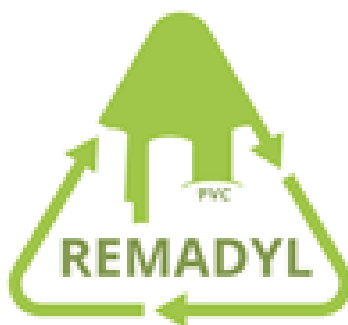




Grant Agreement No:	821136	Project Acronym:	REMADYL
Project Title:	Removal of Legacy Substances from polyvinylchloride (PVC) via a continuous and sustainable extrusion process		
Funding scheme:	Horizon 2020 – Research & Innovation Action		
Project Coordinator:	CENTXBEL		
Lead Beneficiary	ENCO		
Start date of the project:	01.06.2019	Duration of the project:	48 months
WP7	Dissemination, Exploitation and Business Planning		
Deliverable	D.7.9 Communication & Dissemination - Report on implemented activities and updated planning		
Contractual delivery date:	30.11.2020 (deadline as stated in the DoA)		
Actual delivery date:	25.11.2020		
Type of Deliverable	R (Document, Report)		
Dissemination level:	PU (Public)		
Authors:	ENCO		
Contributors:	All partners		
Version:	1.0		



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Acronyms

C&D	Communication & Dissemination
D	Deliverable
DoA	Description of Action
EASME	European Agency for Small and Medium Enterprises
EC	European Commission
EoL	End of Life
EU	European Union
H2020	Horizon 2020
KPI	Key Performance Indicator
M	Month
PU	Public
PVC	Polyvinylchloride
SME	Small Medium Enterprise
URL	Uniform Resource Locator
WP	Work Package



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History of changes

Version	Author	Date	Comments
0.1	ENCO	08.09.2020	ToC and Introduction
0.2	ENCO	06.10.2020	First version
0.3	ENCO	08.10.2020	First review
0.4	ENCO	09.10.2020	Second version
0.5	ENCO	26.10.2020	Second review
0.6	CENTEXBEL	23.11.2020	Internal review
1.0	ENCO	25.11.2020	Final version



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Executive summary

This Report on the REMADYL communication and dissemination activities shows how the consortium advertise the project and its results, illustrating the implemented activities up to M18 and a draft planning for activities for the remaining part of REMADYL. This report follows the Deliverable 7.8 due in M6, where the Communication and Dissemination Plan has been drafted.

The scope of D7.9, *Communication & Dissemination - Report on implemented activities and updated planning*, is to advertise the project and its results achieved so far, to illustrate the future ones to be implemented, reaching out all relevant stakeholders not only at European level but also at international, national, regional and local levels. However, the number of the overall activities has been limited due to the Covid19 pandemic, therefore several planned events have not taken place yet.

Introduction

REMADYL D7.9 provides evidence of all communication and dissemination activities carried out by partners during project duration from M1 to M18. Different activities have been developed to involve all target groups identified according to the different phases of REMADYL project.

In particular, during the first months REMADYL objectives and future activities were disseminated, on a later stage, when the project progressed, REMADYL first results were presented.

According to the KPI defined, corrective measures have been implemented.

In the following sections a description of all Communication and Dissemination (C&D) activities is reported.



1. Objectives of Communication and Dissemination activities

The **Communication strategy** has been strategically planned in M6 in order to reach out the society as a whole and in particular to some specific audiences. REMADYL's Communication strategy aims to take strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging bilateral exchange.

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 are ensuring both one-way as well as multilateral extensive communication. Partners have identified the channels that are most likely to be referred to by their main interlocutors.

The REMADYL communication strategy pursues 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.

REMADYL's **Dissemination activities** aim to the public disclosure of the results, by any appropriate means, including by scientific publications in any medium, transferring knowledge to the ones that can best make use of it, and finally, maximizing the impact of research, enabling the value of results to be potentially wider than the original focus. One of the most important dissemination activities of the project is the demonstration in two demo sites. On the one hand, a demonstration will be held at DANOSA facilities and in that occasion, the re-use of rejuvenated PVC for soft application (sheet extrusion and injection) will be showed. On the other hand, a 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).

Dissemination actions are 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. Awareness about the results will be increased, contributing to knowledge building in Europe, reaching out to both experts and citizens. For protecting the commercial opportunities, a confidentiality policy underpins REMADYL dissemination activities. As such the Exploitation and Dissemination Manager is working 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:



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

2. Communication and Dissemination activities - Monitoring and reporting

The dissemination strategy outlined in D7.8 *Communication & Dissemination – Draft planning* has been and will be implemented 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 disclose and distribute the project results.

In line with EU guidelines on the Communication of EU Funded Projects, communication activities have been focused on the promotion of the project and its results as well as on linking to the societal values and demonstrating EU added value.

