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# REPURPOSE

## D8.2 Continuously updated Communication and Dissemination Plan I

(Version 0.7, 27/10/2022)

## Deliverable description

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### Quality of information - Disclaimer according to the Art. 17.3 of GA

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## Glossary of terms

<b>BB(s)</b>	Building Block(s)
<b>CDP</b>	Communication and Dissemination Plan
<b>CEAP</b>	Circular Economy Action Plan
<b>GDPR</b>	General Data Protection Regulation
<b>KPI(s)</b>	Key Performance Indicator(s)
<b>OS</b>	Open Science
<b>REP</b>	Recyclable Elastomeric Plastics
<b>RRI</b>	Responsible Research and Innovation
<b>SSBD</b>	Safe- and Sustainable-by-Design
<b>TPE(s)</b>	Thermoplastic elastomer(s)
<b>WP(s)</b>	Work Package(s)

## 1. Introduction

The REPurpose Communication and Dissemination Plan (CDP) aims to ensure the active involvement of stakeholders and awareness of the positive impact of the recovery of local post-consumer waste into new Recyclable Elastomeric Plastics or "REP" polymers and products. The overall objective of REPurpose is to develop and validate the production of a safe- and sustainable-by-design platform of additive-free thermoplastic elastomer prototypes for speciality applications from local post-consumer waste, with intrinsic biodegradability and recyclability properties and to establish the circular value chain in an enabling environment.

The communication strategy aims to engage various target groups such as polymer producers, polymer converters and sorting/recycling companies, large retailers and brand owners, producers of enzymes and biobased chemicals, the scientific community, regulatory bodies, policymakers, consumers and the media.

As an operational tool to ensure visibility and understanding of the project's objectives, activities and results, the CDP guarantees two-way communication flows to pursue the following specific objectives:

1. Ensuring high recognition of the visual identity of the project;
2. Enhancing active involvement of stakeholders thanks to audience-specific messages and communication channels;
3. Designing high efficiency of communication measures thanks to daily monitoring;
4. Building a bi-directional dialogue with experts, end users, and regulatory agencies;
5. Involving society - consumers and citizens - through social media, public events and training opportunities

REPurpose's Communication and Dissemination Plan, coordinated by Italbiotec, should be understood as a living document, developed in month 2 and updated in months 24, 36 and 48 of the project.

The following sections present in detail the main characteristics of the Communication and Dissemination Plan, including:

- Project objectives and key messages spread via communication strategy
- Target audience mapping and analysis of specific needs
- Communication & Dissemination tools and channels, KPIs
- Quality control, monitoring and reporting

## 2. Key messages spread via communication strategy

REPurpose key messages will be adapted to each target audience and conveyed through the most suitable communication channels ensuring the highest involvement. The messages will be refined during the project thanks to the continuous monitoring of communication initiatives.

REPurpose will integrate the SSBD concept and enable the creation of the first endlessly recyclable, additive-free rubbery material(s) in the world, based on local post-consumer plastic waste and complemented with biobased carbon to tune properties for a broad spectrum of applications tipping new cost-function-ecology standards.

To do so, we use a novel value chain approach via four main pillars:

- **Plastic waste as part of the solution** – Targeted biochemical conversion of local post-consumer waste streams as resilient, sustainable, and secure raw materials to form building blocks (BBs) for the synthesis of innovative plastics ('repurposing of waste');
- **Safe- and sustainable-by-design plastics** – Polymerisation of BBs into a platform of novel, so-called "REP polymers" with tuneable functional properties for high-value applications in the markets of difficult-to-recycle thermoplastic elastomers, all without the need for toxic and polluting additives, and while relying on existing equipment;
- **First reuse, then effectively recycle and degrade** – REP products will be reusable or repairable via controlled disassembly through "Design for Deconstruction". By building in specific breaking points in the polymer backbone, REP polymers will be endlessly recyclable and even controlled biodegradable;
- **Creating an enabling environment** – To use a cross-sectorial value chain approach linking i) waste handlers, recyclers and detection experts; ii) regulatory framework advocates; iii) specialty BB producers; iv) technology developers for REP production and processing; and v) end users for consumer goods, building and construction products and automotive parts.

A two-way communication strategy and feedback from the target audience will help to shape key messages throughout the project's lifetime, considering the needs and expectations of the target audience.

### 3. Target audience mapping

Communication is essential to achieve the expected impact of the REPurpose project and the consortium has planned a series of communication and awareness-raising activities aimed at all its stakeholders. Good communication is based on a preliminary study of the needs and expectations of the public, which is adequately segmented and involved.

The mapping of all stakeholders is of fundamental importance for achieving the project objectives and ensuring the usability of the project results by the target audience.

