D8.4 DISSEMINATION AND COMMUNICATION PLAN (FIRST UPDATE)

Redol

ARAGON'S REGIONAL HUB FOR CIRCULARITY

Co-funded by the European Union

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1 EXECUTIVE SUMMARY

Effective communication and dissemination plans are essential to showcase and enhance the societal and economic impact of research and innovation funding. Communication aims to promote the project and its results, reaching a wide audience beyond the project's own community, including the media and the public. Such activities are crucial in demonstrating the practical benefits and solutions offered by EU-funded research and innovation in addressing societal challenges. Dissemination ensures that the project's results are available for use by others, facilitating the transfer of knowledge and maximising the impact of EU-funded research. This activity targets specific stakeholders such as the scientific community, industry, and policymakers. Successful implementation of communication and dissemination activities in Horizon Europe projects contributes to increasing Europe's competitiveness and growth by bringing attention to EU-funded research and its outputs.

The **overall objective of REDOL** is to advance the technological, managerial, economic and social readiness level of EU Hubs for circularity by demonstrating innovative and sustainable routes to valorise solid urban waste (SUW) flows through industrial-urban symbiosis (I-US) approaches. To this end, five different value chains for packaging, plastics, construction and demolition waste (CDW), textiles and waste from electrical and electronic equipment (WEEE) will be developed and implemented in real waste management facilities, obtaining recycled secondary materials for the latter production of high added value circular products.

Deliverable 8.4, **Communication and Dissemination Plan (first update)** for the REDOL project aims to effectively build on the deliverable 8.1, Dissemination and Communication Plan, to communicate project outcomes and findings to relevant stakeholders and the wider community. This plan update outlines a range of communication activities and strategies that have changed and adapted to achieve this goal, including the use of social media, webinars, and workshops. This update has been drafted based on the work carried out in the first 20 months of the project, and how project partners have cooperated to its development.

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2 LIST OF ACRONYMS

Acronym	Meaning
CDW	Construction and Demolition Waste
D	Deliverable
DMP	Data Management Plan
EC	European Commission
EU	European Union
FAQ	Frequently Asked Questions
FAIR	Findability, Accessibility, Interoperability, and Reusability
I-US	Industrial-Urban Symbiosis
KER	Key Exploitable Result
NGO	Non-governmental Organization
REDOL	Aragon's REgional Hub for circularity: Demonstration Of Local industrial-urban symbiosis initiatives
SUW	Solid Urban Waste
WEEE	Waste Electrical and Electronic Equipment
WP	Work Package

3 DISSEMINATION STRATEGY

To guarantee the uptake of REDOL results in the EU market, all partners have been approached and made aware of the importance of dissemination efforts. In fact, it's those joint dissemination efforts that can lead to a successful exploitation of the identified KERs.

For this specific task, GEO and STRANE cooperated to ensure a smooth development of a business model and plan that can lead to a successful and streamlined dissemination strategy aimed at an effective exploitation.

3.1 Dissemination Phases

The first 20 months of the project saw the building of the dissemination foundations, starting with communication activities that would raise awareness on REDOL project's objectives and a planning towards the second half of the project. A strong visual identity was also established towards the beginning of the project, involving partners in the initial decision making. The whole brand identity can be found in D8.4.

According to what was stated in D8.1, REDOL is currently in Phase 2, M16-M33, where the main objective is to consolidate the direction towards which REDOL is navigating (Table 1). The first deliverables have been submitted, and some interesting results and findings have been announced.

The direction of REDOL's results, together with the submission of deliverables such as D8.2 "REDOL Exploitation strategy and IPR manual", in month 14, and some public deliverables produced under WP2, such as D2.1 "REDOL organisational, social and regulatory framework", in month 9, and D2.3 "Evaluation methodology", in month 15, collected interesting information that can be extracted and shared with a broader audience to showcase REDOL's direction and intentions.

Table 1. Dissemination Phases

Dissemination phases schedule		
Phase 1: M1-M15	**Phase 2: M16-M33**	Phase 3: M34-M48
The Foundations	**Consolidating**	Adoption and Usage

3.2 Stakeholders and networks

During the first Dissemination phase, REDOL built and connected with a diverse range of networks (e.g. Smart Citis Marketplace, RECONMATIC (Figure 1)) but more efforts need to be made on this regard. While some outreach efforts have garnered significant interest, others may require further engagement and refinement to achieve similar levels of success, meaning that more targeted networks or organisations have to be mapped. Project partners are also supporting such outreach, and there is an active monitoring on this regard. Project outreach will also be easier to foster once more key results will show in the second Dissemination phase.

Figure 1. Screenshot from RECONMATIC clustering event

On the other hand, cooperation with sister projects tExtended and MOBICCON-PRO has proven to be very successful, and that will continue over the rest of the project lifetime. Collaboration entailed contacting one another for online events and delivering joint campaigns together.

