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# REPURPOSE

## D8.3 Continuously updated Communication and Dissemination Plan II

(Version 0.5, 23/08/2024)

## Deliverable description

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

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0.5	23/08/2024	ITB, BBEPP	Finalisation and submission

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## Abbreviations

<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>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)
<b>KPI(s)</b>	Key Performance Indicator(s)

## Executive summary

The REPurpose Communication and Dissemination Plan (CDP) aims to ensure active stakeholder engagement and awareness of the positive impact of recovering local post-consumer waste into new polymers and recyclable elastomeric plastic products or “REP” polymers and products (Deliverable D8.2, delivered in month 2). The Plan is annually updated with a systematic communication strategy review to shape messages, tools and channels to ensure efficient stakeholder engagement. This document is the second version of the Plan, which, in line with the strategy defined at the beginning of the project (D8.2), illustrates the **results achieved during the first 24 months of the project** and the next steps for implementing the communication and dissemination of results.

With this purpose, the REPurpose **Communication Strategy** involves different target groups such as polymer producers, polymer converters and sorting/recycling companies, large retailers and brand owners, producers of enzymes and bio-based 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 ensure high recognition of the visual identity, active stakeholder involvement thanks to audience-specific messages and communication channels and build a bi-directional dialogue with experts, public authorities, consumers and citizens through social media, public events, and training opportunities. The REPurpose **Dissemination strategy** intends to capitalise on the long-term impact of its results, such as sharing the project methodology with industry and sector experts, creating opportunities for industrial exploitation and stimulating greener behaviours by translating results into user-friendly knowledge resources.

The following sections present in detail the main characteristics of the CDP, including:

1. The **communication Strategy** defines objectives, strategies, messages, and channels for stakeholder involvement. It also includes a summary of the activities carried out during the first 24 months of the project;
2. The **dissemination Strategy** defines methodologies to ensure the project's long-term impact and build synergies with EU projects and initiatives.; It also includes a summary of the activities carried out during the first 24 months of the project;
3. **Quality control, monitoring and reporting**

The CDP, published at the beginning of the project (M2), is a dynamic guide for all REPurpose initiatives. It is updated in the medium and final terms (D8.3 M24, D8.4 M36 and D8.5 M48) with key performance indicators (KPIs) that reflect the commitment to continuous improvement.

## 1. Introduction

The overall objective of REPurpose is to develop and validate the production of a Safe- and Sustainable-by-Design (SSbD) 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 and Dissemination Plan (CDP) is intended to set out the objectives, tools, and plans for implementing the communication, dissemination, and exploitation activities of the REPURPOSE aimed at the following **specific objectives**:

### Communication Strategy

1. Ensuring high recognition of the project's visual identity;
2. Mapping the stakeholder's needs, expectations and tangible, valuable results;
3. Defining the communication strategy of the expected objectives, messages, communication tools and channels, and outcomes supporting target users' involvement;
4. Monitoring of the communication strategy throughout the project with key performance indicators (KPI) and possible repositioning actions;

### Dissemination Strategy

1. Enhance standards harmonisation, support legislative implementation in favour of 'green' materials and reduce the sector's fragmentation;
2. Share the project methodology with sector experts and industries;
3. Create opportunities for industrial exploitation by participating in matchmaking and brokerage events;
4. Stimulate interest and foster the creation of a community of private investors;
5. Create cooperation with projects sister and cousin projects;
6. Stimulate greener behaviours by translating results into user-friendly knowledge resources;
7. Promote behaviour change, RRI, and widespread acceptance and absorption of project results;
8. Widely disseminate the project results;

According to the specific objectives, the CDP envisages the development of the following **strategic actions**:

#### **Communication actions**

1. Design the project's visual identity, allowing a coherent communication of the mission in every promotional initiative that includes logo, website, standard templates for deliverables, reports, public presentations, social media posts and web content, internal communication cloud workspace;
2. Mapping of the needs, expectations and tangible results of stakeholders segmented by type (EU networks and initiatives, businesses, policymakers, regulatory bodies, citizens), knowledge gap to be filled, opportunities for cooperation;
3. Define the communication strategy and expected results through the definition of objectives and KPIs, modelling messages, communication tools and channels to support the active involvement of REPURPOSE target users;
4. Monitoring of the communication strategy throughout the project with Key Performance Indicators (KPIs) and possible repositioning actions through the development of a reporting system updated every six months;

#### **Dissemination actions**

1. Align agencies with the main results obtained by the project through presentations (e.g., of draft standard)/meetings and knowledge assets (technical brochures) dedicated to how the project contributes to regulatory implementation.
2. Access a more comprehensive network through the participation of all partners in European and national events (e.g., Plastic Recycling World Expo), trade fairs (e.g., Ecomondo), workshops, and conferences (e.g., EFIB) related to polymers and plastics, (enzymatic) recycling, detection, and industrial biotechnology.
3. Promote networking cooperation opportunities among industrial actors in the polymers/plastics/recycling sector at the EU level organised by the European Enterprise Network or consortium;
4. Promoting online workshops with a broad participation of different investors, where REPurpose partners will present their solutions;
5. A dialogue with sister and cousin project leaders will be initiated to discuss best practices and identify synergies;

6. Designing dissemination materials such as fact sheets, infographics, and videos based on different target groups (researchers, industries, professionals, citizens/consumers, including young professionals and younger generations);
7. Promoting live demonstrations at large-scale events (e.g., European Researchers' Night, Week of Biotechnology, European Green Week) that communicate the benefits and impacts of REPurpose's solutions.
8. Organising the final REPurpose conference by the end of the project to disseminate the project results;

Following the definition of the Communication and Dissemination Plan (D8.2) delivered in month 2, three further updated versions (Deliverables D) will be delivered during the Project life describing the relevant results obtained, as follows:

D8.3 Continuously Updated Communication and Dissemination Plan II – M24

D8.4 Continuously Updated Communication and Dissemination Plan III - M36

D8.5 Continuously Updated Communication and Dissemination Plan IV – M48

Each version of the CDP provides an overview of the strategy outlined in D8.2 and indicates the most significant updates to sections of the document, the actions taken, the mid-term and final results achieved, and the expected next steps.

