



# A circular multilayer plastic approach for value retention of end-of life multilayers films

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## D7.1: COMMUNICATION PLAN

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### WP7: Pre-normative studies, dissemination, communication, and exploitation

#### Project Information

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## Document status

### Document information

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## Executive summary

The Communication Plan presents the major stakeholders, events, actions identified for the project communication during the project as well as the means of communication and targeted KPIs. The aim of this plan is to design and implement communication measures to inform and reach out to society and show the activities performed, and the use and the benefits the project will have for citizens.

This deliverable (D7.1), prepared within the WP7: “Pre-normative studies, dissemination, communication, and exploitation”, will ensure that all communication needs from various WP and the whole project in general are considered and coordinated.

The present plan includes all the information needed to facilitate the communication efforts of the CIMPA project partners. Subtasks such as the review and mapping of stakeholders at European, national and local levels, timing of communication activities, media channels, and division of tasks between partners are detailed. Through this plan, communication activities are strategically planned, with clear objectives, and the main messages, tools and channels to be used are described.

Although the Communication Plan is a deliverable to be submitted to the European Commission by Month 6 of the CIMPA project, it will be regularly reviewed and updated to ensure that its objectives are met and amended if necessary.

## Introduction to CIMPA project

Multilayer plastic films are materials with unique barrier properties making them key in the food packaging industry as it protects sensitive food products and longer shelf life, as well in the agriculture sector, for crop protections.

So far multilayer films have been developed with a sole focus on their performances without taking into account their recyclability. Due to a lack of economically and environmentally sustainable recycling solutions, 2.6Mt of multilayers films waste are incinerated or landfilled every year. Consequently, more than 3B€ multilayer plastic films value is lost to the economy every year.

**CIMPA (A Circular Multilayer Plastic Approach for value retention of end-of-life multilayer films)** will develop a recycling value chain for post-industrial and post-consumer multilayer films (from food and agricultural applications) to retain 12 up to 72% of their value yield based on a synergetic approach combining:

- i. innovative compositional sorting (combining Near InfraRed NIR- and digital watermarking sorting),
- ii. mechanical and physical (dissolution) recycling,
- iii. decontamination processes (advanced  $scCO_2$ -based decontamination)
- iv. upgrading (properties tuning) solutions.

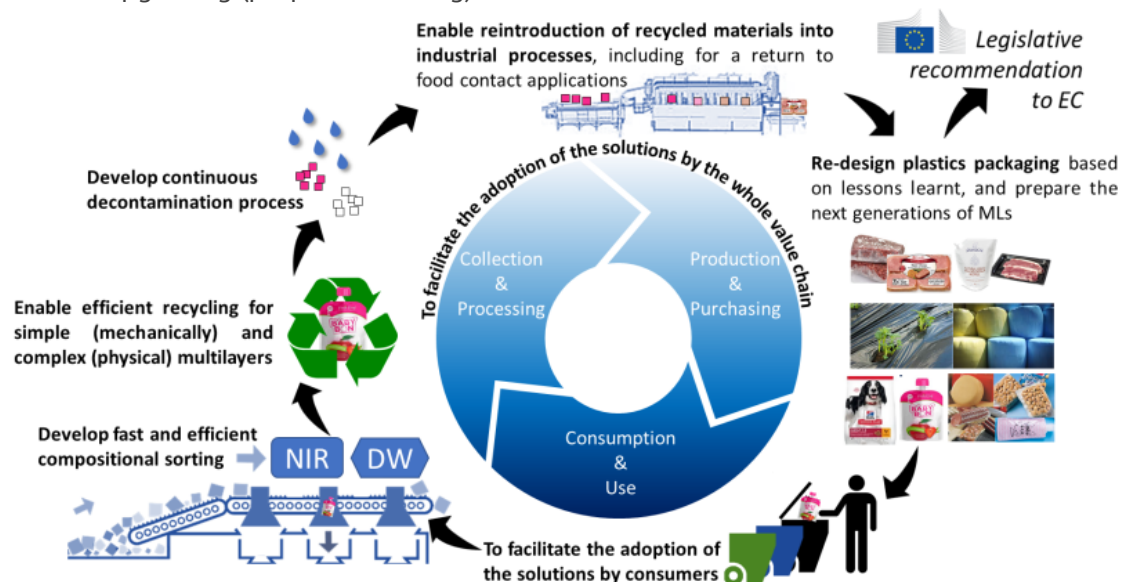


Figure 1. CIMPA value chain for multilayers recycling and reuse in the food and agriculture packaging markets

Up to 2.34Mt/y of recycled materials will be saved and reintroduced in production to substitute virgin materials. A key objective of the overall process will be to produce recycled materials compliant with (i) agriculture standards and (ii) food contact applications. A challenge test will be submitted to the EFSA to validate the process decontamination performances down to concentrations not causing risks to human health. Environmental,

health, safety and cost benefit assessment of the solutions will be conducted based on LCA and LCC analyses. A regulation survey and a SSH methodology ensuring systemic engagement and acceptance of all actors along the value chain will be implemented for a widespread integration of the solutions in the industry and civil society.

CIMPA will retain in the economy 0.3B€ to 2.2M€/y of multilayer plastic films value, and reduce CO<sub>2</sub> emissions by 2.1Mt/y, equivalent to 0.15% of whole EU CO<sub>2</sub> emissions.

