



EoLO HUBS

HORIZON-CL5-2022-D3-01

EoLO HUBS

Wind turbine blades End of Life through Open HUBs for circular materials in sustainable business models

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Duration : 48 months

Deliverable DL.D1.1

Dissemination & Communication plan (M3) POL –Description of the D&C plan

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Abbreviations

Abbreviation	Meaning
CA	Consortium Agreement

Summary

Effective communication and dissemination of results are essential for the success of each research project.

This deliverable describes the strategy for disseminating the results of the EoLO HUBS project. It explains the strategy to ensure efficient communication and dissemination to give high visibility to the results and achievements of the EoLO HUBS project. A first section will describe the content of the communication and dissemination strategy. EoLO HUBS stake holders are described together with the dissemination methods (visual identity, project website, social networks, networking events). A third section focuses on the monitoring of the communication and dissemination strategies and finally the role of the consortium partners is described.

Introduction

Deliverable DL.D1.1: *Dissemination & Communication plan* is part of WP 1 - *EoLO HUBs knowledge community*, T 1.3 - *Communication and dissemination Strategy and implementation*.

The communication and dissemination plan explains how the project will communicate its developments, outcomes and results, and how the consortium will ensure visibility of the project and dissemination throughout the life of the project.

The first version of the communication plan is to create a clear strategy for the consortium. Partners will start by identifying the objectives of the communication campaign to create a recognizable and coordinated image for EoLO HUBs. This plan has the objective to outline the main elements and strategic choices regarding the dissemination activities of the project towards the most relevant stakeholder groups.

It defines the branding and promotion tools and the channels to be used, describing the methodology and associated timeline to follow for carrying out and tracking each activity while assigning roles and responsibilities.

The aim is to set up all necessary actions to achieve the desired outcomes, guiding partners. The measures to maximize the impacts will be based on the communication, dissemination, and exploitation framework with the focus on:

- Informing about EoLO -HUBs project and promoting its results and successes,
- Describing and ensuring EoLO -HUBs results are available to all stakeholders to use them,
- Foster synergies between EoLO -HUBs results and other complementary projects,
- Making concrete use of EoLO -HUBs results.

More specifically, EoLO -HUBs communication, dissemination and exploitation related objectives are:

- Communications activities: to reach out the society and show the impacts/benefits of EoLO -HUBs activities by addressing and providing solution to the affected actors and identified stakeholders.
- Disseminations and exploitation activities; to transfer knowledge and results with the aim to enable the target stakeholders to use and take up results maximizing the impacts of EoLO -HUBs in two-way exchange to:
 - Obtain stakeholder's' needs and expertise to be taken into account in EoLO -HUBs activities
 - Disseminate EoLO -HUBs achievements to the relevant stakeholders thus facilitating the evolution of the project's solution to further maturity levels.

During the entire project life cycle, four versions of the communication plan will be released to ensure a periodical update. The updates will be released following the calendar presented in Table 1.

Table 1. Versions of the dissemination and communication plan.

Deliverable	Description	Deadlines
DL.D1.1	Dissemination & Communication plan	03/2023 (M3)
DL.D1.2	Report on project graphic identity, Website, D&C contents, and materials	06/2023 (M6)
DL.D1.6	Report on project graphic identity, Website, D&C contents, and materials	12/2024 (M24)
DL.D1.8	Report on project graphic identity, Website, D&C contents, and materials	12/2026 (M48)

Actions will be planned and executed to reach the Specific Objective 3 of the WP 1: *Developing and executing communication and dissemination activities to enable the replication and market acceptance of the solutions developed by EoLO HUBs*.

To this end, the communication and dissemination plan will address the following items:

- Identification and classification of EoLO HUBS stakeholders to be targeted;
- The dissemination methods and their associated activities and tools to reach the expected impact;
- Role of the partners and their responsibilities, conditions of the dissemination and communication among the partners.

The dissemination activities will be tracked and monitored by POLYMERIS constantly. A summary of the activities will finally be produced in DL.D1.8.

Content of the communication and dissemination strategy

Identification and classification of EoLO HUBS stakeholders

The main target audience of the EoLO HUBS project is composed by the different actors of the value chain:

1. Regional and national governments
2. Wind energy industry ; Wind Farm owners ; Other sectors using GF
3. Wind turbine manufacturers and designers, decommissioning actors, fibre recyclers
4. Standardization bodies
5. Scientific community, Academia
6. EU projects

In order to organize the list of stakeholder, a **common stakeholder's database** will be created taking into account the specificity and specific needs of the different groups of stakeholders. In parallel, specific mailing lists will be created to ensure a targeted and specific dissemination of information. This list will be used for special purposes, such as invitation to ad-hoc events, seminars or fairs as well as be the starting point for dissemination campaigns **to reach over more than 500 contacts per month** on website and social media. POLYMERIS will manage this database to ensure its compliance with GDPR requirements. All partners will contribute in creating this database.

The objective of the communication and means of communication are specific to each stakeholder groups. These information are summarized in

Table 2 and Table 3.

Table 2. Groups of stakeholders and associated communication plan

Stakeholder groups	Message to deliver	Channels
Regional and national governments	Project outcomes and impacts general public awareness, best practices, recommendations	Specific meetings dedicated to policy makers, website and social medias
Wind energy industry Wind farm owner Other sectors using GF	Project outcomes and impacts general public awareness, best practices, recommendations	Presence in specific and dedicated fairs, events and conferences, workshops organisation and website
Wind turbine manufacturers and designers, decommissioning actors, fibre recyclers	The outcomes of the project, the developments and use cases and Exploitation opportunities for future business	Presence in dedicated fairs, events and conferences, workshops organisation and website
Standardization bodies	Common framework for standardisation	Publications, project website, dedicated meetings
Scientific community	Scientific outcomes of the project	Publications, scientific conferences
EU project	Collaboration, best practices, share of technologies and results	Direct collaboration with other identified EU projects

Table 3. Overview of actions envisaged to achieve objectives

Audience and Target	Communication Items / Means	KPIs
Public entities, public bodies, policymakers. Targeting the generation of awareness and the consensus. Citizens' engagement	Public events at EU level	+ 4 public EU events
	Public awareness through media (radio, TV)	+ 5 passages on EU and local media
	Website, Social media presence, continuously updated and relaunched on partners' channels	Global presence, minimum around 500 contacts per month – AV
Industrial players in the wind energy and composite materials sector (private entities and associations: transportation, energy...). Targeting the potential future business engagement, replication potential	Communications joint with specific product associations at EU level	+ 2 communications/year
	Communications on public papers from composites associations	+ 1 communication/year
	One-to-one meeting with stakeholders in the energy sector	+ 5 business meetings/year – All the industrial partners engaged
Scientific / technical experts in the fields of circular economy, manufacturing, product development, composite materials	Scientific papers Position papers	+ 6 papers published in peer reviewed journals + 2 open publications – RTO partners
	Open-source publications	+10 publications

A collaborative calendar will be created on Excel in order to know which specific assignments/tasks have been or will be done by every partners along the project lifetime. The document will be ready for month 4 (April 1st) and should be updated regularly thanks to reminders from Polymeris.

Dissemination and communication methods

To disseminate and communicate efficiently on the results and the progress of EoLO HUBS, several methods will be applied.

First, a visual identity will be created (see next part of this document). Then, a website and social media will be created to communicate regularly on the results the project.

Other dissemination methods include : events, publications, workshops and newsletter.

2.2.1. Project visual identity

In order to ensure efficient and targeted communication activities, specific project materials will be created. Materials will include:

- A project logo, official characters and document templates: Four types of logos were designed by POLYMERIS [M1] and were submitted to the EoLO HUBS consortium for vote during the Kick Off Meeting. Following the choice of the consortium, a logo was selected and official characters and document templates were created with following color and font codes of the logo.

Logo proposed to the partners:



Figure 1: Four types of logo proposed

Logo 3 was selected and variations were suggested. All the information concerning the logo will be given in the part “Graphic charter”.

The following logo is finally selected:



Figure 2: Official logo of the EoLO-HUBS project

- A leaflet and a brochure: These documents will be created to present and promote the EoLO HUBS project. A first brochure will be released at the beginning of the project (M3). Within M6, an updated version will be published with more information about the first results.
- Roll ups, posters: will be created by POLYMERIS as a support for international audiences both in scientific and industrial environments.

- *Videos: could be created to promote the project and some results obtained thanks to EoLO-HUBS.*

2.2.2. Graphic charter

a) Logo

- **Presentation**

The way "EoLO" is written is not insignificant. The lower case "o" is used to recreate the abbreviation "EoL" which stands for "End of Life", a key concept of the project.

Moreover, the logotype represents the blades of a wind turbine but also the symbol of the circular economy. The logotype is composed of a green gradient and seems to have no beginning and no end, in order to imitate the link between the actors that will be implemented during the project via the platform.

The colors chosen for the logo (green) are representative of the circular economy.

- **Rules**

The logo must be accompanied by a blank turn or protection zone, which is equal to the width of 1 letter "L" at each sides and at the top and bottom.



This logo must be used on a light background. In the case of a dark background or photo, the logo must be accompanied by a white background equal to rotating white or a white version of the logo.

- **Color Variations**

ORIGINAL VERSION

This version of the logo is the main version to be used as soon as the support and the background of the support allows it

BLACK VERSION

This secondary version is to be used when the support does not allow an optimal legibility with the logo in color (disturbed background or background of a color equal to that of the logo).

WHITE VERSION

This secondary version is to be used when the support does not allow an optimal legibility with the logo in color (disturbed background or background of a color equal to that of the logo).



- **Do not do**

- The logo cannot be distorted
- The typography cannot be modified
- The color cannot be modified
- The logo must remain perfectly legible



Do not change the color



Do not distort the logo



Do not change the typography



Do not embed photo



Do not fill in the logo



Do not change the Logotype



Do not choose an inappropriate background



Do not choose an inappropriate background

b) Colors

- **Main colors**

The text of the logo is composed of two variations of green. They are added to a third to form the gradient of the logotype.

- **Secondary colors**

In complementarity of the green gradient, the secondary colors are blue and yellow. These are the elemental colors that give the green. They also recall the natural elements of the sky and the sun.

C83 M58 Y82 N76 R21 V39 B18 #152712	C67 M24 Y95 N8 R99 V142 B57 #638E39	C37 M9 Y78 N0 R180 V195 B88 #B4C358	C2 M7 Y87 N0 R255 V226 B39 #FFE227	C67 M44 Y21 N5 R97 V127 B163 #617FA3	C94 M78 Y38 N34 R38 V54 B87 #263657
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c) Typography

LOGO: FinalSix Black + FinalSix Bold

TEXT AND PRESENTATION: Calibri (corps)

2.2.3. Project website

A project website will be created and made available at M6 in English. It will be designed together with the Digital Platform and available as long as the platform.

The website will represent the main public window and interface of EoLO HUBS with stakeholders, generating awareness on project and serving as central contact point for external queries and information request (overview of the project, news about developments, publishable activities and results, events, meetings and conferences, meet consortium partners & contacts).

The description of the website will be detailed in deliverable DL1.2, and then updated in DL1.6 and DL1.8.

2.2.4. Social network

To reach a broad dissemination of information, the following social media pages will be created:

- *A LinkedIn page (M1)*
- *A Twitter page (M1)*
- *Some Youtube videos could be published on the Polymeris' account if video contents appear to be necessary to disseminate EoLO HUBS results : this is optional*

These social media pages will be administrated by POLYMERIS, with the contribution of all partners. The articles and number of views will be tracked and kept for the record in order to evaluate the reach of the communication.

Next to the EoLO HUBS specific social network, EoLO HUBS news will also be disseminated on existing consortium member's profiles and on other related accounts and websites such as European Commission, Innovation Union, etc.

2.2.5. Press kit

Press articles in English will be published to disseminate information and results of the project. Every partner could translate the article in local language if necessary to promote national and regional dissemination. Throughout the project at least 10 press kits will be published, informing potential markets for replications and sharing the project key facts and features (objectives, funding body, partners, results, contact information, images, logos...).

