

VIPRISCAR

Validation of an industrial process to manufacture isosorbide bis(methyl carbonate) at pilot level

Deliverable D8.11

Dissemination and Communication plan (I)

Lead Beneficiary	TECNALIA
Delivery Date	30/11/2018
Dissemination Level	Public
Status	Approved
Version	1
Keywords	Dissemination, Target audience, Website, Open Access, Media, Events



This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 790440. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium.

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Document Information

Grant Agreement Number	790440
Project Acronym	VIPRISCAR
Work Package	WP 8
Related Task(s)	T8.5
Deliverable	D8.11
Title	Dissemination and Communication plan (I)
Responsible Author	TECNALIA
Contributor(s)	Vertech Group, AEP, Gaiker, B4Plastics, Jowat,Leitat
File Name	VIPRISCAR_D8.11_Dissemination and Communication Plan (I)_v1_20181130.docx

Revision History

Revision	Date	Description	Reviewer
1.0	28/11/2018	Draft review	Vertech Group

EXECUTIVE SUMMARY

The present Dissemination and Communication Plan (D8.11) introduces the VIPRISCAR project dissemination and communication strategy and its implementation plan to be used by the Consortium to ensure the high visibility, accessibility and promotion of the project and its results.

This document will be a reference framework for evaluating the impact of communication and dissemination activities and will be updated and adjusted as the project progresses. The ultimate success of the VIPRISCAR project is strongly dependent on well-coordinated dissemination and exploitation activities.

The **main purpose** of the VIPRISCAR's Dissemination and Communication Plan is to ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate methods, and that those who can contribute to the development, evaluation, uptake and exploitation of the VIPRISCAR outcomes can be identified and encouraged to interact with the project on a regular and systematic basis.

The project **key message** is as follows: **“VIPRISCAR will validate an industrial process to manufacture isosorbide bis(methyl carbonate) at pilot level (TRL5)”**.

The **target audiences** for VIPRISCAR cover the whole bio-based products development lifecycle and potential user of results. They have been grouped into five different categories, namely the scientific community, private sector, policy makers, public bodies and general public.

All the information used for dissemination and communication purposes will be tailored to the specific dissemination channel. The **project website** will be the primary information source for the target audiences. **Open access** to scientific publications and research data is also important for the Consortium, and in particular for the applied research organisations and academia. The VIPRISCAR Consortium believes that **social media** is a good means of outreach to the public permitting a bidirectional communication. **Mass media** (i.e. radio, television, newspapers, specialist and technical publications and Internet) shall be conceived as additional avenues for the promotion of the project objectives and results. Finally, Consortium partners will actively participate in external **events** and the organization of a project workshop.

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ABBREVIATIONS AND ACRONYMS

BBI-JU	Bio-based Industries Joint Undertaking
BBI-JU GA	Bio-based Industries Joint Undertaking Grant agreement
Dx.y	Deliverable numbered, for example D8.2
EC	European Commission
EDT	Exploitation and dissemination team
EU	European Union
IBMC	Isosorbide bis(methyl carbonate)
Mx	Month, for example M12 refers to month 12
NIPU	Non-isocyanate polyurethane
TRL	Technology readiness levels
WP	Work package

1. INTRODUCTION

The ultimate success of VIPRISCAR project is strongly dependent on well-coordinated dissemination and exploitation activities. Therefore, the beneficiaries of the VIPRISCAR project have decided to include a specific work package for this purpose: WP8. Special focus will be put on disseminating project findings to the bio-based industry sector, which will be the main beneficiary of the novel technologies, data and knowledge.

Dissemination activities will address raising awareness and getting the necessary feedback, as well as building understanding and facilitating adoption of project results by the different stakeholder groups who can directly benefit from the project. Dissemination activities will be performed at different geographical levels (i.e. local, regional and European).

The Dissemination and Communication Plan defines the identification and classification of the target audience, the dissemination methods and goals, the schedule and complementarity of the activities, the measures to assess the impact of the dissemination activities, and the conditions to follow to ensure proper dissemination of the generated knowledge with regards to confidentiality, publication, and use of the knowledge.

In the case of the VIPRISCAR project, the main dissemination and communication **objectives and goals** are as follows:

- ▶ To identify the main stakeholders of the project.
- ▶ To raise awareness of the target audiences, particularly the relevant stakeholders and market segments, about the objectives of the project, its results, its benefits, use and applicability.
- ▶ To share bio-based products manufacturing experience (data and knowledge) with bio-based industry stakeholders.
- ▶ To get the necessary feedback to focus on the innovation needs of the sector.
- ▶ To seek the support of the general public, authorities, lobbies and policy makers.
- ▶ To foster collaborations with other stakeholders in the technical, commercial and corporative fields with the aim to share resources, achieve synergies and exchange information and knowledge.
- ▶ To promote and create market opportunities that might result in future sales.
- ▶ To promote agreements with commercial partners and investors.

The **target groups** for VIPRISCAR cover the whole bio-based products development lifecycle and potential user of results. Public engagement will ensure that the research activities are made known to the society at large in such a way that they can be understood by non-specialists. The communication activities will also address the public policy perspective of EU research and innovation funding.

The communication material and visual identity of the project will be developed to support the implementation of the plan and made available on the **dedicated website** for easy downloading to a wider international audience. Press releases, audio-visual content, events posters, brochures and banners, posts in social media, and technical documents will be developed according to this visual identity. All the information used for dissemination and communication purposes will be tailored to the specific **dissemination channel**.

The dissemination of the project's achievements should never jeopardise the potential protection of generated intellectual property (e.g. patent, product design) and further industrial application. Therefore, before any dissemination activity (publication or presentation) strict rules of prior notice to all partners will be applied, according to BBI-JU guidelines. Partners will have the possibility to refuse dissemination of their own know-how (background or foreground) when it could potentially harm the partner's interests.

