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[CE-BIOTEC-09-2020 Upcycling BioPlastics of food and drinks packaging \(RIA\)](#)

**Title:** High performance sustainable bio-based packaging with tailored end of life and upcycled secondary use

**Acronym:** PRESERVE

**Grant Agreement No:** 952983



PRESERVE

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## Publishable Executive Summary

This document (D8.2 “Communication plan”) aims at presenting the Communication Plan for the PRESERVE project, to be implemented throughout the 48 months of the project duration. It also clarifies the difference between “communication” and “dissemination”, highlighting their interdependence and complementarity.

After setting the basis of the communication plan by defining the communication objectives, the document focuses on the definition of target audience (section 2.4 “Stakeholder’s identification and targeted audiences”), the messages (section 2.5 “Communication content”), the timing of the plan (section 3 “Communication phases”), and the methods (section 4 “Communication channels and techniques”).

Depending on the different project phases, the project is spreading tailored messages through identified key channels, such as the project website, social media and public events. Communication efforts are focusing on engaging the different external project stakeholders identified: business and manufacturing companies, decision makers and funders, research community, society.

The project is also keen on collaborating with other related projects in order to maximize the impact of the activities carried out. The details are reported in section 4.7 “Multi-stakeholder platform and related projects networking”.

Section 5 “Communication Report for M1-M17” presents a report of all the communication activities in which the PRESERVE project was presented to different audiences and on different channels.

This document depends on the tasks of Work Package 8 “Value chain roadmap and innovation impact” and will contribute to milestone 18 “Successful dissemination and exploitation”.

This document should be considered a living document, providing a general framework for the entire project lifetime. The communication strategy and the following updates to the Communication Plan and Report will be enriched with further details or amended accordingly to the achievements of the project’s results.



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## 1. Introduction

### 1.1. Description of the document and pursue

This document is the second version of the Communication Plan, as per deliverable D8.2, due on month 18 of the PRESERVE project implementation. The plan, which is set out as a living document, aims at providing a general framework for all communication activities to take place during the entire project lifetime. The first version was released on M6 of the project

In order to establish a solid basis for long-term impacts, communication and dissemination activities aim at raising awareness about the project's undertakings and accomplishments, as well as generating the engagement of its relevant stakeholders.

The communication strategy presented below, as well as its actions and products, will be subject to periodic revisions and amendments, in case necessary, in full accordance with information received by work packages developers and taking into account new dissemination challenges and opportunities, which may arise during project implementation and from the expanded stakeholders consultation process. Communications actions will be subject to monitoring and evaluation, which will be readjusted in accordance with project execution and grant performance.

Relevant information concerning communication can also be found in the following contractual documents, which are always taken as reference for the drafting of the current plan:

- Annex 1 to the Grant Agreement (description of work)
- Annex 2 to the Grant Agreement (general rules)
- Consortium Agreement

This document will be updated during the whole duration of the project, particularly at the end of each reporting period (M18, M36 and M48).

### 1.2. WPs, deliverables and tasks related with D8.2 “Communication plan”

This deliverable D8.2 is related with WP8 “Value chain roadmap and innovation impact” and it is linked to all deliverables described within its work package.

The communication plan is also related with all the tasks to be developed in WP8. Nevertheless, this document sets the objectives and scope for the activities to be performed in task 8.3 “Communication Activities” and its subtasks 8.3.1 “Communication Plan and reporting on communication activities”, 8.3.2 “Project Website”, 8.3.3 “Communication and promotional materials” and 8.3.4 “Social/digital media channels”.

The messages to be delivered in communication activities will be sustained by the results achieved in other WPs. More specifically, results to be shared with interested stakeholders will be coming mainly from WP3 “Development of bio-based coatings and adhesives for tailoring packaging properties and EoL”, WP4 “Upcycling of core materials and blends”, WP5 “Biodegradation, compostability and materials recycling”, WP6 “Upscaling and Validation of upcycled packaging, textiles and composites from



primary and secondary raw materials”. Confidentiality issues and IPR will be assessed before publishing anything related with the results achieved in PRESERVE.

WP7 “Safety, Environmental and Economic Sustainability assessments”, on the other hand, will complement the societal assessment performed in it by taking advantage of the critical mass reached by communication activities and of the consumer perception research performed in WP8.

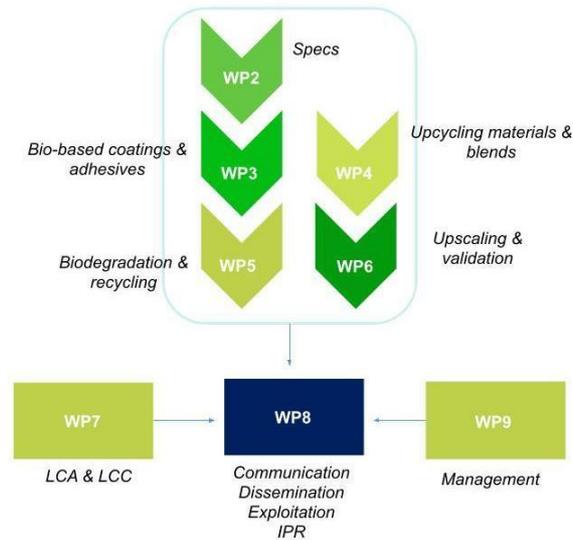


Figure 1: Links between WP8 and other workpackages

### 1.3. Background

PRESERVE aims at boosting the circular use of bio-based packaging. In particular, PRESERVE has three main objectives:

1. enhance bio-based packaging in terms of properties that currently limit the application of bioplastics as well as in terms of end of life;
2. develop upcycling technologies of plastics for food and drinks packaging transforming them into new materials or products of better quality or environmental value, ensuring that micro-plastics are avoided, with personal care and transport packaging applications;
3. develop novel standards and certification schemes applicable to packaging materials made from recyclable and biodegradable bioplastics.

PRESERVE has the ambition of substituting the 60% of currently used packaging in the market, using at least 85% of bio-based and recyclable materials. The new packaging will also be designed in order to improve the waste management of food packaging and the recovery of materials for upcycling.

The variety of research and process implied in PRESERVE implementation result in an inspiring, yet challenging, planning for an effective communication campaign.



## 2. Communication Plan

### 2.1. Differences between “Communication” and “Dissemination”

According to the European Commission, project communication is “a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange” (European Commission, 2018).

The focus of communication activities is the promotion of the project itself to multiple audiences in a way that can be understood by non specialists. The measures and activities undertaken must ensure the proper communication of the following points:

- The project in general and its activities
- The project results, the benefits and impact(s) to society as a whole
- Address the public policy perspective of EU research and innovation funding, by considering aspects such as (i) transnational cooperation in a European consortium (i.e., how working together has allowed to achieve more than otherwise possible) or (ii) scientific excellence or (iii) contributing to competitiveness and to solving societal challenges (European Commission, 2018).

Communication can be sometimes intertwined with dissemination, which means “to make the results of a project public (by any appropriate means other than protecting or exploiting them, e.g., scientific publications)” (European Commission, 2018). This means that dissemination activities focus on transferring the knowledge accumulated by the project with the aim of enabling the use of such results, maximizing the impact of EU funded research.

Actually, it can sometimes be challenging to distinguish between activities related to the project and activities related only to its results. For this reason, this plan will sometimes address dissemination-related considerations. All the details regarding dissemination activities will be presented in the D8.5 “Draft Plan for the dissemination and exploitation of the project results”, due on M24, and in D8.8 “Final Plan for the dissemination and exploitation of the project results” due on M48.

### 2.2. Communication Plan Management

Communication activities will be planned and executed jointly between KNEIA, which acts in PRESERVE as WP8 leader (“Value chain roadmap and innovation impact”), and EUBP, which acts as the Communication and dissemination manager.

Every month, WP8 task leaders (KNEIA, EUBP, ASU, CHX) and the project coordinator meet in order to discuss the advances related to the tasks and suggest new implementations for communication, dissemination and clustering activities.

As indicated within the Grant Agreement, the “Communication Plan” will be updated at each reporting period (at M18, M36 and M48) by the partners involved in WP8, seeing KNEIA as WP leader and EUBP (Communication and dissemination manager),



IRIS (Project coordinator), ASU (Scientific coordinator). When needed, all the partners will be involved.

KNEIA, in collaboration with the communication and dissemination manager, Christian Schulz (EUBP), is in charge of defining, reviewing, updating and supporting the implementation of the Communication Plan, and is committed to providing the best possible support to the consortium as a whole, as well as to each partner in order to plan communication campaigns and individual activities, develop communication products, and establishing strategic collaborations for boosting the future dissemination of results. Together, they will put into place effective communication campaigns to target all relevant and interested stakeholders.

It is understood that it remains within the responsibility of each consortium member to develop specific communication and dissemination actions, and provide accurate information in relation to communication purposes (both planning and reporting). KNEIA and EUBP will provide support and advice when required in relation to the communication strategy.

