



# GOODBYO

**MULTI-COMMODITIES MICROBIAL-DRIVEN BIOREFINERY  
BASED ON FOOD-PROCESSING INDUSTRY WASTES, BIOGENIC CO<sub>2</sub>  
AND BIOPROCESS WASTEWATERS**

## **Deliverable 10.1 – GoodByO visual identity/communication kit**

Due date: M3

Lead: CIB

### **COORDINATOR CONTACTS**

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PU	Public, fully open, (Deliverables flagged as public will be automatically published in CORDIS project's page)	X
SEN	SEN – Sensitive, limited under the conditions of the Grant Agreement	
Classified R-UE/EU-R	EU RESTRICTED under the Commission Decision No2015/444	
Classified C-UE/EU-C	EU CONFIDENTIAL under the Commission Decision No2015/444	
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REVISION HISTORY				
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1	23/12/2024	Francesca Dall'Ozzo, Carlo Pieroni	CIB	Draft
1.2	27/12/2024	Valeria Agostino	IIT	Revision
1.3	30/12/2024	Francesca Dall'Ozzo	CIB	Final

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## 1 EXECUTIVE SUMMARY

This document contains the materials and communication kit produced from the start of the project until the third month. The main work involved rebranding the logo, producing templates, and creating brochures and roll-ups.

This deliverable is conceived as a living document to be updated as the project progresses. All updates and adjustments will be reported in the Final Report on Dissemination and Communication.

## 2 THE PROJECT IN SHORT

The manufacturing industry is the leading source of CO<sub>2</sub> emissions in Europe. Disruptive solutions need to be developed to reduce emissions in this sector.

The GoodByO project addresses this challenge by developing a next-generation multi-commodity biorefinery based on food waste, biogenic CO<sub>2</sub>, and bioprocess wastewaters to maximize resource efficiency and circularity. By applying the cascading use principle and harnessing the metabolic diversity of microbial catalysts, along with robust process integration and renewable energy utilization, GoodByO aims to enhance the environmental footprint and the cost-effectiveness of both established and innovative bio-based value chains.

GoodByO implements his visionary concept at ChainCraft BV bio-plant by valorizing its gaseous and liquid side-streams as zero-cost feedstocks to produce bio-octanoic acid, bio-hexanol, carotenoids, bio-fertilizers, and microbial proteins. The project ambition relies in the validation of long-term production stability of the developed bioprocesses at TRL5 using real feedstocks, delivering transferable outcomes for further scale-up at higher TRLs. GoodByO targets to produce bio-based products that meet market requirements at cost-competitive selling price with benchmarks, boosting end-user companies to replace fossil- and palm-oil based products with bio-based alternatives.

GoodByO consortium brings together a Europe-wide multidisciplinary combination of complementary expertise aligned with its objectives. It consists of 10 Partners from 5 different countries, including SMEs, RTOs, academia and association. Fondazione Istituto Italiano di Tecnologia is the project coordinator.

## 3 PROJECT'S OUTREACH OBJECTIVES

GoodByO ambitions will be realized by achieving the following specific objectives:

- Creating a microbial chain elongation technology to produce large-scale bio-octanoic acid from agri-food waste and gas fermentation effluent, while generating two residue streams as zero-cost feedstock for other GoodByO microbial factories.
- Developing a novel gas fermentation process using acetogenic bacteria for bio-hexanol production from the biogenic CO<sub>2</sub> (biogas) and green H<sub>2</sub>.

- Establishing a cost-effective microalgal carotenoid production process leveraging bioprocess wastewaters and an innovative photo-bioreactor system.
- Developing a novel biological anaerobic biogas desulfurization process combined with sulphur-rich microbial biomass recovery.
- Validating the long-term stability of developed biocatalysts and continuous bioprocesses using real feedstocks to achieve consistent and scalable production performance.
- Designing a renewable energy-based power supply system for the multipurpose biorefinery, using biomethanation as intermediate energy storage.
- Ensuring environmental benefits of GoodByO technologies compared to the current commercial processes.
- Developing a consolidated roadmap for GoodByO technologies scale-up and commercialisation.

## 4 VISUAL IDENTITY

The project's visual identity of GoodByO is designed to make it an identifiable brand across all communication tools. This is a very important topic of the communication activity because a clear image is essential to ensure the target.

