



ZERO EMISSION BIOCHEMICAL AND RENEWABLE ADDITIVES

D7.1. COMMUNICATION AND DISSEMINATION PLAN



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PROJECT INFORMATION

GRANT AGREEMENT NUMBER	101074460
PROJECT TITLE	Zero Emission Biochemical and Renewable Additives
PROJECT ACRONYM	LIFE21-ENV-ES-ZEBRA-LIFE
FUNDING SCHEME	LIFE Programme
PROJECT START DATE	November 1 st 2022
DURATION	48 months
CALL IDENTIFIER	LIFE-2021-SAP-ENV
PROJECT WEBSITE	Not available, WIP

DELIVERABLE INFORMATION

DELIVERABLE NO.	D17 (D7.1)
DELIVERABLE TITLE	Dissemination and Communication Plan
WP NO.	WP7
WP LEADER	INVENIAM
CONTRIBUTING PARTNERS	ALL
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CONTRACTUAL DEADLINE	31-12-2022 (M2)
DELIVERY DATE	02-01-2023
DISSEMINATION LEVEL	Public

DOCUMENT LOG

VERSION	DATE	AUTHOR	CHANGE DESCRIPTION
V1.1	02-12-2022	Miriam Romero	Table of contents, initial version
V2.0	20-12-2022	Miriam Romero	Content re-organization
V2.1	02-01-2023	Miriam Romero	Partners revision

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ZEBRA-LIFE COMMUNICATION AND DISSEMINATION PLAN

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1. SUMMARY

The communication and dissemination plan has been designed to provide guidelines for the ZEBRA-LIFE project's releasable materials and interaction with stakeholders and target groups. The plan will act as an active document that will be updated and amended throughout the lifetime of the project as various publications are produced, events attended, and KPIs are met. Contained in this document there will be an initial stakeholder analysis that identifies the key target audiences, messages, and the most effective communication channels to connect with them. Once identified, the aim of the Communication and Dissemination Plan is to establish and run the visibility and communication infrastructure of the project so that all activities carried out during the project lifetime will be widely known in Europe.

This plan will also outline the communication methods and/or procedures that will be utilised between project partners within the consortium and establish templates to be used for project specific releases by the members.

This will ensure that every partner is kept updated on the work that is conducted throughout the duration of the project. The ZEBRA-LIFE communication and dissemination plan will establish clear guidelines for the monitoring, reporting, and evaluation of the activities. This will support the creation of a baseline and allow for the consortium to assess and modify the plan where needed during the project. In any case, this document should be considered as a reference for project partners when conducting communication and dissemination activities. It will be updated throughout the project. Subsequent versions will provide an overview and evaluate the impact of past activities, adapt the strategy and plan future activities accordingly

Finally, INVENIAM and CENER will coordinate and manage ZEBRA-LIFE dissemination and communication activities. Nevertheless, all the project partners will be responsible to disseminate the project results through their communication channels and towards their existing communities.

2. GENERAL COMMUNICATION AND DISSEMINATION STRATEGY

2.1. INTRODUCTION TO THE ZEBRA LIFE PROJECT

Europe is the second largest producer of pulp and paper in the World. In 2019 over 38 billion tonnes was produced on the continent, which resulted in 20% of the global pulp production. This industry is responsible for 11 million tonnes of waste in Europe alone, waste that will end up in landfills, refuse sites or in the best case burned for energy and chemicals recovery. A significant portion of this waste is black liquor, a toxic waste that is predominantly burnt for energy recovery or sent for disposal.

The coordinator of the project, CENER, have developed a unique thermo-oxidative depolymerization process to produce high value-added bio-aromatic compounds from lignin that can be used to substitute the existing fossil fuel-based additives in the market and many other applications like rubber, fuels, lubricants, food industry, and cosmetics.

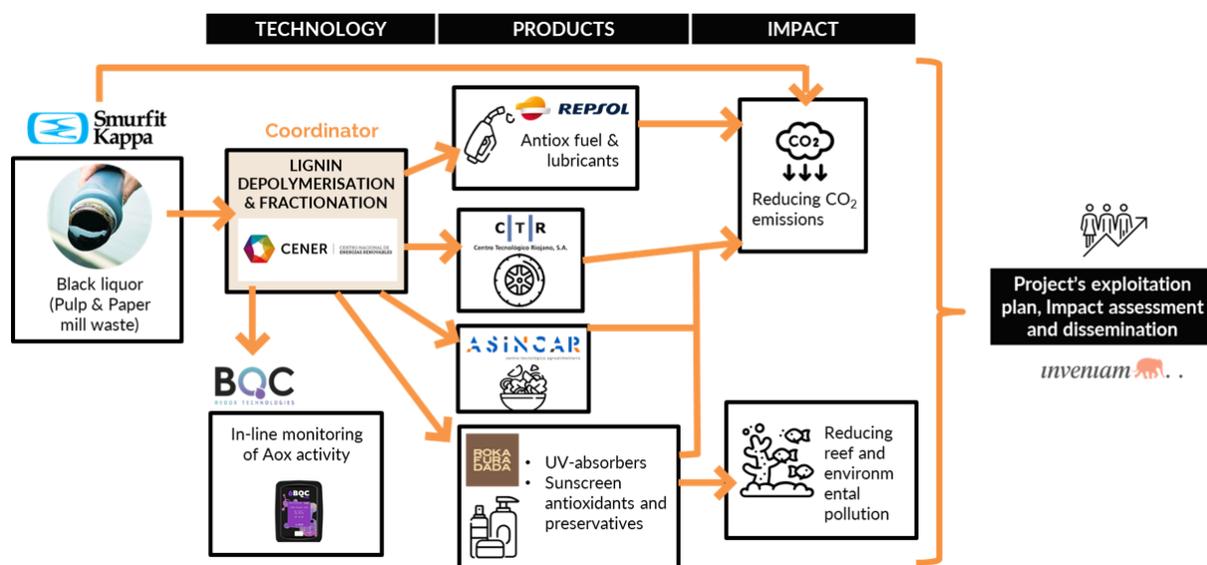
The ZEBRA-LIFE project addresses two important problems: waste production by the pulp and paper industry and the environmental and health impacts caused by the production and use of synthetic additives in multiple industrial products.

The technology that has been developed for the ZEBRA-LIFE project (lignin depolymerizations + downstream formulisation) enables paper mills to valorise their black liquor by-product in the form of a natural antioxidant (AOx) and UV absorber product to create a new circular value chain.

The potential impacts of this project are reducing the damage to the environment from the paper and pulp industry (waste, GHG emissions, etc.), increasing employment in various sectors, the implementation of a circular economy with upscale developments, and renewable energy production from a locally sourced product. In this direction, the main KPIs defined for the project are related with a significant reduction of GHG emission, increase production of renewable energy, increasing the investment and financing and also the employment.

The ZEBRA-LIFE consortium counts on 8 partners providing the expertise and representing each of the different steps of the new value chain as shown in Figure 1.

Figure 1. ZEBRA-LIFE consortium



2.2. GENERAL OBJECTIVES

Dissemination activities are a core part of the project. Clear, specific, and measurable objectives are key to the success of any communications strategy.

They will be aligned with major milestones to maximise the impacts of the project and in strong interaction with all the other work packages. They will be defined by the dissemination strategy, which must enable to answer to the key questions about dissemination.

