

# AllThings.Bio PRO

## D5.2 Project Communication Starter Kit

WP5 – Communication, Dissemination and Engagement

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Allthings.bioPRO - Game changer for the bio-based economy  
H2020-BBI-JTI-2019



## Technical References

Project Acronym	Allthings.bioPRO
Project Title	Allthings.bioPRO - Game changer for the bio-based economy
Project Coordinator	Anne Warnig Fachagentur Nachwachsende Rohstoffe e.V. A.Warnig@fnr.de
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<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

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V	Date	Beneficiary	Author
1.1	11/02/2021	ICONS	Raffaella Moreschi, Silvia Raimondi
1.2	26/02/2021	ICONS	Silvia Raimondi



# 0 Summary

This paper describes the communication materials delivered during the first six months of the project, which have been bundled into the “Project Communication starter kit”.

The first chapter introduces the current document and explains how it fits within the other deliverables produced as part of WP5 - Communication, Dissemination and Engagement to date. Chapter 2 presents in detail the materials included in the kit. It provides background information as to their rationale and the modality of distribution envisaged. The project partners who have contributed to the development of these materials and their role are specified too.

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# 1 Introduction

The current document illustrates the communication kit, which has been developed in the first six project months. All the items included in the kit have been announced in *D5.1 Communication, Engagement and Dissemination Plan* (M4, confidential), which has defined the communication formats used in the project.

The resources in the kit will be used until the end of Allthings.bioPRO and no re-drafts are foreseen. Should additional materials become necessary, their content and modalities of distribution will be illustrated in the second release D5.1 planned for M24.

The current deliverable is issued in conjunction of *D5.3 Project website and brandbook* (M6), which presents the revamped version of the AllThings.Bio portal, the project brandbook and the social media strategy.

## 1.1 Aims of the document

The essential Allthings.bioPRO's communication materials are part of a package produced to date, which is referred to as "Project Communication Starter Kit".

It consists of:

- A flyer;
- A poster;
- A Power Point presentation;
- A presentation video.

**All of them respect the project's visual identity and provide concise yet exhaustive information on the key aspects of our supporting action:** main objectives, benefits brought to the stakeholders, areas of action and - with the exception of the video - a brief consortium presentation.

The following paragraphs outline the reasoning behind their creation, their scope and a brief explanation of how they will be distributed in the Allthings.bioPRO community.

## 1.2 Responsibilities in the consortium

WP5 leader ICONS has been accountable for the "Project Communication Starter Kit".

**In particular, ICONS has developed the elements in the kit across all the stages of implementation, from content drafting through to graphic development.**

**To ensure visual coherence with the BioCannDo project (of which Allthings.bioPRO is to be seen as a legacy), the BioCannDo/AllThings.Bio graphic guidelines are respected.** Nevertheless, a new set of illustrations has been developed to cover the categories of bio-based products nowadays addressed by our initiative:

- Food packaging,
- Fashion and textiles,
- Kids and schools,
- Jobs and careers.

Additional information on the project's visual identity is available in *D5.3 Project website and brandbook* which is due to be released in M6 (February 2021), in conjunction with the current deliverable.

The general approach recommended has been validated by the project coordinator FNR, who has also provided feedback on the first draft of the materials developed by ICONS.

A final round of comments from the Allthings.bioPRO partners has been encouraged to ensure a good fit with the project communication needs.

Local partners, have been asked to localise communication materials and translate them in the project local languages (German, Estonian, Italian, Dutch and Swedish).

## 2 The communication starter kit

The project communication starter kit comes with a set of materials that will support the project dissemination and communication.