Therefore, the following chapters follow the same scheme as D8.2, indicating the changes made in the current reporting period.

## 2. Communication Strategy

In line with the Communication and Dissemination strategy outlined in D8.2, this chapter reports, without making substantial changes, the key messages spread (Chapter 2.1), the mapping of the target audiences (Chapter 2.2) whose needs are analysed to shape the most coherent messages (Chapter 2.3). Chapter 2.4, dedicated to communication tools and channels, offers an update on the **project's visual identity** and the development of the **first infographic** (Chapter 2.5). It also provides information on the use of the emblem and the financial statement in the communication materials produced (Chapter 2.6), the implementation of the project **website** and the **results** obtained from its promotion (Chapter 2.7), the results obtained from the social media promotion (Chapter 2.8), and the launch of the **project newsletter** (Chapter 2.9). No changes were made to preparing the standard templates (Chapter 2.10), while the most significant results relating to the production of communication tools are described in **Table 3** (Chapter 2.11).

### 2.1. 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 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.

## 2.2. Target audience mapping

Communication is essential to achieving 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 public's needs and expectations, 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, as illustrated in Figure 1 and described below.

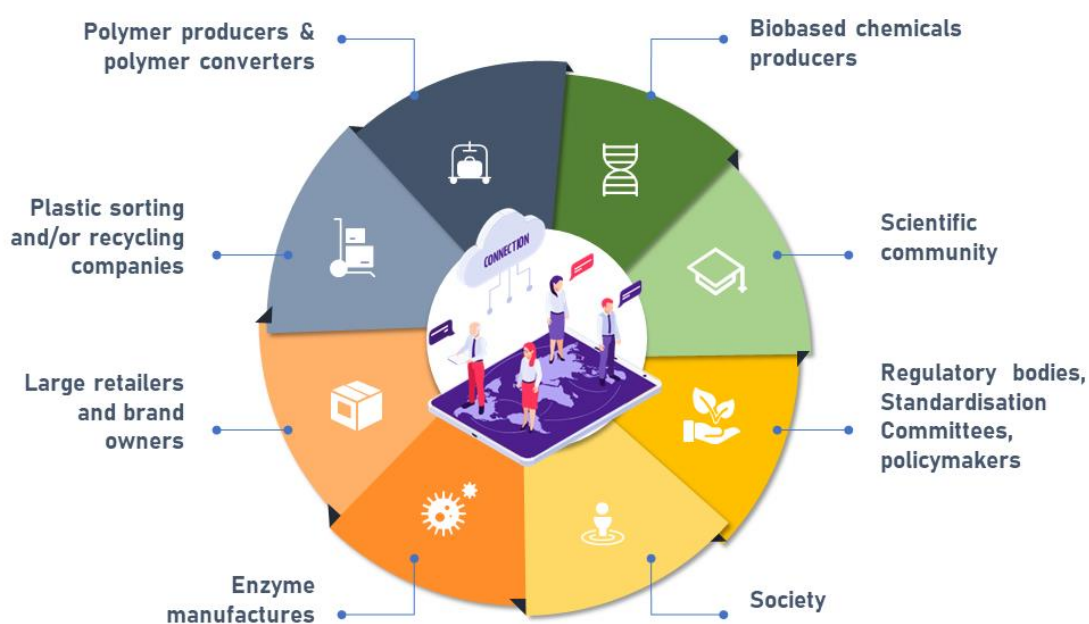


Figure 1 - REPurpose target audience segmentation

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 transitioning to 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.

### 2.3. Target audience strategy

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

*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 plastic 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 the project community, ensuring they are available for 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 regarding plastic use, encourage better recycling, and recognize the value of products designed to be sustainable throughout their life cycles.	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

## 2.4. 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. This process involves information gathering and push and includes various designed tools to reach the target audience.

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

- Visual identity (Logo, Infographics, Guidelines for visual identity, Guidelines for European emblem and funding statement use) )
- 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 supplied these materials as the WP8 leader.

## 2.5. The Project's visual identity

The visual identity synthesises the project mission through graphic icons, which are 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 and target groups.

The project logo is the first and essential tool for fulfilling this purpose, summarising the project's main objectives and values.

The implementation of this task includes:

- Design of the REPurpose project logo and selection of the colour palette (**Figure 2**). It includes the following activities: i) drafting of the brief, which starts from the brand idea developed during the proposal presentation phase and expands the analysis of the identity, messages, and unique selling point of the project, ii) optimisation of graphic components and colour palette, iii) littering which helps to bring out the unique and recognisable value of the project.
- Design the **Visual Identity Guidelines** as a helpful tool for helping partners apply the project's graphic identity uniformly. The logo was produced in three extensions (.jpg, .png,

.eps), quality (low, medium, high), and colours (white, black, colours). The Guidelines for visual identity are attached to this deliverable as **Annex 1**.

- Design the first **project infographic (Figure 3)**. It is a visual representation of the project's conceptual map expressed through the combined use of texts and images. Its purpose is to summarise a considerable amount of information, particularly the process and aspects of innovation, in a small space to simplify communication. This tool is used in PowerPoint presentations, brochures, project roll-ups, and websites to facilitate immediate communication of value to the target audience.



Figure 2 - REPurpose logo.

