

## Land-Based Solutions for Plastics in the Sea

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### D9.1. Communication & Dissemination Plan

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European Union Funding  
for Research & Innovation

## PROJECT INFORMATION

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**Project full title:** Land-Based Solutions for Plastics in the Sea

**Call:** H2020-SC5-2018-2019-2020 submitted for H2020-SC5-2020-2 / 03 Sep 2020

**Topic:** CE-SC5-30-2020 – Plastics in the environment: understanding the sources, transport, distribution and impacts of plastics pollution

**Type of action:** RIA – Research and Innovation Action

**Starting date:** June 1<sup>st</sup>, 2021

**Duration:** 48 months

**List of participants:**

Nº	Participant name	Acronym	Country	Type
1	UNIVERSIDADE DE VIGO	UVI	SPAIN	HES
2	UNIVERSIDADE DA CORUÑA	UDC	SPAIN	HES
3	Bundesanstalt fuer Gewaesserkunde	BfG	GERMANY	RTO
4	LABORATORIO IBERICO INTERNACIONAL DE NANOTECNOLOGIA	INL	PORTUGAL	RTO
5	KATHOLIEKE UNIVERSITEIT LEUVEN	KUL	BELGIUM	HES
6	HELMHOLTZ ZENTRUM FUR OZEANFORSCHUNG KIEL	GEOMAR	GERMANY	RTO
7	NATIONAL OCEANOGRAPHY CENTRE	NOC	UNITED KINGDOM	RTO
8	SORBONNE UNIVERSITE	SU	FRANCE	HES
9	OPEN UNIVERSITEIT NEDERLAND	OUNL	NETHERLANDS	HES
10	LEIBNIZ INSTITUTE FOR BALTIC SEA RESEARCH	IOW	GERMANY	RTO
11	ASSOCIACAO PARA O DESENVOLVIMENTO DO ATLANTIC INTERNATIONAL RESEARCH CENTRE	AC	PORTUGAL	RTO
12	UNIVERSIDADE FEDERAL DE SAO PAULO	UNIFESP	BRAZIL	HES
13	BASF SE	BASF	GERMANY	LE
14	TG ENVIRONMENTAL RESEARCH	ER	UNITED KINGDOM	SME
15	CONTACTICA S.L.	CTA	SPAIN	SME
16	EGI	EGI	NETHERLANDS	Non-P
17	RADBOUD UNIVERSITEIT	RU	NETHERLANDS	HES

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bfg German Federal Institute of Technology

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## DELIVERABLE DETAILS

<b>Document number:</b>	D9.1
<b>Document title:</b>	Communication & Dissemination Plan
<b>Dissemination level</b>	PU – Public
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<b>Executive summary:</b>	<p>This deliverable outlines the dissemination and communication objectives and strategy of the LABPLAS project and gives an overview of the activities planned so far to accomplish these set objectives.</p> <p>The LABPLAS Communication &amp; Dissemination Plan aims to transfer knowledge of the research results generated during the project to create value within the target groups and initiatives in the EU, whilst raising awareness of the LABPLAS key elements.</p> <p>In summary, this plan concerns the public and scientific communication of the project's objectives, activities and methodologies ("raising awareness") and its results/achievements ("knowledge building") targeted to a general audience, scientific community, industry and potential end-users of the products/services developed.</p>

Version	Date	Comments
1.0	15/11/2021	First version.

### Disclaimer

The views and opinions expressed in this document reflect only the authors' views, and not necessarily those of the European Commission.

## TABLE OF CONTENTS

PROJECT INFORMATION .....	1
DELIVERABLE DETAILS .....	2
LIST OF FIGURES.....	5
LIST OF TABLES .....	5
ABBREVIATIONS AND ACRONYMS.....	5
1 INTRODUCTION .....	6
2 OBJECTIVES OF THE DISSEMINATION AND COMMUNICATION STRATEGY.....	7
3 BRANDING .....	7
3.1 Name.....	7
3.2 Logo .....	7
3.3 Visual identity .....	8
3.3.1 Colours .....	8
3.3.2 Typography .....	8
4 COMMUNICATION & DISSEMINATION PLAN .....	8
4.1 Target audiences .....	8
4.2 Messages .....	9
4.3 Channels.....	10
4.3.1 Project website.....	10
4.3.2 Social media .....	11
4.3.3 Communication materials.....	11
4.3.4 Communication campaign .....	11
4.3.5 Scientific Publications.....	12
4.3.6 Workshops .....	12
4.3.7 Events.....	12
4.4 Summary.....	13
5 MANAGEMENT OF THE COMMUNICATION & DISSEMINATION.....	13
5.1 Website .....	13
5.2 Social Media Channels .....	14
5.2.1 Twitter .....	14
5.2.2 Linkedin.....	14
5.3 Communication materials.....	15
5.4 Communication campaigns .....	15