The main objectives of the plan are:

- Define the specific goals of the dissemination and communication plan
- Identify appropriate target groups to address the key dissemination messages.
- Illustrate how the project will cooperate with other EC-funded projects or related initiatives
- Implement a wide and differentiated set of dissemination tools and events.
- Identify the dissemination KPIs, useful to measure the effectiveness and efficiency of the activities conducted
- Define how the dissemination activities will be administrated.
- Assist ZEBRA-LIFE partners to correctly implement the communication strategy

It will be worth to mention that the main goal of communication and dissemination strategy are to maximise opportunities to engage with stakeholders, by promoting, communicating and disseminating project progress and results throughout the lifetime of ZEBRA-LIFE, and beyond. Supporting the release of information to the target groups will allow for the maximum number of people to learn and interact with the project. This will support the knowledge transfer that is necessary to promote the continued innovation within the industry, creation and amendment of regulations that allow for efficient and effective publicity and communication will ensure high-impact of ZEBRA-LIFE results, facilitating the replication of the project in other European regions. The communication and dissemination plan for the ZEBRA-LIFE project has been created to include the integration of the following ideas:

- Engage – actively communicate with partners and stakeholders
- Promote – education and inform all stakeholders, target groups, potential collaborators, and the public
- Inform – make the outcomes of the ZEBRA-LIFE project available to the target audience
- Exploit – enhance ZEBRA-LIFE results for exploitation
- Sustainability – ensure that the outputs can be sustained
- Secure – make sure the disseminated material does not violate any relevant confidential agreement.

Dissemination, communication, and exploitation activities in ZEBRA-LIFE pursue five main objectives, namely to:

- 1) Raise interest and awareness around circular economy practices and consumption models
- 2) Identify expectations among stakeholders and target groups
- 3) Transfer of knowledge and information exchange with industry professionals of the area and the LIFE programme.
- 4) Disseminate results in strategic and targeted ways to aid testing the market demands and acceptability.
- 5) Promote visibility, accessibility, and the of the project activities

Effective and efficient management of the dissemination and communication activities in relation to the progress and results of the ZEBRA-LIFE project is central to achieve the established goals and the expected project impacts. WP7 is fully dedicated to dissemination and communication activities, ranging from website and social media content to event organisation, with the objective to involve and actively engage relevant stakeholders with the progress and project results.

Table 1. Summary of tasks, deliverables and calendarization of WP7.

TASK	DELIVERABLES	DURATION
<p>Task 7.1 Development and Implementation of the Communication Plan</p> <p>The communication plan will provide a clear path of how the data generated during the project will be released to the public, stakeholders, and scientific community.</p>	D7.1	M1-M48
<p>Task 7.2 Dissemination targeted to other projects and industry</p> <p>The main objective will be the transfer of knowledge and information exchange with professionals of the area and of the LIFE programme.</p>	-	M1-M48
<p>Task 7.3 Communication Activities</p> <p>This task will ensure the effective and efficient management of all the dissemination and communication activities. All materials produced and events scheduled will be available online for resource collection and distribution.</p>	D7.2; D7.3	M1-M48
<p>Task 7.4 After-LIFE plan</p> <p>After-LIFE Plan will be developed at the end of the project to ensure proper exploitation of the results and to set out the planning for the continuous dissemination and communication of the project results after the end of the project.</p>	-	M1-M48

2.3. SPECIFIC GOALS OF DISSEMINATION AND COMMUNICATION

Table 2. Specific goals of dissemination and communication activities

	DISSEMINATION	COMMUNICATION
Specific objectives	<ol style="list-style-type: none"> 1) To publicly disclose results and outcomes of ZEBRA-LIFE project through public deliverables. 2) Maximising the impact of project findings for the scientific community, industry, markets and other LIFE projects 	<ol style="list-style-type: none"> 1) Establishment of two-way communication between the project consortium and the key stakeholders. 2) Promotion and communication of progress and results to the general public by means of non-specialized language and generalist communication channels.
Key channels	Project deliverables, scientific or industry conferences, online repository of results, etc.	Newspapers, websites, social media, newsletters, emails, etc.

2.4. TARGET GROUPS

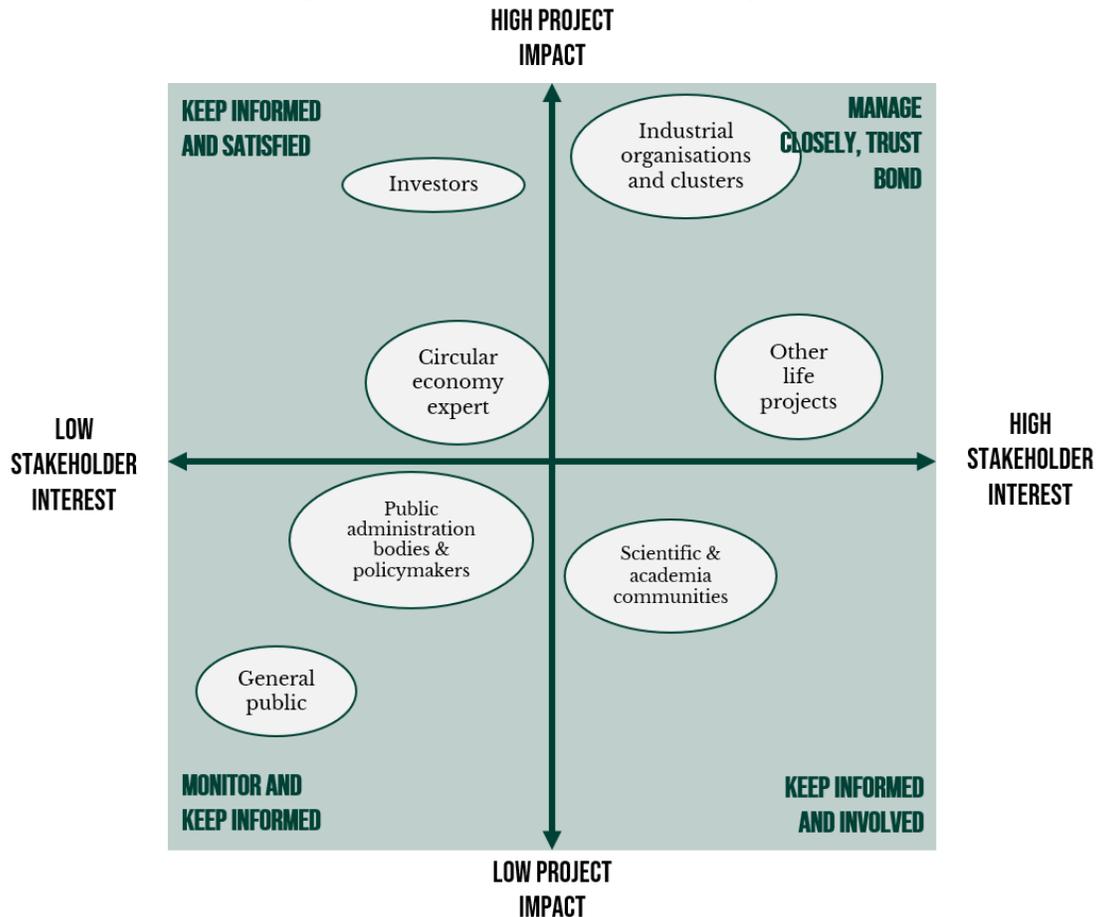
An integral step in the completion of this project is engaging with the stakeholders during every stage of this project. Effective and frequent communication will not only ensure that every party involved is satisfied, but also that the project is following the predetermined plan and can be modified if needed. Therefore, the importance of building a significant and responsive community around the ZEBRA-LIFE project. The communication and dissemination strategy involves the compilation of an extensive stakeholder map, for which each stakeholder group will be addressed differently and by different channels. Table 4 shows different typologies of stakeholders and their relevance within the project. In Figure XX the relationship between these stakeholders' groups and the project is depicted.

