



WOOD2WOOD

A Wood-to-Wood Cascade Upcycling Valorisation Approach

» Deliverable 19.1

Communication and Dissemination Plan and Activities

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Dissemination Level		
PU	Public	
RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium (including the European Commission Services)	

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GLOSSARY OF ACRONYMS

Acronym	Extended Definition
C&D	Construction and Demolition
DCC	Dissemination and Communication Campaign
DCM	Dissemination and Communication Manager
EC	European Commission
EU	European Union
ISWA	International Solid Waste Association
KERs	Key Exploitable Results
KPIs	Key Performance Indicators
PC	Project Coordinator
SMEs	Small and Medium Enterprises
W2W	Wood2Wood
WP	Work Package

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EXECUTIVE SUMMARY

The Communication and Dissemination plan and activities is one of the compulsory reports that Horizon Europe projects are required to submit to the European Commission (EC). This document outlines the Wood2Wood consortium's strategy, giving necessary guidelines for the project partners on how to share deliverables generated by the project effectively throughout its duration. The plan also aims to ensure the project's long-term impact on wood waste valorisation within the European Union (EU).

This report, the first version of the Communication and Dissemination plan and activities, is due at month 6 of the project's timeline, that is June 30, 2024. It presents the communication and dissemination activities carried out up to this point, details plans for the forthcoming period, and highlights key achievements, exploitable opportunities, and target segments for the Wood2Wood project. Subsequently, regular updates will follow in order to reflect ongoing progress. The report will be updated at M36 (Deliverable 20.1).

This D19.1 deliverable is a public report, so it will be made accessible through the Wood2Wood project website and shall be used by anyone who wants to be informed of the activities that have been undertaken to publicise the Wood2Wood project and make it effective in terms of utilisation of results.

1. INTRODUCTION

In an era where sustainability is no longer a choice but a necessity, the construction and demolition and furniture sectors face a pressing challenge: the urgent need for more circular solutions in the use of wood.

We are proud to announce the launch of Wood2Wood (W2W), a groundbreaking European-Union funded project aimed at revolutionising how wood is used and reused in Europe, addressing the critical need for sustainable practices that can keep pace with the demands of our planet. Wood, a renewable resource cherished for its beauty, durability, and versatility, lies at the heart of some of the most significant industries across Europe. Yet, the linear take-make-use-dispose model that has dominated these sectors for centuries now poses a severe threat to our forests, ecosystems, and climate.

The rate at which we consume wood, coupled with inefficient recycling and reuse practices, has led to devastating environmental impacts, including deforestation, loss of biodiversity, and increased carbon emissions.

The new circularity project for wood seeks to revolutionise the wood industry by promoting innovation and collaboration to establish a sustainable circular economy. By following the principles of reduce, reuse, recycle and upcycle, we strive to repurpose secondary wood materials, minimise waste, and lessen the environmental impact of construction and furniture industries. Our focus includes developing pollutant-free wood products, utilising wood waste for bio-composite materials, biopolymer production, and facilitating nutrient recovery.

The project is a call to action for process industries, policymakers, researchers, end-users and broader society alike to rethink how we use our precious wood resources and to embrace the circular economy as the path forward for a sustainable future.

1.1.PROJECT INTRO

Europe's rising demand for wood in buildings and products could lead to a shortage by 2030, compounded by waste management practices that prioritise landfill and energy recovery over material recycling. Additionally, recycling contaminated waste wood poses significant challenges.

Our solution?

Through advanced separation and sorting technologies, and innovative upcycling processes, W2W aims to transform untapped wood waste from construction, demolition, and furniture into high-value products.

W2W is tackling the challenges of wood waste management and promoting a circular economy through a multi-dimensional cascade valorisation framework for wood from construction, demolition, and furniture waste. The initiative focuses on four key pillars:

- Developing advanced separation and sorting technologies for wood waste;
- Implementing innovative wood upcycling processes and technologies;
- Creating digital tools to improve circular flows of secondary materials;
- Developing supportive frameworks in policy, market, and skills.

Wood2Wood: Transforming wood waste into valuable resources for a greener future

At W2W, we pioneer policy, technological and systemic solutions to enhance circularity in wood products, fostering innovative business models, supported by new green skills. Our focus on transformative wood waste valorisation aims to combat deforestation and advance a circular economy, leveraging waste as a sustainable resource to meet future demands.

1.2.SCOPE, OBJECTIVE AND STRUCTURE OF THE DELIVERABLE

The primary purpose of this deliverable is to provide a thorough plan for communication and dissemination throughout the duration of the Wood2Wood project. This activity falls under Work Package 19 "Impact Maximisation and Increasing Competitiveness", led by R2M Solutions and involving all partners. The intention of this deliverable is to provide a practical reference for the project partners, laying out targets, responsibilities, processes and timings, however as a public deliverable, we hope that visibility of our intentions will be of interest to our stakeholders and actors across the waste management and public sector, and of use in building links and synergies with related projects and activities.

1.2.1. Scope and objective

The primary goal of our communication and dissemination activities is to enhance the visibility of the Wood2Wood project among selected target groups across Europe and globally, thereby facilitating the achievement of its impacts.

1.2.2. Structure

The key area addressed by this deliverable is the communication and dissemination plan and activities:

- **Communication and Dissemination Plan and Activities** describes the communication and dissemination measures, and its content will be made available in the public domain

thus demonstrating the added value and positive impact of the project on the European Union (EU). Communication and Dissemination activities are going to be performed throughout the entirety of the project. This deliverable aims to present a suitable Communications and Dissemination plan for making the project known throughout the EU, including a definition of the term and its interpretation for Wood2Wood for the next years. Based on the plan in the Grant Agreement, target groups for dissemination in Wood2Wood are identified and the subjects and matters of these actions are described. The management, as well as the tools and activities, and the partner roles are defined. As the resources dedicated to dissemination are restricted, cost-effective ways were chosen to achieve maximum publicity for the project and its results.

This deliverable is the first of three deliverables regarding the Communication and Dissemination plan and activities of the Wood2Wood project. The current version of the plan includes communication tools that have been developed up-to-date and the upcoming communication schedule. The second version will be published at M36, while the last report shall be further elaborated, updated, and published at the end of the Wood2Wood project (M48).

The second release (M36) will include an action plan concentrated on the second period of Wood2Wood project with future activities going towards M48.

The last deliverable (M48) is planned to include the report for the entire project duration.

The Communications and Dissemination plan and activities of the Wood2Wood project represents the strategic vision of the Consortium in terms of communication of the Wood2Wood project itself, and of its achievements and outputs as well.

Communication plannings based on 6W's approach

The plan reflects EU best practice guidance for communication in Horizon Europe projects and is structured around the **well-established “6W's” approach to communications planning**:

- **Why?** What are our objectives and why is it important for us to communicate?;
- **Who?** Target audiences / stakeholder groups are defined in terms of the different; communication objectives, messages, and mode of delivery likely to be applicable to them;
- **What?** Key communications messages and key results to be disseminated are described;
- **Where?** Location is discussed both in terms of the EU-wide distribution of our targets of but also the communications channels that will provide the ability to reach them;
- **When?** Timing and frequency of all planned communications activities is described throughout the duration of the project, with respect to internal resource planning, expected emergence of key results and external factors such as external events and opportunities;
- **How?** The question of how we communicate is addressed both in terms of using the right channels, language, and branding, but also how all communications and dissemination related activity will be coordinated, managed and measured effectively.

1.3.COMMUNICATION AND DISSEMINATION

The terms "communication" and "dissemination" are closely related, but their distinct purposes and nature, particularly in the context of EU-supported innovation, are easy to differentiate.

1.3.3. Communication

Communication means implementing strategic and targeted actions to promote the W2W project and its results to a diverse set of audiences, including the media and the general public. This may involve a two-way exchange. The goal is to engage society at large, as well as specific target groups, and to demonstrate how EU funding helps address societal and environmental challenges.

The focus of communication is the promotion of the project itself. It means taking strategic and targeted measures for communicating about:

- the project and its activities;
- the project results.

Communication targets the society at large – including the media and the public, possibly engaging in a two-way exchange.

Examples of communication activities:

Any activity that ensures that your research activities are promoted and made known to the society at large in such a way that they can be understood by non-specialists. This involves implementing strategic and targeted actions to communicate both the project and its results to a wide spectrum of audiences, potentially fostering a two-way exchange.

- A press release for the general public at the start of the project;
- An interview in the local radio station/newspaper/magazine after a major achievement of your project;
- Local workshops about the project with a target audience(s) for whom your project is of interest;
- A toolkit/ brochure/ presentation to explain your project to students at schools and universities to show how interesting research can be and to promote your research field or assist teachers/ professors in preparing and delivering teaching materials; and
- Social Media posts introducing the project, its partners and the overall goals.

1.3.4. Dissemination

Dissemination, on the other hand, refers to the public disclosure of the project's results through various means. It includes sharing research findings with different stakeholder groups, such as research peers, industry professionals, commercial entities, professional organisations, and policymakers, in a targeted fashion to enable them to incorporate the results into their own work.

Dissemination is linked only to the results of the project, which are often disseminated within the action's own community (e.g. presentation at scientific conferences, a peer-reviewed publication).

Examples of dissemination actions:

- Publication of an article in a peer reviewed journal;
- Paper presented at a scientific conference;
- Presentation of project results at standard committees;
- Publishing a summary report of your project findings on a public website.

Ultimately, dissemination actions seek to maximise the W2W project impact through successful exploitation of project results and effective communication is an important mean towards this end.

Relation between Communication and Dissemination:

Object of Communication is the project itself while object of dissemination are the project's results. The main objective of communication is to inform, promote and communicate project activities and results to citizens, stakeholders and media, while that of dissemination is to make knowledge and results publicly available free-of-charge to scientists, industry, public authorities, policymakers and civil society.¹ However, in practice, they cannot really be split: communication is also about project's results; and dissemination is achieved through communication channels. Both communication and dissemination are legal obligations as per Article 17 of Horizon Europe Grant Agreement .

For Wood2Wood project, communication and dissemination throughout the project is led by **International Solid Waste Association (ISWA)**.

For any comments and/or suggestions, please contact the Dissemination and Communication Manager (DCM): **Abhimanyu Chakravorty** – achakravorty@iswa.org

¹ European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>

2. COMMUNICATION & DISSEMINATION STRATEGY

Decidedly, W2W's communication and dissemination strategy focuses on creating awareness, persuading the audience to initiate the engagement and promote project results.

To achieve this, it is important to define target audiences and craft key messages tailored for each group in order to maximise engagement and the impact of project results.

The next chapter on communication and dissemination strategies will discuss this separately.

The definition of the communications strategy is based on **the identification of the following milestones:**

- Importance of communication: Knowing why is effective communication is crucial;
- the identification of target audience: determining who benefits the most from the project results, and who is interested in learning about the project findings;
- the identification of target audiences' interests and motivations: recognising what interests target audiences and how they stand to benefit;
- the subject of communication: specifying the messages being conveyed to the target audiences;
- the channels, timelines, and coordination tools (how and when communication takes place);
- the schedule (specific dates and nature of communication activities);
- the definition of communication tools (what is the most effective way to reach the target audiences);
- the communication management (who is responsible for and how communication is monitored, reported and evaluated).

