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Acronyms

C&D	Communication and Dissemination
CA	Consortium Agreement
D	Deliverable
DoA	Description of Action
DOI	Digital Object Identifier
EASME	European Agency for Small and Medium Enterprises
EC	European Commission
EDM	Exploitation and Dissemination Manager
EoL	End of Life
EoW	End of Waste
EU	European Union
EuPC	European Plastics Converters
GA	Grant Agreement
H2020	Horizon 2020
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
RRI	Responsible Research and Innovation
SME	Small Medium Enterprise
SRM	Secondary Raw Materials
WP	Work Package

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0.3	Centexbel	19.11.19	Revision
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1.0	Centexbel	30.11.19	Finalised Version

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Executive summary

The purpose of this deliverable is to provide guidelines for all communication and dissemination activities carried out by the consortium, with a primary objective to support sustainable uptake of project results by end users. Target user groups have been identified and ways to reach them have been developed. The foreseen activities by M6 have been done and the plan for the next activities has been designed. This is the first Deliverable on C&D activities and will be followed in M18 and M48 respectively by D7.9 (*Communication & Dissemination – Report on implemented activities and updated planning*) and D7.10 (*Communication & Dissemination – Report on implemented activities*).

Introduction

The REMADYL project gives strong importance to the communication, dissemination and exploitation activities, which are being carried out in a full cooperative approach within the consortium. Key objectives of the C&D plan are mainly two:

- To **pave the way for the continuous uptake of the results** across the relevant European (and international) PVC (and) recycling communities, ensuring that our R&D results will be taken further and have a lasting impact beyond REMADYL.
- To **establish synergies and boost new collaboration** with external parties and existing networks to give REMADYL a multiplier effect for PVC and plastics recycling, thus contributing to knowledge building and best practices diffusion.

The present Deliverable *D7.8 Dissemination & Exploitation – Draft planning* in Section 3 and 4 sets up appropriate C&D measures that aim at fostering the maximization of the expected impacts of the project activities. The REMADYL dissemination plan provides the possibility of spreading knowledge produced all along the project. Measures for creating synergies and cooperation among ongoing projects and initiatives have been presented in Section 5.

Methods to guarantee the Quality management, the constant Monitoring of the C&D activities carried out by the partners and the Evaluation of the impacts have been featured respectively in Section 2 and 6. Furthermore the *D8.1 - Quality & Risk Manual: definition for monitoring risks and for internal self-evaluation system* contains a set of indicators which will be used to monitor the progress of each task and of the project activities.

The enclosed Annexes display the templates to be used by partners in presentations, press releases and newsletters. Moreover, the present document provides the template for the report of the events attended by partners to promote the project and disseminate the results, the project brochure to be distributed and the screen shoot of the REMADYL's "Google Analytics" page to monitor the users' activities on the project website.

1 Roadmap for the Dissemination and Communication Activities

At the outset of the project, as no results are available, the communication strategy will focus on raising project awareness among the community of stakeholders. Once the first project results are achieved, the dissemination of results will start and last until the end of the project duration.

During the last quarter of the project schedule, the project participants will adopt appropriate measures to ensure that the project results will be available to the target audiences, used in future activities and further exploited.

The Figure 1 represents the roadmap that has been designed to reach the C&D objectives defined under paragraph 3.1 in a timely and adequate manner.

***Figure 1**: Communication and Dissemination phases*

PLANNING OF ACTIVITIES (M1 – M6)
During this phase the WP Leader (ENCO), in cooperation with the project partners, establish proper mechanisms and methods to valorise and spread widely all the non-confidential results of the project to target groups.
IMPLEMENTATION PHASE (M6 – M48)
It starts with the development of a comprehensive communication tool kit and consists in carrying out planned C&D activities to disseminate the project results among relevant stakeholders.
MONITORING ACTIVITIES (M6 – M48)
This phase covers the whole implementation phase and is dedicated to analyse and assess the impact and success of C&D activities against pre-established key performance indicators (KPIs).
SUSTAINABILITY (M40 – M48)
During this phase, mechanisms to ensure a long-lasting visibility and impact of the REMADYL Project outcomes are set up.

2 Quality Management

The main purpose of the Communication and Dissemination Plan is to set up rules and criteria to ensure the smooth management and effective implementation of the respective activities. Thus, the WP Leader envisages laying down specific procedures for releasing publications and presentations, consistent with the Grant Agreement (GA) and Consortium Agreement (CA). Moreover, a set of KPIs has been established as benchmarks for evaluating the effectiveness and the impact of the dissemination, communication and exploitation activities.

2.1 Approval Procedures for Publications and Presentations

Article 29.1 of the GA and Article 8.3 of the CA shall govern dissemination activities, including but not restricted to publications and presentations.

The governance of dissemination is defined in the GA and the CA as follows:

"Prior notice of any planned publication shall be given to the other Parties at least 10 calendar days before sending in the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 7 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if:

(a) the protection of the objecting Party's Results or Background would be adversely affected

(b) the objecting Party's legitimate academic or commercial interests in relation to the Results or Background would be significantly harmed.

The objection needs to include a precise request for necessary modifications. 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. 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 Confidential Information of the objecting Party has been removed from the Publication as indicated by the objecting Party".

2.2 Standard Acknowledgement and Disclaimer

All communications and publications made by the REMADYL partners about the project, including conferences, or any type of information and promotional material, must acknowledge the contribution received from the European Commission under Grant Agreement no. 821136. All communications and publications therefore bear the following clause, followed by the EU flag:

[EN] *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No 821136".*

Responsibilities of the European Commission in REMADYL project activities must be specified and delimited through a disclaimer that will be included in all the project publications. The disclaimer clause to be used is the following:

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2.3 Evaluation of Effectiveness

The C&D activities and materials will be tailored and diversified according to diverse target groups (as outlined in paragraph 3.3) in order to achieve the maximum outreach and impact.

To assure a quality standard, which allows the REMADYL Consortium to evaluate the impact of C&D activities, a set of KPIs has been identified.

Tool/Method	KPI(s) identified
Website	Number of visitors and views Most viewed website pages (sections) Search terms and search engines leading to the website Number of downloads of the newsletter and project communication materials Number of downloads of the deliverables
Social media	Number of posts Number of fans Number of members achieved Number of visits and visualizations
E-Newsletters	Number of subscriptions to the service
Informative printable material: posters, roll-up banner, brochure	Number of copies printed and distributed
Participation in the media (TV, radio, magazines)	Number of appearances Number of speeches/interviews released
Participation in relevant events	Number of conferences and workshops attended Number of project presentations done Number of new synergies established
Announcements on partners' websites, Press releases campaign, publication of articles	Number of press releases, Number of visualisations Number of newsfeeds published in the partner's website Number of appearances of REMADYL in stakeholders' websites
Coordination meetings organized by the EC	Number of meetings
Advisory and Support Group Meetings	Number of meetings
Brokerage event and Project final event	Number of participants

Table 1: *Evaluation indicators for REMADYL C&D activities*

3 Dissemination Strategy

In order to draw the target groups' attention to the project activities and results a mix of strategic channels and tools has been selected based on the following process of analysing: To whom – the audience; How – the method; Why – the purpose of the C&D action; What will be communicated – the message; When – the timing.

3.1 Objectives of the Dissemination Activities

The dissemination action is extremely fundamental for heightening awareness about the results generated during the project. It seeks to extensively propagate tangible and intangible assets developed through the REMADYL action to as wide and relevant audiences as possible and to fine tune a set of measures to ensure that target groups have access to these results. The REMADYL dissemination strategy is to setup a comprehensive series of actions to diffuse the non-confidential results to an as wide and relevant audience as possible. We will increase awareness about the results, contributing to knowledge building in Europe, reaching out to both experts and citizens. For protecting the commercial opportunities, a confidentiality policy will underpin REMADYL dissemination activities. As such the Exploitation and Dissemination Manager will work closely with all partners to manage the identification of non-confidential publishable-disclosable information that could be useful for dissemination activities. The dissemination should pave the way and support future exploitation.

Dissemination activities are crucial for the exploitation of the project results and as such need to:

- Provide bases for further actions.
- Foster collaboration and avoid duplication of effort.
- Accelerate innovation.
- Involve citizens and society.

3.2 Roles and Responsibilities

The dissemination action will be regularly adjusted according to the progress reached and target groups' backgrounds, and has been designed taking into account the expertise of the project partners.

ENCO is the WP7 Leader and will lead the project dissemination activities planned according to the dissemination strategy defined in the present document. The main ENCO's responsibilities consist in:

- Setting up the most appropriate mechanisms and tools for maximum outreach and impact.
- Coordinating the partners' contribution to the dissemination action.
- Monitoring and evaluating the dissemination results.

