



# EnXylaScope

Unleashing Xylan's Potential with Enzymes  
for a Scope of Consumer Products

## Deliverable 8.1

### Strategic Dissemination and Communication plan

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[www.enxylascope.eu](http://www.enxylascope.eu)





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## 1 Executive Summary

The objective of this deliverable is to provide a detailed overview on the dissemination and communication strategy that will be implemented during the EnXylaScope project. This strategy is integrated under WP8: *Communication, Dissemination and Exploitation*.

As WP8 leader, LOBA will be responsible for the overall management and support of dissemination activities defined under the present dissemination and communication plan, including monitoring the performance. LOBA will also develop the main dissemination and communication channels, tools and materials to be used during the project.

All partners will be actively involved in the dissemination and communication actions implementation, contributing through:

- > Implementing publicity and dissemination campaigns in their own countries and at European level;
- > Exploiting their contacts and networks;
- > Supplying news and updates for the web portal and newsletter;
- > Helping to keep the project's Social Media Accounts (SMAs) alive and active;
- > Participating in relevant events to promote the project and its outcomes;
- > Contributing with scientific papers acknowledging the EnXylaScope project.

The present document will cover:

- > The project's identity (branding);
- > The dissemination and communication objectives;
- > The main target audiences;
- > The main communication channels;
- > The main activities and their timelines;
- > A set of dissemination and communication Key Performance Indicators (KPIs)



## 2 Introduction to EnXylaScope

EnXylaScope aims at widening the scope and industrial potential of xylan debranching enzymes by developing enzymes with high catalytic activity and wide operation conditions, thereby demonstrate their ability to make xylan a platform polymer for applications in a variety of consumer products, with 6 products, covering 3 market sectors: personal care, cosmetics and nutraceuticals. The project is being developed in the context of:

- > The growing demand of greener biobased consumer products;
- > The suitable commercial enzymes not yet available or a poorly performing enzyme, where enzymes could play a key role for their selectivity and environment-friendly reactions in the biobased consumer products among others;
- > The number of hitherto underexploited fractions of biomass which are prime candidates for enzyme-based functional improvements and enhanced sustainable valorisation.

EnXylaScope consists of 5 SMEs, 4 research institutes, 2 large industrial partners and 2 universities. The experienced project partners cover the entire value-chain: (i) culture collections; (ii) enzyme discovery; (iii) production systems; (iv) xylan production and modification; (v) consumer product development and evaluation; (vi) tools to accelerate lab to market; (vi) scaled-up enzyme and xylan production; (vii) LCA and sustainability; (viii) dissemination channels.

The specific objectives of the project are to:

- > Establish a process flow diagram including all process nodes, input, and output streams of the xylan conversion process using enzymes.
- > Discover and characterise 4 novel xylan debranching enzymes by using multi-omics and high-throughput screening (HTPS) methods.
- > Establish efficient and viable production systems for the selected enzymes.
- > Introduce enzymatically modified xylan in consumer products by using product specific enzyme cocktails.
- > Pilot the production of 4 enzymes and application testing of cosmetic, personal care, and nutraceutical products.
- > Assess regulatory compliance and market acceptance of those consumer products.

EnXylaScope will focus on five priorities, with which EnXylaScope is highly aligned by its overarching strategy of the work programme:

- > Addressing climate change and resilience on land and sea;
- > Making the transition towards a circular bioeconomy;



- > Fostering functional ecosystems, sustainable food systems, healthy lifestyles;
- > Boosting major innovations on land and sea – new products, value chains and Markets;
- > Developing smart, connected territories and value chains in rural and coastal areas.

These will also be examined in the light of seven thematic elements proposed as guidelines for responsible research and innovation (RRI): choosing together, gender equality, social education, open access, ethics, governance, environment and socioeconomic impact.







## 3 Identity

LOBA has created the visual identity and promo kit for EnXylaScope that can instantly be associated with the project. LOBA will take care of the conceptualization, design and development of all factors affecting the brand identity of EnXylaScope project. Specifically, we will create a “Communication toolkit”, available to the partners, comprising:

- (i) project logo;
- (ii) project website;
- (iii) branded stationary;
- (iv) official Word & Powerpoint templates;
- (v) branded Letterhead paper;
- (vi) branded email signature;
- (vii) posters/flyers/roll-ups.

Since there is no deliverable dedicated to detail the visual identity of the project, the description will be conducted in this section, and so part of D8.1.

### 3.1 Initial Version

The inspiration behind the brand symbol is based on visual references from the scientific community, which was the main concept that guided this identity. The main objective was to create graphically illustratable organic forms that represent the plant cell walls representation and the chemistry symbols. There are three hexagons to represent the three markets the project will work with and to reminisce upon a drop of liquid / microscopic research.

During the first kick-off meeting, the visual identity of the project was discussed. LOBA developed a presentation ([annex 1](#)) of the brand to showcase the initial version to the partners. The decision of the final logo has been jointly agreed with the Consortium.

### 3.2 Final Version

The original claim of the logo has been reviewed after the meeting for scientific term issues and for a better communication. The part “Enzymatic Potential” has been changed into “Potential with Enzymes” so it is more scientifically accurate. The layout and design of the rest of the materials will be based on this joint decision and will replicate the chosen characteristics to keep a consistent “EnXylaScope visual identity” in all materials.

The colours chosen for the logo are part of a scientific and technological universe, but also reference to the organic aspect (plants) of the project. The contrast, the harmonious combination and the use of specific colours for the communication of each market (cosmetics, personal care, nutraceuticals) as well as the sub-brand created for them are the main characteristics of the chosen palette. The different colourist versions of final logo and specific markets can be seen in [annex 2](#).



A brand manual dictating the rules and guidelines on the elements of EnXylaScope' identity and how it should be used, has also been developed. It can be viewed on [annex 3](#). The brand book and logo versions will be available on the project's website for the general public and on the consortium internal platform.





## 4 The Dissemination and Communication Plan

For the scientific results, we will select the most effective channels of communication, materials and tools to maximize the project dissemination, increase awareness about objectives, activities and results and contribute to the engagement of target groups and stakeholders to ensure a successful implementation of activities with a measurable impact. LOBA, will define guidelines for a high impact communication strategy in collaboration with the consortium, following three main stages:

- > **1st stage:** establish the conditions for a successful dissemination (plan, identity, tools, channels);
- > **2nd stage:** maintain a continuous and steady dissemination – create and increase awareness;
- > **3rd stage:** intensify the dissemination towards the project's sustainability and exploitation.

The main dissemination and communication objectives of the project are to:

- > To develop the project dissemination and communication strategy;
- > To disseminate the EnXylaScope concept, developments and findings to all key actors in the field;
- > To integrate their feedback to the specification, design, development and evaluation work;
- > To identify the exploitation potential of produced results by all project partners;
- > To identify and analyse the innovation potential of EnXylaScope;
- > To interact with other research (EU and national) projects.



## 5 Strategy

The dissemination and communication strategy outlined in this document will be reviewed and updated at month 19. For the successful implementation of this plan, LOBA will be following a plan divided in three stages:

1. **Vision** (objectives, strategic relevance) and key facts, with these following an evolution during the project based on progress;
2. **News** (achievements and results): personalized experiences will illustrate the impact of the project and will give a human dimension that can catalyse end-users' acceptance;
3. **Events promotion and events results.**

LOBA will follow a defined timeline to implement the dissemination and communication activities, as follows:

1. **Online presence and brand identity** (M1 – M6): social media channels, project website, brand identity and project stationary are created;
2. **Early results and early engagement** (M6 – M12): early promotion of the documents in channels and website through documents such as newsletter, follower campaigns, promotional video, teaser and press release;
3. **Customer loyalty building and Monitoring** (M12 – M44): production and promotion of a comprehensive set of tools (supports and channels) to disseminate key messages extracted from EnXylaScope' results to stakeholders in a way that encourages them to be connected with the project;
4. **Sustainability and follow up** (M3 – M48): identification of contacts, mechanism to ensure a persistent visibility of projects outcomes, production and promotion of final results and tools (supports and channels).

### 5.1 Stakeholder Engagement

The involvement of stakeholders is a key element of the EnXylaScope methodology, and as such we have defined the following objectives and associated steps to ensure a successful engagement of stakeholders. Two reports will be written, D8.3 "*Dissemination, Communication and Stakeholders Engagement Report*" at M19, with two uptakes, D8.4 "*Dissemination, Communication and Stakeholders Engagement Report – Update 1*" at M36 and D8.11 "*Dissemination, Communication and Stakeholders Engagement Report – Update 2*" at M48.

Each of these steps are outlined below and followed by a brief description.

**Identify stakeholder categories and decide on the level of granularity of stakeholder types.**



An initial taxonomy of stakeholders is outlined in section 2.2, based on the identification and analysis of stakeholders' categories first identified during the development of the proposal. These categories have been revised and expanded based on inputs from other organisations and contacts identified in the interim period between the proposal and the project kick-off.

