DELIVERABLE D 6.6

Dissemination, exploitation and communication plan M6-version 1.3

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Table of content

List of acronyms

Abbreviation / Acronym	Description
EC	European Commission
GA	Grant agreement
KER	Key Exploitable Results
KPI	Key Performance Indicator
RTO	Research and Technology Organization
TP	Thermoplastic

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This project has used a standard methodology already developed in other projects where Polymeris is in charge of communication and dissemination (for example: BioUptake project, EoLO-HUBs project, PLASTICE project, Thermofire, …), following EU recommendations. Ad hoc modifications were added to comply with the conditions of the Grant Agreement for THERMOFIRE (Grant Agreement no. 101112370).

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 D6.6: *Dissemination, 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 and 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 a 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 (Figure 1).

- ➔ 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

Colour variations (Figure 2)

- **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 for optimal legibility of the logo in color (disturbed background or background of a color similar to that of the logo).

- **White version**

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

Figure 2: Colour variations of the logo

Rules (Figure 3)

- **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.

Figure 3: Rules concerning the use of the logo

- **Not to do**
  - The logo cannot be distorted.
  - The typography cannot be modified.
  - The color cannot be modified.
  - The logo must remain perfectly legible.

b) Colors (Figure 4)

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

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. The templates that have been made are for presentations (Powerpoint) and reports or documents (Word). These templates must be used during the project by all the partners and could be updated or improved if necessary.

b) Leaflet and rollup

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

Roll ups (Appendix 1) will be released by POLYMERIS at M6 as a support for international audiences both in scientific and industrial environments. They must be used by all the partners who could communicate THERMOFIRE in relevant events they are attending (see II. Part 2 Event).

A first leaflet will be released by POLYMERIS at M6 and then an updated version will be published with more information about the first results.

c) Social networks and website

Website:

A project website has been created and made available at M4 in English.

Website: https://www.thermofire-project.eu/

The 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 of 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, LinkedIn and X (ex-Twitter) pages have been created.

LinkedIn Page: https://www.linkedin.com/company/thermofire-cbe-ju/

Twitter Page: https://twitter.com/ThermofireCBEJU

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 of 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 to the 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 the 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.

d) Main messages and Key Exploitable results (KERs)

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 up to 100% flame retardancy of bio-based composites will be investigated and developed.
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 to give 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 required for applications under stringent operating conditions.

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-resistance properties** by using bio-based additives and/or **by developing a new intrinsic bio-based polyamide 11 by introducing fireretardant 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 the project efficiently, a list of stakeholder groups has been compiled and is summarized in the Table 2 in order to use the suitable channel of communication for every kind of target group.

Table 2: Communication and dissemination KPIs depending on the target

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 of 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 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 concrete example is the FURIOUS European project, also supported by the Circular Bio-based Europe Joint Undertaking and its members. Discussions with the FURIOUS consortium are ongoing in order to joins their efforts in terms of communication activities (workshop, webinar or other initiatives).

A first list of relevant events and conferences have been done:

- JEC trade fair
- Plant based Summit
- FAKUMA trade fair
- R4 Composites

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 monitoring file (Appendix 1) and 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 summarized in the Table 3:

Table 3: Expected results and KPIs in terms of communication and dissemination

Tools	Description	KPIs
Visual identity and templates	Graphics (logo, color 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	>20 guest blog posts

In this way, around 36 600 people could be reached (see the grant agreement for explanations of Figure 5).

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.

Figure 5: Calculation of the potential audience of the project from communication and dissemination

A document has been 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 CBE JU. Neither the European Union nor the granting authority can be held responsible for them."

Additionally, the name of the project and the grant agreement should be displayed: “THERMOFIRE Project – GA no. 101112370”.

Also, the logo of THERMOFIRE and the logos presented in Figure 6 need to be displayed.

Figure 6: Mandatory logos to display in any communication or dissemination materials.

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 (Figure 7). The space should be kept when the logo is proportionally resized.

Figure 7: Safety area required for the CBE-JU logo.

The logo can be presented in numerous variations using different colors to ensure contrast and readability (Figure 8).

