



Deliverable 4.1

Dissemination and Communication Plan

WP4 - Dissemination and
Communication Activities

T4.1 - Dissemination and
Communication Plan

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Abbreviations

CHALMERS – University of Chalmers

D&C – Dissemination and Communication

EMIRI - Energy Materials Industrial Research Initiative

EnergyIN - Competitiveness and Technology Cluster for Energy | Portugal

ESTEP - European Steel Technology Platform

KPI - Key Performance Indicator

PPT - PowerPoint

REA - Research Executive Agency

RTO - Research and Technology Organisations

SME – Small and Medium Enterprise

SUSCHEM - European Technology Platform for Sustainable Chemistry

UCAM – University of Cambridge

Summary

The TRUST Dissemination & Communication Plan provides the context, key messages, framework and guidance for the implementation of all TRUST communications initiatives and activities. This includes communication approaches and vehicles to communicate consistent messages about the project to target audiences and keep them informed of activities. The communication Plan is a source of consistent direction and guidance for developing communications products to:

- Promote effective communication among the Project Consortium;
- Promote effective awareness about the Project to the general public;
- Promote effective dissemination of the results about the Project to target audiences;
- Promote the vision, goals, objectives and priorities of the Project to potential partners, industry and potentially helpful supporters;
- Meet the information needs of the scientific community, industry, SMEs and other interested audience;

The TRUST Dissemination & Communications Plan is a living document that will change over time to address the evolving information and communication needs of the Consortium. The Plan will also change over time to promote the evolving vision, goals, objectives and priorities, taking into account the evolution of the project and results. The timing of information dissemination is as important as deciding what information to deliver.

To achieve its goals, the TRUST Communication and Dissemination Plan defines the target audiences, messages and the timetable.

1. Introduction

This document is the first version of the TRUST project dissemination and communication (D&C) plan. It outlines in detail the main dissemination activities and events that are already foreseen for the first year of the project and those that are planned for the forthcoming periods of the project's lifecycle; as well as the dissemination materials that will be produced for the promotion of the project's results and outputs.

This document presents the overall dissemination strategy that will be developed during and after the completion of the project, considering issues such as the definition of the project's outcomes that will be disseminated and/or exploited, the target audience, the timing and the communication types and channels.

In addition to the dissemination activities, a communication plan is considered to be essential for the visibility of the TRUST project. Its main goal will be to raise the awareness of the scientific community and key stakeholders about the project and its results in order to generate interest and support. The TRUST consortium partners have consequently developed a communication strategy which is to be updated throughout the lifespan of the project in order to get the best possible results.

Part of the D&C strategy, also documented in this deliverable, is the development and implementation of a monitoring system for the assessment of the impact of the project, addressed by a number of measurement variables, such as website visits, number of downloads, number of participants in events, and others.

1.1 Project Overview

The TRUST project aims to boost research excellence in the area of INDUSTRIAL SUSTAINABILITY, increasing the scientific and technical capacity to support and engage European industry in its pathway to the achievement of the Sustainable Development Goals. TRUST partnership is bringing together ISQ, a Portuguese research institution and two internationally-leading universities in this research domain – UCAM and CHALMERS. ISQ will be building upon the experience and development potential it has demonstrated in this research to address issues related to the lack of both scientific culture to systematize/theorize project results (resulting in poor scientific productivity) and of specialized training in emerging sustainability assessment and management tools.

The application of TRUST concept will be achieved following an approach based on an active shared learning strategy allied with a dissemination and communication strategy to allow the engagement of relevant stakeholders, and the identification of new partnerships and research opportunities aiming to better assist industry in implementing sustainable development practices, with a particular focus on resource and energy efficiency and sustainable production.

TRUST partnership will not only improve the scientific and technical capacities of ISQ but will also set the basis for a long lasting cooperation for the development of excellence research in service of the European industry. This initiative, which will create a Joint Research Agenda beyond TRUST project lifetime, aims also to contribute to a more balanced development of the European Research Area, as set out in the European Commission strategy for the creation of “stairways to excellence” through twinning initiatives.

