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

Deliverable D8.12

Dissemination and Communication plan (II)

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EXECUTIVE SUMMARY

The present Dissemination and Communication Plan (D8.12) 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 is being tailored to the specific dissemination channel. The **project website** is 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) are conceived as additional avenues for the promotion of the project objectives and results. Finally, Consortium partners are beginning to 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 ensures 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 also address the public policy perspective of EU research and innovation funding.

The communication material and visual identity of the project are being 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 are 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 are 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 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 ensures 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 are oriented to 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. In the same way, communication activities 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 comprises 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 defines 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.

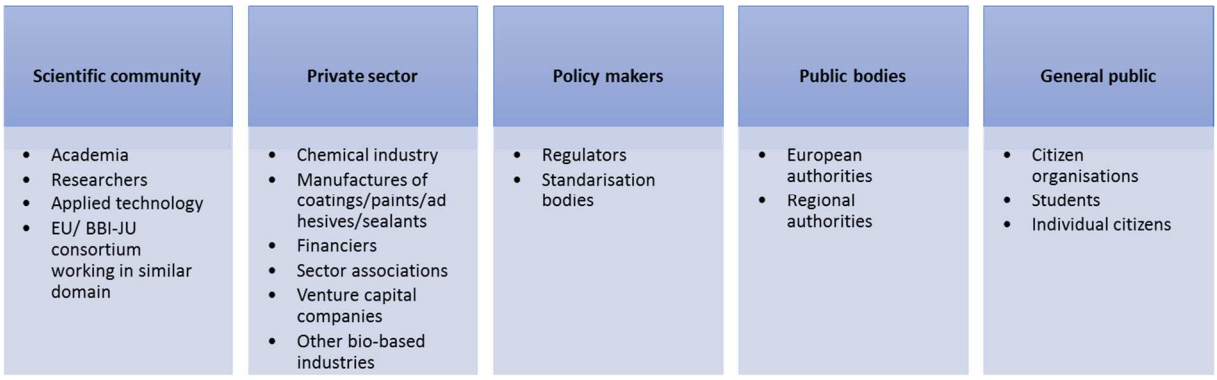

FIGURE 2.3 OVERVIEW OF VIPRISCAR TARGET AUDIENCE

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

TABLE 2.1: ROLE OF VIPRISCAR TARGET AUDIENCES

Audience / Role	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.

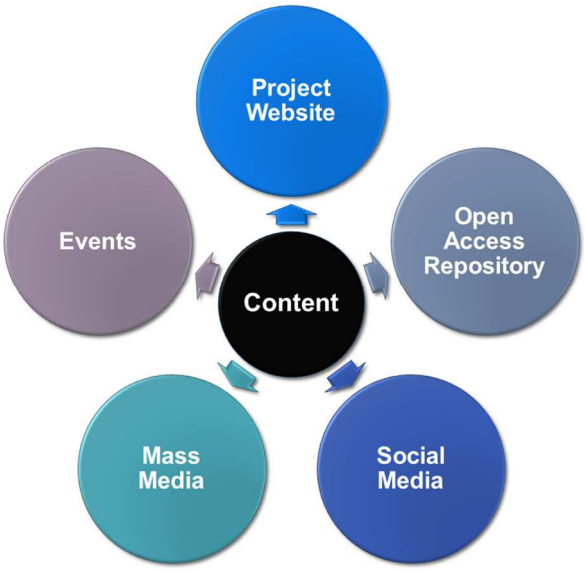

FIGURE 2.4. OVERVIEW OF DISSEMINATION CHANNELS

The **project website** is intended to 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

Audience / Channel	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. In the annexes III and IV data from Google Analytics and templates for the elaboration of continuous reporting are presented.

This gives 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@vertech-group.com
TECNALIA	Olga Gomez de Miranda	olga.gomez@tecnalia.com
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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	• Academia • Researchers	• Applied technology • EU/ BBI-JU consortium working in similar domain
Private sector	• Chemical industry • Manufactures of coatings/paints/adhesives/sealants • Venture capital companies	• Financiers • Sector associations • Other bio-based industries
Policy makers	• Regulators	• Standardisation bodies
Public bodies	• European authorities • Regional authorities	
General public	• Citizen organisations • Individual citizens	• 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 is considered as 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 the present moment.

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

Hereafter main activities related to communication material carried out in VIPRISCAR project are described.

- A project leaflet has been prepared to be used as a general diffusion tool, both in on-line and on-site media (Figure 3.1)

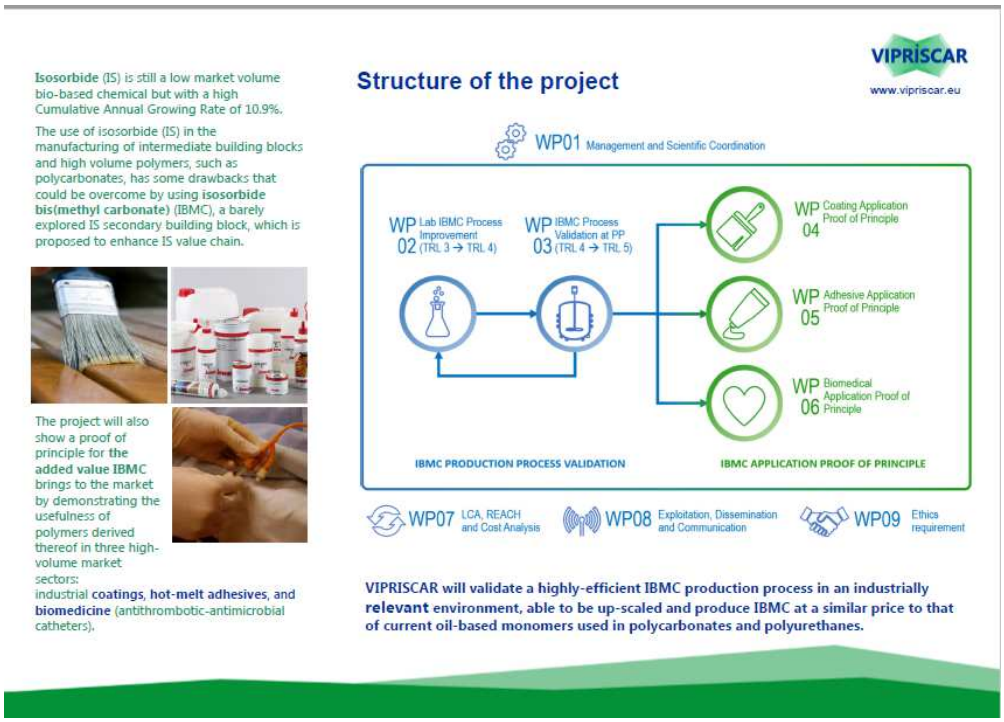


FIGURE 3.1. VIPRISCAR PROJECT LEAFLET

- Standard project presentation. VIPRISCAR objectives and principal achievements accomplished until now have been disseminated in international events as: **BBI JU Info Day of 12 April in Brussels**. There, 100 copies of the leaflet have been distributed.

- Other dissemination material. Two **newsletters** have been made to disseminate the project evolution. They are described in more detail in pg. 37; section 6.4. Schedule & Impact training.

- The VIPRISCAR website is in continuous development. It contains the most relevant items related to the project which have to be disseminated to the general public: On one side, the recent achievements appear in the section: PUBLICATIONS. Moreover, those who have been presented in different congresses and events have also been disclosed with other news in the section: EVENTS (Figure 3. 2.)

