EIC ELMs Portfolio

Deliverable 9.8

Portfolio's Dissemination and Communication Activities RP1

Project Number: 101071145

Project Acronym: FUNGATERIA

Project title: Enlisting synthetic fungal-bacteria consortia to produce multi-cellular mycelium-based ELMs with computational capability.

Project start: 01 November 2022

Project duration: 48 months

European Innovation Council

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DELIVERABLE FACTSHEET

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Date	**Authors**	**Description**
27/02/2025	PA (KADK)	Added project specific contributions (section 2) and conclusion (section 3)

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TABLE OF CONTENTS

Deliverable factsheet 1

Project Consortium 2

1 Contribution from the WG COMMUNICATION AND DISSEMINATION 4

1.1 Branding 4

1.1.1 Horizon 4

1.2 Other objectives & activities 4

1.2.1 Inform the general public about ELMs. 4

1.2.2 Increase awareness of the local general public. 4

1.2.3 Enhance interaction between pre-/postdocs within the ELM Portfolio. 5

2 Specific contribution from the members of the project (to be filled out by each individual project) 5

2.1.1 Efforts to increase general public awareness 5

2.1.2 Efforts to increase local public awareness 6

2.1.3 Enhance interaction between pre-/postdocs within the ELM Portfolio 11

2.1.4 Addition of new Portfolio Partners 11

2.1.5 Project Website Update 11

3 Conclusions (to be filled out by each individual project) 12

1 Contribution from the WG COMMUNICATION AND DISSEMINATION

1.1 Branding

1.1.1 Horizon

Driven by the project PRISM-LT, the EIC ELMs portfolio has successfully applied to the Horizon Booster within the first year. Outputs from this service during the second year are:

- a video of the EIC ELMs portfolio (EIC ELMs Video.mp4);
- A brochure on EIC ELMs factsheet (Factsheet);
- Few social media cards in SVG format to be used by each project in its social media accounts;
- A EIC ELMS portfolio presentation template in PPTX format;
- All the projects have been invited to share the video and factsheet on their projects channels and include them on the project website.

In addition, all the projects have also received a set of social media guidelines to set up a joint portfolio social media campaign and some other guidelines regarding advertising campaign on Twitter (now X) and LinkedIn; KPI setting and monitoring and the Flash Report are set up for monitoring and tracking.

1.2 Other objectives & activities

The ELMs portfolio has identified the following communication activities to be implemented by the ELMs communication group with representative of each project:

1.2.1 Inform the general public about ELMs.

The ELMs portfolio WG Communication aims to inform the general public at European and possibly world-wide scale on the development and possible applications of ELMs. To implement this, the goal is to feature ELMs in a documentary film (for example, The Creeping Garden https://www.imdb.com/title/tt3913550/), which is specifically targeted to the general public.

To realize this, networking among the science film industry is ongoing via the contacts of Phil Ayres and Jesse Veenvliet, with the intend to have identified candidate film directors by Q2-2025. This will also provide a ballpark budget estimate, in order to start fundraising to finance the documentary. For this, the ELM Communication WG will be tasked with sourcing the provision of content (Q2-2025). In a final step, Portfolio partners will need to actively participate, for example by means of interviewing and filming at their premises. The filming and eventual dissemination is currently scheduled for RP4/5.

1.2.2 Increase awareness of the local general public.

The ELMs portfolio WG Communication aims to increase the awareness of the local general public (i.e., where or close to where members of the Portfolio are located) on the ELMs and the ELMs Portfolio. Multiple individual Portfolio members have already reported successful active outreach through such events; the aim of the ELM WG Communication is to expand outreach to showcasing the full ELM Portfolio.

To this end, contacting of relevant local science outreach initiatives is ongoing, in order to obtain a comprehensive list of potential local outreach partners by Q2-2025. A main goal for the next RP will further be to collect participations of each project, e.g., in the form of slidedecks and/or short video snippets, that can be used in outreach activities, as well as to appoint local teams (finished by Q4-2025). Outreach activities should then start in RP4.

1.2.3 Enhance interaction between pre-/postdocs within the ELM Portfolio.

Since the ELM Portfolio had identified an imminent need to foster knowledge exchange and collaboration between Portfolio members beyond the level of Project Coordinators and individual PIs, a major goal of RP2 was to enhance interaction between pre-docs and postdocs of the individual Projects. Together with the Technology and ELSA WGs, we therefore initiated a structured, ongoing communication channel specifically for trainees to engage with each other.