The overall work plan consists of the following eight work packages :

WP1	Systemic transition to the circularity of multi-layer films
WP2	Fast and efficient sorting for multilayers
WP3	Mechanical recycling
WP4	Physical recycling
WP5	Upgrading, re-processing and circularity demonstration for current and new materials
WP6	Circular economy - Economic & impact assessment
WP7	Pre-normative studies, dissemination, communication and exploitation
WP8	Management

## Consortium

The project consortium brings together 13 partners representing five countries (France, Netherlands, Finland, Spain, and Belgium).

Nº	Organisation name	Acronym	City, Country
P1	CENTRE TECHNIQUE INDUSTRIEL DE LA PLASTURGIE ET DES COMPOSITES	IPC	France
P2	NEDERLANDSE ORGANISATIE VOOR TOEGEPAST NATUURWETENSCHAPPELIJK ONDERZOEK TNO	TNO	Netherlands
P3	TEKNOLOGIAN TUTKIMUSKESKUS VTT OY	VTT	Finland
P4	AIMPLAS - ASOCIACION DE INVESTIGACION DE MATERIALES PLASTICOS Y CONEXA	AIMPLAS	Spain
P5	FILIGRADE SUSTAINABLE WATERMARKS BV	FILIGRADE	Netherlands
P6	LEYGATECH SAS	LEYGATECH	France
P7	PELLENC SELECTIVE TECHNOLOGIES	PELLENC	France

P8	EVERSIA SA	EVERSIA	Spain
P9	PROSPEX INSTITUTE	PROSPEX	Belgium
P10	SOCIETE D'EXTRUSION DU POLYETHYLENEA BARBIER ET CIE	BARBIER	France
P11	PAPREC FRANCE	PAPREC	France
P12	EUROPEAN RECYCLING INDUSTRIES' CONFEDERATION	EuRIC	Belgium
P13	BENKEI	BENKEI	France

**Table 1. Partners of CIMPA**

CIMPA gathers large companies (BARBIER, PAPREC, EVERSIA) and SMEs (LEYGATECH, FILIGRADE, PELLENC) in film manufacturing, sorting, and recycling to ensure that results and developed methodologies will respect industrial constraints, may it be for sorting, recycling, or reusing of pellets.

IPC bring its technical expertise to develop smart multi-layer materials and test them to ensure their performance. IPC represents 2 500 companies involved in plastics. This provides IPC with a market vision based on the needs of plastic processing companies, while IPC also has the technical expertise to dedicate strong resources to R&D.

RTO partners (IPC, TNO, VTT, AIMPLAS) bring their expertise in each different respective field: circular economy, mechanical and physical recycling, reprocessing, decontamination, food contact assessment, LCA and LCC.

EuRIC (European Recycling Industries' Confederation) benefits from the experience of the recycling associations and companies it represents. Since recyclers are key for the market uptake of CIMPA packaging, EuRIC's network will greatly contribute to dissemination and communication.

Finally, BENKEI's participation will ensure the respect of the project objectives, delays and overall good management, given its expertise in management and former expertise of its staff in the packaging industry and chemistry.



**Figure 2. CIMPA consortium**



## Central definitions

Communication, dissemination and exploitation are interlinked concepts, but the boundaries between certain activities – in particular with regard to communication actions and dissemination – are often blurry or can sometimes overlap. **While communication covers promoting all aspects of the project, dissemination and exploitation focus on the project results.**

It is important to understand and make distinction between these activities since that will help to create successful and targeted action plans. Thus, the CIMPA consortium will deliver two different outputs within WP7: the Communication Plan (D7.1.) and the Dissemination and Exploitation Plan (D7.2).

Communication	Dissemination	Exploitation
About the project and results	About results only	
Reach out to society and show the impact and benefits of EU funded R&I activities, e.g., by addressing and providing possible solutions to fundamental societal challenges.	<b>Transfer knowledge &amp; results</b> with the aim to enable others to use and take up results, thus maximizing the impact of EU funded research.	<b>Effectively use project results</b> through scientific, economic, political or societal exploitation  routes aiming to turn R&I actions into concrete value and impact for society.
Multiple audiences <i>Beyond the project's own community (include the media and the broad public)</i>	<b>Audiences that may use the results in their own work</b> <i>e.g., peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers, etc.</i>	<b>People/organisations including project partners themselves that make concrete use of the project results</b> , as well as user groups outside the project.
<b>Routes of Communication</b> <ul style="list-style-type: none"> <li>• Newsletters</li> <li>• Social media</li> <li>• Conference presentations</li> <li>• Project website</li> <li>• Videos</li> <li>• Interviews</li> </ul>	<b>Routes of Dissemination</b> <ul style="list-style-type: none"> <li>• Scientific publications</li> <li>• Policy brief/roadmaps</li> <li>• Training/ demonstration</li> <li>• Sharing results on online (repository research data, software, reports)</li> </ul>	<b>Routes of Exploitation</b> <ul style="list-style-type: none"> <li>• Standards</li> <li>• Policy change</li> <li>• Products</li> <li>• Services</li> <li>• Spin-off/ Start-ups</li> <li>• Further research</li> </ul>

**Table 2. Definitions of communication, dissemination, and exploitation**

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The term “project results” is a central reference point in all three definitions, and it is fundamental when implementing any relevant activities. In the Horizon 2020 programme project results are defined as:

#### Project Results

Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights. (Source: EC Research & Innovation Participant Portal Glossary/Reference Terms).

