu/about-phycom/announcements/phycom-partners-in-multi-str3am
UPF	www.upfield.com

4.7.2 Partners social media

Partner	Facebook	LinkedIn	Twitter	YouTube	Instagram
A4F	-	A4F-Algae for Future	-	A4F - Algae for Future	-
IMIC	@MikrobiologickyUstavAvCrTrebo n	@ALGATEC H Centre - Inst. Microbiol. Czech Acad. Sci.	@AlgatechTrebo n - Centrum ALGATECH Třeboň	Centrum ALGATECH Třeboň - MBÚ AV ČR	Mikrobiologick ý ústav AV ČR - Centrum Algatech Třeboň
FF	@ForFarmers	ForFarmers	@forfarmers	ForFarmersNL	-
iBET	@iBETportugal	iBET - Instituto de Biologia Experimenta le Tecnológica	@iBET_Portugal	iBET Portugal	-
IFF	@InternationalFlavorsandFragranc es	Internationa l Flavors & Fragrances	-	International Flavors & Fragrances Inc.	-
LNEG	@LNEGPortugal	LNEG	@LNEG_PT	-	-
PHY	@Phycom Microalgae	Phycom	@PhycomNL	-	-
UPF	-	<u>Upfield</u>	@upfieldglobal	Upfield Global	-

4.7.3 EC's media channels

Media	Description
Horizon Magazine http://horizonmagazine.eu/	HORIZON is the EU Research & Innovation e-magazine. It covers the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth.
Newsletters www.ec.europa.eu/research/index.cfm?pg=publications&lg=en	Newsletters are published by the European Commission for different research areas. MULTI-STR3AM will contact this media to reach a wider audience.

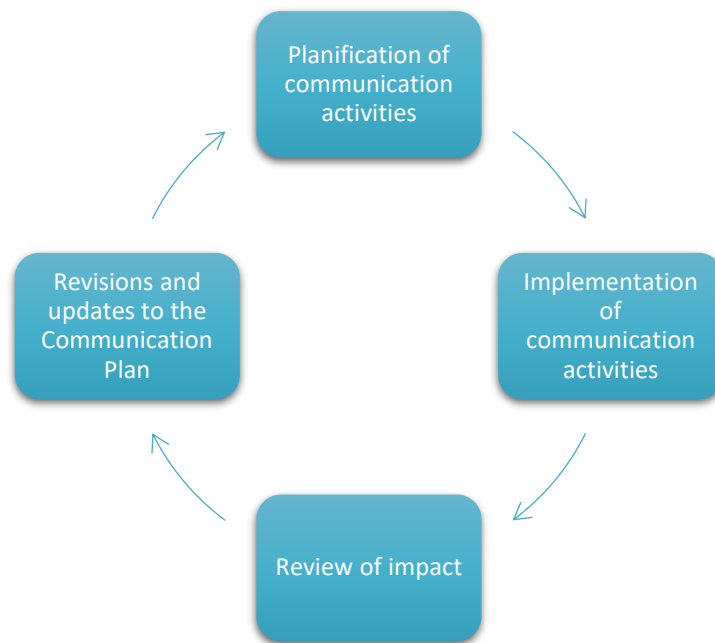
Conferences and events organised by the European Commission

The European Commission co-organizes a variety of conferences. These may include exhibition areas or sessions.

5 Monitoring of communication activities and impact assessment

The goal with monitoring is to ensure a high-quality communication strategy implementation. This will be performed in a continuous basis to ensure an effective impact assessment and the consortium’s ability to react on time to maximise impact.

All partners must register the activities in the communication log (see Annex) and save evidence of the activities conducted. This will enable the consortium to assess which activities have the biggest impact both in quantitative and qualitative terms. Conclusions derived from the communication log will be added to the communication plan updates.



The impact of the communication activities is measured through indicators for each category of activity. The goals defined by M24 are summarised in the table below:

Indicator	May 2023 (following M36)	May 2024 (following M48)	Source and methodology
Number of visits on project website	2000	5000	Website count. Google analytics report on May 1 st
Accumulated number of views on videos published	700	1000	YouTube. Sum of views in the different YouTube channels, from project participants, where the videos were published.
Accumulated number of subscribers to the newsletter	100	300	Download of the list of subscribers from the project's website.
Accumulated number of press releases	7	9	All press releases are published at the project's website.
Accumulated number of articles published on external media	7	10	Communication & Dissemination log.
Accumulated number of relevant events in which the consortium participates	5	10	Communication & Dissemination log.
Accumulated number of events in which the consortium organises	4	6	Communication & Dissemination log.

