



D7.17

INTERIM REPORT ON DISSEMINATION ACTIVITIES M12

<MIRACLES CONFIDENTIAL>

STATUS:	Final
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Dissemination level of the Deliverable	<input type="checkbox"/> PU: Public <input type="checkbox"/> PP: Restricted to other programme participants (including Commission Services) <input type="checkbox"/> RE: Restricted to a group specified by the consortium (including the Commission Services) <input checked="" type="checkbox"/> CO: Confidential, only for members of the consortium (including Commission Services)
Responsible	Mrs. Macarena Sanz, WP7 and Dissemination Leader



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1. Introduction

1.1. Document purpose and scope

The dissemination activities aimed at communicating the project results and the engagement of the stakeholders is central to the success of MIRACLES. This document presents a summary of MIRACLES dissemination activities carried out during the first year of the project (1 Nov. 2013 through 31st October 2014).

The MIRACLES Consortium recognizes that dissemination activities are an essential activity throughout the project's life. Encouragement of project visibility through the dissemination materials is a basic tool to promote the project results and its different uses.

1.2. Intended Audience

The dissemination level of this document is confidential and restricted to MIRACLES partners and the European Commission Services.

1.3. Reference documents

The following document has been used to produce the present deliverable:

- The EU guide to “successful communication”: http://ec.europa.eu/research/science-society/science-communication/index_en.htm



2. Document Structure

The dissemination and communication activities in the MIRACLES project are carried out within Work Package 7 (WP7): Dissemination, Exploitation & Intellectual Property Management

The purpose of this deliverable is to report to the European Commission on MIRACLES project dissemination and communication activities that have been carried out during the first year of the project (Nov 2013- Oct 2014). This document aims at highlight the main achievements regarding the dissemination tools agreed by the consortium to be used in the project, which are:

- Project website
- Logo design
- Intranet (EMDESK)
- Participation of MIRACLES partners in academic events
- Banner
- Brochure
- Stakeholders list
- Newsletter
- Presentations and conclusions events

The dissemination strategy followed throughout this first period was outlined in deliverable D7.1: Communication and Dissemination Plan.

This document is organized in 7 chapters, covering the following communication tools:

- Deliverables and Milestones
- Website
- Logo
- Stakeholders
- Publications
- MIRACLES in Social Networks
- Events attendance (presentations, and other talks)

3. Deliverables

The Dissemination and Communication Plan has produced the following deliverables, within this reporting period and according to the DoW:

Table 1 - First Year Deliverables

Deliverable ID	Deliverable Name	Description	Delivery Date (DoW)	Responsible
7.1	Communication and Dissemination plan (Task 7.1-7.4)	This document defines the overall Communication and Dissemination plan for the project.	Month 1 (November 2013)	Partner 20 (IDConsortium)
7.6	Dissemination package: Project Brochure, Banner and Website design (Task7.2)	The document contains a very brief description of the brochure, banner, and the web site design	Month 6 (April 2014)	Partner 20 (IDConsortium)
7.7	Newsletter #1 (Task 7.2)	This deliverable contains the 1 st Newsletter and a small description of the tasks involved on its development	Month 6 (April 2014)	Partner 20 (IDConsortium)
7.17	Interim report on dissemination activities M12 (Task 7.1-7.15)	This deliverable (the current document) contains a report on Dissemination and Communication activities.	Month 12 (October 2014)	Partner 20 (IDConsortium)

3.1. Milestones

The Milestone MS27 was achieved in Month 3 and has enabled the communications of the project, and is one of the pillars of the communication and dissemination strategy. The website is an important channel for dissemination of MIRACLES' publications and other results as well as interaction with stakeholders

Table 2 - First Year Milestones

Milestone	Milestone name	Validated through	Delivery Date	Partner Responsible
MS27	MS27 Website set up (Task 7.2)	Project Website up and running	Month 3 (January 2014)	Partner 20 (IDConsortium)



4. Website

4.1. Website definition and design

The public website (<http://miraclesproject.eu/>) was launched in April 2014, and represents the primary source of news dissemination and information about MIRACLES activities. The website also includes Web 2.0 features, such as direct access to the project's Social Networks.