### **Identify stakeholders' motivations and why each stakeholder type should be engaged.**

For developing an efficient engagement strategy, it is important to define the reasons for reaching each type of stakeholder and identify their driver and motivations, because it allows us to tailor our discussion and messages towards the different types of stakeholders.

In particular, identifying stakeholders' motivations and the reasons why each stakeholder type should be engaged enables us to make sure that the topics for discussion raised by the project match stakeholders' interests, needs and expectations.

Thus, we want to engage stakeholders in ways that are useful to them, by providing a useful service and to encourage them to continue an active engagement and involvement with EnXylaScope.

### **Match the right means and media/channels with type of stakeholders.**

For this, we have identified via different means (one-way dissemination vs. two-way communication) and media/channels (e.g. e-mails, press releases, articles in dedicated blogs, websites, conferences, workshops, advertising, social networks) through which different stakeholder types should be reached.

The project will adopt this approach in order to optimise project resources and ensure that communications are relevant to as many different categories of stakeholders as possible.

### **Evaluate the cost-effectiveness of each of the different ways of reaching out to stakeholders and decide how cost-effectiveness is to be evaluated or measured.**

Aside from the economic and time costs that need to be considered, it is also important to recognise tools that may be costly in terms of time and resources, since they can offer potential to attain a certain strategic objective.

## 5.2 Target Groups

EnXylaScope covers a large range of target groups at three levels: national, European and worldwide. They can be divided in the following groups:

- > **Feedstock and end-consumer products suppliers** for biobased products industry, with the attention of choosing local producer to avoid transportation costs;



- > **Private sector enterprises and start-ups** involve in the process, coming from different fields: nutraceutical companies, feed processing companies, personal care and cosmetics, and pharmaceutical companies;
- > **Researchers and developers** working in biomass, biopolymer and enzymes (all results will be joined into consistent and practicable recommendations on further optimisation and long-term perspectives to research & developers);
- > **Consumer association representatives** working on the consumer interests.

EnXylaScope project also targets the following secondary groups:

- > **Multipliers:** Related EU-projects; Thematic platforms; Regional networks; Specialised innovation centres; Clusters and associations (including regional networks etc.); Farmers and feed producers
- > **Policy Makers:** EU Institutions (EU Commission, EU science foundation); Regulatory authorities
- > **Civil Society/General Public/Citizens**

## 5.3 Tools and channels

To successfully put into practice the Dissemination and Communication Plan, EnXylaScope will make use of several tools and channels. The consortium will ensure exploitation of the synergies between the project's activities to make the most out of the content produced within the project, by disseminating the knowledge in different ways (infographics, videos, GIFs, images, etc.) for different channels (website, social networks, media, etc.) to support the dissemination of the right messages to the targeted audiences.

### 5.3.1 Website

EnXylaScope' website is a public project website and therefore authorised for public dissemination. It will allow world-wide access to the project's main materials and reports (that are authorized for public dissemination), and it will allow external parties to express their interest in the project. Researchers can be reached through the project's website. It will be continually updated during the project and kept active for at least 2 years after project-end.

Website improvement will take place during the project, based on Google Analytics and Google Webmaster Tools (including search engine optimisation – SEO, for keywords such as “sustainable cosmetics” and others related to the target markets and products).

A website splash page has already been created at M2 (<https://www.enxylascope.eu/>) as a basic version of the website. It is composed, among other elements, of a promotional banner with a form to promote the newsletter subscription. The elements are visible in [annex 4](#).



The official version is being developed and will be launched at month 6, the domain being the same: <https://www.enxylascope.eu/>. The main objective of the website is to have the greatest user experience as possible with, for instance, clickable logo to the homepage or selected items of the menu are highlighted.

The website will include information on the project's objectives and activities as well as materials and reports collected during the project. The website will also be regularly updated with news, events, relevant findings, achievements and content extracted from the deliverables and reports.

The website will feature the following structure:

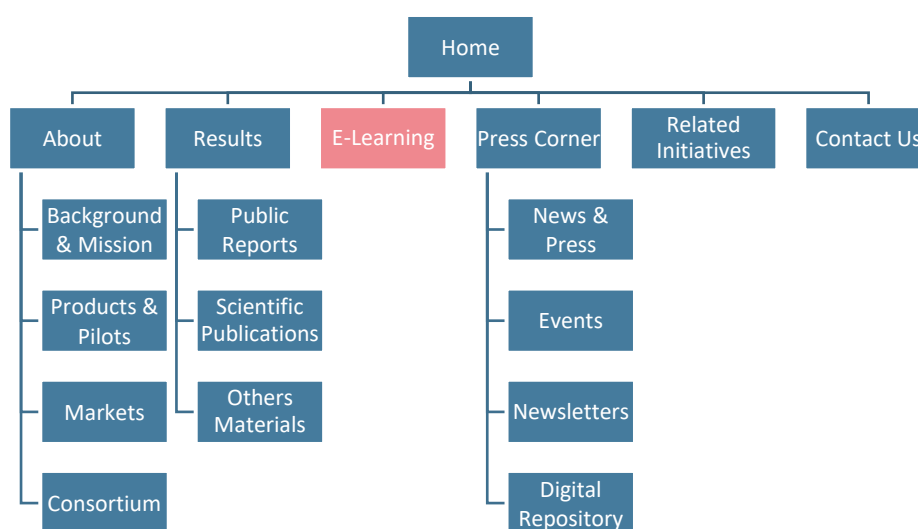


Figure 1: Website structure

The main sections of the website can be seen in [Annex 5](#) and include:

## 1. Homepage & other elements

<b>Homepage</b>	<p>The Homepage showcases the project and attracts the visitor to surf through the other pages of the website. Two main objectives are: having as many results' downloads as possible as well as gaining subscribers to the newsletter The Homepage contains:</p> <ul style="list-style-type: none"><li>• The claims of the project</li><li>• The activities</li><li>• The outcomes</li><li>• The main information under an image/GIF</li><li>• Pop-up banner for the promotion of the newsletter subscription</li></ul>
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<b>Header</b>	Project logo and the menu
<b>Footer</b>	EC flag and disclaimer, LOBA acknowledgement, social media and newsletter icons, "Contact us" linked to the contact page form, link to Cookie Policy and Privacy Policy, Project Duration
<b>Cookie Policy and Privacy Policy</b>	Cookie Policy and Privacy Policy with pop-up cookies message

## 2. Main pages

<b>'About'</b>	<ul style="list-style-type: none"><li>• <i>Background and mission:</i> general information of the project</li><li>• <i>Products &amp; pilots:</i> presentation of the pilot-scale production and application testing</li><li>• <i>Market:</i> specific analysis per market (personal care, cosmetics and nutraceuticals) and general analysis (competitiveness and sustainability, new market opportunities, commercialisation state-of-the-art, recent advances...)</li><li>• <i>Consortium:</i> list all organisations that form the EnXylaScope consortium and the partners</li></ul>
<b>'Results'</b>	<ul style="list-style-type: none"><li>• <i>Public reports:</i> list all public deliverable that will be available throughout the life-span of the project</li><li>• <i>Scientific publications:</i> scientific papers that will be available throughout the life-span of the project</li><li>• <i>Others Materials:</i> will be available throughout the life-span of the project</li></ul>
<b>'E-Learning'</b>	Gather all the achievements and results concerning e-learning instruments. <i>This page will be developed later in the project when this activity starts. For now, it will not exist.</i>
<b>'Press Corner'</b>	<ul style="list-style-type: none"><li>• <i>News &amp; Press:</i> articles, press releases, press clippings</li><li>• <i>Events:</i> all events articles</li><li>• <i>Newsletters:</i> all newsletters and form for subscription</li><li>• <i>Digital Repository:</i> picture gallery, video gallery and visual identity</li></ul>
<b>'Related initiatives'</b>	All other funded-projects and initiatives which are focused on the same areas than the EnXylaScope project
<b>'Contact Us'</b>	Contact form, EnXylaScope' email ( <a href="mailto:info@enxylascope.eu">info@enxylascope.eu</a> ), and reinforce the social media following

Table 1: Website sections

The progress of the project will be closely monitored and reflected in the project's website.

The website will be permanently linked to and publicised on other relevant websites, a reciprocal arrangement to ensure maximum exposure. LOBA will develop and manage a





referencing and Link Exchange Strategy to register the website on the major search engines and directories.

Throughout the whole website, particular attention will be paid to a great user experience. Examples: clickable logo to the homepage, selected items of the menu are highlighted.

## 5.3.2 Social Media

EnXylaScope' official social media pages have already been launched. They include [Twitter](#), [Facebook](#) and [LinkedIn](#). A [YouTube](#) channel was also created to serve as a repository of the project's videos. The objective of these social media channels is to increase awareness, visibility to stakeholders, redirect to website and reach for all activities as support to the creation of a large community.