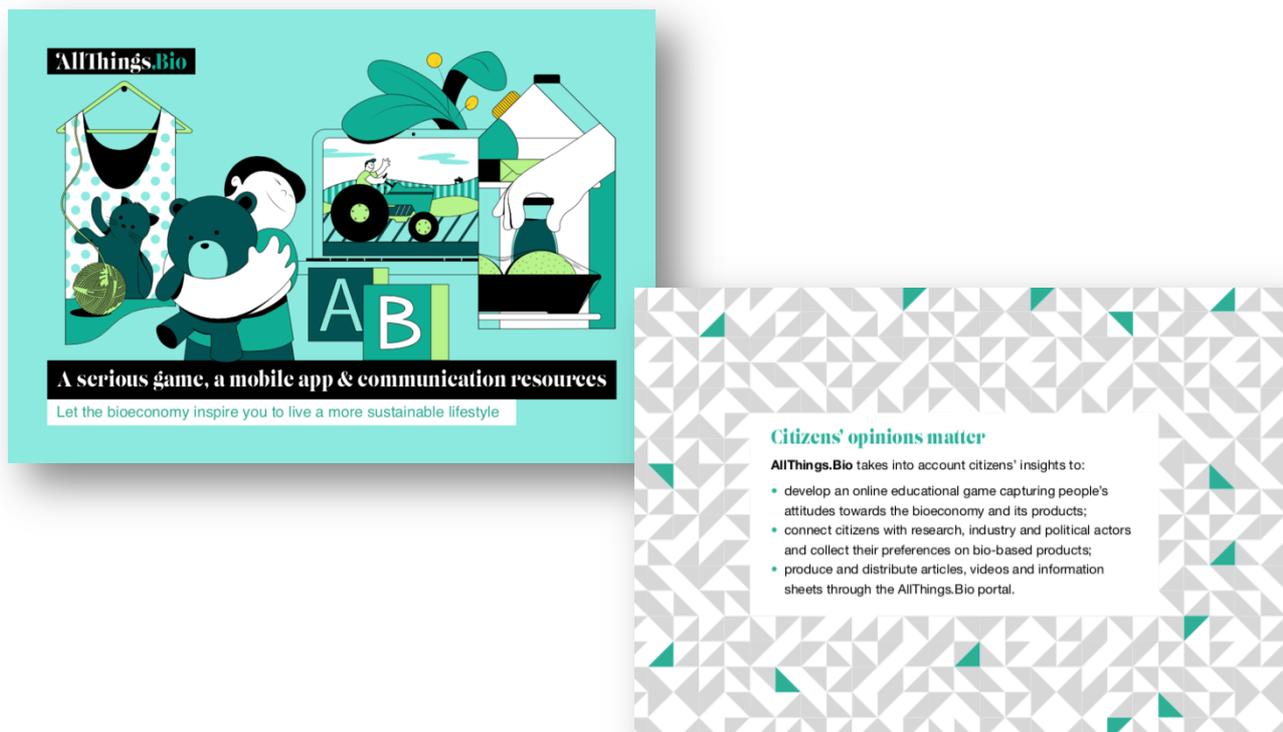
### 2.1 Flyer

**The flyer is meant to raise awareness of the project, its objectives and main areas of activity.**

It will be used to support the dissemination and will be distributed at the events attended by the consortium members. Likewise, it will be part of the communication package distributed at the co-creation workshops and focus groups, which will be organised in the project.

Local versions in German, Estonian, Italian, Dutch and Swedish will be produced to raise awareness and facilitate communication and exchange with local stakeholders.

Figure 1 – Allthings.bioPRO flyer



Like all the other dissemination materials, the flyer is compliant with the project's visual identity and provides concise yet exhaustive information on the key aspects of the project: main objectives, benefits brought to the stakeholder community, the Allthings.bioPRO online serious game, mobile app and the online portal as well as the list of partners and contact details.

The flyer is based on a twofold layout consisting of four pages in total. In closed format it measures 210x148 mm.

Travel restrictions due to the Covid-19 pandemic have considerably reduced the number of physical events taking place during the first project year. To date, there is still uncertainty as to when things will go back to normal; events attended in the first part of the project are likely to be predominantly virtual ones. Hence, we need to ensure that **our leaflet is particularly effective and catchy when visualised online.**

Digital copies are being made available to the project team. When restrictions associated to the pandemic will be lifted and physical events will re-start, the necessary number of copies will be printed and dispatched by ICONS to the consortium partners.

Task	Accountability	Contributors
<b>Texts</b>	ICONS drafted the text of the flyer and finalised it based on input from FNR and other partners.	FNR provided their input to the content of the flyer and has signed it off.
<b>Graphics</b>	ICONS developed the graphic layout.	FNR signed off the graphics.
<b>Translations</b>	REGIONAL PARTNERS will translate the flyer into local language.	
<b>Distribution</b>	ICONS will share the file to the consortium and publish it on the AllThings.Bio portal.	ALL partners are encouraged to share the flyer with their contacts.
<b>Prints</b>	ICONS will print the copies of the flyers (the exact number will be set in accordance to the number of physical events the project might realistically attend).	REGIONAL PARTNERS are responsible for printing local versions of the flyer.

