HORIZON-CL6-2024-CIRCBIO-01-5

Programmed biodegradation capability of bio-based materials and products, validated in specific environments

MAGICBIOMAT

Manufacturing Guiding Tool for Circular and Programmed Biodegradable Materials Under Open Environment Conditions

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Communication Resources

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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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Acronyms

EU European Union

GA Grant Agreement

WP Work Package

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Executive Summary

The MAGICBIOMAT project aims at developing a portfolio of circular bio-based materials with programmed biodegradability demonstrated through two applications with highly concerning rates of littering: mulching films and paper-based packaging, tested in open environment conditions (soil, fresh water and marine) as well as different EU climates.

The project brings together a multidisciplinary team of 7 partners, coordinated by the Technological university of Shannon (TUS) in Ireland, in partnership with the University of Padova (Italy), Isotech Ltd (Cyprus), The French Technical Center for Plastics and Composites (CTIPC), Organik Kimya Sanayi ve Ticaret AS (Turkey), Digiotouch OU (Estonia) and the University of Sheffield (UK) and is aligned with key European and global sustainability initiatives, including the EU Green Deal and the United Nations Sustainable Development Goals (SDGs).

This deliverable (D10.2) outlines the development of the communication and dissemination resources for the MAGICBIOMAT project. Led by ISOTECH, the task aims to establish a coherent and professional visual identity for the project and to build its digital and social media presence.

Key outcomes include the creation of the project logo, PowerPoint presentation template, project brochure, poster template, and the launch of the MAGICBIOMAT website and social media channels. These tools are designed to facilitate visibility, stakeholder engagement, and the effective dissemination of project activities and results. All resources developed under this task will be downloadable through the MAGICBIOMAT project website.

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1. Introduction

The MAGICBIOMAT project, funded under Horizon Europe, aims to address the critical challenge of plastic pollution by developing biodegradable materials that align with the principles of the circular economy.

MAGICBIOMAT's overarching objective is to perform research and development, empowered by a trustworthy Artificial Intelligence (AI) based manufacturing guidance tool, to create novel circular materials capable of programmable biodegradation, which will be validated in both controlled and open environment conditions and make recommendations for effective labelling systems. By integrating AI-powered manufacturing tools and biodegradation testing, the project aims to deliver high-performance materials that break down safely in the environment, contributing to the EU's Green Deal and the Circular Economy Action Plan.

A strong and consistent communication and dissemination strategy is essential to promote the project, engage stakeholders, and ensure broad outreach and uptake of its outcomes.

This document relates to Task 10.2, *Development of Communication and Dissemination Resources* under WP10, *Dissemination, Exploitation and Communication,* focused on developing core communication and dissemination resources for the project. Key elements of this deliverable include:

- The development of the project's visual identity
- Project templates (PowerPoint, Brochure, poster etc.)
- Establishment of the project's Social Media Presence
- A project Website

This deliverable is aligned with Deliverable 10.1 *Communication, Dissemination and Exploitation Strategy.*

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2. Communication Resources Developed

2.1 Visual Identity and Templates

Establishing a cohesive visual identity is paramount for ensuring consistent and effective communication across all project materials. The following key visual elements have been developed.

2.1.1 Project Logo

A professional logo was developed - the image of a polymer alongside the name of the project with an emphasis on the letters “AI” - reflecting the project's focus on sustainability, biodegradability, and innovation in materials science. The logo serves as a visual anchor, enhancing recognition and reinforcing the project’s brand across various platforms. (See Image 1)



Figure 1. *Primary MAGICBIOMAT logo*

Part of the MAGICBIOMAT “Brand Guidelines” (available to be downloaded) the logo was also developed in different colour combinations to facilitate its visibility on different backgrounds (See Image 2) as well as how it should not be used, for example, there should be no alterations to the colours of the font , and the logo should not be distorted. (See Image 3)

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Figure 2. Secondary MAGICBIOMAT logo



Figure 3. Incorrect use of MAGICBIOMAT logo

2.1.2 Colour Palette

A dedicated colour palette was created to reinforce brand consistency. The chosen colours reflect environmental sustainability and innovation ranging from technological blues and greys to environmental greens. This palette is applied across all templates and digital platforms to ensure a coherent visual experience. When using the colours remember that a primary colour palette serves as the visual anchor of the project identity making it easier to recognize. Consistently using the primary colour across different touchpoints, such as the logo (Word, PowerPoint), website, promotional materials, can increase project recognition; whilst a secondary colour palette can be used to add depth and variety to the project's visual identity, making it more interesting and engaging.