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5.5	Reporting events .....	15
5.6	Support of the European Union.....	15
6	EVALUATION PROCESS: KEY PERFORMANCE INDICATORS .....	16
6.1	KPIs.....	17
6.2	Activities performed .....	17
6.3	Foreseen activities in 2022 (till M18) .....	18
7	DISSEMINATION. OPEN ACCESS.....	18
7.1	Peer-reviewed scientific research articles .....	19
7.2	Open access to research data .....	20
7.3	Mandate On Open Access To Publications.....	20
ANNEX 1: COMMUNICATION/DISSEMINATION ACTIVITY TEMPLATE.....		21

## LIST OF FIGURES

Figure 1. Scheme of the communication strategy elements .....	6
Figure 2. Collection of communication & dissemination activities.....	17
Figure 3. Open access scheme .....	19

## LIST OF TABLES

Table 1. Visual identity of LABPLAS project .....	8
Table 2. Key messages per target group .....	9
Table 3. LABPLAS main channels .....	10
Table 4. LABPLAS Communication Plan.....	13
Table 5. Monitoring of communication & dissemination actions.....	16
Table 6. Foreseen activities during 2022.....	18
Table 7. Already planned activities .....	18

## ABBREVIATIONS AND ACRONYMS

Abbreviation / Acronym	Description
EAB	External Advisory Board
E.R.A.	Environmental Risk Assessment
KPI	Key Performance Indicator
SEO	Search Engine Optimisation Techniques
SMNP	Small-, Micro-, and nano plastics
WWTP	Waste Water Treatment Plants

## 1 INTRODUCTION

Plastic is pouring from land into our oceans at a rate of nearly 10 million tonnes a year. Once in the sea, plastics fragment into particles moving with the currents and ocean gyres before washing up on the coastline. The smaller the size the higher the risk posed by these particles to organisms and human health. Because small, micro- and nano- plastics (SMNP) cannot be removed from oceans, proactive action regarding research on plastic alternatives and strategies to prevent plastic from entering the environment should be taken promptly. The LABPLAS project is a 48-months project whose vision is to develop new techniques and models for the detection and quantification of SMNP. Specifically, LABPLAS will determine reliable identification methods for a more accurate assessment of the abundance, distribution, and toxicity determination of SMNP and associated chemicals in the environment. It will also develop practical computational tools that should facilitate the mapping of plastic-impacted hotspots and promote scientifically sound plastic governance.

Communication of European projects should aim to demonstrate how research and innovation are contributing to a European “Innovation Union” and account for public spending by providing tangible proof that collaborative research adds value by:

- ➔ Showing how European collaboration has achieved more than would have otherwise been possible, notably in reaching scientific excellence, contributing to competitiveness and solving societal challenges.
- ➔ Showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways.
- ➔ Making better use of the results, by ensuring they are taken up by decision-makers to influence policymaking, and by the industry and scientific community to guarantee a follow-up.

The LABPLAS Communication & Dissemination Plan aims to use the research results generated during the project to create value within the target communities/initiatives in the EU. In summary, this plan concerns the communication of the project (“raising awareness”) and its results/achievements (“knowledge building”) targeted to a general audience, scientific community, industry and potential end-users of the products/services developed.

Following these premises, the present plan will have three phases:

1. Construction of the LABPLAS brand.
2. Communication of the LABPLAS project building knowledge
3. Dissemination and communication of results and milestones.



Figure 1. Scheme of the communication strategy elements

The successive phases will be continuous from its launch and throughout the development of the project. The dissemination and communication strategy of LABPLAS will be 360 degrees, combining online and offline channels and tools and reinforcing different highlights focused on the stakeholders. In this way, the combination of different actions will reinforce the message and allow us to reach our audiences (See section 2.1 below).