## 2.2 Poster

**The Allthings.bioPRO poster is a synthesis of the key elements we want people to take in about our project: objectives, main activities, bioeconomy sectors covered, consortium partnership and contact details.**

It will come in the standard roll-up size a (200x80cm). It will be displayed at the Allthings.bioPRO co-creation workshops and focus groups and at the physical events attended by project representatives. As stated above, the present Covid-19 situation prevents us from making actual plans about physical events, and indeed all the initial Focus Groups are to happen as online events, while co-creation workshops are still under evaluation.

Two hard copies of the poster will be printed: one will stay with the project coordinator, FNR, a second one will be at ICONS's office and can be sent to the partners who need it. Additional printed copies will be agreed with the consortium based on the specific needs that might arise.



## 2.3 Power Point presentation

The project communication starter kit also comprises a Power Point presentation, which will come handy when partners will be asked to give a presentation of the project.

Likewise, focus group and co-creation workshop organisers will have the possibility to use it to introduce the project to the participants.

The presentation is very agile and streamlined, which will hopefully encourage partners to use it. After a brief introduction of the project and the bioeconomy at large, it deeps into the four sectors dealt by Allthings.bioPRO: food packaging, fashion and textiles, kids and school and jobs and careers. It is completed by a small section illustrating the practical output of Allthings.bioPRO: the online serious game and the mobile app.

Figure 3 – The Allthings.bioPRO Power Point presentation

**AllThings.Bio**  
Game changer for the bio-based economy  
Project's partner name  
Name Surname  
This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 887070.

**AllThings.Bio PRO**  
**Kids & Schools**  
The youth has become a strong voice in sustainability discussions in our society. They advocate for a clear stand towards climate change and are influencing adults to change their behaviour.  
Schools are the places where the youth is spending most of their days.  
In Allthings.bioPRO we want to engage in a discussion on the bioeconomy and **sustainable bio-based products to be used in schools.**

**AllThings.Bio PRO**  
**Allthings.bioPRO wants you!**  
Allthings.bioPRO aims at **gathering the opinions and voices of a multitude of citizens**: our consumer focus groups want to **capture different attitudes towards bioeconomy and its products**, through a **co-creation process**.

**AllThings.Bio PRO**  
**What we'll do**  
Consumers' opinions are at the core of Allthings.bioPRO's content creation: our serious game and mobile app start off from ideas generated by citizens.  
We will develop an **online serious game - a game designed for educational or training purposes** - to help people consider a more sustainable way of living, through the bioeconomy.  
Additionally, we'll release a **mobile app to collect** consumers' preferences and views on bio-based products; the outcomes will be shared with research, industry and political actors.

Task	Accountability	Contributors
<b>Texts</b>	ICONS drafted the text in co-operation with FNR and BSS.	FNR signed off the text.
<b>Layout</b>	ICONS developed the graphic layout.	FNR signed off the graphic layout.
<b>Translations</b>	REGIONAL PARTNERS partners will translate and localise contents of the presentation for local activity.	
<b>Distribution</b>	ICONS will upload the .pdf presentation on the project website.	

## 2.4 Presentation video

**The Allthings.bioPRO video is a touchpoint between the project and its public. It provides a glimpse into the project at an early stage, when most operational activities are still to be implemented. It is meant to raise awareness and get viewers engaged into our initiative.**

Therefore, the information relayed is essential and needs to be complemented by details available on the other communication channels, like the website and social media.

The video is targeted to consumers with limited knowledge of the bioeconomy; therefore, the tone of voice is informal and the language is clear and straightforward. To make it relevant to a laymen audience, a very practical angle has been taken, by starting off from how bio-based products can become part of our lives, to terminate with a call to action.

The video clip is broadly articulated into the following sections:

1. Products used every day;
2. Bio-based alternatives available on the market in fashion, household and school appliances and the benefits they bring in terms of job creation;
3. Allthings.bioPRO as a project, the mobile app and the online serious game that will be developed;
4. Project contact details.