Starting on M3 and animated from the very beginning, the social media pages of the project will be updated on a weekly basis with posts concerning the project's latest updates, activities and materials, as well as relevant news and articles regarding the project or posts that tackle common themes (will focus on the sustainability impacts of the project and how consumers can be empowered to ultimately purchase greener products in the cosmetics, personal-care and nutraceuticals markets). Relevant results will be also communicated in a digestible way as "results in brief". The dissemination of actionable knowledge and results in brief on social media channels will be more effective and potentially have better engagement rates.

For this, LOBA creates a monthly social media plan with the copy, hashtags, mentions and images/videos per post. Although the social media plan is developed a month in advance, any additional posts that are needed can always be added. On the first 6 months of the project, only one post per week will be developed (excluding additional retweets and shares), and after that, once the project has more content to disseminate, we will start doing two posts per week.

Posts related to the project and its results may, when possible and relevant, mention some of the following accounts in order to increase reach:

- DG Research & Innovation: @EUSciencInnov
- CORDIS: @CORDIS\_EU
- Horizon Europe: @EU\_H2020

As well as the hashtags:

- #enxylascope
- #xylan
- #enzymes
- #consumerProducts
- #nutraceuticals
- #cosmetics



- #personalCare

Additionally, we will follow the following pages (and others):

- Consortium partners social media channels (table 2)
- EC channels:
  - Open Research Europe (@OpenResearch\_EU)
  - European Commission (@EU\_Commission)
  - EU Research Results (@CORDIS\_EU)
  - EU Joint Research Centre (@EU\_Science Hub)
  - Horizon Europe (@HorizonEU)
  - EU Environment (@EU\_ENV)
  - European Chemicals Agency (@EU\_ECHA)
  - SusChem ETP (@SusChem): The European Technology Platform for Sustainable Chemistry
  - EU green research (@EUgreenresearch)
  - CEFIC (@Cefic): European Chemical Industry Council
- Related projects and initiatives channels
  - SIMBA (@SIMBAproject\_EU): Sustainable innovation of microbiome application in the food system
  - Futurezyme (@futurezyme): Enzymes for driving tomorrow's greener planet
  - WoodZymes (@WoodZymes): Wood transforming enzymes
  - UNRAVEL (@UNRAVEL\_BBI): Demonstrating an economically feasible biorefinery
  - Funguschain (@funguschain): innovative biorefinery which will process and transform mushroom farming by-products into high value products
  - Biorefine Cluster (@Bioref\_Cluster): The Cluster interconnects research projects and people within the domain of Biorefinery (refinement of chemicals, materials and energy from bio-based streams)
  - IndustrialBiotech\_EU (@IndBiotechEU): hurdles and critical success factors to deploy industrial biotechnology in Europe
  - Oxipro (@OXIPRO\_EU): Powerful novel enzymes for greener consumer products
  -
- Related news channels and influencers
  - Biobased Press (@biobasedpress)
  - Chemical Science (@ChemicalScience)
  - Chemistry News (@ChemistryNews)
  - Doris de Guzman (@DGreenblogger)
  - ArchivesPortalEurope (@ArchivesPortal): Largest online archival repository in the world, hosting & seeking any piece of archival material on the continent's history & international archives community
  - Pietro Bartocci (@PietroBartocci)



- Chemistry Europe (@ChemEurope)
- ChemistryViews (@ChemistryViews)

Partners are encouraged to use their own (institutional or personal) social media pages to boost EnXylaScope, through sharing EnXylaScope' website and social media pages, and using EnXylaScope' handles (@EnXylaScopeH2020) whenever posting content related to the project through their own channels. Partners have already shared their personal accounts (not included them in this deliverable due to privacy concerns), as well as the organisation's social media accounts, which are listed below:

	ORGANISATION'S SOCIAL MEDIA URL			
	FACEBOOK	LINKEDIN	TWITTER	YOUTUBE
<b>1 AITIIP</b>	<a href="https://www.facebook.com/aitiip.centrotecnologico/">https://www.facebook.com/aitiip.centrotecnologico/</a>	<a href="https://www.linkedin.com/company/aitiip-centro-tecnologico/">https://www.linkedin.com/company/aitiip-centro-tecnologico/</a>	<a href="https://twitter.com/aitiip">https://twitter.com/aitiip</a>	<a href="https://www.youtube.com/channel/UCR1QNqdvKbHJ3J6iA4VhAZg">https://www.youtube.com/channel/UCR1QNqdvKbHJ3J6iA4VhAZg</a>
<b>2 CELIGNIS</b>	<a href="https://www.facebook.com/celignisanalytical/">https://www.facebook.com/celignisanalytical/</a>	<a href="https://www.linkedin.com/company/celignis-limited">https://www.linkedin.com/company/celignis-limited</a>	<a href="https://twitter.com/Celignis">https://twitter.com/Celignis</a>	<a href="https://www.youtube.com/channel/UC0H2RGgW88-PmstAlQZz7rw">https://www.youtube.com/channel/UC0H2RGgW88-PmstAlQZz7rw</a>
<b>3 IFEU</b>	-	-	<a href="https://twitter.com/ifeu">https://twitter.com/ifeu</a>	<a href="https://www.youtube.com/channel/UC4gmc7XjP4Su9tGhCnWZ9Vw">https://www.youtube.com/channel/UC4gmc7XjP4Su9tGhCnWZ9Vw</a>
<b>4 LOBA</b>	<a href="https://www.facebook.com/LOBA.cx">https://www.facebook.com/LOBA.cx</a>	<a href="https://www.linkedin.com/company/loba-cx/">https://www.linkedin.com/company/loba-cx/</a>	<a href="https://twitter.com/loba_cx">https://twitter.com/loba_cx</a>	<a href="https://www.youtube.com/user/LOBACx">https://www.youtube.com/user/LOBACx</a>
<b>5 SEPPIC</b>	-	<a href="https://www.linkedin.com/company/seppic/">https://www.linkedin.com/company/seppic/</a>	<a href="https://twitter.com/seppic">https://twitter.com/seppic</a>	<a href="https://www.youtube.com/user/Tvseppic">https://www.youtube.com/user/Tvseppic</a>
<b>6 DIVIS</b>	-	<a href="https://www.linkedin.com/company/divis-intelligent-solutions-gmbh/">https://www.linkedin.com/company/divis-intelligent-solutions-gmbh/</a>	-	<a href="https://www.youtube.com/channel/UCWjUM5opxZtu92PeTr6OAoA">https://www.youtube.com/channel/UCWjUM5opxZtu92PeTr6OAoA</a>
<b>7 RISE</b>	<a href="https://www.facebook.com/RISEResearchInstitutesofSwedenAB/">https://www.facebook.com/RISEResearchInstitutesofSwedenAB/</a>	<a href="https://www.linkedin.com/company/rise-research-institutes-of-sweden/">https://www.linkedin.com/company/rise-research-institutes-of-sweden/</a>	<a href="https://twitter.com/risesweden">https://twitter.com/risesweden</a>	-
<b>8 TUD</b>	<a href="https://www.facebook.com/TUDelft/">https://www.facebook.com/TUDelft/</a>	<a href="https://www.linkedin.com/school/tudelft/">https://www.linkedin.com/school/tudelft/</a>	<a href="https://twitter.com/tudelft">https://twitter.com/tudelft</a>	<a href="https://www.youtube.com/user/tudelft">https://www.youtube.com/user/tudelft</a>
<b>9 SINTEF</b>	<a href="https://www.facebook.com/sintefhq/">https://www.facebook.com/sintefhq/</a>	<a href="https://www.linkedin.com/company/sintef/">https://www.linkedin.com/company/sintef/</a>	<a href="https://twitter.com/SINTEF">https://twitter.com/SINTEF</a>	-
<b>10 KERRY</b>	<a href="https://www.facebook.com/KerryTasteAndNutrition/">https://www.facebook.com/KerryTasteAndNutrition/</a>	<a href="https://www.linkedin.com/company/Kerry/">https://www.linkedin.com/company/Kerry/</a>	<a href="https://twitter.com/WeAreKerry">https://twitter.com/WeAreKerry</a>	-



<b>11 FERMEX</b>	-	<a href="https://www.linkedin.com/company/fermentationexperts/">https://www.linkedin.com/company/fermentationexperts/</a>	-	<a href="https://www.youtube.com/user/Fermentationexperts">https://www.youtube.com/user/Fermentationexperts</a>
<b>12 LUND</b>	<a href="https://www.facebook.com/lundsuniversitet">https://www.facebook.com/lundsuniversitet</a>	<a href="https://www.linkedin.com/company/lunduniversity/">https://www.linkedin.com/company/lunduniversity/</a>	<a href="https://twitter.com/Lundsuni">https://twitter.com/Lundsuni</a>	<a href="https://www.youtube.com/user/LundUniversity">https://www.youtube.com/user/LundUniversity</a>
<b>13 METGEN</b>	-	<a href="https://www.linkedin.com/company/metgen/?originalSubdomain=fi">https://www.linkedin.com/company/metgen/?originalSubdomain=fi</a>	<a href="https://twitter.com/metgen_oy">https://twitter.com/metgen_oy</a>	-

*Table 2: Consortium's Social Media Channels*

All social media visuals will be cohesive and showcase the project's identity. Therefore, LOBA will design, create and animate tailored banners, illustrations, GIFs, graphics (etc.) whenever necessary, for posts, or social media profile and cover images distributed in accordance with the EnXylaScope communication plan. All the materials are available in [annex 6](#).

