

Project acronym: WOOL2LOOP
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D 5.2 WOOL2LOOP Dissemination and communication plan

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Dissemination level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services),
CI=Classified, as referred to in Commission Decision 2001/844/EC.



D5.2

Dissemination and Communication Plan

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Introduction

This document describes Wool2Loop dissemination progress, as results and outcomes are a crucial part to the success of Wool2Loop. The goal of the dissemination and communication plan action items is to ensure the exploitation of the project results and to maximize the project impact.

This document is in line with the Wool2Loop document “821000_Annex 1 - Description Of Action (part B).pdf” communication and visibility guidelines.

1. GENERAL DISSEMINATION AND COMMUNICATION STRATEGY

WOOL2LOOP is a very interdisciplinary and multi-industrial project. This requires diversity from the project communication activities and multi-channel communication to a wide range of stakeholders. Visibility will be maximized to support successful exploitation, impact generation, to establish continuity for the project, and to ensure the commercial product applications acceptance and demand on the relative markets.

According to Article 38 of the H2020 Grant Agreement, the beneficiaries “must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner”. The communication part of the WOOL2LOOP project will focus on ensuring a smooth information flow between the project partners and identified stakeholders and on raising awareness of the project activities in a targeted and cost-efficient manner. The communication activities will be realized via different media, forums and the consortium members’ extensive networks, as described below in this document.

Efficient communication within the consortium will be ensured by interactive and efficient meetings, frequent contact by email, telephone, and other relevant communication means. All data and project documents will be stored on one platform (on MS Teams), where all participants have an access. Engagement of other relevant functions in the participating companies (marketing, wider R&D, sustainability, product management, management) is also needed. Targeted communication will be made to assist in uptake and exploitation of the results, and also wider public audience will be addressed.

2. OBJECTIVES

2.1. Overall communication objectives

The purpose of dissemination activities in the Wool2Loop project is:

- *To share knowledge* developed with the relevant stakeholders for the Wool2Loop value chain (two-way communication approach) and to strengthen international cooperation. Stakeholders will be engaged by organizing *a questionnaire* to find out views on necessity, benefits, disadvantages and overall potential of WOOL2LOOP
- *To ensure thorough communication* of the project goals, activities, progress and achievements between consortium participants and to stakeholders
- *To develop a community* (in MS Teams) of different interested stakeholders of the project
- *To increase the stakeholders’ awareness*, knowledge and abilities to adapt, demand, utilize, and further develop the created solutions and methods

- *To participate* in relevant forums to distribute knowledge of the project's achievements and solutions
- *To establish and ensure exploitation of results* and continuation for the work done in the project both in commercial applications as for the sustainability of the built environment initiatives.

3. WHAT TO COMMUNICATE

3.1. The value of this project

The open sharing of research data and results will be promoted whenever possible but taking care that such sharing does not compromise IPR processes or business secrets. However, a consensual decision will be taken by the Wool2Loop consortium on which data should be published.

The general principles for the project execution are defined in the EU Grant Agreement (GA), the Description of the action (DoA) and the Consortium Agreement (CA). This Dissemination and Communication Plan does not replace any of these established agreements, nor does it replace any of the EU guidelines for project implementation and documentation.

Where there are any inconsistencies between these documents, the following order of precedence should be applied:

1. EU Grant Agreement (GA)
2. Consortium Agreement (CA)
3. Dissemination and Communication Plan (present document).

3.2. Internal and external communications

Internal communication is handled mainly via MS Teams

https://teams.microsoft.com/l/channel/19%3a3d905c62ea3d40f789e35eae41b0496f%40t_hread.skype/WP5%2520-%2520Communications%2520materials?groupId=08ba465a-cd72-49b6-94c3-5a65f235e27e&tenantId=9f9ce49a-5101-4aa3-8c75-0d5935ad6525.

External communication is considered towards parties outside the Consortium, which include e.g. target groups of the project, other stakeholders and the EU Project Officer. The external communication is part of WP5 Dissemination, communication and clustering.

3.3. Dissemination rules for a partner

The partner wishing to publish, present or disclose information about the project must follow the following procedure:

Type of dissemination / communication	Prior notice time before submitting the publication
Peer-reviewed scientific journal articles	3 weeks
Theses (Ph.D./M.Sc./B.Sc.)	3 weeks
Conference publications (abstracts and posters)	1 week
Articles in professional magazines (no peer review)	2 weeks
Press releases	2 weeks
General promotion in social media, company newsletters etc.	No prior notice

An objection is justified if:

- the objecting party's legitimate academic or commercial interests in relation to the results or background would be significantly harmed;
- the projection of the objecting party's results, or background is adversely affected.

The objection has to include a precise request for necessary modifications.

The objecting partner can request a publication delay of not more than 45 calendar days from the time it raises such an objection. After 45 calendar days the publication is permitted, provided that Confidential information has been removed from the publication as indicated by the objecting partner.