### **2.3. Communication objectives**

The main aim of the PRESERVE communication strategy is to spread knowledge and insights on the project-specific topics as well as the project's research findings, challenges, results and expected impacts. The planned communication activities will be implemented to reach the following objectives:

- To raise awareness about the project by informing on the project objectives, expected impacts and work;
- To contribute to the effective dissemination of the project results;
- To reach cooperation activities with the most relevant key stakeholders.

Once defined the main purpose of communication, the communication plan development must focus on the definition of:

- The target audience(s): section 2.4 "Stakeholder's identification and targeted audiences";
- Message(s): section 2.5 "Communication content";
- Timing of the plan: section 3 "Communication phases", and
- Method(s): section 4 "Communication channels and techniques".

The communication objectives have been adjusted according to the target audience identified in section 2.4., and aligned with the most suitable channels and techniques, as defined in section 2.5 "Communication content".

### **2.4. Stakeholders' identification and targeted audiences**

A preliminary analysis of stakeholders has been performed during project proposal preparation and within the first months of the project. This analysis has helped to identify the most important audiences and has allowed to set up the first version of the website (due at M3) by identifying the needed sections and the information to be shown.



The stakeholders analysis has been completed during the first communication phase, “Project introduction and audience building (M1-M12)”, described in par. 3.1.

Table 1 shows a summary of all the identified stakeholders, together with their target group. The column “PRESERVE benefits to be communicated” informs about the main results achieved in PRESERVE that can interest the target group. “Communication objectives” presents the general aim of the communication for that specific target group, while the column “Communication strategy and channels to be used” lists the main media to be used for communication activities.

Stakeholder group	Target group	PRESERVE benefits to be communicated	Communication Objectives	Communication Strategy and channels to be used
<b>Business and manufacturing</b>	Chemical industry	Innovative highly functional bio-based coatings, adhesives and biopolymers for specific purposes.	Generate industry awareness of the project aims and expected impacts; stimulate interest in future adoption and investment in the project results.	Direct communication in specific online forums, mailing or in events and congresses; advertising in sector related magazines; articles in technical magazines and journals; participation in tradeshows and exhibitions, events and congresses; invitation to PRESERVE Workshops and demo days; social media; public website.
	Food industry	Novel sustainable bio-based polymers and packaging.	Generate industry awareness of the project aims and expected impacts; stimulate interest in the extensive impact that PRESERVE solutions can have on the environment	Direct communication in specific online forums, mailing or in events and congresses; advertising in sector related magazines; articles in technical magazines and journals; participation in tradeshows and exhibitions, events and congresses; invitation to PRESERVE Workshops and demo days; social media; public website.
	Packaging material related companies: raw materials, equipment and technology suppliers	Access to new technologies and improvement in the services offered to the packaging industry. PRESERVE solutions competitive in terms and complying with regulation and with the highest quality, environmental and safety standards.	Generate industry awareness of the project aims and expected impacts; stimulate interest in future adoption and investment in the project results.	Participation in tradeshows and exhibitions, events and congresses; invitation to PRESERVE Workshops and demo days; articles in technical magazines and journals; direct contact with suppliers; social media; public website.
	Packaging converters and final industry users	Use of innovative, sustainable products with optimal food preservation. PRESERVE solutions competitive in terms and complying with regulation and with the highest quality, environmental and safety standards.	Demonstrate the benefits of the new materials, their recyclability and increased sustainability throughout the value chain.	Participation in tradeshows and exhibitions, industry conferences, events and congresses; invitation to PRESERVE Workshops and demo days; articles in technical magazines and journals; posters/oral presentations; social media; public website.

Stakeholder group	Target group	PRESERVE benefits to be communicated	Communication Objectives	Communication Strategy and channels to be used
<b>Business and manufacturing</b>	Bioplastics and biopackaging producers	Scaling up of the production of bioplastics and new markets. PRESERVE solutions competitive in terms and complying with regulation and with the highest quality, environmental and safety standards.	Demonstrate the benefits of the new materials, their recyclability and increased sustainability throughout the value chain.	Invitation to PRESERVE Workshops and demo days; articles in technical magazines and journals; direct contact with suppliers; social media; public website.
	Packaging, products designers	Use of innovative, sustainable products with optimal food preservation. PRESERVE solutions competitive in terms and complying with regulation and with the highest quality, environmental and safety standards.	Demonstrate the benefits of the new materials, their recyclability and increased sustainability throughout the value chain.	Direct communication in specific online forums, mailing or in events and congresses; advertising in sector related magazines; articles in technical magazines and journals; participation in tradeshows and exhibitions, events and congresses; invitation to PRESERVE Workshops and demo days; social media; public website.
	Packaging, products recycling companies	Innovative process and quality of SRMs.	Exhibit the innovative processes that will expand the reuse of recycled materials	Sector networking events, fairs and conferences; participation in tradeshows and exhibitions, events and congresses; articles in technical magazines and journals; invitation to PRESERVE Workshops and demo days; social media; public website.
	Bio-based materials industry & upcycling technology providers	Innovative process and quality of SRMs.	Exhibit the innovative processes that will expand the reuse of recycled materials, thus boosting the need for more upcycling technologies.	Direct communication in specific online forums, mailing or in events and congresses; advertising in sector related magazines; articles in technical magazines and journals; participation in tradeshows and exhibitions, events and congresses; invitation to PRESERVE Workshops and demo days; social media; public website.

Stakeholder group	Target group	PRESERVE benefits to be communicated	Communication Objectives	Communication Strategy and channels to be used
<b>Decision makers and funders</b>	Policy makers	New incentives schemes that can boost the recycling of plastics and support the repositioning of recycled materials on the market	Engage with policy makers in order to contribute to the development of relevant standards and to ensure a favourable regulatory environment to stimulate future adoption of the project results across the value chains; emphasize environmental sustainability, favourable impacts for growth and jobs.	White Papers; position papers; project reports; bilateral meetings; participation in relevant working groups, meetings and events; social media; public website.
<b>Research community</b>	EU-funded projects focused on circular plastics	Development of new technologies based on previous research by other EU-funded projects	Identification of synergies between projects to improve value chain collaboration and amplify key messages.	Participation in existing clusters such as Plastics Circularity Multiplier, Circular Plastics Helix, European Bioeconomy Network; clustering activities; social media
	Research community: experts in plastic packaging, circularity, recycling	Development of new technologies possible thanks to research and research networks	Communication of the project's findings, creation of new forms of collaboration and innovation, strengthening a sense of community and inclusion among experts who are pursuing a shared vision.	Participation in existing clusters such as Plastics Circularity Multiplier, Circular Plastics Helix, European Bioeconomy Network; articles in specialized journals and magazines; industry conferences, posters/oral presentations; knowledge open festivals.
	Academic stakeholders, professors and students	Development of new technologies possible thanks to research and research networks, new standards will boost the future of bioplastics research	Inform on the objectives of the project and the progress, strengthening a sense of community and inclusion among experts who are pursuing a shared vision.	Participation in existing clusters such as Plastics Circularity Multiplier, Circular Plastics Helix, European Bioeconomy Network; articles in specialized journals and magazines; industry conferences, posters/oral presentations; seminars and lectures; knowledge open festivals; open day at Universities.

Stakeholder group	Target group	PRESERVE benefits to be communicated	Communication Objectives	Communication Strategy and channels to be used
<b>Society</b>	Consumers and citizens	PRESERVE has the chance to substitute the 60% of plastic packaging in the market, contributing to reduce plastic pollution	Increase consumer awareness and understanding about the differences between conventional plastic products and bioplastic products; ensure that consumers and citizens are aware of the developments and the associated societal benefits (positive impacts for quality of life, health and wellbeing, environmental sustainability, favourable impacts for growth and jobs, etc.)	Appropriate training; awareness raising materials; educational events; mass media (press releases); social media; public website; use of impactful videos, infographics and pictograms; ecolabel.
	Associations and networks	PRESERVE has the chance to substitute the 60% of plastic packaging in the market, contributing to reduce plastic pollution	Inform on the objectives of the project and the progress, strengthening the link between different stakeholders pursuing a common goal	Participation in relevant working groups, meetings and events; press releases, events, social media, Circular Plastics Helix
	High school students	PRESERVE has the chance to substitute the 60% of plastic packaging in the market, contributing to reduce plastic pollution	Increase consumer awareness and understanding about the differences between conventional plastic products and bioplastic products; ensure that consumers and citizens are aware of the developments and the associated societal benefits (positive impacts for quality of life, health and wellbeing, environmental sustainability, favourable impacts for growth and jobs, etc.)	Talks in high schools; appropriate training; awareness raising materials; educational events; social media; public website; use of impactful videos, infographics and pictograms.

**Table 1: PRESERVE Stakeholders identified with their respective target group, PRESERVE benefits to be communicated, communication objectives and identified channels**



## 2.5. Communication content

Once the purpose and audience of the communication are clear, the key messages can be defined. The principal guidelines in relation with the communication content are:

- Be clear, simple and easy to understand. The language should be appropriate for the target audience.
- Tailored to the target groups; it is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the target group should be revised each time;
- Messages of different projects related to the same subject can be coordinated to enhance the impact;
- Information should be correct and realistic.

