



Boosting European Citizens' Knowledge and Awareness  
of Bio-Economy Research and Innovation

## **D 6.2**

# BLOOM Dissemination and Engagement Package

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Websites, Patents, Printed and other  
Materials



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## Document Description

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Responsible Organisation	Medienwerkstatt Linz
Author(s)	S. Nagele
Co-Author(s)	M. Schrammel
Reviewers	S. Friederich, H. Cloete



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# Executive Summary

Following on from Deliverable 6.1, this deliverable outlines a summary of the different BLOOM dissemination and engagement materials. Samples or illustrations of all materials finalised so far are included in the document. Other materials, specifically engagement materials, will be developed at the co-creation workshops. Hence, the list of materials outlined in this document will be extended throughout duration of the project.

## 1. Dissemination and Engagement materials

BLOOM identified a list of dissemination materials to be used for various needs. On the one hand, BLOOM aims at disseminating materials at conferences where academic and bioeconomy stakeholders will meet. For these events, project leaflets, a roll-up poster and newsletters have been created. On the other hand, BLOOM’s main target groups include members of the broader society who might not be familiar with the bioeconomy. Thus, materials for local communities and so-called “give-aways” have been designed and which are shown and discussed in this document.

### 1.1. General Leaflet

The general leaflet is a condensed and mostly graphical BLOOM info piece aimed at the European science community. It will be distributed mostly through a professionally printed version but can also be downloaded from the BLOOM website.

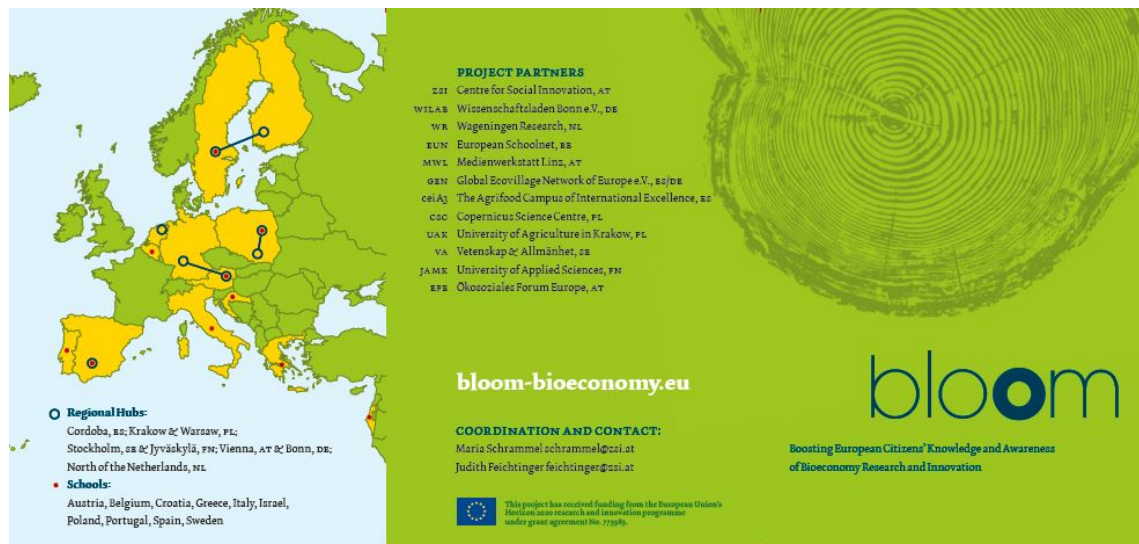


Figure 1: Front page of BLOOM leaflet



Figure 2: Text page of BLOOM leaflet

## 1.2. Hub Leaflets

The hub leaflet will inform about hub activities and the bioeconomy in general. These leaflets target interested persons to attend and participate in the co-creation workshops at the hubs and will therefore be translated for each of the country languages where the hubs will be based. The dissemination team created a template to be filled in with information text in local hub languages (Figures 3 + 4). The leaflets will be accessible on the BLOOMer platform in English and all hub languages.