REPurpose identifies 8 specific target groups for communication activities illustrated in Figure 1 and described in detail below.



Figure 1 - REPurpose target audience segmentation

1. **Polymer producers** manufacture plastic products for industrial and consumer markets (e.g., Repsol, Dow). In the EU 2,000 polymer producers (3.77% of the total plastic industry) with 140,000 employees are operating.

**Polymer converters and compounders** manufacture plastic products ranging from toothbrushes to building pipes, from fruit boxes to car interiors. Plastic converters employ 90.4% of the European industry, in ca. 50,000 companies.

**SPECIFIC NEED.** (1) meet the EU demand for the acceleration of the green transition, including the development of SSBD approaches in plastics production; (2) increase the number of polymers producible with low impact; (3) improve the flexibility of producing



different thermoplastic elastomers (TPEs) with the same technology; (4) reduction of the use of toxic additives.

- 2. Plastic sorting and/or recycling companies** (*e.g.*, SUEZ, Carbios, Indaver, APK) are at the heart of the plastic recycling value chain in the transition towards a circular economy. It is a rapidly growing sector in the EU, representing €3 billion in turnover, 8.5 Mt of installed capacity, 600 companies and >20,000 employees.

**SPECIFIC NEED.** (1) improve waste treatment by increasing the quality of recycled plastic; (2) obtain easily recyclable TPEs with high levels of biodegradability; (3) obtain incentives for the implementation of a better waste management infrastructure.

- 3. Large retailers and brand owners** (*e.g.*, IKEA, Adidas, BOSCH, Decathlon): the opportunity to implement upcycled and recyclable plastic alternatives into their products is a way to increase customer loyalty.

**SPECIFIC NEED.** (1) meet the market demand for sustainable and recycled plastics sustainably; (2) make single-material consumer goods safe- and sustainable-by-design; (3) reduce microplastic pollution.

- 4. Enzyme manufacturers** (*e.g.*, DSM, DuPont, Novozymes) form a European-dominated market of €5.4 billion and CAGR of 6.3%.

**SPECIFIC NEED.** (1) meet the growing trend in demand for plastizymes; (2) identify plastic-active enzymes to implement them in the industrial plastic degradation processes; (3) find enzymes that act on plastic waste by exploiting in synergy multisectoral technologies of microbiology, bioinformatics and analytical chemistry.

- 5. Biobased chemical producers** (*e.g.*, ADM, Arkema, BASF) will access biobased alternatives to produce chemical BBs.

**SPECIFIC NEED.** (1) find a way to improve TPEs' degradability and recyclability to exploit their versatility for market applications; (2) develop biobased strategies for biodegradable polymers from economic and competitive perspectives; (3) improve durability, elasticity and longevity of TPEs at competitive costs; (4) increase industrial exploitation by cross-sectorial industrial alliances.

- 6. Scientific community.**

**SPECIFIC NEED.** (1) accelerate plastizymes development, the transition of chemistry to biotechnology for BB production and sustainable, smart polymer design; (2) increase the performance of TPEs currently known and combine it with SSBD strategies to ensure more outstanding durability and recyclability; (3) share the project methodology with

sector experts and industries related to polymers and plastics, (enzymatic) recycling, detection and sorting, and industrial biotechnology.

#### **7. Regulatory bodies, Standardisation Committees and policymakers**

**SPECIFIC NEED.** (1) regulate the replacement of harmful additives and development of SSBD criteria in plastics; (2) obtain indications and decision-making criteria to support a favourable political and economic framework for bioplastics development; (3) design standards, certifications and guidelines for transparent statements on bioplastics and their environmental benefits and impacts; (4) enhance standards harmonisation, support legislative implementation in favour of 'green' materials and reduce sector's fragmentation.

#### **8. Society, citizens, NGOs**

**SPECIFIC NEED.** (1) meet customers' desire for environmentally friendly products; (2) reduce plastic production and microplastic pollution in the environment.

### 3.1. Target audience strategy

The communication strategy consistent with the mapping of stakeholders for REPurpose, communication objectives relating to each of them, key messages, and communication channels are detailed in **Table 1**.