In general terms, the messages will be tailored around the benefits of the knowledge developed within the project for each one of the stakeholders. The following table links the benefits to be communicated with target groups, communication objectives, and channels.

## 2.6. Monitoring of communication and dissemination activities

Every six months, all partners will be asked to fill in a form (in Excel format) to collect all communication and dissemination activities carried out outside the official channels of PRESERVE. The purpose is to maintain under control the different communication and dissemination activities to be reported on Sygma, together with having the opportunity for the communication manager and IPR teams to suggest the partners other actions that can be taken in order to improve those aspects of the project. Additionally, EUBP will regularly monitor (online) media, including specialist media outlets, for external coverage of the project.

The following are examples of activities to be collected:

- Participation to a conference, workshop or other kind of event;
- Participation in activities organised jointly with other H2020/EU projects;
- Press releases;
- Newsletters;
- Training activities;
- Activity in corporate websites;
- Social Media posts;
- Non-scientific and/or non-peer-reviewed publications;
- Scientific and peer-reviewed publications;
- Flyers, posters, leaflets;
- Communication campaigns in radio or TV;
- Videos.

The form is available for all the partners in the PRESERVE intranet described in deliverable 9.1 "Project Management Tool".



### 3. Communication Phases

This project will have different communications needs, according to the stages of development. From our analysis of the work to be carried out, we have identified 4 different phases, each with their specific messages which are outlined as it follows:

- 1) Project introduction and audience building (M1-M12)
- 2) Development and upcycling of core materials (M13-M24)
- 3) Materials and processes upscaling (M25-M36)
- 4) Validation of demonstrators (M37-M48)

#### 3.1. Phase 1 - Project introduction and audience building (M1-M12)

The goal for the first communication phase is to create awareness of the project and clearly present the different aspects of it. Being at the starting phase of the research, the communication is focused on building the audience, after the first and basic stakeholders mapping, to identify the target audience and develop proper content, according to the needs of the target audience. The focus of communication is focused on three different points:

- a) The problem(s) being addressed
- b) The solutions to tackle those challenges
- c) The expected benefits from the project.

#### 3.2. Phase 2 - Development and upcycling of core materials (M13-M24)

During the second phase of the project, the consortium will be ready to show the first significant achievements in relation with the definition of the specifications needed for the upcycled bio-based packaging, the development of bio-based coatings and adhesives for tailoring packaging properties and end of life and the upcycling of core materials and blends. During this second phase of the communication plan, we will boost the participation and presence in international conferences, as long as they do not interfere with IP protection and exploitation interests.

#### 3.3. Phase 3 – Materials and processes upscaling (M25-M36)

At this stage of the project, the theoretical results obtained before will be compared with the experimental results of scaling up and validation activities. More detail of the activities to develop during Phase 3 will be included in this plan as the project evolves, concretely at the end of phase 2.

#### 3.4. Phase 4 – Validation of demonstrators (M37-M48)

The last phase will be devoted to the communication of results in relation with the demonstrators and their validation. More details will be defined at the end of phase 3.



## 4. Communication channels and techniques

### 4.1. Brand identity

The development of the PRESERVE brand (visually identified through the project logo) has already been established throughout all of the project's owned communication channels. In order to help us engage with our stakeholders, the PRESERVE brand will be further elaborated and documented. The ability to further tap into existing and new ecolabels (e.g. in terms of bio-based and/or recycled materials contents) to identify PRESERVE packaging will also be studied in WP8.

### 4.2. Logo

The logo of the PRESERVE project was developed during the proposal preparation phase, based on the project acronym.



Figure 2: PRESERVE Logo

### 4.3. Templates

Specific templates for PRESERVE have been provided by IRIS, including the general Power Point presentation template and the deliverables template. Those templates are available for all the partners on the Google Drive platform set up by IRIS and accessible by partners using a username and password.

### 4.4. Consortium's participation in events

Participation in and organisation of events is indicated as one of the main channels for communication, because we recognise its fundamental importance in terms of results dissemination and exploitation.

We consider here two types of events:

- 1) Events directly organised by PRESERVE, independently or in collaboration with other projects or initiatives, and
- 2) Specialized events such as scientific conferences and fairs where the consortium partners participate to present their results achieved within the project.

Specific communication products will be designed for such instances, with different aims depending on the format and type of the event. For example, project templates will be of fundamental use, especially in online events, while project leaflets, brochures, fact sheets and merchandise will come handy at in person events.

The website features a dedicated section for events. When the consortium is involved in an event, it will be detailed in the event entry on the website.



#### 4.5. Scientific publications

The consortium also aims to publish project findings and results in several scientific publications as well as specialist media outlets in order to engage the specific scientific/academic and industry audiences. Although the publication of results on scientific publications is considered dissemination, it makes sense to list this channel on the communication plan.

#### 4.6. Online communication

The majority of the project’s communication activities will take place or will be mirrored on online communication channels, including the projects owned channels (website, social media profiles) as well as external online sources (media platforms, external online events, etc.). This way we will ensure that a greatest number and variety of stakeholders and target group audiences can be reached, especially during the ongoing restrictions on real-world meetings and platforms during the COVID pandemic.

##### 4.6.1. Website and website analytics

Within the communication plan, a Project Website was developed by month 3 (31 March 2021) and social media were activated between M1 and M3. The project website can be found at this address: <https://www.preserve-h2020.eu> .

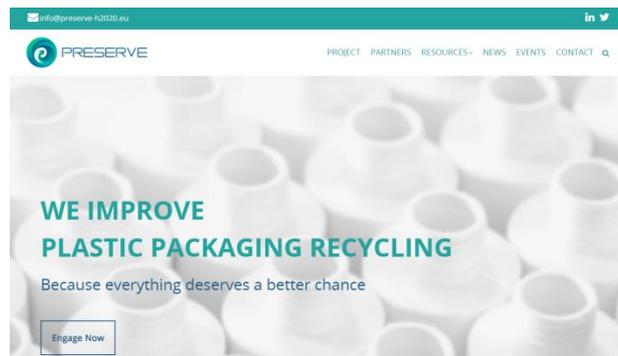


Figure 3: Home Page of PRESERVE website

The website has been designed as the centre of the attention of the project, in order to present the main activities and results to all interested stakeholders. The role of the website in the communications strategy is to provide a place for people interested in the project to get more in-depth information about the project activities and results. The dedicated website will produce an extensive record of all publications and communications originated on the course of the project.

The different sections of the website contain general information and news about the project, events and a contact form to allow the website visitors to have a direct link to the Consortium. The contact form will allow every public user to upload personal data (name and email address) in order to participate in the project’s mailing list. Deliverable 8.1 “Project website” uploaded on Sygma describes the structure and technical features of the website.

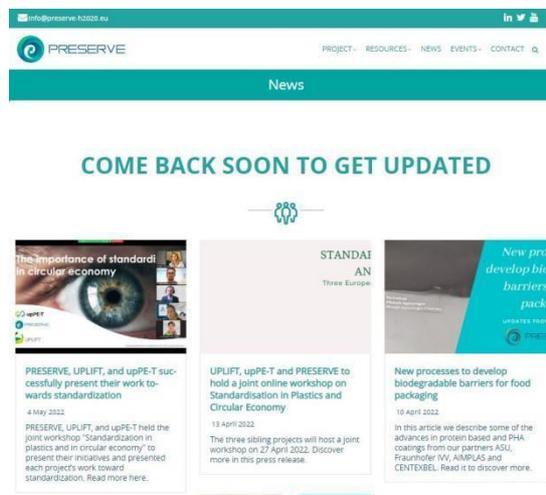


Figure 4: The News section on the PRESERVE website

Google Analytics has been implemented in order to monitor the access to the website, the engagement rate of the visitors and other performance indicators. Those retrieved data will be presented in the update of the communication plan for every reporting period.

The following table shows general target and indicators for each year of the project. Those targets refer to the optimal performance of the website according to different indicators, to measure the performance achieved communicating through the website:

CHANNEL	INDICATORS	TARGET/year
Website	N. total visitors/users	At least 600 visitors
	N. new visitors/users	At least 600 new visitors
	N. sessions	N. 1,000 sessions
	N. pages visited	N. 3,000 pages visited
	N. sessions per user	N. 2 sessions per user
	N. page visited per session	N. 3 page visited per session
	Average session duration	At least 3 minutes on page

Table 2: General indicators and target per year for PRESERVE website

The performance of the website will be reported in par. 5.1 “Project website”.

#### 4.6.2. Social Networks and social media strategy

The most suitable social networks for the purposes of the project are Twitter and LinkedIn. During M1, a Twitter profile ([@preserve\\_h2020](https://twitter.com/preserve_h2020)) and a LinkedIn profile (<https://www.linkedin.com/company/preserve-h2020>) have been created.