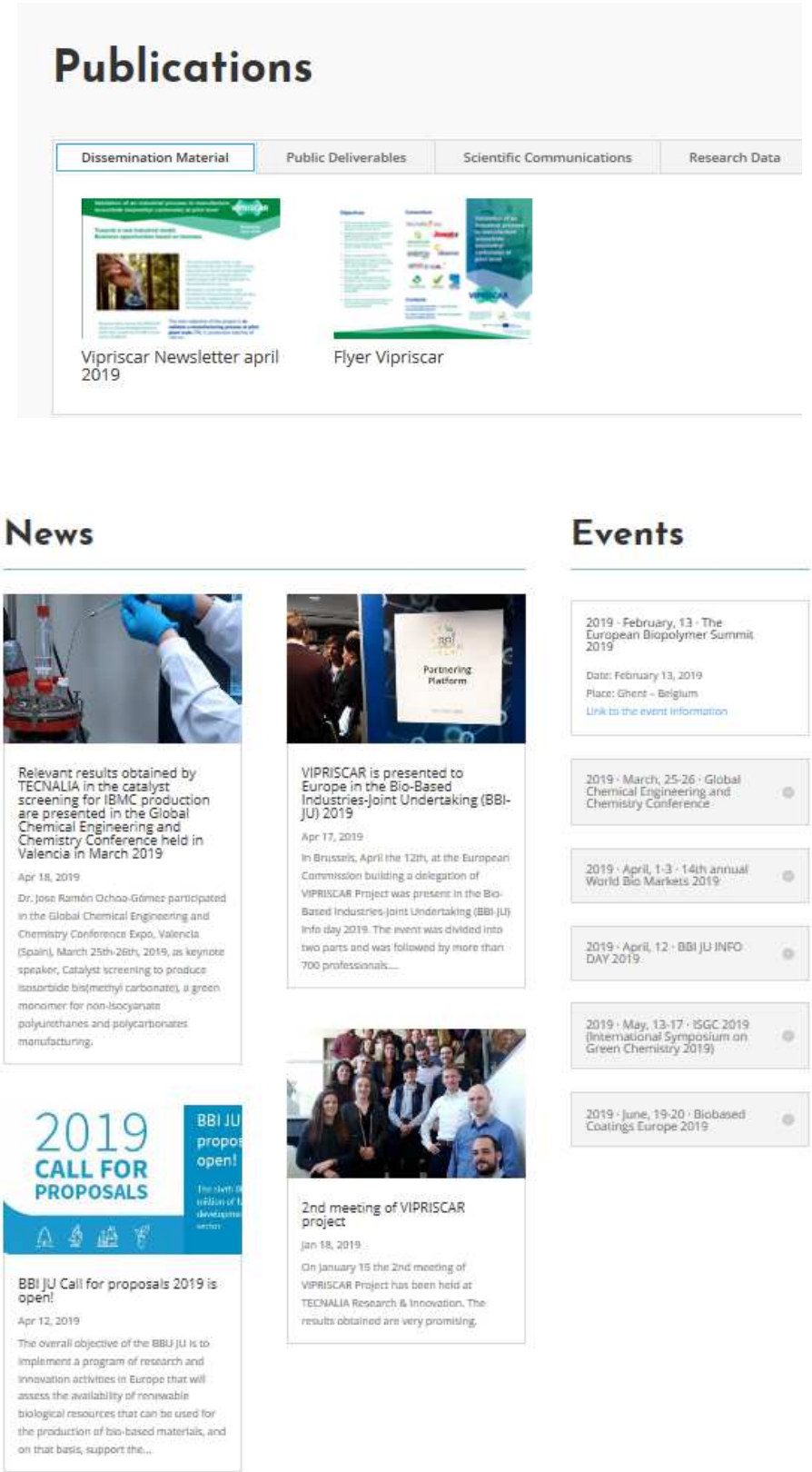


FIGURE 3.2. IMAGES OF THE VIPRISCAR WEBPAGE EVOLUTION

This web page also contains information related to:

- Public deliverables. The deliverables corresponding to M6 and M12 have been prepared waiting for the Status approved to be public.

- Scientific communications & research data. These sections of the web page still do not contain any relevant information. It will be fulfilled during the course of the project.

- Oral poster and presentations. A technical presentation has been carried for the diffusion of the main achievements obtained in work-package WP2 (Tecnalia). It has been disclosed in the EVENTs section of the webpage.

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 is regularly updated (on average, monthly updates are foreseen). Moreover, the effectiveness of web page is periodically analysed by means of the Google Analytics tool. This allows 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	Obj.	M12	Contingency plan
No. of monthly visits	200	279	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	1:22 min	Include in the web page more results obtained in different work packages and relevant information related to diverse news and events.

The web has been visited during this period by **157 users** in **279 sessions, (**higher value than the stablished objective), employing different channels to accede to it as it is shown in Figure 3.3. **Organic search** (45.1%) is the preferred way to visit VIPRISCAR webpage. It is defined by the visitors that arrive through **search engines**. The most used tools have been: Chrome (63.7%), Firefox (15.3%) and Internet explorer. (6.4%)

Next, visits arrive to the website without coming from anywhere else on the web, directly typing the URL into the address bar. They are known as Direct traffic (40.7%)

The audience of VIPRISCAR webpage is completed with **Social** media (8%) and visits from another websites (**Referral** 6.3%). These are diverse users with academic, social or industrial interests that are linked with the corresponding ones of VIPRISCAR project.

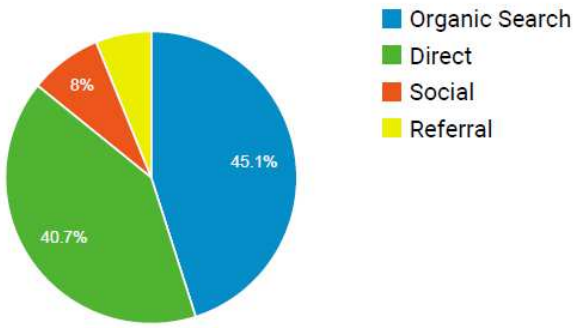


FIGURE 3.3. PRINCIPAL CHANNELS TOOLS EMPLOYED TO VISIT VIPRISCAR WEBPAGE

The traffic of the web page shows a relevant activity from the begging of this year, showing a growing trend in the last moths (April and May). That reflects that the contents of VIPRISCAR project are in line with the interest of academic, industrial and general public.

Although the average session duration has been **of 01:22 min**, it is probably due to the fact that many activities and work packages from the project have not been yet started. The future

results of VIPRISCAR will contribute to enrich the webpage, and the website will present a more complex structure and content. For this reason, it is also expected that during the project the number of retouring visits will increase (now the access to the webpage is mainly carried out by **new visitors 80.5%**)

The audience that consult VIPRISCAR webpage comes from different countries. **Spain** is the location where more visits have done (35.8%) since the diffusion activities have been started more intensively by TECNALIA, who is the project coordinator, and the responsible of the work packages that are active at present.

Other project website visits have been done from United States (19.8%), France (8%), United Kingdom (7.4%) or Netherlands (6.7%). All these countries present relevant interest for new developments based on biomass and bioproducts. According to this, the most frequently employed languages to browse the web are: **English** (from USA 34.4%), Spanish (from Spain 28%), and English (from United Kingdom 10.2%). It is expected that in a near future visits from locations as China and Japan will be notably increased since diverse activities related to the use and exploitation of isosorbide bis-methyl carbonate will start.