Table 3. Stakeholders' groups involved in the project ZEBRA-LIFE

Target groups	Relevance to ZEBRA-LIFE
INDUSTRIAL ORGANISATIONS AND CLUSTERS	This is a priority stakeholders' group. These stakeholders are key to develop the exploitation strategy for the engagement of the relevant users as well to aid in testing the market demands and acceptability. In addition, it will encourage the adoption of the ZEBRA-LIFE value chain business models and promote market replication schemes to the members of the targeted industries and related sectors at local, national and European level.
OTHER LIFE PROJECTS	The LIFE programme counts on various projects where synergies can be found. The main objective will be to transfer knowledge, information and best practices exchange with professionals of the area.
INVESTORS – INDUSTRIALS AND GOVERNMENTS	Encourage the adoption of the ZEBRA-LIFE value chain business models and promote market replication schemes to the members of the targeted industries and related sectors.
CIRCULAR ECONOMY EXPERT	Circular economy experts will offer guidance on monitoring the impact of the project and potential exploitation of project results as well to find other relevant applications.
SCIENTIFIC COMMUNITIES	Provide them with specific in-field results background from ZEBRA-LIFE activities to establish new basis for research work and scientific papers, especially results from the maturation projects and demonstration pilots. Participate in the focus-group sessions organized by the project for collection of pressing challenges, providing the scientific approach.
PUBLIC ADMINISTRATION BODIES AND POLICYMAKERS	Provide sector-specific recommendations addressed to policy makers, relevant institutions, and the rest public bodies at local, national and European levels to develop national policies and strategic sectorial plans. Report about the general outcomes of the project and its sustainability.
GENERAL PUBLIC	The introduction of environmentally friendly compounds into daily used products benefits the everyday life of consumers.

- Engagement with consumers can improve the perception of using bio-based products.
- Participating in events at local schools and/or events to engage the public with the innovations and benefits of the project.

Figure 2. Relation of stakeholders with the project



2.4.1. INDUSTRIAL ORGANIZATION AND CLUSTERS

ZEBRA-LIFE MARKET FIT AND PRELIMINARY EXPLOITATION STRATEGY

In order to identify the most appropriate target groups inside the industrial stakeholder group, it would be essential to understand the strategy that will be followed to exploit the project results. For that here below a brief market study is performed to at least identify the most relevant sectors to address the communication and dissemination activities.

As defined on the proposal phase, the ZEBRA-LIFE project results will be based on three main pathways:

1. Continued operation in the pilot plant beyond the LIFE project
2. Utilisation of Key Exploitable Results (KERs) by the consortium members, other stakeholders, and wider society to their own ends

3. Replication and scale-up of the ZEBRA-LIFE concept at other sites in Europe

POTENTIAL USERS AND MARKET ANALYSE

The project uses kraft lignin to produce different additives for different applications that have different requisites. The potential users of the ZEBRA-LIFE technology are two-fold:

- Paper and pulp industry: valorisation of black liquor (currently being burned in a recovery boiler) in addition to the substitution of fossil-based energy sources (lime kiln).
- End-users: utilisation in cosmetics, rubber, fuels, lubricants, and food industries.

Table 4. Potential users and Value Proposition

USERS	USERS' NEEDS	VALUE PROPOSITION
PAPER AND PULP INDUSTRY END-USERS	<ul style="list-style-type: none"> • Emission reduction • Black liquor valorisation 	<ul style="list-style-type: none"> • Change in business model → circular business model, profitability increase, production capacity increase
	<ul style="list-style-type: none"> • Sustainable, higher performance additives 	<ul style="list-style-type: none"> • Reduce carbon footprint of commercial products → environmental impact reduction
	<ul style="list-style-type: none"> • Sustainable, higher performance additives 	<ul style="list-style-type: none"> • Natural and healthy ingredients replacing actual synthetic, reaching equal techno-functional performance
	<ul style="list-style-type: none"> • Sustainable and safer ingredients • Potent UV absorbers 	<ul style="list-style-type: none"> • Bio-based ingredients from lignin • Solar protection formulations with better performance
	<ul style="list-style-type: none"> • Sustainable, non-petroleum-based additives with higher performance 	<ul style="list-style-type: none"> • Reduce carbon footprint of rubber products • Extend their lifespan

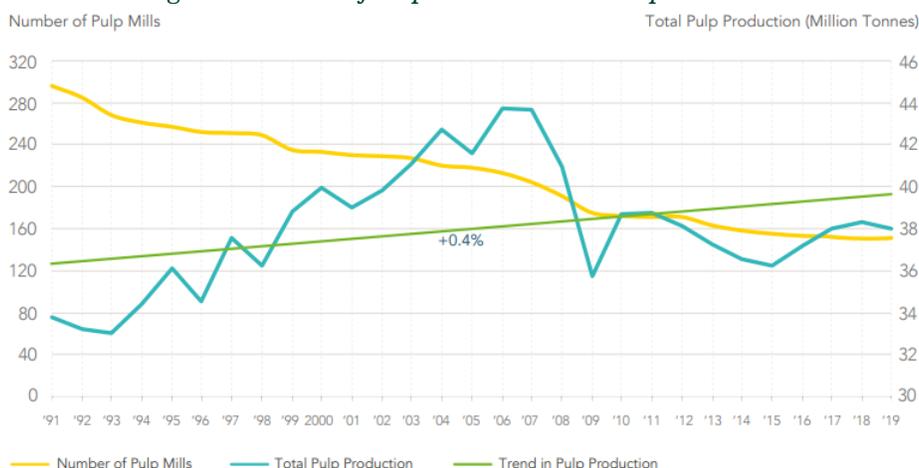
Pulp and Paper Market

According to the IEA, the pulp and paper industry currently processes about 170 million tonnes of black liquor per year worldwide.¹

The global paper and pulp market size was \$349.18 billion in 2020, and it is expected to grow moderately in the forecasted period.

¹<https://www.ctc-n.org/technologies/black-liquor#:~:text=According%20to%20the%20IEA%2C%20the,a%20very%20significant%20biomass%20source.>

Figure 3. Number of Pulp Mills and Total Pulp Production.



Lignin Market

Although the pulp and paper industry produces around 50-70 million tons of lignin/year, most of it is burned to generate energy; only 1 million tons reach the chemical market. This provides enormous opportunities for the creation of higher value chemicals as lignin is suitable for the production of a variety of bioaromatic, cyclical and linear chain chemicals. Lignin, is currently used in lagoon applications of medium and low value, as binding and dispersing agents, representing a market of \$ 730 million. Other markets include the production of vanillin (\$192 million) and cement additives (\$176 million). However, other applications, such as carbon fibers and phenols, have a much higher market potential. Commercial sales of lignin technique are limited but growing.