Figure 5: PRESERVE Twitter Profile

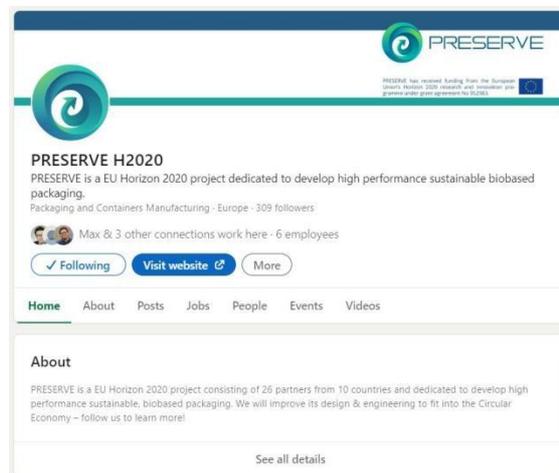


Figure 6: PRESERVE LinkedIn Profile

#### 4.6.2.1. YouTube channel

YouTube will mainly be used as a repository for project videos that will then be shared on other specific online channels, such as the website or social media. The videos produced will be of different nature: at first, an introductory video has been realised and published to be shared on online platforms and, eventually, to be shown at events. Also, didactic videos to explain in a clear and simple way complicated topics of the projects will be produced and published to catch and engage the general public, especially young people.



Figure 7: PRESERVE Youtube Channel

The following table specifies the target that should be achieved for each indicator each year. The results of the performance of social media will be reported in par. 5.2.

CHANNEL	INDICATORS	TARGET/year
Twitter	N. total profile visits	300 visits
	N. impressions	12,000
	N. total followers	+30 followers
	Engagement rate (sum of likes, share and/or comments divided by the n. of visitors)	5% avg.
LinkedIn	N. total visitors	+300 visitors
	N. Impressions	12,000
	N. total followers	+60 followers
	Engagement rate (sum of likes, share and/or comments divided by the n. of visitors)	20 posts above 10%
YouTube	Views per video	800 views avg.
	Unique viewers	600
	Impression (How many times the video thumbnail is shown to viewers)	500

Table 3: General indicators and target for Twitter, LinkedIn and YouTube

#### 4.6.3. Newsletters

During the project, an annual newsletter will be edited and sent to PRESERVE targeted stakeholders. Newsletters will be released both on the website and by e-mail to an ad-hoc list of recipients.

The preliminary schedule for the newsletter is as follows, with a brief description of the main expected topics:

- Newsletter 1: Overview of project launch & goals – M12 (actual publication date: M18)
- Newsletter 2: General overview of project progress – M24
- Newsletter 3: General overview of project progress – M36
- Newsletter 4: Project wrap up, scale-up results – M48

The newsletter should contain the following sections:

- PRESERVE work progress.



- Next important internal events (organisation of workshops or dedicated seminars).
- Next important external events.
- Publications and articles.
- Meetings and working groups report statements that can be disclosed.

The platform chosen for the newsletter publication is the one available on LinkedIn for the PRESERVE page. This solution was chosen primarily for the possibility of reaching a greater public on the platform, who can subscribe voluntarily.

Despite the preliminary schedule of releasing the first newsletter on M12, the first instalment was published in the first days of M18 to allow the publication of the latest results and upcoming events. The following editions of the newsletter will follow the schedule.

#### 4.6.4. Targeted placement of articles

As part of the dissemination and training of PRESERVE, targeted placement of articles and features in relevant trade media and industry focused publications will be put in place throughout the duration of the project. At least three articles will be featured, indicatively starting from the second year of the project. The target audience for these articles are industry and consumers.

#### 4.7. Multi-stakeholder platform and related projects networking

##### 4.7.1. Crowdhelix

Crowdhelix is a pan-European Open Innovation Network that connects and enables research organisations, SMEs and industry to collaborate, innovate and grow. The Network has more than 450+ member organisations from 50 countries.

The Network is set up around thematic areas (called 'Helixes'), e.g., Materials Helix, Climate Helix, Food Helix., and is supported by a technology platform (<https://www.crowdhelix.com/>), where these virtual communities are hosted.

A Helix is a specialised community of experts and research and innovation professionals across academia and industry. The Crowdhelix platform consists of multiple thematic helixes, whose reach extends directly to 6,000+ users currently on the Crowdhelix platform. It provides its members with the following main functionalities:

- Announcements
- Collaboration opportunities posting
- Expertise offer
- Search engine for identifying suitable collaborators
- Interaction with experts/organisations

The Circular Plastics Helix (<https://crowdhelix.com/helixes/circular-plastics>) is a virtual community of experts in circular economy, plastics and recycling. It was launched in 2019 for the Multicycle project (<http://multicycle-project.eu/>). In the frame of



PRESERVE, we will expand the community, which in May 2022 had 504 users from 171 organisations, and onboard further 100 stakeholders working in the area of bioplastics. The Helix will play a key role in the project's communication and dissemination activities by maintaining a peer group of likeminded stakeholders who will have access to updates on the project and options to collaborate with experts in their field of interest.

CrowdHelix started the process of updating the Circular Plastics Helix with publishing information about PRESERVE on the Helix page and adding relevant resources. The page currently includes links to the project's website, the project's video on YouTube and other useful materials, such as the Declaration of the Circular Plastics Alliance and the European Commission's report 'A Circular Economy for Plastics.'

In M4, once the Helix was linked to the project's website and relevant resources were added, CrowdHelix began inviting all project partners to join the platform, create a profile (for both individuals and partner organisations) and follow the Circular Plastics Helix. The team proceeds as follows:

- Project partners were invited to fill out the new members form. Once completed, they are sent the membership agreement (terms and conditions). Upon receipt of a signed copy of this agreement, project partners are sent an invitation to sign up to the platform.
- Once onboard, each partner is assigned a main administrator with the power to build their organisation's profile, invite colleagues to access the platform and start using the platform as a networking and collaboration tool. Each partner is also profiled on the Circular Plastics Helix page as one of the key collaborators in the community.
- The project partners can utilise the platform as full members (free of charge), and CrowdHelix staff remain at their disposal for advice, matchmaking and dissemination whenever needed for the duration of the project.

Once all the partners have been onboarded to the platform, the CrowdHelix team will start working on reaching out to experts beyond the CrowdHelix members and build a strong community focused on bioplastics. Individuals from outside the CrowdHelix Network interested in joining the community, will be granted limited access to the platform free of charge. This means that they will not be able to post their own collaboration opportunities but they will have access to those published by others. Additionally, they can leave comments to express their interest in specific opportunities, but those comments will have to be approved by the CrowdHelix team.

The Helix Manager will ensure the consortium partners are aware of the latest developments on the platform. They will be encouraged to use their own network to promote the Helix to potential stakeholders, contributing to the community's growth.



Figure 8: The Circular Plastics Helix hosted on <https://www.crowdhelix.com/>

### 4.7.2. Clustering activities

#### 4.7.2.1. CE-BIOTEC-09-2020(RIA)

During this first phase of the communication activities, PRESERVE started clustering activities with two sibling projects, UPLIFT and upPE-T. The three projects are, in fact, funded under the topic CE-BIOTEC-09-2020 (RIA) for the Horizon 2020 programme. The clustering aim is to share knowledge and efforts to achieve the common objective of reducing plastics waste created by food packaging. The three projects will be involved in monthly meetings, sharing new collaboration ideas that will boost the development of bioplastics of food and drink packaging.

All the details on the program of each workshop are available in D8.3 “Training Plan”, while communication activities are reported in par. 5.5.2 “Clustering activities”.

## 5. Communication Report for M1-M17

This section summarises all communication activities from the start of the project and presents new data available from M6 to M17. Data will be compared to the first and second semester of the project.

The first 6 months of activity of the project which are part of Phase 1 - Project introduction and audience building (M1-M12), while we are currently in Phase 2 - Development and upcycling of core materials (M13-M24).

The current review covers until M17, since the Communication Plan underwent an internal review process during M18, as per the project’s quality assurance procedure specified within the D9.2 “Project Management Handbook”. This period will be compared to the indicators at M6 and M12.

In this section, communication activities published through the official channels of the project and carried out by the partners have been reported. In particular, partners have been asked to fill in the dedicated form available for all the partners in the PRESERVE intranet described in deliverable 9.1 “Project Management Tool”.



5.1. Participation in events

Some partners have been able to take part in online events and deliver presentations about their activities, which included mentions to PRESERVE. Further details are available in the table below.

