



Recycling carbon dioxide in the cement industry to produce added-value additives: a step towards a CO₂ circular economy

Deliverable D8.3

Dissemination Plan

WP 8 – Dissemination, Communication, Education and training

Version 1.0

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Delivery date: 07/11/2017

Dissemination level: Public

Type: Report



This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No. 768583. The content of this publication is the sole responsibility of the authors. The European Commission or its services cannot be held responsible for any use that may be made of the information it contains.



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Revision History

Author Name, Partner short name	Description	Date
IIT Projects Office	Forms template shared with project partners	03/10/2017
IIT AVT CERTH ERIC DVGW KIT POLITO	RUG HST IOL MET MTM TITAN Partners contribution	11/10/2017
Francesco Piacentini, IIT	Draft Deliverable (v0.1) and catalogue	28/10/2017
Giulia Campodonico, IIT	Review (v0.2)	03/11/2017
Valeria delle Cave, IIT	Review (V0.3)	06/11/2017
Samir Bensaid, POLITO	Final review and approval (V1.0)	07/11/2017


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1 Introduction

The RECODE Dissemination Plan is setting the reference framework for project activities within *WP 8 - Dissemination, Communication, Education and Training*. This plan provides indeed a preliminary overview of measures that will be adopted by the consortium to ensure effective communication of the project and dissemination of its results.

Starting from information collected at proposal phase, the document has been elaborated based on a mapping carried out by each partner regarding the objectives of respective dissemination plans, expected target stakeholders, as well as planned communication and dissemination activities.

This document is intended to provide all necessary information and indications on RECODE dissemination and communication issues. A RECODE Dissemination Catalogue is included as Attachment to this document. The catalogue collects all the identified target stakeholders and channels and is available to project partners on the RECODE platform¹.

1.1 Plan update

This deliverable is to be regarded as a living document along the project implementation.

Since the deliverable is submitted at early project stage, the analyses of targeted stakeholders and activities are to be considered as preliminary and subject to further elaboration in the course of the project. Indeed, the *Dissemination Plan update* (D8.3) planned at M18 will provide an opportunity to consolidate such analyses and further detail the plan of activities, building on and complementing the elements of *Exploitation plan* (D1.3, M12).

The Dissemination catalogue included as Attachment will be open for constant update and further development all along the project duration.

1.2 Use of this document: licence and disclaimer



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The author(s) of this document have taken any available measure to ensure that the information contained in this Plan is accurate, consistent, lawful, and up to date. Nevertheless, the author(s) or any RECODE Consortium member that somehow participated to the creation of this document shall be liable for any direct, indirect, or consequential loss or damage caused by or arising from any information advice or inaccuracy or omission herein.

¹ <https://istitutoitalianotecnologia.sharepoint.com/sites/ext/recode/SitePages/Home.aspx>

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2 Policies and legal basis

Dissemination in RECODE is governed by provisions contained in the Grant Agreement (GA) and Consortium Agreement (CA) as well as by guidelines included in the *Project Quality Plan* (D1.1). These contractual documents will be complemented by future project deliverables such as the *Data Management Plan* (D1.2, M6) and the *Exploitation Plan* (D1.3, M12).

The dissemination rules presented here below are a simplified summary of the provisions included in the relevant sections of the Grant Agreement and Consortium Agreement, and specifically:

Grant Agreement

- Art 29 Dissemination of results – Open Access – Visibility of EU funding
 - Art 29.1 Obligation to disseminate results
 - Art 29.2 Open access to scientific publications
 - Art 29.3 Open access to research data
 - Art 29.4 Visibility of EU funding
 - Art 29.5 Disclaimer excluding EC responsibility
 - Art 29.6 Consequences of non-compliance
- Art 38 Promoting the action – visibility of EU funding
 - Art 38.1 Communication activities by beneficiaries

Consortium Agreement

- Art 8.1 Ownership of results
- Art 8.4 Dissemination

2.1 Obligation to disseminate results

According to Grant Agreement Art 29.1 "each beneficiary must as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium)". This does not change:

- The obligation to protect results (Art 27)
- The confidentiality obligations (Art 36)
- The security obligations (Art 37)
- The obligation to protect personal data (Art 39)

2.2 Visibility of EU funding and disclaimer

In line with GA provisions (Art 29.4-29.5), any dissemination of project results (in any form, including electronic) must indicate at all times that the project received funding from the European Union and indicate that it reflects the authors' view, thus excluding any European Commission responsibility for any future use. More in details, in all dissemination partners must:

- **Display high resolution EU flag**, which should be given appropriate prominence when displayed with the project logo or any other logos.