Specifically, we launched a monthly virtual seminar series, organized by pre-/postdocs, designed to promote knowledge-sharing and interdisciplinary training. A kick-off event took place on November 19th 2024 with high-level project overview presentations of all ELM Porfolio Member Coordinators and a general introduction into the goals and structure of the virtual seminar series, in order to align all trainees. The first regular seminar took place on December 19th with a good attendance (40-50 attendees), despite the difficult date (week prior to Christmas holidays), and the next seminar will take place on January 23rd. An organizing committee comprising two trainee representatives of each ELM Portfolio Member has been instated, of which two trainees (Binita Ghosh (SUMO)) and Hannelore Wilssens (Fungateria) volunteered to primarily drive the organization for the first semester of 2025. The seminar series is tied to a Teams channel to further foster discussion. For RP3, the main objectives are to: i) ensure continuity of the seminar series; ii) increase attendance; iii) invite external speakers (suggested and prioritized by trainees) for both training purposes, as well as to increase visibility of the ELM Portfolio.

2 Specific contribution from the members of the project (to be filled out by each individual project)

2.1.1 Efforts to increase general public awareness

In reference to the activity described in section 1.2.1, FUNGATERIA coordinator Phil Ayres made contact with documentary film-maker Tim Grabham (director of the film The Creeping Garden) and together made an application to the Carlsberg Foundation under their funding instrument ‘Science Communication’. Science Communication grants support applications of up to c.400k euro. The application for a two-year project was submitted September, 2024 (application number CF24-0991). The grant was rejected November, 2024.

Tim Grabham remains keen to produce a documentary, but without funding, the scope will be dramatically reduced. Phil Ayres has begun approaching alternative sources for possible funding.

2.1.2 Efforts to increase local public awareness

With reference to activities to increase local public awareness (section 1.2.2), project coordinator Phil Ayres was invited to deliver an invited talk at the 'State of Bio 2025 – Annual meeting of the Danish biosolutions sector', coinciding with the official full launch of Danish Industry "DI Biosolutions. DI Biosolutions is the leading Danish industry organisation focused on securing political and public support for breakthrough innovations in the bio-sector and actively working to influence legislation and regulations that impact the biosolutions industry. Its advocacy has proven effective in ensuring that the interests of Danish biosolutions companies are represented at both national and international level. The organisation has over 100 members (https://www.danskindustri.dk/brancher/di-biosolutions/members/).

In addition, DI Biolsutions co-founded and hosts the European Biosolutions Coalition – an international coalition of leading industry organisations in different European countries all united to advance the European biosolutions sector. DI Biosolutions cofounded the organization in October 2023 and has since hosted the Coalition. Together with the 10 other coalition members and additional partners, DI Biosolutions has already made remarkable progress, as the biosolutions agenda in Europe continues to gain momentum as we look towards a Biotech Act in 2025 and Denmark holding the **Presidency** of the Council of **the European Union** during the second half of 2025.

The event gathered 200+ guests from all corners of the biosolutions sector, in Denmark and Europe, from academia to corporates, from investors to end-users, from EU representatives (Head of Unit Hans Ingels, European Commission) to ministers of Danish Government (Director Anders Thusgaard of Ministry of Industry, Business and Financial affairs) and MEPs (Morten Løkkegaard of the Liberal Party).

Phil's presentation opened the session - *Future Materials – greening our clothes, construction, and architecture*. The presentation included the Communication WG materials to raise awareness around the EIC ELM Portfolio and showcase the breadth of applications being investigated within the portfolio.

See the programme below, or follow the link:
https://www.danskindustri.dk/arrangementer/soeg/arrangementer/medlemsforeninger/di-bio/annual-meeting-2025/

Program

Program

12:30 Arrival, registration and coffee

13:00 State of Bio 2025 – introduction and perspectives on 2025 by Sofie Carsten Nielsen, Director of DI Biosolutions

13:15 Presentation of Board of Directors for DI Biosolutions

13:30 Session on Future Foods – transforming the European food systems

14:15 Session on Future Materials – greening our clothes, construction, and architecture

15:00 Bio Break

15:20 Surprise Session

15:30 Session on Future Regulation – breaking down barriers and building a world-class bio community

16:30 Closing Remarks – looking ahead on the political tipping points of 2025 by Mikael Wraae Valsted

16:40 Showcasing and Networking Session – taste and talk with the leading biosolutions companies in our Hall, drinks and snacks provided

17:30 End of Day

Below are some selected comments and impressions:

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Frederik Jensen • Following
Co-founder @ nutrumami | CPG Innovation | Strategy | Branding | A cook
2w •

Replacing vs. Reshaping
What advancements in architectural construction can teach us about food innovation.