Figure 8: Colour variations of the CBE-JU logo.

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.

Figure 9: Vertical version of the CBE-JU logo.

IV. Results and KPI status at M6

During the first months of the project, communications focused on the launch announcement and the kick off meeting of the project, its context, objectives and consortium. To this end, the consortium relied on various communication channels: social networks (>20 posts), partners' website (>3), the press (>2 articles) and participation in events such as trade fairs (>3).

The results and updated status of the KPI in terms of communication and dissemination for the THERMOFIRE project are summarized in the table below:

Tools	KPIs	Status (M6)
Visual identity and templates	Professional project identity distributed among all partners	Done, shared with partners
Promotional materials	6 rollup/posters 6 leaflets	Done, to release
Website	>8000 unique users over the duration of the project	>200
Success stories and showcase videos	>20 000 views	
Social media & newsletter	>1 000 subscribers across all platforms	>75
Article in press and media outlets	6 press releases	2
Mailing lists	10 000 contacts approached	-
Guest blogs	>20 guest blog posts	-

The communication and dissemination activities will logically gain momentum following the initial work and the achievement of the first results.

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.

Appendix 1

The rollup presenting the project and its objectives has been released to partners Figure 10.

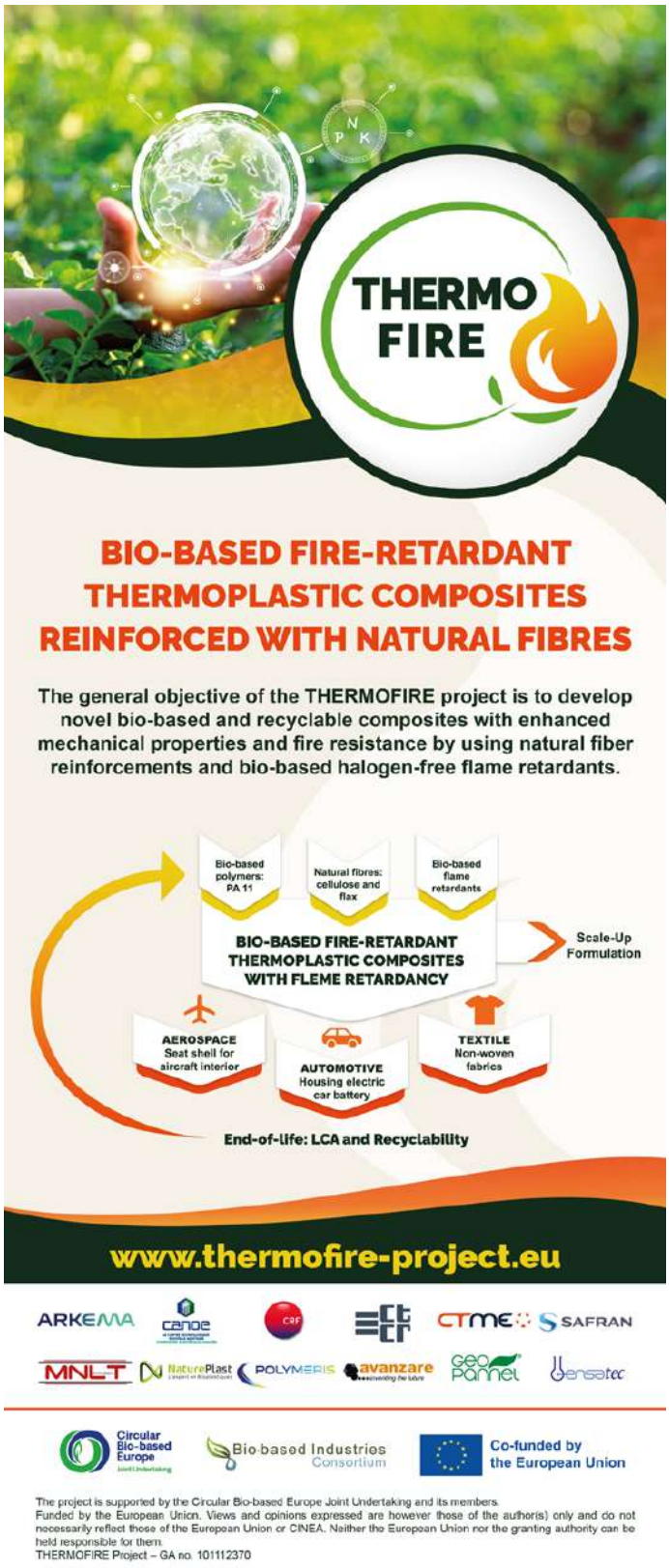

Figure 10: Rollup presenting the project and its objectives.

Appendix 2

The monitoring tool of the dissemination and communication activities is presented in Table 4.

Table 4: Monitoring of the communication and dissemination activities

DISSEMINATION AND COMMUNICATION ACTIVITIES

Organisation name	Type of Activity	Activity Name	Activity Location (if relevant)	Activity Date	Communication/Dissemination detailed description	Audience	Dissemination title	Link
POLYMERIS	*Ex: Conference, Fair, Article, Publication, Presentation, Workshop, ...*	*Ex: Conference name, Journal name,...*	*Pau, France*	*29/12/2023*		*Description of the activity and its target*	*Example*	*Website, Evente, Article, ...*
AVANZARE	LinkedIn post			28/06/2023	Kick off Meeting in Navarrete	Publication to ward partner network		https://www.linkedin.com/feed/update/
NATUREPLAST	LinkedIn post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://www.linkedin.com/posts/nature