## Communication strategy

### Objectives

Communication activities to promote the project itself and its success, as well as the dissemination and exploitation of results, are key components of every Horizon 2020 project. Their successful implementation will bring EU-funded research and its results to the attention of multiple audiences, thus helping to drive competitiveness and growth in Europe and address societal challenges.

Following the EC definition for communication, which can be summarised as “a planned set of activities that reach out to different publics, informing about impact and benefits”, the objectives of the CIMPA Communication Plan are to:

- Enhance the visibility of CIMPA project objectives and promote its activities and results,
- Raise citizen’s awareness of the importance of plastic recycling research to develop a circular economy for multilayer films used in agriculture and food packaging,
- Raise consumer engagement and awareness to explore the potential of social commitment in the recycling of food packaging,
- Engage with stakeholders and attract the best experts to CIMPA’s team,
- Share best practice with other projects,
- Generate market demand for the products and services developed,
- Expand CIMPA and partners’ network,
- Show the success of European collaboration and raise awareness of the fact that CIMPA is an EU-financed project (EU visibility).

Moreover, communication is a legal obligation of beneficiaries under Horizon 2020 model grant agreements.



### Contractual Obligations (Article 38 of the Model 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 and possibly engaging in a two-way exchange.

### Key messages

The key messages of all communication activities will be in line with the philosophy we want to develop and demonstrate within the CIMPA project.



Our goal is to develop the first recycling value chain for post-industrial and post-consumer multilayer films in order to create an economy in which plastic never becomes waste.

There are several main relevant messages identified to be shared from the very beginning of the project. However, each group of stakeholders have different points of interest and demands regarding the project and messages will be shaped and delivered in an effective manner.



### General key messages are:

- Multilayer films have become one of the favourite packaging materials due to their unique barrier properties. Multilayer plastic films are used as packaging for the protection of food (2Mt/year) and agriculture for crops (0.6Mt/year).
- Due to a current lack of sorting and recycling technologies, multilayer films are mostly incinerated (66%) or worse landfilled (34%). Thus, the plastic value chain must adapt.
- CIMPA will develop the first recycling value chain for post-industrial and post-consumer multilayer films, contributing to a circular economy in which plastics never go to waste.
- Thanks to EU funding, CIMPA partners will work together to find innovative solutions that will turn this waste stream into a fully circular model.
- CIMPA is in line with the EU Green Deal, the Circular Economy Action Plan and EU Plastics Strategy (and generally with the sustainable development and environmental protection).

### Core Principles of the strategy

The core principles of the CIMPA communication strategy are to:

- 1) **Highlight the economic and societal benefits of CIMPA** for example by showing the impact of the project on everyday lives, i.e. choosing plastic packaging made from recycled materials to the sorting and collection of ML, the development of new technologies and innovative products, job creation, reduction of waste incinerated or landfilled, and the reduction of CO<sub>2</sub> emissions, among others.

- 2) **Tell a compelling story, not just list facts** – a story that relates to the interests of the target audience to be reached. In order to find or build a point of connection with CIMPA’s audiences, communication activities will tell a story instead of sticking to the mere (scientific) facts, trying to visualise and make complex data/ information attractive and more “digestible” for the general public/layman audience (e.g. “multilayer plastic films such as everyday crisp packets”).
- 3) **Be visual.** The power of images in communication is a fact that has been researched continuously and proven as an effective media to put messages out to audiences.
- 4) **Use existing resources in CIMPA’s consortium** to increase outreach on an international, national, and regional level – for example relying on project partners’ already existing contacts and networks, turning to the institutions’ communication departments, involving consortium’s business partners who may have more experience in pitching themselves and their products.

### Coordination and processes

EuRIC and BENKEI will coordinate communication from all partners towards the general public. A continuous communication with relevant stakeholders including policy-makers will be ensured to promote a good sorting behaviour even at the consumer level.

#### Contact point

Communication team: Maria Vera Duran, Emmanuel Katrakis (EuRIC)

Dissemination team: Sophie Sicard and Coralie Rambaud (PAPREC)

The communication started right at the kick-off meeting, with special attention on the communication to the public and relevant stakeholders. A kick-off media package with the relevant information has been provided followed by press-releases, possible op-eds for major project milestones, webinars and media briefings will be scheduled to adequately communicate throughout the lifespan of the project.

For communication items (such as a press release or a similar document containing only publicly available information or no information about results), partners should contact Maria Vera Duran (EuRIC) with the draft of the press release/item for validation and release.

In case of dissemination items (abstracts, publications, presentations, press releases, leaflets, websites...) or in case of emerging protectable results (patents, trademarks, utility models...), partners should follow the dissemination procedure defined in the D8.2: Management manual and D7.2: Plan on Dissemination & Exploitation.

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Moreover, before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the Executive Agency for Small and Medium-sized Enterprises (EASME) (Article 38 of the Model Grant Agreement).