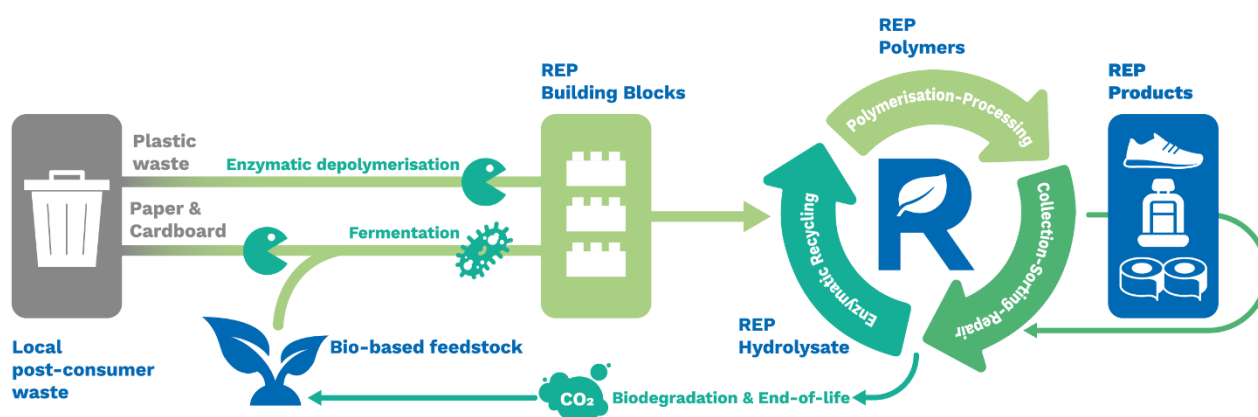


Figure 3 - The REPurpose first infographic

## 2.6. European emblem and funding statement

According to Article 17.2 of the Grant Agreement, the beneficiaries' communication activities 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 helpful 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 significant 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 4**).



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*Figure 4 - REPurpose EU emblem and funding statement*

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

The European emblem and funding statement have been included in the following online and offline materials:

- Project website <https://www.repurposeproject.eu/>
- Social media page - LinkedIn <https://www.linkedin.com/company/repolymers-safe-and-sustainable-by-design-rubbery-plastics/>
- Social media page – X <https://twitter.com/REPurposeEu>
- Brochure (see Chapter 2.11)
- Roll-up (see Chapter 2.11)
- PowerPoint presentation (see Chapter 2.10)
- Agenda, Minute meeting, SOP and Deliverables (see Chapter 2.10)

## **2.7. Website: structure and performance**

The REPurpose website collects information and materials about the project and presents its scope, activities, and progress to the broader public. It is responsive, set up in English, and updated regularly.

The website is accessible via the link <https://www.repurposeproject.eu/>

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. Matomo) with 100% data ownership and GDPR compliance.

The website's clear and intuitive structure will allow for information provision 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 was developed by Italbitech 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 the project ends), using a Content Management System, is ensured by Italbitech. The content will be regularly updated during the implementation of the project.

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

Since the website was published, Italbitech has managed regular news publications by defining an editorial plan. Furthermore, through the Matomo system integrated into the website, periodic monitoring of visit performance has been conducted. This has allowed for the modulation of messages and enhancement of the content on social media to attract the interest of the target users. Below are the most significant results obtained and verified in month 24.

- **Number of sessions and page views:** 3.786 sessions (2,1 action per visit), 1.808 visits, 3.415 page views.
- **Bounce rate:** 64%
- **Popular web pages:**
  1. <https://www.repurposeproject.eu/en/about/> - 470 views
  2. <https://www.repurposeproject.eu/en/news/> - 306 views
  3. <https://www.repurposeproject.eu/en/partners/> - 235 views
  4. <https://www.repurposeproject.eu/en/project-outcomes/> - 225 views
  5. <https://www.repurposeproject.eu/en/events/> - 173 views

- Geographical distribution of audience

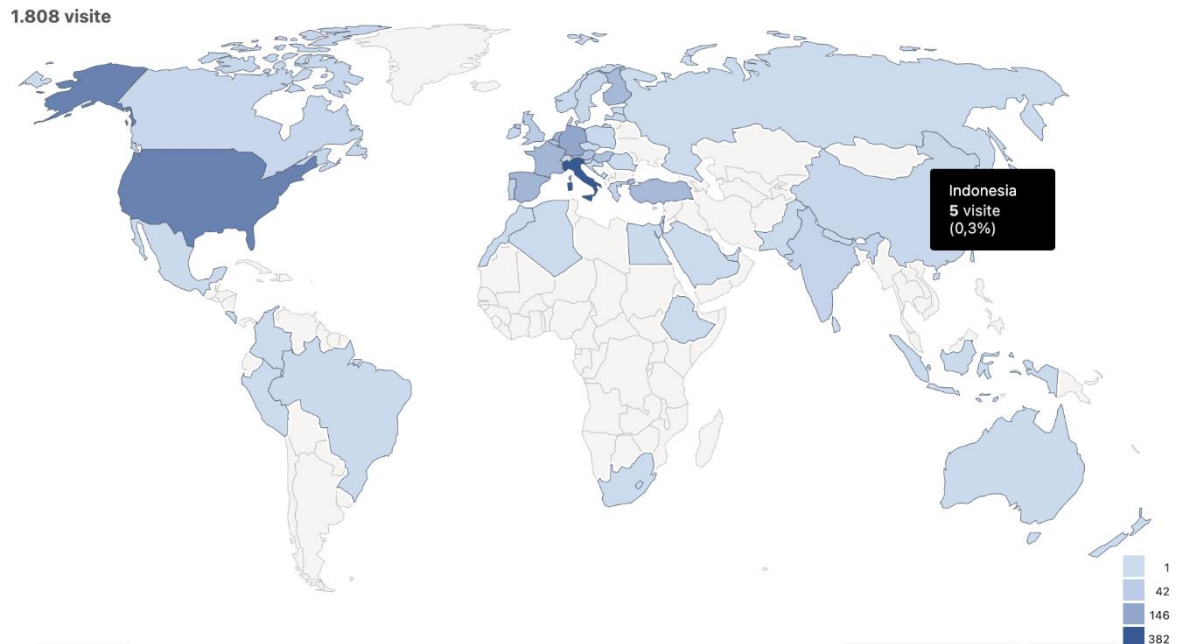


Figure 5 – Geographical distribution of website audience

**Localisation of the audience**

1. Europe: 1.434 views
2. North America: 272 views
3. Asia: 75 views
4. Africa: 11 views
5. Oceania: 6 views
6. South America: 6 views

7. Central America: 3 views

**Top 5 countries:**

1. Italy: 379 views
2. USA: 253 views
3. Germany: 146 views
4. Netherlands: 111 views
5. Spain: 106 views

- Channels of acquisition

Table 2 - Websiste channel of acquisition performance

Channels	Sessions	Actions	Actions per session	Time	Bounce rate
Direct acquisition	1.131 62,7%	2.116 56,5%	1,9	1' 44	71%
Search engine	550 30,5%	1.353 36,1%	2,5	2' 29	53%
Websites	87 4,8%	208 5,6%	2,4	2' 26	49%
Social Networks	35 1,9%	66 1,8%	1,9	1' 11	74%

## 2.8. Social media: project profiles and performance

REPurpose's social media accounts aim to create an active target audience community, arouse interest in the project, and encourage them to participate in its 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 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 Layman's terms)
- Present mutual learning concepts among sister projects
- Promotion of REPurpose events, webinars, and news from partners
- Sharing videos

LinkedIn and X (Twitter) accounts were created in M1 (**Figure 6, Figure 7**). ITB is responsible for publishing posts and following input from BBEPP and other project partners.

