



Extracellular vesicles from a natural source for tailor-made nanomaterials VESAUS

[D7. 2] Dissemination and Communication Plan

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1. INTRODUCTION

VES4US is a project funded by the FET-Open Call of the Horizon2020 Programme of the European Commission which goal is to develop a radically new platform for the efficient production and functionalisation of EVs. This will enable for their exploitation as tailor-made products in the fields of nanomedicine, cosmetics and nutraceutics. A core aspect of the project is to focus vesicles from an identified natural source to constitute a more economically viable and sustainable source of EVs. This process will allow the development of natural nanocarriers with unprecedented abilities for drug delivery in specific tissues such as brain, lung, skin, dendritic or tumour cells.

Extracellular vesicles (EVs) are cell-derived, membranous particles that mediate intercellular communication by transferring biomolecules such as proteins and RNAs. The discovery of EVs as natural biocarriers and inter-species communication means has raised great interest in the drug delivery field. EVs intrinsically possess many attributes of a drug delivery vehicle, since these particles are well tolerated in the body, have long circulating half-life, are internalised by recipient cells and are able of crossing the blood brain barrier. Native and drug-loaded mammalian cell-derived EVs have recently been developed and are contributing to the expanding research field known as "cell-free therapy". Despite these promising progresses, translational applications are currently hampered by the lack of suitable processes for the isolation, characterisation and functionalisation of EVs.

VESAUS is endorsed by prominent industrial stakeholders with strong interests in market-oriented innovation. The actively emerging field of EV-based research and industrial/clinical translation will significantly profit from the proposed VESAUS innovation of focusing on natural nanovesicles; the new knowledge created will influence the biomedical landscape of the future both within and outside the European Union.

Its specific objectives are:

- 1) The identification of suitable upstream and downstream conditions such as the source of EVs, the purification of EVs and the manipulation approaches.
- 2) The development of a robust analytical platform to evaluate the key EVs attributes: physicochemical properties and biological activities.
- 3) The elaboration of post-production strategies for chemical functionalization.
- 4) Bioengineer natural source EVs as tailor-made nanodevices and nano-carriers.

Also, it is anticipated that VES4US results could replace less societal accepted animal-derived pharmaceuticals or chemical liposomes, as future vehicles for targeted drug/active compound delivery, influencing health and human wellbeing. The biotech industry generates millions of euros of revenue and sustains a sizeable work force, VES4US will undertake high risk and high gain foundation work for future internationally excellent research by promoting natural derived EVs with deep knowledge of specific sectorial needs. Industrial stakeholders could be a direct beneficiary of VES4US and potentially invest in the technology developed especially for follow-on work with bioengineered of this nanovesicles.

Not only the cosmetics or bio industry will be affected, an aspect of the implementation of the principle of Smart Economy is the commitment towards the training of a highly qualified workforce to meet the future needs of the European society and develop a knowledge-based economy. This approach of developing human capital for the future will be embraced with the recruitment of high calibre postgraduate students and staff and the translation





of research aspects into undergraduate education. A career development plan will be realised for each recruited Postdocs and PGs. This will be realised for example via research-based learning and the embedding of VES4US outputs in some teaching components of science programmes delivered at the partner institutions.

EDUCATION AND TRAINING

VES4US is highly interdisciplinary and involves teams from different institutes covering different research disciplines including Aquatic Biological Sciences, Nanomedicine, Green Chemistry, Physical Chemistry, Genetics, Biochemical Engineering, Biotechnology, Biophysics, Microfluidics, Nanotechnology among others. This project has a commitment towards the training of a highly qualified workforce to meet the future needs of the European society and develop a knowledge-based economy.

Training and exchanges via staff and student travel among the consortium members will be encouraged to genuinely improve the interdisciplinary methodology. These measures will enhance cooperation and synergy between the consortium members. Detailed actions (training plan) will be undertaken to improve the interdisciplinary methodology and the scientific cross-fertilisation amongst the partners by training staff and students of each participant institution for targeted collaborative experimentation. This will be realised by visits to host institutions and the organisation of 'hands-on' workshops on specific thematics during the yearly meetings.

VES4US wants to go a step forward in the quality generation and management of research and will apply a Quality management system compatible to UNI EN ISO 9001:2015 and OECD GLP standards. This quality plan for the management of procedures will include personnel training on Standard Operating Procedures (SOP) to control major experimental activities for harvesting, manipulating, storing, characterising and treating EVs, as well as for key related activities. It will also aim at promoting public engagement (short-term) by involving students from schools to contribute to simple experiments at STEM focused or Open Day events which are annually organised on the premises of some of the partner institutions within VES4US (short-term).

As a next step in contributing to the EV field, VES4US in collaboration with academic and industrial partners, we will investigate the potential and suitability of developing a module on natural source-derived EVs on an educational massive open online course (MOOCs).

The VES4US consortium is well-balanced group made up by 5 research centres and universities and 1 consultancy firm from 6 different European countries. The group is led by <u>The National Research Council of Italy</u>. The other partners are: <u>Institute of Technology Sligo</u> (Ireland), <u>The Swiss Federal Institute of Technology</u> (Switzerland), <u>University of Ljubljana</u> (Slovenia), <u>Max Planck Institute for Polymer Research</u> (Germany) and <u>ZABALA Innovation</u> <u>Consulting</u> (Spain).



2. OBJECTIVES AND APPROACH OF THE DISSEMINATION AND COMMUNICATION STRATEGY

Communication, Dissemination and Exploitation is an important part of the Horizon2020 projects that all partner should and must take part in. Communicating European projects should aim at how research and innovation are contributing to an "Innovation Union".

In this manner, the aim of the VES4US Dissemination and Communication Plan is to promulgate findings and innovation to key stakeholders to create value within the target communities and initiatives in the EU. In other words, Dissemination and Communication concerns the whole of the project because it is a way of raising awareness for the achievements targeted to the external audience, the scientific community and the potential business users of the products and services developed. It is needed to emphasize that the organisations directly or indirectly involved in the project, count on unquestionable positioning and capacity to influence and integrate internal dissemination strategies, by involving complementary research and communication/marketing/business units to increase the impact of the project.

The consortium will ensure that the dissemination materials prepared for the promotion of the research results and benefits do not compromise the interests of the industrial stakeholders prior to disclosure. In this matter, the dissemination approach will be designed ant tailored according to the nature of each partner. The findings from the VES4US project will be also tailored to the specific audiences and provide a basis to fostering public support for the development of sustainable, environmentally-friendly and healthy technologies. All aimed to help maximise the impact of R&I actions.

VES4Us will also aim at promoting public engagement by involving students from schools to contribute to simple natural-source derived experiments. These outreach activities will augment public awareness of biotechnologies and disseminate the project outcomes to local communities and the European society. For this part, the project Communication Team will collaborate with the other partners and the Advisory Board in driving the research for identifying medium and long-term business and scientific needs in the sector identified.

The dissemination and communication strategy of VES4US will combine on-line and off-line channels and tools, and reinforcing different highlights focused on the stakeholders. In this way, the combination of different actions will reinforce the message and allow to reach our audiences.

2.1 TARGET AUDIENCE AND DESCRIPTION

The identification of target audiences of VES4US project is crucial in order to customise the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered in an effective manner.

Dissemination and Communication channels and activities described on this Plan will be clearly focused on them and the messages will be adapted.

The following audience and stakeholders of the sector have been identified before the starting of the project and they will be considered at the European, national and regional level. During its development, partners will be asked to report about contacts, networking and activities established with this groups:





Groups	Audience		
Researchers	Research community will be approached, in concrete		
	researcher in the following fields: Biology, Aquatic		
	Biological Sciences, Nanomedicine, Green Chemistry,		
	Physical Chemistry, Genetics, Biochemical		
	Engineering, and Biotechnology; Separation sciences.		
Industry	SMEs Industry, Mid-Caps and SMEs operating in		
	research industry.		
Society, children and students	People who don't know about the awareness of		
	vesicles.		
VES4US Stakeholders	Participants, project Partners and relevant		
	stakeholders in VES4US and EU projects.		
Mass Media	Media Outlets and specialized magazines		

Depending on the specific target audiences, the project will implement different strategies:

- Dissemination: This includes a stakeholders' engagement and capacity building aims at targeting more experienced audiences (mainly technical and professional audiences, investors, academia etc.) with a focus on transferring technical/technological results through peer to peer communication.
- Communication: It aims at lay audiences, end users and house owners, citizens and the general public (not always closely related with technological issues of VES4US). The communication process covers the whole project (including results), starts at the outset of the project focused on multiple audiences and have a multiplier effect (beyond the project's own community, including the media and general public). VES4US must Informing and engaging with society, to show how it can benefit their progress. (Legal reference Grant Agreement Article 38.1).
- Stakeholders engagement: Industrial stakeholders could be a direct beneficiary of the project and potentially invest in the technology developed (medium-term), especially for follow-on work with bioengineered natural-source derived nanovesicles. Our industrial stakeholders will ensure that research outcomes can be aligned with their industrial vision for the development of new generation products. We will reach stakeholders through the social media channels and executing social media campaigns in a way to get their attention. Not only social media will ensure that, because our participation in key events will also be a great platform to introduce the project into the VESAUS possible community hub.



2.2 KEY DISSEMINATION AND COMMUNICATION CHANNELS AND ACTIVITIES

ACTIONS	DESCRIPTION
Digital Marketing Strategy	
Project website and positioning	An advanced website, providing information about the project and the
	results, showcasing project's news and acting as a communication
	channel with the stakeholders and the project media hub.
Newsletter	Information loaded electronic newsletters-project's status,
	developments and other news. Delivered quarterly by email and in the
	available in the website.
Social Media Channels	The project will develop a VES4US community around the Social Media
	Networks more relevant to be in contact with the stakeholders and
	the general public. LinkedIn and Twitter.
Logo and presentations	HQ professional logo, visual guide, and professional presentation
	templates (Word for deliverables, power point, press releases, etc. for
	all partners).
Supporting Communication Material	Posters/Banners/Rollups which will present the project's concept;
	Flyers/Leaflets that will contain general project information, best
	practices and ad-hoc information for events.
Press releases & conferences. Articles and	Due to the socioeconomic value of the project, it will catch interest
interviews.	from the Media. Work will be carried out with specialised journalist,
	taking full advantage of the public opinion they generate and their
	capacity to influence upon the rest of the targeted audiences.
Joint events, workshops, round tables &	Events organised/co-organised by project inviting experts,
networking with other projects	researchers, clients and industry audience.
	Other events where project will be invited to present its work and
	vision will also be considered.
	All events will have presence on the website and the most important
	will be communicated via Twitter

Table 1 Key Diss and Comm Channels

2.3 MANAGEMENT OF COMMUNICATION

ZABALA Innovation Consulting is the leader of the WP7 about Dissemination, Exploitation and Communication Activities. The actions and processes will be coordinated with CNR (leader of the project), and the rest of the members of the consortium through the Communication Team, conformed by one member of each partner and the support of the Communication/Marketing/Business Departments of every organization. It is indispensable a collaboration between the partners to elaborate a meaningful communication strategy that reaches every local, regional or European sector. To make this happen and reach our objective audience every pill of information should be translated into the local languages the partner of the consortium speaks: Italian, German, Slovenian, and Spanish. Every piece of information is going to be written in English.