## Stakeholder Mapping

A new value chain will necessarily imply resistance to change from current stakeholders all along the value chain, from consumers (price increase of packaged food) to recyclers (process changes...). Thus, a stakeholder mapping is an essential and basic step complementing the communication activities of the project. This will allow CIMPA to implement a systemic engagement of all actors along the value chain from the multi-layered plastic packaging producers for the food and agriculture industry to the actors utilizing new sorting and recycling technics developed within CIMPA.

In the stakeholder mapping we identify the individuals and groups that are likely to affect or be affected by our proposed actions and results, such as material scientists & manufacturers, multilayer designers and manufacturers, brand owners, waste management companies, decision-makers, final consumers, and authorities like municipality. Then, we group them based on their impact and interest factors on the actions as well as the impact the actions may have on them. By assessing this information, the consortium gets a clearer vision on how the interests of those stakeholders should be addressed in the project communication and dissemination plan and relevant activities.

The stakeholder mapping will be in line with results D1.7 “First report on stakeholder engagement activities” (stakeholder mapping, value chain workshops and consumer engagement) and D1.9 “Final report on stakeholders’ activities”. The mapping will identify groups and organizations in relation to the research, policy and societal aspects of the innovative processes and products, e.g. feedstock providers, multi-layered packaging producers, local and regional SMEs, public authorities, business organizations and incubators, investors, retailers, researchers and technology providers in the field of NIR and digital watermarking.

The following project stakeholders are identified and categorized in connection to the CIMPA project:

### The plastic value chain (from production to end of life)

Current and projected plastic production are not sustainable for our environment, players from the value chain need solutions to design products in a circular way and manage their EoL. Circularity will increase value retention, reduce the use of virgin material and

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solve related problems to raw material sourcing and EoL. Film manufacturers, brand owners, packaging companies and agri-food companies will be engaged through workshops and communication activities.

### **Waste management (collection, sorting, recycling)**

Companies and recycling centres will benefit from the CIMPA solution to enable ML films circularity and especially recycling.

### **Regulatory players (local to National government and**

From an EU level (circular economy plan including plastic recycling) to National regulation, CIMPA will empower the players in the value chain so that they can adapt to upcoming regulation & directives (for example: own contribution on non-recycled plastics in 2021).

Policy makers, legislators and standardization bodies (EU, national and local) will be reached to help them to understand complexities and possible solutions for plastic wastes and raise awareness to influence tomorrow's legislations and standards.

### **Scientific community**

CIMPA will communicate the project and disseminate results with the aim of showing to the scientific community the technical details and steps towards a full reuse of plastic multilayers. This group include universities, technical centres, researchers, and academics. They are potential customers and/or venture partners of the CIMPA framework.

### **Consumer associations as well as citizens**

Collecting consumers' opinions and feedbacks about recycling multilayers and packaging ensure CIMPA's results are adequate in regard to consumers' constraints and expectations.

CIMPA will also engage consumers (citizens) through focus groups and live surveys to understand their concerns and ideas with regard to their sorting and collection behaviour, but also the use of and their attitude towards recycled multi-layered packaging products.

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Other secondary audiences that CIMPA will target are:

- The Mass media, specialized journalist in environment, recycling, circular economy, etc. They can help inform about CIMPA's ongoing research, project concepts and objectives as well as benefits to society.
- Industrial associations and platforms, business organizations and incubators, investors, retailers.
- Researchers and technology providers in the field of NIR and digital watermarking.

### **Stakeholders Advisory Board (SAB)**

The SAB, managed and moderated by PROSPEX, will be composed of outstanding (European, and extra European) scientists and stakeholders from the whole value chain of the plastic market. They will provide knowledge from their skills and expertise in the sustainable management and disposal of the EoL plastics and derivatives, more generally in the circular economy and recycling, carbon footprint. SAB will act with a consultancy and advisory function, being part of the CIMPA strategy orienting the activities toward the real needs of stakeholders related to the Project issues.

A list of experts in partners' networks (e.g. brand owners, local and regional authorities, national organizations in charge of waste management, NGOs) have been already contacted. During the project, additional members will be invited to join the Board.

## **Communication activities and channels**

### **Project Website (M6)**

The CIMPA project website will act as the main landing page for the project, presenting the project concept, pilot lines and products and providing regular updates.

The website will include the following pages:

- **ABOUT.** An overview of CIMPA project (background, objectives, main results)
- **PARTNERS.** A brief description of each partner
- **RESOURCES.** A page collecting the assets of the project: Presentations, Public Deliverables, Scientific Papers, Newsletters, Flyers and Posters, Press Releases, etc.
- **NEWS.** Press releases and an event calendar listing CIMPA activities or events where the project is or will be present.
- **CONTACT.** A contact page for any question.

The website will be launched by the end of M6 and the content of the website will be continuously extended and updated. The website will be available in English with reciprocal links to the partner's websites to maximize coverage. A Google Analytics account will be set up and linked to the project website.

BENKEI will subcontract the design of communication supports, including the website and its maintenance will be the responsibility of EuRIC, whilst the provider of the information/documentation might be other consortium members. Members of the consortium will be requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, Social Media profiles, newsletters, etc.).

The website will be updated regularly with news and events. Work package leaders are also required to keep informed EuRIC about the developments within these advances. This is a crucial request to follow during the whole implementation of the project because it helps the dissemination of results.