The MIRACLES website is divided into sections where visitors can find the following information:

- **Project.** Visual presentation of the project, consortium and administrative information (project funded by the 7th FP of the European Commission, grant agreement n° 613588)
- **Activities.** Brief description of Work Packages
- **Consortium.** Description of the partners involved in the MIRACLES consortium.
- **Publications.** This section will contain the following sections:
 - Presentations
 - Press releases
 - Project leaflet
 - Newsletters
 - Publications. Includes scientific articles and other publications
- **Exploitable Results.** A flyer per MIRACLES public exploitable result can be found in this section of the web page.
- **Contact us.** This section will only include the following contact information
 - Project Coordinator: Hans Reith, Wageningen University (hans.reith@wur.nl; tel. +31 (0) 317 485228)
 - Exploitation Officer: Philippe Willems, Value For Technology (phw@value-for-technology.be; +32 2 759 33 10)
 - Dissemination Officer: Macarena Sanz, IDConsortium (msanz@idconsortium.es)
 - EC Project Officer: Garbiñe Guiu (garbine.guiu@ec.europa.eu)

Access to the project's intranet (password protected) is only possible for MIRACLES partners through the website.

Figure 1- MIRACLES website



MIRACLES
SPECIALTIES FROM ALGAE

Project | Activities | Consortium | Publications | Exploitable Results | Contact us

MIRACLES
Multi-product Integrated bioRefinery of Algae:
from Carbon dioxide and Light Energy
to high-value Specialties

PROJECT

MIRACLES is an industry-driven R&D and innovation project aimed at developing integrated, multiple-product biorefinery technologies for the production of specialties from microalgae for application in food, aquaculture and non-food products.

Microalgae are a promising feedstock for the sustainable supply of commodities and specialties for food and non-food products. Despite this potential, implementation to date is limited, mainly due to unfavourable economics. Major bottlenecks are the lack of available biomass at acceptable costs and the absence of appropriate biorefinery technologies. The 4-year MIRACLES project aims to overcome these hurdles with the development of an integrated, multiple-product biorefinery for valuable specialties from algae for application in food, aquafeeds and non-food products.

The focus is on the development and integration of mild cell disruption and environmentally-friendly extraction and fractionation processes, including functionality testing and product formulation based on established industrial algal strains. The project will also develop new technologies for optimizing and monitoring valuable products in the algal biomass during cultivation.

An innovative photobioreactor and an improved harvesting technology, combined with medium recycle technologies, will enable substantial cost reduction in algal biomass production.

The project has a multidisciplinary approach. To achieve the ambitious objectives of the MIRACLES project a consortium of partners with complementary expertise in all phases of the value chain has been formed, consisting of twenty-six partners from six EU countries, the associated country Norway, and International Cooperation Partner Country (ICPC) Chile, and including 11 prominent research organizations. Strong industrial leadership is guaranteed through the participation of 12 SMEs and 3 NM/end users.

ACTIVITIES

This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 613688

Follow Us

News

- NETHERLANDS PROCESS TECHNOLOGY SYMPOSIUM 2014 - NPS14 - NOVEMBER 3-5**
→ INFO
- BIOMARINE INTERNATIONAL BUSINESS CONVENTION, OCTOBER 30- 31, 2014 (CASCAIS, PORTUGAL)**
→ INFO
- EUROPEAN AQUACULTURE 2014, OCTOBER 14-17, 2014 (DONOSTIA- SAN SEBASTIÁN, SPAIN)**
→ INFO
- THE 4TH INTERNATIONAL BIELEFELD-CEBITEC RESEARCH CONFERENCE, SEPTEMBER 21-24, 2014 (BIELEFELD UNIVERSITY, GERMANY)**
→ INFO
- INTERNATIONAL COURSE, JULY 11- 18, 2014 (WAGENINGEN, THE NETHERLANDS)**
→ INFO

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Partners Only

4.2. MIRACLES website Analysis

Since July 2014 the consortium has access to Google Analytics system, in which we can analyze the number and type of visitors, and duration of their visits to the MIRACLES project website (Figure 2 below). Peaks in figure 2 concur with the dates of Newsletter 1.