Visual identity elements include:

- project logo
- logo guidelines on how to use and place it
- project brand colors and typography specifications (font types and sizes);
- project templates for deliverables, event flyer, scientific poster, newsletter, social media card, press release, digital signatures and PowerPoint presentations.

All this template and materials is detailed in Annex I.

### 4.1 Project Logo



Regarding the logo, it is important to highlight that it was rethought during the first three months of the project. In fact, compared to the one used in the kick-off meeting materials, it was necessary to rethink its design, as it was not suitable for use in small, often very frequent sizes.



The rebranding work was done by keeping the same color palette, but giving a uniform font and thus weight to the lettering of the project acronym "GoodByO". The two "oo's"





of GoodByO were modified to create a shape between them that, accompanied by some colored circles, is commonly associated with a microorganism, like the letter “o” at the end of the word. This was done to emphasize the project's connection to applied microbiology and fermentation technologies.

In addition to the logo, an accompanying graphic called Texture was conceived, which again plays with geometric shapes and creates other graphic links to the field of applied microbiology.



	HEX RGB CMYK	#089B39 8 155 57 82 8 100 1
	HEX RGB CMYK	#F07F35 240 127 53 0 60 83 0

	HEX RGB CMYK	#444A65 68 74 101 78 66 37 27
	HEX RGB CMYK	#F5B1C5 245 177 197 0 41 9 0

**HEADER** Montserrat Black  
Text Montserrat Regular



*Logo's guidelines and user manuals*

## **5 COMMUNICATION MATERIALS TO MAXIMISE PROJECT VISIBILITY**

A number of materials have been produced to help promote the GoodByO project, which will be updated as the project progresses if necessary.

In addition to what is mentioned in the next paragraphs, the communication materials contain all the mandatory elements required by the CBE JU communication guidelines.

All this template and materials is detailed in Annex II.

### **5.1 Brochure**

The brochure contains a summary of the project, its goals, and the project's expected impact to the outside world.

Graphically, the project logo, an accompanying graphic texture and partner logos are included.

### **5.2 Roll-up**

The roll-up is designed to be used during conferences, fairs and expos. Within the roll-up, the topic of the project is told, how many goals it has and the positive spin-offs to the outside world. In terms of graphics, the following are included: project logo, an accompanying graphic texture and some photos that explain the area of research in which the project lives. Also shown are the logos of the partners

## 6 ANNEX

### Annex I



#### Kick-off meeting

Torino, 17-18 October 2024

Parco Scientifico Tecnologico Per L'Ambiente - Environment Park

Via Livorno 60, 10144 Torino

Meeting room: ~~Coproselab~~ room, ~~Centro Congressi~~

## AGENDA

### DAY 1 (17th October)

<b>9:00 -10:30</b>	<b>Welcome and introduction</b>	
9:00 -9:15	Introduction and presentation of the GOODBYO project	IIT
9:15 -9:40	CEB-JU project reporting and monitoring	CBE
9:40 -10:30	Presentation of each partner (max 5 minutes per partner)	All partners
<b>10:30-10:45</b>	<b>Coffee Break</b>	
<b>10:45- 15:00</b>	<b>WPs presentation of work and role in the project</b>	
10:45 - 11:05	WP1 - Bio-octanoic acid chain elongation process and gaseous and liquid side streams production	CC
11:05 - 11:25	WP2- Innovative CO <sub>2</sub> -based gas fermentation process for bio-hexanol production from raw biogas and green H <sub>2</sub>	IIT
11:25 - 11:45	WP3 - Anaerobic phototrophic biological desulfurization process	MUNI
11:45 - 12:05	WP4 - Mixotrophic production of microalgal carotenoids from wastewater permeate	CNR

### Meeting agenda Template

**Editable:**  
number of the deliverable  
Title of the deliverable  
Month due date (e.g. M3)

WORK PACKAGE	
TASK	
DUE DATE	
SUBMISSION DATE	
DELIVERABLE LEAD	
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REVIEWERS	

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Classified S- UE/EU-S	EU SECRET under the Commission Decision No2015/444

REVISION HISTORY				
REVISION	DATE	AUTHOR	ORGANISATION	DESCRIPTION

**TABLE OF CONTENT**

- Executive Summary.....
- Table and figure list.....
- List of Abbreviations.....
- Core Part .....
- References.....
- Annexes (optional).....

