

Contract Number: 870023

Project's duration: 1 September 2019 to 31 December 2023 (52 months)



INCITE:

Innovative Chemoenzymatic Integrated Processes

D8.10

**Dissemination & communication material
(2nd version)**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N° 870023.

PROJECT DESCRIPTION

Acronym: **INCITE**

Title: **IN**novative Chemoenzymatic In**TE**grated

Coordinator: OLEON N.V

Reference: 870023

Type: IA

Program: HORIZON 2020

Theme: Industrial Sustainability - Efficient integrated downstream processes

Start: 01 September 2019

Duration: 52 months

Website: <https://www.project-incite.eu/>

E-Mail: contact@project-incite.eu

Consortium: Oleon N.V., Belgium (Coordinator)
VITO, Belgium
Endura S.P.A., Italy
BiCT, Italy
Fraunhofer IMM, Germany
Universiteit Gent, Belgium
Bioeconomy for Change (B4C), France
NextChem, Italy



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DELIVERABLE DESCRIPTION

Number	:	8.10
Title	:	Dissemination & communication material (second version)
Lead contractor	:	Bioeconomy For Change (B4C), former IAR
Work package	:	WP8
Dissemination level	:	Public
Due date	:	Month 36
Submission date	:	13 July 2022
Author	:	Anna Frangeul (B4C), Lena Müller-Lohse (B4C)
Reviewers	:	Yann Raoul (Oleon), Heleen De Wever (VITO)



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Executive summary

Communication and dissemination materials are key tools to help with a proper identification of the project and an efficient broadcast of the project's results to a broad range of stakeholders. The aim of Deliverable 8.10 is to present all material that was developed and updated to ensure the best communication & dissemination of INCITE's results.

The present deliverable details the description of the project material: the project identity, online engagement (website and social media), press releases, newsletter, roll-ups and posters are presented.

These dissemination and communication materials are designed to evolve throughout the course of the project. A final version of materials aiming to highlight the most relevant outcomes will be delivered at the end of the project (Month 52).



1. Introduction

The main objective of communication activities is to increase the visibility of the INCITE project on targeted communities at European and international level, thus, to facilitate and maximize the reach and impact of the project's results.

D8.9 (Dissemination & communication material – first version), the Dissemination & communication plan (D8.7) and its updates (D8.8 and D8.2) describe the communication & dissemination materials designed to efficiently valorise INCITE's outputs. They are designed to ensure a clear identification of the project. The following material has been prepared and partially updated:

- **Project Identity:** Logo and house-style, general PowerPoint INCITE presentation
- **Online engagement:**
 - Social network accounts (LinkedIn and Twitter)
 - Website
 - Press releases
 - Newsletter
 - Training activities
- **Printed material:**
 - Flyer
 - Poster
 - Roll-up

2. Material description

The communication material was already presented in D8.9. This document will give an update of the work performed.

2.1 Project Identity

The logo, colour themes, fonts and other visual elements were defined at the beginning of the project, as well as an infographic that visualises INCITE's concept.

The general Powerpoint presentation of the project – a deck of slides designed to help project partners to present and promote the project – has been updated with the new names and/or logos of BiCT, B4C (former IAR) and NextChem and the information about the extended project duration.



2.2 Online engagement

To ensure communication and exchange mainly with the scientific and industrial community but also with institutions and the general public, the project has a social media presence on [LinkedIn](#) and [Twitter](#). Twitter is used to share project news and to comment on current affairs and events within its stakeholder networks, while LinkedIn, which enables longer posts, is used to spread detailed content.

2.2.1 Website

INCITE's [website](#) aims at reaching the broadest possible audience, especially the general public, public authorities, non-governmental organizations, etc. The website is regularly updated and serves as a platform to announce the latest news, and public events. In the following part is listed what was added since the publication of D8.9 in May 2020.

Homepage: INCITE's animated video, which was launched in February 2021, was added as well as the information about the possibility to order free samples of the enzymatically produced isopropyl palmitate and isoamyl laurate via the website.

