



# life conquer

<b>Project title</b>	Demonstration of industrial scale production of hydrolysed peptides for human consumption from side streams of salmon processing industries		
<b>Project acronym</b>	LIFECONQUER		
<b>Project number</b>	101074400 LIFE21-ENV-DK-LIFE CONQUER		
<b>Project start date</b>	01/09/2022	<b>Duration</b>	36 months

## D7. 1 - DEDICATED PROJECT PAGE ON THE BENEFICIARIES' WEBSITES

<b>WP n° and title</b>	WP7 - Dissemination and communication, including networking with other LIFE projects
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#### LIST OF ABBREVIATIONS

Abbreviation	Definition
EC	European Commission
D&C	Dissemination and communication





## 1 INTRODUCTION

Deliverable D7.1: Dedicated project page on the beneficiaries' websites deals with the sections that the project consortium will create on their corporate websites to raise awareness on the LIFE CONQUER initiative.

The deliverable also describes the LIFE CONQUER website, which will be used not only to inform the stakeholders and general public about the project results and progresses, but also as an archive to collect all the public documents that will be produced for the project.





## 2 THE LIFE CONQUER PROJECT WEBSITE

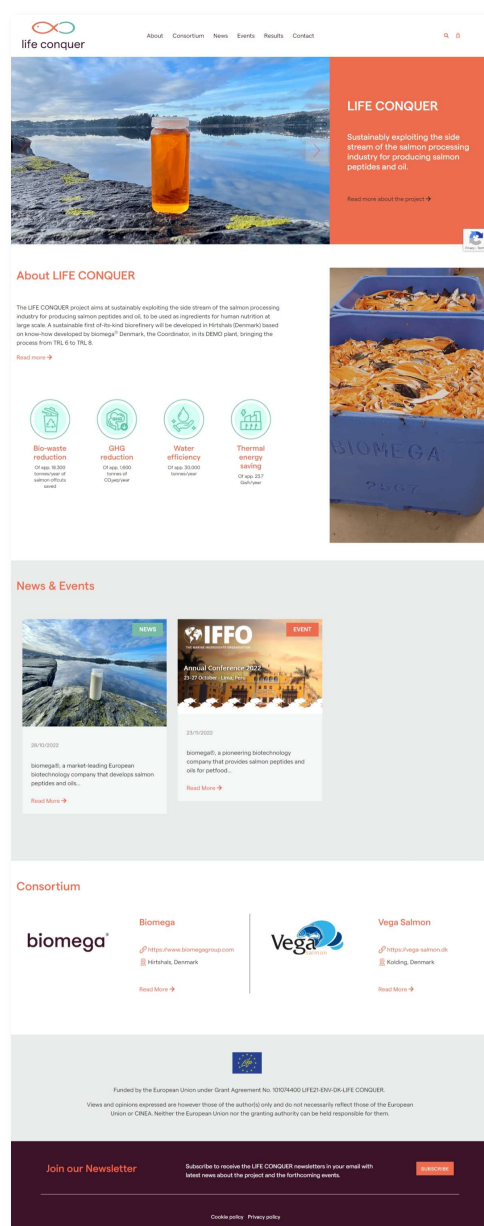


Figure 1: LIFE CONQUER website

In November 2022 (M3) the LIFE CONQUER project website has been released at the following link: <http://lifeconquer.eu/>.

The website, available in English, has been conceived as the most effective communication tool of LIFE CONQUER, which will be used not only to inform the stakeholders and general public about the project results and progresses, but also to collect all the public documents that will be produced in the frame of the project lifetime.

The project website will support the consortium to:

- inform all the stakeholders and general public about the aim and objectives of the project and keep the audience updated on the progresses;
- disseminate the project's activities and initiatives;
- collect, store and distribute information and documents;
- invite external sources to interact with the aim of building and facilitating business development activities.

The LIFE CONQUER website has been structured in the following sections:

- **About;**
- **Consortium;**
- **News;**
- **Events;**
- **Results;**
- **Contact.**

These pages are better described in the following chapters.

The footer of the homepage, which is replicated in each page of the project website displays the EU flag and the funding reference of the LIFE CONQUER project.