2.1. COMMUNICATION STRATEGY – WHY IS COMMUNICATION IMPORTANT TO WOOD2WOOD?

Europe's rising demand for wood in buildings and products could lead to a shortage by 2030. Plus, there is substantial amounts of wood present in Construction and Demolition (C&D) and Furniture waste that can be recycled, but isn't being done at the moment. Thus, communication is crucial for the W2W project to urgently establish that sustainable wood waste management practices exist in order to reduce reliance on virgin wood by utilising secondary materials to create new, valuable resources. Our mission is more vital than ever.

By transforming wood waste from construction, demolition, and furniture into high-value products through advanced technologies, W2W aims to combat deforestation and drive a circular economy. Communicating our goals ensures stakeholders understanding of the urgency, fostering collaboration and policy change. This promotes innovative and advanced technologies in wood sorting, separation and valorisation practices, saving trees, and leveraging waste as a sustainable resource.

More broadly, the communication efforts of W2W project aims to inform the target audiences identified (see **2.1.1**) and relevant stakeholders that the project will aim to increase circularity in wood materials and lower reliance on virgin resources by creating new value-added products from waste, thus significantly reducing wood waste destined for landfills. This supports the urgent transition to a circular economy promoting a closed-loop system where materials are continuously repurposed and reused to extend their lifespan.

The underpinning purposes of communication activities are:

- to raise awareness of W2W with target audiences and relevant stakeholders;
- to heighten awareness about the tangible and intangible outputs arising from the project;
- to support efforts to making these outputs available to those best placed to make use of them;
- to broaden their impact beyond the original project focus;
- to avoid future duplication of research and contribute to knowledge building and advancement of innovation in Europe.

2.1.1. Target audiences – Who do we need to communicate with?

The W2W project has defined nine target audiences interested in the project activities and the results. Accordingly, specific interests and motivations for each of them have been framed.

Target audiences:

- **Audience 1: process industry companies**, including those involved in production of wood-based products and combustion processes ;
- **Audience 2: recycling companies** involved in the collection, sorting and processing of secondary raw materials;
- **Audience 3: manufacturers** of new products made from secondary raw materials ;
- **Audience 4: public authorities** responsible for waste management and environmental protection ;

- **Audience 5: standardisation organisations** developing standards for the use of secondary raw materials in the process industry ;
- **Audience 6: research and academic institutions** working on technologies and approaches for the upcycling of secondary raw materials ;
- **Audience 7: workers and employees in the process industry and recycling sectors ;**
- **Audience 8: end-users and consumers** of products made from secondary raw material ;
- **Audience 9: general public, and media**

2.1.2. Target Audiences and their Interests

By tailoring the communication strategy to address the specific interests and motivations of each target audience, the W2W project can effectively engage stakeholders and maximise the impact of its communication and dissemination efforts.

Audience 1: Process Industry Companies

Possible Interests:

- **Innovation in Production:** Companies involved in the production of wood-based products and combustion processes may be interested in innovative technologies for upcycling wood waste to enhance sustainability and efficiency.
- **Cost Reduction:** Using secondary raw materials to reduce costs and improve economic performance.
- **Regulatory Compliance:** Meeting environmental regulations and standards related to waste management and resource efficiency.

Audience 2: Recycling Companies

Possible Interests:

- **New Business Opportunities:** Benefit from new processes and technologies for sorting and processing wood waste, expanding their service offerings.
- **Improved Efficiency:** Advanced separation and upcycling technologies can increase the efficiency of recycling operations, leading to higher profitability.
- **Partnerships and Collaborations:** Opportunities for collaboration with other stakeholders in the value chain, enhancing their market position.

Audience 3: Manufacturers of New Products

Possible Interests:

- **Sustainable Materials:** Access to high-quality secondary raw materials for producing new, sustainable products, appealing to eco-conscious consumers.
- **Innovation and Differentiation:** Differentiating products in the market by using upcycled materials, offering unique selling points.
- **Regulatory Benefits:** Meeting sustainability criteria and regulations more easily by incorporating secondary raw materials.

Audience 4: Public Authorities

Possible Interests:

- Environmental Protection: Waste management authorities benefit from reduced landfill use and lower emissions through effective wood waste recycling.
- Policy Development: The project's outcomes can inform and support the development of more effective waste management policies and regulations.
- Public Health: Improved waste management practices contribute to better public health outcomes.

Audience 5: Standardisation Organisations

Possible Interests:

- Standards Development: Using the project's findings to develop and refine standards for the use of secondary raw materials, ensuring quality and safety.
- Industry Guidance: Providing better guidance to the industry on best practices for upcycling and using secondary materials.
- Harmonisation: Contribute to the harmonisation of standards across the EU, facilitating smoother trade and cooperation.

Audience 6: Research and Academic Institutions

Possible Interests:

- Research Opportunities: Institutions can explore new research opportunities in the fields of recycling, upcycling, and sustainable materials.
- Collaborative Projects: Collaborating with industry partners on practical applications of their research, increasing the impact of their work.
- Knowledge Dissemination: The project offers a platform to disseminate their research findings to a broader audience, enhancing their academic reputation.

Audience 7: Workers and Employees

Possible Interests:

- Job Security: Employees in the process industry and recycling sectors may see job security improvements as companies adopt sustainable practices and technologies.
- Skill Development: Opportunities for training and skill development in new technologies and processes, enhancing their employability.
- Workplace Safety: Improved processes and technologies can lead to safer working conditions.

Audience 8: End-users and Consumers

Possible Interests:

- Sustainable Choices: Consumers increasingly demand sustainable products; the project can provide them with more eco-friendly options.
- Product Quality: Access to high-quality products made from upcycled materials without compromising on performance or aesthetics.

- Environmental Impact: Contributing to environmental protection through their purchasing choices.

Audience 9: The Broader Society and Environment

Possible Interests:

- Environmental Sustainability: Society benefits from reduced waste and lower environmental impact.
- Climate Change Mitigation: The project supports efforts to reduce greenhouse gas emissions and combat climate change.
- Economic Benefits: A circular economy can lead to economic growth and job creation, benefiting society as a whole.

Aligning the audiences with their possible interests allows us to frame key messages relevant for the target audiences as proposed in the W2W Grant Agreement. Some of the key messages have been defined following a workshop with partners on brand identity.

2.1.3. Key Messages Aligned with Target Audiences – What do we communicate to them?

By delivering these targeted key messages, the Wood2Wood project can effectively communicate the specific benefits and the added-value it offers to each audience, fostering engagement and support for its initiatives.

Audience 1: Process Industry

- **New and more opportunities to use secondary resources**, which can increase resource efficiency and reduce CO2 emissions. Development of new products and processes that are more sustainable and cost-effective, leading to increased competitiveness.
- **Enhanced operational efficiency and environmental impact**: Advanced separation, sorting technologies alongside innovative wood valorisation techniques will transform wood waste into valuable materials, while digital tools improve circular flow of secondary materials. This means significantly reducing dependence on virgin materials, thus cutting environmental impact associated with extracting primary material.

Audience 2: Recycling companies

- **New business opportunities and revenue streams**, particularly for Small and Medium Enterprises (SMEs). Expansion of their operations by providing a new source of feedstock.

Audience 3: Manufacturers of new products

- **New sources of feedstock that can be used to develop new products** and help manufacturers to diversify their product portfolio and develop more sustainable products.

Audience 4: Public authorities responsible for waste management

- **Help to achieve their environmental and sustainability goals**, such as reducing waste sent to landfill and CO2 emissions.
- **Regulations in recycling** are vital for creating and nurturing a robust secondary wood material market. Standardisation, certification, and access to information on circular

economy occupations are also essential to promote sustainability in the process industries.

Audience 5: Standardisation organisations responsible for developing and implementing standards

- **Contribution to the development of new standards and guidelines** for the use of secondary resources in the process industry, as well as better guidance on best practices for upcycling and using secondary materials.

Audience 6: Researchers and academics

- **Knowledge and insights: Access to new knowledge and insights related to the use of secondary resources** in the process industry, upcycling, and circular economy, such as experiments conducted on wood waste valorisation, integrating innovative separation technologies. In addition, knowledge generated through the use of advanced digital tools to optimise material reuse as well as thorough lifecycle assessments.
- **Collaborative Research:** Opportunities for collaboration with industry partners on practical applications of their research.

Audience 7: Workers and employees in the process industry and recycling sectors

- **Training and skills: New training and skills development opportunities**, which can improve their employability and support the uptake and deployment of new innovative products, services, and processes.
- **Job Security:** Improved job security as companies adopt sustainable practices and technologies.

Audience 8: End users and consumers of products made from secondary raw materials

- **Sustainable products: Development of more sustainable products and processes**, which can help to reduce the environmental impact of production and consumption. This means reduced CO2 emissions, less waste ending up in landfills, and decreased reliance on primary wood resources, preserving natural forests. This supports the urgent transition to a circular economy promoting a closed-loop system where materials are continuously repurposed and reused to extend their lifespan.
- **Product quality:** Access to high-quality products made from upcycled materials, ensuring performance and aesthetics.

Audience 9: The broader society and environment

- **Circularity and sustainability: Increased circularity in wood materials and lower reliance on virgin resources** by creating new value-added products from contaminated waste wood, thus significantly reducing wood waste destined for landfills or incineration facilities.

2.1.4. Coordination tools for communication activities

Key Questions List

Active participation from all partners is crucial to the success of the Wood2Wood project's communication strategy. It is expected that partners will proactively identify and inform the Task 19.1 leader, ISWA, of opportunities to communicate positive messages regarding project progress and accomplishments to target audiences and the general public. In turn, ISWA will assist partners in creating specific content and output for the website and other channels associated with these opportunities.

For this purpose, ISWA has developed a questionnaire that includes a simple series of key questions designed to aid partners in describing a communications opportunity. While the questionnaire's questions relate to the project Key Exploitable Results (KERs), they can be applied to any communication opportunity as it arises. By using this tool, partners will be better equipped to identify and share positive project news, thus helping to achieve the overall communication strategy's objectives.

These are the key guiding questions:

- What recent developments, progress, or results have occurred in the project that are relevant to your audience?
- What key message or messages do you want to communicate about these developments?
- Who is the target audience for this message, and what are their specific interests, needs, or concerns?
- What communication channels are most effective for reaching this audience, and how can we tailor the message for each channel?
- When is the optimal time to share this message, and is there an upcoming event or deadline that makes this particularly timely?

2.2. COMMUNICATION TOOLS

2.2.1. Brandbook

The Wood2Wood brand consists of three elements: logotype, typography and colours.

The proportion of the logotype, the choice of fonts and a well-balanced colour palette were carefully taken into account during the design process.