Paid campaigns (ads) will be built around three core goals: i) enlarge and engage the community, ii) build an email contact list, iii) increase website traffic. Facebook, Twitter and LinkedIn campaigns will unfold whenever EnXylaScope has important milestones/deliverables/achievements to announce. Social Media statistics will be closely and regularly monitored and analysed, in order to identify any need for improvement, or adjust the strategy implemented for each target group.

### 5.3.3 Videos

LOBA will develop an EnXylaScope promotional video (*what is EnXylaScope project?*) to be shared on the project's digital channels and used to promote the project or introduce it at events, following the steps below:

1. *Conceptualisation*: creation and development of the strategy and concept idea;
2. *Pre-Production*: development of the final version of the script and preparation of the technical script as well as the creation of storyboard and mood board;
3. *Production*: turning the script into interactive material using Filming & Digital Cinematography, Production – Video & Audio editing, Production – Graphics / 2D / 3D Animation;
4. *Post-Production*: joining of all the elements created in the different production areas, including VFX Production and “Colour Correction”
5. *Marketing & Distribution support*: development of different multimedia outputs for content strategy support and the on-site and online promotion campaigns in order to start the distribution.



For now, [a branding presentation video](#) has been published on the YouTube channel regarding the branding presentation. The first promotional video is under development. Additional videos will be developed if necessary.

## 5.3.4 Stationary and Promotional Materials

Branded stationary and promotional materials aim to support partners in their formal and informal communication and dissemination. They will be used in the following occasions:

- > During the reporting process (e.g. branded deliverables templates);
- > During presentations at meetings and events (e.g. official Word & PowerPoint template);
- > During participation in events (e.g. branded folders, branded letter head paper and branded business card);
- > During mass mailing announcements aside from newsletters or communication (e.g. branded email signature).

The stationary materials for EnXylaScope have been developed. The email template is for small communications to be sent to the EnXylaScope subscribers by email aside from the newsletters. The first version of the materials can be seen in [Annex 7](#).

During the project, we will develop several versions of dissemination materials, according to the project stage and/ or the events where they will be used. Brochures (at least two to be produced) will aim to summarise the project's scope (at early stages) and main achievements (at mid-term stage) through attractive visual contents easy to understand. They will provide an overview of the project, represent the brand identity and provide key information duly highlighted to maximise visual impact. The production of flyers, posters, banners and roll-up will be strongly EnXylaScope with its dissemination in the project's events and meetings. They will be produced in due time according to the timeline of the events and tailored basing on nature and target groups of the event.

Under normal circumstances, LOBA would have rapidly produced and sent these materials to each member of the consortium. Due to COVID-19, the shipping of the materials has been put on hold. To get around this issue, the consortium is currently working on a digital version of the brochure. Later on, the introductory video can become another solution for presenting the project at online events/meetings.

## 5.3.5 Merchandising

Goodies or merchandising will be distributed at events with the purpose of brand promotion and brand awareness. Goodies are also a technique used to attract visitors to the booth, and use that as an opportunity to create awareness about the project's objectives or engaging them on the project's activities and events. Goodies will include EnXylaScope' logo, URL and claim. These materials have not been thought out at this



point, as due to the world pandemic, physical events will be difficult to attend and therefore it will be difficult to distribute merchandising/goodies.

## 5.3.6 Press Releases

At least five press releases will be sent to specific media outlets and relevant stakeholders will be informed as well. A first press release has been sent to media outlets on M1 to present the project. The final version can be seen in [Annex 8](#).

The results of this first communication will be reported on D8.3 – Dissemination, Communication and Stakeholders Engagement Report at M19.

In addition, LOBA will make use of an updated of over 800.000 contacts of relevant media and journalists, a valuable asset that can be configured for domain- or geo-specific campaigns.

## 5.3.7 Newsletters & Direct Mailing

At least four newsletters will be sent during the project (one per year) to specific media and stakeholders concerned with the project. LOBA will include a specific registration form for newsletters on the EnXylaScope website (already included in the current splash page). The consortium will contribute to the development of the contents, to ensure the mass distribution of the newsletters, it will be distributed to the EnXylaScope list of subscribers (complying with GDPR) and all partners will put efforts in promoting it through their own contacts as well.

Each newsletter can include articles, interviews, videos, infographics and social media posts and will be uploaded to the News section of the website. LOBA use the [Zoho Campaigns](#) platform to dispatch the newsletters. It will keep track and analyse newsletter statistics based on the number of recipients, the number of newsletters opened, and the number of clicks. We will not keep track of contacts who unsubscribed and their personal details will be automatically removed from its database.

Aside from the newsletters, direct email will also be sent to the subscribers to communicate individual/specific activities/events regarding the project as many times as it is necessary. An [email template](#) has been created for this purpose. These direct emails will be sent proactively to subscribers.

All newsletters (aside from the direct emails) will be uploaded on the project's website and promoted on the social media channels and by partners.

## 5.3.8 Scientific Dissemination

EnXylaScope academic partners aim at publishing contributed and invited papers in top referred scientific journals such as: Biochemistry, Applied and Environmental





Microbiology, Applied Microbiology and Biotechnology, Frontiers (Bioengineering and Biotechnology, Microbiology), Current Opinion (Biotechnology, Chemical Biology) etc.

OpenAIRE and Zenodo channels will be used as well, the DOI of the article will be included in the OpenAire repository.

Partners must acknowledge the project using the phrase “This [work/paper/event...] was supported by European Union’s Horizon 2020 research and innovation programme under grant number 101000831 - EnXylaScope”. Papers and publications should be uploaded to Zenodo.

### 5.3.9 Activities and Events

EnXylaScope’ developments and outcomes will also be disseminated through activities and events, identified below:

- > Through presentations, consortium members will disseminate EnXylaScope outputs.
- > Also, by attending conferences/exhibitions consortium members will have the opportunity to get an understanding of current technology and market trends, so that project activities can be fine-tuned during the project’s lifetime.
- > EnXylaScope partners intend to disseminate the project at relevant biochemistry, industrial biotechnology, bioprospecting, circular bioeconomy and other relevant events over 2021-2024.
- > Conference booths and Dissemination events are important for increasing the project’s awareness. The consortium will organize/participate in workshops and European fairs/exhibitions as well as events organised by the EC (e.g. H2020 and BBI JU events).

### 5.3.10 Liaison with other projects

Furthermore, liaison with other projects is an enormous advantage of EU funded projects, since twin, similar, related projects and organisations can be used as multipliers instead of competitors (through link exchange strategies, social media collaborations, creation of articles and blogposts, etc.). The consortium will collaborate as much as possible with other ongoing projects to exploit opportunities for knowledge exchange and for improving dissemination and communication among the target audience such as the ones presented in the table below:

PROJECT-TITLE	PARTNER	BRIEF DESCRIPTION
<a href="#">SAPHIRE</a>	CELIGNIS LTD	Involves the development of CELIGNIS LTD’s IP for the sustainable extraction of xylans from lignocellulosic



		biomass. EnXylaScope will develop IP for the enzymatic-debranching of such xylans to produce valuable ingredients to be tested in a scope of consumer products
<a href="#">ComRaDes</a>	TU DELFT	"Computation for Rational Design: From Lab to Production with Success"
<a href="#">PERFECOAT</a>	CELIGNIS LTD	Involves enzymatic modification of xylans for applications in sustainable coatings and paints.
<a href="#">BakeEnzyme Eurostars</a>	TU DELFT	Development of a dedicated enzyme mixture to improve the quality and health features of baked goods.
<a href="#">UNRAVEL</a>	CELIGNIS LTD MetGen	"Innovative technologies for the pre-treatment and separation of lignocellulosic feedstock and complex composition streams into valuable fractions while maintaining key characteristics", provided key insights into the fractionation of lignocellulosic biomass.
<a href="#">OXYPOL</a>	SINTEF	Optimized laccase systems for high-value bio-plastics production from biomass. Bioinformatics pipelines developed in this project will be applied in EnXylaScope.
<a href="#">METAFLUIDICS</a>	SINTEF	Advanced toolbox for rapid and cost-effective functional Metagenomic screening - microbiology meets microfluidics. Biodiversity samples and sequence data from this project will be used for new enzyme discovery in EnXylaScope
<a href="#">MarBioTech</a>	SINTEF	Advanced Marine Biotechnology toolbox for accessing the uncultivated marine microbial biodiversity and its novel biomolecules. Screening and data mining approaches developed and used in this project will be used in EnXylaScope.
<a href="#">SWEETWOODS</a>	MetGen	"Production and deploying of high purity lignin and affordable platform chemicals through wood-based sugars", Utilisation and demonstration of ENZINE® platform for industrial scale enzyme production.
<a href="#">BioSPRINT</a>	IFEU	The goal is to intensify the valorisation of hemicelluloses streams derived from hard wood and straw that are available from processes employed in the production of paper pulp or biofuels.
<a href="#">SIMBA</a>	FERMENTATIONEXP	Product development, feed evaluation, using plant protein sources and macroalgae for in vivo trials, both human and animal
<a href="#">IFFA</a>	FERMENTATIONEXP	The goal of the project is to develop innovative high quality functional food products with anti-inflammatory properties





