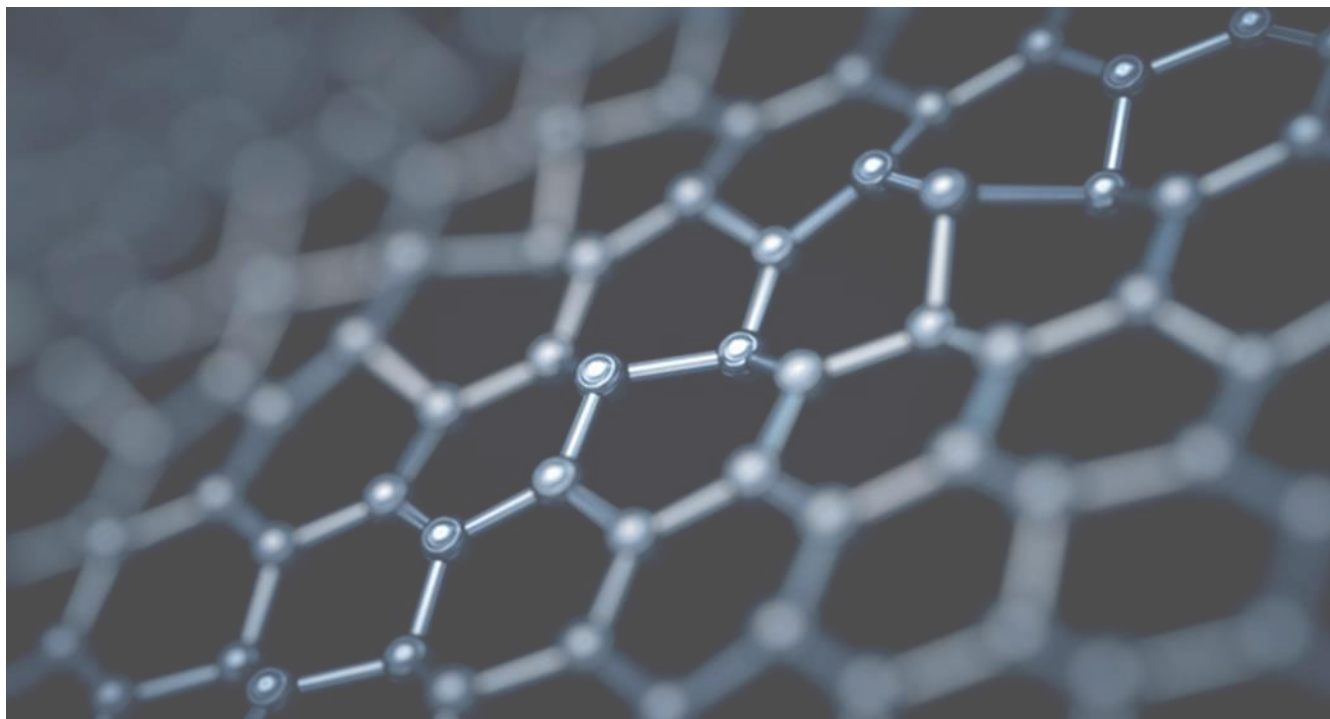


## Improving Recyclability of Thermoset Composite Materials through a Greener Recycling Technology based on Reversible Biobased Bonding Materials

Research and Innovation Action (RIA)  
Grant Agreement 101023190

**D6.4“Report on Communication, Dissemination and Training Activities – Update 2”**  
**Work Package 6**  
**Responsible Partner: Q-PLAN**



## D6.4: Report on Communication, Dissemination and Training Activities – Update 2

|                             |            |
|-----------------------------|------------|
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| Dissemination Level |                                                                               |   |
|---------------------|-------------------------------------------------------------------------------|---|
| <b>PU</b>           | Public                                                                        | X |
| <b>PP</b>           | Restricted to other programme participants (including the EC Services)        |   |
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## Executive Summary

This document constitutes the second updated version of the “Communication, Dissemination and Training Activities Report” of the VIBES project, funded by the Bio-Based Industries Joint Undertaking under the European Union’s Horizon 2020 Research and Innovation programme. The main objective of VIBES is to develop and demonstrate a new, greener, cost-efficient, and non-toxic recycling technology solution that resolves the end-of-life issues of thermoset composite materials, decreasing the amount of non-biodegradable polymers sent to disposal or discharged to the environment by at least 40%.