Figure 3: Front page of BLOOM hub leaflet



Figure 4: Text page of BLOOM hub leaflet

### 1.3. Hub Digital “One Pager”

Additionally to the hub leaflet for print, the BLOOM hubs are provided with a template of a digital “one pager” (Figure 5). The purpose of the one pager is to provide the hubs with a document which can easily be sent out via email to interested stakeholders and individuals, with information on the hub activities and bioeconomy in general. The content of the digital one pager can also be adapted as time passes and the focus of the hub evolves. The digital one pager will be accessible on the BLOOMer platform in English and in the languages of the hubs that have implemented it.

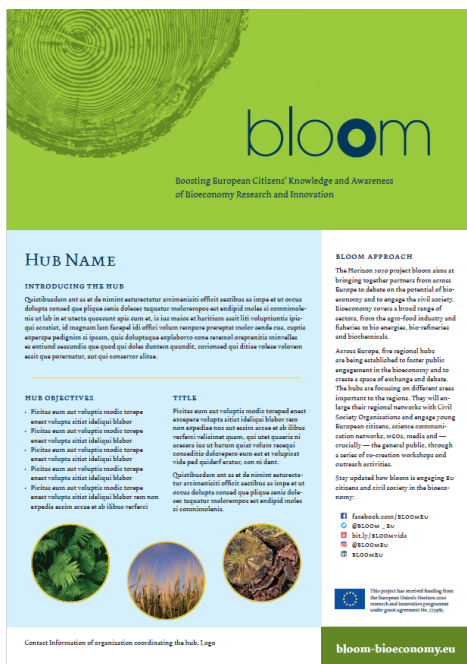


Figure 5: BLOOM hub digital one pager

## 1.4. Roll-up

The BLOOM roll-up (Figure 6) is translated in all hub languages and will be placed at all the co-creation workshops and during any other hub activities.