VinylPlus will be in charge of:

- Providing expert knowledge of PVC market and industry.
- Coordinating with similar 'legacy additives removal' initiatives , insofar as known by VinylPlus.
- Supporting dissemination towards (European) PVC sector and policy makers.

The Figure 2 presents in a synthetic manner each partner's tasks and responsibilities for the REMADYL dissemination activities that will start at M1 and M48.

	CENTEXBEL	AIMPLAS	Fraunhofer	UVEG	DECEUNINCK	DANOSA	PROMOLDING	Bulk.ID	AZOR	IRIS	VERTECH	ENCO	SIE	OVAM	vinylplus
Website															
Management															
Regular Update															
Publications															
Publications (Green and gold open access papers on scientific															
Announcements on partners' websites															
Press release on important newspaper to promote REMADYL															
TV/radio/magazines															
Communication Strategy															
Social Media (Twitter – Slideshare – YouTube) and project videos															
Coordination meeting organized by the EC															
Promotional materials (leaflet and gadgets)															
Graphic identity & logo including QR code, PPT and deliverables templates															
E-newsletter															
Events															
External events															
Brokerage event + final event															
Advisory and Support Group Meetings															

= Responsible partner ***= Contributor***

Figure 2: *Partners' roles and responsibilities for Dissemination activities*

3.3 Dissemination Target Audience

The dissemination activities will be tailored according to the different target groups of the projects. Moreover, during the preparation of the proposal, each of the partners was asked to get in contact and involve a number of complementary organisations, which will support the consortium in the dissemination activities. The representatives of these complementary organisations can be invited to participate in the workshops and training sessions organised in the framework of the project. Furthermore, all partners will actively use their networks and platforms to promote REMADYL in order to maximize the impact of the results. Some of the most relevant platforms and networks that will be used to leverage REMADYL are: **SPIRE** (via ENCO, VERTECH and (the founder of) IRIS), **Circular Economy Club** - International network of 2,600 circular economy professionals and organizations (via SIE), **SUSCHEM** - European Technology Platform for Sustainable Chemistry (via AIMPLAS), **ECP4** - European Composites, Plastics & Polymer Processing Platform (via CENTEXBEL, AIMPLAS and Fraunhofer) and **ACR+** - network of cities and regions sharing the aim of promoting a sustainable resource management and accelerating the transition towards a circular economy (via OVAM). And of course, the **REMADYL Advisory and Support Group**

The following table shows a preliminary list of target audience which the REMADYL dissemination action is addressed to.

Target Audience	Project Activities	Key Messages to disseminate	Indicators
All target groups, incl. general public	Project website - Project events	Social and environmental benefits of using REMADYL	10000 hits from 40 countries
Policy makers & public bodies	Capacity Building Programme - project events	Policy briefs and roadmap to foster EU implementation of the REMADYL "concept"	50 representatives involved
PVC recyclers & converters; Stabilizer producers	Marketing videos – project events	Economic benefits of using REMADYL Results from the demo sites	3 videos and 3 project events organized
R&D actors, academics	Articles and publications - project events	Research published in scientific articles	At least 15 articles/publications
H2020, national & internat. Projects	Networking events	Best practices from a portfolio of thematic projects, showing complementary results	At least 2 events organized/attended
EU Standardization Committees	Capacity Building Programme	Suggestions for defining EoW (End of Waste) requirements for plastics; safe handling of LS	50 representatives involved (including national mirror groups)

Table 2: *REMADYL Dissemination target audience*

3.4 Messages to be disseminated

REMADYL will produce different typology of results. The following list summarizes the main outputs to be disseminated to the identified target groups during the project schedule.

WP	Outputs
1	Outputs related to the recyclate characterization and sorting • Mapping of relevant EoL PVC streams • LS identification detection system design and prototype • First model samples with known composition produced
2	Outputs related to Batch Extraction of PVC containing LS • Development of a continuous lab-scale LEAD and DEHP removal
3	Outputs related to the continuous lab scale and pilot extraction process • Validation of Continuous lab-scale process • Validation of Pilot extraction process
4	Outputs related to Recycling/reuse of by-products and their safe handling • Recovering methods of the legacy substances removed form PVC • Re-use of the lead into automotive batteries
5	Outputs related to Demonstration of re-use of rejuvenated PVC • Demonstration in DANOSA facilities (soft application) • Demonstration in DECEUNINCK establishment (rigid application)
6	Outputs related to the Policy contribution • Framework and policies for the health, safety and environmental risks

Table 3: *Main outputs to be disseminated*

3.5 Dissemination Tools and Channels

The messages listed in the Table 2 will be disseminated to the respective target audiences following a tri-level strategy comprising:

- Online tools and channels.
- Offline tools and channels.
- Physical interactive tools and channels.

Dissemination tools consist in all tangible supports to diffuse the project outcomes. Dissemination channels refer to the means by which the partners will disclose and distribute the project results.

3.5.1 Online Dissemination

Online presence will ensure a wide coverage on the web, as it is a powerful channel to spread the project information, results, exchange practices, and opinions with interested stakeholders.

Online dissemination channels comprise:

- Project website: the REMADYL website acts as one of the project main dissemination channels that will be regularly updated all along the project schedule. It represents the first the entry point to the entire project's information. A dedicated paragraph has been developed in this deliverable, namely 4.2.2 Website.
- External websites: project results will be showcased on different websites, ensuring the widest possible coverage for the project activities.

The table below represents a preliminary list of internal (consortium level and Advisory Support Group) and external websites identified to be addressed.

Type	Channel	URL
REMADYL partners	CENTEXBEL	www.centexbel.be
	AIMPLAS	www.aimplas.es
	Fraunhofer	www.ict.fraunhofer.de
	UVEG	www.uv.es www.icmol.es
	DECEUNINCK	www.deceuninck.com
	DANOSA	www.danosa.com
	PROMOLDING	www.promolding.nl
	Bulk.ID	www.bulkid.be
	AZOR	www.azorambiental.com
	IRIS	www.iristechnologygroup.com
	VERTECH	www.vertech-group.com
	ENCO SRL	www.enco-consulting.it
	SIE	www.sustainableinnovations.eu
	OVAM	www.ovam.be
	vinylplus	www.vinylplus.eu
REMADYL Advisory Support Group	EUPC	www.plasticsconverters.eu
	GKV/TECPART	www.tecpart.de
	GO4CIRCLE	www.go4circle.be
	MATCOPLASTICS	www.matcoplastics.be

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	CASIER RECYCLING	www.casier.com
	VANHEEDE ENVIRONMENT GROUP	www.vanheede.com
Networks in Europe	SPIRE	www.spire2030.eu
	CEC (Circular Economy Club)	www.circulareconomyclub.com
	SUSCHEM	www.suschem.org
	ECP4	www.ecp4.eu
	ACR+	www.acrplus.org
	ANARPLA	www.anarpla.com
	ANAIP	www.anaip.es
	PLASTIVAL	www.avep.es/plastival
	NRK	www.nrk.nl
	FEDEREC	www.federec.com
	AGRESUR	www.agresur.es
	PROMETIA	www.prometia.eu
	FEDERCHIMICA	www.federchimica.it
Websites of REMADYL related ongoing H2020 projects and initiatives	MORE	www.moreplatform.eu

Table 4: *List of external channels*

3.5.2 Offline Dissemination

All along the project duration, the project partners will develop official public Deliverables. These are conceived as one of offline dissemination of REMADYL results.

It is planned that the public Deliverables will be uploaded to the project website under "Download" section and made available to multiply the project excellence and disseminate knowledge.

The Non-Public Deliverables will be published in the same section of the project website but in a summarized version without sensitive data.

3.5.3 Physical Dissemination

One of the most powerful dissemination channels is the dissemination of the project results during international events and conferences. It is an immediate way to present the project and its results to diverse stakeholders. To this aim, partners will attend and actively participate in relevant events.

As this activity lasts until the end of the project and beyond, a dedicated section in the restricted area of the website has been created in order to allow partners to point out further external conferences and events of interest that shall be targeted by the dissemination activities. The consortium will have an active participation in seminars, fairs conferences, relevant events, etc. in order to increase the network of contacts and disseminate the project results (via oral presentation, posters, distribution of leaflets, etc.). A first search of the international forums and fairs where the consortium can potentially disseminate REMADYL is shown in the table below.

