

PlastiCircle

Grant Agreement No 730292



Deliverable D9.3

Communication and dissemination plan

ICLEI Europe



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Partners short names

1. ITENE: INSTITUTO TECNOLÓGICO DEL EMBALAJE, TRANSPORTE Y LOGÍSTICA
2. SINTEF: STIFTELSEN SINTEF
3. RTT: RTT STEINERT GMBH
4. AXION : AXION RECYCLING
5. CRF : CENTRO RICERCHE FIAT
6. UTRECHT : GEMEENTE UTRECHT
7. INNDEA : FUNDACION DE LA COMUNITAT VALENCIANA PARA LA PROMOCION ESTRATEGICA EL DESARROLLO Y LA INNOVACION URBANA
8. ALBA: PRIMARIA MUNICIPIULUI ALBA IULIA
9. MOV: MESTNA OBCINA VELENJE
10. SAV: SOCIEDAD ANONIMA AGRICULTORES DE LAVEGA DE VALENCIA Spain
11. POLARIS: POLARIS M HOLDING
12. INTERVAL: INDUSTRIAS TERMOPLÁSTICAS VALENCIANAS, S.A.
13. ARMACELL : ARMACELL Benelux S.A.
14. DERBIGUM : DERBIGUM N.V.
15. PROPLAST : CONSORZIO PER LA PROMOZIONE DELLA CULTURA PLASTICA PROPLAST
16. HAHN : HAHN PLASTICS Ltd.
17. ECOEMBES : ECOEMBALAJES ESPAÑA S.A.
18. KIMbcn : FUNDACIÓ KNOWLEDGE INNOVATION MARKET BARCELONA
19. PLAST-EU: PLASTICSEUROPE
20. ICLEI: ICLEI EUROPASEKRETARIAT GMBH

Note that PICVASA and CALAF are additional partners, in the process of being integrated and even if they are not yet partners at this time, they are referenced in the document.

Factsheet

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Dissemination level

X	PU = Public
	PP = Restricted to other programme participants (including the EC)
	RE = Restricted to a group specified by the consortium (including the EC)
	CO = Confidential, only for members of the consortium (including the EC)

Author: Kelly Cotel, ICLEI Europe

Reviewers:

Abstract

This document is the communication and dissemination plan of the PlastiCircle project. It will outline the strategy to share the aim and findings of the project to an external public, defining the *who* (audience), the *what* (key messages), and the *how* (communication activities). The development of the overall communication and dissemination strategy is led by ICLEI.

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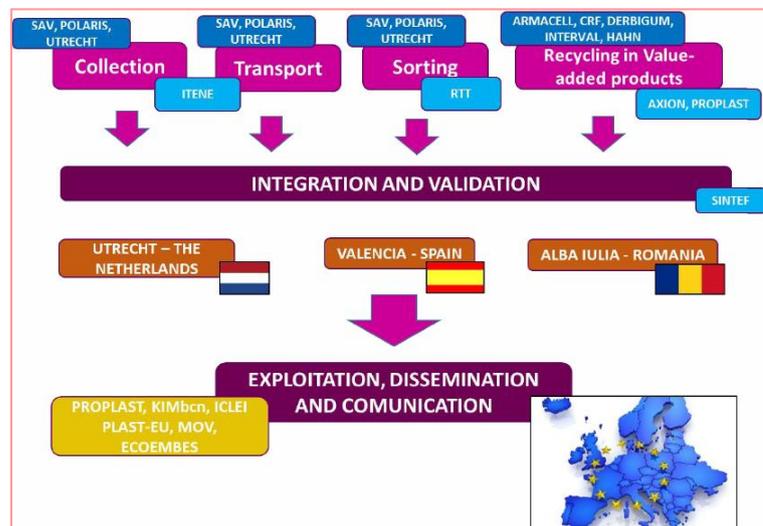
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Introduction

The PlastiCircle project brings together 20 pan-European partners, led by the Packaging and Logistics Research and Innovation Center (ITENE), working to reinvent the plastic packaging treatment process, making recycling more accessible, cost-effective and profitable for both citizens and professionals in the field.

