



Mid-term report on communication and dissemination activities

Deliverable 10.3 (v1)

WP10 Communication and dissemination

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D10.3 Mid-term report on communication and dissemination activities

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 820665





D10.3 Mid-term report on communication and dissemination activities

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VERSION RECORD

Version	Date	Author	Description of changes
V1	14/07/2020	EuPC	Document creation

APPROVALS

Author/s	Reviewers
CIRCE	Reviewer 1: CIRCE
IKMIB	Reviewer 2: IKMIB

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EXECUTIVE SUMMARY

This document gathers all the communication and dissemination materials development for the project since its beginning in September 2018 until August 2020 (M24) and will be updated again in the end of the project (in M48). In addition, **the document evaluates the impact of the specific dissemination actions on the visibility of the project.**

Most project results achieved during the project duration are in line with the main objective of WP10, which is to widely spread polynSPIRE results among the main target groups identified during the development of the market analysis and the business plan studies. All polynSPIRE dissemination activities aim to raise awareness about its real added value not only in economic terms but also in technical, environmental and social figures.

In the document all dissemination and communication materials are listed and explained. It covers a brochure, banner, general power point presentation, templates, press releases, project website, etc. Moreover, the document presents impact of polynSPIRE dissemination activities on the visibility of the project. So far, these dissemination activities included: e-newsletter, networking events series, social media activities, polynSPIRE videos, webinar, etc.

D 10.3 is the result of works done in all project tasks, as well as the feedback from all partners who are periodically updating (every 6 months) the realization of Communication and Dissemination Plan defined at the beginning of the project. Hence, **the document also presents the updates obtained from all the partners through Plan of Use and Dissemination of Knowledge (PUDK)**, giving a breakdown of conferences, internal events, and publications where polynSPIRE was presented.

The specific work done and methodology used to obtain the results is focused around the Google Analytics that was used to evaluate the impact of the dissemination activities on the visibility and acceptance of the project by the external stakeholders.

The results from the Google Analytics were compared against predetermined indicators. **The website had 2445 users (visits), and given the fact that the project will last for another 2 years, the consortium is confident that the “GOOD” category, which is expected to have 5000 -10,000 website visits by the end of the project, could be achieved.**

Some of the the greatest impact on the visibility of the project was achieved by organizing polynSPIRE webinar, creating E – newsletter, hosting networking events, and creating proprietary videos. These dissemination actions will continue in the future, and should be **followed by publishing scientific results in peer review papers.**

At the time this report is being drafted, dissemination activities are affected by national lockdown and security policies due to Covid-19 pandemic. Once this situation would be under control, all the partners need to continue to promote polynSPIRE results by taking part in various conferences and events, as expected.

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OVERVIEW OF THE DELIVERABLE

WP: 10

Task : Dissemination and public communication actions (Task 10.3)

Title : Mid-term report on communication and dissemination activities

General description of the deliverable, as in the DoA, describing:

- Report on communication and dissemination activities

LIST OF ABBREVIATIONS AND ACRONYMS

D – Deliverable

DoA – Description of Action

PUDK – Plan of Use and Dissemination of Knowledge

SC – Steering Committee

GA – General Assembly

WP – Work Package

1 INTRODUCTION

1.1 OBJECTIVES AND KEY COMMUNICATION MESSAGES

In order to achieve the objectives of the polynSPIRE project, an efficient dissemination strategy has been developed and implemented. The strategy is captured in the Communication and Dissemination plan, and the plan was already updated once in order to follow the progress of the project.

The main purpose of the Communication and Dissemination plan is to set clear and reliable rules, aiming at ensuring targeted and effective dissemination of project's objectives, activities and results. The strategy envisaged all dissemination methods, tools and channels for the identified target groups.

The dissemination objectives of polynSPIRE project are the following:

- Establishment of core messages of the project
- Identification of communication and dissemination methods and tools
- Dissemination of the results, solutions and knowledge collected within the project to the audience
- Definition of partners' responsibilities in dissemination activities

The communication and dissemination actions are performed throughout the whole duration of the project, progressing from initial awareness raising to the promotion of the polynSPIRE deliverables. These actions are supported by materials for communication which are customized according to the targeted public (project partners, industry associations, policy makers, governmental representatives, etc.).

The polynSPIRE objectives are fully explained in the project proposal and these objectives will be the key messages. The strategy highlights the project's objectives and convey the key messages to a widest possible audience that includes policy makers, representatives of industry organisations, the general public, and media.

The overall objective of polynSPIRE is to demonstrate a comprehensive set of innovative, cost-effective and sustainable solutions, aiming at improving the energy and resource efficiency of the recycling processes for postconsumer (after product's end of life) and post-industrial (produced during transformation processes from raw materials to the final product) plastic containing materials.

2 CREATION OF THE DISSEMINATION MATERIAL

2.1 THE POLYNSPIRE IMAGE: LOGO & BRANDING

The polynSPIRE logo was created at the beginning of the project, and it includes a short name of the project, with an aim to capture the attention of the target audience.

The logo is used on all internal and external documents, deliverables, reports, dissemination materials, websites, and presentations. The logo forms the basis of the polynSPIRE brand and the colors and style will be used throughout the project. Both versions of the logo can be found below (Figure 1).



Figure 1 The polynSPIRE Logo (both versions with and without motto)

2.2 PROJECT WEBSITE

The project website is available at www.polynspire.eu and it is updated on a regular basis with the latest results and news concerning the project. The polynSPIRE website includes the following content:

- **Project Welcome Page** – general project description, latest news, subscription to polynSPIRE newsletter and acknowledgement of the EU funding
- **About us** – list of project partners including their logos, website address, contact persons and a brief description of an organization
- **Challenges** – barriers for plastic packaging, polynSPIRE goals, contribution to the SPIRE roadmap, polynSPIRE and Circular Economy Package
- **Solution** – polynSPIRE concept and main objectives, solution in more details, impact, business plan and project timeline
- **News & Events** – latest news about the project and events where polynSPIRE will be presented
- **Documents** – a repository of reports/deliverables that is available to the general public
- **Press area** – all public information about the project including project summary, general presentation, logo, press releases
- **Members Area** – this is a restricted part of the website, reserved for internal communication and containing all intellectual outputs, and available only for the consortium members and authorized visitors
- **Social Media** – links for dedicated LinkedIn and Twitter accounts

2.3 GENERAL PROJECT PRESENTATION

The general polynSPIRE Power Point presentation (“Boosting the Circular Economy in Europe”) was set-up in order to give a non-confidential overview of the background, the objectives and the structure of the project. The presentation is available on [project’s website](#) and can be used by the partners for the communication purposes.



Boosting the Circular Economy in Europe



The project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no 820665



Figure 2 Title page of the general presentation

2.4 BROCHURE

One of the main communication tools of polynSPIRE is the project-own brochure which is presented at conferences and workshops as well as in the offices of the polynSPIRE partners. This way, visitors, business partners, and clients can inform themselves about the project. Like the rest of the communication material, the design of the brochure matches the polynSPIRE logo. The two versions can be accessed on the website (www.polynspire.eu). If reading this document on a digital device, the reader may find the English version [here](#) and Spanish version [here](#).



