



## Research and Innovation Action

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**NewPack**  
New BioBased Film for Packaging

**Project title:** Development of new Competitive and Sustainable Bio-Based Plastics

### Deliverable D7.1 – Report on the strategy for dissemination, communication and exploitation

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## 1 INTRODUCTION

In 2015, the total demand of plastics in Europe (EU28 + Norway and Switzerland) has reached 49 Mt, with the highest share of 39.9 % in the packaging sector. As currently, food industry is one of the biggest end-user of petrochemical based plastics, the main objective of NEWPACK is to upscale and validate the combination of different innovative technologies and apply them in a new circular economy value chain for the production of novel biodegradable plastic food packaging films from agro-food waste, including potato peels, crustaceans' shells, corn and wheat straw.

The impact achievement and maximum (commercial) success of NEWPACK is strongly dependant on well-coordinated dissemination, communication and exploitation activities. Therefore, the consortium decided to establish a specific work package for the development and implementation of a dedicated strategy that includes the development of a dissemination and communication strategy, IPR management, and data management. The overall strategy will focus on pulling all resources together in a way to best reflect the unique capabilities of the project results and also the needs of the target

audience. Increasing long term impact of the NEWPACK project lies in the development and implementation of widespread dissemination and communication of objectives and results. All project partners are well aware of the importance of raising awareness and momentum regarding NEWPACK to interested stakeholders, as such all of them will support partner TTC, leader of Dissemination work package in achieving this goal.



Therefore, all along the project duration, NEWPACK partners will carry out different dissemination, communication and training activities, and pave the way for market-oriented exploitation, hence maximizing the overall impact of the NEWPACK project. From start to finish, and beyond, the dissemination strategy will focus on user-oriented interactions.

The main purpose of this document is to provide guidance regarding content generation and specific procedures for efficient dissemination, communication and training activities, and to highlight some key issues which should be considered, in order to promote high quality and uniformity within all planned actions.

This document also represents the baseline for the Draft Plan for the Exploitation and Dissemination of Results (PEDR), which will regularly be updated in the course of the project. In order to have an efficient strategy with measurable impact among target audiences, several aspects have to be defined from the start such as content and timing of the various pragmatically identified activities, distribution channels, organizations and persons responsible and most importantly measures of success.

## 2 DISSEMINATION WITHIN NEWPACK

Effective dissemination and communication is about using more than one medium and combining different tactical tools in order to reach all stakeholders and objectives, all planned in a strategic manner. For an efficient public outreach both standard dissemination activities, dedicated to public information, and more targeted engagement activities, where dialogue (communication) and alliances are created, must dynamically co-exist, each shaping the other, from the offset of the project until its end and beyond.

By planning well ahead, by assigning responsibilities and drafting uniform design requirements, communication will become much more than a reporting burden, it will turn into a creative, focused and targeted consortium activity meant to make the project more known to citizens and public audiences.

All of the communication and dissemination activities will have to follow the general procedures outlined below.

### 2.1 Dissemination procedures

In order to comply with EC and BBI regulations, ensure uniformity and to facilitate an efficient dissemination, certain procedures will be followed:

1. All dissemination or training materials, communications etc. have to use the EU emblem to acknowledge the EU funding, as well as BBI JU emblems, specifically Bio-based Industries Joint Undertaking and Bio-based Industries Consortium (incl. PowerPoints, leaflets, etc.)

How to use the EU and BBI emblems and acknowledge the EU and BBI JU funding?

**Flyers, postcards, banners, etc:**



Horizon 2020  
European Union Funding  
for Research & Innovation



**Websites, publications:**



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2. On websites, the EU and BBI JU funding acknowledgement should appear on ALL pages and the EU emblem should link to <http://ec.europa.eu/research/index.cfm?lg=en>, while the BBI emblems should link to <https://www.bbi-europe.eu/>.

**EU emblem:** To download the EU emblem: <http://europa.eu/about-eu/basic-information/symbols/flag/>

**BBI JU emblems:** To download the BBI JU emblems: <https://www.bbi-europe.eu/documents/official-logos-projects-high-resolution>

3. **Brand image and colour scheme** (see 2.2) use is compulsory for all project-related activities on communication, be it online or in printed format. WP7 Leader TTC will be responsible for designing all materials intended for promotion. In the case of printed materials, which will be kept to a minimum, TTC will distribute copies to all partners during consortium meetings. For any extra printouts of the communication materials, TTC will be informed with at least 3-4 weeks advance.