*Table 1 - REPurpose target audience strategy*

TARGET AUDIENCE	OBJECTIVES	KEY MESSAGES	OUTREACH
Polymer producers, polymer converters and compounders	To engage producers in buying the BBs or choosing the REPurpose technology under licence and implement it into their existing facilities	Implementing SSBD for new Circular Economy Action Plan (CEAP) compliant polymers and products and the Plastics Strategy helps to create new value chains from post-consumer recycled waste streams (plastic industries)	Website; Social media; Events; Brochure; Joint activities with SSBD community and other funded projects; Final conference
Plastic sorting and/or recycling companies	To share the project methodology with sector experts and industries	Changing behaviour in rethinking plastics use contributes to spreading the adoption of the SSBD concept throughout the value chain	
Large retailers and brand owners	To create opportunities for industrial exploitation, thus addressing the increasing demand for REP polymers	Boosting (bio)chemical and enzymatic recycling via REPurpose way	
Enzyme manufacturers	To engage with relevant stakeholders, pursuing valorisation of the project activities	Facilitating a sustainable route toward additive-free plastics via REPurpose way	
Biobased chemical producers			

Scientific community	To build synergies with other EU-funded projects, networks and initiatives, foster collaboration, avoid duplication	Boosting mutual learning among SSBD project/network leaders accelerates alternative TPEs on the market	Scientific publications, workshops and conferences
Regulatory bodies, Standardisation Committees, policymakers	To widely disseminate project results beyond project community, ensuring they are available for the further uptake, and to create a draft proposal for standardisation	Enhance standards harmonisation, support legislative implementation in favour of 'green' materials and reduce sector's fragmentation	Joint activities with EC services
Society, citizens, NGOs	Stimulate change in behavior in the use of plastics, encourage better recycling and recognize the value of products designed to be sustainable throughout the life cycle.	Civil society plays a central role in active participation in scientific research and just transition, and Responsible Research and Innovation (RRI) principles deployment to improve the alignment between social values and the engagement of science	Social media; Videos
Business investors, banks, business angels	To stimulate interest and fosters the creation of a community of private investors	Thanks to a multidisciplinary approach and the implementation of technical-economic analyses, the REPurpose model is suitable for evaluating early-stage financial support.	Online workshop
Students	To increase research towards sustainable polymer design, empowering students in RRI and SSBD principles	Enhance a new generation of students and young professionals with the knowledge and skills to adopt REPurpose's innovative systemic solutions	School in each partner's country

## 4. Communication tools and channels

Communication channels are selected to convey key messages and project results to as many stakeholders and target group members as possible. It works through information gathering and push and includes various designed tools to reach the target audience.

The **Communication Toolkit** consists of the followings:

- Visual identity (logo and Guideline for visual identity)
- Social media banner
- Website
- Template for minutes and reports
- Template for PowerPoint presentations (PPP(s))
- Template for deliverables
- Promotional material (posters, banners, brochures, roll-ups, etc.)

Italbiotec will supply these materials as the WP8 leader.

### 4.1. The Project's visual identity

The visual identity contains in itself, through the graphic icons, the synthesis of the project mission, declined in all REPurpose materials, such as the logo, promotional material and templates for reports, deliverables, publications and presentations.

Visual identity plays a fundamental role in effective communication, as it allows the project to be immediately recognised by the various stakeholders, target groups/public.

The project logo is the first and essential tool to fulfil this purpose, summarising the main objectives and values of the project.

The implementation of this task includes:

- Design of the REPurpose project logo and selection of the colour palette;
- Design the Guidelines for visual identity as a helpful tool for helping partners apply the project's graphic identity uniformly.

The Guideline for visual identity is attached to this deliverable as **Annex 1**.

## 4.2. European emblem and funding statement

According to Article 17.2 of the Grant Agreement, communication activities of the beneficiaries related to the action must acknowledge EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate). Moreover, the European Commission document *Use of the EU emblem in the context of Programmes 2021-2017* ([EC, March 2021](#)) provides useful operational guidelines for recipients of EU funding.

According to these guidelines, all communications materials, including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media, as well as any infrastructure, equipment, vehicles, supplies or major result funded by the grant must show the EU emblem. The ready-to-use EU emblem, including the funding statement, can be downloaded in all EU languages at the following link:

[https://ec.europa.eu/regional\\_policy/en/information/logos\\_downloadcenter/](https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/)

In the REPurpose project, all communication materials must show the EU emblem and funding statement, as shown below.



*Figure 2 - REPurpose EU emblem and funding statement*

The Guideline for the European emblem is attached to this deliverable as **Annex 2**.

## 4.3. Website

The REPurpose website will be the gathering point for project information and materials, presenting its scope, activities and progress to the wider public. Responsive and easy to use, the website will be set up in English and will provide general information on the project, news, events, progress and results of the project, updated regularly.

Its integration with social media accounts guarantees visibility and awareness and regularly updates the public on the project's activities, news, documents, and relevant activities. Publicly launched in M3 the website will be updated week-based throughout the project's lifetime. To ensure the broadest communicative effectiveness, the REPurpose website design will be equipped with the following features:

- Clear structure, user-friendly navigation;
- Optimisation for all types of mobile devices (phones, tablets for both iOS and Android operating systems);
- W3C (World Wide Web Consortium) compliance;
- Compliance with the GDPR (General Data Protection Regulation), including all features related to the GDPR (privacy consent for all modules, consent for cookies on the first visit, etc.);
- Newsletter register and download products developed for wide public use;
- Contents share (social media), send to (via e-mail);
- Links to social media channels (LinkedIn, Twitter);
- Web Analytics (*e.g.* Google Analytics) with 100% data ownership and GDPR compliance.