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- Include the following **acknowledgement**
 - **Dissemination and communication material**
"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768583 (RECODE project)"
 - **Application for IP protection (patents)**
"The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768583 (RECODE project)"
- Include the following **disclaimer**
"The content of this (paper/article/publication/report) is the sole responsibility of the authors. The European Commission or its services cannot be held responsible for any use that may be made of the information it contains".

Failure to respect these provisions could result in the non-payment of the costs claimed to produce the work as specified in GA Art 29.6.

2.3 IP protection

Intellectual Property (IP) protection and access rights are detailed in the project Consortium Agreement.

RECODE partners have the obligation to manage and protect intellectual property, as stated in Grant Agreement Art. 23a and 27.

The partners have agreed since proposal phase that, in line with EU requirements, when possible the protection of project results will have priority towards dissemination.

Should protection not be possible or reasonable, dissemination will be pursued according to provisions set out and agreed in *Section 8 – Results* of the CA.

To avoid possible misunderstanding, the project *Exploitation Plan* (D1.3) will further detail out all key project exploitable results and identifying the consortium strategy towards either protection or dissemination.

2.4 Open access

According to GA provisions (Art 29.2), each beneficiary must ensure full open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its project results.

The following procedures have been identified for each partner to follow before applying for scientific peer-reviewed publications:

- Check if the journal/conference policy on open access² are compliant with EC rules
If open access (either green or gold) is not granted or the embargo period is higher than 6 months, negotiations with publisher are possible and the eventual article processing charges (APC) are eligible for EC funding. Should this not be possible, partners should refrain from publication.

² <http://www.sherpa.ac.uk/romeo/index.php>

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Once the publication is approved, the following additional steps should be followed:

- Upon publication (or assignation of DOI in case of conference proceedings), the publication machine-readable copy must be uploaded on Zenodo within the RECODE project community - <https://zenodo.org/communities/recode/>³
- Open access must be provided either on publication or within 6 months from publication if an embargo is requested by the publisher
- Additional deposit in other repositories (e.g. institutional ones, Arxiv, etc.) is possible as long as the chosen repository is OpenAire compatible⁴, attention is paid not to double the DOI assignation to the publication and cross-reference is provided

2.4.1 Open access to research data

Given the project participation to the open Research Data Pilot, open access – when possible – should be also provided to the digital research data generated in the project. In particular, each RECODE partner shall:

- (a) Deposit in a research data repository (possibly RECODE community in Zenodo) and take measures to make it possible for third parties to access, mine, exploit, reproduce and disseminate — free of charge for any user — the following:
 - a. the data, including associated metadata, needed to validate the results presented in scientific publications as soon as possible
 - b. other data, including associated metadata, as specified and within the deadlines laid down in the Data Management Plan (D1.2 and further updates)
- (b) Provide information — via the repository — about tools and instruments at the disposal of the beneficiaries and necessary for validating the results (and — where possible — provide the tools and instruments themselves).

2.5 Role and responsibilities

WP 8 - Dissemination, Communication, Education and training is led by RUG while IIT is responsible for *Task 8.1 - Dissemination and Communication activities*.

IIT will therefore retain overall responsibility for the carry out and monitoring of dissemination and specifically for keeping an updated dissemination register that will collect details on all dissemination activities related to RECODE performed by any member of the Consortium.

All partners are responsible for contributing to dissemination and communication activities of the project based on the information provided and included in the dissemination catalogue.

³ Upload URL: <https://zenodo.org/deposit/new?c=recode>

⁴ <https://www.openaire.eu/search/data-providers#text>

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3 Dissemination and Communication Strategy

3.1 Objectives

The overall objective of this deliverable is to provide a comprehensive reference framework for the planning, implementation and monitoring of dissemination and communication activities. Indeed, this plan:

- Identifies the project stakeholders and target audiences
- Specifies the project's various communication tools/channels and preliminary messages
- Outlines a preliminary action plan for the implementation of activities
- Sets out guidelines for the dissemination of research/relevant policies and legal basis
- Identifies roles and responsibility within the consortium

Dissemination can be defined as "the public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium".⁵ Indeed, RECODE dissemination activities aim at:

- Informing key project stakeholders about RECODE results
- Facilitating and enabling the use and uptake of project results

Communication can be defined as "a strategically planned process, which starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results".⁵ Accordingly, the objective of RECODE communication activities is to inform both the identified project audience/target groups as well as society at large about the project and its results. More specifically, communication activities aim at:

- Raising public awareness on project objectives
- Increasing public visibility of RECODE activities
- Supporting the project dissemination objectives
- Demonstrating how EU funding contributes to tackle relevant societal challenges

Communication and dissemination activities will be implemented through a number of complementary and mutually enforcing tools and channels described in Section 4. Tools and channels.