ZABALA will nominate a person as the Communication Manager of VES4US to coordinate the interaction among the partners, implement and monitor the strategy and act as the main contact of reference for Media and journalists.

Additionally, some specific procedures will be designed to organise in an effective way the external communication, the generation of content in the website, the Social Media work, the review of communication and dissemination materials, and the information and reporting about the participation in events.

All the materials produced to this end by the partners will be reviewed previously its local distribution.

2.3.1 WEBSITE

ZABALA will update the VES4US website regularly with news and events. Members of the consortium are requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, Social Media profiles, newsletters, etc.). Work package leaders are also required to keep informed ZABALA about the developments within these advances. This is a crucial request to follow during the whole implementation of the project because it's a helps the dissemination of results.

2.3.2 SOCIAL MEDIA GUIDELINES

ZABALA is responsible for the management of the **Twitter and LinkedIn** channels for VES4US project and partner must collaborate by mentioning the VES4US Twitter account, retweeting the messages about the project and sharing publications on LinkedIn. The Social Media guidelines will gather some pieces of advice and procedures about the participation of the partners in events and the promotion of their visibility on the Social Media channels.

Horizon2020 Programme has published a <u>Social media guide for EU funded R&I projects</u> with recommendations.

2.3.3 COMMUNICATION MATERIALS

ZABALA will develop communication materials to promote the VES4US project and will be previously reviewed by the Communication Team. Partners must inform with enough time in advance if they need some of this material for the participation to events or other requirements. Each partner is responsible in the creation of scientific and research publications/communications devoted to dissemination.

2.3.4 REPORTING EVENTS

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved seeking opportunities to present and showcase the project in their own countries and at both local and European levels. The participation in events must be previously communicated to ZABALA (in order to make visible activities through communication channels), and after the event every partner must complete the events questionnaire with the reporting about the dissemination activity: sum-up, number of attendees, pictures, publications, presentations, press clipping, etc. (see annex)





2.3.5 SUPPORT OF THE EUROPEAN UNION

The support to the VES4US project by the European Commission must be recognised iarticle n all the dissemination and communication tools and materials including this disclaimer: *This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement 801338.*

For more information, please refer to article 29 of the Grant Agreement, which includes these and other considerations regarding the dissemination of the project and the Open Access.

All the beneficiaries of the project are committed to follow the guidelines about the use of the EU emblem using it in their communication to acknowledge the support received under EU programmes.

Scientific and research publications must include this paragraph:

"The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains".

VES4US project partners will have to provide open access to all peer-reviewed scientific publications relating to its results according to Article 29.2. of the Grant Agreement and <u>H2020 Guidelines on Open Access to Scientific Publications (European Commission, 2017).</u>

2.4 VES4US BRAND

The first communication action developed after the starting of the project was to create a recognisable brand of VES4US reflecting the main goals of the initiative and offering to the audience/stakeholders a clear identification of the values and messages.

2.4.1 NAME

VESAUS is the branding name of the project which means: "Extracellular vesicles from a natural source for tailor-made nanomaterials". The full title should be included in brackets when it is firstly mentioned in a document, then it will be used its abbreviation/acronym.

The project acronym VES4US must be written in uppercase font.

2.4.2 LOGO AND VISUAL GUIDELINES

The brand proposal for VES4US is inspired by the spherical curves generated by the budding of a vesicle from the biological membrane (membrane vesiculation) by minimising the membrane (isotropic) bending energy by minimising the membrane (isotropic) bending energy. This figure represents the consortium activity on a very accurate way; indeed, the shape matches the modelling of a membrane vesiculation mathematically derived by VES4US partners (Aleš Iglič and Veronika Kralj-Iglič University of Ljubljana). Colours and shapes will make a clear reference to vesicles from the natural source material.





In summary, the logo shows that the process is completed, but that it also advances towards new innovative models. A visual guideline that includes different applications of the logo has been designed to facilitate the use of the VESAUS brand.



Figure 2 Corporate Typography





Application

The nature of the brand enables its versatile integration in any type of graphic element whenever its contrast and legibility is guaranteed.



Figure 3 Application logo

Reduced brand option

This is the reduced version of the VES4US brand.

This version can be used when the application is too small for using the main version properly.

It also can be used for creating graphic resources such as textures, merchandising, tv supers, etc



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Figure 4 Reduced brand option





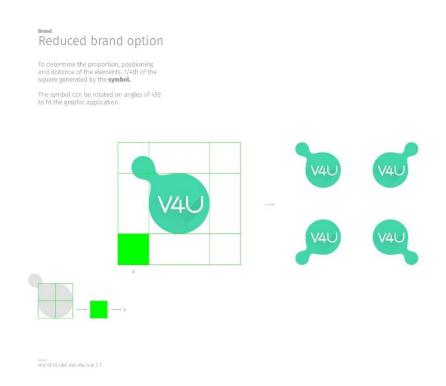


Figure 5 Reduced brand option 2

3. COMMUNICATION TOOLS AND ACTIONS

3.1 DIGITAL MARKETING STRATEGY

With the main aim of attracting and establishing a VES4US community around our general public, a Digital Marketing Strategy has been established with three main pillars:

- ▶ VES4US website www.ves4us.eu that will be permanently updated through the section of news and events.
- Social Media and newsletters to share the advances about the project included on the website and attract visitors and users. This will also be used as a tool to interact and listen to the comments of the stakeholders of the project.
- ▶ SEO using techniques to obtain a good positioning of the website on Google.

3.1.1 WEBSITE

The VES4US website is the main Dissemination and Communication on line tool of the project, which will reflect news, advances, and results of the investigation of this project, and the rest of communication actions and the exploitation of the results. Therefore, its design, management, maintenance and generation of content are key activities. It will showcase the content of sections and defines the expected impacts for the project consortium and the final aim of the investigation of this project.

The website of VES4US is an informative page and a media hub for all the public interested in the subject of the project. According to this strategy, messages will be shaped and delivered in an effective manner using Digital Marketing strategies: SEO, creation of content and Social Media channels will be the three pillars to achieve the best results.





The platform will be created to serve as a project content management system. With this aim, the website provides the following content, following guidelines and recommendations of the EC:

- General information about the project.
- Description of all the organizations members of the consortium including the main researchers involved in VESAUS
- Information, objectives and work packages.
- Information about public participation, and training programme (workshops for academia, business and policy makers).
- Link to the available hiring positions
- Description of events organized within the framework of the project.
- Press releases and other materials focused on the Media.
- Information about the results.
- Newsletters.
- Public deliverables.
- Latest news.
- Addressing and contact information.
- Appropriate acknowledgment and reference to the European Union's Horizon 2020 Framework Programme and disclaimer excluding European Commission responsibility.

The VES4US website has been created with specific objectives, which respond to the communication and dissemination needs of the project. Amongst them, the most highlighted are the following:

- Maintaining a **dynamic website**, all kind of contents will be periodically updated. The website will count with technical articles, investigation papers, public deliverables, pieces of news and policies of the sector, initiatives related to the European Commission, events created by this project or other projects with the same objective, workshops, etc. With this methodology it will improve positioning in Google searchers, and while sharing the content through social networks and the newsletter, more visitors will be attracted to the website.
- The VES4US website is one of the main communications and dissemination tools of the project. To maximize the scope of the project, different strategies of digital marketing will be established.
- ▶ SEO (Search Engine Optimization): the traffic of visits to the VES4US website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it. VES4US website will be SEO friendly and responds to the following standards. To generate traffic through search, VES4US website is focused on keywords like extracellular vesicles, biotech, nutraceutics, cosmetics, nanovesicles, natural derived cells.
- **Social networks**: the information hosted in the VES4US website, will be used in the social media channels in a way to increase visits and attract newcomers to the project.
- Newsletter: A quarterly newsletter will be distributed between the consortium and the public including achievements and innovations of the project that redirect to the website. Newsletter will be also uploaded to the website in a specific section just for them.





Link building: It will be able to create synergies between the VES4US website and the partners' websites, as well as with other relevant agents of the sector, Horizon 2020 projects in the same field encouraging the exchange of links. Instruction to the rest of the partners will be offered with this aim.

This is the list of the partner's websites:

https://www.cnr.it/en

https://www.ethz.ch/en.html

https://www.uni-lj.si/

http://www.mpip-mainz.mpg.de/home/en

https://www.zabala.eu/en/

https://www.itsligo.ie/

Responsive Web Design makes VES4US page look good on all devices (desktops, tablets, and phones). The incorporation of the state-of-the-art techniques in design also create a quick and intuitive user experience browsing the web.

VES4US website will be SEO friendly and responds to the following standards:

- Keywords Research.
 - Cell biology
 - Molecular transport mechanisms
 - Biophysics
 - Nanotechnology
 - Environmental and marine biology
 - Bioproducts
 - Biomaterials
 - Bioplastics
 - Biofuels
 - Bioderived bulk
 - Fine chemicals
 - Bioderived
 - Novel materials
 - Extracellular vesicles
 - Exosomes
 - Cell-cell communication
 - Membrane functionalization
 - Nanocarrier
 - Microfluidic
 - Nanovesicle purification method
- Keyword Optimization: VES4US website uses keywords in the content for maximum searchability.
- Content Organization: The content is organized in a logical way and considering the European guidelines of best practices. This is not only good for SEO; it also helps visitors to find other related content easily.





• Content Promotion: Increase visibility to new content by sharing it on social networks and building links to the content (both internally and from external sites).

The website has a legal warning and a policy politic that promises the fulfilment of the GDPR. This is also a requirement that has been considered when sending the quarterly newsletters

3.1.2 NEWSLETTER AND MAILINGS

A quarterly newsletter will be shared with newcomers interested in being aware about the achievements/news of the VES4US project. This data base will be nourished by a registration form included in the website, an existing contact list of the partners and thanks to the participation/involvement of the consortium with other EU initiatives, events, fairs, workshops, etc. The newsletter will be promoted by the partners to their whole target and database of contacts. News will be sourced from the project's website, so that in this way the visits will be increased.