Antioxidant Market

The global market values of antioxidants are highly dependent on the sources consulted while the growth estimates (CAGR- Compound Annual Growth Rate) are around 4.5-6.5%. The market sizes that seem most realistic are, for Global Antioxidants Market, \$3.8 B (2019) and \$5.7 B (2027). Of the latter, \$2 B (2027) would be phenolic antioxidants with \$0.6 B of them intended for food.²

The global market share of phenolic antioxidants can be established according to the following classifications:

1. By product origin: synthetic 75%, natural 25%
2. By application: food (30%), pharmaceuticals and cosmetics (20%), plastics (10%), rubber and latex (10%), lubricants and fuels (20%) and others
3. By Region: Europe 20-30%, North America 25-40%, Asia 25-50%, the latter two very variable according to source, and South America 15%

The main players in the global production of phenolic antioxidants (mostly petroleum-based) are:

BASF SE (Germany), DSM (Netherlands), Oxiris Chemicals S A (Spain), Chitec Technology Co., Ltd. (Taiwan), Sumitomo Chemical Company (Japan), Mayzo Inc. (US), Double Bond

² <https://www.transparencymarketresearch.com/antioxidants-market.html>

Chemical Ind., Co., Ltd. (Taiwan), Addivant (US), Emerald Performance Materials LLC (US), and Kumho Petrochemical Co., Ltd. (South Korea). Otros: SONGWON, Adeka Corporation, Addivant, Dorf Ketal, Lanxess AG and SI Group.

UV Filter Market

Global UV Filter in Personal Care market size will increase to \$720 Million by 2025, at a CAGR of 5.0%, during the forecast period.

Europe is one of the biggest production and consumption regions of UV filters, with US, Canada or Brazil, and held a 33.52% production market share in 2015 and it is estimated that its market consumption will be of about 25% in 2022. The major players are Symrise, BASF, Ashland, DSM, and Novacyl.

SUMMARY

In the table below a summary of the different industries and related markets is presented together with the communication approach, dissemination level and targeted audience profiles. It will be important to mention that not only the organization will be relevant to approach but also the corresponding industry clusters.

Table 5. Relevant industries and markets

TARGETED INDUSTRIES		TARGETED MARKETS	
Paper and pulp		Lignin	
Fuels and lubricants		Antioxidant	
Food		Antioxidant	
Cosmetics		Antioxidant & UV filter	
Rubber		Antioxidant	
COMMUNICATION APPROACH			
Organizations		Clusters	
Share business technological needs and work on the definition of new value chain business models in the targeted industries. Enhance their participation in ZEBRA-LIFE networking events to build alliances and connect with other relevant players in the value chain.		Encourage the adoption of ZEBRA-LIFE innovative value chain business models and promote market replication schemes to the members of the targeted markets. Increase awareness of market possibilities in the targeted fields for circular economy solutions addressing them via ICT clusters.	
TARGET AUDIENCE			
Candidates who will support the technology transfer, and then the exploitation, of ZEBRA-LIFE technologies/products. Stakeholders participating in the paper and pulp, fuels and lubricants, food, cosmetics, and rubber value chain:		Regional, National and European clusters of targeted industries	
1) Individual companies			

- 2) Industrial Associations
- 3) Pulp and paper equipment manufacturers and EPC³s
- 4) Pulp and paper production, processing and distribution
- 5) End-users Firms
- 6) Waste recovery
- 7) Additional players in the value chain

2.4.2. COMMUNICATION WITH OTHER LIFE PROJECTS

The following LIFE projects have been identified as relevant because of the similarities in the products obtained or because the shared targeted industries. Thus, during ZEBRA-LIFE communication and dissemination implementation the below listed projects will be contacted for collaboration and sharing of best practices.

Table 6. Relevant European projects to ZEBRA-LIFE

PROJECT NAME / STATUS/ PARTNER	SHORT DESCRIPTION
LIFE BIOREFORMED	<p>It aims to improve sustainable Mediterranean-forest management by upgrading an existing biorefinery, using torrefaction and pyrolysis processes to produce renewable chemicals and fuels from forest biomass.</p> <p>Promotes a local biorefinery concept capable of processing biomass for different end-uses.</p>
LIFE I'M TAN (INNOVATIVE MODIFIED NATURAL TANNINS)	<p>It aims to use innovative eco-friendly, high-quality leathers for a wide range article such as footwear, handbags, and leather goods.</p>
LIFE BIO-LUBRICANT	<p>The project will build a new supply chain focused on the collection of used bio-lubricants in various industrial sectors (hydraulic oils in steel mills, fluids for metal quenching, etc.).</p>
LIFE CYCLOPS	<p>Recovering polyphenols from olive oil waste</p>
STRAW LIFE	<p>The main objective of STRAW LIFE is to demonstrate and validate the production of high-quality paper labels and folding carton with straw fibre instead of virgin wood fibre at industrial scale.</p> <p>This will be accomplished by mobilizing residual waste from barley and wheat cultivation, hereby transforming the current production into a circular model.</p>

³ EPC: Engineering, Procurement and Construction

2.5. STAKEHOLDER ANALYSIS

Table 7. Detailed stakeholders organisation analysis

TARGET GROUP	STAKEHOLDER
INDUSTRIAL ORGANISATIONS	<p>Sectorial industrial associations: Pulp and paper industry, Cosmetics industry, fuels and lubricants, rubber and rubbers, food industry.</p> <ul style="list-style-type: none"> • Pulp and paper industry: ASPAPEL (Asociación Española de Fabricantes de Pasta, Papel y Cartón), CEPI (Confederation of European Paper Industries) • Cosmetics industry: Stanpa (Asociación Nacional de perfumería y cosmética), AEIC (Asociación Española de Ingredientes Cosméticos), EFfCI (European Federation for Cosmetic Ingredients) • Food Industry: FESBAL (Federación Española de bancos de alimentos), FIAB (federación española de industrias de alimentación y bebidas), AEEVCOS (Asociación Español de Empresas de Comida y otros Servicios), ANICE (Asociación Española de Industrias Cárnicas), plataforma tecnológica Food for Life (España y a nivel Europeo) • Rubber and Rubbers: Consorcio Nacional de Industriales del Caucho, Agrupación de fabricantes de Neumáticos, PEFC (promoviendo el caucho sostenible), AEC (Asociación española de empresas de componentes para el calzado), GOMPLAST. • Fuel and lubricants: AGLA (Asociación de Gasolineras Libres), ASFE (Alianza Combustibles Sintéticos en Europa).
INDUSTRY CLUSTERS	Beauty Cluster, Global Cosmetics Cluster, Clúster MAV (Catalonian Advanced Materials Cluster), Asociación Cluster del Papel de Euskadi, Cluster de Alimentación del Valle del Ebro, Cluster Industrial de Cordoba, ASICE (Agrupación de Empresas Innovadoras del Caucho), Clustermav
OTHER LIFE PROJECTS	See section 3.4.2
INVESTORS – INDUSTRIALS AND GOVERNMENTS	ENION Partners, 7startup, Boundary Holding, GC International.
SCIENTIFIC COMMUNITIES	HUB-MADRID+CIRCULAR (Circular Economy Innovation HUB of the Community of Madrid), Catalunya Circular (Circular Economy Observatory), CIEC (Centro de Innovación y Economía Circular).
PUBLIC ADMINISTRATION BODIES AND POLICYMAKERS	The Sustainability Consortium (Circular Innovation Hub),

GENERAL PUBLIC

Consumer that aims to use bio-based products. Local schools and/or events to engage public with the benefits of the projects.

