Ref. Ares(2021)5476995 - 06/09/2021

Demonstrative process for the production and enzymatic recycling of environmentally safe, superior and versatile PHA-based rigid packaging solutions by plasma integration in the value chain

D.7.2 Master Plan: Communication & Dissemination guidelines

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023685

Grant Agreement No:	101023685	**Project Acronym:**	BioSupPack
Project Title:	**Demonstrative process for the production and enzymatic recycling of environmentally safe, superior and versatile PHA-based rigid packaging solutions by plasma integration in the value chain**		
Funding scheme:	BBI-JU-Horizon 2020 – Innovation action - Demonstration		
Project Coordinator:	**AIMPLAS - ASOCIACION DE INVESTIGACION DE MATERIALES PLASTICOS Y CONEXAS**		
Lead Beneficiary	EUBP		
Start date of the project:	01.06.2021	**Duration of the project:**	42 months
Deliverable:	**D.7.2 Master Plan: Communication & Dissemination guidelines**		
Contractual delivery date:	**31.08.2021 (deadline as stated in the DoA)**		
Actual delivery date:	**06.09.2021**		
Type of Deliverable	REPORT		
Dissemination level:	PU (Public)		
Authors:	EUBP, ENCO, AIMPLAS		
Contributors:	Giuseppe Salvio (ENCO), Christian Schulz (EUBP), Raquel Giner (AIMPLAS)		
Version:	**1.0**		

History of changes

Version	Author	Date	Comments
0.1	AIMPLAS	03.08.2021	First template version
0.2	ENCO		First partial draft version
1.0	EUBP, AIMPLAS	06.09.2021	Final version

Acronyms

WP	Work Package
D	Deliverable
EU	European Union
EC	European Commission
BBI-JU	Bio-Based Industries Joint Undertaking
H2020	Horizon 2020
IC	Innovation Committee
PEDR	Plan for Exploitation and Dissemination of the Results
BSG	Brew Spent Grains
TA	Target Audience

Table of Content

Executive summary **5**

Introduction **6**

1. Purpose **11**

2. Messages **12**

2.1 Information on the BBI JU, BIC and EU funding *14*

3. Key Audiences **15**

4. Methods. **17**

4.1. Tools and atividies *17*

5. Timing **24**

6. Detailed Communication Toolbox – timing plan **24**

7. Key Communication Performance Indicator **27**

8. Conclusions **27**

Index of Figures

Figure 1: Logos to be displayed in BioSupPack´s communication activities. 14

Figure 2: BioSupPack stakeholders website database 16

Executive summary

This report details the Communication intention and strategy of BioSupPack Project.

The Master Plan sets out a strategy to maximise the impact during the project, to increase its visibility, and to ensure that project information reach a wide audience of relevant stakeholders. Importantly, all partners are seen as ambassadors of the project and are involved to different degrees in communication efforts.

As indicated in *Task 7.2.- Dissemination plan development and implementation*, this master plan set the basis of the type and characteristics of the Communication & Dissemination activities to be carried out during the project´s lifetime, and how partners will internally be organized and coordinated to provide their inputs in proper manner and time.

These guidelines are set by the Innovation Committee (IC), co-chaired by the Communication and Dissemination manager (EUBP) & Exploitation and IPR manager, supported by the project Coordinator (AIMPLAS). In this way, it will be ensured that only non-confidential information and knowledge generated within the project will be suitably distributed to the right audience, respecting at any moment the Knowledge Management Strategy which is covered under the corresponding deliverables in *WP8- Innovation impacts*, thus guaranteeing at the same time, the maximum exploitation of the BioSupPack outputs.

The plan will be updated when necessary. The outputs of the Communication & Dissemination activities, following this master plan guidelines, will be reported under to linked Deliverables as the project progresses:

• Preliminary Report on Communication & Dissemination activities (month 24- May 2023)-PUBLIC

• Report on Communication & Dissemination activities (month 36- May 2024)-PUBLIC

Both deliverables will be part of the PEDR-Plan for Exploitation and Dissemination of the Results, where will be integrated (D8.4 & 8.5, to be submitted at the same time, i.e. May 2023 & May 2024).

The Master Plan addresses the following elements:

• Purpose (“why?”)

• Messages (“what?”)

• Key audiences (“who?”)

• Methods (“how?”)

• Time (“when?”)

This report contains **a plan with the activities going to be performed during the whole project lifetime** to communicate and disseminate about the project.

Introduction

Communication and Dissemination on projects is a strategically planned process, that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results.

As part of this introduction is essential to understand from the very beginning, for all partners in the consortium, what is defined as Communication and Dissemination activities, and their differences.

Communication activities can be thought of as increasing the public visibility of the project and its results, the consortium and the research programme, using accessible language. This could include aiming for coverage in TV, radio, print and online media. It encourages people to use the results, increasing the chances of a great impact of the research. Communication can create immediate, short/medium term commercial impact. On the other hand, **Dissemination** is focused on making sure the projects results are available to the scientific community, policy makers and industry – using scientific language prioritizing accuracy. It facilitates scientific reuse of the results and creates long term scientific and commercial impact.

According to material provided by IPR Helpdesk, under Horizon 2020, the following tables summarized clearly those differences:

COMMUNICATION	DISSEMINATION
Covers the whole project (including results).	Covers project results only.
Starts at the outset of the project.	Happens only when results are available.

	DISSEMINATION	COMMUNICATION
Objectives	Public disclosure of results	Promotion of the project and its results
Audience	Target groups, such as scientific communities, industry stakeholders, policy-makers, etc.	General public, including EU citizens, civil society and mass media
Language	Scientific language	Non-specialised language
Channels	Peer-review journals, scientific conferences, online repository of results, etc.	TV channels, radio, newspapers, generalist website, newsletters, etc.