<a href="#">BIZENTE</a>	AITIIP	BIZENTE is coordinated by AITIIP. The objective is to develop new enzymes for the degradation of thermostable composites.
<a href="#">FuturEnzyme</a>	-	Develop technologies of the FUTURe for low-cost ENZYMEs for environment-friendly products, on 3 market segments, textiles, detergents, and cosmetics
<a href="#">OXIPRO</a>	-	Co-creating and co-developing an efficient oxidoreductase foundry under an interdisciplinary and systemic innovation approach.
<a href="#">RADICALZ</a>	-	Fast, versatile and affordable tools for enzyme discovery and engineering, to develop novel enzymes, new formulations and ingredients for more environment-friendly and healthier consumer products.
<a href="#">VEHICLE</a>	MetGen	Demonstration of valorisation of dilute hemicellulose-containing prehydrolysate streams from pulp mills. In addition to widen the business and market opportunities if existing biorefinery investments by demonstrating the applicability of their sugar streams in conversion into intermediate and building block chemicals.

*Table 3: Related Projects*

### 5.3.11 Partners' networks

All partners will leverage their industrial and scientific partnerships, standardization activities and long-standing experience in EU funded projects, to contribute in the communication and dissemination activities, over the project duration to provide visibility at local, regional, European and international level.

## 5.4 Internal communication

In order to smooth the internal communication between the consortium partners, the following has been created:

- Internal mailing lists for consortium communication: In order to efficiently communicate with the consortium, mailing lists featuring all the partner's contacts was created. Aside from the document repository created for the WP1 management of the project, a Google Drive was also created to manage shareable documents.
- Procedures for reporting:
  - dissemination reporting excel,
  - event participation excel,
  - partners dissemination excel,



## 5.4.1 Reporting Procedure

In addition, to guarantee a successful dissemination of the EnXylaScope project as well as an efficient reporting process within the participant portal, an online spreadsheet is created featuring three sections:

1. **Dissemination of Events Participation**, meant to guide the partners on how to proceed before, during and after attending an event with the different steps to follow and the information that need to be filled: event title, participating partners, date, location, date, type of event, etc;
2. **Report of Scientific Publications**, in order to register all the relevant information regarding papers, articles and publications produced within the framework of EnXylaScope, with details such as abstract, bibliography, publication type, ect;
3. **Report of other dissemination activities (aside from events)**, whenever partners have other activities they would like to disseminate aside from events, they need to be reported: namely regarding the partners involved, the audience reached, the date and the result(s).

The overview of the three spreadsheet is available in [Annex 9](#). An example has been included to help partners on how to fill it in.

Ethics aspect will be respected during reporting and will be emphasised on reporting outcomes honestly and transparently within and outside the consortium (technical reports with great detail on achievements, failures, risks identified and mitigated).

## 5.5 Evaluation Criteria (KPIs)

On the Grant Agreement a set of Key Performance Indicators (KPIs) has been described in order to monitor the dissemination and communication status and activities of the project. However, because of problems in the periods, data has been added for M48. Other changes will be made, only if reasonable and necessary, to make KPIs more practical.

TOOLS AND CHANNELS	METRIC METHOD	EXPECTED RESULTS FOR M18	EXPECTED RESULTS FOR M36	EXPECTED RESULTS FOR M48	EXPECTED RESULTS IN TOTAL AT M48
Website	Number of website visitors	1000	1000	1000	3000
	Number of total page views	2000	2500	2500	7000
	Average session duration	1 minute	1 minute	1 minute	1 minute
	Countries reached	10	15	15	40



<b>Promotional Materials</b>	Number of brochures and flyers distributed at events and meetings	1,000	1,500	1,000	4,000
<b>Social Media</b>	Number of followers	Twitter: 150 Facebook: 150 LinkedIn: 50	Twitter: 150 Facebook: 150 LinkedIn: 50	Twitter: 100 Facebook: 100 LinkedIn: 50	Twitter: 400 Facebook: 400 LinkedIn: 200
	Number of posts	Twitter: >60 Facebook: >60 LinkedIn: >60	Twitter: >80 Facebook: >80 LinkedIn: >80	Twitter: >120 Facebook: >120 LinkedIn: >120	Twitter: >260 Facebook: >260 LinkedIn: >260
<b>Press releases</b>	Number of journalists contacted	1,500	1,500	1,000	4,000
	Number of press releases distributed	2	2	1	5
<b>Newsletters and Mailing List</b>	Number of subscribers in project newsletter	80	80	40	200
	Number of newsletters sent	1	2	1	4 (at least)
	Number of newsletter views through website	100	150	>150	400
<b>Promotional Videos</b>	Number of promotional videos	1	2	1	4
	Number of Youtube video views	Youtube: 50 Social Media: 200 Website: 50	Youtube: 50 Social Media: 800 Website: 50	Youtube: 50 Social Media: 700 Website: 50	2000 views: Youtube: 150 Social Media: 1700 Website: 150
	Number of events it was presented	1	2	3	5
<b>Scientific Publications and White Papers</b>	Number of papers published	3	3	4	10
<b>Participation at External Events</b>	Number of events attended to disseminate the project	10	20	10	40
<b>Liaison with Related Projects</b>	Number of projects liaised with	4	4	4	12

*Table 4: Key Performance Indicators for dissemination and communication*

## 5.6 Timeline



This section comprises a timeline for the launching of the main materials and tools for EnXylaScope' dissemination and communication strategy. The timeline only includes the tools that will be produced in the first year, and will be updated during the project lifetime:

ONLINE & ELECTRONIC DISSEMINATION TOOLS	INDICATIVE TIMELINE											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Splash Page		X										
Social Media		X										
First Press Release	X			X								
Newsletter subscription form		X										
Website						X						
Promotional video											X	

Table 5: Indicative Timeline: Online/electronic dissemination tools

PERSONAL INTERACTION ACTIVITIES	INDICATIVE TIMELINE											
	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Stationary		X			X							
Promotional Materials			X				X					
Participation at Events	Ad Hoc											

Table 6: Indicative Timeline: Personal interaction activities



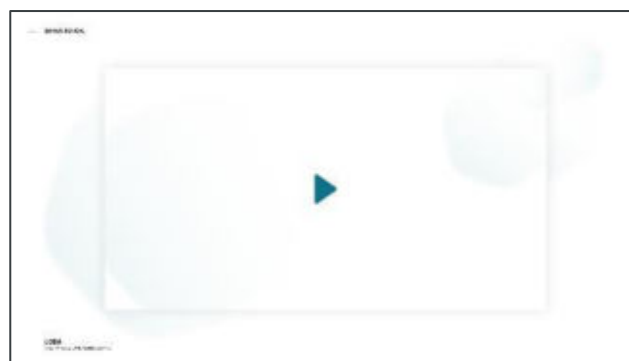
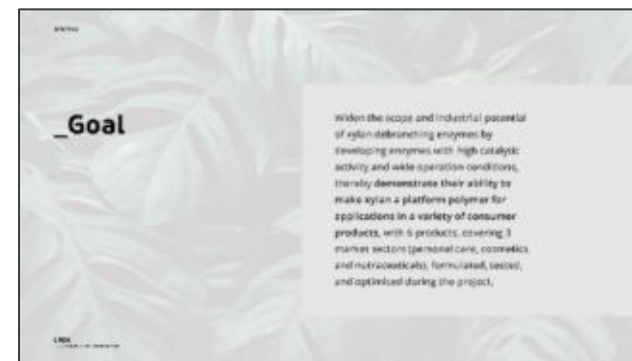
## 6 Conclusion

To successfully disseminate the EnXylaScope project, a consistent brand with a strong mission, supported by useful tools, fed with attractive content and driven by fully committed partners is the key. Therefore, LOBA will proactively encourage all partners to contribute and share information about the EnXylaScope project at all level in order to provide the best content possible and to increase the awareness of the project.

