



Communication and Dissemination Plan

Deliverable 7.1 (v1.0)

WP7 Ownership and engagement of the society, communication, dissemination and exploitation activities

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| | |

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Executive Summary

This document is the initial plan for communication and dissemination of the PRecycling project and includes the main activities that will be carried out for the entire duration of the project (M01 - M48). The document sets the strategic framework for communication and dissemination of the project results and will be available to all project partners. The aim of the Dissemination, Communication and Awareness Plan is to establish and run the visibility and communication infrastructure of the project so that all activities carried out during the project lifetime will be widely known in Europe.

The dissemination activities have been designed to target the key audiences and stakeholders and to maximise awareness of PRecycling objectives and project activities. Today, just a handful of activities have been started, but many activities are scheduled to be done later.

The Dissemination, Communication and Awareness Plan gives an overview of all dissemination opportunities identified through traditional communication channels such as event attendance (conferences, seminars, workshops, etc.), project publications (brochures, press releases, articles in professional journals, etc.) and project presentations (to various stakeholders and the general public).

European Plastics Converters (EuPC) will coordinate and manage PRecycling dissemination and communication activities. Nevertheless, all the project partners will be responsible to disseminate PRecycling results through their communication channels and towards their existing communities.

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LIST OF ABBREVIATIONS AND ACRONYMS

- CEFIC – European Chemical Industry Council
- CLEPA – European Association of Automotive Suppliers
- CPA – Circular Plastics Alliance
- EC – European Commission
- EMCC – European Materials Characterisation Council
- EMIRI – The Energy Materials Industrial Research Initiative
- EMMC – European Materials Modelling Council
- EPPN – European Network for Pilot Production Facilities and Innovation Hubs
- EuPC – European Plastics Converters
- IP – Intellectual property
- KPI – Key Performance Indicator
- PC – Project Coordinator
- PCM – Plastic Circularity Multiplier Initiative
- PMT – Project Management Team
- CPA – Circular Plastics Alliance
- PUDK – Plan of Use and Dissemination of Knowledge
- SusChem – European Technology Platform for Sustainable Chemistry
- SC – Steering Committee
- Stratagem – Stratagem Energy LTD
- WP – Work package

1. INTRODUCTION

This report is the Dissemination, Communication and Awareness Plan for the PRecycling project. The purpose of this document is to set the strategic framework for communication and dissemination activities of the project results. The aim of the Dissemination, Communication and Awareness Plan is to establish and run the visibility and communication infrastructure of the project so that all activities carried out during the project lifetime will be widely known in Europe. The plan is an integral part of the Work Package (WP) 7.

The WP 7 will develop an impact-oriented dissemination and communication strategy to guarantee the effective outreach of the project results towards stakeholders and the general public and enhance their acceptance and exploitation.

Specific objectives of the WP 7:

- To define an agile communication strategy to be adapted to the different target groups and messages.
- To disseminate the project results and communicate the project and its relevance making all well known to all relevant stakeholders, maximizing the expected impacts of PRecycling.
- Intellectual property (IP) management of the PRecycling developed materials technologies and knowledge.
- To maximise the exploitation of the project results to the benefit of the PRecycling partners and to improve the competitiveness of the EU Industry.
- To contribute to current and new standardization activities to enhance market uptake of project results.
- Knowledge transfer and training within and beyond PRecycling project.

The Dissemination, Communication and Awareness Plan gives an overview of all dissemination opportunities identified through traditional communication channels such as event attendance (conferences, seminars, workshops, etc.), project publications (brochures, press releases, articles in professional journals, etc.) and project presentations (to various stakeholders and the general public). These activities will be complemented by online activities based on the project website, and through the main social platforms (e.g., LinkedIn, Facebook and Twitter). The dissemination activities have been designed to target the key audiences and stakeholders and to maximise awareness of PRecycling objectives and project activities. Any dissemination activities and publications in the project will acknowledge the Horizon Europe Programme funding.

2. THE PRECYCLING BRAND IMAGE

2.1 THE PRECYCLING IMAGE: LOGO & BRANDING

The PRecycling logo was created at the beginning of the project, and partners had a chance to choose the best solution among different options. The logo includes a short name of the project, with an aim to capture the attention of the target audience.

The logo is used on all internal and external documents, deliverables, reports, dissemination materials, websites, and presentations. The logo forms the basis of the PRecycling brand and the colours and style will be used throughout the project. In addition, a Logo manual was created with examples of a correct usage and an incorrect usage of the logo. The manual has been shared with all the partners and will be available in an internal shared drive to all the partners.



Figure 1 The PRecycling Logo

The following colour codes are used for the logo:

| | CMYK | RGB |
|---------------------|-------------|-------------|
| Pantone 349C | 90 33 99 25 | 0 105 56 |
| Pantone 423C | 49 39 39 3 | 137 140 141 |

The font used for the PRecycling logo is: Myriad Pro Bold

2.1.1 Meaning of the logo

The logo is inspired by the words cycling and recycling, and combines these two words using a bicycle which wheel is made of the recycling symbol. The bike frame, together with all the other elements, gives the overall scope of the project. The other elements are references of home appliances, textiles and toys.

The brochure as well as other graphic material will follow this philosophy in order to keep coherence with the meaning.

2.2 OBJECTIVES AND KEY COMMUNICATION MESSAGES

In order to achieve the objectives of the PRecycling project, an efficient dissemination strategy has to be developed and implemented. This strategy is unfolded in the present Dissemination, Communication and Awareness Plan. The plan will be regularly updated in order to follow the progress of the project.

The main purpose of the present Dissemination, Communication and Awareness Plan is to set clear and reliable rules, aiming at ensuring targeted and effective dissemination of project's objectives, activities and results. Strategy envisages also all dissemination methods, tools and channels for the identified target groups. It is expected that the implementation of this plan coupled with partners' activities will achieve maximum awareness of project activities and results.