The consortium will also take advantage of the External Advisory Board (EAB), external members who might evaluate

the project progress, and provide guidance regarding future work. The EAB will be invited to attend the yearly general meetings and final workshops. The EAB will:

- ➔ evaluate progress,
- ➔ give recommendations for further actions, and
- ➔ facilitate a dialogue with fora representing the wider community

## 2 OBJECTIVES OF THE DISSEMINATION AND COMMUNICATION STRATEGY

The main objectives in the Communication & Dissemination Plan are:

1. To raise awareness and interest of the different actors and end-users
2. Identification, engagement and mobilisation of stakeholders (multi-actor approach)
3. Knowledge transfer by generating the communication and dissemination materials, participation in social networks, conferences, events, etc. Networking with other projects and initiatives.
4. To ensure a multiplication contact effect.

## 3 BRANDING

The first communication action developed after the starting of the project was to create a recognisable brand of LABPLAS, reflecting the main goals of the initiative and offering the audience/stakeholders a clear identification of the values and messages.

### 3.1 Name

LABPLAS is the branding name of the project which means: ***“Land-Based Solutions for Plastics in the Sea”***.

The full title should be between quotation marks when first mentioned in a document, then its abbreviation/acronym will be used.

### 3.2 Logo

A visual guideline that includes different applications of the logo has been designed to facilitate the use of the LABPLAS brand.

#### BASE LOGO










## 3.3 Visual identity

### 3.3.1 Colours

The corporate colours of the brand should serve as a guidance document to avoid printing problems with the colours of the trademark and its corresponding versions for digital formats.

Table 1. Visual identity of LABPLAS project

Name	HEX	RGB	Graphic colour
St Tropaz	#395A84	57, 90, 132	
Waikana Grey	#607AA2	96, 122, 162	
Venus	#8E7B84	142, 123, 132	
Green Smoke	#92A24B	146, 162, 75	
blue (light blue)	#5AA2AE	90, 162, 174	

### 3.3.2 Typography

ARIAL NOVA Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 / \* - + = ¿ ? ¡ ! " # % & ( ) ; : . , - \_ " [ ] { } Ç ç < > ' ´ ° ª \ @ ~ ¬ ^

## 4 COMMUNICATION & DISSEMINATION PLAN

### 4.1 Target audiences

The identification of target audiences of the LABPLAS project is crucial to customise the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered effectively.

To select those groups, diverse criteria have been applied, such as:

- ➔ Interest in the project, as well as in the information and knowledge to be obtained during its development.
- ➔ Capacity for promoting or contributing to the project activities.
- ➔ Influence over the project and/or the rest of the target audiences.
- ➔ Impact of the project results on the target audiences.

Based on these criteria, the following target audiences have been identified:

- ➔ Institutions & policymakers
- ➔ End-users
- ➔ Scientific community
- ➔ Consumers
- ➔ General Public

Depending on the specific target audiences the project will implement different strategies:

- ➔ **Dissemination:** includes the stakeholders' engagement and capacity building aimed at targeting more experienced audiences (mainly technical and professional audiences, investors, academia, etc.) with a focus on transferring technical/technological results through peer-to-peer communication.
- ➔ **Communication:** It aims at lay audiences, end-users and the general public (not always closely related to technological issues of LABPLAS). The communication process covers the whole project (including results), starts at the outset of the project focused on multiple audiences and has a multiplier effect (beyond the project's own community, including the media and general public).

## 4.2 Messages

The main key messages of the LABPLAS project will be re-defined during its development. A first collection of messages per target group are shown below.

*Table 2. Key messages per target group*

TARGET GROUP	MESSAGES
<b>Institutions and policymakers</b>	New methods to sample & analyse SMNP; standard methods for carrying out E.R.A. related to plastics; potential mitigation measures; plastics impacts; biopolymers degradation; plastics modelling; new governance.
<b>End-users</b>	Plastics impacts; plastics quantification; additives determination; biopolymers life-cycle; new analytical techniques and new methods; mitigation measures.
<b>Scientific community</b>	Plastics impacts; plastics quantification; plastic sampling and analysis; EU Plastic Strategy; biopolymers degradation; biopolymers life-cycle; plastics modelling; new analytical techniques and new methods; additives determination.
<b>Consumers</b>	Importance of selecting a biodegradable product; avoiding using single-use plastics; recycling plastics; plastics impacts.
<b>General public</b>	Reducing environmental impact,s sustainable production, climate change management, products for responsible markets.