In addition, it will be circulated via the European stakeholder's associations. Mailings with invitations to relevant workshops and webinars, consultations and other information which cannot wait for the newsletter publication or that cannot appear only in the newsletter will be sent out regularly to the same database used for the newsletter

Newsletters will be uploaded in the website. Punctual mailings on the project will also be sent to inform about events and workshops organized by VES4US.

3.1.3 SOCIAL MEDIA CHANNELS

The creation of a "VES4US community" will increase the visibility and impact of the results attained in the project. In fact, viral marketing strategies linked with the website and its new content periodically created will be implemented based on Twitter (@ves4us) and LinkedIn Social Media tools.

The Social Media accounts are already set and updated regularly. ZABALA leads this task with the support of all partners communication departments to facilitate the reach out to wide media and promote interaction and lines of conversation on the Social Media channels.

ZABALA will lead this task that will require inputs and support for dissemination by all partners. Recommendations and requirements of the <u>Social media guide for EU funded R&I projects of the H2020 Programme</u> will be followed.

3.1.3.1 TWITTER

People use Twitter to find out what is going on in the world right now, instantly sharing information and connecting with people and businesses across the globe. It offers a great opportunity for VES4US to reach an international audience of current and potential stakeholders.





VESAUS is using Twitter to establish meaningful connections with an active and relevant audience (EC, policy makers, stakeholders of the industry, local authorities and general public). These connections can produce beneficial opportunities for the project across the network of stakeholders. It will serve as well to tell everybody in real time what is happening in the co-creation workshops and other activities of the project.

The credentials for Twitter are the following:

- @ves4us twitter handler
- #ves4us hashtag
- Examples of appropriate hashtags:
 - #ExtracellularVesicles
 - #Microbiology
 - #H2020
 - #Nanotechnology
 - #Biomaterials
 - #NaturalSource
 - #sustainability
 - #EVs
 - #ecoinnovation
 - #FET

To maximize the impact of the project on Social Media Channels, images and gifs will be crated and shared with all the partners.

Tweets can be directed to specific accounts using @TWITTER-HANDLE in tweets.

This is the list of the project partners' Twitter handles or hashtags (in case they have not Twitter account)-They will be mentioned in the VES4US Twitter account to generate conversations and interactions always is possible:

```
@StampaCnr
```

@ETH_en

@itsligo

@Zabala IC

@mpi polymer

#UniversityofLjubljana

#MaxPlanckInstitutePolymerResearch

EU ACCOUNTS:

@EU_H2020

@FET_EU

@FETFX EU

@Fet2Rin

@FETFlagships

@EU_Commission

@PrensaCE

@EUBIC





@eurocrowd

@EU_EASME

@DSMeu

BROTHER PROJECT:

EVFOUNDRY

INDEX

GLADIATOR

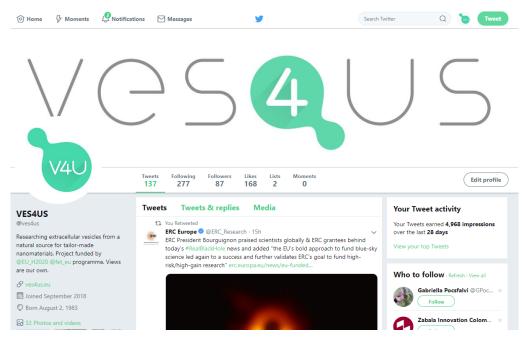


Figure 6: Screenshot of the twitter account

3.1.3.2 LINKEDIN

LinkedIn is currently the main business network in the world and has more than 150 million users in more than 200 countries and territories. Stakeholders, which VES4US needs to connect with, are in LinkedIn, so it is appropriate to implement some actions.

A LinkedIn company page will establish VES4US public image on a global scale as a reputable and trustworthy project. Although many people view the Social Media site LinkedIn only as a site for job hunters and for growing professional network, LinkedIn is an equally effective tool for nurturing referral relationships.

By producing content that our viewers want to see about the project and share with others, our viewers become engaged advocates of VES4US and can expand our global influence. The content generated by VES4US project will be available in different formats such as SlideShare project presentations, website blog posts, infographics and videos to suit the viewing preferences of our target audience.

VES4US should post as many status updates as our content supports. We will reach more of our audience and extend our reach as we post more often. The VES4US LinkedIn profile is a supplement to the website, helps driving traffic to the site and offers a way out to promote the project.





3.2 COMMUNICATION MATERIALS

In order to effectively broadcast the messages of the project in events and promote the project on the website and the Social Media channels, different communication materials have been foreseen.

3.2.1 GENERAL PRESENTATIONS OF VES4US

A general Power Point presentation in English is already been created to showcase the project at events. The PPT presentation should be translated, used and completed by the partners of the consortium. The content will include the project's main mission, objectives and expected results.

3.2.2 DIGITAL AND PRINT BROCHURE

A brochure explaining the project is already been done. This kind of communication material is an excellent practice of showcasing the main objectives and information about VES4US. It's been done print and digital in a way to spread the word of the project and reach more people in the process.







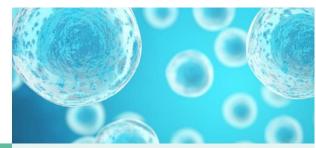
Figure 7 VES4US Brochure / front page





VESAUS is a project funded by the FEI-Open Call of the Horizon2020 Programme of the European Commission. VESAUS goal is to develop a radically new platform for the efficient production and functionalisation of EVs. This will enable for their exploitation as tailor-made products in the fields of nanomedicine, cosmetics and nutraceutics.

A core aspect of the project is to focus vesicles from a natural source to constitute a more economically viable and sustainable source of EVs. This process will allow the development of natural nanocarriers with unprecedented abilities for drug delivery in specific tissues such as brain, lung, skin, dendritic or tumour cells.



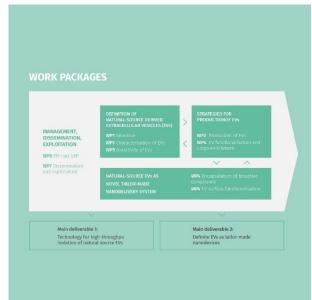


BIOPROCESSING APPROACH

VES4US aims at creating a fundamentally new bioprocessing approach to generate and functionalise EVs from a renewable biological source. VES4US will apply state-of-the-art technologies that have emerged in recent years as potent signal transducers, and cell-cell communicators. EVs will be loaded with specific cargoes directly in isolated EVs or by the modulation of producer cells. Membrane engineering for targeting purposes is expected to allow generating vesicle carriers with unprecedented abilities.



Figure 8 VES4US Brochure



FROM A NATURAL SOURCE TO A COMMERCIAL PRODUCT

This innovative research will focus on developing natural derived cells blotechnology to translate fundamental work outputs into market-led opportunities relevant to the nanomedicine, cosmetic and nutraceutics sectors. It is anticipated that VSEAUS results could replace less societal accepted animal-derived pharmaceuticals or chemical lipsoomes, as future vehicles for targeted drug/active compound delivery, influencing health and human wellbeing. The biotech industry generates millions of euros of revenue and sustains a sizeable work force, VESAUS will undertake high risk and high gain foundation work for future internationally excellent research by promoting natural derived EX with deep knowledge of specific sectorial needs. Industrial stakeholders could be a direct beneficiary of VESAUS and notentially invest in the technology developed especially for follow-on work with bioengineered of this nanovesicles.

Not only the cosmetics or bio industry will be affected, an aspect of the implementation of the principle of Smart Economy is the commitment towards the training of a highly qualified workforce to meet the future needs of the European society and develop a knowledge-based economy. This approach of developing human capital for the future will be embraced with the recruitment of high calibre postgraduate students and staff and the translation of research aspects into undergaduate education. A career development plan will be realised for each recruited Postdocs and PSa. This will be realised for example via research-based learning and the embedding of VESAUS outputs in some teaching components of science programmes delivered at the partner institutions.



Figure 9 VES4US Brochure





Figure 10 VES4US Brochure



Figure 11 VES4US brochure







Figure 12 VES4US Brochure Partners

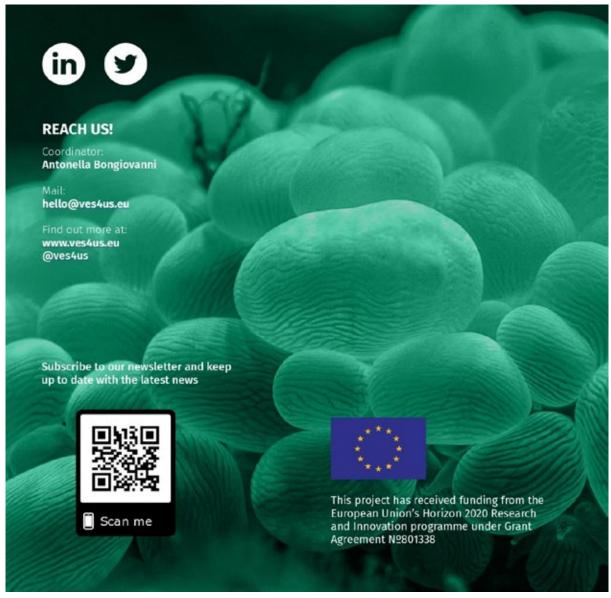


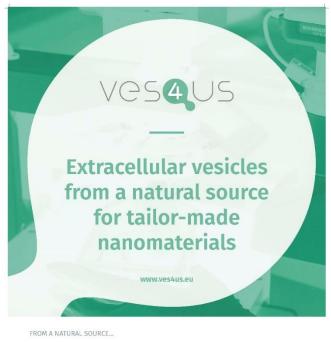
Figure 13 VES4US Brochure / last page





3.2.3 ROLL-UP

For the participation in events will be developed for the whole project to avoid one-shot production and waste.



Phase 1:
EVS PRODUCTION:

Selection of the natural source and optimization of culture condition at pre-industrial scale.

Phase 2:
ISOLATION AND CHARACTERIZATION:
Isolation and physiochemical characterization of the extracellular vesicles.

Phase 3:
FUNCTIONALIZATION AND LOAD:
Functionalization and load of the EVs selected from the previous phase. These vesicles may differ according to the different sector needs.