Figure 2 - MIRACLES Website daily visitors (July-November 2014)

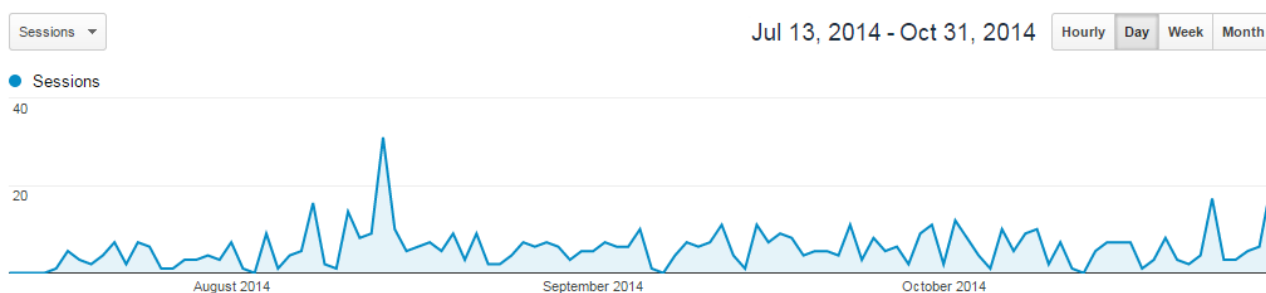
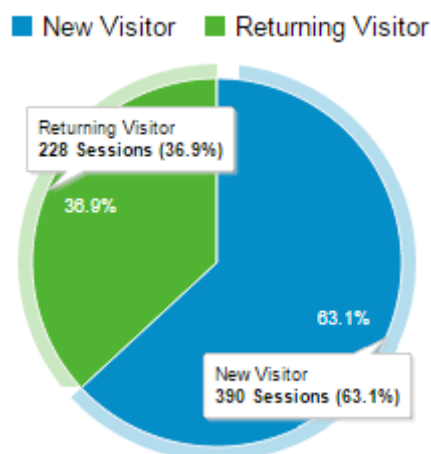


Table 3 - MIRACLES Website relevant data

Google Analysis (July- November 2014)	
Sessions (number total of sessions during the period)	618
Users (number of users that have had at least one session during the period)	389
Visits (number of pages viewed)	2.090
Average session duration	2.30 minutes
New sessions (% of first time visits)	62,94%

Furthermore, figure 3 shows the percentage of the total number of sessions, differentiating new and returning visitors.

Figure 3 - MIRACLES visitors (%)



4.3. Intranet

Through the website, partners have access to EMDESK, as can be seen in figure 1, which is MIRACLES' internal communication platform. This platform offers the following tools:

- Documents repository. Divided in folders with different permissions levels, enables the partners to share documents and other information.
- Email functionality. Includes contact management, mailing lists and group lists.
- Forum. A tool for online conversations.
- Shared calendar and events programmer. Allows to set reminders and plan the project's progress

Access to the internal platform is allowed only by invitation and is restricted to MIRACLES partners and the EC Project Officer. Access is restricted via the use of a user name and password for each participant.



5. MIRACLES Logo

A project visual identity for the MIRACLES Project was designed with the collaboration and agreement of all partners. The aim of this logo (specific image with specific colours) is to create an easily recognizable “image” of the project, to facilitate its identification in any dissemination activity.

Figure 4 - MIRACLES Logo



6. MIRACLES Stakeholders list

6.1. Definition, Identification and Classification of the Stakeholders

One of the main goals of the project is the identification of the key stakeholders in order to empower and improve their overall awareness, engagement and participation the project. For this purpose, a Stakeholder list has been created for disseminating the project progress, activities and results.