With reference to the initial report and the first update elaborated in D6.2. and D6.3 respectively, this document describes the overall communication and dissemination strategy, the means and channels for communication and dissemination, the management and monitoring of the dissemination activities and the partners’ responsibilities in this respect. It includes specific communication, dissemination and training activities that have been and will be carried out by the VIBES consortium members, in order to ensure success and maximum publicity for the project and its results.

The report outlines:

- **Why and what to disseminate:** the rationale of the project communication and dissemination strategy as well as the basic project-related information that has been and will be conveyed throughout the project are presented in Chapter 2.
- **To whom:** the key stakeholder groups that serve as the main audiences for the project’s communication and dissemination campaign are also presented in Chapter 2.
- **By what means:** all the means and channels that have been and will be used by project partners in order to successfully implement the communication, dissemination and training activities, are included in Chapters 3, 4 and 5 respectively.
- **When:** a time frame to ensure that the timing of the communication, dissemination and training activities is appropriate, during the lifespan of the project, is provided in Chapter 6.
- **Monitoring of the process:** the indicators to measure success on the communication, dissemination and training actions, enabling partners to refine efforts and actions over the course of the project, have been updated and they are specified in Chapter 7.

A third and final version of the “Communication, Dissemination and Training Activities Report” is foreseen in the 48<sup>th</sup> month of the project.

## 1. Introduction

VIBES aims to be a success story of collaboration among science, innovation and industrial entities from different countries to improve European Citizens' wellbeing. Therefore, to communicate this story is of paramount importance to maximize project results and multiply the impact in European society.

The main aim of VIBES Communication, Dissemination and Training Plan is to provide the communication, dissemination and training strategy of the project. It has been updated and will be implemented during and after the project. Effective communication, dissemination and training activities have been and will be carried out, following a good communication and dissemination strategy that will guarantee:

- Addressing audiences beyond the action's own community (including the media and the public).
- Objectives clearly defined.
- Creative and expert people involved on them to achieve highest impact.

The current communication, dissemination and training report is the second updated version of the initial plan, assisting partners in designing and implementing their publicity, communication and engagement activities, within the framework of the project. It includes guidelines that can help achieve maximum visibility, so as to pave the way for a successful market uptake of the VIBES results. However, this report and its guidelines are subject to modifications and updates in line with the project progress and the experience that will be gained through the various project activities. As such, the communication, awareness raising and dissemination strategy that is presented in this report is not static. It is a living document that will be continuously reviewed in specific time intervals to account for any challenge or opportunity that may arise. A final version of the Communication, Dissemination and Training activities report is foreseen to be submitted in the 48<sup>th</sup> month of the project.

### 1.1 Scope of the Deliverable

The objective of the Communication, Dissemination and Training plan and activities report is to target different audiences to create a European Identity, strengthening European Industry and building European Bridges. The main goals are:

1. To raise European citizens' awareness about cooperative research & innovation projects as the way to meet social challenges.
2. To facilitate the quick acceptance of breaking-edge technologies and innovative services within European industry.
3. To promote new, integrated business models, combining multi-criteria and multi-sectoral approach among decision-makers.

Therefore, clear messages have been and will be part of the VIBES story to face the concerns of European audiences reaching at least 100,000 citizens, 1,500 EU industries (at different levels, including technicians) in interconnected sectors and 500 decision makers (public such as legal entities and private such as company directors and business developers).