In case partners wish to produce extra materials for their own use, alignment to brand image and colours is compulsory for overall recognition.

4. Starting from the definition of the brand image and colours, different **instruments** have been or are in the process of being designed to ensure uniformity:
  - a. Template for project reports (e.g. deliverables);
  - b. Template for PowerPoint presentations;
  - c. Template for posters, both scientific and non-scientific;
  - d. Roll-up banner providing an overview of the project.
5. The minimum contribution of each project partner for the first 4 project months will be the communication about the project on the individual institution website with a link to the project website.
6. From month 4 onwards, the schedule of dissemination posts provided in part 3 – Editorial plan, will be followed strictly. Each partner will be responsible to produce a short article, based on their research tasks in the project or overall activities that are linked to any keywords from the project summary and/or overall topic. Particular care will be taken regarding IPR sensitive information. Each partner will send its contribution, with one week in advance, to WP7 Leader TTC which will be responsible with the review process, editing and publication (Social Media and/or Project Platform). All partners that have further tools (e.g. Social media, own Platforms) at their disposal will use them by contributing to the project dissemination. The language to be used will be English.
7. Different **target messages** will be identified during project meetings with the help of the scientific partners and tailored into different awareness articles, materials etc. These messages have the scope of increasing knowledge about the project and its aim and pave the way towards impact maximisation in the long run.
8. For the **Social media pages** of the project, either original content will be created or, otherwise, also relevant topics can be shared to collaborate in an interactive and friendly manner with the identified NewPack Community. The key to the efficiency of Social media channels, concerning mostly the community beyond project direct target, is regular updating with content and timely reactions to messages. Each partner will be encouraged to support the online presence according to its own internal policy.
9. Each scientific publication will be reviewed before publication in order to scan for IPR sensitive issues. For an efficient review, and in order to give partners sufficient time, the partner generating the content will **deliver the manuscript for review with a minimum of 4 weeks before intended publication date**. In order to avoid loss of information, the manuscripts will be delivered to WP7 Leader Bianca Pop at [bpop@tritecc.ro](mailto:bpop@tritecc.ro), in copy to Sonia Ichim at [is@tritecc.ro](mailto:is@tritecc.ro), and in copy to the project coordinator Melinda Mohl at [Melinda.Mohl@oulu.fi](mailto:Melinda.Mohl@oulu.fi). A reply to this review request e-mail is compulsory, even if “NO Comments” are to be made. No answer will be catalogued as acceptance.
10. Publications such as **e-Newsletters** and **Factsheets** will be sent to all partners for review, with a minimum of 2 weeks prior to publication, in Microsoft WORD with Track Changes. Feedback from all partners will be requested via e-mail. A reply to this e-mail is compulsory, even if “NO Comments” are to be made. No answer will be catalogued as acceptance.
11. In case of **urgent approval** needed for any materials mentioned at points 5-8, consultation will only be made with the IPR & Exploitation Board within a maximum of 5 calendar days.
12. All partners will be responsible for providing **pictures** that they own, in **high quality**, to be used for the different dissemination materials.
13. The **training materials** to be used in the seminars/workshops will follow the project branding and will be tailored to the content and the audience of the event. WP7 Leader TTC will lead the review

process and will be responsible with the final editing. If considered necessary, the training materials will also be translated into the consortium language corresponding to the country where the training will take place.

14. All partners are encouraged to use the provided dissemination materials in external or internal dissemination events, such as conferences, fairs, open days etc. NEWPACK should be disseminated as widely as possible, and any opportunity should be actively sought.
15. For the different dissemination and communication materials and/or activities the relevant audience will be mapped and will be included in the overall **NewPack Community**. Already at proposal stage several groups of stakeholders have been identified (food and packaging sector, associations etc.) and these groups will be populated with direct contacts of the project partners and further on different multipliers (e.g. Associations) as well as participation in events will be used to increase the contact database. Common GDPR rules will be followed and any member will have the opportunity to opt out of the **NewPack Community** at any time they wish.
16. The latest, within 2 weeks after each dissemination activity took place, the partner undertaking such activity is responsible to **report** to WP7 leader Bianca Pop at [bpop@tritecc.ro](mailto:bpop@tritecc.ro) and in copy to Sonia Ichim at [is@tritecc.ro](mailto:is@tritecc.ro) about the event, as well as, when possible, provide relevant pictures and link to any news published on the web.

