

**Objectives:**

The WP6 is dedicated to ensuring dissemination and communication is focused on the widest possible target audiences to ensure the short and long term chances of further exploitation of the results and outputs.

Specific aims and targets of WP6 are:

- to provide a targeted series of audiences with information about the project, its objectives and results
- to improve, among these audiences, the awareness on how biorefineries can contribute to the innovative and sustainable production of new materials from waste by-products.
- to identify how the project itself can contribute to the recovery and use of these materials and disseminate those findings among selected target audiences.
- ensure the development of collaborative exchanges and the flow of information among different audiences on the management of bio-products, the production processes, their end uses and recycling options.
- to attract potential consumers and market places to the end uses of the materials themselves and to enhance understanding and confidence in their performance and suitability.

**Description of work and role of participants****Task 6.1 Definition of a communication and dissemination plan (M1-M36)**

**Task leader: BBIA; Participants: All partners.**

A programme for the communication and dissemination of the project will be developed as a deliverable within 3 months of the start of the project. This programme will define target audiences and will identify the tools and instruments needed to approach these. They will include the obvious and traditional tools such as third party conferences and events in which presentations of the project can be made; to traditional media such as the Web, printed documents for distribution; scientific journals for the publication of findings; social media (Facebook, Twitter, LinkedIn, Instagram and those that may be available in the future); national journals and media from the partner's countries; through developing relationships and partnerships from the Stakeholder Platform; and through the networks provided by other projects working on similar or linked themes.

However, the first and most important undertaking of the programme will be that of identifying the target audiences and the way in which the project can inter-relate to them, for example: through selected media, by direct contact, through their associations, through public authorities. So an important part of the first deliverable will be the identification of target audiences.

During the course of the project, events and conferences will be organised with much emphasis on the start-up and ending of the project where larger and more widely publicised events will take place.

An annual review and updating of the programme is foreseen.

**Task 6.2 Website design and maintenance (M1-M36)**

**Task leader: INNOVEN; Participants: All partners.**

The website will represent the point of access to information and resources related to/generated by the project. An open section of the website will serve as the main tool of communication, linked to social network tools.

All the project partners will include the website address in their e-mails so to increase the circulation thus the number of possible accesses and the positioning in searching tools. Printed and e-material (e.g., factsheet, newsletter, flyers, posters, policy briefs, press releases, short videos and graphic elements) will be made available to the general and target audiences. A short video describing the general aim of the project will be realised in the first 6 months of the project and make it available via the project website and You tube (see for example the video presenting the ENERWATER project <https://www.youtube.com/watch?v=d2GDeg8qa-Ej>).

An additional internal platform or intranet (restricted area) will be set up, designed and used to share preliminary results and internal documents (e.g. working papers, deliverables progress, calendar of events) amongst project partners, the members of the SP and the European Commission Officers.

INNOVEN will hire a specialised person for the site construction and supervise and coordinate the task, supervising the webpages general content and layout, while also taking care of aligning social media with website content. The presentation video for a general public will be also realised. All project partners will be involved in creating and developing the printed and digital outputs (sending news for the website, newsletter, images, short videos, etc. and providing translations of specific items into the local languages).

A summary of the final achievements of the project will be made available on website and the website will be updated with project outcomes for at least one year more.

**Task 6.3. Production of dissemination materials for a general audience (M1-M36)**

**Task leader: BBIA Participants: All partners**

- i) Leaflets (one-two page) about the project will be produced and translated with the help of partners in National or Regional language. The first, to be produced at the beginning will present the rationale and goals of the project; the second at mid-project and the third at the end of the project will summarise main project achievements. They will be distributed through project partner's networks, at conferences and events.
- ii) Press releases (minimum one per year, depending on media worth information) on the project and its results will be written in English and translated in National/Regional languages. They will be sent to European and National press, with the help of Press Offices of USABLE partners.

**Task 6.4. Production of dissemination materials for a technical audience (M6-M36)****Task Leader: INNOVEN; Participants: All partners**

- i) An e-newsletter will be sent out regularly (at least every six months) and distributed through its members and the Stakeholder Platform.
- ii) Papers in scientific journals targeting bioprocesses and bioproducts. At least one scientific paper per year and research performers partners (together or individually) will be published using the Open Access platform to assure the maximum diffusion possible,
- iii) To ensure the widest dissemination amongst the scientific community, open access to the main peer-reviewed publications from this project will be secured (each research partner will secure open access to the highest possible number of publications via gold-open access) given a dedicated budget allocated by all research performers partners. The other accepted manuscripts which will not be subjected to gold-open access, will be made available in the pre-publication format uploading them into the project website (green open access).

**Task 6.5. Conferences/workshops (M6-M36)****Task leader: BBIA; Participants: All partners**

The project will be showcased at International Conferences and Workshop. The project will be further disseminated through stands at Commercial Fairs, by possibly making use of available partners' stands or whenever possible at acceptable budget or partners.

A final conference will be organised at the end of the project by BBIA with the support of INNOVEN, INRA and UNIRM to present the results to key target audiences (opinion leaders/regulators, control authorities and scientific community, including, industries comprising SMEs, the media, and relevant associations)

A report on public engagement and communication activities including collation of products and e-RES-URBIS tools will be made at mid-term and at the end of the project.

**Deliverables**

D 6.1 Dissemination plan (revised every year). (M3 then revisions M12, M24, M33), leader BBIA

D 6.2 Project of WEBSITE and presentation video. (M3), leader INNOVEN

D 6.3 Dissemination materials: Project dissemination materials (leaflets, press releases, scientific papers) (M3, M12, M24, M33), leader INNOVEN

D6.4 1st Dissemination Report: mid-term report on networking, dissemination and communication activities and public engagement (M18), leader BBIA

D 6.5 2nd Dissemination report: final report on networking, dissemination and communication activities and public engagement (M34), leader BBIA

D 6.6 Final conference: report on final Conference (M36), leader BBIA