



Communication, Dissemination and Marketing Support





We connect you with relevant research and business partners best suited for your ideas

nova-Institute offers

Consistent communication, dissemination and exploitation activities are crucial for spreading project results and achieving the planned impact. Therefore, a target-group-oriented communication strategy, tailored to your specific objectives and to relevant stakeholders including industry, politics and society, is essential for your success.

- Europe's largest network in bio- and CO₂-based economy
- Interdisciplinary team which is highly experienced in the implementation and execution of effective communication activities in national and international projects
- Scientific knowledge and marketing expertise to reach the most suitable research and industrial business partners for your needs

Our strength is our network



Our services:

- Comprehensive communication and dissemination in European research projects
- Full media support packages for industry as well as EU projects including press releases, social media and conference presence
- Workshops, trainings and consulting
- Marketing support on all challenges of the bio- and CO₂-based economy (including feedstock supply, GMO and others)
- Several annual well established international conferences on different topics of the bio- and CO₂-based economy provide a meeting point for the industry
- Annual organisation of relevant innovation awards on bio- and CO₂-based products and technologies
- Bio-based News - leading news portal on bio- and CO₂-based chemicals and materials
- International Directory for Bio-based Businesses (iBIB)

Dissemination and communication in European research projects

European Commission funded projects

Over the last few years we gained broad experience in managing dissemination, communication and exploitation of large EU projects for bio- and CO₂-based research. We thoroughly understand the process and professionally maintain all the communications within the project. We disclose the knowledge by appropriate means such as publications, press articles, conferences, workshops and web-based activities. nova always chooses the right tools and channels to reach the target audience.

Our participation in European Commission funded research projects



- Complete dissemination and communication for your EU projects including plans and reports
- Full package of tailor made project communication tools and training (nCDT - *nova Communication/Dissemination Tool*, nEMS - *nova Event Management System*) enabling easy communication and file sharing among project partners
- Organisation of various kinds of meetings
- Development of project identity including all assets (website, logo, templates, marketing material, etc.)
- Always ensures data conformity and confidentiality
- Tracking of the entire dissemination activities throughout the EU project
- Provision of press content for the project and its outreach through relevant distribution channels including social media

AFTERLIFE



BioRECOVER



Magic



ReSolve
SAFE AND EFFECTIVE RED-BASED SOLVENTS

STAR4BBI

Superbio

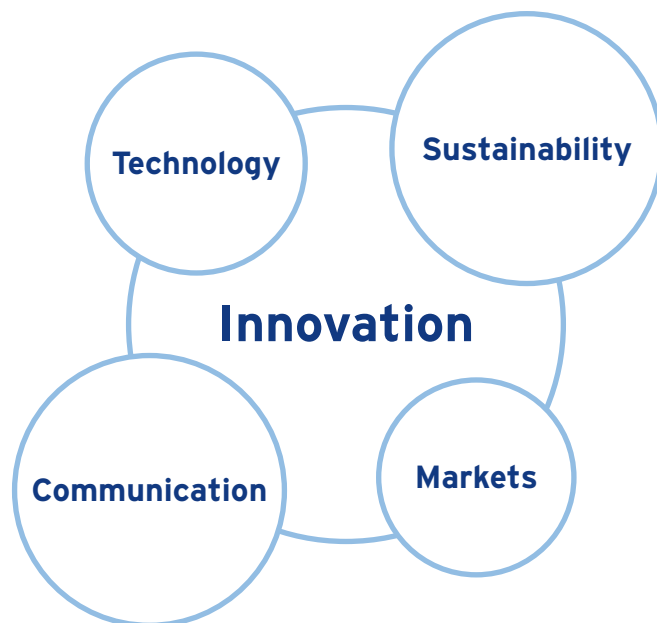
ZEALCOR
Zero Waste Ligno-Celulosic Bio-Refineries

nova-Institute - a strong Partner for industry

Consultancy in innovation and marketing grounded in technology and markets know-how

At each state of your new product development efforts, nova-Institute offers in depth analysis of technologies, products and markets. Our collaboration with your company can have different formats, such as strategic projects, customized studies or workshops. We customize our services according to your current needs. nova-Institute's long experience in the Bioeconomy market brings value to your company in different fields and at any innovation stage.

- Strategic, scientifically based consulting with regard to market launch and communication
- In-depth expertise in bio-based products and markets
- Expert input into current technological, regulatory and political frameworks
- Insights into the current state of debate among industry, science, politics and NGOs
- Support in product launches as the development of unique selling points and story telling
- B2C in-depth psychological market research understanding consumers' acceptance (with partner)
- Full media support packages including press releases, social media and conference presence



References in selected projects for industry, associations and NGOs

Anellotech (US), APAG (EU), BASF (DE), CO₂ Value Europe (EU), Covestro (DE), CropEnergies (DE), EIHA (EU), Elastopoli (FI), EPF (EU), European Bioplastics (EU), ExxonMobil Chemical (BE/US), Gidetec (FI), Golden Compound (DE), Südzucker (DE), Stora Enso (SE), WhiffAway (UK), WWF (US) (selection)

