



Novel packaging films and textiles with tailored end of life and performance based on bio-based copolymers and coatings.



D7.2 Communication Plan





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Acronyms

WP	Work Package
D	Deliverable
EU	European Union
EC	European Commission
BBI-JU	Bio-Based Industries Joint Undertaking
H2020	Horizon 2020
BIC	Biobased Industries Consortium
WG	Working Group



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Executive summary

This report is the first Communication Plan of BIONtop Project. The report will be updated and adjusted as the project progresses.

The Communication 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.

The Communication 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 about the project.



Introduction

Communication 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. It 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 exchange¹.

According to BBI JU Communication Guidelines² 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).

The main information to communicate about BIONtop Project is its purpose, objective and goals. Results will be addressed by dissemination planning and activities and included in the *Plan for the Exploitation and Dissemination of Results*. Nevertheless, information about the results achieved will be included also in the communication plan and activities.

BIONtop purpose, objectives and goals

With only around 30 percent of plastics is currently being recycled, it is clear, if the EU wants to meet its circular economy ambitions, that this level needs to increase significantly. The BIONtop project seeks to improve this by helping deliver novel bio-based biodegradable packaging that continues to protect products while using more than 85 percent of renewable resources, thus conserving natural resources.

Specifically, BIONtop aims to:

- Develop 'recyclable-by-design' cost-competitive packaging that can be mechanically recycled or industrially/domestically composted, reducing levels of waste plastics.
- Source the raw materials for its bio-based plastics locally, renewably and sustainably.
- Provide improved 'End of Life' options, such as materials and organic recycling, home and industrial composting and biogas production, reducing the levels of waste incinerated or sent to landfill.
- Develop a specific monitoring device that will ensure materials are correctly sorted for either organic or mechanical recycling.
- Evaluate and model the planned biodegradation in different environments and demonstrate the environmental and economic sustainability of the compounds and products being developed.

Based on new circular bioeconomy value chains, BIONtop will generate growth for EU bioplastics and end users' industries in the food and personal care sectors with potential in many fields: BIONtop production is estimated to reach close to 9.6 Mton per year by 2030, overall leading to €40 M turnover and 170 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.

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

² https://www.bbi-europe.eu/sites/default/files/bbiju_projects_communications_guidelines.pdf



1 Purpose

BIONTop will deliver recyclable-by-design cost competitive packaging solutions that can be mechanically recycled, industrially/home composted or even suitable for anaerobic digestion, using sustainably sourced comonomers, additives and fillers to formulate novel PLA copolymers and compounds. Moreover, the barrier properties of delivered bio-packaging trays, films and derived packaging, will be enhanced using removable protein-based coatings and a novel fatty acid grafting technology to decrease permeability and compete with fossil packaging.

The aims of the communication activities of the BIONTop 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 of our new bio-based packaging will have a significant positive social and environmental impact, reducing the environmental footprint of plastics

The communication activities are part of Work Package 7 of the project and will be closely interlinked with dissemination and exploitation activities, business models and planning, innovation management knowledge and IPR management and knowledge transfer activities.

Communication **objectives** of the project's are:

- CO1. To **create awareness of the project and its results**, ensuring maximum visibility
- CO2. To **increase awareness of benefits** of recyclable-by-design cost competitive packaging solutions that can be mechanically recycled, industrially/home composted or even suitable for anaerobic digestion
- 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 BIONTOP Project is to develop novel packaging films and textiles with tailored end of life and performance based on based on bio-based copolymers and coatings.

The main impacts of BIONTOP are:

- growth for EU bioplastics and end users' industries in the food and personal care sectors with potential in many fields: BIONTOP production is estimated to reach close to 9.6 Mton per year by 2030, overall leading to €40 M turnover and 170 new jobs.
- reduction of the environmental footprint of plastics: our new bio-based 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 packaging films and textiles with tailored end-of-life 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 48

Phase 1

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

- D1.1 Report on the state of the art review (M4).
- D1.2 Survey of commercial biopolymers, additives & monomers and strategy for further improvements needed (M4).
- D7.1 Project website (M4).
- D7.2 Communication Plan (M6).

