



# Communication plan

CA 20127

Waste biorefinery technologies for accelerating sustainable energy processes (WIRE)

December 2021



## Table of contents

1. Action description .....	3
2. Action implementation.....	3
3. Scope and objectives.....	3
4. Target audience.....	3
5. Action’s visual identity.....	4
6. Communication strategy .....	5
6.1 Internal communication	5
6.2 External communication	5
6.2.1 Online communication	7
6.2.2 Publications	8
6.2.3 Conferences and events	8
6.2.4 Informative and promotional materials	9
7. Monitoring.....	9
8. Risks and mitigation measures .....	10
9. Role of partners.....	11
11. Data processing .....	11
12. Contacts .....	11

## 1. Action description

European goals for decarbonization are ambitious as they seek carbon neutrality in 2050. To achieve these goals, an effective paradigm shift is required, including stopping the use of Fossil based resources (e.g., oil, natural gas) for the production of fuels and materials, replacing them by renewable resources instead. In the last decade, there has been an increased research effort on waste valorization technologies in academia and there is now a strong need to create a wide reference researchers' network (at EU-scale for a start) to harmonize and set the basis for spreading of the best available knowledge and boost the education and training of a next generation of scientists in these fields. The WIRE COST Action will proactively contribute to

- I. Promote circular economy through the valorization of wastes and effluents,
- II. Promote bioenergy and bioeconomy by boosting the biorefinery concept,
- III. Promote Research & Innovation in the use of advanced technologies that allow the use of different types of biomass, especially wastes, as feedstocks for new processes and product
- IV. Promote applied research and development actions towards biorefineries implementation
- V. Promote the EUwide harmonization of the scientific and technical approaches, thus facilitating engagement with policy 3 makers and industry
- VI. Pave the ground for a more effective link with the relevant industry sectors and gathering their interest.

## 2. Action implementation

The project is carried out by a high-quality network of different actors from 30 different countries in Europe, led by the COST Action Chair Paulo Brito from the Polytechnic Institute of Portalegre, Portugal.

## 3. Scope and objectives

## 4. Target audience

This target audience includes researchers (senior and ECI), professors and students (secondary and university level), industrial end-users, SMEs and technology clusters, policymakers and EU biomass and bioenergy communities (Associations), regulatory and standardization bodies, and the general public.

The communication activities will target the audiences above with the main purpose of giving support to the dissemination activities by:

- I. Raising the level of awareness about the importance of wastes as feedstocks for the production of energy, biofuels, and added-value compounds.

- II. Engaging the stakeholders during conferences, workshops, and other targeted events.
- III. Promoting the interest on innovation and competitive waste biorefining systems, circular bioeconomy, and environmental sustainability.
- IV. Sharing the results and outcomes of the project.

## 5. Action’s visual identity

A WIRE COST Action **graphic identity manual** will be developed in order to provide a unique and compelling image for all of WIRE’s communication efforts. This manual will contain key elements of visual identity such as logos, templates for different dissemination activities (e.g., oral communications, posters) and layouts for flyers, roll-ups, and all of the informative and promotional materials. Figure 5.1 shows the first drafts of WIRE’s graphic identity manual.