Phase 4:
BIOLOGICAL ACTIVITY:
Biological activity of the EVs explored both in vitro and in vivo

TO A COMMERCIAL PRODUCT

TO A COMMERCIAL PRODUCT

Phase 4:
BIOLOGICAL ACTIVITY:
Biological activity of the EVs explored both in vitro and in vivo

Figure 14 Roll-up Infographic

3.2.4 DIGITAL TOOLS





VES4US will create a videogame called BubbleMumble in a way to instruct the player about the extracellular vesicles and the main discoveries of the project. This game will be developed as free science app game on the natural-source derived EVs that will be used in this project, with the objective of bringing science to general public. BubbleMumble will be an enjoyable experience to learn the value chain from the cultivation to natural-source derived EVs functionalisation. The players will have to overcome several stages until obtaining a final EV based product with a social application (e.g. therapeutic drug). The game wants to stimulate the scientific interests, showing that the research process is both challenging and amusing.

This game will be shared using the main platforms of dissemination and communication, this being the Social Media channels, and creating a campaign announcing the arrival and the creation of this application. We could even do a premiere trailer showing the main characteristics of the videogame and some framed pictures to distribute between the different social media channels of the project and the ones that the partners of the consortium have.

3.3 MEDIA RELATIONS

The Media and journalists are key agents to transmit information about the project to other stakeholders and the general public. They have a lot of influence and may have a positive impact to increase results, raise awareness and offer information to the rest of the society about the VESAUS project. Relationships with Media will be established through the Press Office of VESAUS, led by ZABALA and the collaboration of the rest of the partners.

This task will be accomplished at European, national and regional levels on the following way:

- > ZABALA will prepare the press releases regarding the VES4US milestones and other detected opportunities to communicate in English and Spanish.
- Once the press release is approved by the Communication Team, every partner will translate the press release into the local language and will send it to their contacts through its Communication Department.
- ▶ The press release will be included on their own websites and shared in their Social Media channels.
- Impacts will be monitored and included in the press-clipping (visible in the VES4US website) and in the Report on Dissemination and Communication Activities

To make the most of our content, we will need to make sure we are distributing it correctly. Content promotion through some distribution platforms will allow us to win audiences and optimize our news and information.

The **European platform of news CORDIS WIRE** will be used as well to distribute news releases and posts generated for the website.

3.4 EVENTS

The events are one of the most important parts of the dissemination and communication strategy because they allow to connect with stakeholders and the general public, encourage networking and show advances and results of the project. Events also feed of content the communication channels and tools (website, Social Media, press releases) generating great impacts on different audiences.





The strategy of participation of events will be set up at three different levels:

- ▶ By the side of each partner participating in the usual events of the sector.
- Joining presentations of the project in previously selected events organized by the EC and other key institutions/organizations.
- Events organized and promoted by VES4US collaborating with other initiatives and organizations to generate synergies.

3.4.1 PRESENCE AT KEY EVENTS

International conferences, congresses, workshops, exhibitions and fairs are one of the most effective dissemination and communication actions. The partners' participation to events will generate more visibility for VES4US project and will boost the contact with stakeholders and other European projects.

The following list is an example list of the kind of events that will be in the radar of VES4US for communication and dissemination activities:

Name of the event	Partner attending	Target Group	Estimated Date
Seminars for school students within	CNR- IEOS	School students	24-30/09/2018
the "European Biotech Week"			
Researchers Night (@Palermo,Italy)	CNR-IBF	General Public	27/09/2018
Meeting for the foundation of EVIta	CNR-IBIM,IBBR,IBF	Researchers (Scientific community)	05/10/2018
(Italian Society for Extracellular			
Vesicles)			
Science Festival Futuro Remoto	CNR- IEOS	General Public	8-11/11/2018
32nd edition (Naples)			
Spectradyne nCS1demo in Rome	CNR (IBF and IBBR)	Researchers	19/11/2018
Joint IBBR-IGB-IEOS Seminar,	University of	CNR (IBBR, IEOS, IGB)	05/01/ 2019
Veronika Kralj-Iglič: Clinical	Ljubljana	University of Ljubljana, Researchers /	
experience with microvesicles		Undergraduates and postgraduates	
Short term mobility fellowship	University of	IBBR-CNR (Napoli), researchers/	10-23/01/ 2019
	Ljubljana	postgraduates, post docs	
	(Veronika Kralj-		
	Iglič)		
Joint IBBR-IGB-IEOS Seminar, Ales	University of	CNR (IBBR, IEOS, IGB)	26/01/ 2019
Iglič: Membrane tubular protusions	Ljubljana	University of Ljubljana, Researchers /	
and tunnelling nanotubes		Undergraduates and postgraduates	
Invited lecture at MPI at Mainz, title:	CNR (Gabriella	Max Planck Institute Researcher/	12/02/2019
A mass spectrometry-based toolbox	Pocsfalvi) and	undergraduates/postgraduates	
for extracellular vesicle research	MPIP		
VES4US Napoli workshop	CNR (IBIM, IBF,	CNR (IBIM, IBF, IBBR, IEOS, IGB)	21-22/02/2019
	IBBR, IEOS, IGB)	University of Ljubljana	
	University of	Researchers / Undergraduates and	
	Ljubljana	postgraduates	
VES4US Napoli seminar series: 12	CNR (IBBR, IEOS,	CNR (IBBR, IEOS, IGB)	09/01 -23/03
weakly seminars on EV research	IGB)	University of Ljubljana, Researchers /	2019
	University of	Undergraduates and postgraduates	
	Ljubljana and MPIP		





Meeting Biophee19: Membrane	CNR-IBF	Researchers, Students	03-06/04/2019
Biophysics of Exo-Endocytosis, From			
Model Systems to Cells. Cannes,			
France			
"Targeted delivery to cancer cells:	CNR IEOS,	Scientific community, Company	10/05/2019
an emerging aspect of oligo-	DMMBM	Laboratories	
therapeutics" – Workshop OTS	University of		
Society	Naples Federico II		
Seminars for school students within	CNR-IEOS	School students	23-26/09/2019
the "European Biotech Week"			
Workshop nCS1 Spectradyne	CNR	Researchers / Undergraduates and	September 2019
		postgraduates	

Table 2 Key Events

The participation of partners in events will be made visible through the VES4US website and Social Media channels contributing to increase the community of stakeholders and public interested in the project. General and technical presentations of VES4US will be showcased in a face-to-face interaction with the stakeholders.

3.5 SCIENTIFIC PUBLICATIONS

It is expected that VES4US project develops a significant amount of research results which will be disseminated to different key scientific communities. Thus, RTD/Academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index.

It is expected to develop a significant amount of research results which will be disseminated to different key scientific communities. Thus, RTD/Academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index

The publications will be made freely and openly available via online repository with gold open access. Prior to publishing any scientific publication, the VES4US Partner involved will contact the whole consortium for **revision** and validation of the publication 30 days in advance. The publications funded by the project will be uploaded to specific bibliographic social networks such as ResearchGate no later than 6 months after its original date of publication

VES4US project partners will have to **provide Open Access** to all peer-reviewed scientific publications relating to its results according to Article 29.2. of the Grant Agreement and H2020 Guidelines on Open Access to Scientific Publications (European Commission, 2017).

Each VES4US project partner will ensure Open Access (via the repository) to the bibliographic metadata that identify the deposited publication. The bibliographic metadata will be in a standard format and will include all items as it is indicated in the Article 29.2. of the Grant Agreement.

The VES4US website www.ves4us.eu will include articles summarizing the scientific publications in a divulgative way and will be submitted to CORDIS Wire.





Type of publication	Partners involved	Title or description	Expected month of delivery	Type of audience
Review	ETH Zurich, IBBR CNR, ITSLIGO, IBIM CNR	Scalable production and isolation of extracellular vesicles: available sources and lessons from current industrial bioprocesses	March 2019	Researchers
Book	CNR, Univ. Ljubljana (Volume editors: Antonella Bongiovanni, Gabriella Pocsfalvi, Mauro Manno, Veronika Kralj-Iglič, Ales Iglič)	BIOLOGICAL MEMBRANE VESICLES: SCIENTIFIC, BIOTECHNOLOGICAL AND CLINICAL CONSIDERATIONS in serial entitled ADVANCES IN BIOMEMBRANES AND LIPID SELF-ASSEMBLY edited as by Ales Iglic, Michael Rappolt and Dr. Ana Garcia-Sáez Elsevier	May 2020	Scientific
Paper in the Special Issue entitled "Plant Membrane Transporters". Dr. Takayuki Sasaki, Dr. Izumi C. Mori and Prof. Dr. Maki Katsuhara, Okayama University (Japan) in journal Plants (ISSN 2223-7747)	CNR (C. Stanly, I. Fiume, L. Turiak and G. Pocsfalvi)	Nanovesicles from sac-cells of citrus clementina: A quick glance on membrane transporters	31 January 2020	Scientific
ISEV 2029 poster	IBBR-CNR R. Bokka, T. Silvestre, I. Fiume, L. Turiák, K. Vekey, T. Csizmadia and G. Pocsfalvi	Tomato fruit juice-derived vesicles: isolation, biocargo characterization and dissection of different vesicle types		
Paper, BTJ review	ETHZ, Sligo, CNR (Carolina Paganini, Umberto Capasso Palmiero, Gabriella Pocsfalvi, Nicolas Touzet, Antonella Bongiovanni, Paolo Arosio)	Scalable production and isolation of extracellular vesicles: available sources and lessons from current industrial bioprocesses	2019	Scientific
Paper	MPIP	Post-modification of liposomes as EV model systems via Click- chemistry Expected month of delivery	Summer/Fall 2019	Researchers, Scientific
Paper	ITSLIGO, CNR	Dynamics of nanovesicle accumulation in a batch-	2019	Researchers, Scientific





		maintained sustainable bioresource		
Paper	ITSLIGO, CNR	Biological effects of extracts from a sustainable bioresource on the nematode species model Caenorhabidtis elegans	2019	Researchers, Scientific
Paper	ITSLIGO, CNR	Isolation of nanovesicles from a sustainable bioresource by tangential flow filtration	2019	Researchers, Scientific
Paper	ITSLIGO, CNR	Influence of cultivation parameter modulation of a sustainable bioresource for optimising yields of nanovesicles	2019	Researchers, Scientific
Paper	ITSLIGO, CNR	Enrichment of nanovesicles obtained from a sustainable bioresource with high-value fatty acids and antioxidant compounds	2019	Researchers, Scientific
Paper	ITSLIGO, CNR	Metabolite profiling of nanovesicles refined from a sustainable bioresource	2019	Researchers, Scientific

Table 3 VES4US scientific publications

3.6 COLLABORATION WITH OTHER FET PROJECTS

VES4US consortium will participate in diverse groups at the EU in order to promote their experiences within the collaboration between other H2020 and FET projects like:

- EVFOUNDRY
- INDEX
- ▶ GLADIATOR

4. SPECIFIC CAMPAIGNS

4.1 TRAINING AND EDUCATION PROGRAMME / SOCIAL ASSESSMENT AND OWNER ENGAGEMENT

VES4US project includes a specific training and education programme focused on the acquisition of skills by training and exchanges via staff and student travel amongst the consortium members. This training plan is fully detailed in Deliverable 6.2

VES4US wants to go a step forward in the quality generation and management of research and will apply a Quality management system compatible to UNI EN ISO 9001:2015 and OECD GLP standards. This quality plan for the management of procedures will include personnel training on Standard Operating Procedures (SOP) to control major experimental activities for harvesting, manipulating, storing, characterising and treating EVs o covering different research disciplines including Aquatic Biological Sciences, Nanomedicine, Green Chemistry, Physical Chemistry, Genetics, Biochemical Engineering, Biotechnology, Biophysics, Microfluidics, Nanotechnology among others.