Communication on project requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.

According to BBI JU Communication Guidelines 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 and possibly engaging in a two-way exchange. Thus, a comprehensive communication plan should define clear objectives (adapted to various relevant target audiences) and set out a description and timing of each activity.

Dissemination means to make the results of a project public (by any appropriate means other than protecting or exploiting them, e.g. scientific publications)[1]. Dissemination of results cannot replace communication activities (or vice-versa).

BioSupPack Project describes in detail in section 2.2-Part B, of Annex I; both the **Project Communication toolbox** (containing the planned Communication project activities and target indicators) and the **Dissemination Plan** (listing the different target audiences and channels).

➔ Project Communication Toolbox, as included in Grant Agreement.

C. Tool		Month X-initial	Target-KPI
	Graphic Identity (templates, logo)	M1	N/A
	Website	M3	>20,000 hits
	Gadgets	M18	>500 Gadgets distributed
	Promotional materials (leaflets, roll-ups, posters)	M5	>3000 leaflets; > 15 posters
	Audiovisual materials (video-Youtube, demo videos)	M6	>1500 visualizations; 150 sharings
	Social media	M2	>1000 followers
	Media Presence (TV, radio, Press release)	M1	>30 press releases; >10 interviews
	Newsletter (yearly by email)	M12	>400 suscriptors
	Joint communication (BBI, EIP-AGRI, etc)	M6	>8 joint actions
	Synergies (with other projects & initiatives)	M2	>8 joint actions

[1] http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

➔ Project preliminar Dissemination Plan, as included in Grant Agreement.

Target Audience	Tools & Channels	How contributing in achieving Impacts
Consumers, Retailers, General Public	Project Leaflet, Video Clips, Website, Blogs and Magazines e.g. Food Production Daily, Bio-Based World News, PlastEurope, ESOF (EuroScience Open Forum)	Market pull. Public acceptance of the proposed innovative bio-based plastic applications that impact daily life stimulating the feeling they are getting value for money from public funded research.
Monomers producers, Copolymers producers, Coating manufacturers, Compounders, Agro feedstock suppliers	Trade fairs/exhibitions: EFIB, Compounding World Expo, 2nd PHA Platform World Congress, K Trade Fair. Open Access Journals (OAJ): Polymers, Unitex journal, Bioplastics newsletter and magazine, Journal of coatings technology and research, Surface and Coatings Technology, European Coatings Journal, Journal of Polymers and the Environment., Biomacromolecules, Frontiers in Materials, Journal of Renewable Materials, Coatings, Progress in Organic Coatings, Packaging Technology and Science, Packaging Europe, Packaging Journal, Green Chemistry, Chem Sus Chem. Plastics & Recycling Technology, Advances in Materials Science and Engineering, Polymers, Polymer Degradation and Stability, Journal of Applied Polymer Science, Polymer Testing, Materials, Packaging Technology and Science, Food Packaging and Shelf Life, International Journal of Polymer Science.	Widespread of the use of the project innovation. Multiply success of the project by inspiring new initiatives based on the project results.
Packaging converters (plastics, polymers and coatings). Plasma technology, Biotech-nology industry, Cosmetics & personal care, home care companies, other packaging users, other potential users (pharma or health food sectors).	Trade exhibitions and conferences: Interpack (GE). International Conference and Exhibition on Food Processing & Technology (UK); Alimentaria (ES); Cosmetics Business (DE), Anuga FoodTec&Anuga (DE); Bioplastics Business Breakfast (GE), Fakuma International trade fair for plastics processing; European coatings show; FACHPACK (Nürnberg); Interpack (Düsseldorf) Anuga FoodTec (Köln); BiPoCo (Hungary); Innovations in Food Packaging, Shelf Life & Food Safety Conference; Pollination Day. Magazines: Plastics News Europe, Nature Sustainability, Bioresource Technology, Green Chemistry, Plasma Processes and Polymers, Applied Microbiology and Biotechnology. Project's training events.	Foster new supply chains and new cross-sectorial value chains (which will be reinforced by the presence of our expert Association EUBP) Raise awareness about BioSupPack materials and suitable end of life options tailored on a vase by case basis. Multi-actor approach to support the transition towards a post-petroleum economy
Industry Multipliers- Sectorial Associations (Plastics Europe, CEFIC, Plastics Europe, PAFA - Packing and Film Association, and other associations. Citizens & Education fields	Conferences, seminars and workshops (participation in organising, scientific committees, with poster, papers, presentations, or chairing): Annual World Food and Innovation Forum; Bio-based World, Biopolpack, Biopol, Sustainable Bioplastics, Bioplastics, Biorefining, Bio-based Materials, etc. Features in Newsletters and e-bulletins (plastics today, food production daily, plastic news, agronotizie, CosmeticsMag, Social responsibility and quality for sustainability, World Usability Day, etc.)	Dissemination of new knowledge and technologies for transitioning to a bio-based economy. Communication to retailers and consumers about the bio-based materials used in BioSupPack Increase target industry sustainability for consumer and environmental protection. Building new value chains and cross sectorial interconnections among clusters.
Standardisation bodies (CEN, ISO, DIN CERTCO,	Policy dialogue: joining roundtables fostering multilevel and horizontal discussion on BioSupPack results.	To increase the influence of the project and its results in policymaking towards the