The enhancement of scientific and technical skills and competences in the industrial sustainability research field, will contribute to the global objective of achieving optimisation of the industrial processes, leading to the ultimate goal of a more sustainable and competitive industry. Figure 1 illustrates the link between TRUST twinning actions and the research topics to be targeted.

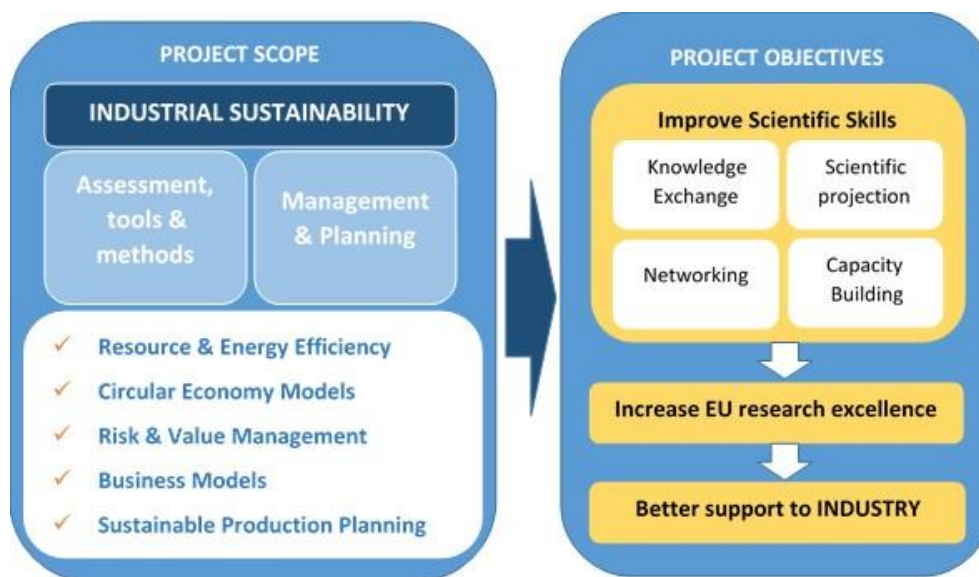


Figure 1 – TRUST project concept

The application of TRUST concept will be achieved following an approach based on an active shared learning strategy, allied with a dissemination and communication strategy to allow the engagement of relevant stakeholders, and the identification of new partnerships and research opportunities aiming to better assist industry in implementing sustainable development practices, with a particular focus on resource and energy efficiency and sustainable production.

1.2 Management of the D&C plan

ISQ, as the dissemination leader of TRUST, is responsible for preparing and implementing the D&C plan (including the updated versions), and for monitoring the activities related to the promotion of the project’s progress and findings.

In addition, UCAM and CHALMERS will have the responsibility to inform ISQ about their intention to undertake or participate in any dissemination action, i.e. attendance in a conference, publication, etc., in order to enable the updating of the monitoring system that has been developed for the assessment of the project’s impact.

2. TRUST target audience

Throughout its lifecycle, TRUST will focus on the spreading of excellence, the dissemination of knowledge and the capture of opportunities for exploiting its results. The establishment of a coherent network with TRUST stakeholders is also among the objectives of the project. This network includes representatives of other universities, research communities, business, and local and regional authorities. In order to build this network, several events, such as workshops, stakeholder exchange forums and summer schools will be organized, as a way to guarantee the retrieval of these stakeholders’ opinion and feedback in specific phases of the technical progress of the project.

A preliminary list of potential communication target groups of the project’s findings has been developed. The expected benefits and impacts to them resulting from TRUST, as well as the dissemination means that will be used to engage them are summarised in Table 1.