3.2.1 Target audiences

The identified target audiences have remained the same as the ones detected in D8.1. The main identified groups are the following:

- Civil society, the general public and NGOs

- Waste managers

- Industry and economic stakeholders

- Policy makers and public bodies

- Technical experts and scientific community

3.3 Dissemination actions

Dissemination actions started from the very beginning of the project through WP8 to identify and engage the most relevant stakeholders. Furthermore, REDOL partners have been showing strong support to the dissemination of the project results through their reputed communication channels and strong sector-related communities.

Actions that have proven successful so far are participation at events, presenting scientific posters at conferences, showcasing current results and near-future goals, as well as collaborating in clustering events and collaborating with newsletters from other organisations and initiatives. These activities will keep happening throughout the whole duration of the project, but indeed the content of such activities will change to be more result-focused.

3.4 Open science practices

REDOL partners are committed to fostering the collaborative work and on a systematic sharing of knowledge and tools in the research process. REDOL will address this through the application of open science practices that were listed in D8.1.

In brief:

- Early and open sharing of research

- Involvement of relevant knowledge actors, including citizens

- Research about management and measures to ensure reproducibility of research outputs

- Open access to research outputs and participation in open peer-review

3.5 Data management

A thorough Data Management Plan (DMP) was developed in M6 (and regularly updated) describing the data management life cycle for all datasets that will be collected, processed or generated by REDOL. CIRCE is responsible for the creation and maintenance of the DMP, D1.2. In brief, D1.2 summarised how data is being processed in REDOL, its purpose, the type, the expected size and its origins, the re-use of existing data and its utility. It also stated how such data follows the FAIR principles, while mentioning other types of research outputs available, data security and ethics.

4 COMMUNICATION PLAN

The plan and actions stated in D8.1 are still valid. However, due to the requests and requirements of the project, GEO adapted some key visibility materials so to facilitate project promotion across the partnership better. Some adaptations included the simplification of value chains posters so that they would be more visible on screen and turning posters into more interactive material such as puzzles that could be used at conferences' stands.

The content advertised on the current channels (i.e. website, social media, newsletter) is mainly generated by the project partners themselves in order to guarantee the creation of fresh and original content (Figure 2). Nonetheless, the collaboration with existing initiatives or international days has also proven to be useful to greater outreach and that will be kept throughout the project duration (Figure 3).

Figure 2. Carlos Hornero presenting REDOL at POLY CHAR

Figure 3. Sister project campaign for ZERO WASTE DAY

4.1 Communication Actions

Communication actions, visibility guidelines, event participation, channels and tools, and EC channels are still valid from the suggestions and plans outlined in D8.1 Nonetheless, there is a need to establish more connections with influencers and similar initiatives.

The rapid change in social media tools also asked for a change in the use of those tools. For example, LinkedIn's newsletter feature has proven to effectively connect with a targeted audience, offering a

seamless experience where engagement is just a button press away. In contrast, the newsletter subscription on REDOL's website, which required an email registration, emphasized a more direct and personalized approach to communication that simply requires more time from the user.

5 COMMUNICATION AND DISSEMINATION PLAN

GEO updates the consortium with new actions and activities partners can take part into and will continue to do so but targeting specific partners and their expertise rather than a more generic approach.

5.1 Archiving and Maintenance

Archiving and documentation of all activities are saved in the official REDOL SharePoint folder. All activities shall be reported quarterly in the reporting excel sheet on SharePoint archived by GEO regularly (Figure 4).

Figure 4. Internal Continuous Reporting Tracker

5.2 Content calendar

A content calendar for online and offline communications is a useful tool because it helps us plan and organise content in advance. A content calendar can help us be consistent, efficient, ensure we are aligned with our objectives and also makes sure the whole team is on the same page and working towards the same goals.

The content calendar is regularly updated so that partners are aware of the actions REDOL plans to make.

Some of the actions GEO will coordinate and perform are the following:

- Establish connections with similar initiatives, events and influencers

- Involve partners in the creation of content on their respective tasks within the project

- Follow and build upon important international days such as

    o Global Recycling Day on 18th March,

    o International Mother Earth Day on 22nd April,

    o World Environmental Day on 5th June,

    o World Circular Textiles Day on 8th October

And many more.

5.3 Guideline for partners

5.3.1 Blogs and news

Blog posts and news are usually read by the general audience. Therefore, the articles should follow some guidelines in order to deliver and communicate effectively the message behind.

As part of content creation, partners are asked to contribute with one or two blog posts per year on average according to the content strategy. Ideally, REDOL website should host one new blogpost per month.

How to write a blog post?

- **Length**: recommended length is 800 words

- **Language**: Blog posts should be written in a conversational tone to engage readers and make them feel like they're having a conversation with the author.

- **Engaging content**: share your personal experience, include interesting examples, ask your readers' questions

- **Visually "light"**: A well-structured blog post can make it easier for readers to follow and understand. Consider using headings, subheadings, and bullet points to break up your content into sections.