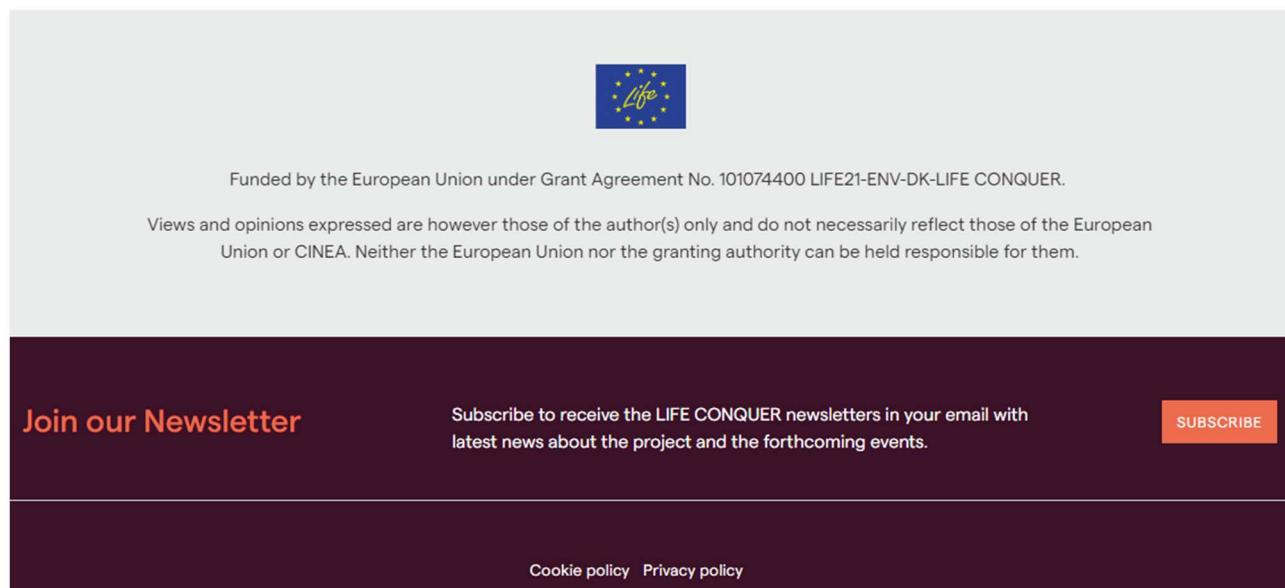


Figure 2: LIFE CONQUER footer

## 2.1 THE 'ABOUT' PAGE

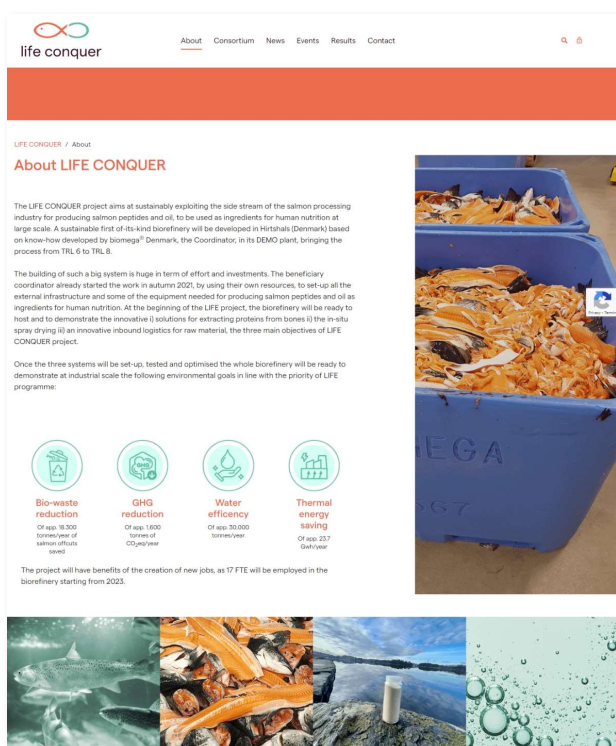


Figure 3: The About Page

The 'About' page provides information about the project aim and its objectives are detailed described.



## 2.2 THE 'CONSORTIUM' PAGE

The "Consortium" page includes information related to each partner of the LIFE CONQUER project. For each organisation, full name, logo, description (highlighting their main competences), the country, the role in the project and the website are provided.