4.1.1 DIGITIZE EDUCATIONAL MATERIALS ON THE WEBSITE

All educational materials developed in the project will be digitized with the aim of sharing it on our website and social media channels. This material will be uploaded in SlideShare, in order to be available for any education entity.

4.1.2 SOCIAL MEDIA

Social Media Channels will be used with the aim of sharing all the information about education and training programmes, social assessment and owner engagement.

Specified hashtags and images/videos designed for each objective will be used. In addition, we will use "survey" Twitter application in order to obtain the opinions and impressions of the target audiences of these programmes.

Twitter will allow us to create different work groups to discuss and share all our projects.

5. KPI'S AND MONITORING

ZABALA will coordinate the Communication Master Plan of VES4US and its activities with the involvement of all the member of the consortium. Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reach the stakeholders of the project and build the VES4US community. The partners must provide all the relevant information and feedback as well in order to complete the D7.4 and D7.6 Communication Reports on a regular basis since the start of the project.

ZABALA will compile all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on Media for the press-clipping and the distribution of the communication materials through a form sent by e-mail. If necessary, partners could receive calls by phone or requested emails.

The Communication Master Plan will be updated on a yearly basis to complete the D.7.6 Communication Report.

These will be some of the main indicators we are going to monitor in order to measure the Return of the Investment (ROI) in communications. Monitoring and analytics will be incorporated on the web and Social Media in VES4US's digital marketing and communication processes, as a source of essential information for monitoring key indicators.

01	02	03	04
Impact in Media	Web analytics	Social Media Analytics	Event attendance and feedback
More than 3 impacts in the Media	More than 7 publications	More than 7 publications More than 5 industry- oriented workshops	Participate in more than 9 events

Table 4 KPIs





6. HORIZON2020 REQUEST AND COORDINATION WITH THE EC

According to the EC Grant Agreement participants agree to:

- Promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way Exchange (Article 38 of the Model Grant Agreement).
- ▶ Disseminate results as soon as possible through appropriate means, including in scientific publications (Article 29 of the Model Grant Agreement).
- **Ensure Open Access** (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results. (Article 29 of the Model Grant Agreement)
- ▶ Take measures aiming to ensure 'exploitation' of the results up to four years after the end of the project
 − by using them in further Research activities; developing, creating or marketing a product or process;
 creating and providing a service, or using them in standardisation activities (Article 28 of the Model Grant Agreement)
- Acknowledge EU funding in all communication, dissemination and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 27, 28, 29, 38).
- Additionally, VES4US project will establish close links to the communication team of the European Commission in order to make the results of the project visible in the EC Media Outlet, and interaction on the Social Media channels.



7. TIMELINE

	2018					2019											2020										2021									
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Ago	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul ,	Ago	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun J	ul Ag	o Sep
Communication material																																				
Logo and visual guidelines																																				
Poster and roll-up																													П							
Templates																													П							
General Brochure																													П							
Social Media																																				
Twitter and LinkedIn go live																																				
Events Management																																				
Community Management																																				
Social Media Campaigns																																				
Website																																				
Go live																																				
Marketing tools implementation																													П							
News/content update																																				
Events and networking																																				
Event tools and implementation																																				
Networking other initiatives																																				
Co-creation workshops																																				
Work with Media																																				
Data Base of Media																																				
Press Release and milestones																																				
Newsletter																																				
Design template																																				
Delivery																							\top						П							
Communication Master Plan																																				
Communication Report																																				

Table 5 Timeline





8. ANNEX

8.1 PRESS CLIPPING

8.1.1 ZABALA INNOVATION CONSULTING (02/10/2018)



02/10/2018

Nueva investigación en el desarrollo de nanomateriales

ZABALA participa como socio en un nuevo proyecto que pretende realizar nuevos nanomateriales para el suministro de fármacos



Los sistemas seguros, eficientes y específicos de **nano-entrega** son esenciales para la medicina terapéutica, cosmética y nutracéutica debido a su capacidad de optimizar la biodisponibilidad, la estabilidad y la captación celular dirigida de una molécula bioactiva a la vez que se mitigan la toxicidad, la immunogenicidad y los efectos secundarios.

ZABALA Innovation Consulting participará como socio encargado de la comunicación, diseminación y explotación de resultados en el proyecto VESAUS, un nuevo proyecto europeo financiado por la convocatoria FET-OPEN del Programa Horizon/2020. VESAUS tiene como objetivo desarrollar una platoforma radicalmente nueva de producción y funcionalización de vesículas extracelulares (EV) de origen natural y sostenible, permitiendo su explotación como productos a medida en los campos de nanomedicina, la cosmética y la nutracéutica. Esto permitirá el desarrollo de nano-transportadores naturales con capacidades sin precedentes para el suministro de fármacos en tejidos específicos como el cerebro, el pulmón, la piel, y las células dendrificas o tumorales.

ZABALA, tiene la responsabilidad de realizar las actividades necesarias para que la finalidad y los resultados de este proyecto lleguen al público general, científico e industrial con la muyor daridad y profesionalidad posible. Así mismo ZABALA llevará a cabo actuaciones enfocadas a la explotación de los resultados.

Esta investigación financiada por la Comisión Europea y apoyada por ZABALA junto el resto de los socios del consorcio, generará resultados sin precedentes en biociencias, biotecnología y nanociencia ya que actualmente no existe ningún fármaco de origen natural que tenga la capacidad de llegar a tejidos de forma tan específica o de actuar directamente en una célula infectada sin ser rechazada por esta.





VESAUS tiene como objetivo crear un enfoque de bioprocesamiento fundamentalmente nuevo para generar y funcionalizar las EV de origen natural utilizando las tecnologias más avanzadas. Adualmente, las evidencias ciarificas muestran que ciertas EVs administradas sistémicamente se acumulan en el higado, el rinón y el bazo. Algunas EVs secretadas derivadas de mamíferos han demostrado hasta la fecha una tolerancia limitada debido a su origen; VESAUS pretende superar estas limitaciones desarrollando un sistema de administración de fármacos basado en vesículas microcelulares, biocompatibles y rentables, que mejorarían la biodisponibilidad, la eficacia y la seguridad de los compuestos bioactivos corgados.

Para lograr sus objetivos, se empezará con el análisis **de cepas de origen natural productoras de** EVs, posteriormente se explorarán las vias de funcionalización de las EVs y se **desarrollará un** sistema **de producción y aislamiento de EV**s. Las EVs tendrán la fucuion de actuar como los nanovehículos naturales con capacidad de suministrar de fármacos en tejidos específicos.

Este proyecto se lanzó en Palermo el 20 y 21 de septiembre de 2018. Tiene un presupuesto total de 2.946.303,75 € aportado por la UE y se ejecutará durante los próximos tres años con 6 organizaciones de 6 países europeos. El grupo está dirigido por <u>The National Research Council of Italy</u>, establecido en Italia. Los atros socios son: <u>Institute of Technology Sligo</u> (Irlanda), <u>The Swiss Federal Institute of Technology</u> (Suiza), <u>University of Ljubligna</u> (Ljubligna), <u>Max Planck Institute for Polymer Research</u> (Alemania) and <u>ZABALA Innovation Consulting</u> (España).

https://www.zabala.es/es/noticias/desarrollo-de-nanomateriales 2018/10/02





8.1.2 CNR (05/10/2018)

VES4US: Extracellular vesicles from a natural source for tailor-made nanomaterials

VSTAV2.US as an ew European project funded by the Fet-Open call of Horizon2020 Programme, whi aims to develop a radically new platform for the efficient production and functionalisation of strateabiliar vesicies (FVy) from a sustainable biosource enabling their exploitation as tailor-made products in the felds of nanomedicine, commetics and nutraceutics. This could allow the development of natural nanocarriers with unprecedented abilities for drug delivery in specific tissues such as train, lung, sitin, dendrific or turnour cells.

This project was launched in Palermo the 20th and 21 thof September 2018 and counted with the assistance of all the members of the consortium and main important personalities in town as well as renown researchers and industrial representatives.

The group is led by Crn. established in Haly, and includes the following institutes: Ibim, Ibf, Ibbr, Ibj, Ibj, Ibbr, Ib



Safe, efficient and specific nano-delivery systems are essential to current therapeutic medicine, cosmetic and nutraceutics sectors. The ability to optimise the bioavailability and targeted cellular upsiale of a bioactive molecule while mitigating toxicity, immunogenicity and off-target/side effects is of the utmost priority. Yes-4US aims at creating a fundamentally new bioprocessing approach to generate and nutricionalise EV for an exercable biological source using the state-off-text extends the state-off-text extends and the state-off-text extends an

VES4US has a total budget of 2,946,303.75€ with the EU contribution. The project will run for the next three years with 6 organizations from 6 european countries.

The discovery of EVs as natural carriers of functional small molecules and proteins has raised great interest in the drug delivery field as it may be possible to harness these vesicles for the therapeutic delivery of miliths, siRNA, miRNA, bicRNA, peptides and synthetic drugs. However, systemically delivered EVs accumulate in liver, bichep and spleen and some mammalian-derives secreted EVs have benown to take limited pharmaceutical acceptability because of their source. VESAUS aims to overcome these limitations by developing a biocompatible and cost-effective micro extracellular vesicle-based drug delivery system, which would enhance bioavailability and improve the efficacy and safety of loaded bioactive compounds.