- **Use visuals**: graphs, pictures from the event, charts, diagrams. If you don't have an idea for a visual/photo for the blog, GEO will provide one – let us know when sending the blog post

5.3.2 Attending events

Partners are encouraged to attend events at a local, national and international level and disseminate REDOL results to relevant stakeholders and initiatives. Before, during and after the event, partners

need to follow some guidelines to maximize the project's outreach. Therefore, GEO will contribute to partners' efforts during this process.

When a partner attends an event, it is recommended to:

- Take REDOL dissemination materials and use the project's power point template.

- Take pictures of the presentations, speakers, the venue, the stage and the dissemination materials. Horizontal pictures with people are always better. Send these materials to GEO you can share them instantly while attending the event tagging REDOL social media accounts.

- Take group pictures in an open space with REDOL logo on the background. If this is not possible, group pictures can take place outside.

- Take notes and quotes and send a summary to GEO.

- Inform GEO on time concerning your presence at any event. If you need dedicated dissemination materials for an event, communicate your request to GEO ahead of time.

5.4 Communication and dissemination KPIs

REDOL's main communication and dissemination actions are shown in Table 2.

Considering that the main project's conclusions will be delivered at the very end of the tasks, REDOL communication/dissemination activities will remain after the completion of the project to show over a long period of time its final results. In this sense, the project website and its deliverables are envisaged to be active by CIRCE for 2 years after the finalization of the REDOL project, making also possible the gathering of further publications and scientific literature developed and communicated beyond the project lifetime.

Table 2. Communication and Dissemination KPIs list

How (Tool/activity)	When	Evaluation and target value
Project visual identity & captative logo, including QR code, common graphics and templates	Ready by M2	Common public image/branding ensure visibility and recognition
Project website. Giving public access to relevant non-IP-sensitive results, items, audio-visual content, deliverables, etc. Private area for internal use.	Launched by M4	Number of hits, country of provenance and online visits: 10,000 hits/year from 50 countries
Social media (Facebook, Twitter, LinkedIn, etc.) To increase outreach in partners existing online communities.	Launched by M1	Nº of posts: 5,000 posts[1] Nº of members: 15,000 members[2]
E-newsletters. To provide up-to-date information and support exchanges with the community. Website update.	From M4 (every 6 months)	Nº of subscriptions to the service: 150+ subscribers
Promotional material: leaflets, videos, posters, roll-up banner, factsheet, etc. Uploaded to the project website	M2-M6 and M40-M48	Nº of brochure/leaflet: 2,500+ Video visualization. 1,500+
Scientific and technical publications. Peer-review scientific journals and conferences proceedings Publishable version of deliverables in the project website. E.g., Sustainability, Journal of Cleaner Production, Resources conservation and recycling	Along with deliverables and achievement of results	Nº of papers: 8+ Downloads of technical project publications: 70+
Cooperation with other projects to forge communication, promote synergies and establish cluster collaborations	Project lifetime	Collaboration established with EU related projects: 12+
Social and professional networking with key sector associations, platforms and initiatives. E.g., CircLean, EU-Citizen.Science, European Commission CCRI or the Circular City Centre.	Project lifetime	Collaboration agreements with relevant networks: 6+
Press media contacts (TV, newspapers, radio, websites. etc.) either general or specialized at EU/international levels. A press kit will be developed containing writing identity, press release, general presentation, key messages, a list of FAQs and copyright free images.	On a regular basis throughout project execution	Nº of press releases: 25+ Mail-outs & downloaded newsletters (per release): 500+

Any dissemination of results will duly display the EU emblem and include information on the EU funding.

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[1] The 5000 number of posts refers to the number of posts published on the social media accounts of the whole partnership; this may include sharing social media messages, and, depending on the circumstances, also the 'reach' – an indicator that shows how many people saw the published posts.

[2] The 15.000 members on social media refer to the global number of users reached across REDOL's and partners' social media accounts.

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6 CONCLUSIONS

REDOL aims to promote innovative and sustainable approaches to valorise SUW flows through I-US methods, while advancing the technological, managerial, economic, and social readiness level of EU Hubs for circularity. To ensure the project's maximum impact and visibility, effective communication and dissemination of the project results are crucial.

To achieve this goal, the Communication and Dissemination Plan for REDOL outlines various strategies and actions. These include creating a project website to share information about the project with the public, engaging with stakeholders and relevant organizations to increase visibility, utilizing social media channels to promote updates and engage with the wider community, hosting workshops, conferences, and events to disseminate findings and encourage collaboration with experts, and publishing project-related materials in academic and industry publications.

The ultimate goal of REDOL's communication and dissemination plan is to increase the project's visibility and reach a wider audience, including researchers, policymakers, industry professionals, and the general public. By ensuring that its findings and recommendations are disseminated widely and effectively, REDOL aims to maximize its impact and contribute to a more sustainable and circular economy in the EU.

www.redolproject.eu

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