International events	Year	Location	Sector
Ecomondo	2019*,'20, '21	Rimini, IT	Euro-Mediterranean green & circular economy expo
Raw Materials Week	2019*	Brussels, BE	Raw Materials, organized by the European Commission
K-fair	2019*, '22	Dusseldorf, DE	Plastics and rubber industry
Kunststoffen Fair	2019*,'20, '21	Veldhoven, NL	Trade fair and networking event for Benelux plastics chain
Vinyl Sustainability Forum	2020, '21, '22	Florence 2020, IT	European PVC (recycling) industry, organized by VinylPlus
Chemplast	2021	Madrid, ES	Chemicals and plastics fair
Ecofira	2022	Valencia, ES	Fair for environmental solutions
Plastic Recycling Show Europe	2020, '21, '22	Amsterdam, NL	Plastics Recycling
CONAMA	2020	Madrid, ES	Environment Congress
Ami Conferences	2021,'22	Within, DE	Waterproofing membranes, PVC formulations
European lead battery congress	2022	TBD	Lead batteries conference
Fakuma	2021,'22, '23	Friedrichshafen, DE	Polymers, injection moulding, extrusion
Achema	2021	Frankfurt, DE	Chemical industry
BATIBOUW Fair	2022	Brussels, BE	Construction & Renovation, for professionals & general public

Table 5: *Preliminary list of external conferences (*=event attended)*

The participation of the project partners in external events may consist in different formula or mix of them as having presentations showing slides, displaying posters and roll up banners, distributing brochures, fact sheets or other dissemination material.

This channel will facilitate knowledge sharing, networking, and community building with targeted audiences. Moreover, participation in relevant events represents an additional opportunity to establish synergies with other initiatives and projects addressing similar scope, avoiding overlapping while maximising the action at the EU level.

All events attended by partners will be advertised timely through all the project communication channels, including the website, where the section "Events" will be fed with specific event-related information (venue, registrations, agenda, proceedings, eventually slides, etc.).

Furthermore, in order to sustain the dissemination of the results amongst researchers, exchange of visiting researchers and lecturers could be organised.

3.5.4 Scientific Journal and Conferences

In line with The Europe 2020 strategy for a smart, sustainable and inclusive economy, REMADYL project underlines the central role of knowledge and innovation in generating growth, guaranteeing the broader access to scientific publications and data. The consortium will guarantee open access to its publications, as stated in Art. 29.2 of the Model Grant Agreement. The Exploitation and Dissemination Manager (EDM) will always check that every publication does not infringe IPR rights. REMADYL beneficiaries will provide online free access to scientific research articles resulting from the project. Green open access (self-archiving articles and publications in an open repository) option to scientific information will be preferred. In case of Gold open access (open access publishing) the articles will also be made accessible through a repository upon publication. The project website will be directly linked to the OpenAIRE

platform.

For Green open access, researchers will deposit the final peer-reviewed manuscript in a public repository of their choice ensuring open access to the publication within the embargo period of maximum six months. The project will ensure the implementation of the open access strategy described above for its scientific publications. In particular authors must:

- as soon as possible and at the latest upon publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;
- ensure open access to the deposited publication (via the repository) on publication (if an electronic version is available for free via the publisher) or latest within six months of publication.

Associated costs of "gold open access" (e.g. article processing charges) will be shifted away from readers and are included in the project financial provisions as stated in the section 3.4 of the Grant Agreement where is laid down that IRIS will pay the fees for open access journal & IPR protection.

The EDM is responsible to inform all REMADYL partners about the open access rules and will ensure that all the provisions are fulfilled for each publication. Researchers, who do not have access to an institutional or discipline-specific repository, will use Zenodo repository facility. Authors will retain their copyright of publications but as far as possible, they must take all measures to enable third parties to access, mine, exploit, reproduce and disseminate this research data (free of charge). Thus, the Creative Commons Licences (CC BY or CC0) to the data deposited will be granted. Open access will be also provided to the bibliographic metadata that identify the deposited publication, ensuring that EU funding is acknowledge.

Further, some of our partners have well-spread newsletters (e.g. Fraunhofer, AIMPLAS, CENTEXBEL) and especially relevant is the annual 'Progress Report' report of partner VinylPlus, the reference for PVC recycling in Europe. REMADYL partners are well placed to publishing their results and activities; the following is an initial list of identified journals of interest that shall be targeted by the dissemination activities.

Publication Headline	URL
Journal of Cleaner Production	www.journals.elsevier.com/journal-of-cleaner-production
Journal of Industrial Ecology	www.onlinelibrary.wiley.com/journal/15309290
Waste Management & Research	www.journals.sagepub.com/home/wmr
The International Journal of Life Cycle Assessment	www.springerprofessional.de/en/the-international-journal-of-life-cycle-assessment/4936586
Resources, Conservation and Recycling;	www.journals.elsevier.com/resources-conservation-and-recycling
Waste Management	https://www.journals.elsevier.com/waste-management
Journal of Environmental Management	www.journals.elsevier.com/journal-of-environmental-management
Journal of Polymers and the Environment	www.springer.com/journal/10924
KM Kunststoffmagazin	www.kunststoff-magazin.de/fachportal-fuer-die-kunststoff-industrie.htm
Kunststoffe	www.kunststoffe.de/en/

Plastverarbeiter	www.plastverarbeiter.de/
International Polymer Processing	www.hanser-elibrary.com/loi/ipp
Journal of Material Chemistry A	www.pubs.rsc.org/en/journals/journalissues/ta#!recentarticles&adv
Chemistry of Materials	www.pubs.acs.org/journal/cmatex
Inorganic Chemistry	www.pubs.acs.org/journal/inocaj
Applied Clay Science	www.journals.elsevier.com/applied-clay-science
Chemistry: A European Journal	www.onlinelibrary.wiley.com/journal/15213765
Clays and Clay Minerals	www.springer.com/journal/42860
Dalton	www.pubs.rsc.org/en/journals/journalissues/dt#!recentarticles&adv
RSC Advances	www.rsc.org/journals-books-databases/about-journals/rsc-advances/
Construction and Building Materials	www.journals.elsevier.com/construction-and-building-materials
Journal of Polymer Science	www.onlinelibrary.wiley.com/journal/10990518
NRK Magazine	www.nrk.nl/menu/english
Environmental Engineering and Management Journal	www.eemj.eu/index.php/EEMJ

Table 6: *Scientific Journal and E-Journals*

3.5.5 Official EU Dissemination Channels

The REMADYL partners envisage spreading the project results through channels set up by the European Commission for the EU funded project beneficiaries.

The following official EU dissemination channels will be approached, as listed in the table below.

Type	Channel	URL
Portals	EASME	https://ec.europa.eu/easme/
	DG Environment	http://ec.europa.eu/environment/waste/
	JRC - Raw Materials Information System (RMIS)	http://rmis.jrc.ec.europa.eu/
	CORDIS	http://cordis.europa.eu/home_en.html
	European Chemicals Agency (ECHA)	http://echa.europa.eu/web/guest
	Project stories	https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/
	Digital Agenda for Europe	https://ec.europa.eu/digital-agenda/en/blog/looking-open-data-different-country-try-european-data-portal
	European Data Portal	http://www.europeandataportal.eu/
Magazines	Horizon - The EU Research and Innovation Magazine	http://horizon-magazine.eu/
	Magazine Environment for Europeans	http://ec.europa.eu/environment/news/efe/

Table 7: *Official EU Dissemination Channels*

Finally, according to the Art. 38 of the GA, the project Coordinator *"before engaging in a communication activity expected to have a major media impact must inform the Agency"*, in order to be supported in maximising the outreach of the activity planned.

3.5.6 Brokerage event and Final Conference

An international REMADYL final conference and a brokerage event will be organised respectively in M46(March 2023) and M42 (November 2022) with the potential support of the REMADYL stakeholders.

These two events will be organized by REMADYL consortium with the aim to present REMADYL results and to meet industry partners and possible investors. The Brokerage Event will be a matchmaking event between industry partners in the field of PVC, construction and chemical sectors. Active participation will be sought through specific dissemination activities (e.g. leaflet focused on the conference, specific newsletter issue, strong communication campaign with contacts, press releases, advertising, etc.). The final conference will include presentations of REMADYL results to relevant stakeholders by consortium members, bringing as well members of the Advisory and Support Group and other relevant speakers which might strengthen the consortium message (e.g. experts on legislation, Circular Economy and PVC).

It will be addressed to the project target groups, including representatives of other countries not directly involved in the project. This will be the highlight of the project, the crucial moment to launch and present all results and establish new cooperation beyond the project timeframe.

The final conference and the brokerage event will be held in Brussels and representatives of industry, public authorities, and academia will be invited to join the event. Approximately 150 attendees are expected for the final conference and at least 50 attendees are expected for the brokerage event as you can see also from the Table 9 (*Communication & Dissemination targets*)

The WP7 Leader will set up a Conference organising Committee, mainly composed by the project WP Leaders with the aim of defining:

- Conference agenda and main topics to be tackled.
- List of high-profile speakers/panellists.
- List of presentations/scientific publications.
- Promotional material.
- Conference logistics.