The dissemination objectives of PRecycling project are the following:

- Establishment of core messages of the project
- Identification of communication and dissemination methods and tools
- Dissemination of the results, solutions and knowledge collected within the project to the audience
- Definition of partners' responsibilities in dissemination activities

The communication and dissemination actions are performed throughout the whole duration of the project, progressing from initial awareness raising to the promotion of the PRecycling deliverables. These actions will be supported by materials for communication which will be customized according to the targeted public (project partners, industry associations, policy makers, governmental representatives, etc.).

The PRecycling objectives are fully explained in the project proposal and these objectives will be the key messages. The strategy will highlight the project's objectives and convey the key messages to a widest possible audience that includes policy makers, representatives of industry organizations, the general public, and media.

The aim of PRecycling is to improve complexities like traceability of the recycled materials, standardised sampling, and characterisation methods for recyclates and products which contain recycled content and develop an easy-to-use methodology for sampling and analysis procedures of recyclates. The outcome of project will be the establishment of a methodology for recyclate definition, promoting the circularity and safety of plastic materials throughout polymer recycling based on the degradation degree, production and verification of recyclate's quality, smart traceability solutions and digital information management.

In addition, the PRecycling aim is to show that 'waste to product' transformation is scalable, replicable, traceable, potentially and commercially viable and, most importantly, safe to use. The production of new safe products from recycled materials for home appliances, toys for children and textiles, will form part of a community awareness and a pilot demonstration initiative, showing that high quality, unique materials made from recyclates can find new use, both within the same and new supply chains.

2.3 TEMPLATES

Common layouts for project documents should be used. Dedicated templates for deliverables and PowerPoint presentations have been drafted and all project partners have access to them via an internal share drive.




Title of the report [[<- right click – edit field](#)]
 Deliverable N.N (vX) [[<- right click – edit field](#)]
 WPX Title of the WP

| | |
|---------------------------|--|
| Identifier: | Deliverable N.N. (vX) Title of the report |
| Lead Beneficiary: | ACRONYM |
| Document Author(s): | Names (Acronym) |
| Document Contributors(s): | Names (Acronym) |
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| Type: | <input type="checkbox"/> R – Document, report <input type="checkbox"/> DATA – Data sets, microdata, etc. <input type="checkbox"/> DEM – Demonstrator, pilot, prototype <input type="checkbox"/> OTHER |
| Dissemination Level: | <input type="checkbox"/> PU – Public <input type="checkbox"/> SEN - Sensitive |
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Figure 2 PRecycling Word and PowerPoint Templates

3. STAKEHOLDERS ROLE

3.1 CONTRIBUTION FROM INTERNAL AND EXTERNAL STAKEHOLDERS

Internal stakeholders on the PRecycling project are project partners, whereas policymakers, industry associations, EU authorities and the wide public in general, are regarded as external stakeholders (e.g. European Commission, European Chemical Industry Council, The Directorate General for Internal Market, Industry, Entrepreneurship and SMEs, etc.). It is expected that both internal and external stakeholders will contribute to PRecycling communications and dissemination activities. There will be a large number of tools available to stakeholders to help the activities. The tools include a general presentation of the project, roll up banner, press kit, project website, e-newsletter, etc.

3.2 TRACKING AND REPORTING OF DISSEMINATION ACTIVITIES WITH PLAN OF USE AND DISSEMINATION OF KNOWLEDGE (PUDK)

The dissemination activities will be tracked with Plan of Use and Dissemination of Knowledge. The list will be updated regularly. The PUDK is in a form of an excel sheet and includes overall sheet with all activities that partners disseminated, and any foreseen future activities. In addition, PUDK contains specific sheets where partners can provide more detail information on a specific dissemination activity. Moreover, there is a section reserve for reporting any activities on the social media.

3.3 DISSEMINATION POTENTIAL OF DELIVERBLES

All partners will play a role in the dissemination of the results and their interest and opportunities will be identified through the PUDK. This is a dedicated online survey template to be filled (and updated) by the partners during the project. The deliverables of the project will be used as milestones to monitor the progress of dissemination activities. The dissemination activities will be constantly tracked by EuPC and monitored by Stratagem; thus, a brief overview will be presented in every StC/PTC meeting. A continuous monitoring activity will enable to assess the results and impacts of the dissemination and communication activities providing regular feedback to the effectiveness of the strategy.

3.4 RIGHTS AND OBLIGATIONS OF THE CONSORTIUM

All dissemination activities must be approved by the consortium according to the provisions set in the Consortium Agreement and the Grant Agreement.

3.4.1 Dissemination Procedure

According to Article 8.4.2.1. of the CA, during the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. Each Party that has received such notice is obliged to reply within the time-period mentioned above if they wish to oppose the publication. If after 30 days of sending the publication the Party that intends publication has not received all replies it shall send an urgent reminder to the Parties that have not responded with the note that after another 15 days their consent will be deemed given. If no objection is made within the time limit stated above, the publication is permitted subject to the confidentiality and publication provisions agreed in this Consortium Agreement.

3.4.2 Dissemination of another partner's unpublished results or background

A Party shall not include in any dissemination activity another Party's Results, Background or Confidential Information without obtaining the respective owning Party's prior written approval, unless they are already published by the respective owing Party.

3.4.3 Cooperation obligations

The Parties undertake to cooperate to allow the timely submission, examination, publication and defence of any dissertation or thesis for a degree that includes their Results or Background subject to the confidentiality and publication provisions agreed in this Consortium Agreement.