A partner shall not include in any dissemination activity another partner's results or background without obtaining written approval, unless they are already published.

The author informs the Coordinator when the planned publication has been accepted for publishing (for monitoring proposes).

4. TARGET GROUPS

The target audience of Wool2Loop's dissemination activities include the following:

1. *Industrial stakeholders*: waste producers, waste processing companies, construction companies, construction industry actors (primary focus on architects, designers and public and private building owners), industrial associations
2. *Civil society*: European citizens, civil society organisations, regional governments
3. *Public authorities*: EU and national policy makers, standardization bodies, environmental legislative bodies
4. *Scientific communities*
5. *Relevant clusters* and other projects or regional initiatives with synergistic possibilities
6. *Investors* (institutional and private) and financiers - focus on responsible investment and green real estate bond issuers and other parties promoting the sustainable real asset investments

The results will be disseminated through several routes.

5. BRAND IDENTITY

A concrete and unique brand Identity has been designed in order to make the project recognizable and give it its own identity. In order to make sure that all partners know how to apply the Wool2Loop brand in the different communication platforms and printed materials, it has been designed and presented in the visual identity guideline, which is available in the MS Teams.

5.1. Logo & templates

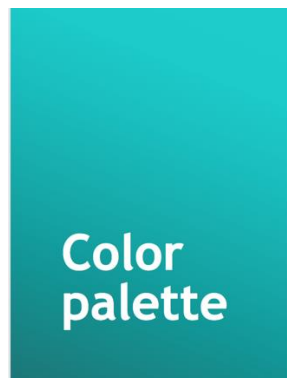
The Wool2Loop project has dedicated logos and templates available. They can be found from MS Teams and the design guideline must be followed. Pre-designed templates for MS Word and MS Power Point ensure the transmission of a unified project image and they help people recognize the brand more easily. All the documents referring to the project must also include the EU-flag logo:



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5.2. Colors & typography

Colors and typography (Trebuchet MS) are also defined.



Trebuchet MS - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzäö
01234567890!@#€%*

5.3. Other material

All Wool2Loop materials must follow the design guideline: e.g. on website, social networks, press releases, congresses, workshops, public events and newsletters. These materials are focused on off-line communication and will be developed along the way. The below materials can be found from the Teams tool. Specific editions can be made by request.

- Roll-up (800 x 2000cm)
- Leaflet (A6 size)
- Poster (117 x 170cm)
- Standard presentation (.ppt)

Other promotional materials will also be considered, such as:

- Videos
- Brochures
- Blogs
- Case examples

6. DISSEMINATION AND COMMUNICATION CHANNELS, TOOLS AND ACTIVITIES

6.1. Project website

All the public deliverables of Wool2Loop will be made available through the project website (<http://wool2loop.eu>) and indexes so that they can be easily found by different search engines. The website will be written in English and in Finnish.

6.2. Scientific publications

All peer-reviewed scientific publications will be published *openly accessible, free of charge*. The peer-reviewed journal articles will be published in both gold open access journals (publication costs are included in the budget) and green open access (final peer-reviewed manuscript archived in online repository). The list of publications will be updated to **Appendix 3**.

6.3. Social networks

Social networks will serve as a channel for the mass distribution of the news and events published on the website, to relink any related publications, to bring awareness for the project as well as for the creation of forums. We have the following social media channels available:

- LinkedIn: <https://www.linkedin.com/company/26500423/>
- Twitter: <https://twitter.com/wool2loop>

Hashtags to be used are: #Wool2Loop, #CircularEconomy and #H2020. YouTube channel will be established if needed.

6.4. Press releases

From all the content generated by the Wool2Loop partners during the project, the significant breakthrough accomplishments and events will be identified and sent to journalists and online and offline communication media.

6.5. Professional conferences and public events

The consortium members will actively participate events and networks activities with the potential to disseminate the project results to relevant stakeholders via presentations, posters, exhibition stands and other available models and thus activate discussions on the topic and collect valuable feedback about the project activities. All the most important events will be updated to the project website at <http://wool2loop.eu>. The list of past and coming events will also be updated to **Appendix 1**.

6.6. Workshops, seminars and dinners

We will arrange 1-2 workshops / seminars with dinners for the Wool2Loop project. The objective of these workshops is double:

- To provide knowledge and disseminate the results obtained during the period of the project to specialists and respective stakeholders

- To make face to face contact with potential end-users in order to boost the technology transfer and the exploitation of the results obtained.

We will also arrange a final conference with all our industrial partners at the end of the project.

6.7. Newsletters

A newsletter will be sent once every 6 months to the subscribed contacts in order to directly inform them of the most relevant and latest progresses of the project. The subscription form is on the project website at <http://wool2loop.eu> and the subscriber information is collected in Mail Chimp tool. The newsletters will also be sent via Mail Chimp.