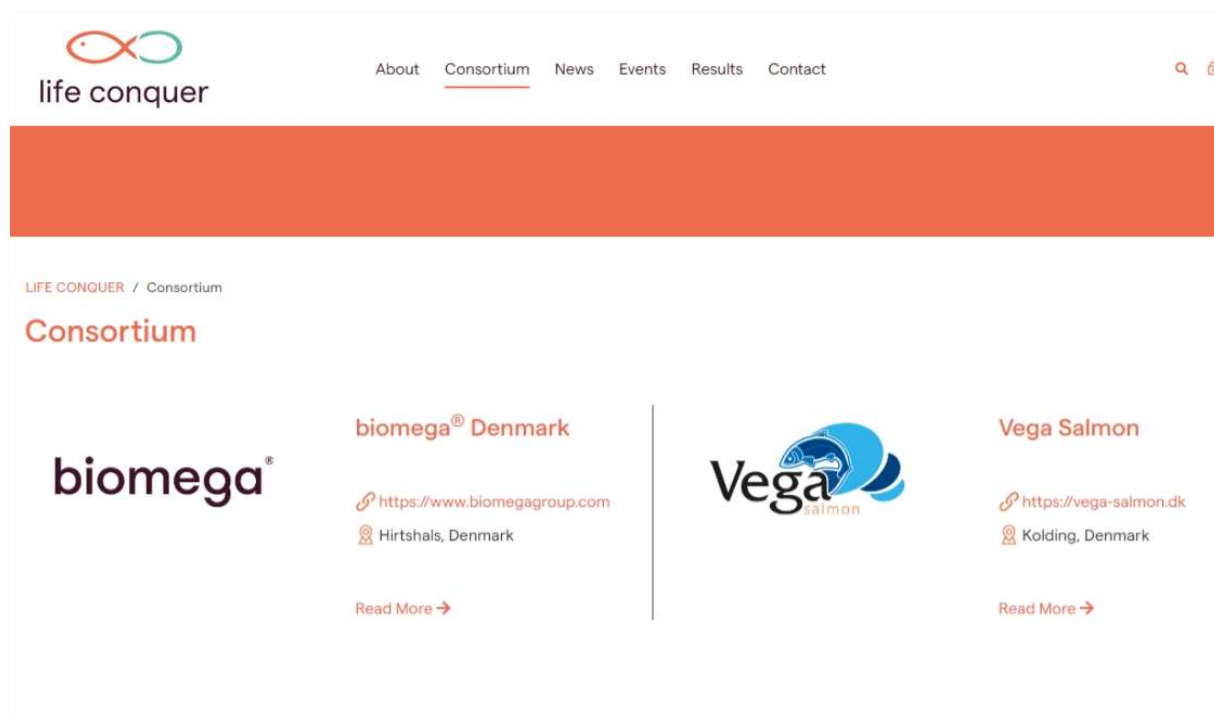


Figure 4: Consortium page

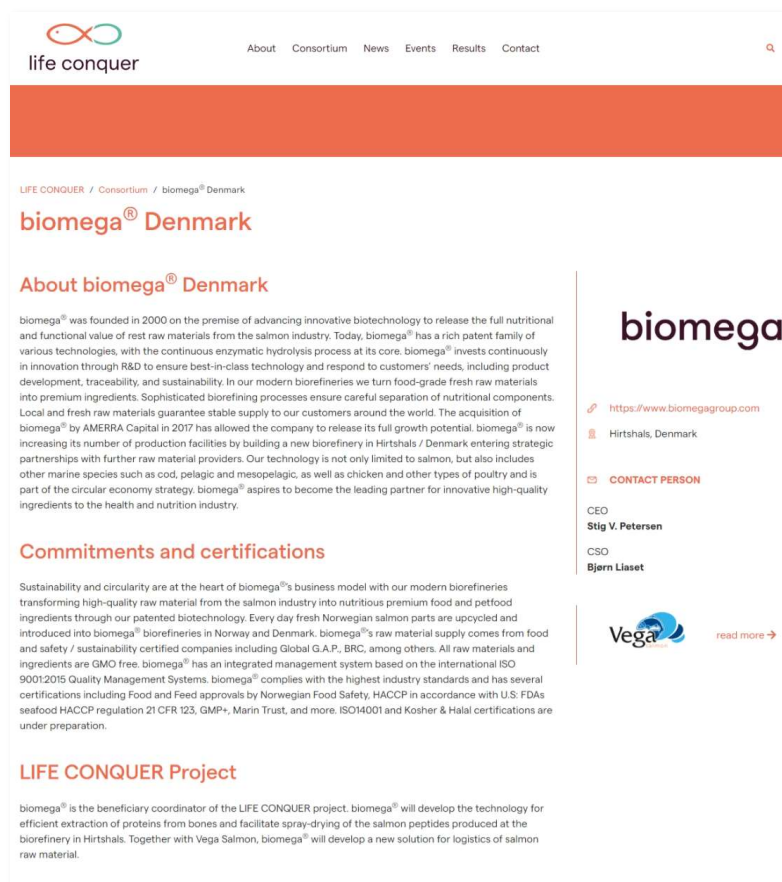


Figure 5: The Consortium Page, focus on biomega® Denmark

### 2.3 THE 'NEWS' PAGE

The “News” page will store relevant news (i.e., short press releases) describing the project progresses and results, including publications, participation in national/international events, activities jointly implemented with other EU funded projects. This page will be monthly updated.

### 2.4 THE 'EVENTS' PAGE

The “Events” page will be used to collect interesting events related to the project scope that the consortium may want to attend to promote the LIFE CONQUER project. This section will be updated once per month.