5.1 Evaluation of the impact of communication activities in M1-M36

During the 36 months of the project, the consortium was actively involved in different communication activities to boost the awareness of the target audiences towards the project. In this period, according to the communication's log, the consortium has implemented:

- 1 Communication campaigned by Radio (IMIC)
- 10 Non-scientific publications (FF, LNEG, IMIC, A4F)
- 4 Scientific peer-reviewed publication (IBET, A4F, LNEG, IMIC)
- 5 Participation in activities organized jointly with other EU project(s) (A4F, IMIC)
- 19 Participation in Conferences (A4F, IMIC, LNEG, iBET, PHY)
- 10 Training activities (IMIC, LNEG, iBET)
- 5 Press releases (A4F)
- 46 Social Media contents (A4F, FF, iBET, IFF, LNEG, IMIC, PHY)
- 14 Website content (A4F, PHY, FF, iBET, IFF, IMIC)

Further detail on the activities performed between M25-M36 is described in the deliverable D6.14 *Report on participation in knowledge-sharing events for year 3*, showing the great efforts of the consortium on the communication of the project, further evaluated in the following section.

Until now, the communication plan has been followed by the entire consortium, respecting the definition of the objectives, visual identity of the project, stakeholders' analysis and target groups, key messages and communication channels, tools and foreseen activities. In the table below, it is clear the good results the MULTI-STR3AM communication as reached during these 36 months

Indicators		Source and Methodology	Results by M36
Designation	M25		
Number of visits on project website	2000	Website count. Google analytics report on May 1 st	3100
Accumulated number of views on videos published	700	YouTube. Sum of views in the different YouTube channels, from project participants, where the videos were published.	417
Accumulated number of subscribers to the newsletter	100	Download of the list of subscribers from the project's website.	47
Accumulated number of press releases	7	All press releases are published at the project's website.	5
Accumulated number of articles published on external media	7	Communication & Dissemination log.	14
Accumulated number of relevant events in which the consortium participates	5	Communication & Dissemination log.	30
Accumulated number of events in which the consortium organises	4	Communication & Dissemination log.	1

According to the communication KPIs obtained so far (M36), the general evaluation of the communication activities is quite good. The website has had a significant increase in the number of views, reaching so far 3100 visitors, surpassing the 2000 target for M36, with a register of 164 downloads of the results from the project. The most significant number of visitors are from the countries listed below, where Portugal, the United States of America and the Netherlands are on top of the list.



The most viewed pages of the MULTI-STR3AM website are also listed below:

Page path and screen class	Views	Users	Views per user	Average engagement time
	2,378 100% of total	699 100% of total	3.40 Avg 0%	0m 45s Avg 0%
1 /en	792	463	1.71	0m 13s
2 /en/results	370	159	2.33	0m 35s
3 /en/partners	301	170	1.77	0m 34s
4 /en/events	169	54	3.13	0m 42s
5 /en/press-news	163	74	2.20	0m 19s
6 /en/project	129	91	1.42	0m 21s
7 /en/about	113	80	1.41	0m 30s
8 /en/overview	89	67	1.33	0m 30s
9 /en/structure	89	64	1.39	0m 37s
10 /en/subscribe	67	37	1.81	0m 13s

The number of video visualizations is under the expectations for M36, with 417 views, but such number is expected to increase once the project’s video is published.

The number of subscribers to the newsletter must be increased in the next year, given that the targeted numbers could not be reached. For that improvement, the consortium will make an extra reinforcement on the advertisement of the newsletters on the social media and events.

The number of press releases so far is 5, which indicates that 2 foreseen press releases should have been made to achieve the targeted value of 7. Nevertheless, more press releases are expected now that the MULTI-biorefinery has already one year of operations and that more fractions and potential products will start to be generated by the project.

The accumulated number of articles published on external media has surpassed the KPI established, with 14 articles already published. Similarly, the accumulated number of relevant events in which the consortium has participated in these 36 months was 30.