The building blocks of social media communication are described in detail 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
- Editorial plan: At least 2 posts/month are published to promote events participated in/organised by the project, materials produced, and thematic insights. (70 posts have been published since the project began.)
- Publication date: Nov 2022

## X (Twitter)

- Handle: @REPURPOSE\_EU
- Link: <https://twitter.com/REPurposeEu>
- Hashtag: #REPURPOSEproject #SSDB #REPolymers #innovation #plastics #rubberyplastic #designforrecycling
- Editorial plan: at least 2 posts/month are published to promote events participated in/organised by the project, materials produced, and thematic insights (68 posts have been published since the project began).
- Publication date: Nov 2022



Figure 6 - Header of the LinkedIn REPurpose account



Figure 7 - Header of the X (Twitter) account

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 project updates and disseminating news, insights, and documents pertinent to the project's theme.

Since launching the project's social pages, Italbionec has managed the regular news publication by defining an editorial plan. Furthermore, through the integrated user response system, periodic monitoring of interaction performance has been carried out. This has allowed us to modulate messages and enhance social media content to attract the interest of target users.

Below are the most significant results obtained and verified in month 24.

### **LinkedIn**

- Followers: 430
- Number of post published: 70
- Number of views: 444 + 783
- Number of impressions: 10.887 + 19.232
- Engagement rate: 6,3% + 10,2%
- Number of shares: 11 + 70
- Number of reactions: 285 + 662

### **X (Twitter)**

- Followers: 63
- Number of tweets published: 68
- Number of tweet impressions: 1.350
- Number of tweet engagements: 3,6%
- Number of shares/retweets: 7
- Number of likes/recommendations: 32

## 2.9. 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. Italtiotec prepares press releases in English at the critical moments of the project (e.g., Kick-off meeting (M1), Joint co-creation event (M5), and Final conference (M48)) and makes 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. The communications manager will handle media contacts and liaise with WP leaders to obtain information on project developments if necessary. Individual partners will act as project ambassadors in their countries.

To maximise the planning of promotional campaigns by generating interactions with the target audience, the project newsletter "**Green Polymer Gazette**" was created (**Figure 8**).

It is reachable via the link: <https://www.linkedin.com/newsletters/green-polymer-gazette-7183037969870557184/>

Below are the most significant results obtained and verified in month 24.

- Subscribers: 191
- Number of impressions: 3.525
- Number of likes/recommendations (interactions): 60
- Number of views: 262

### Qualifications:

- Research and development engineer 5,2%
- Project Manager 3,6%
- Co-founder 3,6%
- Professor 3,6%

### Sector

- Biotechnology research 30,2%
- Research 13%
- Manufacture of chemicals 6,8%
- Higher Education 6,8%
- Architecture and planning 5,2%



*Figure 8 - REPurpose newsletter*

## **2.10. Templates for meeting agenda, report and deliverables**

At the beginning of the project, ITB created standard functional templates following the project's visual identity to guarantee visibility and coherence of communication in all materials. The template for the agenda and minutes of the meeting defines a straightforward conduct procedure, order of distribution, and methods of taking minutes, and the SOP supports the exchange of information and materials between the partners.

The PowerPoint template supports all communication actions of the partners, particularly presentations at public events, ensuring consistency of message and modelling of contents according to the target audience. The deliverables template provides information regarding the quality and visibility standard of the EU funding statement logo and emblem, which is especially relevant for public deliverables.

All materials are shared and accessible to partners via Teams shared space.

## **2.11. 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 are 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.

**Table 3** describes the primary communication materials. Following the CDP described in D8.2, the main products produced in the current reporting period have been listed.

*Table 3 - REPurpose communication materials*

Product	Target audience	Channels	Status of implementation at Month 24
Brochures and infographics represent data and knowledge, quickly and improving project awareness	Industrial sector (polymers producers, sorting, etc.), large retailers, regulatory agencies	Social media; Website; Events; EC channels; Partners' channels	A brochure and the first infographic have been created to meet any requirement ( <b>see Chapter 2.5</b> ).
Roll-up helps 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	A roll-up has been created to meet any requirement
Audio-video materials present the project's activities and impact in a practical manner	Citizens, NGOs	Social media; Website	Project video #1 has been created and shared to meet any requirements. Project video #2 was shot during the bi-annual meeting in April in Milan and is being edited to create a complete interview video and 12 short videos dedicated to each partner.
Promotional campaigns via viral social media (LinkedIn, Twitter)	Citizens, NGOs	Social media	Two LinkedIn Ads campaigns have been designed and are ready to go. A project newsletter, "Geen Polymer Gazette" has been launched.

Press releases	Industrial sector (polymers producers, sorting, etc.), large retailers, regulatory agencies, media	Media (articles, press releases); Social media; Website	Two press releases of the Kick-off meeting (M1) and the bi-annual meeting have been created and shared via the project website.
PPT template designed to ensure uniform project presentation	Industrial sector (polymers producers, sorting, etc.), the scientific community	Events	The standard template has been designed to meet any requirement (see Chapter 2.10).
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)	Standard templates have been designed to meet any requirement (see Chapter 2.10).

A brochure and a roll-up have been created to meet any requirement (Figure 36 – Figure 37). They were updated when MATE joined the consortium.



