

Company profile

formicablu S.r.l. is an Italian SME engaged in science communication through an interdisciplinary strategy based on journalism and storytelling formats and languages and a strong ability to define target audiences and work with many diverse types of public.

Founded in 2005 and based in Bologna, Italy, formicablu has been designing communication strategy and developing dissemination activities for national and EU research projects.

formicablu has been carrying out different tasks requiring strong science communication skills such as:

- **training** of scientists, teachers, lecturers and students as well as other stakeholders **on science communication**, media and public speaking, journalistic techniques, use of digital communication tools and social media strategy;
- **design and development of innovative formats** of communication integrating science and arts, such as photographic exhibitions, podcasts and audio narratives, long form documentaries, high impact visual projects and scrollytelling optimized for web and mobile use;
- **use of participatory methods and RRI tools** to facilitate dialogue between different societal groups;
- **use of design thinking** and related techniques to facilitate the conception and development of ideas, prototypes, new projects following the basic concepts of user centered philosophy and applying Agile methods for monitoring progress and results;

- **design of video games, educational and discussion games** and development of basic concepts, storyboards and contents.

Beside these, as communication experts, our role in each project is also that of providing a basic package of activities:

- design a flexible **communication strategy** that facilitates internal consortium communication as well as brings the project out to a diverse range of communities and stakeholders;
- design and develop the project's **graphic identity**, from logo to visual identity manual, letterhead to layout of all project communication materials posters, deliverables, agendas, roll-ups;
- develop **editorial products**: graphic design and editing of texts, leaflets, booklets, factsheets, reports and other editorial products, in English and other languages;
- design, develop and maintain the **project website**, using journalistic approach aimed at finding a specific project voice and adequate narrative with great attention to security and data protection issues according to the current GDPR regulation;
- produce and edit videos, audio interviews, digital animations, data visualizations, maps, ebooks and other digital **multimedia products** for the project's digital platforms as well as for public events.

List of projects

POLICY ANSWERS - R&I POLICY making, implementation ANd Support in the WEsteRn BalkanS

Funding: HORIZON-WIDERA-2021-ACCESS-06-01

Aim: Support the policy dialogue including formal meetings, monitoring and agenda setting, capacity building and implementation of the EU's Western Balkan Agenda, as well as the aligning of thematic priorities.

Tasks: Communication strategy and products.

Date: 2022-2026

Role: Partner of the consortium

ENJOI - ENGagement and JOurnalism Innovation for Outstanding Open Science

Funding: EU H2020 Project - SwafS-19-2020

Aim: Explore and test engagement as a key asset of innovation in science communication distributed via media platforms, with a strong focus on journalism.

Tasks: Coordination and management - Communication strategy and products.

Date: 2021-2023

Role: Coordinator of the consortium

Website: <https://enjoiscicomm.eu/>

FEDORA - Future-oriented Science EDucation to enhance Responsibility and engagement in the society of Acceleration and uncertainty

Funding: EU H2020 Project - SwafS-20-2019

Aim: Develop a future-oriented model to enable creative thinking, foresight and active hope as skills needed in formal and informal science education.

formicablu srl

REA BO 447666

C.s. €10.000 i.v.

riferimenti fiscali

C.F. e P.IVA 02544861202

Cod. Destinatario KRRH6B9

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40121 Bologna - Italy

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Tasks: Research on new formats and languages - Communication strategy and products.

Date: 2020-2023

Role: Partner of the consortium

Website: <https://www.fedora-project.eu/>

LeTSGEPs - Leading Towards Sustainable Gender Equality Plans in research institutions

Funding: EU H2020 Project

Aim: Support the design and implementation of Gender Equality Plans and Gender Budgeting in six different institutions and their countries, in order to end gender imbalance in research institutions.

Tasks: Web site development and multimedia production.

Date: 2020-2023

Role: Subcontractor

Website: <https://letsgeps.eu/>

NEWSERA - Citizen Science as the new paradigm for Science Communication

Funding: EU H2020 Project - SwafS-19-2019

Aim: Investigate the potential of citizen science as a tool to better communicate science, through research and co-creation activities.

Tasks: Data journalism lab - Research on innovative strategies for science communication - Communication strategy and products.

Date: 2020-2022

Role: Partner of the consortium

Website: <https://newsera2020.eu/>

DESIRA - Digitisation: Economic and Social Impacts in Rural Areas

Funding: EU H2020 Project

Aim: Improve the capacity of society to respond to the challenges and opportunities of digitalisation in rural areas. Through a network of 20 Living Labs in European rural areas, the project assesses the past, current and future socio-economic impacts of ICT-related innovation.

Tasks: Production of the project website.