3.4.4 Use of names, logos or trademarks

Nothing in this Consortium Agreement shall be construed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

3.5 SCHEDULE FOR PROJECT PARTNERS' RESPONSIBILITIES IN PRESS NOTES

Although EuPC coordinates and manages PRecycling dissemination and communication activities, all the partners are responsible to disseminate the results through their communication channels and towards their existing communities. In addition, the partner responsible for each deliverable will be asked to establish the dissemination potential of the deliverable prior to its submission.

For a better replication and impact of any publications, partners are encouraged to include a link of the post within the online PUDK only available for PRecycling members and accessible via Google Sheets. The online PUDK link will be shared with all the partners and each partner will be able to update PUDK independently. This practice will save time and create better workflow among all members of the consortium.

4. DISSEMINATION AND COMMUNICATION STRATEGY

4.1 ACKNOWLEDGEMENT OF THE EU FUNDING

4.1.1 Communication and Dissemination Materials

All communication and dissemination materials will include the following specific sentence and the EU emblem (flag):

| | | |
|---|---|--|
|  | Funded by the European Union | This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101058670. |
| 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 HADEA can be held responsible for them. | | |

When displayed together with another logo, the EU emblem must have appropriate prominence.

4.1.2 Signals in the infrastructure

It is foreseen that all the equipment purchased for the project will include a sticker with the following specific sentence:

| | | |
|---|---|--|
|  | Funded by the European Union | This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101058670. |
| 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 HADEA can be held responsible for them. | | |

4.2 DISSEMINATION AND COMMUNICATION LEVELS

The strategy will differentiate two dissemination and exploitation levels according to the target audience:

- internal for project partners;
- external for policymakers, industry associations, EU authorities and the wide public in general.

4.3 DELIVERABLES AND DISSEMINATION POTENTIAL

Technical deliverables will be accompanying by an internal use (not to submit to the EC) to be completed by the deliverable responsible.

This information would include the results that might be disseminated and the main stakeholders to be addressed by the results of the deliverable.

4.4 INTERNAL DISSEMINATION AND COMMUNICATION

EuPC will design and update the dissemination and communication plan, and Stratagem will design an exploitation plan.

4.4.1 Communication and Dissemination task force and meetings

A group is set up to monitor the progress of the communication, dissemination and exploitation work package (WP7). The group will be led by Stratagem but it is expected that all the partners will take part in the task force. In the first four months of the project, the activities will be focused on the creation of the project website and logo, including a template for deliverables and a template for internal and external presentations.

4.4.2 Repository of documents

All the documents are stored in the internal share drive, and access is possible only for approved users.

4.5 DISSEMINATION AND COMMUNICATION MATERIALS

4.5.1 Website

The project website is one of the main communication tools for any EU funded project. It provides easy and quick access to the project results for a wide audience.

The main project website is available at www.precycling-project.eu and will be updated on a regular basis with the latest results and news concerning the project.

The PRecycling website includes the following content:

- Project Homepage – full project name, logo, acknowledgement of the EU funding
- PRecycling in a nutshell – general project description
- Goals and Deliverables – problems, barriers, project's goals and public deliverables
- News – latest news and press releases about the project
- Events – information about online and in-person events where the project will be present
- Consortium – list of project partners including their logos, website address, contact persons and a brief description

In Annex of this document detail report on the website development – MS12 “Project Website” has been included.

4.5.2 Brochures

To promote the PRecycling project to a wider audience a brochure in English (and potentially in partners-based local languages) will be produced. The brochure will include a description of the project, its background, and goals as well as a list of the partners involved. The brochure will be presented in the offices of the PRecycling partners, during conferences, workshops as well as shows and is also distributed to internal staff, visitors, partners, and clients.

4.5.3 Roll-up Banner

A banner will be developed in an early stage of the project. It is envisaged that each partner will have the banner for dissemination purposes. This banner will be used to present the project during conferences, workshops and trade shows.

4.5.4 Press Releases

PRecycling press releases aim to record all the activities of the project and inform the general public, policymakers, industry associations, EU authorities, and any other stakeholders about the project. They are available via the following link: <https://www.precycling-project.eu/news>.

4.5.5 Social media (Twitter and LinkedIn)

Information on the PRecycling project developments and its results will be published on the websites of the different partners as well as promoted via their Social Media accounts including Twitter, Facebook and LinkedIn.

At any moment of PRecycling lifetime (and beyond) partners are more than welcome and invited to share and promote PRecycling via press and social media using whether their personal or professional account.

PRecycling LinkedIn page: <https://www.linkedin.com/company/precycling-project>

PRecycling Twitter profile: https://twitter.com/PRecycling_EU

PRecycling Facebook page: <https://www.facebook.com/PRecycling-Project-110359945159072>

All the posts in social media are encouraged to include the unique hashtag #PRecycling.

4.5.6 General project presentation

A generic PowerPoint presentation will be drafted at the beginning of the project. Based on the project outcome, this presentation will be updated regularly. The presentation contains a non-confidential overview of the project which is used by the members for dissemination purposes. Also, the presentation will be available at the project website.

4.5.7 E-Newsletter

An e-newsletter will be drafted every 12 months with the collaboration of all the project partners. In case that the project yields an increased amount of news, the frequency will be increased, and the newsletter will be published every 6 months. It will be available on the PRecycling website, PRecycling press room and also distributed by e-mail to interested stakeholders and other organizations who previously registered on the PRecycling website. The newsletter will include a summary of the technical outcome of the period, information about events and conferences where PRecycling will be presented.

4.5.8 Public project deliverables and reports

All the public deliverables and reports will be available on the PRecycling website under documents section.

4.6 PUBLICATION OF RESULTS

4.6.1 Procedure

A specific procedure will be performed in order to publish the results of the project.