A structured report tool has been built in order to collect C&D activities information from project partners. The tool consists in an excel file containing 2 sheets that is filled by partners every time that a C&D activity is performed:

- C&D Logbook
- Scientific publications database



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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 1:C&D Logbook

SCIENTIFIC PUBLICATIONS

DATABASE

ROW NUMBER	PARTNER	DOI	TYPE OF PUBLICATION	REPOSITORY LINK	LINK TO THE PUBLICATION	TITLE	AUTHORS	TITLE OF THE JOURNAL / PROCEEDINGS / BOOKS SERIES / BOOK	NUMBER, DATE OR FREQUENCY OF THE JOURNAL / PROCEEDINGS /BOOK	RELEVANT ISBN PAGES	PUBLISHER	PLACE OF PUBLICATION	YEAR OF PUBLICATION	IS THIS PUBLICATION AVAILABLE IN OPEN- ACCESS, OR WILL IT BE MADE AVAILABLE?	IS THIS A PEER- REVIEWED PUBLICATION?	IS THIS A JOINT PUBLIC / PRIVATE PUBLICATION?
1																
2																
3																
4																
5																
6																
7																
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Figure 2: Scientific publication database

The [link](#) has been shared with project partners so they have access to this tool. A template was sent also by e-mail and presented in both General Assembly.

Furthermore, in order to track the participation at events an Event Report tool has been also created and shared with all the partners through this [link](#).



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EVENT REPORT

EVENT REPORT REMADYL

*Campi obbligatori

Name of partner *

☐ CENTEXBEL
☐ AIMPLAS
☐ Fraunhofer
☐ UVEG
☐ DECEUNINCK
☐ DAKOSA
☐ PROMOLDING
☐ Bulk ID
☐ AZOR
☐ IRIS
☐ VERTECH
☐ ENCO SRL
☐ SIE
☐ OVAM
☐ vinylplus

Name of the event *

La tua risposta

Issued by *

La tua risposta

Issue date *

Data

gg/mm/aaaa

N° Event

Insert here row number in C&D Logbook

La tua risposta

Activity title *

La tua risposta

Venue *

La tua risposta

Date *

Data

gg/mm/aaaa

Activity aim & purpose *

La tua risposta

Impact to the project *

La tua risposta

Type of audience *

La tua risposta

Size of audience *

La tua risposta

Coverage level *

☐ Regional
☐ National
☐ European

Staff involved *

La tua risposta

Brief report and feedback gathered *

Insert here from 10 to 15 lines summarizing the performed event.

La tua risposta

Figure 3: Event Report tool

2.1. C&D KPI evaluation

To evaluate the effectiveness of REMADYL C&D activities a set of KPI has been defined in D7.8 (*Communication & Dissemination – Draft planning*); in the table below KPI and results achieved at M18 are reported:

C&D Tool	KPI identified	KPI	Month	Results achieved (M18)	Evaluation
Website	Number of hits	30000	M48	16414	●
	Countries reached	40	M48	61	●
Web 2.0 tools	Number of posts	2500	M48	32	●
	Number of fans	5000	M48	54	●
	Number of visits and visualizations	3000	M48	39675/721	●
E-newsletters	Number of subscriptions to the	500	M48	1489	●



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	service				
Promotional and informative printable material: posters, roll-up, banner, brochure	Number of copies printed and distributed	2000	M12	2500	●
Project videos	Number of videos	3	M48	Ready by the end of the project	●
Project events	Number of events	3	M48	Ready by the end of the project	●
Participation in the media (TV, radio, magazines)	Number of appearances	At least 2	M46	0	●
	Articles on newspaper	At least 8	M48	2	●
	Number of speeches/interviews released	At least 2	M46	0	●
Participation in relevant events	Number of conferences and workshops attended	15	M48	6	●
Scientific Publications	Number of publications	At least 7	M48	0	●
Coordination meetings organized by the EC	Number of meetings	Upon request	Upon request	0	/
Advisory and Support Group Meetings	Number of meetings	At least 6	From M6	0	●
Brokerage event	Number of participants	50	M42	/	/
Project final event	Number of participants	At least 150	M46	/	/

Table 1: REMADYL C&D KPIs at M18: Objectives vs Results

3. Offline Communication and Dissemination activities

3.1 Events and conferences

International events and conferences represent one of the key actions for REMADYL to maximize its impacts in the dissemination of the project results. It is an immediate way to present the project and its





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Dissemination - Report on implemented activities and updated planning results to diverse stakeholders. To this aim, partners attended and actively participated in several relevant events, delivering presentations, exhibiting posters and roll-up banners, and distributing brochures.

All events are usually advertised in “Events calendar” and under section “News and Events” on the project website (<http://www.remadyl.eu/events/>).

The following table illustrates the list of events attended by the project partners from M1 (June 2019) to M18 (November 2020).