The only major failure concerning the project communication is the absence of events organised by the consortium. The reason behind this result is mainly due to the delay on the implementation of the biorefinery but once more relevant technical results arise from the project, the resources available will be used to implement the MULTI-STR3AM events.

5.2 Updated Communication Metrics

According to the results obtained so far and the communication goals by the end of the project, the consortium established communication goals for M36 in the following table, that will enable evaluating the results of the communication activities in the following reporting period:

Indicator	May 2024 (following M48)	May 2025 (following M60)	Source and methodology
Number of visits on project website	4000	5000	Website count. Google analytics report on May 1 st
Accumulated number of views on videos published	700	1000	YouTube. Sum of views in the different YouTube channels, from project participants, where the videos were published.
Accumulated number of subscribers to the newsletter	300	500	Download of the list of subscribers from the project's website.
Accumulated number of press releases	8	10	All press releases are published at the project's website.
Accumulated number of articles published on external media	17	20	Communication & Dissemination log.
Accumulated number of relevant events in which the consortium participates	35	50	Communication & Dissemination log.
Accumulated number of events in which the consortium organises	4	6	Communication & Dissemination log.

6 Annexes: Dissemination and Communication Log

The dissemination and communication log of the MULTI-STR3AM project from M25 to M36:

Partner	Activity/ Means of Dissemination	Description	Date/ Timing	Online/ Offline	Means of verification, References & Links	NUMBER OF PERSONS REACHED								
						Scientific Communit	Industry	General Public	Policy Makers	Media	Investors	Customers	Total	
LNEG	Participation to a Conference	<i>Process Simulation Tool for Modelling A Microalgae-Based Multi-Strain Biorefinery to Obtain Multi-Product Fractions for Food, Feed and Fragrance</i> , visual presentation at EUBCE 2022	10/05/2022	Online	https://programme.eubce.com/2022/abstract.php?idabs=19332&idses=1375&idtopic=12	200	100							
LNEG	Participation to a Workshop	Lecture by Tiago Lopes (LNEG) in the VI Bioenergy Workshop (Brazil) entitled "Techno-economic and life cycle assessments of bioenergy systems and biorefineries – methodology and case-studies" where MULTI-STR3AM project was also disseminated	27 October 2022	Online	https://www.ipben.unesp.br/#!/eventos/vi-workshop-de-bioenergia/	30								
LNEG	Participation to a Workshop	Lecture by Tiago Lopes (LNEG) in the Algae Biorefinery workshop by the Portuguese Association of Applied Algology (APAA), where MULTI-STR3AM project was also disseminated	30 November 2022	Online	https://docs.google.com/document/d/1GH7IGP6UI9mEgE1w6ywKnE9GFpVD6m2/edit	30	10	10						
LNEG	Training	Lecture by Alberto Reis (LNEG) in the Algae Biorefinery workshop in LIMBAC2022 where MULTI-STR3AM project was also disseminated: "Alternative (new) process solutions for microalgae biomass processing"	21 September 2022	Offline	https://www.limbac.com/files/ugd/89d5f2_2577994c1c3f418d9dd1c2d706c03688.pdf	15	20							

LNEG	Training	Presentation of the ongoing projects at LNEG during the International ESEIA student camp: "Process Development and Process Evaluation in Biorefinery Industry" organized in LNEG	26 September 2022	Offline	ESEIA International Student Camp 2022 Challenged Students to Develop Innovative Solutions for Biorefinery Industry - ESEIA - European Sustainable Energy Innovation Alliance	20	1		
LNEG	Training	2022 European Researchers' Night / Noite Europeia Dos Investigadores 2022	30 September 2022	Offline	https://www.lneg.pt/participacao-do-lneg-na-noite-europeia-dos-investigadores-2022/		1	30	1
LNEG	Other	Technical-scientific visit to MARE-IPLeiria to present the projects using aquatic biomass and discuss possible collaborations	08 March 2023	Offline	https://mare.ipleiria.pt	2			
LNEG	Training	2022 European Researchers' Night / Noite Europeia Dos Investigadores 2021	24 September 2021	Offline	LNEG participou na Noite Europeia dos Investigadores 2021 LNEG Laboratório Nacional de Energia e Geologia			20	
FF	Non-scientific and non-peer-reviewed publication (popularised publication)	Annual Report 2022	23rd February 2023	Online	FORFARMERS - External organisations.pdf (forfarmersgroup.eu)				
FF	Website	ForFarmers Group Website	Ongoing	Online	Alternative protein ForFarmers Group - Global				