The initial stakeholders list contains 293 contacts that have been classified as follows:

- **Industry & SMEs related to:**
 - Biomass industry
 - Ingredients for human food and functional food industry.
 - Aquaculture Feed Industry
 - Non food application of algal products industry
 - Personal Care Industry
 - Bio-Plastics Industry.
 - Resins and glues Industry.
 - Equipment and technology providers; engineering companies.
- **Researchers**
- **Students and young researchers from EU Universities.**
- **Related EU project consortia.**
- **Public Authorities, ranging from EU institutions and regulatory bodies to national and local administration.**
- **Public and Private Investors**



- **NGO's**
- **Local, National and International Press.**
- **General Public**

Stakeholders have been informed about the project progress and, on 14th of August 2014, they received MIRACLES 1st Newsletter.

6.2. Common stakeholders list with related FP7 projects

MIRACLES has developed a common stakeholders list with two other algae FP7 projects: FUEL4ME and SPLASH. During July 2014, the three stakeholder lists were consolidated into a single listing, which was re-defined and its classification made simpler. This new document is shared with the dissemination officers of the two other algae projects.

The stakeholder classification is set up as follows:

- **Type of Entity:**
 - Algae Feedstocks suppliers
 - Industry
 - University and R&D
 - Public administration
 - NGOs and associations
 - Investors
 - Press
 - Consulting
 - EU related projects
 - Other
- **Subcategories:**
 - **Industries:** Human Food, Feed, Fuel, Pharmaceutical, Biotechnology, Fertilizers, (Bio) plastics, Other
 - **Public Administration:** EU, National, Local

7. Publications

7.1. Brochure

The MIRACLES project brochure was designed and developed by IDConsortium with the collaboration and agreement of the full consortium.

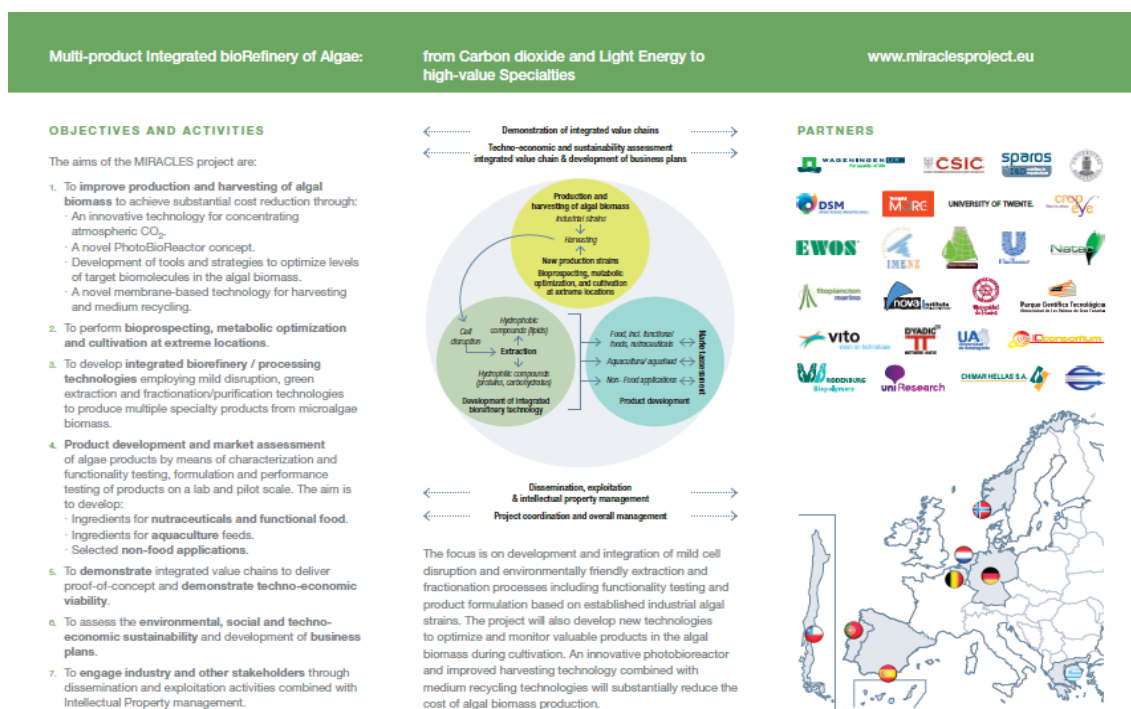
Prior to its (final) design, the content of the brochure was approved by the Project Coordinator.