This innovative project aims at closing the loop in the plastic circular economy. It will develop new techniques and promote new approaches to the recycling of plastic. A test phase, in three European cities, will provide positive case studies. The final aim of the project is to share these new solutions and make sure that they are adopted across Europe.

The communication and dissemination plan will detail the adequate strategy to share PlastiCircle's findings. A targeted approach will be used to provide a dedicated approach to each audience group. The plan will acquaint regional/local communities on changes, foster discussions, exchange of ideas, sharing of experiences, disseminate news related to PlastiCircle.



Communication will be of key importance for awareness raising of political and institutional community about urgency of improving the topic concerned and hence on the importance of advancing planning and coordination capacity of regional/local authorities through the findings and results within the project.

The entire PlastiCircle consortium will be involved in the execution of this plan. The technological and research partners will actively publish results (publications being considered very positive success indicators by all the consortium, also serving as peer reviewed documents towards the industry, standards bodies and policy stakeholders). The industrial partners and market actors are also eager to showcase and exhibit results at tradeshow and exhibitions and through other industrial channels (e.g. technical/sectoral magazines). Moreover, the cities will disseminate the results to citizens, and also to other local and regional authorities. Finally, the associations from the project will reinforce these activities among its associates (including both, cities and industry). Thus, this plan will contribute to the efficient coordination and dissemination of the project outputs across the relevant European and international communities.

1. Communication objectives

The communication objectives derive directly from the project objectives. Aspiring at reinforcing the plastic recycling value chain, the project aims to promote an innovative and integrated approach, with both technical advancement and behavioural changes in mind.

The specific communication objectives are the following:

- Share the technical findings of the project on each stages of the value chain: collection, transport, sorting and recycling.
- Promote the adoption of new ways to valorise plastic recycling.
- Stimulate the demand for recycled waste plastic.
- Contribute to a behaviour change in the treatment of domestic waste by citizens.
- Influence future policies on plastic waste collection and valorisation.

2. The audience

This project is of interest to a large audience, both at a local, national and European level.

2.1 Business audience

- **European recycling and waste treatment companies** that will be interested in the technique and development carried out during the project. They are being considered as potential customers of the technology and the dissemination among this category will also focus at the end of the project related to the exploitation activities, according to the results and interests of all partners.
- **European plastic and packaging industries** and other industries creating value added products based on recycled plastics (e.g. thermal insulation, automotive parts, bituminous roofing membranes, etc.) that will be interested in the technique and development carried out during the project. They can be interested in the project as acquirers of final products.

2.2 Public authorities audience

- **Local and Regional Public administration** interested in improving their recycling system among their community (addressed the respective public bodies, competent authorities and administrative structures in charge of waste treatment), as specifiers and adopters of the solutions proposed by the project. Moreover, it should be noted that an initial replication guide will be prepared for other cities to facilitate an implementation model, including information about the most suitable funding for them.

- **EU and National public authorities** as policy makers, will benefit from the successful case studies and contribute to a larger change in behaviour with incentives at a national/EU level.

2.3 Civil society audience

- **Citizens** that will participate in pilots, will make use of PlastiCircle solutions (they will use smart containers, benefit from incentives and they will also buy innovative products from recycled plastic). Citizen should be encouraged to recycle by understanding the innovative use of recycled plastic material.
- **NGO and citizen's associations**, which are interested in environmental issues and technologies. They are not considered as end users, but they are considered as target audience due to their influence in the population.
- **European environmental associations:** They will be main beneficiaries although they will not apply the technology themselves. They are being considered as specifiers and end-users of the solution offered. They can be also interested in investing in the technology commercialization.

3. The messages

The communication messages are designed to combine impact and content and are adapted to the different stages of communication. From the first point of contact, to raise attention, to the active engagement of the target audiences.

3.1 Content texts

A short tagline was devised to be used on all communication material, to capture the attention: *Too valuable to waste.*

Introduction text

20 pan-European partners, led by the Packaging and Logistics Research and Innovation Center (ITENE), are working to reinvent the plastic packaging treatment process, making recycling more accessible, cost-effective and profitable for both citizens and professionals in the field. The project, funded by the European Union's Horizon 2020 research and innovation programme, will rethink the different phases involved in transforming waste into valuable products: from the development of smart containers for separate waste collection to the improvement of transport routes and sorting technologies.

