

CUBIC

NOVEL BIOBASED MATERIALS TO IMPROVE CIRCULARITY

Improving the circularity
of complex plastic multi-material composites
using novel biobased materials
in B2B semi-finished products

Research and Innovation Action (RIA)
Grant Agreement 101111996

D5.1 “Definition and agreement on the Dissemination & Communication Plan”

Work Package 5

Responsible Partner:

Q-PLAN

D5.1: Definition and agreement on the Dissemination & Communication Plan

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Contents

Executive Summary.....	6
Introduction	7
1.1 Scope of the deliverable	7
1.2 Structure of the deliverable	7
2. Dissemination assets.....	8
3. Targeted stakeholder groups	8
4. Communication & Dissemination Channels and tools.....	10
4.1 Graphical identity and promotional material	12
4.1.1 Project Logo	13
4.1.2 Project leaflet	14
4.1.3 Infographic	16
4.1.4 Templates.....	16
4.1.5 Promotional videos	19
4.2 CUBIC’s digital presence	20
4.2.1 CUBIC website	20
4.2.2 Social Media Accounts	20
4.2.3 Online newsletter and mailing list	22
4.3 Media presence.....	22
4.3.1 Press releases and articles	22
4.3.2 Radio and TV Programmes.....	24
4.4 Scientific publications	24
4.5 Events.....	25
4.5.1 Project events	25
4.5.2 External events.....	25
4.6 Clustering and synergies with other projects and initiatives.....	27
4.7 Layman’s Report	28
4.8 EU Dissemination channels	29
5. Timeline and implementation plan.....	30
6. Key Performance Indicators and monitoring.....	31
7. Conclusions	33
Annexes.....	34

Annex I – Dissemination and Communication activities (Excel worksheet)	34
Annex II – External Attended & Future Events	38
Annex III – CUBIC D&C guidelines	39
Annex IV – News reporting form.....	41

List of Figures

FIGURE 1. THE CUBIC PROJECT LOGO.....	13
FIGURE 2. THE COLOUR PALETTE OF CUBIC	13
FIGURE 3. CUBIC’S LEAFLET	16
FIGURE 4. THE PRESENTATION TEMPLATE	17
FIGURE 5 – CUBIC’S DELIVERABLES TEMPLATE COVER	18
FIGURE 6. THE PROJECT LETTERHEAD	19
FIGURE 7. CUBIC’S PRESS RELEASE.....	23
FIGURE 8. CUBIC’S TIMELINE	30

List of Tables

TABLE 1 - CUBIC'S MAIN ASSETS/RESULTS.....	8
TABLE 2 - CUBIC'S TARGET GROUPS	9
TABLE 3. KEY CHANNELS AND TOOLS FOR DISSEMINATION TO BE USED THROUGHOUT THE COURSE PROJECT.....	10
TABLE 4. KEY MESSAGES AND TOOLS USED FOR CUBIC’S TARGETED STAKEHOLDER GROUPS.....	11
TABLE 5. NEWSPAPERS AND INDUSTRY MAGAZINES	23
TABLE 6. TV AND RADIO CHANNELS (PRELIMINARY LIST).....	24
TABLE 7. INDICATIVE EVENTS FOR THE DISSEMINATION OF THE PROJECT'S OUTCOMES	26
TABLE 8. INDICATIVE PROJECTS/ ACTIVITIES FOR CLUSTERING	27
TABLE 9. CUBIC’S COMMUNICATION AND DISSEMINATION KPIS.....	31
TABLE 10. REPORTING TOOLS FOR MONITORING THE COMMUNICATION AND DISSEMINATION ACTIVITIES	32

Executive Summary

This document constitutes the first version of the CUBIC project's Definition and agreement on the Dissemination & Communication Plan (DCP).

CUBIC is a Horizon Europe project aiming to improve the sustainability and circularity of complex products made of high-tech advanced multi-material composite thermoset and thermoplastic structures, by developing novel circular biobased alternative materials. These new materials, 100% recyclable by design, will be manufactured as B2B intermediate semi-finished products that can be used either individually or assembled in the final end-user product. The project also aims at the easy adoption of the developed new materials by the market, enabling the decentralisation of the European manufacturing industry and boosting a twin green and digital transformation. CUBIC will investigate the development of novel biobased materials, mainly from lignin and vegetable oils, in order to design the new B2B intermediate or semi-finished products. Furthermore, the project will apply a specific sustainable circular-by-design end-products approach, that substitutes current complex non-circular alternatives.

The document describes the overall communication activities and awareness-raising, dissemination of project results, management of all relevant activities, and partners' responsibilities in this respect. It includes specific actions and activities that will be carried out by the CUBIC consortium members in order to ensure success and maximum publicity for the project and its results. With that said, this deliverable outlines:

1. **What to disseminate** – Chapter two is devoted to the basic project-related information that will be conveyed throughout the project.
2. **To whom** – Chapter three consists of the key stakeholder groups that will serve as the main audiences for the project's dissemination and communication activities.
3. **How** – Chapter four includes all the channels and tools that will be utilised by project partners in order to successfully implement the dissemination and communication activities.
4. **When** – Chapter five provides a time frame to ensure that the timing of the dissemination and communication activities is appropriate, during the lifespan of the project and beyond.
5. **Monitoring of the process** – Chapter six identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts and actions over the course of the project.

The first version of the DCP defines the initial communication strategy that will be used throughout the years. The DCP will be updated in December 2025 (M28), and its final version will be available in the end of the project (M42). The updates will include results and metrics of the Dissemination & Communication activities by the time of reporting.

Introduction

1.1 Scope of the deliverable

This report, titled “D5.1 Definition and agreement on the Dissemination & Communication Plan”, aims to design the strategy, plan and activities to be implemented under the CUBIC project, with a view to maximising the project’s visibility and successfully convey its key messages and content to target audiences, identifying and employing the most suitable channels to spread them. Keeping that in mind, this deliverable outlines the approach to (i) effectively communicate the project and disseminate its results, (ii) guide the partners in designing, planning and implementing their individual dissemination activities and (iii) continuously monitor the efficiency and the timely planning of the actions. In this respect, the deliverable aims to:

- Describe the types of dissemination channels and tools to be utilised and the required actions and resources.
- Define responsibilities among partners.
- Summarise the internal monitoring, evaluating, and reporting of dissemination activities.
- Provide an indicative timetable/work planning of promotion activities during the project.

1.2 Structure of the deliverable

Taking the above into consideration, the “Definition and agreement on the Dissemination & Communication Plan” is structured as follows:

- **Chapter 1 – Introduction:** Provides introductory information with respect to the DCP.
- **Chapter 2 – Dissemination assets:** Presents the main assets and information of the project during and beyond its span.
- **Chapter 3 – Targeted stakeholder groups:** Presents the key stakeholder groups that will serve as the main audiences for the project’s dissemination and communication activities.
- **Chapter 4 – Channels and tools:** Encompasses all the channels and tools that will be utilised for the dissemination and communication activities of the project, such as the project’s web portal, social media accounts (SMAs) etc.
- **Chapter 5 – Time plan:** Provides the timeframe for the communication and dissemination activities of the project partners.
- **Chapter 6 – Key Performance Indicators and monitoring (KPIs):** Identifies the indicators to measure success in the dissemination and communication actions, enabling partners to refine efforts over the course of the project.
- **Chapter 7 – Conclusions:** Pertains to the conclusions of the Dissemination and Communication Plan as well as the way forward.