The website's clear and intuitive structure will allow for the provision of information and user interaction. The **site map** divided into pages and sub-pages is described below.

1. **Home:** – opening banner, general info + highlights from other sections
2. **About:** The page will contain the following information:
  - Our goals and objectives → goals and KPIs (Key Performance Indicator(s)) snapshot
  - How will we reach the goals? → strategy and expected results in a nutshell
  - Consortium → project partners' logos and direct links with their institutional website
  - Advisory Board → picture and a short bio
3. **SSBD:** The page will contain the following information:
  - SSBD definition according to EC
  - Chemical strategy for Sustainability. SSBD criteria for chemicals, materials and products
4. **Outcomes:** The page will contain the following information:
  - Deliverables (public deliverables) pdf ready for download
  - Any relevant publications/media

- Photo gallery
  - Video
5. **News:** (updates on project activities, press releases, events)
  6. **Sister projects:** The page will briefly describe the main collaboration with projects with similar aims to maximise knowledge sharing, exploitation and impacts.
  7. **Contact us:** Contact information

Slight changes could be made, including the development of more pages, sub-pages or elements, if necessary, during the implementation of the project. The website will be developed by Italbiotec through the external support of a web agency and hosted on its own IT servers. The logos of all partners are visible with links to their websites along with the EC logo and recognition of EU funds in line with the visual guidelines of the European Commission. Technical maintenance and content management – ensuring for at least 5 years after project end), using a Content Management System, is ensured by Italbiotec. The content will be regularly updated during the implementation of the project.

In addition to the project website, project partners will be encouraged to create (where possible) a project page on their websites. Each partner of the consortium will contribute to sharing the content published on the REPurpose website using the communication channels (e.g. social media, newsletter, mailing list, etc.) of their organization.

#### 4.4. Social media

REPurpose's social media accounts aim to create an active target audience community, arouse interest in the project, and encourage them to participate in the project's events.

The project's visual identity is preserved in all social posts and integrated with tailor-made messages. Captivating images will help grab followers' attention and invite them to read more and learn more about the proposed topic. Thanks to advanced features, promotional campaigns will allow to easily approach a large and relevant international audience and encourage them to visit the website for further information.

REPurpose social media's main contents are focused on disseminating project insights, building synergies with other funded sister projects and creating an active community as follows:

- Project objectives, activities and benefits
- Presentation of project partners



- Findings from reports and deliverables (by using laymans's terms)
- Present mutual learning concepts among sister projects
- Promotion of REPurpose events, webinars, and news from partners
- Sharing videos

The basic criteria of social media communication are detailed below.

#### LinkedIn

- Page: REPurpose. Towards SSBD rubbery plastics
- Slogan: Design for Recycling
- Link: <https://www.linkedin.com/company/repolymers-safe-and-sustainable-by-design-rubbery-plastics/>
- Hashtag: #REPURPOSEproject #SSDB #REPolymers #innovation #rubberyplastics #designforrecycling

#### Twitter

- Handle: @REPURPOSE\_EU
- Hashtag: #REPURPOSEproject #SSDB #REPolymers #innovation #plastics #rubberyplastic #designforrecycling

For short news flashes, Twitter enables real-time communication between professionals, organisations, media and public institutions. Retweets allow sharing of interesting content generated by other users and the ability to quickly spread messages to a large audience.

Social media for professionals LinkedIn is the most suitable platform for building a target audience community to discuss specific topics and disseminate information to a large professional audience. The stakeholder engagement activity allows sharing of updates from the project and the dissemination of news, insights and documents pertinent to the project's theme.

### 4.5. Media

The crucial moments of the project will be supported by press releases and media engagement actions to maximise the exploitation of REPurpose's impacts. Italtotec will prepare press releases in English at the key moments of the project (e.g., Kick-off meeting (M1), Joint co-creation event (M5), Final conference (M48)) and make them available to other partners through the shared platform to disseminate them within their networks.

REPurpose's communications manager and the project coordinator will act as the project's spokesperson at the EU level. If necessary, the communications manager will handle media contacts and liaise with WP leaders to obtain information on project developments. Individual partners will act as project ambassadors in their countries.

## 4.6. Communication materials

Promotional materials support the project's visual identity and provide information about REPurpose. Online and ready-to-print versions of these materials in English will be downloadable from the project website and translated into other languages as needed.

Promotional materials can be displayed at the headquarters of all partners or used in any event or meeting where the project is presented.