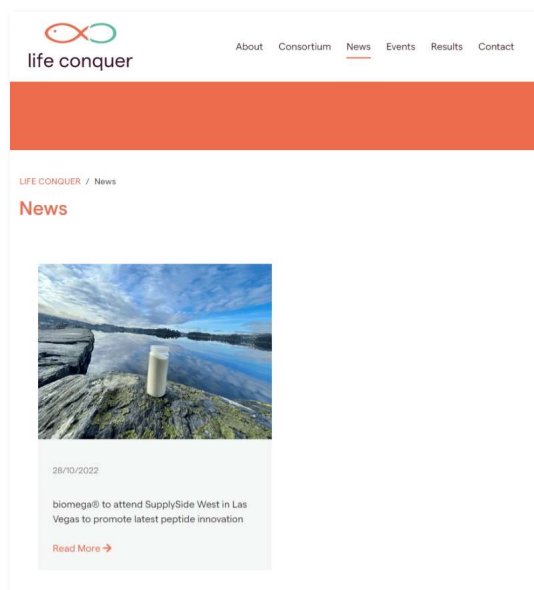


Figure 6: The News Page

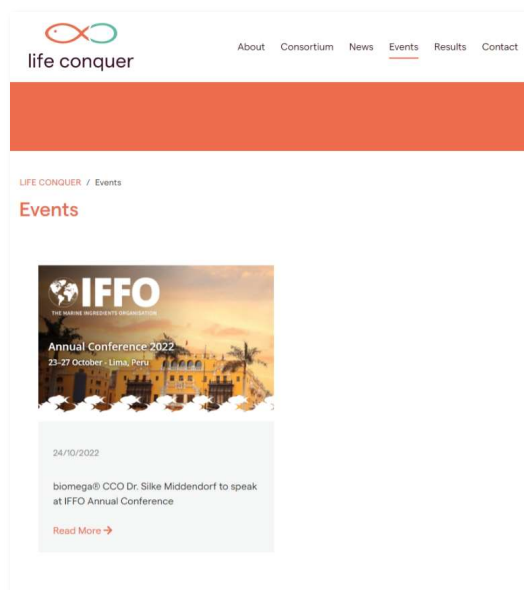


Figure 7: The Events Page

## 2.5 THE 'RESULTS' PAGE

This page will be used as an archive of all the documents that will be produced in the frame of the LIFE CONQUER project, such as newsletters, press releases, promotional materials, reports and scientific publications. All the documents can be download at the following link: <https://www.lifeconquer.eu/results/>.

Already available on the project website are the LIFE CONQUER D&C materials (i.e., leaflet, poster and roll up) and the first Press Release of the project.

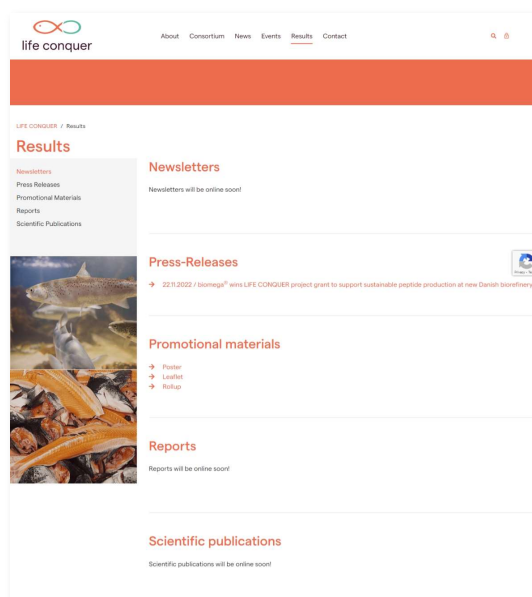
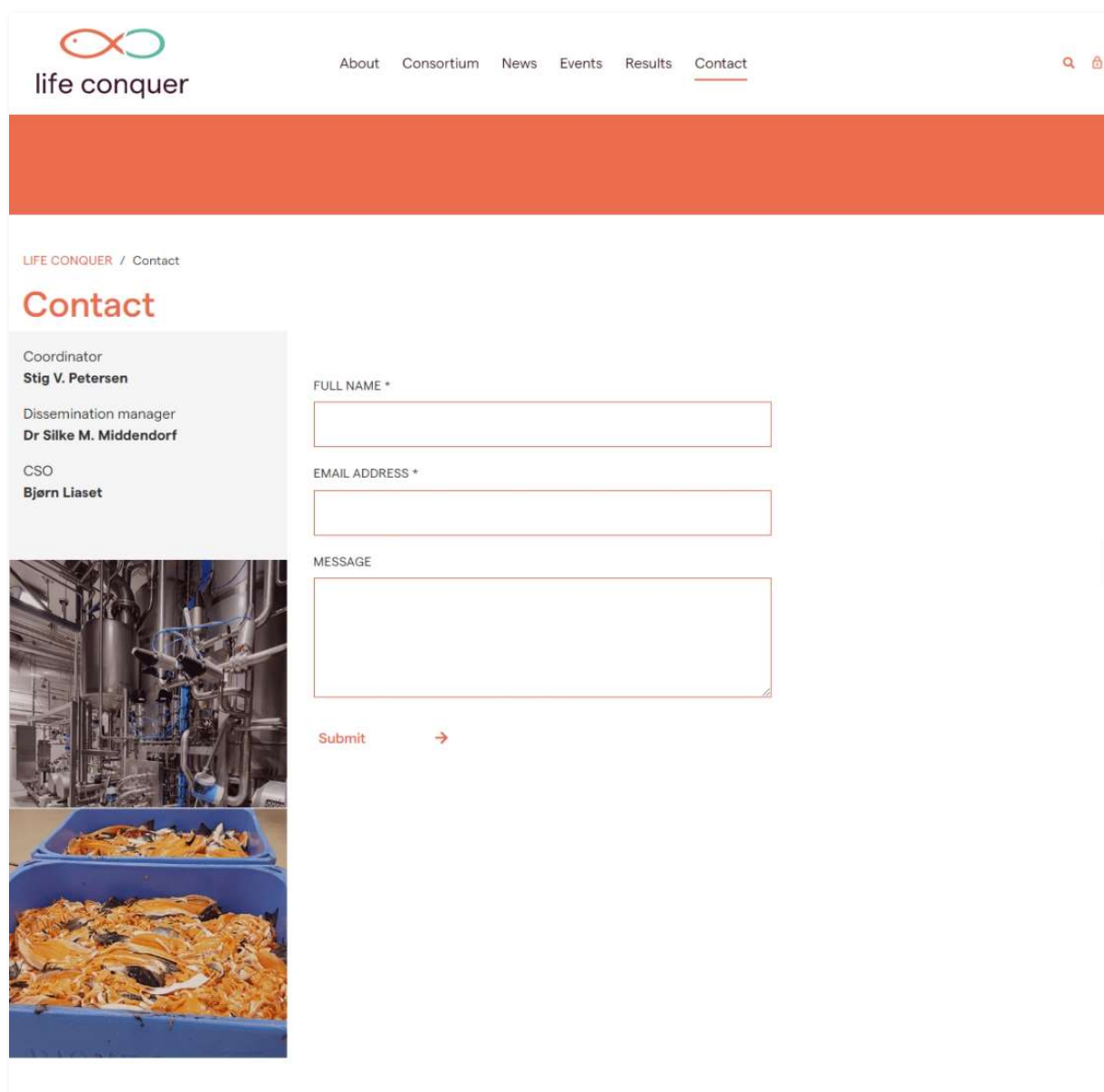