This document will be updated regularly during the project and the first Communication and Dissemination report will be provided on month 19 (Deliverable 8.3) and updated at M36 and M48. A second version of the dissemination and communication plan will also be submitted on M19 (Deliverable 8.2 – *Dissemination and Communication Plan – Updated*).

## 7 Annexes

## 7.1 Annex 1: Logo Presentation to the Consortium





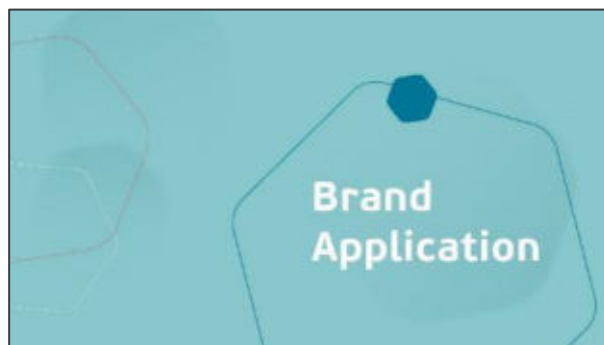




Figure 2: Logo presentation to the consortium

## 7.2 Annex 2: Different versions of the final logo



Figure 3: Final logo without claim





Figure 4: Final logo with claim

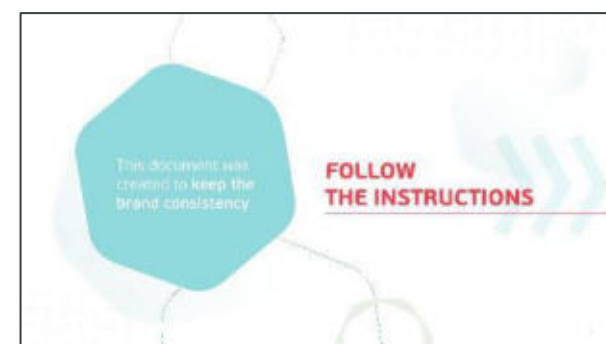


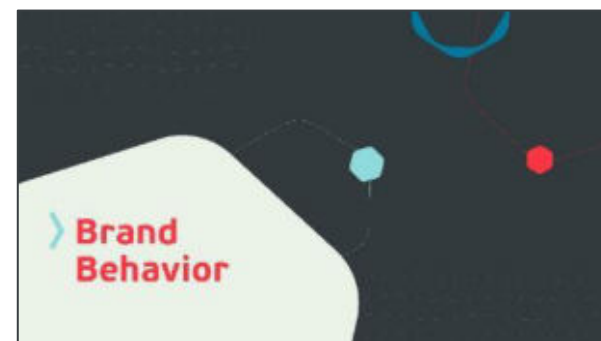
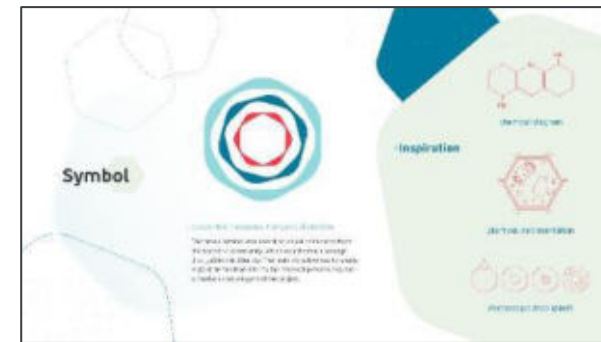
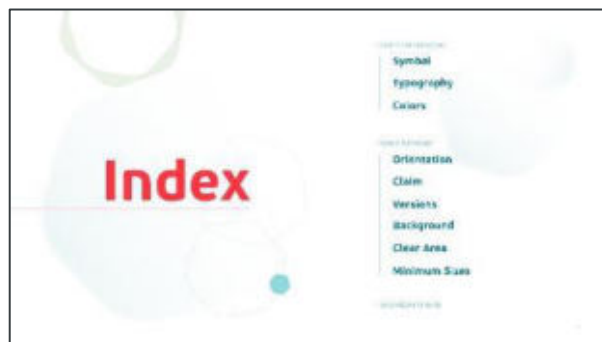
Figure 5: Short name logo

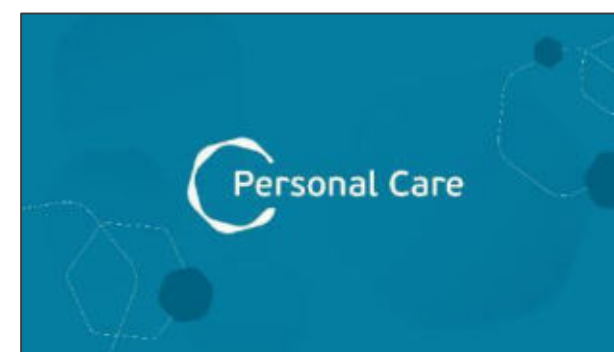
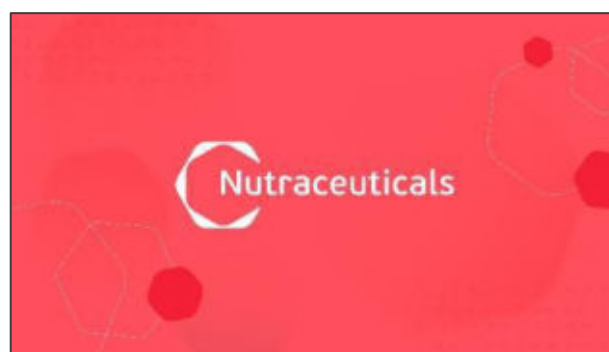
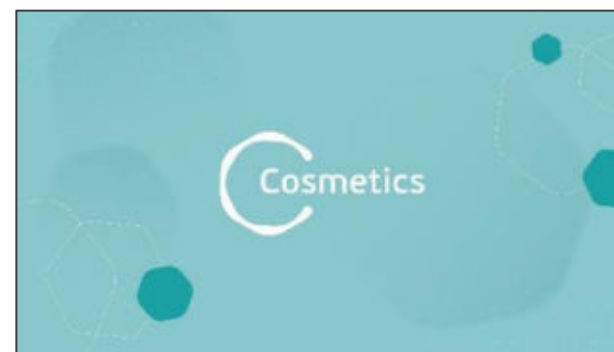
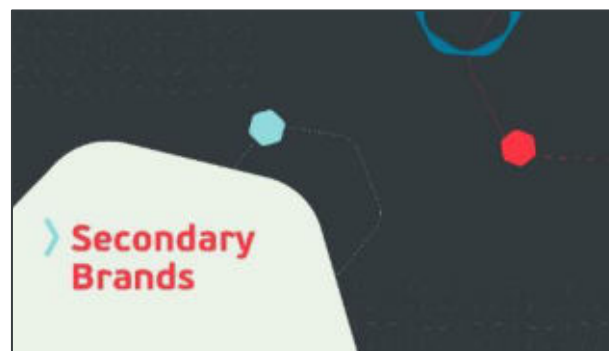
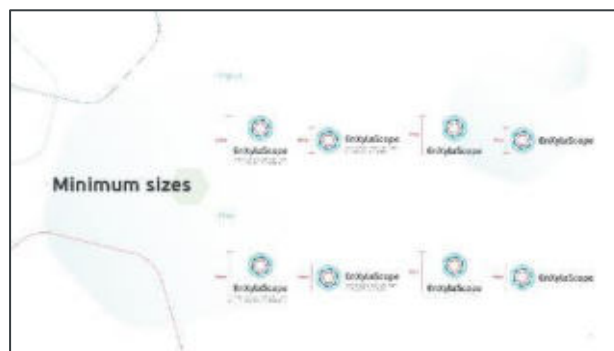
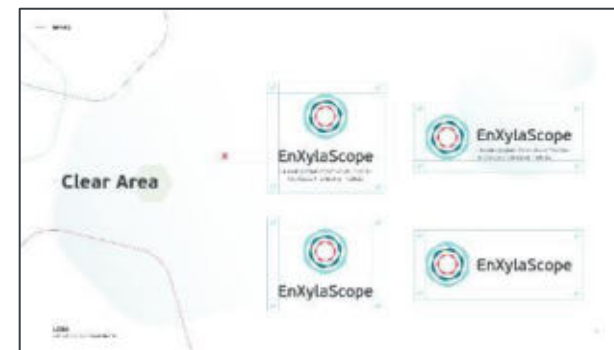