### 4.3 Channels

The following table shows the main Dissemination and Communication channels chosen for the LABPLAS project:

Table 3. LABPLAS main channels

CHANNELS	DESCRIPTION
<b>Project's website</b>	A website to provide information about the project and the results, showcasing the project's news and acting as a communication channel with the stakeholders and between partners.
<b>Social media</b>	The project will develop a community around social networks to be in contact with stakeholders and the general public: <ul style="list-style-type: none"> <li>- Twitter information to share news and get in touch directly with partners.</li> <li>- LinkedIn page</li> <li>- YouTube/Vimeo for the videos.</li> </ul>
<b>Communication material</b>	Communication materials will be designed during the project lifetime to be used by partners when necessary. These materials will be centralised in a branding guideline document to guarantee an effective and consistent branding of the project and will be updated regularly to be adapted to the different messages to be communicated.
<b>Communication campaign</b>	Digital and physical campaigns (press, radio, TV, etc.) will be set up for the promotion of the LABPLAS activities and developments.
<b>Scientific publications</b>	It is expected to develop a significant amount of research results which will be disseminated to different key scientific communities.
<b>Workshops</b>	Workshops organised or co-organised by the partners inviting experts, researchers, clients and industry.
<b>Events, round table discussions, networking with other projects</b>	Conferences, trade fairs, EU events where LABPLAS project can be promoted and its results disseminated.
<b>Partners' existing communication channels</b>	Access to partners' existing communication channels such as their websites, social network accounts and others.

#### 4.3.1 Project website

LABPLAS's website (<http://www.LABPLAS.eu>) will be the main online communication channel of the project. To increase the project's visibility, all partners should include a link to the project website from their own website, and share it through their social media accounts if possible. Contents will be written in clear and accessible language to reach as many people as possible.

#### 4.3.2 Social media

Social media are a big opportunity to reach stakeholders as well as society in general, creating awareness for the project. About one-third of the site's traffic comes from social media, so the main purposes of using these platforms are:

- To redirect online traffic to the LABPLAS website by sharing links that lead to contents from [www.labplas.eu](http://www.labplas.eu)
- To improve LABPLAS brand image, by establishing a successful online presence in social media.
- To create engagement with the audience by sharing other contents that might result interesting to the followers, as well as interacting with them.

The main channels used for communication purposes in LABPLAS will be Twitter, LinkedIn, and Youtube.

#### 4.3.3 Communication materials

Communication materials will be designed during the project lifetime to be used by partners when necessary. These materials will be centralised in a branding guideline document to guarantee an effective and consistent branding of the project, and will be updated regularly to be adapted to the different messages to be communicated.

CTA, as leader of WP9, will be responsible for the creation of promotional materials, although every partner is allowed to produce its own material, always informing CTA. The main communication materials, used for creating and strengthening LABPLAS brand, will be:

- ✓ **Brochure**, for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.
- ✓ **Poster**, for increasing visibility of both the project and its partners.
- ✓ **Powerpoint presentation**, updated regularly. It should be used in conferences and external events where partners are participating and should help them explain the project and how it is developing.
- ✓ **Roll-up**, for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.
- ✓ **Videos**, explanatory videos will be made, showing the achievements of the project and lessons learnt. The target audience will be end-users and policymakers. The video will be promoted via social media and events (e.g. workshops).

#### 4.3.4 Communication campaign

With the main aim of attracting and establishing a LABPLAS community around our stakeholders and the general public, a Digital Marketing Strategy has been established with three main pillars:

- ➡ The LABPLAS website will be permanently updated through the section of news and events.
- ➡ Social Media and newsletters will be used to share the advances about the project included in the website, and attract visitors and users.



- ➔ Search engine optimisation (SEO) techniques will be used to obtain a good positioning of the website on Internet browsers.

#### 4.3.5 Scientific Publications

It is expected that the LABPLAS project develops a significant amount of research results which will be disseminated to different key scientific communities. The publications will be made freely and openly available via an online repository. Prior to publishing any scientific publication, the LABPLAS partner involved will contact the whole consortium for revision and validation of the publication 45 days in advance.

#### 4.3.6 Workshops

These sessions will be organized with local stakeholders, including citizens and local companies.

#### 4.3.7 Events

The events are one of the most important parts of the dissemination and communication strategy because they allow to connect with stakeholders and the general public, encourage networking and show the most important advances and results of the project. Events also feed of content the communication channels and tools (website, social media, press releases) generating great impacts on different audiences.

The participation of partners in events will be made visible through the LABPLAS website and Social Media channels contributing to increasing the community of stakeholders and public interested in the project. General and technical presentations of LABPLAS will be showcased in face-to-face interactions with stakeholders when possible.

## 4.4 Summary

LABPLAS will actively carry out communication activities aimed at reaching out to the different actors (plastic manufacturers, WWTP managers, plastic managers, laboratories, industry, policymakers, public administration, scientific community, general public). Therefore, the LABPLAS communication will target a large community of multiple stakeholders.