Figure 9 - REPurpose brochure available on the project website



*Figure 10 - REPurpose roll-up available on project website*

A project promotional video (video #1) was designed and published in April 2024.

It is available on the project website and the social channels LinkedIn and X (Twitter) through the following link: [https://www.repurposeproject.eu/dynatc/allegato-0038-25c3/repurpose\\_en-sub.mp4?FC0utnpj3Ag](https://www.repurposeproject.eu/dynatc/allegato-0038-25c3/repurpose_en-sub.mp4?FC0utnpj3Ag).

A second video (video #2) involving the Consortium partners was shot during the six-monthly meeting in April 2024, and 12 short video interviews were recorded. Post-production videos will be published through social channels and the website during the next project reporting period.

### 3. Dissemination Strategy

The dissemination strategy of REPurpose and the choice of tools aim to ensure the long-term conservation of the expected impacts even after the project's end. To this end, 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 start from the beginning of the project and involve the targeted stakeholders and contacts reached through the REPurpose networks.

In line with the Communication and Dissemination strategy outlined in D8.2, this chapter reports the list of Dissemination tools and channels (Table 4) without making substantial changes.

Chapter 3.1 offers a complete list of all public events the REPurpose Consortium participated in during the current reporting period (M1-M24). Chapter 3.2 instead provides a list of the Annual Mobilisation and Mutual Learning Events co-organized with the sister and cousin projects, which are more extensively analysed in deliverables D8.6 and D8.7.

Tools and channels used for REPurpose dissemination are listed in **Table 4**.

*Table 4 - 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 (e.g. 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

### 3.1. Participation in relevant public events

The CDP foresees disseminating the REPurpose project's results through workshops, meetings, and other training and education initiatives. **Table 5** below reports a list of national and international events attended by the REPurpose Consortium, at which the objectives, strategy, and intermediate results obtained were presented.

Following the monitoring requirements of communication and dissemination activities required by the Funding and Tender portal, mapped through the project monitoring template (**Annex 3**), the activities are classified by type "**Others**" (demonstration events, **3**), "**Meetings**" (meetings with end-users and by-annual meeting of the Consortium, **5**), "**Conferences**" (oral presentations, exhibition of posters and other communication materials, **21**), "**Education and training events**" (dissemination initiatives for students, young researchers, civil society, **4**) and "**Collaboration with EU-funded projects**" (participation in events promoted by sister and cousin projects, **1**).

Below is the list of events that participated in the period M1-24.

*Table 5 - List of events attended by the REPurpose consortium in the period M1-24*

N.	Dissemination Activity Name	Type	Target Audience Reached	Description of the objectives
1	BioMat at TIME SPACE EXISTENCE	Others	Research communities, EU Institutions, Citizens, Industry, business partners, National authorities, Specific end-user communities, Local authorities, Innovators, Regional authorities, Civil society	Participating in the Venice Architecture Biennale 2023 as part of the Biennale collateral event entitled TIME SPACE EXISTENCE, organised by the European Cultural Center (ECC).
2	AAU BioMat Pavilion Demonstration (11/1/2023)	Others	Research communities, EU Institutions, Citizens, Industry, business partners, National authorities, Specific end-user	Planning and active work are underway to build the building-scale demonstrator on the site

			communities, Local authorities, Innovators, Regional authorities, Civil society	around the AAU campus in Copenhagen, Denmark, one of the most sustainable cities.
3	Meeting with Potential EUG Member (4/4/2023)	Meetings	Research communities, Industry, business partners	Meeting with Potential EUG Member - Werner Sobek Copenhagen. The meeting is planned to introduce the project and extend an invitation to Werner Sobek.
4	Kick-off meeting (19-20/09/2022, Ghent)	Meetings	Research communities, Industry, business partners	The newly started project REPurpose, funded by the European Union, has its official start on September 19th and 20th, 2022, in Ghent, hosted by the Bio Base Europe Pilot Plant.
5	GlobaLink Food and AgTech Innovation Conference	Conferences	Industry, business partners, Innovators	Presentation on Epoch technology for polyolefin degradation and its applications to food packaging (28/3/2023).
6	Plast Milan 2023 (6-7/9/23)	Others	Research communities, Industry, business partners, Innovators	AVEP's participated in the Plast Milan trade fair, presenting the project roll-up and distributing brochures at AVEP's booth
7	BPF sustainability seminar (6/6/2023)	Conferences	Industry, business partners, Innovators	A seminar on Epoch enzymatic plastic recycling technology was presented to the British Plastics Federation, with an audience of plastics manufacturers and users across the supply chain.
8	17th European Bioplastics Conference (6/12/23)	Conferences	Industry, business partners	The project poster was shown at the AIMPLAS stand. Over 300 attendees.

9	ELRIG: Drug Discovery 2023 (18-19/10/23)	Conferences	Research communities	Presentation by EPOCH on how automation, AI, and synthetic biology are used for our enzyme design platform.
10	AIMPLAS & CICLOPLAST VI Circular Economy Conference	Conferences	Industry, business partners	The project poster was shown digitally during the event. 95 attendees.
11	PlugnPlay Japan Start-Up showcase (11-15/9/2023)	Conferences	Research communities, Citizens, Industry, business partners, National authorities, Specific end-user communities, Innovators, and International organisations (UN body, OECD, etc.	Presentation at startup showcase to broad audience with specific relevant chemical and plastic manufacturers, discussing Epoch technology or recycling and manufacture.
12	Circular bioeconomy conference (15/02/2023, Milan)	Conferences	Industry, business partners, Research communities, Others	The conference aims to demonstrate how circular bioeconomy models can respond to today's challenges, including the energy crisis, raw material shortages, and worsening climate change.
13	Circular Bioeconomy. Conference (14/2/23, Milan)	Conferences	Research communities, Industry, business partners	Event organised by the HempClub project in the context of a cluster business exchange dedicated to the circular bioeconomy brought together five cousin projects.
14	nanoSAFE23 & NSC joint conference (7/6/23)	Collaboration with EU-funded projects	Research communities, Industry, business partners, National authorities, Local authorities, Regional authorities	Pitching of the project during the SSbD day, together with Sister projects REDONDO, ESTELLA and SURPASS