VIBES stems from cooperation within a European consortium between organisations based in different EU countries allowing to achieve better results, which would have otherwise been impossible. The project will validate a better use of resources to demonstrate the high potential of the Circular Economy with forward-looking climate change policies. This validation will be based on a technology evolution through scientific excellence (a first cost-effective recycling technology, based on the development of smart Bio-based materials, applied for the first time to thermoset composites), which will equip the Chemical Industry to make Europe a stronger global actor. In addition, the VIBES approach will wide open the door to the manufacturing industry to design and produce enhanced components to boost jobs, growth and investment at European level. Finally, the inter-sectoral relationships as well as the project's shared objectives will influence the different decision makers, contributing to competitiveness and helping to meet social challenges.

The VIBES Communication, Dissemination and Training plan guides the strategies that set the key messages that should be sent from the partnership as well as the target audience, including gender balance aspects. The strategies focus on target sectors related to the VIBES approach: composite materials, polymers, chemicals, logistics and transport, aeronautical, naval, energy and construction sectors among the main ones. To maximise the interest of the VIBES stakeholders, impact multipliers at the local, regional, national, European and global levels have been used (for instance, by taking advantage of networking with other identified BBI/CBE and H2020/Horizon Europe projects, BIC and BBI/CBE channels). In addition, for the project's communication and dissemination activities, the consortium has identified media (press, magazines, digital media channels, thematic blogs, etc.) and events such as meetings, conferences, trade-fairs, workshops, training days, info-days, which are thematically close to the project. Moreover, a training plan has been aligned with the dissemination strategy with the aim of providing knowledge and skills to potential industrial collaborators and stakeholders for the envisaged new business and to science student profiles, in order to create a breeding ground of new talent for the creation of future jobs aligned with the new social and industrial needs.

## 1.2 Relation to other Activities and Deliverables

This report serves to present the impact on communication and dissemination that the project is having in different areas. This deliverable includes the communication and dissemination activities implemented or foreseen in Task 6.2 "Communication Implementation" and Task 6.3 "Dissemination Implementation" as well as the workshops, courses and training foreseen in Task 6.4 "Training Implementation". The Communication, Dissemination and Training plan and activities is a horizontal action and the input for all relevant activities comes from the results and deliverables of all the other project work packages that include research, validation, pilot implementation and innovation actions.

As already mentioned above, the final update of this report includes deliverable D6.5 in month 48 at the end of the project, compiling all the activities carried out in the field of communication, dissemination and training.

### 1.3 Structure of the Deliverable

With the above in mind, this updated version of the Communication, Dissemination and Training activities report, includes the updated VIBES Communication, Dissemination and Training Strategy and Plan as well as the corresponding activities implemented until now, structured in 8 distinct chapters, as follows:

**Chapter 1 - Introduction:** it provides information about the scope of the report, its structure and its relationship with other activities and deliverables.

**Chapter 2 - Communication and Dissemination Strategy:** it defines and updates, where necessary, the strategy for dissemination and communication activities by outlining the objectives, the target audiences, with reference to the Stakeholders Board and synergies with other projects and initiatives, the key messages, the key assets of VIBES, the partners' role and responsibilities and the gender dimension.

**Chapter 3 - Communication Means and Channels:** it presents the different means and channels for carrying out the communication activities of the project, including the VIBES visual identity and promotional material, VIBES website and social media accounts, e-newsletters and press kit, participation in fairs and info-days and the Layman's report at the end of the project.

**Chapter 4 - Dissemination Means and Channels:** it presents the different means and channels for carrying out the dissemination activities of the project, including publications to scientific journals, participation in scientific conferences and events, organisation of events, such as forums, roundtables, workshops and final conference.

**Chapter 5 - Training Programme:** it describes the training strategy and activities that take place during the project to spread the idea of VIBES to younger generations of scientists and to industrial professionals.

**Chapter 6 – Time Frame of Communication, Dissemination and Training activities:** it provides the time frame of the communication, dissemination and training activities.

**Chapter 7 - Performance Indicators, Monitoring and Reporting:** it presents the way of monitoring and reporting the communication, dissemination and training activities, according to the Key Performance Indicators (KPIs) set for those activities.