Proceedings of the final conference will be published on the project website and briefing with journalists will be arranged to deliver maximal impact. Communication and advertising activities will begin no later than five calendar months prior to the scheduled date of the event.

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4 Communication Strategy

The REMADYL project partners have been implementing a set of communication activities since the start of the project. These activities will be continuously performed for promoting the project and its finding during the period of the grant.

As featured below, the communication activities will ensure both one-way as well as multilateral extensive communication.

Partners are committed to identify the channels that are most likely to be referred to by their main interlocutors. Thus, the SMEs will participate to all activities, but they will concentrate on business-to-business communication by preparing technical and commercial leaflets and publications. At the same time, they will target a wider public (test–case citizens) by preparing awareness raising and educational materials.

On the other hand, the research institutions will mainly use the principal channels of the research community i.e. peer-reviewed publications, open access publication, scientific congresses and specialized websites.

Public authorities will provide the consortium with a direct access to local and national media, such as TV and newspapers. Public authorities will also use their institutional websites to further advertise the project.
Finally, one of the most important dissemination activities of the project will be the demonstration of the entire process in two demo sites. The first demonstration will be held at DANOSA facilities and in that occasion, we will show the re-use of rejuvenated PVC for soft application (sheet extrusion and injection). The second demonstration will be held at DECEUNINCK facilities and there it will be possible to demonstrate the re-use of rejuvenated PVC for rigid application (profile extrusion).

4.1 Objectives of the Communication Activities

The REMADYL communication strategy will pursue the following goals:

- To reach out to the general public to create positive momentum for (recycling of) PVC materials (especially as their collaboration will be needed to collect EoL PVC waste).
- To make the general public aware of the impact of EU collaborative projects.
- To reach out to specialised recyclers.

4.2 Communication Tools and Activities

Each of the partner organisations will be responsible for advertising the project on their own website. They will therefore dedicate enough space to the project in their web pages, so to properly communicate the project vision, objectives and activities

In the perspective of achieving the above identified objectives and reach the identified targets, the project partners will implement a wide set of actions, using different tools, according to the best practices of public communication, all along the project lifetime.

This section features the communication tool kit designed for the REMADYL project. Some tools will be also used for dissemination purposes.

4.2.1 Logo and Graphic Identity

The WP7 Leader will develop a visual identity for REMADYL project to support the partners to communicate more effectively with the target groups and general public.

The project logo has been designed by a professional designer and agreed on by the partners. The logo has been created to be easily recognisable and meaningful for the identified audience. The REMADYL logo constitutes and acts as an official 'trademark' of the project.

Different versions of the REMADYL logo have been produced, adapted to different backgrounds and displays (screen, print, black and white). The logo is available both in pixel and vector formats, and also available for the partners' use downloadable via the Private Area Repository of the project website.

Figure 3: *REMADYL Logo – Option 1*

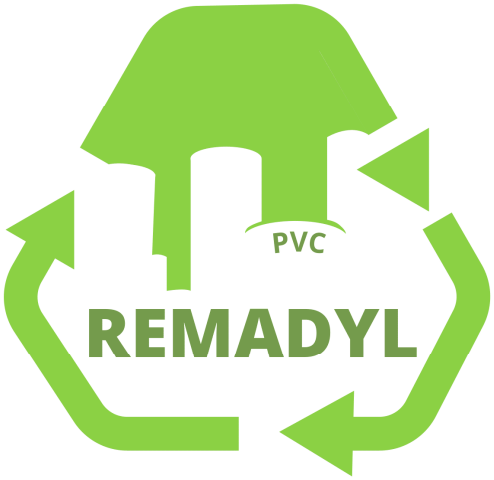

Figure 4: *REMADYL Logo – Option 2*

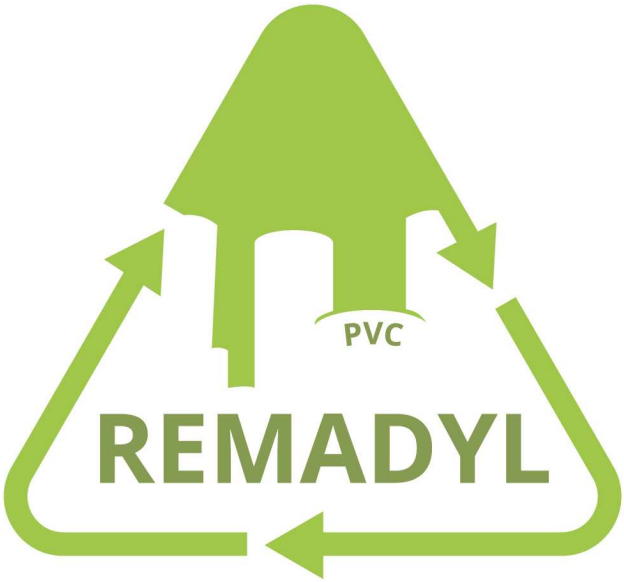

Figure 5: *REMADYL Logo – Option 3*

The option 3, displayed in the Figure 5, represents the final stable visual element to be used in all C&D tools and material. This version of the logo, made by AIMPLAS, has been chosen because it represents in a clear manner the PVC symbol, identifying in this way the main goal of the project.

Furthermore, with the purpose of facilitating the identification and the process of fixing the graphic identity of the REMADYL, the project banner has been also created (Annex 1, Figure 11). Consistent with the project logo, the project banner helps to communicate better the main ideas of the project: resources efficiency, environment, waste management, SRM recovery, SRM data collection.

This banner will be used as complementary image of the project in brochure, posters, website, press releases and newsletter.

Consistent with the project logo, including its colour palette and fonts, a set of graphical templates has been created and distributed among partners in order to ensure a professional level of quality in terms of design and presentation in all the project documents and communications. This set of templates includes:

- A template for the Project Deliverables.
- A template for Project PowerPoint Presentations (Annex 2).
- A template for the Project Press Release (Annex 3).

4.2.2 Website

The REMADYL website is hosted on the following URL: http://www.remadyl.eu/. It is available in English.

The web design is intuitive and easy to navigate, besides being creative and eye-catching. The current version is consistent with the project graphical identity. It is administered by ENCO with the support and contribution of all partners. It was launched in August 2019 (M3) and will be constantly improved and updated with news, links, events, communication materials, deliverables and publications. It will be operative for the duration of the project and for at least 2 years after the project completion.

The website consists of the following sections: Project; Partners; News and events; Downloads; Contact us; Private Area. The Content Tree is described in the flow chart below (c.f. Figure6: REMADYL Website Content Tree).

- **Homepage:** REMADYL project title; Calendar box with upcoming events; Latest News; Icons of Twitter, Slideshare, LinkedIn and Youtube accounts of REMADYL; Twitter Feed; Quick format for the subscription to REMADYL Newsletter; Administrative Info.
- **Project**: description of Project Objectives; Workplan; Pilot and Results.
- **Partners**: list of partners, and link to the own web page.
- **News and Events:** give access to up-to-date information and to a more detailed calendar of the REMADYL planned meetings, conferences and workshops and a specific agenda that can be consulted event by event.
- **Downloads**: a repository where the released Newsletters, Public Deliverables, Summary of Non-Public Deliverables, OpenAire Publications (press releases, documents produced, reports), Promotional material, Standards and regulations are available and downloadable.
- **Contact us:** a format to enable interested public to contact the Project Coordinator or any other relevant person in the project and subscribe to the REMADYL newsletter.
- **Private area**: a repository restricted to the Consortium members, where each partner is allowed to share deliverables produced during the project, working documents, templates and presentations.

The project website therefore represents a reference point for partners, stakeholders and public audience who want to get or give information on the project activities.

The website is designed using responsive web technologies to enable optimum visualization independently of the device used (PC, tablet, and mobile).

Visits and downloads will be monitored regularly by Google analytics (Annex 6).