Table 3.4 summarizes the evolution of the principal indicators and will be used to compare how affects the activity of web page in the impact tracking of the project.

TABLE 3.4. EVOLUTION OF INIDICATORS (WEBSITE) DURING THE COURSE OF VIPRISCAR PROJECT

Indicator	M 12	M 24	M 36
Visits	279		
Users count	157		
Visit time (min)	01:22		
Language	English USA (34.4%)		
Locations	Spain (35.8%)		
Devices	Organic Research (45.1%)		

All the analysis information obtained from the Google Analytics Tool is attached in the Annex III.

4. OPEN ACCESS RESPOSITORIES

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 is being 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	• Academia • Researchers	• Applied technology • EU/ BBI-JU consortium working in similar domain
Private sector	• 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. During this period (M12) no remarkable activity has been done because most of work packages have not started yet and the definitive results obtained in WP2 are being now properly analysed.

TABLE 4.2. IMPACT OF DISSEMINATION (OPEN ACCESS REPOSITORIES)

Indicator	Objective	M12	Contingency plan
No. of submitted scientific papers	8	0	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	0	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	• Academia • Researchers	• Applied technology • EU/ BBI-JU consortium working in similar domain
Private sector	• Chemical industry • Manufactures of coatings/paints/adhesives/sealants • Venture capital companies	• Financiers • Sector associations • Other bio-based industries
Policy makers	• Regulators	• Standardisation bodies
Public bodies	• European authorities • Regional authorities	
General public	• 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 used to give more visibility to the live participation in relevant events for the VIPRISCAR project. Hitherto it is used as one of the preferred channels for VIPRISCAR material dissemination. (https://www.linkedin.com/in/tecnalia-sustainable-chemistry-0a1b11178/). On the other hand, VERTECH also uses LinkedIn platform to contribute to the project dissemination (https://www.linkedin.com/feed/update/urn:li:activity:6534728759403249664)

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	M12	Contingency plan
No. of contact updates per month	20	Total in M12 536	Partners will foster project within their social media
No. of visits to posts	>50	Total visits in M12 >1000 Average visits per post > 500 Likes >50	Repost actions using the profiles and groups of the Consortium partners

The relevance of VIPRISCAR dissemination through channels as LinkedIn is evidenced in the following images (Figure 5.1.)


Search
Home
My Network
Jobs
Messaging
Notifications
Me
Work
Try Premium Free for 1 Month
Tecnalia Sustainable Chemistry
TECNALIA Research & Innovation
Followers 542
Drafts 0
Soraya Prieto Fernández • 1st
Project Manager in Biorefinery and Waste Valorization area in TECNALIA
4mo
Today, the 2nd meeting of #VIPRISCAR #BBIJU project. For more information visit https://vipriscar.eu
11 Likes
Messaging
Search
Julien Petrizzelli
Julien: Good afternoon, Than...
Jordi Martin Tickelia
Jordi: Buenas tardes, Gracias ...
Jiawei Zhao
Jiawei: Hello, Nice to meet you...
Nelson Urbina Landáez
Nelson: Hola Mi nombre es Ne...
Guillermo Mas Martinez
Guillermo: Buenas tardes. Mu...
Amal Siriwardana
You: Congrats on your work a...
Daniele Spinelli
Daniele: Dear all, I'm Daniele S...
MARÍA TRAPERO
Sponsored • Master Class Invi...
ANDRÉS ZORNOZA
ANDRÉS: Le informamos, por s...
Walter Ramirez
Walter: Thanks for the invitati...


Search
Home
My Network
Jobs
Messaging
Notifications
Me
Work
Try Premium Free for 1 Month
Tecnalia Sustainable Chemistry
TECNALIA Research & Innovation
Followers 542
Drafts 0
Tecnalia Sustainable Chemistry likes this
Soraya Prieto Fernández • 1st
Project Manager in Biorefinery and Waste Valorization area in TECNALIA
1yr • Edited
Today we have participated in the kick-off meeting of the #VIPRISCAR project funded by BBI JU
19 Likes
Like
Comment
Share
Messaging
Search
Julien Petrizzelli
Julien: Good afternoon, Than...
Jordi Martin Tickelia
Jordi: Buenas tardes, Gracias ...
Jiawei Zhao
Jiawei: Hello, Nice to meet you...
Nelson Urbina Landáez
Nelson: Hola Mi nombre es Ne...
Guillermo Mas Martinez
Guillermo: Buenas tardes. Mu...
Amal Siriwardana
You: Congrats on your work a...
Daniele Spinelli
Daniele: Dear all, I'm Daniele S...
MARÍA TRAPERO
Sponsored • Master Class Invi...
ANDRÉS ZORNOZA
ANDRÉS: Le informamos, por s...
Walter Ramirez
Walter: Thanks for the invitati...

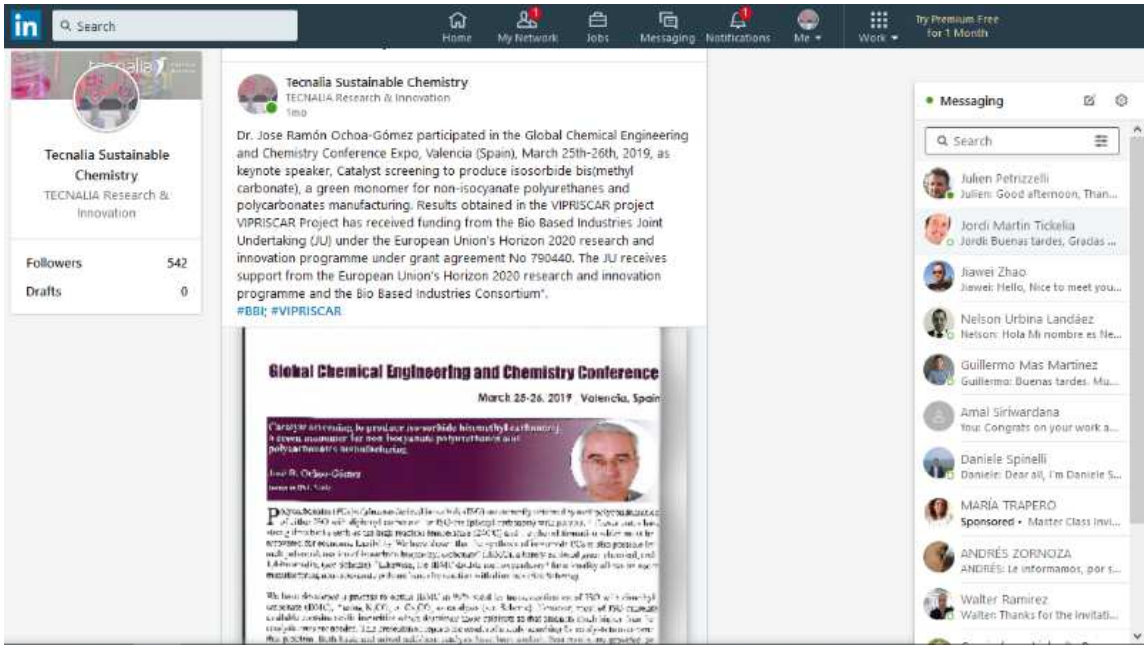


FIGURE 5.1. LINKEDIN POSTS

6. MASS MEDIA

6.1 PURPOSE

Radio, television, newspapers, specialist and technical publications and Internet are 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	• Chemical industry • Manufactures of coatings/paints/adhesives/sealants • Venture capital companies	• Financiers • Sector associations • Other bio-based industries
Policy makers	• Regulators	• Standardisation bodies
Public bodies	• European authorities • Regional authorities	
General public	• Citizen organisations • Individual citizens	• 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.