To achieve its aims, VESAUS, will start by doing a selection of EVs-producing natural source strains that at last, will get to the production of the EVs needed to develop the natural nanocariers with the abilities for drug delivery in specific tissues. Before that happens, it exists the need of doing a good research practice in a way to discover and define which will the material needed to develop this research. If this is done correctly, not only they will have a definition but the physiochemical characterisation of EVs from a natural source and the functionalisation and cargo enrichment of street.

Per informazioni: Antonella Bongiovanni Cnr - Ibim bongiovanni@ibim.cnr.it

https://www.cnr.it/it/news/8334/ves4us-extracellular-vesicles-from-a-natural-source-fortailor-made-nanomaterials





8.1.3 CNR (IT) (05/10/2018)

L'Europa con il progetto VES4US punta sulle nanovescicole

05/10/2018

05/10/2018

Le vescicole e utracellulari, anche chiamate nanovescicole o esosomi, sono frammenti cellulari, liberati da cellule animati o vegetati. La fruccince principale di queste particelle e legata al trasporto di informazioni melecoleri di usu cellula all'atti. Rozia e questa capacità intrinseca di vecciolare e rilasciare molecole in tutti i tessuti dell'organismo, le nanovescicole possono essere utilizzate per trasporto ali monocole bioattive nel ressuti target. Le nanovescicole natural, quindi, rappresentano una nuova frontiera delle nanotecnologie. Il progetto di recersa internazionale VESUSI ha come oblettivo lo sviluppo di una piataforma radiciamente nuova per la produzione di nanovescicole extracellulari da una fonte biologica sostenible. Per resisti target. Establica interiale con la selezione della migliore forte naturale per la produzione delle vescicole extracellulari. Dalla scelta sono escluse fortin naturale portinariamente pericologe per la salute umana, come il late biovino o i parassitti. La secconda fase, riguarda la coatterizzazione fisico-chimica delle nanovescicole natural, la sunzionalizzazione delle iloro moritorio delle iloro moritorio della loro medizione della loro medizione con della loro medizione con producione della vesti sunticone della loro medizione per la salute umana per raggiungere tessui target el il loro arricchimento con molecole cargo utili per l'Organismo.



motecoe cago utili per l'organismo.

VESHAS è un uno propetto Fet (Future and Emerging Technologies)-Open, finanziato dalla

Participanti al progetto

Commissione europea nell'ambito del programma Horizon 2020. In quest'ultimo bando di ricero

en inovazione Fet Open, sono astal sericenna 27 progetti tile 1895 diomande presentate. Al 27 progetti sarà offerto un contributo significativo per condurre la loro ricerca pi sale così a 123 il numero del progetti Fet-Open in corso, finanziati da parte dell'ule con circa 400 milloni di Euro. Ecco alcune del progetti Fet-Open approvati un microscopio risolazione in un diffina princrifulticio pi li gocoli di una monreta una nuova tecnologia di posizionamento senza Gps, l'imaging non invasivo di processi biochimici nel corpo un costruzione di un muscolo 30 su un chip e il nostro VESAUS.

Il contributo della Commissione europea per il progetto VESAUS, di durata triennale, è di circa 3 milioni.

L'Estato di Biomedicina e immunologia molecolare (Bimi) "Alberto Monroy di Palermo, del Consiglio nazionale delle ricerche (Cini), coordina il consorzio europeo interdisciplinare, che comprende rinomate instituzioni scientifiche di sei diversi paese europee. Gli altri partner sono: Institute of Technology Sligo (treland), Eta Zirich (Switzerland), Univerza V Ljubljari (Ljubljana), Max Planck Institute for Polymer Research, (Germany) and Zabala Innovation Consulting (Spani). Altri istituti C no cinvolti sono: Istituto di biodicerizae e biorisorue (Bibo) – Sede secondaria di Napoli, Istituto di biodicerizae e biorisorue (Bibo) – Sede secondaria di Napoli, Istituto di penetica e ibinfasca (Igb) di Napoli ed istituto per l'endorrinologia e foncologia (lessy) di Napoli.

"TWE-SELVIS Exporacio scientifico è focus de coultural e superiori de inspectation de la constanta de la const

If progeto VESAUS è stato lanciato proprio a Palermo il 20 el 12 settembre 2018 e ha contato sulla partecipazione di tutti i membri del consorzio europeo, di rappresentanti della città di Palermo, nonché di momali ricercottoi e rappresentanti industriali.

Per informazioni: Antonella Bongiovanni Cnr - Ibim bongiovanni@ibim.cnr.it

Vedi anche:

• Sito del p

https://www.cnr.it/it/news/8333/l-europa-con-il-progetto-ves4us-punta-sulle-nanovescicole



8.1.4 CORRIERE NAZIONALE (08/10/2018)







https://www.corrierenazionale.it/2018/10/08/europa-con-progetto-ves4us-punta-sulle-nanovescicole/



8.1.5 CINQUE COLONNE (16/10/2018)







Il progetto VES4US: una nuova frontiera delle nanotecnologie

Le nanovescicole naturali, quindi, rappresentano una nuova frontiera delle nanotecnologie. Il progetto di ricerca internazionale VES4US ha come obiettivo lo sviluppo di una piattariorma radicalmente nuova per la produzione di nanovescicole extracellulari da una fonte biologica sostenibile. Per raggiungere i suoi obiettivi, il progetto VES4US iniziera con la selezione della migliore fonte naturale per la produzione delle vescicole extracellulari. Dalla scelta sono escluse fonti naturali potenzialmente pericolose per la salute umana, come il latte bovino o i parassiti. La seconda fase, riguarda la caratterizzazione fisico-chimica delle nanovescicole naturali, la funzionalizzazione della loro membrana per raggiungere tessuti target e il loro arricchimento con molecole cargo utili per l'organismo.

Il progetto VES4US: un chip microfluidico

VESAUS è un nuovo progetto Fet (Future and Emerging Technologies)-Open, finanziato dalla Commissione europea nell'ambito del programma Horizon 2020. In quest'ultimo bando di ricerca e innovazione Fet-Open, sono stati selezionati 27 progetti tra la 395 domande presentate. Al 27 progetti sarà offerto un contributo significativo per condume la loro ricerca propertita, sele così a 123 il numero dei progetti Fet-Open in corso, finanziati da parte dell'Ue con circa 400 milioni di Euro. Ecco alcune dei progetti Fet-Open approvati: un microscopio a super-risoluzione in un chip microfludico più piccolo di una moreta, una muova lecondogia di posizionamento senza Gps, l'imaging non invasivo di processi biochimici nel corpo umano, la costruzione di un muscolo 30 su un chip e il nostro VFS4US.

Il contributo della Commissione europea per il progetto VESAUS, di durata triennale, è di circa 3 milioni.

Il progetto VES4US: il consorzio europeo interdisciplinare

L'Istituto di biomedicina e immunologia molecolare (ibim) 'Alberto Monroy' di Palermo, del Consiglio nazionale delle ricerche (Cnri, coordina il consorzio europeo interdisciplinare, che comprende rinomate istituzioni scientifiche di sei diversi paesi europei. Gli altri partner sono: Institute of Technology Sligo (Ireland), Eth Zürich (Switzerland), Univerza V Ljubljani (Ljubljana), Max Planck Institute for Polymer Research, (Cermany) and Zabala Innovation Consulting (Spain), Altri istituti Cnr coinvolti sono: Istituto di biofisica (ibf) - Sede secondaria di Palermo, Istituto di bioscienze e biorisorse (lbbr) - Sede secondaria di Napoli, Istituto di genetica e biofisica (igb) di Napoli ed Istituto per l'endocrinologia e l'oncologia (leos) di Napoli.

Il progetto VES4US: bisogni di mercato e bisogni sociali

"În VESAUS l'approccio scientifico è focalizzato sui bisogni di mercato e sociali. La scienza di base e il mondo industriale lavoreranno insieme per raggiungere risultati fruttuosi in tecnologie e conoscenze innovative per i settori della biotecnologia, delle nanotecnologie e della biomedicina" – commenta Antonella Bongiovanni, riterratrice dell'Istiliato di biomedicina e immunologia molecolare e coordinatrice del progetto VESAUS.

Il progetto VES4US è stato lanciato proprio a Palermo il 20 e il 21 settembre 2018 e ha contato sulla partecipazione di tutti i membri dei consorzio europeo, di rappresentanti della città di Palermo, nonchè di rinomati ricercatori e rappresentanti industriali.







http://www.cinquecolonne.it/il-progetto-ves4us.html (16/10/2018)





8.1.6 IBBR (19/10/2018)



Home :: News :: Announcements :: The lunch of VES4US H2020 FETOPEN project

The lunch of VES4US H2020 FETOPEN project: Extracellular vesicles from a natural source for tailor-made nanomaterials

VES4US is a new European project funded by the FETOPEN call of https://doi.org/10.2020/ Programme that aims to develop a radically new platform for the efficient production and functionalisation of extracellular vesicles (EV3) from a sustainable bioresource, enabling their exploitation as tailor-made products in the fields of nanomedicine, cosmetics and nutraceutics. This could allow the development of natural nanocarriers with unprecedented abilities for drug delivery in specific tissues such as brain, lung, skin, dendritic or tumour cells.

This project was launched in Palermo the 20th and 21st of September 2018 and counted with the assistance of all the members of the consortium and main important personalities in town as well as renown researchers and industrial representatives.

VES4US has a total budget of 2.946.303.75€ with the EU contribution. The project will run for the next three years with 6 organizations from 6 European countries

Safe, efficient and specific nano-delivery systems are essential to current therapeutic medicine, cosmetic and nutraceutics sectors. The ability to optimise the bioavailability, stability, and targeted cellular uptake of a bioactive molecule while mitigating toxicity, immunogenicity and off-target/side effects is of the utmost priority VES4US aims at creating a fundamentally new bioprocessing approach to generate and functionalise EVs from a renewable biological source using the state-of-the-art technologies.

VES4US, will start by doing a **selection of EVs-producing natural source** strains that at last, will get to the production of the EVs needed to **develop** the natural **nanocarriers** with the abilities for **molecular delivery** in specific tissues. Before that happens, it exists the need of doing a **good** research **practice** in a way to discover and define whith will be the material needed to develop this research. This will be added by an in-depth **physiochemist** biological and **toxicological characterization** of the natural, the specific cargo enriched and the functionalized EVs and their large-scale production using a **new extraction procedure**.