### e-Newsletter (every quarter)

There will be a regular CIMPA e-newsletter to help the communication and dissemination with stakeholders and the CIMPA community. It will broadcast media and important news, as well as dedicated articles promoting the latest innovations from the community, i.e. key highlights or the addition of new members.

The newsletter will be published every quarter, beginning in M6.

The newsletter will be in English, and it will be sent to identified experts, representatives of the media, and interested people subscribing to it through the project website. EuRIC will be the editor of the newsletter and will be responsible for the overall dissemination of the newsletter. All partners will contribute content and will disseminate in their own countries.

Partners are encouraged to forward each newsletter to identified stakeholders (following the procedure recommended by the WP7 leader) and try to encourage people to sign up.

### Social Media (M3 to M36)

Use of social media contributes to establishing and maintaining public engagement with the project. Social media (Facebook, Twitter and LinkedIn) will be actively used to engage the public and network with other EU related projects.

EuRIC will manage social media accounts, but all partners are highly encouraged to contribute to the social media content.



@CIMPA\_Project



@CIMPAProject



CIMPA

Some hashtags to be used in publications on social media include:

[#circulareconomy](#) [#plastics](#) [#recycling](#) [#packaging](#) [#environment](#) [#sustainability](#)

[#EUGreenDeal](#) [#CircularEconomyActionPlan](#) [#EUPlasticsStrategy](#)

[#H2020](#) [#EUFunding](#) [#innovation](#) [#research](#) [#cooperation](#)



## CIMPA branding and communication material (M3)

The logo, a project brochure, single page flyers, infographics, and posters will be the primary material disseminated at relevant conferences, workshops and events to catch the interest of stakeholder groups. A similar approach will be followed with the production of a dedicated infographic for the whole methodology to reuse multilayers.

In addition to this, two general Power Point presentation in English have already been created to showcase the project at events (one with 10 slides, and another one with 2 summary slides). The content includes the project's main mission, objectives and expected results. These presentations can be used by the partners of the consortium as a whole or in part in their own presentations during dissemination actions.

Special efforts will be made to present complex ideas in an accessible, yet authoritative manner. All brochures will be available electronically and in print.

## Events

The presentation of the project's results will be achieved in key sectoral events and during clustering activities, notably through known fairs.

The participation and presentation of the project at different conferences and events is certainly one of the communication strategies' key objectives. For the consortium, it will be essential to assist in different sectoral events, clustering activities, congresses, conferences, fairs, and workshops about plastics recycling where they will represent the consortium. According to the event agenda, consortium members should lead debates, carry out project-related speeches and/or workshops, contact with stakeholders and market leaders or assist to chats and debates to contribute or learn about the actual opinions and tendencies in the industry.

A list of external events currently identified is shown in Annex IV. This list will be regularly updated with partners' contribution.

Moreover, different workshops and events will be organized by the CIMPA consortium and these events will be properly communicated to reach a higher number of potential participants.

Event	Location	Date	Target Group	Partner's Participation
<p><b>1 workshop with brand owners</b></p> <p>Aligning the needs expressed by film producers, recyclers and film users to provide a comprehensive analysis of industrial specifications</p>	Online	M2-M6	Brand owners (through the Circular Plastic Alliance network)	Leader: IPC, participants: LEY, EVE, BAR, PAP,

that will guide the overall project technical developments				IPC, AIM, TNO, VTT
<b>Value chain workshops on business modeling</b> Collecting stakeholders' feedbacks and opinion on business modeling along the value chain.	tbd	M6-36	Value chain actors	Prospex Institute
<b>Value chain workshops on symbiosis opportunities</b> Incorporating the point of views and visions of actors along the value chain in the exploitation and replication of the CIMPA's solutions	tbd	M6-36	Value chain actors	Prospex Institute
<b>6 citizen labs</b> Collecting consumers' opinions and feedbacks about recycling multilayers, ensuring CIMPA's results adequacy with consumers constraints and expectations	Spain, France, Slovenia and Finland	M12-36	Consumers associations, consumers (citizens)	Prospex Institute
<b>Workshop for disseminating</b> and clustering activities within the plastic circularity multiplier initiative	tbd	tbd	R&D and innovation executives of companies active in ML packaging plastics' recycling	Coordinated by IPC and EuRIC
<b>Dissemination event linked to HolyGrail2</b> A dissemination event will be organized in conjunction with HolyGrail 2	tbd	2022	Project partners, recycling industry's representatives, brand owners, scientific community, etc.	FIL & PEL

Table 3. Events organized by CIMPA consortium

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## Media engagement (from M3 to M36)

To access the power of the mass media, a database of relevant journalists (LSA Conso, regional TV channels in partner's regions, consumer protection magazines, collectivities magazines for major cities...) will be created and they will be provided with regular content and invitations to cover the project.

The main media companies identified as relevant contacts for the distribution of CIMPA news are shown below:

[Plastics Recycling Update](#)

[Recycling Magazine](#)

[LSA Conso](#)

[EURACTIV](#)

[Recycling International](#)

[Plastics Recycling World](#)

[Packaging News](#)

[Materials Recycling Week](#)

[BP&R Magazine](#)

## Press releases and interviews -content creation (every quarter)

Press releases and interviews with CIMPA professionals will raise awareness about the major milestones of the project and promote the methodology developed by CIMPA.