Figure 4: Primary MAGICBIOMAT colour palette

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Figure 5: Secondary MAGICBIOMAT colour palette

2.1.3 Typography

Typography guidelines were developed to standardise font use in all communication materials. A modern, readable Aptos typeface was selected for body text, paired with a bold header typeface to support visual hierarchy and accessibility. Arial has been selected as a secondary choice - to be used when Aptos is not available – some exceptions can be made in the case of artistic/design needs. These fonts are used across the website, documents, and promotional items.



Figure 6: MAGICBIOMAT typography

2.1.4 PowerPoint & Document Templates (Brochures, Leaflets, Posters)

Templates for PowerPoint presentations, brochures, leaflets, and posters were designed using the established logo, colour palette, and typography. These templates were created to ensure that all partner presentations and outreach documents are professionally formatted, visually consistent, and compliant with Horizon Europe's branding guidelines.

- Project Deliverable Template

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The Project deliverable template has been developed by the Project Coordinator, TUS

- PowerPoint Presentation Template
  - A cover slide: This includes the logo of the project on the top right and a placeholder for the logo of the presenting partner on the top left. Placeholders for the title of the presentation, the event where the presentation is given, and the name of the author are available. The project website is also visible on the cover slide.
  - Content slides: Where the main body of the presentation can go – (photos are indicative)
  - A closing/thank you slide: This includes contact details for the project coordinator and the project communication lead, and placeholders for contact information of the presenter. A QR code to the website is available on the closing slide. The closing slide also includes the following disclaimer "Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."
  - The EU emblem and funding statement and project logo appear in all PowerPoint slides.







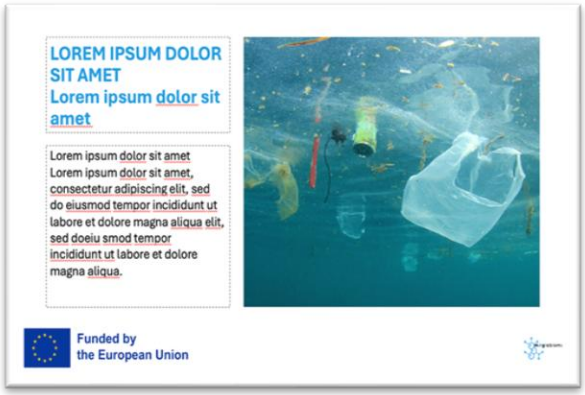



Figure 7: MAGICBIOMAT PowerPoint Slides (Cover slides, Content slides, Closing slide – in that order).

Brochure/Leaflet: A project trifold brochure introducing MAGICBIOMAT's aims, partners, and objectives, a general flyer and a poster.





Figure 8: MAGICBIOMAT general brochure template (outside and inside)

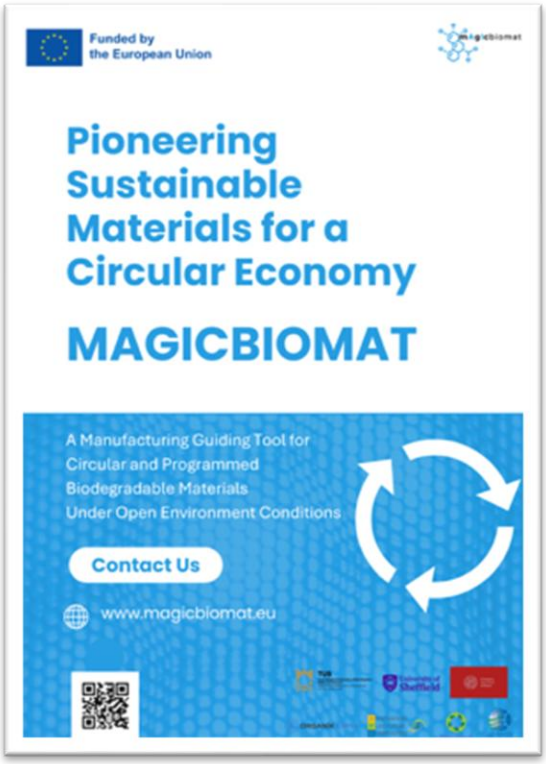

Figure 9: MAGICBIOMAT general flyer template

- **Poster Template**: Designed for use at conferences and events to showcase project activities and progress.