The video lasts approximately 1:30 minutes. This duration will keep the audience interested and get them to watch it through to the end. A relatively short length will also increase our chances to present it at external events, which, since they have gone virtual, are more and more interested in broadcasting short video materials.

### 2.4.1 Video production

The video is based on a technique of graphic animation, which draws attention to key concepts, while a subtle soundtrack keeps the rhythm and makes the clip enjoyable to watch. The voiceover is in English and subtitles are available in the five project local languages: German, Estonian, Italian, Dutch and Swedish.

To ensure consistency with the project image and allow viewers to immediately associate it to AllThings.Bio production, the video matches **the project's visual identity** (*D5.3 Project website and brandbook*) and features the illustrations associated to the project themes, which have been developed.

The production process has been articulated into the following subsequent stages:

Step	Activity	Description
1	<b>Concept</b>	Concept identification, collection of references and definition of the look and feel to set the visual and narrative style.
2	<b>Scriptwriting</b>	Texts drafting.
3	<b>Storyboard</b>	A set of drawings displaying the main moment or scenes and showing how words and images go together.
4	<b>Production</b>	All the elements (typographic animations, music and graphic elements) are assembled based on the final script and storyboard; the speaker's voice is added.
5	<b>Post-production</b>	Graphic interventions and slight visual corrections along with the editing of the scenes; subtitles are added.

Figure 4 – Project video – screenshots



## 2.4.2 Video distribution

The distribution of the video will start from its release in M6 (February 2021) and will continue through to the end of the project.

The video will be uploaded on the [AllThings.Bio YouTube channel](#), which already hosts the BioCannDo video clips. Its presence on YouTube will increase exposure and likelihood to be found through search engines. It will also make it easier for information providers outside our project to embed our video on their online and social media posts.

- **Online** - The video will be **embedded on the AllThings.Bio portal**, where it will be accessible for all visitors. The video will also be shared on the AllThings.Bio **social media channels, Twitter, Facebook and LinkedIn**, while the project partners are encouraged to share it to their business network.
- **Offline** - We also envision the video clip will be extensively used offline, at **events and workshops attended by project representatives**. It will also be used as an intro to the co-creation workshops and focus groups and during the roadshow organised by Allthings.bioPRO.

Task	Accountability	Contributors
<b>Pre-and-post production</b>	ICONS has been in charge of all pre-and post-production stages of the project.	FNR signed off the video script and storyboard; the Steering Committee approved the storyboard.
<b>Translations</b>	Local partners translated the script in local language.	ICONS uploaded the subtitles in local language.
<b>Distribution</b>	ICONS is in charge of distributing the video through the project online and social media channels.	ALL partners are encouraged to share the video via their online networks and when participating to events.