The Annexes include the dedicated forms for the dissemination and communication activities lists (dissemination and communication activities, external & future events), the Dissemination & Communication guidelines and the News form to facilitate collaboration within T5.1 and ensure useful resources for the project channels.

2. Dissemination assets

The assets that follow will be disseminated by all partners with a view to maximising the project’s impact and visibility. This information will be conveyed in a meaningful way and well-tailored to each stakeholder group (these groups will be further described in Chapter 3).

- **Vision, objectives, strategic relevance, and key facts:** The vision, aim and strategic objectives of the project will be widely disseminated along with all the conceptual aspects of the project, namely the whole project concept and its innovative characteristics.
- **News, achievements, and results:** During the project, news, achievements and results will be published through press releases, on the project’s website or partners’ websites to inform stakeholders about the project and its contribution to high-tech and multi-material complex products.
- **Events held by the project or in which partners will participate to present their results:** The events organised by the project and their results, will be widely disseminated to attract targeted stakeholder groups along with events in which partners are participating.
- **Key project results and assets:** Key project’s assets, as depicted in the following, will be disseminated as widely as possible in order to stimulate the interest of prospective end-customers and nurture the ground for their post-project rollout.

Table 1 - CUBIC's main assets/results

CUBIC's main assets/results
CUBIC’s new Biobased and Regenerated materials to be used as building blocks to produce B2B intermediate formats.
CUBIC’s intermediate B2B products including filaments, powder, sheets etc to be used for the production of final products.
Final biobased industrial complex products that came up from the combination of the B2B intermediates in order to demonstrate the circular-by-design approach.
New de-manufacturing process to ensure recyclability and valorisation of the products’ circularity
The decision support system for eco-design to improve the quality of the biobased materials.
The CUBIC’s training courses for industrial actors and young researchers on circular economy and smart & green manufacturing practices.

3. Targeted stakeholder groups

All communication and dissemination activities will contribute to the overall aim of facilitating the widespread adoption of CUBIC results, thus maximising the project’s impact. Therefore, it is essential to clearly specify the CUBIC target audiences.

At this stage, the stakeholder groups that are illustrated in the following table have been identified as relevant to the CUBIC project and, thus, represent the target audiences of the current communication and dissemination strategy.

Table 2 - CUBIC's target groups

CUBIC's key stakeholders for dissemination	
Policy makers	<ul style="list-style-type: none"> ✎ European decision-makers ✎ Governmental, Environmental EU agencies ✎ European bodies: The European Bioeconomy Panel, Directorate-General Enterprise and Industries (DG ENTR), Environment Directorate-General (DG ENV) ✎ Regional and Local organizations for implementing bioeconomy & circular economy ✎ Public authorities at local, regional, national and EU levels
Working Groups	<ul style="list-style-type: none"> ✎ Sectorial groups and sectorial associations ✎ European Innovation Partnerships ✎ Network of National Contact Points for the Climate & Environment Programme
Industrial developers & stakeholders	<p>Large industries, SMEs, start-ups and industrial clusters) along the entire Value Chain related to:</p> <ul style="list-style-type: none"> ✎ Biobased Materials producers ✎ Technology Uptakers ✎ Plastic Product developers ✎ Recyclers & Waste Managers
Research & Scientific communities	<ul style="list-style-type: none"> ✎ Universities, Research Institutes, PhD candidates, Technological centres at EU level ✎ Scientific forum organizing conferences of interest for the project (e.g. FMF, European Bioplastics, European Biomass Industry association)
Investors and financial actors	<ul style="list-style-type: none"> ✎ Horizon Results Platform, European Bank for Reconstruction and Development, the European Circular Bioeconomy Fund, European Investment Bank
Wider audience	<ul style="list-style-type: none"> ✎ NGOs, Consumer's Associations ✎ European citizens, customers, civil organisations ✎ Press

4. Communication & Dissemination Channels and tools

CUBIC uses a blend of online and offline communication channels and activities with a view to maximise the project's visibility to its stakeholders. These channels and activities are presented in the list as follows:

- Graphical identity (logo, branded templates for reports and presentations)
- Promotional material (leaflet, infographic), video, and newsletters
- Project website
- Project social media accounts on X (former Twitter), LinkedIn and partner's social media accounts
- Press releases and articles
- Scientific publications
- Mass media (TV, radio)
- Participation in external events and conferences
- CUBIC events
- Clustering and synergies with relevant projects/initiatives.

The dissemination and communication assets of the project will be distributed through the above-mentioned channels and tools to all targeted groups. Q-PLAN has created dedicated guidelines for the expected use of communication and dissemination channels to the consortium. These are listed in Annex III.

The following table lists key channels for dissemination to be used throughout the course project.

Table 3. Key channels and tools for dissemination to be used throughout the course project

Channel	Description	Groups*
Website	Generate awareness on project and serve as central contact point for external queries and information request. Gathering point for information about the project and aiding in the dissemination and communication.	1, 2, 3, 4, 5, 6
Social Media	Media for the dissemination and communication of project status and advance, as well as information spread of the circular bio-based transition. Creation of a community that shares the same interests in bioeconomy, circular economy, manufacturing technologies. Increasing visibility to stakeholders active in social media.	Twitter & YouTube: 1, 6 LinkedIn: 2,3, 5 ResearchGate: 4
Press Kit	Catch-up attention on circular bioeconomy, influence on society habits and show how close are biomaterials in their daily routines.	3, 6
Newsletters	Updates on project developments, promotion of reached milestones and give visibility to the participation in relevant events. Communication in and understandable manner to the project's subscribers. Catch attention of industry, platforms, clusters to have a direct multiplier effect to other sectors and boost replication.	2, 3, 4

Promotional materials for social media & events	Presentation of the CUBIC project, key insights and information to be conveyed. Communication of the project’s activities and Unique Selling Proposition in a captivating and engaging manner.	1, 2, 3, 4, 5, 6
Conferences & scientific journals	Output and dissemination of technical and scientific results, research community validation. Sharing of knowledge at European & International level.	4, 2, 1, 4
Project workshops & events	Several events embedded in the design of CUBIC will address targeted groups of stakeholders, disseminating our results while also facilitating their exploitation.	1, 2, 3, 4, 5, 6

*1=Policy makers; 2=Working Groups; 3= Industrial developers & stakeholders; 4= Research & Scientific communities; 5= Investors and financial actors; 6= Wider audience

In addition, the following table summarises a preliminary set of the key messages addressed towards each targeted stakeholder group of CUBIC as well as the set of dissemination and communication tools of the project used to convey them.