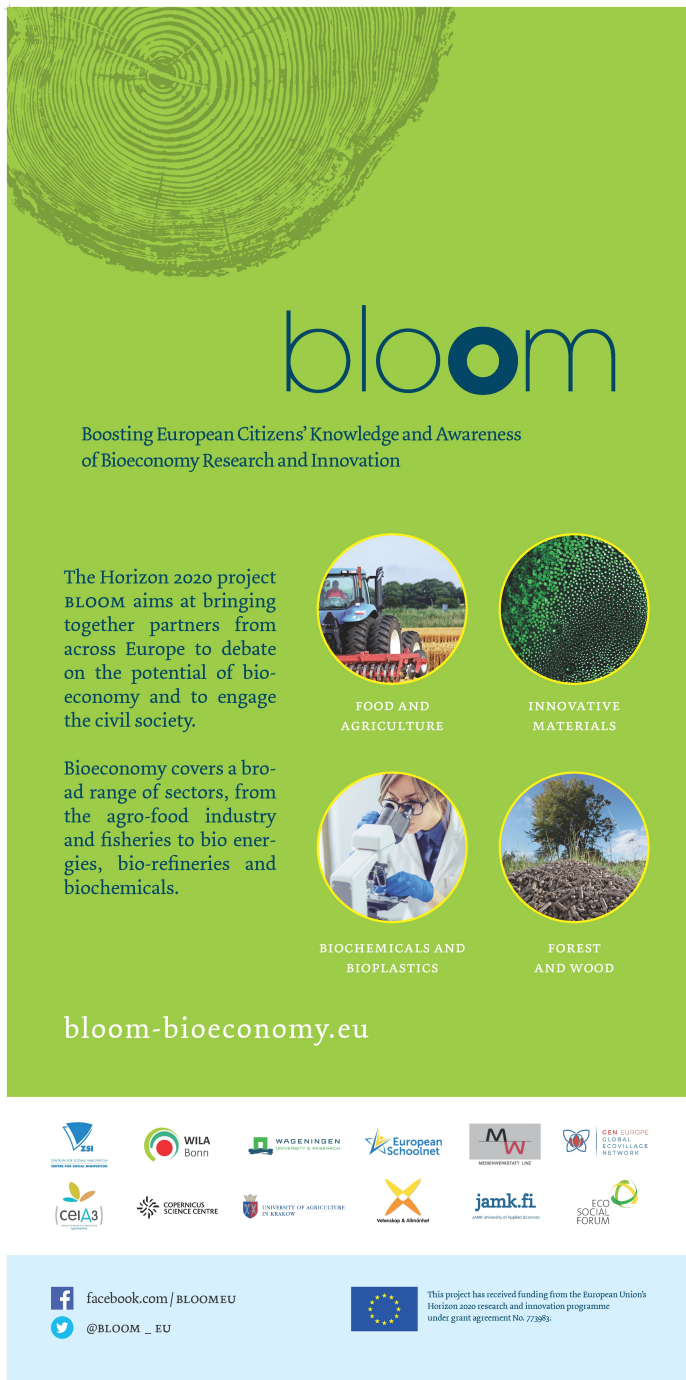


Figure 6: BLOOM Roll-up

## 1.5. Poster

Similarly, the BLOOM poster is translated in all hub languages and will be visible at all co-creation workshops and other hub activities.



Figure 7: BLOOM poster

## 1.6. Give-aways and Engagement materials

Classical give-aways like pens and cotton bags as well as more unconventional give-aways, such as seed papers have been designed to be used at all kinds of dissemination activities. All give-aways are made from natural and sustainable materials to demonstrate and highlight that BLOOM itself honours the message that it is conveying: that bioeconomy products are a viable and accessible alternative. There will also be engagement materials to be used at outreach activities, which are not part of this deliverable. These materials will be developed in the co-creation workshops and made accessible on the BLOOMer platform.



### 1.6.1. Eco Pens

This Ballpoint Eco Pens are made from recycled cardboard shaft. The pusher and tip are made of renewable, compostable bio-plastic based on cellulose, while the mechanic sleeve is made from ABS plastic and the clip from wood.



Figure 8: Draft for BLOOM eco pens. <https://buddyburst.com/products/eco-pen/>

### 1.6.2. Cotton bags

The BLOOM cotton bags (Figure 9) will be used for major BLOOM dissemination events. They are an aesthetic and useful complement for daily use and will serve as a regular accessory in the life of the consumer. Therefore, we decided to use them as a gift to promote the project and the bioeconomy. The fact that it is made out of organic cotton, guarantees that its use will be prolonged over time, since the fabric is of superior quality and has a high and proven resistance to weight.



Figure 9: Two drafts of the BLOOM cotton dissemination bag. <https://promobolsas.es/producto/bolsa-de-algodon-larsen/>

### 1.6.3. Seed Paper

BLOOM will provide plantable promotional “Seed Paper”, as it is an eco-friendly promotional product. With its natural finish and seedy texture, the paper can be planted and transformed into flowers, herbs or fruit & vegetables! These seed papers are available in a variety of shapes, such as business cards (Figure 10), bookmarks, envelopes, amongst others. Since the BLOOM project is about the bioeconomy, we have made sure that the plantable seed paper is biodegradable, eco-friendly and made from post-consumer materials. The paper is embedded with seeds and when you plant the paper in a pot of soil or outside in the garden, the seeds germinate and the paper turns to compost (Figure 11). These give-aways will be part of the dissemination event package.



Figure 10: BLOOM Seed paper card



Figure 5: Plants grown from seed paper

 <p style="text-align: center;"><b>bloom</b></p> <p style="text-align: center;">Boosting European Citizens' Knowledge and Awareness of Bioeconomy Research and Innovation</p>	<p>The Horizon 2020 project BLOOM aims at bringing together partners from across Europe to debate on the potential of bioeconomy and to engage the civil society.</p> <p>Bioeconomy covers a broad range of sectors, from the agro-food industry and fisheries to bio energies, bio-refineries and biochemicals.</p> <p>  facebook.com/bloomEU   @bloom_EU         </p> <p style="text-align: right;"><b>bloom-bioeconomy.eu</b></p> <p><b>This card will bloom if you plant it!</b></p> <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;">    </div> <p>Place the paper under a thin layer of soil in sunlight. Water every day. Watch it grow and enjoy!</p> </div>
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Figure 12: Final design for the Bloom Seed Paper card

## 1.7. Visual BLOOM identity

BLOOM follows a visual identity and provides all consortium partners with a design outline showing colours to be used, fonts and BLOOM logos. The detailed visual identity is available on the BLOOM moodle platform for all consortium partners to use whenever they are presenting BLOOM presentations or writing BLOOM documents.