Figure 6: Markets logo

### 7.3 Annex 3: Brand Manual





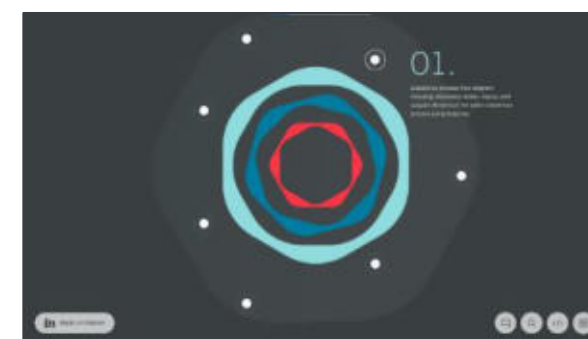
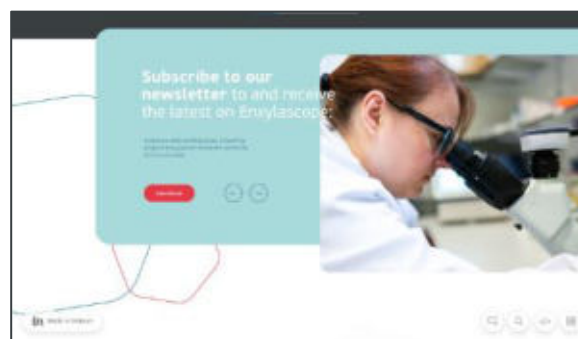


## 7.4 Annex 4: Splash page



Figure 8: Splash page

## 7.5 Annex 5: Website





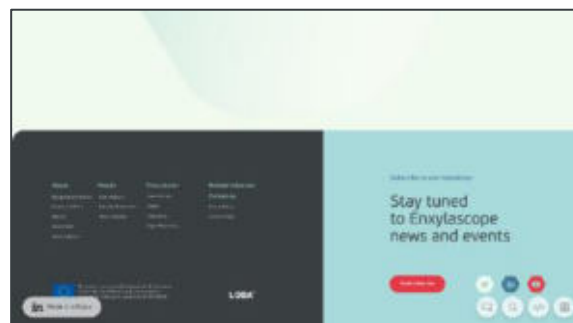


Figure 9: Homepage

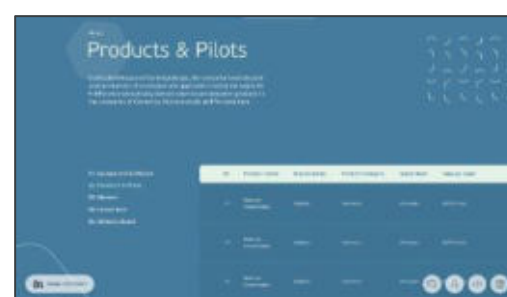


Figure 10: "About" section



Figure 11: "Results" section

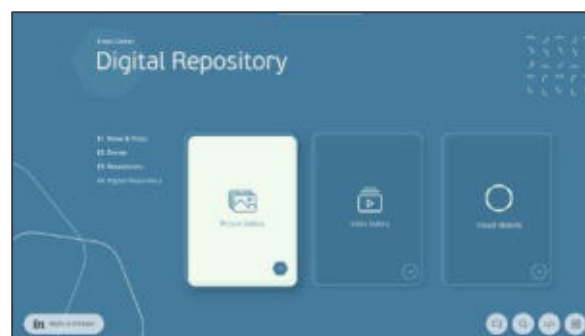
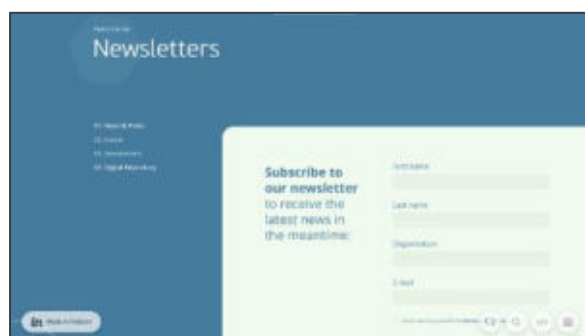
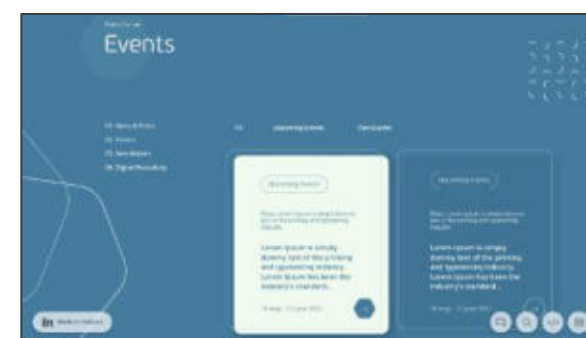


Figure 12: "Press Corner" section



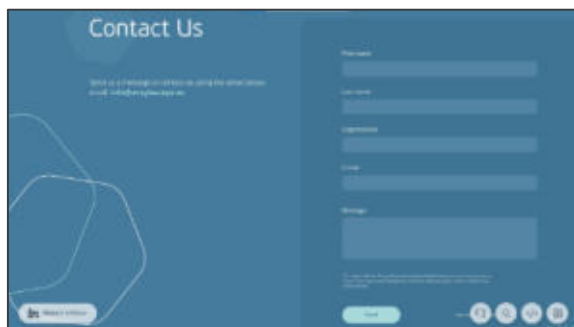


Figure 13: "Contact Us" section

## 7.6 Annex 6: Social Media



Figure 14: Social media covers





## Unleashing Xylan's Potential with Enzymes for a Scope of Consumer Products



Lorem ipsum dolor sit amet,  
 consectetur adipiscing elit.  
**Ut interdum dui posuere**  
 enim pellentesque efficitur.

> **John Doe**  
 Author position - Company

[my@scope.eu](mailto:my@scope.eu)

 EnTypeScope



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000831



# EnXylaScope

Unleashing Xylan's Potential with Enzymes  
for a Scope of Consumer Products



Figure 15: Social media templates

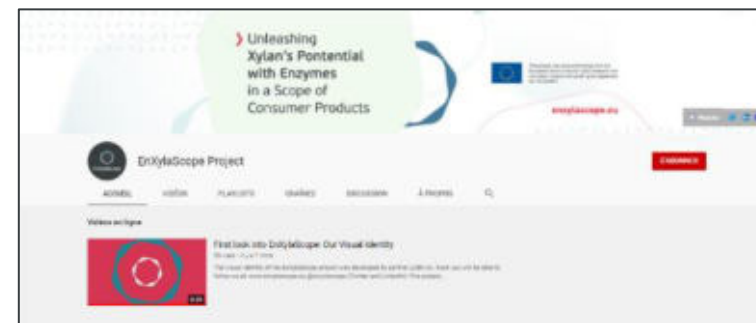
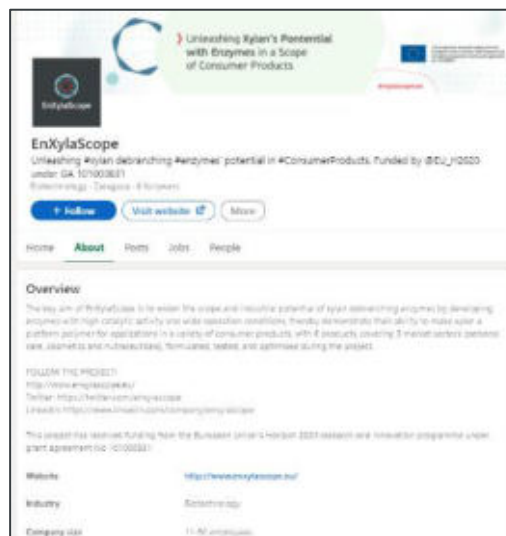


