



Grant Agreement Number: 952183
Project Acronym: BOW
Project Full Title: Biogenic Organotropic Wetsuits
Start date of the project: November 1st, 2020
Duration: 48 months
Project Coordinator: Paolo Bergese (CSGI)
Project Officer: Ioannis Amarantos
Project Website: www.bowproject.eu
Project e-mail address: bow@csgi.unifi.it

D.6.8: 3rd Promotional materials

DELIVERABLE INFORMATION	
Deliverable N°	6.8
Deliverable Title	3rd Promotional materials
WP N°	WP6
Lead beneficiary	ZABALA
Contributing partners	-
Type	Public deliverable
Due Submission Date:	31/10/2023
Lead authors:	Carla Sala
Actual Submission Date:	30/10/2023
Version of deliverable	Final

DISSEMINATION LEVEL		
PU	Public	☒
PP	Restricted to other programme participants (including the Commission Services)	☐
RE	Restricted to a group specified by the consortium (including the Commission Services)	☐
CO	Confidential, only for members of the consortium (including the Commission Services)	☐

TYPE		
R	Document, report	☒
DEM	Demonstrator, pilot, prototype	☐
DEC	Websites, patent filing, videos, etc.	☐
OTHER		☐

REVISION HISTORY		
Date	Authors and Contributors	Comments
10/10/2023	Carla Sala (ZAB)	First Draft
30/10/2023	Paolo Bergese (CSGI), Irene Trapani (CSGI)	Final version

The statements made herein do not necessarily have the consent or agreement of the BOW consortium.

Copyright © 2020 - BOW Consortium - All rights reserved.

This document and its contents remain the property of the beneficiaries of the Consortium. It may contain information subject to intellectual property rights. No intellectual property rights are granted by the delivery of this document or the disclosure of its content. Reproduction or circulation of this document to any third party is prohibited without the consent of the author(s).

THIS DOCUMENT IS PROVIDED BY THE COPYRIGHT HOLDERS AND CONTRIBUTORS "AS IS" AND ANY EXPRESS OR IMPLIED WARRANTIES, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE ARE DISCLAIMED. IN NO EVENT SHALL THE COPYRIGHT OWNER OR CONTRIBUTORS BE LIABLE FOR ANY DIRECT, INDIRECT, INCIDENTAL, SPECIAL, EXEMPLARY, OR CONSEQUENTIAL DAMAGES (INCLUDING, BUT NOT LIMITED TO, PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES; LOSS OF USE, DATA, OR PROFITS; OR BUSINESS INTERRUPTION) HOWEVER CAUSED AND ON ANY THEORY OF LIABILITY, WHETHER IN CONTRACT, STRICT LIABILITY, OR TORT (INCLUDING NEGLIGENCE OR OTHERWISE) ARISING IN ANY WAY OUT OF THE USE OF THIS DOCUMENT, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952183

INDEX

1.	EXECUTIVE SUMMARY	4
2. PROMOTIONAL MATERIALS		4
3. UPDATED MATERIALS AND BOW VIDEO.....		4
3.1 DIGITAL AND PRINT BROCHURE		4
3.2 ROLL-UP		7
3.3 PROJECT VIDEO		9
3.3.1 ANALYTICS OF THE VIDEO		9
3.4 STICKERS		9
4. MATERIALS CREATED AT THE BEGINNING OF THE PROJECT		10
4.1 GENERAL TEMPLATES OF BOW		10
4.2 VIRTUAL BACKGROUND		14
4.3 NEWSLETTER TEMPLATE		15

INDEX OF FIGURES

FIGURE 1 BOW BROCHURE	5
FIGURE 2 BROCHURE PAGES WITH THE LOGO CHANGES AND NAME OF COMPANIES CHANGED.	6
FIGURE 3 BROCHURE PAGE WITH THE PARTNERS POSITION CHANGED ON THE MAP.	7
FIGURE 4 BOW BROCHURE FINAL	7
FIGURE 5 ROLL-UP OF THE PROJECT CHANGED.	8
FIGURE 6 BOW VIDEO	9
FIGURE 7 STICKERS	10
FIGURE 8 WORD TEMPLATE	11
FIGURE 9 POWERPOINT TEMPLATE	13
FIGURE 10 FOUR BACKGROUND IMAGE FOR CALLS THREE	14
FIGURE 11 NEWSLETTER TEMPLATES	15



1. Executive Summary

This deliverable furnishes a comprehensive report on the promotional materials created to date for the purpose of promoting the project's activities, including updates. We would present the materials created since the previous reporting period, and only make a recap of the ones created since the beginning.

2. Promotional Materials

The Communication Materials Package has been meticulously crafted to showcase BOW research activities in an engaging manner, encompassing the project's visual identity.

All communication materials developed for the BOW project can be accessed on the website (see: www.bowproject.eu) and are shared with partners through the project's online Google Drive repository. If requested, they are also disseminated to partner communication departments via email. These materials serve as invaluable tools to support consortium partners during events, conferences, or workshops, where they can be distributed to enhance the project's visibility.

