



## Deliverable D6.1

### *Communication toolkit and project identity*

**Due date:** M6

**Actual submission date:** M6

**Start date of the project:** October 1<sup>st</sup>, 2021

**Duration:** 60 months

**Work package:** WP6

**Work package leader:** EFFAB

**Deliverable leader:** EAAP

**Partners involved:** EFFAB, EAAP, INRAE

**Version:** V1

Dissemination Level	
PU Public	X
CI Classified, as referred to Commission Decision 2001/844/EC	
CO Confidential, only for members of the consortium (including the Commission Services)	





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## 1. Summary

HoloRuminant is a Research and Innovation project aiming to elucidate the role of ruminant-associated microbiomes and their interplay with the host animal in early life and throughout fundamental life events (e.g. weaning, feed transitions and lactation) that are known to affect health, welfare and environmental efficiency in ruminant production systems.

The objectives of WP6 “Dissemination and Communication” are:

- Communicating the project to a broad range of audience
- Disseminating the results generated by HoloRuminant to targeted stakeholders
- Facilitating the knowledge transfer to various actors of the sector
- Ensuring the project’s goals, progress, and outcomes have a broad impact at the highest possible level

Deliverable D6.1 entails the creation of a communication toolkit in line with the project's graphic identity. The HoloRuminant communication toolkit guarantees that the project has a solid identity. It is composed of a logo visualizing the concept idea, colour codes specifications, a poster/roll-up, a brochure and a template for PowerPoint, presenting the project as a whole and harmonizing the communication materials for all the partners.

To ensure effective communication, EAAP has produced the above-mentioned promotional tools and materials as a part of the project branding. The HoloRuminant poster/roll up and brochure will represent tools that easily allow the reader to identify the project aims, partners, expected outcomes and primary contacts. These documents will be used for dissemination activities during European and international conferences/events related to HoloRuminant topics.

All materials will be available for partners in the HoloRuminant intranet section of the website. The brochure and the poster/roll up will be downloadable to anyone interested on the project website under the subfolder “Promotional material”.





## 2. Introduction

Work package (WP) 6 “Communication and dissemination” will ensure the efficient and targeted communication and dissemination of HoloRuminant research and results through 4 tasks that complement one another. This WP will start by identifying all the necessary means and methods to ensure effective outreach to various level actors’ groups using selected tools and channels. One of its main objectives is to create and maintain a recognisable project identity. The HoloRuminant communication toolkit is part of task 6.2 to be carried out within WP6 of the project, which EFFAB leads.

Deliverable 6.1 describes the tools included in the Communication toolkit.

## 3. Communication toolkit

To ensure that the HoloRuminant project is coherent and consistent in all communication materials, a project identity and communication toolkit has been produced by EAAP, in consultation with the project coordinator and EFFAB, and made available to consortium partners.

The graphic project identity and communication package consists of:

- Project’s logo
- Power Point template for presentations
- Brochure
- Poster/Roll up

### 3.1 Project logo

The logo (see Annex 1) has been developed to create an easy-to-remember tag with a high recognition value. It provides a corporate identity umbrella to guarantee HoloRuminant visibility due to uniform and frequent use by partners at all possible opportunities.

The logo has been developed in several versions:

1. Vectors files which can be used to produce any size of the logo, if necessary, without losing the resolution. They are source files that can be opened and managed with different software (ex: file .ai → Illustrator and .pdf → Adobe Acrobat).
2. Images\_jpg/png in four versions:
  - **Logo complete:** the logo with the full title of the project in different sizes (S, M, L, XL, XXL)
  - **Compact file for social media in jpg and png**
  - **Logo with a transparent background** in png in different sizes (S, M, L, XL, XXL) useful to apply the logo on graphics/materials with a coloured background.
  - **Logo Dark background transparent** in png in different sizes (S, M, L, XL, XXL) useful to apply the logo on graphics/materials with a dark background.





## Color codes logo and font



Pantone 389 C



Black

Font: MONTSERRAT Bold

PANTONE 389C -> Exe code= #c6da53

PANTONE Black -> Exe code= #2a2623

Font applied: Montserrat Bold

All these versions are available for partners in the HoloRuminant Intranet section of the website.

### 3.2 Power Point Template

The project Power Point template (see Annex 2) incorporates the project logo in the first slide and all the partner logos in the last slide. The partners will use it to present HoloRuminant and its results at different kind of events (internal or external). The template is available for partners in the HoloRuminant Intranet section of the website.

### 3.3 Brochure

The brochure (see Annex 3) has been developed in A4 vertical template format with four pages. The brochure aims to create awareness of the project objectives and impact, targeting different actors. It will be distributed during conferences, workshops and other awareness events.

The brochure is available for partners in the HoloRuminant Intranet section of the website and downloadable for the project website visitors under the subfolder “Promotional material”.