Partners are expected to provide proof of publications (news clippings, print screen of online presence, voice recordings, etc), using the template presented in Annex IV (Dissemination reporting tool)

## Webinars and training activities (every quarter)

They facilitate informal and formal discussions across the community by gathering the local members across a pre-defined topic of broad interest with a limited number of presentations by leading experts to provoke discussion and foster the generation of innovative concepts.

## European Commission Communication channels (M3 to M36)

European Commission channels will be used such as CORDIS News, CORDIS Wire, the European Commission's newsletters, European Commission event pages, the Europa website, in Euro News' TV program "Futuris", the EU interactive platform for dialogue and discussion. These channels will be used to communicate largely on our project, and its results and related events.

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### **Research and Innovation success stories**

A collection of the most recent success stories from EU-funded Research & Innovation.

### **HorizonMagazine**

It is the EU Research & Innovation e-magazine. It covers the latest news and features about thought-provoking science and innovative research projects funded by the EU. [Link here](#)

### **Horizon Impact Award**

An annual prize to recognize and celebrate outstanding projects that have used their results to provide value for society. The award enables individuals or teams to showcase their best practices and achievements and inspire beneficiaries of research and innovation funding to maximise the impact of their research.

### **Newsletters**

Newsletters are published by the European Commission for different research areas. [Link here](#)

### **Cordis Platform**

CORDIS has a rich and structured public repository with all project information held by the European Commission such as project factsheets, participants, reports, deliverables and links to open-access publications. [Link here](#)

### **Social Media**

Twitter: [@EUScienceInnov](#)

Facebook: EU Science & Innovation [@EUScienceInnov](#)

Youtube : <https://www.youtube.com/EUScienceInnovation>

CIMPA project is already presented through the CORDIS platform: <https://cordis.europa.eu/project/id/101003864>

## Partners' own communication channels (until M36)

Partners will be encouraged by the Dissemination and Exploitation Team (DET) to promote CIMPA via their own websites, press releases to general and local media, social media posts (Twitter, Facebook, LinkedIn), podcasts, blog posts, events listings, and bulletins.

All partners must include in their institutional website information about CIMPA and a link to the project website.

Nº	Partner	Website	Facebook	Twitter	LinkedIn
P1	IPC	<a href="http://ct-ipc.com">ct-ipc.com</a>	-	@CT_IPC	<a href="#">Link</a>
P2	TNO	<a href="http://www.tno.nl">www.tno.nl</a>	TNOresearch	@TNO_Research	<a href="#">Link</a>
P3	VTT	<a href="http://www.vttresearch.com">www.vttresearch.com</a>	VTTFinland	@VTTFinland	<a href="#">Link</a>
P4	AIMPLAS	<a href="http://www.aimplas.es">www.aimplas.es</a>	@aimplas	@aimplas	<a href="#">Link</a>
P5	FILIGRADE	<a href="http://www.filigrade.com">www.filigrade.com</a>	-	@filigrade	<a href="#">Link</a>
P6	LEYGATECH	<a href="http://www.leygatech.com">www.leygatech.com</a>	Leygatech	@Leygatech1	<a href="#">Link</a>
P7	PELLENC	<a href="http://www.pellencst.com">www.pellencst.com</a>	@PellencST	@pellencst	<a href="#">Link</a>
P8	EVERSIA	<a href="http://eversia.es">eversia.es</a>	@eversia.sa	-	<a href="#">Link</a>
P9	PROSPEX	<a href="http://www.prospex-institute.org">www.prospex-institute.org</a>	-	@ProspexInst	<a href="#">Link</a>
P10	BARBIER	<a href="http://www.barbiergroup.com">www.barbiergroup.com</a>	-	-	<a href="#">Link</a>
P11	PAPREC	<a href="http://www.paprec.com">www.paprec.com</a>	Paprec Group	@Paprec_Group	<a href="#">Link</a>
P12	EuRIC	<a href="http://www.euric-aisbl.eu">www.euric-aisbl.eu</a>	-	@EuRIC_Recycling	<a href="#">Link</a>
P13	BENKEI	<a href="http://www.benkei.fr">www.benkei.fr</a>	-	-	<a href="#">Link</a>

Table 4. Partners' website and social media accounts

## Platforms, collaboration, networks, and related projects

CIMPA will establish direct connections with the following networks and projects to inform them about the project, and to explore future collaborations and partnerships. This list will be extended as the project progresses.

- **Circular Plastics Alliance.** The Circular Plastics Alliance aims to boost the EU market for recycled plastics to 10Mt by 2025. The alliance covers the full plastics value chains and includes 282 organisations representing industry, academia and public authorities. New stakeholders can join the alliance by signing its declaration. EuRIC, AIMPLAS, TNO, VTT and IPC are active partners/ thematic coordinators in this alliance.
- **Plastics Circularity Multiplier.** The initiative seeks to improve value chain collaboration and create cross cooperation between EU Projects.