4.6.1.1 Dissemination procedure. General

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 17.4 of the Grant Agreement and its Annex 5, Section Dissemination, subject to the following provisions.

Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. Each Party that has received such notice is obliged to reply within the time-period mentioned above if they wish to oppose the publication. If after 30 days of sending the publication the Party that intends publication has not received all replies it shall send an urgent reminder to the Parties that have not responded with the note that after another 15 days their consent will be deemed given. If no objection is made within the time limit stated above, the publication is permitted subject to the confidentiality and publication provisions agreed in this Consortium Agreement.

4.6.1.2 Objection. Cases of justification

An objection is justified if

- a) the protection of the objecting Party's Results or Background would be adversely affected, or
- b) the objecting Party's Legitimate Interests in relation to its Results and/or Background and/or its Confidential Information would be harmed, or
- c) the proposed publication includes Confidential Information of the objecting Party.

The objection has to include a precise request for necessary modifications.

4.6.1.3 Objection overcoming

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

4.6.1.4 Terms of delay

The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that the objections of the objecting Party have been addressed.

4.6.2 Open access to scientific publications

Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

4.6.3 Assistance to conference

All partners are motivated to present results in any conferences organised by other project partners. Each partner will follow its own strategy to disseminate the project results, which includes submitting papers or presentations to be presented in conferences, or proposing themselves as speakers to the organisers of these events.

5. PLAN FOR THE USE AND DISSEMINATION OF KNOWLEDGE (PUDK)

The aim of the PUDK is to monitor and track all the communication activities connected to PRecycling project. The reported activities should cover posts on partners' website, various conference attendance, published papers, newspaper articles, etc. The publication should include project progress, public presentation of the results, scientific articles, etc.

The PUDK list is available to all the partners, and it will be updated regularly by all project partners. The list is powered by Google Sheets and all partners with the link are able to open and edit it.

5.1 LIST OF ACTIVITIES

5.1.1 Planned activities 2018-2022

Detailed below are the dissemination activities performed by the PRecycling Consortium during the first months of the project and also the current list of planned activities.

At the stage of the first version of the present deliverable, the PUDK list is as follows:

Table 1 Performed dissemination activities

| Partner | Date | Title | Event/ Publication | Location | Type of audience | Approx size of audience |
|--------------|------------------|--|--------------------|------------------------------------|---|---|
| AIMEN | 01.04.2022 | PRecycling Project | AIMEN Website | Link | General | 35.527 visits to our website in 2021 |
| AIJU | April 2022 | Reciclaje de plásticos de electrodomésticos, juguetes y textil y su aplicación en dichos sectores - PRecycling | AIJU's Newsletter | Link | Mainly SMEs, also institutions & similar | 2687 SMEs, 7974 contacts |
| NTUA | April & May 2022 | PRecycling Kick off Meeting post on R-NanoLab's social media | Post | LinkedIn, Facebook, NTUA's webpage | Students, Academics, SMEs, General public | >1000 |
| NTNU | April & May 2022 | PRecycling Kick off Meeting post on ASEMLab's social media | Post | LinkedIn, Facebook, NTNU's webpage | Students, Academics, SMEs, General public | >1000 |
| BASF | 29.4.2022 | LinkedIn Post | LinkedIn | Link | general public | 2000+ |
| BASF | 29.4.2022 | LinkedIn Post | LinkedIn | Link | general public | 500+ |
| NTUA | 3-5.05.2022 | JEC World 2022: International Composites Show | Exhibition | Paris, France | Mainly SMEs, institutions and | 1,350 exhibitors and more than |
| NTNU | May 2022 | JEC World 2022: International Composites Show | Exhibition | Paris, France | Mainly SMEs, institutions and | 1,350 exhibitors and more than |
| AIJU | May 2022 | Reciclaje de plásticos de electrodomésticos, juguetes y textil y su aplicación en dichos sectores – PRecycling | AIJU's Website | Link | SMEs and General Public | Average 2021, 13537 users, 15902 sessions |
| AIJU | June 2022 | Trazabilidad y aplicación de materiales reciclados juguetes, electrodomésticos y textiles | AIJU's Newsletter | Link | Mainly SMEs, also institutions & similar | 2688 SMEs, 7974 contacts |

| Partner | Date | Title | Event/ Publication | Location | Type of audience | Approx size of audience |
|-------------|---------------|--|-----------------------------|-----------------------|---|---|
| AIJU | June 2022 | Reciclado de plásticos a partir de y en aplicaciones de electrodomésticos, juguetes y textiles | Platecma Cluster Newsletter | | Mainly SMESs | 61 organisations |
| NTNU | 26-30.06.2022 | ECCM20 | Conference | Lausanne, Switzerland | Students, Academics, SMEs, General public | 1100 |
| AIJU | July 2022 | Plastics Recycling from and for home appliances, toys and textile – PRecycling | AIJU's Website | Link | SMEs and General Public | Average 2021, 13537 users, 15902 sessions |
| AIJU | July 2022 | Trazabilidad y aplicación de materiales reciclados juguetes, electrodomésticos y textiles | AIJU's Blog | Link | SMEs and General Public | Average 2021, 13537 users, 15902 sessions |
| EuPC | 06.09.2022 | MORE Platform will contribute to the PRecycling Project | Publication | Link | Industry, Policy makers, general public | |
| EuPC | 13.09.2022 | PRecycling Project | Repair3D Summer School | Athens, Greece | Students, researchers | 30 |
| NTUA | 15-16.09.2022 | International Conference PPI: Polymer Process Innovation | Conference | Lavrion, Greece | Students, Academics | >70 |
| AIJU | 28.09.2022 | Eco-Toy Day: Eco-Innovation in the toy sector | Event | Madrid, Spain | Toy Industry | >300 https://ecotoyday.a |
| NTNU | 28-19.09.2022 | Plast-og-komposittkonferansen-2022 | Conference | Gloppen, Norway | Students, Academics, SMEs, General public | |
| NTUA | 30.09.2022 | Researcher's Night | Event | Athens, Greece | Students, academics and general public | >1000 |