Partners are encouraged to provide advance notice if they require any tailored materials for specific events.

For detailed guidance on the use and timing of these materials, please refer to Deliverable [D6.1 Project Exploitation and Dissemination Plan \(PDER\)](#), available on the project's website (see <https://www.bowproject.eu/Results/>).

This deliverable presents the updated versions of all materials, necessitated by the departure of a project partner and adaptability to changing circumstances.

ZABALA is overseeing the material updates, ensuring the review of documents by the Communication Team and the Committee Board.

Updated communication materials include:

- Rollup
- Project brochure
- Virtual backgrounds for events and meetings
- Creation of a project video highlighting technological innovation and its benefits.

3. Updated materials and BOW video

3.1 Digital and print brochure

An updated version of our project brochure is now available, with revisions made to accommodate the recent departure of one partner and the inclusion of a new partner. Additionally, it's worth noting that some company logos have undergone changes, and these updates are reflected in this revised brochure.



This informative brochure serves as a valuable tool for explaining the BOW project, and it can be easily downloaded from our website. This communication material effectively encapsulates the core objectives and essential information about the project.

For detailed guidance on how to effectively use the brochure, please consult Deliverable [D6.1 Project Exploitation and Dissemination Plan \(PDER\)](#), specifically the events section and the Digital Marketing Strategy.

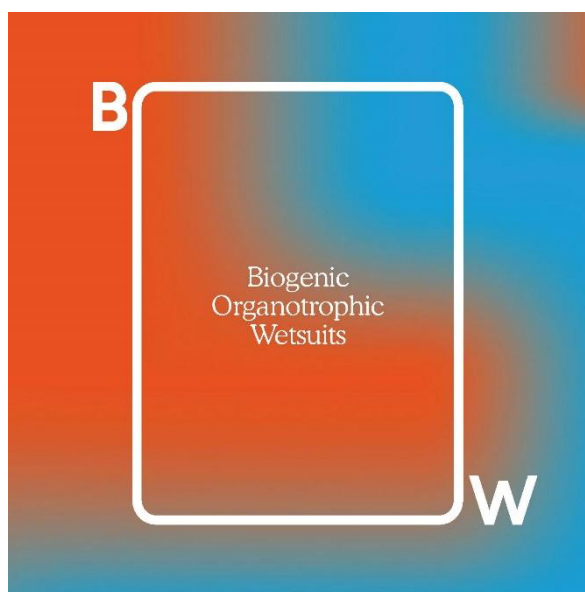
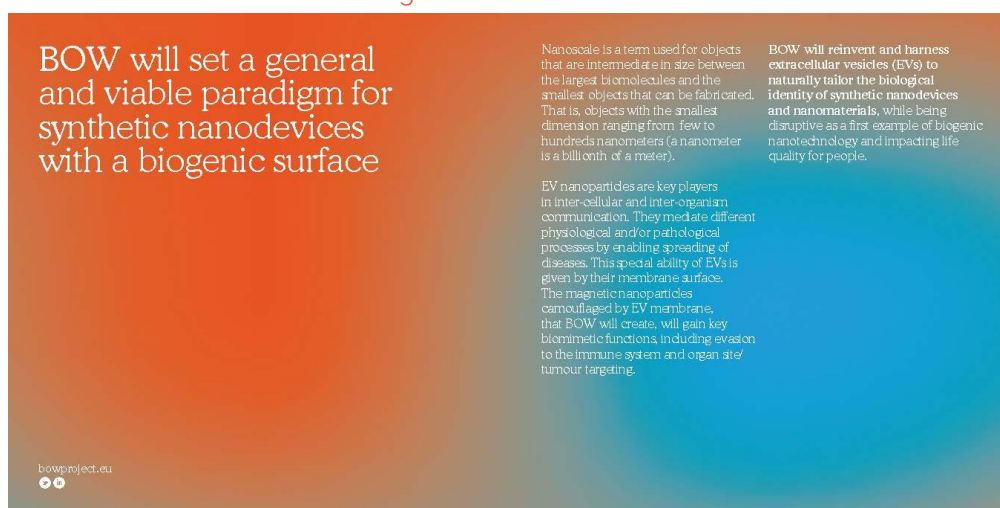


Figure 1 BOW Brochure



Objectives

The main objective of BOW is to create hybrid magnetic nanoparticles with a membrane surface made from extracellular vesicle.

1

Produce high-grade small EVs with biomimetic and organotropic functions.

2

Synthesis and functionalization of magnetic nanoparticles.

3

Engineering a microfluidic device for streamlined fabrication of EV membrane coated magnetic nanoparticles (eVMBDs).

4

Evaluation of magnetic nanoparticles biological performances and nanotoxicity in-vitro, ex-vivo and in-vivo.