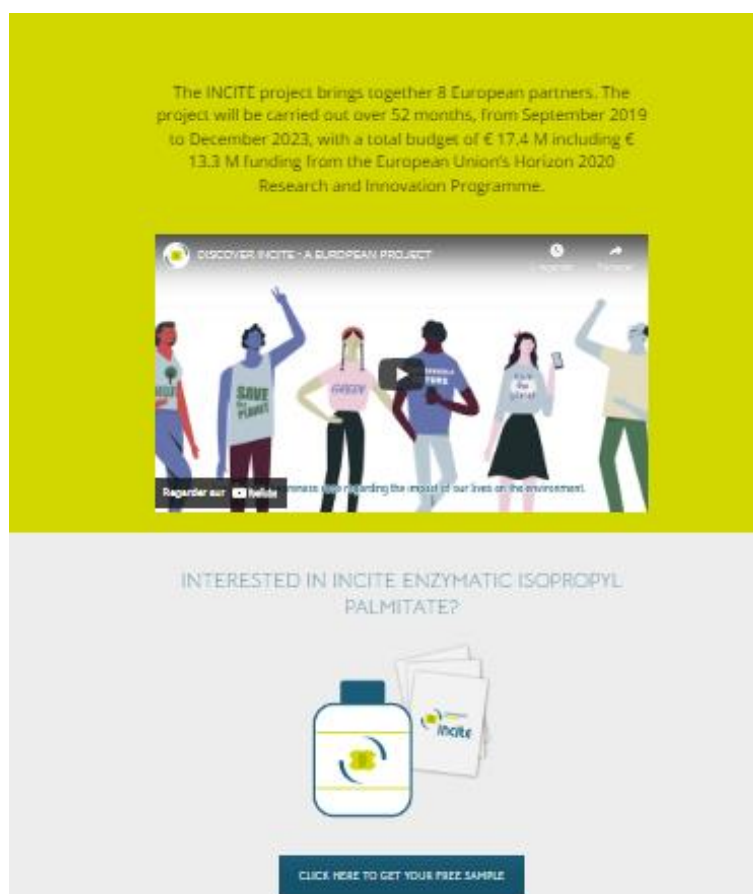


Figure 1: INCITE's Website – Homepage.

About: The duration of the project was modified (48 months → 52 months) as well as some partners' logos and names (BiCT's logo changed, IAR became B4C and BIOP became NextChem).



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Figure 2: INCITE's Website – About.

Project: This section contains 4 sub-sections. Nothing was changed.

Partners: The logos and/or names of BiCT, B4C and NextChem were changed.

News & Events: This section contains INCITE's news and events.

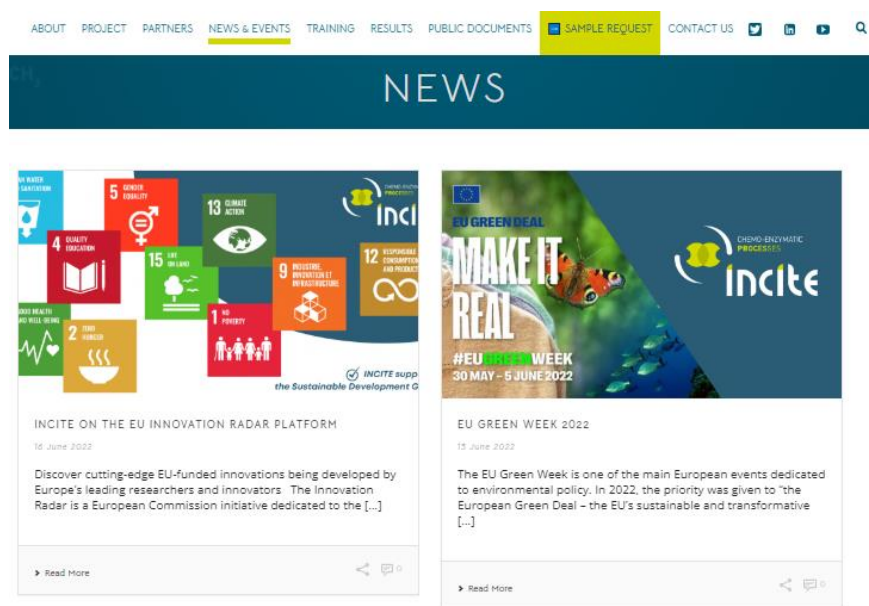


Figure 3: INCITE's Website – News & Events.

Here is a list of all the News & Events published since May 2020:

- 28 May 2020: INCITE website launch and social media presence.
- 15 July 2020: News – Orientation tests for plant design and engineering.
- 21 October 2020: The European Green Week – How INCITE plays a role in protecting biodiversity.