Table 2 Planned dissemination activities

| Partner | Date | Title | Event/Publication | Location | Type of audience |
|---------|----------------|---|-----------------------|---|---|
| AIJU | October 2022 | Magazine Theme: Environmental management systems and waste | Enviropress Magazine | https://www.interempresas.net/flipbooks/EP/ | Recyclers |
| AIJU | October 2022 | Eco-Fira: International Fair of Environmental Solutions and | Event | https://ecofira.feriavalencia.com/ | Enterprises and public organisms. Waste Treatment Companies, |
| AIJU | October 2022 | AIJU's Newsletter | Bulletin | | Mainly SMEs, also institutions & similar |
| AIJU | October 2022 | AIJU's social media (LinkedIn, Twitter, Facebook) | Social Media | | General Public |
| NTUA | 14-16.11.2022 | International Conference on Bio-based and Biodegradable | Conference | Alicante, Spain | Academia |
| NTNU | March 2023 | Spie-Smart structures/NDE | | California, USA | Students, Academics, SMEs, General public |
| NTUA | Spring 2023 | Recent trends of recycling and upcycling of polymers and | Review Article | Polymers | Academia, plastics industry |
| NTUA | 23-27.4.2023 | International Conference on Advanced Polymers via | Conference | Paris, France | Academia, plastics industry |
| BASF | May 2023 | Going Green - CARE INNOVATION 2023 | conference | Vienna, Austria | Companies in the electr(on)ics, telecom, automotive, solar and PV, chemical and |
| NTUA | 22-26.5.2023 | International Conference of the Polymer Processing Society, PPS | Conference | Saint Gallen, Switzerland | Academia, plastics industry |
| NTNU | July 2023 | ICCM | Conference | Belfast, Ireland | Students, Academics, SMEs, General public |
| NTUA | September 2023 | International Conference PPI: Polymer Process Innovation | Conference | Not determined yet | Students, academics |
| NTUA | September 2023 | Plastics Circularity Multiplier | Clustering activities | https://www.plasticscircularitymultiplier.eu/ | SMEs, stakeholders, Institutions |
| DTU | December 2023 | Life cycle assessment of circular economy potentials in the textile | Journal publication | Resources conservation and recycling | Academic |

| Partner | Date | Title | Event/Publication | Location | Type of audience |
|----------|--------------------|--|-------------------------------------|--------------|--|
| DTU | December 2024 | Resource assessment of carbon | Journal publication | Int J LCA | Academic |
| NTUA-LPT | March - April 2025 | TBD | Publication in a scientific journal | TBA | Academia |
| NTUA-LPT | March- April 2025 | TBD | Publication in a scientific journal | TBA | Academia |
| NTUA-LPT | TBA | Modification, Degradation and Stabilization of Polymers, | Conference | TBA | Academia, plastics industry |
| NTUA-LPT | TBA | Hellenic Polymer Society International Conference, | Conference | TBA | Academia |
| NTUA-LPT | TBA | International Conference on Sustainable Solid Waste | Conference | TBA | Academia |
| BASF | TBA | TBD | Publication | Ludwigshafen | BASF employees |
| IRES | TBD | Risk and Safety | Event/Publication | | Academia, plastics industry, recyclers, etc. |
| IRES | TBD | LCA and LCC | Event/Publication | | Academia, plastics industry, recyclers, etc. |
| IVV | TBA | TBA | Conference | TBA | Scientific society, industry |
| IVV | TBA | TBA | LinkedIn post | TBA | General public |
| IVV | TBA | TBA | IVV Newsletter | TBA | Customer, partners |
| IVV | TBA | TBA | Publication | TBA | Scientific society |

Below in Table 3 and Table 4 are PRecycling dissemination and communication activities, appropriate tools, timelines and Key Performance Indicators (KPI).

Table 3 PRecycling Dissemination Strategy

| Target stakeholders | Purpose | Main channels | Dissemination tool | Time | KPI: 2022-2025 |
|---|--|--|---|-------------|---|
| Researchers (from PRecycling partners' networks and members from the research community) | Promote PRecycling's results. | Conferences ¹ | Oral/poster | M12+ | 10+ session presentations. E.g. ICCM , ICPRR , JEC World , ACCE , |
| | | Workshops | Oral presentations/ Training | M12+ | 5+ workshops 3+ trainings |
| | | PRecycling conference | Oral presentations/ expert panels | M3+ M36+ | 2 conferences Audience: 200-1000 people / conference |
| | | Scientific publications ² | Peer-reviewed articles | M12+ | >10 articles > 2000 downloads |
| | | Social media | Twitter, LinkedIn, Facebook | M3+ | 500-2000 visits |
| EU officials and/or Policy makers (EC, ESCO, etc) | Information on recyclates, products, processes. | Engagement events, public documents | Meetings with public standardization bodies (EuPC, PCE) | M3+ | > 3 meetings |
| EU projects, clusters, associations³, Plastics Circularity Multiplier | Advance the project's research, extend/ reuse innovations in other areas of application. | Events | Workshops | M12+ | 2+ workshops |
| | | Conferences | oral/poster presentations | M12+ | 2+ conferences |
| | | Workshops | oral presentations cipation | M18+ | 2+participation |
| | | Social media | Twitter, LinkedIn, Facebook | M6+ | 1000-2000 visits |
| Stakeholders in PRecycling value chain: recyclers, plastic converters, academia | Interest of new technologies. Promotion of PRecycling results. | Channels from stakeholder board members and partners | Workshops, intranet in the website | M6+ | > 20 stakeholders/ industrial event (plastics recycling, policies, regulations) |

¹ Global Recycling Expo, Plastic Waste, Circular Plastics Conference, International Electronics Recycling Congress, ICIS Polyolefins Conference, JEC.