3.2 Stakeholders' analysis

RECODE dissemination and communication activities will target entities at local, national and European level which are operating the areas of circular economy, CO₂ purification/reutilisation, biofuels, green chemistry and energy.

A preliminary analysis of potential stakeholders has been carried out during the project preparation phase and is thus available in the GA - Description of Action. Using this as a starting point, more specific categories of stakeholders have been identified through additional analysis during the preparation of this dissemination plan. Furthermore, a consultation has been launched among project partners, which have

⁵ http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

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been asked to identify specific organizations within said categories. The categorisation has been fine-tuned based on the feedback received.


Six clusters of stakeholders that could be interested in the project outputs have been identified as reported in Table 1 below.

Table 1: RECODE stakeholders

Category	Description
Industry and/or commercial	<ul style="list-style-type: none"> • European industry <ul style="list-style-type: none"> - Cement industry - European chemical and energy industry - Biogas industry - Mineral/Fillers industries - Others as relevant • Financial institutions • Industrial Associations and other entities operating at EU and national level • Network associations for science, industry, politics and society
Policy making/institutional	<ul style="list-style-type: none"> • Institutional and political entities at EU level • Institutional/political entities at national/regional level: <ul style="list-style-type: none"> - National governments, line ministries (e.g. industry, environment etc) - Regional governments, Research Energy and Clean Technology Clusters, etc. - Relevant European initiatives (e.g. SPIRE)
Research and scientific community	<ul style="list-style-type: none"> • Universities • Research centers • Research alliances/networks
Entities involved in related projects and initiatives	<ul style="list-style-type: none"> • Consortium closed and ongoing relevant projects • Related external projects • EU wide initiatives
Civil society	<ul style="list-style-type: none"> • Non-profit organisations and foundations • Others
General public	<ul style="list-style-type: none"> • EU citizens and beyond

Overall, it is expected that identified target stakeholders will play an important role by:

- Providing feedback on project activities and results
- Sharing knowledge and creating long term collaboration opportunities
- Supporting the identification of priorities and tailoring project activities to the needs of end-users
- Increasing the exploitation perspective of the project results
- Enhancing project visibility

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3.3 Key messages

Consistently with RECODE objectives, expected impact and technological challenges, the following key messages have been identified:

- RECODE boosts circular economy
- RECODE: a step towards circular economy
- RECODE: contributing towards a sustainable future

Tailored messages targeting relevant target groups will be further developed along project evolution in order to ensure effective dissemination of project results.

3.4 Plan of activities

The RECODE plan will be articulated in four dissemination phases as reported below. The four dissemination phases are strictly interconnected and mutually enforcing with the four project stages as summarised in Table 2.

- **Phase 1 (M1 - M24): generating awareness about the RECODE project and its approach**

At early project stage, results available will be limited as research activity will be primary focused on concept design and basic analysis of proposed solutions. Therefore, dissemination strategy will focus on: i) developing and setting up tools to be used along project implementation; ii) raising awareness among the stakeholders' community and general audience on the project objectives and expected impact. Dissemination to the scientific community will also be implemented through the participation at ad hoc conferences and application to target journals.

- **Phase 2 (M13 - M36): enhancing the understanding of the RECODE approach and its benefits**

As the implementation/research activity progresses towards a higher level a maturity of proposed solutions, dissemination activities will focus on reaching target specialised audiences in order to enhance their understanding of RECODE ongoing scientific achievements. At the same time, communication will continue targeting the broader public through various channels.

- **Phase 3 (M25 - M48): encouraging the active take-up of the RECODE results**

At the final stage of project implementation, communication and dissemination will focus on spreading information on technology developed to potential customers and end-users in order to ensure their take up and exploitation. At the same time, the consortium will aim at informing the general public on how solutions developed can be effectively used to tackle societal challenges.

- **Phase 4 (M37 – M48+): consolidating the dynamics created by the RECODE approach**

Dissemination and communication activities will not be confined to the project duration. They will continue after the conclusion of the project with the view to promote exploitation of RECODE results in the medium-and long-term.