LNEG, A4F	Scientific and peer reviewed publication	Conceptual design of an autotrophic multi-strain microalgae-2 based biorefinery: preliminary techno-economic and life cycle 3 assessments. Special Issue: "Fermentative Production of Biofuels and Bioproducts within a Biorefinery Perspective"	2 March 2023	Online	https://doi.org/10.3390/fermentation9030255													
A4F	Non-scientific and non-peer-reviewed publication (popularised publication)	Mention to the MULTI-STR3AM @ Article "Trends and practical research in marine and aquatic biomass" of Agro & Chemistry	31 May 2022	Online	https://www.agro-chemistry.com/articles/trends-and-practical-research-in-marine-and-aquatic-biomass/													
A4F	Social Media	Announcement of the article "Trends and practical research in marine and aquatic biomass" of Agro & Chemistry, focusing on MULTI-STR3AM biomass @ MULTI-STR3AM LinkedIn account (589 followers)	2 June 2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6938176080272879616	360	100	50	10	10	20	20	570					
LNEG	Social Media	Announcement of results of LNEG on Flow Cytometry and High Pressure Homogenization @ MULTI-STR3AM LinkedIn Account	7 June 2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6939848332554997761	415	185	20	10	12	20	10	672					
iBET	Social Media	3.8.3 Announcement of iBET as partner of the MULTI-STR3AM @ MULTI-STR3AM LinkedIn account	20 September 2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6977903567961501696	250	127	50	10	10	30	50	527					

IMIC	Social Media	Announcement of the MULTI-STR3AM project presentation in HLUW in Austria @ ALGATECH LinkedIn account (433 followers)	28 September 2022	Online	https://www.linkedin.com/posts/algatech-biotechnology_algatechabrcentre-hluw-algatechabrcentre-activity-6980512991481839617-9foF?utm_source=share&utm_medium=member_desktop	80	70	50	2	10	40	20	272
PHY	Social Media	MULTI-STR3AM project results shared by Phycom @ MULTI-STR3AM LinkedIn account	20 October 2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6988775277619240960	300	450	150	10	30	60	5	1005
IMIC	Social Media	Announcement of IMIC's scientific publication under the scope of MULTI-STR3AM @ MULTI-STR3AM LinkedIn account	03 January 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7016089011387555840	225	105	39	20	10	10	10	419
A4F	Social Media	Announcement of A4F as coordinator of the MULTI-STR3AM @ MULTI-STR3AM LinkedIn account	16 January 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7020763080548593665	185	240	31	20	10	5	5	496
IMIC	Social Media	Announcement of IMIC as partner of the MULTI-STR3AM @ MULTI-STR3AM LinkedIn Account	16 January 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7020792693442158594	145	125	37	12	20	10	18	367

IMIC	Social Media	Announcement of the article in Veda Vyzkum that mentions MULTI-STR3AM project @ ALGATECH Centre LinkedIn Account	17 January 2023	Online	https://www.linkedin.com/posts/algatech-biotechnology_v%C4%9Bda-do-praxe-chlorella-ajej%C3%AD-nezelen%C3%A9-activity-7020678603688288256-Ink4?utm_source=share&utm_medium=member_desktop	195	65	80	1					341
PHY	Social Media	Announcement of Phycom as partner of the MULTI-STR3AM @ MULTI-STR3AM LinkedIn Account	19 January 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7021800273291456512	245	205	140	20	24	50	60	744	
FF	Social Media	Announcement of ForFarmers as partner of MULTI-STR3AM @ MULTI-STR3AM LinkedIn Account	19 January 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7021869705418149889	230	200	160	10	5	20	30	655	
A4F	Social Media	Announcement of A4F participation in AlgaEurope2022 presenting MULTI-STR3AM @ MULTI-STR3AM LinkedIn Account	23 January 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7023305201491083264	250	290	170	13	20	20	30	793	
A4F	Social Media	MULTI-STR3AM project results shared by A4F @ MULTI-STR3AM LinkedIn Account	27 January 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7024707908042993664	380	420	275	75	50	240	101	1541	