During the process, IDConsortium was supported by MIRACLES partners, who provided pictures and contributed via evaluation of the brochure's content (figures 5 and 6).

Figure 5 - Brochure Exterior Side



Figure 6 - Brochure Interior Side



The brochure has an A4 size, printed on both sides and folded into 3 sections. The brochure is available on the public website. Hard copies have been distributed to all partners for further distribution.

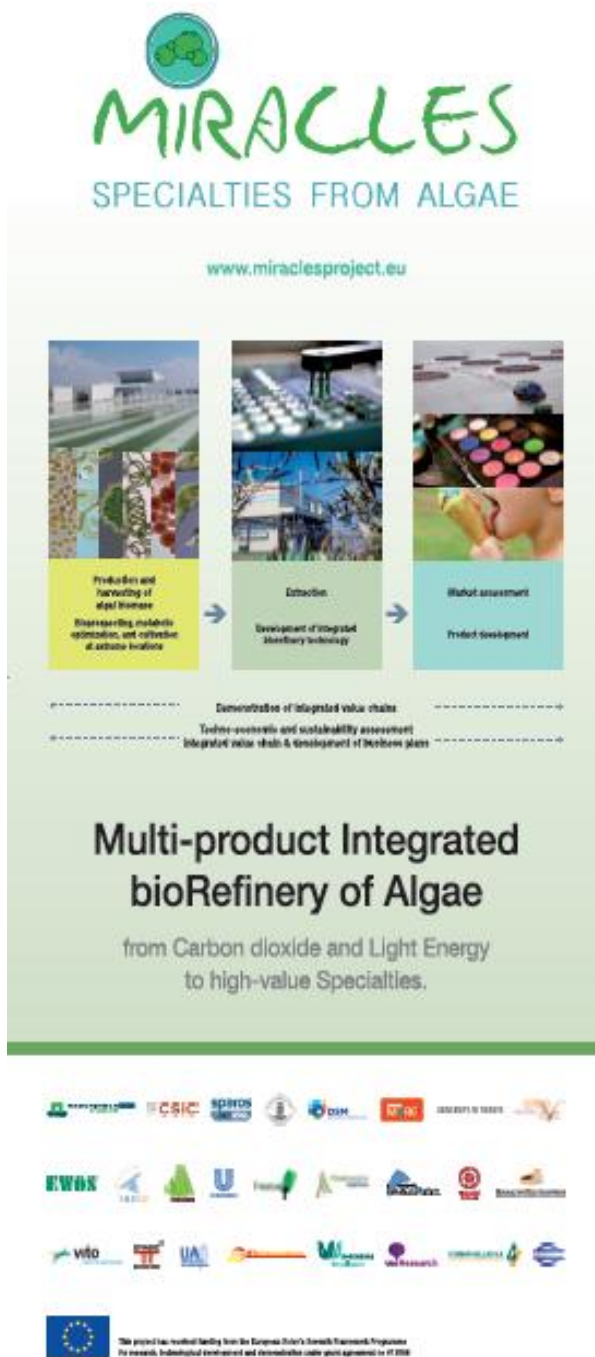
7.2. Banner

The banner preparation followed the same plan as the brochure. At first, the content and the design of the banner were defined by IDConsortium (Partner 20), and were approved afterwards by WPL and the Project Coordinator.

In addition, MIRACLES project partners contributed pictures, such as Fitoplancton Marino (Partner 12), Ecotresures (Partner 21) and Sparos (Partner 13). Figure 6 shows the final banner design. Its size is 85 cm X 206 cm.