Today, I attended the official full launch of Danish Industry "DI Biosolutions"—an exciting and necessary initiative and one where we (for now!) are the absolute tiniest member off .

I love an unexpected dose of indirect inspiration. Phil Ayres (Professor, Chair for Biohybrid Architecture at the Royal Danish Academy) gave an incredible talk on the biosolutions shaping future materials. While I won't dive into the specifics of the different fascinating research, his core philosophy stuck with me:

(Paraphrased)
"If we only use biosolutions (or any tool) for 1:1 direct replacement, we lose the opportunity to fundamentally rethink how things are built and function."

This theme kept resurfacing in later discussion— many innovations are focused on 1:1 replacements or "drop-in solutions." And while these are often a necessary approach, they might not always challenge the root problems or just make room for an entirely new approache.

For a more dramatic take , Phil referenced Jevons' Paradox—where increased efficiency in resource use often leads to greater overall consumption rather than reduction. Essentially, making something "better" can sometimes excuse us to consume more—worsening the original issue.

Now, I firmly believe we need all possible solutions and tools to improve planetary and human health. But only a 1:1 replacement approach can limit other progressive advancements.

Also, not all 1:1 swaps are inherently better in food at least. Just look at the long-term consequences of fat-free and sugar-free alternatives yikes.

At nutrumami, we think about this daily. How can we fundamentally rethink the inputs to reshape the outputs?

I'm excited to share more about our journey in developing multi-functional

https://www.linkedin.com/feed/update/urn:li:activity:7293364841895882754/

Mikael Wraae Valsted • 2nd
Head of DI Biosolutions @ Danish Industry - the leading biosol...
2w •

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What a blast at State of Bio - and not only because I got to talk about fungi for a whole day 🍄🟫

You might think I'm guiding in an airplane.

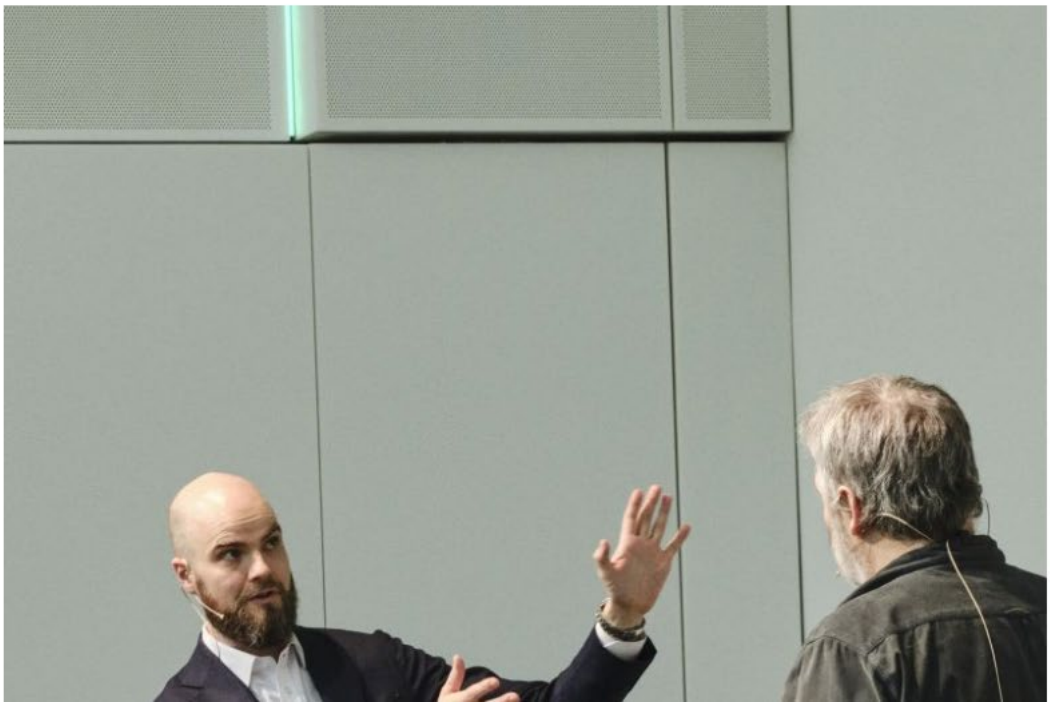
And that's not completely untrue either, as I was honored having Phil Ayres on stage, explaining to me and the crowd the magical world of fungi. Or apparently, I was explaining something crazy to him (sorry, Phil). 😅

What I was guiding, however, was our newly established tradition, State of Bio, which will now be the annual meeting of the biosolutions sector.