PHY	Social Media	MULTI-STR3AM project results shared by Phycom @ MULTI-STR3AM LinkedIn Account	2 February 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7026841004288688128	270	205	110	4	20	30	30	669
IMIC	Social Media	Announcement of new opportunity within the scope of MULTI-STR3AM at ALGATECH Centre @ MULTI-STR3AM LinkedIn Account	6 February 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7028364671766126593	100	60	70	20	30	20	35	335
A4F	Social Media	MULTI-STR3AM project results shared by A4F @ MULTI-STR3AM LinkedIn Account	7 February 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7028686657444884480	240	350	170	30	40	8	40	878
LNEG	Social Media	Announcement of LNEG as partner of the MULTI-STR3AM project @ MULTI-STR3AM LinkedIn Account	2 November 2022	Online	https://www.linkedin.com/feed/update/urn:li:activity:6993624240956559362	190	180	50	10	10	20	20	480
LNEG	Social Media	Announcement of the Social Life Cycle Impact Assessment task within MULTI-STR3AM under the responsibility of LNEG @ MULTI-STR3AM LinkedIn Account	14 February 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7031317204600037377	170	166	100	5	2	3	10	456
IMIC	Social Media	Announcement of the work under development by IMIC in the MULTI-STR3AM project @ ALGATECH Centre LinkedIn Account	23 February 2023	Online	https://www.linkedin.com/posts/algatech-biotechnology_chlorella-microalgae-epa-activity-7034447256153903104-sfqf?utm_source=	95	75	80	25	35	10	23	343

					share&utm_medium=member_desktop													
IMIC	Social Media	Announcement of IMIC presentation of MULTI-STR3AM project at The Czech Days for European Research (CZEDER) @ ALGATECH Centre LinkedIn Account	28 February 2023	Online	https://www.linkedin.com/posts/algatech-biotechnology_algatech-centre-inst-microbiol-czech-activity-7035899806577217536-le_C/?utm_source=share&utm_medium=member_desktop	110	40	70	1	2	1	3	227					
LNEG	Social Media	Explanation of the work behind Social Life Cycle Impact Assessment by LNEG @ MULTI-STR3AM LinkedIn Account	3 March 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7037442885448798208	85	75	63	3	2	5	20	253					
iBET	Social Media	Announcement of iBET's participation in the work developed by CEN/TC 454 of CEN @ MULTI-STR3AM LinkedIn Account	13 March 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7041085165225324544	45	75	40	60	4	10	10	244					
A4F	Social Media	Announcement of new publication under the scope of MULTI-STR3AM by LNEG and A4F @ MULTI-STR3AM LinkedIn Account	14 March 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7041423372672483328	180	90	110	30	30	70	56	566					
iBET	Social Media	Update on the work developed within CEN/TC 454 with the participation of iBET partner of MULTI-STR3AM @ MULTI-STR3AM LinkedIn Account	21 March 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7041423372672483328	21	20	30	50	4	3	3	131					

					ty:7043907350029557760						
A4F	Participation to a Conference	Participation to the AlgaEurope2022 presenting "MULTI-STR3AM: A sustainable multi-strain, multi-method, multi-product microalgae biorefinery integrating industrial side streams to create high value products" at Rome, Italy	13-15 December 2022	Offline	https://algaeuropae.org/attending-companies/	100	300		25	425	
A4F	Website	MULTI-STR3AM website with updated results	6th July 2021, 24th March 2022	Online	https://www.multiprojects.com/en/results		159			159	
A4F	Organisation of a Workshop	MULTISTR3AM WORKSHOP at LIMBAC 2022	21 September 2022	Offline	https://www.limbac.com/files/ugd/89d5f2_2577994c1c3f418d9dd1c2d706c03688.pdf	15	20				
A4F	Participation in activities organised jointly with other EU project(s)	BIC Webinar Marine & Aquatic Biomass - Presentation of MULTI-STR3AM project	5 May 2022	Online	https://mailchimp/70c03071db48/lca_sustainability-13870481?e=e87ca133d0						
A4F	Participation to a Conference	Presentation of MULTI-STR3AM project @ EUBCE 30th – Industry Session	9-12 May 2022	Online	https://www.eubce.com/wp-content/uploads/2022/05/Industry-Track-Programme-2022.pdf	500	700		30	30	1260
A4F	Participation to a Workshop	Presentation of MULTI-STR3AM project @ The EnhanceMicroAlgae Workshop in La Rochelle, France	20 October 2022	Offline	The EnhanceMicroAlgae project held an expert workshop on microalgae	17	10			27	