The essential rules for correct use of the brand are presented on pages of the Wood2Wood Brandbook. They ensure a consistent corporate identity for the Wood2Wood project. [Full brandbook is available here.](#)

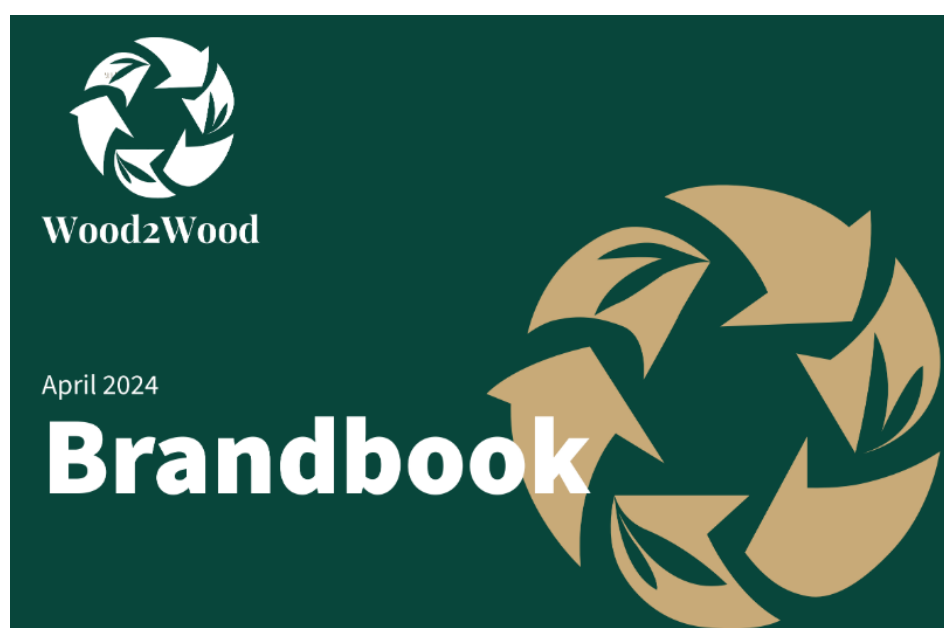


Figure 1: W2W brandbook

The W2W visual identity is at the core of all marketing and graphic materials produced. These materials are accessible to the W2W partners and have been implemented across all W2W templates and documents, as outlined further in this Communication Plan.

2.2.2. Typography

Professional and Readable: Typeface should be professional, modern, and easy-to-read. This ensures the brand is accessible and communicates reliability and expertise.

Sustainability Touch: Typeface could have a connection to sustainability, such as those created with environmental impact in mind or that convey a natural and organic feel.

In accordance with these guidelines, these fonts are used:

Titles

As chapter titles and subtitles we use the Source Sans Pro Bold or SemiBold as font.

Source Sans Pro - Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 ?!@#\$%^&*()-+={}
 []:;'"<>/\~

Source Sans Pro - SemiBold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 ?!@#\$%^&*()-+={}
 []:;'"<>/\~

Body text

For the body text we use the Source Sans Pro Regular, Light or ExtraLight as font.

Source Sans Pro - Regular
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 ?!@#\$%^&*()-+={}
 []:;'"<>/\~

Source Sans Pro - Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 ?!@#\$%^&*()-+={}
 []:;'"<>/\~

Source Sans Pro - ExtraLight
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 ?!@#\$%^&*()-+={}
 []:;'"<>/\~

Figure 2: Typography

2.2.3. Visual identity

A clear project identity and brand has been established as an early communications priority and is in line with the project workplan. The emblem is to be used when there is not enough space to use the full logo in such a way that is still legible.



Figure 3: Project Emblem

2.2.4. Project Logo with Title

The logo, including brand name, is used when there is sufficient space to display the complete brand identity.

Symbolism and Imagery

- Nature and Sustainability: Incorporate elements that symbolize wood and sustainability, such as leaves, trees, or wood grain patterns, to reflect the project's focus on wood materials and environmental consciousness.
- Circularity: Use circular shapes or loops to represent the circular economy and the project's goal of creating closed-loop systems for wood materials.
- Innovation and Transformation: Abstract symbols or icons that convey innovation and transformation can illustrate the project's cutting-edge approach to recycling and upcycling wood waste.



The textured logo is utilized when the logo is being used in large format.



The non-textured logo is utilized when the logo is being used in small format. The white logo is used on dark backgrounds.



The non-textured logo is utilized when the logo is being used in small format. The brown logo is used on light backgrounds.

Figure 4: Project logo with Title

Light brown logo

We only uses this shape on the title page of our documents or in combination with the mission of Wood2Wood. Always right positioned relative to text. Can be used on a dark or light background.



Figure 5: Project light brown logo

2.2.5. Colours

Earthy Tones: Utilise green, brown, and other earthy tones to emphasise sustainability and the natural origin of wood. These colours are often associated with environmental friendliness and organic materials.

Accent Colours: Introduce vibrant accent colours to symbolise innovation, energy, and the positive impact of the W2W project. Blues or oranges can represent cleanliness, water, and the dynamic change the project aims to achieve.

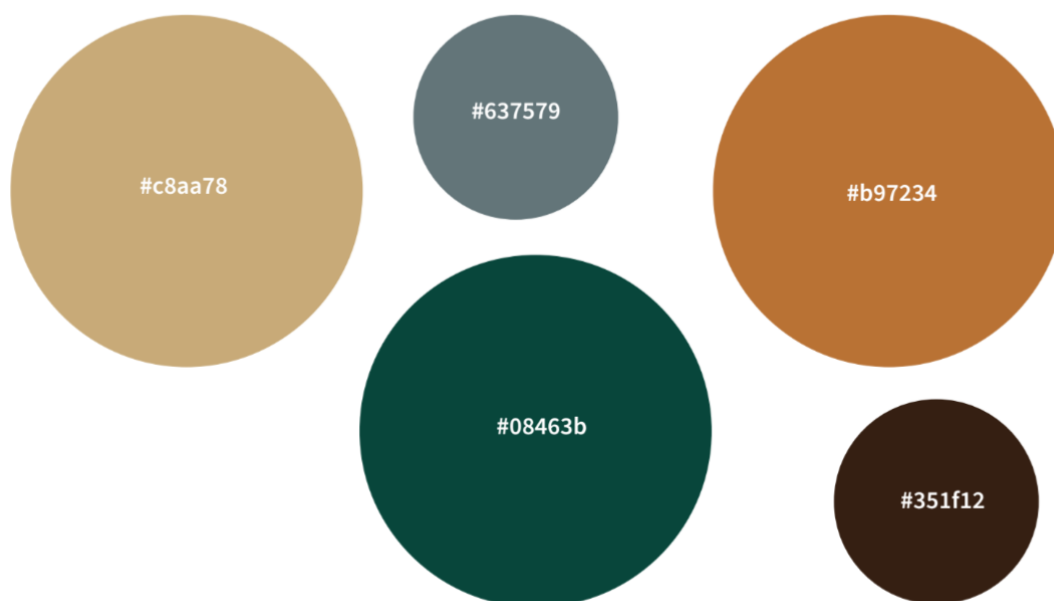


Figure 6: Project logo primary colours

2.2.6. Other logo – graphic elements for social media

Banner for LinkedIn

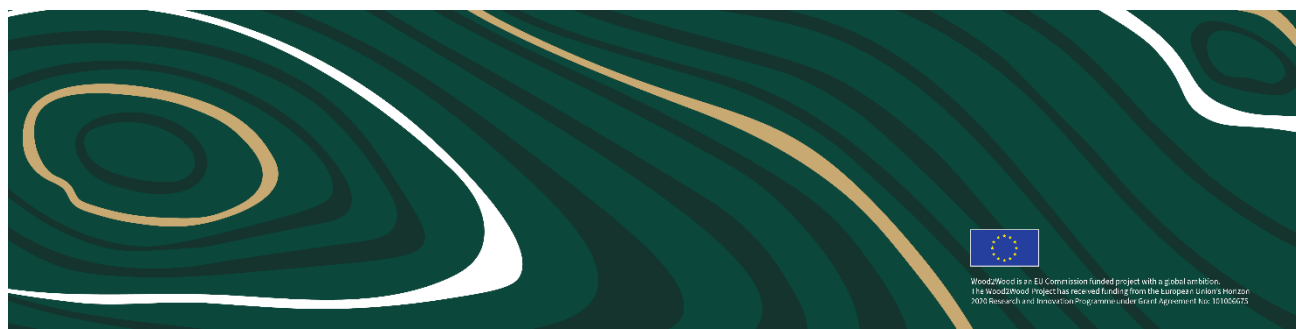


Figure 7: Banner image for LinkedIn

Banner for Twitter (X)

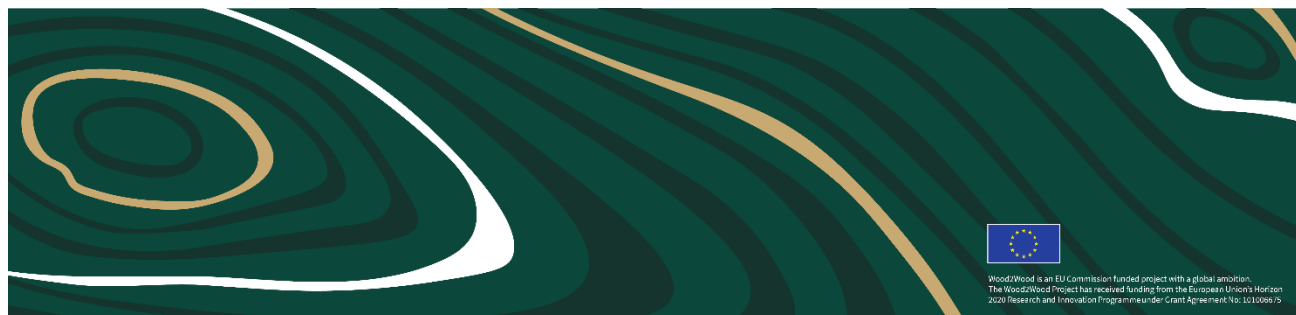


Figure 8: Banner image for Twitter (X)

2.2.7. Social Post template

A social post template will be used to announce new events/conferences/workshops that W2W project will participate in.



Date place

<Website>

Figure 9: Social Post template

2.2.8. Templates and presentations

The key documents for the European Union-funded W2W project have been designed to maintain visual consistency with the brand identity. This includes the [deliverable document template](#), which is used for practical project management purposes, as well as for maintaining a consistent visual appearance. To achieve this, the template avoids substandard logos and uses suitable font sets.

Additionally, a [standard PowerPoint template](#) has been created for project presentations, which ensures that all partners use a consistent and visually appealing format. The proper use of the presentation template by partners is important for maintaining the visual consistency and legibility of project presentations. It also ensures that proper acknowledgment is given for the financial support received for the project, which is a key aspect of the W2W brand.

To further enhance project awareness, a [standard presentation deck](#) has been developed in consultation with project partners. This deck complements the information provided in the project brochure and is designed to be used flexibly for various purposes, including raising awareness of the project and providing context for more technical, scientific, or techno-economically focused presentations.

Overall, these brand resources are essential for maintaining a cohesive and professional image for the W2W project.

2.2.9. Project Website

The website is used to ensure maximum visibility to the W2W objectives and result. It has been registered in the “eu” domain.

The design of the website builds upon the following criteria and considering suggestions given in the EU Project Websites – Best Practice Guidelines (EC, 2010):

- visual communication: use of colours and/or photos, web pages are easy to browse, information is kept short, and links are included to websites, publications, and so on.
- verbal communication: the website uses simple phrasing, no technical jargon is used in order to attract the widest possible audience and ensure user friendliness on desktop and mobile devices.
- visibility: maximum use of free or affordable methods to increase page ranking on search engines, Webmaster Tools provided by search engines to check indexing status, good cross-linking between the different pages of your site and other sites, add keywords to the web page metadata; use frequently used keyword search phrases both in the metadata and in the contents' pages.
- regular update of contents: the website is maintained by ICCS and the update is regularly done by the Webmaster upon inputs of the DCM and of partners.
- monitoring tools: the website includes a counter of visitors or other statistical tools, such as Google Analytics or built-in WordPress plugins, that is used to measure the number of visits and other details.