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 BIONtop 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 after M24.

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 packaging solutions and minimizing the risk of consumer rejection of solutions developed by the project. In these sense, two partners will have a prominent role: Movimento Consumatori (MC) as a consumers' association and European Bioplastics (EUBP) for policy outreach purposes.

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

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

2.1 Information on the 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.



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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 Guidelines³, **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 BIONTop's communication activities.

³ https://www.bbi-europe.eu/sites/default/files/bbiju_projects_communications_guidelines.pdf



3 Key Audiences

BIONTOP 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 packages for food 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 BIONTOP results. Special attention will be paid to those related to the plastic, textile 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 BIONTOP 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 BIONTOP 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. BIONTOP 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.



3.1 Stakeholders database

A stakeholders' database will be created through 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.

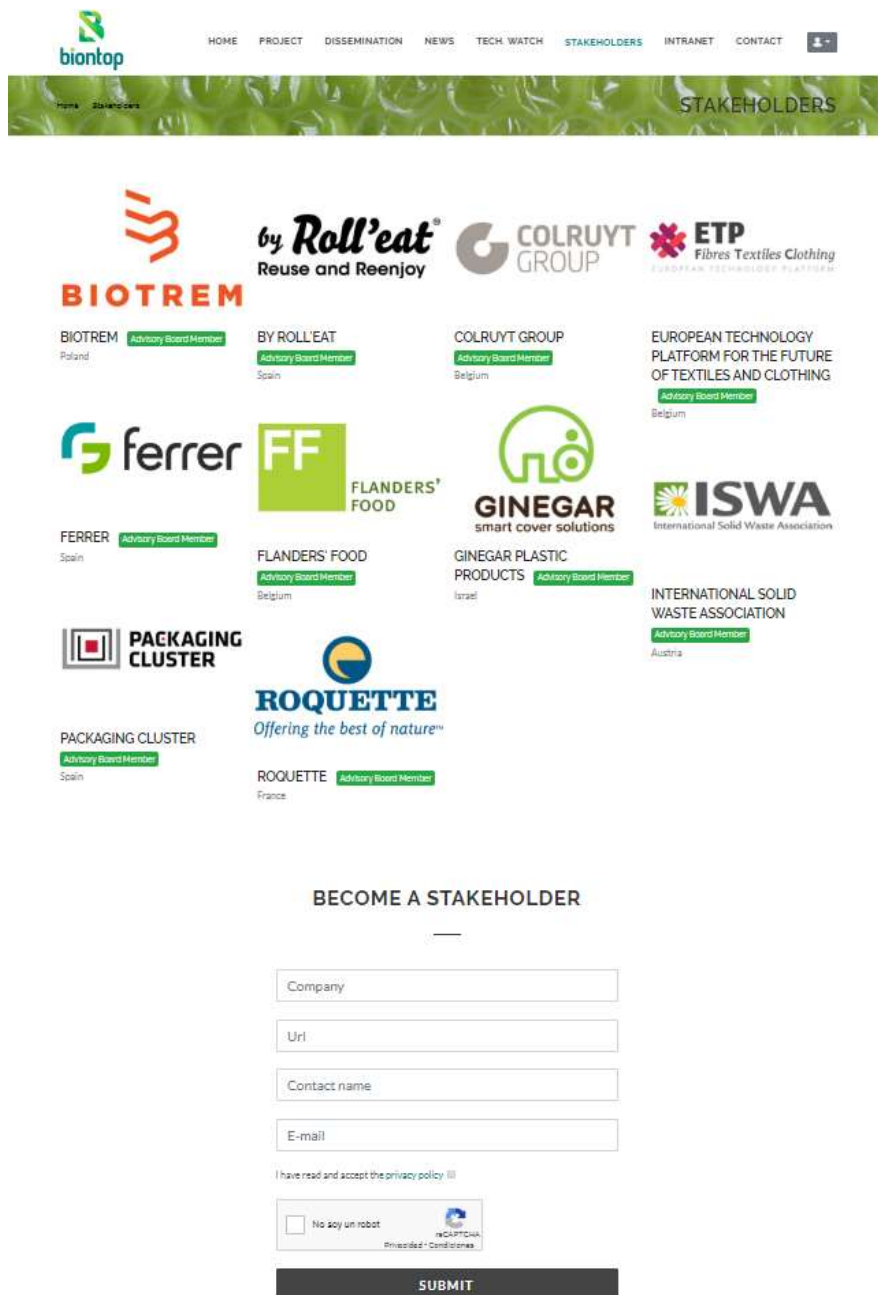


Figure 2: Stakeholders database in BIONTop's website.



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 communication objectives of the project.

A **dedicated BIONtop Communication Working Group**, including representatives from EUBP, AIMPLAS, IRIS and ENCO, will serve as a sounding board and to support the development of the website and communication materials. The Communication WG will ensure alignment between other tasks from WP7 (Exploitation and Business planning, innovation management, intellectual property management and knowledge transfer), as well as all other WPs to ensure that project results feed into the planning of dissemination activities. The WG 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 BIONtop project website was created at M4 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 BIONtop and it will be linked to partner's websites and viceversa. Thus, each partner will publish information about BIONtop 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 six months with the support of all partners, that will be widely disseminated to BIONTOP target stakeholders and the media. The newsletters will be released both on the website and by email, sending it to an ad hoc 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, BIONTOP Project will use social media to communicate, discuss, comment, consult and suggest research and policy topics with the different stakeholders.



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Specifically, BIONTOP will participate in:

- LinkedIn: a dedicated account has been created for the project (https://www.linkedin.com/in/biontop-project-705966196/?locale=en_US), aimed at contacting and discussing to professionals. Partners will share publications or publish related content using @BIONTOP Project
- Twitter: a dedicated account has been created to share project news (https://twitter.com/BIONTOP_Project). Partners will share publications or publish related content @BIONTOP_Project