2.6. DISSEMINATION AND COMMUNICATION SUPPORT NETWORK

WP7 will strategically utilise existing regional and European networks to maximise its communication and dissemination impact. The key networks for this project are described below:

Table 8. ZEBRA-LIFE support networks identified

NAME	DESCRIPTION
EUROPEAN CIRCULAR ECONOMY NETWORKS	It is a European network that is enabling the communication of different national circular economy networks between them. These networks usually organise discussions and exchange of experiences on circular economy topics.
EU CALLS	<p>-Public & Private Organization: access a complete list of EU partners, expand your network, by adding other organizations, enterprise, and academic members.</p> <p>-SMEs: Enter all-in-one funding platform by bringing your market expertise on the table. Promote and financially support your ventures.</p> <p>-Researchers: Secure your funding resources for your scientific research under the most prominent European Programmes.</p>
LIFE CLOSE-TO-MARKET PROJECTS	<p>The LIFE programme helps companies, public authorities, NGOs, universities and institutes bring their green products, technologies, services and processes to the market.</p> <p>These so-called close-to-market projects launch innovative, demonstrative solutions that offer clear environmental and/or climate benefits. These projects also have a high level of technical and business readiness.</p>
EISMEA	The Agency is responsible for developing and implementing the European Innovation Council and manages other EU programmes in the fields of SME support, innovation ecosystems, single market, consumer policy and interregional innovation investments.
CIRCULAR BIO-BASED EUROPE	<p>It is a €2 billion partnership between the European Union and the Bio-based Industries Consortium (BIC) that funds projects advancing competitive circular bio-based industries in Europe.</p> <p>The role of Circular Bio-based Europe is to bring together various actors from bio-based industries, ranging from farmers to scientists, to solve the technological, regulatory and market challenges of the sector. Its public-private funding scheme boosts innovation and market deployment and paves the way for future investments.</p>
SMART SPECIALISATION PLATFORM	Smart Specialisation is a place-based approach characterised by the identification of strategic areas for intervention based both on the analysis of the strengths and potential of the economy and on

an Entrepreneurial Discovery Process (EDP) with wide stakeholder involvement. In the case of, ZEBRA-LIFE the platform “Ingredients for Circular Economy” will be of relevance.

2.7. KEY MESSAGES

A set of “backbone” messages have been defined, as the basis for a deeper approach to specific target audience and in relation with the activities that compose the project implementation plan:

Table 9. ZEBRA-LIFE Key messages to main target audience

MESSAGE	TARGET AUDIENCE	MEANS OF COMMUNICATION
<ul style="list-style-type: none"> Reduce cost of energy production for the pulp and paper industry recovering the energy produced during the additives production process Reduce cost of transportation for fuel, sourced from local producers. Reduction in the amount of waste that exits the facility to be taken to a landfill. Reduction of GHG emissions. Valorisation of waste product into a high value product. 	PULP AND PAPER INDUSTRY	Social media Website Conferences and Exhibitions Newsletter
<ul style="list-style-type: none"> Substitution of lignin for synthetic sunlight-protective, antioxidant, and preservative ingredients in skin care products. Lower the amount of synthetic ultraviolet (UV) actives in sunscreen Reduce the environmental impact of lotions and other dermatological supplies Higher content of natural and organic ingredients in lotions and sunscreen. 	COSMETICS INDUSTRY	Social media Website Conferences and Exhibitions Newsletter
<ul style="list-style-type: none"> The addition of lignin to rubber vulcanization (substituting for sulphur, selenium, and tellurium) assists with anti-aging properties Developing an effective strategy to delay or prevent thermos-oxidative aging in rubber and polymers. Less harmful chemicals used in the creation of the material. Lower amounts of organic chemicals and ingredients released when the rubber or polymer is disposed of after use. 	RUBBER AND POLYMERS INDUSTRY	Social media Website Conferences and Exhibitions Newsletter

<ul style="list-style-type: none"> Replacement of actual conventional antioxidant chemistries by novel renewable ones while keeping the same oxidation and degradation performance and compatibility. Contribution to reduce carbon footprint and environmental impact during the life cycle of the commercial products Potential reduction of the toxicity of the additives used in the formulation 	FOOD INDUSTRY	Social media <hr/> Website <hr/> Conferences and Exhibitions <hr/> Newsletter
<ul style="list-style-type: none"> Replacement of actual conventional antioxidant chemistries by novel renewable ones while keeping the same oxidation and degradation performance and compatibility. Contribution to reduce carbon footprint and environmental impact during the life cycle of the commercial products Potential reduction of the toxicity of the additives used in the formulation 	FUELS AND LUBRICANTS INDUSTRY	Social media <hr/> Website <hr/> Conferences and Exhibitions <hr/> Newsletter
<ul style="list-style-type: none"> The introduction of environmentally friendly compounds into daily used products benefits the everyday life of consumers. Engagement with consumers can improve the perception of using bio-based products. Participating in events at local schools and/or events to engage the public with the innovations and benefits of the project. 	GENERAL PUBLIC	Visual/audio-visual communication in social media <hr/> Website <hr/> Newsletter

2.7.1.COMPLEMENTARY COMMUNICATION MESSAGES

Table 10. Complementary communication messages

MESSAGE	TARGET AUDIENCE	MEANS OF COMMUNICATION
What is the circular economy? Circular economy as an alternative economy and sustainable model based on the usage of renewable and local resources to produce goods and services to all economic sectors.	Everyone	Visual/audio-visual communication in social media aligned to public administration messages. <hr/> Website <hr/> Social media
Benefits of bioeconomy projects implementation: - Reducing fossil and mineral resources dependency	Everyone and business or Industrial organisations related or with potential around circular economy	Visual/audio-visual communication in social media aligned to public administration messages <hr/> Website

<ul style="list-style-type: none"> - Decarbonization - New Business opportunities - SDG alignment - New employment - Increased Business competitiveness 		Social media <hr/> Newsletter
What does ZEBRA-LIFE offer	Investors and potential projects	Social media <hr/> Website <hr/> Conferences and Exhibitions <hr/> Newsletter

3. TOOLS AND PROCESSES FOR ENGAGING WITH STAKEHOLDERS

3.1. LOGO AND PROJECT VISUAL IDENTITY

The ZEBRA-LIFE brand has been designed to reflect the values, goals, and basic aspects of the project. To make a good use of the brand identity Inveniam Group has created a Corporate Identity Manual as an internal resource for the consortium. The goal of this Manual is to ensure the correct and uniform application of the visual identity of ZEBRA-LIFE. It's important for anyone who will develop material communication for the project to read carefully and to understand the accurate use of the brand. That way it is ensured a common visual line for all dissemination elements.

The ZEBRA-LIFE brand has as a Combination Mark. A Combination Mark is the combination between a wordmark (the name of the brand) and a symbol (icon). This kind of logo are the best ones for new projects or business because: it allows to express different aspects of the project and it also In this Combination Mark, that from now it will be address as logo, the project name is written in the font: "Fira Sans ExtraBold". This font is for exclusive use of the logo, and it should not be used in any of the other communication materials. Furthermore, the logo also has 2 symbols. Firstly, there is the "I" from the LIFE word, this icon represents the project's primary material: the black liquor. Its liquid shape makes a clear remark to the exact moment in which the drop separates from the mass. The second symbol in the logo is the graphic representation of the basic element of the project.