Table 4. Key messages and tools used for CUBIC’s targeted stakeholder groups

Target Group	Main Communication tools & channels	Key messages
Policy makers	Website, Social Media, leaflet, infographic, video, project general and specific presentations, Layman report	<ul style="list-style-type: none"> Insights and benefits of using them to improve policy design and implementations for economic, social, and environmental benefits. Promotion of the need of circular policies to achieve environmental targets. Minimised use of primary hydrocarbon composite materials to reduce landfilling at their end-of-life by replacing them with biobased alternatives.
Working Groups	Website, Social Media and especially LinkedIn, leaflet, infographic, video, Newsletters, Promotional materials	<ul style="list-style-type: none"> New knowledge for the European Industry on the biobased circular economy of composite materials (thermoplastic and thermosets). New research findings and their potential implications for policy, economy, and society. Creation of a community towards the minimization of waste landfills.

<p>Industrial developers & stakeholders</p>	<p>Website, Social Media and especially LinkedIn, TV, Radio, Newspapers & Magazines, Press releases, Newsletters, leaflet, infographic, video, conferences</p>	<ul style="list-style-type: none"> • Contributing to reduced use of primary materials and landfilling. • Improving properties of bio-based materials, leading to reduced environmental impact, combined with higher cost-effectiveness and increased profitability. • Producing added-value products for the circular economy. • New knowledge for the European Industry on the biobased circular economy of composite materials (thermoplastic and thermosets).
<p>Research & Scientific communities</p>	<p>Website, ResearchGate, Newsletters, Promotional materials, webinars, scientific publications, conferences, Layman report</p>	<ul style="list-style-type: none"> • Sharing new knowledge and data on bio-based materials with intrinsic recycling properties. • Providing new knowledge and skills for European students in materials science, engineering and chemical fields, for new arising demand in technical jobs. • Insights and opportunities to improve research capacity. Findings and their importance for improving experimentation and research design.
<p>Investors and financial actors</p>	<p>Website, Social Media, Promotional materials, Project general and specific presentations</p>	<ul style="list-style-type: none"> • Benefits from the adoption of the bio-based materials in terms of growth. • Commercial potential of the developed solution. • Increased jobs and turnover by promoting new bioproducts.
<p>Wider audience Media</p>	<p>Website, Social Media and X and YouTube, TV, Radio, Newspapers & Magazines, Press releases, Video</p>	<ul style="list-style-type: none"> • New research findings and their potential implications for policy, economy, and society. • Environmental benefits of the bio-based products. • CUBIC and EC contributions.

4.1 Graphical identity and promotional material

The design and creation of the project’s graphical identity (i.e., logo, templates, etc.) aim to ensure consistency in the project communication and promotional material throughout its duration. Promotional material will be mainly used at project workshops, webinars and external events where CUBIC partners participate. It will be used, also, in the everyday publicity of the project. Moreover, press releases (on ad hoc basis), newsletters (on a bi-annual basis), leaflets and infographics will stress and demonstrate with evidence the benefits of CUBIC,

providing incentives for the involvement of different stakeholder groups in project activities, as well as foster their exploitation and uptake beyond the end of the grant.

Keeping that in mind, the main promotional material of the CUBIC project is described in the following sub-sections. Each partner will be responsible for translations (if considered necessary) and printing of the material according to its specific needs. Partners should always consult and request approval from the Dissemination Manager/WP5 Leader Q-PLAN before producing any kind of promotional material.

4.1.1 Project Logo

The CUBIC project logo was developed on the eve of the project (M1) to meet the visual and graphic requirements of the project. During the CUBIC kick-off meeting, various logo options were presented to the project partners in order to allow them to express their preferences and select their favourite design. The selected logo of CUBIC was adopted in agreement with the majority of partners and is presented below:



Figure 1. The CUBIC project logo

The project's logo is mostly a font-based logo that focuses on the project's acronym. The name itself is catchy and memorable so, when combined with strong typography the logo helps create strong brand recognition. Furthermore, since the focus is on the project's acronym, a modern font was chosen in order to capture the essence of what the project does. The design involves the letter C which depicts the circularity of the products that will be produced and the circular design.

The logo colours are used in all possible circumstances to ensure consistency and to reinforce the visual identity of CUBIC. The main colours are 3 shades of green: dark green (#003C27), green (#349A46) and light green (#8CC63F).

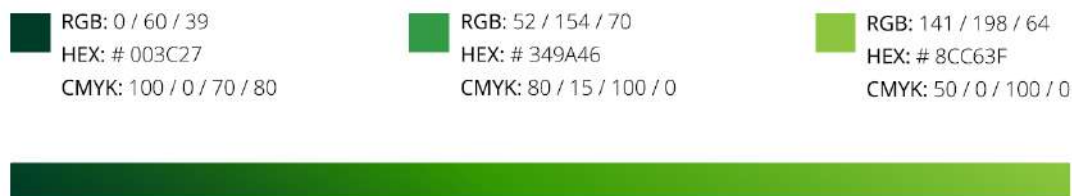


Figure 2. The colour palette of CUBIC

In addition to the use of the CUBIC project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the Circular Bio-based Europe Joint Undertaking (CBE-JU) combined with the Bio-based Industries Consortium logo and the EU flag and funding acknowledgement are shown below:



Moreover, any dissemination and communication activity must indicate the following disclaimer:

The project is supported by the Circular Bio-based Europe Joint Undertaking and its members. 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 CBE JU. Neither the European Union nor the granting authority can be held responsible for them.

4.1.2 Project leaflet

Leaflets are important tools to support the communication and dissemination activities of CUBIC project to attract the interest of stakeholders from the various target audiences.

By the end of the second month of the project, the first leaflet was produced in electronic and printable formats. It introduces the CUBIC aim and goals, the project phases, the expected results and benefits.

A second leaflet summarising all project's achievements will be produced in electronic and printable formats at the mid-end of the project so it can be distributed through partners' networks and at relevant events.

The leaflets also provide information about the consortium partners and the type of stakeholders involved, together with contact and website details and acknowledge the funding that the project receives through the Circular Bio-based Europe Joint Undertaking under Horizon Europe programme. The leaflets will be available in downloadable electronic format on the CUBIC website. Furthermore, specifications on how to produce hard copies of the printable format of the leaflet will be given to all partners. Each partner will be responsible to produce the necessary number of printed copies of the leaflets to be available for distribution at various events that will be organised in the frame of the project but also in external events, which partners will participate in.

The first leaflet of the project is illustrated below. The recommended specifications for producing hard copies of the printable format of the leaflet are as follows:

- Tri-Fold
- Dimensions: 14X29cm (42X29cm open)
- Paper: Velvet 250gr
- Mat Varnish

In a Nutshell

CUBIC presents an innovative solution to improve the sustainability and circularity of complex products made of high-tech advanced multi-material composite structures, by developing novel biomaterials. The ultimate goal is to develop 100% circular by design biobased and recyclable thermoplastic and thermoset B2B intermediate products.

Products and services

- Three (3) 100% biobased materials as building blocks for the B2B intermediate formats: biobased polyamide grades (bioPA), biobased endured 3R-CAN epoxy system, biobased lignin derived carbon fibre (bioCF).
- Seven (7) new circular by design biobased thermoplastic and thermoset B2B intermediate semi-finished products: bioPA pellets, bioPA micronised powder, self-reinforced bioPA filaments/yarns, bioPA UD-tapes, bioPA organsheets, bioCF endured filaments, bioCF UD-tapes.
- Two (2) end-products to validate the circular by design approach and to test their environmental and technical requirements: (i) hydrogen gas (H₂) storage pressure vessel, and (ii) automotive seat.
- New de-manufacturing process to ensure recyclability and valorisation of the products' circularity.
- Two (2) training programmes for industrial actors and young researchers on circular economy and smart & green manufacturing practices.