- Circular Economy Stakeholder Platform. A joint initiative by the European Commission and the European Economic and Social Committee, it brings together stakeholders active in the broad field of the circular economy in Europe.
- **Plastics Circularity Multilayer Action** led by the Demeto Project. 21 innovation projects joined forces to boost European Union efforts towards a circular economy for plastics.
- **Recyclers' Talks** (EuRIC). A webinar series connecting the dots between EU decision-makers and recyclers to discuss the building blocks required to speed up the transition towards a more circular economy and achieve Europe's climate neutral agenda.
- **HolyGrail2 project** (with the participation of FIL, PEL). A collaborative effort designed to solve inefficient sorting at sorting plants and recycling facilities through the introduction of digital watermarks.
- **TERMINUS project** (NMBP-26-2018). A H2020 project which addresses the challenge of unlocking recycling and reuse of flexible multi-layer and multi-compounds packaging, where IPC and Benkei are partners.

Synergies of CIMPA projects with other EU projects will be looked for during the project. Organization of a workshop with other H2020 and Horizon Europe projects will be considered within WP7, as other sectors may benefit from innovations of CIMPA.

Some of the R&I projects awarded in 2021 and contributing to the EU Plastics Strategy are presented below:

- *Sol-Rec2* : Innovative digital watermarks and green solvents for the recovery and recycling of multi-layer materials <https://cordis.europa.eu/project/id/101003532>
- *CIRCULAR FoodPack*: Circular Packaging for Direct Food Contact Applications <https://cordis.europa.eu/project/id/101003806>
- *MERLIN*: Increasing the quality and rate of MultilayER packaging recycling waste <https://cordis.europa.eu/project/id/101003883>

Other institutions / initiatives:

- **CEFLEX**: a collaborative initiative representing the entire value chain of flexible packaging
- **Elipso**: flexible plastic packaging companies.
- **PlasticsEurope**: one of the leading European trade associations with centres in Brussels, Frankfurt, London, Madrid, Milan and Paris.
- **AMI**: a leading provider of information, market intelligence and events for the global plastics industry
- **European Plastic Pact**: the Pact brings together governments and frontrunners from across the whole value chain

## Visual identity of the project

An easily recognizable (visual) identity of the project is essential to achieve the best possible communication results. The development of a new website and visual identity will be carried out by a subcontractor and made available to project partners to apply during communication and dissemination activities. It is of high importance to use these visual tools coherently.

Visual tools include:

- Project logotype and graphic identity,
- Project roll-up,
- Didactical infographic on the project,
- Templates (PowerPoint, project newsletter, press release, conference presentation, policy brief, paper, H2020 reporting/deliverable, etc.),
- General flyer/project brochure,
- Project poster,
- General project website.

Project Partners are required to use the logos, colours, and fonts from the GRAPHICAL CHARTER, which provides the rules for optimal corporate branding and a good logotype and colours visibility.

## Document confidentiality and EU acknowledgement

By default:

- All CIMPA documents and presentations have to be treated as confidential
- All CIMPA documents have to show the following proprietary rights statement:

**PROPRIETARY RIGHTS STATEMENT**

This document contains information, which is proprietary to the CIMPA Consortium. Neither this document nor the information contained herein shall be used, duplicated or communicated by any means to any third party, in whole or in parts, except with prior written consent of the CIMPA consortium.

- To acknowledge the support by the European Commission, the following text and the EU emblem must appear in all publications:



This project has received funding from the European Union Horizon 2020 research and innovation programme under grant agreement No 10100386

- Applications for protection of results (including patent applications) filed by or on behalf of a beneficiary must include the following text:

The project leading to this application has received funding from the European Union under the European Union's Horizon 2020 research and innovation program under grant agreement No 101003864.

- If results are incorporated in a standard, the beneficiary concerned must ask the standardisation body to include the following statement in (information related to) the standard:

**Results incorporated in this standard received funding from the European Union under grant agreement No 101003864.**

- Any communication activity related to the action must include a Disclaimer excluding Agency and Commission responsibility (Art. 38.1.3 of MGA)

**This document/publication/website reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.**



**Contractual Obligations (Article 38.1.2 Information on EU funding — Obligation and right to use the EU emblem)**

Any communication activity related to the action and any infrastructure, equipment and major results must mention the EU funding. Download the EU emblem and read guidelines:  
<https://europa.eu/!Qg69gK>

## Monitoring and evaluation of communication activities

The reach and impact of CIMPA communication activities will be assessed qualitatively and quantitatively and closely monitored using participation statistics, search metrics and other established indicators of media use. The following measures will be used to evaluate the output of the communication activities:



Tool	KPI	M18	M36
Website (Google Analytics)	Unique visitors	1.500	3.000
	Page views	2.000	5.000
Twitter (Analytics)	Followers on Twitter	100	500
	Mentions on Twitter	50	150
	N° of posts	12	60
LinkedIn (Page analytics)	Page followers	100	200
	Page reach (impressions)	150	300
	N° of posts	12	60
Facebook	Page followers	50	100
	N° of posts	12	60
Newsletter (Mailchimp)	N° of issues	5	11
	Subscribers	100	200
Videos	N° of videos	1	1
	N° of YouTube views for the video in design motion presenting first results	100	200
Press releases	N° of press releases	4	10
Media report	No. of media reports (articles in printed and electronic media, TV and radio interviews, etc.	20	40
Presentations at events and conferences	N° of contributions delivered	2	6
Project workshops	N° of workshops	1	2
	N° of registered participants	30	80
Peer-reviewed publications	N° of publications	-	5

Table 5. Communication KPIs for CIMPA

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## Data protection and personal photographs of people

Protection of personal rights are very important to the CIMPA consortium thus all consortium members are required to ask for the consent of people they wish to take photographs at all events during the course of the project.