The primary communication materials are described in **Table 2**.

*Table 2 - REPurpose communication materials*

Product	Target audience	Channels
Brochures and infographics represent data and knowledge, quickly and clearly improving project awareness	Industrial sector (polymers producers, sorting, etc.), large retailers, regulatory agencies	Social media; Website; Events; EC channels; Partners' channels
Roll-up help to have an immediate visual impact on the audience during large events, giving visibility to the message	Industrial sector (polymers producers, sorting etc.), the scientific community	Events; Fairs
Audio-video materials present the project's activities and impact in a practical manner	Citizens, NGOs	Social media; Website
Promotional campaigns via viral social media (LinkedIn, Twitter)	Citizens, NGOs	Social media
Press releases	Industrial sector (polymers producers, sorting, etc.), large retailers, regulatory agencies, media	Media (articles, press releases); Social media; Website
PPT template designed to ensure uniform project presentation	Industrial sector (polymers producers, sorting, etc.), the scientific community	Events

Deliverable template and template for meeting reports; deliverables and minutes designed to ensure compliance with proposal requirements	European Commission	Funding & Tender portal; Website (public deliverables)
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## 5. Dissemination tools and channels

The dissemination strategy of REPurpose and the choice of tools aim to ensure the long conservation of the expected impacts even after the project's end. With this purpose, the constant analysis of the target audience's needs will be combined with organising events, workshops, seminars, and joint activities with other funded projects. Dissemination activities will start from the very beginning of the project and will involve the targeted stakeholders and contacts reached through the REPurpose networks.

Tools and channels used for REPurpose dissemination are listed in **Table 3**.

*Table 3 – Dissemination tools and channels according to the project target audience*

Tools & Channels	Target audience
Joint activities with EC services, knowledge assets	Regulatory agencies, Standardisation Committees, policymakers
Participation at events, conferences, workshops	Scientific community, industries ( <i>e.g.</i> plastic producers, plastic converters, large retailers)
Scientific papers in peer-reviewed journals	Scientific community
Brokerage events (organisation)	Businesses, investors, researchers, entrepreneurs, banks
Joint activities with other funded projects and European initiatives	SSBD materials community (sisters projects)
Final conference to widely disseminate the project results	All audiences
Webinars to boost knowledge and skills	Young researchers and entrepreneurs, students

## 6. Shaping collaborations among complementary projects

Collaboration and networking with other complementary European projects will be initiated, also considering the newly granted complementary HEU projects (*e.g.*, HORIZON-CL4-RESILIENCE-2021-01-08/11/12/13). REPurpose already initiated an initial meeting with the projects founded under the same call topic (SURPASS, ESTELLA, REDONDO), as listed in **Table 4**.

The projects will be discussed to identify synergies or complementarities that could be beneficial when implementing the action plans, thus also increasing their impact.

*Table 4 - REPurpose sister projects*

Project acronym	Project Coordinator	Programme	Start date	End date	Target issue
SURPASS Cordis <a href="#">[link]</a>	Commissariat a l'énergie atomique et aux energies alternatives (France)	Horizon 2.4 Digital, Industry and Space	6/2022	11/2025	Design SSBD polymeric materials for building, transport, and packaging applications
ESTELLA Cordis <a href="#">[link]</a>	Fundacion Cidaut (Spain)	Horizon 2.4 - Digital, Industry and Space	6/2022	11/2025	Design of novel biobased epoxy resins with inherent recyclability capabilities.
REDONDO Cordis <a href="#">[link]</a>	Aristotelio Panepistimio Thessalonikis (Greece)	Horizon 2.4 - Digital, Industry and Space	9/2022	8/2026	Design SSBD reversibility cross-linked polyethylene (rPEX)

## 7. Key performance indicators

REPurpose's strategy of involving stakeholders and maximising the impacts includes a set of KPIs designed to measure their efficiency for each product or initiative quantitatively.

Following the communication objectives, the main KPIs of REPurpose are shown in **Table 4**.

*Table 5 – Key performance indicators as forecast in REPurpose projections*

Product	KPIs
Project brochure, infographics	≤10,000 brochures spread in digital format; ≥8 infographics designed
Roll-up/posters	≥5 project posters
Audio-video materials	≥3 short videos produced; ≥10,000 people reached
Promotional campaigns	≥2 posts/month; ≥5 media campaigns
Press releases	At least 3
PPT template and Deliverable template	The standard model will ensure the consistency of messages in all communications.
Joint activities and dialogue with regulatory agencies, Standardisation Committee	≥2 joint activities
Project presentation at EU/national events	≥12 events
Scientific report/articles	≥5 articles
Meetings with investors, banks	≥40 bilateral meetings; ≥1 workshop; ≥10 potential investors reached
Joint activities with SSBD sister projects	≥8 joint activities
Large scale events	≥1,500 people reached
Webinars and training activities	≥6 webinars involving ≥120 students

## 8. Quality control and monitoring

The communications manager will monitor the progress of the production of communication and dissemination activities at the consortium and individual partner levels.