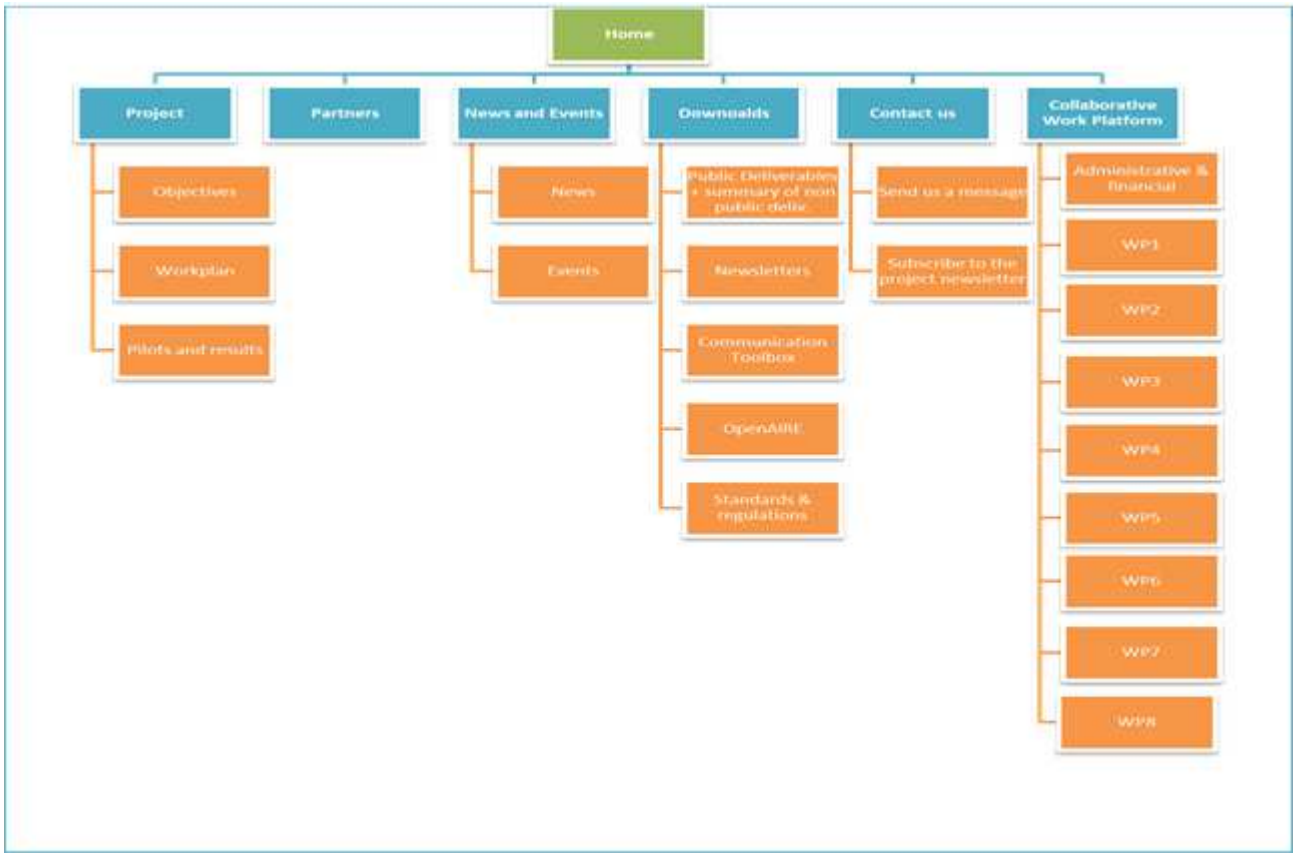

Figure 6: *REMADYL Website Content Tree*

4.2.3 Project Brochure, Poster and Roll-up

As support to the communication campaign of the REMADYL project, promotional material has been created and distributed through various mass media channels for publicity use. This material comprises the project brochure, poster and roll-up banner.

The **brochure** is a material to be circulated during conferences, workshops and project events. It will have in a glance an attractive and synthetic project overview, highlighting the main objectives and expected results to be achieved. It will be consistent with the REMADYL graphic in order to be easily recognizable. The first digital version was created in M5 in English, by ENCO and shared with all partners in order to be printed. The brochure is in 18x18 size with 4 pages created by a professional graphic. For the purpose of the current deliverable the first version is included in Annex 5. The digital version of the brochure has been published on the project website under the "Downloads" section > Promotional material (URL http:/www.remadyl.eu/wp-content/uploads/2019/10/BROCHURE.pdf).

The project **poster and roll-up banner** have been designed and will be used at events organised by the partners to promote the project. The first digital versions have been created by M5 in English by ENCO and shared with all partners. Both posters and roll up banners will be plastic coated in order to prevent wear and make them reusable. The digital version of the roll-up has been published on the project website under the "Downloads" section > Promotional material (URL: http://www.remadyl.eu/wp-content/uploads/2019/10/rollup.pdf)

All communication material will include the appropriate information on funding along with the EU emblem in a prominent position. The first version of this material will be in English.

All the promotional material will be published on the project website, under the section "Downloads" and spread out through the REMADYL communication channels.

4.2.4 Media Coverage

The main purpose pursued by media coverage is to maximize the visibility of REMADYL results. It should basically support the following two approaches:

- Establishing dialogue with **policy makers**: REMADYL partners will approach local, national and European authorities and policy makers to explain the political, economic, social and environmental benefits of the REMADYL approach in the Circular Economy context. Policy makers are a specific target group for dissemination due to their role in overcoming legal barriers and facilitating framework conditions for exploitation. REMADYL will participate in special activities such as the material passport for the rejuvenated PVC to contribute to the reuse of high quality secondary raw materials.

- **Social awareness campaign**: will be designed to increase social acceptance of recycled products by end users. The campaign will address civil society organizations, environmental and PVC associations, NGOs and citizens (in their role as consumers). We will ensure to translate the typical REMADYL technical vocabulary into a simple and accessible language following recommendations from the Responsible Research and Innovation (RRI) Approach. Social awareness will be realized via active participation in social media and online channels to reach a wider audience, furthermore visual content, GIFs and icons will be used to catch the audience attention.

In particular, participatory methods will be used to involve non-technician and citizens e.g. Engage2020 Action Catalogue assuring easier access to scientific results through: i) engagement; ii) open access; iii) ethics; iv) gender. Moreover, all the partners will try to participate in radio and even (regional) tv contributions related to PVC sector. Therefore, each of the partners is responsible for getting in contact with national, regional and local media (Magazines, TVs and Radio) with the scope of supplementing the visibility of the REMADYL project. As an example, in Italy a contribution in 'La Repubblica' and in 'Il sole 24 ore' is targeted.

4.2.5 Social Networks and Social Media Strategy

The project will also give strong importance to the use of social networks, such as Twitter, Slideshare, Youtube and LinkedIn, considered as invaluable tools able to favour a rapid and widespread communication of project activities, results and news, while encouraging the debate among stakeholders on specific issues.

The project social media strategy relies on the concept of strengthening the project presence in Europe and worldwide while leading to the project impact.

At the time of writing, REMADYL dedicated pages on Twitter, Slideshare, Youtube, and LinkedIn have been already created. Each account is linked to the REMADYL website and is conceived to echo and spread news on the project progress.

Therefore, the REMADYL social presence includes:

- **Twitter**. The project account will be used to inform the broader community about news, events, information, progress and achievements. Extensive use of Twitter is foreseen, creating weekly posts. A project hashtag is created and promoted #REMADYLProject. Several tools have been set up in order to monitor the activity and reassess the project positioning: Twitter analytics, Tweetchup, Tweetdeck and Klout.

  Some hash tags related to the REMADYL topics have been already identified and will be used to increase the project visibility and draw the Twitter members' attention. Below, some examples are listed.

Sectorial	General
#recycling #rawmaterials #CircularEconomy #PVC #resourcerecovery	#H2020 #Horizon2020 #EU #innovation #HorizonMagEU #H2020SC5

Table 8: *REMADYL related hash tags*

- **Slideshare**. A Slideshare page has been also set up sharing the presentations of the project.
- **LinkedIn**. The REMADYL page serves as a platform for formal discussions, sharing best practises, collection of information, and communication of the project results to experts
- **YouTube**. A channel dedicated to REMADYL project has been created with the purpose of broadcasting the project professional videos as well short amateur videos taken during external events where REMADYL will be presented by the project partners.

4.2.6 Press Releases

Whenever the REMADYL project attains a relevant achievement, press releases will be sent out by e-mail to draw journalists' attention and stimulate them to produce articles on the topic of SRM. Moreover, press releases will be published to promote REMADYL results as first results will be attained.

The press releases should be sent to journalists at a national, regional and local scale and also at European level, whenever possible. They can also be spread through free information platforms.

Partners are committed to use the specific template (Annex 3) and use specific standard content (date, eye-catching headline, clear summary of the content to be put as first paragraph, contact details for requesting more information, logo, EU emblem).

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4.2.7 Newsletters

At least 5 e-newsletters will be sent to the REMADYL network on a bi-yearly basis, starting from M6. The first newsletter and the newsletter template are in preparation and they will be ready at the end of November. The newsletter will be developed in English, available both in HTML and PDF format and uploaded to the "Downloads" section of the project website.