- Youtube: a dedicated channel will be created in order to share project videos.

EUBP 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 #BIONTOP 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

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 will be created by ENCO including: logo and visual identity (by IRIS), basic project presentation, 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 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 participants⁴.

⁴ http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf



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Publications

<p>Horizon Magazine http://horizon-magazine.eu/</p>	<p>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.</p> <p>It is written by independent journalists on behalf of DG Research & Innovation and is updated at least three times a week with new articles.</p>	<p>For story suggestions or questions to the editor, e-mail: RTD- PUBLICATIONS@ec.europa.eu</p>
<p>Project stories https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/</p>	<p>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.</p>	<p>Contact Project Officer about any interesting project outcomes.</p> <p>Furthermore, a journalist contracted by the European Commission may contact projects.</p>
<p>Research*eu results magazine www.cordis.europa.eu/research-eu/magazine_en.html</p>	<p>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.</p>	<p>Contact Project Officer about any interesting project outcomes.</p> <p>Furthermore, a journalist contracted by the European Commission may contact projects.</p>
<p>Research*eu focus www.cordis.europa.eu/research-eu/research-focus_en.html</p>	<p>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.</p>	<p>Contact Project Officer about any interesting project outcomes.</p> <p>Furthermore, a journalist contracted by the European Commission may contact projects.</p>
<p>Newsletters www.ec.europa.eu/research/index.cfm?pg=publications&lg=en</p>	<p>Newsletters are published by the European Commission for different research areas.</p>	<p>Contact Project Officer to get more information on how to publish something in a specific newsletter.</p>
<p>Co-publications or editorial partnerships</p>	<p>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.</p>	<p>Contact Project Officer to discuss the possibilities.</p>

Audiovisual

<p>Futuris Magazine http://www.euronews.net/sci-tech/futuris/</p>	<p>Short documentary-style television magazine in various languages, appearing at least 22 times on the EuroNews channel throughout Europe.</p>	<p>EuroNews has editorial independence, EC are in contact with them to suggest good stories. Since it is television, this is interesting for visually appealing projects and demonstration activities.</p> <p>Contact Project Officer if the project would like to be put forward.</p>
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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 .
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Online news

Headlines on the Commission's Research & Innovation website www.ec.europa.eu/research/infocentre/all_headlines_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 will coordinate the project communication by **providing updates on the project's website, e-newsletters, etc.** EUBP 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 packaging films and textiles with tailored 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 4 (Sept 2019).