### 3 ANNEX I - Leaflet

### 4 ANNEX II - Poster

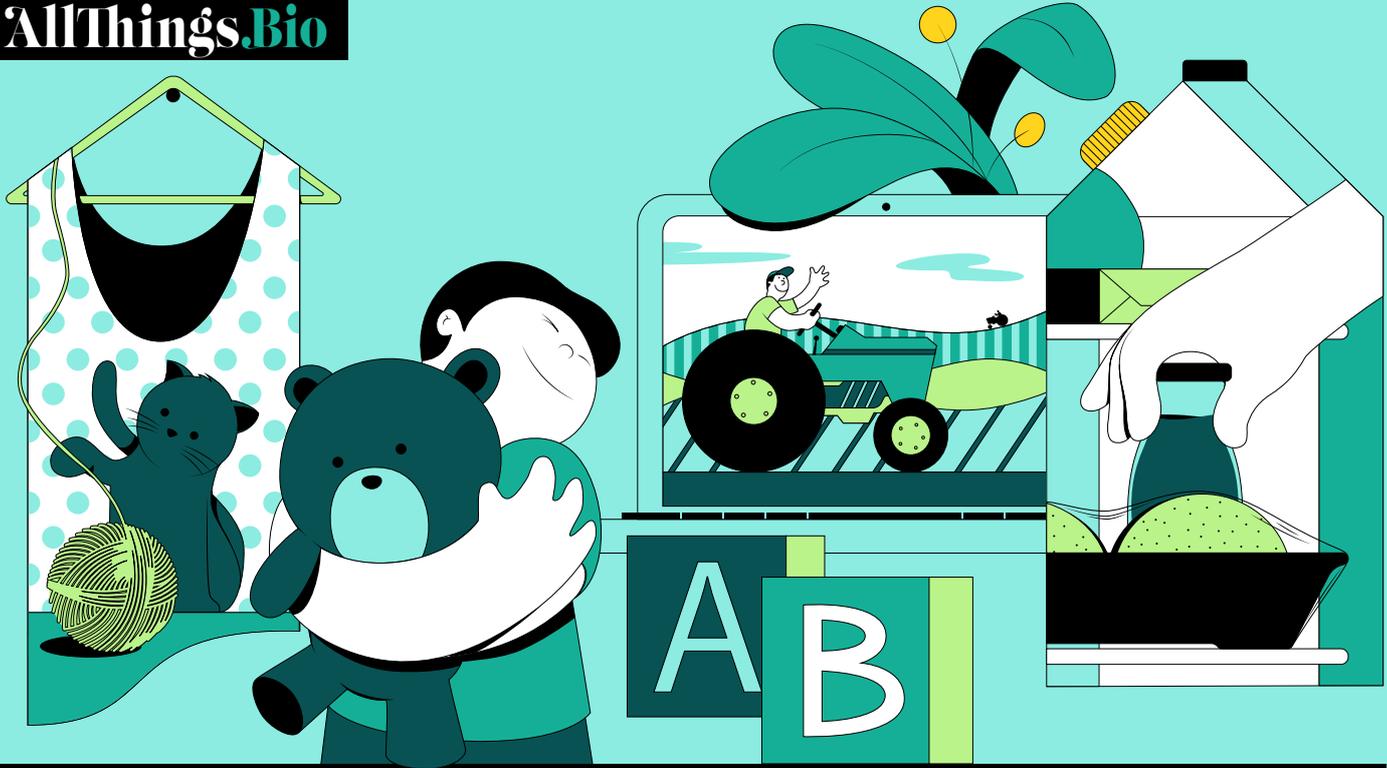
### 5 ANNEX III – Power Point presentation



**AllThings.Bio PRO**

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 887070.

**AllThings.Bio**



**A serious game, a mobile app & communication resources**

Let the bioeconomy inspire you to live a more sustainable lifestyle

## Citizens' opinions matter

**AllThings.Bio** takes into account citizens' insights to:

- develop an online educational game capturing people's attitudes towards the bioeconomy and its products;
- connect citizens with research, industry and political actors and collect their preferences on bio-based products;
- produce and distribute articles, videos and information sheets through the AllThings.Bio portal.

# This is **not** science fiction!

Bio-based products are already available on the market and **AllThings.Bio** covers sectors relevant to people's daily lives:



## FOOD PACKAGING

showing consumers that plastic packaging can be replaced by less polluting and more sustainable bio-based alternatives



## TEXTILES

raising buyers' awareness of bio-based fabrics reducing the environmental impact of the fashion industry



## SCHOOL EQUIPMENT

engaging kids and parents about sustainability and switching to bio-based school equipment: because kids also care about the environment



## JOB AND CAREERS IN THE BIOECONOMY

informing about job profiles and education, training and skills needed to work in the bioeconomy

# AllThings.Bio PRO

Visit [www.AllThings.Bio](http://www.AllThings.Bio) to know more and stay updated about the bioeconomy!

**PROJECT COORDINATOR**  
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FNR – Fachagentur Nachwachsende Rohstoffe e.V.

## THE PARTNERS



tartu loodusmaja



Vetenskap & Allmänhet  
VA - PUBLIC & SCIENCE



Horizon 2020  
European Union Funding  
for Research & Innovation

Allthings.bioPRO has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement N° 887070.



## Game changer for the bio-based economy

Let the bioeconomy inspire you to live a more sustainable lifestyle

With input from citizens, AllThings.Bio develops:

- an **online educational game** analysing people's attitudes towards the bioeconomy;
- a **mobile app** capturing citizens' preferences and providing information on bio-based products.

Game and app will be available through the AllThings.Bio portal alongside articles, videos and other media resources for consumers wishing to know more about the bioeconomy and wanting to get involved in shaping it.