The newsletters will be sent via the partners' networks and contact databases. The website of the project will feature an option to allow interested parties to enrol for the newsletter.

The Figure below is a screenshot of the REMADYL website, showing the form created to sign up to the project newsletter service.

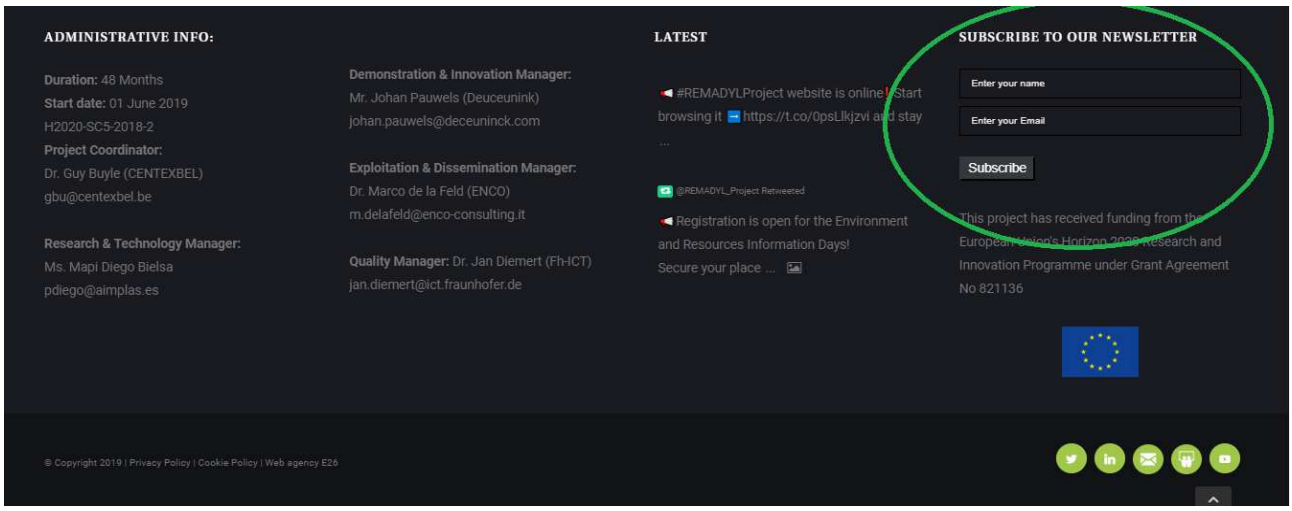


Figure 7: *Subscribe section – Screenshot of the website*

Each issue will be announced ahead of time through the project communication channels, including other relevant newsletters and websites with the aim of maximise the outreach.

Each newsletter will include an overview of the last progress achieved, an outlook for the next period of project activities and other relevant news concerning the project and surrounding environment.

4.3 Expected Impact of Communication & Dissemination Activities

The REMADYL communication campaign is expected to provide a significant support to the achievement of the expected impact on the PVC and waste management sector, ensuring the general success of the project.

REMADYL is expected to have a significant impact on the PVC sector, besides of boosting cooperation among value chain players (researchers, entrepreneurs, public authorities, etc.) leading a more efficient use of PVC and to waste reduction.

In order to measure the effectiveness of the action a set of KPIs and target values has been set, as visualised in the table below.

Tool/Method	Target (By M48)
Graphic identity & logo including QR code, PPT and deliverables templates	REMADYL imagery included in all communication materials
Project website	30.000 hits
Promotional materials (leaflet and gadgets)	1000 visualizations - 600 downloads
Social Networks	2500 posts - 5000 follower - 3000 visualizations
Press releases	At least 3 press releases
E-newsletter	At least 500 subscribers
Announcements on partners' websites	150 newsfeed published
Advisory and Support Group Meetings	At least 6
Brokerage event + final event	Brokerage event 50 participants- at least 150 for the final event
External events	Attendance of at least 15 events
TV/radio/magazines	At least 2 interviews
Publications	At least 15
Coordination meeting organized by the EC	Upon request

Table 9: *Communication & Dissemination targets*

According to the DoA, in case the dissemination action foreseen might not have the expected impact on stakeholders, the activities planned will be constantly revised and benchmarked by all partners, in order to improve and overcome potential flaws in the communication strategy.

5 Synergies with Ongoing Projects and Initiatives

The REMADYL project prefigures to create and establish synergies and networking with other projects and initiatives in order to:

- Ensure that there is knowledge interchange among projects.
- Tackle lack of access to good practices and bridging the gap amongst similar initiatives while avoiding overlapping.
- Maximise the dissemination of the results generated during the REMADYL project lifetime.

The synergistic approach with REMADYL related projects and initiatives consists in:

- Joint organisation of events and mutual invitations to participate in project workshops and conferences.
- Bilateral promotion of events and news by exchange of announcements published on the respective project website, newsletters, and social media.
- Project logo/graphics inclusion on the project C&D materials event posters, banners, presentations.

This activity will enable project partners also provide a basis for cooperation with other European innovation procurement projects and platforms, for example attending project meetings to exchange thinking and best practice and sharing methodologies for feedback and review.

REMADYL consortium started interacting with EuPC on the MORE platform. They sent us the flyer that has been showed at Ecomondo and they shared with us the final press release, the distribution list and the interventions that were made during the call on 23 September.

REMADYL also joined the Plastics Circularity Multiplier group that will pool resources and expertise to "multiply" key messages from the ecosystem of projects that receive funding from the EU's Horizon 2020 research and innovation programme. The EU-funded innovations that aim to bring plastic materials into the circular economy of the future and create new business opportunities and jobs in Europe, will be communicated to policy makers, the public and industry by the Plastics Circularity Multiplier group.

Moreover Fraunhofer has created a cloud system where all the information will be stored (https://owncloud.fraunhofer.de/index.php/s/EBa0eSpzRMYdnEe)

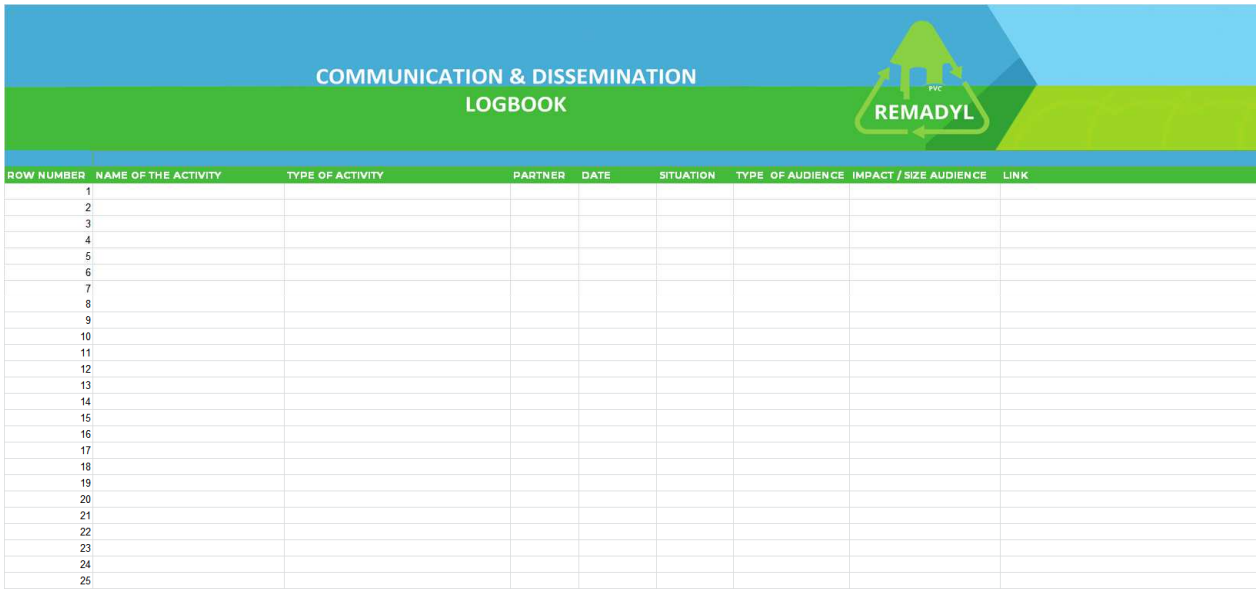
6 Monitoring and Evaluation

The WP Leader continuously evaluates impacts and results achieved through the C&D activities, by benchmarking them against the deadlines foreseen in the time table and the set of KPIs.