The document first describes the overall strategy for dissemination and communication, that is to say, the plan purpose, key messages, target audience, tools and channels, and management. Then it devotes an individual section to the five main dissemination tools and channels, namely the project website, open access repositories, social media, mass media and events. The specific goals for the different dissemination channels are described along with the target audience, communication material, basic schedule and impact tracking. The document includes two annexes with the overall dissemination plan and public deliverables.

2. STRATEGY FOR DISSEMINATION AND COMMUNICATION

2.1 PURPOSE

The main purpose of the VIPRISCAR Dissemination and Communication Plan is to ensure that those who can contribute to the development, evaluation, uptake and exploitation of the project outcomes can be identified and encouraged to interact with the Consortium on a regular and systematic basis. For this purpose, the Dissemination and Communication Plan will ensure that the project research and practical outcomes are widely disseminated to the appropriate target audiences, at appropriate times along the project lifecycle, and particularly at key milestones, via appropriate methods.

It is important to maximise the impact on stakeholders outside the project Consortium to ensure that:

- ▶ The project is focused on the innovation needs of the sector,
- ▶ The knowledge gained is made available to all interested parties, and
- ▶ The project outputs can be adequately exploited.

Dissemination activities will address raising awareness and getting the necessary feedback, as well as building understanding and facilitating adoption of project results by the different stakeholder groups who can directly benefit from the project. Communication activities will complement the VIPRISCAR dissemination activities towards increasing the outreach of the project's results and enhancing its visibility to stakeholders out of the core target groups who can directly benefit from the project and permitting a two-way exchange.

The objectives of the dissemination and communication activities will be mainly deployed in stages during the project lifetime. In addition to the central objective specified above, other objectives will be targeted in these stages as follows:

- ▶ **Stage 1 (M1-M6): Raising awareness** of project's activities, outputs and benefits through diverse channels to audiences that do not require a detailed technical knowledge of the work carried out.
- ▶ **Stage 2 (M7-M16): Promoting a deeper understanding** of new knowledge and results for a number of audiences who can benefit from what VIPRISCAR project can offer.
- ▶ **Stage 3 (M17-M26): Engaging with target groups** to encourage their willingness to make use of project results.
- ▶ **Stage 4 (M27-M36): Influencing decision-making** within organisations regarding the uptake of VIPRISCAR outputs and supporting the implementation of the Exploitation Plan.

VIPRISCAR will comprise these four levels of dissemination. For successful implementation of the dissemination and communication plan, it must be ensured that the potential audience is aware of VIPRISCAR's overall aims and objectives (in layman terms), as a precondition to acquiring a deeper understanding of the new knowledge and results, which will allow a greater overview of the potential uses of the VIPRISCAR project outputs. Finally, dissemination for action will promote the willingness to make use of project results and influence decision-making.

The main elements of VIPRISCAR dissemination and communication strategy are summarised in the following figure and later described in the document. The Dissemination and Communication Plan will define the optimal and relevant interactions among these elements.



FIGURE 2.1: OVERVIEW OF VIPRISCAR DISSEMINATION & COMMUNICATION STRATEGY

2.2 LOGOS & INFORMATION

As it is explained in D1.1: Quality Assurance Plan, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must display the EU emblem and the BBI-JU and BIC logos (Figure 2.2) and include the following text to indicate that said result was generated with the assistance of financial support and that it reflects only the author's view:

- For communication activities: *“This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union’s Horizon 2020 research and innovation programme under grant agreement No 790440. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the Bio Based Industries Consortium”.*



FIGURE 2.2: BBI JU, EU AND BIC LOGOS & EMBLEMS

2.3 KEY MESSAGES

The message component of the dissemination and communication strategy comprises the set of arguments, reasons and facts to be used to convince the targeted audiences of the value in using VIPRISCAR results.

Key messages are intended to deliver relevant and meaningful content suited to communicate the VIPRISCAR value proposition to each of the target audiences.

The VIPRISCAR project has a primary key message and 8 supporting key messages.

High level message:

“VIPRISCAR will validate an industrial process to manufacture isosorbide bis(methyl carbonate) at pilot level (TRL5)”.

Supporting key messages:

- “VIPRISCAR will move IBMC production process from TRL 3 to TRL 4: process validation at lab scale”;
- “VIPRISCAR will develop polyurethane dispersions (PUDs) with bio-based oligocarbonates-diols from IBMC (TRL 3)”;
- “VIPRISCAR will assess coatings prepared from PUDs as proof-of-principle (TRL 3)”;
- “VIPRISCAR will develop nitrogen-containing IBMC derivatives to be used in NIPU coatings (TRL 3)”;
- “VIPRISCAR will assess IBMC-based NIPU coatings as proof-of-principle (TRL 3)”;
- “VIPRISCAR will develop NIPUs dispersions useful as adhesives from IBCM building blocks (proof-of-principle, TRL 3)”;
- “VIPRISCAR will develop IBMC based polycarbonate polyols useful as adhesive building blocks (proof-of-principle, TRL 3)”;
- “VIPRISCAR will develop IBMC-based adhesives formulations”;
- “VIPRISCAR will develop catheters with antibacterial and antithrombotic properties using IBMC-based NIPU”;

- “VIPRISCAR will confirm that IBCM and a final product comply with the requirements of toxicological evaluation recommended by REACH for substances manufactured or imported in quantities of one to 10 tonne”.