AllThings.Bio focuses on **sectors** relevant in people's daily lives:



FOOD  
PACKAGING



SUSTAINABLE FASHION  
AND TEXTILES



SCHOOL  
ENVIRONMENT



JOBS AND CAREERS  
IN THE BIOECONOMY

Visit [www.AllThings.Bio](http://www.AllThings.Bio) to know more  
and stay updated about the bioeconomy!

Project coordinator  
Anne Warnig — a.warnig@fnr.de  
FNR – Fachagentur Nachwachsende Rohstoffe e.V.

### THE PARTNERS



# All Things Bio

**Game changer for  
the bio-based economy**

**Project's partner name**  
Name Surname

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# Who are we

- **Shaping the bio-based economy through a participatory approach**
- **Start: September 2020; duration: 3 years**
- Part of the European Commission Horizon 2020 work programme, and the Bio Based Industries Joint Undertaking
- **Our objective:** Understand the public opinion about the bioeconomy and provide insights to policy makers, brand owners and bio-based industries.

# The Bioeconomy

The word “bioeconomy” describes **everything that we produce from renewable biological resources:** from food to feed, from bio-based products to bioenergy.

Sustainable bioeconomy contributes to a circular economy, reducing our impact on the environment.



# The Bioeconomy

Many people question if the bioeconomy truly can reconcile environmental justice, human benefit and a modern economy.

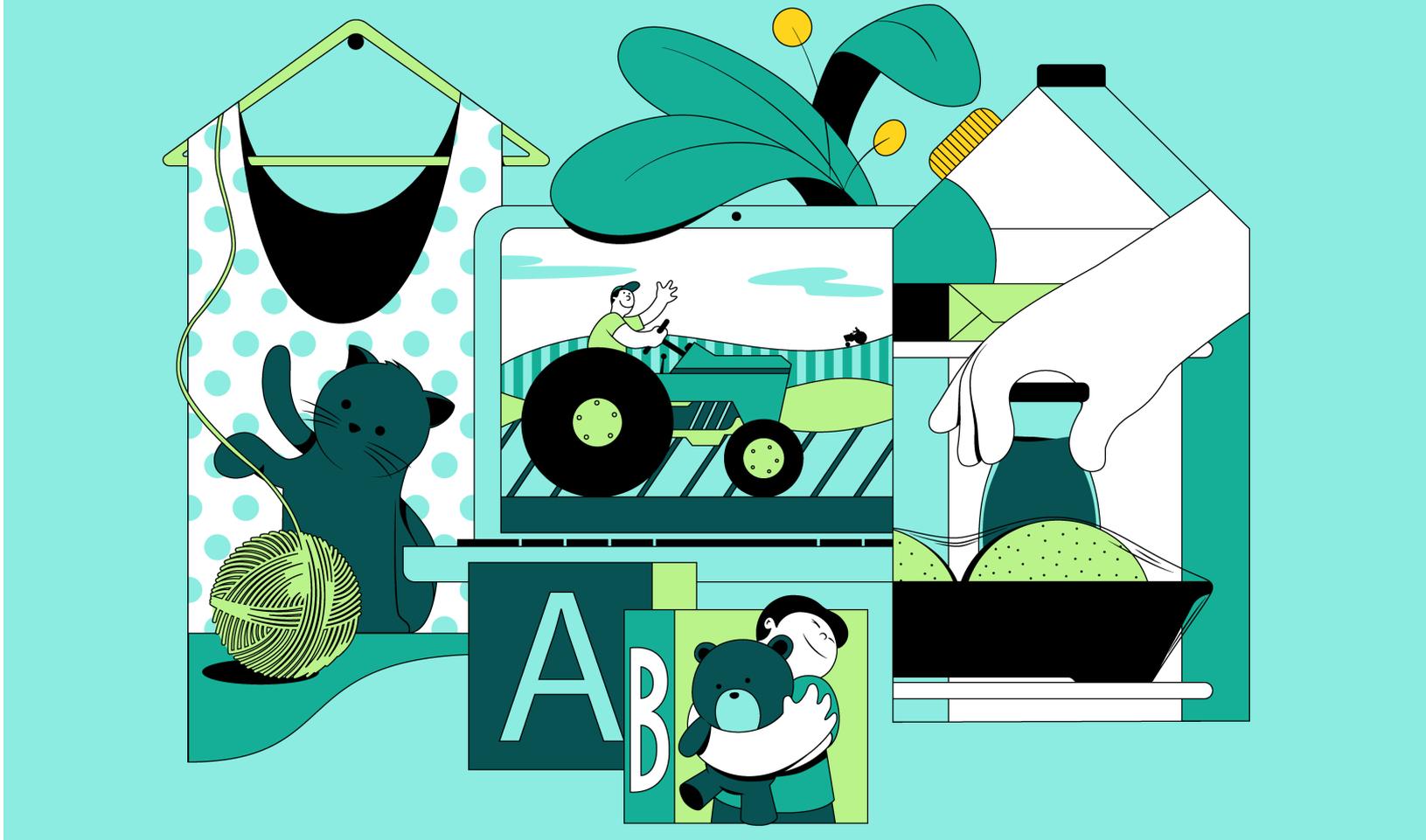
But, at least in theory, **any product made from oil can be made from plant-based materials.**