Here, we gathered 200+ guests from all corners of the biosolutions sector, in Denmark and Europe, from academia to corporates, from financiers to money-spenders.

What an honor and what a blast to guide the biorevolution in place, at our new community at DI Biosolutions.

We and I feel honored representing you. □



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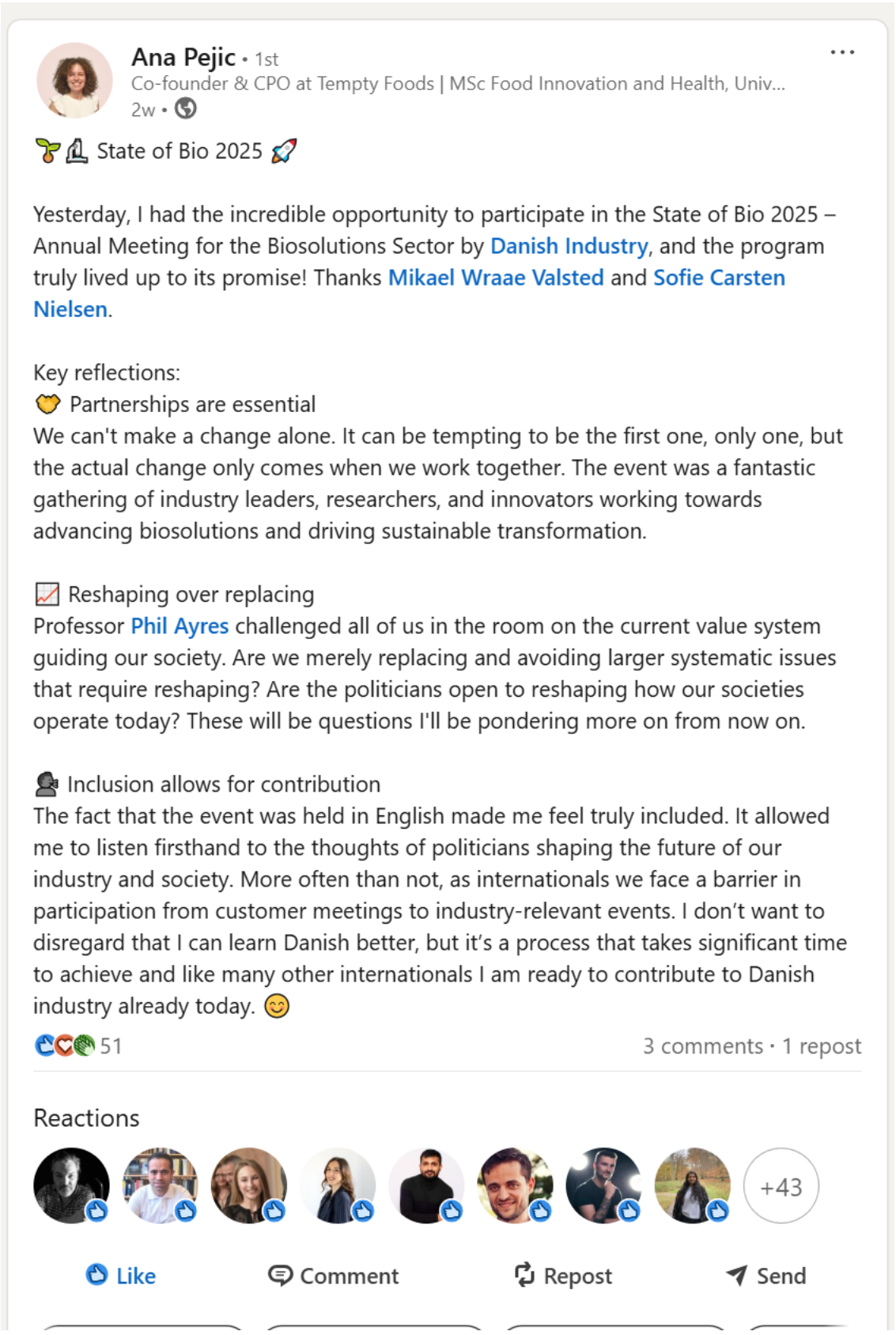


Ana Pejic • 1st
Co-founder & CPO at Tempty Foods | MSc Food Innovation and Health, Univ...
2w •

🌱🔬 State of Bio 2025 🚀

Yesterday, I had the incredible opportunity to participate in the State of Bio 2025 – Annual Meeting for the Biosolutions Sector by **Danish Industry**, and the program truly lived up to its promise! Thanks **Mikael Wraae Valsted** and **Sofie Carsten Nielsen**.