A template for timely reporting of metrics will allow verifying the strategy's alignment with the program and the effectiveness of the results obtained, making changes in messages and communication channels, if necessary. The template (available in the REPurpose Teams platform) is structured following the Funding & Tender portal's requirements to ensure efficient data collection to support reporting.

Results will be included in the progress and final communication and dissemination report. During the project, the dissemination tools will be reviewed. Depending on the project's developments, new materials will be added each year to disseminate project results and activities in different formats to reach a range of stakeholders.

The monitoring communication and dissemination template is included in **Annex 3**.

## 8.1. KPIs Source of verification and metrics

Key performance indicators for REPurpose website:

- Number of sessions and page views
- Number of users and new users
- Bounce rate
- Popular web pages
- Information on the audience
- Channels of acquisition

Key performance indicators for REPurpose social media:

- Number of mentions
- Number of tweet impressions
- Number of tweet engagements
- Number of shares/retweets
- Number of likes/recommendations

Key performance indicators for Dissemination activities

- No of publications in peer-reviewed journals
- No of citations in peer-reviewed journals
- No of citations in broader literature (Google Scholar)
- No of reads in broad audience (ResearchGate)
- No of mentions via digital media (ALTMETRICS)
- No of (joint) degrees accomplished / dissertations published
- No of MSc / BSc dissertations successfully defended/published

- No of oral presentations
- No of poster presentations

## 8.2. Deliverables

This table summarises the deliverables for WP8.

n.	Deliverable name	Type	Dissemination Level	Due Date (month)
D8.1	Business Plan and Investor Package	R	SEN – Sensitive	48
D8.2	Continuously updated Communication and Dissemination Plan I.	R	PU – Public	2
D8.3	Continuously updated Communication and Dissemination Plan II.	R	PU – Public	24
D8.4	Continuously updated Communication and Dissemination Plan III.	R	PU – Public	36
D8.5	Continuously updated Communication and Dissemination Plan VI.	R	PU – Public	48
D8.6	Annual Mobilisation and Mutual Learning events I.	DEC	PU – Public	12
D8.7	Annual Mobilisation and Mutual Learning events II.	DEC	PU – Public	24
D8.8	Annual Mobilisation and Mutual Learning events III.	DEC	PU – Public	36





## Annex 1 - Guideline for visual identity

LOGOS		
 <b>1) LOGO CMYK</b> SUITABLE ON NEUTRALS TONES	 <b>2) LOGO BLACK</b> SUITABLE ON MEDTONE	 <b>3) LOGO WHITE</b> SUITABLE ON INTENSE TONE

TYPEFACES	LOGO COLORS																								
<ul style="list-style-type: none"> <li>• Giga Sans Regular - Font family            A B C D E F G H I J K L M            N O P Q R S T U V W X Y Z            a b c d e f g h i j k l m            n o p q r s t u v w x y z            1 2 3 4 5 6 7 8 9</li> </ul>	<p><b>Color</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30px;"></td> <td style="padding-left: 10px;">C 100 M 50 Y 0 K 0 r 0 g 114 b 188</td> </tr> <tr> <td></td> <td>C 41 M 0 Y 61 K 0 r 157 g 208 b 137</td> </tr> <tr> <td></td> <td>C 69 M 0 Y 69 K 0 r 73 g 186 b 126</td> </tr> <tr> <td></td> <td>C 75 M 0 Y 50 K 0 r 8 g 184 b 157</td> </tr> </table> <hr/> <p><b>Black</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30px;"></td> <td style="padding-left: 10px;">C 0 M 0 Y 0 K 100 r 0 g 114 b 188</td> </tr> <tr> <td></td> <td>C 0 M 0 Y 0 K 30 r 188 g 190 b 192</td> </tr> <tr> <td></td> <td>C 0 M 0 Y 0 K 45 r 157 g 159 b 162</td> </tr> <tr> <td></td> <td>C 0 M 0 Y 0 K 60 r 128 g 130 b 133</td> </tr> </table> <hr/> <p><b>WHITE</b></p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30px;"></td> <td style="padding-left: 10px;">C 0 M 0 Y 0 K 0 r 255 g 255 b 255</td> </tr> <tr> <td></td> <td>C 0 M 0 Y 0 K 15 r 220 g 221 b 222</td> </tr> <tr> <td></td> <td>C 0 M 0 Y 0 K 30 r 178 g 178 b 178</td> </tr> <tr> <td></td> <td>C 0 M 0 Y 0 K 45 r 140 g 140 b 140</td> </tr> </table>		C 100 M 50 Y 0 K 0 r 0 g 114 b 188		C 41 M 0 Y 61 K 0 r 157 g 208 b 137		C 69 M 0 Y 69 K 0 r 73 g 186 b 126		C 75 M 0 Y 50 K 0 r 8 g 184 b 157		C 0 M 0 Y 0 K 100 r 0 g 114 b 188		C 0 M 0 Y 0 K 30 r 188 g 190 b 192		C 0 M 0 Y 0 K 45 r 157 g 159 b 162		C 0 M 0 Y 0 K 60 r 128 g 130 b 133		C 0 M 0 Y 0 K 0 r 255 g 255 b 255		C 0 M 0 Y 0 K 15 r 220 g 221 b 222		C 0 M 0 Y 0 K 30 r 178 g 178 b 178		C 0 M 0 Y 0 K 45 r 140 g 140 b 140
	C 100 M 50 Y 0 K 0 r 0 g 114 b 188																								
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	C 0 M 0 Y 0 K 0 r 255 g 255 b 255																								
	C 0 M 0 Y 0 K 15 r 220 g 221 b 222																								
	C 0 M 0 Y 0 K 30 r 178 g 178 b 178																								
	C 0 M 0 Y 0 K 45 r 140 g 140 b 140																								
<ul style="list-style-type: none"> <li>• Giga Sans Semi Bold - Font family body copy            A B C D E F G H I J K L M            N O P Q R S T U V W X Y Z            a b c d e f g h i j k l m            n o p q r s t u v w x y z            1 2 3 4 5 6 7 8 9</li> </ul>																									
<ul style="list-style-type: none"> <li>• Verdana Regular - Font family for online and other restrictive use</li> </ul>																									