Figure 10: MAGICBIOMAT general Poster template

2.1.5 Banners

Digital and print-ready banner designs will be created for use at conferences, stakeholder meetings, and online events. These banners communicate the project's scope and mission clearly and attractively, supporting visibility in both physical and digital environments.



Figure 11: MAGICBIOMAT general Banner template

2.1.6 Promotional Materials

Promotional materials, including branded stationery (pens, folders), notebooks, and reusable bags, will be designed and produced for distribution at events and partner institutions when necessary. These items can further increase awareness of the project and support public engagement in sustainable practices, in line with the project's values.



Figure 12: Promotional Materials mock-up

These visual tools were crafted in alignment with best practices for EU-funded projects, ensuring compliance with visibility and branding requirements.[1]

2.2. Digital Presence

- **Project Website**: The official website www.magicbiomat.eu was launched in M6 and will be regularly updated with news, publications, and events. The website provides a central hub for project information and public engagement. It has an About Us page leading to the Project Overview, Project Specific

[1] European Commission. (2021). *Communicating and raising visibility of EU funding: A guide for project beneficiaries*. Retrieved from https://commission.europa.eu/funding-tenders/managing-your-project/communicating-and-raising-eu-visibility_en

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Objectives, The Consortium and The Team. In addition the Insights page leads to the Resources tab – which contains short articles stemming from the project objectives – and News tab.