Approach and Impacts

The implementation of BOW will be framed in three logically interlocked activities, the nanomaterials fabrication and characterization, the microfluidic dressing, and the biological performance testing. If successful, this nanohybrid can be a novel high-risk/high-reward paradigm that can promote the progress of implantable nanodevices and nanomaterials towards a sustainable production and contributing to strengthen and keep in the lead position of European biotechnology.

The project will contribute to the progress of biogenic interfaces for cell and organ-on-a-chip support/interaction and will impact the next studies on biogenic nanotechnology which will be crucial to address global issues, such as water pollution and decontamination, antibiotic resistance, non-communicable diseases (NCDs) or food safety – contributing to reshape the perspective on life science, the environment and public health.

Concept

Create nanohybrids by camouflaging magnetic nanoparticles with biomembranes from extracellular vesicles

Training and Education

BOW will address challenges in training next-generation scientist in several disciplines, ranging from fundamental physical chemistry to biology and material engineering. Tightening the collaboration between the consortium labs, the young scientists hired will be systematically exchanged between the labs, providing them with unique integrated interdisciplinary competencies matured on bench-work activities.

This global interdisciplinary view that will enhance the personal capabilities of future investigators and/or entrepreneurs, and special as a complementary training within BOW's implemented education and training.

In this community: the training and scouting of young researcher is one of the priorities also pursued through the organisation of winter/summer schools.

Who is involved?

BOW will be made possible thanks to a balanced ecology-biology-biophysics-chemistry-engineering matrix, of well-established and internationally recognized academics (8), high biotech SMEs (2), plus 1 innovation consulting, contributing to strengthen European pool of expertise and biotechnology innovation eco-system.

The team is composed of the coordinator of the project, Consorzio Interuniversitario per lo Sviluppo Dei Sistemi A Grande Interfase and Consiglio Nazionale Delle Ricerche, Universidad de Santiago de Compostela, Max-Planck-Gesellschaft Zur Forderung der Wissenschaften EV, Helmholtz Zentrum Muenchen Deutsches Forschungszentrum Fuer Gesundheit und Umwelt Gntth, Atlantic Technological University Sligo, Eidgenossische Technische Hochschule Zurich, Hansabiomed Life Sciences Oü, Biodevice Systems Sro, UNIMORE Università Degli Studi di Modena e Reggio Emilia and ZABALA Innovation.

Figure 2 Brochure pages with the logo changes and name of companies changed.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952183

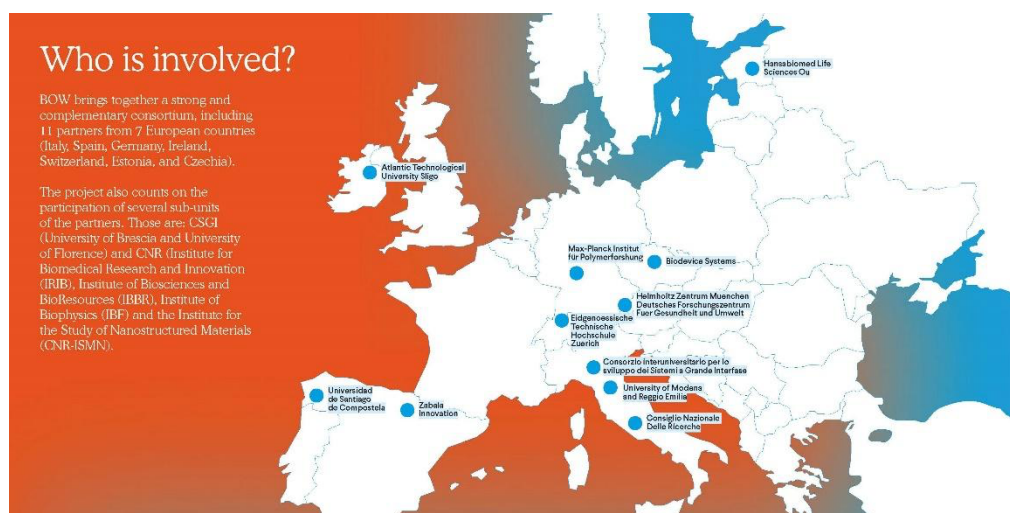


Figure 3 Brochure page with the partners position changed on the map.



Figure 4 BOW Brochure final

3.2 Roll-up

To streamline our event participation and reduce the waste of materials, ZABALA has recently updated a roll-up, which has been tailored to the specific needs of our consortium. It's important to note that these updates were made to account for the departure of one project partner and the inclusion of another, as



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952183

well as changes to some company logos. This comprehensive roll-up, which has been extensively revised to align with the project's status, is now available for printing.

This updated roll-up serves as an effective tool to provide a comprehensive overview of the project and is designed for use at various levels, including local, national, and European events. To maintain efficiency and promote sustainability, this roll-up will be distributed to partner organizations as needed.