Identity

Project title: Improving the circularity of complex plastic multi-material composites using novel biobased materials in B2B semi-finished products.

Grant Agreement No: 101111996

Start: 1st September 2023

Duration: 42 months

CBE-JU contribution: € 4.683.365,49

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Project partners



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Research & Technology Organisation
<https://www.aitip.com/>
Spain



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Industrial Developer
<https://specificpolymers.com/>
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Improving the circularity of complex plastic multi-material composites using novel biobased materials in B2B semi-finished products

www.cubicproject.eu

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NOVEL BIOBASED MATERIALS TO IMPROVE CIRCULARITY



Figure 3. CUBIC's leaflet

4.1.3 Infographic

To add to the communication promotional package available for the communication activities of CUBIC project, an infographic will be created by the end of the third month of the project. It will be in electronic format, following the same overall layout designed for the project, and will be available for downloading from the CUBIC website. The infographic has the purpose of explaining the CUBIC approach for the production on novel bio-based products to a public audience and can be produced in poster or rollup formats. The infographic will be created for a general audience and can be used in stands or booths.

4.1.4 Templates

Templates have been created for the consortium partners to be able to produce their deliverables and presentations. Branded templates are designed to give the slide presentations a consistent appearance and ensure uniformity. The branded templates are memorable to audience brand recognition. CUBIC' presentations include the logo, brand colours, fonts and brand elements from the project's visual identity. In particular, a template for the project's deliverables as well as a template for the partners' presentations have been created and are available to project partners. In addition to the above templates, a CUBIC letterhead has been developed which is useful for many communication activities, such as invitations to events.

The following templates have been prepared for the CUBIC project:

- CUBIC presentation template;

- Project deliverables and reports template;
- Project letterhead.

The templates are shown below:

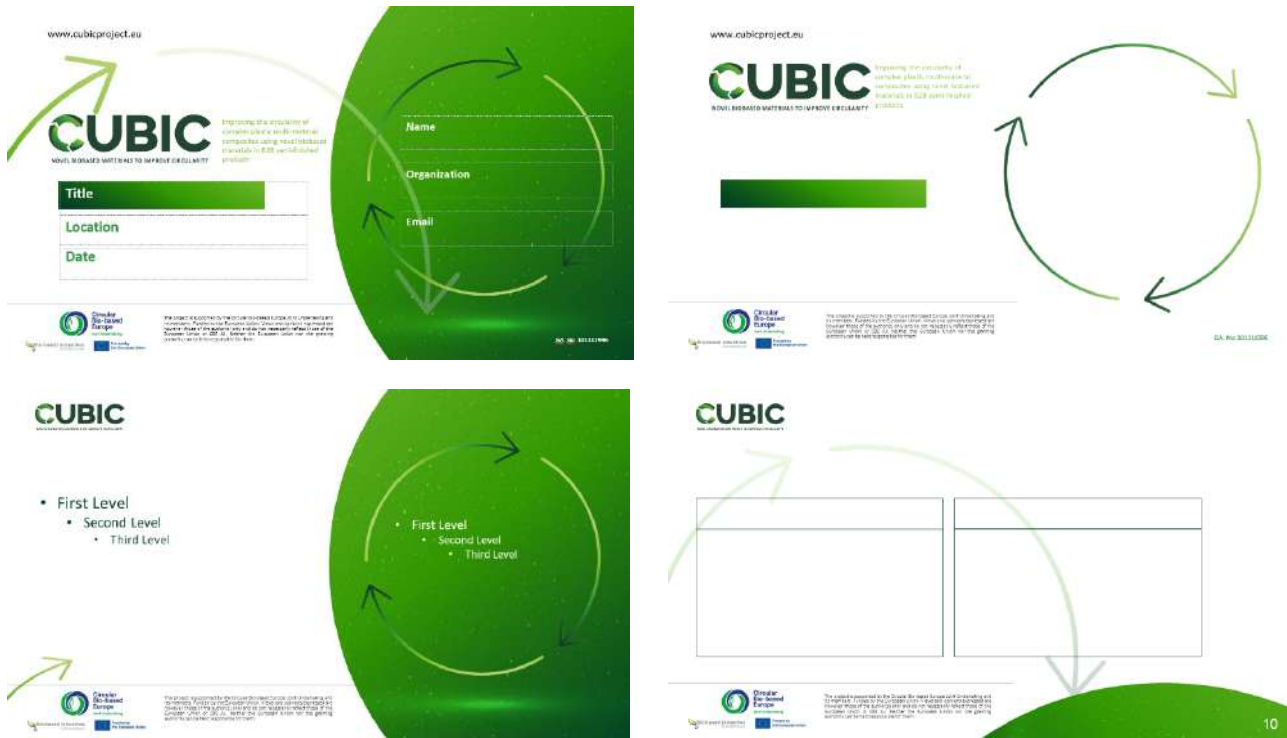


Figure 4. The presentation template

NOVEL BIOBASED MATERIALS TO IMPROVE CIRCULARITY

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in B2B semi-finished products

Research and Innovation Action (RIA)

Grant Agreement 101111996

DX.Y “Title of Deliverable”

Work Package X

Responsible Partner:

NAME OF PARTNER



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Figure 5 – CUBIC’s deliverables template cover



CONTACT US: info@cubicproject.eu
VISIT: www.cubicproject.eu

Normal text: Calibri size 11



Figure 6. The project letterhead

4.1.5 Promotional videos

By the end of the fourth month of the project, a promotional video will be produced to raise awareness and to exploit viral effects. The video will be uploaded on the project’s YouTube channel and the project’s website and will be shared on the other Social Media Accounts. This short video will give an overview of the project, its objectives and present the main actions that will be developed during CUBIC project.

A second promotional video will be produced at the end of the project, including the main project results and outcomes, and will be also uploaded to the project’s YouTube channel and shared on the other Social Media Accounts. Also, 3 intermediate pills will be created explaining specific technical actions.

4.2 CUBIC’s digital presence

4.2.1 CUBIC website

The project website (www.cubicproject.eu) is a key communication tool to increase the project visibility and impact, presenting the progress of the project to wider audiences. The CUBIC website will be launched in the fourth month of the project and will serve as the online platform for public and consortium communication. The structure and content of the website have been designed to ensure ease of use and clearly report the project’s concept and objectives but will also contain relevant information about its progress, with news and event announcements.

Q-PLAN is the partner responsible for the design, development, maintenance, and management of the website. Special attention has been paid to a type of website that is responsive and accessible via and compatible with a variety of devices, including mobile devices.

Beside the key information presented, the project website will include all publishable project’s outcomes, promotional material, reports, publications, deliverables and further resources of interest. The website will reflect the work happening in the context of CUBIC. All partners are, hence, expected to contribute to the content development process with news and updates. The website will regularly report on project’s activities, internal and external events, findings, publishable outcomes, information about partners and similar projects/initiatives, as well as other news that are relevant to the project and its development.