RULES OF USE WITH OTHER LOGOS

18 MM



MINIMUM SIZE: L. 18 MM

A



1/4 OF  
THE A



LOGO UNDER 18 MM  
USE ONLY "R" LETTERS

## Annex 2 - Guideline for the European emblem

According to Article 17.2 and Annex 5 of the Grant Agreement, beneficiaries of the EU's Horizon 2020 research and innovation program must explicitly recognise EU financial support. All communication and dissemination activities as well as the materials produced (e.g. publications, deliverables, presentations, reports) and in all equipment, infrastructure and main results funded by the grant.

According to Article 17.2 of the GA the EU emblem and the reference to EU funding must be remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight EU support. When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.



**Funded by the European Union  
Grant Agreement No 101057971**

Basic technical characteristics to use EU emblem according to the European Commission Guidelines “The use of the EU Emblem in the context of the EU Programme 2021-2027”<sup>1</sup> are listed below:

- The statement ‘Funded by the European Union’ or ‘Co-funded by the European Union’ must always be spelled out in full and placed next to the emblem. It should be translated into local languages, where appropriate.
- The typeface to be used in conjunction with the EU emblem must stay simple and easily readable. The recommended typefaces are Arial, Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana.

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<sup>1</sup> [https://ec.europa.eu/info/sites/default/files/eu-emblem-rules\\_en.pdf](https://ec.europa.eu/info/sites/default/files/eu-emblem-rules_en.pdf)

- Underlining and use of other font effects is not allowed.
- The positioning of the text in relation to the EU emblem must not interfere with the EU emblem in any way. The positioning of the funding statement in relation to the EU emblem is described in these guidelines.
- The colour of the font should be Reflex Blue (the same blue colour as the European flag), white or black depending on the background.
- The font size used should be proportionate to the size of the emblem.
- Sufficient contrast should be ensured between the EU emblem and the background. If there is no alternative to a coloured background, a white border must be placed around the flag, with the width of this being equal to one 25th of the height of the rectangle.
- Where several operations are taking place at the same location and are supported by the same or different funding instruments, or where further funding is provided for the same operation at a later date, only one plaque or billboard must be displayed.

#### **Quality of information - Disclaimer according to the Art. 17.3 of GA**

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 EUROPEAN HEALTH AND DIGITAL EXECUTIVE AGENCY (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

## Annex 3 - Monitoring communication and dissemination template

The annex in excel format is structured to regularly collect information from each partner on communication activities, dissemination and exploitation of results.

Available in the REPurpose Teams platform, it is easily and periodically updated.

The synthetic data required are listed below.