The banner (complete with a stand) has been distributed to all partners. The aim is to use the banner at conferences and fairs by partners to promote the project and its results.

Figure 7 - MIRACLES Banner




MIRACLES
SPECIALTIES FROM ALGAE


www.miraclesproject.eu



Production and harvesting of algal biomass
Bioengineering, metabolic optimization, and cultivation at outdoor facilities




Extraction
Development of integrated biorefinery technology




Market assessment
Product development

 Demonstration of integrated value chains
 Techno-economic and sustainability assessment
 Integrated value chains & development of business plans

Multi-product Integrated bioRefinery of Algae
 from Carbon dioxide and Light Energy
 to high-value Specialties.





This project has received funding from the European Union's Horizon Framework Programme for research, technological development and demonstration under grant agreement no 101019719



7.3. Newsletter

The first issue was released in August 14th, 2014. It was aimed at communicating to all MIRACLES stakeholders on what the project is about, its objectives, expected impacts and where to find more relevant information.

The content and the design of MIRACLES 1st Newsletter was developed a month and a half prior to its release by IDConsortium (Partner 20), with the agreement and approval of the Project Coordinator and the Work Package Leaders.

The Newsletter is structured as follows:

- Editorial (written by Hans Reith, Work Package 8 Leader and Project Coordinator)
- Production and harvesting of algal biomass (written by Bert Lemmens, Work Package 1 Leader)
- Bioprospecting, metabolic optimization and cultivation at extreme locations (written by Hans Kleivdal, Work Package 2 Leader)
- Development of integrated biorefinery technology (written by Lolke Sijtsma, Work Package 3 Leader)
- Product development and market assessment (written by Philippe Willems, Work Package 4 Leader)
- Demonstration of integrated value chains (written by Carlos Unamunzaga, Work Package 5 Leader)
- Techno-economic and sustainability assessment integrated value chain & development of business plans (written by Lara Dammer, Work Package 6 Leader)
- Dissemination, exploitation & intellectual property management (written by Macarena Sanz, Work Package 7 Leader)

The MIRACLES 1st Newsletter is available via the project website <http://miraclesproject.eu/newsletter.php>. Furthermore it was sent to the 293 stakeholders identified and 70 contacts of the MIRACLES Consortium. More information about the type of audience that received the MIRACLES 1st Newsletter can be found in D7.7: Newsletter #1. However a brief summary is given in the following table:

Table 4 - Newsletter Type of Audience Analysis

Type of Audience	Percentage
Associations	4%
Industry	40%
Public Authorities (EU institutions and regulatory bodies to national and local administration)	11%
University and Research Centres	45%



8. MIRACLES in the Social Networks

MIRACLES joined several Social Networks with the aim of optimizing communication of the project progress not only with partners but also with stakeholders and the general public.

With this main objective, MIRACLES created profiles in Facebook, LinkedIn and Twitter, and uses the Social Networks to make project progress or news available for all stakeholders and the general public.

Tables 5 and 6 show publications that appeared via the Social Networks:

Table 5 - Twitter Publications

Twitter Publications	Date	Impact
@WageningenUR, as part of a study, aims at developing a liquid foam-bed photobioreactor to enable affordable cultivation of microalgae	August 12th, 2014	2 Retweet / 1Favorite
MIRACLES is working on developing new technologies to obtain sustainable food and non-food products from microalgae	August 13th, 2014	2 Retweet
Sparos @CienciasDoMar, partner of MIRACLES, will attend to European Aquaculture 2014, Oct 14-17, Donostia, Spain	October 9th, 2014	
Sparos @CienciasDoMar is attending #BioMarinehttp://goo.gl/ETVEIw this 30 and 31 Oct @BioMarineLive	October 30th, 2014	
@ReneWijffels, AlgaePARC/Wageningen UR, Promises of #microalgae will become true. Keynote speech at#algaeConf. Florence @EABA_Algae	October 31st, 2014	Retweet from Int. Algae Congress @AlgaeCongress