In a similar way as with the objectives of the dissemination plan, the key messages will be deployed with a different focus along the project lifetime:

- ▶ **Stage 1 (M1-M6):** The project exists ...; The objectives of the project are ...; The potential impact of the project is ...
- ▶ **Stage 2 (M7-M16):** Partners are working on the development of ...
- ▶ **Stage 3 (M17-M26):** Preliminary results are ...
- ▶ **Stage 4 (M27-M36):** The project achievements are ...; The impact of this developments is ...: Lessons-learned and recommendations are ...

2.4 TARGET AUDIENCE

To secure success in engaging stakeholders in using VIPRISCAR results, the focus of the project’s dissemination and communication efforts targets the entire bio-based industry value chain.

Stakeholder engagement is the key to the success of any dissemination initiative, and stakeholder identification is the first and foremost important task in effective stakeholder engagement. One of the main tasks of VIPRISCAR is thus to define target audiences according to their interests, needs and drivers.

In order to achieve an effective dissemination, it is necessary to understand stakeholder motivations. This will enable the Consortium to effectively engage, communicate with and promote future dialogue between different stakeholders. Indeed, the combination of the stakeholders’ relevance to VIPRISCAR and motivations will help to define specific communication strategies for different groups of stakeholders.

The target audiences (Figure 2.3) for VIPRISCAR project dissemination have been grouped into five different categories, namely the scientific community, private sector, policy makers, public bodies and general public.

Scientific community	Private sector	Policy makers	Public bodies	General public
<ul style="list-style-type: none"> • Academia • Researchers • Applied technology • EU/ BBI-JU consortium working in similar domain 	<ul style="list-style-type: none"> • Chemical industry • Manufactures of coatings/paints/adhesives/sealants • Financiers • Sector associations • Venture capital companies • Other bio-based industries 	<ul style="list-style-type: none"> • Regulators • Standarisation bodies 	<ul style="list-style-type: none"> • European authorities • Regional authorities 	<ul style="list-style-type: none"> • Citizen organisations • Students • Individual citizens

FIGURE 2.3: OVERVIEW OF VIPRISCAR TARGET AUDIENCE

The main roles of key VIPRISCAR stakeholders have been defined in Table 2.1.

TABLE 2.1: ROLE OF VIPRISCAR TARGET AUDIENCES

Role \ Audience	Scientific community	Private sector	Policy makers	Public bodies	General public
Enhance project visibility	✓	✓	✓	✓	✓
Give feedback on project development	✓	✓	✓	✓	✓
Share bio-based products manufacturing experience	✓	✓	✓		
Create market opportunities		✓	✓		
Support sector development			✓	✓	
Promote benefits of bio-based products				✓	✓
Foster collaboration	✓	✓	✓	✓	

General public engagement will ensure that the research activities are made known to the society at large in such a way that they can be understood by non-specialists. The communication activities will also address the public policy perspective of EU research and innovation funding, by considering aspects such as:

- ▶ Transnational cooperation in a European Consortium (i.e. how working together has allowed to achieve more than otherwise possible),
- ▶ Scientific excellence,
- ▶ Contributing to competitiveness and to solving societal challenges,
- ▶ Impact on everyday lives (e.g. creation of jobs, development of new technologies, better quality products, more convenience, improved life-style, etc.),
- ▶ Better use of results and spill-over to policy-makers, industry and the scientific community.

In order not only to disseminate and communicate the results of the VIPRISCAR project, but also to be up to date with the results of other projects, a list of the related projects obtained from the BBI-JU and SPIRE website will be made. The VIPRISCAR project progress information will be sent directly to the coordinators in order to look for synergies.

2.5 TOOLS & CHANNELS

Figure 2.4 presents an overview of VIPRISCAR tools and channels for dissemination, which are described in detail in the following chapters.

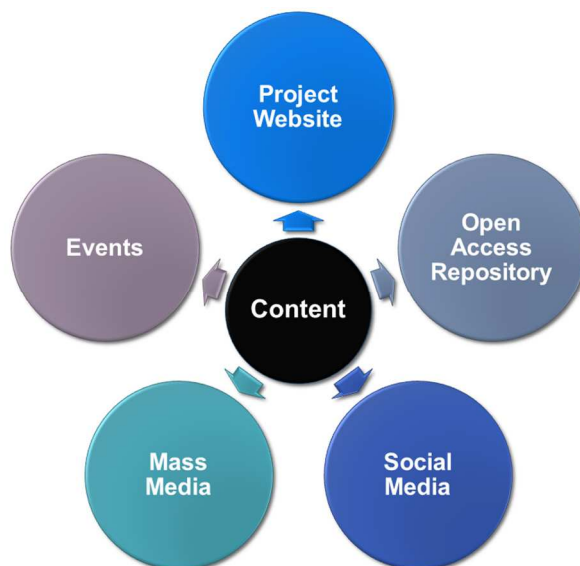


FIGURE 2.4: OVERVIEW OF DISSEMINATION CHANNELS

The **project website** will be the primary information source for the target stakeholders. **Open access** to scientific publications and research data is also important for the Consortium, and in particular for the applied research organisations and academia. The VIPRISCAR Consortium considers that **social media** is a good means of outreach to the public permitting a bidirectional communication. **Mass media** (i.e. radio, television, newspapers, specialist and technical publications and Internet) shall be conceived as additional avenues for the promotion of the project objectives and results. Finally, Consortium partners will be actively participating in external **events** and the organization of a project workshop.

The Table 2.2 matches target audience categories with the dissemination channels that will be used to address them.

TABLE 2.2: MAIN TARGET AUDIENCES AND CHANNELS

Channel \ Audience	Scientific community	Private sector	Policy makers	Public bodies	General public
Project website	✓	✓	✓	✓	✓
Open repositories	✓	✓			
Social media	✓	✓	✓	✓	✓
Mass media		✓	✓	✓	✓
Events	✓	✓	✓	✓	✓

2.6 MANAGEMENT

Dissemination of project results as well as open access to scientific publications and research data is governed by the procedure described in Article 29 of the BBI-JU Grant Agreement (BBI-JU-GA).