### Communication activities

- Date
- Communication activity name
- Description
- Who? Target audience (choose your option from the drop-down menu)
- How? Communication channel (choose between the options)
- Outcome
- Status (choose between the options)

COMMUNICATION ACTIVITIES				
Partner name	please, write here			
Short name	please, write here			
Date	30/09/2022	31/10/2022	30/09/2022	30/10/2022
Communication activity name	Logo	Leaflet	Folder	Poster
Description	The project logo has been developed in a range of diverse versions, with both black text and white text for dark backgrounds.	The project leaflet includes a description of what project is and what its main objectives are, plus the composition of the consortium, the logos of all the partners, the contacts to get more information about the project, the social media accounts.	The folder recall the visul identity and contains on the outside the logo of the project, the European logo, and the references, including the social media accounts, to obtain more information about the project.	The poster contains a brief description of the project and what its main objectives are. The same logos included in the leaflet are also present here, the social media accounts, and the contacts to receive more information about the project.
Who? Target audience (choose your option from the drop-down menu)	Specific end user communities	Citizens	Citizens	Citizens
How? Communication channel (choose between the options)	Other	Print materials	Print materials	Print materials
Outcome	...	...	...	...
Status (choose between the options)	Delivered	Delivered	Delivered	Delivered

*Figure 3 - Screenshot of the table of the monitoring file of communication activities, dissemination and publications. The section is devoted to Communication activities.*

## Dissemination activities

- Date
- Dissemination activity name
- "What? Type of dissemination activity (choose your option from the drop-down menu)
- "Who? Target audience reached (choose from the options from the list, more options are possible)
- "Why? Description of the objective(s) with reference to a specific project output (max 200 characters)
- Status of the dissemination activity (choose your option from the drop-down menu)

DISSEMINATION ACTIVITIES			
Partner name	please, write here		
Short name	please, write here		
Date	19-20/09/2022		
Dissemination activity name	Kick-off meeting		
What? Type of dissemination activity (choose your option from the drop-down menu)	Meetings		
Who? Target audience reached (choose from the options inchoose from the options in the list, more options are possible)	<input type="checkbox"/>	Research communities	<input type="checkbox"/>
	<input type="checkbox"/>	Industry, business partners	<input type="checkbox"/>
	<input type="checkbox"/>	Innovators	<input type="checkbox"/>
	<input type="checkbox"/>	International organisation (UN body, OECD, etc.)	<input type="checkbox"/>
	<input type="checkbox"/>	EU institutions	<input type="checkbox"/>
	<input type="checkbox"/>	National authorities	<input type="checkbox"/>
	<input type="checkbox"/>	Regional authorities	<input type="checkbox"/>
	<input type="checkbox"/>	Local authorities	<input type="checkbox"/>
	<input type="checkbox"/>	Civil society	<input type="checkbox"/>
	<input type="checkbox"/>	Citizens	<input type="checkbox"/>
	<input type="checkbox"/>	Specific end user communities	<input type="checkbox"/>
<input type="checkbox"/>	Other	<input type="checkbox"/>	Other
Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	The newly started project REPurpose, funded by the European Union, will have its official start on September 19th and 20th 2022 in Ghent, hosted by the Bio Base Europe Pilot Plant.		
Status of the dissemination activity (choose your option from the drop-down menu)	Delivered		

*Figure 4 - Screenshot of the table of the monitoring file of communication activities, dissemination and publications. The section is devoted to Dissemination activities.*

## Publications

- Type of PID (repository) (choose your option from the drop-down menu)
- PID of deposited publication PID (publisher version of record)
- Type of publication (choose your option from the drop-down menu)
- Link to publication
- Title of the scientific publication
- Authors
- Title of the Journal or equivalent
- Number

- ISSN or eISSN
- Publisher
- Month of publication (choose your option from the drop-down menu)
- Year of publication
- Was the publication available in open access through the repository at the time of publication? YES or NO
- Peer-reviewed YES or NO
- PID (Publisher version of record)
- Book title
- Did you change OA publishing fees to the project? YES or NO
- Type of publishing venue (choose your option from the drop-down menu)
- Article processing costs that will be charged to the project

PUBLICATIONS						
Partner name	please, write here					
Short name	please, write here					
Type of PID (repository) (choose your option from the drop-down menu) ↓	PID of deposited publication	PID (publisher version of record)	Type of publication (choose your option from the drop-down menu) ↓	Link to publication	Title of the scientific publication	Authors
Title of the Journal or equivalent	Number	ISSN or eISSN	Publisher	Month of publication (choose your option from the drop-down menu) ↓	Year of publication	Was the publication available in open access through the repository at the time of publication? YES or NO
Peer-reviewed YES or NO	PID (Publisher version of record)	Book title	Did you change OA publishing fees to the project? YES or NO	Type of publishing venue (choose your option from the drop-down menu) ↓	Article processing costs that will be charged to the project	
					0,00 €	
					0,00 €	
					0,00 €	

Figure 5 - Screenshot of the table of the monitoring file of communication activities, dissemination and publications. The section is devoted to Publications.