I**llustrative 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	M12	Contingency plan
No. of articles in bio-based products magazines	7	0	Search for additional channels in cooperation with the industrial partners
No. of press releases and newsletters	4	2	Contact local media in organized events

- Two **newsletters** have been prepared to be disseminated by different media:
  The first one through Online channels as LinkedIn, the webpage, or platforms as Suschem etc. This newsletter will be periodically updated (as minimum once per year) to show the most relevant innovations related to VIPRISCAR. (Figure 6.1)

  The second newsletter has been disclosed in Spanish local media by BIOPLAT (Bio economy based on biomass) platform. http://bioplat.org/2019/01/29/vipriscar-hacia-un-nuevo-modelo-industrial-oportunidades-de-negocio-basadas-en-biomasa/?utm_campaign=bioplat-informa&utm_medium=email&utm_source=acumbamail

FIGURE 6.1. FIRST NEWSLETTER PREPARED FOR DISSEMINATION OF VIPRISCAR 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	• Academia • Researchers	• Applied technology • EU/ BBI-JU consortium working in similar domain
Private sector	• Chemical industry • Manufactures of coatings/paints/adhesives/sealants • Venture capital companies	• Financiers • Sector associations • Other bio-based industries
Policy makers	• Regulators	• Standardisation bodies
Public bodies	• European authorities • Regional authorities	
General public	• 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 theirs 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. It reflects the advances in the attended events during this period which are mainly related to the diffusion of the general scope of the project, and first technical results achieved related to IBMC synthesis and production.

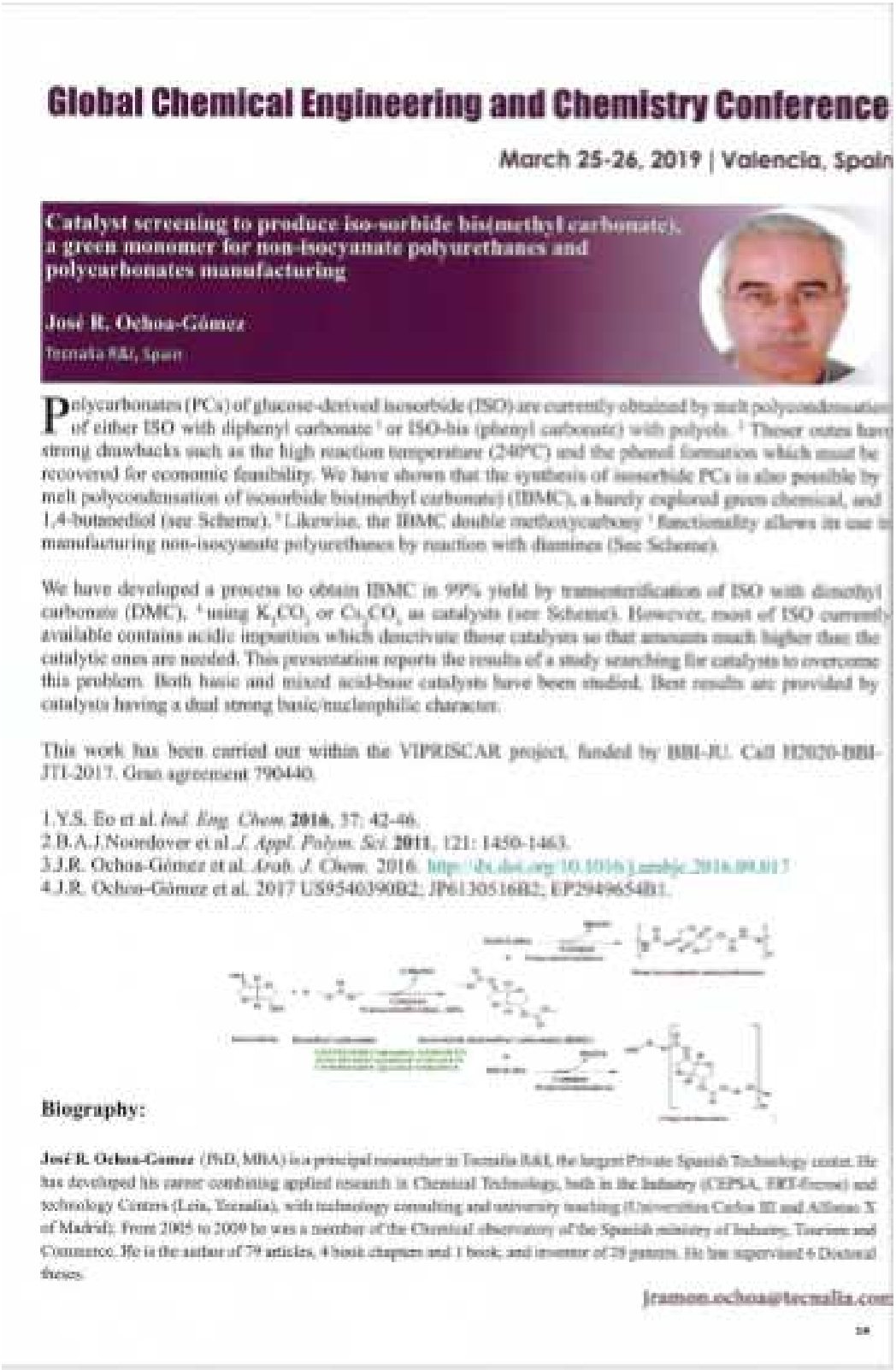
TABLE 7.2. IMPACT OF DISSEMINATION (EVENTS)

Indicator	Objective	M12	Contingency plan
No. of attended conferences with presentations / posters	8	2 (Figure 7.1 and 7.2)	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	2 (Figure 7.1 and 7.2)	
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	100 Flyers distributed in BBI JU Info Day 12 April 2019 Brussels (Figure 7.3)	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		

VIPRISCAR partners that have taken part in WP2 (TECNALIA and B4 PLATTICS) have disclosed the main results obtained in VIPRISCAR, and future actions planned (Figure 3.3 and 3.4)

- Relevant advances related to isosorbide bis(methyl carbonate, IBMC) synthesis with several catalysts with different structures and properties (in special basicity and nucleophilic character) have been presented in an international conference of Chemical Engineering. The objective is to spread the IBMC compound and its properties among specialized audience.
-

  José R. Ochoa-Gómez, Olga Gómez de Miranda, Leire Lorenzo-Ibarreta, Silvia Gil-Río. **Catalyst screening to produce isosorbide bis(methyl carbonate), a green monomer for non-isocyanate polyurethanes and polycarbonates manufacturing.** JR Ochoa: Keynote speaker. Global Chemical Engineering and Chemistry Conference Expo, Valencia (Spain), March 25th-26th, 2019 (Figure 7.1.)