3.2 Key messages

General key messages: Plastic packaging, from waste to valuable resources.

- A clear gap in the plastic packaging market value chain exists in Europe, with only 40% of plastic packaging waste of plastic waste being currently recycled.

- PlastiCircle aims to develop and implement a holistic process to increase packaging waste recycling rates in Europe.
- The PlastiCircle project works on improving the different steps of the plastic packaging waste value chain by developing innovative approaches to: collection, transport, sorting and recycling.
- The PlastiCircle project, by working on every part of the plastic waste value chain, will promote full life cycle thinking.

Factual key messages

- PlastiCircle approach will help valorise plastic packaging waste that is currently landfilled and incinerated with no energy recovery.
- The new innovative manufacturing processes developed in the project have high economic potential, considering that manufactured products based on recycled plastic have an average market price of €1.8-5/kg.
- PlastiCircle will improve the collection rate to up to 87%, compared to the current average of 81%.
- PlastiCircle approach within the European Union could lead to the creation of 500-1400 new companies and of 11,900-33,000 new jobs.

Inspirational key messages

- PlastiCircle will reduce the environmental impacts generated by plastic packaging waste by avoiding landfilling and incineration.
- Co-design is at the heart of the PlastiCircle approach, ensuring the successful implementation of circular economy in plastic waste treatment.
- The innovative recycling circle will promote more environmental and eco-designed packaging to be used by waste-aware citizens.
- PlastiCircle brings together the whole value chain thanks to the collaboration of all actors. Working together is key to make plastic packaging more circular.

Key words to be used

Innovation / prototype

Waste / Recycling / Circular economy / Closing the loop

Smart container / Route optimization

Co-creation /Eco-design/ Co-design

Valorisation /Market oriented

4. The communication channels

4.1 Project

Website:

A project website will be set-up by ICLEI and maintained up to 3 years after the project. The dedicated website will produce an extensive record of all publications and communications originated during the course of the project. This website will ensure a rapid exchange and circulation of information between partners and other stakeholders and centralize all information, news and results. The website will also serve as a base for the co-design platform, by gathering feedback from stakeholders.

Social media:

A Twitter account and a LinkedIn group on circular economy have been created for the project, and they will be shared with Circkpack - a project from the same Horizon 2020 call which focuses on improving plastic packaging recycling, in which several PlastiCircles beneficiaries are also involved, in order to increase the impact and reach out a wider audience. These accounts will show the logos of both the projects. These will be managed by ICLEI with the contribution of all partners.

The Twitter account is called Plastic Circular Eco (@circ_economy).

Hashtags to be used are: #PlastiCircle #H2020
#circulareconomy #waste #plastic #packaging #plasticpackaging
#recycle (these are optional and can be translated into national languages)
#innovation #citizensrecycle #fulllifecyclethinking

All partners are encouraged to retweet, quote or translate the tweets into their language, and to participate in EU events also via Twitter, interacting through the use of event hashtags. ICLEI will seek to engage with project partners' existing social media channels to boost the presence of the @circ_economy account.

A LinkedIn group was also set-up, to be used as a discussion forum ([linkedin.com/groups/12055948](https://www.linkedin.com/groups/12055948)). This group will address more a professional audience e.g., actors along the value chain, such as waste managers and technology providers, researchers. It will be used for:

- Sharing updates and conference presentations;
- Discussing project outcomes, getting feedback from beneficiaries and networking with stakeholders working at similar projects;
- Disseminating publications and workshop invitations;
- Posting opportunities related to the project.

A calendar will be set-up, jointly with the CIRC-PACK project, to have a minimum of one article written by a project partner per month. This article will be shared in the group to encourage discussions.

A page for the project itself is set-up, to share project information in general.