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- 23 October 2020: 1 year project meeting.
- 13 November 2020: Press release – Update after 1 year of work.
- 9 February 2021: Enjoy our brand-new video to discover INCITE.
- 4 March 2021: Oleon – Update on the demonstration plant construction in Oelegem production site.
- 2 June 2021: INCITE within the A.SPIRE Newsletter.
- 7 June 2021: EU Green Week 2021.
- 15 June 2021: Samples of INCITE's Enzymatically produced Isopropyl Palmitate.
- 30 September 2021: INCITE General Assembly was held in Ghent.
- 24 November 2021: Foundation and ground works progress for the new demonstration plant for enzymatic esterification.
- 11 February 2022: Success Story #1 Oleon.
- 25 February 2022: Success Story #2 Endura.
- 1 March 2022: Success Story #3 BiCT.
- 8 March 2022: Success Story #4 VITO.
- 15 March 2022: Success Story #5 Fraunhofer IMM.
- 25 March 2022: The INCITE consortium met in Ravenna, Italy, to discuss the progress of the project.
- 28 March 2022: Replay – INCITE Webinar #1.
- 20 April 2022: Replay – INCITE Webinar #2.
- 22 April 2022: Replay – INCITE Webinar #3.
- 6 May 2022: Register now – INCITE Webinar #4.
- 6 May 2022: Register now – INCITE Webinar #5.
- 15 June 2022: EU Green Week 2022.
- 16 June 2022: INCITE on the Innovation Radar Platform.

Training: Several training activities have been created to share the insights and knowledges of the green chemistry community beyond the consortium, in three different forms:

- A series of 10 online learning modules coordinated by Ghent University, accessible on an open platform for free.
- A series of webinars is offered with intertwined content to the learning modules. Each of the 10 webinars relates to a learning module and is set up to launch the module once it is ready and allow for a Q&A session with the audience. The webinars are recorded and made available on the INCITE Youtube channel for replay. In spring 2022 the webinar series was launched with 5 sessions. The second part of the series is foreseen in autumn 2022.
- Two physical training workshops are organized during the yearly RRB conference on renewable resources and biorefineries, targeting professionals and academics. This allows networking and further knowledge interchange between the relevant actors in the field.



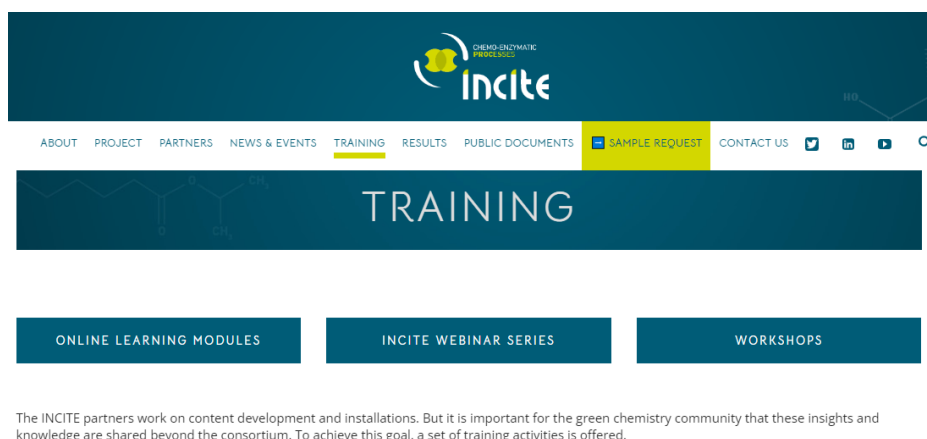


Figure 4: INCITE's Website - Training section.

Results: The Results section highlights INCITE's outcomes. At the start of the project, the following mention is displayed "As this project is in early development process, please have a look at the NEWS & EVENTS or PUBLIC DOCUMENTS section for details of its progress. Stay tuned on Twitter and LinkedIn ". An article leading to the journal Elsevier about « *Lipase catalyzed solvent free synthesis of monoacylglycerols in various reaction systems and coupling reaction with pervaporation for in situ water removal* » is accessible on this page.



Figure 5: INCITE's Website – Results.

Public documents: This section contains the project materials (leaflet, 3 posters and the INCITE logo). The third poster was added recently and focuses on teaching and training activities.