Global Chemical Engineering and Chemistry Conference

March 25-26, 2019 | Valencia, Spain

Catalyst screening to produce iso-sorbide bis(methyl carbonate), a green monomer for non-isocyanate polyurethanes and polycarbonates manufacturing

José R. Ochoa-Gómez
Tecnalia R&I, Spain

Polycarbonates (PCs) of glucose-derived isosorbide (ISO) are currently obtained by melt polycondensation of either ISO with diphenyl carbonate [1] or ISO-bis (phenyl carbonate) with polyols. [2] These routes have strong drawbacks such as the high reaction temperature (240ºC) and the phenol formation which must be recovered for economic feasibility. We have shown that the synthesis of isosorbide PCs is also possible by melt polycondensation of isosorbide bis(methyl carbonate) (IBMC), a barely explored green chemical, and 1,4-butanediol (see Scheme). [3] Likewise, the IBMC double methoxycarbony [4] functionality allows its use in manufacturing non-isocyanate polyurethanes by reaction with diamines (See Scheme).

We have developed a process to obtain IBMC in 99% yield by transesterification of ISO with dimethyl carbonate (DMC), [4] using K_2CO_3 or Cs_2CO_3 as catalysts (see Scheme). However, most of ISO currently available contains acidic impurities which deactivate these catalysts so that amounts much higher than the catalytic ones are needed. This presentation reports the results of a study searching for catalysts to overcome this problem. Both basic and mixed acid-base catalysts have been studied. Best results are provided by catalysts having a dual strong basic/nucleophilic character.

This work has been carried out within the VIPRISCAR project, funded by BBI-JU. Call H2020-BBI-JTI-2017. Grant agreement 790440.

1.Y.S. Ito et al. *Ind. Eng. Chem.* **2016**, 37: 42-46.
2.B.A.J.Noordover et al. *J. Appl. Polym. Sci.* **2011**, 121: 1450-1463.
3.J.R. Ochoa-Gómez et al. *Arab. J. Chem.* 2016. http://dx.doi.org/10.1016/j.arabjc.2016.09.017
4.J.R. Ochoa-Gómez et al. 2017 US9540390B2; JP6130516B2; EP2949654B1.

Biography:

José R. Ochoa-Gómez (PhD, MBA) is a principal researcher in Tecnalia R&I, the largest Private Spanish Technology center. He has developed his career combining applied research in Chemical Technology, both in the Industry (CEPSA, FBT-Iberese) and technology Centers (Leia, Tecnalia), with technology consulting and university teaching (Universities Carlos III and Alfonso X of Madrid). From 2005 to 2009 he was a member of the Chemical observatory of the Spanish ministry of Industry, Tourism and Commerce. He is the author of 79 articles, 4 book chapters and 1 book, and inventor of 29 patents. He has supervised 6 Doctoral theses.

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FIGURE 7.1. ABSTRACT OF THE ORAL PRESENTATION PRESENTED TO CGECC (MARCH 25TH)

- The VIPRISCAR project relevance has also been highlighted during an oral presentation carried out by B4 Plastics in the Greenwin international conference held in Gosselies, Belgium on May 8th-9th http://event.greenwin.be/en/event/consult/20 (Figure 7.2)

FIGURE 7.2. PRESENTATION OF VIPRISCAR PROJECT IN THE GREENWIN INTERNATIONAL CONFERENCE (MAY 8TH)

On the other hand, international events as the BBI JU info day of 12nd April have been used to distribute copies of VIPRISCAR leaflet to announce the project among assistants that represents different fields: from industrial, to academic and administrative forums.

FIGURE 7.3: VIPRISCAR FLYERS DISTRIBUTION DURING THE BBI JU INFO DAY

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).

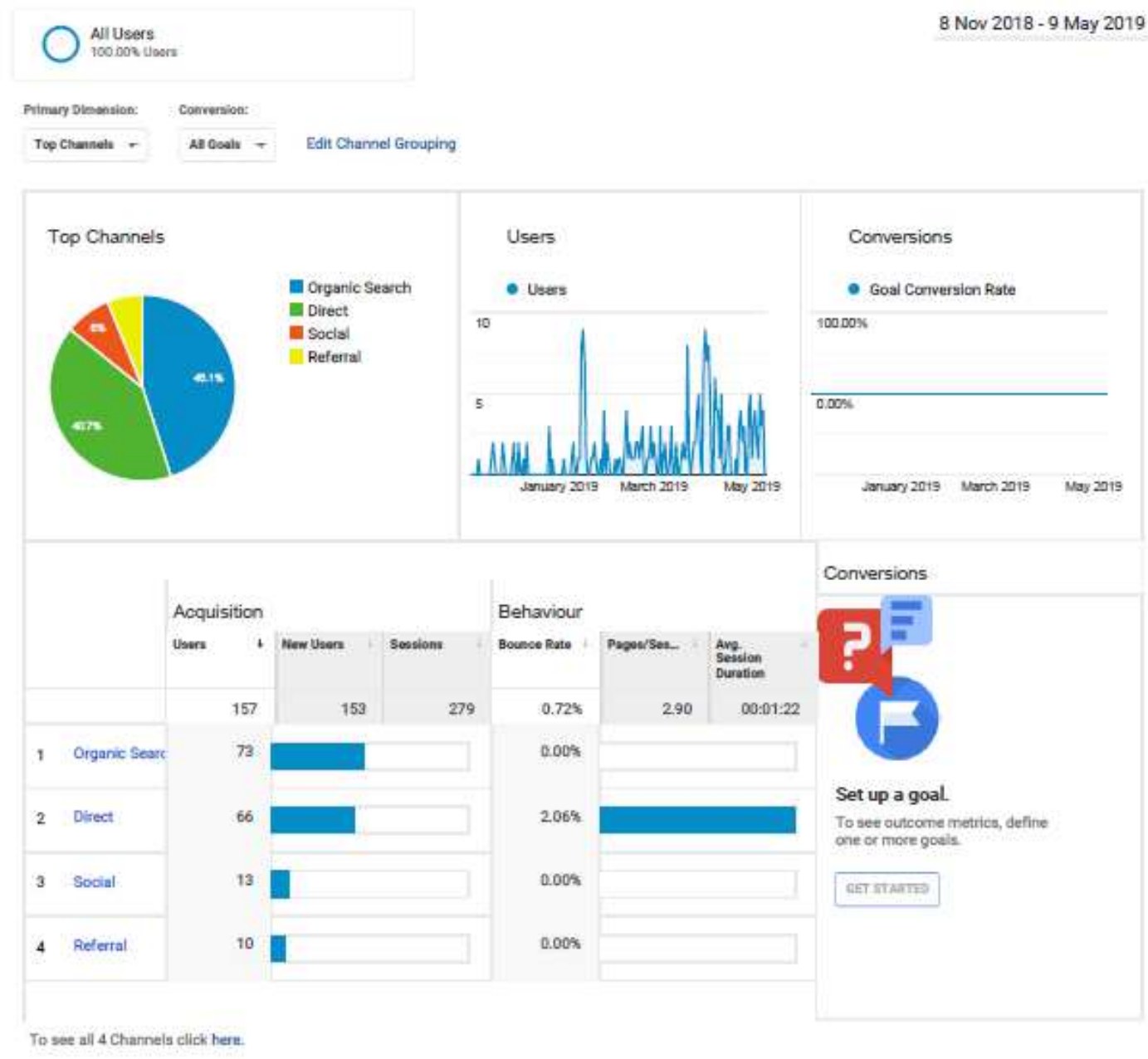
ANNEX I: DISSEMINATION & COMMUNICATION TABLE