N.	DATE	EVENT	PLACE	PARTNER	NATURE OF PARTICIPATION	ESTIMATED REACH
1	25 May 2021	Workshop on Horizon Europe cluster 6 "Food, Bioeconomy, Natural Resources, Agriculture and Environment"	Online/ Valencia, Spain	ADM	Presentation "PRESERVE - High performance sustainable bio-based packaging with tailored end of life and upcycled secondary use"	Unknown
2	29 June 2021	TF&SM Infohappening	Online/Ghent , Belgium	CTB	Slide on PRESERVE project within the presentation on bio-based printing inks	25 people; industry
3	4-5 Aug 2021	<a href="#">6th International Conference on Food Agriculture and Natural Resources (FANRes)</a>	Online/ Tangerang, Indonesia	ASU	Kristina Eißenger invited speaker for the conference "Empowering Local Agriculture and Natural Resources for Global Market in the Post Pandemic World"	Unknown
4	28 Oct 2021	Aktuelles aus der anwendungsorientierten Forschung. Foodnetz - Konkrete Biökonomie-Anstze aus der Lebensmittel- & Verpackungsindustrie	Online	ASU	Presentation "Kreislauforientierte Bioökonomie und Lebensmittelverpackungen – aktuelles aus der anwendungsorientierten Forschung" (Vorstellung der aktuellen Forschungsprojekte Biontop, Preserve, Biosuppack und PackMit) by Mara Strenger	55 people; industry



N.	DATE	EVENT	PLACE	PARTNER	NATURE OF PARTICIPATION	ESTIMATED REACH
5	15 Nov 2021	Crowdhelix RTO Members' event	Malmö, Sweden	CHX	PRESERVE in project gallery in an app launched for Crowdhelix RTO event in Malmö	60 people; scientific community
6	30 Nov 2021	16 <sup>th</sup> European Bioplastics conference	Berlin, Germany	ASU	Poster presentation	50 people; industry
7	02 Dec 2021	Inmersión Estratégica 21 - reCONNECT	Online/Barcelona, Spain	ASU	Presentation	200 people; industry
8	02 Dec 2021	International Seminar on Plastics Recycling	Online/Valencia, Spain	CHX	Circular Plastics Helix and PRESERVE presentation	120 people; scientific community
9	31 Jan 2022	ProSweets Cologne	Cologne, Germany	ASU	Snack Packaging & Sustainability - an introduction to a more holistic & fact-based view	Unknown
10	31 Jan 2022	ProSweets Cologne	Cologne, Germany	ASU	Packaging & Sustainability – Consumer perception vs. scientific facts	Unknown
11	20 Apr 2022	<a href="#">MeetingPack 2022</a> Barrier packaging solutions	Valencia, Spain	AIMPLAS	Flyer at AIMPLAS stand	Unknown
12	24-27 May 2022	HISPACK 2022	Barcelona, Spain	AIMPLAS	Flyer at AIMPLAS stand	Unknown

Table 4: Participation in events, as reported by consortium members

Consortium members also plan to attend the following events during the next 6 months.

N.	DATE	EVENT	PLACE	PARTNER	NATURE OF PARTICIPATION
1	25 May 2021	Biobased Coatings Europe 2022	Amsterdam, The Netherlands	ADM	Presentation “Novel biobased coatings for flexible packaging”
2	17-18 June 2021	1 <sup>st</sup> Conference on Green Chemistry and Sustainable Coatings	Online/Pisa, Italy	IRIS	Project presentation
3	22 Oct 2022	Cofresco Forum 2022	Online	ASU	Presentation
4	15 Nov 2022	Multilayer Flexible Packaging	Vienna, Austria	AIMPLAS	Presentation
5	06 Dec 2022	InnoMeeting Europe	Berlin, Germany	ASU	Presentation “Lexpack against Climate Change”

Table 5: Events planned for the next 6 months



### 5.1.1. European Researcher's Night 2021

During European Researcher's Night 2021, PRESERVE was showcased in two events:

1. **Macaronight**, Macaronight, organised by the La Palma Research Centre (Spain), Universidade de Madeira (Portugal), Fundación General Universidad de La Laguna (Spain), Fundación Canaria Parque Científico Tecnológico de la Universidad de Las Palmas de Gran Canaria (Spain), Fundo Regional da Ciência e Tecnologia (Portugal): <https://macaronight.eu/preserve/>
2. **La nit de la recerca**, organised by the Spanish institutions Associació Catalana de Comunicació Científica, Institut de Salut global Barcelona, Universitat de Barcelona, Universitat de Girona, Universitat de Lleida, Universitat Rovira i Virgili, Universitat de Vic/Universitat Central de Catalunya with the support of Universitat Oberta de Catalunya, Universitat Pompeu Fabra, Fundació Catalana per a la Recerca i la Innovació, Agència de gestió d'Ajuts Universitaris i de Recerca, Associació Catalana d'universitats Públiques: <https://lanitdelarecerca.cat/preserve/>

### 5.2. Scientific publications

At the moment, no scientific publications in open access have been reported. The partners ASU, NTT, UNIBO, GPI, OWS, KNEIA and EUBP prepared a review article titled "Recent approaches in sustainable, bio-based multilayer packaging solutions: a review" that will be submitted to the journals "Packaging Technology and Science" or "Journal of Packaging Technology and Research".

### 5.3. Online communication

#### 5.3.1. Project features on partners' websites

Different partners have communicated the project taking advantage of their corporate websites. In the following table, all the mentions to PRESERVE on corporate websites are reported. Planned activities are included in the table.

	DATE	TITLE	PARTNER	LINK
1	01 Jan 2021	Integration of PRESERVE into the partner's website (PLANET)	Planet Bioplastics	<a href="https://bit.ly/3xmQvPG">https://bit.ly/3xmQvPG</a>
2	01 Jan 2021	Integration of PRESERVE into the partner's website (KNEIA)	KNEIA	<a href="https://bit.ly/3g5aMXD">https://bit.ly/3g5aMXD</a>
3	01 Jan 2021	Integration of PRESERVE into the partner's website (CTB)	CTB	<a href="https://bit.ly/3gD8afb">https://bit.ly/3gD8afb</a>
4	19 Feb 2021	News about BOSTIK joining PRESERVE	BOSTIK	<a href="https://bit.ly/3xuuNci">https://bit.ly/3xuuNci</a>
5	12 Apr 2021	GPI Joins PRESERVE H2020 Project to Promote Bio-Based Packaging	GPI	<a href="https://bit.ly/3iF8CvQ">https://bit.ly/3iF8CvQ</a> Also available in <a href="#">Spanish</a> , <a href="#">French</a> , <a href="#">Portuguese</a>



6	15 Apr 2021	Integration of PRESERVE into the partner's website (ITENE)	ITENE	<a href="https://bit.ly/3gzyfNg">https://bit.ly/3gzyfNg</a>
7	01 May 2021	Integration of PRESERVE into the partner's website (ASU)	ASU	<a href="https://bit.ly/2SFkIQA">https://bit.ly/2SFkIQA</a>
8	01 May 2021	Integration of PRESERVE into the partner's website (OWS)	OWS	<a href="https://bit.ly/3gJ6f8l">https://bit.ly/3gJ6f8l</a>
9	17 May 2021	News about PLATO joining PRESERVE	PLATO	<a href="https://bit.ly/3wExCYo">https://bit.ly/3wExCYo</a>
10	07 Jun 2021	High performance sustainable bio-based packaging with tailored end of life and upcycled secondary use	SIBO	<a href="https://bit.ly/2TvFPiS">https://bit.ly/2TvFPiS</a>
11	30 Jun 2021	Integration of PRESERVE into the partner's website (CARBIOLICE)	CARBIOLICE	<a href="https://bit.ly/3xkdbB0">https://bit.ly/3xkdbB0</a>
12	01 Jul 2021	Integration of PRESERVE into the partner's website (EUBP)	EUBP	<a href="https://bit.ly/3zoUyPy">https://bit.ly/3zoUyPy</a>
13	20 Oct 2021	Integration of PRESERVE into the partner's website (DenimX)	DenimX	<a href="https://bit.ly/3xxC7a4">https://bit.ly/3xxC7a4</a>
14	26 Oct 2021	Integration of PRESERVE into the partner's website (Fraunhofer IVV)	Fraunhofer IVV	<a href="https://bit.ly/3D3i7Nu">https://bit.ly/3D3i7Nu</a>
15	06 May 2022	Integration of PRESERVE into the partner's website (AIMPLAS)	AIMPLAS	<a href="https://bit.ly/3QbJHOQ">https://bit.ly/3QbJHOQ</a>

Table 5: PRESERVE mentions in websites

### 5.3.2. Project Website

The project website was released on 31 March 2021 and fully described in D8.1 "Project Website". KNEIA has been in charge of the development of the structure and of the content of the website. EUBP, ASU and the project coordinator performed the quality check and the website was officially launched on 31 March 2021. KNEIA develops the content to be published on the website, collaborating with all project partners for the validation of the information available on the website.

From M3, when it was made publicly available, the website has been periodically updated.

- The [Project results section](#) has been updated periodically with the percentage of advance of the main tasks of the project, plus public deliverables available for their download.
- The [Related projects section](#) has been updated in July 2021 and January 2022 with the latest funded projects from H2020.
- In July 2021, the [Circular Plastics Helix page](#) has been added. It showcases details on the multistakeholders platform of the PRESERVE project, hosted by our consortium partner Crowdhelix on their open innovation platform.
- In November 2021, the [Cluster H2020 Bioplastics page](#) has been added. This page reunites the events and news from the cluster and sibling projects UPLIFT and upPE-T.