4.2 Partners

The partner's channels were compiled to have a mapping of dissemination channels:

Partners	Website	Twitter	LinkedIn	Other
ITENE	www.itene.com	@itene	http://www.linkedin.com/company/itene-instituto-tecnologico-del-embalaje-transporte-y-logistica	http://www.facebook.com/pages/Itene http://www.youtube.com/itenetecnologia http://www.itene.com/blog
SINTEF	www.sintef.no	@SINTEF	https://www.linkedin.com/company-beta/6180/	https://www.facebook.com/sintefhq/
PICVISA	www.picvisa.com	@picvisa		
Axion	www.axionconsulting.co.uk	@axion_group		
CRF	www.crf.it		https://www.linkedin.com/company/12636/	
Utrecht	www.utrecht.nl	@utrecht		
Las Naves	www.inndeavalencia.com	@ConnectaSalut @LasNavesInn		https://www.youtube.com/watch?v=CE56PMJoW7M https://www.facebook.com/LasNavesINN/ https://www.flickr.com/photos/inndeavalencia/
Alba Iulia	www.apulum.ro ; www.viziteazaalbaiulia.ro www.visitalbaiulia.com		https://www.linkedin.com/company-beta/22307845/	https://www.facebook.com/primariaalbaiulia/ https://www.facebook.com/visitalbaiulia/ https://www.facebook.com/albaiuliasmartcity/ https://www.facebook.com/DispeceratPrimariaAlbaIulia/?fref=ts
MOV (Velenje)	www.velenje.si	@MO_Velenje		https://www.facebook.com/Mestna-ob%C4%8Dina-Velenje-354065871387590/ https://www.instagram.com/mestnaobcinavele

SAV	www.sav-lavega.com	@SAV_lavega		nje/ https://www.facebook.com/SAV.Valencia
POLARIS	www.polaris.ro			
INTERVAL	www.interval.es	@INTERVALPLASTIC	https://es.linkedin.com/company/interval-s.a.?trk=company_logo	https://www.facebook.com/IntervalPlastics/ ; https://www.youtube.com/channel/UC9_3hIBJ42ryT8WYXKk-aQQ
Armacell	www.armacell-core-foams.com	@armacell	https://www.linkedin.com/company-beta/99372	https://www.youtube.com/user/ArmacellMultiMedia https://www.facebook.com/ArmacellGroup/
Derbigum	www.derbigum.com	@Derbigum	https://nl.linkedin.com/company/derbigum	https://www.youtube.com/user/derbigumwebmaster https://www.facebook.com/derbigum https://vimeo.com/derbigum
Proplast	www.proplast.it		https://www.linkedin.com/company-beta/3027773/	https://it-it.facebook.com/proplast.it/ https://www.instagram.com/consorzioproplast/
Hahn Plastics	www.hahnplastics.com/	@HahnPlasticsLtd	https://www.linkedin.com/company-beta/3085826/	https://www.facebook.com/HahnPlasticsLtd
Ecoembes	www.ecoembes.com	@TheCircularLab		https://www.thecircularlab.com/
KIMbcn	www.kimglobal.com	@kim_global	https://www.linkedin.com/company/knowledge-innovation-market-kim-	https://www.facebook.com/KnowledgeInnovationMarket/
PlasticsEurope	www.plasticseurope.org www.plasticseurope.es	@PlasticsEurope @PlasticsEuropeES	https://www.linkedin.com/company-beta/300224/	
ICLEI	www.iclei-europe.org	@ICLEI_Europe	www.linkedin.com/company-beta/49060/	www.flickr.com/photos/iclei_europe www.youtube.com/user/icleieurope

Table 1: Partner communication channels

4.3 Other stakeholders

PlastiCircle partners will constantly work at expanding their network by reaching out to peers in the same or related sectors and engaging with the previously-mentioned stakeholder categories. Particular attention will be given to actors involved in other similar projects funded by the European Commission, especially within (but not limited to) the same call, in order to stimulate synergies and promote the use of existing solutions and tools (e.g. this [Waste Prevention Support Tool](#) created in the framework of another EU-funded project).