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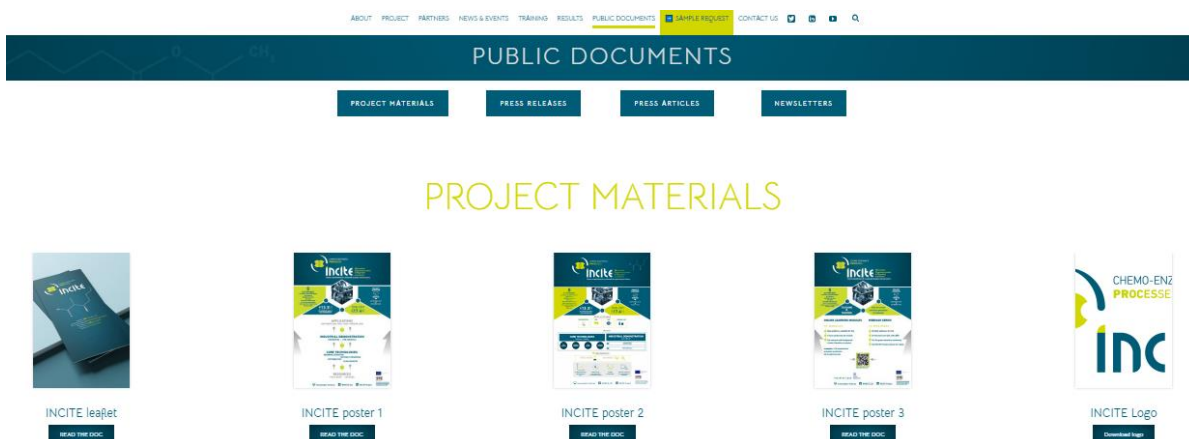


Figure 6: INCITE’s Website – Public Documents: Project Materials.

Also available on this webpage are INCITE’s press releases. The most recent press release was published in November 2021 and gave an update on the first two years of work.

A first press article was published on the webpage. The article about Oleon was published via Feedinfo and mentions INCITE as a great example of a collaborative project.

In May 2022, the first edition of INCITE’s newsletter was published. The newsletter can be found on the bottom of the webpage “public documents”.

Sample request(s): This section provides the ability to order samples of esters produced by the INCITE project. Two samples can be ordered here: the isoamyl laurate (IAL) and the isopropyl palmitate (IPP) product sample, two esters produced by an enzymatic process with lower reaction temperatures than conventional chemical reactions.



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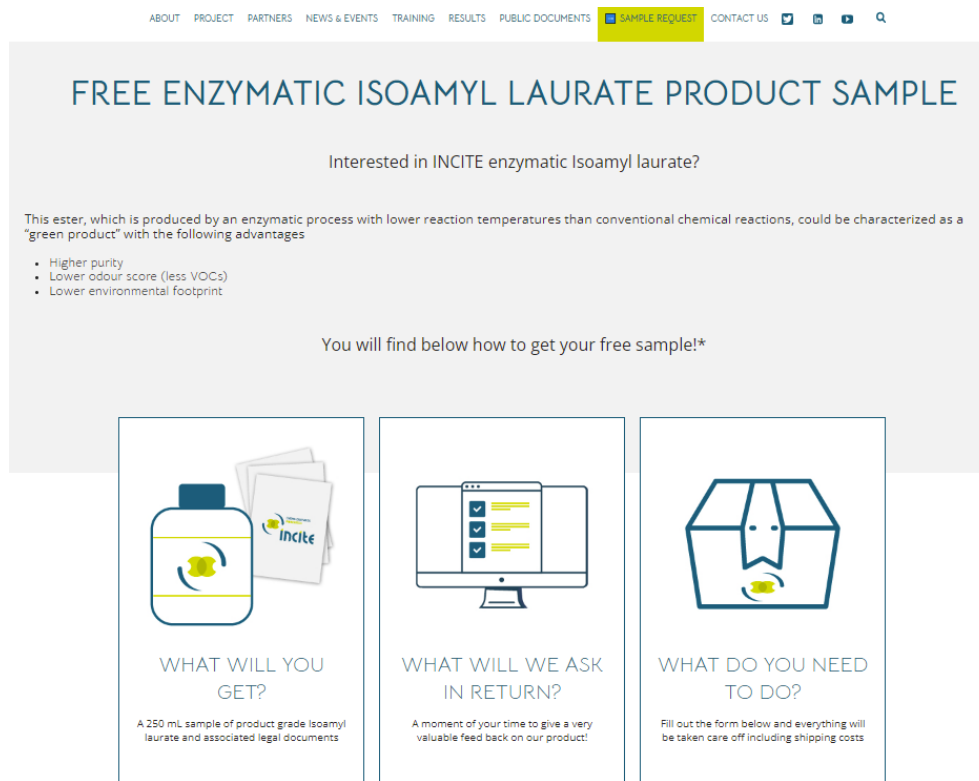


Figure 7: INCITE’s Website – Sample request (IAL).