LOGO



ZEBRA-LIFE logo is a versatile one, with a wide range of adaptations to the different applications to ensure its readability. The adaptations are:

- Horizontal
- Secondary colors
- Secondary colors in horizontal
- Black
- White
- Description of ZEBRA.

All those could be found in the Corporate Identity Manual together with a description of the right use.

Figure 4. ZEBRA-LIFE main logo

VISUAL IDENTITY

The visual identity will accompany the tone and style chosen in the logo. The primary colours chosen are the dark green palette which reflect the primary colour of the project's primary material, the black liquor. To accompany the dark green, the colour palette chosen is based in the brown colour and it reflects the multidisciplinary background and expertise of the consortium members, as well as the wide range of application typologies, but always in the same colour range as the product aim is the same. Colours are a fundamental part of the visual identity of the project. The different colours remark essential aspects of the visual communication of the brand. Here it can be found the RGB and HEX values for their accurate use in the different applications.

Figure 5. ZEBRA-LIFE visual identity

R= 0 G= 65 B= 53 #004135	R=42 G=140 B=122 #2A8C7A	R= 0 G=217 B=177 #00D9B1	R=64 G= 55 B=47 #40372F	R=158 G=110 B=68 #9E6E44	R=217 G=186 B=158 #D9BA9E
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3.2. ZEBRA-LIFE TEMPLATES

The templates have been developed for any material that will be published by the consortium during and after the project timeline has ended. The templates allow for any partners to utilise them and create uniformity between publications and recognisability in the industry. Documents in Word and PowerPoint format produced by the consortium will follow a unified template, designed by Inveniam’s graphic design team, and using the established visual identity. All documents will include the logo and the project name at the heading, the EU flag at the footer, the font specificities specified in the visual identity, the bibliographic reference style will be APA style.

All project partners can access to them via the ZEBRA-LIFE intranet (Sharepoint).

3.3. ZEBRA-LIFE WEBSITE

The ZEBRA-LIFE website will be the main information showcase of the project. It will be developed by CENER in cooperation with Inveniam. The website will be held under the coordinator’s www.bio2c.es domain. BIO2C is the Biorefinery and Bioenergy Centre owned by CENER where the pilot plant will be constructed. A landing page is foreseen for M3 and a complete functional and operational website is planned for M6.

Website efficiency will be underpinned by the criteria of:

- Usability. Clear and accessible structure
- Content updating
- Accuracy in the content suitability

All partners will be requested to deliver content for the website. The working language of the website is English. Nevertheless it is the ambition to have the most relevant content (brochures, videos, articles, etc.) accessible for Spanish speakers as all project consortium and community is based in Spain.

The Web Site map will be designed to offer a complete overview of the project and an easy access to all its activities. The download area will give the possibility of free downloads of all the public outputs carried out during the project’s life.

The website will also allow visitors to formalize their online subscriptions to ZEBRA-LIFE newsletters. In addition, the website will include a section where the collaboration with other EU projects will be presented and will also allow the possibility to contact the project.

At the time of the release of this deliverable the project website is under construction. Therefore, the website map structure that follows is only provisional:

Table 11. Website preliminary structure

HOME/MAIN PAGE	<ul style="list-style-type: none">• Main Slider• ZEBRA-LIFE News• Social Networks Widgets• Website Footer
ABOUT ZEBRA-LIFE	<ul style="list-style-type: none">• Project Info and Objectives• Partners
NEWS & PUBLICATIONS	<ul style="list-style-type: none">• Project News• Project Publications (Download area)

Additionally, a general description of ZEBRA-LIFE will be created in all partners websites as a static information point and linked to ZEBRA-LIFE official website.

3.4. ZEBRA-LIFE IN THE SOCIAL MEDIA

Social media is key to communication activities since the posts can reach a very broad public. Also, social media platforms involve sharing and collaborating with an online community not only by posting, but it also allows commenting, sharing, and interacting with one another. ZEBRA-LIFE will use social media accounts (Twitter and LinkedIn) to communicate with all groups of stakeholders informally the key message described and listed above. The information that is planned for dissemination will be free of IPR or copyright issues and be free to distribute.

In social media platforms, to increase the impact of the posts, ZEBRA-LIFE accounts will make use of the support networks by using hashtags that are relevant or add links to the support networks accounts. Examples of these are:

Table 12. Tags or hashtags examples to increase impact

TAGS	HASHTAGS
@LIFEprogramme	#LIFEprogramme #LIFEproject
@cinea_eu	#LIFEprojects #EUGreenDeal
	#SustainableFinanceEU #PlasticsStrategy
	#WasteToResource #ClimateNeutralEU
	#CleanEnergyEU #EU2050

In addition, each partner will be targeting specific groups for their dissemination activities. This is so that the data and information generated will be efficiently received by the relevant audiences. Dissemination of the activities being carried out during the ZEBRA-LIFE project is vital to the success of not only the work being conducted but also the promotion and support of future research into the addition of natural organic materials into the marketplace. In this case, each partner will be responsible of the post creation making sure that the following points are followed

- Always mention or tag the financing programme (LIFE Programme, EC)
- When possible, always tag the project partners.
- The information shared can only come from project’s public content (i.e. public deliverables).

Table 13. Dissemination strategy by partner

PARTNER	DISSEMINATION STRATEGY
CENER	<ul style="list-style-type: none"> • Web: www.cener.com • Newsletter:

PUBLIC
PAPER AND PULP INDUSTRY
Renewable gas industry

<https://www.cener.com/en/newsletter/>

- LinkedIn:
<https://www.linkedin.com/company/centro-nacional-de-energias-renovables-cener---national-renewable-energy-centre/>
<https://www.linkedin.com/groups/1934791/>
- Facebook:
<https://www.facebook.com/CENER.CentroNacionalDeEnergiasRenovables>
<https://www.facebook.com/CENER-National-Renewable-Energy-Centre-of-Spain-207162752351>
- Twitter:
https://twitter.com/CENER_Energia
- Youtube:
<https://www.youtube.com/channel/UCIT9qqFFM8SSBUSNsTnYUrg>

CTR
*Investors - Industrial
Rubber Industry*

- Web:
<https://www.ctrsa.com/>
- LinkedIn:
<https://www.linkedin.com/company/centro-tecnologico-riojano/about/?viewAsMember=true>
- Collaboration with articles of a technical nature with the Revista del Caucho, edited by the National Consortium of Rubber Industrialists (ASICE-COFACO) and with the magazine of the SLTC (Latin American Society of Rubber Technologies). These two associations also organize annual technical conferences in which the results of the project could be presented.