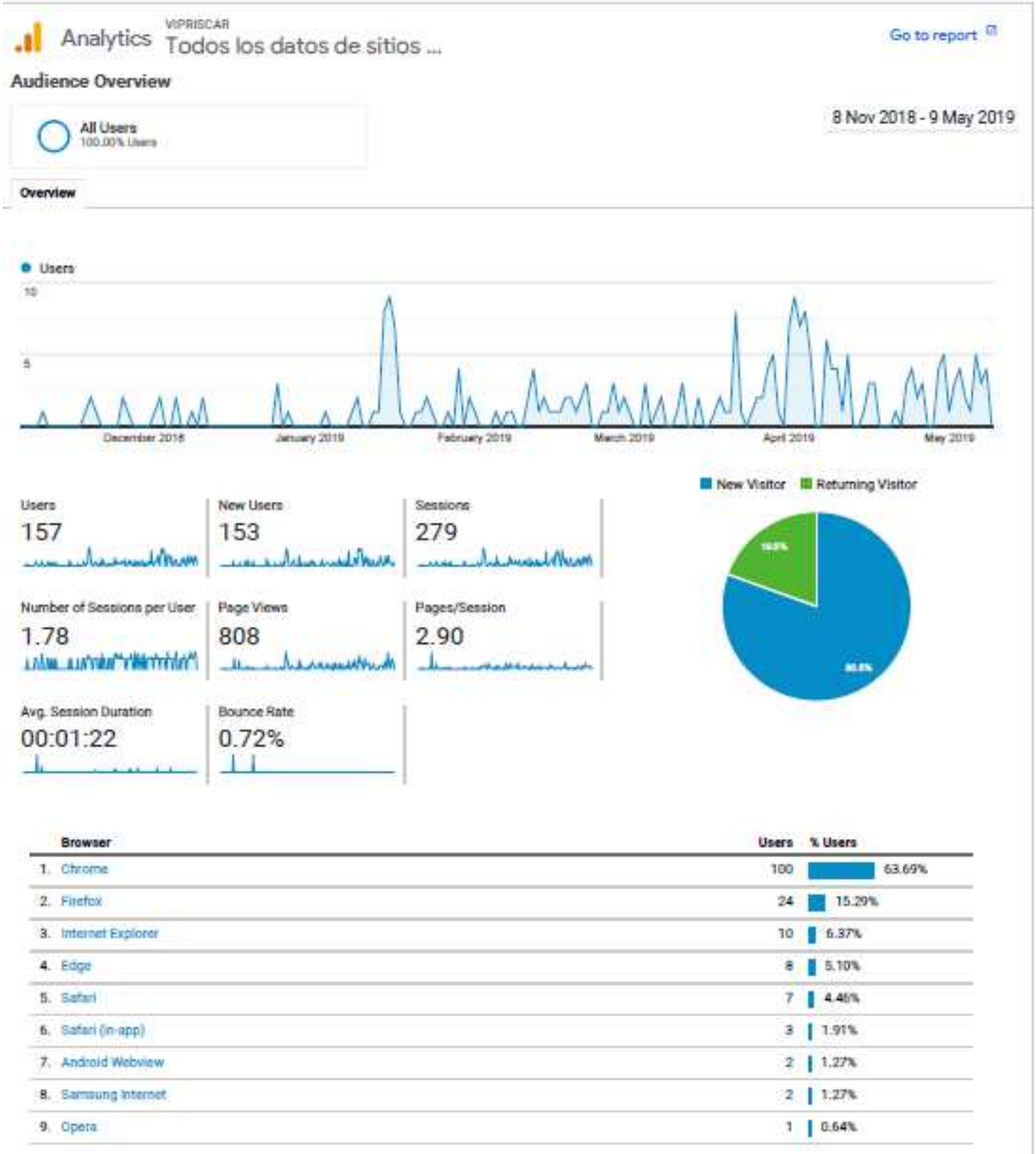
Category	Dissemination Material	Specific channel	Objective	M12
Open Access	Scientific Paper	Journal of Cleaner Production Progress in Organic Coatings Organic Process Research & Development or Applied Catalysis A Polymers Carbohydrate Polymers Journal of Applied Polymer Science …….	8	0
	Data set		3	0
Social Media	Posts	Partners Webpages	11	
		LinkedIn Twitter Vimeo/Youtube	73	5
Mass Media	Press Release	Local Newspapers / Technical Magazines/Newsletters	4	2
	Bio-based products Magazine	Biobased World News Bioplastics Magazine	7	0
Events	Conference presentation	World Biomarkets In-Adhesives European Biopolymers Summit LCM conference	8	8
	Oral communication	ISGC Biobased coatings Europe European biopolymer	4	2
	Exhibition	CONAMA TRANSFIERE	4	0
	General Public Event	Science week	4	0
	Workshop	Final workshop	1	0

