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Call

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FuturEnzyme:

Technologies of the Future for Low-Cost Enzymes for Environment-Friendly Products

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FUTURENZYME PROJECT LEAFLET AND BROCHURE

D8.7

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Document information sheet

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Project brochures and leaflets

1. Introduction

This deliverable developed in month 12 describes the FuturEnzyme specific brochures, the workflow for obtaining them, their content, objectives and main messages, target audiences, and distribution channels.

In summary, brochures will be distributed to all project stakeholders, including consumers, the scientific community, and industries. They will explain the project objectives and achievements, describe the concrete undertaken actions and expected results to exploit the FuturEnzyme outputs, and communicate the potential societal, environmental and circular economy benefits of the FuturEnzyme research.

Four different brochures have been prepared to target the different needs and expectations of the various target groups of the FuturEnzyme project:

1. **FuturEnzyme, a project meeting costumers' demand.** This brochure is dedicated to consumers, analysing the trends and requests in the detergent, cosmetic and textile sectors and how the project is committed to meeting consumers' demand.
2. **FuturEnzyme project: who will benefit?** This brochure, dedicated to consumers, describes the positive impact of the FuturEnzyme project on consumers, companies, and the planet.
3. **Enzymes for sustainable everyday products: benefits and challenges.** This brochure is dedicated to academia as it provides more information on the potential benefits of using enzymes and insights on how the FuturEnzyme project is committed to overcoming the major challenges associated with discovering enzymes, with a focus on the bioprospecting platform.
4. **FuturEnzyme project: new consumer products for the green transition of European industries:** dedicated to industries, this last brochure analyses the main technological and environmental challenges associated with manufacturing consumer products and, thus, highlight how enzymes could improve the impact of these products, particularly how they can provide a bridge between circular economy and climate change mitigation.

Brochures incorporate the colours and figures of the already established project visual identity, including the project logo and original images and using the same colour palette. A strong visual identity makes the project recognisable at events, conferences, and online such as on social media, representing and differentiating FuturEnzyme initiatives at the international level.

Consorzio Italbiotec (ITB) is the appointed partner for elaborating, implementing, and distributing the brochures through FuturEnzyme communication channels. All project partners supported the revision of the content and will distribute the brochures among their communication channels.

The deliverable is structured as follows:

- **Objectives**: this section describes the general and specific objectives of FuturEnzyme brochures and identifies the main target groups and the specific messages conveyed for each of them.
- **Content analysis**: this section describes and analyses in detail each brochure's content.
- **Workflow for preparing brochures**: this section describes how the brochures were prepared, revised, and finally validated by the three main project stakeholders to which the brochures are dedicated (consumers, industries, and academics).
- **Distribution channels**: this section analyses the main distribution channels of FuturEnzyme brochures and how we plan to disseminate them.

- **Outputs and results:** this section foresees the expected conversion rate to the project website and social media and how brochures will help increase project visibility among key target groups.

Brochures are displayed and can be easily downloaded from the FuturEnzyme website in the news section: <https://www.futureenzyme.eu/news/>. They are also accessible from the Home page of the project's website.

2. Objectives

General objectives

The general objectives of FuturEnzyme brochures are:

- To communicate the potential benefits of FuturEnzyme to multiple stakeholders;
- To increase project visibility at events and online;
- To provide concise information on project objectives and achievements;
- To exploit FuturEnzyme outputs and results.

Specific objectives

The specific objectives of FuturEnzyme brochures are related to the target audience.