### 3.4 Poster/roll-up

The poster and the roll up (see Annex 4) have been developed to summarize the project for the scientific community, and partners will use it within various scientific events. They illustrate the project aim and strategy, highlighting the objectives and the expected impacts for the research community. The poster and the roll-up will be available for partners in the HoloRuminant Intranet section of the website and downloadable for the project website visitors under the subfolder “Promotional material”.

## 4. Conclusions

Deliverable 6.1 “Communication toolkit” describes the ideation and creation of the project identity and relevant promotional materials. The tools described in the Deliverable have the aim to communicate project outputs to stakeholders, the scientific community and the general public through various communication channels.





5. Annexes

Annex 1 – Project logo



Project logo – social media version





## Annex 2 – PPT Template

### Slide 1



# Presentation Title 1 - Example

• Various Authors (Organization)



Event Name (ex. Festival) - Institute (FAO), Place (PARIS)

*Date of the event (7<sup>th</sup>-8<sup>th</sup> December 2022)*

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000213



### Slide 2-3



#### Title 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ut ex nulla. Nullam mattis, libero cursus mattis feugiat, nisi felis tristique metus, ut aliquet leo turpis nec metus.

#### Title 2

Nullam et iaculis mauris. Aliquam sed eleifend nibh. Phasellus ultricies lorem mi, ut dignissim arcu efficitur quis. Duis eu convallis sapien, vitae elementum ligula.

- Nam a nisi non nibh finibus aliquam ut vel nisi.

#### Title 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur ut ex nulla. Nullam mattis, libero cursus mattis feugiat, nisi felis tristique metus, ut aliquet leo turpis nec metus. Quisque hendrerit ullamcorper lacinia non porttitor. Praesent at lobortis mauris.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000213





Slide 4

HoloRuminant PARTNERS



*Thank you for your attention*

**[www.holoruminant.eu](http://www.holoruminant.eu)**

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101000213







Annex 3 – Brochure



- **Project coordinator:** Diego Morgavi (INRAE)
- **Partners from 17 countries:** Australia, Belgium, Canada, Denmark, Finland, France, Germany, Ireland, Israel, Italy, Lithuania, New Zealand, Norway, Spain, The Netherlands, United Kingdom and the United States
- **Budget:** € 9.724.765
- **Duration:** 1 October 2021 - 30 September 2026

## Concept

The ambition of the European Commission is to make Europe the world's first climate-neutral continent by 2050. The strategy is to protect, conserve, and enhance the environment and protect citizens' health and well-being from environment-related risks and impacts.

The HoloRuminant project will provide new knowledge on the microbiomes of the ruminant holobiont to address the microbiome-knowledge challenge for sustainability and resilience whilst fostering innovation.

The generated knowledge will contribute valuable information to the European Green Deal and the Farm to Fork strategy for improving the sustainability of food systems.

***• The European project HoloRuminant is funded under the EU Horizon 2020 programme. It aims to clarify the role of ruminant microbiomes and their interaction with the host animal in early life and throughout fundamental life events known to affect ruminant production systems' health, welfare, and environmental efficiency.***









## Expected results

The project will generate new knowledge and tools shared in an open-access database (HoloR) and repository (HoloR-tools). The expected results of the project are:

- To develop standard procedures for data sampling and handling
- To develop an industry baseline for the ideal microbiome
- To construct meta-omic datasets that depict the rumen microbiome
- To identify metabolic pathways within microbiome interactions that can be used as biomarkers for the development of lower-cost breeding tools
- To identify the key microbes that impact or help define phenotypes for improved health and welfare and reduced environmental impact
- To develop socially and economically acceptable approaches to control the ruminant microbiome
- To develop stakeholder dialogue and innovation activities to strengthen the ownership of results

### **Feed, Nutrition and Breeding sector**

- Early identification of host animal's health and greenhouse gas (GHG) phenotypes
- Training opportunities and freely available resources and toolbox
- Microbiome-driven breeding programme
- New ideas for management to utilise long-term effects on microbiomes
- Moving towards creation of estimated breeding values for methane production
- Possibilities for selection for increased mastitis resistance
- Identifying appropriate feeding strategies and effectiveness of pre and probiotics for health
- Understanding of mechanisms involved in host animal effects on microbiomes and vice versa

### **Farm managers and farmers**

- Improved animal health, welfare and production sustainability using microbiome "solutions"
- Critical determination of microbiome role in various diseases, animal nutrition and a dietary transition across calving
- Higher resilience of livestock systems to seasonal instabilities and dietary changes
- Nutritional interventions across the lifetime of animals
- Development of diagnostic tools to evaluate animal susceptibility for health threats
- Recommendations for farmers on how to handle young animals
- Improved guidelines for transport and management
- Development of feed additives and alternative feeding strategies

### **Policymakers and the general public**

- Reduced GHG emissions and carbon footprint
- Recommendations for reduced environmental impact
- Recommendations of improvement of animal health guidelines





## Partners



## Contact

Follow the project results, news and subscribe to our newsletter on:

<http://www.holoruminant.eu/>



<https://twitter.com/holoruminant>



<https://www.facebook.com/HoloRuminant>



<https://www.linkedin.com/company/76113199>



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# Annex 4 – Poster/roll up

## Poster



# HoloRuminant

Understanding microbiomes of the ruminant holobiont


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**• Project coordinator:** Diego Morgavi (INRAE)  
**• Partners from 17 countries:** Australia, Belgium, Canada, Denmark, Finland, France, Germany, Ireland, Israel, Italy, Lithuania, New Zealand, Norway, Spain, The Netherlands, United Kingdom and the United States  
**• Budget:** € 9,724,765  
**• Duration:** 1 October 2021 - 30 September 2026

### Concept

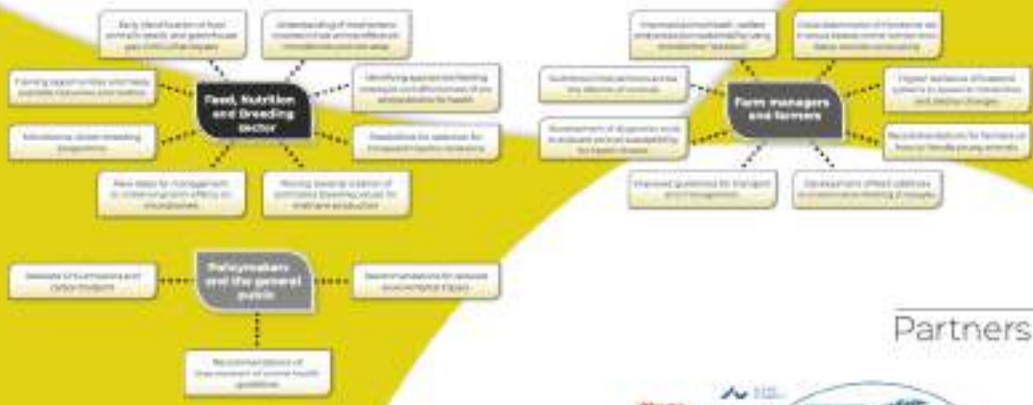
The HoloRuminant project will provide new knowledge on the microbiomes of the ruminant holobiont to address the microbiome-knowledge challenge for sustainability and resilience whilst fostering innovation. With a multi-omics holistic approach, the project will determine the connectivity between microbiomes from different body sites, their heritability and their influence on emissions, carbon footprint and phenotypic resilience to changing environmental conditions.

### Objectives




### Expected results

The project will generate new knowledge and tools shared in an open-access database (HoloR) and repository (HoloR-tools).






### Partners



### Contact

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 @holoruminant  
 @holoruminant  
 @holoruminant

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### Roll up

**HoloRuminant**  
Understanding microbiomes of the ruminant holobiont

**Project coordinator:** Gilles Bergeron (INRAE)  
**Partners from 17 countries:** Australia, Austria, Belgium, Canada, Denmark, Finland, France, Germany, Ireland, Israel, Italy, Lithuania, New Zealand, Norway, Spain, The Netherlands, United Kingdom and the United States  
**Budget:** €10,000,000  
**Duration:** 01/01/2018 - 31/10/2023

**Concept**  
 The HoloRuminant project will provide new knowledge on the microbiomes of the ruminant holobiont to address the microbiome knowledge challenge for sustainability and resilience whilst fostering innovation. With a multi-omics, holistic approach, the project will deliver a set of resources and deliverables from a series of field studies, their feasibility and their influence on emissions, carbon footprint and phenotypic resilience to changing environmental conditions.

**Objectives**

1. Develop and validate a multi-omics approach  
 2. Apply this approach to understand the role of the microbiome in the ruminant holobiont  
 3. Evaluate the impact of the microbiome on animal production, health and welfare  
 4. Evaluate the impact of the microbiome on the environment, including greenhouse gas emissions and carbon footprint

**Expected results**  
 The project will generate new knowledge and tools (software) in an open access database (Food4) and repository (Food4-evo).

**Food, Nutrition and Breeding sector:**  
 Early identification of food systems with high potential for improved health and productivity  
 Understanding resilience (buffer) for addressing global environmental change  
 Improving operational level business performance  
 Identifying production leading indicators and the basis of new production systems  
 Resilience of production systems  
 Identification for appropriate environmental indicators  
 New ideas for management to allow mitigation of environmental impacts  
 Novel interventions on animal health and productivity

**Farm managers and farmers:**  
 Improved animal health and productivity using precision medicine  
 Risk reduction of environmental impact  
 Reduced interventions and improved animal health  
 Higher resilience of Europe against external industrial and climatic changes  
 Development of strategies to improve animal health and productivity  
 New opportunities for farmers to diversify their production systems  
 Improved solutions to animal health and productivity  
 Development of the animal health and productivity systems

**Policy makers and the general public:**  
 Reduced environmental impact  
 Resilience of the animal production system  
 Recommendations for improved animal health and productivity

**Partners**

**Contact**  
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