Candidate projects from the same call - related to CIRC-PACK topics - are:

- [PolyCE](#) - Post-Consumer High-tech Recycled Polymers for a Circular Economy
- [FiberEUse](#) - Large scale demonstration of new circular economy value-chains based on the reuse of end-of-life fiber reinforced composites
- [ECOBULK](#) - Circular Process for Eco-Designed Bulky Products and Internal Car Parts
- [PAPERCHAIN](#) - New market niches for the Pulp and Paper Industry waste based on circular economy approaches
- [CirckPack](#) - Improvement of the plastic packaging waste chain from a circular economy approach (further detailed above*)

Every PlastiCircle partner commits to participate in at least two national or international events, forums or tradeshow promoting the project, its outcomes and benefits through the delivery of a PowerPoint, paper or poster presentations, workshops and/or communication materials at stands. ICLEI will provide partners with a power point, leaflets and postcards to be used on these occasions for public relations.

In cooperation with the Circk-pack project, a preliminary [calendar of over 120 upcoming international events of potential interest](#) - taking place in 2017, 2018 and 2019 - has been created and shared with partners through the Intranet.

Other European platforms on the topic that are interesting for PlastiCircle:

- **PCEP:** The Polyolefin Circular Economy Platform (PCEP) is a European joint industry value chain initiative created in order to advance the circular economy by increasing the reuse and recycling of polyolefin based products and the use of recyclates as raw material. <https://www.pcep.eu/>
- **CEFLEX:** the collaborative project of a European consortium of companies and associations representing the entire value chain of flexible packaging. <https://ceflex.eu/>
- **Europen,** The European organization for packaging and the environment: <http://www.europen-packaging.eu/>

PlasticCircle partners commit to a total a minimum of 16 meetings with other projects.

5. Activities and responsibilities

The dissemination and communication plan will be efficient through the maximization of each partner's reach.

5.1 Responsibilities

ICLEI will be responsible for the overall project communication but each partner has a role to play in sharing the project's findings.

- **Technological and research partners:** responsible for publishing project results and disseminating them to the research and academic world. SINTEF will be more specifically leading the scientific publications.
- **Industrial partners:** will be in charge of scoping the market potential of project results and sharing these amongst the industry. Their presence at events and trade shows will be key, as well as the publication of articles in specialized magazines.
- **Cities and city networks:** responsible for sharing the implementation's lessons with other cities through European networks but also connecting with local stakeholders and citizens, to promote an inclusive approach.

Partners can publish their own findings but the important communication materials should be validated with the coordinator and ICLEI. The table below details which type of dissemination /communication material should be sent for review and in which timeline:

Review time	Type of publication	Reviewer
45 days	<ul style="list-style-type: none"> ▪ Scientific publication 	SINTEF, coordinator
7 days	<ul style="list-style-type: none"> ▪ Press releases ▪ Non-scientific articles ▪ Webpages ▪ Interviews ▪ Video content ▪ Print material for events / trainings 	Coordinator/WP9 leader (ICLEI)
No review needed	<ul style="list-style-type: none"> ▪ Social media posts 	

Table 2: Dissemination material review

5.2 Citizen focus

The holistic approach of the project includes the involvement of the citizens from the very beginning. Only their active participation will bring the necessary changes to implement the solutions developed in the project. Citizens should understand the need for better plastic waste recycling.

Two complementary approaches will be used in this view:

Workshops/trainings:

PlastiCircle has developed a training plan that includes dedicated sessions for local citizens:

- Involving citizens in the design of the containers through a workshop on co-creation methodology. Organised in Valencia in M5 by INNDEA.
- Proper use of containers. Organised through workshops and videos on how to use smart containers completed with the distribution of 10,000 brochures. This will be organised in all three cities: Valencia, Alba Iulia and Utrecht in M25, M30, M34 by INNDEA, ALBA, UTRECHT.

Co-design work:

Co-design will be mainly focused on a Distributed Participatory Design (DPD) and Mass Participatory design (MPD). The application of both methodologies will have as a main objective the collection and incorporation of the input from all stakeholders in the final design of the PlastiCircle approach. Distributed Participatory Design (DPD) will be based on the realization of meetings in UTRECHT, INNDEA and ALBA IULIA in which the initial project approach will be explained to stakeholders (specially citizens will be invited but also associations and companies). Stakeholders will be asked to give comments and suggestions in these meetings on how to improve and adapt PlastiCircle approach to the specific needs of the cities in study. Mass Participatory design (MPD) will be based on the integration in the webpage of a platform to compile comments/suggestions from stakeholders. INNDEA will prepare the material needed to incorporate this platform in the webpage by ICLEI.