Table 2 Plan of activities

Project phases key activities		Dissemination and Communication phases & key activities	
INITIAL M1-M12	<ul style="list-style-type: none"> ▪ Design of test site for TRL6 pilot plant ▪ Concept design of the purification systems ▪ Design of nanoCaCO₃ system ▪ Concept design of (electro)catalytic CO₂ reaction lines 	<p>Phase 1: Awareness creation</p> <ul style="list-style-type: none"> ▪ Project visual identity definition ▪ RECODE project website and social networks set up ▪ Stakeholder mapping and catalogue creation ▪ General communication materials creation ▪ Dissemination and communication planning ▪ Preliminary press release ▪ Early communication at congresses and conferences ▪ Awareness campaign via social media and website ▪ Scientific publication in journals and conference proceedings ▪ Networking with SPIRE association and projects 	
			MID M13-M24
ADVANCED M25-M36	<ul style="list-style-type: none"> ▪ Control system for the integrated unit developed of TRL6 pilot plant. ▪ CO₂ purification tests with IL ▪ Integration of nanoCaCO₃ precipitation system ▪ Design development and integration of the sub-system for catalytic reaction ▪ Integrated system analysis 	<p>Phase 3: Encouraging take-up</p> <ul style="list-style-type: none"> ▪ Awareness campaign via social media and website ▪ Scientific publication in journals and conference proceedings ▪ Presentations at major congresses and fairs ▪ Project newsletter distribution ▪ Organisation of guided tours of RECODE facilities ▪ Press release on project results ▪ Organisation of project second training ▪ Organisation of project workshops targeting specialised stakeholders 	<p>Phase 4: Consolidation</p> <ul style="list-style-type: none"> ▪ Awareness campaign via social media and website ▪ Scientific publication in journals and conference proceedings ▪ Presentations at major congresses and fairs ▪ Project newsletter distribution ▪ Press release on project results ▪ Organisation of guided tours of RECODE facilities ▪ Organisation of the EU level final conference
FINAL M37-M48	<ul style="list-style-type: none"> ▪ TRL 6 system prototype operation and monitoring ▪ IL performance certification in prototype ▪ Environmental impact analyses/Techno-economic barriers analysis & market potential 		
BEYOND RECODE			

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4 Tools and channels

In order for dissemination and communication activities to be effective, available tools and channels need to be tailored according to the specificity of each target group. A detailed description of envisaged tools/channels has been included in section. Table 3 summarizes how different target stakeholders will be reached through selected tools and channels.

Table 3: tools/channels and target audiences

	Industry and/or commercial	Policy making/institutional	Research and scientific community	Related projects and initiatives	Civil society	General public
Project visual identity	✓	✓	✓	✓	✓	✓
Print materials						
<i>Flyer</i>		✓	✓	✓		✓
<i>Factsheet</i>	✓	✓	✓	✓		
<i>Posters</i>	✓		✓			
Content						
<i>Presentations</i>	✓	✓	✓	✓	✓	✓
<i>Training materials</i>	✓		✓	✓		
<i>Press releases</i>	✓	✓	✓	✓	✓	✓
<i>E-mail newsletter</i>	✓	✓	✓	✓	✓	✓
Audio-visual tools	✓	✓		✓	✓	✓
Scientific publications	✓		✓	✓		
Events						
<i>Scientific conferences</i>	✓	✓	✓	✓		
<i>Other events</i>	✓	✓	✓	✓	✓	✓
<i>Relevant European initiatives/SPIRE</i>	✓	✓	✓	✓	✓	
<i>Project workshops and training events</i>	✓	✓	✓	✓		
<i>Guided tours</i>	✓		✓	✓		
Social media	✓	✓	✓	✓	✓	✓

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4.1 Project tools

In order to successfully convey the above listed messages to the respective target audiences and reach the highest impact possible, the project consortium will refer to a five level strategy involving different tools:

- project visual identity
- print material
- content material
- audiovisual

4.1.1 Project visual identity

The visual identity of the project has been developed during the first month of project implementation aiming at ensuring a recognizable and uniform project design applicable to communication and dissemination activities by all consortium members.

The visual identify of the RECODE project is comprised by logo, banners and key colours that are applied in a coherent manner in all project templates described in the *Communication material* (D8.2).

4.1.2 Print materials

All print materials have been described in details in the *Communication material* (D8.2). Among the different printed tools, the key ones are the following:

Business cards

A project business card has been created, featuring the project RECODE logo and key project contact information. Business cards will be printed and distributed by IIT to all project partners. These will be used as dissemination/communication tools and distributed during external meetings and events.