Vinçotte), and policy stakeholders, national food safety authorities, EFSA, EC, Expert Group for Bio-based Products (E02886), National governmental bodies	Collaboration with public administration will drive better informed decision-making processes across Europe also with a view in improving waste management legislation and standards.	creation of a positive framework for the take up of BioSupPack (and in general bio-based plastics with tailored EoL).
Public/Private waste management & logistics, Recyclers (enzymatic and mechanical recycling)	Conferences: ISWA World Congress, Waste Management, Ecomondo, Waste & Recycle Conference, Plastics Recycling Conference; International Conference on Sustainable Solid Waste Management. OAJ Articles: Waste Management & Research, Waste Management World Magazines: Waste Management World (ISWA Magazine)	To support the transition towards a post-petroleum economy improving circularity Market & public organisation push
Research and academic stakeholders	Magazines: Pack World, Bio-based News, Plastics films, plasticseurope.it plasticsnewseurope.com, Bioplastics Magazine, Sustainable Plastics, Labiotech. Plasticeurope, Plastiker, Bio-based World News, Farmers Journal (IE)	Effective knowledge sharing among the research and scientific communities in order to accelerate the paradigm shift from oil-based towards bioeconomy.
Early stage researchers, e.g. on LCA.	OA Journal Articles, Advances in Materials Science and Engineering; International Polymer Science & Technology, Food packaging and shelf life (Elsevier); Packaging technology and science (Wiley); Polymers (MDPI); Kunststoffe international; Lebensmitteltechnik; Plastverarbeiter. Specific events as Open day at Universities, Researchers' Nights, Knowledge Open Festivals. Project training events.	Attract more young people to scientific and research careers, enriching their curricula with knowledge from the project. Early stage researchers inspired by the results, will be motivated to remain in EU- research and possibly work in areas that are beneficial for society, BBI, sustainability and innovation.
Other H2020 BBI projects and international/ national projects	BIOnTOP, REFUCOAT, SuperBIO, Open-Bio, BioSTEP, InnoNet, BIOCOMPLACK, CommeBeBiz, AGRIMAX, PolyBioSkin, Hyperbiocoat, MultiCycle	Cooperation, knowledge interchange and reuse between previous and future projects.

*****Partners will attend to a minimum of 15 conferences/trade shows as speaker or poster in EU & international level & will engage to launch a minimum of 30 publications in high impact journals.***

Based on what has been explained so far, on the differences of the Communication and Dissemination scopes, and the activities already planned, the master plan guidelines aim to bring partners attention on the initial main information to communicate about BioSupPack Project, i.e its purpose, objective and goals. As long as the project advances, the information about the results achieved will be included both in the communication plan and in parallel in the dissemination activities; as programmed in the two tables above.

BioSupPack purpose, objectives and goals

BioSupPack aims to deliver versatile and competitive bio-based packaging solutions based on PHA suitable for food, cosmetics, homecare and beverage sectors utilizations and to establish a new value chain including the development of logistics and management of both brewery and packaging waste.

Specifically, BioSupPack aims to:

- Increase the use of renewable resources (brew spent grains) for PHA formulations up to >85%
- Upscale the different conversion processes, post-consumer waste sorting and recycling.

- Broad the range of rigid packaging applications.
- Integrate plasma technology in the different points of the value chain to improve efficiency of the different processes and performance of new material and packaging.
- Demonstrate and increase recyclability contributing to Circular Economy.
- Stablish a new value chain.
- Comply with industry needs and consumers´ awareness related to environmental impacts.

Based on new circular bioeconomy value chains, BioSupPack will generate growth for EU bioplastics and end users' industries in the food, beverage and cosmetic sectors with potential in many fields: BioSupPack production is estimated to reach close to 9.000 kton per year by 2030, overall leading to €45 M turnover and 180 new jobs. All in all, reducing the environmental footprint of plastics, our new bio-based packaging will have a significant positive social and environmental impact.

Note that this Master Plan unavoidably takes into account and as a reference, the project identity (See D7.1.- Project identity & Project templates- Month 1-Jun21) and all the related communication tools.

1. Purpose

BioSupPack will deliver novel, cost competitive and versatile bio-based packaging solutions based on PHA (from a Brew Spent Grains biomass feedstock) that demonstrate high-performance for several packaging sectors (food, cosmetics, homecare and beverage), as well as no environmental damage during and after their use by means of selective separation, mechanical recycling and selective enzymatic recycling. Moreover, the packaging properties of delivered bio-packaging will be tailored with different technologies, to compete with fossil packaging.

The aims of the communication activities of the BioSupPack project are to **ensure information about the project's objectives and results are effectively disseminated to relevant audiences and to promote the use of results from the project by the industry**. The use our new bio-based packaging will have a significant positive social and environmental impact, reducing the environmental footprint of plastics

The communication and dissemination activities are part of WP7 of the project and will be closely interlinked with exploitation activities, business models and planning, innovation management knowledge and IPR management and knowledge transfer activities (WP8).

Communication **objectives** of the project are:

CO1. To **create awareness of the project and its results**, ensuring maximum visibility.

CO2. To **increase awareness of benefits** of bio-based PHA cost competitive packaging solutions, which comes from a natural waste source (BSG), that can be effectively separated mechanically and enzymatically recycled.

CO3. To **promote the technical and economic outputs of the project** and, especially, the use of project results by industry.

CO4. To **improve the general public's perception** of bio-based packaging solutions and the impact and social relevance of innovation.

CO5. To **minimize the risk of consumer rejection** of solutions developed by the project.

CO6. Clustering with other relevant RDI projects to **exchange experiences, create synergies, join effort, minimize duplication and maximize potential**.

2. Messages

The overall objective of BioSupPack Project is to develop novel rigid packaging prototypes through the the development of tailored PHA compounds and wet coatings and the application of different technologies to improve packaging performance such as the plasma technology to improve barrier properties of food and cosmetic packaging (mainly oxygen barrier), and the grafting of fibre-based PHA coated substrates to increase resistance to liquids or greases.