²Polymer [IF=4.2], Recycling [IF=2.4], Polymers [IF=3.6], Polymer-Plastics Technology and Materials [IF=2.1], Plastics, Polymer International [IF=2.5], Progress in Polymer Science [IF=22.6], European Polymer Journal [IF=4.5]. MDPI Recycling

³ PlasticsEurope, Plastics Recyclers Europe, European Plastics and Rubber Machinery (EUROMAP), Global Plastics Alliance (GPA).

Table 4 Planned communication activities audience, messages, frequency and KPIs

| Audience | Key message / Objective | Activities | Frequency | KPI |
|-----------------------------------|---|---|------------------|--|
| Public in general | Skills and competitiveness, sustainability and circularity awareness, careers. | Social media | Monthly | 3000 people |
| | | Online trainings | Annually | >100 people |
| | | Workshops & conferences | Annually | >2000 |
| Young researchers | Build-up knowledge, networking & career opportunities. | Conferences | M36+ | +100 students |
| | | Social media | Monthly | > 40 |
| EU Research Area | PRecycling's outcomes and impact. | CORDIS | M18+, M36+, M48+ | +3 publication |
| | | Open access information | >M36 | +1 publication |
| Stakeholders (circularity) | Impact on plastics sustainability & circularity Impact on industries. Raise awareness to the market | Presence in events promoted by industrial associations or public domains. | Annually | +5 presentations, +4 associations, +2000 |
| | | Public deliverable sharing. | Public reporting | +10 reports |
| Women | Career opportunities | STEM initiatives | Annually | +3 activities |
| EC, PA & PM | Impact on industry and the citizens. Disclose solutions | Presentation of Ad-hoc briefings/fact sheets in EU events. | Annually | + 1 EC, PA & PM events. / +2 factsheets |
| | | Publications on EC's media. | M12+ | + 1 HEu Magazine |

5.2 SYNERGIES/INTERACTIONS WITH OTHER PROJECTS AND INITIATIVES

PRecycling consortium is interested in clustering with other European projects and initiatives, and these activities will lead to the development of synergies with EU clusters. Deliverables, stakeholder identification, and awareness campaigns are some of the common inputs that the other projects and initiatives can provide to PRecycling.

Several PRecycling partners already have already prominent roles in number of projects and initiatives ([EMCC](#), [EMMC](#), [EPPN](#), [NanoSafety Cluster](#) and [Plastic Circularity Multiplier Initiative \(PCM\)](#)) and associations (CLEPA, EMIRI, SusChem, Plastics Europe, CEFIC, Circular Plastics Alliance) working on similar technical and exploitation issues. This will enhance the partners cooperation with research and innovation stakeholders outside the consortium, foster public-private partnerships and facilitate the further development of commercialisation strategy. Also, the partners will engage and perform networking and cooperation with other EC funded projects in order to harmonise the PRecycling approach with existing efforts in EU and to ensure the interconnection and reusability of methods and approaches (joining and close collaboration with PCM).

6. MEASURABLE RESULTS

6.1 GOOGLE ANALYTICS

Regarding the project website, Google analytics will be implemented in 2022 and it will give an overview of sessions and users. It will be used to continually measure the performance and activity of visitors so that impact can be easily assessed.

6.2 NUMBER OF PUBLICATIONS

Different publications will be released during the PRecycling project: press releases, articles, scientific articles, e-newsletters, etc. All these publications will be covered by press media and also relevant stakeholders will be informed about the dissemination and exploitation activities.

6.3 MEDIA COVERAGE

Partners are encouraged to contact the media (either general or specialized) in order to increase the project's visibility and to spread the activities and results foreseen in it. This can be achieved by:

- The publication of a press release
- Inviting media to the main events celebrated during the project.

A press kit will be developed to help partners in the elaboration of their press releases, or to help journalists on the elaboration of articles about PRecycling.

7. CONCLUSION

The Communication, Dissemination and Exploitation Plan aims at ensuring an adequate knowledge transfer to the project partners and all other interested parties in PRecycling.

Several tools have been or will be developed to put in place this strategy:

- website
- general presentation, brochures and banners
- newsletter and press releases
- dedicated social media accounts (Twitter and LinkedIn)
- scientific articles and posters
- press kit
- participation in external events and conferences
- interaction with other projects and initiatives

This deliverable will be updated in M24, through MS13, and the final update will be done in M48 as deliverable 7.2.

In addition, The Milestone 12 “Project Website” has been reached and the project website is fully operational. The website can be accessed via this link: <https://www.precycling-project.eu>.

7.1 ACTION POINTS

All developed plans (DP, CP) will be monitored continuously throughout the project duration and updated at M24 through milestone 13 ‘Strategy for communication and dissemination’ report, as mid-term-report on C & D activities.

7.2 FUTURE TASKS

Present D&C Plan will be thoroughly employed throughout the PRecycling project life cycle under supervision of the WP7 leader, PC and PMT and all updates will be submitted by the in periodic reports (M18, M36 and M48). It will communicate as often as possible in order to review PRecycling project outcomes and results from the ongoing risk assessment process, but also to discuss the upcoming changes related with the global market and the new technologies.

7.3 DEVIATIONS FROM DOA

N/A.

ANNEX I – MS 12 PROJECT WEBSITE

1. Introduction

The website is the main communication tool for the project and it is published in English. PRecycling website, in which all the results and dissemination material will be published, was produced at the very beginning of the project. It will include different relevant materials for the project as news, events, downloadable communication material, etc. Besides, this website is also a link to the objectives, consortium, activities related to the project, etc.