6.8. Communication channels per target group

The communication and interaction channels and measures will be selected according to the primarily identified target groups' needs and abilities to utilize the delivered knowledge and will be also based on the added commercial value generated by the Wool2Loop consortium members not to compromise adaptability to wider public audiences like consumers.

The Wool2Loop communication channels / target group are:

- Digital and online presence / All stakeholders
- Articles in technical and industrial journals / Clients and construction material sectors
- Articles in publications and newsletters / Clients and stakeholders
- Conferences, exhibitions and events attendance / Research communities, industries and regulators, circular economy communities, civil and construction engineer communities, architects
- Press releases / All stakeholders
- Leaflets and newsletters / All stakeholders
- Interaction with other projects / Industry, research, private and public sectors, circular economy communities
- Proposals for new standards / Expert bodies, designers, technologists, standardization bodies
- Wool2Loop conference / All stakeholders

7. ACTION PLAN AND SCHEDULE

The dissemination plan contains measures that will be implemented both during and after the project. Special care will be taken in the case of inventions and potential patent applications. Such results will be published only after the invention has been protected.

The dissemination plan and its' channels as described in the application:

1. Articles in industrial, technical and architectural publications
 - Target audience: Construction material and building industry, academia, public authorities, networks and platforms
 - Disseminated information: Information on technological advances produced by the project
2. Peer reviewed scientific publications in high impact journals

- Target audience: Academia
 - Disseminated information: Scientific data and results
3. Ph.D. and M.Sc. thesis
 - Target audience: Academia
 - Disseminated information: Scientific data, findings, proof of legislative conformity
 4. Presentations at scientific conferences, technical conferences and exhibitions
 - Target audience: Academia and industry
 - Disseminated information: Scientific and technical information on Wool2Loop concept and results. Exchange of information and knowledge with other scientists and public
 5. Presentations at cluster events or other related R&D projects symposia
 - Target audience: Relevant clusters, R&D projects and regional initiatives
 - Disseminated information: Wool2Loop concept and results, to learn from other initiatives and to explore further implementation scenarios for collections, production and use in circular context.

8. MONITORING

In order to be able to evaluate the project progress and achievements, WOOL2LOOP will carefully monitor and document the implemented communication and interaction activities. Besides continuing the exploitation measures after the project end, the consortium members are committed also to implement the communication, interaction, and dissemination activities for delivering the targeted impacts in a sustainable manner (e.g. the website will stay online for 5 years and new projects will be generated based on the results).

8.1. Monitoring and performance measurement

Web analytics results, published news, as well as the reports from the social networks will be presented regularly. In addition, a report will be submitted for each of the newsletters sent and each press release will be monitored. The following KPIs and their development will be regularly monitored and shared:

- Website analytics (via Google Analytics)
- Newsletter analytics (via Mail Chimp analytics)
- Press release analytics (via publishing tool)
- Number of participants in events and conferences

This plan will be regularly updated, so partners will be requested to send their feedback and information about the next planned activities and results of the activities carried out.

8.2. Reporting

Reporting will be regularly done in WP5 status calls and by emails for the management.

9. APPENDIXES

9.1. APPENDIX 1: Professional conferences and public events

Conferences and events to be participated:

- WASCON 2021, 11th International Conference on the Environmental and Technical Implications of Construction with Alternative Materials;
- SBE2021, Emerging Concepts for Sustainable Built Environment
- World Building Congress: "Constructing Smart Cities" 2019
- WCEF2019, The 3rd World Circular Economy Forum

European and National platforms, clusters and networks, where WOOL2LOOP members are active or which will be contacted during the project:

- Mineral Wool Insulation Manufacturers Association (MIMA)
- European Demolition Association (EDA)
- European Insulation Manufacturers Association (EURIMA)
- European Institute of Innovation & Technology (EIT)
- International Council for Research and Innovation in Building and Construction
- International Initiative for a Sustainable Built Environment
- International Federation of Consulting Engineers
- Global Alliance for Buildings and Construction
- World Council of Civil Engineers (WCCE)
- World Federation of Engineering Organizations (WFEO)
- European Council of Engineers Chambers (ECEC)
- European Civil Engineering Education and Training (EUCEET) Association
- American Society of Civil Engineers (ASCE)
- Japan Society of Civil Engineers (JSCE)
- European Construction Forum (ECF)
- European Council for Construction Research, Development and Innovation (ECCREDI)
- European Construction Technology Platform (ECTP)
- Construction Information Platform (CriP)
- Union Internationale des Architectes UIA
- Architects' Council of Europe ACE
- World Green Building Council SG

9.2. APPENDIX 2: KPIs

Follow up of key indicators in numbers.
This section will be added later.

9.3. APPENDIX 3: PUBLICATIONS

Main publications listed.
This section will be added later.