**1 HEADING 1: MONTSERRAT BLACK 15**  
**1.1 Heading 2: Montserrat Bold 15**  
1.1.1 Heading 3: Montserrat Regular 14  
1.1.1.1 Heading 4: Montserrat Regular 13  
1.1.1.1.1 Heading 5: Montserrat regular 12 (italic)

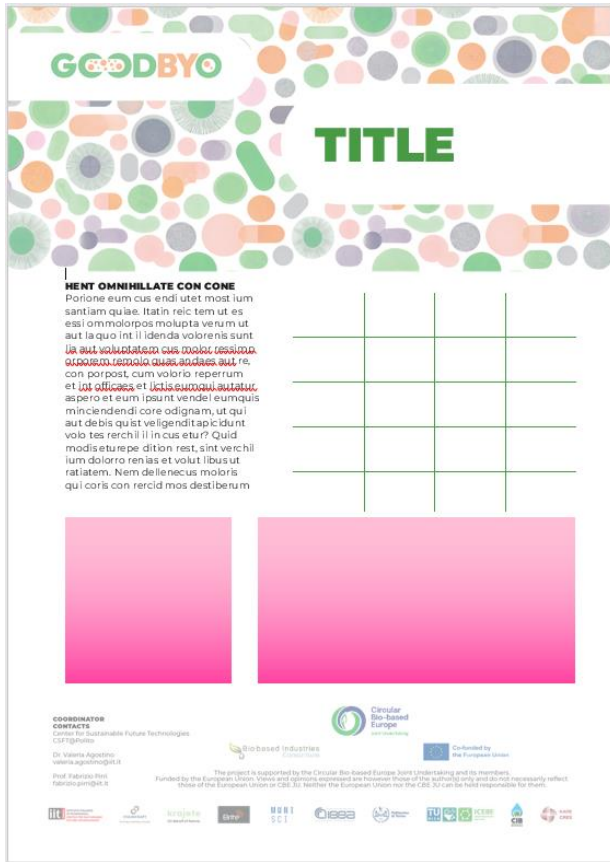
Body Paragraph: Montserrat regular 11  
Caption: Montserrat regular 10 (italic)

**BULLET POINT**

- Bullet point: Montserrat regular 11
- Bullet point: Montserrat regular 11
- Bullet point: Montserrat regular 11

### Deliverable Template





Poster template

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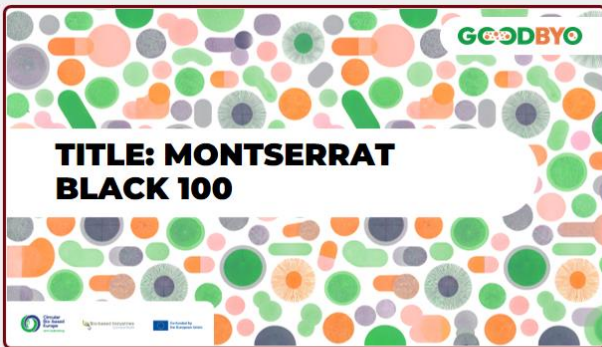
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Body Paragraph: Montserrat regular 11