The main impacts of BioSupPack are:

- growth for EU bioplastics and end users' industries in the food and beverage, cosmetics and homecare sectors with potential in many fields: BioSupPack production is estimated to reach close to 9,000 kton per year by 2030, overall leading to €45 M turnover and 180 new jobs.
- reduction of the environmental footprint of plastics: our new bio-based rigid packaging will have a significant positive social and environmental impact.

In the early stages of the project, dissemination will focus on **general messages explaining potential benefits of the rigid PHA packaging, obtained from biomass feedstock, with a selected end-of-life by enzymatic recycling, and performance based on bio-based copolymers and coatings**.

As project results become available, **specific messages on the project's progress and achievements** will be produced and will be adapted to be accessible and understood by each of the relevant target audiences listed below.

Thus, the communication strategy will be divided in **3 phases**, in line with the Project's progress and achievements:

- Phase1: Month 1 to Month 12
- Phase2: Month 13 to Month 24
- Phase3: Month 25 to Month 42

Phase 1

During Phase1, most part of the activities will be **general communication activities about the project**, although there will be three public deliverables to be disseminated:

- D.7.1. Project identity & Project Templates (M1).
- D7.2 Master Plan: Communication & Dissemination Guidelines (M3).
- D7.3. Project external website (M3).

The main objective of communication activities during this phase will be creating awareness about the project and preparing all communication and dissemination channels (website, social media, basic dissemination materials set, …).

Messages will be designed for **explaining the project objectives, activities and expected results and impact of the project.**

Phase 2

During Phase2 the communication activity will focus on **spreading general information of the project as well as project's progress**, as the project will be more advanced.

The objective of the communication activities will consist on creating awareness about the project, increasing awareness of benefits of BioSupPack expected results and clustering with other relevant RDI projects. Another important objective of communication will be engaging consumers to participate in the consumers' perception study, which will be disseminated from M25 on (Task 3.4).

Messages will be designed for **explaining the project objectives, activities and already achieved and expected results** and **impact** of the project and **engaging stakeholders** in the project.

Phase 3

During Phase3, communication activities will join **dissemination of results**, as it will be the final part of the project and there will be important results to be disseminated.

The objective of dissemination activities will be promoting and sharing the project's results increasing awareness of their benefits, improving the general public's perception of bio-based rigid packaging prototypes and minimizing the risk of consumer rejection of solutions developed by the project. In these sense, two partners will have a prominent role: UNILEVER Knorr S.A. (UNILEVER) as one of the largest companies in the packaging sector all around the world and European Bioplastics (EUBP) for policy outreach purposes.

Communication activities will continue creating awareness about the project and increasing awareness of benefits of BioSupPack expected results.

Messages will be designed for **explaining the project results and their impact**.

BBI JU, BIC and EU funding

As stated in Grant Agreement Article 29.4 Information on support — Obligation and right to use the EU emblem and the JU and Bio-based Industries Consortium (BIC) logos:

Unless the JU requests or agrees otherwise or unless it is impossible, **any dissemination of results** (in any form, including electronic) must:

(a) **display the EU emblem,**

(b) **display the EU emblem and the JU and BIC logos and**

(c) **include the following text**: "This project has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 837761. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium.".

When displayed together with another logo, the EU emblem and the JU and BIC logos must have appropriate prominence.

For the purposes of their obligations under this Article, the beneficiaries may use the EU emblem and the JU and BIC logos without first obtaining approval from the JU, the Commission and BIC.

This does not however give them the right to exclusive use.

Moreover, they may not appropriate the EU emblem or the JU and BIC logos or any similar trademark or logo, either by registration or by any other means.

Additionally, according to BBI JU Communication Guidelines, any dissemination of the project must include the following logos and emblems (the BBI JU should be the most prominent logo in terms of size, the minimum height of the EU emblem shall be 1 cm).

Figure 1: Logos to be displayed in BioSupPack´s communication activities.

3. Key Audiences

BioSupPack project addresses a wide range of stakeholders and audiences, each requiring appropriate tailored information. Each outreach task will be carefully designed to have the maximum chance of reaching the audiences concerned.

TA1. General public

People in general, living in society, who are not members of a particular organization or who do not have any special type of knowledge, should be informed about the project. They should know what kind of projects are supported by BBI JU and EU and be aware of the innovation that it represents and benefits for the environment and society in general. Also, they should be informed because results of the project are prototype packages for food, beverage, cosmetics and homecare to be consumed by people.

TA2. Industries and associations

Industries and associations are a very important target group as they are the main potential users of BioSupPack results. Special attention will be paid to those related to the plastic sector, PHA/PHB producers and alternative biomass feedstocks; and packaging sectors, as these are main innovation fields for the Project.

TA3. Research and academic institutions

Research or education institutions can contribute to spread the results of BioSupPack Project. They can also be interested in the Project for future research on the related fields. Attention will be paid to those related to new materials and sustainability.

TA4. Government bodies and Policy makers

Institutions who have the authority to set the policy framework for issues covered by BioSupPack project are an important target group as they can orientate their policies according to the new developments. Attention will be paid to those related to packaging, industry, etc.

TA5. Press and Media

The general and field-specific press and media of the countries involved in the project and at EU level is an important target group. BioSupPack will be able to reach almost every other target group through appropriate press media.

TA6. Other BBI-JU and EC funded projects

Partners of other BBI-JU and EC funded projects are an interesting target group as synergies can be created among different projects for increasing projects' success and for a better use of resources.

A stakeholders' database will be created though a **dedicated space in the project's website**. All project partners will identify relevant stakeholders in their country and invite them to join the project as stakeholders. Additionally, partners will expand their networks during the project implementation.

Members of the **Advisory Board of the Project are already joined members**.

Stakeholders of the project will receive up-to-date information of the project and their logo will appear in the project website.