Date: 2019-2022

Role: Subcontractor

Website: <https://desira2020.eu/>

AURES II - AUctions for Renewable Energy Support II

Funding: EU H2020 Project

Aim: Ensuring the effective implementation of auctions for Renewable Energy Sources (RES) in EU Member States.

Tasks: Responsible for the communication Work Package.

Date: 2018-2022

Role: Partner of the consortium

Website: <http://aures2project.eu/>

MED-GOLD - Turning climate-related information into added value for traditional MEDiterranean Grape, Olive and Durum wheat food systems

Funding: EU H2020 Project

Aim: Make European agriculture and food systems more resilient, sustainable and efficient in the face of climate change, by using climate services to minimize climate driven risks/costs and seize opportunities for added value.

Tasks: Production of the project website.

Date: 2018-2022

Role: Subcontractor

Website: <https://www.med-gold.eu/>

DYNAVERSITY - DYNAMIC seed networks for managing European diVERSITY

Funding: EU H2020 Project - SFS-04-2017

Aim: Mapping the conservation of agricultural diversity in Europe facilitating the creation of new connections between the actors involved, gathering current knowledge on in situ genetic resource conservation and suggesting models for management and governance.

Tasks: Communication strategy and products (photos, web photostories, booklets, videoscribe animations) - Training activities addressed to school teachers - Dissemination activities, including social media management.

Date: 2017-2020

Role: Partner of the consortium

Website: <http://dynaversity.eu/>

CHROMIC - effiCient mineral processing and Hydrometallurgical RecOvery of by-product Metals from low-grade metal contaIning seCondary raw materials

Funding: EU H2020 Project - H2020-SC5-2016-2017/730471

Aim: Develop new processes to recover chromium, vanadium, molybdenum and niobium from industrial waste, through smart combinations and new technological innovations.

Tasks: Communication strategy and products (visual identity, website, leaflet, poster, roll-up, brochure, newsletter, video) - Dissemination activities, including social media management - Press office activities - Organization of seminars and events for networking - Training for participatory events.

Date: 2016-2020

Role: Partner of the consortium

Website: <http://www.chromic.eu/>

EMSO - European Multidisciplinary Seafloor and water column Observatory

Funding: EU H2020 Project

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Aim: Explore the oceans, to gain a better understanding of phenomena happening within and below them, and to explain the critical role that these phenomena play in the broader Earth systems.

Tasks: Development of the project website and drafting of the communication strategy.

Date: 2017-2020

Role: Subcontractor

Website: <https://emso.eu/>

EU-GliaPhD - Training, Research and Raising of Public Awareness in Cell Biology and Pathology of Neuroglia

Funding: EU H2020 Project - H2020-MSCA-ITN-2016/722053

Aim: Train the future generation of neuroscientists, enhance and improve communication with the public and establish inter-sectoral collaborations between academia and industry.

Tasks: Media training activities addressed to young scientists.

Date: 2016-2020

Role: Associated partner

Website: <http://www.eu-gliaphd.eu/>

CERERE - CEreal REnaissance in Rural Europe: embedding diversity in organic and low-input food systems

Funding: EU H2020 Project - H2020-RUR-2016-2017 /727848

Aim: Sustain and promote innovative approaches emerging in Europe from a multitude of practices adopted to introduce and manage agrobiodiversity in cereal production.

Tasks: Communication strategy and products (visual identity, website and multimedia materials) - Production of a high quality web documentary - Dissemination activities, including social media management.

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Date: 2016-2019

Role: Partner of the consortium

Website: <http://cerere2020.eu/>

SMART-map - RoadMAPs to Societal Mobilisation for the Advancement of Responsible Industrial Technologies

Funding: EU H2020 Project – H2020-GARRI-2014-2015/ 710500

Aim: Provide innovators with tools that will help them meet society's needs, concerns and expectations on new technologies. A roadmap towards responsible innovation.

Tasks: Communication strategy and products (visual identity, website, leaflet, newsletter, video) - Dissemination activities, including social media management and press office.

Date: 2016-2018

Role: Partner of the consortium

Website: <http://projectsmartmap.eu/>

SOCIETY – in Search Of Certainty – Interactive Event To inspire Young People

Funding: EU H2020 Project – H2020-MSCA-NIGHT-2016/ 722963

Aim: Promote excellent research projects across Europe and beyond, raise the interest of young people in science and research careers and showcase the impact of researchers' work on the daily lives of people.

Tasks: Communication strategy and products (visual identity, website, multimedia materials, leaflet, poster, roll up) - Events organisation Training workshops and dissemination activities, including social media management and press office.

Date: 2016-2017

Role: Partner of the consortium

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Website: <http://www.nottedeiricercatori-society.eu/>

RRI-Tools, a project to foster Responsible Research and Innovation for society, with society

Funding: EU FP7 - FP7-SCIENCE-IN-SOCIETY-2013-1/ 612393

Aim: Develop a Toolkit on RRI with the participation of all the concerned stakeholders: Researchers, Civil Society, Innovators and the Education community, with a special focus on Policy Makers in order to impact significantly in the future governance of research and innovation.