Figure 13: Design outlines

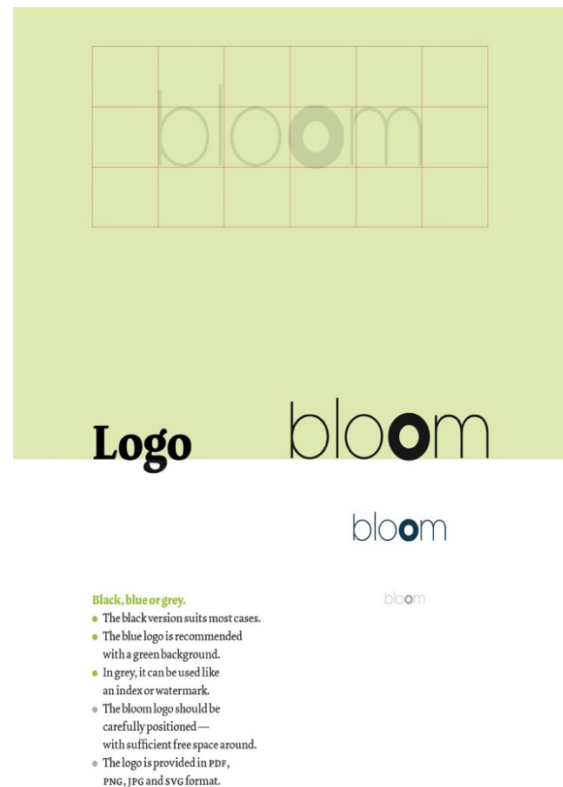


Figure 14: Design outlines



Figure 15: Visual identity: font

## Colour

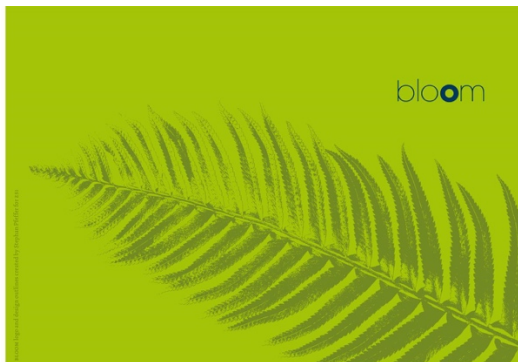


### A fresh green is bloom's most significant colour.

- Green, light green and light blue are used in backgrounds.
- Green, dark green, blue and grey will be font colours.
- Green, red and yellow can be found in additional elements.
- A green to white gradient might be useful.

CMYK	#HEX	RGB
45.0.100.0	#a5c400	165 / 196 / 0
15.0.33.0	#e4cbf	228 / 236 / 191
10.0.0.0	#ebf6fc	235 / 246 / 252
0.0.0.40	#b1b3b4	177 / 179 / 180
100.30.0.70	#00375b	0 / 55 / 91
45.0.100.40	#718a0f	113 / 138 / 15
30.100.100.0	#b51621	181 / 22 / 33
0.15.100.0	#ffd500	255 / 213 / 0

Figure 16: Visual identity: colours



### Acronym

The logo in its full version, reading the project's acronym, is only one of many possible ways to brand your outreach material. Please also mind the official disclaimer.

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Figure 17: Design outlines

### 1.7.1. BLOOM Logos

BLOOM has designed a list of logos to be used for different needs. The visual identity in terms of colours is always considered. The following logos are used in the BLOOM project:



Figure 18: BLOOM Logos

## 1.8. Web-activities

As BLOOM is intensively focusing on outreach and awareness-raising on the topic, social media and online presence is crucial for the project. Therefore, BLOOM has accounts for Facebook (Figure 20), Twitter (Figure 21), YouTube and Instagram (Figure 22) and the BLOOMer platform (Figure 19). Twitter and Facebook are the main channels for awareness-raising and positioning BLOOM in the European discourse on the bioeconomy as well as spreading BLOOM activities, whereas YouTube and Instagram (Figure 22) are BLOOM's main channels for visual awareness, and public visibility. Thus, these channels are used to share information about the bioeconomy in general and to inform the stakeholders about BLOOM activities and results. The information for these channels is centrally collected by ceiA3 and GEN who are responsible for uploading the inputs.