ROKA FURADADA
*Public
Cosmetic Industry*

- Web:
<https://www.rokafuradada.com/>
- LinkedIn:
<https://www.linkedin.com/company/rokafuradada/?originalSubdomain=es>
- Publications in:
 - Farmatech
 - Industria Cosmética
 - Revista de la Sociedad Española de Químicos Cosméticos (NCP)
 - EIC Accelerator program
 - Asociación Española de Ingredientes Cosméticos (AEIC)
 - European Federation for Cosmetic Ingredients (EFFCI)
 - Beauty Cluster
 - STAMPA
 - Barcelona & Catalonia Start-up Hub
 - Parc de Recerca de la Universitat Autònoma de Barcelona (PRUAB)
 - Parc Científic de Barcelona (PCB)

REPSOL
*Investors - industrial and
government
Renewable gas industry*

- Web:
<https://www.repsol.com/es/energia-innovacion/technology-lab/index.cshtml>
<https://www.repsol.com/es/sala-prensa/repsol-news/index.cshtml>
- LinkedIn:
<https://www.linkedin.com/company/repsol/?originalSubdomain=es>
- 2 publications a year in their own journal.
- Collaboration with more than 190 public and private associations, universities

ASINGAR

Own communication channels:

*Public
Food Industry*

- Web:
<https://www.asincarc.com/>
- LinkedIn:
<https://www.linkedin.com/company/asincarc/?originalSubdomain=es>
- Twitter:
<https://twitter.com/asincarc>
- Facebook:
<https://www.facebook.com/asincarcCT>

ASINCAR will communicate with their cluster members through periodical communications by email for spreading relevant information that could be interesting for them.

Moreover, they organise periodically technical seminars in their facilities about relevant topics, such as the one tackled in the project. They foresee the organization of 1 or 2 sessions around the project activities during its duration. ASINCAR also participates in multiple regional, national and EU events, so we could also expect dissemination in this line.

ASINCAR food technologists visit relevant Technology Conferences (e.g., Food Tech conferences) annually, as well as main Food Fairs (Gourmet at national level; Alimentaria, Anuga, Food ingredients Europe, Free from, functional Food Expo at EU level).

In this line, ASINCAR is member of the technological platform Food for Food Life-Spain (owned by FIAB, the national Federation of Foods and Drinks), the Spanish association of meat industries (ANICE86), as well as three European thematic Agrifood smart specialization platforms (S3P): Nutritional Ingredients, that fits perfectly in the scope of this project, Smart Sensors 4 Agrifood, and Bioeconomy.

Own communication channels:

- Web
www.bioquochem.com
- LinkedIn
[linkedin.com/bioquochem](https://www.linkedin.com/company/bioquochem)
- Twitter
<https://twitter.com/bioquochem>

BQC will communicate through periodical communications with current clients, distributors and providers and potential ones, and participate in TechTransfer Agri Food and MedicalExpo newsletter to spread relevant information that could be interesting for them. Annually, QC also participates in different relevant and international events in different sectors such as Food for Future, Alimentaria, Analytica, LabVolution, Polyphenol World Congress, among others that also fits in the scope of the project and where we will disseminate the project activities.

Own communication channels:

- Web:
<https://www.inveniam-group.com/>
- LinkedIn:
<https://es.linkedin.com/company/inveniam-group>
- Twitter:
<https://twitter.com/inveniamgroup>

Inveniam Group will communicate with their large network of international investors who can support further development of the ZEBRA-LIFE project after the completion of the LIFE grant. This network also has influential connections to possible policymakers who will be able to work with governmental entities to create legislation that

BIOQUOCHEM

INVESTORS - INDUSTRIAL

BIOTECH INDUSTRY

INVENIAM GROUP

*Investors - industrial and
government
Policymakers*

will better support the circular economy, use of organic materials in industries, and implementation of biofuels into the transportation and energy sectors.

3.5. PROMOTIONAL MATERIAL

Brochures and posters will be designed and produced prior to communication in-person events, such as congresses. These materials are designed to be utilised digitally and at in-person settings like events, conferences, meetings, etc. The materials will contain a brief explanation of the project, consortium, potential impact and benefits.

3.6. PROJECT VIDEOS

Project explainer videos are short online videos to present a project. Project explainer videos will be prepared by the Inveniam team to communicate the project details or project news. After being reviewed and validated by the project consortium, they will be uploaded on the website of the project and will be promoted in social media and through the Newsletter.

3.7. PRESS RELEASE

Press releases are written communication reporting specific but brief information about the project presentation or kick off meeting, announcing a relevant event related to the project progress or any other relevant happening. For instance, so far there has been one press releases announcing the project kick off and the consortium members.

Table 14. Press release publications

DATE	MEANS	NAME	LINK	GOAL
December 2022	Online press	Energias Renovables	Link	Project presentation
December 2022	Online press	Industria Ambiente	Link	Project presentation
December 2022	Online press	Parc de Recerca UAB	Link	Project presentation
December 2022	Online press	Parc Científic de Barcelona	Link	Project presentation

3.8. NEWSLETTER

A six-monthly newsletter will be broadcast by electronic channels (email, social media, etc.) to the free online subscribers to spread the work of the project. The newsletter will come out alongside the project in month M6, M12, M18, M24, M30, M36, M42 and M48.

The newsletter will essentially synthesise the project advancements and provide links to download the reports and relevant information elaborated in ZEBRA-LIFE. The newsletter will provide information in a synthetic form, which will be accessible in full version in ZEBRA-LIFE webpage. The content of the newsletter will include past events or meeting

reports, future invents announcements and invites, progress of the project, good practices or examples that are relevant to the project impact, etc.

3.9. CONFERENCES AND EXHIBITIONS

Congresses relevant to this project and that ZEBRA-LIFE plans to present the project or the results. These types of events facilitate communication and dissemination of the project results, and especially for those congresses and events outside of the project's regional scope area, the presence of the project facilitates and encourages the replication of the project results. Also, congresses are a key tool for increased networking to share experiences with relevant actors and also identifying synergies between other projects or companies.

The conferences and exhibitions identified as relevant to ZEBRA-LIFE are:

- Europe:
 - European Bioplastics Conference (<https://www.european-bioplastics.org/events/eubpconference/>)
 - Biofuels International Conference & Expo (https://biofuelsnews.com/conference/biofuels/biofuels_index_2022.php)
 - Cosmetics Europe (<https://cosmeticseurope.eu/newsevents/cosmetics-europe-annual-conference-2021>)
 - In-Cosmetics <https://www.in-cosmetics.com/global/en-gb.html>
 - Cosmetorium <https://www.cosmetorium.es/>
 - Renewable Materials Conference (<https://renewable-materials.eu/>)
 - The European Biopolymer Summit <https://www.wplgroup.com/aci/event/european-biopolymer-summit/>
 - European Biofuels Conference (<https://plattsinfo.spglobal.com/european-biofuelsconference.html>)
 - ICA 2023. The First International Conference on Antioxidants: Sources, Methods, Health benefits and Industrial Applications. ([sciforum](https://sciforum.com))
 - Food ingredients Europe (Fi Europe) <https://www.figlobal.com/fieurope/en/home.html>
 - Nutraceuticals Europe <https://www.nutraceuticalseurope.com/>

4. DETAILED COMMUNICATION AND DISSEMINATION PLAN

4.1. MEANS OF COMMUNICATION

4.1.1. ONLINE MEANS OF COMMUNICATION PLAN

Online communications refer to any communication made with telematic means, for example by using email, phone, videoconference, etc. In the following table are presented different means of online communication and its corresponding target group and content.