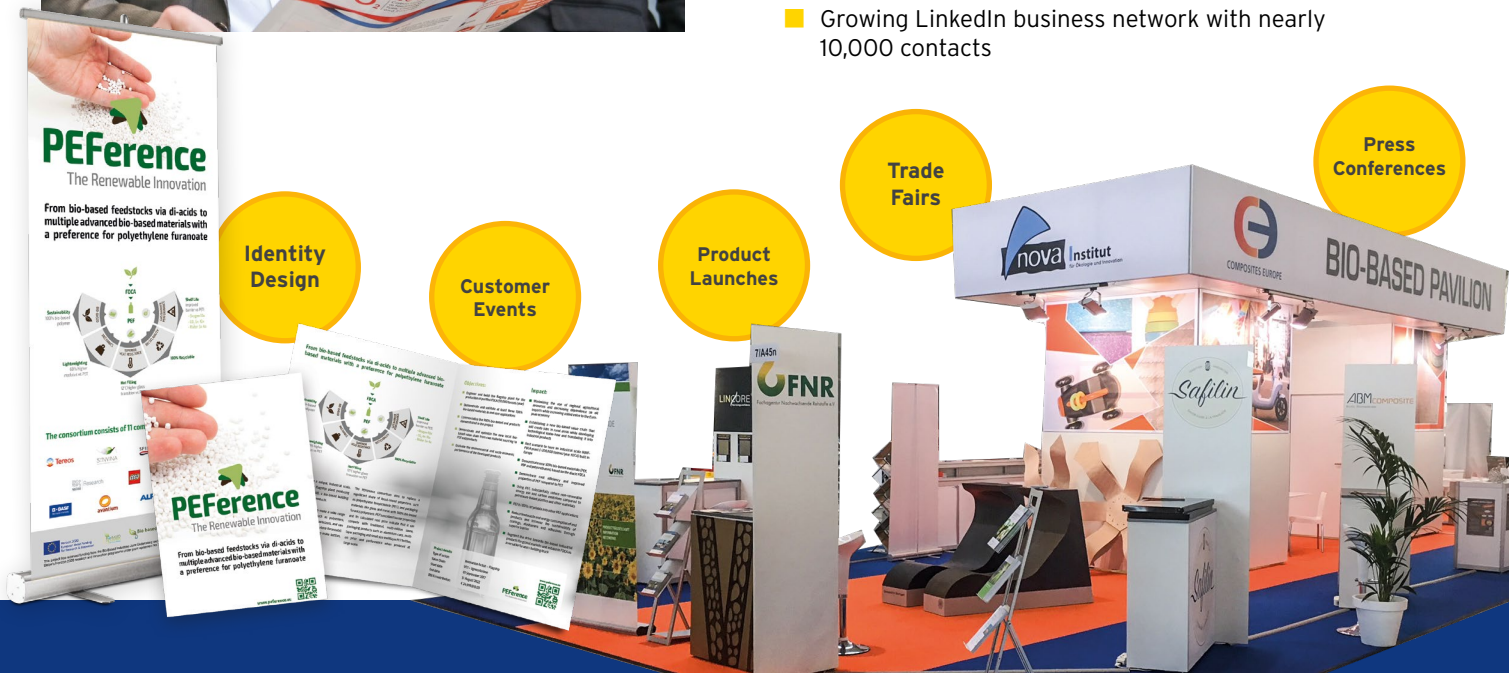
Communication and marketing support in bio- and CO₂-based business for your company



New innovative bio- and CO₂-based products need a specific field expertise in all your marketing and go-to-market efforts. Our marketing supports your organisation in your go-to-market strategies and external communication.

You benefit from our:

- Marketing experience in the bio- and CO₂-based economy
- In-depth expertise in bio- and CO₂-based products and markets
- Editorial expertise, graphic and media design
- Professional standard creativity and design soft- and hardware
- Access to leading media and press portals
- More than 60,000 contacts to companies and experts in the bio-based economy
- Growing LinkedIn business network with nearly 10,000 contacts



Tailormade concepts, planning and execution of small to large conferences, workshops and sessions

nova-Institute organises some of the most relevant conferences worldwide for the bio- and CO₂-based industry. Besides providing a chance to meet the industry and find out about the latest developments, we are also dedicated to support new, innovative ideas. That's why we grant the innovation awards **"Bio-based Material of the Year"**, **"Biocomposite of the Year"**, **"Award for the 'Best CO₂ Utilisation'"** and **"Innovation Award 'Hemp Product of the Year'"** to promising products.



nova-Institute conferences



Conferences, workshops and nova sessions for your needs

Beyond nova-Institute's own events, we support you in organising conferences, workshops or sessions related to current topics. The nova-Institute would be happy to provide its professional experience for your events in the bio- and CO₂-based economy. For more information, please **contact Dominik Vogt**, e-mail: dominik.vogt@nova-institut.de



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Your Communication Touch Point



nova's expert team



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Dissemination
Project Management
Social Media

Beyond the marketing and communication expertise there are further strong driving forces in the team constantly building know-how in „Technology & Markets“, „Economy & Policy“ and „Sustainability“ issues. We act as a team providing answers for your needs in communication, dissemination and marketing grounded in any special field of the Bioeconomy around your new product development.



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Bio-based economy
Markets & marketing
Sustainability & policy



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Biocomposites
Markets & marketing
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Public Relations & Social Media
Chief Editor Bio-based News
Project management

nova-Institute is a private and independent research institute, founded in 1994; nova offers research and consultancy with a focus on bio-based and CO₂-based economy in the fields of food and feedstock, techno-economic evaluation, markets, sustainability, dissemination, B2B communication and policy. Every year nova organises several large conferences on these topics, nova has 30 employees and an annual turnover of more than 3 million €.

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