Table 4. LABPLAS Communication Plan

TARGET	MESSAGE	OBJECTIVES	CHANNELS
Institutions and policymakers	New methods to sample & analyse MNP; standard methods for carrying out E.R.A. related to plastics; potential mitigation measures; plastics impacts; biopolymers degradation; plastics modelling.	Plastic governance improvement.	Communication material; website; events; workshops; networking
End users	Relevance of LABPLAS outcomes in relation to plastics impacts, plastic quantification, additives determination, biopolymers life-cycle. New analytical techniques and new methods.	To create awareness for better plastic management and production	Communication material; social media; communication campaign; trade fairs; brokerage events; website; networking; workshops
Scientific community	New methods to sample & analyse MNP; standard methods for carrying out E.R.A. related to plastics; potential mitigation measures; plastics impacts; biopolymers degradation; plastics modelling.	To create demand for LABPLAS new standard methods and analytical techniques. Awareness. Dissemination to multiply impacts	Scientific articles; website; events; communication material, workshops; networking
Consumers	Green products, sustainable process, circular economy, plastics impacts, biopolymers life-cycle	To create awareness regarding plastics, especially on single-use plastics and intended end of life/disposal	Articles; interviews in mass media; project website; communication material, social media (youtube, LinkedIn, twitter); events
General public	Reducing environmental impact, products for responsible markets	To involve European society in sustainable consumption habits	Press, Articles; interviews in mass media; project website; communication material; social media; events

## 5 MANAGEMENT OF THE COMMUNICATION & DISSEMINATION

CTA is the leader of the WP9 and coordinates the actions and processes with the inputs of the rest of the members of the consortium.

Additionally, some specific procedures will be designed to organise, in an effective way, the external communication, the generation of content in the website, the social media work, the review of communication and dissemination materials, and the information and reporting about the participation in events.

### 5.1 Website

CTA is responsible for the management of the website. CTA will update regularly (at least once a month) the LABPLAS website with news and events. CTA will request information from the partners for preparing the news.

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The events to which LABPLAS partners are attending have to be promoted through the website. For doing this, partners need to inform CTA beforehand so news can be published.

Members of the consortium are requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, social media profiles, newsletters, etc..

Members of the consortium are also requested to provide CTA with photos to upload in the “Gallery” section of the website.

For the follow-up of the website, analytics tools will be used. These tools will give information regarding the number of visitors, countries, type of business and so on. Reports will be prepared and analysed yearly with the consortium.

## 5.2 Social Media Channels

CTA will mainly manage the social media accounts, but all partners can prepare and send information to CTA in order to share interesting information and posts. All contents will be published in English. However, retweets can come from tweets in other languages.

All partners should follow LABPLAS social media accounts with their personal/institutional accounts and they should share LABPLAS social media accounts with their contacts to create an online network through different platforms.

The LABPLAS website links to the social media accounts as well as the social media accounts link to the website.

### 5.2.1 Twitter

Twitter is the most popular micro-blogging site and represents the opportunity to reach people from all over the world with interests related to the project. CTA is responsible for the management of the Twitter account for the LABPLAS project. Partners must collaborate by mentioning the LABPLAS accounts, retweeting the messages about the project and sharing publications.

On Twitter, third parties' content can be shared if it might result interesting to followers. It can be done through retweets or by giving credit to the owner (expressed by the formula “via @name of the original publisher”). Use of #hashtags and @mentions is highly recommended to increase the impact of the tweet. The language will be clear but technical or scientific terms can be used if needed.

A hashtag has been created for LABPLAS in twitter, [#LABPLASProject](#), so partners need to use it when writing tweets and retweeting.

### 5.2.2 LinkedIn

LinkedIn is the most popular networking online site. It is used for connecting with people that work in similar or related fields, as well as sharing knowledge. CTA is responsible for managing this channel but any partner can be included as administrator of the page so it can upload information. Partners are free to ask for this access to CTA.

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LinkedIn should be updated regularly, with at least 1 post every month. Posts that include multimedia elements are highly recommended. The language will be clear but technical or scientific terms can be used if necessary.

## 5.3 Communication materials

CTA is in charge of developing communication materials to promote the LABPLAS project. Partners must inform with enough time in advance if they need some of these materials for participation in events or other requirements.

A press release has been produced for LABPLAS. It is on the website where it can be downloaded. It is being translated into other languages. For the moment, the press release is available in English, Spanish, Galician, Dutch and Romanian. Translations to German, and Portuguese Brazilian are being done.

## 5.4 Communication campaigns

Communication campaigns may include:

- ➔ Press releases and publications in online or printed media.
- ➔ Newsletters
- ➔ Special social media communication campaign

## 5.5 Reporting events

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved in seeking opportunities to present and showcase the project in their own countries and at the European level.

The participation in events must be previously communicated to CTA (to make visible activities through communication channels), and after the event, every partner must complete the events questionnaire (see annex 1) with the reporting about the activity: sum-up, number of attendees, pictures, publications, presentations, press clipping, etc.

If results are going to be shared in an event, partners need to inform or ask permission from the Exploitation Board to do so before the event.

## 5.6 Support of the European Union

The support to the LABPLAS project by the European Commission must be recognised in all the dissemination and communication tools and materials. Any communication and dissemination of results (in any form, including electronic) must:

- a) display the EU emblem



- b) include the following text: “*This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101003954*”.

## 6 EVALUATION PROCESS: KEY PERFORMANCE INDICATORS

CTA coordinates the Communication & Dissemination Plan of LABPLAS and its activities with the involvement of all the members of the consortium. Each partner will make use of its communication tools and channels, networks and collaboration to reach the stakeholders of the project and build the LABPLAS community.

CTA compiles all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on media.

*Table 5. Monitoring of communication & dissemination actions*

Activity	KPIs	TARGET	Schedule/frequency
Project Website	Number of <b>website visits</b> during the project execution	>5000	M9– M48
Workshops	Number of <b>workshops</b> organized	3	1 per year in the last 3 years
Social Media	Number of <b>followers</b> in social media in each social network account created	300 in twitter 300 in LinkedIn	M6 – M48
Newsletter	Number of receivers/downloads of the project <b>newsletter</b>	>150	M18 - M36 - M48
Press Release	Number of <b>press releases</b>	4	1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> and 4 <sup>th</sup> year
Project Video	Number of visualizations of the promotional <b>project video</b> until end of the project	>200	Video set up by M36
Brochure	Number of project <b>brochures</b> downloaded or handled	150 downloads 1,000 deliveries	M6– first version of the leaflet M24– outline of the project achievements
Networking	Number of cooperation with relevant projects	2 joint events 8 attendance	M24 – M48 M48
Publications	Number of <b>scientific publications</b> (in open access)	20	M48
Other Events	Number of other <b>events</b> attended	8	M48
Conference	Number of <b>conferences</b> attended	15	M48

## 6.1 KPIs

Table 6. Update of the indicators at M6

KPIs	TARGET	Update (Nov 2021)
Number of followers in social media in each social network account created	300 in twitter 300 in linkedin	32 in twitter 38 in linkedin
Number of press releases	4	1 (1 <sup>st</sup> year)
Number of scientific publications (in open access)	20	1
Number of cooperation with relevant projects	8 attendance	2

## 6.2 Activities performed

In the first 6 months of the project a total of 21 communication and dissemination activities have been performed so far. The distribution among activities categories can be seen in the figure below.

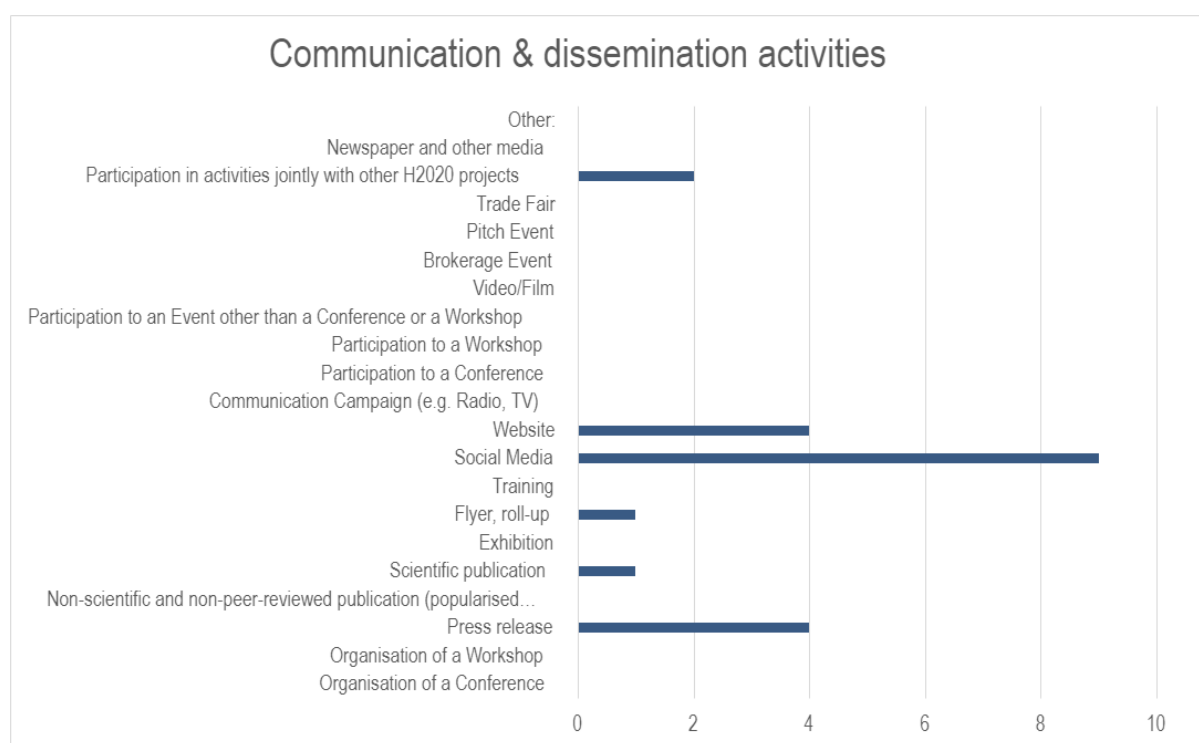


Figure 2. Collection of communication & dissemination activities

### 6.3 Foreseen activities in 2022 (till M18)

It is foreseen to accomplish the following numbers in the next eighteen months:

Table 7. Foreseen activities during 2022

Type of activity	Estimated
Organisation of a Conference	1
Press release	1
Newsletter	1 (M18)
Scientific publication	3
Communication material	1
Social Media	+50 in twitter +50 in linkedin
Website	+3000
Participation to a Conference	5
Participation to a Workshop	2
Participation to an Event other than a Conference or a Workshop	4
Participation in activities jointly with other H2020 projects	4

For the following months and next year, at least the following activities are planned:

Table 8. Already planned activities

ACTIVITY TYPE	MORE INFO	Date
Attending conference	SETAC	May 2022
Attending conference	PRIMO	May 2022
Scientific publications	3 papers are planned for 2022, directly or related to LABPLAS	2022
Press release	The GSSP of the Anthropocene	2022
Exhibition	The Archeology of Plastics at the IOW	2022

## 7 DISSEMINATION. OPEN ACCESS

Open access (OA) refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable. 'Scientific' refers to all academic disciplines. In the context of research and innovation, 'scientific information' can mean:

- ➡ peer-reviewed scientific research articles (published in scholarly journals), or
- ➡ research data (data underlying publications, curated data and/or raw data).

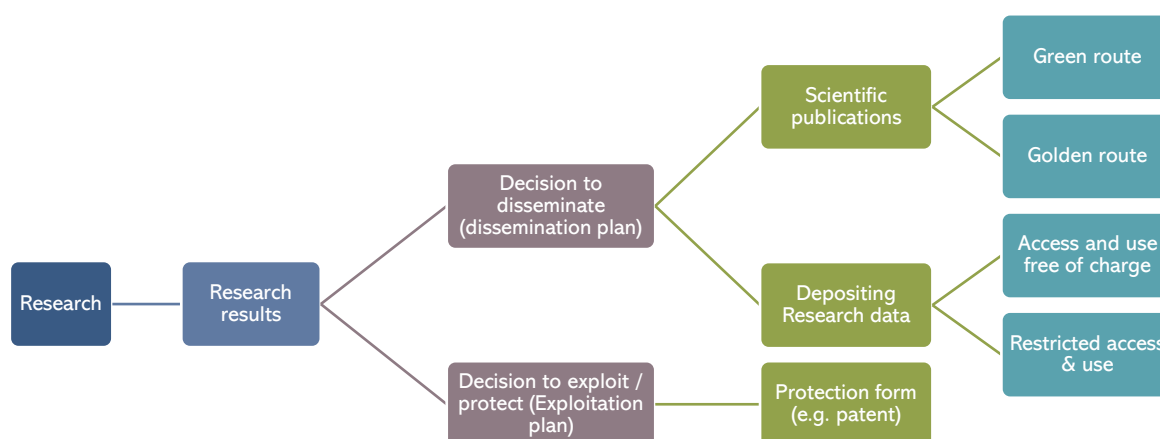


Figure 3. Open access scheme

## 7.1 Peer-reviewed scientific research articles

Open access to scientific publications means free online access for any user. Although there are no legally binding definitions of 'access' or 'open access' in this context, authoritative definitions of open access appear in key political declarations including:

- the 2002 [Budapest Declaration](#)
- the 2003 [Berlin Declaration](#)

Under these definitions, 'access' includes not only basic elements - the right to read, download and print – but also **the right to copy, distribute, search, link, crawl and mine**.

The 2 main routes to open access are:

- Self-archiving / 'green' open access** – the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. Some publishers request that open access be granted only after an embargo period has elapsed.
- Open access publishing / 'gold' open access** - an article is immediately published in open access mode. In this model, the payment of publication costs is shifted away from subscribing readers. The most common business model is based on one-off payments by authors. These costs, often referred to as Article Processing Charges (APCs) are usually borne by the researcher's university or research institute or the agency funding the research. In other cases, the costs of open access publishing are covered by subsidies or other funding models.

In the context of research funding, open access requirements do not imply an obligation to publish results. The decision to publish is entirely up to the grant beneficiaries. Open access becomes an issue *only if* publication is chosen as a means of dissemination.

Moreover, open access does not affect the decision to exploit research results commercially, e.g. through patenting. The decision on whether to publish through open access must come after the more general decision on whether to publish directly or to first seek protection.



This is illustrated in the chart in Figure 3, which shows open access to scientific publication and research data in the wider context of dissemination and exploitation.

## 7.2 Open access to research data

Open access to research data refers to the right to access and reuse digital research data under the terms and conditions set out in the Grant Agreement.

Research data refers to information, in particular facts or numbers, collected to be examined and considered as a basis for reasoning, discussion, or calculation.

In a research context, examples of data include statistics, results of experiments, measurements, observations resulting from fieldwork, survey results, interview recordings and images. The focus is on research data that is available in digital form.

Users can normally access, mine, exploit, reproduce and disseminate openly accessible research data free of charge.

## 7.3 Mandate On Open Access To Publications

[Article 29.2 of the Model Grant Agreement](#) sets out detailed legal requirements on open access to scientific publications: under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results.

To meet this requirement, beneficiaries must, at the very least, ensure that any scientific peer-reviewed publications can be read online, downloaded and printed.

Since any further rights - such as the right to copy, distribute, search, link, crawl and mine - make publications more useful, beneficiaries should make every effort to provide as many of these options as possible.

Peer-reviewed publications are those assessed by other scholars. Peer review is typically, though not exclusively, organised by the journal or publisher to which an article or manuscript is submitted. However, new approaches are expected to become more prevalent in years to come.

The dominant type of scientific publication is the journal article. Grant beneficiaries are also strongly encouraged to provide open access to other types of scientific publications including:

- monographs
- books
- conference proceedings
- grey literature (informally published written material not controlled by scientific publishers, e.g. reports)

The open-access mandate comprises 2 steps:

1. depositing publications in repositories
2. providing open access to them.

## ANNEX 1

### COMMUNICATION/ DISSEMINATION ACTIVITY TEMPLATE

<b>Participant name</b>	
<b>Date</b>	
<b>Task</b>	<i>Task to which this activity has relation</i>
<b>Category</b>	<i>Communication or dissemination</i>
<b>Type of activity</b>	<input type="checkbox"/> Social media <input type="checkbox"/> Scientific publication <input type="checkbox"/> Non-scientific publication <input type="checkbox"/> Briefings, leaflets, roll-up... <input type="checkbox"/> Websites <input type="checkbox"/> Conference <input type="checkbox"/> Other events (exhibitions, trade fairs...) <input type="checkbox"/> Project presentation to potential clients <input type="checkbox"/> TV and radio (Communication campaign) <input type="checkbox"/> Workshop <input type="checkbox"/> Activities organized jointly with other H2020 projects <input type="checkbox"/> Others
<b>Title of the event</b>	
<b>Short description of the event</b>	<i>Short description about the event. Indicating location and date of the event. Link to a website for more information</i>
<b>Organisers</b>	
<b>Description of the participation</b>	<i>Describing LABPLAS participation and main achievements obtained</i>
<b>Participants</b>	<i>Describing the type of participants and the number of attendees</i>
<b>Estimated number of people reached</b>	
<b>Attachments (photos, presentations, flyer, etc)</b>	<i>These attachments are essential to prove that the activity was done.</i>