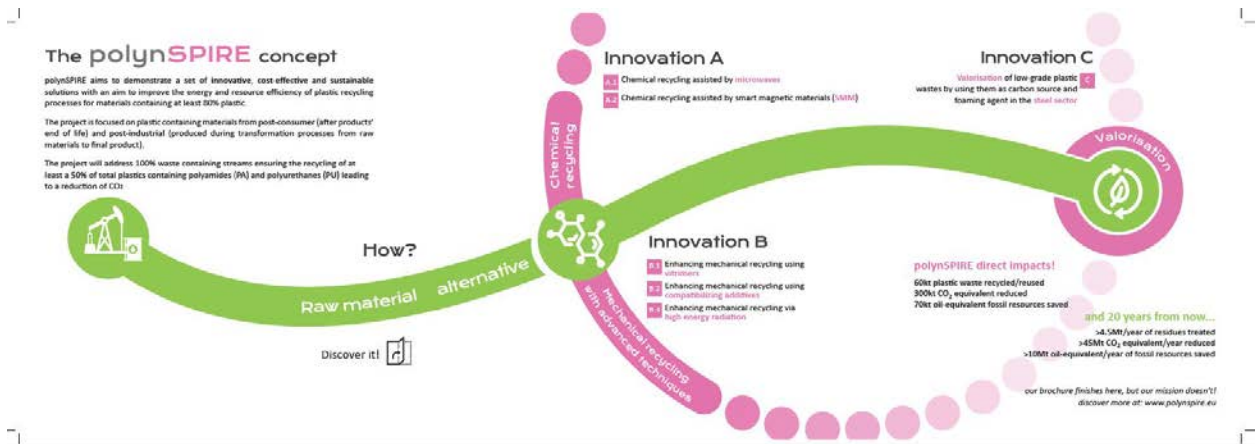


Figure 3 polynSPIRE Brochure (English version)

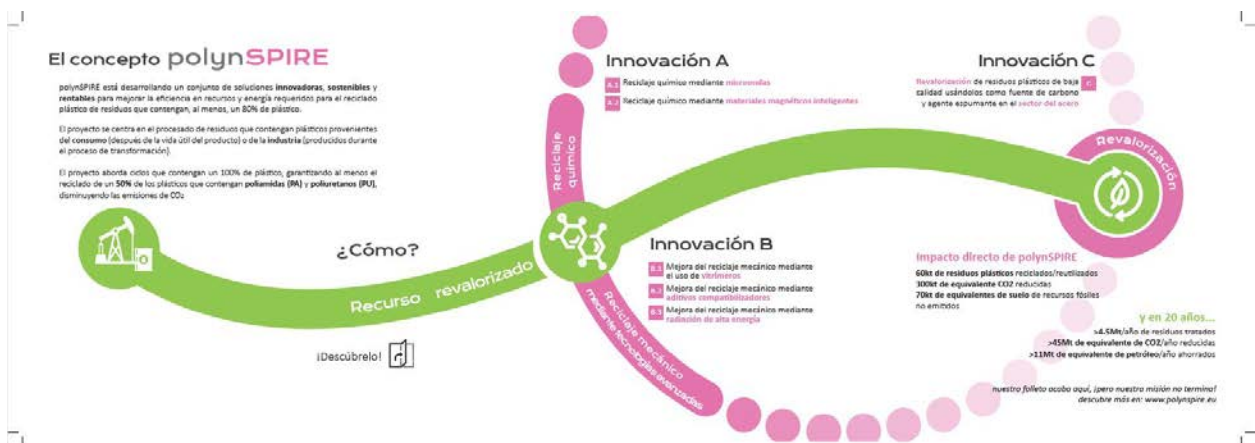


Figure 4 polynSPIRE Brochure (Spanish version)

2.5 ROLL – UP BANNER

A banner was developed in an early stage of the project. It is envisaged that each partner will have the banner for the dissemination purposes. This banner is used to present the project during conferences, workshops and trade shows. The banner summarizes the key facts of the project, and its design and layout are based on the official polynSPIRE logo.

2.6 PROJECT VIDEOS

At least two introductory videos were planned to be produced during the project, and they should be disseminated via social media, polynSPIRE website and a YouTube channel.

2.6.1 First video (Official First Promo Video)

The first video was published on 3rd October 2019 and it is available on all dissemination platforms, such as polynSPIRE website, Twitter, and EuPC's YouTube channel. The video gives some basic information about the project, three innovations, and the unique polynSPIRE approach to identified challenges. The video can be accessed directly via the following link: www.youtube.com/watch?v=QAOcmFUUVk8.

On the day when the first video was published, there was an additional online activity on the project website, and according to the Google Analytics 35 users visited the website (Figure 5).

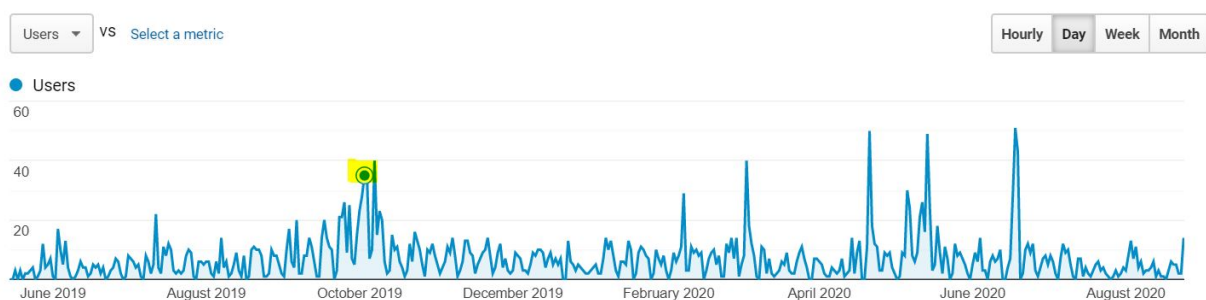


Figure 5 Daily online traffic on 3rd October 2019

In addition, according to the data from EuPC's YouTube channel, by August 2020, the video registered a total of 417 views (Fig. 6).



Figure 6 polynSPIRE Promo Video

2.6.2 Second Video (Istanbul Event Wrap Up)

The second video is focused on the technical visit and presentation to the project to a wide public audience, kindly organized by polynSPIRE's IKMIB partner (Fig. 7). The video was available on 22nd November 2019 on the polynSPIRE website, Twitter, and CIRCE's YouTube channel. The video has two parts, the first part is about the polynSPIRE networking event in Istanbul (2019), while the second part gives a unique inside perspective into the consortium through a visit to Kordsa's factory. The video can be accessed directly via the following link: www.youtube.com/watch?v=AsWnuE8JFSE&feature=youtu.be.



Figure 7 Istanbul Event Wrap Up

On the day when the second video was published, there was a minor online activity on the project website, and according to the Google Analytics 14 users visited the website (Figure 8). In addition, according to the data from Circe's YouTube channel, the video has 107 views.