This gives the bioeconomy a **great potential for reducing climate change by reducing CO<sub>2</sub> emissions.**



This is not science fiction!  
Bio-based products are already  
available on the market.

# Bioeconomy: the focus of Allthings.bioPRO





# Food Packaging

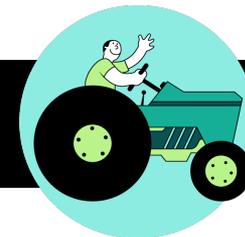
Food is part of everyone's daily routine, be it shopping for groceries or getting a quick bite at lunch break.

The conversations we normally have are about healthy living, animal rights and sustainable food production.

But people are also getting increasingly sensitive about **how food is being packaged**: we want to reduce the use of plastic and minimise our impact on the environment.

Allthings.bioPRO wants to look into different bio-based packaging on the market and how they perform in the view of citizens.





# Jobs & Careers

The bioeconomy is an important contributor to a sustainable and prosperous European Union and needs properly skilled and trained employees.

The **identification of opportunities to promote careers, education and research activities** is on top of the agenda of the European bio-based industry.

In Allthings.bioPRO we want to inform about the **skills required** to consider vocational training and career transition. Our focus will be on highlighting the **career opportunities** and **job profiles** that the bioeconomy is looking for.



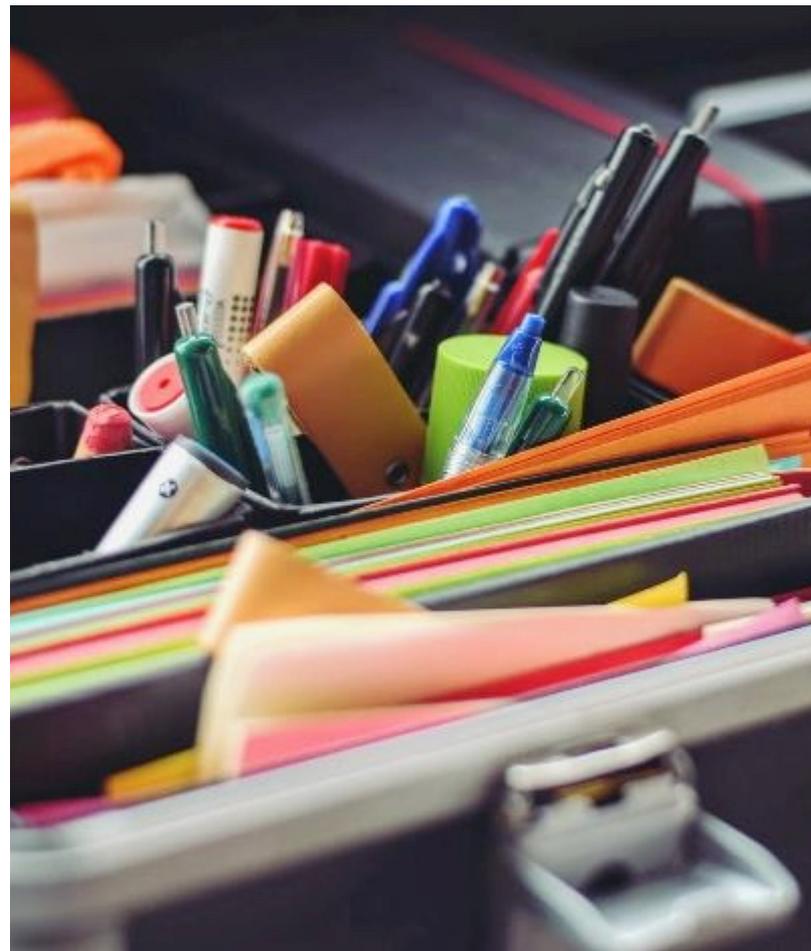


# Kids & Schools

The youth has become a strong voice in sustainability discussions in our society. They advocate for a clear stand towards climate change and are influencing adults to change their behaviour.