Figure 8: The Results Page

## 2.6 THE 'CONTACTS' PAGE

This page will allow stakeholders and other visitors to ask for more information about LIFE CONQUER directly to the consortium. A simple form to be filled in with basic information is included. The data inserted in the form will arrive as an email to the project coordinator.



The screenshot shows the 'Contact' page of the LIFE CONQUER website. At the top, there is a navigation bar with links: About, Consortium, News, Events, Results, and Contact (which is underlined). The 'life conquer' logo is on the left. Below the navigation bar is a large orange header. The main content area has a breadcrumb trail 'LIFE CONQUER / Contact' and a large 'Contact' heading. On the left side, there is a list of roles and names: Coordinator Stig V. Petersen, Dissemination manager Dr Silke M. Middendorf, and CSO Bjørn Liaset. Below this list are two images: the top one shows industrial machinery, and the bottom one shows blue trays filled with orange fish products. On the right side, there is a contact form with three input fields: 'FULL NAME \*', 'EMAIL ADDRESS \*', and 'MESSAGE'. Below the 'MESSAGE' field is a 'Submit' button with a right-pointing arrow.

Figure 9: The Contacts page

### 3 DEDICATED PROJECT PAGE ON THE BENEFICIARIES' WEBSITES

Alongside the LIFE CONQUER website, partners corporate website will be also used to present the project to a wider audience, including stakeholder and potential end users. Online activity will be implemented to reach: primary producers, primary producers' associations and cooperatives, processor of fish products, the Industrial community, civil society including NGOs.



biomega® Denmark and Vega Salmon, the project beneficiaries, will create on their corporate website a section dedicated to LIFE CONQUER, where the project logo, acknowledgment and link to its website will be clearly displayed.

### 3.1 LIFE CONQUER PAGE ON BIOMEGA® DENMARK WEBSITE

We have presented the LIFE CONQUER project at our webpages under news, with the logos of EU LIFE and the LIFE CONQUER project, as well as a slight description of the project, and a link to the LIFE CONQUER's dedicated webpage. [www.biomegagroup.com](http://www.biomegagroup.com)