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 BIONtop in the public eye with both **regular and special event activities** running throughout the lifetime of the project. The communication activities and their timing are listed in **next section Detailed Communication Plan**.



6 Detailed Communication Plan

Table 1: Detailed BIONtop Communication Plan

Type of activity	Activity	Objective	Audience	Actors and tasks	Timing
Website	Website creation	All objectives	All audiences	ENCO for website design and AIMPLAS for website creation and maintenance	M4
	Website new publications	All objectives	All audiences	All partners to create new content for the website	Periodically
	Partners' websites	All objectives	All audiences	Partners (All except TOTALCORBION) 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	M6, M12, M18, M24, M30, M36, M42, M48
	Newsletter production	All objectives	All audiences	AIMPLAS to produce and send newsletter	
	Partner's newsletters	All objectives	All audiences	Partners (AIMPLAS, INSTM, CTB, ASU, EUBP, TOTAL-CORBION, SILON, UBESOL, ARCHA, MC) to include BIONtop'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 (AIMPLAS, INSTM, CTB, EUBP, EMSUR, ENTREPINARES, UBESOL, ENCO, MC) to send press releases through their contacts networks	As needed
Social media	Social Networks creation	All objectives	All audiences	AIMPLAS to create BIONtop Social Networks	M6
	Social Media publications	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 (AIMPLAS, CTB, ASU, EUBP, TOTAL-CORBION, BIOMI, EMSUR, CMSA, SILON, SIOEN, UBESOL, IRIS, ARCHA, ENCO, MC) to share publications through their own social networks	Periodically
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	M6



D7.2 Communication Plan

	Communication materials distribution	All objectives	All audiences	All partners to share publications	As needed
	Other communication materials creation	All objectives	All audiences	Partners to create other publications if possible	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
	BIONtop Final Event	All objectives	All audiences	ENCO to organize and all partners to participate	M48
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	All objectives	TA1, TA2, TA3, TA4, TA6	Communication working group (EUBP, ENCO and AIMPLAS) to contact multiplier and all partners to suggest content/activities to share	As needed



7 Key communication performance indicators

Key performance indicators have been established for each communication activity:

Table 2: BIONtop key communication performance indicators

Type of activity	Indicator	Objective
Website	Unique website visits over the project execution	10.000
	Average website visit duration (minutes)	3
	Views per published information	100
	Number of published articles	20
Newsletter	Number of subscribers	2.000
	Answer of dedicated questionnaire in newsletter (% of recipients)	10%
	Number of newsletters published	8
Press releases	Number of publications of each press note (incl. media and partners own channels)	8
	Number of total appearances in media (incl. media and partners own channels)	60
	Number of press releases written	7
Social Media	Number of views on LinkedIn	120
	Number of views on Twitter	250
	Number of views of each video on Youtube	500
TV and radio interviews	Radio or Tv appearances	1
Publications	Number of publications (leaflets, magazines, ...)	20
	Number of distributed publications	7.000
Events	Number of presentations in events	6
	Number of posters in events	10
	Number of dissemination events attended	15
	Potential views in events	5.000
Direct communication	Number of direct communications	300
Multipliers	Number of publications through multipliers	5



7.1 Communication activities reporting

Communication and dissemination activities will be **periodically monitored**. When a new activity is done, it will be **reported** by the partner doing it through the website intranet, filling the dedicated form.

The screenshot shows a web form titled 'Upload document' within the BIONTOP intranet. The form is divided into several sections: 'SECTION' (with a dropdown menu), 'TITLE' (a text input field), 'ABSTRACT' (a larger text area), 'ATTACHMENT' (with a 'Select file...' button and a 'Browse...' button), and 'IMAGE (if applicable)' (with a 'Select file...' button and a 'Browse...' button). At the bottom right of the form is a green 'SEND' button. The background shows the intranet navigation menu with 'DISSEMINATION' highlighted.