Flyers

A project flyer has been produced at M3 containing key project information. Additional flyers will be produced along project implementation targeting different target groups (e.g. industrial stakeholders, scientific community etc.).

Flyers will be primarily produced in English. These will be shared with partners for translation into the six other consortium languages (Dutch, French, German, Greek, Italian and Lithuanian).

Factsheet

A project factsheet will be produced to promote RECODE key concepts and messages, to be distributed at key events, through partners' network as well as on the web.

The factsheet will be produced in English. It will be shared with partners for translation into the six other consortium languages (Dutch, French, German, Greek, Italian and Lithuanian) upon necessity.

Posters

A poster will be produced at early project stage in order to provide the scientific audience with an overview of the RECODE project, its objectives and expected impact.

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Additional posters will be created along project implementation and will be tailored according to the scientific conferences where partners will present the project and its scientific achievements. The posters will be produced in English.

4.1.3 Content tools

Presentations

Standard presentations and a one-slide template has been developed and described in the *Communication material* (D8.2). Additional project presentations will be produced all along the project evolvement paying attention to tailor the message and language to the audience and goals.

Press releases

Press releases will be produced and shared among to national and international media on regular basis in order to inform selected stakeholders on project objectives and main results. These will be shared indicatively at key project milestone moments. As Task 8.1 Leader, IIT will produce press releases in occasion of key project phases in both English and Italian language. These will be shared with partners media offices for translation into the 5 other consortium languages (Dutch, French, German, Greek and Lithuanian).

Newsletter

Starting from the second year of the project, e-mail newsletter will be periodically distributed to target stakeholders. The newsletter will provide information on project related news, project's progresses, and key events. The newsletter will be produced in English.

Training material

Training material will be developed in the forms of PPT presentations, case studies and hand-outs. These will be delivered to trainees during project training and events both in hard copy and through digital support.

All training material will also be downloadable from the RECODE website and will be included in the *Production & distribution of an educational material on digital support* deliverable (D8.8, M48).

4.1.4 Audio/visual tools

Photos

Photos will be regularly taken along project implementation in conjunction with key events, such as project periodical meetings, scientific events, project training/workshops/conferences. These will be shared through relevant dissemination tools, such as the public website "news section" as well as social media.

Videos

A project video will be created in order to introduce selected audiences to project results through multimedia online channels. This possibility will be further explored along project implementation vis-a-vis actual project developments. Additional information will be included in the *Dissemination Plan Update* (D8.4).

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4.1.5 Scientific publications

Publications presenting the project in major scientific journals are an effective way to disseminate project results to the scientific community and to attract the interest of representatives of the various target groups.

Along the project implementation, the scientific partners of the consortium will prepare articles and papers to be published in peer-reviewed international journals and conference proceedings.

To ensure open access to all peer-reviewed scientific publications, each partner, who is planning to publish an article for a journal or on peer-reviewed conference, should ensure in advance that the selected journal/conference allows compliance with the EC rules on open access.

Publications will be tracked on the project's website and made available according to the open access rules. All publications of the consortium during the project and for one year after the end of the project will be subject to the rules defined in the Consortium Agreement in Section 8.4 "Dissemination" and further detailed in the "Project Quality Plan (D1.1)".

4.2 Project main channels

4.2.1 Scientific journals and proceedings

Journals and conference proceedings will represent one of the key channel for scientific dissemination. Before applying to journals or conferences, attention will be paid to the impact factor as well as to open access and copyright policies. This will guarantee to have the highest visibility while still guaranteeing compliance with Horizon 2020 provisions.

A preliminary analysis of target papers, related impact factors and open access conditions has been performed and included in the Dissemination Catalogue (Attachment to this Plan – snapshot in Figure 1).