The WP Leader is responsible for ensuring that all the activities are carried out in full accordance with the present plan. If there are substantial differences between the planned targets and the actual impact, the consortium will agree on the corrective actions to be undertaken in order to ensure the good quality and the effectiveness of the C&D activities. In the case indicators of actual results are higher than expected the consortium will opt for a revision of the initial benchmarks, in order to keep the high quality of actions throughout the whole project.

Monitoring activities will rely on a strong involvement of all partners, which regularly (every 6 months) receive a form on the results achieved thanks to their individual C&D action.

Furthermore, the WP Leader will circulate one excel file and one Google questionnaire (https://forms.gle/TH8xQCEHsoPPWXGo8) to be completed by all the partners. For the quantitative assessment, the following figure visualises the information to be collected.



COMMUNICATION & DISSEMINATION LOGBOOK

ROW NUMBER	NAME OF THE ACTIVITY	TYPE OF ACTIVITY	PARTNER	DATE	SITUATION	TYPE OF AUDIENCE	IMPACT / SIZE AUDIENCE	LINK
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								
24								
25								

Figure 8: *REMADYL – Communication & Dissemination Logbook*

The C&D activities and scientific publication will be monitored by using the excel file showed in the Figure 8 and 9. Publications accessible via OpenAIRE will be displayed automatically. Partners will only

need to check if the publications are linked to the project. In case of publications not registered via OpenAIRE, the project participants encode the Digital Object Identifier (DOI) and all the rest of information is completed automatically.

Figure 9: *REMADYL – Scientific publications database*

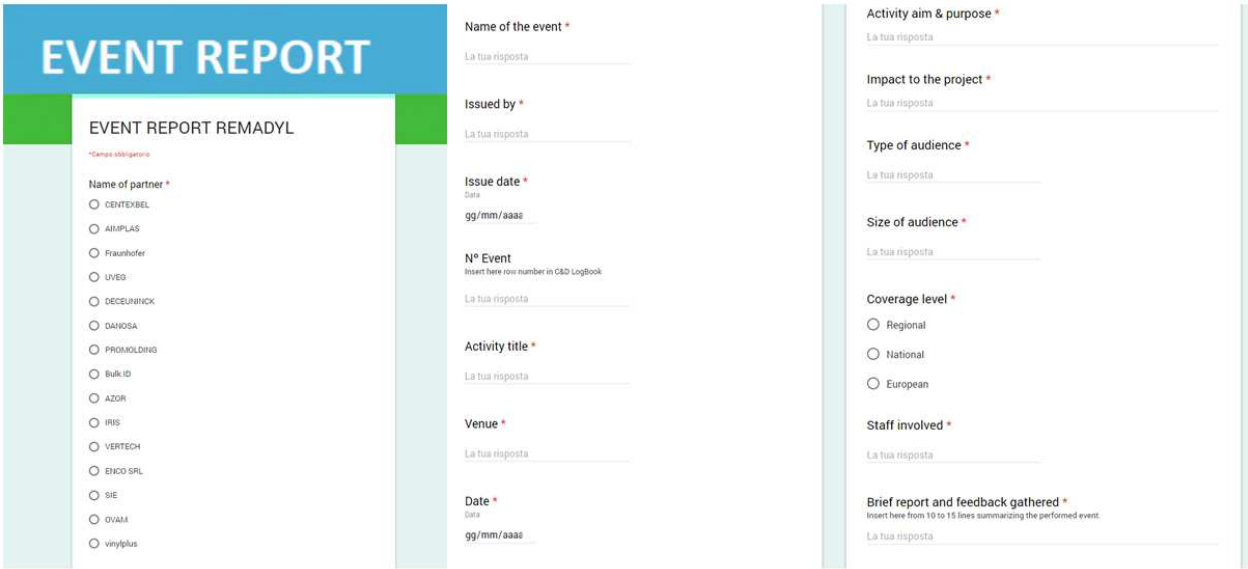


Figure 10: *REMADYL – Event Report*

7 Conclusions

This document details the C&D measures aimed at fostering the maximization of the expected impacts of the project. More precisely, after describing which audiences are targeted by the project C&D activities, it explains where and how to communicate the project and disseminate the results of REMADYL. In order to evaluate the quality of the C&D action, a set of KPIs and target values have been provided.

The C&D strategy here presented is subject to continuous updating, corresponding to the progress of the project and the generation of results of the project, which will be reflected on the next deliverables (D.7.9 and D7.10) throughout the life cycle of the project.