1. **Consumers and general society:** consumers, as directly users of daily-used products and demanders of eco-friendly, efficient and durable products, whose needs and requests can affect production choice at industrial level, are the main target of FuturEnzyme brochures (two out of four are dedicated to this group). The specific objectives for this target group are:
 - To raise awareness of the environmental impact of consumer products of daily use and the role that consumers may have in fighting climate change;
 - To promote sustainable consumption behaviours to significantly decrease environmental impacts;
 - To improve the general knowledge of enzymes and their potential benefits on consumers, companies and the planet.
2. **Companies:** supporting a green shift in the production models of main consumer products, FuturEnzyme brochures clearly address companies as one of the main project target groups. The specific objectives for this target group are:
 - To industrially exploit project outputs and results;
 - To encourage the technological transfer to other users and manufacturers;
 - To promote sustainable production models and support the improvement of environmental responsibility in the industry;
 - To offer industry enzymatic solutions for improving existing consumer products on the market, or designing new ones to mitigate climate change and implement a circular economy model;
 - To make new enzyme-based products more accessible to consumers;
 - To encourage the industrial dialogue about FuturEnzyme topics.
3. **Scientific community:** finally, project brochures involve the scientific community with the following specific objectives:
 - To stimulate the active participation of the scientific community;
 - To encourage future research on eco-friendly enzyme-based products;
 - To accelerate the process of identifying enzymes responding to the industry and public's demands.

3. Content analysis

All project brochures are composed of 6 pages.

The first page includes the project logo, project acronym and full name, the EU flag and the disclaimer on project funding: "Project funded by the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No [101000327]".

The last page includes all partners' logos, links, and QR code to the project website (**Figure 1**). This page also repeats the FuturEnzyme logo and the EU flag as well as the disclaimer previously described.



Figure 1. QR code to project website included in the last page of all project brochures

All brochures also include the FuturEnzyme original images and its colour palette as described in Deliverable 8.3.

Brochure 1 - FuturEnzyme, a project meeting customers' demand

This brochure, dedicated to consumers, describes how the project is committed to meeting consumers' demands. After analysing the trends and requests in the detergent, cosmetic and textile sectors, this brochure acknowledges the fact that, because of their extensive use, the environmental impact of this type of products should be reduced, aiming to raise awareness of the environmental impact on consumer products and the role that consumers have in fighting climate change.

Brochure No 1 also describes which measures manufacturer partners have implemented to make their processes and products more sustainable. After that, the brochure gives insight into project activity that will develop sustainable consumer products that align with consumers' needs and requests.

Brochure 2 - FuturEnzyme project: who will benefit?

This brochure, dedicated to consumers, aims at improving the general knowledge of how we can benefit from enzymes. Indeed, the FuturEnzyme project aims to develop at least nine enzymes to be implemented in real consumer products, making them more environmentally friendly, valuable, functional and sustainable. This will benefit consumers and companies by developing new ecological products with new effective properties, and the planet by reducing the environmental impact of consumer' products. The brochure finally analyses how the project will achieve these benefits in its three main target areas: detergents, cosmetics and textiles.

Brochure 3 - Enzymes for sustainable everyday products: benefits and challenges

This brochure, dedicated to the scientific community, provides more information on the potential benefits of using enzymes and insights on how FuturEnzyme project is committed to overcoming the major challenges associated with discovering enzymes, focusing on the bioprospecting platform. By describing enzymes' potential benefits and pivotal assets in industrial processes and consumer products, this brochure aims to encourage research on eco-friendly enzyme-based products. However, the brochures also highlight the main bottlenecks that hinder enzyme-based consumer products' economic competitiveness and environmental sustainability. Moreover, it describes how the FuturEnzyme project, with its innovative machine-learning-based platform, is committed to overcoming these major challenges, accelerating the process of enzyme discovery.

Brochure 4 - FuturEnzyme project: new consumer products for the green transition of European industries

This last brochure is dedicated to companies mainly operating in the three target areas of the project (detergents, textiles, cosmetics). However, all industries that produce consumer products and are interested in making their products and processes greener could find interesting information in this brochure.

Starting with describing the challenges of detergent, cosmetic ingredients and textile production and bio-processing, this document also analyses the increased interest of EU consumers in environmentally friendly products, a trend that is driving the green transition in many industries. FuturEnzyme, thus, provides a solution to develop sustainable consumer products that are aligned with market trends and circular economy.