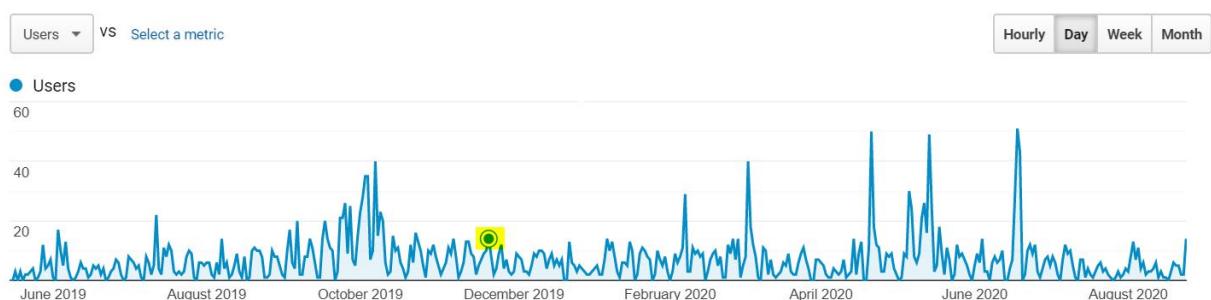


Figure 8 Daily online traffic on 22nd November 2019

2.7 TEMPLATES

Common layouts for the project documents are used. Dedicated templates for deliverables and PowerPoint presentations are available and all project partners can access to them via the [polynSPIRE intranet](https://emdesk.eu/cms/?s=Login&) (<https://emdesk.eu/cms/?s=Login&>)

2.8 MERCHANDISE

In order to further promote our project, communication and dissemination working group decided to develop some polynSPIRE merchandise. polynSPIRE merchandise will help the consortium to increase the visibility of the project, and reach additional future customers. In this concern, the first items were promoted at our meeting in Istanbul, Turkey in October 2019, and it is foreseen to continue creating new products in 2020.

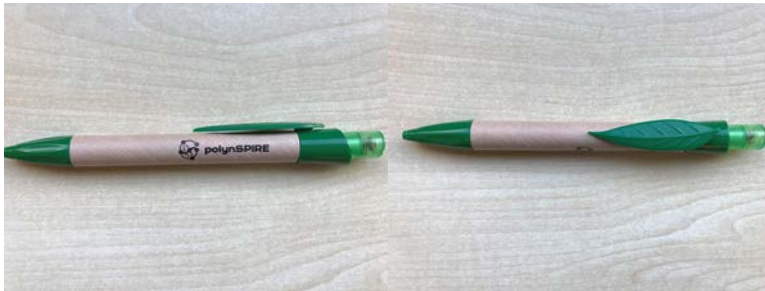


Figure 9 polynSPIRE pen

2.9 VISUAL BEST PRACTICES

For every 100 users of polynSPIRE website, documents and information generated, up to 8 of them can suffer some kind of colour-blindness. This means that 8% of the potential users can miss information or experience difficulties in accessing to it.

More, that 8% ratio also applies to our potential customers, so it would be a good idea to make their life easier and letting them know that the consortium cares about them.

There are a few easy to follow good practices to create color-blind friendly documents and images from polynSPIRE are taken into consideration. In fact, the elements that are favorable for color-blind users are considered to be good design practices in the wider sense. So, if the document is well designed, it should be accessible to all users. In brief, every generated deliverable will be checked to guarantee color-blind friendliness. If this is the case, the second page of the document will include the following disclaimer:

This document was designed and elaborated accessible for color-blind and visual disabled readers. If any information is not accessible, please address to info@polynspire.eu and it will be amended as soon as possible.

Specific guidelines on Dissemination and deliverables best practices for visual accessibility in polynSPIRE has been developed and attached in Annex IV. The guidelines will be also accessible via the project's intranet and documents repository.

3 DEVELOPMENT OF THE COMMUNICATION STRATEGY

3.1 PLAN OF USE AND DISSEMINATION OF KNOWLEDGE (PUDK)

The dissemination activities are tracked with Plan of Use and Dissemination of Knowledge via [Google Sheets](#), and the list is updated every 6 months together with the Interim reporting.

The PUDK is in a form of an excel sheet and includes overall sheet with all activities that partners disseminated, and any foreseen future activities. The reported activities cover posts on partners' website, various conference attendance, published papers, newspaper articles, etc. The publication should include project progress, public presentation of the results, scientific articles, etc. In addition, PUDK contains specific sheets where partners can provide more detail information on a specific dissemination activity. Moreover, there is a section reserve for reporting any activities on the social media. The PUDK can be found in the project's intranet and is shared among the parties during the interim reporting.

The dissemination activities are constantly tracked and monitored by EuPC, thus a brief overview will be presented in every SC/GA meeting. A continuous monitoring activity enables to assess the results and impacts of the dissemination and communication activities providing regular feedback to the effectiveness of the strategy.

Since October 2018 until the moment this report is drafted (August 2020), polynSPIRE partners presented the project at:

- 15 conferences, such as the 4th European Conference on Clean Technologies in the Steel Industry (Bergamo, Italy), 2019 HARMONI Summit (Brussels, Belgium), K2019 (Düsseldorf, Germany), Ecomondo (Rimini, Italy), etc.
- 9 internal events
- 7 scientific and online publications
- 5 lectures and seminars

Below is the entire PUDK table.

Partner	Date	Title	Event/Publication	Location
NIC	18.10.2018	polynSPIRE project	Successful proposals	Ljubljana, Slovenia
CSM	29.10.2018	INDTECH Congress	Congress about Industrial technology	Vienna, Austria
NIC	5.11.2018	polynSPIRE – innovative technologies for plastic recycling	NIC web page	Link
Arkema	06.11.2018	2ACR	2ACR Research community	Paris, France
CSM	07.11.2018	STEELMASTER	Lecture in Technical course	Padova, Italy
EuPC	26.11.2018	polynSPIRE project	Circular Polymers in Furniture	Brussels, Belgium

Idealservice	28.11.2018	Recycling of Plastic Packaging in Raw Materials as Substitute of Carbon Source for iron ore reduction in the steel industry	Clean tech 4. The 4th European Conference on Clean Technologies in the Steel Industry (CLEAN TECH 4) organized by AIM, the Italian Association for Metallurgy	Bergamo, Italy
NIC	10.12.2018	Slovenian Smart Specialization	Presentation for industrial partners	Ljubljana, Slovenia
Nurel	19.12.2018	NUREL PARTICIPA EN EL PROYECTO POLYNSPIRE	Nurel website	Link
CIRCE	16 - 17.01.2019	Regulatory barriers to innovation for a Circular Economy of plastics	2019 HARMONI Summit	Brussels, Belgium
AITIIP	13 - 14.02.2019	polynSPIRE project	The European Biopolymer Summit 2019	Ghent, Belgium
EuPC	14.03.2019	polynSPIRE project	EuPC Steering Committee	Brussels, Belgium
CIRCE	15.03.2019	CIRCE ORGANIZES AN ENTREPRENEUR ENCOUNTER TO EXPLORE INNOVATIVE RECYCLING PROCESSES IN ZARAGOZA	New	Zaragoza, Spain
EuPC	21.03.2019	polynSPIRE project	EuPC Member Executives Forum	Brussels, Belgium
CIRCE	27.03.2019	CIRCE WILL ALLOW ARAGON MAIN COMPANIES SAVING ENERGY IN PLASTIC RECYCLING THANKS TO THE POLYNSPIRE PROJECT	New	Zaragoza, Spain
CSM	01.04.2019	STEELMASTER	Lecture in Technical course	Padova, Italy
CIRCE	04.06.2019	Chemical Recycling conference	polynSPIRE presentation, https://www.chemicalrecyclingeurope.eu/post/european-chemical-recycling-conference-2019-challenges-and-opportunities	Brussels, Belgium
Repsol	13.06.2019	Annual conference - Eurpur Euromolders	https://www.europur.org/events/annual-event-2019	Lisbon, Portugal
CIRCE	13.06.2019	Plastics Circularity - Synergies in H2020 Projects	http://www.fcirce.es/economia-circular-es/circe-expone-los-avances-de-sus-investigaciones-en-el-reciclado-de-plasticos-en-bruselas	Online publication