Journal/Paper	Partner													Editor	Journal Impact Factor (2016)	ISSN	Open access		
	1. IIT	2. AVT	3. CETH	4. ERIC	5. DVGW	6. KIT	7. POLITO	8. RUG	9. HST	10. IOL	11. MET	12. MITM	13. TITAN				RoMEO colour	Version	(*) Embargo (highlighted: non EU compliance)
Chemical Communication	✓													ROYAL SOC CHEMISTRY	5.318	1289-7345	Yellow	- Author - pre-print - Author - post-print (*)	12 m
Chemical Engineering Journal	✓	✓												ELSEVIER SCIENCE SA	8.218	1285-8947	Green	- Author - pre-print - Author - post-print	
ChemSusChem	✓		✓					✓						WILEY-VCH VERLAG GMBH	7.226	1864-5621	Yellow	- Author - pre-print - Author - post-print (*)	12 m
Energy Environment Science	✓													ROYAL SOC CHEMISTRY	29.518	1754-5582	Yellow	- Author - pre-print - Author - post-print (*)	12 m
Green Chemistry			✓					✓						ROYAL SOC CHEMISTRY	8.125	1463-9282	Yellow	- Author - pre-print - Author - post-print (*)	12 m
Journal of Catalysis			✓					✓						ACADEMIC PRESS INC ELSEVIER SCIENCE	5.884	0021-9517	Green	- Author - pre-print - Author - post-print	
ACS Catalysis			✓					✓						AMER CHEMICAL SOC	10.614	2155-5435	White	- Author - pre-print - Author - post-print	
Appl. Catalysis B Environmental			✓					✓						ELSEVIER SCIENCE BV	5.446	0950-3373	Green	- Author - pre-print - Author - post-print	

Figure 1 – RECODE Dissemination Catalogue: Scientific Papers

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4.2.2 Events

Scientific conferences

The RECODE results will be disseminated at a number of conferences gathering the scientific community and industrial stakeholders. National and international conferences will represent an excellent opportunity to share the results with experts in the field and, therefore, to achieve an effective dissemination of the project.

A preliminary list and related timeline of these events has been identified by the consortium partners in the Dissemination Catalogue (Figure 2). Along project implementation, the events will be selected based on the evaluation of target impact and considering the most suitable timing for the available project results.

	Expected timeline (underlined: EU located events, highlighted: events held/approved)				Partner										Field	Scope (International, European, national, local)	Website		
	2018	2019	2020	2021	1. BT	2. AVT	3. BIRTH	4. ERIC	5. DVGW	6. MIT	7. RUG	8. HST	9. IOL	10. IRET				11. IRTM	TITAN
Deliverable (Deliverable Report)	<u>18-19 Oct</u>																Chemistry & Bio	International	http://www.recode-project.eu/
Congresso Nazionale della Società Chimica Italiana			<u>Feb</u>														Chemistry (General)	International	http://www.sic.it/
IFAC congress			<u>5-12 Jul</u>														Chemistry (General)	International	http://www.ifac.org/en/ifacon2019/locations/paris
Marathonathon		<u>11-14 Sep</u>	<u>Oct</u>	<u>Nov</u>													Science/Technology	International	http://www.marathonathon.eu/
European biomass conference and exhibition (EUBCE)		<u>14-18 May</u>	<u>Oct</u>	<u>Nov</u>													Biomass and Energy	International	http://www.eubce.com/2019/
W-FallMCC			<u>Oct</u>														Failure Mechanics of Concrete and Composite Structures	International	http://www.wfallmcc.com/
EuropeDel			<u>15-22 Aug</u>														Chemistry and Chemical Engineering	European	http://www.europe-del.eu/
Netherlands Catalysis and Chemistry Conference (NCC)		<u>5-7 March</u>															Chemistry and Chemical Engineering	European	http://www.ncc.nl/

Figure 2 – RECODE Dissemination Catalogue: Scientific Conferences

Project workshops and training events

Project workshops will be organized as ad hoc events to assure participation of specialised stakeholders and increase impact by reaching a wider audience. The workshops will be focused on the RECODE technology and systems and, where feasible, will be organized in connection with other European or national events (e.g. SPIRE PPP annual meetings, EU information days etc.).

Training activities will be organized along the project implementation in order to present main project achievements and raise awareness on them. Training events will be organized, where feasible, as short open seminars as side events at several periodic progress meetings (i.e. M18, M36). Training activities will mainly target students and professionals and will be focused, but not limited to, the following subjects: science, market, skills, regulations/health & safety, environment, and policy.

A final EU level training event and conference will be organised by the end of the project together with a workshop for presenting main project achievements to the general public, policy makers, a school for PhD or graduated students. The workshop will be likely organised in Greece. It will promote the project outputs and link with EU policies contributing to the sustainability of the biofuel sector. Active visit of the demo site at TITAN will be included in the course.

Guided tours

Guided tours of the TRL 5 RECODE facilities will be organized for students, researchers, public authorities, component and system manufacturers and other stakeholders at the final stage of the project. Additional details on this activity will be included in D.8.4 “Dissemination Plan Update”.