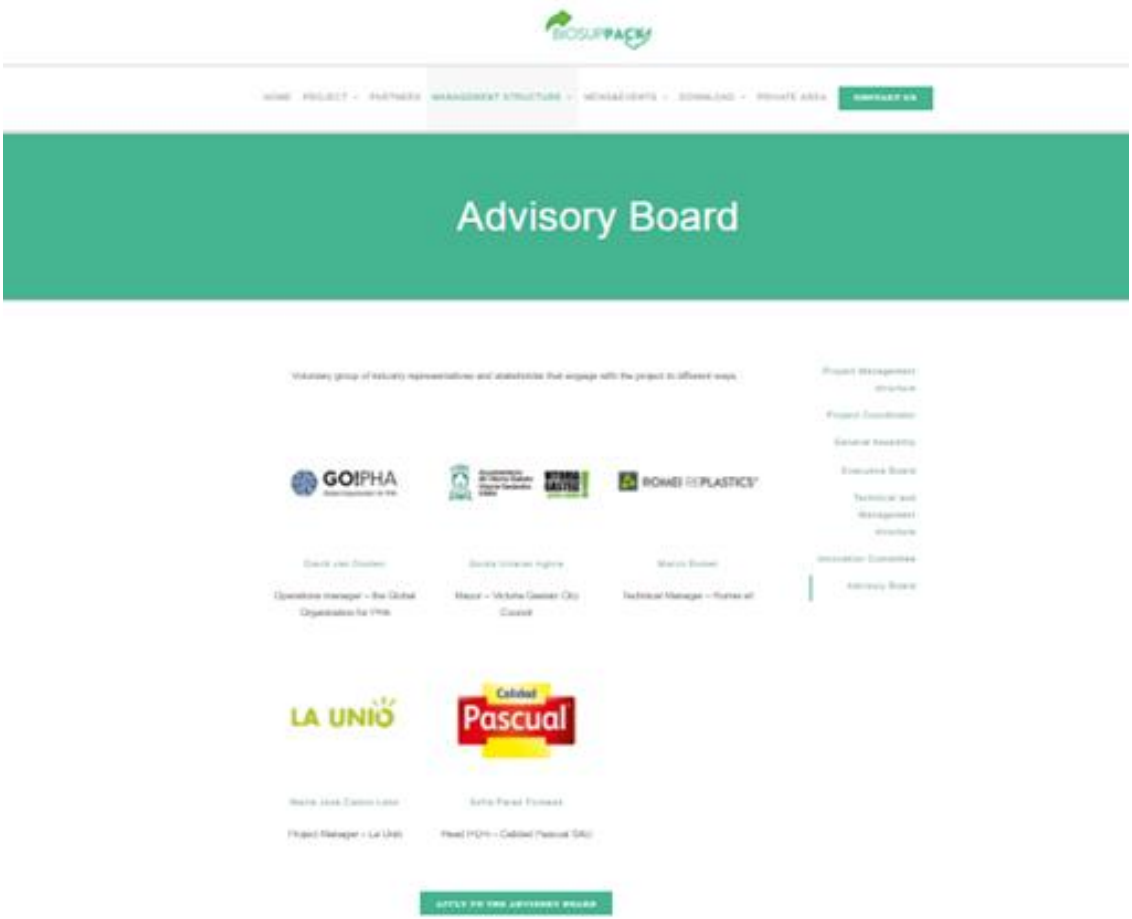

Figure 2: BioSupPack stakeholders website database

4. Methods.

EUBP will work closely with the project partners to ensure that the appropriate tools and channels (including relevant conferences and events) are selected and developed to meet the information needs of the target audiences and the dissemination and communication objectives of the project.

A **dedicated BioSupPack Innovation Committee (IC)** including representatives from EUBP, AIMPLAS and ENCO, will serve as a sounding board and to support the development of the website and all dissemination and communication materials. The ICwill ensure alignment between other tasks from WP7 Project communication and dissemination, especially with WP8-Innovation impacts (Exploitation and Business planning, innovation management, intellectual property management and knowledge management and transfer), as well as all other WPs to ensure that project results feed into the planning of dissemination activities. The IC will provide feedback and suggestions over the design and contents of the website and other dissemination materials, to **ensure the best quality and address the specific needs of different stakeholders**.

4.1. Tools and activities

The tools and activities that will be used are:

Website

Description: A BioSupPack project website was created at M3 (Aug21) to communicate up-to-date information related to the project during and after. It will give an overview of the project, outlining main objectives. Both a public and private area will be available. The public part will also show downloadable public deliverables.

The website will also be used for the partners to promote their involvement in BioSupPack and it will be linked to partner's websites and vice versa. Thus, each partner will publish information about BioSupPack in its website with a link to the Project website.

Public deliverables will also be made available to be downloaded from the website.

Objectives and target audience:

CO1. Create public awareness of the project	CO2. Increase awareness of benefits	CO3 Promote outputs	CO4 Improve public's perception	CO5. Minimize consumers' rejection	CO6. Clustering with RDI projects
X	X	X	X	X	X

TA1. General Public	TA2. Industries and associations	TA3. Research and academic institutions	TA4. Government bodies and Policy makers	TA5. Press and Media	TA6. Other Projects
X	X	X	X	X	X

Newsletter

Description: A project newsletter will be edited every year with the support of all partners, that will be widely disseminated to BioSupPack target stakeholders and the media. The newsletters will be released both on the website and by email, sending it to an adhoc list of recipients. Subscription to the newsletter will be made through the project website.