Key reflections:
🤝 Partnerships are essential
We can't make a change alone. It can be tempting to be the first one, only one, but the actual change only comes when we work together. The event was a fantastic gathering of industry leaders, researchers, and innovators working towards advancing biosolutions and driving sustainable transformation.

📈 Reshaping over replacing
Professor **Phil Ayres** challenged all of us in the room on the current value system guiding our society. Are we merely replacing and avoiding larger systematic issues that require reshaping? Are the politicians open to reshaping how our societies operate today? These will be questions I'll be pondering more on from now on.

🦾 Inclusion allows for contribution
The fact that the event was held in English made me feel truly included. It allowed me to listen firsthand to the thoughts of politicians shaping the future of our industry and society. More often than not, as internationals we face a barrier in participation from customer meetings to industry-relevant events. I don't want to disregard that I can learn Danish better, but it's a process that takes significant time to achieve and like many other internationals I am ready to contribute to Danish industry already today. 😊

51 3 comments · 1 repost

Reactions +43

Like Comment Repost Send

2.1.3 Enhance interaction between pre-/postdocs within the ELM Portfolio

With reference to the monthly virtual seminar series organized by pre-/postdocs and designed to promote knowledge-sharing and interdisciplinary training (1.2.3 above), FUNGATERIA pre-doc Hannelore WIlssens (project partner affiliation, UGENT) has taken the lead in the organisation of the seminars together with Binita Ghosh (project affiliation SUMO).

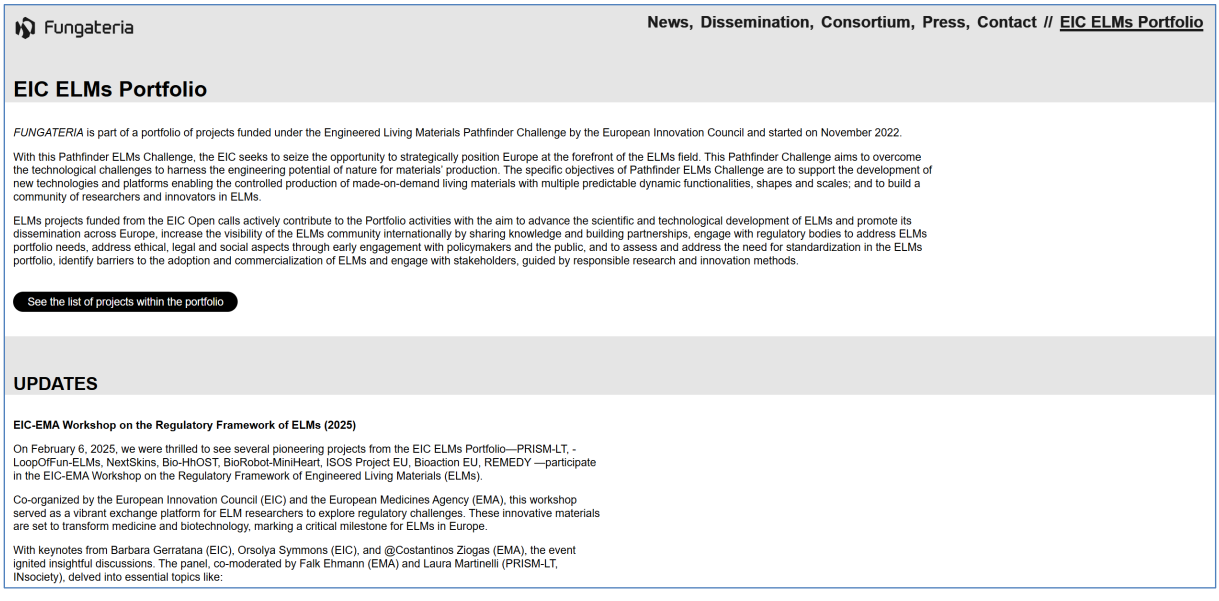
The FUNGATERIA coordinator (Phil Ayres) provided a high-level overview of the project objectives at the first virtual monthly seminar, November 19th. FUNGATERIA pre-doc Jara Saluena Martin (project partner affiliation, VUB) gave a presentation at the first regular seminar, December 19th 2024. The presentation focused on her work developing photophysiological strategies for mycelium-based ELM growth.