EuPC	13-14.06.2019	polynSPIRE project	EuPC Annual Meeting	Berlin, Germany
Arkema	18-19.06.2019	Plastics recycling Technologies	Display	Dusseldorf, Germany
CIRCE	09-12.09.2019	Heating assisted by microwaves application in plastic recycling	17th Conferencia Internacional de Microondas y Calentamiento de Alta Frecuencia (AMPERE 2019)	Valencia, Spain
CIRCE	24-26.09.2019	Multi-frequency design of an optimized microwave cavity for plastic recycling applications	<u>COMSOL Conference 2019 Cambridge</u>	Cambridge, United Kingdom
Novamont	October 2019	polynSPIRE project	<u>Novamont@School</u>	Novara, Italy
FM	02-04.10.2019	FM will give presentation during the workshop about microwave application and participate in Dissemination event.	polynSPIRE GA	Istanbul, Turkey
IKMiB	4.10.2019	polynSPIRE Dissemination event	polynSPIRE Dissemination event	Istanbul
Novamont	16-23.10.2019	polynSPIRE project	K2019	Düsseldorf, Germany
EuPC	23.10.2019	Presented polynSPIRE project	EuPC's MEF Meeting	Düsseldorf, Germany
CSM	01.11.2019	Plastic utilization in EAF	Publication	Online publication
Novamont	05-08.11.2019	polynSPIRE project	Ecomondo	Rimini, Italy
CIRCE	08.11.2019	PolynSPIRE presentation into special session: https://en.ecomondo.com/events/program/seminars-and-conferences/e12421960/european-research-and-innovation-for-the-implementation-of-circular-economy-and-bioeconomy.html	Ecomondo	Rimini, Italy
CIRCE	26.11.19	Heating assisted by microwaves application in plastic recycling	Seminario de Keysight Tecnologías de Medida de Materiales	Zaragoza, Spain

Novamont	04-05.12.2019	polynSPIRE project	European Bioplastics Conference	Berlin, Germany
CIRCE	09.12.2019	COP25- The plastics challenge and their possible solutions	https://www.miteco.gob.es/es/cop25-agenda/agenda-din.aspx?tcm=tcm:30-505241	Madrid, Spain
EuPC	18.02.2020	Latest developments in the polynSPIRE project	https://www.polynspire.eu/post/latest-developments-in-the-polynspire-project	Online publication
CIRCE	20.2.2020	Optimized design of a resonant cavity for microwave heating reactor used in plastic recycling applications	Electromagnetic Modelling and Simulation (NAFEMS)	Madrid, Spain
EuPC	23.03.2020	New date - Plastics Circularity Multiplier Conference	https://www.polynspire.eu/post/new-date-plastics-circularity-multiplier-conference	Online publication
CIRCE	April 2020	PolynSPIRE project	Open Access Government journal	Online publication

3.2 PRESS RELEASES AND REGULAR UPDATES ABOUT THE PROJECT

3.2.1 polynSPIRE press releases

polynSPIRE press releases aim to inform the general public about the project. polynSPIRE has a press room accessible online <https://polynspire.prezly.com> and linked to the press and members' data base of EuPC with more than 4.000 contacts. The first press release was published in September 2018 <https://polynspire.prezly.com/new-chemical-recycling-project-polynspire> to announce the start of project.

New Chemical Recycling Project - Polynspire

Last 25-26 September, Brussels hosted the kick off meeting of a new European research project, polynSPIRE, aimed at improving the overall performance of plastics recycling looking for a more sustainable plastic value chain.

polynSPIRE Project is a research project funded by Horizon2020 EU's new research and innovation programme, with the aim to demonstrate a set of innovative, cost-effective and sustainable solutions, aiming at improving the energy and resource efficiency of plastic recycling processes for post-consumer and post-industrial waste streams containing at least 80% of plastic materials. The project brings together 22 leading European research/academic institutions, governmental organisations, and industries and SMEs. polynSPIRE has a duration of 48 months (1 September 2018 – 30 August 2022) and a total budget of 9.95 Million Euros.

The project concept will address plastic containing waste streams ensuring the recycling of at least a 50% of total plastics containing PA and PU leading to a reduction of 30 to 40% CO2 equivalent emissions. Furthermore, non-technological barriers such as legislative or standardization ones are also addressed at EU level and business models to integrate the aforementioned solutions in the overall plastic waste management system will be set up.

The polynSPIRE consortium consists of 22 partner organizations lead by CIRCE (SPAIN). The consortium is well-balanced in terms of involvement of industrial and SME partners: REPSOL QUIMICA (SPAIN), ARKEMA (SPAIN), NOVAMONT (ITALY), NUREL (SPAIN), KORDSA (TURKEY), IONIQ (NETHERLANDS), NIC (SLOVENIA), FM (GERMANY), TU/e (NETHERLANDS), AITIIP (SPAIN), BADA (SPAIN), MAIER UK (UK), CSM SPA (ITALY), FENO (ITALY), Idealservice (ITALY), HTT ENG (CZECH REPUBLIC), CPPE d.o.o. (SLOVENIA), DS (DENMARK), EUPC (BELGIUM), VERTECH (FRANCE), IKMIB (TURKEY)

Start Date: 01/09/2018

Project Duration: 48 months

For additional information please contact:

www.polynspire.eu

Figure 10 An example of polynSPIRE press release

3.2.2 News & Events project subpage

The subpage contains all the news connected to the polynSPIRE project, as well as events where the partners took part and promoted the project (Figure 11). In total, 17 articles were published on this subpage, with a goal to create an article every 45 days. In addition, polynSPIRE project was featured in a number of newspapers and magazines, among others Forbes Turkey, [The Reinforcer](#), [Open Access Government](#), etc. Moreover, every article is promoted with the social media accounts, in an effort to drive the entire online traffic towards the website.



Figure 11 polynSPIRE News & Events

polynSPIRE consortium created the indicators to evaluate the webpage, and Google Analytics tools were established for polynSPIRE webpage on 17th March 2019.

The indicators for the website visits:

- <5000 = poor
- 5000-10,000 = good
- >10,000 = excellent

Since 17th March 2019 until 11th August 2020, the website had 2445 users (visits), and given the fact that the project will last for another 2 years, the consortium is confident that it can achieve the “GOOD” category. A more detailed breakdown of the visits per month can be seen on Figure 12.

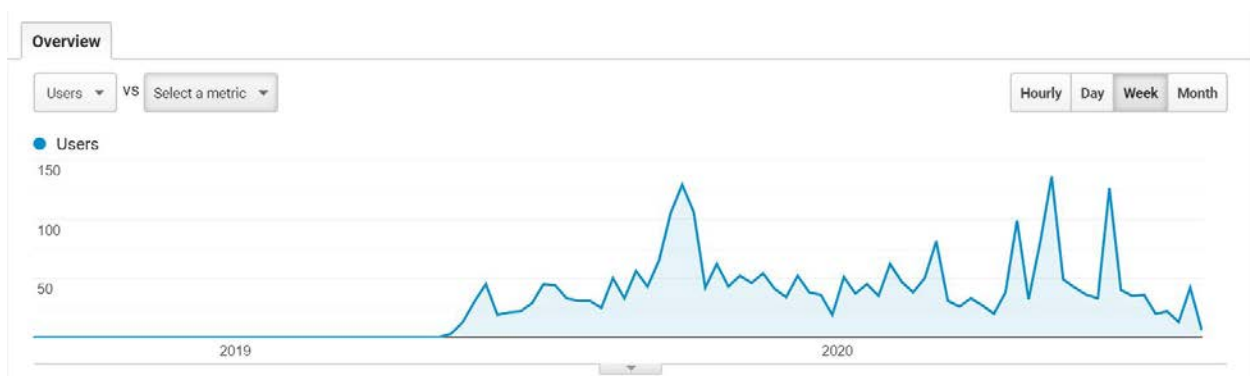


Figure 12 Overall online visits to the website (per week)

In addition, figures below give an additional information on the visits, including page views, number of sessions per user, etc.