All Consortium partners are contributors to the dissemination and communication activities under the overall management of WP8 Leader. They will use their industrial partnerships, research networks, and long-standing experience in EC and BBI-JU funded projects, and contribute particularly to:

- ▶ Identifying and informing about dissemination opportunities (e.g. events, publications, etc.),
- ▶ Providing relevant information and documentation to enrich the project website,
- ▶ Posting news and project results in social media,
- ▶ Presenting the project at relevant national and international conferences, workshops and other events,
- ▶ Supporting the promotion and organisation of VIPRISCAR workshop, in particular engaging key stakeholders to act as multipliers and to motivate participants,
- ▶ Updating the collaborative workspace, with all relevant dissemination activities and opportunities.

As T8.5 leader, TECNALIA has prepared this Dissemination and Communication Plan, and will keep track of it throughout the project period. The plan will be updated during the project execution on annual basis (M12, M24 and M36) to consider the results obtained and the exploitation remarks. This will give the opportunity to focus the dissemination and communication on the most relevant publications, events and stakeholders in order to achieve an effective and proactive dissemination aligned with the exploitation plan.

The management of the dissemination & communication strategy will be handled by the Exploitation and Dissemination Team (EDT) led by VERTECH. Each consortium partner has chosen one member as representative to join the EDT, as shown in Table

TABLE 2.3. EXPLOITATION AND DISSEMINATION TEAM

Partner	Representative	Contact Information
VERTECH	Ana Dubois	ana.dubois@verttech-group.com
TECNALIA	Olga Gomez de Miranda	olga.gomez@tecnalia.com
JOWAT	Daniela Klein	daniela.klein@jowat.de
CIKAUTXO	tbc	tbc
B4PLASTICS	Stefaan De Wildeman	sdw@b4plastics.com
AEP POLYMERS	Elena Benedetti	elena.benedetti@aepolymers.com
EXERGY	Matthew Moss	mmoss@exergy.uk.com
GAIKER	Jose Maria Cuevas	cuevas@gaiker.es
LEITAT	Maxence Viallon	mviallon@leitat.org

2.7 COMMUNICATION WITH BBI JU

VIPRISCAR Consortium will collaborate with the BBI JU Communications team (communications@bbi.europa.eu and the PO) by sharing:

- ▶ Articles, publications, press releases, etc.
- ▶ The .jpeg and .eps logo file for the project in low & high resolution
- ▶ Details of conferences, exhibitions, etc.
- ▶ Any digital assets linked to project (leaflets, flyers, posters)
- ▶ Any disclosable product samples resulting from the project
- ▶ News from the projects for the BBI Newsletter
- ▶ Any other relevant communications materials

3. PROJECT WEBSITE

3.1 PURPOSE

The website (www.vipriscar.eu) will be the primary information source for several VIPRISCAR project target groups. As a primary communication tool, the website address will feature in all project’s communication material.

The purpose of the website will be to proactively promote the project and its final results by providing targeted information to various audiences within and beyond the project’s own community. The specific goals of this dissemination and communication channel are:

- ▶ To raise awareness about the objectives of the project, its results, its benefits, use and applicability.
- ▶ To share bio-based products manufacture experience (data and knowledge) with bio-based industry stakeholders.
- ▶ To seek the support of the authorities, lobbies, policy makers and the general public.
- ▶ To build understanding and facilitate adoption of project results.
- ▶ To assure that all interested parties are involved, participate and are informed about the status of the project.

Further details on website design are available in D8.15 Project public website.

3.2 TARGET AUDIENCE

The website is addressed to the five main target groups of the VIPRISCAR project as shown in Table 3.1.

TABLE 3.1. WEBSITE TARGET GROUPS

TARGET GROUPS	SUBGROUPS	
Scientific community	<ul style="list-style-type: none"> • Academia • Researchers 	<ul style="list-style-type: none"> • Applied technology • EU/ BBI-JU consortium working in similar domain
Private sector	<ul style="list-style-type: none"> • Chemical industry • Manufactures of coatings/paints/adhesives/sealants • Venture capital companies 	<ul style="list-style-type: none"> • Financiers • Sector associations • Other bio-based industries
Policy makers	<ul style="list-style-type: none"> • Regulators 	<ul style="list-style-type: none"> • Standardisation bodies
Public bodies	<ul style="list-style-type: none"> • European authorities • Regional authorities 	
General public	<ul style="list-style-type: none"> • Citizen organisations • Individual citizens 	<ul style="list-style-type: none"> • Students

The website will be provided with different targeted information to match the particular interests and needs of each target group and subgroup.

The scientific community comprises academia, researchers, applied technology and field test facilities. The website will be the focal point to share bio-based products manufacturing experience, new knowledge and results. It will provide links to technical descriptions, technical results, scientific publications and open access research data.

The private sector span across the bio-based industry value chain, focusing on technology developers, supply and services companies, utilities and promoters, sector associations and other type of professionals. They need to be equipped with the right skills, knowledge and understanding of the results in order to achieve real change. As for the scientific community, the website will be the focal point to share bio-based products manufacturing experience with bio-based industry stakeholders. It will also help to build understanding and facilitate adoption of project results.

Policy makers range from institutions to permitting bodies, regulators and standardisation bodies. **Public bodies** comprise European, regional and local authorities. For these two collectives, the website will raise awareness of the project, its results, its benefits, their use and applicability, as well as seek his support. The website will also contribute to address the public policy perspective of EU research and innovation funding, by considering aspects such as transnational cooperation in a European consortium, scientific excellence and contributing to competitiveness and to solving societal challenges.