Figure 16: Related projects templates





Figure 17: Social media channels



## 7.7 Annex 7: Templates Stationary Materials



Figure 19: Deliverable Word template

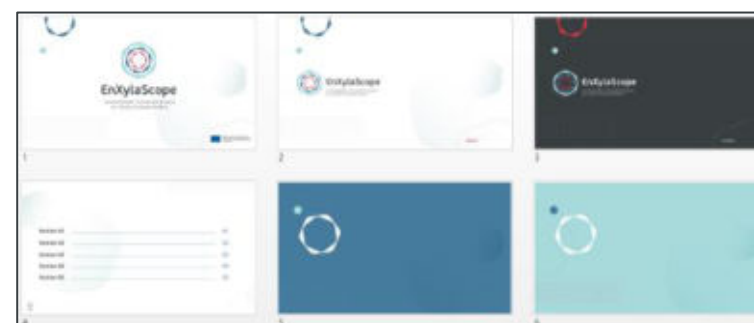


Figure 18: PowerPoint template 16x9



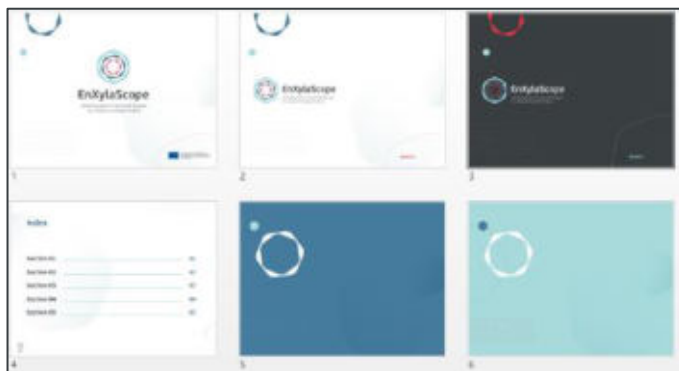


Figure 22: Powerpoint template 4x3



Figure 21: Email template

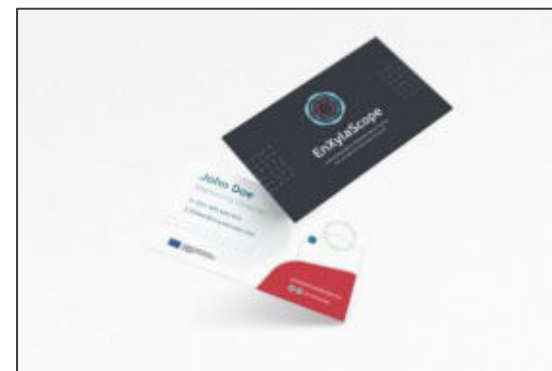


Figure 20: Business card

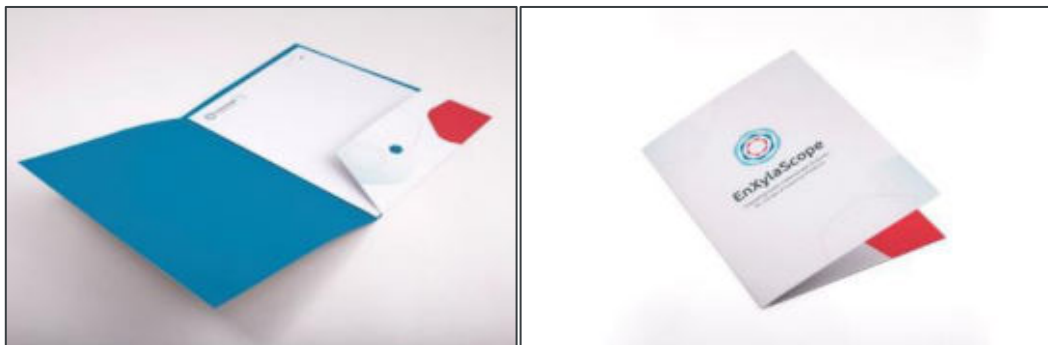


Figure 24: Folder

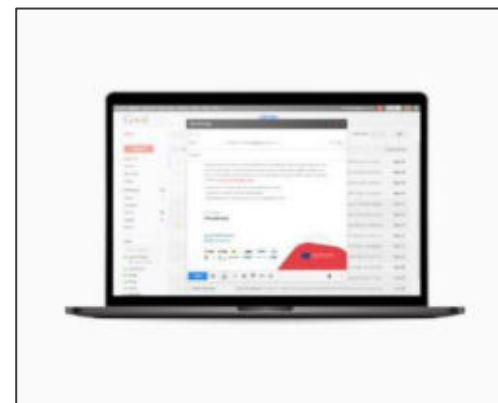


Figure 23: Email signature



## 7.8 Annex 8: Press Release

### European Commission's *EnXylaScope* project to officially launch this month

- The official kick-off of the project will take place on the 18<sup>th</sup> of May
- *EnXylaScope* is a €6 million research and innovation action comprising 13 organisations from 10 European countries

*EnXylaScope* is a project funded by the European Commission under Horizon 2020 research and innovation programme. The *EnXylaScope* consortium, coordinated by [AITTP](#), aims to discover novel enzymes for debranching xylan, optimising their production systems and using it in a range of potential greener consumer products.

During the lifespan of the project – from May 2021 to April 2025 –, the consortium will produce three types of enzymatically modified xylan which will be tested for six consumer products. These products will cover the cosmetics, personal care and nutraceuticals sectors. Advanced techniques will be used for the discovery, production, and formulation of these enzymes. The project is designed so that maximal research outputs are achieved in the period, and that the post-project timeframe for launching these products on the market is significantly reduced.

*EnXylaScope* debranched xylan will be the answer to the growing demand for greener labelled products. This highly-abundant lignocellulose polymer has outstanding physical and chemical properties which make it suitable for incorporation in an array of consumer products, replacing less-sustainable product components and therefore allowing for greener market options for the consumer.

There have been several recent key advances by the *EnXylaScope* consortium in: high-throughput screening methods (SINTEF), production systems (ULUND), xylan extraction (CELLGNIS), and enzyme production and applications in grafting (METGEN). Additionally, several members of the consortium have a growing interest in biobased alternatives for synthetic polymers in cosmetics and personal care products (SEPPIC) and in expanding their existing feed and food markets by taking advantage of growing biotechnology (KERRY and FERMEQ). As a result, it is now an appropriate time to accelerate research on xylan debranching enzymes and xylan for functional polymer applications in order to pioneer the process and gain commercial advantage.

*EnXylaScope* officially kicks-off on May 18<sup>th</sup> 2021 in an online meeting that brings together the project consortium composed by Fundación AITTP (project coordinator and research institution from Spain), Celigen (SME from Ireland), IFEU – Institut für Energie (research institution from Germany), LOBALux (SME and project dissemination leader from Portugal), SEPPIC – Société d'Exploitation de Produits pour les Industries Chimiques (Industry from France), divi intelligent solutions GmbH (SME from Germany), Rose Research Institute of Sweden (research institution from Sweden), Technische Universiteit Delft (University from The Netherlands), SINTEF (research institution from Norway), Kerry Ingredients (Industry from Ireland), FERMEQ (SME from Denmark), Lunds Universitet (University from Sweden) and METGEN (SME from Finland).

Figure 25: EnXylaScope Press Release



EXS Event Participation Log																				
Attending an event to disseminate the EXS project?																				
<ul style="list-style-type: none"> <li><b>BEFORE</b> attending an event — Please inform ACTIP and LOBA, so that LOBA can publicise your participation on social media</li> <li><b>DURING</b> an event (and after) — Please email photographs from the event with a suggested caption to LOBA, so that they can disseminate them on social media</li> <li><b>AFTER</b> attending an event — Partners must enter the details of your participation into this spreadsheet. Specifically, please enter the <b>numbers</b> for each type of audience</li> <li><b>NOTE:</b> Please only enter data into white cells - <b>Blue cells</b> will be automatically generated.</li> </ul>																				
EVENT TITLE	PARTICIPATING PARTNER(S)	PARTICIPATION DATE		LOCATION	TYPE OF EVENT	PARTICIPANT PORTAL EVENT TYPE	TYPE OF PARTICIPATION	TYPE & NUMBER OF AUDIENCE (Please tick or detail 'Other')										TOTAL AUDIENCE (approx.)	PROMOTIONAL MATERIALS DISTRIBUTED (What & how many?)	MAIN OUTCOMES (What did you get from the event?)
		From (DD/MM/YYYY)	To (DD/MM/YYYY)					Scientific Community	Industry	Civil Society	General Public	Policy makers	Media	Investors	Customers	Other?				
<b>Example</b> Conference	Catarina Pereira, Mariana Lopes (LOBA)	28/06/2021	29/06/2021	Fátima, Portugal	Conference	Participation to a Conference	Networking	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Students	350	500 flyers	We got in contact with 2 projects that are interested in collaborating with EXS.	
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
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								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
								<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
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Figure 26: Event Participation reporting



Figure 27: Scientific Publications reporting



	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	EXS Other Dissemination Activities to Report															
2	dissemination activities are disseminating EXS through: 1) own newsletter; 2) own social media channels; 3) own website; 4) own contacts database;															
3	5) press release; 6) direct email; etc.															
4	ACTIVITY	RESPONSIBLE PARTNER(S)	DATE (DD/MM/YYYY)	TYPE & NUMBER OF AUDIENCE (Please tick or detail 'Other')									TOTAL AUDIENCE (approx.)	RESULTS?	OTHER COMMENTS	
5				Scientific Community	Industry	Civil Society	General Public	Policymakers	Media	Investors	Customers	Other? Scientific Blogs				
6	Example Activity: Press release to disseminate LOBA's participation in the EXS project	LOBA	28/06/2021	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Scientific Blogs	1 100	5 news were published	Written in portuguese, communicated only in Portugal	
7				#					1 000				100			
8				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>		0			
9				#									0			
10					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
11				#									0			
12					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
13				*									0			
14					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
15				*									0			
16					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
17				*									0			
18					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
19				*									0			
20					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
21				*									0			
22					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
23				*									0			
24					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
25				*									0			
26					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
27				*									0			
28					<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		0			
29				*									0			

Figure 28: Other Publications reporting



# EnXylaScope

Unleashing Xylan's Potential with Enzymes  
for a Scope of Consumer Products



This project has received funding from the  
European Union's Horizon 2020 research and  
innovation programme under grant agreement  
No 101000831

[www.enxylascope.eu](http://www.enxylascope.eu)