					innovation - CYTMA Blog (anfaco.es)			
IBET	Social Media	IBET members contributing to the development of a monitoring tool - Publication on Twitter (followers 960)	04 April 2023	Online	https://twitter.com/ibetportugal/status/1643263104476741632			42
IBET	Training	Oral and poster presentation at the training school on aerogels for biomedical applications of the work: a circular economy approach for the production of novel aerogels with materials derived from algae and fish residues	7 - 10 June 2022	Offline	https://www.epn-oe.eu/training-school-aerogels-leuven-2022-home/			50
IBET	Participation to a Conference	Presenting a poster - "Screening extracellular lytic enzymatic activities on microalgae-recruited bacterial isolates for downstream processing applications in microalgae biorefinery " - at the 2022 AlgaEurope Conference held in Rome.	13th-15th of December, 2022	Offline	https://algaeurope.org/poster-presentations/	425	225	650
IBET	Participation to a Conference	Presenting a poster - "Monitoring productivity and status of Phaeodactylum tricornutum cultures using Machine Learning and Spectroscopy" - at the 2022 AlgaEurope Conference held in Rome.	13th-15th of December, 2022	Offline	https://algaeurope.org/poster-presentations/	425	225	650
IBET	Participation to a Conference	Oral presentation - "Monitoring productivity and status of Phaeodactylum tricornutum cultures using spectroscopy and machine learning" - at the 2022 MicroSummit held in Porto	25th November, 2022	Offline	https://microsummit-2022.com/			31
IBET	Training	LIMBAC 2022 – Lisbon Microalgae Biotechnology 4th Advanced Course, Presentation of Membrane technology in a microalgae biorefinery: protein case-study	September 18 - 23, 2022	Offline	https://www.limbac.com/files/	15	20	35
IBET	Participation to a Conference	Bilateral meetings regarding the use of membranes in microalgae downstream processing. Direct contact with different producers of hollow fiber membranes for	November 20 - 24, 2022	Offline	https://www.euromembrane2022.eu/			

		microalgae downstream processing - at the Euromembrane 2022 in Sorrento, Italy																
IBET	Training	LiMBAC 2022 – Lisbon Microalgae Biotechnology 4th Advanced Course, Presentation of Regulatory Landscape	September 18 - 23, 2022	Offline	https://a4f.pt/en/services/training/imbac-lisbon													
PHY	Participation to a Workshop	Texturization: Creating Tasty Plant-based Food	15 feb 2023 / 14:00-17:00	Offline	https://theproteincommunity.com/tpc-partner-event-texturization-creating-tasty-plant-based-food/			25		25		25						75
PHY	Participation to a Conference	Eiwit transitie congres (protein transition conference)	16 mar 2023 / 10:00-17:00	Offline	https://www.foodagribusiness.nl/eiwittransitie-congres/#lp-pom-block-1521	10	110					10						130
PHY	Website	posting about the project	2022	Online	https://phycom.eu/phycom-partners-in-multi-str3am/	44	44	44	44	44	44	44	44	44	44	44	44	311
PHY	Trade Fair	FreeFrom Food event	22&23 Nov 2022	Offline	https://amsterdam.freefromfoodexpo.com/	25	150	10	10	10	10							215
PHY	Video/ Film	Application films	17 March 2023	Online	Joris Schildknecht: Algae in meat alternatives - YouTube							15						15
PHY	Video/ Film	Application films	30 August 2022	Online	Bas Cloo: Algae as creative culinary							19						19