General public involves all non-specialist stakeholders with particular interests/needs such as environmental NGOs, citizen organisations, students, and individual citizens. The website communication will ensure that general public knows what bioproducts are and its impact on everyday lives (e.g. creation of jobs, development of new technologies, better quality products, more convenience, improved life-style, etc.). The research activities will be made known to the society at large in such a way that they can be understood by non-specialists.

3.3 DISSEMINATION & COMMUNICATION MATERIAL

As it was explained above, the website will be the primary communication tool for dissemination and communication. For this reason, it will be a repository for a wide type of information and communication material.

Production and distribution of traditional promotional materials is faced with some important constraints, due to their relatively high environmental impact and cost/return ratio. The format will therefore be mostly digital, with only a small quantity of materials distributed by physical means, at events mainly.

Table 3.2 presents the different types of communication material that are taken in consideration for the website at present.

TABLE 3.2. COMMUNICATION MATERIAL

Dissemination material	Project reports	Communications	Research data	News & events
Project Leaflet	Public deliverables	Scientific papers	Research datasets	News and press releases
Standard project presentation		Articles in specialized magazines in bio-based products		Posts and feedback (linked).
Other dissemination Material		Oral presentations and posters		Events with VIPRISCAR participation Roll-up

The website includes sections on “Publications and News” in which the main communication material will be available. Certain communication material (i.e. videos, schematics, pictures) will be also available on the specific contents and descriptions in the website. All this material will contribute to enhance the descriptions in the website and project outcomes. For convenience, a list of public project reports can be found in ANNEX II: Public Deliverables.

3.4 SCHEDULE & IMPACT TRACKING

The web page will be regularly updated (on average, monthly updates are foreseen). Moreover, the effectiveness of web page will be periodically analysed by means of the Google Analytics tool. This will allow reports to be run on the website, giving a very clear picture of information such as:

- ▶ Users count visiting the website and visit time,
- ▶ Languages and locations of visitors,
- ▶ Devices used for browsing the website.

Adequate indicators to measure the impact of the dissemination carried out through the website channel have been defined. The next Table 3.3 presents the minimum objectives to be achieved and the indicators for measurement of success. In case the objective is not fulfilled a contingency plan is considered.

TABLE 3.3. IMPACT OF DISSEMINATION (WEBSITE)

Indicator	Objective	Contingency plan
No. of monthly visits	200	Promoting the web site in social media (e.g. LinkedIn groups) and e-mail (e.g. newsletter to target groups)
Duration of visits	2 min	Re-organise the web site to make it easier to find relevant items. Upload more attractive content

4. OPEN ACCESS REPOSITORIES

4.1 PURPOSE

Scientific publishing is important for the Consortium, in particular for the applied research organisations and academia. In order to make the best use out of research results, a clear strategy for knowledge management and protection, as well as for scientific publishing will be implemented in VIPRISCAR. Basically, dissemination of project achievements should never jeopardise the potential IPR protection and further industrial or commercial application (See D8.4).

Open access to all scientific publications resulting from VIPRISCAR will be promoted in accordance with Regulation (EU) No 1290/2013. Moreover, VIPRISCAR partners have agreed to provide open access to all scientific publications through pure Open Access Journal whenever possible. This means that an article is immediately provided in open access mode by the scientific publisher. VIPRISCAR has allocated the associated costs in the budget to the main author (academic and research partners), shifting it away from readers. Should this not be possible, the published article or the final peer-reviewed manuscript will be archived by the author in an online repository.

The specific goals of this dissemination and communication channel are:

- ▶ To share bio-based products manufacturing experience (data and knowledge) with the scientific community and the bio-based industry stakeholders.
- ▶ To build understanding and facilitate adoption of project results.
- ▶ To foster collaborations with other stakeholders in the technical, commercial and corporative fields with the aim to share resources, achieve synergies and exchange information and knowledge.

4.2 TARGET AUDIENCE

Open access is mainly addressed to the target groups that can directly benefit from results of the VIPRISCAR project as shown in the following Table 4.1.

TABLE 4.1. OPEN ACCESS REPOSITORIES TARGET GROUPS

TARGET GROUPS	SUBGROUPS
Scientific community	<ul style="list-style-type: none"> • Academia • Researchers • Applied technology • EU/ BBI-JU consortium working in similar domain
Private sector	<ul style="list-style-type: none"> • Chemical industry • Manufactures of coatings/paints/adhesives/sealants • Venture capital companies • Financiers • Sector associations • Other bio-based industries

Open access repositories will provide targeted information for the **scientific community and the bio-based industry value chain**. Free of charge access to scientific publications and research data will promote understanding of project outcomes and allow reusing results at a larger scale.

4.3 DISSEMINATION & COMMUNICATION MATERIAL

The main dissemination and communication material are Scientific publications and Research data.

A number of **scientific publications** in international scientific peer-reviewed journals are expected to be produced throughout the course of VIPRISCAR. These journals are an important way to disseminate the scientific knowledge produced and main industrial achievements to a very specialised audience.

It is expected that the partners of the consortium will prepare scientific publications in relevant scientific journals of high impact factor. A specific budget has been allocated to partners for publication fees of journals with high impact factors in bio-based products topics. A plan for scientific publications with a first list of journals and contributors is shown in ANNEX I: DISSEMINATION & COMMUNICATION TABLE.

On the other hand, VIPRISCAR will publish **research datasets**. Specific datasets may be associated to scientific publications (i.e. underlying data), public project reports and other raw data or curated data not directly attributable to a publication.

In the Deliverable D8.4, Data Management Plan (I) is given a detailed description of dataset that VIPRISCAR will produce.