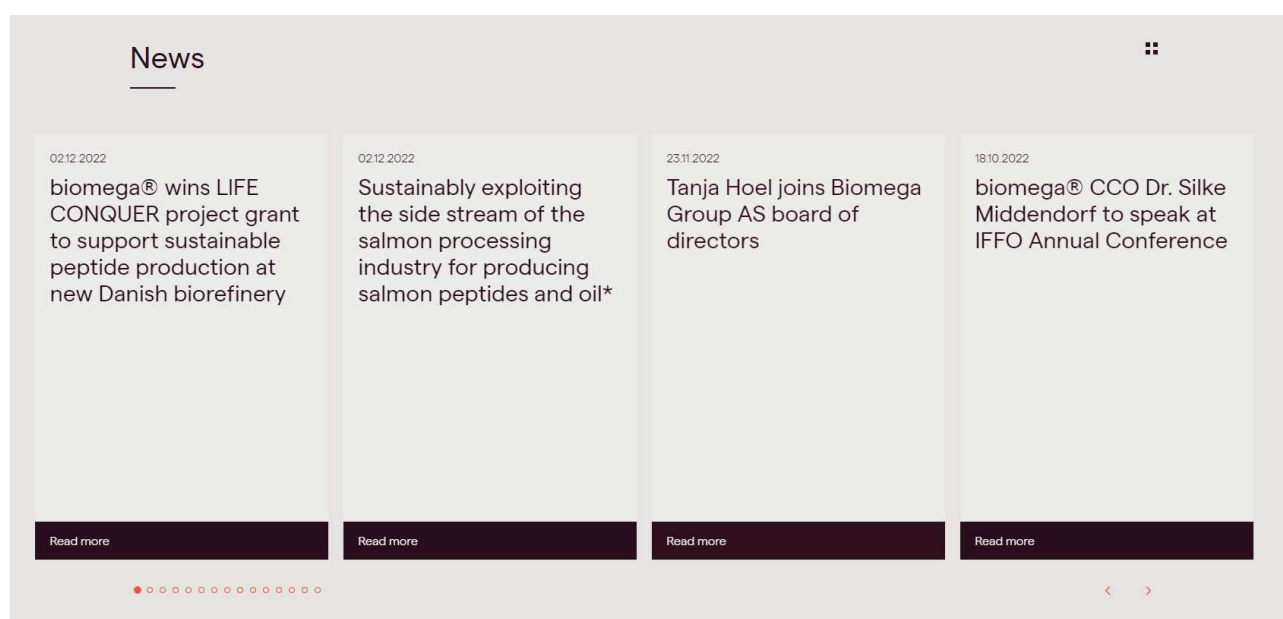


Figure 10: Section about LIFE CONQUER on Biomega's webpage



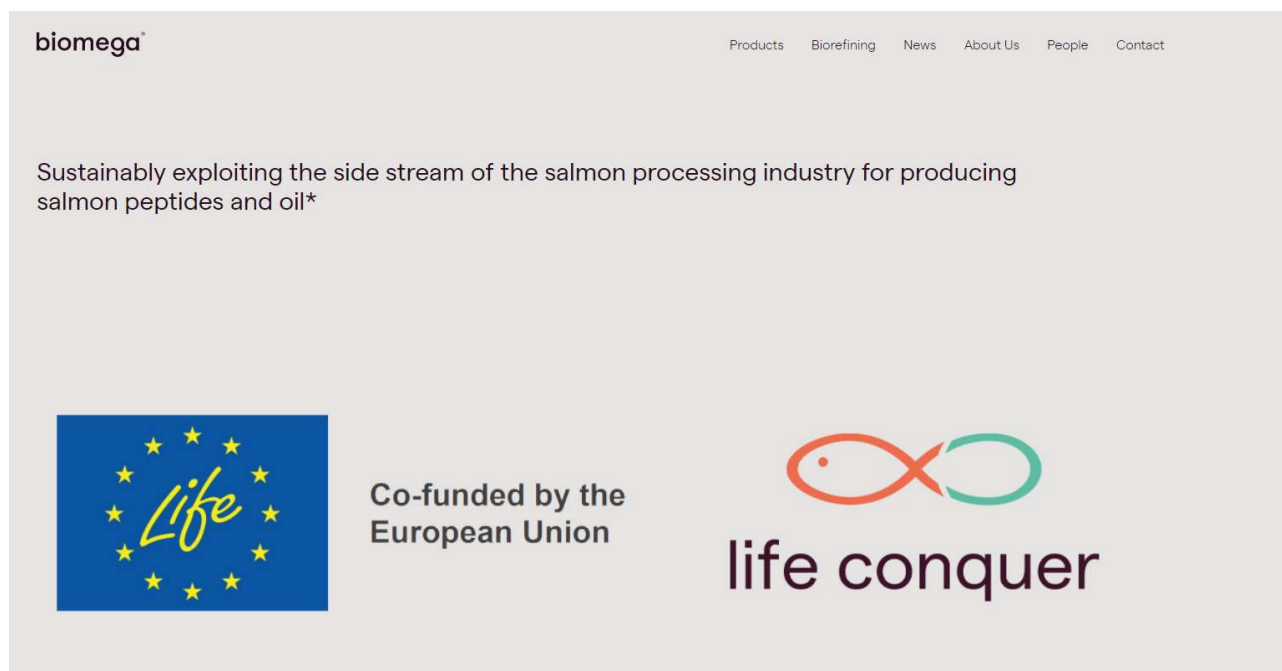


Figure 11: Heading text about LIFE CONQUER on Biomega's webpage

02.12.2022

#### About the project

The LIFE CONQUER project aims at sustainably exploiting the side stream of the salmon processing industry for producing salmon peptides and oil, to be used as ingredients for human nutrition at large scale. A sustainable first-of-its-kind biorefinery will be developed in Hirtshals (Denmark) based on know-how developed by biomega® Denmark, the Coordinator, in its DEMO plant, bringing the process from TRL 6 to TRL 8. The building of such a big system is huge in term of effort and investments. The beneficiary coordinator already started the work in autumn 2021, by using their own resources, to set-up all the external infrastructure and some of the equipment needed for producing salmon peptides and oil as ingredients for human nutrition. At the beginning of the LIFE project, the biorefinery will be ready to host and to demonstrate the innovative i) solutions for extracting proteins from bones ii) the in-situ spray drying iii) an innovative inbound logistics for raw material, the three main objectives of LIFE CONQUER project