A Consent Form template is provided in Annex III for project partners to use during workshops, events, academic conferences and other occasions.

### **Online events**

A recording consent disclaimer will be shown for online events. All participants will be required to digitally consent to being recorded during live online events, discussions, and meetings. Those who do not wish to be recorded can still consent and join sessions without their cameras on.

Example of disclaimer:



**This meeting is being recorded. By continuing to be in the meeting, you are consenting to be recorded. If an assistant opposes the recording, they must silence the microphone and turn off the camera, being able to interact through chat.**

When taking screenshots for communication purposes, implicit or explicit consent from participants is needed.

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## ANNEX I. Communication task list for Partners

EuRIC and all partners of WP7 are responsible for communication activities at national and European level.

Partners are responsible for providing necessary information from their work to the WP7 leader for the website, policy briefs, e-newsletter, social media, etc.

Partners are also responsible for engaging their communication officers in national efforts to disseminate the produced knowledge, results and processes of CIMPA to stakeholders at the national level, and where relevant, at the EU level.

### Document your work

It is important that all partners document their work:

- for documentation of all communication activities please use the table/template provided in Annex II.
- please take pictures at national workshops and conferences, prepare attendance lists and certificates for your own workshops, meetings, etc. and forward them to the WP7 leader. In this way, we can ensure that the communication channels stay updated and interesting.

When taking pictures, please notify the participants and please obtain their consent using the form in Annex III.

### Communications checklist

- Follow **CIMPA social media accounts** with your organization's accounts and with your private ones if relevant and if you use them for work-related purposes. Share, like and comment on posts,
- Present CIMPA at your **institutional website** and link to the project website,
- Provide content for the **newsletters** and forward each one to identified stakeholders,
- Target the **press releases** at your national media, translate and adapt them from the English version provided by EuRIC if needed,
- Update the list of **stakeholders** reached within this project,
- Provide information about **participation in other events**, workshops, congresses, etc.
- Feed and update the **Dissemination Reporting Tool** with dissemination figures.
- Send up the updated file to the coordinator/leading partner of Dissemination on a regular basis (every six month)



## ANNEX III. 'Consent form' - template for personal data of project participants for project purposes

The following template can be used for face-to-face events as well for online events (text to be included in the online registration form and/or in a slide of the first presentation).

### CONSENT FORM

Family Name:

First Name:

Company/Organisation:

Phone:

E-mail:

#### Consent I (mandatory):

I hereby declare my consent that personal data collected on this form and during the CIMPA project event may be processed and stored by the CIMPA consortium for the organization and execution of this H2020 project. The CIMPA consortium will not use the data for any other purpose. This consent may be revoked at any time and without giving any reason. In the case, you can use the contact form at the CIMPA website: [\[insert link\]](#)

-----  
Signature

-----  
Date

#### Consent II (optional):

I hereby declare my consent that personal data including video and pictures taken during the CIMPA project event may be processed and stored by the CIMPA consortium for the organization and execution of the project, especially for communicating CIMPA to a wider public. Pictures and videos may appear on partners' websites, social media channels and similar media. The CIMPA consortium will not use the data for any other purpose. This consent may be revoked at any time and without giving any reason. In the case, you can use the contact form at the CIMPA website: [\[insert link\]](#)

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Signature

-----  
Date

## ANNEX IV. List of events with participation of CIMPA

Event	Location	Date	Target Group	Partner's Participation
<b>2021</b>				
Cluster Meeting on projects contributing to Plastics Strategy	Online	September 30 <sup>th</sup> , 2021	H2020 project coordinators (Eleven R&I projects)	IPC, EuRIC, BENKEI
eREC – Digital Recycling Expo and Conference for Circular Economy and Waste Management	Online	October 4-9 <sup>th</sup> , 2021	Recycling industry (companies and customers)	EuRIC
<b>Ecomondo</b>	Rimini, Italy	October, 26-29 <sup>th</sup> , 2021	All sectors of the circular economy	EuRIC
<b>Pollutec</b>	Lyon, France	October 12-15 <sup>th</sup> , 2021	Environment professionals	EuRIC, ICP, PAPREC
<b>PRS Europe</b>	Amsterdam, The Netherlands	November 4-5 <sup>th</sup> , 2021	Plastics Recycling industry in Europe	tbc
<b>PPRC Europe (Paper &amp; Plastics Recycling Conference Europe)</b>	Rotterdam, The Netherlands	November 16-17 <sup>th</sup> , 2021	Paper & Plastics Recycling industries	tbc
<b>2022</b>				
<b>EU Industry Days</b>	tbc	February	Policymakers, industry, general public	tbc
<b>European Research and Innovation Days</b>	Online/ Brussels	June 2022	Policymakers, researchers, entrepreneurs and the public	tbc
European Green Week	Online/ Brussels	June 2022	Policymakers, researchers, entrepreneurs and the public	tbc

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Dissemination level: Public

<b>IFAT</b>	Munich	June 2022	Waste management, recycling industry	tbc
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The list of events will be updated regularly.