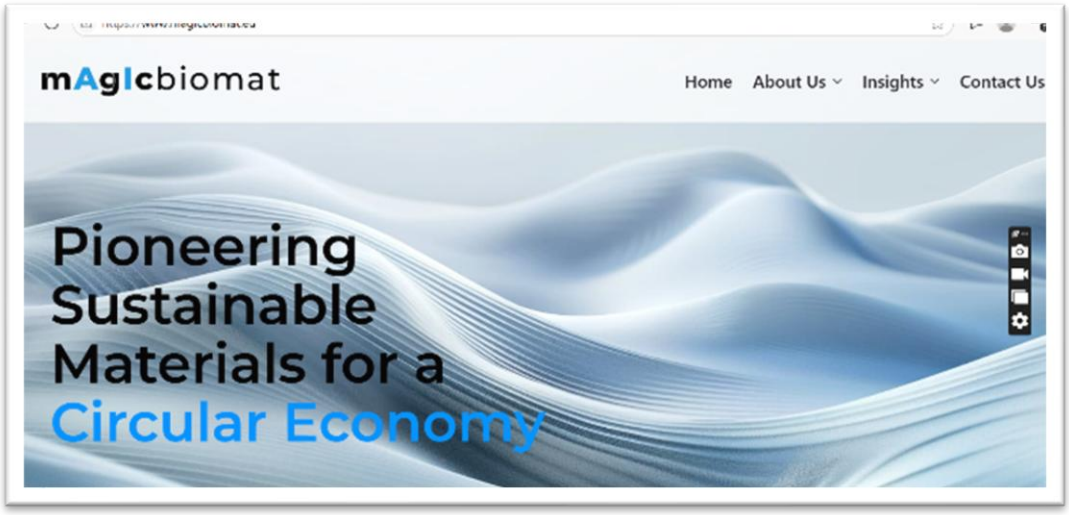

Figure 13: Website Homepage

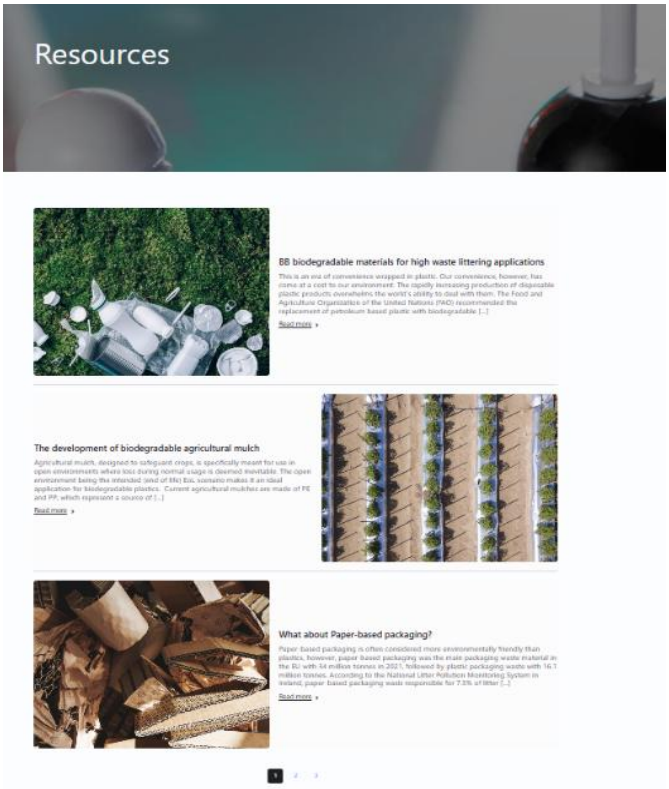

Figure 14: Website Resources page

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- **Social Media Channels**: Accounts were created on LinkedIn (https://www.linkedin.com/company/magicbiomat) and Facebook (https://www.facebook.com/MagicBiomat) to disseminate news and interact with broader audiences. This will be closely monitored in case for the objectives of this project, there is a need for the creation of other social media channels e.g Instagram/TikTok. The social media strategy includes regular content updates (e.g. launch of the website, conference attendance/booth availability, collaborations, achievements) and coordinated efforts across platforms to ensure visibility.

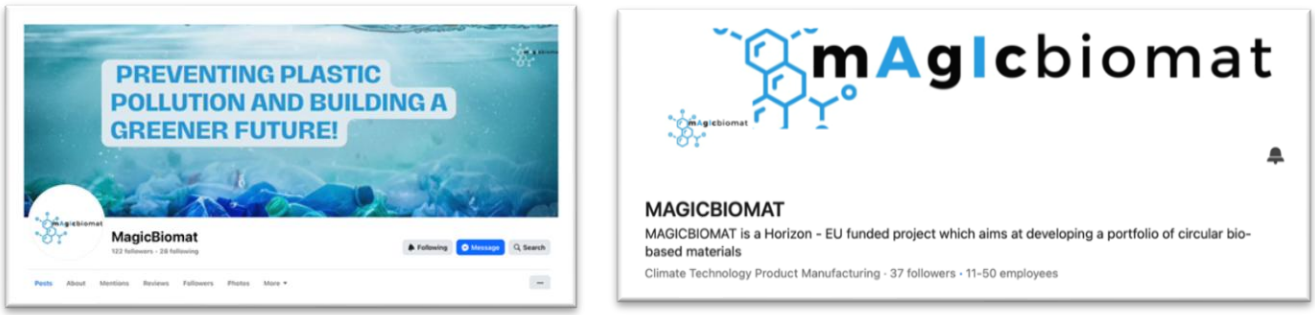

Figure 15: MAGICBIOMAT Facebook and LinkedIn pages

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3. Visibility Guidelines

To ensure compliance with the European Commission's requirements on communication and visibility, a set of internal visibility guidelines was developed. These guidelines provide detailed instructions for all partners on how to apply the MAGICBIOMAT visual identity across communication materials, in alignment with the Horizon Europe Model Grant Agreement (Article 17).

The guidelines include:

- Appropriate Communication
- Ethical Considerations
- Accessibility in Communications
- Visibility, Communications, Branding and Logos

These Visibility guidelines are distributed to all partners and are intended to ensure consistency, professionalism, and legal compliance across all public-facing materials. They draw upon the official European Commission guidance as outlined in *Communicating and raising visibility of EU funding: A guide for project beneficiaries*[2].

3.1.1 Appropriate Communication

a) Communications should focus on the impact and achievements of MAGICBIOMAT rather than administrative processes.
b) To maximize the effectiveness of communication efforts:
    - Plan communication activities in a timely and strategic manner.
    - Ensure all information shared is accurate and up to date.
    - Identify and target the right audience for each communication effort.
    - Tailor messages to specific audiences for clarity and impact.
    - Use human-interest stories to illustrate the real-world benefits of MAGICBIOMAT.
    - Ensure that resources are used efficiently and effectively for communication efforts.

3.1.2 Ethical Considerations

a) Positive Representation
    - Communications must reflect MAGICBIOMAT's values and its commitment to sustainability, AI-driven innovation, and biodegradable materials.
    - Beneficiaries and stakeholders should be represented positively and with dignity at all times.