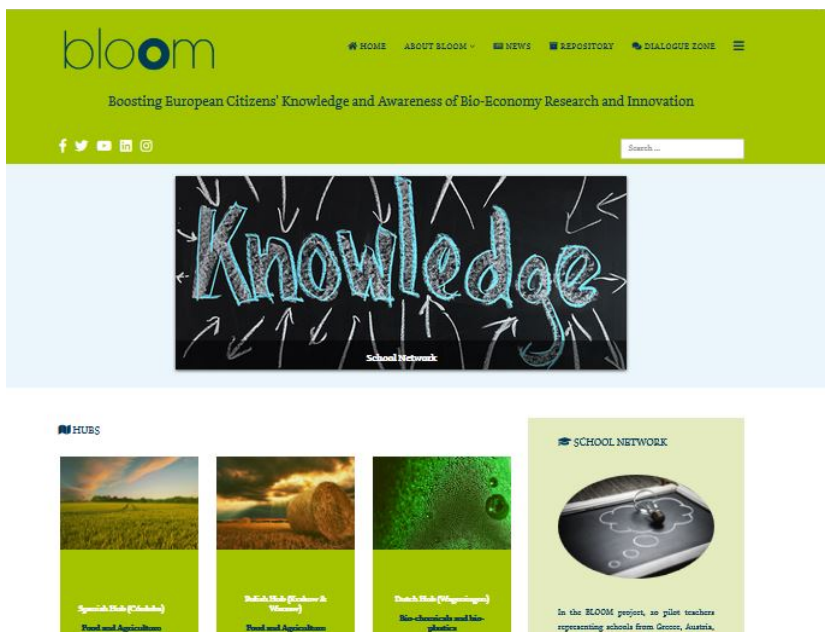


Figure 19: BLOOMer platform



Figure 20: BLOOM Facebook site

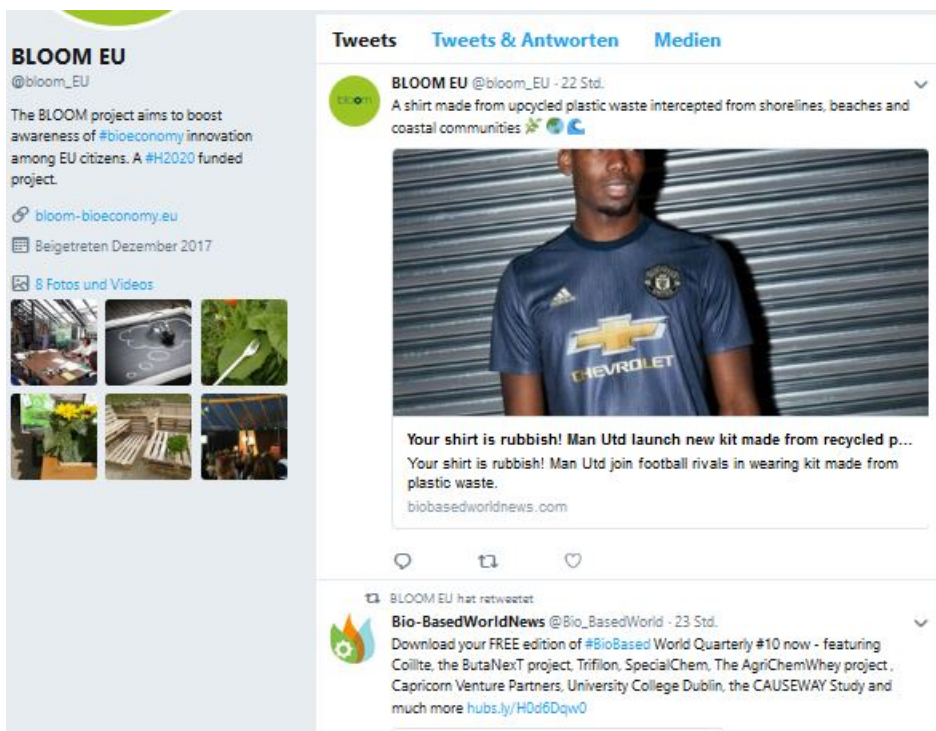


Figure 6: BLOOM Twitter account



Figure 7: Screenshot BLOOM Instagram Feed