## 2.2 NEWPACK Brand Image

An overall efficient dissemination begins with awareness: when potential target audience of the project results learn about NEWPACK and gain some understanding about expected outcomes. Awareness has to be achieved in a systematic way.

The way in which NEWPACK will be perceived will be a consequence of the outcomes and the communication of these outcomes. Therefore, a consistent and positive image has to be created, by using corporate brand identity, and to facilitate, thus, the use of certain graphic and visual parameters by all the participants. In this idea, a **NEWPACK logo**, compatible with the objectives of the project, has been created. Along with it, identity colours have been identified and will be used for all materials that will be available for the public audience:



Fig. 2.1 NEWPACK Logo

The NEWPACK brand image will be the starting point for the Dissemination Portfolio which will comprise the following: a series of flyers, marketing and scientific posters, e-newsletters, roll-up banner, etc.

## 2.3 Dissemination portfolio

All dissemination messages, as well as the overall design, will be tailored to take into consideration the target audience and the context of the institution or country in question and will be integrated into different activities. Details on each activity (content and timing, target audience, distribution channel, responsible partner and measures of success) will be included in D7.3 Draft Plan for the Exploitation and Dissemination of Results (PEDR).

- ✓ NEWPACK website
- ✓ Development of “NEWPACK at a glance” Brochure
- ✓ Newsletter
- ✓ Movie clips

- ✓ Workshops
- ✓ Training Program
- ✓ Scientific publications
- ✓ International seminars
- ✓ Final Conference

## 2.4 Dissemination performance indicators

Several performance indicators have been identified for the different dissemination and communication activities which will be closely followed during project duration.

**Tab. 2.1** Dissemination Performance Indicators

Dissemination tool	How to measure	Objective	Contingency Plan
Website	Number of monthly visits	250	Promoting the website in social networks e.g. LinkedIn group.
	Average duration of visits	2 min	Re-organize the website to make finding relevant items easier, upload more attractive content
	Number of downloads per month	15	Increase promotion of website, improve content attractiveness
	Number of references from external web pages (excluding partner websites)	20	Contact to relevant associations or stakeholders to be linked
LinkedIn Group	External Members	>200	Invite specific stakeholders, active contacting
	Discussions per month	>4	Every partner has to lead a discussion, attractive content
Practical Workshops	Number of workshops	2	Responsibility and budget has been assigned
	Participants per workshop	>15	Invite specific stakeholders personally, central location
Roundtable with policymakers and consumer organisations	Participants	>10	Invite specific stakeholders personally, central location
Scientific publications	Number of scientific publications in peer-reviewed journals	>4	
Final Conference	Number of participants	>50	Increase dissemination activities to reach stakeholders, use social media tools

Additional indicators (e.g. number of people who asked for additional information) will be set and included in D7.3 Draft Plan for the Exploitation and Dissemination of results (PEDR). The overall success of the dissemination actions will be visible at the end of the project through the difference between the planned activities and the accomplished ones, as well as through significant impact on the overall NEWPACK Community.

### 3 NEWPACK LINKEDIN EDITORIAL PLAN

Tab 3.1 Editorial plan

PARTNER		YEAR 1 - 2018	YEAR 2 - 2019	YEAR 3 - 2020	YEAR 4 - 2021
			Week	Week	Week
1	UOULU	37,51	1, 14, 27	1, 14, 27, 40	1, 14, 27
2	UCSC	38	2, 15, 28	2, 15, 28, 41	2, 15, 28
3	CTIC-CITA	39	3, 16, 29	3, 16, 29, 42	3, 16, 29
4	BBEPP	40	4, 17, 30	4, 17, 30, 43	4, 17, 30
5	TECNALIA	41	5, 18, 31	5, 18, 31, 44	5, 18, 31
6	PROPLAST	42	6, 19, 32	6, 19, 32, 45	6, 19, 32
7	TECNOPACKAGING	43	7, 20, 33	7, 20, 33, 46	7, 20, 33
8	LTU	44	8, 21, 34	8, 21, 34, 47	8, 21, 34
9	QUANTIS	45	9, 22, 35	9, 22, 35, 48	9, 22
10	TTC	36, 46,50,52	10, 23, 36	10, 23, 36, 49	10, 23
11	GRUPO RIBEREBRO	47	11, 24, 37	11, 24, 37, 50	11, 24
12	ARGAL	48	12, 25, 38	12, 25, 38, 51	12, 25
13	EXERGY	49	13, 26, 39	13, 26, 39, 52	13, 26

The Editorial Plan was designed for the social media activities between months 4 (September 2018) and 34 (March 2021) of the NEWPACK project.