2.1.4 Addition of new Portfolio Partners

The ELM Portfolio NDA provides a legally binding agreement to keep information confidential within the portfolio consortium. It is key document that facilitates knowledge sharing, working on common activities and communication amongst the Portfolio consortium. The addition of new projects to the Portfolio has required the accession of the projects and respective partners to the NDA. This has been coordinated and managed by the FUNGATERIA coordinator Phil Ayres. The accession of all partners and the new projects has been agreed by the EIC ELM Portfolio Steering Committee and an updated NDA document will be issued in due course reflecting these changes.

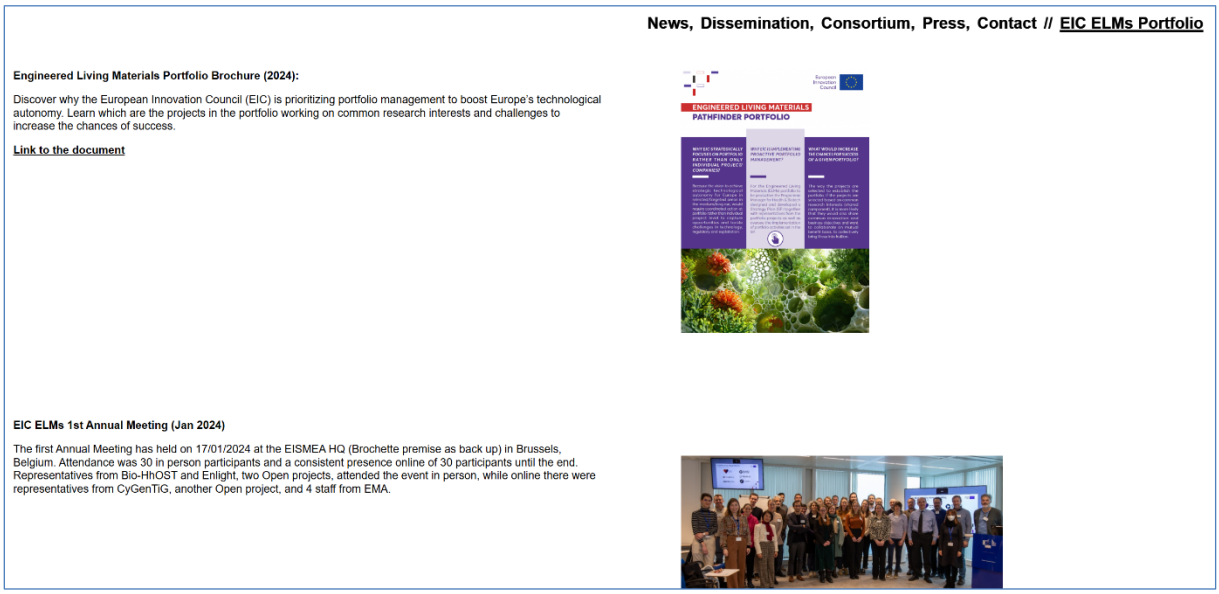
2.1.5 Project Website Update

The EIC ELM Portfolio area of the FUNGATERIA website has been updated according to the content and guidance provided by the Communications WG. This update reflects the addition of three new projects to the portfolio, bringing the total number of projects to 10. The webpage update also includes a number of Portfolio news updates over the last year, including links to various published documents and reporting on the annual meetings. This content can be viewed by following this link: https://www.fungateria.eu/eic-elms-portfolio/



Landing page with link to the updated list of projects.

List of the full Portfolio with links to project descriptions.



Portfolio news updates including links to published resources and reporting on the annual meetings.

3 Conclusions (to be filled out by each individual project)

The FUNGATERIA project has continued to actively contribute to the activities defined by the Communication WG in the Strategic Plan – specifically related to raising awareness of the Portfolio across a wide range of stakeholders including the general public, keeping Portfolio information up to date on the project website and facilitating and organising the Portfolio pre/post-doc seminars. Where efforts have not resulted in successful outcomes (funding application for the documentary film), we are making efforts to find other avenues to achieve this activity.

On the horizon, we are actively engaging in developing opportunities for public engagement through open workshops and public exhibitions across 2025.