15	The Greener Manufacturing Show (8-9/11/2023)	Conferences	Industry, business partners	The project poster was shown at the AIMPLAS stand.
16	Stakeholder conf. on Circular bioeconomy (27/2/23)	Conferences	EU Institutions, Industry, business partners, National authorities, Local authorities, Regional authorities, International organisation (UN body, OECD, etc.)	Panel discussion on SSBD framework and practices. Explaining how Repurpose tackles SSBD.
17	Waste Management Europe	Conferences	Industry, business partners	The project poster was shown at the AIMPLAS stand.
18	Meetings with End User Group members (24/1-8/2/23)	Meetings	Industry, business partners	Introductory meetings with (potential) end user group members: FAIR, Trelleborg, SAYE, Decathlon, ecoBirdy, Bugaboo, Meetings with BOSCH and Adidas and Bang & Olufsen to be planned.
19	CBE JU Networking Day (20/4/23)	Conferences	Research communities, EU Institutions, Industry, business partners, National authorities, Local authorities, Innovators, Regional authorities	1-on-1 meetings regarding the project and potential follow-up projects
20	AMI Reinforced Thermoplastics	Conferences	Industry, business partners	The project poster was shown at AIMPLAS stand
21	BIC matchmaking event (9/2/2023 Brussels)	Conferences	Research communities, EU Institutions, Industry, business partners, National authorities, Local authorities, Regional authorities	1-on-1 meetings regarding the project and potential follow-up projects.

22	Bi-yearly consortium meeting	Meetings	Research communities, Industry, business partners	BOKU hosted the second bi-yearly consortium meeting, which was held on 11 and 12.10.2023 in Vienna and Tulln.
23	Conference of sustainable materials (11/5/23, Düsseldorf)	Conferences	Research communities, Industry, business partners	The conference will focus on recycled packaging based on bio-based and recycled raw materials and bring real environmental benefits.
24	II International Seminar on Plastics Recycling	Conferences	Industry, business partners	The project poster was shown digitally during the event.
25	Ecomondo fair (5-8/11/2023)	Conferences	Research communities, Industry, business partners	ITB presented REPURPOSE at its booth and organised a "Sustainable Polymers Value Chains" workshop to present REPURPOSE with some cousin projects. AVEP distributed project brochures at its booth.
26	Talk at MINT Campus St. Ingbert (16/03/2023)	Education and training events	Education and training events, Citizens, Civil society	Talk by USAAR with the title "Zauberküche Biotechnologie: Maßgeschneiderte Zellfabriken für eine nachhaltige Bioproduktion" (Tailor-made cell factories for sustainable bioproduction).
27	BIOKET 2024 in Reims, France	Conferences	Research communities, EU Institutions, Industry, business partners, National authorities, Innovators, Regional authorities, and International organisations (UN body, OECD, etc.)	Over 300 attendees from different EU and non-EU countries. The work on the economic assessment of glutaric acid as a monomer for REPs was presented during this conference.

28	Tal at GASB conference (21/09/2022)	Conferences	Research communities	Talk by USAAR at the yearly Conference of the German Association of Synthetic Biology (GASB6) about the metabolic engineering and use of tailor-made cell factories for sustainable bioproducts
29	Talk and lab visit (10/05/2023)	Education and training events	Research communities	Talk and lab tour by USAAR for interested life sciences students from partner universities with the topic "Towards a sustainable Europe - engineered microbes valorise waste into value.
30	Open door day at Saarland University (13/05/2023)	Conferences	Citizens, Civil society	Lab tours and info point at the open door day at Saarland University, bringing the topics of bioeconomy and industrial biotechnology closer to the people.
31	1st Bioeconomy Day Saarland (21/11/23)	Education and training events	Research communities, Citizens, Industry, business partners, National authorities, Local authorities, Innovators, Regional authorities, Civil society	Information Day in Saarland shows potential and strategies for a green transition in the region. Presentation of USAAR research and the REPURPOSE project as good examples
32	Metabolic Engineering Conference XV	Conferences	Research communities	Talk by USAAR and poster presentations on the topic related to the REPURPOSE project. Event from 11 to 15/06/2023.
33	Visit of German Green party (17/11/23)	Education and training events	National authorities, Local authorities, Regional authorities	Institute visits by local and national politicians. Topics presented during the lab tour: biotech innovations for Saarland, circular bioeconomy, green chemistry and the REPurpose project.
34	Bi-yearly consortium meeting	Meetings	Research communities, Industry, business partners	ITB hosted the bi-yearly consortium meeting, which was held in Milan in April 2024.

### 3.2. 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 initiated an initial meeting with the projects funded under the same call topic (SURPASS, ESTELLA, REDONDO), as listed in **Table 6**.

The projects will be discussed to identify synergies or complementarities that could enhance the implementation of the action plans and increase their impact.

*Table 6 - REPurpose sister projects*

Project acronym	Project Coordinator	Programme	Start date	End date	Target issue
SURPASS Cordis <a href="#">[link]</a>	Commissariat a l'energie 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)

REPurpose set up a collaborative framework with complementary EU projects through active and regular communication and cooperative actions (e.g., events, policy briefs, communication tools) to maximise C&D efforts and promote mutual learning, encouraging the creation of an SSbD community among Sister (funded under the same call topic) and Cousin (other complementary European projects supported by other EU programs and Horizon Europe/H2020 calls) projects.

An action plan and Memorandum of Understanding (MoU) were developed to express the objective of mutual collaboration. Sister projects have been identified (SURPASS, ESTELLA, REDONDO). A meeting took place in October 2022 to establish synergies on common activities, e.g., stakeholder engagement related to SSbD, additives' inventory and publications; to establish synergies on tools developed in each project to be carried out jointly; and to select themes of common interest (for Mobilisation and Mutual Learning events).

The results of the interaction and dialogue actions with the Sister projects were described in D8.6 (Annual Mobilisation and Mutual Learning Events I) and D8.7 (Annual Mobilisation and Mutual Learning Events II), which were submitted in M12 and M24.