## 4 NEWPACK EXPLOITATION PLAN

The exploitation strategy is closely linked to the dissemination and communication strategy. The activities mentioned in the dissemination plan are meant to introduce ways of identifying the business opportunities to market the future NEWPACK products. The overall exploitation strategy will be designed in order to multiply the impact of the proposed solutions and prepare the transition towards industrial and commercial uptake, in order to fully achieve the expected impact. The plan will describe the activities to be undertaken to ensure the exploitation beyond the project itself. The exploitation strategy will reflect and will be built-up as a result of analysis of the market trends, potential users, and financial sustainability. All partners of NEWPACK are interested in the results exploitation in different manners. Research partners are more oriented to transfer knowledge and technology to interested stakeholders, while the industries are strongly focused on industrialization and future commercialization of the research products.

NEWPACK project consists of a strategic approach in which research, technology and product innovation, IPR management and creation of exploitation and business plans to promote commercial follow-up synergize. One of the major aims of the project is efficiently merging the generation of robust business cases through technology development, documentation of sustainability issues and LCA being in addition. The link between research output and industrial impact is underlined in NEWPACK by the strong participation of industry partners.

The exploitation strategy would comprise, basically, the access to pre-existing know how (“Background”) and the exploitation of knowledge generated in the project (“Foreground”). It is expected that the exploitation of all products and technologies will be the responsibility of the individual participants, but in such a way that the procedure defining ownership and level of protection will be a transparent one. Regarding the exploitation of the results, this matter will be, mainly, the responsibility of the commercial beneficiaries who have experience and market access necessary to fully exploit the results in such a manner that they will markedly improve their competitiveness.

Two ways of exploitation can be distinguished within NewPack: non-commercial exploitation (for the research partners involved) and commercial exploitation (for the participating industries).

Non-commercial exploitation can be achieved through scientific publications in open access peer-reviewed national (according to the participating countries) and international scientific journals. With the help of scientific posters and oral presentations, summaries of the project may be exhibited at scientific gatherings and congresses. Moreover, the teaching curricula and the research agendas of the academic partners can be enhanced by integrating innovative technical developments. This way, the graduates are provided with a competitive edge. NEWPACK results will find their place in high-quality papers, so that the partners pertaining to the academia will visibly increase and improve their position in the rankings, and the project will also gain acknowledgements.

In contrast, the industrial partners are clearly interested in and motivated by the commercial exploitation of the results. The main advantage that the industrial partners bring is that of having excellent contacts to the primary target market: the packaging sector. To facilitate the introduction of the products into the market, it would be an encouraged idea that the participants should discuss the non-confidential project achievements with potential customers. This way the researchers would know what areas to improve, and the industrial partners would have a clear idea of what the market expects.

The successful NEWPACK exploitation strategy and the direct involvement of all the partners for potential patents outline, emphasises the strong ambition of the partnership to gain benefits not only during the development of the project but also after the completion of it. This exploitation strategy will rely on a rapid transfer of developed technologies and will be industry-oriented, given the active contribution of European industrials in the project.

Based on the exploitation interest discovered at proposal stage a special dedicated session will be included in the 12 Months Meeting where discussions will take place to pave the way towards the development of a specific exploitation profile/strategy for each project partner.

The rapid industrial take-up after the project will be represented by process development and demonstration activities, allowing a rapid commercialisation for most of the developed technological and processing blocs. At the end of the project, it is expected that a few more years are needed for the industrial partners to secure the last up-scaling step towards industrialization of both of the processes and this can only be accomplished hand in hand with technology providers. Successful demonstrations and full economical, technical and environmental assessment of the processes will enable a rapid uptake of the results by technological or chemical companies.