Contact us: This section contains the contact of the project coordinator and the press contact as well as the social media names and a contact form to subscribe to INCITE’s Newsletter.

2.2.2 Social media

Social media has become a trendy means of disseminating information across heterogeneous target groups. To extend the project target audiences, INCITE integrated these media tools in its communication activities. Twitter and LinkedIn have been selected as the most appropriate social networks to promote the project achievements, news and outcomes.

INCITE’s LinkedIn and Twitter account were launched in January 2020, 4 months after the start of the project. With recurring posts on social media about news related to the project, we keep our followers updated. News can be about events like webinars or presentations during congresses, news on European level, news about the partners etc.



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	Number of followers in July 2020		Number of followers in July 2021		Number of followers in July 2022
Twitter	55	+69%	93	+35%	126
LinkedIn	124	+103%	252	+56%	393

Table 1: Number of followers on Twitter and LinkedIn.

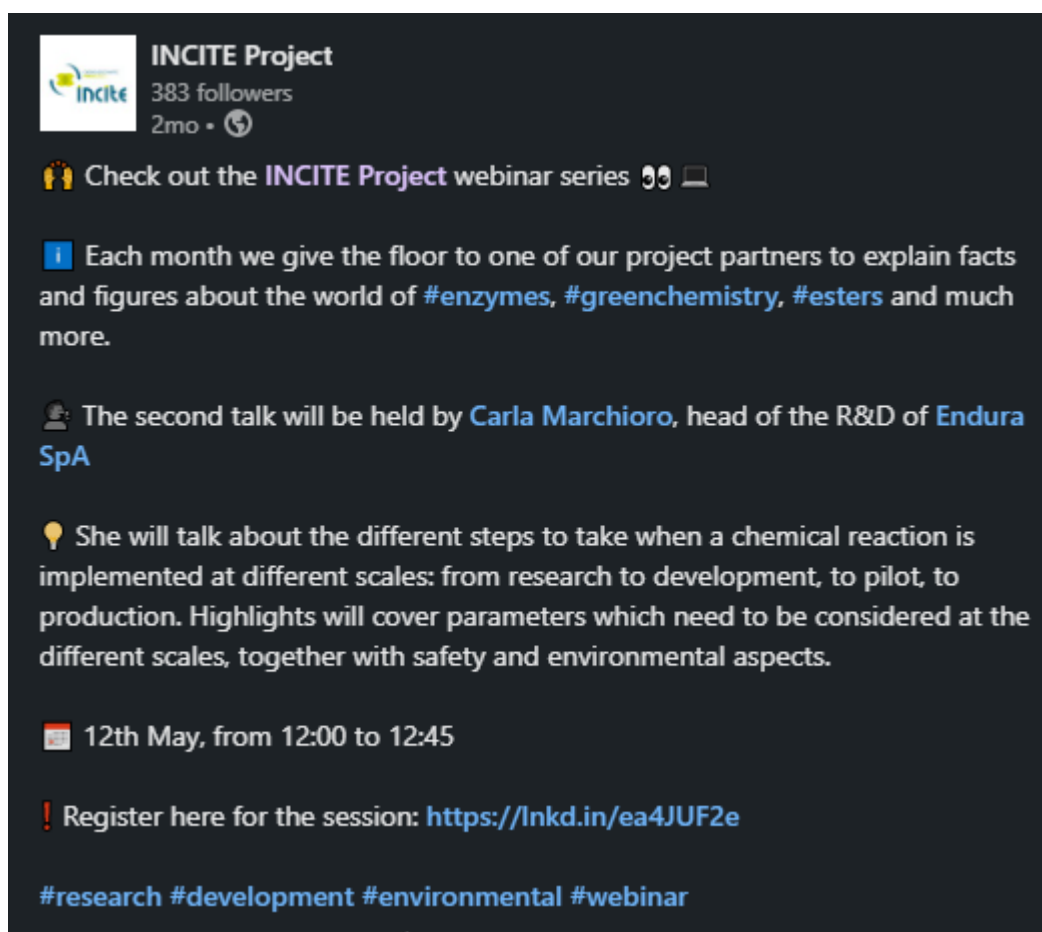


Figure 8: INCITE's LinkedIn account – example of a post.