Figure 13 Additional information on the website users

3.2.3 Registration

polynSPIRE website counts on a subscription option in which visitors can request to be informed about all related communication and new materials developed by the project. By the moment this report is being drafted, a total of 4991 interested profiles have been registered. Those profiles mostly come from the industrial field.

3.2.4 polynSPIRE E- Newsletter

The E-newsletter is available to people and organizations that registered for it via the website. The E-newsletter is drafted with the collaboration of all the project partners with the goal is to communicate the latest project's news and developments.

The newsletter is published bi-yearly (winter and summer editions), and it is available on the polynSPIRE website, polynSPIRE press room and also distributed by e-mail to interested stakeholders and other organizations who previously registered (Figure 14).

The newsletter includes a summary of the technical outcomes, information about events and conferences where polynSPIRE is presented, info on polynSPIRE networking events, and a brief information on a member of the consortium. The first newsletter is available on our [website](#).



Figure 14 polynSPIRE E-newsletter

The letter was published on 3rd March 2020 and managed to drive additional traffic towards our website, resulting in 40 new users. According to Figure 15, there is a clear spike compared to the usual daily traffic on the website. In addition, users viewed in total 108 pages on our website on that specific day.

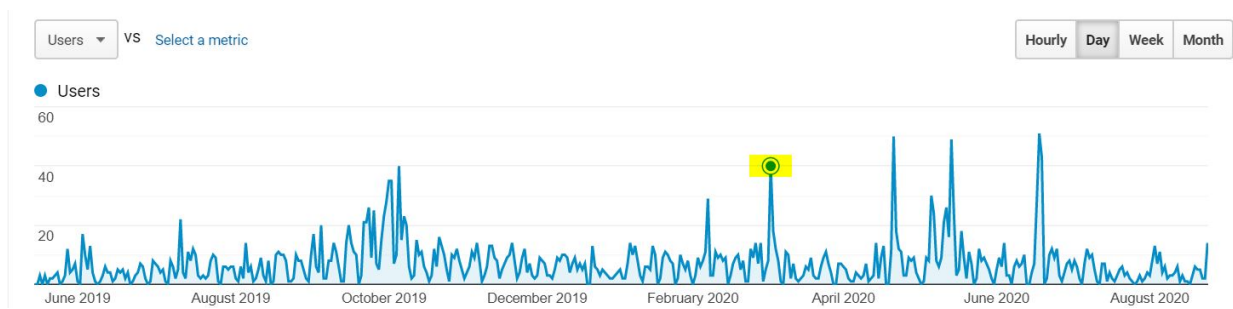


Figure 15 Daily online traffic on 3rd March 2020

3.3 SOCIAL MEDIA

Another important platform to publish information about the results and the development of the project are polynSPIRE’s social media accounts. News are promoted both via LinkedIn and Twitter.

3.3.1 LinkedIn

The LinkedIn page is available at <https://www.linkedin.com/company/polynspire-project>.

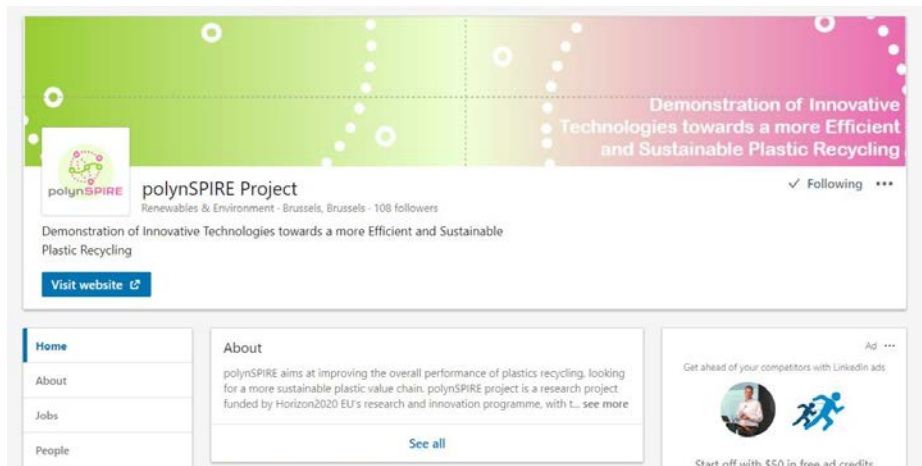


Figure 16 polynSPIRE LinkedIn Page

Below are LinkedIn statistics for period July 2019 to July 2020, and it includes post views, clicks and recommendations (Figures 17, 18 & 19). Based on the statistics, it can be concluded that 2nd polynSPIRE Networking Event (October 2019), Official First Promo Video (October 2019), E-newsletter (February 2020), and polynSPIRE Review meeting (February 2020) generated highest interest among the LinkedIn followers.

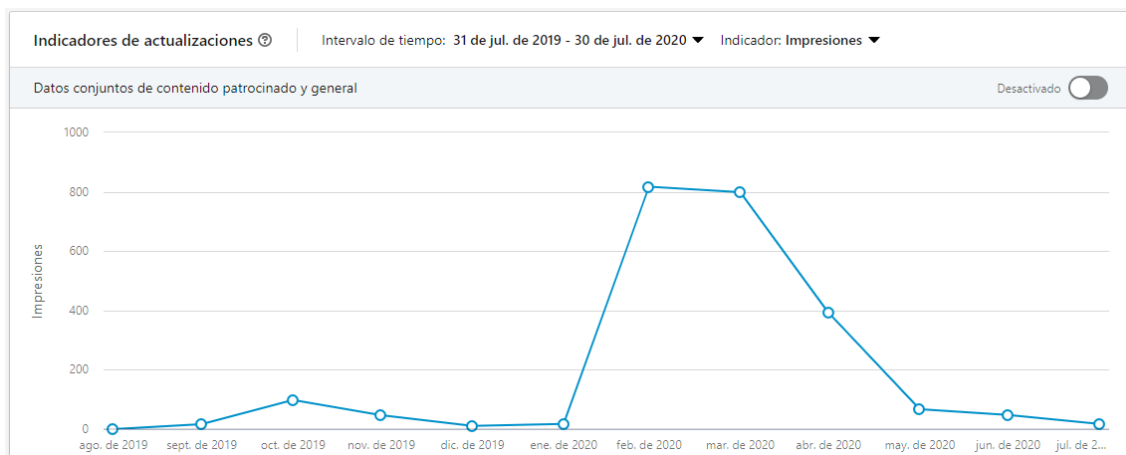


Figure 17 Posts views on polynSPIRE LinkedIn page (July 2019 to July 2020)