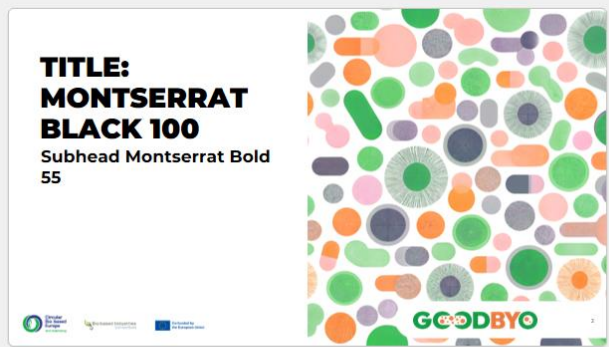
"Quote": Montserrat regular 10 italic



Press release template



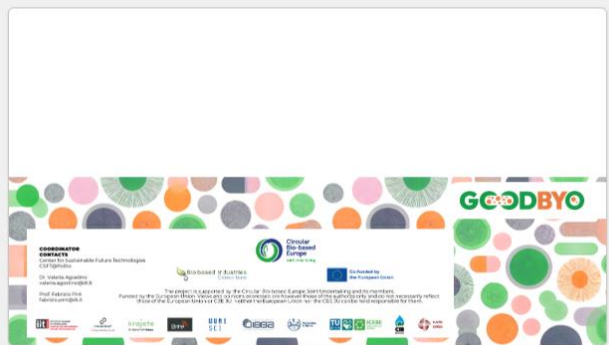
1



2



3



4

Presentation template



GBO - Facebook 940 x 788.jpg



GBO - Firma mail.jpg



GBO - Header FB 851 x 315.jpg



GBO - Header LinkedIn 1128 x 191.jpg



GBO - Header NL - 600 x 300.jpg



GBO - Header Twitter.jpg

*Social Card and e-mail signature*

## Annex II

- BROCHURE
- ROLL-UP



The project is supported by the Circular Bio-based Europe Joint Undertaking and its members.

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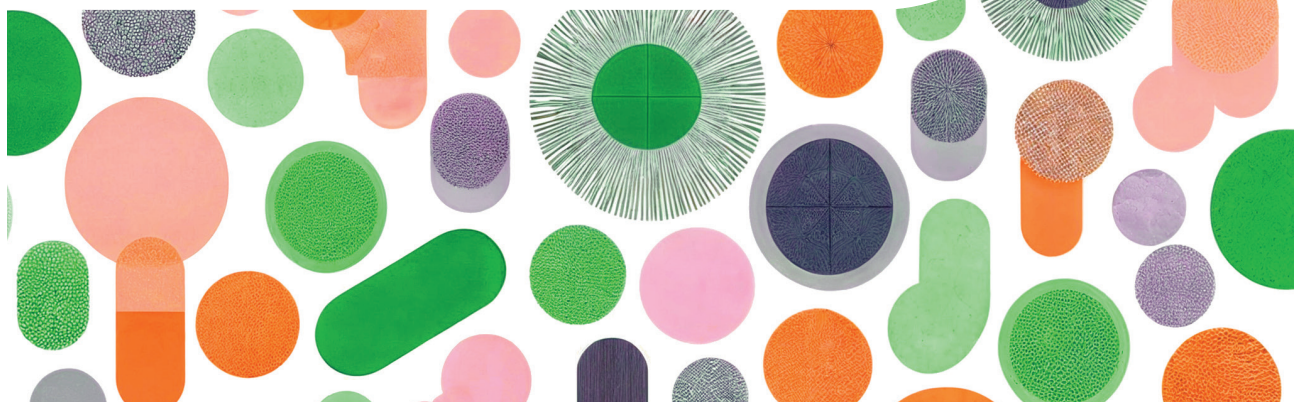
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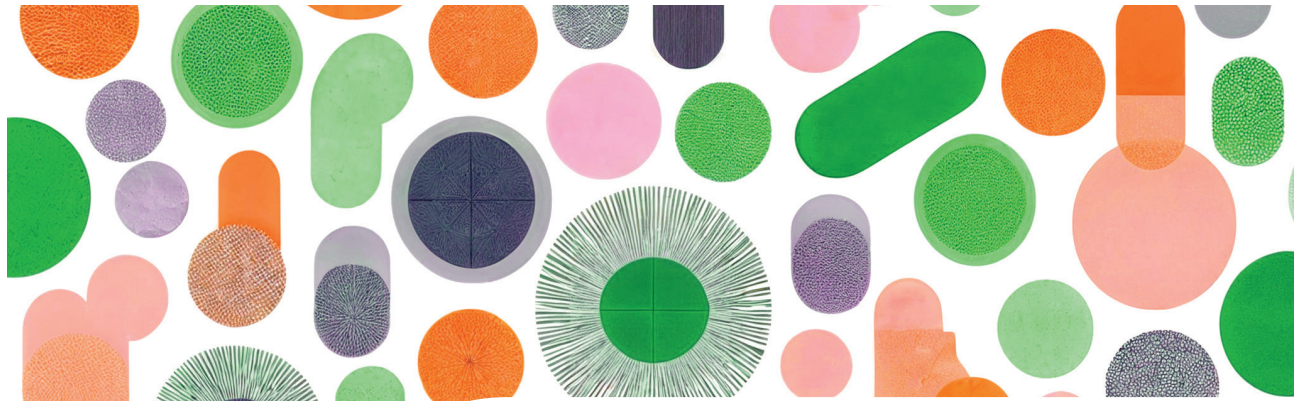
**PROJECT LEADER**