Table 1 – Potential communication target groups

| Category of target group | Expected benefits and impacts | Means of dissemination |
|-----------------------------------|---|--|
| Industries, business and SMEs | <ul style="list-style-type: none"> • Increased knowledge of innovative approaches regarding industrial sustainability assessment, management and monitoring tools and methodologies; • Guidance for the development of successful and sustainable business models; • Increased collaboration and support from academia and research centres. | Website, social networks (LinkedIn), local workshops, stakeholder exchange forums, joint summer schools. |
| Academic and research communities | <ul style="list-style-type: none"> • Increased knowledge of innovative approaches regarding industrial sustainability assessment, management and monitoring tools and methodologies; • Increased cooperation with other RTOs and with industries, boosting the development of oriented excellence research linked with industrial needs and practical problems. | Website, social networks (LinkedIn), publications in scientific journals, conference proceedings, stakeholder exchange forums, joint summer schools. |

| Category of target group | Expected benefits and impacts | Means of dissemination |
|----------------------------------|--|---|
| Local and regional authorities | <ul style="list-style-type: none"> Coherent and innovative decision-making frameworks based on international good practice experience | Website, local workshops, social networks (LinkedIn), stakeholder exchange forums |
| IS policy makers and influencers | <ul style="list-style-type: none"> Challenges, opportunities, barriers and trends on Industrial Sustainability leading to an enabling policy and legal framework. | Website, local workshops, social networks (LinkedIn), stakeholder exchange forums |
| General public | <ul style="list-style-type: none"> Increased information and awareness of industrial sustainability challenges and future trends | Website, local workshops, social networks (LinkedIn) |

3. D&C strategy

3.1 Overview

The communication and dissemination specific objectives of the TRUST project are to boost ISQ as a reference Research Centre specialized in Industrial Sustainability at the European level, disseminate the benefits of knowledge transfer at multisectoral level between EU members, spread the relevance of research in the field of industrial sustainability, achieve maximum stakeholder engagement and promote knowledge sharing and transfer among European Academia and Industry.

Bearing in mind these objectives, the fundamental scope of the TRUST D&C strategy is to encourage the use of foreground and the uptake of the project’s results, based on the present plan. The findings and outcomes of TRUST are expected to be spread out towards five main directions:

- Awareness of the project’s work and scope, and presentation of the results to the targeted audiences;
- Presentation and discussion of the project’s results with stakeholders;
- Workshops, conferences, stakeholder forums and summer schools;
- Publications related to the project’s scope and results;
- Liaison and synergies with IS forums and other projects and initiatives.

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In addition, both on-line and off-line dissemination tools are used for the promotion of the project's findings, the transfer of knowledge, the promotion of the project's activities and actions, and the awareness and involvement of relevant stakeholders. Therefore, TRUST project aims to use online media, print media and public relation-type activities, as follows:

- Development of a visual identity: Project Logo,
- Official project website,
- Presentation and deliverable templates,
- Poster(s),
- Press releases,
- Roll-up for events,
- Social media: LinkedIn account,
- Workshops, stakeholder exchange forums and summer schools organized by TRUST partners,
- Participation of TRUST partners in existing Conferences, Workshops and other events.

3.2 TRUST graphic identity

3.2.1 TRUST logo

A TRUST logo (Figure 1) has been produced and has been used for the design of the website, the LinkedIn networking account and the dissemination materials of the project. The design of the logo development was based both on the concept of circularity, associated with the circular economy, as well as the inter connection and the future joint research agenda between the three consortium partners.



3.2.2 Document templates

In order to achieve cohesion when preparing the project's documents, a number of structured templates has been produced, including:

- A deliverable template

- A presentation template
- A press release template
- A minute's template

3.3 Dissemination tools

3.3.1 Website and social media accounts

The official website of TRUST (<http://www.trusttwinning.eu>) is the main dissemination tool of the project and serves as the source of information for any stakeholder that may be interested in TRUST work progress, deliverables, reports, publications and activities. It also hosts the open calls for participating to the project's workshops, forums and summer schools.

All public information will be made available on the project website, which will provide an information point for all the project work (including detail of partners, objectives, work flow, work areas, results, working papers, public deliverables, etc.).