The website will include deliverables and useful information to maintain the targeted audience informed along the whole project life. A private part (members area) will be also generated as a collaborative working space for developing the project and schedule the work in a simple way.

2. Structure of the PRecycling Website

The PRecycling website includes the following content:

- **Project Home Page** – Full project name, logo, horizontal navigation bar and acknowledgement of the EU funding
- **PRecycling in the Nutshell** – Project concept and main objectives, solution and challenges
- **PRecycling Goals** – This part is divided into two separate subcategories:
 - Problems & Solutions
 - Goals and Outcomes
- **News & Events** – Latest news about the project and events where PRecycling will be presented
- **Project's Materials** – It contains dissemination material, publications, public deliverables and newsletter
- **Consortium** – List of project partners including their logos, website address and a brief description of an organization

3. Project Home Page

The PRecycling website is available at all usual web browsers and it can be found at the following domain: www.precycling-project.eu. The home page is the starting point for the PRecycling website. It contains a navigation horizontal bar that provides links to different section of the website, in addition it contains the acknowledgement of the EU funding (Figure 1). Also, the visitors can find here the full name of the project and logo here.



Figure 1 Navigation bar for the PRecycling website

The page has a section presenting the summary of the project, that includes concept and main objectives, solution and challenges (Figure 2).

PRecycling in a Nutshell

PRecycling aims to produce high-quality recyclates from plastics waste streams by developing an easy-to-use methodology for **sorting, sampling, tracing, recycling** techniques, and **analysis** procedures of both plastic waste streams (PWS) and recyclates, and to assess the **environmental and financial viability** of them in selected waste management processes for plastics waste and secondary raw materials, in order to **change the current paradigm** of low cost non-environmentally friendly actions such as landfilling.

The project will tackle the actual challenges for the management of the EoL (End-of-life) TP (thermoplastic) **materials** and their recycling and design novel schemes to **enhance the circularity** of future products made of these materials. The target is to **ensure recyclate consistent quality** and safe use in products for home appliances, toys, and textiles, showing that **high-quality, unique materials** made from such waste can be **reused**, both within the same and new supply chains and products. The proposed methodology and process chain of PRecycling are expected to have a **significant societal impact** apart from **commercial and industry interest** and it could be adapted by many other sectors such as packaging and automotive.

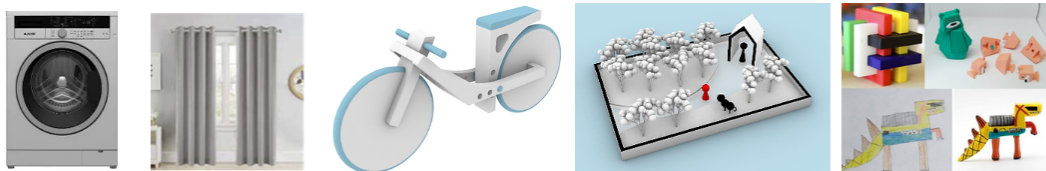


Figure 2 Summary of the project

In addition, it has a link towards the latest news & events connected to the project (Figure 3).

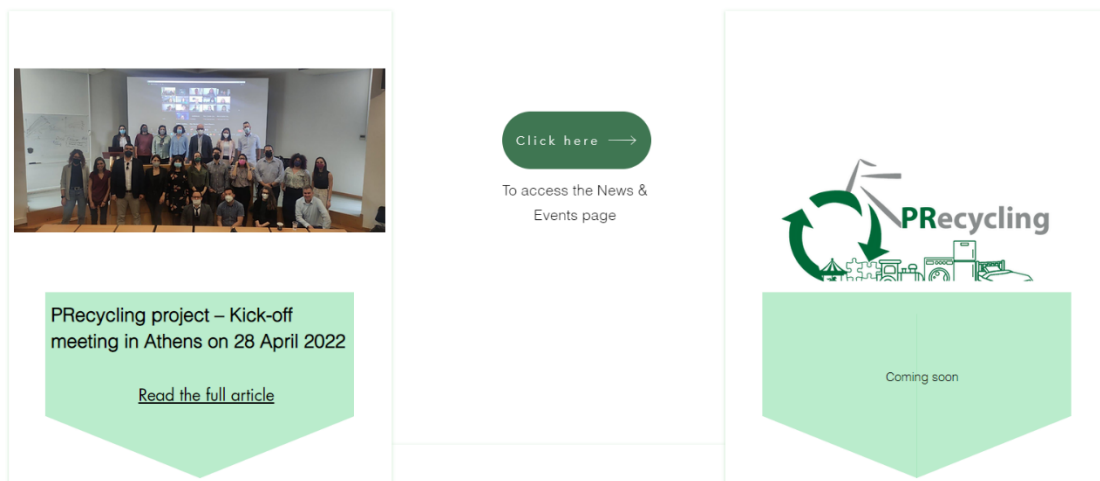


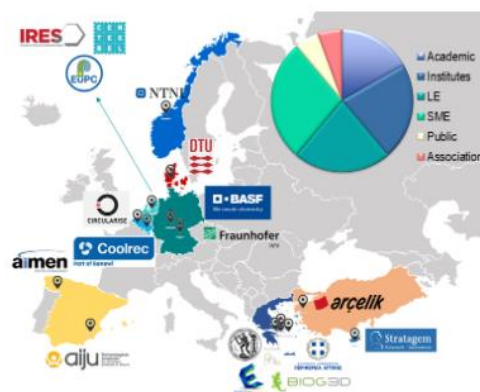
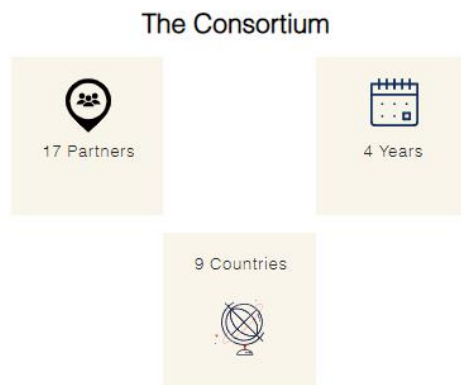
Figure 3 News & Events

The home page also contains quick links toward project's material that include dissemination material, publications, public deliverables and newsletter (Figure 4).