The content and information posted on the website will be updated regularly, to be in line with the project’s requirements and progress. The URL for the website is www.cubicproject.eu and the contact email for the project is in line with it (info@cubicproject.eu).

4.2.2 Social Media Accounts

In today’s society, the use of social media has become a necessary daily activity, therefore the project’s social media accounts are among the main pillars of promoting project’s news, events and activities. CUBIC utilises social media accounts on LinkedIn, X and YouTube. The above-mentioned accounts have been launched in M1. The following table contains URL links to the three (3) existing social media accounts of CUBIC.

Social media platform	Name of account	URL
-----------------------	-----------------	-----

LinkedIn	CUBIC EU Project	https://www.linkedin.com/company/cubic-eu-project/
X		https://twitter.com/Cubiceuproject
YouTube		https://www.youtube.com/channel/UCKIUoPUQFJRjuWeaVCEixog

The Communication Manager (Q-PLAN) will be responsible for the administration of CUBIC social media accounts. However, all partners are expected to contribute by:

- Becoming a follower (like or follow the page/profile).
- Promoting the accounts in their networks.
- Suggesting relevant profiles that CUBIC should connect with.
- Promoting posts and news through the social media accounts of their own organisations.

The project's social media will be continuously updated in English with news about project's activities and results, events, scientific news, news from several organisations/associations that promote smart farming technologies, news from related EU projects etc. The frequency of social media posts will depend on the availability of news about the activities and results of the project.

In addition, hashtags are used on project's posts to help stakeholders to easily find it and encourage interaction. The hashtags used on the project's social media accounts are:

- #CUBICproject
- #thermoplasticproducts
- #biobasedmaterials
- #HorizonEurope
- #recyclability
- #circularbioeconomy
- #CBE_JU

4.2.2.1 LinkedIn

LinkedIn constitutes a significant networking tool for professionals, offers a more institutional approach and has therefore been selected as a core social media channel. The project's LinkedIn page was set up in M1 and it focuses on presenting the project, its objectives and results. All partners are responsible for timely updating and sharing their inputs to ensure their activities are duly promoted.

4.2.2.2 X

An X account was also launched in M1 aiming to build engagement with stakeholders and other European projects through the exchange of quick, frequent messages. X is known for communicating via short messages. That helps project stakeholders understand, quickly and easily, what CUBIC is and what it does. In addition, X can be used as a promotional tool for the project's events and workshops as it can create a buzz around the activity in a short period of time.

4.2.2.3 YouTube

Finally, the YouTube channel will gather project videos in a single and accessible location. The aim of creating the YouTube channel is to share the promotional video, allowing thus YouTube to expose the project to a larger audience.

4.2.3 Online newsletter and mailing list

An online newsletter will be prepared and distributed through MailChimp, presenting among others the achieved results, upcoming activities and events, news from similar initiatives and news in the relevant scientific fields. The frequency of newsletter issues will depend on the amount and importance of news to be presented, with the target to produce a newsletter at least every 6 months, however additional ad-hoc newsletters may be added if deemed necessary.

The initial recipients' list will be created and administered by Q-PLAN. The list will be continuously updated during the project, therefore everyone who is interested will be able to subscribe to the recipients' list by registering on the newsletter section of the project's website or unsubscribe, according to GDPR rules. The recipients' list may also be used for the dissemination of other news and announcements related to the project activities.

The newsletter issues will be prepared by Q-PLAN, with the contribution of all partners regarding the content. The content of each issue will be decided and agreed among the consortium. Partners are also required to disseminate the newsletter issues through their own channels.

4.3 Media presence

4.3.1 Press releases and articles

At least seven press releases will be produced on an ad-hoc basis, especially when achievements, progress and important actions are achieved or foreseen (i.e. an upcoming event). The press releases aim to inform stakeholders about the overall project actions and results, but they may also incorporate space for featuring specific stories related to project achievements in the form of short articles. General press releases will be developed, when necessary, targeting stakeholders at the EU level. Press releases may also be produced after each project meeting or prior to a project event with the purpose of attracting local media attention. For instance, the first press release was launched after the project kick-off meeting to announce the beginning of the project and introduce the project's goals and partners.

The Communication, Training and Stakeholders Manager will be in charge of the preparation of each press release, but every partner should translate it into their local language and send it to their local media.

In order for the project to reach a broader audience and make the CUBIC known to its industrial stakeholders who belong to a wide range of industries and services, the partners are encouraged to submit their findings as articles in relevant magazines, both locally and internationally. In addition, the consortium has identified and listed a number of industry magazines, shown in the following Table, which are thematically close to the project. This list may be updated during the course of the project, in collaboration with all project partners.



Figure 7. CUBIC’s press release

Table 5. Newspapers and industry magazines

Press	Channel
Newspapers	Heraldo de Aragón https://www.heraldo.es/
	L’Echo https://www.lecho.be/
Industry Magazines	Chemical & Engineering news https://cen.acs.org/index.html
	European Plastics News https://www.plasteurope.com/
	Composite World Magazine https://www.compositesworld.com/
	JEC Magazine https://www.jeccomposites.com/jec-composites-magazine/
	Eco de l’Ain https://groupe-ecomedia.com/eco-de-lain/
	Empresas XXI https://www.empresaxxi.com/

4.3.2 Radio and TV Programmes

When findings are available, project partners will present the CUBIC concept and progress in at least 6 radio or TV programmes, addressed to the general public. The project partners will identify such programmes in their local area, suitable for promoting innovative technological concepts in the fields of bioeconomy and circular economy.

Table 6. TV and Radio Channels (preliminary list)

Mean	Channel	
TV	Futuris-euronews	https://www.euronews.com/next/next-series/futuris
	RTVE	https://www.rtve.es/
	Aragón TV	http://www.aragontelevision.es/
	ETB	https://www.eitb.eus/es/television/
Radio	France Bleu	https://www.francebleu.fr/

4.4 Scientific publications

During the project, eight (8) scientific publications will be published in scientific journals/conferences. Publications in impactful peer-reviewed scientific journals is one of our key channels for dissemination. CUBIC will disseminate the research and experimental results via scientific articles and conference presentations. The beneficiaries must ensure open access to peer-reviewed scientific publications relating to their results.

In addition, all authors are responsible for identifying any publishing opportunities and for carrying out all necessary actions to ensure publications of project news and results. Each partner will make effort to produce publications in the highest quality, which not only reflects on the consortium’s reputation but also on the CUBIC project. All publications must cite or/and refer to the EU contribution and project grant agreement number, as required in Article 17 of Grant Agreement No. 101111996.