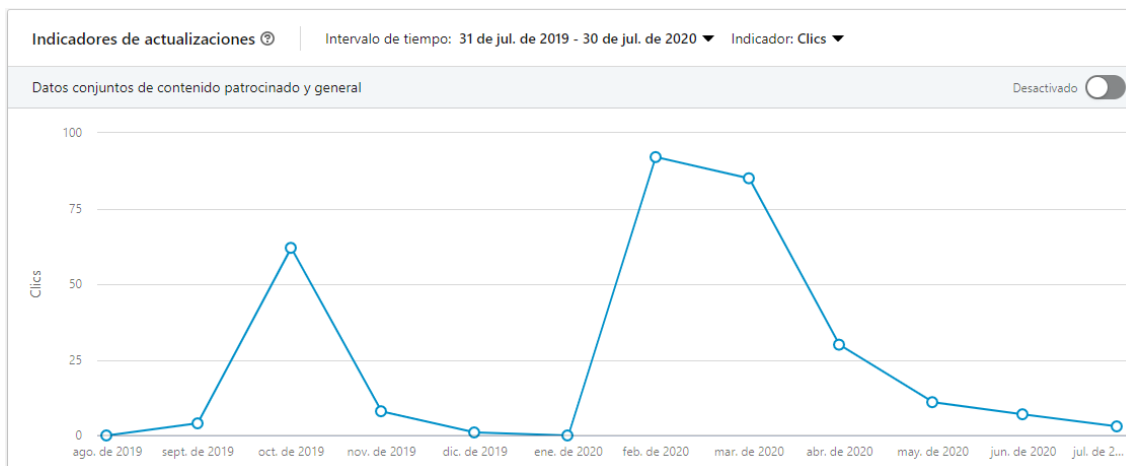


Figure 18 Clicks on polynSPIRE LinkedIn page (July 2019 to July 2020)

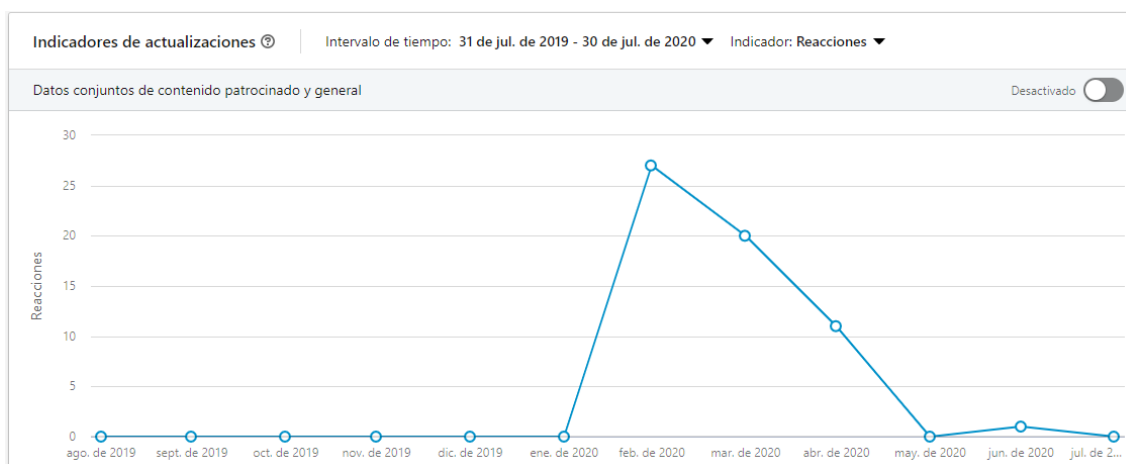


Figure 19 Recommendations on polynSPIRE LinkedIn page (July 2019 to July 2020)

In addition, Figures 20 & 21 provided some more detailed information on the posts that generated highest interest among the followers.



D10.3 Mid-term report on communication and dissemination activities



Figure 20 Detailed information on a post about the polynSPIRE E-newsletter

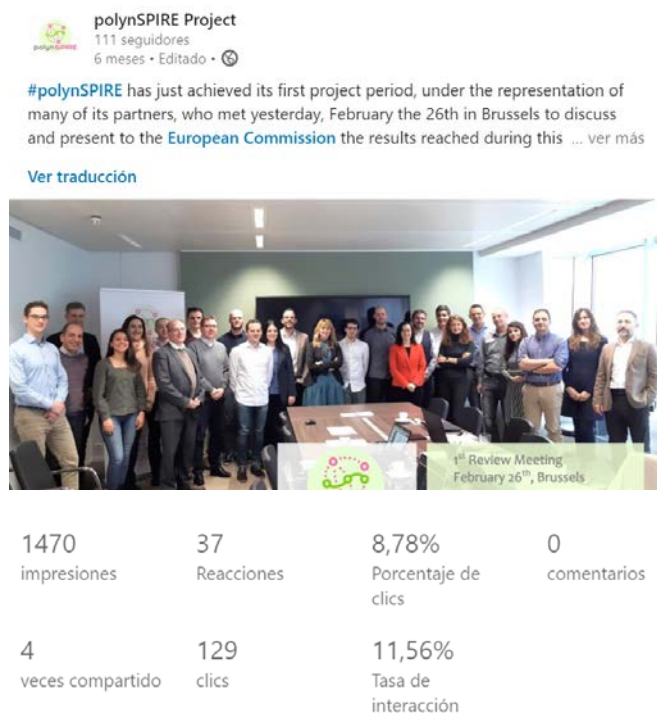


Figure 21 Detailed information on a post about the polynSPIRE Review Meeting in Brussels, Belgium

3.3.2 Twitter

polynSPIRE runs its own Twitter account to share important news and developments related to the project. All relevant tweets can be found under the hashtag #polynSPIRE. The Twitter page is available at <https://twitter.com/H2020polynspire>. In addition, the most recent tweets are displayed in a twitter feed on the homepage of the website.



Figure 22 polynSPIRE Twitter Page

polynSPIRE Twitter account is followed by 97 Twitter users and our account is following 69 other Twitter accounts. At the time this report is drafted, 33 tweets have been posted that have on average 8 likes and were retweeted at 3 times minimum.

Table 1 gives more detailed information on the engagement generated on this social media platform. It is obvious that 2nd polynSPIRE Networking Event (October 2019), Official First Promo Video (October 2019), E-newsletter (February 2020), polynSPIRE Review meeting (February 2020), and polynSPIRE webinar (May 2020) generated highest interest among the Twitter followers.

Table 1 Activity on the polynSPIRE Twitter page

Period	2019				2020	
	Feb 1 - May 2	May 3 - Aug 1	Aug 2 - Oct 31	Nov 1 - Jan 31, 2020	Feb 1 - May 3	May 4 - Aug 4
Impressions	6.900	7.100	10.800	8.200	9.800	8.500
Link Clicks	44	17	31	8	48	7
Retweets	15	11	25	8	19	16
Likes	56	27	49	14	48	14
Engagement	1,00%	0,70%	0,60%	0,30%	1,20%	0,50%

3.4 WEBINAR: DEMONSTRATION OF INNOVATIVE TECHNOLOGIES: THE POLYNSPIRE PROJECT

The webinar about polynSPIRE project took place on 14th of May 2020 via dedicated online platform. The webinar was divided into five parts, with a focus on a progress of the project, and with a dedicated section for questions from an audience. Dr. Tatiana García-Armingol, Senior Researcher and Director of the Energy and Environment Group of the CIRCE Foundation and project coordinator for polynSPIRE project, gave an overview of the technology and state of the project, and answered numerous questions from the audience. The webinar was hosted by Marjan Ranogajec, EuPC's Project Manager.

The agenda was:

- Welcome & Introduction

Mr. Ranogajec gave opening remarks, offered brief info on the EuPC webinar series dedicated to innovative projects funded by the European Union, basic information about the polynSPIRE project and introduced Dr. García-Armingol.

- About CIRCE

Dr. Tatiana García-Armingol introduced CIRCE Foundation (Centre of Research for Energy Resources and Consumption), including their innovative approach to the research and development efforts in Europe.