4.4 SCHEDULE & IMPACT TRACKING

Project partners are responsible for the publication of relevant results to scientific community by scientific publications. Whenever possible, a scientific publication, as soon as possible and at the latest six months after the publication time, will be deposited in a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications. Moreover, the beneficiary should aim at depositing at the same time the research data needed to validate the results presented in the deposited scientific publications.

Underlying research data will consist of selected parts of the general datasets generated, and for which the decision of making that part public has been made. Other datasets will be related to any public report or be useful for the research community. They will be selected parts of the general datasets generated or full datasets and be published as soon as possible.

Adequate indicators to measure the impact of the dissemination carried out through open access repositories have been defined. Table 4.2 presents the minimum objectives to be achieved and the indicators for measurement of success. In case the objective is not fulfilled, a contingency plan is considered.

TABLE 4.2. IMPACT OF DISSEMINATION (OPEN ACCESS REPOSITORIES)

Indicator	Objective	Contingency plan
No. of submitted scientific papers	8	Contact publishers of peer-reviewed and indexed journals. Encourage partners to publish papers. Find appropriate events, for which Consortium experts are members of the international committee and/or chairman or reviewer of sessions.
No. of open access research data set categories	3	Increase the duration of available data sets from 2 to 3 years

5. SOCIAL MEDIA

5.1 PURPOSE

Social media are gaining increasing popularity nowadays and therefore will be another important dissemination channel for the project. The VIPRISCAR Consortium believes this is a good means of outreach to the public, and the presence of the project on major social networking platforms has been established from the early stages of the project.

The purpose of social media tools will be to proactively promote the project and its final results permitting a two-way exchange. VIPRISCAR presence in social networks aims to accomplish the following specific objectives:

- ▶ Generate awareness and multiply the communication efforts done by all consortium partners.
- ▶ Raise interest on the project topic in non-expert audiences.
- ▶ Promote understanding of knowledge, activities, benefits and outcomes generated through the project lifecycle.
- ▶ Promote feedback gathering, consultation and engaging with target groups.
- ▶ Increase content visibility and interaction.

5.2 TARGET AUDIENCE

Online communication strategies based on social media, will allow a better reach to specific audiences, shifting them from passive observers into active participants. Social media are addressed to the five main target groups of the VIPRISCAR project as shown in Table 5.1.

TABLE 5.1. SOCIAL MEDIA TARGET GROUPS

TARGET GROUPS	SUBGROUPS
Scientific community	<ul style="list-style-type: none"> • Academia • Researchers • Applied technology • EU/ BBI-JU consortium working in similar domain
Private sector	<ul style="list-style-type: none"> • Chemical industry • Manufactures of coatings/paints/adhesives/sealants • Venture capital companies • Financiers • Sector associations • Other bio-based industries
Policy makers	<ul style="list-style-type: none"> • Regulators • Standardisation bodies
Public bodies	<ul style="list-style-type: none"> • European authorities • Regional authorities
General public	<ul style="list-style-type: none"> • Citizen organisations • Individual citizens • Students

Social media will update on new technical results, publications, research data and events that might be of interest for the **Scientific community** and the **Private sector**, that is, the bio-based industry value chain. It will also help to share bio-based products manufacture experience, build understanding, facilitate adoption of project results and collect periodic feedback to focus on the innovation needs of the sector.

Social media will raise awareness of the project, its results, its benefits, their use and applicability, as well as seek support of **Policy makers** and **Public bodies**.

Finally, social media will raise interest of the **General public** on the project topic and its impact on everyday lives.

5.3 DISSEMINATION & COMMUNICATION MATERIAL

Partners will post short news or audio-visual items through popular social networks. These items can be related to key milestones being achieved, available public deliverables, upcoming project events, contributions to external events and publications, and any other supporting dissemination material.

Short messages can be distributed via **Twitter**. Twitter **hashtag #VIPRISCAR** will be used to give more visibility to the live participation in relevant events for the VIPRISCAR project. Most project partners have twitter accounts and will contribute to enhance project outreach. The project website will act as the focal point for visualisation of all conversations on Twitter related to VIPRISCAR. Ans also will be mention BBI JU using **@BBI2020**.

Also, the **LinkedIn** account (Sustainable Chemistry TECNALIA) will be use to give more visibility to the live participation in relevant events for the VIPRISCAR project.

Vimeo/YouTube will also be used to disseminate videos. It is planned to make a video to communicate the results of the project.

In addition to this, all project partners shall share on social networks announcements coming from the Project accounts, as often as they find appropriate.

Finally, VIPRISCAR website will promote these communication strategies by means of direct links to these social media channels.

In order not only to communicate the results of the VIPRISCAR project, but also to be up to date with the results of other projects, several bio-based economy group will be followed. Some examples: Bio-based Industries Joint Undertaking (BBI JU), Bio-Based World News, etc.

5.4 SCHEDULE & IMPACT TRACKING

Social media will be regularly used. On average, it is planned one action per month.

The traffic generated by social networks will also be an important asset to enhance the visibility of the portal in major search engines. The monitoring of VIPRISCAR social networks will be based on community management tools so the Consortium can measure user's reaction to our content, reply to user's comments and interact with them.

Among the information to be collected are the number of members/followers, its country and sector distribution, number of visits, likes, shares and comments.

The indicators for impact tracking in this dissemination channel are shown in the following table, along with a contingency plan.

TABLE 5.2. IMPACT OF DISSEMINATION (SOCIAL MEDIA)

Indicator	Objective	Contingency plan
No. of contact updates per month	20	Partners will foster project within their social media
No. of visits to posts	>50	Repost actions using the profiles and groups of the Consortium partners

6. MASS MEDIA

6.1 PURPOSE

Radio, television, newspapers, specialist and technical publications and Internet will be conceived as additional avenues for the promotion of the project objectives and results. Updates on the project's progress and targeted messages about offerings to the different stakeholder groups are candidates for mass media publication.

