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Brochures presenting project goals

Macarena Sanz (WP7 Coordinator)





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Author	Federica Morolla
Contributor	Macarena Sanz
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1 Summary

In May 2015, as WP7 is the main reference for the Exploitation, Dissemination and Communication part of CHIC's project, at IDConsortium we created 2 brochures, in order to better explain the project itself and its objectives. The reason why we released 2 types of brochures is because we aimed at targeting 2 different audiences: on the one hand the generic public, and on the other hand a more scientific audience, that is familiar with the topics covered by this project.



2 Scientific Audience Brochure: aim

Talking about the scientific brochure, it was divided into 5 different sections. The very first one – **“The Project”** – is a brief overview of CHIC, a couple of lines to easily explain the core of this project.



In the **“Chic objectives and activities”** section, we explain the real actions and commitment of each partner of the Consortium, which consists of seventeen internationally leading industrial, academic and public partners. These partners are located in 10 European member states, one associated member state (Serbia) and in New Zealand. So, our goal is to clearly depict the main responsibilities of each one of the partners engaged in the project from all the strategic and operational points of view (scientific, socio-economic, culture and communication, stakeholder engagement, financial and managerial etc.) This way, we want to show in which way each of the 17 partners is contributing to CHIC's success.

After this section, within the **“Work Packages”** section, we highlight the 9 work packages involved in the project's development by describing in few words their main area of work.

With the **“Consumer and stakeholder dialogue”** section, we illustrate our commitment in terms of communication and engagement with stakeholders, in order to raise awareness on the topic and limit social concerns about NPBTs. Indeed, we focus on how we will make people feel more conscious about societal issues that affect us globally, and by doing so, we will activate our best communication channels, including arts, which always inspires broad audiences and stimulate debate.

At last, in the **“Chic's Outputs”** section, we aim at summarising the main objectives we are going to reach with the next strategic steps and by working efficiently on each task included in every work package, such as showing the real consumer benefits of the products from chicory, informed decision making for policy makers and businesses, and many more.



3 General Public Brochure: aim

By creating the second brochure for a broader public, our objective is to illustrate more into details the final purpose of the project without focusing too much on theoretical/scientific notions that might be too complex to understand if you are not dealing directly with scientific subjects. So, the real purpose of this brochure is to create a general interest for CHIC's area of research, by highlighting the reason why such a project can truly overcome and solve existing social issues from a consumer's perspective.

We have 5 sections, starting from **"What is CHIC"**, a slightly longer explanation of the core project than the one we have in the scientific brochure, because we want to give a clear and easier portrait of it with people that are unfamiliar with the topic.

We felt that, by using titles on the **"5Ws style"**, we would get a more impactful effect on people's mind, because it shows the attempt of solving a doubt/question that anybody might have.

"Why chicory? Inulin and terpenes" section, makes immediately clear the 2 main products that CHIC's project focuses on and why they are so important to such an extent they can improve our health and life.

The following 2 sections **"New Plant Breeding Techniques (NPBTs)"** and **"What is CRISPR?"** are focused on two important topics of CHIC's project. In fact, the traits CHIC wants to improve are almost impossible to achieve by conventional plant breeding only. Therefore, the ambition of CHIC is to develop and implement four different New Plant Breeding Techniques (NPBTs) to convert chicory into a new and robust multipurpose crop for a bio-based economy, that will produce improved dietary inulin and bioactive terpenes with human benefits. Furthermore, CRISPR is a natural defence system that protects bacteria against attacking viruses. It can also be used as a plant breeding tool and in human medicine. These applications have been developed in the last decade. CRISPR already produced revolutionary advances in the treatment of genetic diseases and, in the future, it could improve agriculture forever. So, CRISPR technology is a simple yet powerful tool for optimizing plant properties in a pace which is in line with changing environment and consumer needs. That is why we dedicated two sections to the main 2 techniques of this project.

In the last section – **"Expected Impacts"** – we aim at showing the outcome and benefits that we would get from such a project, such as contributing to the EU goals of increased sustainability of agriculture and the bio-based economy by developing new types of useful crops, leading to an improved understanding of biotechnology and informed decision making and much more. This way, people can have an idea of what to expect from CHIC.



ANNEX 1: PROJECT BROCHURES



Scientific Audience Brochure



General Public Brochure