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Other events

Consortium partners will participate to a number of international events, including high-level conferences/summits and international trade fairs for the industry’s suppliers and potential customers. These events will represent a relevant opportunity for dissemination of project results, since they target both the scientific community and the industrial stakeholders. In addition, it is expected that the RECODE partners will take active part in international events dedicated to promoting science to the general European public, such as the European Researchers Night (NIGHT) and the Athens Science Festival.

This channel will therefore provide facilitate knowledge sharing, personal interaction, networking and community building with target audiences at the national and European level.

A preliminary list and related timeline of these events has been identified by consortium partners. Such list will be updated along the project implementation, at latest every 6 months. When possible, partners should pay attention to match their participation to said events with project results.

4.2.3 Media

Website

The RECODE website has been published on M2 and will serve as a key tool for internal and external communication. The project website is available at the following link: <http://www.recodeh2020.eu/> and has been described in details in D8.1 – Project website-

Social media

In order to reach a broad target audience, RECODE will be actively promoted through social media.

At this early stage of the project, the sole RECODE Twitter account has been set up. The link to the twitter account is available at the following link: <https://twitter.com/RecodeH2020>).




Username and hashtags to be used:

@RecodeH2020
 @EUScienceInnov
 @SPIRE2030
 #circulareconomy
 #H2020

Figure 3 – RECODE twitter main page

A project SlideShare account has been set up to disclose project presentations through the project website: <https://www.slideshare.net/recodeh2020>

Once more project results will be available and news will therefore be more appealing, additional tools such as LinkedIn and Facebook will be considered to foster potential impact. This information will be included in the *Dissemination Plan Update* (D8.4).

	<p style="text-align: center;">Title</p> <p style="text-align: center;">Dissemination Plan</p>	<p style="text-align: center;">Deliverable number</p> <p style="text-align: center;">D8.3</p>
		<p style="text-align: center;">Version</p> <p style="text-align: center;">1.0</p>

Popularised publications & news

Press coverage will help the project to reach a wider list of stakeholders and, at the same time, to create a general awareness about the importance and main objectives of the project. Feature articles on popular science and technological magazines and interviews and articles on newspapers will be promoted by the direct contact with journalists and editorial staffs. Press releases will be published on the two main international scientific news platforms Eurekalert and Alphagalileo, in order to provide information about the project to a broader interested journalistic audience. The collaboration among press offices in the Consortium will be relevant to guarantee an international media coverage.

4.2.4 Open access repositories

In line with GA requirements and with the project participation to the European Commission Open Data Pilot, RECODE partners will publish all project scientific publications in Open Access.

Aside to the Open Access option within the selected journals and conferences, Open Access repositories will also represent a key channel for distributing all project publications and selected datasets according to provisions to be defined in the Data Management Plan (D1.2).

A RECODE project community has been set up within Zenodo⁶ but additional Open Access repositories may be used by partners as long as they are OpenAire compatible.

4.2.5 Related initiatives and projects

SPIRE community

RECODE dissemination activities will take place under the framework of SPIRE⁷, the contractual Public-Private Partnership dedicated to innovation in resources and energy efficiency enabled by the process industries.

RECODE will contribute to the integrated approach to communication and dissemination activities promoted by SPIRE through its website and network.

Along the project implementation, RECODE partners will take active part in initiatives organised within the SPIRE framework, notably through the participation to ad hoc scientific/policy events and the delivery of presentations on RECODE objectives and results. When feasible, joint events and workshops with other SPIRE projects will be taken into consideration.

Moreover, the SPIRE website will host a page dedicated to RECODE, where information about all SPIRE projects and links to project-dedicated websites are published⁸. Likewise, the RECODE public website has been linked to the SPIRE website through the insertion of the SPIRE logo and link at the bottom of each page. This will greatly enhance the visibility of RECODE results among relevant practitioners.

⁶ <https://zenodo.org/communities/recode/>

⁷ <https://www.spire2030.eu/intro>

⁸ <https://www.spire2030.eu/projects/our-spire-projects>

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Related projects

All RECODE partners have a long experience in research projects and the project approach relies on upon previous experiences as identified in proposal phase. At the same time, the consortium acknowledges the importance of cross-projects collaboration for increasing the mutual impact and visibility.

A preliminary identification of linked projects has been included in the Dissemination Catalogue (Figure 4), limited for the time being to projects in which the RECODE partners have an active role. The analysis will be further developed in the upcoming months to include external projects whose objectives are in line with RECODE ones.