- The polynSPIRE project: goals, challenges and progress

Dr. García-Armingol presented the project and informed the audience on the latest developments and progress of the project.

- Questions & Answers

The webinar proceeded with the Q&A section, and in 45 minutes, Dr. García-Armingol answered 60 questions from the audience.

- Closing

After 90 minutes of interesting discussions and presentations, the webinar was closed by the host.

In summary, 365 people registered and 267 people attended the webinar, making 73% attendance rate. According to Google Analytics, on the day of the webinar, there was a spike in visits to the polynSPIRE website (Figure 23), and the website was visited by 49 users.

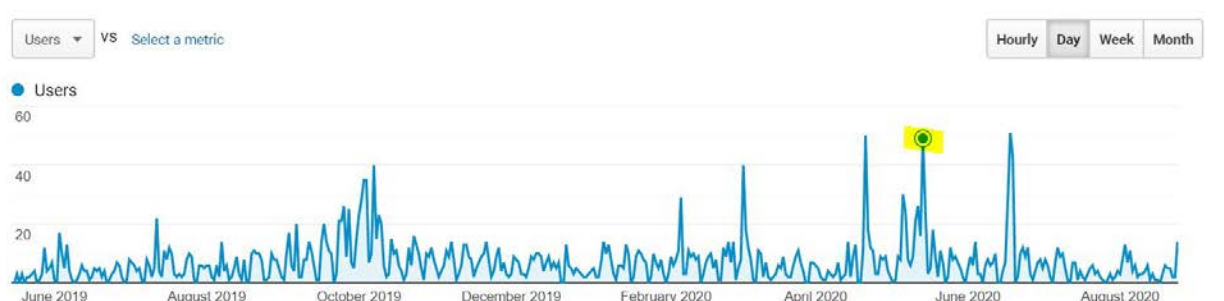


Figure 23 Daily online traffic on 14th May 2020

In addition, the first webinar announcement was made on 14th April, via project twitter account and by other online tools available to the project partners (newsletters, email connections, etc.). It is clear that the

announcement had a positive impact on the visits. Figure 24 shows an increase in regular daily visits – 14 users had a look at the project website on that day.

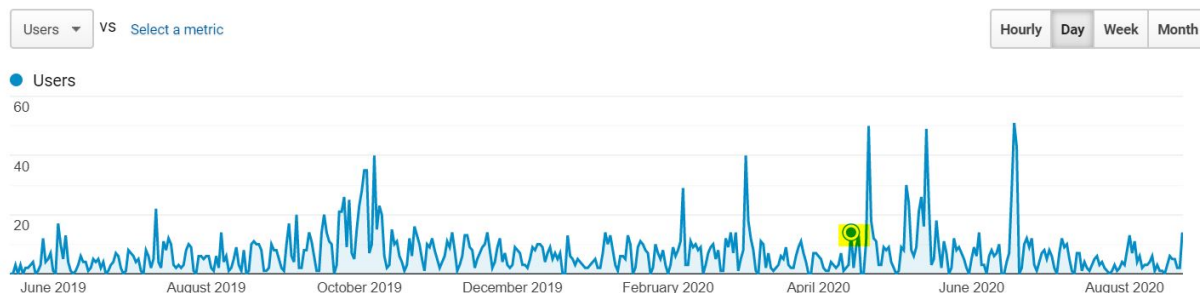


Figure 24 Daily online traffic on 14th April 2020

The webinar recording is available on all dissemination platforms, such as polynSPIRE website, Twitter, and EuPC's YouTube channel (<https://www.youtube.com/watch?v=N9EcSotiQ7c&feature=youtu.be>).

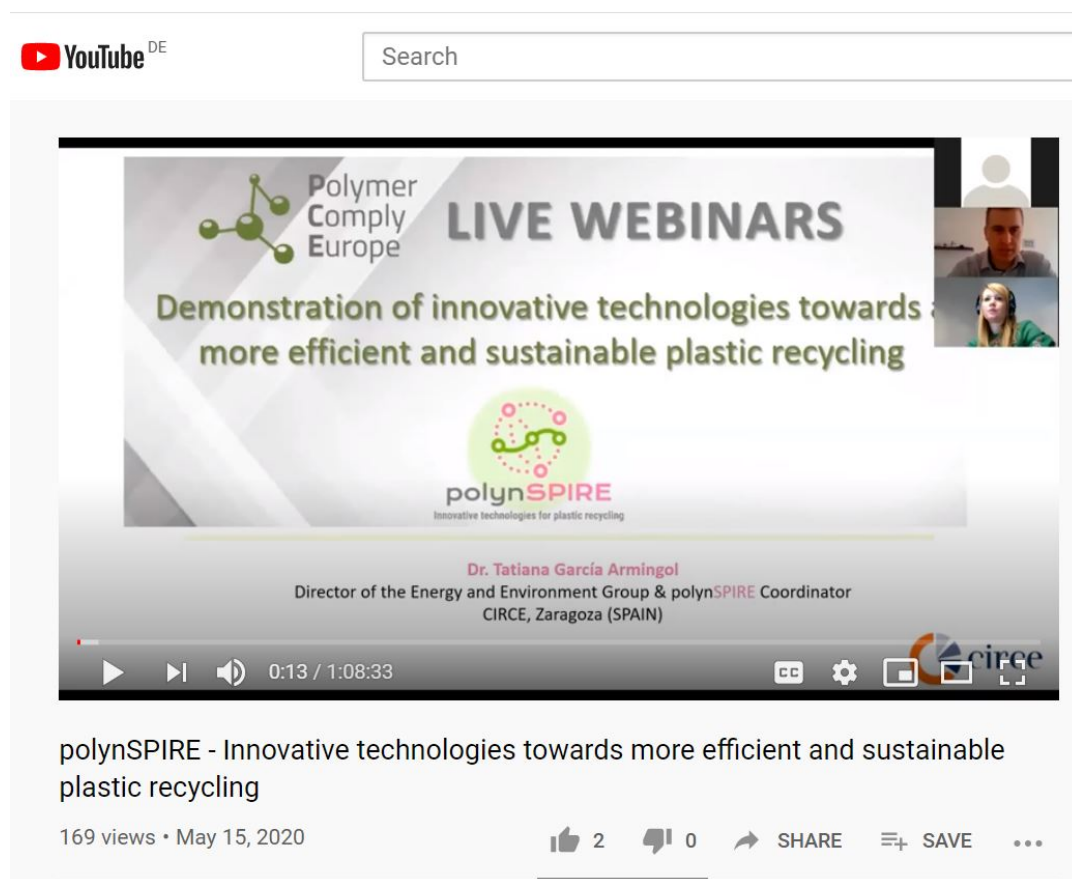


Figure 25 polynSPIRE Webinar

4 LIVE EVENTS

4.1 POLYNSPIRE NETWORKING EVENTS SERIES

Networking Events provide an opportunity for polynSPIRE partners to meet companies that are working daily in the competitive markets and listening the needs of the end-users. The interactions have a potential in apprehending the needs and focusing the efforts in developing a usable, market-ready technology.

The goal of the entire networking series is to explore how polynSPIRE results could be exploitable at the regional level, with an aim to provide potential exploitation opportunities for the project and its members, and gather information to enrich the polynSPIRE development towards market-ready production. The events are being held in different locations and timings according to the project needs and the obtained results.