The website will be used for communication and promotion activities and is managed by ISQ. The website will be used not only for the internal communication of the consortium's partners but also for the information of the relevant industrial field community and key industry players as well as the general public.

Regarding social media networks, a TRUST account has been created in LinkedIn (<https://www.linkedin.com/in/projeto-trust-936323181/>) in order to communicate on the project and its results, build a community and increase engagement by raising awareness on the need for and the benefits of industrial sustainability.

3.3.2 Project presentation

A TRUST project presentation has been prepared in "PowerPoint" format for the promotion of the projects in workshops, meetings or other events. The presentation highlights the goals and objectives of the project and the work plan, it gives an overview of the deliverables and the expected outcomes, and presents the consortium, providing at the same time contact details.

3.3.3. Press releases

Press releases will be prepared and distributed to the media at specific milestones of the project, i.e. in the beginning of the project, before and/or after each activity (workshop, summer school). ISQ is in charge of preparing the English version of the press release, and, then each partner translates it to the national language, and circulates it in local press (magazines, newspapers, etc.). The list of the press releases is also available on the website.

3.3.4 Poster

A poster will be designed to be used for the promotion of TRUST in the project's events, as well as at any other event where members of the consortium participate. As all dissemination materials, the poster is also available for download from the project's website.

3.3.5 Roll-up

A roll-up will be designed, in order to be used at the project's events, i.e. summer schools, workshops, stakeholder exchange forums, etc.

3.3.6 Use of existing forums and dissemination channels

The involvement of TRUST partners in EU initiatives such as SusChem, SPIRE, ESTEP, EMIRI, EnergyIN among others, will establish the opportunity to further disseminate TRUST actions and outcomes to relevant actors in the industrial sustainability field.

Also a short-list of existing International, European and national forums, which focus on industrial sustainability will be used in order to disseminate information about the project and its results.

3.3.7. TRUST project events

During the project lifespan several events will be promoted as a way to not only promote an active shared learning strategy between TRUST partners but also as a way to involve relevant stakeholders and disseminate project results. These events include:

- **Networking with stakeholders:** An annual stakeholder exchange forum will be organized with the presence of industries, industrial associations, authorities & policy makers, among other relevant stakeholders. Its role will be to promote discussion on industrial sustainability trends, challenges and opportunities;
- **Cross cutting issues workshops:** Two annual workshops will be organized to facilitate and foster the exchange of knowledge and results in a cross-sectorial way among the different technology and application communities involved in the integrated TRUST approach. Parties interested in developing projects/initiatives that link with TRUST and/or exploit its findings will be identified via the TRUST networks and beyond. The objective of the workshops is to ensure the implementation of sustainability principles in the industry. Reports on the workshops will be published on the website so that companies and individuals which were unable to attend still benefit from the ideas generated and the knowledge shared. A clear and simple abstract will be distributed to the participants and at the end of the event, letters of thanks will be sent to all the participants.
- **Joint summer schools (JSS):** The major ambition with these events is to provide a learning experience of considerable and lasting added value for all participants, with each joint summer school being dedicated to a specific theme. The activities to be developed include lectures from senior researchers, thematic short courses on industrial sustainability issues with practical examples. visits to local industries and/or invitation of specific stakeholders (industries, R&D projects, etc..) to provide examples on best practices and/or case studies to be addressed.

3.3.8. TRUST publications

During the project lifetime, consortium partners will deliver either individual or joint publications in scientific journals, papers and or other technical publications, as a result of the interactions between the project partners and TRUST stakeholders in the several project activities.

3.4 D&C activities and timeline

As previously described, a number of D&C activities will be conducted to make the targeted audiences aware of the project activities and its outputs. Stakeholders from academia, industry, businesses, public authorities and policy makers will be involved in several targeted D&C activities. The foreseen activities are described in the following table.