PROJECT DETAILS				FUNDING INFORMATION				Partner Involved															
ACRONYM	TITLE	PROJECT WEBSITE	CORDIS WEBSITE	STATUS	AUTHORITY	FUNDS	REFERENCE	1..IIT	2..AVT	3..CERTH	4..ERIC	5..DVGW	6..KIT	7..POLITO	8..RUG	9..HST	10..IOL	11..ISET	12..IMTM	13..TITAN			
OCEAN	Oxalic acid from CO ₂ using Electrochemical Ammonium salt	http://www.kit.edu/2020/06/01/oxalic-acid-from-co2-using-electrochemical-ammonium-salt/	http://cordis.europa.eu/project/object/1010211278_8.html	Ongoing	European Commission	H2020	767788	✓	✓														
CEBERCOM	Electrolytic CO ₂ conversion into ethylene via combination of Cationic Electrochemical and Di-chemical CO ₂ fixation technologies	https://cordis.europa.eu/project/object/1010211279_4.html	http://www.kit.edu/2020/06/01/oxalic-acid-from-co2-using-electrochemical-ammonium-salt/	Ongoing	European Commission	H2020	817650	✓	✓														
TCRFA	Tranlyl Electrolytic Reactor for energy Resource efficiency And process Intensification	https://www.kit.edu/2020/06/01/oxalic-acid-from-co2-using-electrochemical-ammonium-salt/	http://cordis.europa.eu/project/object/1010211279_4.html	Ongoing	European Commission	H2020	877471		✓														
ROA-E	Research regarding to Ionic Liquids (ROA-E)	https://www.kit.edu/2020/06/01/oxalic-acid-from-co2-using-electrochemical-ammonium-salt/	n.a.		National	BMW	03KR154X																
	Erweiterung der biologischen Methanierung für PFG-Kontakte - TP 107: Gasifizierung mit anaeroben Flüssigkulturen		n.a.		National	MW BW	TE33-15-0-195																

Figure 4 – RECODE Dissemination Catalogue: Related projects

Other related initiatives

Aside to the SPIRE activities, RECODE will monitor the related initiatives taking place at either local, national, European, or international level. Such initiatives indeed represent a good visibility and networking opportunity.

A preliminary analysis has been included in the Dissemination Catalogue and will be completed along the project implementation.

NAME	TARGET	Partner													Expected outcome of the collaboration	WEBSITE								
		1..IIT	2..AVT	3..CERTH	4..ERIC	5..DVGW	6..KIT	7..POLITO	8..RUG	9..HST	10..IOL	11..ISET	12..IMTM	13..TITAN										
SPIRE	EU			✓	✓																		Development of SPIRE objectives, networking, joint events	https://www.spire2020.eu/spire/initiative-association
Italian Concrete Days	National							✓															Research promotion and increase project visibility	http://www.associazionemacp.com/
EXL- EXchange on Ionic Liquids	National																						Exchange of ideas, new collaborative projects	http://www.unc.de/exl/about
Cement Sustainable Initiative (WBCSD-CBI)	International																						✓ Keeping cement community updated about project results and increase project visibility	https://www.wbcscement.org/
European Cement Research Academy (ECRA)	EU																						✓ Keeping cement community updated about project results and increase project visibility	https://ecra-cpi.net.org/homepage/

Figure 5 – RECODE Dissemination Catalogue: Related initiatives

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5 Monitoring

Dissemination and communication efforts and impact should be regularly monitored along the project.

Table 4 provides a set of indicative targets and indicators. IIT and the responsible WP leader (RUG) will constantly monitor the progresses towards identified targets. In case of deviations, parameters will be adjusted along project implementation in coordination with consortium members (notably in occasion of project periodical meetings).

Table 4 - dissemination targets

RECODE Tool	Indicator
Flyers	Number of flyers distributed
Press releases	Number of press releases
E-Newsletter	Number of newsletters distributed
Presentations at conferences/fairs	Number of attended conferences with presentation or posters
Project workshops	Number of trainings organised
Training events	Number of registered participants
EU level final conference	Number of events within conferences organised
Guided tours of the TRL 5 Plant	Number of tours organised
Virtual tours of the TRL 5 plant	Number of visualisations
Publications in scientific journals	Number of accepted articles in peer-review journals
	Number of accepted articles in conferences
Social media	Number of members/followers
	Number of retweets
	Country distribution
Website	Monthly visits
	Country distribution
	Number of downloads per month
	Number of references from external web pages