Objectives and target audience:

CO1. Create public awareness of the project	CO2. Increase awareness of benefits	CO3 Promote outputs	CO4 Improve public's perception	CO5. Minimize consumers' rejection	CO6. Clustering with RDI projects
X	X	X	X	X	X

TA1. General Public	TA2. Industries and associations	TA3. Research and academic institutions	TA4. Government bodies and Policy makers	TA5. Press and Media	TA6. Other Projects
X	X	X	X	X	X

Press releases

Description: Regular press releases will be sent to suitable media channels during the project at important stages of success worth disseminating (i.e. meetings, years anniversary, milestones achievement, deliverables publication, …). Press releases will be produced in English and translated to the national languages of partners in order to be sent to the national media.

Objectives and target audience:

CO1. Create public awareness of the project	CO2. Increase awareness of benefits	CO3 Promote outputs	CO4 Improve public's perception	CO5. Minimize consumers' rejection	CO6. Clustering with RDI projects
X	X	X	X	X	X

TA1. General Public	TA2. Industries and associations	TA3. Research and academic institutions	TA4. Government bodies and Policy makers	TA5. Press and Media	TA6. Other Projects
X	X	X	X	X	X

Social media

Description: In order to reach a broad target audience while establishing two-ways communication channels, BioSupPack Project will use social media to communicate, discuss, comment, consult and suggest research and policy topics with the different stakeholders.

Specifically, BioSupPack will participate in:

• LinkedIn: a dedicated account has been created for the project (*https://www.linkedin.com/company/biosuppack-project*), aimed at contacting and discussing to professionals. Partners will share publications or publish related content using *@ BioSupPack Project*

• Twitter: a dedicated account has been created to share project news (https://twitter.com/BioSupPack_BBI). Partners will share publications or publish related content *@BioSupPackProject*

• Youtube: a dedicated channel has been created in order to share project videos.

https://www.youtube.com/channel/UCGWUZYa9YxEylXpDXfHEWhg

ENCO will be the manager of the different accounts but all partners will contribute with contents and will participate posting comments, sharing via networking applications. When sharing content in a different network from the stated above # BioSupPack will be used.

Objectives and target audience:

CO1. Create public awareness of the project	CO2. Increase awareness of benefits	CO3 Promote outputs	CO4 Improve public's perception	CO5. Minimize consumers' rejection	CO6. Clustering with RDI projects
X	X	X	X	X	X

TA1. General Public	TA2. Industries and associations	TA3. Research and academic institutions	TA4. Government bodies and Policy makers	TA5. Press and Media	TA6. Other Projects
X	X	X	X	X	X

Media Presence (TV and radio interviews)

Description: Interviews to partners in radio, TV or other key media contacts.

Objectives and target audience:

CO1. Create public awareness of the project	CO2. Increase awareness of benefits	CO3 Promote outputs	CO4 Improve public's perception	CO5. Minimize consumers' rejection	CO6. Clustering with RDI projects
X	X	X	X	X	X

TA1. General Public	TA2. Industries and associations	TA3. Research and academic institutions	TA4. Government bodies and Policy makers	TA5. Press and Media	TA6. Other Projects
X	X	X	X	X	X

Publications

Description: Publications are different communication and dissemination materials that will be produced and made publicly available by the different partners of the consortium. They include leaflets, brochures, magazines, videos, posters, banners, rollup, etc.

An initial set of materials was created by ENCO including: logo and visual identity, basic project presentation, and coming soon, they will produce as well: a brochure, a poster and a rollup design. This set will be adapted and completed with other materials from partners.

Scientific and Technical articles are not included in this channel as they are considered dissemination tools.

Objectives and target audience:

CO1. Create public awareness of the project	CO2. Increase awareness of benefits	CO3 Promote outputs	CO4 Improve public's perception	CO5. Minimize consumers' rejection	CO6. Clustering with RDI projects
X	X	X	X	X	X

TA1. General Public	TA2. Industries and associations	TA3. Research and academic institutions	TA4. Government bodies and Policy makers	TA5. Press and Media	TA6. Other Projects
X	X	X	X	X	X

Events

Description: Presentation posters/exhibition booths/speeches at major international academic conferences to present the project, its results and prototype demonstration to potential partners and end users.

A list will be created including most relevant events in Europe in relation to bio-based rigid packaging.

Objectives and target audience:

CO1. Create public awareness of the project	CO2. Increase awareness of benefits	CO3 Promote outputs	CO4 Improve public's perception	CO5. Minimize consumers' rejection	CO6. Clustering with RDI projects
X	X	X			X

TA1. General Public	TA2. Industries and associations	TA3. Research and academic institutions	TA4. Government bodies and Policy makers	TA5. Press and Media	TA6. Other Projects
	X	X	X		X

Direct communication

Description: Conference calls, meetings, direct emailing or other direct channel used by partners to share project information with their contacts networks.

Objectives and target audience:

CO1. Create public awareness of the project	CO2. Increase awareness of benefits	CO3 Promote outputs	CO4 Improve public's perception	CO5. Minimize consumers' rejection	CO6. Clustering with RDI projects
X	X	X	X	X	X

TA1. General Public	TA2. Industries and associations	TA3. Research and academic institutions	TA4. Government bodies and Policy makers	TA5. Press and Media	TA6. Other Projects
X	X	X	X		X

Multipliers

Description: Communication will be also streamlined through Horizon2020 and BBI communication channels. The partnership, through the Coordinator, will inform the Project Officer about interesting topics, news and events concerning the project.

Collaboration with the BBI JU Communications team will be done by sharing (to **communications@bbi.europa.eu**):

- Articles, publications, press releases, etc.
- The .jpeg and .eps logo file for the project in low & high resolution
- Details of conferences, exhibitions, etc.
- Any digital assets linked to project (leaflets, flyers, posters)
- Any disclosable product samples resulting from the project
- News from the projects for the BBI Newsletter
- Any other relevant communications materials

In addition, several freely accessible tools from EC will be checked, and used if suitable. These tools are listed in the document Communicating EU research and innovation guidance for project participants[2].