#	Event	URL	Location & date	Partner(s)
1	World Circular Economy Forum	https://www.sitra.fi/en/projects/world-circular-economy-forum-2019/#	Helsinki, FI – June 2019	CENTEXBEL
2	K-Fair	https://www.k-online.com/	Dusseldorf, DE – October 2019	Fraunhofer
3	Ecomondo	https://www.ecomondo.com/	Rimini, IT – November 2019	ENCO, CENTEXBEL
4	Raw Materials Week 2019	https://www.eurawmaterialsweek.eu/2019event	Brussels, BE – November 2019	ENCO, CENTEXBEL
5	Global PVC Compounding & Production Cycle Forum	https://tbmgroup.eu/product/pvc-compounding-production-cycle-forum/	Online – June 2020	ENCO
6	Plastics Circularity Multiplier Online Conference	https://www.plasticscircularitymultiplier.eu/conference2020	Online – October 2020	CENTEXBEL

Table 2: Events attended

Rescheduled events due to COVID-19 pandemic REMADYL was expected to be presented by the Project Coordinator at VinylPlus Sustainability Forum originally expected in June in Florence. The event has been postponed to October 2020 due COVID-19 and connected travel restrictions but it was not be possible to present REMADYL at this event anymore.

The event “Plastics Circularity Multiplier Conference” expected in June in Brussels has been postponed on 14-15 October 2020 due to COVID-19.



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The 2nd International conference on 'Circular Economy for Textiles and Plastics' expected in Bruges on 23-24 June 2020 has been postponed to 15- 16 December 2020.

3.2 Publications

Public Deliverables

Official Public Deliverables, as foreseen in the DoA have been developed by the project partners during the project lifetime many official public Deliverables. These are conceived as a valuable tool to disseminate REMADYL results.

Therefore, after the submission, have been uploaded to the project website under [Downloads section](#).

PowerPoint Presentations

PowerPoint Presentations are useful to promote project's objectives and results in a clear, simple and direct way. The following tables visualises all presentations prepared and exposed by partners during project events and public available on [SlideShare](#).

#	Date	Author(s)	Event/Journal	Venue	Distribution level
1	19.06.2019	Guy Buyle (CENTEXBEL)	World Circular Economy Forum	Helsinki	PU
2	16-23.10.2019	Andrei Holzer (Fraunhofer)	K-Fair	Dusseldorf	PU
3	5-8.11.2019	Guy Buyle (CENTEXBEL)	Ecomondo	Rimini	PU
4	18-22.11.2019	Marco de la Feld (ENCO)	Raw Materials Week 2019	Brussels	PU
5	25-16.06.2020	Marco de la Feld (ENCO)	Global PVC Compounding & Production Cycle Forum	Online	PU
6	14-15.10.2020	Isabel De Schrijver (CENTEXBEL)	Plastics Circularity Multiplier Online Conference	Online	PU

Table 3: PowerPoint presentations





Papers

At the moment of writing no papers have been published. Publications in a selection of international conferences and journals for disseminating REMADYL results to the scientific community are foreseen but not yet executed.

Articles and Press Release

This type of dissemination has the scope of strengthening the international outreach of REMADYL project. Moreover, the distribution of new knowledge generated by the project consortium contributes to enrich curricula in European education and raise the European knowledge base.

Articles on REMADYL activities and results have been published on specialized press and online magazines. All press release and articles have been also uploaded on REMADYL website, at the following link: (<http://www.remadyl.eu/downloads-file/media/>).

3.3. Media coverage

In order to amplify the visibility of REMADYL, and especially draw the attention of potential users for the REMADYL technologies, partners intend to broadcast interviews on National TVs. The main objective is reaching wide audiences that include advisors, researchers, policy makers, businesses, SMEs and general public. At the moment of writing, no media participations have been performed.

4. Online Communication and Dissemination activities

Online presence ensures 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.

4.1 Logo and graphic identity

The WP7 Leader has developed a **visual identity** for the REMADYL project to support the partners to communicate more effectively with the target groups and general public. The **project logo** has been designed by AIMPLAS and agreed on by the partners. The logo has been created to be easily recognisable and meaningful for the identified audience. In fact, REMADYL logo constitutes and acts as an official 'trademark' of the project. 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.



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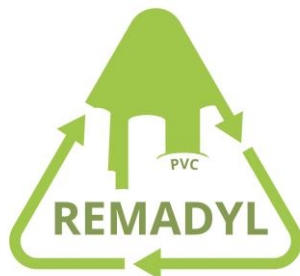


Figure 4: REMADYL Logo

Furthermore, the **project banner** has been also created and 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
- A template for the Project Press Release.

4.2 Website

The REMADYL website is hosted on the following URL: <http://www.remadyl.eu/> and it is available in English. It was launched in August 2019 (M3), it has been improved graphically and functionally at M8 and it is constantly updated with the latest news and events of interest, communication materials, public deliverables and publications. The calendar of news item has been developed by ENCO and shared with the partners in order to upload the latest news and results of the project; by clicking on the hyperlinks provided in Table 4 it is possible to read and consult the news.

Deadline	Responsible partner
End November	CENTEXBEL
End February	FRAUNHOFER
End March	AIMPLAS
End April	UVEG
End July	DECEUNINCK
End August	DANOSA
End October	VINYLPUS
End November	BULK ID



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End December	AZOR
End January 2021	IRIS
End February	VERTECH
End March	ENCO
End April	SIE
End May	OVAM
End June	PROMOLDING

Table 4: Calendar of REMADYL news items

The project website is operative for the whole duration of the project and for it will run for at least 2 years after the project completion. Google Analytics is being used to monitor crucial data from content usage, landing and quality, visitors, audiences and traffic sources. A summary of REMADYL traffic users is shown in Figures 5 and 6.