Annexes

Annex 1: Project Banner

Figure 11: *Banner and Website Slider no 1*

Figure 12: *Website Slider no 2*

Figure 13: *Website Slider no 3*

Annex 2: PowerPoint Template

Figure 14: *Cover page*

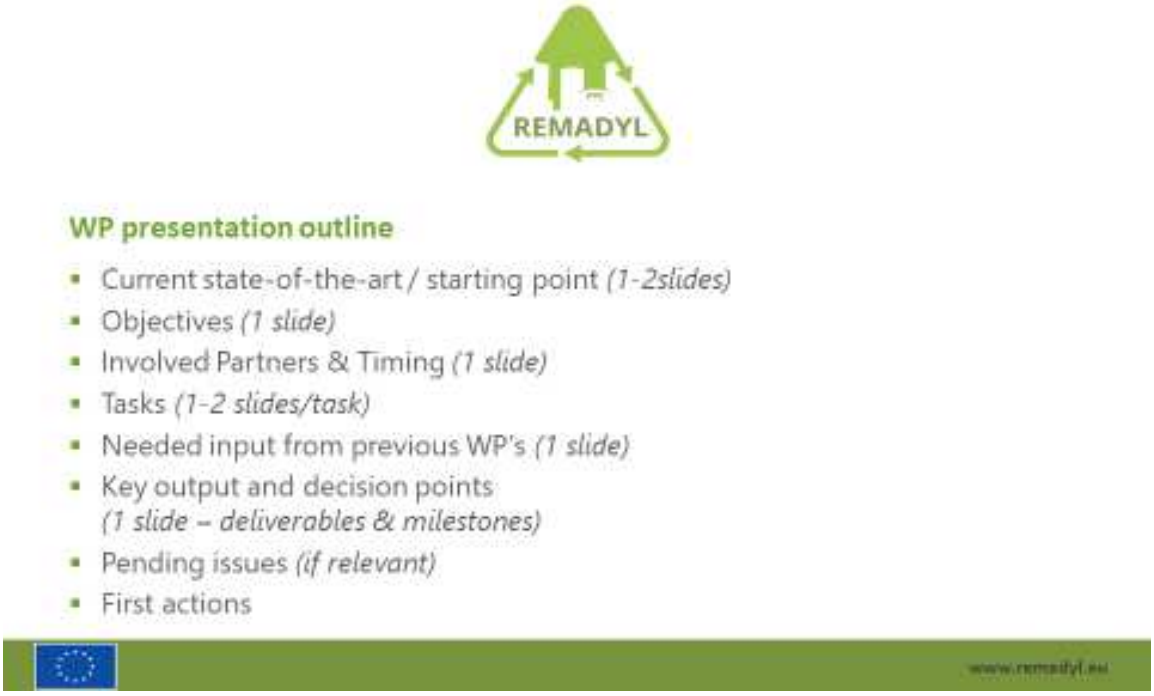


Figure 15: *Contents page*

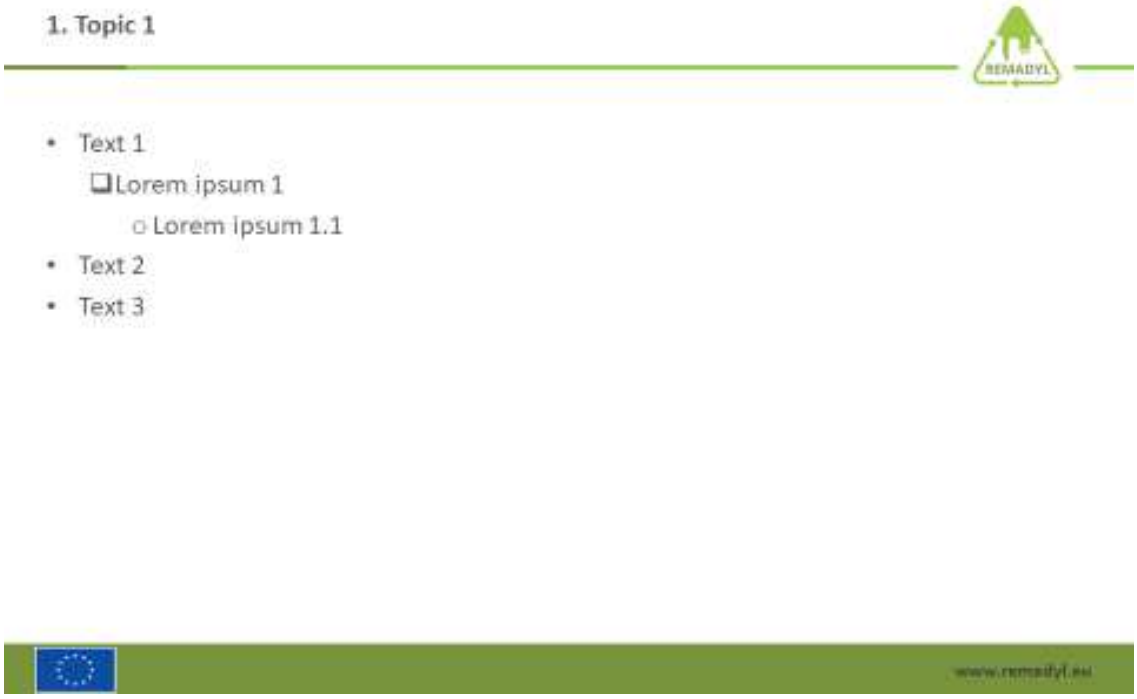


Figure 16: *Master page*

Figure 17: *Back page*

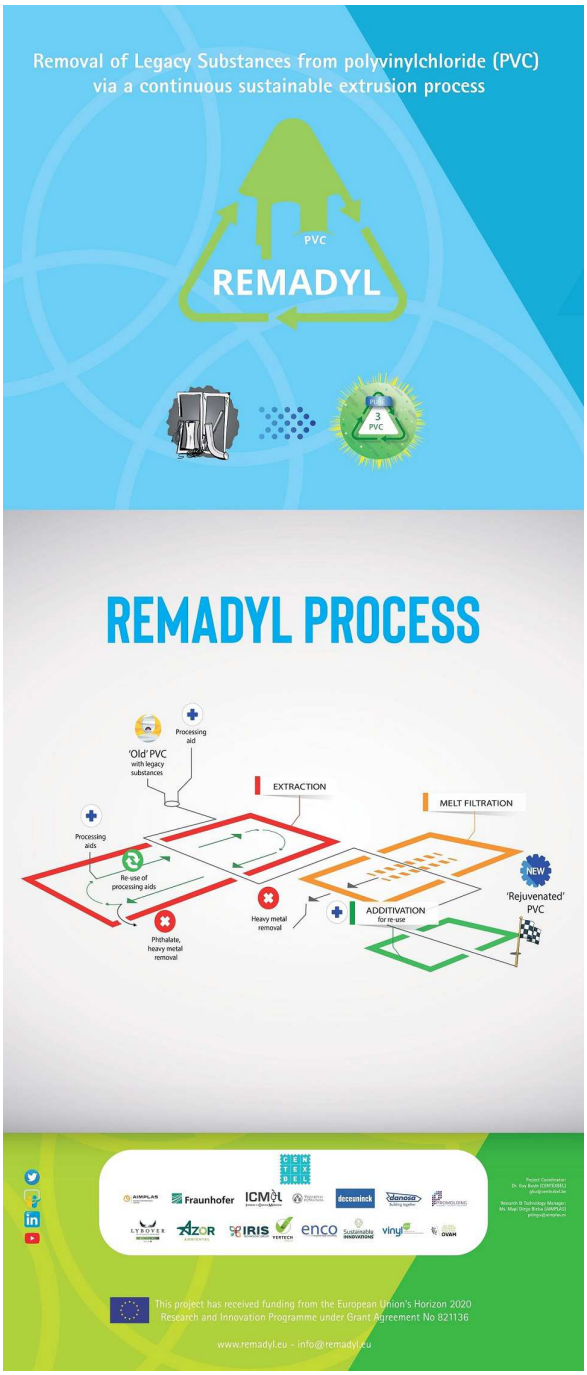
Annex 3: Press Release Template

TITLE: title, title, title

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, quis gravida magna mi a libero. Fusce vulputate eleifend sapien. Vestibulum purus quam, scelerisque ut, mollis sed, nonummy id, metus. Nullam accumsan lorem in dui.

The REMADYL project has received funding from the *European Union's Horizon 2020 research and innovation programme* under Grant Agreement No 821136

Annex 4: Roll-up



Annex 5: Project Brochure

Figure 18: *External side*

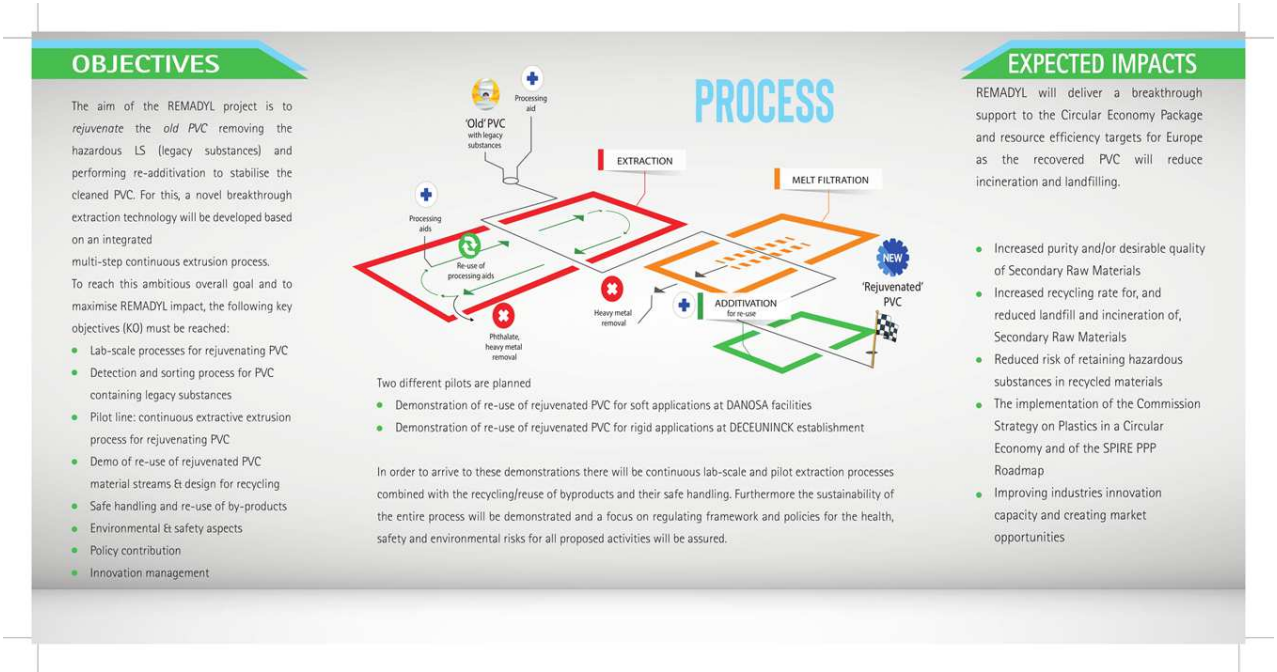


Figure 19: *Internal side*

Annex 6: Google Analytics First Report (M3-M6)

Analytics remadyl.eu Tutti i dati del sito web

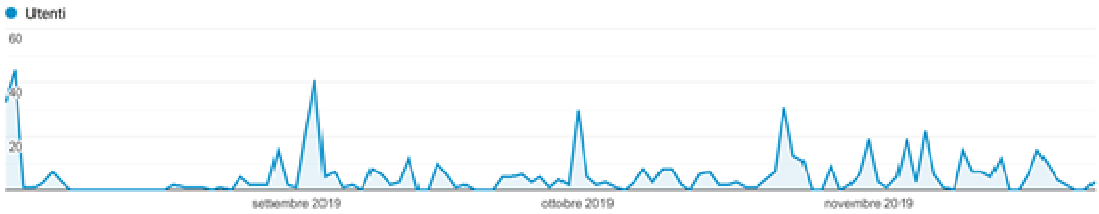
Vai al rapporto

Panoramica del pubblico

Tutti gli utenti
100,00% Utenti

1 ago 2019 - 25 nov 2019

Panoramica



Utenti	Nuovi utenti	Sessioni
446	437	781

Numero di sessioni per utente	Visualizzazioni di pagina	Pagine/sessione
1,75	3.201	4,10

Durata sessione media	Frequenza di rimbalzo
00:04:41	51,34%

	Lingua	Utenti	% Utenti
1.	en-us	219	48,99%
2.	es-es	60	13,42%
3.	it-it	41	9,17%
4.	"en-us"	19	4,25%
5.	de-de	18	4,03%
6.	en-gb	16	3,58%
7.	de	14	3,13%
8.	nl-be	12	2,68%
9.	nl-nl	10	2,24%
10.	es	6	1,34%

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