Figure 3: Communication and dissemination reporting through BIONTOP's website's intranet.

Partners have to complete this form for each communication and dissemination activity with the following **information**:

- **Title:** Title of the action (to be published in the website).
- **Abstract:** Brief description of the action (to be published in the website): date, partner, explanation of the action, target audience and impact.
- **Image:** Photo (to be published in the website).
- **Attachment:**
 - Pdf document containing evidence or,
 - in case that more information available apart from the abstract is available, pdf document with:
 - Title of the action
 - Partner doing the action
 - Action date. When the action was performed.
 - Type of action. Corresponding to types in section 6 of this document.
 - Description of the action.
 - Target audience. Corresponding to targets in section 5 of this document.
 - Impact. Impact of the action (i.e. number of people reached, visitors in a fair, readers of a publication, ...). Impact could be updated during the project life.
 - Evidence. Images, programme, etc.



Conclusions

A **Communication strategy** has been created for BIONTOP 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 recyclable-by-design cost competitive packaging solutions that can be mechanically recycled, industrially/home composted or even suitable for anaerobic digestion.
- 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 48. 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
- TA6. Other BBI-JU and EC funded projects

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

- Website: own website www.biontop.eu and partners' websites.
- Newsletter: own newsletter every 6 months 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.



Communication and dissemination activity report

A **detailed schedule** for communication activities has been produced together with the **key performance indicators** related to its implementation (see sections 6 Detailed Communication Plan and section 7 Key Communication Performance Indicators).

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

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



Annex – Communication and dissemination activity report

Communication and dissemination activity report

Title of the action: Title of the activity

Partner(s) doing the action:

- | | | |
|--|--|------------------------------------|
| <input type="checkbox"/> 1-AIMPLAS | <input type="checkbox"/> 8-BIOMI | <input type="checkbox"/> 15-UBESOL |
| <input type="checkbox"/> 2-INSTM | <input type="checkbox"/> 9-EMSUR | <input type="checkbox"/> 16-OWS |
| <input type="checkbox"/> 3-CTB | <input type="checkbox"/> 10-CMSA | <input type="checkbox"/> 17-ROMEI |
| <input type="checkbox"/> 4-ASU | <input type="checkbox"/> 11-SILON | <input type="checkbox"/> 18-IRIS |
| <input type="checkbox"/> 5-EUBP | <input type="checkbox"/> 12-SIOEN | <input type="checkbox"/> 19-ARCHA |
| <input type="checkbox"/> 6-TOTAL-CORBION | <input type="checkbox"/> 13-WEAREBIO | <input type="checkbox"/> 20-ENCO |
| <input type="checkbox"/> 7-PLANET | <input type="checkbox"/> 14-ENTREPINARES | <input type="checkbox"/> 21-MC |

Action Date: dd/mm/yyyy

Type of action:

- | | | |
|---|--|---|
| <input type="checkbox"/> Website | <input type="checkbox"/> Social media | <input type="checkbox"/> Events |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Tv and radio/interviews | <input type="checkbox"/> Direct communication |
| <input type="checkbox"/> Press releases | <input type="checkbox"/> Publications | <input type="checkbox"/> Multipliers |

Description of the action:

Write a text explaining the action

Target audience:

- | | |
|--|---|
| <input type="checkbox"/> TA1. General public | <input type="checkbox"/> TA4. Government bodies and Policy makers |
| <input type="checkbox"/> TA2. Industries and associations | <input type="checkbox"/> TA5. Press and Media |
| <input type="checkbox"/> TA3. Research and academic institutions | <input type="checkbox"/> TA6. Other BBI-JU and EC funded projects |

Impact: number of people reached, visitors in a fair, readers of a publication, ...

Evidence

Include photos, links, etc. that show evidence of the activity performed.