PUBLIC WEBSITE

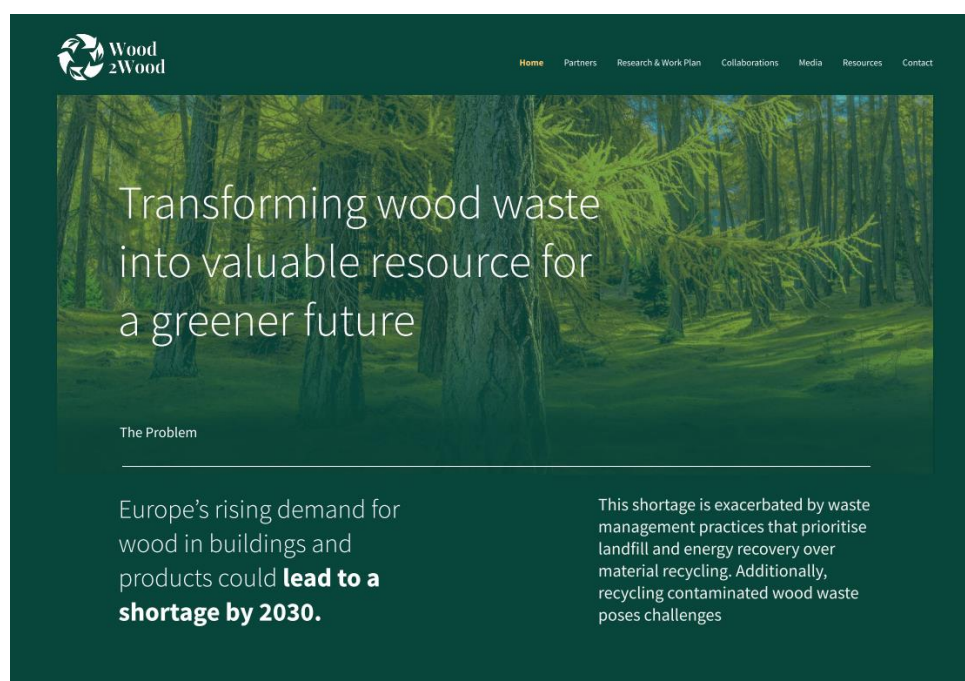


Figure 10: W2W website homepage

The public section of the Wood2Wood website:

- provides a short introduction into the Wood2Wood project and gives the important relevant information. The EU co-funding is duly acknowledged, also by the inclusion of the

relevant logos, with the required text, “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HADEA. Neither the European Union nor the granting authority can be held responsible for them”

- provides a brief project summary highlighting the objectives, the contents and the structure of the Wood2Wood project including the composition of the Wood2Wood Consortium,
- provides a short profile of each of the Wood2Wood partners and a link to its web sites; all partners are to provide Social Media profiles of their organisations as well as a short description of their roles;
- provide access to the project Public Deliverables and abstracts of selected non-Public Deliverables;
- provide copies of publications and presentations done at external conferences in various formats (pdf, MS Word, etc.);
- feature a News section with the latest information related to the project as well as blogposts, and an Events section where Wood2Wood events (such as Wood2Wood meetings, workshops, Conferences, etc.) and external events are presented.

The Homepage contains links to all the following subpages (at least):

- Home: on these pages are described the challenges being addressed, the project objectives, an outline of the methodology, and the expected results and impacts by placing the project in a broader scientific and societal context to help the outside world perceive its relevance. Useful background information, including ambition and vision, for the implementation of the project along with the objectives and related impacts;
- Research and Workplan: Gives information on our four Pillars of innovation and key technologies used in the project and a brief description of project milestones;
- Partners: Information on consortium partners, along with their social media handles and website;

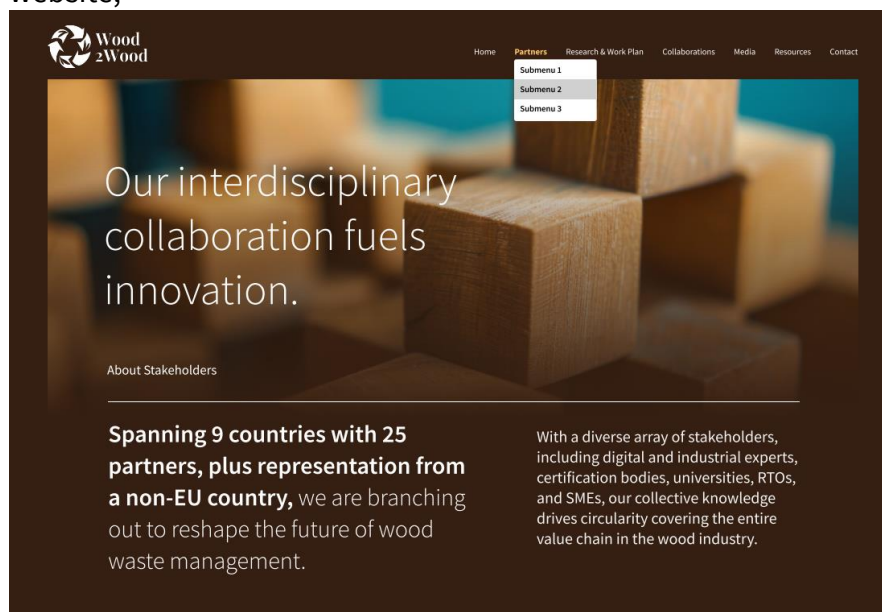


Figure 11: W2W partners page

- Media: this has three sub-sections: blogs (updated frequently regarding all relevant Wood2Wood news or from the sector), latest projects news, including project updates, and events, including webinars, presentations, conferences etc.;

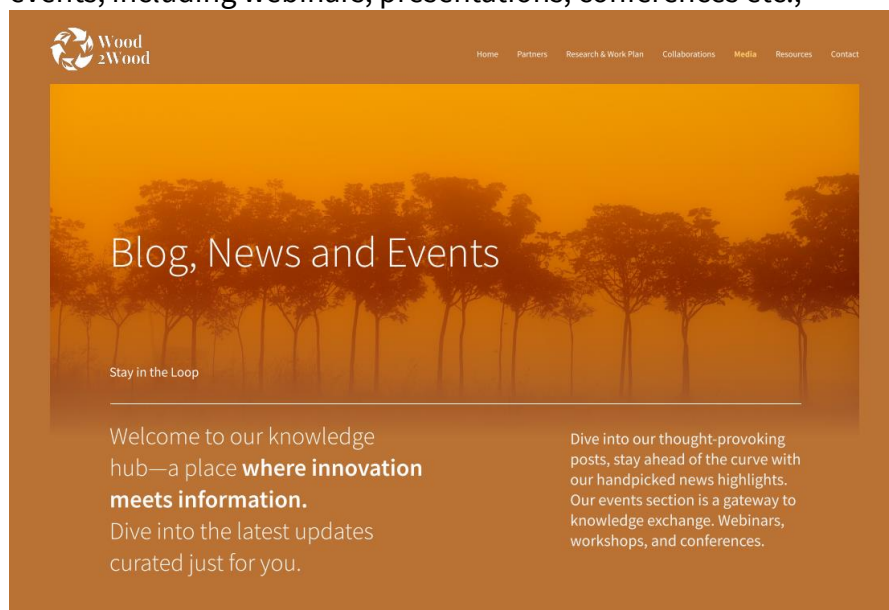


Figure 12: Blogs, news and events page

- Resources: enables people to download public deliverables, publications, videos, and digital materials, such as brochures and flyers;
- Contact Us: this section enables people to easily get in touch with relevant contact people of the project Consortium.
- Social Networks buttons: direct access to the social media (Twitter, LinkedIn and YouTube).

2.2.10. Web 2.0 – Social Media

Web2.0 tools are the emerging platform for innovative creation, sharing and tracking of stakeholders' needs. Web 2.0 applications, including social networks, are changing and improving the way of how user interacts within the web.

In order to reach a broad target audience while establishing two-ways communication channels, the presence of the Wood2Wood project in social media is one of the key actions for dissemination activities.

Wood2Wood is registered in standard platforms as follows:

○ Twitter (X)

Twitter's simple format allows for concise communication, making it easier to share key messages and updates efficiently. Besides, Twitter (X) has a large and diverse user base, making it an effective platform for reaching a broad audience, including researchers, policymakers, industry professionals, and the general public.

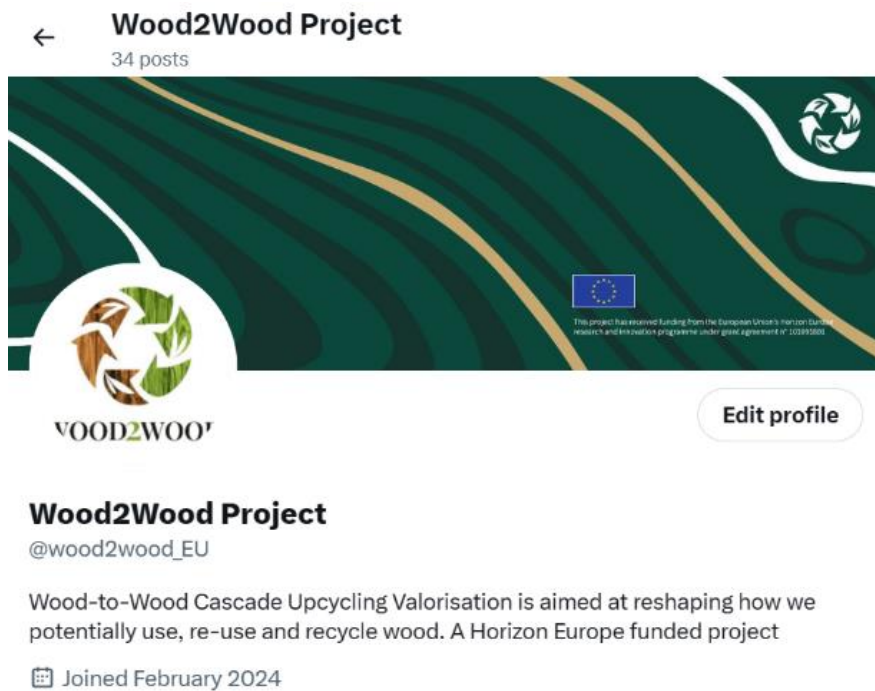


Figure 13: W2W Twitter page

Link: https://twitter.com/wood2wood_EU

Until M06, the Twitter (X) page has 27 followers.

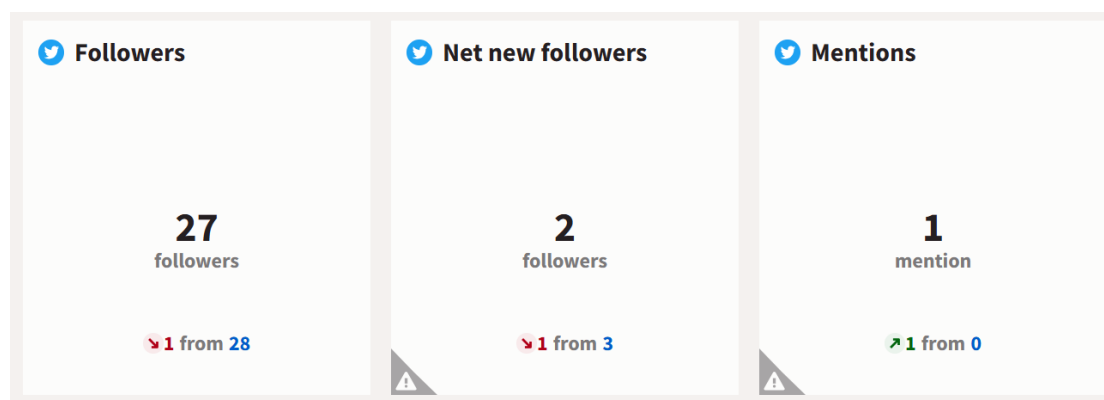


Figure 14: Twitter (X) followers.