5.3 Activities

We have planned the communication activities (Table below) that will be performed for promoting the project and its finding during the period of the grant, based on a process of analyzing: To whom – the audience; Why – the purpose of the communication action; What will be communicated – the message; How – the medium and volume; Where– the location; When – the timing; and who- partner involved.

Communication product/channel	Target audience	Purpose	Result	Volume	Location	Date	Partners involved
Briefing pack (PPT presentation, elevator pitch, video presentation)	<ul style="list-style-type: none"> Local authorities Procurers and decision-makers Companies working on waste collection, transport, sorting and recycling Scientific industry Citizens 	To introduce the project, its goals, expected outcomes benefits, to raise awareness on the topic of waste and the concept of circular economy, as well as to engage stakeholders	to raise awareness on waste and circular economy. Engage	1		On-going	Developed by ICLEI To be used by all partners
Print material: leaflet, postcards, roll-up banner	<ul style="list-style-type: none"> Conference participants Citizens 	To present the project, its goals, expected outcomes and benefits. To encourage stakeholders to follow the project (subscribing to the newsletter, joining the social media groups)	Project awareness	2000 postcards 14 posters 3 Roll-up banners 1000 leaflets	According to opportunities	On-going	Developed by ICLEI To be used by all partners
Newsletter	<ul style="list-style-type: none"> Local authorities Procurers and decision-makers Companies working on waste collection, transport, sorting and recycling Scientific industry 	Keep key stakeholders updated on the advancements of the project and stimulate the replication of the solutions developed	Increased awareness of plastic waste recycling potential, uptake of the solutions by other municipalities	3 per year	Online	From January 2017	Developed by ICLEI with content input from all partners
Articles for specialised magazines	<ul style="list-style-type: none"> Local authorities Procurers and decision-makers Companies working on waste collection, transport, sorting and recycling Scientific industry 	Share the findings of the project on the four topics: collecting, transport, recycling and	The results are used by the plastic waste industry	One per results	According to opportunities	On-going	INTEF, ITENE, CRF, RTT AXION, PROPLAST
Workshop on co-creation methodology	<ul style="list-style-type: none"> Citizens 	Involve citizens in the design of containers	Adapt containers to citizen needs and improve awareness	1	Valencia	2017	INNDEA

Workshop, expert panels	<ul style="list-style-type: none"> ▪ Cities and manufactures of smart containers 	Synergies of PlastiCircle solution with other smart containers	8-12 attendees	1	Valencia	January 2018	SAV
Communication campaign in schools, local businesses and neighbourhood associations. Home visits.	<ul style="list-style-type: none"> ▪ Citizens 	Awareness, engagement of citizens in pilots. Reinforce message to families through children.	80% of neighbours informed about the pilot. 40% engaged	3 campaigns in each city. 1000 home visits	Utrecht, Valencia Alba Iulia	From January 2017	Utrecht, SAV, Inndea, alba Iulia
Communication campaigns: Waste management campaign	<ul style="list-style-type: none"> ▪ Waste management ▪ Cities ▪ policy bodies & authorities 	Communication campaign to show benefits of optimal transport collection & sorting	10 - 30 attendees from other cities and local stakeholders	1 in each city	Utrecht, Valencia Alba Iulia	Dec 2018 April 2019 Sept 2019	SAV, INNDEA PLASTEU ECOEMBES POLARIS ALBA, UTRECHT
Communication campaigns: recycled plastic campaign. Using existing events e.g Identiplast	<ul style="list-style-type: none"> ▪ Plastic Industry 	Inform about the innovative possibilities of using urban packaging waste as a resource, as developed in PlastiCircle	10-20 attendees from plastic industry and recyclers	1 per year from M15	Around Europe, according to opportunities	Sept 2018	PLAST-EU ECOEMBES Industrial partners
Video promoting PlastiCircle, Interviews	<ul style="list-style-type: none"> ▪ European community ▪ citizens, ▪ Public bodies, ▪ waste managers, ▪ Scientific community ▪ industry 	Promotion and develop trust of PlastiCircle community	500 views per video	1 video + short videos of pilots	Online	June 2019	ICLEI Support All partners
Midterm conference	<ul style="list-style-type: none"> ▪ Public bodies ▪ waste managers ▪ Scientific community ▪ Industry 	Disseminate results and communicate impact. Engage stakeholders	40 attendances. 23 target audience show real interest in our solutions	1 event	Brussels	Oct 2019	ICLEI Support All partners