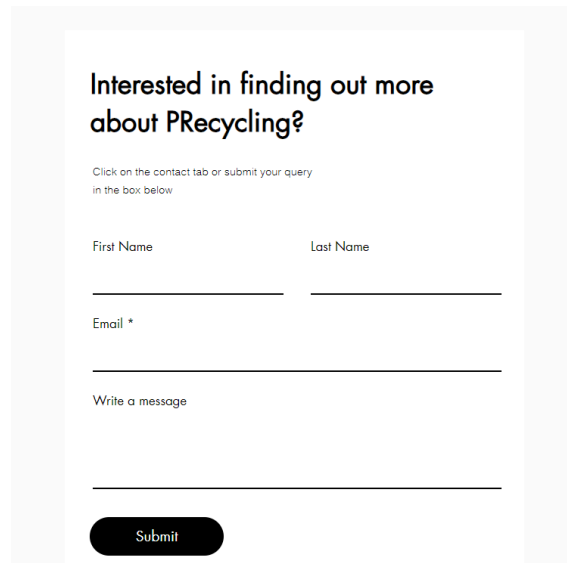


Figure 4 Project's Material

The rest of the home page contains information about the partners. Furthermore, all the partners are shortly described, including a link toward partners' websites.



The entire website has familiar and recognizable PRecycling colours in order to identify with the brand that the consortium is trying to create. Moreover, a visitor can subscribe to PRecycling newsletter in order to stay up to date with the project developments (Figure 6).

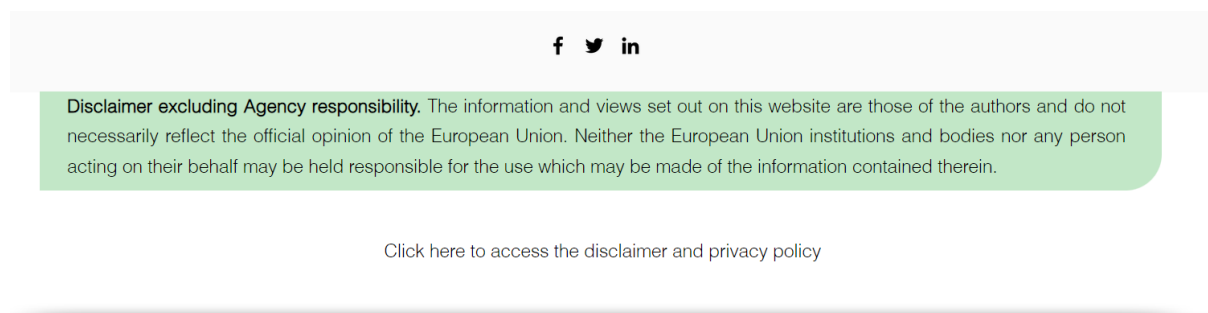


The form is titled "Interested in finding out more about PRecycling?". Below the title, it says "Click on the contact tab or submit your query in the box below". There are input fields for "First Name" and "Last Name", an "Email *" field, and a "Write a message" text area. A "Submit" button is at the bottom.

Figure 6 Subscription to the newsletter

3.1 Navigation Panel and Footer

The navigation panel is easy use and contains buttons with links toward all other subpages of the website. Furthermore, footer always contains all the information regarding received funding from the European Union (EU) (e.g. grant number), EU flag, legal notice, and social media icons (Figure 7). In addition, there are icons reserved for PRecycling social media channels.



This project has received funding from the European Union's Horizon Europe research and innovation program under grant agreement No 101058670.



Funded by the European Union

Figure 7 Footer

3.2 PRecycling Subpage

In an easy to understand approach, the subpage presents following:

- Problems & Solutions
- Goals and Outcomes

4. Members Area

This is a restricted part of the website, reserved for internal communication, that contains all intellectual outputs, and available only for the consortium members and authorized visitors. The button for the members area can be found on the website, and authorize visitors can log in quickly and easily. The access to the members area is given directly by the Project Coordinator (NTUA).

5. Data Protection

Data protection is essential for the PRecycling consortium and this is translated into the PRecycling website. The website contains a disclaimer and privacy policy that can be found in the footer of the website (Figure 8).

Disclaimer excluding Agency responsibility. The information and views set out on this website are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.

[Click here to access the disclaimer and privacy policy](#)

Figure 8 Disclaimer and Privacy Policy

This Privacy Statement includes information about the personal data collected by PRecycling, as well as the manner in which PRecycling uses and processes this personal data.

This statement is applicable, inter alia, to:

- PRecycling website
- all (commercial) relations
- when visiting the building/office of PRecycling partners

6. Conclusion

The website was operational at the beginning of the project, as stated in the project grant agreement and the proposal. It will contain all the results and dissemination material that will be published during the project lifetime. The PRecycling consortium will continue to update regularly the website.

The website will contain different relevant materials for the project as news, events, downloadable communication material, etc. In addition, project's LinkedIn and Twitter accounts will be available and the content related to the project will be updated biweekly. The social media accounts are used as tools to drive the entire online traffic towards the project's website and enhance the presence and communication.