An indicative list of journals that can be used under the context of the project is given by the following table:

Indicative Journals for the dissemination of CUBIC’s results	
Title	Impact
Journal of Reinforced Plastics and Composites	3.383
Journal of Polymer Science	3.046
Journal of Materials Processing Technology	6.162
Journal of Advanced Manufacturing Systems	1.69
Journal of Manufacturing and Materials Processing	3.200
International Journal of Precision Engineering and Manufacturing	2.041

Composites Part A: Applied Science and Manufacturing	9.463
Composites Part B: Engineering	11.322
Digital Discovery Journal - The Royal Society of Chemistry	-
Advanced Modeling and Simulation in Engineering Sciences	3.31

4.5 Events

4.5.1 Project events

In the frame of CUBIC, several events will be organised to serve the project's objectives and promote the project and its outcomes. In more detail, the following types of events are scheduled as part of the project's dissemination plan.

- Organisation of three demonstration workshops, led by: biobased materials-LIM; Products - COM, Circular principles - CIR to showcase the applications of the biobased technologies and products alongside their benefits to industry and society, gather feedback for further improvements and acquire leads to facilitate post-project exploitation.

These workshops will be organised by LIM, COM and CIR in collaboration with AITIIP. Q-PLAN will monitor the overall process and will gather the information required for the dissemination activities. LIM, COM and CIR will define the agenda, content of the workshop and a time schedule following the indicative instructions of Q-PLAN which will be discussed and defined during the next project meeting (M6). The detailed plan for the organisation of these workshops will be documented in the updated version of this deliverable.

- Organisation of a congress.
- Organisation of a final conference. By the end of the project, a closing event will take place, organised under the lead of Q-PLAN. The aim of this conference is to attract interested stakeholders from the project's target groups, to spread the word for CUBIC accumulated knowledge and present the project's final results and achievements as well as to promote their uptake across Europe. CUBIC partners should contribute to further dissemination of the final event through their own networks.

4.5.2 External events

Partners will participate in several external events of great interest to project's target stakeholders to keep in touch with them, exchange knowledge, and communicate the project value propositions and results.

In addition, the targeted events, both scientific and business, will relate to the knowledge fields of the project, the sectors it covers as well as the interests of the project's primary stakeholders. The goal is to keep in touch with the latest advances in the research and industry across Europe, share knowledge with respective communities, and establish contacts and interactions with key stakeholders, while at the same time communicating the results of the project. External events in which partners will participate include, among

others, business events, exhibitions, scientific events and conferences. Partners should follow the below guidelines:

- If a partner is presenting, the general project presentation should be used with any modifications necessary to this file, keeping the same template;
- During the event, it is important to disseminate the project’s promotional material (leaflets, posters etc.);
- A number of photos must be taken;
- The partner is requested to update the Dissemination and Communication Manager about the participation in the event and to share the photos taken, not later than ten days after the event;
- All partners are asked to complete the respective tab of the sheet named “External Attended and Future Events” with all required information about the participation in the event at the latest three weeks after the event. The table can be found in Annex II.

In the table below, an indicative list of external events relevant to CUBIC is provided.

Table 7. Indicative events for the dissemination of the project's outcomes

Indicative events for the dissemination of the project’s outcomes	
European Biopolymer Summit	A leading platform for knowledge sharing and networking within the biopolymer industry that brings together industry experts, researchers, innovators, and key stakeholders to explore the latest advancements, trends, and challenges in the field of biopolymers.
ECOMONDO	The reference event in Europe for the ecological transition and the new models of circular and regenerative economy.
K-Trade-Fair	The world's largest trade fair for the plastics and rubber industry.
Fakuma Show	Presents a united front for professionals in the plastic processing industry. It’s an essential business platform geared towards procurement and professional partnerships.
Annual JEC World Fair	It is the global trade show for composite materials and their applications, hosting all the major players in a spirit of innovation, business, and networking.
Composites for Europe	A trade fair and industry forum for all professions with a connection to composites as well as corresponding technology and applications.
The Greener Manufacturing Show	Event for any sustainability-focused company looking to design and manufacture their products from more sustainable materials, limit and eliminate the use of toxic chemicals, and reduce the impact of their industrial and manufacturing processes on the environment and global climate change.
Composites Recycling Conference–JEC	It is the only global trade show dedicated to composite materials and applications.

International Conference on Composites Materials- ICCM	The premier international conference in the field of composite materials, attracting leading researchers and practitioners, to report and exchange ideas on the latest developments in the advancement and exploitation of a wide range of composite materials and structures.
COMPOSIFORUM	The international industrial forum about composites and their applications.
International Conference on Mechanics of Composites	International Conference on Mechanics of Composites covers topics like composite structures, auxetic materials and structures, applications of composites, the stability of nano, micro and macro composite structures, failure of composites, design, and application of composite structures, and much mor

4.6 Clustering and synergies with other projects and initiatives

Synergies within the EU bioeconomy and circular economy ecosystem, as well as complementary EU actions and regional/ national projects and initiatives, will be pursued by all partners in the CUBIC research domains and industry sectors, to facilitate knowledge exchange, gain mutual dissemination benefits and exploit potential co-operations.

The following Table presents a list of indicative projects and initiatives that have been already identified as being related to CUBIC, some more closely than others. This list may be updated during the course of the project, in collaboration with all project partners.

Table 8. Indicative projects/ activities for clustering

Type of project/ Initiative	Name	Description
Horizon Europe	MC4	Aims to establish circular approaches for carbon and glass fibre composites
Horizon Europe	PLASTICE	New technologies to integrate PLASTIC waste in the Circular Economy
Horizon Europe	NewWave	Building a sustainable & circular economy through innovative, biobased manufacturing lines
Horizon Europe	BIO-UPTAKE	Ensure a sustainable of bioplastic composites through boosting a twin green and digital transformation in the European manufacturing industry.
Horizon Europe	REDYSING	Project under the same topic than CUBIC. It will redesign the fresh meat packaging to make it fully bio-based, smart and recyclable at conventional paper recycling mills.
Horizon2020 Project	VIBES	An innovative solution to resolve the end-of-life issues of thermoset composite materials, based on the development of a new green technology

Horizon2020 Project	BIZENTE	A biocatalytic model of enzymatic degradation as a novel alternative to the end-of-life (landfill and incineration) of thermoset composites
Horizon2020 Project	Bioeconomy Ventures	Create an entrepreneurial ecosystem within the bio-based industry sector by offering support, brokerage and networking services to the relevant stakeholders
European Partnership	CBE	Implement the Strategic Research and Innovation Agenda (SRIA)
European Association	SPIRE	European Association, bringing together cement, ceramics, chemicals, engineering, minerals and ores, non-ferrous metals, pulp and paper, refining, steel and water sectors, several being world-leading sectors operating from Europe.
European Initiative	Renewable Carbon Initiative	Support and speed up the transition from fossil carbon to renewable carbon for all organic chemicals and materials.
European Association	European Bioplastics	Representing the interests of the thriving bioplastics industry in Europe.

4.7 Layman's Report

The Layman's report will be produced as a final report of the CUBIC project, summarising the work of the project for a general audience. It will serve as a valuable marketing tool for promoting the environmental and economic benefits of the project results and extending the impact of the project beyond the area of implementation. It will clearly outline the achievements of the project and its long-term environmental and economic benefits to attract the interest of journalists and policymakers, along with those experts and stakeholders focusing on similar issues to those addressed by the project.