Publications

Horizon Magazine http://horizon-magazine.eu/	HORIZON is the EU Research & Innovation e-magazine. It is covering the latest developments in EU funded research and innovation, communicating the priorities and achievements of EU-funded research, its impact on citizens' lives and its contribution to the EU goals of smart and sustainable growth. It is written by independent journalists on behalf of DG Research & Innovation and is updated at least three times a week with new articles.	For story suggestions or questions to the editor, e-mail: RTD-PUBLICATIONS@ec.europa.eu
Project stories https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/	Articles about selected EU-funded research projects, which led to breakthroughs, discoveries and world-firsts by taking great ideas from the lab to the market, at the same time contributing to economic growth and creating jobs, and tackling societal challenges.	Contact Project Officer about any interesting project outcomes. Furthermore, a journalist contracted by the European Commission may contact projects.
Research*eu results magazine www.cordis.europa.eu/research-eu/magazine_en.html	This print magazine features highlights from the EU-funded research and development projects. It is published 10 times per year in English, and covers mainly the research areas of biology and medicine, Social sciences and humanities, energy and transport, environment and society, IT and telecommunications, industrial technologies and space.	Contact Project Officer about any interesting project outcomes. Furthermore, a journalist contracted by the European Commission may contact projects.
Research*eu focus www.cordis.europa.eu/research-eu/research-focus_en.html	This print magazine covers in each issue a specific topic of research interest. It features articles on EU policies, initiatives, programmes and projects related to research and technological development and their exploitation. It is published at irregular intervals up to six times a year in English. Exceptionally, it may be available in other European languages as well.	Contact Project Officer about any interesting project outcomes. Furthermore, a journalist contracted by the European Commission may contact projects.
Newsletters www.ec.europa.eu/research/index.cfm?pg=publications&lg=en	Newsletters are published by the European Commission for different research areas.	Contact Project Officer to get more information on how to publish something in a specific newsletter.
Co-publications or editorial partnerships	The European Commission works with private publishers and international organisations to promote the dissemination of relevant publications. Scientific publications and books, including conference proceedings, may be co-published in this way.	Contact Project Officer to discuss the possibilities.

Audiovisual

Futuris Magazine http://www.euronews.net/sci-tech/futuris/	Short documentary-style television magazine in various languages, appearing at least 22 times on the EuroNews channel throughout Europe.	EuroNews has editorial independence, EC are in contact with them to suggest good stories. Since it is television, this is interesting for

[2] http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

		visually appealing projects and demonstration activities. Contact Project Officer if the project would like to be put forward.

Events

Events on the Commission's Research & Innovation website www.ec.europa.eu/research/index.cfm?pg=conferences&filter=all	This website displays research and innovation-related conferences and events.	An event can be submitted by using the "Suggest an event" functionality which is available on the left-hand side of the website.
Events on the CORDIS website www.cordis.europa.eu/news/home_en.html	This website displays research-related conferences and events.	Submitting an event requires one-time registration on the CORDIS website.
Conferences and events organised by the European Commission	Throughout the year, the European Commission (co-organises a variety of conferences, both in Brussels and elsewhere. These may include exhibition areas or sessions at which you could present your work.	Please contact your Project Officer if you have suitable exhibition items (prototypes, demonstrators).

Open access scientific publishing

OpenAIRE www.openaire.eu	The Open Access Infrastructure for Research in Europe is an electronic gateway for peer-reviewed articles and other important scientific publications (pre-prints or conference publications).	You may submit your publications to www.openaire.eu.

Online news

Headlines on the Commission's Research & Innovation website www.ec.europa.eu/research/infocentre/all_headli nes_en.cfm	Headlines report on recent developments in research and innovation in Europe and beyond and are devoted purely to projects. Suitable stories to be published on the site are selected on a daily basis.	You may submit your news (by means of a press release, event announcement or otherwise) via CORDIS wire http://cordis.europa.eu/wire.
CORDIS Wire http://cordis.europa.eu/wire/	CORDIS Wire provides registered users with a simple interface to publish articles on the CORDIS website's News and Events service. All articles are moderated by CORDIS editors before publication.	Requires one-time registration at http://cordis.europa.eu/wire.

Objectives and target audience:

CO1. Create public awareness of the project	CO2. Increase awareness of benefits	CO3 Promote outputs	CO4 Improve public's perception	CO5. Minimize consumers' rejection	CO6. Clustering with RDI projects
X	X	X	X	X	X

TA1. General Public	TA2. Industries and associations	TA3. Research and academic institutions	TA4. Government bodies and Policy makers	TA5. Press and Media	TA6. Other Projects
X	X	X	X		X

5. Timing

EUBP and ENCO will coordinate the project communication & dissemination feedback from all partners of the consortium by providing updates on the project's website (ENCO), e-newsletters, etc. EUBP and ENCO will play a proactive role in checking with partners for updates and news, thus ensuring the regularity of the flow of information. Contents resulting from project outcomes and other activities will be published online as they become available. At an early stage, when results are not yet available, the start of the project will be announced, general information potential benefits of novel rigid packaging prototypes from biomass feedstock with tailored enzymatic end of life and performance based on bio-based copolymers and coatings will be disseminated and the website will be promoted. The project's website was accessible from Month 3 (Aug 2021).

Presence on social media will follow the creation of the website and will be fed with regular updates on progress and activities as they are out and redirecting the users to the main platform.

EUBP and the other partners of the consortium will keep BioSupPack in the public eye with both regular and special event activities running throughout the lifetime of the project. The communication and dissemination activities and their timing are listed in next section Detailed Communication timing plan.