The Ves4us consortium is professional and consists of 5 research centers and universities and 1 consultancy firm. The group is led by CNR (Italy). The other partners are: Institute of Technology Silge (Ireland). ETH Zürich (Switzerland). Univerza V Ljubljani (Slovenia), MPG (Germany) and ZABALA Innovation Consulting (Spain). CNR is participating with 5 institutes: IBIM. IBE. RDS. ISB and IBBR.

The two research groups from IBBR-CNB, division of Naples, have a fundamental role in the success of the project. The Mass spectrometry and Proteomics Group of IBBR-CNR led by Gabriella Pocsfalvi (member of VES4US Steering Committee) is responsible for the overall supervision of WP2 related to the "Production of natural source derived EVs", as well as for the Task 3.3 "Characterisation of protein and small molecular blocargo of vesicles" and the <u>C. elegans Group of IBBR-CNR</u> led by Elia di Schiavi is responsible for Task S.3 "Invertebrate in vivo assays". The IBBR-CNR has a budget of 380.000 Euro to dedicate for the successful completion of these tasks, which are very important for the VES4US projects objectives.

For more information

Antonella Bongiovanni (IBIM-CNR)

Coordinator of VES4US

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Member of VES4US Steering Comitee

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T ++39 0816132585 T + +39 3355607140

Elia Di Schiavi (IBBR-CNR

E • elia.dischiavi@ibbr.cnr.it

T ++39 0816132365

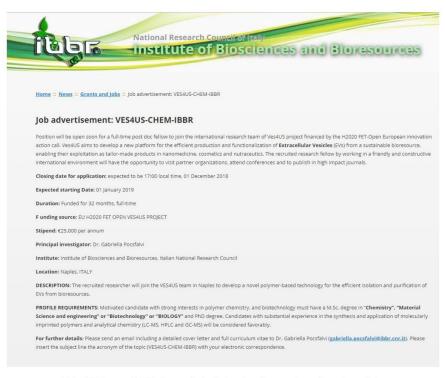
See WEB site of the project: https://cordis.europa.eu/project/rcn/216332 it.html

http://ibbr.cnr.it/ibbr/news/announcements/the-lunch-of-ves4us-h2020-fetopen-project





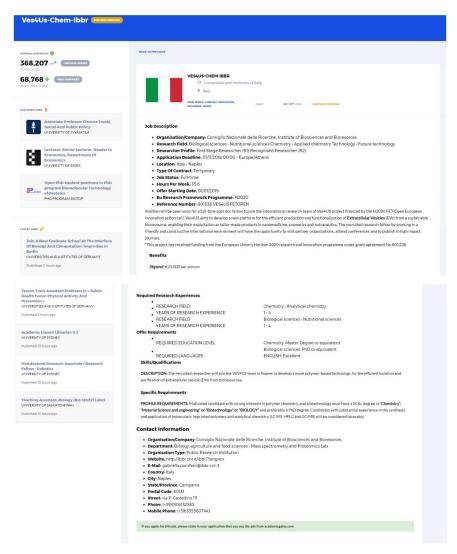
8.1.7 IBBR (JOB OFFER) (19/10/2018)



http://ibbr.cnr.it/ibbr/news/jobs/job-advertisement-ves 4 us-chem-ibbr



8.1.8 IBBR (JOB OFFER) (21/10/2018)

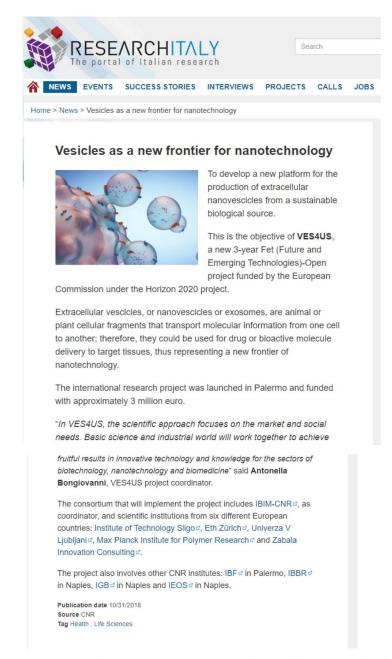


https://www.academicgates.com/job/detail/b05adab6be69-11e8-d561-e716170a-ab19





8.1.9 CNR (31/10/2018)

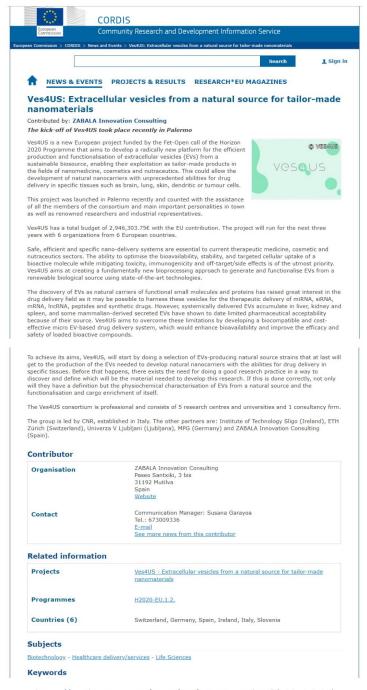


https://www.researchitaly.it/en/news/vesicles-as-a-new-frontier-for-nanotechnology/#null





8.1.10 CORDIS (06/11/2018)

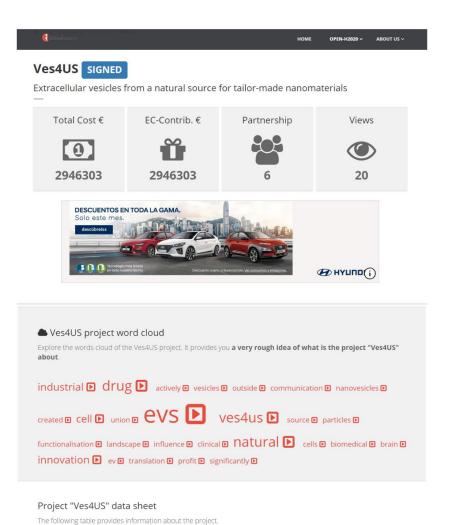


https://cordis.europa.eu/news/rcn/130262 en.html (2018-11-06)





8.1.11 FABIO DISCONZI (06/11/2018)



CONSIGLIO NAZIONALE DELLE RICERCHE

Italy [IT]



Coordinator Country



™ Total cost	2:946:303 €
⊕ EC max contribution	2'946'303 € (100%)
EX Programme	1, H2020-EU.1.2.1. (FET Open)
₹9 Code Call	H2020-FETOPEN-1-2016-2017
♣ Funding Scheme	/RIA
ff Starting year	2018
☑ Duration (year-month-day)	from 2018-09-01 to 2021-08-31



Partnership

Take a look of project's partnership.

	participants (*	country 🏥	role \$	EC contrib. [€] ‡
1	CONSIGLIO NAZIONALE DELLE RICERCHE	IT (ROMA)	coordinator	1 166 412.00
2	INSTITUTE OF TECHNOLOGY SLIGO - ITS	IE (SLIGO)	participant	560 187.00
3	EIDGENOESSISCHE TECHNISCHE HOCHSCHULE ZUERICH	CH (ZUERICH)	participan	t 499 998.00
4	MAX-PLANCK-GESELLSCHAFT ZUR FORDERUNG DER WISSENSCHAFTEN EV	DE (MUENCHEN)	participan	t 303'455.00
5	ZABALA INNOVATION CONSULTING, S.A.	ES (MUTILVA ALTA NAVARRA	participan	t 222 500.00
6	UNIVERZA V LJUBLJANI	SI (LJUBLIANA)	participan	t 193 750.00



Project objective

Extracellular vesicles (EVs) are cell-derived, membranous particles that mediate intercellular communication by transferring biomolecules such as proteins and RNAs. The discovery of EVs as natural biocarriers and inter-species communication means has raised great interest in the drug delivery field. EVs intrinsically possess many attributes of a drug delivery vehicle, since these particles i) are well tolerated in the body, ii) have long circulating half-life, iii) are internalised by recipient cells and iv) are able of crossing the blood brain barrier. Native and drug-loaded mammalian cell-derived EVs has interesting the expanding research field known as 'cell-free therapy'. Despite these promising progresses, translational applications are currently hampered by the lack of suitable processes for the isolation, characterisation and functionalisation of EVs. The suitable processes for the isolation, characterisation and functionalisation of EVs. The suitable processes for the isolation, characterisation and functionalisation of EVs. The suitable processes for the isolation, characterisation and functionalisation of EVs. The suitable processes period a radically new platform for the efficient production and functionalisation of EVs. The suitable processes are currently hampered by the lack of suitable processes and new projects to focus existed from an identified natural source, which could constitute a more economically viable and sustainable source of EVs. This will allow the development of natural nanocarriers with unprecedented abilities for drug delivery in specific tissues such as brain, lung, skin, dendrific or tumor cells. Ves4US is endorsed by prominent industrial stakeholders with strong interests in market-oriented innovation. The actively emerging field of EV-based research and industrial/clinical translation will significantly profit from the proposed VES4US innovation of toxing on natural nanovacides; the new knowledge created will influence the biomedical landscape of the future both within and ou

https://www.fabiodisconzi.com/open-h2020/projects/216332/index.htm





8.1.12 BANDI (06/11/2018)





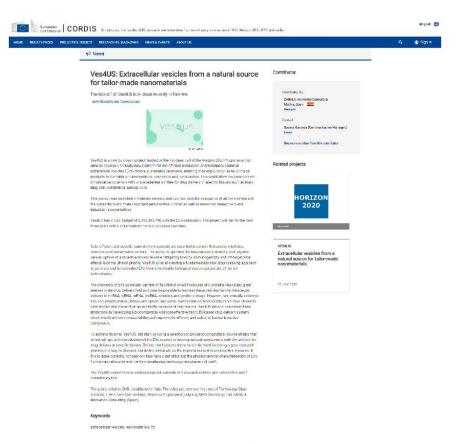




http://bandi.miur.it/bandi.php/public/fellowship/id_fellow/150697 (06/11/2018)



8.1.13 CORDIS (06/11/2018)



https://cordis.europa.eu/news/rcn/130262/en (06/11/2018)





8.1.14 LA COSMÉTICA NATURAL (07/11/2018)



https://www.lacosmeticanatural.com/ves4us-extracellular-vesicles-from-a-natural-source-for-tailor-made-cordis-news/





8.1.15 ACADEMIA TO INDUSTRY COMPETENCE INCUBATOR (09/11/2018)



https://fruct.org/node/374647





8.1.16 CHEMICAL (16/11/2018)



https://chemycal.com/news/e363a893-a0d5-4045-9946-c6ff885902e2/Ves4US_Extracellular_vesicles_from_a_natural_source_for_tailor-made_nanomaterials





8.1.17 MAX PLANCK (16/11/2018)

New treatment approaches using miniature cells

Researchers going to use special cell types as drug carriers in the future – start of the research project "Ves4Us" $^{\prime\prime}$

November 16, 2018

Modern drugs typically take effect in the whole body and not just at the parts to be treated. With the development of drug carriers in the nanometer range, scientists want to bring the active component to where it should have an effect in the future. For this purpose, the surfaces of the carriers are modified to allow a specific "docking". The carriers produced so far were made from biocompatible materials, such as e. g. starch.