Events were organised with the Sister projects focusing on specific themes and issues across all projects (e.g., “Safe by design”, “Circular and efficient resources”, “functional products and efficient process design”, Enable framework conditions”), as described below:

- **“Shaping sustainable design boosting mutual learning exchanges”, 25 January 2023 (online).** The event engaged 38 participants and aimed to establish synergies on topics of common concern and co-create opportunities for mutual learning. Cooperation includes i) creating a dialogue on experimental approaches and protocols, ii) sharing data, models, and research methodologies, jointly creating policy briefs and communication materials, and iii) organising joint communication and dissemination initiatives of common interest (e.g., solution-based on SSbD, RRI, Life cycle thinking), such as seminars, lessons, workshops, fairs. Any intellectual property implications will be considered before sharing, thanks to identifying a project's contact person for communication and dissemination strategy. With the signing of the MoU, numerous interactions were activated during the first year of the launch of REPurpose, aimed at organising the co-creation event (January 2023), participation in thematic meetings and the first MML event (June 2023), further described in the following deliverable chapters.

- **Workshop at the 8th International Conference on Health and Safety Issues for a Socially Responsible Approach to Nanomaterials (nanoSafe 23 conference), Grenoble, 5 June 2023.** A representative from each Sister project participated, illustrating challenges and opportunities for implementing methods, tools, and technologies for SSbD purposes.
- **“Safe & Sustainability by Design Workshop”, 19 October 2023 (online).** The online workshop reached 45 participants and aimed to share information on the Sister Projects’ approaches to implementing the SSbD material development.

D8.6 also contains a preliminary analysis of the Cousin projects. The interaction between projects aims to maximise their impact through co-organisation and joint participation in dissemination opportunities open to all interested actors to share different perspectives, ideas, knowledge and experiences in open dialogues.

- **“Sustainable Polymers Value Chains”, Rimini, 9 November 2023 (Ecomondo Expo – Rimini, Italy).** The workshop was organised by the REPurpose project, represented by ITB and AIM, with the participation of the Cousin projects (REPLAY, PROPLA). The workshop aimed to present the REPurpose project in general and some specific results obtained from several consortium partners. The workshop has also hosted speeches from outside the consortium under the “Sustainable Polymers Value Chains” theme. The purpose of hosting external speakers was to present additional approaches to R&D on sustainable polymers, such as those of our Cousin projects, and best practices from companies in the business. The workshop engaged 32 participants.
- **Revaluation of Plastic and Microplastics, 29 May 2024 (online).** The workshop aims to deepen and share the latest innovations in enzymatic and biotechnological technologies to address the issue of plastic and microplastic pollution. Furthermore, it encourages a responsible and sustainable use of plastic recycling from a circular economy perspective. REPurpose co-organized the event with the cousin projects SOS (Sustainability On Stage), REPLAY, and PROPLA. **The event was aimed purely at an audience of undergraduate students, doctoral students and young researchers, and reached 111 subscribers.** The event was held in Italian, and the registration of the online session is available on Italbiotec YouTube channel ( link )

## 5. 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 and results achieved in the reporting period M1-M24 are shown in **Table 7**.

*Table 7 – Key performance indicators as expected in REPurpose projections and results achieved in reporting period M1-M24*

Expected Product	Expected KPIs	Mid-term results M1-M24
Project brochure, infographics	≤10,000 brochures spread in digital format; ≥8 infographics designed	A brochure and an infographic consistent with the project's visual identity have been created ( <b>see Chapter 2.11</b> ). A LinkedIn campaign is designed and ready to be launched in August-October 2024 to achieve the intended share.
Roll-up/posters	≥5 project posters	A roll-up and a poster have been created to meet any requirement ( <b>see Chapter 2.11</b> ). The roll-up was produced in two versions, one in English and one in Hungarian. It is planned to produce other versions by translating according to the needs of other partners.
Audio-video materials	≥3 short videos produced; ≥10,000 people reached	A promotional video (video #1) has been designed and published in April 2024. Video interviews with REPurpose partners were recorded during the by-annual consortium meeting in April 2024 ( <b>see Chapter 2.11</b> ). These shoots will be conveniently edited into one general video (video #2) and 12 short video pills.

		A LinkedIn campaign is designed and launched in August-October 2024 to achieve the intended share.
Promotional campaigns	≥2 posts/month; ≥5 media campaigns	An editorial plan ensures the publication of ≥2 posts/month ( <b>see Chapters 2.8, 2.9</b> ). Since the start of the project and the openings of the social pages, about 70 posts have been published, an average of 2 to 3 posts per month. Two LinkedIn Ads campaigns have been designed and are ready to go
Press releases	At least 3	Two Press Release have been written and spread on the website of the project
PPT template and Deliverable template	The standard model will ensure the consistency of messages in all communications.	The standard template has been designed to meet any requirement ( <b>see Chapter 2.10</b> ).
Joint activities and dialogue with regulatory agencies, Standardisation Committee	≥2 joint activities	
Project presentation at EU/national events	≥12 events	34 national/international events participated ( <b>see Table 5</b> ).
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	REPurpose promoted 5 joint events in collaboration with sister and cousin projects ( <b>see Chapter 3.2</b> ).
Large scale events	≥1,500 people reached	Participation in 21 international conferences.
Webinars and training activities	≥6 webinars involving ≥120 students	Participation in 4 education and training events. 2 webinars targeting students were done with a total of 156 participants involved

## 6. Actions scheduled for the next reporting period

Table 8 reports the most relevant communication and dissemination actions planned for the next reporting period.

*Table 8 – REPurpose actions scheduled in the next reporting period*

Expected Product	Actions scheduled
Project brochure, infographics	A social media promotion campaign will disseminate the brochure to the identified target audiences. A second infographic will be designed.
Audio-video materials	Video interviews were recorded during the bi-annual meeting in Milan and are currently being edited. These shoots will be edited into one general video (video #2) and 12 short video pills. Promotional campaigns are planned for their promotion via social media and are ready to be launched in August-October 2024.
Promotional campaigns	The editorial plan will ensure the regular publication of posts/month. In addition, at least two promotional campaigns will be launched to increase the interactions of the target audiences.
Joint activities with SSBD sister projects	A constant mapping of cousin projects and strengthening the collaboration with sister projects will result in the organisation of at least one new joint event.