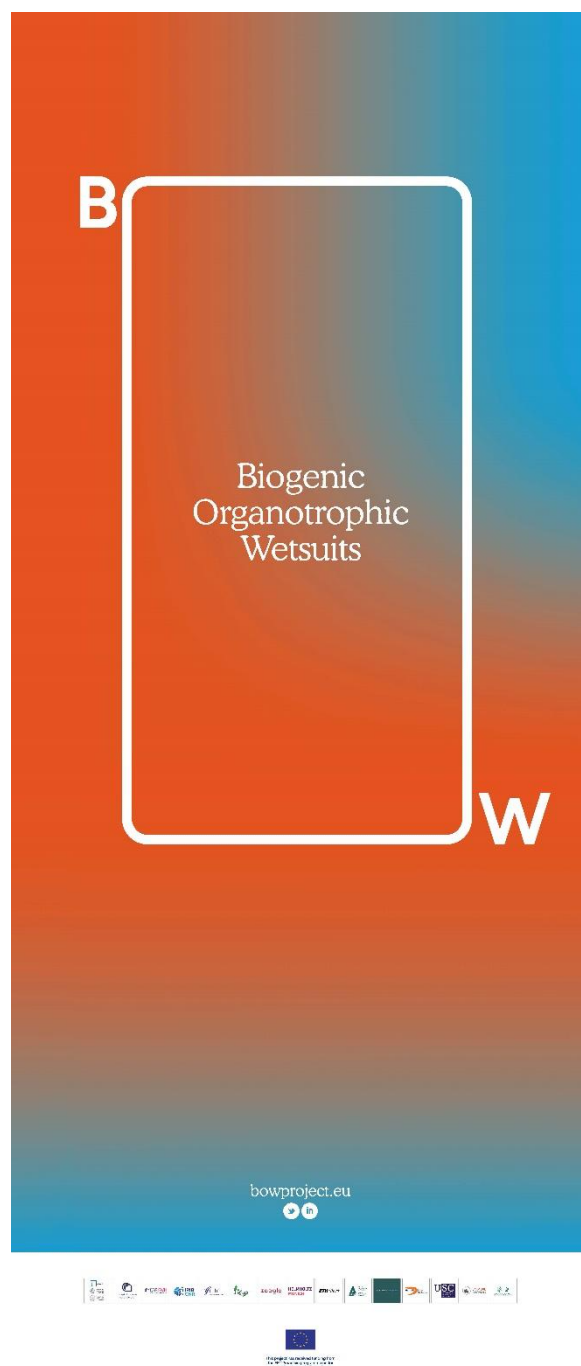


Figure 5 Roll-up of the project changed.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952183

3.3 Project video

The BOW project has taken a dynamic approach to sharing its mission and objectives. We've created an educational video that provides an engaging and informative overview of the project's primary goals, activities, and ultimate aims. This video serves as a valuable resource for those looking to gain a comprehensive understanding of the BOW project in an accessible and engaging format.