Below is the list of top of three posts with most engagement rates.



Figure 15: Twitter (X) posts with engagement rate.

The dashboard above gives a brief overview of the activities conducted until now, including partner introduction videos, launch of first press release, and promoting W2W project by linking with ad-hoc posts, such as World Environment Day, Europe Day, etc.

In the coming months, following the launch of the website at M06, we expect more posts, engagement and impressions on our Twitter Page. Our Twitter page is also intended to redirect audiences to our website, which will be the prime focus of the communication and dissemination strategy.

○ LinkedIn

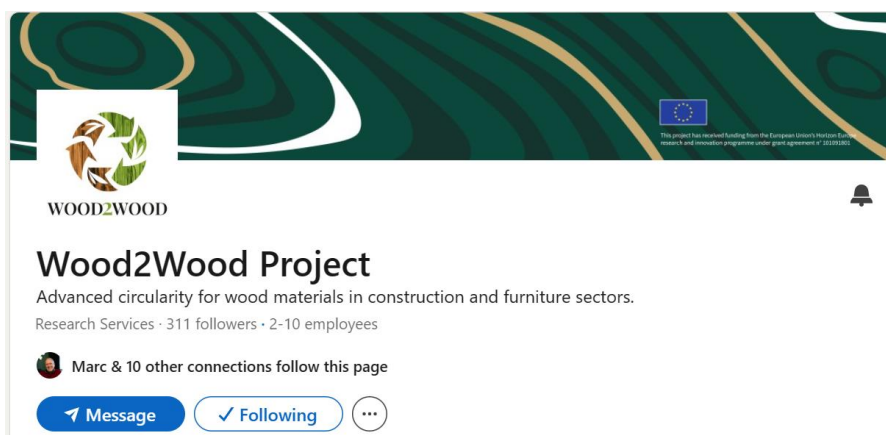


Figure 16: W2W LinkedIn Page

A LinkedIn page has been created as one dissemination instrument for reaching stakeholders and industry professionals.

Link: <https://www.linkedin.com/company/wood2wood-project/>

Until M06, the LinkedIn page has 347 followers, and steady rate of engagement over the last few months.

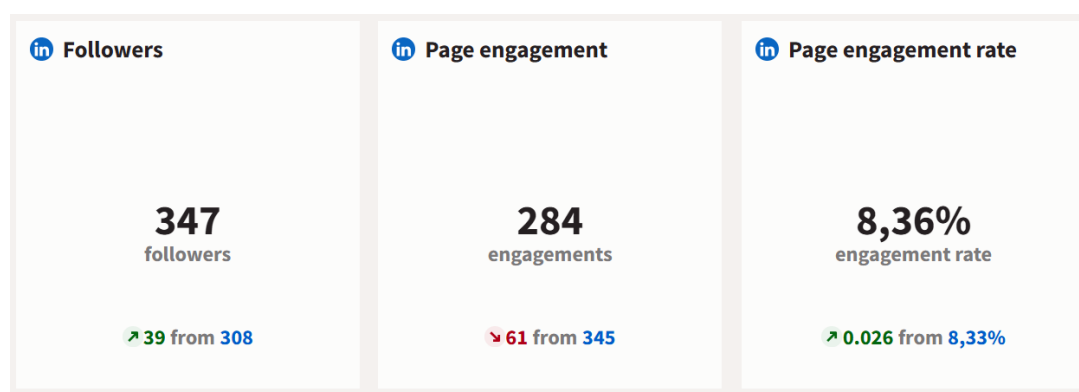


Figure 17: LinkedIn page followers

This growth in followers and engagement rates can be attributed to a steady flow of posts on the page, including launch of the press release on Global Recycling Day, partner introduction videos (13), various ad-hoc posts connecting W2W project objectives with thematic topics, such as World Environment Day, Europe Day, Women's Day etc, among others.

○ YouTube

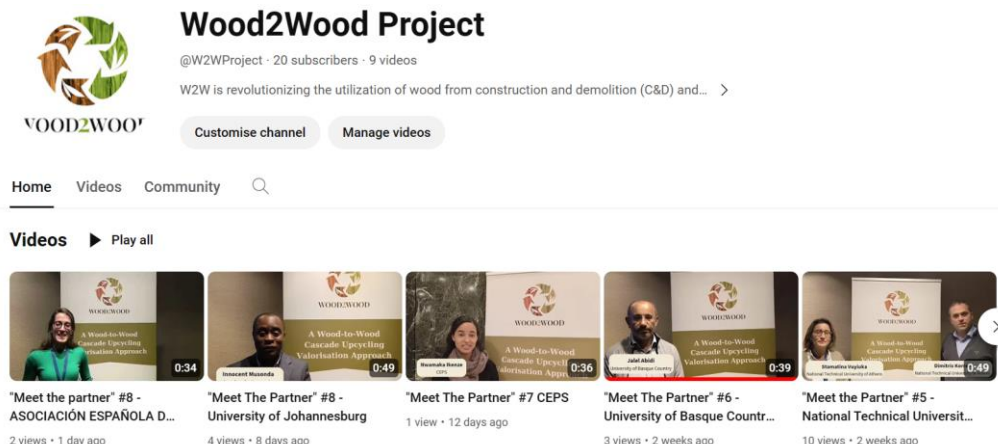


Figure 18: W2W YouTube page

To accompany the website and ease the publication of videos produced within the course of the project, e.g. videos of related conferences or workshops, a dedicated channel has been created on YouTube. The channel will be publicly available and will contain videos that are also embedded into the project main website.

Link: <https://www.youtube.com/channel/UC-95vIHk6sHH08WX5hmEBQ>

W2W's YouTube Channel has had 116 views so far, and 22 subscribers in total. We anticipate these numbers to go up as the project website goes LIVE at M06 (June), connecting all social platforms on the homepage. As more fresh content becomes available in the coming months, the YouTube channel will be abuzz with project-related videos.

Your channel has had 116 views so far

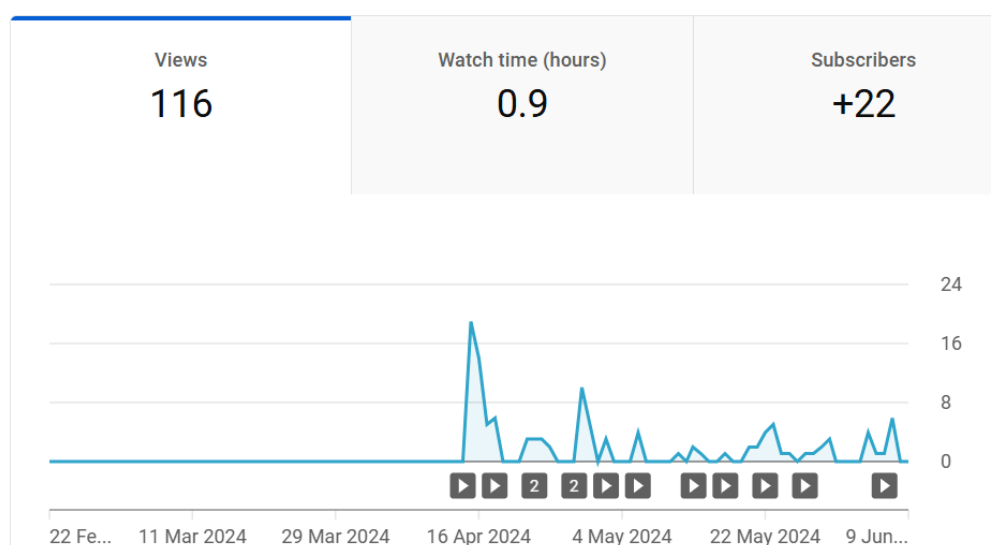


Figure 19: YouTube channel subscribers and views

The website has direct access to these social networks by clicking over the icons situated on both the header and footer part of the website. In this way, it is easy for every user to participate in this when the website is visited.

2.2.11. Electronic newsletter

The Wood2Wood Newsletter, on MailChimp platform, is issued periodically on the project website and provides:

- Project-related news (e.g. launch and meetings)
- Announcements of the project's progress
- Dates, details, comments regarding project related conferences, meetings, events or publications,
- Lectures, talks, and training opportunities.

The Newsletter addresses target groups and end-users (internal partners, industrial, scientific, standardisation organisations, project beneficiaries) in a style and language appropriate to them. Subscription to this Newsletter is open to everyone, using the webpage subscription feed. There is a subscription area on the website where interested stakeholders may sign up.

2.2.12. Press Release

The official Press Release is a formal announcement to the national or specialised/technical press to present a short overview of the Wood2Wood project to the public. They will include information on Wood2Wood events or Wood2Wood milestones, as well as interviews with experts.

All press releases will be archived on the Wood2Wood project website as well as on the ICCS collaborative SharePoint platform.

The press contacts addressed by press releases are included in Wood2Wood contacts repository.

The primary contact for Dissemination scopes is the DCM. A media reach-out strategy will be implemented to broaden the database.



Launch of the new W2W project. A Revolutionary Horizon Europe Project Pioneering Wood Value Chain Solutions.

We are proud to introduce the launch of a new initiative that is set to transform the future of wood usage: the Wood2Wood project. Led by the Institute of Communications and Computer Systems (ICCS), this Horizon Europe project kicked off with a gathering in Athens, Greece in February 2024, marking a significant milestone in our commitment to sustainability. As we celebrate Global Recycling Day today, we take the first crucial step in our journey towards fostering more circular, responsible, and innovative wood utilisation practices.

With a consortium of 25 partners spanning across Europe and one in South Africa, the W2W project aims to lead a shift towards circular wood utilisation. Dr. Angelos Amditis, Research, and Development Director of ICCS, and project coordinator, highlighted the W2W potential:

"The W2W holistic approach will inaugurate a new era of sustainability by reducing the demand for virgin materials, diverting waste from landfills and incineration facilities, and fostering the creation of value-added products from waste materials. W2W is a leap forward towards a circular economy, where materials are continuously repurposed and reused, extending their useful life."

Context

In the European Union (EU), the construction sector is at a crossroads, facing the dual challenge of managing nearly one billion tonnes of construction and demolition waste (CDW) annually while also being a major contributor to the bloc's greenhouse gas emissions (GHGs). The EU Circular Economy Action Plan has identified construction as a crucial area for intervention, highlighting the need for enhanced resource efficiency and a more sustainable management of materials and energy. In addition, the EU also grapples with the disposal of approximately 10 million tonnes of furniture each year, most of which is landfilled. These are significant environmental concerns that underscore the imperative for more effective waste management and circular solutions.

Wood2Wood: A new Vision for Circular Wood Solutions

Focusing on the untapped potential of wood waste from construction, demolition, and discarded furniture, W2W is poised to lead a change in thinking towards circular wood utilisation. W2W, short for Wood-to-Wood Cascade Upcycling Valorisation, is aimed at reshaping how we potentially use, re-use and recycle wood, especially from construction and demolition (C&D) and discarded furniture. Through a comprehensive approach that includes advanced technologies, digital tools, and a supportive policy framework, W2W seeks to upcycle wood waste into valuable resources.