2.3 Press releases

To accompany the launch of INCITE in September 2019, a first press release was written to communicate about the context of the project, its scope, and main objectives, involved partners, etc. It was sent to the media that have been identified as an effective relay of INCITE's communication priorities and shared by each partner in its own network. Another 2 press releases were written to communicate about the projects update (13 November 2020 and 16 November 2021). Following the same model, a press release will be edited each year and sent to a consolidated mediadatabase that will evolve throughout the project lifespan.



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2.4 Newsletter

Several newsletters will be edited to share relevant outcomes to the people who registered through the website. It is also shared via social media and the networks of INCITE's partners. The first Newsletter got published in May 2022. It presented the project, training activities (webinars) and success stories that got published in the first semester of 2022.



Figure 9: INCITE's Newsletter – first edition.

2.5 Printed material

2.5.1 Flyer - Leaflet

The flyer is a recto-verso tri-fold brochure, presenting INCITE's main information: context, objectives & expected impacts, partners etc. alongside key figures such as project duration, budget etc. It is used by partners to advertise the project in any relevant occasion (workshop, conference, public event etc.).



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Figure 10: INCITE's Flyer – Recto & verso.



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2.5.2 Roll-up & Poster

The roll-up & posters are the most graphic presentation of the project. They aim at advertising INCITE during public events. A new poster was added to inform about the teaching modules, with the addition of a QR-code leading to the webpage of the learning module.

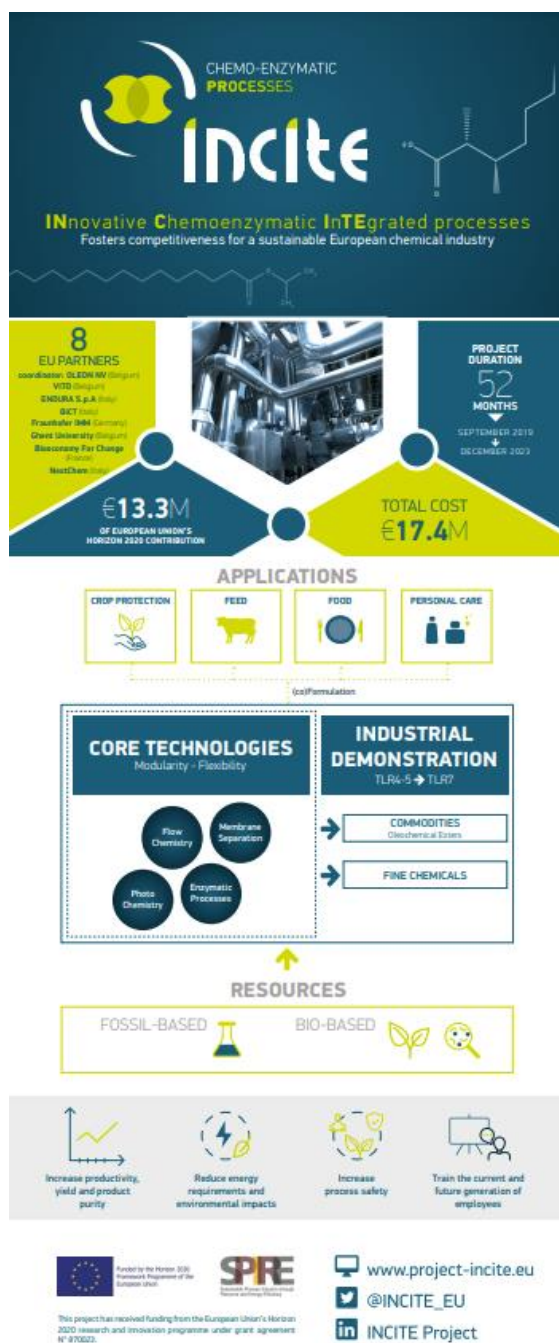


Figure 11: One of INCITE's roll-ups.

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Figure 12: Poster dedicated to training activities.

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