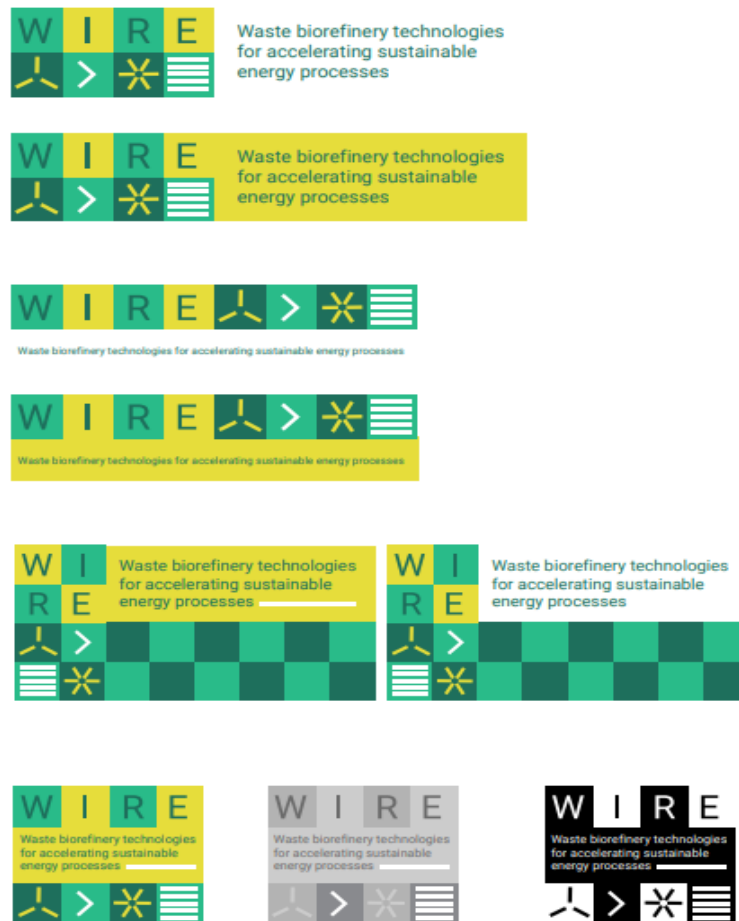


Figure 5.1. First draft of WIRE’s visual identity (logos).

## 6. Communication strategy

WIRE's communication plan is designed to support the overall and specific communication and dissemination goals of the project. This plan details the structure of the project's communication strategy, which is organized in two levels: **Internal communication** and **external communication**. The strategy sets up approaches and tools in order to keep the target audiences (stakeholders, general public) updated on the status and developments of WIRE and to ensure the project's visibility. WIRE's communication strategy involves the following objectives:

- I. Ensure effective communication between Action members (internal) and between the Action and the target audiences (external).
- II. Ensure optimum results for all communications and project expectations.
- III. Measure the results of the communication strategy execution and revise accordingly.

In order to maximize the impact of WIRE's communication efforts, activities need to be timely and all the information that is processed and used must be accurate. Furthermore, the produced texts should be captivating in order to keep the interest of the target audiences, and all activities should be suitable regarding WIRE's financial and human resources.

Effective communication is critical to the successful implementation of the project, in order to ensure that the project results are disseminated to the widest possible audience. Section 6.1 and 6.2 describe WIRE's communication strategy in detail.

### 6.1 Internal communication

WIRE seeks to be transparent both in relation to the project participants as well as external stakeholders with interest in the subject. Both the Action's **website** and a **google account** will be used throughout the project's implementation. Google Drive is an online collaboration environment for storing, organizing, and sharing information and is accessible from almost all devices. Google Drive will be used only by Action members using a password that will be provided. In addition to the above, **Colibri Zoom** will be used for communication between project partners.

### 6.2 External communication

The external communication and dissemination activities will be implemented using different approaches in order to diversify and maximize the outreach to the target groups and all the stakeholders accordingly (Figure 6.1).

~



	Newsletter	News about the Action linking to the Action website; Newsletter sent via e-mail to stakeholders and public at regular time intervals (6 months).
	Publications	Publications in peer-reviewed journals; Joint publications.
	Events	Presentation of the Action's activities, oral presentations, posters.
	Informative and promotional materials	Hand out in events (conferences, training schools, seminars, workshops).

### 6.2.1 Online communication

Online communication includes all channels through which the target groups and stakeholders can reach the project on the Internet. This will be done through the project's website, partners' websites (links to the Cost Action), social media platforms, press releases and newsletters.