POLYMERIS	Website post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://polymeris.fr/actu/lancement-du-
GEOPANNEL	Website post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://www.linkedin.com/feed/update/
GEOPANNEL	Twitter post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://twitter.com/Geopannel/status/1
GEOPANNEL	Instagram post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://www.instagram.com/p/Cu1G8lfi
GEOPANNEL	Facebook post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://www.facebook.com/Geopannel/
ENSATEC	LinkedIn post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://www.linkedin.com/feed/update/
AVANZARE	LinkedIn post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://www.linkedin.com/feed/update/
CANOE	LinkedIn post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://www.linkedin.com/posts/canoe-
CANOE	LinkedIn post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://www.linkedin.com/posts/canoe-
CTCR	LinkedIn post			28/06/2023	Communication about KOM of THERMOFIRE	Publication to ward partner network		https://www.linkedin.com/posts/centro
POLYMERIS	LinkedIn post			01/08/2023	Press release of the KOM	Publication to ward partner network		https://www.linkedin.com/posts/polyme
POLYMERIS	LinkedIn post			01/09/2023	EU projects presentation	Publication to ward partner network		
POLYMERIS	Fair	FAKUMA trade fair	Friedrischaffen, Ge	17/10/2023	Presentation on booth during the FAKUMA international trade fair f	Plastics processing community		https://www.linkedin.com/posts/sophie
POLYMERIS	LinkedIn post			19/10/2023	EU projects presentation during the FAKUMA international trade fa	Publication to ward partner network		https://www.linkedin.com/posts/sophie
CTCR	Press release	La Rioja (local journal)		22/08/2023	Press release in a local spanish journal	Press release in a local spanish journal	El CTCR se suma a un proyecto europeo	https://www.larioja.com/comarcas/am
POLYMERIS	LinkedIn post			01/09/2023	Publication by the cluster AFELIM presenting Polymeris EU projects	Publication toward AFELIM network		https://www.linkedin.com/posts/afelim
POLYMERIS	LinkedIn post			06/09/2023	EU projects presentation during the PLAST international trade fair	Publication to ward partner network		https://www.linkedin.com/posts/polyme
POLYMERIS	Fair	PLAST trade fair	Milan, Italy	06/09/2023	Presentation of EU projects during tha PLAST trade fair	Plastics community		https://www.linkedin.com/posts/polyme
POLYMERIS	LinkedIn post			01/10/2023	Sharing of the THERMOFIRE website	Publication to ward partner network		https://www.linkedin.com/posts/polyme