You can check it out at: <https://www.youtube.com/watch?v=JTAjYrCoxiQ>

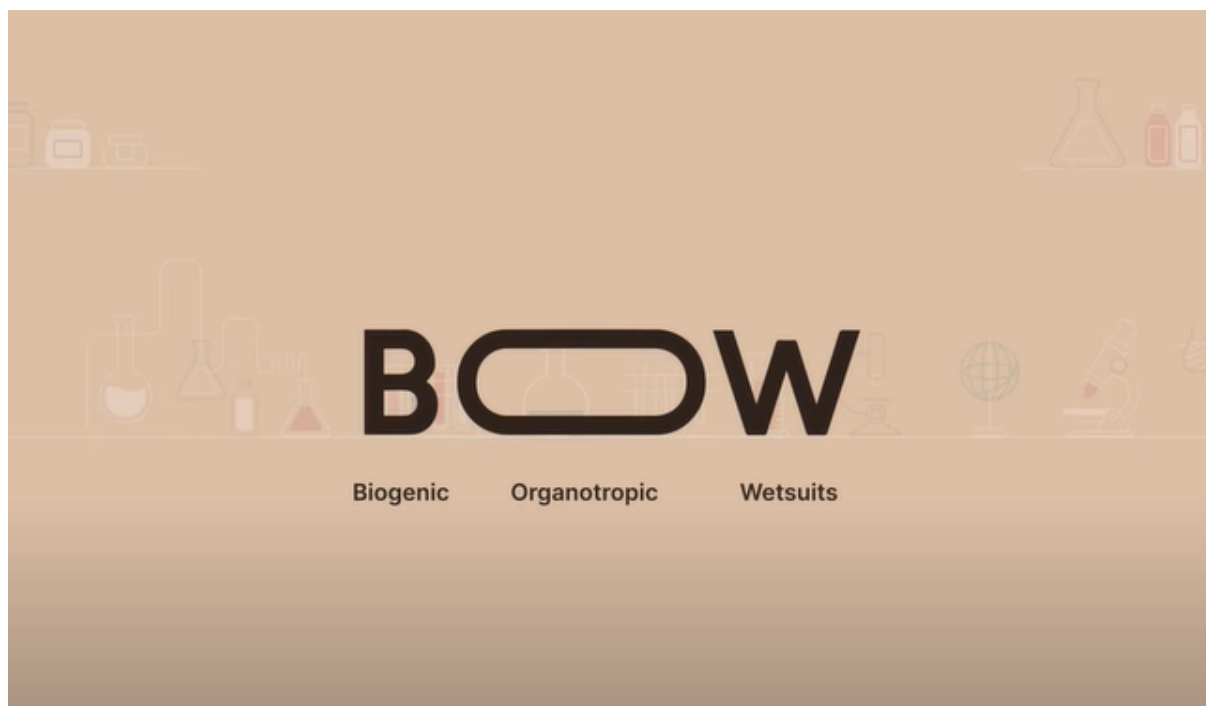


Figure 6 BOW video

3.3.1 ANALYTICS OF THE VIDEO

This section provides detailed information on the data and key performance indicators (KPIs) related to the project's video, as it was distributed across the project website, various social media channels, and YouTube.

	Website	Social Media	YouTube
KPIs	46	348	154

3.4 Stickers

During this period, we also took an innovative approach to enhance the visibility and reach of our project. We began creating stickers featuring a QR code that linked directly to our project's video and website. These QR code stickers were strategically designed to be easily shared and distributed at various events and gatherings. This initiative not only allowed us to engage with a broader audience but also ensured



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952183

that our project was accessible to anyone interested in learning more about it, promoting greater awareness and participation in our project.



Figure 7 Stickers

4. Materials created at the beginning of the project

4.1 General templates of BOW

At the project's outset, a comprehensive PowerPoint presentation and Word template in English were crafted and is also featured in the earlier D6.3 Promotional Materials. This presentation was specifically designed to spotlight the project during various events. Additionally, this presentation has not been changed and is still the same. (For reference, please visit: <https://www.bowproject.eu/resources/>).