6. Detailed Communication Toolbox – timing plan

Table 1: Detailed BioSupPack Communication Timing Plan

Type of activity	Activity	Objective	Audience	Actors and tasks	Timing
Website	Website creation	All objectives	All audiences	ENCO for website design, creation and maintenance	M3
	Website new publications	All objectives	All audiences	All partners to create new content for the website	Periodically
	Partners' websites	All objectives	All audiences	Partners to publish information in their own websites linking the project website	M6
Newsletter	Newsletter content	All objectives	All audiences	All partners lead by EUBP to create content	M12, M24, M36, M42
	Newsletter production	All objectives	All audiences	AIMPLAS to produce and send newsletter	
	Partner's newsletters	All objectives	All audiences	Partners (to be defined at the due time) to include BioSupPack's information in their newsletters	According to their newsletter schedule
Press releases	Press releases writing	All objectives	All audiences	EUBP to write press releases, all partners to contribute as requested	As needed
	Press releases distribution	All objectives	All audiences	Partners (to be defined at the due time) to send press releases through their contacts networks	As needed
Social media	Social Networks creation	All objectives	All audiences	ENCO to create BioSupPack Social Networks	M1
	Social Media publications, including audiovisual materials)	All objectives	All audiences	EUBP to publish content, all partners to provide content to be published	Periodically
	Social media shares	All objectives	All audiences	Partners (ALL) to share publications though their own social networks	Periodically
Media presence (TV and radio)	Interviews	All objectives	All audiences	Partners to appear in interviews if possible	Only if opportunity
Publications	Initial communication materials creation	All objectives	All audiences	ENCO to create initial set of materials	M1
	Promotional materials	All objectives	All audiences	Leaflets, roll-ups, posters	M5
	Communication materials distribution	All objectives	All audiences	All partners to share publications	As needed

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023685

	Other communication materials creation, such as project Gadgets	All objectives	All audiences	Partners to create other publications if possible	-Gadgets: M18 -Rest of other materials: Only if opportunity
Events	Project presentation/poster in events	CO1, CO2, CO3, CO6	TA2, TA3, TA4, TA6	Partners to present/exhibit project at events when possible	In coincidence with relevant events
	2 Workshops	All objectives	Stakeholders-TBD	EUBP to organize and suitable partners to participate, according to the workshop scope	Locations & Timing to be decided in M6
	BioSupPack Final Event	All objectives	All audiences	EUBP to organize and all partners to participate	M42
Direct communication	Information sharing with contact networks	All objectives	TA1, TA2, TA3, TA4, TA6	All partners to share information through their networks	As needed
Multipliers	Communication through institutions (Joint Communications)	All objectives	TA1, TA2, TA3, TA4, TA6	Innovation Committee (EUBP, ENCO and AIMPLAS) to contact multiplier and all partners to suggest content/activities to share	As needed
Synergies	Synergies with other projects and initiatives	All objectives	TA1, TA2, TA3, TA4, TA6	Partners to contact potential relevant actors and suggest content/activities to share	As needed

7. Key Communication Performance Indicator

An internal methodology to follow-up and collect the evidences on the Communication & Dissemination (C&D) activities will be established in short between ENCO & EUBP, with the necessary templates.

A common working area has been defined under SHAREPOINT BioSupPack group. This sharepoint will be the only one central area of uploading internal documents. A specific folder will be opened to gather those C&D information and keep it updated as much as possible.

8. Conclusions

A **Communication strategy** has been created for BioSupPack Project to maximise the impact during the project, to increase its visibility, and to ensure that project information reach a wide audience of relevant stakeholders.

The communication strategy includes the following **six communication objectives**:

- CO1. To create awareness of the project and its results, ensuring maximum visibility.
- CO2. To increase awareness of benefits of bio-based PHA cost competitive packaging solutions, which comes from a natural waste source (BSG), that can be effectively separated mechanically and enzymatically recycled.
- CO3. To promote the technical and economic outputs of the project and, especially, the use of project results by industry.
- CO4. To improve the general public's perception of bio-based packaging solutions and the impact and social relevance of innovation.
- CO5. To minimize the risk of consumer rejection of solutions developed by the project.
- CO6. Clustering with other relevant RDI projects to exchange experiences, create synergies, join effort, minimize duplication and maximize potential.

The communication strategy will be divided in **3 phases**, in line with the Project's progress and achievements:

- Phase1: Month 1 to Month 12. Explaining the project objectives, activities and expected results and impact of the project.
- Phase2: Month 13 to Month 24. Explaining the project objectives, activities and already achieved and expected results and impact of the project and engaging stakeholders in the project.
- Phase3: Month 24 to Month 42. Explaining the project results and their impact.

It addresses the following **six target audiences**:

- TA1. General public
- TA2. Industries and associations
- TA3. Research and academic institutions
- TA4. Government bodies and Policy makers
- TA5. Press and Media

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 837761

- TA6. Other BBI-JU and EC funded projects

Communication **tools and activities** have also been defined:

- Website: own website www.biosuppack.eu and partners' websites.
- Newsletter: own newsletter every year and partners' newsletters.
- Press releases: information to suitable media channels.
- Social media: own Twitter, LinkedIn and Youtube accounts and partners' social networks.
- Tv and radio/interviews: interviews to partners through different channels.
- Publications: leaflets, brochures, magazines, videos, posters, banners, etc.
- Events: Presentation posters/exhibition booths/speeches at relevant congresses, exhibitions, …
- Direct communication: sharing information through partners' networks.
- Multipliers: Horizon2020 and BBI communication channels.

A **detailed schedule** for communication activities has been produced together with the **key performance indicators** related to its implementation.

Communication and dissemination activities will be **periodically monitored**. A communication activity **reporting procedure** will be established which will take advantage of the sahrepoint group for both reporting and publishing information about the activities carried out.

The Communication Plan will be **updated** during the projects' lifecycle.