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HADEA. Neither the European Union nor the granting authority can be held responsible for them.

Figure 20: W2W Inaugural Press Release

2.3. COMMUNICATION MANAGEMENT

ISWA is responsible for the communication and dissemination plan activities, and the activities will be performed by the DCM. In order to monitor and evaluate communication activities by all consortium partners, a [communication and dissemination registry](#) has been created through the [ICCS Collaborative platform](#) that keeps track of all Key Performance Indicators (KPIs) related to communications.

All partners are invited to use the collaborative platform.

For monitoring purposes, the communication activities will be reassessed regularly by the DCM during the project progress meetings that take place every 6 months. The information gathered during the entire lasting period will be analysed by ISWA and this analysis will be incorporated to the last communications and dissemination plan and activities report (M48).

2.4. DISSEMINATION STRATEGY

The objective of the dissemination strategy is to identify and organise the activities to be performed to maximise the influence of the project and to promote commercial and other exploitation of the project results.

The consortium attaches great importance to dissemination. All partners will continue to contribute to that effort and will strive to maximise use of all existing dissemination channels, such as high-quality papers containing the best scientific achievements and oral and poster contributions at topical international and European conferences.

Industrial partners will regularly participate in workshops, trade fairs, and showcases where technical achievements and prototypes can be shown to stakeholders.

2.4.1. Objectives of dissemination

In more detail, the objectives of the dissemination are:

- To raise public awareness about the project and its expected results and progress within defined target groups using effective communication means and tools ;
- To exchange experience with projects and groups working in the field in order to join efforts, minimise duplication, and maximise potential ;
- To disseminate the fundamental knowledge, the methodologies and technologies developed during the project ;
- To pave the way for a successful commercial and non-commercial exploitation of the project outcomes.

The dissemination strategy and activities follow **principles and best practices** successfully tested by the partners in other projects and in line with the EC Guidelines for successful dissemination:

- All research results/reports are duly reviewed, and a copy has been sent to relevant partners involved in the project before these are published or disseminated. When appropriate, the reports refer to other research projects and build on the existing results and literature;
- Research is conducted following sound analysis and scientific practice principles, accounting for policy requirements and needs as much as possible;
- All partners who have contributed to the project activities will be duly informed about the final outcomes and the implications stemming from project results;
- All public results will be accessible from the project website and usable from all parties who may benefit from them.

The definition of the dissemination strategy is based on **the identification of the following milestones:**

- the subject of dissemination (what is disseminated);
- the identification of target audience (who benefits the most from the project results and who would be interested in learning about the project findings);
- the definition of methods and tools (what is the most effective way to reach the target audience);
- the timing (when dissemination takes place);

- the schedule (specific dates and nature of dissemination activities);
- the dissemination management (who is responsible for and how dissemination is monitored, reported and evaluated).

2.4.2. Subject of dissemination

The following general subjects of dissemination have been identified:

- the Wood2Wood project itself (general scope, coverage, goals, and milestones and plans to reach them), interim results (reached objectives and achievements);
- techniques and methodologies (with respect to IPR issues);
- technologies (with respect to industrial IPR issues);
- sustainability assessment results ;
- innovation aspects (in an “open innovation” perspective).

2.4.3. Target audiences

The overall aim is to maximise the utilisation of the dissemination potential of Wood2Wood consortium. Dissemination activities then must be tailored in such a way to reach the audiences most efficiently through appropriately selected dissemination channels and dissemination tools.

One of the key elements of the Wood2Wood dissemination strategy is the identification of dissemination target areas and audiences.

During the project, all Wood2Wood partners are encouraged to identify and approach the most important local interest groups, both internal and external outside of Wood2Wood. Internal dissemination audiences and procedures have been outlined in section **2.4.6** on Dissemination management.

Dissemination beyond the Wood2Wood partners (External Dissemination)

In order to structure the external dissemination activities in the dissemination plan and to be able to analyse the impact of dissemination on a comparable basis, a more accurate division of the target audience has been developed.

External dissemination addresses the defined target groups at national, European, and international level.

As Wood2Wood is a project co-financed under the Horizon Europe Programme, the EU is naturally interested in the project results being disseminated at EU level.

Wood2Wood partners have interesting and significant links with European and international activities:

- Most of the Wood2Wood partners already participated, and currently participate in EU projects, which are related with Wood2Wood proposal. This formed adequate basis for transfer of significant knowledge and technology from former projects by strengthening the exploitation of results and creating potential synergies;
- Some Wood2Wood partners are involved in the activities of European Clusters, industrial interest groups, and standardisation bodies;

- Some Wood2Wood partners are members of international committees/boards of important symposia, which can ensure and facilitate the dissemination of Wood2Wood results;
- Finally, many Wood2Wood partners have consolidated pre-existing collaborations (research or industrial), even in funded EU projects. This has certainly strengthened the cooperation within Wood2Wood proposal, which is requested to successfully finalise the project.

W2W Project will be disseminated among these target audiences, as outlined in Chapter 2.

- academia, researchers, and scientific communities exploring new research opportunities and collaborative projects in recycling, upcycling, and sustainable materials with industry partners on practical applications of their research;
- process industry, businesses and recycling companies, as they benefit from new processes and technologies for sorting, processing wood waste and increased recycling efficiency.
- relevant professional associations, as they can inform their members and contacts on W2W project and its results, being therefore important local influencers;
- manufacturers of new products can gain from access to high-quality secondary materials to make new, sustainable products;
- standardisation organisations, who can use project findings to develop, and refine standards for use of secondary raw materials;
- workers, and employees in the process industries benefit from job security improvements due to adoption of sustainable practices by companies as well as future opportunities for upskilling;
- the general public benefits from reduced waste and lower environmental impacts;
- civil society associations and citizen-led special interest groups as they could benefit from social innovation impacts created by the project, and in turn, they could boost citizen engagement;
- professionals, sectorial clusters, engineering, and professional design communities, as they can become end-users, who can have access to high-quality made from upcycled materials.

2.4.4. Dissemination activities timing

Dissemination activities are planned in accordance with stage of the development in the project.

While several communication activities took place during the first 6 months of the project, the most significant dissemination activities will take place from M12 when deliverables, such as some research results, will be available and finally at the end of the project when it will go to the next industrial development phase.

The dissemination activities are to be performed according to the following logical schedule:

- **Initial awareness phase (month 0-12):** this especially included establishment of Wood2Wood communication package, including a graphical identity of the project (i.e. project logo, project presentation, project poster, project brochure, press release and templates for project documents and presentations) and analysis of relevant information resources in terms of identification of dissemination opportunities. This culminates into

the first Dissemination and Communication Campaign (DCC). The aim of this DCC is to generate awareness at the initial stages of the project mainly targeting general public.

- **Targeted dissemination phase (month 13-24):** the consortium will enrich the website, update the project communication package, attend selected events, and hold webinars and events. Preliminary project results will be presented to the target audiences through different channels. A second DCC will be undertaken. The main objective of the second DCC will be the promotion of the project results to pave the way to further exploitation and commercialisation by specifically targeting: process industries, recycling companies, businesses, manufacturers of new products, public institutions responsible for waste management and policymaking, researchers and academics, end-users, and society at large.
- **Mid-project phase (month 25-36):** this represents the period closely before the end of the project, when Wood2Wood consortium partners will start preparation of own utilisation and business plans for the industrialisation of Wood2Wood project outputs. This phase will focus on informing the target audience of the Wood2Wood exploitable outputs. Important communication themes in this phase will also be the references gained from the realisation of Wood2Wood results. During this period a third and final DCC will be conducted. The third DCC's main goal will be to stimulate the engagement with stakeholders outside the project by specifically targeting end-users, investors, potential licensees, policy makers, companies in other sectors, etc. to arrange strategic alliances or trade agreements to help broaden the impact of the project results not only within the wood waste management sector but beyond the sector.
- **Launch phase (month 37-48):** Within this final DCC, a Final Event is planned as the project closure to encourage technology transfer. All partners are expected to contribute to the final event with presentations reporting their achievements.

2.4.5. Dissemination schedule

In order to forecast and keep track of all dissemination activities Wood2Wood's dissemination [schedule is available here](#). The periodic monitoring of the schedule will be conducted every six months until the end of the project.

This sheet will be used by ISWA to coordinate communication activities through all relevant channels, and also keep track of the [dissemination KPIs](#).

2.4.6. Dissemination management

Dissemination management lays down the rules for consortium partners to follow in order to ensure consistency in messaging, avoid miscommunication, and coordinate dissemination activities efficiently among all partners.

It includes the following features:

- distribution of responsibilities;
- internal communication within W2W consortium;
- dissemination procedures;
- monitoring and reporting, outlines rules and policies with regards to promotion and action of results by project beneficiaries.

Distribution of responsibilities

According to the **Article 17** in Annex 5 of the EC-GA “the beneficiaries must ‘disseminate’ their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests. A beneficiary that intends to disseminate its results **must give at least 15 days advance notice** to the other beneficiaries, together with sufficient information on the results it will disseminate.”

The GA further states that “Any other beneficiary may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.”

Additional dissemination obligations

“Where the call conditions impose additional dissemination obligations, the beneficiaries must also comply with those.”

In accordance with Article 17.1 of EC-GA (Communication, Dissemination and Visibility), “Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public) in a strategic, coherent and effective manner.”

In case of a major impact communication and dissemination activity, please inform the **Dissemination and Communication Manager (DCM)** before engaging to better organise it. In order to manage the external communication and the publication of Wood2Wood, related text/images/videos in varying forms (e.g. magazines, newspapers, papers for conferences, workshops and seminars, etc.) the Consortium avails itself of a **Dissemination and Communication Manager (DCM)**.

The Dissemination and Communication Manager is the central contact point for external communication. The DCM has been officially appointed during the project kick-off meeting. Full name and contacts are mentioned on the website and on any document where it appears to be relevant.

The contact details to be currently mentioned are:

- **Abhimanyu Chakravorty, Project Dissemination and Communication Manager,**

achakravorty@iswa.org

Mobile: +31623215474

ICCS is the central contact point for internal communication.

The contact details to be currently mentioned are:

Institute of Communications and Computer Systems (ICCS)

Dr. Angelos Amditis / a.amditis@iccs.gr

Phone: +30-210-300-5896

W: <https://i-sense.iccs.gr> / <https://amditis.iccs.gr>

Nikoletta Karitsioti / nikoletta.karitsioti@iccs.gr

Phone: +30-210-300-5896

Dissemination within the Wood2Wood partners (internal communication)

Ensuring effective internal communication and dissemination among the Consortium partners represents an important key success element for the Wood2Wood Project.

Partners' organisations are important for dissemination for two reasons: **first, they are potential users of Wood2Wood project results themselves** and secondly, **they represent “influencers” because of their huge impact on the associated industrial sectors.**

Wood2Wood consortium partners particularly comprise of important market players in various segments, and this constitutes a natural channel for the dissemination of the project and its result to other potential users. In this respect, the dissemination activities rely on the effort and the possibility of each partner in exploiting opportunities to present the project and its results. Therefore, it is important to communicate information about Wood2Wood project and its results to partners' management, consultants, marketing and sales teams, customers and business partners.

The internal communication strategy also pursues the objective to ensure that all partners are fully informed about planning, work-in-progress, and existing or potential problems.