A **public website** will be developed to provide information to the international community and facilitate the communication flow between all the participants in the Action and the general public. This website will be kept active and updated by WG4 leader and participants and it will contain:

- I. General information about COST Actions and this particular Action (activities, meetings, training sections, etc.).
- II. Job announcements.
- III. Technical reports and scientific publications (whenever possible).
- IV. Short term scientific missions (STSM) and training schools calls with their respective final reports.
- V. Teaching and mentoring tools (e.g., slides, course notes, protocols, guidelines).
- VI. Online courses, talks and posters, from workshops and conference participations.
- VII. Publications and contact information about the Action participants (upon GDPR compliance).

The **website** will be linked to e-COST and include the COST and EU logos and accompanying text as indicated in the Dissemination Guidelines of the programme. Action members and participating organizations' websites will include a link to this Action's website in their own organization's website, allowing for a high degree of traceability and outreach.

**Social media** can be a useful tool towards collective knowledge sharing, and current social media platforms can be useful in providing information in a very wide and timely fashion. As such, the content on the Action's website will also be shared across the Action's social media accounts, namely LinkedIn, Facebook, and Twitter. This will give the Action increased visibility and it will also extend its reach in regular search engines (e.g., Google). Furthermore, Action members can also share news in their institutional social media accounts, increasing visibility within their organization.

**Press releases** will be drafted by the Science Communication Coordinator (SCC) in collaboration with Core Group and released online in the Action's website and social media accounts and through mailshots to the network of contacts of the Action's members and participants. The first press release will be released during the second MC Meeting (Q2), in English and the local languages of the participating members. Technical or scientific outputs derived from this Action will also be followed by press releases

The Action's **newsletter** will be published every six months and it will report on the ongoing activities and the Action's topics network. The newsletter will be edited by WG4 leader in collaboration with the SCC and the Core Group members. The main contents of these newsletters shall include:

- I. Editor's note.
- II. A brief summary of the newsletter content
- III. Reporting on Action related events
- IV. List of relevant coming workshops, training schools, STMS, etc.
- V. Progress of the Action in terms of activities, publications, and results
- VI. News regarding the topics of the Action

### 6.2.2 Publications

Publication of scientific results of the WIRE COST Action members will be incentivized through peer-reviewed scientific journals (Bioresource Technology – Elsevier; Waste and Biomass Valorisation – Springer; Biomass Conversion and Biorefinery – Springer; Waste Biorefinery – Advocating Sustainable Circular Economy - Elsevier). The MC will promote co-publications and publications under open access policy (Open Research Data Pilot of the European Commission) as often as possible. The publication of common joint review publications will help to disseminate results to a wide, less specialized public. Technical guidelines focusing on one or more technical aspects related to biorefinery technologies (e.g. pre-treatments, biochemical processing, thermochemical processing, electrochemical technologies) will be produced. At the end of the Action, under the lead of the MC, WIRE intends to publish at least one scientific/e-scientific book/Special Issue that gives an overview of the most important results. White papers on each of the WG topics will be released.

### 6.2.3 Conferences and events

To achieve the maximum exposure of WIRE's results and to encourage stakeholder involvement, Action members, WG leaders and the Action Chair will present WIRE in major relevant conferences and workshops. A number of forthcoming events will be identified and listed. This list will be continuously updated with new events suggested by Action members, and it will be shared via the Action's internal communication channels.



## 6.2.4 Informative and promotional materials

Informational material needs to deliver a consistent impression of the project whilst drawing attention to it and creating interest. Texts should be short and simple, and images should be used whenever possible, giving context to the Action and a more appealing look. WIRE will have its set of informative and promotional materials, consisting of flyers, posters, roll-ups, notebooks, pens, and bags. Flyers and posters will be produced at the beginning of the Action, with relevant information to be distributed online, and made available via the Action's internal communication channels, to be sent by e-mail or posted in social media platforms. In a second stage, and mostly for presentational gatherings (MC meetings, workshops, training schools, seminars, or conferences), flyers, posters, and the Action's roll-up will be printed and used throughout the events. Lastly, notebooks, pens, and bags will be produced (with the WIRE and COST logos) to be given to participants of these presentational events.

## 7. Monitoring

Table 7.1 shows the chosen indicators to monitor the progress of WIRE's communication and dissemination activities throughout the project's lifetime.