[2] ibid

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- The contributions of stakeholders, researchers, and communities to MAGICBIOMAT's success should be properly acknowledged.
- Communications should reflect gender, age, ethnicity, and disability diversity, ensuring inclusive representation.
- Materials must be culturally appropriate and sensitive to local contexts.
- Political or religious affiliations must not be included in any MAGICBIOMAT communication materials.

b) Informed Consent
- Individuals featured in any visibility materials must provide informed consent.
- Consent applies to all formats, including photo, video, written, or spoken content.
- Individuals must be fully informed about how their image or information will be used.
- They have the right to opt out or request anonymity. If anonymity is requested, it must be clearly stated (e.g., "name changed").
- Written consent is required whenever possible.

c) Children in Communications
- Extra caution must be taken when featuring children in communications.
- Parental or guardian consent is required for any interviews, photos, or videos involving children.

d) Social Media Best Practices
- Images and content posted online become part of the public domain; careful selection is essential.
- Avoid posting materials that could compromise privacy, security or intellectual property rights.

e) Environmental Responsibility in Communications
- Communication materials should minimize waste and prioritize digital formats.
- If printed materials are necessary, use recyclable materials and limit excess printing.
- Banners and signage - when possible - should be designed for multi-use rather than one-time events.

3.1.3 Accessibility in Communications

The MAGICBIOMAT project is committed to ensuring that all communication materials are accessible to diverse audiences, including those with disabilities.

Best practices for accessibility include:

- Providing materials in multiple formats (e.g., text, audio, visual).
- Ensuring websites are screen-reader compatible.
- Using clear, simple language without technical jargon.
- Adding captions and transcripts for audio and video content.

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- Ensuring high contrast and readable fonts for printed materials.

3.1.4 Visibility, Communications, Branding & Logos

a) Logo Usage and Placement

- The MAGICBIOMAT logo should always be clearly visible and used consistently across all materials.
- For print publications (brochures, flyers, reports), place the MAGICBIOMAT logo at the top right-hand corner of the front cover (exceptions might apply).
- For any co-branded publications, logos of partner organizations should be aligned on the same line, either at the top or bottom of the cover, ensuring equal visual weight.
- On letterheads, the MAGICBIOMAT logo must always be positioned on the right-hand side of the page.

b) EU Acknowledgment & Logo Usage

- The official EU emblem must be prominently displayed, adhering to EU funding visibility requirements.
- The funding statement "Funded by the European Union" should be placed next to the EU emblem.
- When applicable, third-party funding acknowledgments (e.g., national agencies, private sponsors) can be displayed alongside the EU emblem, ensuring proportional representation.
- The EU emblem and funding statement should always be placed on the top/bottom left corner, with the MAGICBIOMAT logo on the top/bottom right corner.
- Adhere to EU funding visibility requirements outlined in the Horizon Europe guidelines

c) Press and Media Relations

- Only authorized representatives from each partner organisation or EU may give interviews or make statements on behalf of the MAGICBIOMAT project.
- Press releases should follow a structured format:
    - Headline
    - Key summary (impact-focused)
    - Background information
    - Quotes from key stakeholders
    - Facts and figures
    - Contact details
- Press releases, reports, and publications must include the statement: *"MAGICBIOMAT is an EU HORIZON project funded by the European Union, under Grant Agreement 101181381 coordinated by the*

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Technological University of the Shannon (Ireland), in collaboration with Università degli Studi di Padova (Italy), Organik Kimya Sanayi ve Ticaret AŞ (Turkey), DIGIOTOUCH OÜ (Estonia), Centre Technique Industriel de la Plasturgie et des Composites (France), Isotech Ltd (Cyprus), and The University of Sheffield (UK)."

- The following acknowledgment should be placed at the end of press releases or on the back cover of publications: *"Views and opinions expressed are those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them"*

d) Digital and Print Materials
   - Newsletters, leaflets, and brochures should be targeted to the appropriate audience and focus on impact.
   - High-quality images and videos should be used, avoiding where possible static or staged group photos.
   - Digital communication should be prioritized over print whenever possible.

e) Event Visibility
   - Workshops, conferences, and stakeholder meetings should display the MAGICBIOMAT branding and EU funding acknowledgements.
   - Digital presentations of logos are encouraged instead of printed banners.

f) Photographs & Videos
   - Consent must be obtained for any photos or videos used in communications.
   - Images should showcase real engagement and impact.
   - Photos should be high resolution (minimum 300 dpi) for storage and professional use

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4. Conclusions

During the first six months of MAGICBIOMAT, a comprehensive set of communication and dissemination tools was successfully developed and deployed. These resources lay the groundwork for future outreach, stakeholder engagement, and visibility throughout the project duration as outlined in the Communication, Dissemination and Exploitation Strategy (Deliverable 10.1).

These tools will continue to support dissemination efforts across all work packages and project activities.

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