Besides the requested EC and Internal reporting, all partners are invited to actively communicate with WP Leaders about technical progresses and issues and WP Leaders are invited to keep PC updated about the activities. All partners are invited to inform PC of any Administrative and Legal issues arising. The PC are at the partners' disposal respectively for any technical and administrative information/issue.

Documents and files for internal communication can be uploaded on the project collaboration space set-up on the [Wood2Wood SharePoint](#) platform.

In order to make the internal communication efficient, each member nominated an internal contact point who is responsible for dissemination issues and reporting. The following table provides the main communication contacts of each member that the DCM can reach out to disseminate Wood2Wood project results.

Partner	Contact Details
ICCS	Nikoletta Karitsioti nikoletta.karitsioti@iccs.gr
LERMAB	Nicolas Brosse nicolas.brosse@univ-lorraine.fr
CIRCE	Aleida Lostale Caparoso alostale@fcirce.es
NTUA	Magdalini Krokida mkrok@chemeng.ntua.gr
POLIMI	Claudio Palasciano claudio.palasciano@polimi.it
VTT	Jorge Martins jorge.martins@vtt.fi
UPV	Raul Poler rpoler@cigip.upv.es

CERTH	Nikos Kourkoulos nikoskourk@iti.gr
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Table 1: Partners and Contact Details

Dissemination procedures

In relation to different kinds of dissemination procedures, precise notice deadlines and accountable parties must be considered. These rules describe the notification requirements for scientific or technical publications, events that include the presentation of a demonstration or development work relevant to a Use Case, press releases, articles, interviews, and presentations.

Conferences, events, workshops

- Submit your dissemination request to the DCM (achakravorty@iswa.org) **15 calendar days in advance**.
- Store your material (presentation, images, videos etc.) to the [Events](#) repository;
- Fill in the [dissemination registry](#) with the requested information.
- The DCM will share the request for approval, modification or rejection; If no answer is received due to the set deadline it will be taken as an approval;
- The DCM will inform the involved partner(s) about the decision.
- **Within 5 working days after the event**, the partner who participated in the event, should send to the DCM relevant material (photos, videos, and a short summary of the participation).
- When the partner(s) is communicating on Twitter (X), LinkedIn, and YouTube about project activities, Wood2Wood's social media accounts should always be mentioned and tagged.
- Link to Wood2Wood website must also be included.

Scientific Publications

- Submit your dissemination request to the DCM (achakravorty@iswa.org) **15 calendar days in advance**.
- Store your material (abstract, draft paper, poster etc.) to the box online repository;
- Fill in the [dissemination registry](#). The information to be specified should indicate the following details: Date, Title, Authors, Journal/Conference, Location, Type of activity, Partners involved, Status, Saved on Teams, Posted on website, Open Access On EC portal, Notes, DOI, Zenodo link.
- Where publications relate to jointly developed results, each Signatory Party involved must be asked for its consent to publish and such consent not to be unreasonably withheld, delayed, or conditioned.
- The DCM will share the request for approval, modification or rejection; If no answer is received due to the set deadline it will be taken as an approval;
- The DCM will inform the involved partner(s) about the decision.

Other dissemination activities

Presentation of a demonstration or development work relevant to a Use Case:

- The Use Case leaders should notify the DCM at least 15 days in advance.
- The information to be specified should be: Use Case Description, Objective, Methodology, Technology or solution, Results and findings, Implications and impact, Challenges and limitations, and Future work. ...
- The DCM will assess the information received and create the relevant news posts and material to better promote the activity.

Press Releases

- The DCM must give partners **at least 7 calendar days' notice prior to publishing and dissemination**. This timeline guarantees that the partners have enough time to give their approvals before the press release is published and released to the public and key stakeholders.

- EU emblem and Wood2Wood logo to be displayed together for press releases.

Articles (blogs for website)

- All draft articles must be sent to the PC, the WP leader and to the DCM before publication or production for reporting and archiving purposes. This allows to check if they fulfil the dissemination requirements or whether they conflict with other existing papers.

Visibility

All communication activities related to the project acknowledges the context of Horizon Europe. This is generally accomplished by adding the following sentence in the acknowledgements section: **“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HADEA. Neither the European Union nor the granting authority can be held responsible for them”.**

Add the following wording as a disclaimer to all project outputs:



Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.

- Incorporate the project's logo. The project logo may be found in the relevant folder of the Internal Communication Platform. The project logo should be prominently shown on the first page of the paper, with the EU logo on the left side of the first page's footer.

Objections and resolutions

Any objection to the planned publication shall be made in writing (e-mail) to the Coordinator Dr. Angelos Amditis (a.amditis@iccs.gr), Dissemination & Communication Team (juribe@iswa.org, achakravorty@iswa.org) and to the Party or Parties proposing the dissemination, or equivalently, within 20 calendar days of notice having been given. If no objection is made within this time, the publication is permitted. In the case of a publication including no new information not previously published or of an abstract (to a maximum of 2 pages), the above periods are 20 and 10 days respectively.

An objection must include a precise request for necessary modifications and is justified only if

- the protection of the objecting Party's Results or Background would be adversely affected,
- or the objecting Party's legitimate interests in relation to the Results or Background would be significantly harmed.

If an objection has been raised, the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication). The objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following such discussion.

The objecting Party can request a publication delay of not more than 90 calendar days from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that all objections have been addressed as confirmed by Communication and Dissemination Team and Coordinator.

Dissemination monitoring and reporting

All consortium partners are encouraged by ISWA, the partner responsible for dissemination, to report the results of each dissemination activity immediately after they are presented. The reports shall include feedback gathered by the respective partner from the target audience including additional contacts to be listed in the contact repository used for further dissemination purposes.

This is done through the [ICCS Collaborative platform](#).

All partners are invited to publish the dissemination material on the Consortium website (this can be a paper, a conference presentation or the audio file of an interview for example).

Dissemination documents and files (text, audio, video, etc.) shall be uploaded on [the ICCS Collaborative SharePoint platform](#).

For monitoring purposes, the dissemination activities will be reassessed regularly by the DCM during the project progress meetings that take place every 6 months.

The information gathered during the entire lasting period will be analysed by ISWA and this analysis will be incorporated to the last communications and dissemination plan and activities report (M48).

Evaluation

For the purposes of evaluation of Wood2Wood's dissemination activities, quantitative indicators and associated metrics have been set up and will be set up where applicable. A numerical target has been estimated as a cumulative estimate based on individual partners' inputs. These targets are periodically reviewed by the DCM in collaboration with the whole Consortium and will be assessed at the end of the project to analyse the spread of communication and dissemination activities. The KPIs are available in the planned [dissemination activities sheet](#) and can be found in the ANNEX section.

The Final Report to be delivered to the EC at the end of the project will include the final Communications and Dissemination plan and activities compiled by the DCM based on the contributions of all partners.

3. COMMUNICATIONS AND DISSEMINATIONS PLAN

3.1. COMMUNICATION PLAN

This section outlines the specific tactics, timelines, and resources needed to implement the communication strategy. It includes concrete steps, schedules, responsible parties, and specific channels and tools to be used. The plan provides the roadmap for executing the strategy and achieving the communication objectives, as highlighted in section 2.1.

In brief, the communication plan will discuss the following elements:

- the channels and timelines (how do we want to communicate with them and when);
- the communication schedule (list of posts on social media , and planned activities for website)
- the activities performed so far (what has been done until M06)

3.1.1. Channels, and timelines– How do we want to communicate with them and when?

To reach these audiences, communication channels, target audiences and timelines to achieve the communication objectives have been outlined in Table 1.

Communication Channels	Target Audiences	Timeline
Project Website	All End Users	From Month 6 to 3 years after
Social Media	All End Users	From M06 to M48
e-Newsletters and email campaigns	All End Users	Bi-yearly Issues starting M06
Policy Fora and Debate Hubs	Societal Actors, Debaters, Recycle Operations, Sustainable Product Organisations, Workers' Associations, Alliances	From M18 to M48
Blogs	Digital Innovation Hubs, Relevant Associations, Academia.	From M18 to M48
Printed Material	All End Users attending physical events	From M06 to M48
Multimedia	All End Users focusing on Regional and Local Authorities	From M09 to M48

Table 2: Communication channels, Target audiences and Timeline

3.1.2. Communication schedule – When do we communicate with them?

In order to forecast and keep track of all communication activities, Wood2Wood's communication [schedule is available here](#).

This sheet will be used by ISWA to coordinate communication activities through all relevant channels, and also keep track of the [communication KPIs](#).

3.1.3. Communication Activities Updates until M06

From the start, communication activities promoting W2W have been in full swing.

The **press release**, coordinated between ISWA and Project Coordinator ICCS, was strategically timed for release on **Global Recycling Day**, March 18, 2024 on social media platforms like LinkedIn, and Twitter (X).

In parallel, the DCM also published a **series of videos** introducing the project partners over the following months to ensure continuity of our communication activities. As a result, 12 such videos have been published so far on W2W YouTube Channel, as well as on LinkedIn.

The project also exploited **ad-hoc news** that could be linked to W2W's objectives, such as curating LinkedIn and Twitter (X) posts on Biodiversity Day, Earth Day, International Women's Day (due to equal opportunities to other genders in our project), European Union Day, among others.

<u>Type of Comms</u>	<u>Nature of Action</u>	<u>Platform</u>	<u>Link (if applicable)</u>
Press Release	Project Launch on Global Recycling Day, March 18, 2024	LinkedIn, Twitter (X)	https://www.linkedin.com/feed/update/urn:li:activity:7175415773782265857
Meet the Partners (Videos)	12 Consortium Partner Introduction videos, released twice a week	YouTube, LinkedIn, Twitter	Wood2Wood Project - YouTube
Social Media Posts (Ongoing)	29 posts until now, including project overview, partner intros, and Ad-Hoc posts linking news on circularity and waste management with the W2W project	LinkedIn, Twitter, YouTube	
Project Website	W2W Website launched for communication and dissemination activities from M06 (June 30 onwards)	Website	www.wood2woodproject.com

Table 3: Communication activities until M06



3.2. DISSEMINATION PLAN

All partners need to contribute to maximise use of all existing dissemination channels, such as high-quality papers containing the best scientific achievements and oral and poster contributions to topical international and European conferences.

Industrial partners will regularly participate in workshops, fairs, and conferences where technical achievements and prototypes can be shown to stakeholders.

A list of major events and conferences is included in chapter 3.2.3 and 3.2.4 respectively and they will need regular updates throughout the project.

In brief, the dissemination plan includes the following:

- Communication and dissemination channels, and target audiences (how and to whom do we communicate with)
- Dissemination tools (the channels through which we communicate to our target audiences, such as through target publications, conference and events);
- Joint activities with sister projects of the same call;
- Activities attended until M06.