Schools are the places where the youth is spending most of their days.

In Allthings.bioPRO we want to engage in a discussion on the bioeconomy and **sustainable bio-based products to be used in schools.**



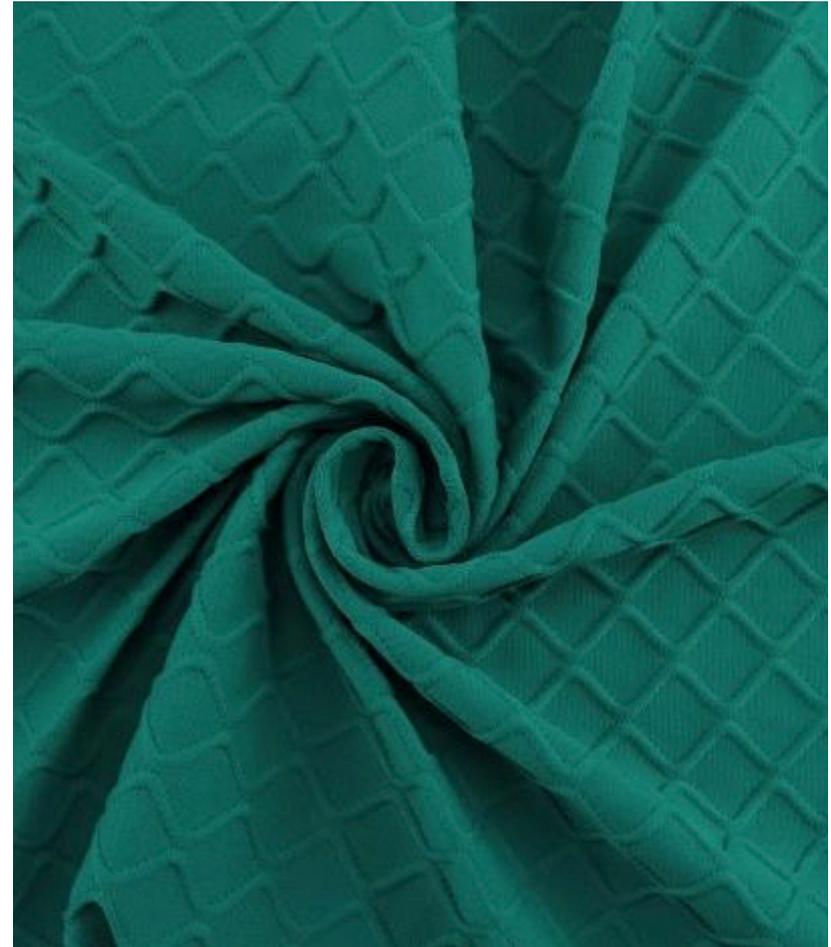


# Fashion & Textiles

Clothes and textiles are part of our daily life and most people are naturally concerned about products they wear on the body.

There is also an increasing concern about sustainability: **fashion is the second most polluting industry globally.**

Global population growth and the increasing income of the global population will boost the demand for sustainable options provided by the bio-based economy.



# Allthings.bioPRO wants you!

Allthings.bioPRO aims at **gathering the opinions and voices of a multitude of citizens**: our consumer focus groups want to **capture different attitudes towards bioeconomy and its products**, through a **co-creation process**.



# What we'll do

**Consumers' opinions are at the core of Allthings.bioPRO's content creation:** our serious game and mobile app start off from ideas generated by citizens.

We will develop an **online serious game** - a *game designed for educational or training purposes* - to help people consider a more sustainable way of living, through the bioeconomy.

Additionally, we'll release a **mobile app to collect** consumers' preferences and views on bio-based products; the outcomes will be shared with research, industry and political actors.



# All Things Bio

Thank you



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