Important announcements resulting from the various project activities will be selected for press releases and submission to professional newspapers as well as sector magazines. Press releases are a very efficient communication tool to inform about relevant milestones or events of the project. Press releases will be published targeting various media to inform about the start and ongoing achievements of the project.

The specific goals of this dissemination and communication channel are:

- ▶ To raise awareness about the objectives of the project, its results, its benefits, use and applicability.
- ▶ To seek the support of the authorities, lobbies, policy makers and the general public.
- ▶ To build understanding and facilitate adoption of project results.
- ▶ To assure that all interested parties are involved, participate and are informed about the status of the project.
- ▶ To promote the benefits of bio-based products to the general public.

6.2 TARGET AUDIENCE

The mass media is addressed to the four main target groups of the VIPRISCAR project as shown in Table 6.1.

TABLE 6.1. MASS MEDIA TARGET GROUPS

TARGET GROUPS	SUBGROUPS
Private sector	<ul style="list-style-type: none"> • Chemical industry • Manufactures of coatings/paints/adhesives/sealants • Venture capital companies <ul style="list-style-type: none"> • Financiers • Sector associations • Other bio-based industries
Policy makers	<ul style="list-style-type: none"> • Regulators <ul style="list-style-type: none"> • Standardisation bodies
Public bodies	<ul style="list-style-type: none"> • European authorities • Regional authorities
General public	<ul style="list-style-type: none"> • Citizen organisations • Individual citizens <ul style="list-style-type: none"> • Students

Press releases, news, radio interviews and TV broadcasts will raise awareness about the project activities, outputs and benefits. They will be addressed to all target audiences, but mainly to audiences that do not require a detailed knowledge of the work carried out, such as the **general public, policy makers and public bodies**.

Articles in bio-based products magazines will help to promote a deeper understanding and facilitate adoption of project results. They will be mainly addressed to the **private sector**.

6.3 DISSEMINATION & COMMUNICATION MATERIAL

Publication material will be sent to regional, national, European and other international media, and it may also be published through free circulation/access platforms.

Press releases aim to present interesting news about the project, in order to attract the attention of journalists and encourage them to draft articles on the subject. They will be regularly published before an important milestone and will be available in “News and Events” section of the project website. Press releases have to be presented in a specific format and content (i.e. date, attractive headline, clear and strong first paragraph summarising the essential information, other paragraphs to develop the issue, contact details for more information, logos, etc.). The content needs to be very concrete.

Press conferences could be held, and beneficiaries may also arrange for **radio interviews and television broadcasts**. Media representatives from press, radio and television will also be invited to attend the relevant events in which VIPRISCAR participates.

Illustrative pictures, images and photos taken by the project members will be distributed to media representatives. This information will also be sent to other media interested but unable to attend, and uploaded in “News and Events” section of the website.

News will be periodically published in the project website, communicating the most relevant project outcomes. News will also be published in other media as the partners’ websites or other webs and written publications.

Publication of **articles in bio-based products magazines** will be also sought. Industrial partners will have a special engagement in this type of dissemination. A plan for industrial articles with a first list of magazines and contributors is shown in ANNEX I: DISSEMINATION & COMMUNICATION TABLE.

Press releases, news and articles should be carefully written in order to communicate a clear message, and so avoid misunderstanding by the media. Before their publication, the Coordinator should be notified, so that he can approve them, after consulting with all relevant partners when needed.

6.4 SCHEDULE & IMPACT TRACKING

Adequate indicators to measure the impact of the dissemination carried out through mass media have been defined. They shall involve tracking of the number of media communications issued, their geographical scope, range of publication, media used and distribution.

Table 6.2 shows the minimum objectives to be achieved and the indicators for measuring of success. In the case the objective is not fulfilled a contingency plan is considered.

TABLE 6.2. IMPACT OF DISSEMINATION (MASS MEDIA)

Indicator	Objective	Contingency plan
No. of articles in bio-based products magazines	7	Search for additional channels in cooperation with the industrial partners
No. of press releases	4	Contact local media in organized events

At a minimum, annual press releases are foreseen during the course of the project

7. EVENTS

7.1 PURPOSE

Throughout the duration of the project, Consortium partners will actively participate in events such as technical conferences, industrial congresses, exhibitions, general public events and meetings. Events will ensure the involvement of target groups of stakeholders.

Project partners' participation in external events aims to raise key stakeholders' awareness and facilitate knowledge sharing, thus increasing the project impact.

The organisation of workshops to share the knowledge acquired and discuss VIPRISCAR results is a way of developing national and international connections with industrial, governmental, opinion leaders, and engaging in a direct, face-to-face communications and discourse.

The participation of the VIPRISCAR consortium in the events will be carefully publicized using the web, social media, mailing and publications, providing stakeholders with enough notice to include the event in their agendas. Beforehand, information about the event will be posted on the website emphasizing the key benefits of attending the event to the media.

Promotional material about the project will be also provided. Depending on the relevance of the event, and the type of stakeholder participation, a press conference will be held to assure a high impact and wider dissemination after the event. For relevant events media representatives from radio, television and press will receive information about the participation of VIPRISCAR in the event.

7.2 TARGET AUDIENCE

The dissemination events are addressed to the five main target groups of the VIPRISCAR project as shown in Table 7.1.