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Channels	Target Audiences						
	Scientific Community	Industry/ Businesses	General Public	Public authorities	Standardisation Organisations	Workers and employees	End users
Project website	✓	✓	✓	✓	✓	✓	✓
Social media	✓	✓	✓	✓	✓	✓	✓
Project material (leaflets/brochures that will be distributed at topical events)	✓	✓	✓	✓	✓	✓	✓
Newsletters (via project website)	✓	✓	✓	✓	✓	✓	✓
Scientific Publications	✓	✓	X	✓	✓	X	X
Non-Scientific Publications	X	✓	✓	✓	✓	✓	✓
Participation in topical national/international scientific conferences,	✓	✓	X	✓	✓	✓	✓



technical, industrial fairs and other relevant events							
General audience article	X	✓	✓	✓	X	✓	✓
Radio/television broadcasting (local/national level)	X	✓	✓	✓	X	✓	✓
Press conference and press releases	X	✓	✓	✓	✓	✓	✓
Events/ Final Event etc	✓	✓	✓	✓	✓	✓	✓

Table 4: Dissemination Plan



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3.2.1. Dissemination tools - Target Publications (M1-M18)

The industrial and academic partners, individually and in collaboration, publish and present scientific advances in technical papers as well as in journals (peer reviewed or not) and magazines. Scientific publications are an effective way to disseminate high level project information and to attract the interest of representatives of the various target groups. Publications in specialised magazines, papers sent to related events attract the attention of technicians and researchers as well as to give the opportunity to collaborate within the purposes of Wood2Wood.

In order to support this activity, whenever possible, project publications will be archived or linked on the Wood2Wood website. The following journals and magazines are especially relevant for the communication strategy of the project:

Kind of Publication (Paper/Web)	Details	Country (if applicable)	Website (if applicable)
Scientific and Technical Journals/Magazines	Recycling		Recycling An Open Access Journal from MDPI
	Waste Management & Research	Vienna, Austria	Waste Management & Research: Sage Journals (sagepub.com)
	Science and Technology of Polymers		Polymer Journal ScienceDirect.com by Elsevier
	Integrated Waste Management, Science and Technology	-	Waste Management Journal ScienceDirect.com by Elsevier
	Material Cycles and Waste Management	-	Home Journal of Material Cycles and Waste Management (springer.com)



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	Wood Science and Technology	-	Home Wood Science and Technology (springer.com)
	Resources, Conservation and Recycling	-	Resources, Conservation and Recycling Journal ScienceDirect.com by Elsevier
Technical Publications	International Institute for environment and Development		 International Institute for Environment and Development (iied.org)
	Spire Projects		 A.SPIRE (aspire2050.eu)
Non-Scientific	Waste Management World		WMW Waste Management World magazine (waste-management-world.com)

Table 5: Target publications

3.2.2. Target conferences and events (M1-M18)

Wood2Wood promotes project presentations at scientific conferences targeting relevant domains for the project. The impact of presentations at these events is very high due to the attendance of scientists and industrial experts. National and international conferences are an excellent opportunity to share the results with experts in the field and, therefore, is an effective dissemination platform for the project. Workshops, meetings and other large events (e.g. exhibitions, trade fairs, showcases) represent relevant opportunities for dissemination. The goal of these events is to disseminate both techniques developed during the project and the preliminary results of the project to the targeted beneficiaries of the Wood2Wood project. The following events are especially relevant for the communication strategy of the project:

Conference type	Details	Country (if applicable)	Website (if applicable)
Scientific Conferences	Digital Recycling Conference for Circular Economy, Sustainability and Waste Management	Germany	eREC – Digital Recycling Expo and Conference for Circular Economy and Waste Management
	Waste Management Europe	Bergamo, Italy	Main Home - WME Bergamo (wme-expo.com)
	The European Conference on Wood Modification	Nancy, France	Tenth European Conference on Wood Modification - Sciencesconf.org

	Virtual European Conference on Process Safety and Big Data		2021 Virtual European Conference on Process Safety and Big Data AIChE
	International Conference on Solid Waste Management	Chania, Crete, Greece	Home - 10th International Conference on Sustainable Solid Waste Management (uest.gr)
	Material Science and Technology in Europe	Frankfurt, Germany	FEMS EUROMAT 2023: FEMS EUROMAT 2023
	International Conference on Waste Recycling and Management	Tokyo, Japan	ICWRM 2024-Waste Recycling and Management
Congress	ISWA World Congress	Cape Town, South Africa	ISWA 2024 – WASTE TO WEALTH: SOLUTIONS FOR A SUSTAINABLE FUTURE
Conference	Sustainable Places	Luxembourg	SP2024 - Sustainable Places (SP)
Exhibition	Ecomondo	Rimini, Italy	Ecomondo 5-8 November 2024, Rimini

Table 6: Target conferences and events

3.2.3. Joint Activities with Relevant Initiatives (M1-M18)

To further amplify and maximise the impact and outreach of the project's results and to feed them into related international work streams, joint dissemination activities will be contracted. W2W will seek out opportunities to collaborate with other relevant projects and initiatives within Europe and beyond, and will organise and participate in events that promote knowledge sharing.

The working experience and knowledge gained by similar projects are a valuable tool for guidance of the project actions and enhance the expertise of the project teams.

Kind of activities	Month/Year	Reference Partner	Website/Link (if applicable)
Participation in Waste Management Europe in Bergamo, Italy with sister projects like	April, 2024	ICCS	https://www.linkedin.com/posts/digintrace_wastemanagement-innovation-smartbin-activity-7184466104285618176-eXRM?utm_source=share&utm_medium=member_desktop

DigInTraCE EU project, REDOL			
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Table 7: Activities with Relevant EU initiatives

3.2.4. Dissemination events attended until M06

Conference Type	Details (Date and year)	Details of Dissemination Activity	Country (If applicable)	Website (if applicable)
Scientific Conference	European Robotics Forum (ERF), Rimini, April 2024	<ul style="list-style-type: none"> - Poster on "Flexible Robotic-based Architecture for Cyber-Physical Sorting Systems in Waste Management Industry" - One expert from ICCS contributed as a panelist in the Robotics & AI: Transforming Sustainable Recycling & Remanufacturing workshop. - Presented a paper on A Flexible Robotic-based Architecture for Cyber-Physical Sorting Systems in Waste Management Industry 	Italy	Robotics & AI: Transforming Sustainable Recycling & Remanufacturing & Sustainable Robots by Design: Going beyond TRLs - ERF2024
Scientific Conference	Waste Management Europe, Bergamo, May 2024	Booth, Presentation, and Flyer	Italy	Main Home - WME Bergamo (wme-expo.com)
Exhibition	Automation & Robotics Expo	Booth, Panel showing W2W case		https://ar-expo.gr/en/homepage/

3.2.5. Training Activities

Training activities should contribute to professional development through advanced training of researchers and other key staff, research managers, industrial executives, and potential users of the knowledge generated by the project. Particular emphasis will be placed on collaboratively designing training activities and lifelong learning programs to ensure that W2W actively contributes to skills development and standardisation.

4. CONCLUSION

The Wood2Wood project's Communications and Dissemination plan and activities presented in this document aims to provide a comprehensive overview of the relevant audiences to whom the project should be of interest, what information will be generated to share with them, and by what means this information will be conveyed to them. Consortium-wide, well-planned, and sustained efforts across the project lifetime will be required to maximise the awareness and profile of the project, its activities, the expected results, and how different target groups can benefit from these results.

The proposed activities, tools, and channels are designed to reach the broadest audience possible primarily though not exclusively across the EU, at both project level and at the relevant program level. The communication and dissemination activities developed within the W2W project will be catalysts for impact, with a strong emphasis on commercial exploitation of the results as well as building momentum for the broader transformation towards a circular economy for sustainable wood waste management in Europe.

DISCLAIMER OF WARRANTIES

The information and views set out in this deliverable are those of the authors and do not necessarily reflect the official opinion of the European Union. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the following information.


This project has used a standard methodology already developed in the ALMA project (Grant Agreement number: 101006675), following EU recommendations. Ad hoc modifications were added to comply with the Grant Agreement conditions for Wood2Wood Project (Grant Agreement number: 101138789).

REFERENCES

- 1) European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>

ANNEX

Dissemination KPIs

 Wood2Wood	Dissemination KPIs						
Tool	Key Performance Indicators	KPIs	More info	Target Audience	Year 1	Year 2	Year 3
Publications	Scientific Publications: Publishing in Peer-reviewed Journals	> 15	Scientific Conferences (examples): Eur. Conference of Waste Management (ECWM), Digital Recycling Conference for Circular Economy, Sustainability, and Waste Management (eREC), Eur. Conference on Wood Modification (ECWM), Int. Conference on Wood Biology and Wood Technology, Eur. Conference on Process Safety and Big Data, Int. Conference on Sustainable Solid Waste Management, Materials Science and Technology in Europe, International Conference on Waste Recycling and Management, etc. Peer-Review Open-access Journals	Principal Decision Influencers, Decision-Making Actors, Industry Associations, Environmental Agencies, Academia and Researchers, and Relevant Consortia.			
	Scientific Publications: Presenting in Scientific Conferences	> 20					
	Technical Publications: Publishing Technical Publications	>25					
	Technical Publications: Participation in Industrial Exhibitions with Booths	> 9					



			(preselected): Recycling, Waste Management & Research, Polymer, Sustainability, Waste Management, Journal of Material Cycles and Waste Management, Wood Science and Technology, Resources Conservation and Recycling, etc.				
Source Code Repository	Number of Publicly Available Deliverables	>15	Stimulating a transparent and open-source culture, W2W will make widely available its software repositories through well-known distributed source code platforms such as GitHub and Bitbucket.	Ecosystem of Open-Source Developers			
	Source code: publish to different repositories	>2		, Incubators, Associations and Digital Innovation Hubs, Data Spaces for circular material use, ICT SMEs, Researchers, relevant Consortia.			
Q&A Platform	No. of Scientific Conversations to Participate/Contribute	> 20	Discussions regarding the project repository will be centered around reference sites. The designated Q&A platform, developed as an integral part of the project website, will be Stack Overflow - the most extensive and reputable online community for developers to exchange	Public Authorities, Associations, Open-source Developers, NGOs, SMEs, relevant Hubs.			

			knowledge and acquire new insights.				
Workshops and Trainings	Technical Workshops	>10 in 7 different countries	Particular emphasis will be placed on collaboratively designing training activities and lifelong learning programs to ensure that W2W actively contributes to skills development and standardisation, as outlined in WP17-19.	Industrial Organisations, SPIRE Associations, Public Authorities, Potential Investors, Funding Organisations, ICT SMEs, Academia and research Organisations.			
	Online Training Tutorials	>8					
	Webinars	>12					
Joint Activities with relevant Initiatives	Symposiums/ Fairs to Participate	>9	To further amplify and maximise the impact and outreach of the project's results and to feed them into related international work streams, joint dissemination activities will be contracted. W2W will seek out opportunities to collaborate with other relevant projects and initiatives within Europe and beyond, and will organise and participate in events that promote knowledge sharing, as outlined in T19-21.2 and T19-21.3.	All Stakeholders with special focus on secondary resources in process industry, Policymaking Actors, Key Environmental Influencing Organisations, relevant Public Bodies.			
	Banners in each event	3					
	Brochures to be Distributed	>300					



Standards and Policy Contribution	Standards Contributions (new or revised)	>3	<p>W2W aims to support the standardisation of secondary material upcycling technologies. Collaborative efforts with relevant Technical Committees will be established to ensure seamless integration into current and future standardisation initiatives. The project's contributions will be incorporated into new or revised standards via one of the following channels: i) sharing information with Technical Committees, ii) facilitating mutual knowledge exchange, iii) submitting technical proposals, and iv) promoting the creation of new standard documents, based on the maturity of the specific solution, as outlined in T16-18.3 and T16-18.4.</p>	Standards Developing Organisations, Certification Committees, Open-Source Communities, Policy Makers, Relevant Public Bodies, Local Agencies			
	Policy Briefs	>2					



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