Table 7.1. KPI's for WIRE's communication and dissemination monitoring.

Indicators	Year			
	1	2	3	4
Appearance of WIRE's logo in all material and dissemination activities by the Action or Action participants	N	N+5	N+7	N+10
Showcase of WIRE's flyers, posters and roll-up	3	6	8	8
Number of visits to WIRE's website	2000	4000	6000	6000
Number of events attended by network members relevant to WIRE	3	6	8	8
Number of conferences and workshops organized	2	2	3	3

Number of followers on WIRE's LinkedIn account	60	100	150	200
Number of followers on WIRE's Researchgate account	60	100	150	200
Number of scientific publications	1	4	4	6

## 8. Risks and mitigation measures

The implementation of WIRE's communication plan can be influenced by a wide range of factors. As such, main risks and mitigation measures for this implementation are described in Table 8.1.

Table 8.1. KPI's for WIRE's communication and dissemination monitoring.

Risks	Mitigation measures
Low level of engagement of WIRE's participants	Ensure equal interaction with all WIRE participants to ensure regular updates on activities, particularly between WG leaders and respective WG participants
Low level of awareness about WIRE's activities from the expert community and the general public	Regular updates of quality content related to WIRE's activities via external communication channels (especially WIRE's webpage)
Lack of structure in the communication activities	Set-up regular meetings between WG4 and the SCC to define the content and schedule of the communication activities
Insufficient effort by partners to publicize the project and its results at the nation or European level	The SCC and WG4 leader and participants will monitor effort at regular intervals and will discuss progress with the Core Group, so as to prevent or correct such incidences
Lack of interest by stakeholders groups in the project	Efforts will be made to value panel meetings, workshops etc. to engage and interact with the stakeholders to prevent or correct such incidences
Pandemic related issues with travelling	Anytime a pandemic issue presents itself, online interactions will be prioritized

## 9. Role of partners

The SCC and the WG4 leader, in close cooperation with the Action's Chair, will be responsible for the Action dissemination and communication plan. They will guarantee efficiency and consistency in the execution of the internal and external communication plans, while assuring all the Action's proposed targets are successfully reached.

All Action members will contribute to the implementation of the communication plan, particularly regarding stakeholder and public networking and engagement. Specifically, Action members will be responsible for:

- I. Creating bridges between the Action and the national/local networks they are involved in.
- II. Providing input to the Action's website (e.g., news, calls, projects), communication materials and media channels.
- III. Translating relevant documents to their national languages.
- IV. Disseminating WIRE's activities and results through to own social media channels, as described in section 6.2.1., as well as in events they may take part in.

## 11. Data processing

Data from WIRE's website, social media, dissemination, or networking activities will be electronically stored. This information may be provided by Action members, by collection of data from the target audience of this project (e.g., specific companies or contact people). The only information to be stored corresponds to name, corporate e-mails, company addresses and telephones, and this information will only be accessible by Action members and COST Association officers. No use of this information unrelated to the project will be made. Any public data published on the website can be used also by third parties. Google Drive (see section 6.1) can only be used by Action members with a password that will be provided by the WG4 leader.

## 12. Contacts

Role	Name	Contact
Action Chair	Paulo Brito	pbrito@ipportalegre.pt
Action Vice Chair	George Skevis	gskevis@certh.gr
Grant Holder Scientific Representative	Paulo Brito	pbrito@ipportalegre.pt
Science Communication Coordinator	Catarina Nobre	catarina.nobre@ipportalegre.pt
Grant Awarding Coordinator	Mara de Joannon	dejoannon@irc.cnr.it
WG1 leader	Maciej Kluz	mkluz@ur.edu.pl
WG2 leader	Marta Trininic	mtrinic@politehnika.edu.rs

WG3 leader	Corinna Grotolla	corinnamaria.grottola@stems.cnr.it
WG4 leader	Diogo Santos	diogosantos@tecnico.ulisboa.pt
Industrial Liaison Coordinator	Fabian Mauss	fmauss@b-tu.de