Regional Case studies workshop in pilot cities	<ul style="list-style-type: none"> Public bodies waste managers Scientific community Industry 	Parallel workshops distributed by themes: waste management, plastic converters	Disseminate results and engage all actors in plastic waste circular economy (30- 50 attendees)	1 per country	Valencia, Alba lulia, Utrecht	Dec 2019 April 2020 August 2020	INNDEA, ALBA, UTRECHT, ECOEMBE S, PLASTEU ICLEI
Training events on: - (a) segregation quality - (b) efficient driving - (c) sorting	<ul style="list-style-type: none"> Citizens Waste managers Drivers Manufacturers 	Actively engage the target audiences and teach them to use the guidelines developed in each WP.	250 people directly trained	3	Valencia, Alba lulia, Utrecht	May 2020	- (a) SAV, ITENE and Ecoembes - (b) ITENE, SINTEF and PlastEU - (c) RTT
Face 2 face Meetings	<ul style="list-style-type: none"> Meetings Scientific technological community Public bodies 	Synergies with other projects/ networking. Continuation of the project.	Detect 10 regions with PlastiCircle results among its priorities (e.g. ERDF).	16 meetings or visits	Across EU	From June 2020	ITENE SINTEF, AXION, Picvisa
Replicability event: case study of Velenje	<ul style="list-style-type: none"> Velenje local representative Waste managers 	Ensure that PlastiCircle can be replicated in Velenje scenario	Basis to replicate PlastiCircle in Velenje	1	Velenje	Oct 2020	MOV Support ITENE
Replicability event conference in East Europe	<ul style="list-style-type: none"> Main cities from Balcanic countries 	Disseminate results in East EU	Demonstration that PlastiCircle can be replicated	1	Velenje	Nov 2020	MOV Support ITENE
Exploitation workshop	<ul style="list-style-type: none"> Industrial players along the treatment of plastic packaging waste value chain and public sector 	Present project results with a view to achieve the exploitation and further commercialization of them	Get feedback on project results , for further progress in the project lifetime and beyond	1	Barcelona	April 2021	KIMbcn Support: ECOEMBES
Final conference along with final brochure	<ul style="list-style-type: none"> Local authorities Procurers and decision-makers Companies working on waste collection, transport, sorting and recycling Scientific industry European community 	Disseminate results. Promote replication in EU	100 attendances. Results disseminated.	1 event	Valencia	April 2021	ITENE Support All partners

Table 3: Communication activities per target audience

6. Monitoring

A monitoring document was set-up by ICLEI and shared on the internal project place (see example below). All partners must regularly update the document with the communication and dissemination activity that they perform. ICLEI will compile this information, along with website and social media statistics, to be included in the reporting.

	A	B	C	D	E	F	G	H	I	J	K
1	PlastiCircle - Dissemination activities										
2											
3	*Compulsory answer										
4											
5											
6											
7											
8	Number	*Responsible partner (drop down menu)	*Type of activity (drop down menu)	*Title	*Description of PlastiCircle Contribution (and also materials distributed, names of partners involved, outcomes...)	Associated costs (registration, room booking...)	*Date	*Place	Organised by third partner (name of the organiser)	URL	*Type of audience (do menu)
10	2										
11	3										
12	4										
13	5										
14	6										
15	7										
16	8										
17	9										
18	10										
19	11										

Picture 1: Extract of the monitoring tool

Contact information

info@plasti-circle.eu
kelly.cotel@iclei.org



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