- In the [Download section](#), the [Consortium Factsheet](#) and [Leaflet](#) of the project were made available in November 2021.
- The [Training materials section](#) was published in January 2022, as a section to reunite training materials available from workshops in which PRESERVE was present, as explained in D8.3 “Training plan”.
- The [Events page](#) has been updated in February 2022 with three sections, according to the suggestions of the European Bioplastics partner and the deliverable D8.3 “Training plan”:
  1. PRESERVE EVENTS - PRESERVE is organising a number of dedicated events throughout the project’s life span to showcase (preliminary) project results and to share knowledge with targeted stakeholders.
  2. PRESERVE ROADSHOW - PRESERVE partners will be participating in third-party events to share the project’s findings with larger audiences.
  3. OTHER RELEVANT EVENTS - Browse an updated summary of online and presential events about bio-based materials, bioplastic packaging and materials innovation.
- A specific page for the event “Upcycling bio-plastics of food and drink packaging” called [Workshop 2021](#) was published in November 2021. The page is a collection of the presentations from the experts and the video recordings of the workshop.

The table below present the results of different indicator identified for the interpretation of web analytics. Targets have been established for each year of the project and should be met at the end of each year.

Data from M1 to M5 were already presented in the first version of this deliverable in M6, while data from M6 to M17 have been added and compared.

CHANNEL	INDICATORS	TARGET/year	M1-M5	M6 - M12	Total year 1	M13 - M17	Total M1-M17
Website	N. total visitors/users	At least 600 visitors	276	1,894	2,490	1,576	3,746
	N. new visitors/users	At least 600 new visitors	250	1,787	2,037	1,374	3,411
	N. sessions	N. 1,000 sessions	588	1,995	2,583	1,912	4,495
	N. pages visited	N. 3,000 pages visited	2,107	5,745	7,852	4,251	12,103
	N. sessions per user	N. 2 sessions per user	2.13	1.05	1.19	1.21	1.20
	N. page visited per session	N. 3 page visited per session	3.58	2.88	3.04	2.17	2.69
	Average session duration	At least 3 minutes on page	4:21	3:30	3:35	02:09	03:33

Table 6: Communication results at M17 for the PRESERVE Website



In the first months of year 2, the majority of indicators saw a rise compared to the first year, but not in the number of page visited per session and in the average session duration in comparison with year 1. In order to improve those data, more and diverse articles will be published on the website, as well as other improvement on the website to engage the visitors.

As regards web visitors, the majority of the comes from the United States, followed by Spain, Germany and Italy.

The following table shows the total numbers of the first eleven visitors origin countries.

CHANNEL	Visitor country	M1-M12	M13-M17	Total M1-M17
Website	United States	188	193	381
	Spain	188	169	357
	Germany	125	140	265
	Italy	122	98	220
	France	72	64	136
	Netherlands	41	64	105
	United Kingdom	31	62	93
	Belgium	44	34	78
	Finland	28	44	72
	India	24	43	71
	Austria	12	37	49

Table 7: Visitors per country on PRESERVE's website

### 5.3.2.1. Project Website articles

The following table resumes the [articles published on the PRESERVE website](#) and the views they received until M17.

N.	TITLE	Date	Views M17
1	PRESERVE is here!	10/03/2021	87
2	Everything deserves a better chance	29/04/2021	31
3	PRESERVE joins forces with UPLIFT and upPE-T	17/05/2021	53
4	Partners come together for the first General Assembly	21/06/2021	45
5	PRESERVE joins the European Bioeconomy Network	19/08/2021	5
6	UPLIFT, upPE-T and PRESERVE to hold a joint online workshop on upcycling bio-plastic of food & drink packaging	01/09/2021	89
7	"PRESERVE is an opportunity to solve a real problem" – Interview with Aldo R. Reyes, project coordinator	14/10/2021	82



N.	TITLE	Date	Views M17
8	The importance of clustering for innovations and the transition to a circular bioeconomy	01/11/2021	49
9	"PRESERVE shows that we can replace replace fossil-based packaging" - Interview with Kristina Eißenberg, technical coordinator	15/11/2021	35
10	PRESERVE presented at the 16th EUBP conference	03/12/2021	8
11	PRESERVE general assembly meets as project enters its second year	16/12/2021	32
12	EU initiates update of rules on recycled plastic in food packaging	31/01/2022	358
13	Open call for External Advisory Board members	21/02/2022	75
14	International Women's day 2022	08/03/2022	83
15	New processes to develop biodegradable barriers for food packaging	10/04/2022	43
16	UPLIFT, upPE-T and PRESERVE to hold a joint online workshop on Standardisation in Plastics and Circular Economy	13/04/2022	65
17	PRESERVE, UPLIFT, and upPE-T successfully present their work towards standardization	04/05/2022	18

Table 8: Articles published on the PRESERVE website

In order to obtain a more readable comparison between year 1 and the first months of year 2, the average monthly data from 2021 and 2022 have been calculated and compared.

CHANNEL	INDICATORS	2021 Average/month	2022 Average/month	2022 – 2021 average
Website	N. total visitors/users	208	315	51.9%
	N. new visitors/users	196	275	40.5%
	N. sessions	215	382	77.7%
	N. pages visited	654	850	29.9%
	N. sessions per user	1.04	1.21	17.0%
	N. page visited per session	3.04	2.22	-26.9%
	Average session duration	3:35	2:09	-45.2%

Table 9: Comparison of monthly average indicators for PRESERVE's website between 2021 and 2022

Data show that the project website collects interest from the visitor, as accesses have grown significantly from year 1 to year 2, but more effort is needed in creating more engaging content to retain the visitor. A general revision for the content of the website is planned between M18 and M24 in order to adjust the website to the results and advances of the project.



5.3.3. Social Media

The social media profiles of the PRESERVE project were set up during the month of January 2021 (M1) in order to engage the partners from very early on. Due to the ongoing Covid-19 pandemic which is not allowing face-to-face events during the first year of the project, the efforts on online communication during the first year of the project were based mostly on the online branding and presence of PRESERVE.

During year 2, the communication efforts are focusing on communicating the results being obtained by the project and the collaboration between PRESERVE and other related projects.

5.3.3.1. Twitter

A Twitter account ([https://twitter.com/preserve\\_h2020](https://twitter.com/preserve_h2020)) was set up in January 2021. 156 tweets have been published between M1 and M17. By 31 May 2022 it had reached 183 followers.

The following table summarizes the main indicators:

CHANNEL	INDICATORS	TARGET/year	M1-M5	M6 - M12	M1- M12	M13 - M17	M1- M17
Twitter	N. total profile visits	300 visits	4,239	7,065	11,304	5,234	16,538
	N. impressions	12,000	4,709	26,817	31,526	14,398	45,924
	N. total followers	+30 followers	34	79	113	57	170
	Engagement rate (sum of likes, share and/or comments divided by the n. of visitors)	5% avg.	1 tweet at 9,1%, 4% avg	9 tweets above 10%, 6% avg.	6% avg	6% avg	8 tweets above 10%, 6% avg

Table 10: Communication results at M17 for the PRESERVE Twitter profile

5.3.3.2. LinkedIn

LinkedIn was set up also in January 2021 (<https://www.linkedin.com/company/preserve-h2020/>), and by 31 May 2022 it had reached 309 followers.

126 LinkedIn posts have been published between M1 and M17.

The following table summarizes the main indicators:

CHANNEL	INDICATORS	TARGET/year	M1-M5	M6 - M12	M1- M12	M13 - M17	M1- M17
LinkedIn	N. total visitors	+300 visitors	255	226	481	183	664
	N. Impressions	12,000	2,236	22,981	25,217	7,678	32,895
	N. total followers	+60 followers	104	112	214	309	309
	Engagement rate (sum of likes, share and/or comments divided by the n. of visitors)	20 posts above 10%	3 posts above 10%	9 posts above 10%	6% avg	6% avg	17 posts above 10%



visitors)						
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Table 11: Communication results at M17 for the PRESERVE LinkedIn profile

5.3.3.3. YouTube

PRESERVE has a [YouTube channel](#) opened in M4. The first publication has been an [explanatory video](#), which has been developed according to the needs of general audience interested in the topics addressed by PRESERVE.

The joint workshops with UPLIFT and upPE-T have also been released on YouTube without being edited. [“Upcycling bio-plastics of food and drink packaging”](#) was published on 11 November 2021. [“Standardisation in plastics and circular economy”](#) was published on 28 April 2022.

The following table summarizes the main indicators for the PRESERVE YouTube Channel (only aggregated data for the first year were available):

CHANNEL	INDICATORS	TARGET/year	M1-M12	M13 - M17	M1-M17
YouTube	Views per video	800 views avg.	391 avg.	68 avg.	<b>333 avg.</b>
	Unique viewers	600	467	592	<b>1,059</b>
	Impression (How many times the video thumbnail is shown to viewers)	500	651	1,092	<b>1,743</b>

Table 12: Communication results at M17 for the PRESERVE YouTube profile

In order to obtain a more readable comparison between year 1 and the first months of year 2, the average monthly data from 2021 and 2022 have been calculated and compared.