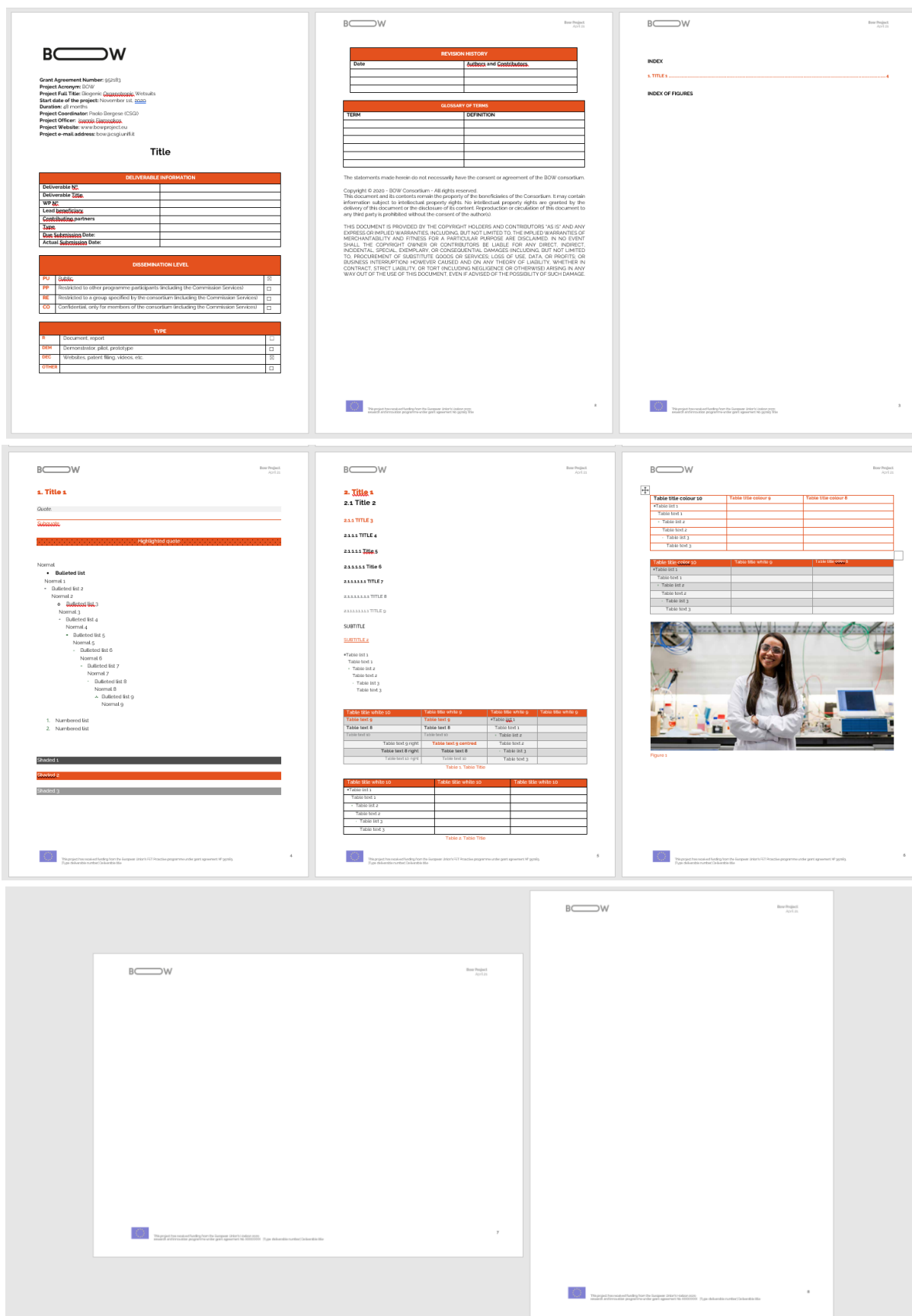
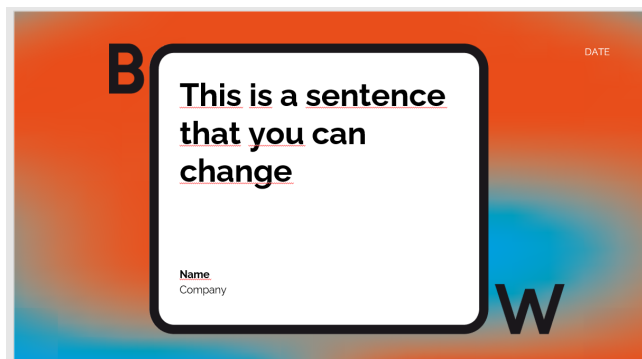
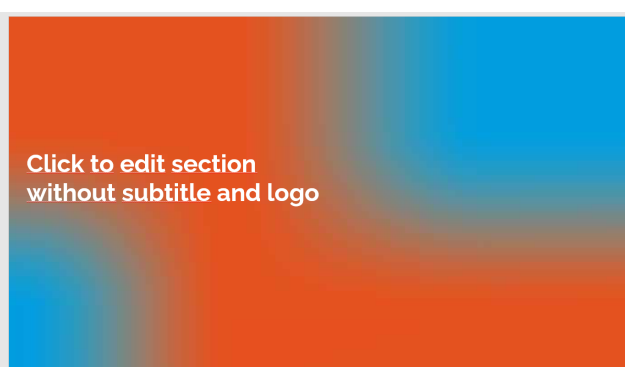
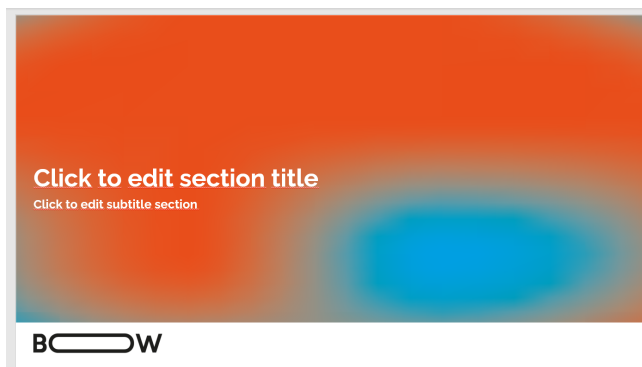
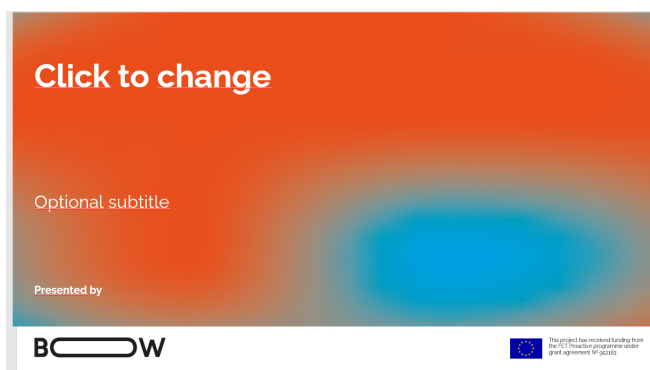


Figure 8 Word template



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952183

The PowerPoint template is versatile and applicable for all presentations associated with the BOW project, whether they are conducted within the Consortium or for external audiences. Additionally, partners have the option to incorporate their organization's logo into the presentation for external events. (For more information, please refer to: <https://www.bowproject.eu/resources/>)