#### Objectives

Once the three systems will be set-up, tested and optimised the whole biorefinery will be ready to demonstrate at industrial scale the following environmental goals in line with the priority of LIFE programme:

- Bio-waste reduction: about 21.000 tonnes/ year of salmon offcuts (18.300 during project period)
- GHG reduction: about 1.600 tonnes of CO<sub>2</sub> equivalents/year
- Water efficiency: about 30.000 tonnes/ year
- Thermal energy saving: about 23.7 Gwh/ year

The project will have benefits of the creation of new jobs, as 17 FTE will be employed in the biorefinery starting from 2023

Read more about the project <https://www.lifeconquer.eu/>

*\*This project has received funding from the European Union's LIFE Programme for Environment and Resource Efficiency under grant agreement No. 101074400 LIFE21-ENV-DK-LIFE CONQUER*

Figure 12: Text about LIFE CONQUER on Biomega's webpage with link to LIFE CONQUER webpage

### 3.2 LIFE CONQUER PAGE ON VEGA SALMON WEBSITE

We have presented the LIFE CONQUER project at our webpages under news, with the logos of EU LIFE and the LIFE CONQUER project, as well as a slight description of the project, and a link to the LIFE CONQUER's dedicated webpage. <https://vega-salmon.dk/news/life-conquer-announcement/>