CHANNEL	INDICATORS	TARGET/year	Avg year 1	Avg year 2	Avg Year2/Year1%
Twitter	N. total profile visits	300 visits	942	1047	11%
	N. impressions	12000	2627	2880	10%
	N. total followers	30 followers	9	11	21%
	Engagement rate (sum of likes, share and/or comments divided by the n. of visitors)	20 Tweets above 10%	6%	6%	=
LinkedIn	N. total visitors	+300 visitors	40	37	-9%
	N. Impressions	12000	2101	1536	-27%
	N. total followers	+60 followers	+18 followers/month	+62 followers/month	247%
	Engagement rate (sum of likes, share and/or comments divided by the n. of visitors)	20 posts above 10%	6%	6%	=



CHANNEL	INDICATORS	TARGET/year	Avg year 1	Avg year 2	Avg Year2/Year1%
YouTube	Views per video	800 views avg.	391	333	-15%
	Unique viewers	600	39	118	204%
	Impression (How many times the video thumbnail is shown to viewers)	500	54	218	303%

Table 13: Comparison of the social media performance between year 1 and year 2

### 5.3.3.4. Social media posts by partners

Partners also shared information on PRESERVE on their social media. The following table reports the list of social media posts published by partners between M1 and M17. The total engagement (sum of likes, share and/or comments) is of 240.

N.	Date	Partner	Social media	Engagement
1	27/01/2021	AIMPLAS	<a href="#">Twitter</a>	1
2	27/01/2021	CHX	<a href="#">Twitter</a>	5
3	27/01/2021	AIMPLAS	<a href="#">Facebook</a>	2
4	27/01/2021	AIMPLAS	<a href="#">LinkedIn</a>	4
5	27/01/2021	AIMPLAS	<a href="#">LinkedIn</a>	8
6	28/01/2021	CHX	<a href="#">Twitter</a>	2
7	29/03/2021	CHX	<a href="#">Twitter</a>	7
8	30/03/2021	CHX	<a href="#">LinkedIn</a>	13
9	05/04/2021	CHX	<a href="#">Twitter</a>	8
10	06/04/2021	CHX	<a href="#">Twitter</a>	10
11	06/04/2021	CHX	<a href="#">LinkedIn</a>	3
12	08/04/2021	SILON	<a href="#">Twitter</a>	6
13	12/04/2021	CARBOLICE	<a href="#">Twitter</a>	4
14	12/04/2021	CARBOLICE	<a href="#">LinkedIn</a>	13
15	13/04/2021	EUBP	<a href="#">Twitter</a>	1
16	13/04/2021	EUBP	<a href="#">LinkedIn</a>	0
17	13/04/2021	GPI	<a href="#">LinkedIn</a>	23
18	16/04/2021	ITENE	<a href="#">Twitter</a>	4
19	16/04/2021	ITENE	<a href="#">LinkedIn</a>	6
20	16/04/2021	ITENE	<a href="#">Twitter</a>	1
21	22/04/2021	BOSTIK	<a href="#">Twitter</a>	0
22	22/04/2021	KNEIA	<a href="#">LinkedIn</a>	0
23	07/05/2021	CHX	<a href="#">Twitter</a>	8
24	07/05/2021	CHX	<a href="#">Facebook</a>	0
25	08/05/2021	SIBO	<a href="#">LinkedIn</a>	1
26	18/05/2021	EUBP	<a href="#">LinkedIn</a>	0
27	28/05/2021	CHX	<a href="#">LinkedIn</a>	0
28	28/05/2021	CHX	<a href="#">Twitter</a>	3
29	28/05/2021	CHX	<a href="#">Twitter</a>	6
30	07/06/2021	SIBO	<a href="#">LinkedIn</a>	6
31	22/06/2021	CHX	<a href="#">LinkedIn</a>	9
32	27/07/2021	SIBO	<a href="#">Twitter</a>	0
33	06/09/2021	EUBP	<a href="#">Twitter</a>	2
34	08/10/2021	CHX	<a href="#">LinkedIn</a>	1
35	15/10/2021	Bio-Mi	<a href="#">Twitter</a>	0



N.	Date	Partner	Social media	Engagement
36	20/10/2021	CHX	<a href="#">Twitter</a>	5
37	08/11/2021	EUBP	<a href="#">LinkedIn</a>	1
38	12/11/2021	CHX	<a href="#">LinkedIn</a>	2
39	23/11/2021	CHX	<a href="#">Twitter</a>	4
40	01/12/2021	CHX	<a href="#">Twitter</a>	1
41	08/12/2021	CHX	<a href="#">Twitter</a>	1
42	15/12/2021	KNEIA	<a href="#">Twitter</a>	1
43	10/01/2022	CTB	<a href="#">LinkedIn</a>	0
44	11/01/2022	ITENE	<a href="#">Twitter</a>	8
45	11/01/2022	ITENE	<a href="#">Twitter</a>	5
46	12/01/2022	KNEIA	<a href="#">Twitter</a>	1
47	13/01/2022	CTB	<a href="#">Twitter</a>	3
48	14/01/2022	KNEIA	<a href="#">Twitter</a>	1
49	24/01/2022	KNEIA	<a href="#">Twitter</a>	1
50	14/02/2022	EUBP	<a href="#">Twitter</a>	2
51	24/02/2022	CHX	<a href="#">Twitter</a>	6
52	01/03/2022	KNEIA	<a href="#">Twitter</a>	1
53	15/03/2022	KNEIA	<a href="#">Twitter</a>	1
54	14/04/2022	EUBP	<a href="#">Twitter</a>	3
55	25/04/2022	CHX	<a href="#">Twitter</a>	7
56	26/04/2022	EUBP	<a href="#">Twitter</a>	3
57	26/04/2022	KNEIA	<a href="#">Twitter</a>	2
58	29/04/2022	ITENE	<a href="#">Twitter</a>	11
59	29/04/2022	KNEIA	<a href="#">Twitter</a>	1
60	04/05/2022	KNEIA	<a href="#">Twitter</a>	2
61	06/05/2022	KNEIA	<a href="#">Twitter</a>	1
62	23/05/2022	DenimX	<a href="#">Facebook</a>	0
63	01/06/2022	AIMPLAS	<a href="#">Twitter</a>	9
64	01/06/2022	AIMPLAS	<a href="#">Facebook</a>	0

Table 14: Social media posts by partners

#### 5.4. Targeted placement of articles and newsletters

In this section we will list the articles published by the partners on relevant sectorial magazines. Open access articles will be reported in the deliverable D8.5 “Draft Plan for the dissemination and exploitation of the project results”, due on M24, and in D8.8 “Final Plan for the dissemination and exploitation of the project results” due on M48.

	DATE	ARTICLE TITLE	MAGAZINE TITLE	PARTNER
1	03/09/2021	Graphic evidence collaboration is key	<a href="#">Sustainable Packaging News</a>	GPI
2	16/12/2021	Outlook for 2022: Trends and disruptive innovations	<a href="#">Packaging Europe</a>	EUBP
3	20/03/2022	Biopolímeros en el sector del gran consumo	Tecnoalimen	ITENE
4	31/03/2022	Going Full Circle with Fibre	<a href="#">Food Science and Technology</a>	GPI

Table 15: Publications in specialised magazines



	DATE	ARTICLE TITLE	NEWSLETTER TITLE	PARTNER
1	01/01/2022	Centexbel develops sustainable barrier coating for paper & cardboard	<a href="#">Centexbel-VKC INFO</a>	CTB

Table 16: Newsletters

### 5.5. Other

#### 5.5.1. Crowdhelix: Circular Plastics Helix

By the end of May 2022, 504 experts from 175 organisations have subscribed to the Circular Plastics Helix. The organisations participating in the Helix include research and technology organisations (115), SMEs (43), and networks, associations, corporations and public institutions (17) from 38 countries. The users who are following the Circular Plastics Helix on the Crowdhelix platform receive instant notification emails when a new collaboration opportunity is posted in the community. Additionally, 4402 users are notified about new opportunities through daily or weekly digest emails.

Currently there are 54 posts in the Circular Plastics Helix. They include collaborative opportunities, expertise offers, calls for papers and event announcements posted by the members of the community. CHX, with the support of KNEIA and EUBP, makes sure that the community is active and that opportunities linked to PRESERVE or its sister projects are shared with the members of the Circular Plastics Helix.

#### 5.5.2. Clustering activities

##### 5.5.2.1. CE-BIOTEC-09-2020(RIA)

In May 2021, PRESERVE started clustering activities with UP-LIFT and upPE-T. The sibling projects will share information about results achieved and set up a joint roadmap for dissemination and social media activities, and elaboration of a joint policy paper. Members of each consortium will meet monthly to discuss, coordinate and manage the foreseen activities.