4. Workflow for preparing brochures

The workflow followed for preparing the final version of the brochures included ITB as the lead beneficiary of this activity, CSIC as the project coordinator and all partners for revision and validation of brochures content. The workflow included the following steps (**Figure 2**):

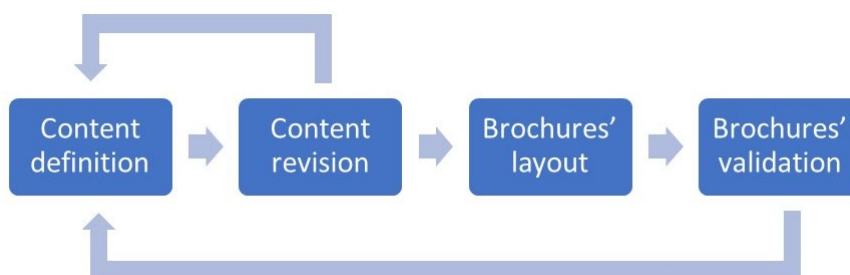


Figure 2. Workflow for preparing brochures

- 1. Content definition.** After identifying the main project target groups (consumers, company, scientific community) and analysing the most effective tone for each stakeholder, specific content for each brochure was defined in a first draft with ITB, which was revised and implemented with the help of the project coordinator, CSIC.
- 2. Collection of inputs from all partners and content revision.** The first draft of the four brochures was circulated among partners to collect their input. After merging all received inputs, the final drafts of the brochures were shared again with all project partners for a final content revision.
- 3. Brochures' layout.** ITB's graphic designer incorporates both the original images of the FuturEnzyme project and its colour palette into the brochures' layout to reinforce the project's visual identity. The text draft approved by all project partners was typeset in an A5 slide format. Rather than preparing short brochures (under 4 pages) full of text content, we have preferred to have longer documents with larger font sizes and more images and colours to make the brochures more effective.
- 4. Brochures' validation by project stakeholders.** Finally, we tested the tone and content of each brochure with the respective target groups to make sure that they would have the necessary impact. ITB organised short focus groups with consumers to collect feedback on the project communication materials relevant to consumers in relation to the consumers' target group. Feedback was collected among the academic and industrial project partners about brochures related to industry and academia. Feedback from stakeholders in this validation step was useful to further implement each brochure's content.

5. Distribution channels

The main distribution channel for brochures dissemination is **social media**. The A5-slide format of brochures is suitable for sharing the brochures on social media both as downloadable materials and as single specific posts. So far, ITB planned the following dissemination timetable of brochures on project social media (both LinkedIn and Twitter):

28 th April 2022	Publication of the link to download all project brochures
06 th May 2022	Post dedicated to brochure No. 1 for consumers
20 th May 2022	Post dedicated to brochure No. 2 for consumers
03 rd June 2022	Post dedicated to brochure No. 3 for academia and the scientific community

Other distribution channels for FuturEnzyme brochures are:

- **Project website:** all brochures are available for download from the news section (<https://www.futureenzyme.eu/news/>). Each brochure also has its dedicated link for visualisation and download:

Brochure No. 1: <https://www.futureenzyme.eu/news/#pdf-brochure-1-4-0/1/>

Brochure No. 2: <https://www.futureenzyme.eu/news/#pdf-brochure-2-4-0/1/>

Brochure No. 3: <https://www.futureenzyme.eu/news/#pdf-brochure-3-3-0/1/>

Brochure No. 4: <https://www.futureenzyme.eu/news/#pdf-brochure-4-4-0/1/>

They are also accessible from the Home page.

- **Newsletter:** the first project newsletter that will be issued in June will contain one news on FuturEnzyme brochures with the link for download.
- **Emails to partners, AB members, and their collaborators:** brochures (online material) will be distributed by email to all partner's collaborators, including stakeholders, AB members, academic groups, other consortia, secondary schools, and universities with which we collaborate or organise activities, to transfer offices from the different partners, to responsible of Environmental Ministry, etc. This will be done at local, regional, national, European and worldwide levels.
- **Project events and external fairs and conferences:** 200 copies (50 for each brochure) will be printed and distributed to project partners during Madrid's first annual project meeting to show how brochures should be printed and the final result. Brochures will be printed as a short booklet in A5 format, like the image provided in **Figure 3**. Printed brochures will also be distributed during future project events and external fairs and conferences.



Figure 3. Brochures' format

6. Final project brochures

FuturEnzyme project brochures in the slide format (as shared on social media and other online communications channels) and in the A5 format (used for printing) are attached to this deliverable.