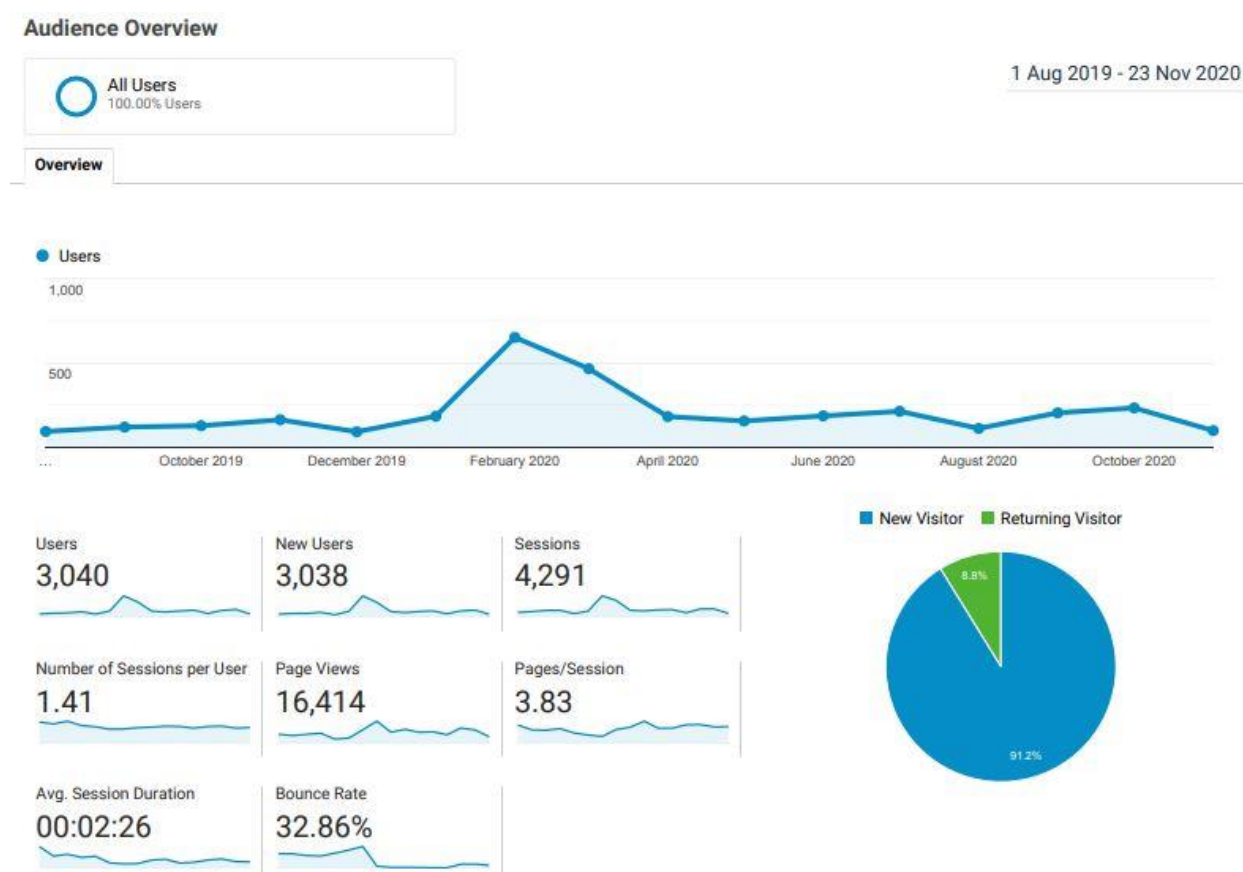


Figure 5: Number of users



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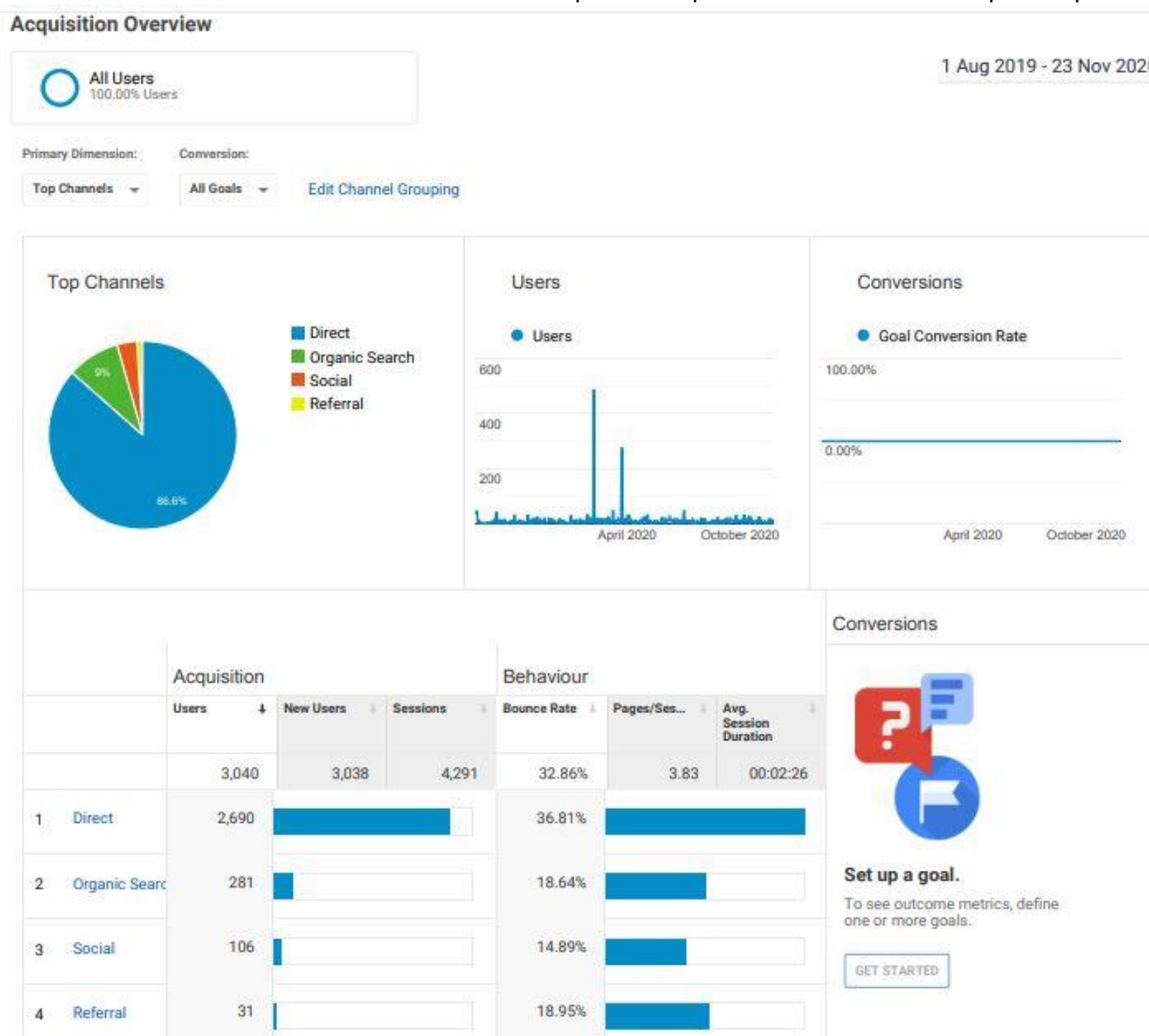


Figure 6: REMADYL website traffic sources

4.3 Promotional materials

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.

Brochure

The first digital version of the **brochure** was created in M5 in English, by ENCO and shared with all partners. And improved version was made right after in M8 and it is available for the download on the Promotional Materials section of the project website.





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During M8, 2000 REMADYL brochures have been sent by ENCO to the partners accordingly with M6 meeting minutes; specifically:

- CENTEXBEL 500
- AIMPLAS 200
- Fraunhofer ICT 200
- DANOSA 300
- IRIS 200
- AZOR 200
- VERTECH 50
- OVAM 200
- DECEUNINCK 200



Figure 7: REMADYL brochure





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Poster

The project poster has been designed and it has been used at events organised by the partners to promote the project. The first digital versions have been created by M8 in English by ENCO and shared with all partners. The poster is plastic coated in order to prevent wear and make it reusable. The digital version is available on the project website in [Promotional Materials](#) section.