Tasks: Organization of the participatory event held in Rome.

Date: 2016

Role: Service

Website: <http://www.rri-tools.eu/>

DIVERSIFOOD - Embedding crop diversity and networking for local high quality food systems

Funding: EU H2020 Project - H2020-SFS-07a-2014/ 633571

Aim: Integrate existing networks and use specific and relevant cases across Europe to strengthen "food culture" and improve economic viability of local chains.

Tasks: Communication strategy, products and dissemination activities, including social media management - Participatory activities.

Date: 2015-2019

Role: Partner of the consortium

Website: <https://diversifood.eu/>

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GIOCONDA - i GIOvani CONTano nelle Decisioni su Ambiente e salute - the Youth count in decisions on environment and health

Funding: EU LIFE+ Environment Policy and Governance Project - LIFE13 ENV/IT/000225

Aim: Build a tool to support environmental and health decisions by involving young people in policy making, consulting them and receiving their suggestions.

Tasks: Communication strategy and products (website, visual identity, leaflet, video, brochure) and dissemination activities, including social media management.

Date: 2014-2016

Role: service

Website: <http://www.gioconda.ifc.cnr.it>

GARCIA - Gendering the Academy and Research: combating Career Instability and Asymmetries

Funding: EU FP7 Project - SiS.2013.2.1.1-1/611737

Aim: Map and analyze the gender dimension at different organizational levels in various European research institutions - with a specific focus on the early stages of academic and scientific careers - in order to implement specific actions for combating gender stereotypes and discriminations.

Tasks: Communication material production (website, visual identity, leaflet, video, brochure) and dissemination activities, including social media management.

Date: 2014-2017

Role: Service

Website: <http://garciaproject.eu/>

OrientGate - A network for the integration of climate knowledge into policy and planning

Funding: EU SEE Project - South East Europe Transnational Cooperation Programme

Aim: Coordinate climate change adaptation efforts in SEE countries by building a lasting partnership between communities that produce knowledge and experimental studies, and communities that apply that knowledge.

Tasks: Design of a book and a report layout.

Date: 2014

Role: Service

Website: <https://orientgateproject.org/>

SOLIBAM - Strategies for Organic and Low-input Integrated Breeding and Management

Funding: EU FP7 Project - KBBE-2009-1-2-04/245058

Aim: Develop specific and novel breeding approaches integrated with management practices to improve the performance, quality, sustainability and stability of crops adapted to organic and low-input systems.

Tasks: Presentation video and podcasts production.

Date: 2013-2014

Role: Service

Website: www.solibam.eu

VOICES - Views, Opinions and Ideas of Citizens in Europe on Science

Funding: EU FP7 Project - SiS ENV 2013.1.2.1-1/612210

Aim: Running a Europe-wide public consultation initiative, but also providing valuable know-how on methodological and procedural aspects for the structural employment of citizen participation in defining the European research agenda within the framework of Responsible Research and Innovation.

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Tasks: Communication material production (website, visual identity, leaflet, video, project reports database) and dissemination activities.

Date: 2013

Role: ECSITE Third Party

Website: <http://www.voicesforinnovation.eu/>

POSEIDONE - Misure urgenti di conservazione delle Praterie di Posidonia del Lazio settentrionale

Funding: EU LIFE+ Project - LIFE09 NAT/IT/000176

Aim: Restoration and enhancement of priority and community interest marine habitats of the Latium coastline (Posidonia grasslands) partially compromised or degraded by direct or indirect human action.

Tasks: Project documentary and audio interviews production.

Date: 2012

Role: Service

Website: <http://www.lifeposeidone.eu/>

RACES - Raising Awareness on Climate and Energy Saving

Funding: EU LIFE+ Project - LIFE07 INT/IT 487

Aim: Raise awareness on climate change and its impacts, and on mitigation and adaptation strategies: improve local environmental governance by promoting and supporting a bottom-up participatory model that gathers local stakeholders.

Tasks: Qualitative research on public perception of climate change issues and project evaluation.

Date: 2010

Role: Service

Website: <http://www.liferaces.eu/>

CIRCE - Climate Change Impact Research: The Mediterranean Environment

Funding: EU FP6 Project - SUSTDEV-2005-3.I.3.1/036961

Aim: Highlight the impacts of climate change and how people may adapt in the Mediterranean regions of Europe, North Africa and the Middle East.

Tasks: Communication activities (dissemination, communication workshop for researchers, project based role-play for schools) and products (web contents, newsletter, video, podcast, press kit).

Date: April 2007 - March 2011

Role: Service

Website: www.circeproject.eu

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