TABLE 7.1. EVENTS TARGET GROUPS

TARGET GROUPS	SUBGROUPS
Scientific community	<ul style="list-style-type: none"> Academia Researchers Applied technology EU/ BBI-JU consortium working in similar domain
Private sector	<ul style="list-style-type: none"> Chemical industry Manufactures of coatings/paints/adhesives/sealants Venture capital companies Financiers Sector associations Other bio-based industries
Policy makers	<ul style="list-style-type: none"> Regulators Standardisation bodies
Public bodies	<ul style="list-style-type: none"> European authorities

TARGET GROUPS	SUBGROUPS
	<ul style="list-style-type: none"> Regional authorities
General public	<ul style="list-style-type: none"> Citizen organisations Individual citizens Students

International conferences will be addressed to the **scientific community** and the **private sector**. Industrial exhibitions and fairs will be mainly addressed to the **bio-based industry stakeholders**. They will help share bio-based products manufacture experience with bio-based industry stakeholders. It will also help to build understanding and facilitate adoption of project results.

General public events such as the science week will be addressed to non-specialists. They will ensure that **general public** knows what bio-based products are and their impact on everyday lives (e.g. creation of jobs, development of new technologies, better quality products, more convenience, improved life-style, etc.).

Workshops will be addressed to the **scientific community, private sector, policy makers** and **public bodies**. They will promote the willingness to make use and influence decision-making of VIPRISCAR results.

7.3 DISSEMINATION & COMMUNICATION MATERIAL

The Consortium partners will prepare and deliver papers, oral communications, presentations and posters at congresses, relevant events and selected international conferences.

Other communication material, such as leaflets, roll-up banner, standard presentation and videos can be used at industrial exhibitions and fairs.

A snapshot of the list of conferences, presentations, oral communications, exhibitions, general public events and workshops planned is shown in ANNEX I: DISSEMINATION & COMMUNICATION TABLE.

7.4 SCHEDULE & IMPACT TRACKING

Relevant events have been identified and will be updated along the lifecycle of the VIPRISCAR project.

Indicators for this dissemination shall track the number and type of attended events, number of presentations, registered people at organised workshops and distribution of dissemination material.

The next table presents the minimum objectives to be achieved and the indicators for measuring success. In the case the objective is not fulfilled a contingency plan is considered.

TABLE 7.2. IMPACT OF DISSEMINATION (EVENTS)

Indicator	Objective	Contingency plan
No. of attended conferences with presentations / posters	8	Find alternative events, contact organizers for which several Consortium experts are members of the international committee and/or chairman or reviewer of sessions.
No. of oral communication at congresses & events	4	
No. of attended industrial events and/or fairs	4	Identify further industrial fairs of interest to the project.
No. of events for the general public	4	Promote the project in other Open doors events
No. of flyers distributed at events	500	Ask for permission to distribute leaflets during additional events
No. of workshops organized	1	Responsibilities and budget have been assigned.
No. of registered people at workshops	>30	

8. REFERENCES

- [1] REGULATION (EU) No 1290/2013 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 11 December 2013 laying down the rules for participation and dissemination in "Horizon 2020 - the Framework Programme for Research and Innovation (2014-2020)" and repealing Regulation (EC) No 1906/2006.
- [2] D8.15. Project Public website.
- [3] D8.4. Data Management Plan (I).

ANNEX I: DISSEMINATION & COMMUNICATION TABLE

Category	Dissemination Material	Specific channel	Objective
Open Access	Scientific Paper	Journal of Cleaner Production Progress in Organic Coatings Organic Process Research & Development or Applied Catalysis A Polymers Carbohydrate Polymers Journal of Applied Polymer Science	8
	Data set		3
Social Media	Posts	Partners Webpages	11
		LinkedIn Twitter Vimeo/Youtube	73
Mass Media	Press Release	Local Newspapers / Technical Magazines	4
	Bio-based products Magazine	Biobased World News Bioplastics Magazine	7
Events	Conference presentation	World Biomarkets In-Adhesives European Biopolymers Summit LCM conference	8
	Oral communication	ISGC Biobased coatings Europe European biopolymer	4
	Exhibition	CONAMA TRANSFIERE	4
	General Public Event	Science week	4
	Workshop	Final workshop	1

ANNEX II: PUBLIC DELIVERABLES

ID	Description	WP	Lead	Type	Due
D1.1	Quality Assurance Plan (I)	1	TECNALIA	R	3
D1.2	Quality Assurance Plan (II)	1	TECNALIA	R	12
D1.3	Quality Assurance Plan (III)	1	TECNALIA	R	24
D1.4	Quality Assurance Plan (IV)	1	TECNALIA	R	36
D1.5	Project Management Plan (I)	1	TECNALIA	R	3
D1.6	Project Management Plan (II)	1	TECNALIA	R	12
D1.7	Project Management Plan (III)	1	TECNALIA	R	24
D1.8	Project Management Plan (IV)	1	TECNALIA	R	36
D7.8	European and local legal and non-legal limitations, barriers and standards for VIPRISCAR products (I)	7	VERTECH	R	12
D7.9	European and local legal and non-legal limitations, barriers and standards for VIPRISCAR products (II)	7	VERTECH	R	24
D7.10	European and local legal and non-legal limitations, barriers and standards for VIPRISCAR products (III)	7	VERTECH	R	36
D8.1	Market analysis for VIPRISCAR innovations	8	VERTECH	R	12
D8.4	Data management plan (I)	8	VERTECH	R	6
D8.5	Data management plan (II)	8	VERTECH	R	24
D8.6	Data management plan (III)	8	VERTECH	R	36
D8.11	Dissemination and communication plan (I)	8	TECNALIA	R	6
D8.12	Dissemination and communication plan (II)	8	TECNALIA	R	12
D8.13	Dissemination and communication plan (III)	8	TECNALIA	R	24
D8.14	Dissemination and communication plan (IV)	8	TECNALIA	R	36
D8.15	Project public website	8	TECNALIA	Web	4



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This project has received funding from the Bio Based Industries Joint Undertaking (JU) under the European Union's Horizon 2020 research and innovation programme under grant agreement No 790440. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium.