



DELIVERABLE D 6.5

Dissemination & exploitation & communication plan M3-version 1

Due date of the deliverable: 31/08/2023
Actual submission date: 31/08/2023

Responsible WP Leader: POLYMERIS

Responsible deliverable: POLYMERIS

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. THERMOFIRE Project – GA no. 101112370-HORIZON-JU-CBE-2022

AUTHOR

AUTHOR NAME	INSTITUTION	E-MAIL ADDRESS
Uyxing VONGSAYSY	POLYMERIS	Uyxing.Vongsaysy@polymeris.fr

VERSIONS

Document version	Date	Changes
V1.0	11/07/2023	/
V1.1	25/07/2023	
V1.2	01/08/2023	Reviewed by AVANZARE
V1.3	20/08/2023	Include the comments of AVANZARE
V1.4	24/08/2023	Validated by AVANZARE
V1.5	28/08/2023	Validated by CANOE

VALIDATION

Reviewers (name/institution)	Validation date
Elvira VILLARO (AVANZARE)	24/08/2023
Tanguy CORNU (CANOE)	28/08/2023

DISTRIBUTION LIST

Date	Version	Recipients (WPL, project coordinator, all partners)
31/08/2023		WPL and the document is PU – Public

Document data

Keywords	Main contact
Communication, dissemination, plan, M3	Name: Uyxing VONGSAYSY Partner: POLYMERIS Address: 35 Av. Maryse Bastié, 33520 Bruges, FRANCE Phone: +33 (0)6 42 64 42 79 E-mail address: uyxing.vongsaysy@polymeris.fr



Table of content

List of acronyms	3
DISCLAIMER OF WARRANTIES.....	4
Summary	5
Introduction	6
I. Communication.....	7
Project identity	7
a) Logo.....	7
b) Colors	8
c) Typography.....	8
Communication tools	9
a) Templates	9
b) Leaflet and roll up	9
c) Social networks and website	9
II. Dissemination and exploitation.....	10
Identification and segmentation of communication and dissemination	10
Events	11
III. Monitoring and expected results.....	12
Monitoring	12
Expected results	12
Role of the partners	13
Guideline for dissemination.....	13
Conclusions	15



List of acronyms

Abbreviation Acronym	Description
GA	Grant agreement
KER	Key Exploitable Results
KPI	Key Performance Indicator
RTO	Research and Technology Organization
TP	Thermoplastic
TRL	Technology readiness level



DISCLAIMER OF WARRANTIES

This document has been prepared by THERMOFIRE project partners as an account of work carried out within the framework of the EC-GA contract no. 101112370.

Neither Project Coordinator, nor any signatory party of THERMOFIRE Project Consortium Agreement, nor any person acting on behalf of any of them:

- (a) makes any warranty or representation whatsoever, expressed or implied,
 - (i). with respect to the use of any information, apparatus, method, process, or similar item disclosed in this document, including merchantability and fitness for a particular purpose, or
 - (ii). that such use does not infringe on or interfere with privately owned rights, including any party's intellectual property, or
 - (iii). that this document is suitable to any particular user's circumstance; or

- (b) assumes responsibility for any damages or other liability whatsoever (including any consequential damages, even if the Project Coordinator or any representative of a signatory party of the THERMOFIRE Project Consortium Agreement has been informed of the possibility of such damages) resulting from your selection or use of this document or any information, apparatus, method, process, or similar item disclosed in this document.



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 THERMOFIRE project. It explains the strategy to ensure efficient communication and dissemination to give high visibility to the results and achievements of the THERMOFIRE project. A first section will describe the content of the communication and dissemination strategy. THERMOFIRE 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 D6.5: & exploitation & communication plan is part of WP6 – Dissemination, Communication and Exploitation, T 6.1.

The communication, exploitation 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. While the dissemination and exploitation activities mainly focus on transferring THERMOFIRE knowledge and ensuring the availability and use of THERMOFIRE results, the communication activities aim at informing about and promoting both the project and its results as beneficial for society at large and will thus be described in a separate section.

This activity is devoted to defining the overall dissemination and communication strategy. As a result of this task a complete an interlinked strategy of the three pillars will be issued and periodically updated if needed in the next deliverables. The Plan will constitute the core document outlining the activities at the basis of the project's dissemination and communication activities as well as the guidelines for developing business plan for market deployment.

More specifically it will identify the target groups and define the communication tools and distribution channels. The Plan will be prepared as a collaboration of the Communication, Dissemination and Exploitation leaders with the support of the coordinator and project partners/beneficiaries, and will address the following aspects:

- Identification and segmentation of communication and dissemination targets;
- Project identity, logo and graphical layouts guidelines;
- Tools needed to implement successful communication activities, such as communication materials;
- Events relevant to the different sectors involved in the THERMOFIRE project (where partners can represent the project); and organization of exploitation activities including exploitation workshops for the consortium and activities to create links with parallel European initiatives related possibly with different sectors and guidelines
- Calendar of dissemination and communication activities;
- The communication levels (EU/National/Regional) and the responsibilities/roles attributed to each partner;
- Guidelines for implementation of communication & dissemination actions: messages to convey, internal reporting rules.
- Overall communication and dissemination strategy and its expected results;
- Database of stakeholders' contacts: list of all stakeholders and potential end-users. The database will be implemented and allocated in the platform throughout the project lifetime with the contribution of the partners;

During the entire project life cycle, three 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.D6.5	Dissemination & Exploitation & Communication plan	08/2023 (M3)
DL.D6.6	Dissemination & Exploitation & Communication plan	11/2023 (M6)
DL.D6.7	Final Dissemination & Exploitation & Communication plan	05/2027 (M48)

The dissemination activities will be tracked and monitored by POLYMERIS constantly. A summary of the activities will finally be produced in the last deliverable.

I. Communication

Project identity

To communicate efficiently on the results and the progress of THERMOFIRE, several methods will be applied. First, a visual identity was created at the beginning of the project.

a) Logo

The European project THERMOFIRE has the objective to develop novel bio-based and recyclable composites with enhanced mechanical properties and fire resistance by using natural fiber reinforcements and bio-based halogen-free flame retardants. The production of these novel composite materials will be scaled up and 3 types of demonstrators will be developed (for aerospace, automotive and textile applications). The aim in creating the logo was to represent circularity and recycling, while keeping the theme of fire resistance in mind.

The project's name was therefore written in linear font sans serif. The aim was to be legible and to assert the scientific and objective nature of the project. The logotype surrounds the project name.

The logotype is composed of a circle, two leaves and a flame.

- ➔ The green circle symbolizes circularity, recycling and the idea of using one product to create a new one.
- ➔ The leaves represent bio-based materials.
- ➔ The flame, the central element of the logo, is distinguished by its different color (a gradient of orange when everything else is in shades of green), emphasizing the theme of fire resistance. This is also where the green circle starts and ends. This light is therefore the starting point and end point of the project.



Figure 1: Elements composing the logo

Color variation

- **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).



Figure 2: Color variations of the logo

Rules

- **Breathing space**

- The logo must be accompanied by a blank turn or protection zone, which is equal to a ratio 5:4 the width of 0,5 at each side 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.

- **Not to do**



Figure 3: Rules concerning the use of the logo

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

b) Colors

Main colors

The text of the logo is composed of a dark green.
 The rest of the logo is a light green circle and a gradient of yellow and two orange.

Secondary colors

In complementarity of the color palette we added a beige and brown to add some variation in backgrounds and texts.

C 67 / M 9 / Y 100 / N 0 R 98 / V 167 / B 48 #62A730	C 88 / M 55 / Y 86 / N 71 R 20 / V 44 / B 26 #142C1A	C 10 / M 14 / Y 94 / N 0 R 237 / V 207 / B 7 #EDCF07	C 0 / M 70 / Y 94 / N 0 R 236 / V 103 / B 28 #EC671C	C 0 / M 85 / Y 100 / N 0 R 231 / V 65 / B 17 #E74111	C 41 / M 91 / Y 89 / N 66 R 79 / V 26 / B 14 #4F1A0E	C 4 / M 5 / Y 10 / N 0 R 246 / V 241 / B 232 #F6F1E8
--	--	--	--	--	--	--

Figure 4: Range of colors

c) Typography

Different typography will be used for the logo and for presentations and text in deliverables for instance. The typography is a part of the project identity, and must be homogeneous in all the reports.

In the THERMOFIRE project, we have chosen to use :

For the logo: Raleway Black

For the text and presentations: Arial

Communication tools

To implement successfully communication activities, several communication tools need to be developed, such as template, leaflet, and other communication materials.

a) Templates

Some templates have been created by POLYMERIS to ensure homogeneous communication for internal and external use. Templates that have been made are for presentation (Powerpoint) and report or document (Word). These templates must be used during all the project by all the partners and could be updated or improved if necessary.

b) Leaflet and roll up

These documents will be created to present and promote the THERMOFIRE project, they are communication tool to introduce the project and then to disseminate results.

A first leaflet will be released by POLYMERIS at the beginning of the project and then an updated version will be published with more information about the first results.

Roll ups will be created by POLYMERIS as a support for international audiences both in scientific and industrial environments. They must be used by all the partners who could communicate on THERMOFIRE in some relevant events where they will be (see II. Part 2 Event).

c) Social networks and website

Website:

A project website will be created and made available at M3 in English.

THERMOFIRE website will be the central communication hub for all activities related to the project to connect actors and engage with citizens. The platform will provide bi-weekly content (textual, audio, video) on topics related to the project, a calendar of relevant events and testimonials by key actors from industry, policy and research. The main objective with the website is to have more than 8.000 unique users over the duration of the project.

The description of the website will be detailed in deliverable D6.1.

Social networks and newsletter:

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

- A LinkedIn page : <https://www.linkedin.com/company/thermofire-cbe-ju/> (M1)
- A Facebook page:

To engage actively with our target groups, we will utilize the social media channels of the project partners as well as the Ways2Value newsletter subscribers. Social Media posts and newsletter will regularly spread project updates, event information and the project's video content.

The social media pages of THERMOFIRE project will be administrated by POLYMERIS, with the contribution of all partners. The main objective on social media will be to have at least more than 1.000 subscribers across all platforms. This number of followers will be tracked during the duration of the project.

Press:

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 6 press release will be published, including 3 publications in general press to target general public and society. THERMOFIRE will actively seek impact in mass media. Potential channels are magazines (EU. Research, industry magazines), online news feeds (e.g., CORDIS wire), as well as mainstream media (e.g., national newspapers, TV or radio). 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.

Key messages

A series of messages have been developed to guide the communication strategy. They are addressed to the main target audiences.

1. The THERMOFIRE project aims to be a pioneer in this field, consequently, the flame retardancy up to 100% bio-based composites will be deeply developed and investigated.
2. In the THERMOFIRE project up to 100% bio-based polymers will be reinforced with different natural fibers (e.g., regenerated cellulose from wood and commercial flax) and bio-based flame retardants aiming at giving excellent flame retardancy to the final bio-based thermoplastic (TP) composites.
3. The innovation of THERMOFIRE relies on the development of high-performance composites with a 20% reduction in weight and 30% in cost while maintaining the required levels of safety suitable for applications under stringent operating conditions.

Main messages and Key Exploitable results (KERs)

The key results to be achieved during the THERMOFIRE project are:

1. **Up to 100% bio-based TP polymeric matrices, 20% lighter** than traditional resins.
2. New **halogen-FREE** and **bio-based** flame retardants with **low toxicity** compared to commercial ones.
3. **Environmentally friendly** and **low-cost biobased** cellulose fibers (from conventional and/or recycled wood cellulose) as reinforcement with, **CO2 neutrality** directly extracted from nature without further processing.
4. Development of **up to 100% bio-based TP composites** with **improved fire-resisting properties** by using bio-based additives and/or **by developing a new intrinsic bio-based polyamide 11 by introducing fire-retardant monomer in its molecular chain.**
5. Verify the reusability and recyclability of the produced materials.
6. Development of three (3) prototypes adapted to the application requirements of of the aerospace, automotive and textile sectors.
7. Development of validation test of prototypes (TRL 5).

II. Dissemination and exploitation

Identification and segmentation of communication and dissemination

To communicate and disseminate efficiently the project, the list of stakeholders' groups have been done and is summarized in the table below in order to use the suitable channel of communication for every kind of target group.

Target Group	Result of interest	Measures and channels	KPIs
Manufacturing companies	Information on the project's results and opportunities for business development	Direct email, events, social media, dedicated press	>10 manufacturing companies reached and involved in the project dissemination

Material analysis laboratories and researchers	Awareness raising about specific challenges in the use of bio-based projects	Direct email, events, social media, dedicated press	>20 RTOs reached and involved in the project dissemination
Certification bodies and auditors	Information on the project's results and opportunities for standardization	Direct email, events, social media,	>5 certification bodies reached and involved in the project dissemination
Policy makers	In depth information about the stakeholder engagement process, results, outcomes, and impacts of the project	Direct email, events, social media,	3 workshops organized for public and managing authorities
Other related projects	Possible collaboration and synergies on bio-based materials development	Direct email, events, social media,	3 workshops organized with other funded projects
General public and society	Awareness raising	Social media, press	3 publications in general press

Events

Events represent opportunities to communicate on the project, disseminate results and reach out to stakeholders. They must be relevant to the different sectors involved in the THERMOFIRE project. Different types of events will be attended or organized to reach various groups of stakeholders, including:

- Exploitation workshops
- Activities to create links with parallel European initiatives

Indeed, THERMOFIRE will actively seek to align its communication, dissemination and exploitation activities with those of other projects to increase its reach, create synergies, and avoid duplication of efforts.

A first list of relevant events and conferences have been done: JEC trade fair, Plant based Summit. All THERMOFIRE partners will be consulted to provide more information on relevant conferences and events.

This list is only a first overview, and the evolution of the project combined with the dates of these exhibition will lead to choose the most relevant exhibition to disseminate and communicate on THERMOFIRE. The detailed planning of THERMOFIRE events and activities will be also based on the stakeholder engagement strategy.

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

Information about THERMOFIRE will be disseminated through :

- Social media of each of the partners
- Social media of THERMOFIRE (linkedin page, website, newsletter, ...)
- Press release in local and national newspaper.

III. Monitoring and expected results

Monitoring

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 visitors;
- Social media feedback - number of followers;
- Events - number of workshops and other events organized or attended, number of participants, scale coverage (UE, national, regional);
- Press impact - number of articles published.

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

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

A calendar of dissemination and communication activities linked to these KPI's tracked will be released. Partners in charge of these activities will also be mentioned in this file. This file will take the form of a collaborative calendar on Excel which will lists tasks done or to do by every partner.

Expected results

The expected results in terms of communication and dissemination for the THERMOFIRE project are all summarised in the table below :

Tools	Description	KPIs
Visual identity and templates	Graphics (logo, colour code, etc) and templates for presentations, reports, deliverable	Professional project identity distributed among all partners
Promotional materials	Rollup to be used at workshops and event and leaflets to promote the project (adequate for both online and offline use)	6 rollup/posters 6 leaflets
Website	A website for the project with content regularly updated	>8000 unique users over the duration of the project
Success stories and showcase videos	Stories and showcases videos to communicate and disseminate in attractive, barrier free format to a wide audience.	>20 000 views
Social media & newsletter	Spread project updates, event information and video content.	>1 000 subscribers across all platforms
Article in press and media outlets	Seek impact in mass media (magazines, online feeds, mainstream media)	6 press releases
Mailing lists	Mailing list contacts with all target groups that can be leveraged for communication	10 000 contacts approached
Guest blogs	Seek out guest blogging opportunities e.g. with @	>20 guest blog posts

With this way, around 36 600 people could be reached (see the grant agreement for explanations of this figure).

Impacts generated to the different audience segments by THERMOFIRE's dissemination and communication activities are:

Dissemination: 6 press releases*100 participants + 6 leaflets*200 visitors + 6 posters*200 visitors + 1 website*8.000 visits +100 videos*200 views + 2 social channels*1000 followers + 3 publications in general press*200 reads + 5 events*4 years*150 attendees = **36.600 people reached**

Communication: 6 workshops*200 participants + 13 consortium partners*800 contacts + 10 manufacturing companies*2 employees + 20 RTOs*4 employees + 5 certification bodies*2 employees = **11.710 people reached**

Assuming that same people can be reached multiple times, a 50% of the total people reached by the above activities accounting for 48.310 is considered. Therefore, the dissemination and communication activities will reach **24.155** individual people from the scientific and non-scientific fields over the 4 years of the project.

A document will be created in order to track and record all the dissemination actions of the participants. The document will contain dates, contents, audience, links of the communication for all dissemination actions. POLYMERIS will be in charge of gathering all the information of the partners and keep this document updated.

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.

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. Partners can refuse the proposed communication content and can suggest modification up to 14 days after the communication is shared among all the partners, after these 14 days the communication will be considered as approved.

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 14 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 (website, publication, posters presentations, roll-ups, all activities (media relation, conferences, seminars) will always contain the two following mentions:

- 'The project is supported by the Circular Bio-based Europe Joint Undertaking and its members.'
- "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."

Additionally, the name of the project and the grand agreement should be displayed: "THERMOFIRE Project – GA no. 101112370".

Also, logo of THERMOFIRE and logos presented below need to be displayed.



The logo of Circular bio-based Europe Joint Undertaking required to be displayed with a safety area to ensure that it is visually isolated from other competing graphic elements which assures its impact and legibility. The minimum clear space is defined by the width of the word BIO present in the logo. The space should be kept when the logo is proportionally resized.



The logo can be presented in numerous variations using different colours to ensure contrast and readability.



The above version should be applied by default. The version below can be applied when the horizontal version can't be used. The safety areas follow the same rules as previously mentioned.



s

Conclusions

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