BioReCer

Biological Resources Certifications Schemes

Type of Action (Horizon-IA)

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Type

☐	**R**	Document report
☐	**DEM**	Demonstrator, pilot, prototype
☐	**DEC**	Websites, patent fillings, videos, etc.
X	**OTHER**	

Dissemination Level

X	**PU**	Public, fully open, e.g. web
☐	**SEN**	Sensitive, limited under the conditions of the Grant Agreement
☐	**CI**	Classified, information as referred to in Commission Decision 1001/844/EC

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Contributing beneficiaries

nova-Institut GmbH/all partners

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Change log

Date	Issue/Version	Reason for change
23-02-02	1	Changes to the leaflet according to feedback of the internal reviewers and the whole BioReCer consortium.
23-02-10	2	Changes to the leaflet according to feedback of the Executive Board

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Report

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1.0	Leaflet and accompanying report on its content and design	23.02.2023

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Publishable executive summary

BioReCer aims to ensure the environmental performance and traceability of biological feedstock used by the bio-based industries. This will be executed through the deployment of guidelines to strengthen current certification schemes. Within this approach, the added value, the use, as well as the social acceptance of bioproducts will be increased.

BioReCer targets different stakeholder groups with different viewpoints and needs concerning dissemination and communication. Besides online/digital measures and tools, also material for offline and/or hybrid activities are needed. These include e.g. banners, material for trade fair booths and project leaflets. This report describes the first version of the BioReCer leaflet which is also part of Milestone M10.

1 Project leaflet

A leaflet is a meaningful medium that supports communication of a project by presenting the core messages in a short, intriguing, visually and haptically appealing way. Furthermore, a leaflet easily and concisely explains the workflow and the setup of a project by not going too deep into detail; instead, it should act as a teaser to enter into a conversation, to encourage discussion and to trigger the wish to visit the project website.

Field of application for leaflets:

- Supports entering into a personal conversation by handing over the leaflet,
- Serves as eye-catcher at a conference/trade fair booth,
- Can be taken away from a booth to serve as memory aid,
- Can be added to a conference folder or a press kit,
- Can be sent in a letter due to its format,
- Can be appended as pdf to an email,
- Can be downloaded on a website.

1.1 Leaflet content

The front page shows the acronym "BioReCer", the full title of the project and the link to the BioReCer website.
The back page contains the general project information, i.e. funding statement and EU logo, project coordinator and partner logos, the project run-time and the QR code leading to the project website.
The first inner page when unfolding the leaflet contains a graphical element and explains the background and workflow of BioReCer. The opposite page describes the objectives of BioReCer.
The centre of the inner DinA4 page of the leaflet is the infographic of the project which is surrounded by explanatory text and the description of the BioReCer methodology (BRIE-LL and the four European case studies).

1.2 Leaflet layout

The leaflet is in DinA4 format folded two times to receive 6 individual pages and is based on the BioReCer colour code. Due to the lack of provided graphical elements and photos from the consortium, we decided for a different but non the less striking design derived from the logo; e.g. the front-page design with the colourful swirl is derived from the logo, and also the miniature project logo is used as design element for the bullet points. The graphical elements are commercially available stock photos.

Figure 1: Impression BioReCer leaflet outside DinA4 page

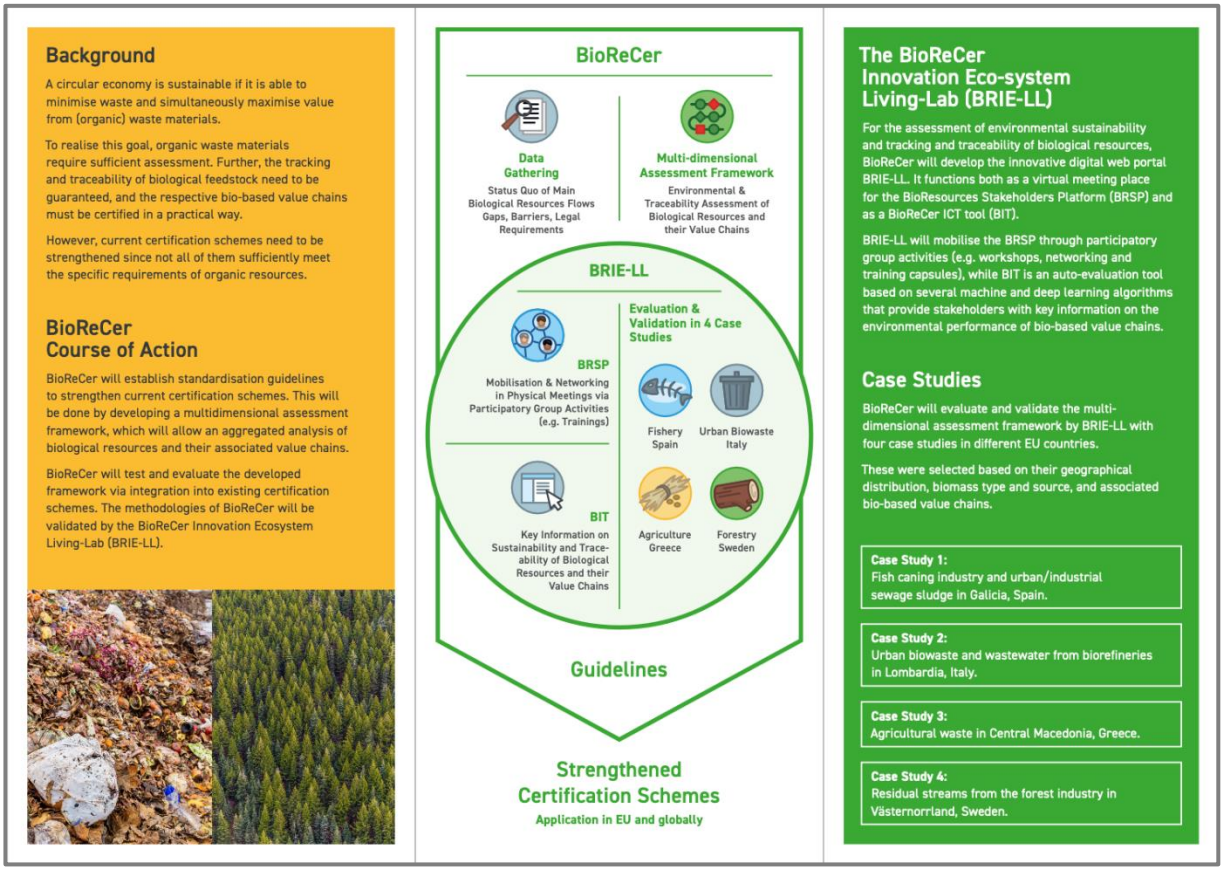

Figure 2: Impression BioReCer leaflet inside DinA4 page

2 Conclusion

This is the first leaflet version that was designed for the BioReCer project. It will be updated with results and insights in the second half of the project.
The deliverable D8.3 was finished and submitted in time by nova-Institut with ongoing support and feedback of the entire BioReCer consortium and project coordinator Cetaqua.

3 List of abbreviations

BRIE-LL	BioReCer Innovation Ecosystem Living Lab