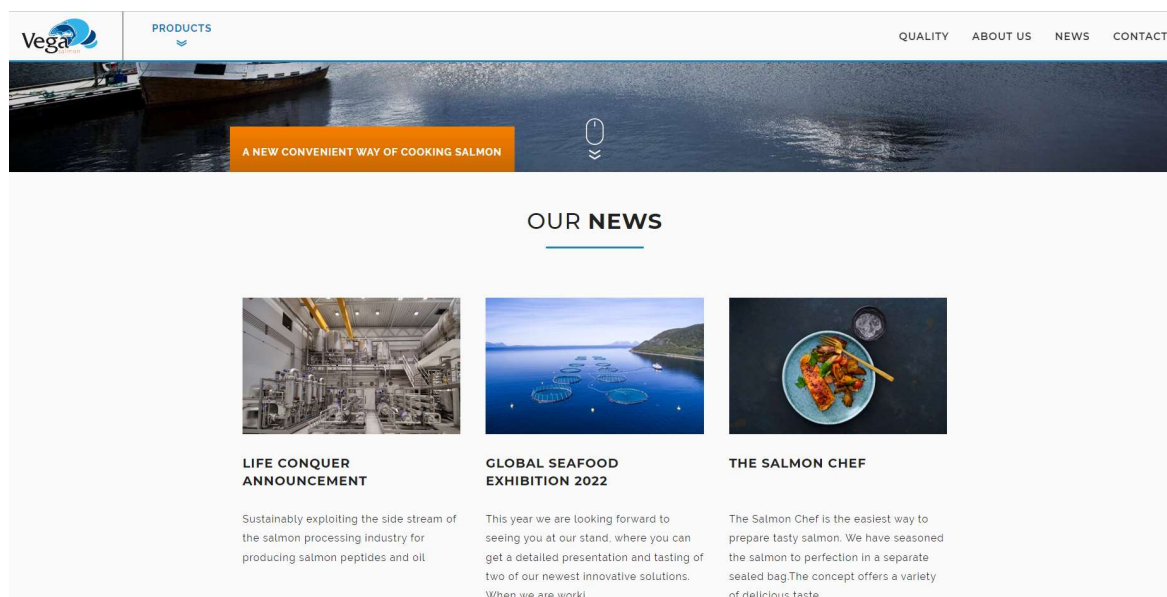


Figure 13: Section about LIFE CONQUER on Vega Salmon's webpage

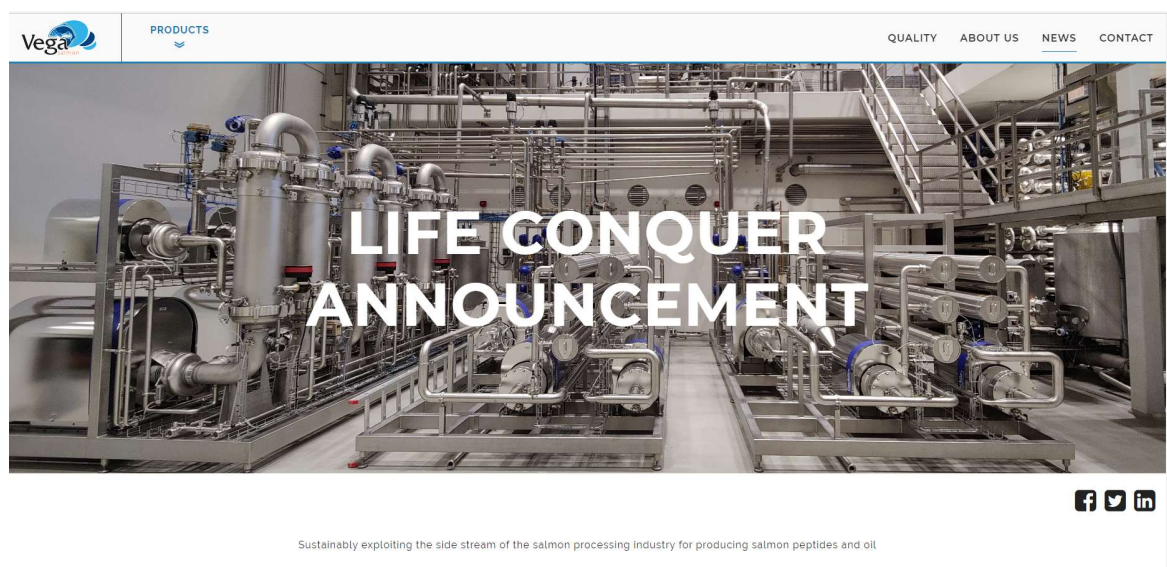




Figure 14: Section about LIFE CONQUER on Vega Salmon's webpage (continued)



life conquer

**biomega® wins LIFE CONQUER project grant to support sustainable peptide production at new Danish biorefinery**

Pioneers in bioengineering and biotechnology production processes, biomega® has announced today that the company has won a three-year grant from the European Commission as part of its LIFE Programme, the LIFE CONQUER project.



**Co-funded by the  
European Union**

The multi-million EUR grant will support the company to develop its high-quality salmon peptides for human nutrition applications at its newly built, state-of-the-art biorefinery in Hirtshals, Denmark.

The project, which is a key part of the company's strategic focus on delivering a circular methodology within the farmed salmon value chain, is currently in its early stages after beginning on 1st September 2022. Funding for the LIFE CONQUER project is set to run until August 2025.

Figure 15: Section about LIFE CONQUER on Vega Salmon's webpage (continued)

Stig Petersen, CEO of biomega, commented: *"We are delighted to announce that biomega® has been selected by the LIFE Programme through the LIFE CONQUER project to grow salmon peptides and oil production through a circular methodology, reducing the carbon footprint of the salmon value chain significantly. This extra funding will enable us to continue driving forward momentum of under-utilised side streams for human consumption."*

The LIFE Programme is the European Union's funding instrument<sup>1</sup> for projects that support the environment and take on responsible climate action. The LIFE CONQUER project is co-funded by the LIFE Programme, which aims to promote the circular economy by funding projects that support a sustainable way of living.

As part of the funding, biomega® will develop and demonstrate its innovative solutions for extracting proteins from salmon bones, in-situ spray drying, and its unique inbound logistics for raw materials at the Hirtshals biorefinery by working with its Danish processing partner Vega Salmon.

Petersen continued: *"Together with our partner Vega Salmon and the exemplary work of our bioengineering team, the Hirtshals biorefinery is well on its way to achieving the main objectives of the LIFE CONQUER project. This includes significantly reducing greenhouse gas emissions, thermal energy and bio-waste, while increasing water efficiency rates. By working in collaboration with Vega Salmon and LIFE CONQUER, we are actively solving challenges within the salmon processing industry today, creating a lasting impact for a cleaner planet."*

Vega Salmon prides itself on delivering superior quality salmon products to global consumers. The highly regarded company with a widely certified program, including ASC and MSC, will work alongside biomega® – as part of the LIFE CONQUER project – by developing new logistic solutions to efficiently transport fresh salmon offcuts from its production facility to the biorefinery.

Established in 2010, Vega Salmon has been a member of the UN Global Compact since 2014 and is committed to several Sustainable Development Goals, including responsible consumption and production. By working with biomega®, the Danish company hopes to increase the ratio of food produced that is suitable for human consumption from its current percentage (87%) through value-added product development<sup>2</sup>.

Figure 16: Section about LIFE CONQUER on Vega Salmon's webpage (continued)



Jakob Graasbøll Enemark, CEO of Vega Salmon said: *"We are excited to be a part of the Life Programme's work through the LIFE CONQUER project in collaboration with biomega®, seeking potential alternative utilisation of our salmon offcuts for peptides and oil for human consumption. The project is supporting our key strategic focus of improving sustainability."*

In addition, the grant will also support the creation of 17 new full-time jobs in the biorefinery from next year.

For more information on the European Commission and its LIFE Programme, please visit:  
[https://cinea.ec.europa.eu/programmes/life\\_en](https://cinea.ec.europa.eu/programmes/life_en)

1) Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them.

2) Vega Salmon, ESG KPI 6, of SDG 12, 'Strategy: Sustainable production, measured in relation to the food waste index', 2021

Read more about the Life Conquer project on <https://www.lifeconquer.eu/>




SHARE THIS STORY   

Figure 17: Section about LIFE CONQUER on Vega Salmon's webpage (continued)

## 4 CONCLUSIONS

This deliverable describes the LIFE CONQUER website, developed as the most effective D&C tool to present the project to the audience, including stakeholders and potential end users. The website also represents and archive in which all the public documents realized within the project will be collected.

This document also shows how the project beneficiaries have chosen to present LIFE CONQUER on their corporate website.