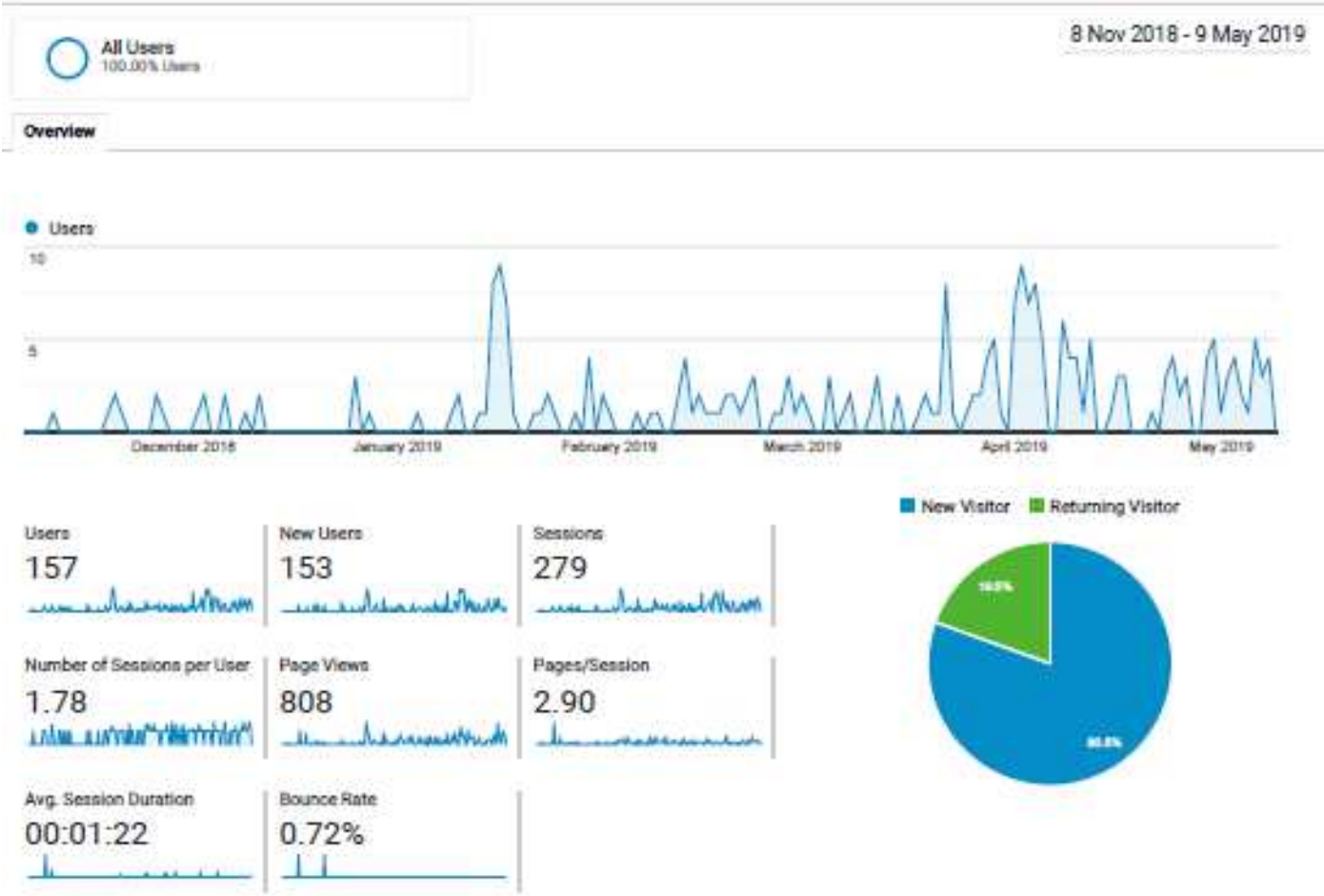
ANNEX II: PUBLIC DELIVERABLES

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

ANNEX III: GOOGLE ANALYTICS DATA




Analytics
VIPRISCAR
Todos los datos de sitios ...
Go to report
Audience Overview
All Users
100.00% Users
8 Nov 2018 - 9 May 2019
Overview
Users
10
5
December 2018
January 2019
February 2019
March 2019
April 2019
May 2019
Users
157
New Users
153
Sessions
279
Number of Sessions per User
1.78
Page Views
808
Pages/Session
2.90
Avg. Session Duration
00:01:22
Bounce Rate
0.72%
New Visitor
Returning Visitor
Browser
Users
% Users
1. Chrome 100 63.69%
2. Firefox 24 15.29%
3. Internet Explorer 10 6.37%
4. Edge 8 5.10%
5. Safari 7 4.46%
6. Safari (in-app) 3 1.91%
7. Android Webview 2 1.27%
8. Samsung Internet 2 1.27%
9. Opera 1 0.64%



	Country	Users	% Users
1.	Spain	58	35.80%
2.	United States	32	19.75%
3.	France	13	8.02%
4.	United Kingdom	12	7.41%
5.	Netherlands	10	6.17%
6.	Belgium	6	3.70%
7.	Germany	5	3.09%
8.	India	4	2.47%
9.	Italy	4	2.47%
10.	South Korea	4	2.47%

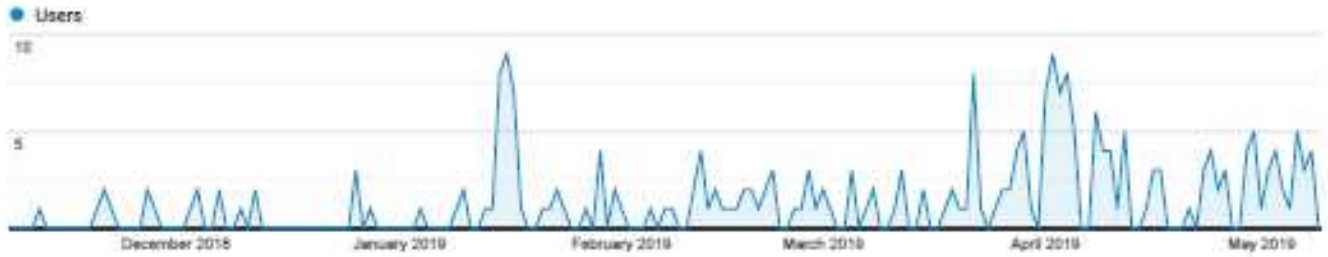
Analytics Todos los datos de sitios ...