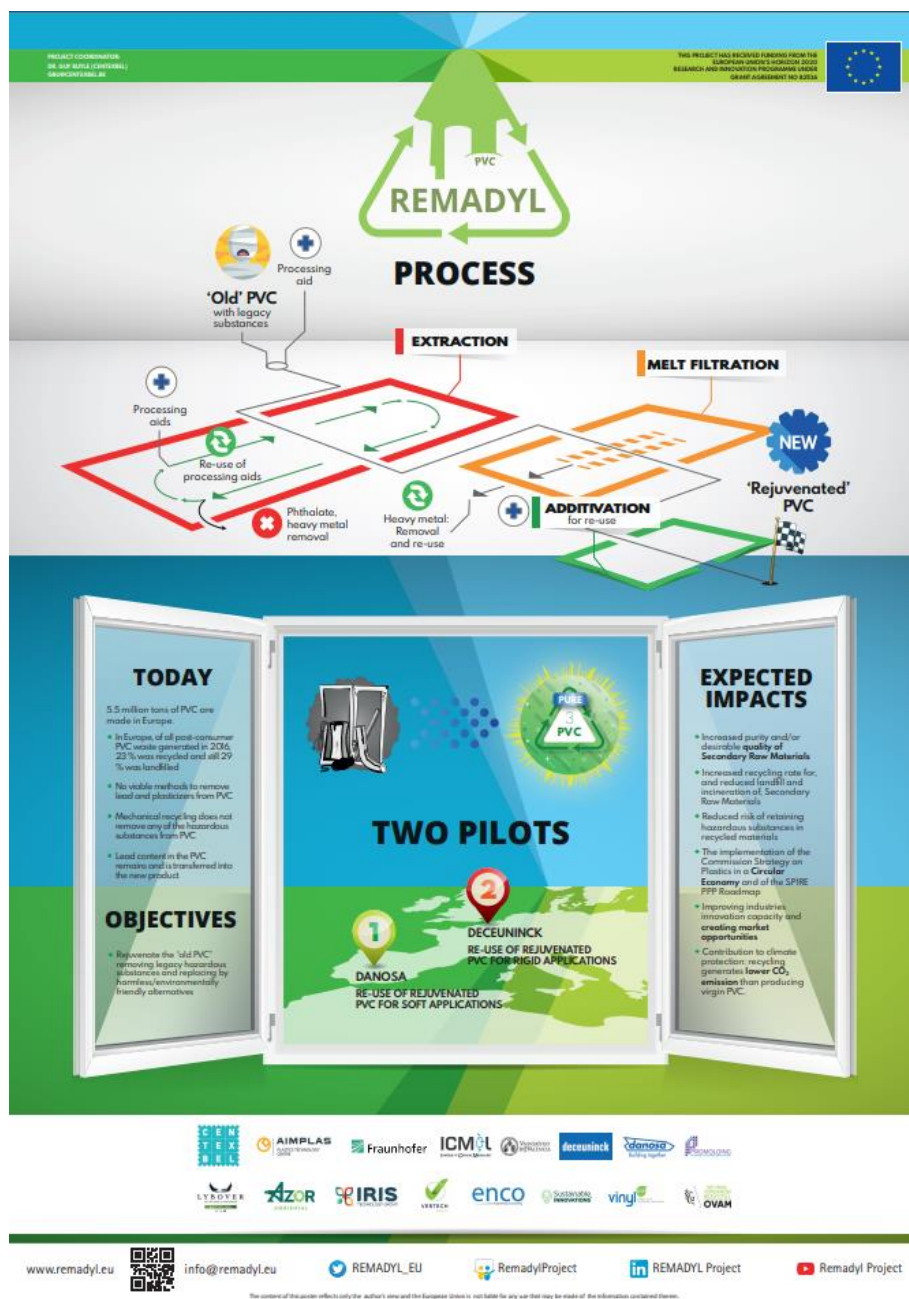


Figure 8: REMADYL poster





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Roll-up

The project roll-up has been designed and it has been used at events organised by the partners to promote the project. The first digital version has been created at M5 in English by ENCO and shared with all partners. The roll-up is plastic coated in order to prevent wear and make it reusable. The roll-up has been improved graphically at M8 and the digital version is available on the project website in Promotional Materials section.

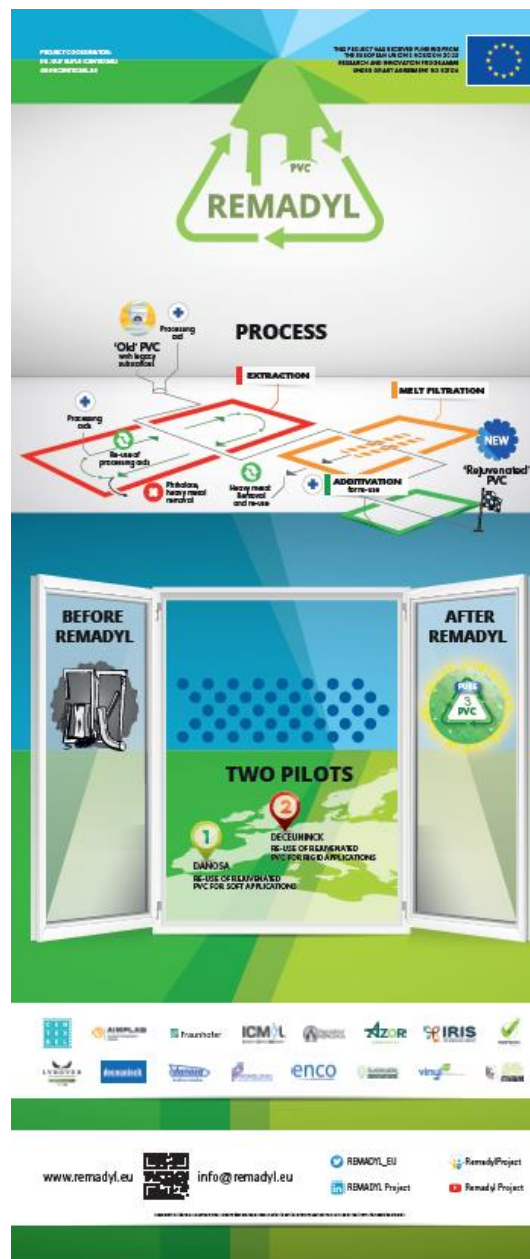


Figure 9: REMADYL roll-up



4.4 Social media

The project also gives 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 at M1. Each account is linked to the REMADYL website and is conceived to echo and spread news on the project progress.

Twitter is registering a permanent increase of followers in the last months.

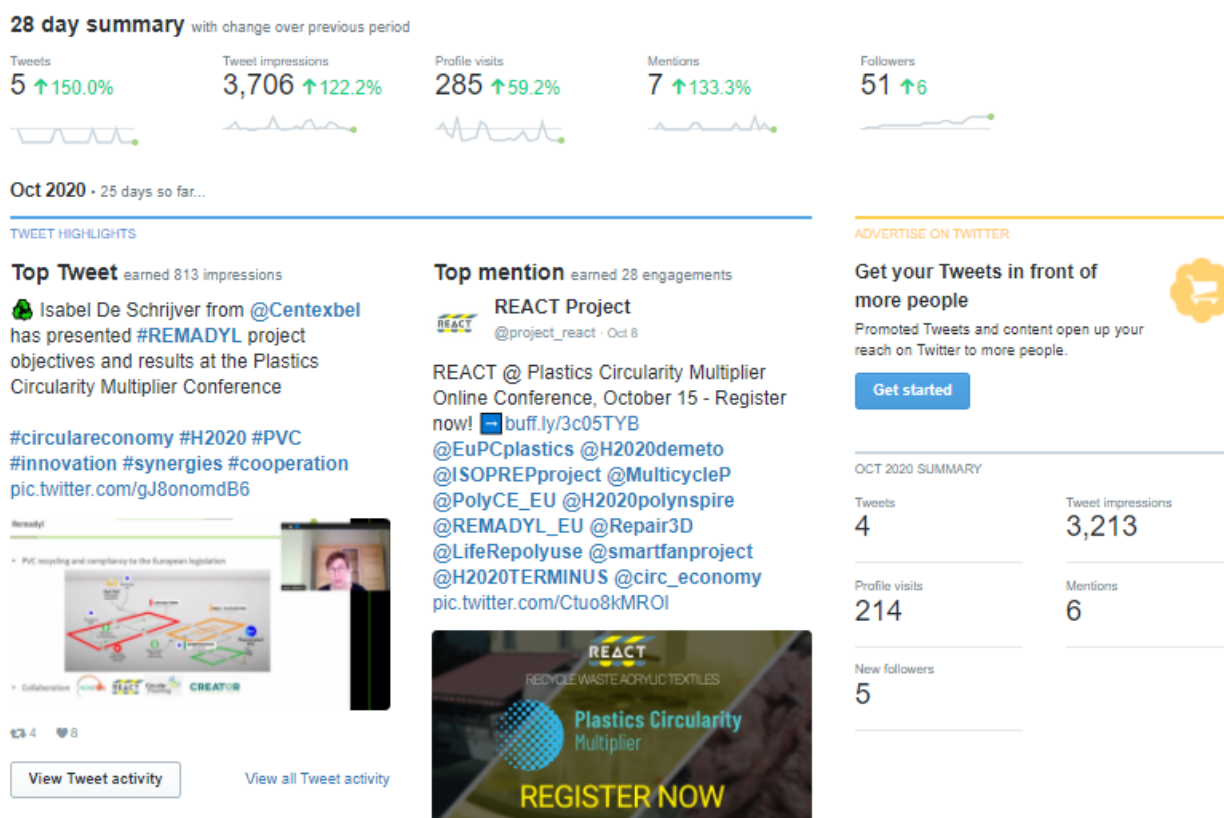


Figure 10: October statistics (Twitter)

4.5 Newsletters



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For the whole project duration at least 5 e-newsletters will be sent to the REMADYL network on a bi-yearly basis. The first and the second issue of REMADYL Newsletter have been released respectively at M8 and M17 and sent to 1489 subscribers.



We are pleased to share the first issue of our newsletter, keeping you up to date with all the latest news from the project activities and results.



Figure 11: 1st issue of REMADYL Newsletter



Figure 12: 2nd issue of REMADYL Newsletter

The next Newsletter will be sent at M24. Each issue is announced ahead of time through the project communication channels, including other relevant newsletters and websites with the aim of maximise the outreach. All the issues are developed in html, consistent with the graphic identity designed and Mailchimp platform is used to send the newsletter by email to all subscribers. Each newsletter includes 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. The content of each newsletter is written and developed by ENCO according to the most relevant results achieved during the considered period and commonly revised and accepted by the project coordinator. Furthermore, to reach as many stakeholders as possible; the newsletters are advertised on REMADYL Social media pages and a section has been created on the project website with [direct link to the newsletter](#).



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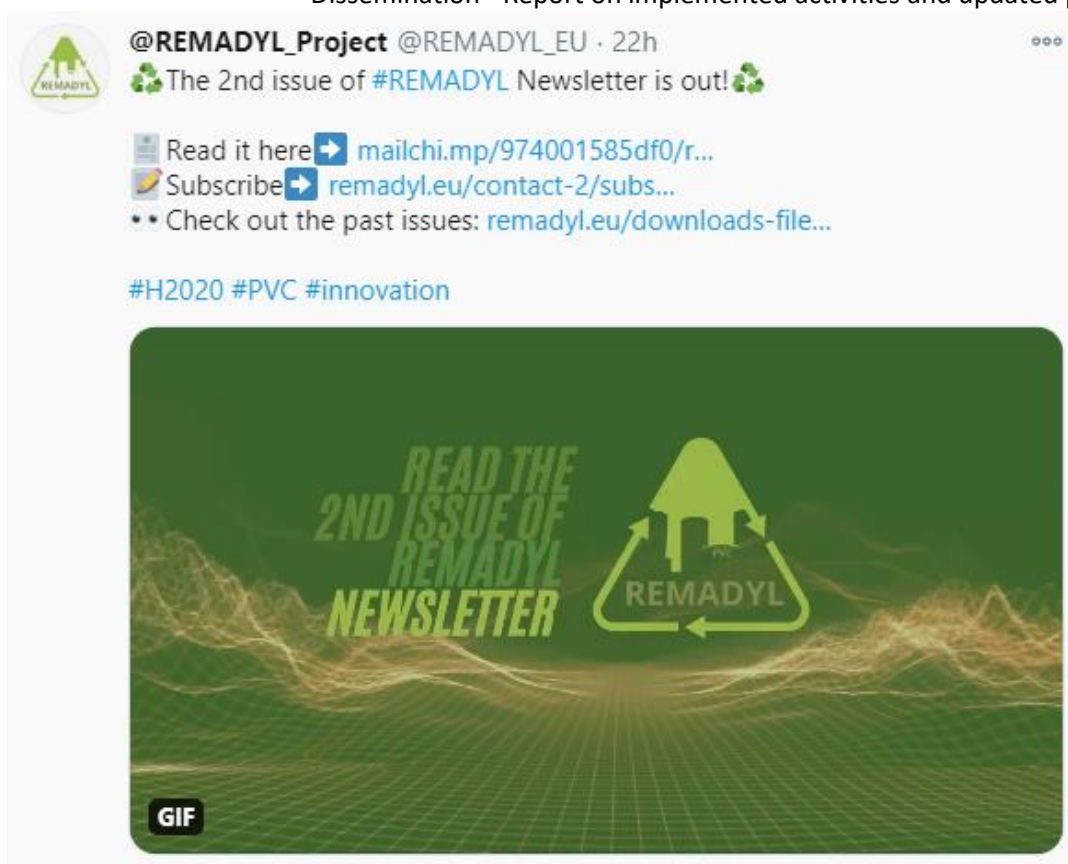


Figure 13: REMADYL newsletter GIF on social media pages



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.

At M5 REMADYL consortium started interacting with the European Plastics Converters Association (EuPC) on the **MORE platform** in support of the European Commission's objective to reach the target of 10 million tonnes of recycled polymers used annually by 2025. The collected consolidated data will only be used to report on the uptake of recycled polymers at European and national level.

REMADYL also joined in M7 (November 2019) the **Plastics Circularity Multiplier group** that is pooling 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. The first online conference has been held on 14-15-16 October and REMADYL was presented by CENTEXBEL during the second day where the project objectives and results achieved were presented to an audience of more than 300 people. This event brought together policy makers and representatives from industry who communicated on a range of EU-funded innovations that aim to bring plastic materials into the circular economy. The discussion was centred around learning how to create a cross cooperation between EU Projects and boost EU's efforts towards a circular economy for plastics.

A set of synergies with other projects and initiatives has been launched since the beginning of the project. Continuous interaction with other H2020 projects has been assured, in order to better understand the real needs of the community and to create correlation with ongoing initiatives. In the table below a summary of the main contacts is shown:

#	Name of the initiative/project/cluster	URL
1	MORE Platform	https://www.moreplatform.eu/
2	Plastic Circularity Multiplier group	https://www.plasticcircularitymultiplier.eu/
3	CIRCULAR FLOORING	https://www.circular-flooring.eu/
4	CREATOR	https://www.creatorproject.eu/
5	NONTOX	http://nontox-project.eu/
6	REACT	https://www.react-project.net/

Table 5: Synergies with ongoing projects and initiatives



6. Update planning

The Communication and Dissemination strategy here presented is subject to continuous update, corresponding to the progress of the project and the generation of results. The changes made throughout the life cycle of the project will be reported in the next Communication and Dissemination deliverable, D7.10, due at M48.

The Figure 14 represents the roadmap that has been designed to reach the C&D objectives and target defined under paragraph 1 and 2.1 in a timely and adequate manner.



Figure 14: C&D roadmap

- **PLANNING OF ACTIVITIES (M1 – M6):** During this phase the WP Leader (ENCO), in cooperation with the project partners, has established 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 started 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 will be set up.



7. Conclusions

C&D activities planned and performed allowed the consortium to reach most of the objectives defined in the C&D Draft Plan. Social media pages and the project website were fundamental to promote project activities and results reaching a wide audience. All the partners contributed to reach KPIs identified in the C&D Draft Plan. Supportive communication materials have been developed to communicate in an easy and attractive way REMADYL results. Despite of COVID-19 pandemic, the consortium has been able to participate at online events to communicate and disseminate project objectives and results avoiding the participation in person. A set of KPIs and target values have been provided in order to evaluate the quality of the C&D action. Synergies with ongoing project and initiatives has been established. This deliverable will be followed by D7.10 - *Communication & Dissemination – Report on implemented activities*.