Click to edit quote

Name
Company

BOW

Click To Edit Master Title Style

- 1. Click to edit list
- 2. Example 2
- 3. Example 3

BOW

Example slide info

Example of text dsd fdasfdasf dasf dfd

Fdsf dsfdsf dsfdsf dsfdsf dsfdsfds

F dsfdsfdsfdsfdsfdsfdsfds

fds fdsfdsfdsfdsfdsfdsrewtrgf ds

F d f dsf dsfdsf dsfdsfds

BOW

Example slide info

Example of text dsd fdasfdasf dasf dfd

Fdsf dsfdsf dsfdsf dsfdsf dsfdsfds

F dsfdsfdsfdsfdsfdsfdsfds

fds fdsfdsfdsfdsfdsfdsrewtrgf ds

F d f dsf dsfdsf dsfdsfds

BOW

Example slide info

Example of text dsd fdasfdasf dasf dfd

Fdsf dsfdsf dsfdsf dsfdsf dsfdsfds

F dsfdsfdsfdsfdsfdsfdsfds

fds fdsfdsfdsfdsfdsfdsrewtrgf ds

F d f dsf dsfdsf dsfdsfds

BOW



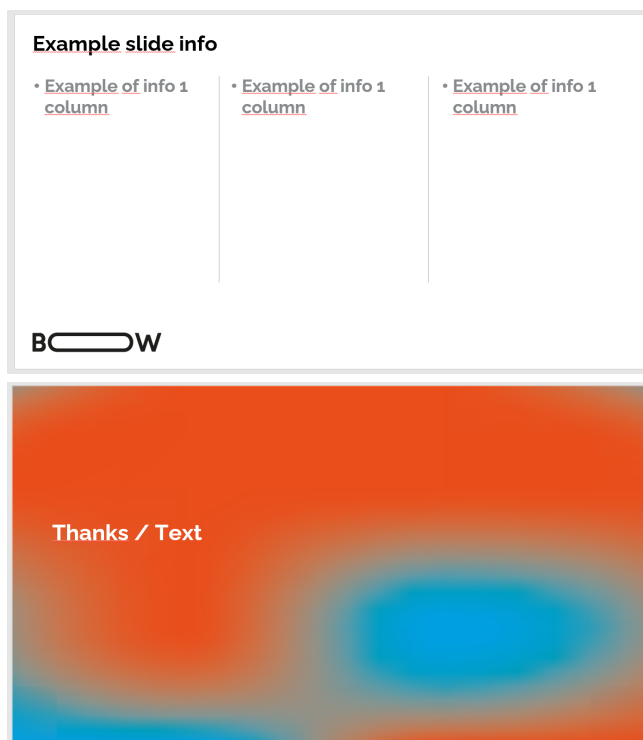


Figure 9 PowerPoint template

4.2 Virtual background

At the project's inception, recognizing the limitations imposed by the ongoing pandemic, ZABALA took a proactive approach by designing background images specifically tailored for virtual events. These images can be seamlessly integrated into partners' video calls and enhance their presence when participating in online events, effectively promoting the project through digital channels. Partners have the flexibility to choose from among four distinct background options, catering to their preferences and needs. It's important to note that these background images have remained unchanged because they play a pivotal role in maintaining homogeneity and identity for the project, making them a consistent and recognizable element throughout various project-related interactions.