Audience Overview

8 Nov 2018 - 9 May 2019

All Users
100.00% Users

Overview

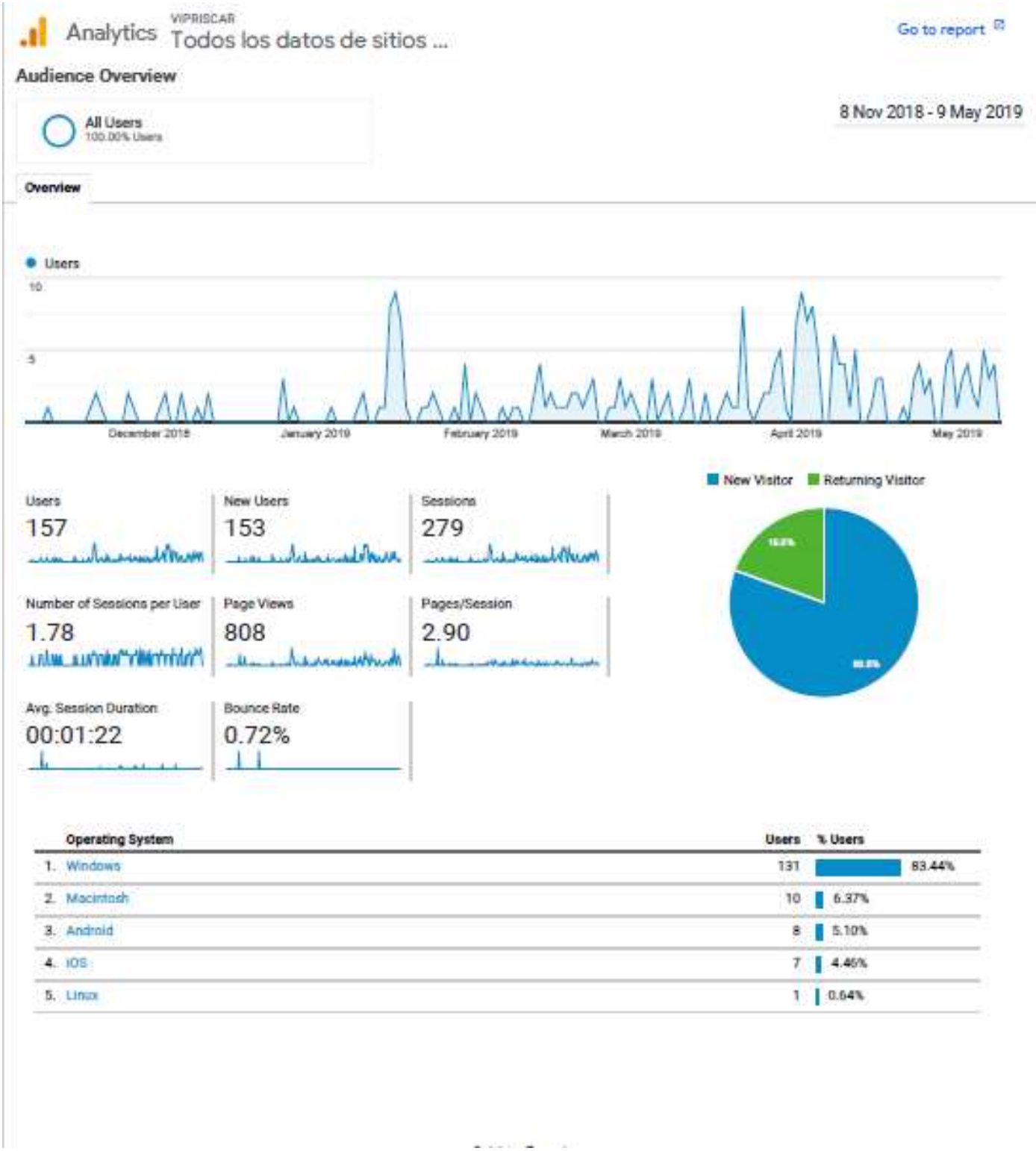


Users	New Users	Sessions
157	153	279

Number of Sessions per User	Page Views	Pages/Session
1.78	808	2.90

Avg. Session Duration	Bounce Rate
00:01:22	0.72%

	Language	Users	% Users
1.	en-us	54	34.39%
2.	es-es	44	28.03%
3.	en-gb	16	10.19%
4.	es	5	3.18%
5.	es-419	5	3.18%
6.	de-de	4	2.55%
7.	fr-fr	4	2.55%
8.	ko-kr	4	2.55%
9.	de	3	1.91%
10.	nl	3	1.91%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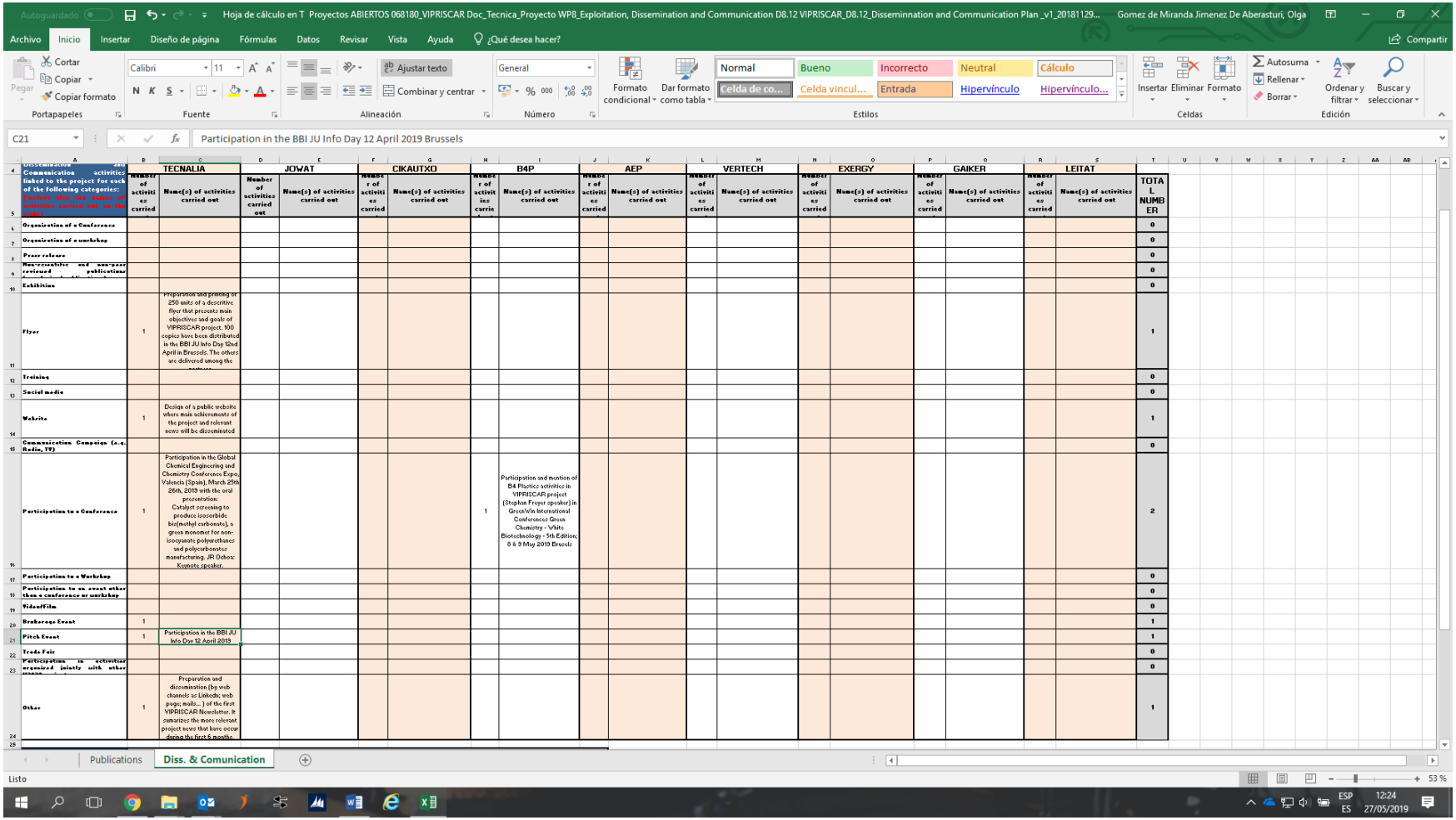
March 2019
April 2019
May 2019
Users
157
New Users
153
Sessions
279
Number of Sessions per User
1.78
Page Views
808
Pages/Session
2.90
Avg. Session Duration
00:01:22
Bounce Rate
0.72%
New Visitor
Returning Visitor
Operating System
Users
% Users
1. Windows 131 83.44%
2. Macintosh 10 6.37%
3. Android 8 5.10%
4. iOS 7 4.46%
5. Linux 1 0.64%

ANNEX IV: CONTINUOUS REPORTING DATA



Dissemination and Communication activities linked to the project for each of the following categories:	TECNALIA		JOWAT		CIKAUTXO		B4P		AEP		VERTECH		EXERGY		GAIKER		LEITAT		TOTAL NUMBER
	Number of activities carried out	Name(s) of activities carried out	Number of activities carried out	Name(s) of activities carried out	Number of activities carried out	Name(s) of activities carried out	Number of activities carried out	Name(s) of activities carried out	Number of activities carried out	Name(s) of activities carried out	Number of activities carried out	Name(s) of activities carried out	Number of activities carried out	Name(s) of activities carried out	Number of activities carried out	Name(s) of activities carried out	Number of activities carried out	Name(s) of activities carried out	
Organization of a Conference																			0
Organization of a workshop																			0
Press release																			0
Non-scientific and non-peer reviewed publications																			0
Exhibition																			0
Flyer	1	Preparation and printing of 250 units of a descritive flyer that presents main objectives and goals of VIPRISCAR project. 100 copies have been distributed in the BBI JU Info Day 12nd April in Brussels. The others are delivered among the																	1
Training																			0
Social media																			0
Website	1	Design of a public website where main achievements of the project and relevant news will be disseminated																	1
Communication Campaign (e.g. Radio, TV)																			0
Participation to a Conference	1	Participation in the Global Chemical Engineering and Chemistry Conference Expo, Valencia (Spain), March 25th 26th, 2019 with the oral presentation: Catalyst screening to produce isosorbide bis(methyl carbonate), a green monomer for non-isocyanate polyurethane and polycarbonates manufacturing. JR Ochoa: Keynote speaker.					1	Participation and mention of B4 Plastics activities in VIPRISCAR project (Stephan Freyer speaker) in GreenVin International Conference: Green Chemistry - White Biotechnology - 5th Edition; 8 & 9 May 2019 Brussels											2
Participation to a Workshop																			0
Participation to an event other than a conference or workshop																			0
Video/Film																			0
Brokerage Event	1																		1
Pitch Event	1	Participation in the BBI JU Info Day 12 April 2019																	1
Trade Fair																			0
Participation in activities organized jointly with other clusters																			0
Other	1	Preparation and dissemination (by web channels as Linkedin; web page; mails...) of the first VIPRISCAR Newsletter. It sumarizes the more relevant project news that have occur during the first 6 months.																	1

CONTACT DETAILS

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www.vipriscar.eu

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