Table 2 – TRUST D&C activities and timeline

| D&C tool | Activity | When | Target Audience |
|--|---|-----------|--|
| Website and social networks | Website setup | Apr18 | All target audiences listed in table 1 |
| | Creation of a LinkedIn account | | |
| Project presentation | Preparation of a project presentation in PPT | Nov18 | All target audiences listed in table 1 |
| Print Materials | Preparation of a poster and a roll-up for project events | Mar19 | All target audiences listed in table 1 |
| Existing forums & conferences | EC-REA Twinning Coordinators Day – Brussels | Oct18 | Industries, Businesses Academia, Research Centres |
| | Participation at the 6 th International EurOMA Forum 2019 - Sustainable Operations and Supply Chains Forum | Mar19 | |
| | AoA Production Seminar, Chalmers | Sep19 | |
| | GEET 19 - International Conference on Green Energy and Environmental Technology | July 2019 | |
| | 5th International Congress on Energy Efficiency and Energy Related Materials | Oct2019 | |
| | X IAQVEC 2019 | Sept 2019 | |
| | 10 th International Conference on Life Cycle Management (LCM) - TBC | 2020 | |
| | 1 st workshop in Lisbon | May19 | |

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| D&C tool | Activity | When | Target Audience |
|-----------------------------------|---|-------|---|
| TRUST Workshops | 2 nd workshop in Sweden | Sep19 | All target audiences listed in table 1 50 participants expected per event |
| | 3 rd workshop in Cambridge | 2020 | |
| | 4 th workshop in Lisbon | 2020 | |
| | 5 th workshop in Sweden | 2021 | |
| | 6 th workshop in Cambridge | 2021 | |
| TRUST SEFs | 1 st SEF in Lisbon | May19 | Industries, Businesses Academia, Students, Local authorities and Policy makers 20 participants expected per event |
| | 2 nd SEF – location to be defined | 2020 | |
| | 3 rd SEF – location to be defined | 2021 | |
| TRUST Joint Summer Schools | 1 st JSS in Lisbon - Industrial Sustainability: Introduction; Concepts and tools; Eco-efficiency and industrial ecology; Sustainable design and implementation; Manufacturing processes and business models. | May19 | TRUST partners scientific and technical staff, industries, students, academia |
| | 2 nd JSS in Goteborg - Industrial Sustainability: Concepts, methods and tools; Circular economy & eco-efficiency; Sustainable & digital production. | Sep19 | |
| | 3 rd JSS in Cambridge – TBD | 2020 | |
| | 4 th JSS in Lisbon - TBD | 2020 | |
| | 5 th JSS in Goteborg - TBD | 2021 | |
| | 6 th JSS in Cambridge - TBD | 2021 | |

TBD – to be defined

TBC – to be confirmed

4. D&C monitoring and reporting

In order to evaluate the impact of the D&C strategy, an impact monitoring system was developed, including a number of measurable KPIs, which will be monitored during the project's implementation. These D&C KPIs include:

- Number of visitors to the website,
- Number of followers in LinkedIn,
- Number of participants/ stakeholders participating at project's events,
- Number of master and PhD students involved in the project activities,
- Number of publications,
- Number of presentations in national and international forums and conferences.

The D&C activities, their outcomes as well as the monitoring of the above referred KPIs will be reported in the D&C activities annual reports (Deliverables D4.2, D4.3 and D4.4).

Templates for monitoring and recording publications and dissemination activities are presented in Annexes A and B.

5. References

- TRUST Project, Grant Agreement N° 810764
- EC, 2014, Communicating EU research and innovation guidance for project participants. Version 1.0, 25 September 2014.

Annexes

Annex A

Template for recording dissemination activities

| Nr. | D&C tool | Activity | Main organizer | Dates | Place | Type of audience/stakeholders | N° of participants |
|-----|----------|----------|----------------|-------|-------|-------------------------------|--------------------|
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Annexes

Annex B

Template for monitoring publications

| Nr. | Authors (From ISQ) | Title | Publisher | Impact Factor | Year | Open Access (Y/N) |
|-----|-----------------------|-------|-----------|------------------|------|----------------------|
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¹Last Name, First name. (year). Tittle. *Journal, volume, pages.* Permanent identifier