					ingredient. - YouTube						
Phy	Participation to a Workshop	attendance allergen in food and novel food - Nutricia	22 March 2023	Offline		5	5		5	15	
PHY	Participation to a Workshop	Proveg veggie challenge 2024 kick-off meeting	31 March 2023	Offline	https://veggiechallenge.nl/veggiechallenge/live/		50	50	50	50	200
IMIC	Participation to a Conference	Algaeurope conference - Separation of eicosapentaenoic acid from the diatom Nanofrustulum shiloi via two-step high performance countercurrent chromatography - oral presentation	14. December 2022	Offline	https://algaeurope.org/conference-program-2022/	400				400	
IMIC	Participation to a Conference	EFFoST Conference - Phenotypic Enhancement of Chlorella vulgaris for Food Applications - poster	7. - 9.11.2022	Offline	36th EFFoST International Conference 2022 EFFoST	300				300	
IMIC	Other	Science Fair	2. - 4.6.2022	Offline	Photo documentation, report			2000		2000	
IMIC	Non-scientific and non-peer-reviewed publication (popularised publication)	ECHO, 3/4/2022, p. 27-29 - From photosynthesis to inflammation treatment - microalgal research in Trebon	1 July 2022	Online	https://www.horizontevropa.cz/files_public/elfinder/2893/echo_3_4_2022.pdf						
IMIC	Other	Science Night	30 September 2022	Offline	Photo documentation, report			150		150	
A4F	Press release	Press Release announcing the first year of operations of the MULTI-STR3AM biorefinery	26 April 2022	Online	https://www.multi-str3am.com/en/press-news						

IMIC	Scientific and peer reviewed publication	Publication of a research article by IMIC @ Journal of Applied Phycology: Bio-production of eicosapentaenoic acid from the diatom <i>Nanofrustulum shiloi</i> via two-step high performance countercurrent chromatography.	1 September 2022	Online	https://doi.org/10.1007/s10811-022-02816-w	221												221
IMIC	Scientific and peer reviewed publication	Publication of a research article by IMIC @ Algal Research: Cold-adapted culturing of the microalga <i>Monoraphidium</i> sp. in thin-layer raceway pond for biomass production	4 December 2022	Online	https://doi.org/10.1016/j.algal.2022.102926													
IMIC	Non-scientific and non-peer-reviewed publication (popularised publication)	Article "Health colourised to green" in official bulletin of the Czech Academy of Sciences - Science and Research	25. June 2021	Online	http://pdf.avcr.cz/A/2021-02/?fbclid=IwAR3UsZrYR-dJtgIGbQwtMtZnBjHu8l73Vj5zRHOGiFkzgirdy7vny1ZMTk#page=72	200		3000	500									100
iBET	Social Media	Update on the work developed within CEN/TC 454 with the participation of iBET partner of MULTI-STR3AM @ MULTI-STR3AM LinkedIn Account (692 followers)	27 March 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7046044177079373826	50	25	25	193	50	20	30						393
iBET	Social Media	iBET members contributing to the development of a monitoring tool @ MULTI-STR3AM LinkedIn Account (692 followers)	4 April 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7048649972770123776	200	130	145	104	100	50	50						779
A4F	Social Media	Announcement of the reception of Phycom's biomass and following tests at A4F and LNEG for further processing @ MULTI-STR3AM LinkedIn Account (692 followers)	10 April 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7051123503462322176	440	540	106	50	150	110	90						1486

A4F	Social Media	Announcement of the list of events selected by the MULTI-STR3AM consortium @ MULTI-STR3AM LinkedIn Account (692 followers)	17 April 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7053719810345476096	87	90	40	10	40	60	20	347
iBET	Social Media	Update on the work developed within CEN/TC 454 with the participation of iBET partner of MULTI-STR3AM @ MULTI-STR3AM LinkedIn Account (692 followers)	20 April 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7054733541095448576	160	120	41	60	20			401
A4F	Social Media	Announcement of the processed biomass by A4F, shipped to ForFarmers for further analysis of its potential in feed applications @MULTI-STR3AM LinkedIn Account (692 followers)	26 April 2023	Online	https://www.linkedin.com/feed/update/urn:li:activity:7056977614699175936	130	101						231
IMIC	Press release	Press release announcing the approval of new types of microalgae for human consumption thanks to Czech scientists	8 November 2022	Online	People in the European Union can consume new types of microalgae... (multi-str3am.com)								
IMIC	<i>Non-scientific and non-peer-reviewed publication</i>	Weekend newspaper's nationwide magazine "MF Dnes Víkend".	7 May 2022	Offline	pdf of the article published in the magazine					6500			6500
IMIC	<i>Video/ Film</i>	IMIC's video about the research of heterotrophic strains within MULTI-STR3AM project @ YouTube	10 December 2021	Online	https://www.youtube.com/watch?v=gG9VWGWPadc					112			112



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