Press releases will be prepared and reviewed by the project consortium in the early stages of the project, with the introduction to demonstration contents and expected results, and later in the project.

The press articles will be published in specialized press. First reviews (Journal of Laser Applications, International Journal of Machine Tools and Manufacture, Journal of Waste Management, Journal of Resources, Conservation and Recycling, journal Sustainable Production and Consumption, Journal of Industrial Ecology) were identified and will be further refined.

2.2.6. Newsletter

A bi-annual project's newsletter will be released thanks to the inputs from all partners periodically collected. The newsletter will contain updates on project developments, promotion of reached milestones and will give visibility to the participation in relevant events. The goal is also to catch attention of industry, platforms, clusters to have a direct multiplier effect to other countries and sectors and boost replication (potential adopters). Newsletters will be published on project's, partners' websites as well as disseminated through emailing and social networks.

2.2.7. Events

Events represent opportunities to communicate on the project, disseminate results and reach out to stakeholders. Different types of events will be attended or organized to reach various groups of stakeholders, including:

- Workshops
- Conferences

A first list of events and conferences to be attended have been done : WindEurope End-of-Life Issues & Strategies Seminar (EoLIS), TORQUE, Sampe, ITHEC, JEC trade fair, Role of lasers in cutting of composites-LANE 2024, Laser cutting of thick composites-ICALEO 2025.

ECHT will organize two open conferences and three open workshops, as well as review & publication of non-confidential project results (i.e. press releases, articles), targeted dissemination campaigns and attendance/presentation at EU trade shows, conferences etc. The detailed planning of EoLO HUBs events and activities will be also based on the stakeholder engagement strategy of ST1.2.2.

POLYMERIS will provide all the consortium with leaflets, poster templates and communication materials to be used on the events for communication.

Monitor of the communication and dissemination strategy

In order to evaluate and monitor the influence of the dissemination strategy, statistics on social media, project website views, number of attendees on events will be tracked.

The following indicators will be used for evaluation:

- Web statistics - number of unique visitors and downloads of documents;
- Social media feedback - number of followers and interactions;
- Events - number of workshops and other events organized or attended, number of participants, international coverage;
- Press impact - number of articles published on website, magazine and other press support.

Additionally, the dissemination activities of all the beneficiaries will be tracked:

- Dissemination of press releases
- Participation in external events
- Networking activities
- Scientific publications

The dissemination and communication activities and plan will be updated periodically. thanks to the collaborative calendar on Excel which will list tasks done or to do by every partners (see under Table 3).

Role of the consortium partners

Role of the partners

The collaboration and active involvement of the Consortium partners in the dissemination and communication activities is key for the success of the project.

Each partner will contribute in producing communication contents about their results and their networking activities. Additionally, they will contribute in the dissemination of the press releases in their social media.

Partner guideline for dissemination

Partner POLYMERIS will be responsible for dissemination and communication suggesting the best communication and dissemination actions.

In order to protect intellectual properties, dissemination activities (publication, press release, social network posts) will follow strict rules of prior notice to all partners according to guidelines. Partners will have the possibility to refuse the proposed communication content and to suggest modification of the various materials.

Throughout the life of the project, the partners can contact the dissemination manager to publish materials, at least 30 days before the desired publication date. Materials will be prepared and sent for approval to all the partners. If no partner calls for modification within 15 days after reception, the publication is permitted. If modification is required, exchanges will be made between partners to adapt the communication content.

All the communication and dissemination materials will always contain the mention: “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CINEA. Neither the European Union nor the granting authority can be held responsible for them. Agreement No 101096425 - EoLO-HUBs - -HORIZON-CL5-2022-D3-01”, the official logo “Co-funded by the European Union” and the logo of EoLO-HUBs project.

Conclusions

This document is prepared to ensure the most appropriate communication and dissemination strategies for the EoLO HUBS project results. If additional new strategies are considered and found relevant they will be integrated into the communication and dissemination plan updates.