## 7. Quality control and monitoring

Following the Communication and Dissemination Monitoring System defined in D8.2, the ITB Communications manager monitors the progress of the production of communication and dissemination activities at the consortium and individual partner levels.

The template for timely reporting of metrics designed at the project's beginning allows for 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 and support reporting **Annex 3**.

Results are included in all D8.2 updates. No changes have occurred in the Dissemination timetable (Chapter 7.3).

### 7.1. KPIs Source of verification and metrics

This chapter summarises the main results obtained in the reporting period M1-M24 (**Table 9**) following the KPIs and metrics defined in D8.2.

*Table 9 – KPIs Source of verification and metrics*

Key performance indicators for the REPurpose website:	
Number of sessions and page views	3.786 (sessions); 1.808 (visits); 3.415 (page views)
Number of users and new users	1.808
Bounce rate	64%
Popular web pages	See Chapter 2.7
Information on the audience	See Chapter 2.7
Channels of acquisition	See Chapter 2.7
Key performance indicators for REPurpose social media:	
Number of followers	430 (Linkedin), 63 (X) + 191 (Green Biopolymer Gazette)
Number of posts/tweets	70 (Linkedin), 68 (X)

Number of tweet/LinkedIn posts impressions	10.887 (LinkedIn), 1.350 (X), 3.524 (Green Biopolymer Gazette)
Tweet engagements/LinkedIn posts rate	6,3% (LinkedIn), 3,6% (X)
Number of shares/retweets	11 (LinkedIn), 7 (X)
Number of likes/recommendations	285 (LinkedIn), 32 (X), 60 (Green Biopolymer Gazette)
<b>Key performance indicators for Dissemination activities</b>	
No publications in peer-reviewed journals	
No citations in peer-reviewed journals	
No citations in broader literature (Google Scholar)	
No reads in broad audience (ResearchGate)	
No mentions via digital media (ALTMETRICS)	
No (joint) degrees accomplished / dissertations published	
No MSc / BSc dissertations successfully defended/published	
No oral presentations	
No poster presentations	

## 7.2. Deliverables

**Table 10** summarises the deliverables for WP8.

*Table 10 – List of WP8 Deliverables*

n.	Deliverable name	Type	Dissemination Level	Due Date (month)	Status
D8.1	Business Plan and Investor Package	R	SEN – Sensitive	48	Ongoing

D8.2	Continuously updated Communication and Dissemination Plan I.	R	PU – Public	2	Submitted
D8.3	Continuously updated Communication and Dissemination Plan II.	R	PU – Public	24	Under submission by M24
D8.4	Continuously updated Communication and Dissemination Plan III.	R	PU – Public	36	Expected in the next reporting period
D8.5	Continuously updated Communication and Dissemination Plan VI.	R	PU – Public	48	Ongoing
D8.6	Annual Mobilisation and Mutual Learning events I.	DEC	PU – Public	12	Submitted
D8.7	Annual Mobilisation and Mutual Learning events II.	DEC	PU – Public	24	Under submission by M24
D8.8	Annual Mobilisation and Mutual Learning events III.	DEC	PU – Public	36	Expected in the next reporting period

### 7.3. Timeline







WP8: Exploitation, Communication and dissemination								
	1-6	7-12	13-18	19-24	25-30	31-36	37-42	43-48
Communication and dissemination Plan	D				D			D
Visual Identity: Logo (M2), First project brochure and roll-up (M3), PPT, doc templates (M2), Infographics (M12, 24, 36, 48)	•		•		•		•	•
Project video (M12, 24, 48)			•		•			•
Social media promotional campaigns								
Website: online on M3	•							
Press releases								
Joint activities								
Project presentations								
Public events participation								

D = deliverable submitted

• = product delivered

## Annex 1 - Guideline for visual identity

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

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>   <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>   <li>• Verdana Regular - Font family for online            and other restrictive use</li> </ul>	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: right; vertical-align: middle; padding-right: 10px;"><b>Color</b></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 100 M 50 Y 0 K 0            r 0 g 114 b 188         </td> </tr> <tr> <td></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 41 M 0 Y 61 K 0            r 157 g 208 b 137         </td> </tr> <tr> <td></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 69 M 0 Y 69 K 0            r 73 g 186 b 126         </td> </tr> <tr> <td></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 75 M 0 Y 50 K 0            r 8 g 184 b 157         </td> </tr> </table> <hr style="border: 0.5px solid black; margin: 10px 0;"/> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: right; vertical-align: middle; padding-right: 10px;"><b>Black</b></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 0 M 0 Y 0 K 100            r 0 g 114 b 188         </td> </tr> <tr> <td></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 0 M 0 Y 0 K 30            r 188 g 190 b 192         </td> </tr> <tr> <td></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 0 M 0 Y 0 K 45            r 157 g 159 b 162         </td> </tr> <tr> <td></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 0 M 0 Y 0 K 60            r 128 g 130 b 133         </td> </tr> </table> <hr style="border: 0.5px solid black; margin: 10px 0;"/> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: right; vertical-align: middle; padding-right: 10px;"><b>WHITE</b></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 0 M 0 Y 0 K 0            r 255 g 255 b 255         </td> </tr> <tr> <td></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 0 M 0 Y 0 K 15            r 220 g 221 b 222         </td> </tr> <tr> <td></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 0 M 0 Y 0 K 30            r 178 g 178 b 178         </td> </tr> <tr> <td></td> <td style="padding: 5px;">  </td> <td style="padding: 5px;">           C 0 M 0 Y 0 K 45            r 140 g 140 b 140         </td> </tr> </table>	<b>Color</b>		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	<b>Black</b>		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	<b>WHITE</b>		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
<b>Color</b>		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																																			
<b>Black</b>		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																																			
<b>WHITE</b>		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																																			

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 11 — Screenshot of the table in the monitoring file for 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"/>
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 12 — Screenshot of the table in the monitoring file for 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 13 — Screenshot of the table in the monitoring file for communication activities, dissemination, and publications. The section is devoted to Publications.