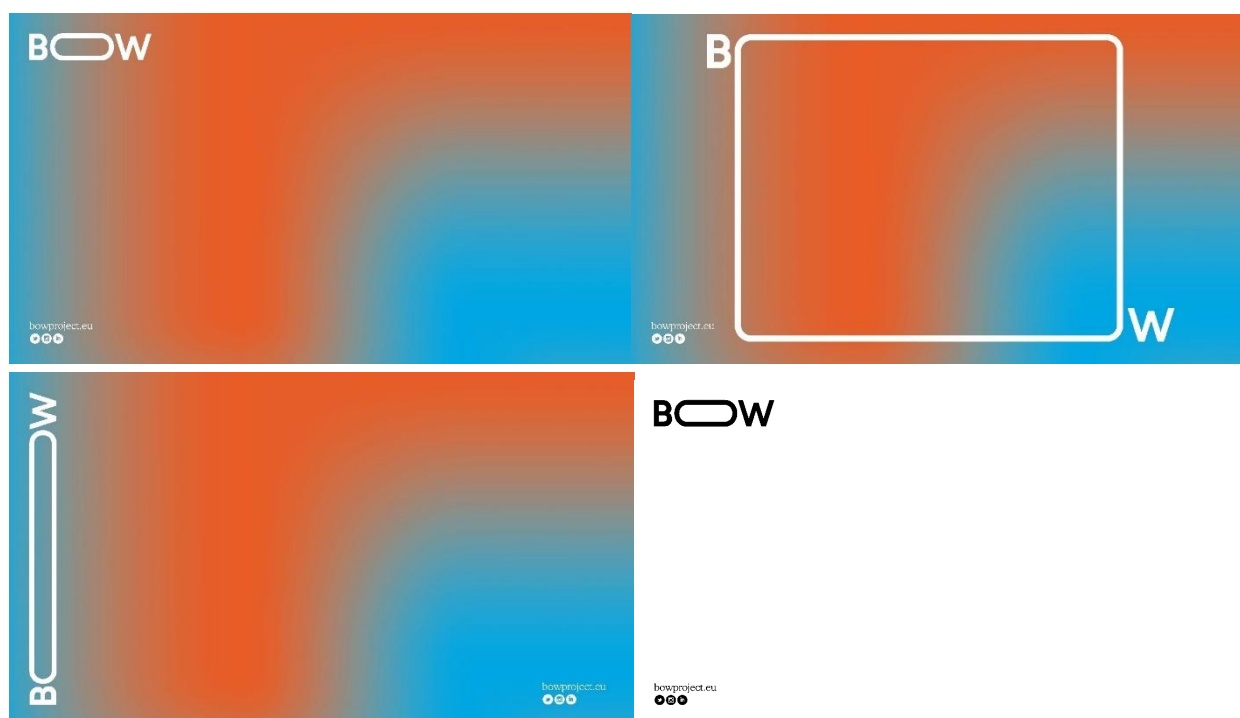


Figure 10 Four background image for calls three

4.3 Newsletter template

To efficiently communicate with individuals registered in our database, we have developed a newsletter template, specifically designed to enhance the impact, and reach of our communications. It's worth noting that, during the project's initial stages, we did not identify a significant level of interest in newsletters; and we opted not to send regular newsletters due to limited subscriber numbers and interest.

Instead, we plan to send a final newsletter once the project's results have been generated and are ready for dissemination. This strategic decision ensures that our newsletters are both timely and relevant to our audience.



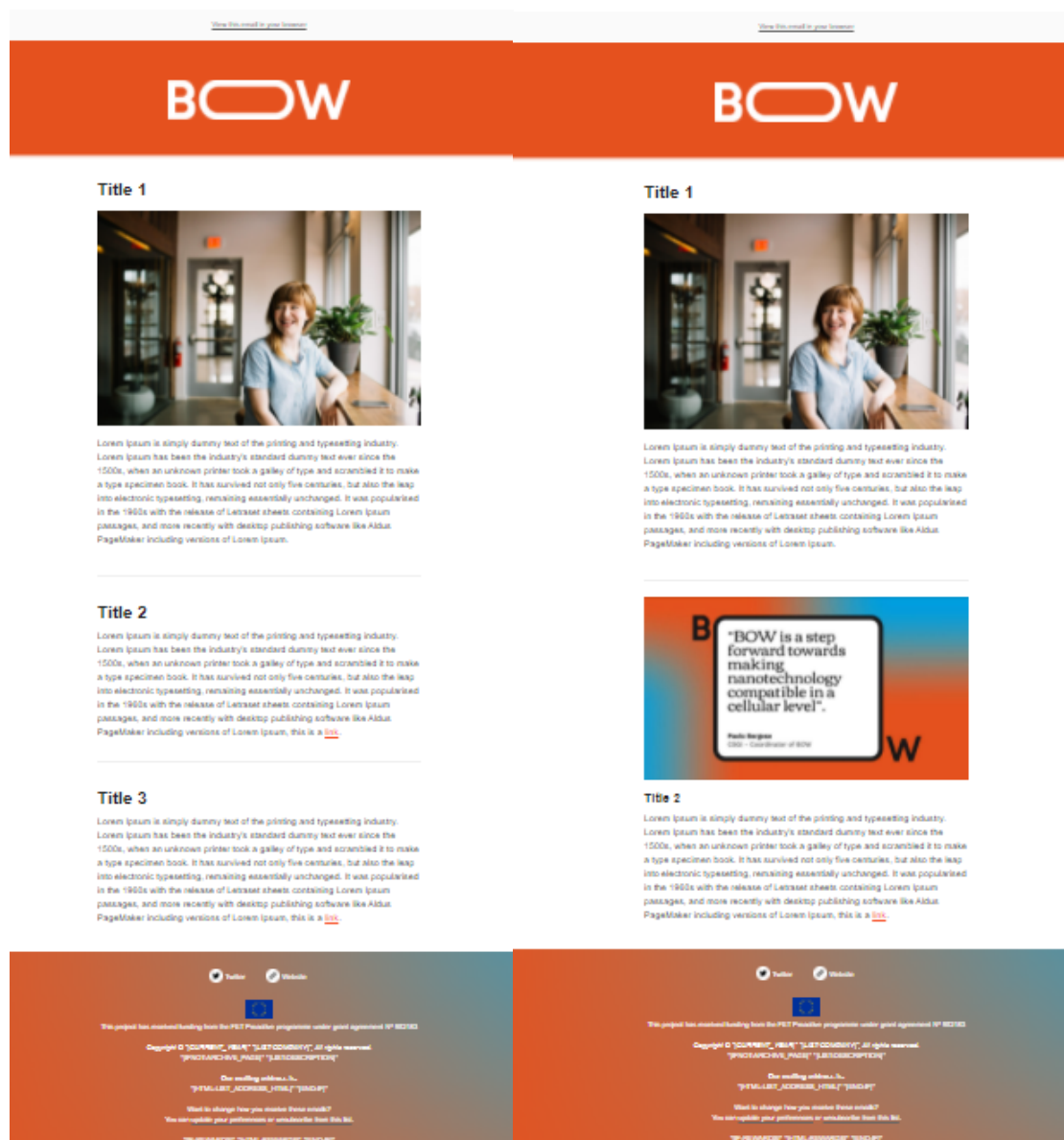


Figure 11 Newsletter templates



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 952183