Table 15. Online communication strategy

MEANS	TARGET GROUP	TYPE OF MESSAGE / CONTENT
Media	Everyone	Project or consortium updates
Email with newsletter	Industrial organisations or clusters related, other LIFE projects, investors, Public administration bodies and Policymakers	Events schedules
Website content and news	Everyone	Project or consortium updates, as well as contact information
Press releases in online press	Everyone	Project or consortium updates
Videos	General Public and industrial organisations or clusters related.	General presentation of the project/goal's achievement
Webinars	Industrial organisations or clusters related, other LIFE projects or investors	Dissemination activities and/or communication of project progress (lesson learned) or to attract projects or investors.
Online meetings	Industrial organisations or clusters related, other LIFE projects or investors	Attract or communication with project managers/users

4.1.2. OFFLINE COMMUNICATION PLAN

Offline communications refer to any communication made by physical means, for examples face-to-face meetings, fairs, congress, etc. In the following table are presented different means of online communication and its corresponding target group and content.

Table 16. Offline communication strategy

MEANS	TARGET GROUP	TYPE OF MESSAGE / CONTENT
Conferences and Exhibitions presence through talks and Posters/flyers	Everyone	General presentation of the project/goal's achievement
Stakeholders' meetings	Industrial organisations or clusters related, other LIFE projects or investors	Attract or communication with project managers/users.

Consortium cards	Everyone	Project presentation and contact information
Press releases	Everyone	Project or consortium updates

4.2. DATA SECURITY AND MANAGEMENT OF INTELLECTUAL PROPERTY

In order to protect any sensible project or partner’s information, an internal procedure has been set prior to the publication of any communication. This process has the aim to avoid the following:

- IP infringement
- Disclosure of sensible information
- Publication of content which is not aligned with the partner-specific communication strategy

COMMUNICATION MEAN	PROCEDURE
PROJECT’S PRESS RELEASES AND PICTURES	<ol style="list-style-type: none"> 1. The press release will be written by the partner author of the communication. 2. Content will be first supervised by the coordinator 3. Then, reviewed by the rest of partner which will need to provide feedback before 48h. 4. Publish the content in the ZEBRA-LIFE website which link will be provided to the corresponding journalists. 5. Once published in the ZEBRA-LIFE website, content can be included in the corresponding partners websites.
PARTNER’S PRESS RELEASES AND PICTURES (RELATED WITH ZEBRA-LIFE ACTIVITIES)	Need to be shared and reviewed by the coordinator min. 48h before it’s publication
SOCIAL MEDIA CONTENT	<ol style="list-style-type: none"> 1. Always mention or tag the financing programme (LIFE Programme, EC) 2. When possible, always tag the project partners. 3. The information shared can only come from project’s public content (i.e. public deliverables).

4.3. SPECIFIC PLANNED COMMUNICATION AND DISSEMINATION ACTIVITIES

4.3.1. SPECIFIC COMMUNICATION ACTIONS

Table 17. Specific communication actions

COMMUNICATION ACTION	CHANNEL	TARGET AUDIENCE	KEY MESSAGE/GOAL	TIMING
LAUNCH SOCIAL MEDIA (TWITTER AND LINKEDIN) ACCOUNT AND PRESENT DE PROJECT THROUGH POSTS	Social media post	Everyone	Present the project	M2
SOCIAL MEDIA POSTS MINIMUM ONCE PER WEEK	Social media post	Everyone	Communicate the progress and updates	M2-M48
INFORM PRESS ABOUT THE PROJECT KICK OFF AND THE PROJECT GOALS	Press release	Everyone	Present the project and the consortium	M1-M3
SET UP OF THE WEBSITE AND THE VISUAL ENTITY OF THE PROJECT	Website	Everyone	Present the project and establish the basic source of information about the project, as well as contact info and news or updates	M3
ARRANGE MEETINGS WITH PUBLIC ADMINISTRATION AND POLICYMAKERS OF THE KEY REGIONS OF CATALONIA	Meetings (offline and online)	Public administration and policymakers	Present the project and strengthen trust relationships to collaborate with the stakeholders	M2-M5
PRESENT THE PROJECT IN RELEVANT CONGRESSES	Congresses	R+D, investors, industry, policymakers	Explain what is circular economy and the benefits of the renewable origin additives from sustainable resource	M1-M48
SHARE THROUGH SOCIAL MEDIA AND ON THE WEBSITE AN EXPLANATION VIDEO ABOUT THE PROJECT	Video	Everyone	Explain what is circular economy and the benefits of the renewable origin additives from sustainable resource	M6
PREPARE NEWSLETTERS EVERY SIX MONTHS AND FORWARD IT TO THE LIST OF MAPPED STAKEHOLDERS	Newsletter	Key stakeholders	Project updates, announcing events and sharing relevant information related to circular economy.	M3-M48

4.3.2. SPECIFIC DISSEMINATION ACTIVITIES

Table 18. Specific dissemination activities

COMMUNICATION ACTION	CHANNEL	TARGET AUDIENCE	TIMING
PRESENT THE PROJECT IN CIRCULAR ECONOMY AND RELEVANT INDUSTRY CONFERENCES AND EXHIBITIONS	Conferences and Exhibitions	R+D, industry, investors	M1-M48
PRESENT RESULTS IN PEER-REVIEW JOURNAL PUBLICATIONS	Publication in peer-reviewed journals	R+D	M30-48

5. MONITORING AND EVALUATION OF DISSEMINATION ACTIVITIES

5.1. ACTIVITY LOG

The dissemination and communication activities and actions will be recorded in Activity logs similar to the table below. Different tables will be created for each type of communication (social media, press release, conferences and exhibitions, etc).

Table 19. Example of activity log matrix

DATE	ACTIVITY	MEANS	NAME	LINK	PARTNER	GOAL
DD/MM/YY	Project KoM	Social media	Twitter			Project presentation

Specific follow-up will be done to follow the project presentations, releases in press, social media/web and relevant LIFE programme activities.

5.2. COMMUNICATION AND DISSEMINATION KPIS

The communication of information and the results generated during this project will help support the exploitation of the results and system once the project is completed. Maintaining clear channels of communication between the consortium, the stakeholders, and the target groups. During the project the consortium will develop a communication plan that will clearly display the activities to be undertaken throughout the entire project and after. Effective communication with the stakeholders, public, scientific community, and the different levels of government is an integral part for the success of this project.

Below is a draft version of the different communication activities that will be carried out throughout the project. These Key Performance Indicators will be followed throughout the timeline, that will be elaborated in the communication plan, to plan the communication activities during the project:

Table 20. KPI description and targets

NUMBER	COMMUNICATION METHOD	KPI	ESTIMATED LEVEL OF ENGAGEMENT
1	Website	Number of updates per month	≥ 1
2		Annual visits	≥ 1.500
3	Project material	Leaflet annual downloads	≥ 50
4		Newsletter subscriptions per years	≥ 50
5		Press release per quarter	≥ 1
6		Audiovisual, monthly uploads to website	≥ 1
7	Social media	Twitter, posts per weeks	≥ 1
8		Linkedin, posts per weeks	≥ 1
9		Number of other relevant articles publication per year	≥ 15
10	Trade fairs, conferences, and exhibitions	Attending and/or presenting at events. Participation in workshops. Per year.	≥ 3
11	Interactive Multi-Stakeholder Events	Organizing and attending local events to support stakeholders and partners. Per year.	≥ 5
12	Education lectures	Present the project, results, tasks, and other important information at research institutions and universities. Per year	≥ 2

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