The Layman's report will include the following information:

- The problem, introducing one or two paragraphs on the background to the project.
- Project overview, introducing the project's specific objectives, the benefits of the innovative solution (environmental, cost-benefit), the partners involved, as well as the project duration and budget.
- Results, introducing the innovative solution in a non-technical way; this would be the core part of the report, describing the innovative solutions brought to the market thanks to the project.
- The market, introducing the target users and customers.
- The European added value, introducing the benefits at EU level.
- Contact information, including e-mail and website.

The Layman's report will be between 5 and 10 pages in length, produced in electronic format. It will be presented in an attractive way, using eye-catching images where possible and presenting results in an easy-to-read way, such as tables, charts, and boxes.

4.8 EU Dissemination channels

A tentative list of EU dissemination channels that may be utilised by CUBIC throughout its duration is provided below.

- **CORDIS** is the EC primary source of results from projects funded by the EU's framework programmes for R&I.
- The **Horizon Results Booster** addresses projects eager to go beyond their Dissemination and Exploitation obligations under Horizon funding schemes.
- **Horizon Results** is a repository of Key Exploitable Results of EU-funded research and innovation projects.
- **Open Research Europe** is an open access publishing platform that beneficiaries can use to publish any research results coming from R&I funded programmes, and it is in line with the EU's open science policy.
- **Horizon Dashboard** is an interactive knowledge platform where statistics and data on EU Research and Innovation programmes can be extracted.

6. Key Performance Indicators and monitoring

To measure the success of CUBIC's dissemination and communication strategy, the following KPIs will be employed, and all dissemination activities will be monitored with their results being compared to the KPIs so as to assess whether CUBIC is on the right path or if increased efforts need to take place.

Table 9. CUBIC's communication and dissemination KPIs

Tool/Channel	KPI	Target
Website	No users	3500
	~ session duration	0:01:00
	Countries reached	27
S/M: X & YouTube	No followers	2000
LinkedIn	No posts	250
Research Gate	No reactions	1000
Press Kit released	No journalism impacts	80
	No press kit distributed	30
TV, Radio, Newspaper and Magazines	Participation in TV/radio	6
Newsletters / emailing	No subscribers	150
	No newsletters	7
Promotional material social media (e.g YouTube); exhibitions, open-days, congresses, summits, infodays, Brokerage, events, Fairs, webinars...	No video and pills	5
	No views	700
	No events (in a one way comm.)	30
	No people asking info	500
	No events presented	20
	No initiatives liaised with	15
Scientific publications in Identified Journals	No papers published	8
Scientific publications in scientific congress/conference	Organisation of congress	1
	Oral contribution	20
	Poster contribution	8
Scientific internal transfer of knowledge	R&D lines initiated	3
	No young researchers	10
	No workshops	5
	No trained workers	30
Scientific influence on Policy Maker	No distributed Layman Reports	200

To meet target values, project partners are expected to continuously carry out publicity actions and also continuously report all publicity and communications outcomes. Q-PLAN will be overall responsible for the monitoring and evaluation of CUBIC dissemination activities.

Partners have to report in detail all the communication and dissemination actions they undertook through the CUBIC Dissemination and Communication Reporting Template. This template will be sent to all partners by email. The table can be found in Annex I. Q-PLAN will notify all partners in advance for input collection. The following table includes the reporting tools that will be used to facilitate the reporting of each communication and dissemination activity undertaken.

Table 10. Reporting tools for monitoring the communication and dissemination activities

Reporting Tool	Coverage	When
Dissemination and Communication Reporting Template	All communication and dissemination activities, which partners were involved in during the reference period.	in accordance with the project reporting
External Attended & Future Events template	Report about meetings and events partners organise and/or participate to	Throughout the project
News reporting form	Report about partners news related to CUBIC in order to be promoted through project's website and social media	Throughout the project

Any kind of promotional material related to the project produced by the partner should be previously reviewed and approved by WP5 leader Q-PLAN. Each project partner should immediately contact Q-PLAN if they identify opportunities, problems or risks arising while planning or implementing publicity actions.

7. Conclusions

This document, titled “Definition and agreement on the Dissemination & Communication Plan”, provides the framework and guidelines for the successful implementation of dissemination and communication activities throughout the lifespan of the project and beyond. As the project evolves, this document will be updated and refined in order to provide a more detailed analysis of the dissemination actions and plans. The actions and plans of this deliverable answer to the following questions:

- What to disseminate?
- To whom?
- How?
- When?

This document also provides the monitoring mechanism of the dissemination activities, which is based on targeted KPIs. By communicating the project’s tangible and intangible assets through the most effective channels and tools to timely reach the targeted groups, CUBIC will be able to not only go beyond these ambitious KPIs but most importantly lay the foundations for the successful rollout, replication and thus sustainability of its outcomes.

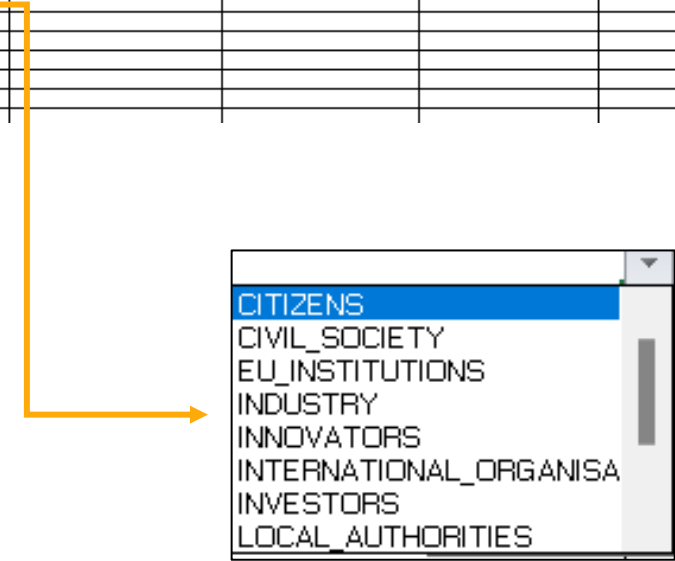
As the project evolves, the DCP will be updated, results will be presented and progress against targets will be measured in D5.5 & D5.6 (M28 and M42 respectively).

Annexes

Annex I – Dissemination and Communication activities (Excel worksheet)

A) Communication Activities

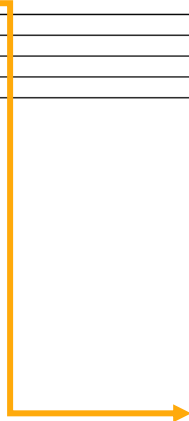
Type of activity	Description/ title of activity	Objective(s)	Link to WP	Partner(s)	Date	Type of audience	Messages	Countries addressed	Communication Tool	URL for Social Media	Outcome of the activity (impact)	Status of the activity
						CITIZENS						
						CIVIL_SOCIETY						
						EU_INSTITUTIONS						
						INDUSTRY						
						INNOVATORS						
						INTERNATIONAL_ORGANISATION						
						INVESTORS						



B) Dissemination Activities

Type of activity	Description/ title of activity	Date	Type of audience	Size of audience	Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the activity
			Investors			
			Research communities			
			Industry, business partners			
			Innovators			
			Investors			
			International organisation (UN body, OECD, etc.)			
			EU Institutions			
			National authorities			
			Regional authorities			

- Research communities
- Industry, business partners
- Innovators
- Investors
- International organisation (UN body, OECD, et
- EU Institutions
- National authorities
- Regional authorities



C) Publications

Type of PID	Type of publication	Title of the scientific publication	Authors	Title of the journal or equivalent	Number	ISSN or eISSN	Publisher	Month of publication	Year of publication

<ul style="list-style-type: none"> Article in journal Publication in conference proceeding/ workshop Books/ monographs Chapters in books Thesis/ dissertation Other

Was the publication available in open access through the repository at the time of publication	Peer-reviewed	PID (Publisher version of record)	Book Title	Did you charge OA publishing fees to the project?	Type of publishing venue	Article processing costs that will be charged to the project

<ul style="list-style-type: none"> Hybrid venue Full open access venue Full subscription venue 	venue from the list
---------------------------------------------------------------------------------------------------------------------------------	---------------------



Annex III – CUBIC D&C guidelines



CUBIC D&C guidelines

This document provides you with key initial guidelines regarding communication and dissemination activities and introduces main dissemination monitoring tools that you are kindly asked to use throughout the project.

MAIN GUIDELINES

1. Actively contribute to the dissemination of project results and key messages.
2. Do not forget to include the CUBIC logo and website URL together with Circular Bio-based Europe Joint Undertaking (CBE-JU), the EU logo and the disclaimer "Funded by Circular Bio-based Europe Joint Undertaking (CBE-JU) under Horizon Europe, the European Union's Framework Programme for Research and Innovation, under GA No 101111996. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or CBE-JU. Neither the European Union nor the granting authority can be held responsible for them".

In practice, it should look like this:



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When displayed with another logo, the EU emblem must have appropriate prominence.

You can download the needed EU emblem in the desired resolution following this link: https://ec.europa.eu/regional_policy/en/information/logos_downloadcenter/.

3. If possible, follow the style guide concerning writing style, formatting options, numbers and currency, abbreviations and acronyms, captions, electronic cross-references, naming conventions, citation style. In general:
 - Use Calibri as font for documents generated with MS Office programmes and for web applications.
 - Always use the same style for references, both for in-text citations and in the bibliography/footnotes.
 - Be consistent in using currency references (for example, use EUR instead of € throughout).
 - Be consistent in the numbering format; comply with the British usage (e.g. 75,000,239.23), unless differently indicated by the bid manager.
 - If you abbreviate a word, use the correct abbreviation (for instance, "m" for million, not "mn").
 - Make sure to introduce each abbreviation and acronym the first time you use it and create an abbreviation/acronym list at the beginning of the document.
 - Review the language and the coherence of the structure of the text you drafted.



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CONTACT US: info@cubicproject.eu
VISIT: www.cubicproject.eu

4. Whenever possible, use the templates that are provided to you, i.e. letterhead, presentation, publication. A leaflet and an infographic will be prepared for you to use throughout the project. Other communication materials will be prepared ad-hoc if needed.
5. Always inform Q-PLAN regarding every dissemination and communication activity that you plan to carry out (e.g. organisation of an event, articles on websites or magazines, participation in an external event, etc.). This will enable us to publicise it through the CUBIC communication channels in a timely manner.
6. You will have to report in detail all the communication and dissemination actions you undertook (see CUBIC Dissemination & Communication Reporting Template for instructions). This template is in line with the Horizon Europe programme needs and is sent to all partners by email. The initial expectation for input collection is every 6 months and Q-PLAN will notify the consortium in due time to start collecting input as well as in case of any changes.
7. Always report about meetings and events you organised and/or participated to (please see CUBIC External and Future Events Template for an explanation on how to report about events. This template was sent to all partners by email).
8. In compliance with GDPR requirements, always gather consent, when collecting, using and storing personal data during your events/conferences.

GUIDELINES FOR ENHANCING CUBIC ONLINE PRESENCE

This section provides you with some key initial guidelines regarding your expected contribution and use of the CUBIC website and social media accounts (SMAs).

Website

1. Actively contribute to the news section of the website. Please send each news item to Q-PLAN. For all CUBIC activities collect good quality photos, and videos if possible, and share them with Q-PLAN, so as to make them usable on the website and on the CUBIC's SMAs. For generic images, that do not pertain to implemented project activities, simply outline your expectations together with content about the activity and Q-PLAN will select a suitable royalty-free image for the post.
2. Inform Q-PLAN regarding every event you organise or take part in for the purposes of the project (e.g., conferences, workshops, seminars etc.) and provide Q-PLAN with a link to the event if available, so that it can be posted online in the dedicated section of the website.
3. Inform Q-PLAN about news articles (e.g., newspaper article, blogpost, TV interview etc.) mentioning your expertise or the CUBIC project and provide Q-PLAN with a link/scan for giving it more visibility online.

Social Media Accounts

1. Register to all CUBIC SMAs (i.e. X, LinkedIn and YouTube) and use them: monitor announcements and posts, comment, like and retweet.
2. Do make your own posts to foster discussion and keep the page alive.
3. Promote the CUBIC SMAs within your network of contacts.
4. Signal to CUBIC relevant profiles that we could follow (on Twitter, LinkedIn).
5. Select among the project hashtags when posting on SMAs and add any that you feel appropriate for your post. Available hashtags are:



CONTACT US: info@cubicproject.eu
VISIT: www.cubicproject.eu

Mandatory: #CUBICproject

Optional: #HorizonEurope #thermoplasticproducts #biobasedmaterials #recyclability
#circularbioeconomy #CBE_JU

6. Tag the CUBIC project accounts if you expect a share or reaction on posts made on your corporate or personal accounts or contact Q-PLAN if you expect a new post made on the project accounts based on your shared content.
7. If you make a short video, edit it to enhance the project identity (add the name of the project, the logo, the emblems and the disclaimer. Q-PLAN will upload it on YouTube.

The above-mentioned points will be updated, when necessary, to be in line with the project's requirements and progress.

Annex IV – News reporting form

CUBIC
 NOVEL BIOBASED MATERIALS TO IMPROVE CIRCULARITY
 Improving the circularity
 of complex plastic multi-material composites
 using novel biobased materials
 in B2B semi-finished products
 Research and Innovation Action (RIA)
 Grant Agreement 101111996

News Reporting Template
 ISSUED BY: Name of Organisation
 ISSUE DATE: DD/MM/YYYY

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News

Picture(s)	
Title	
News (main content)	Please insert here the content in a narrative way, while trying to provide answers to the following questions (if applicable): <ul style="list-style-type: none"> • Who was or will be the organisation(s) responsible for organising the activity or developing the solution / Who was or will it be for (target group or groups if applicable) • When did or will it take place or is / will be available (if applicable) • Where did or will it take place or is / will be available (if applicable) • Why is this activity important / Why did or will we need participation or contribution (if applicable) • How was or will it be implemented (very briefly) • What were or will be the main benefits or outcomes / results / conclusions
Key words/ hashtags (for social media)	

Attachments

Please attach any relevant pictures/ images as separate png or jpg files with as high resolution as possible.