The first milestone was organizing a joint workshop on 20 October 2021, titled “Upcycling bio-plastic of food & drink packaging”. 175 people registered for the event and 152 attended it. The technical details of this first webinar were organized by the UPLIFT Consortium.

A second webinar was organized by the upPE-T consortium on 27 April 2022 and it was titled “Standardization in plastics and circular economy”. 117 people registered and 78 attended it.

Both workshops are available on PRESERVE YouTube channel. Their complete description is available on D8.3 “Training Plan”.

The projects published news on their websites and newsletter, as detailed in the following table. We will report the estimated reach for communication activities carried out by PRESERVE.



	DATE	PAGE TITLE	PROJECT	PLATFORM	LINK	ESTIMATE D REACH M17
1	17 May 2021	PRESERVE joins forces with UP-LIFT and upPE-T	PRESERVE	Website news section	<a href="https://bit.ly/3gDG2IP">https://bit.ly/3gDG2IP</a>	53 page views
2	17 May 2021	Related project	PRESERVE	Website section	<a href="https://bit.ly/3xw1Dtg">https://bit.ly/3xw1Dtg</a>	24 page views
3	17 May 2021	Other related projects	upPE-T	Website "Related projects" section	<a href="https://bit.ly/35rqIJS">https://bit.ly/35rqIJS</a>	Unknown
4	May 2021	upPE-T Newsletter N. 1	upPE-T	upPE-T newsletter	<a href="https://bit.ly/3NEnveO">https://bit.ly/3NEnveO</a>	
5	14 Jun 2021	Uplift Newsletter 1 - UPLIFT a project to improve the recycling of plastics for the food and drinks packaging industry, kicks off	UPLIFT	Uplift Newsletter	<a href="https://bit.ly/3zwOv9e">https://bit.ly/3zwOv9e</a>	Unknown
6	14 Jun 2021	The UPLIFT Project explores new related projects to collaborate with under the Upcycling BioPlastics of food and drinks packaging topic	UPLIFT	Website news	<a href="https://bit.ly/3cNveXA">https://bit.ly/3cNveXA</a>	Unknown
7	1 Sep 2021	UPLIFT, upPE-T and PRESERVE to hold a joint online workshop on Standardisation in Plastics and Circular Economy	PRESERVE	Website news	<a href="https://bit.ly/3Qdb1MQ">https://bit.ly/3Qdb1MQ</a>	89 views
8	21 Oct 2021	Joint workshop Upcycling BioPlastics of food and drinks packaging	UPLIFT	Website news	<a href="https://bit.ly/3MxlgZm">https://bit.ly/3MxlgZm</a>	Unknown
9	01 Nov 2021	The importance of clustering for innovations and the transition to a circular bioeconomy	PRESERVE	Website news	<a href="https://bit.ly/3zsZByu">https://bit.ly/3zsZByu</a>	49 views
10	Dec 2021	UPLIFT Newsletter 2 - Joint workshop Upcycling BioPlastics of food and drinks packaging	UPLIFT	UPLIFT Newsletter	<a href="https://bit.ly/3tpZ3Wm">https://bit.ly/3tpZ3Wm</a>	Unknown
11	Apr 2022	upPE-T, PRESERVE and UPLIFT to hold a joint online workshop on Standardization in Plastics and Circular Economy	upPE-T	Website news	<a href="https://bit.ly/3xzXHdS">https://bit.ly/3xzXHdS</a>	Unknown



	DATE	PAGE TITLE	PROJECT	PLATFORM	LINK	ESTIMATE D REACH M17
12	13 Apr 2022	UPLIFT, upPE-T and PRESERVE to hold a joint online workshop on Standardisation in Plastics and Circular Economy	PRESERVE	Website news	<a href="https://bit.ly/standardeventpressrelease">https://bit.ly/standardeventpressrelease</a>	65 views
13	28 Apr 2022	Joint Workshop Standardization And Circular Economy	UPLIFT	Website news	<a href="https://bit.ly/393Ltko">https://bit.ly/393Ltko</a>	Unknown
14	4 May 2022	PRESERVE, UPLIFT and upPE-T successfully present their work towards standardization	PRESERVE	Website news	<a href="https://bit.ly/3Q3rnaC">https://bit.ly/3Q3rnaC</a>	18 views
15	6 June 2022	Collaboration with UPLIFT and upPE-T: latest news	PRESERVE	LinkedIn Newsletter	<a href="https://bit.ly/3Qdd3MY">https://bit.ly/3Qdd3MY</a>	248 impressions, 57 article views

Table 17: Communication activities realised by the CE-BIOTEC-09-2020(RIA) cluster until M17

#### 5.5.2.2. Other clustering activities

Apart from connecting with the two sibling projects funded under the same call in the initial stage of the project, PRESERVE also became an official member of the European Bioeconomy Network ([EUBioNet](#)) in July 2021. EUBioNet is a proactive alliance of EU-funded bioeconomy projects. One of the key goals of the network is to maximise efforts by increasing knowledge sharing and coordination of collaborative activities and events.

PRESERVE partner EUBP established another connection with the important collaboration platform [European Bioeconomy University](#) (EBU) in March 2021. PRESERVE has been presented to EBU's working group and during an EBU-internal event [EBU Scientific Forum](#) (23 September 2021). EBU brings together six of Europe's major bioeconomy universities. As a centre for knowledge transfer, it will support the European approach of democratic, transparent, and participatory procedures and foster actual change in an innovative and sustainable way. Further cooperation potentials, such as joint summer schools with the scientific PRESERVE partners, will be discussed further during the project.

Further to the BIOTEC-09 cluster and the two networks mentioned above, PRESERVE has interacted with the following projects:

- [GLAUKOS](#) (Circular solutions for the textile industry)
  - H2020 GA 887711
  - Project duration: June 2020 – May 2024
  - Contact initiated during EUBioNet joining and discussions with EUBioNet lead Susanna Albertini ([FVA New Media Research](#)) on 7 July 2021



- [Papillons](#) (Plastics in agricultural production)
  - H2020 GA 101000210
  - Project duration: June 2021 – May 2025
  - Contact initiated by Papillons' Communication Manager, Szabolcs Zöldréti from Farm Europe on 11 February 2022
  
- [CIRCUL-A-BILITY](#) (Rethinking Packaging for Circular and Sustainable Food Supply Chains of the Future)
  - COST action CA191249
  - Project duration: November 2020 – October 2024
  - Contact initiated via project coordinator Prof Milena Corredig (Aarhus University, Department of Food Science) on 15 September 2021
  
- [BIO-PLASTICS EUROPE](#) (Sustainable solutions for bio-based plastics on land and sea)
  - H2020 GA 860407
  - Project duration: October 2019 - September 2023)
  - Contact initiated by BIO-PLASTICS EUROPE's project manager Jelena Barbir (Hamburg University of Applied Sciences) on 9th May 2022
  
- [CIMPA](#) (A Circular Multilayer Plastic Approach for value retention of end-of-life multilayer films)
  - H2020 GA 101003864
  - Project duration: June 2021 – May 2024
  - **PRESERVE project partners involved: AIMPLAS**
  
- [CIRCULAR FoodPack](#) (Circular Packaging for Direct Food Contact Applications)
  - H2020 GA 101003806
  - Project duration: June 2021 – November 2024
  - **PRESERVE project partners involved: Fraunhofer IVV (coordinator), IRIS**
  
- [MultiCycle](#) (Advanced and sustainable recycling processes and value chains for plastic-based multi-materials)
  - H2020 GA 820695
  - Project duration: November 2018 - April 2022
  - **PRESERVE project partners involved: IRIS (coordinator), Fraunhofer IVV, CTB, AIMPLAS, SILON, CHX**
  
- [MERLIN](#) (Increasing the quality and rate of MultilayER packaging recycling waste)



- H2020 GA 101003883
- Project duration: June 2021 – May 2024
- **PRESERVE project partners involved: ITENE (coordinator), IRIS**
- [Sol-Rec2](#) (Innovative digital watermarks and green solvents for the recovery and recycling of multi-layer materials)
  - H2020 GA 101003532
  - Project duration: June 2021 – May 2024
  - **PRESERVE project partners involved: AIMPLAS**
  
- [ECOFUNCO](#) (ECO sustainable multi FUNctional biobased COatings with enhanced performance and end of life options)
  - H2020 837863
  - Project duration: May 2019 - July 2022
  - **PRESERVE project partners involved: KNEIA, IRIS, PLANET BIOPLASTICS**

## 6. Conclusions and next steps

The D8.2 “Communication plan” aims at defining the communication content, the target and way of implementation of the identified objective to effectively create awareness and engage stakeholders about PRESERVE.

Next steps include continuing communication activities related to the messages indicated within Phase 2 and integrating the activities listed within D8.3 “Training plan” within the planned communication activities.

New communication materials will be developed, in order to support the increasing number of interactions and events planned for the next months.



## References

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