So far, two networking events took place, and the first event was organized by the coordinator, Fundacion CIRCE, in the form of a meeting between polynSPIRE consortium members and selected local Spanish companies that potentially have compatible activities in order to generate business opportunities. The event took place on 19th March 2019 in Zaragoza, Spain.

The second networking event was organized by IKMIB and Kordsa, and it took place on 4th October 2019 in Istanbul, Turkey. It generated a great interest among regional firms, and over 50 companies took part (Figure 26).



Figure 26 Second Networking Event in Istanbul, Turkey

These exploitation workshops are performed to promote market uptake of the chemical recycling and upgrading technologies, recovered plastics and fibres. In addition, the organizers distributed a feedback survey among the participants of the event, and overwhelming majority marked the event with the highest marks.

According to the Google Analytics, on the day of the event there was a noticeable online activity, with 35 users interacting with the website.

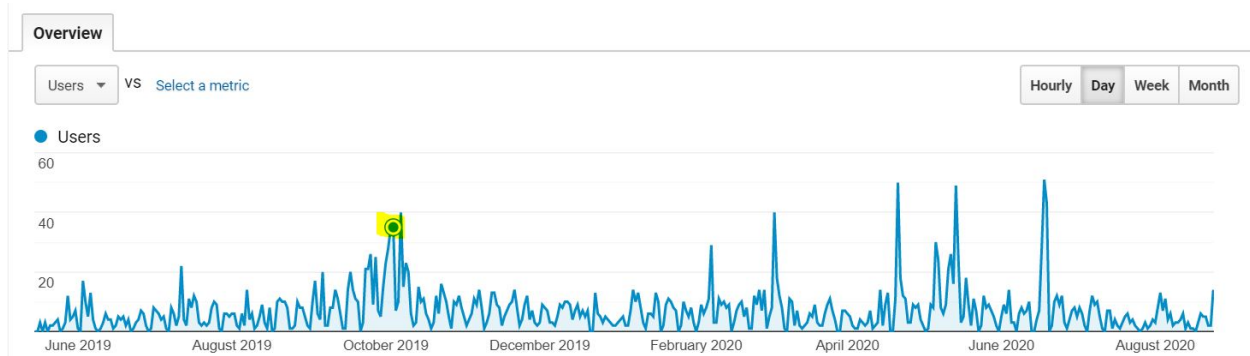


Figure 27 Daily online traffic on 4th October 2019

4.2 PRESENTATION OF THE PROJECT IN FORUMS, EVENTS AND INITIATIVES

polynSPIRE took part in various strategic conferences and initiatives in order to position the project at a forefront of the latest technical breakthroughs and policy developments in our industry. At the events and forums, polynSPIRE partners presented the project either by oral public presentations or by setting up stands with our promotional material.

Among others, the following events and initiatives can be highlighted:

- [Plastic Multiplier Initiative](#)

The initiative seeks to improve value chain collaboration and create cross cooperation between EU Projects. Twenty-one innovation projects joined forces to boost European Union efforts towards a circular economy for plastics. The initiative aims at showcasing the synergies of EU-funded projects in the field of plastic circularity and coordinating communication and dissemination activities.

- [Chemical Recycling conference](#) (Brussels, Belgium)

The event took place on 4th June 2019 and 150 participants attended the event. The discussions were focused on the challenges and latest developments in the area, and future of chemical recycling with experts from the industry, research institutes, European and national authorities.

- [Ecomondo](#) (Rimini, Italy)

This green technology expo took place 5 – 8th November 2019. Ecomondo is the only platform in Europe to offer a broad programme of conferences, workshops and seminars to present new trends relating to the circular economy, including building, packaging, electronics and the automotive industry.

- [HARMONI Summit](#) (Brussels, Belgium)

The 2019 HARMONI Summit was organized on 16th and 17th January 2019, and the two days were packed with discussions, target-orientated solution development and cross-sectorial networking on circular economy and waste as well as into the EU projects. The summit was attended by 200 people in those 2 days.

- [Annual Conference Europur Euromolders](#) (Lisbon, Portugal)

The conference took place on 12th and 13th June 2019 and attracted nearly 400 participants from 115 organizations in the polyurethane supply chain from all over Europe, but also from North America and Asia. Over two days, participants attended presentations on the polyurethane foam market and receive regulatory updates from Europe and North America. They discussed issues of importance to the

industry such as circular economy and recycling, flame retardants, odour, product stewardship and environment health and safety.

■ [K2019](#) (Dusseldorf, Germany)

This is the largest fair for the plastics and rubber industry in Europe and this edition took place from 16th October until 23rd October 2019. The 3,330 exhibitors from 63 countries were present, tackling the necessity of having operational circular economies along the complete material chain by presenting numerous solutions. In addition, approximately 225 thousand visitors from 168 countries took great interest in recycling systems, sustainable raw materials, resource-saving processes, etc.

4.3 REVIEW MEETING

On 26th February 2020, all polynSPIRE partners attended the 1st Review Meeting in Brussels, Belgium. The aim of the meeting was to discuss current progress of the project, obstacles, potential deviations, future activities, upcoming events and networking opportunities, etc. Moreover, the consortium presented to the European Commission results reached during this year and a half of the project.

4.4 FUTURE ACTIVITIES

4.4.1 Dedicated Workshops and Networking events

Following the Networking events series occurred in the first period, the polynSPIRE project aims to continue organizing further open workshops or conferences (dedicated to the project or in collaboration with larger initiatives) answering to specific technical needs within the project, as soon as the results are available. The workshops will be set up by the project on different locations with the objective to discuss project results and receive inputs from outside.

These events follow the aim is to disseminate the project results, mobilize stakeholders and establish deep ties with relevant platforms, networks, associations and other related projects.

4.4.2 Final Event

At the conclusion of the project, the consortium will organize a conference where results will be explained. Moreover, in this final conference, the replication strategy beyond polynSPIRE project and the real expectations concerning the new developed technologies and value chains will also be explained.

The final conference (including a webinar) will be organized in Brussels in the framework of other EU related initiatives and events. Synergies with other EU funded projects and initiatives in the SPIRE domain will be exploited to increase the outreach of potential stakeholders, organize joint events, exchange knowledge, experience and best practices, and stimulate discussions among key players, the scientific and industrial community.

EuPC will be in charge of networking activities with related projects, previous and future calls of H2020 or other relevant programs.

5 CONCLUSION

This document presents and explains the dissemination and communication materials used to inform about the progress of the polynSPIRE project. It summarizes the brochure, banner, general power point presentation, the templates, the press releases, the website, the E-newsletter, polynSPIRE videos, the social media activities and other communication and dissemination activities. In addition, the document evaluates the impact of the specific dissemination actions on the visibility of the project by using Google Analytics.

It is evident that majority of communication and dissemination actions had an impact on a visibility of the project and that these actions helped the consortium to reach the targeted audience identified in the polynSPIRE's Communication and Dissemination plan.

According to Google Analytics, the highest visibility was achieved with:

- Webinar and accompanied online announcements
- E – Newsletter
- The Second Networking Event hold in Istanbul, Turkey
- Official First Promo Video

polynSPIRE consortium created the indicators to evaluate the webpage, and since Google Analytics was implemented, the website had 2445 users (visits). As the project will continue for another two years, the consortium is confident that the “GOOD” category will be achieved, having over 5000 visits at the end of the project.

In addition, according to PUDK, polynSPIRE partners presented the project at: 15 conferences, 9 internal events, 7 scientific and online publications, and 5 lectures and seminars.

These dissemination actions should continue in the future, as it evident that they are having a positive impact on the visibility of the project.

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