ISTITUTO ITALIANO DI TECNOLOGIA - IIT - Italy

**PARTNER**

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BRITE HELLAS SA - Greece | MASARYKOVA UNIVERZITA - Czechia  
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TECHNISCHE UNIVERSITAET WIEN - Austria  
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CENTRE FOR RENEWABLE ENERGY SOURCES AND SAVING FONDATION - Greece





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BASED ON FOOD-PROCESSING INDUSTRY WASTES, BIOGENIC CO<sub>2</sub>  
AND BIOPROCESS WASTEWATERS**



**TRANSFORMING  
WASTE INTO VALUE  
FOR A SUSTAINABLE FUTURE**



## THE GOODBYO PROJECT

The manufacturing industry is the leading source of CO<sub>2</sub> emissions in Europe. Disruptive solutions need to be developed to reduce emissions in this sector.

The GoodByO project addresses this challenge by developing a next-generation multi-commodity biorefinery based on food waste, biogenic CO<sub>2</sub>, and bioprocess wastewaters to maximize resource efficiency and circularity. By applying the cascading use principle and harnessing the metabolic diversity of microbial catalysts, along with robust process integration and renewable energy utilization, GoodByO aims to enhance the environmental footprint and the cost-effectiveness of both established and innovative bio-based value chains.

GoodByO implements his visionary concept at ChainCraft BV bio-plant by valorizing its gaseous and liquid side-streams as zero-cost feedstocks to produce bio-octanoic acid, bio-hexanol, carotenoids, bio-fertilizers, and microbial proteins. The project

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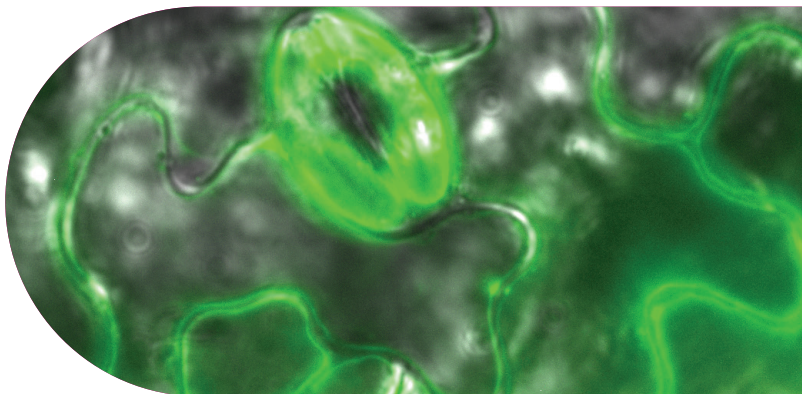
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- Ensuring **environmental benefits** of GoodByO technologies compared to the current commercial processes.
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# IMPACTS

**GoodByO** is expected to advance the EU global leadership in sustainable biotech-manufacturing industry, while expanding CO<sub>2</sub>-utilizing biotechnologies to promote a carbon-negative economy.

In particular:

- Boosting end users companies in substituting fossil- and palm-oil based products with biobased ones.
- Setting an example for existing biorefineries and showing the feasibility and viability of integrating different microbial-based manufacturing processes.
- Promoting the valorisation of biogenic CO<sub>2</sub> streams and biorefinery waste effluents as zero-cost feedstocks.
- Increasing the EU's raw material security, by reducing imports of fossil fuel and palm oil feedstock from outside the European Union.
- Minimising EU's greenhouse gas emissions by offering a greener solution to companies.
- Reducing freshwater consumption by recycling bioprocess water effluents.



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**OBJECTIVES** GoodByO ambitions will be realized by achieving the following specific objectives:

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