Table 6 - Facebook Publications

Facebook Publications	Date	Impact
Wageningen UR, as part of a study, has as goal to develop a liquid foam-bed photobioreactor that could enable economically feasible cultivation of microalgae. Its advantages include: increased mass transfer, increased CO2 removal efficiency, reduction in energy costs in aeration, reduced material requirement, increased biomass density, reduced harvesting and processing costs	August 12th, 2014	8 likes
Microalgae are a promising feedstock for sustainable supply for food and non-food products. However it is still limited due to unfavourable economics and absence of appropriate biorefinery technologies. MIRACLES is working on developing such technologies.	August 13th, 2014	3 likes/1 share
Fitoplancton Marino, partner of MIRACLES Project, has developed the first #novelfood in the world based on #microalgae, Congratulations!!	October 30th, 2014	10 Likes



9. Events

9.1. Partners attendance to events

A core component of the MIRACLES dissemination and communication strategy is the participation of the consortium partners in relevant events in Europe, including conferences and workshops.

The following table 7 presents a list of Events that MIRACLES' partners have attended during the first year and disseminated MIRACLES' progress and results.



Table 7 – Events attendance by MIRACLES Partners

Event	When and Where	Partner	Summary of Poster/Presentation	Website	Meeting Conclusions	Available in MIRACLES website
Young Algaeeners Symposium	3-6 April 2014 Montpellier-Narbonne (France)	Agnes Janoska et al, WU	Poster presentation on production and harvesting of algal biomass first conclusions on Foamed Photobioractor	http://yas2014.sciencesconf.org/	Yes	Yes
VLAG Research School of Wageningen: PhD week	14-17 April 2014 Wageningen University (The Netherlands)	Agnes Janoska et al, WU	Oral Presentation on production and harvesting of algal biomass first conclusions on Foamed Photobioractor	No	Yes	Yes
VLAG Research School of Wageningen: PhD week	14-17 April 2014 Wageningen University (The Netherlands)	Jorijn Janssen, WU	Oral presentation “Metabolic modelling of Nanochloropsis gaditana” showed the approach of Jorijn`s PhD project on Metabolic modelling	No	Yes	Yes
CIAL Forum, I Jornadas Científicas	5 June 2014, Madrid (Spain)	J.A. Mendiola	Introduction poster to MIRACLES project	http://www.cial.uam-csic.es/CIALforum2014/	Yes	No
Flucomp, VII Reunión de Expertos en Fluidos Comprimidados	10-13 June 2014 Barcelona (Spain)	M- Herrero, J.A. Mendiola, A.L. Cediel, L. Montero, I. López- Expósito, E. Ibáñez, CSIC	Oral presentation entitled “New Green Technologies to Extract Bioactives from Isochrysis galbana Microalgae”	http://www.flucomp.es/eventos/flucomp-bcn-2014	Yes	Yes
The 4th International Bielefeld-CeBiTec	21-24 September 2014, Bielefeld	María Vázquez, UHU	Poster presentation on Production of stable microalga enriched foam	http://www.cebitec.uni-bielefeld.de/	Not yet	TBC



Event	When and Where	Partner	Summary of Poster/Presentation	Website	Meeting Conclusions	Available in MIRACLES website
Research Conference “Prospects and challenges for the development of algal biotechnology”	University(Germany)			index.php/events/conferences/392-2014-09-21-int-bielefeldcebitec-researchconference		
NPS 14	3-5 Nov 2014 Utrecht, (The Netherlands)	Qian Yu and Wim Brilman , UT	Poster on CO ₂ capture from atmosphere for microalgae cultivation	http://www.nps14.nl/	Not yet	TBC

9.2. Partner participation in future events

There is no confirmation yet about events during 2015, to which partners will attend to present MIRACLES' progress and results.

10. Dissemination Gantt Diagram up to M.12

During the reporting period, the following deliverables and milestones have been achieved and submitted to the EC. See Section 2 for more information about the (status of) deliverables and milestones.

Figure 8 - WP7 Gantt Diagram