Nevertheless, the biocompatibility and the time the carriers circulate in the human body should be further increased in the future.



er increased in the future.

In the research project "Ves4Us", researchers from Italy, Ireland, Switzerland and Slovenia are now working on a new approach in cooperation with the Max Planck Institute for Polymer Research (MPI-P) in Mainz. The project uses so-called "extracellular vesicles". These are "miniature cells", which are also produced in the human body every day. They are mainly used for inter-cell communication, so they are excreted by certain cells and taken up by other cells.

In their characteristics, such as for example their surface, they are therefore very similar to "real" cells. As a result, the vesicles have the best prerequisites for a very good bicompatibility and the required long circulation time in the body.

The aim of the project "Ves4Us" is to generate extracellular vesicles in large quantities. Scientists around Dr. Svenja Morsbach, group leader at the MPI-P in Mainz, and Prof. Katharina Landfester, director at the MPI-P, work in the project to equip these vesicles with a kind of "address label", so that they can act in the body at precisely defined places. For this purpose, certain proteins are attached to the vesicle surface, which then allow in a sort of key-lock principle to dock the drug carrier to certain tissue types.

In addition to the surface modification, the vesicles produced by the cooperation partners are opened with suitable technical methods, filled with an active substance and then resealed.

"We will first test this with dye," says Svenja Morsbach. "If we can fill the vesicles reproducibly with dye, we can replace the dye with drugs and then test the effectiveness of the vesicles to treat various diseases."

The project runs for three years under the European Horizon2020 program FET-OPEN and will receive a total of 3 Mio. Euros. Of this, a share of 300.000 Euros is attributable to the work of the Mainz scientists.

Weitere Informationen

다 https://ves4us.eu - Webseite des Projekts Ves4Us

Dr. Svenja Morsbach Group Leader Phone: +49 6131 379-225 Email: morsbachs@...



Prof. Dr. Katharina Landfester Director Phone: +49 6131 379-170 Email: landfester@... CV and Research Interest



Dr. Christian Schneider Press officer Phone: +49 6131 379-132 Email: pr@...

http://www.mpip-mainz.mpg.de/5494413/PM2018-27





8.1.18 ETHZ (17/11/2018)



http://www.arosiogroup.ethz.ch/research/bioprocessing-of-therapeutic-proteins-and-exosomes.html



8.1.19 OPEN AIRE (17/11/2018)



 $https://explore.openaire.eu/search/project?projectId=corda_h2020::14df78b006e862495fdbfc40c5f02607$





8.2 VISUAL GUIDELINES

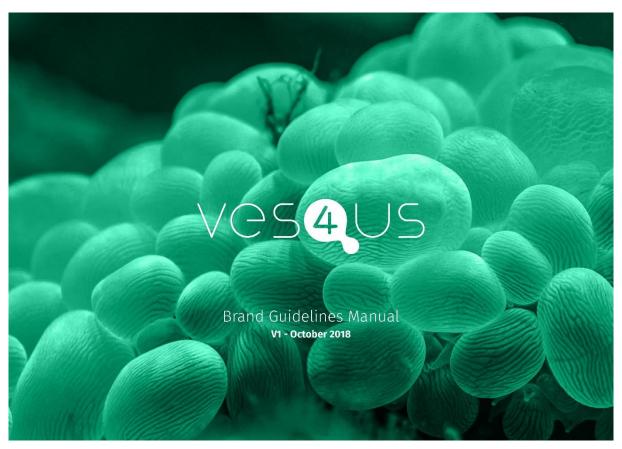


Figure 15 Visual Guidelines - front page



Index

VES4US is a project funded by the FET-Open Call of the Horizon2020 Programme of the European Commission which goal is to develop a radically new platform for the efficient production and functionalisation of EVs. This will enable for their exploitation as tailor-made products in the fields of nanomedicine, cosmetics and nutraceutics.

The contents of this manual offer the necessary tools and guidelines to ensure coherence and consistency in the presentation of the VESAUS brand, as well as illustrative examples of how we can establish and maintain its visual identity.

Brand	
The Concept	3
Construction	4
Safe Zone	1.
Reduced Option	
Colours	
Main Colours	8
Secondary Colours	9
Reproduction of the brand	
Application	10
Unaccepted Variants	11
Corporate Graphic Elements	
Typography	12
Images	13
100	

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Figure 16 Visual Guidelines

The Concept

The brand proposal for VES4US is inspired by the spherical curves generated on a vesicle during a cellular meiosis.

This figure is highly recocnizable by the science community and represents the cluster activity on a very accurate way.



Science Biology Research Cellular



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Figure 17 Visual Guidelines - Logo



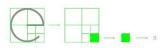


Construction & proportion

This is the natural layout of the VESAUS brand and must be used whenever its reproduction allows it.

To determine the proportion, positioning and distance of the elements, 1/8th of the square generated by the **e letter**.





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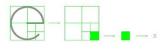
Figure 18 Visual Guidelines - Logo

Safe Zone

This is the minimum distance that the VESAUS brand must maintain with other elements in the graphic application, such as, for example, margins, menus, texts, images, other brands, etc.

To determine the proportion, positioning and distance of the elements, 1/8th of the square generated by the **e letter**.





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Figure 19 Visual Guidelines – Logo





Reduced brand option

This is the reduced version of the VES4US brand.

This version can be used when the application is too small for using the main version properly.

It also can be used for creating graphic resources such as textures, merchandising, tv supers, etc



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Figure 20 Visual Guidelines - Logo

Reduced brand option

To determine the proportion, positioning and distance of the elements, 1/4th of the square generated by the **symbol**.

The symbol can be rotated on angles of 459 to fit the graphic application.

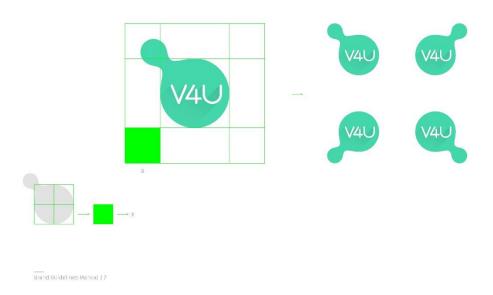


Figure 21 Visual Guidelines - Logo





Main Colors

These are the four main colours for the reproduction of the brand.



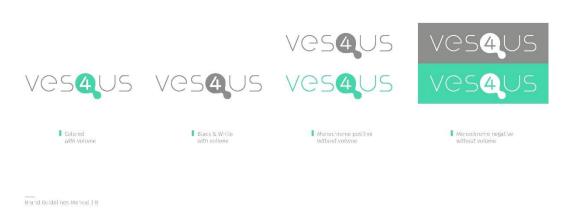


Figure 22 Visual Guidelines - Main colours

Secondary Colours

Secondary colours can be used in those cases in which complex information needs to be shown and the main colours are insufficient. A good example of this is graphs. Secondary colours make the information clearer and add energy and warmth to the document.

Furthermore, secondary colours will help us to define the hierarchy of contents better making their communication more

Where to use secondary colours: Information graphs and highlighted information

Other potential uses for secondary colours: Internal communication, user interface and advertising campaigns

V4U	V4U	V4U
C0 M97 Y50 K0 R224 G0 B77 PANTONE 1925C #E0004D	CO MS Y70 KO RDS GUTS BB7 PANTOSE 121C REDD757	C67 M2 Y0 K0 R65 G182 B230 PANTONE 298C #/1B6L6
50%	996	goss
80%	80%	30%
70%	70%	728
.60%	600	60%
S066	100-	50%
40%	40%	40%
80%;	30%	30%
20%	20%	20%
19%	10%	10%

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Figure 23 Visual Guidelines - Colours





Reproduction of the Brand Application

The nature of the brand enables its versatile integration in any type of graphic element whenever its contrast and legibility is guaranteed.



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Figure 24 Visual Guidelines - Application

Reproduction of the Brand Unaccepted Variants Here are some examples of brand interpretations that do not comply with the regulations. They are examples that should be avoided. 1 The brand should not be deformed. 2 The layout of the logo and the symbol should not be modified. 3 The font of the brand should not be changed. 4 Effects should not be applied to the brand (such as drop shadows or bevels) 5 High contrast colours should not be used for the reproduction of the brand. 6 The brand should not be applied on backgrounds that hinder its legibility. 5 WESAUS 4 WESAUS Brand Guided hes Marquel 171

Figure 25 Visual Guidelines - Application





Corporate Typography

The **Fira Sans font family** is standardised as corporate typography for VES4US communication.

Any font weight can be considered for using as long the weights selected keeps an optimal contrast inbetween:

Light for common text Bold for highlighted text and titles

The full family of the Fira Sans can be downloaded and used with any commercial purpose from Google Web Fonts.

> fonts.google.com/specimen/Fira+Sans

Backup font

Fira Sans Light — Arial Regular

Fira Sans Light Italic — Arial Regular Italic

Fira Sans Bold — Arial Bold

Fira Sans Bold Italic — Arial Bold Italic

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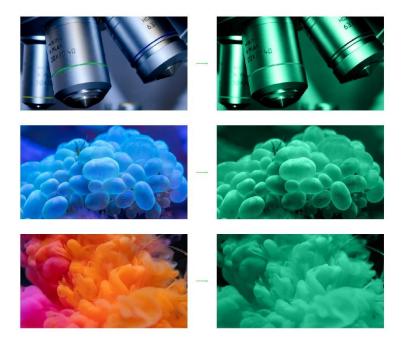
Figure 26 Visual Guidelines - Font

Corporate Graphic Elements

The use of photographs in the visual contents created for the brand is standardised.

The leitmotiv of the images used should be focused on the concept explained in the page 3 of this manual, reflecting science research and biomolecular patterns.

The images may be edited in the brand's colours described on the page 8 and 9 of this manual.



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Figure 27 Visual Guidelines - Images







Figure 28 Visual Guidelines - last page