**Chapter 8 - Conclusions:** it summarises the conclusions of the updated Communication, Dissemination and Training plan and activities, as well as the way forward.

## 2. Communication and Dissemination Strategy

### 2.1 Overview and Objectives

The Communication and Dissemination Plan of VIBES outlines the strategy that has been and will be followed for every communication, dissemination and training activity implemented or foreseen for the entire project duration. For that reason, it is a document that is largely connected with all the activities of the project's workplan.

The Communication and Dissemination strategy mostly aims to enable a wide reach and to contribute to a positive impact of the project, both exploiting the knowledge within the consortium and transferring the gained knowledge further to interested stakeholders. This strategy defines clear guidelines for all the dissemination and communication activities, which have been and will be carried out throughout the project.

The VIBES communication and dissemination strategy can be summed up into the following main objectives:

- Promote the project's concept, activities, and events to interested target groups and stakeholders.
- Enhance the awareness of the project's goals and assets.
- Encourage involvement in the project's activities.
- Encourage participation in relevant conferences and other events.
- Disseminate the project's results and gained knowledge to the public.
- Establish liaisons and synergies with other relevant initiatives.
- Facilitate market uptake of the project's results.
- Define partners' responsibilities in communication and dissemination activities.
- Organise training courses and workshops so that the ideas and outcomes of VIBES will be further developed by younger generations of scientists and industrial professionals.

To ensure a successful outcome of the objectives mentioned above, the VIBES communication and dissemination strategy focuses on a practical and realistic plan including the appropriate means, channels and actions to spread the ideas of VIBES and engage the target audiences, but it also remains flexible and open to changes when necessary. The key element for a successful Communication and Dissemination Plan is a well-structured methodology based on **what we want to disseminate** (project assets), **to whom** (which target groups), **by what means** (press releases, social media, communication and dissemination tools, channels etc.), and **when to disseminate**. Keeping these in mind, the following steps emerge:

- Identify the project's aims and appropriate communication and dissemination channels to ensure maximum visibility.
- Identify the main target groups and appropriate communication and dissemination channels for each group.
- Identify the key messages and project's assets.
- Link communication and dissemination channels to each target group and define communication and dissemination tools and methods which will be used during the project.

- Establish the roles and responsibilities of the partners in executing and managing the project's communication and dissemination activities.
- Determine the stages of the communication and dissemination activities and overall timeline.
- Monitor key communication and dissemination indicators and adjust when necessary.

## 2.2 Target Audiences, Key Messages and Key Assets

### 2.2.1 The VIBES Target Audiences

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

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

**Table 1. VIBES stakeholder groups and sub-groups**

| Group                                          | Sub-group                                |
|------------------------------------------------|------------------------------------------|
| Industrial developers                          | Thermoset composite material developers  |
|                                                | Composite recyclers                      |
| Industrial converters, dismantlers & end-users | Aeronautical                             |
|                                                | Naval                                    |
|                                                | Construction                             |
|                                                | Energy                                   |
|                                                | Waste management                         |
|                                                | Logistics                                |
|                                                | Transport                                |
| Technology/ Innovation Experts                 | Academics and/or Researchers             |
|                                                | Technology and/or Innovation consultants |
| Impact multipliers                             | Policy makers                            |
|                                                | Media/ journalists or bloggers           |

| Group | Sub-group                        |
|-------|----------------------------------|
|       | Relevant projects or initiatives |

The identified stakeholder groups of the VIBES project are described below in more detail:

- **Industrial Developers:** industries that develop composite materials and/ or technologies for their recycling (thermoset composite material developers, composite recyclers).
- **Industrial Users:**
  - **Industrial Converters:** industries that manufacture equipment or build infrastructure, which includes parts made of composite materials, such as the aeronautical industry, the naval or shipbuilding industry, the construction and energy industries.
  - **Industrial Dismantlers:** companies that dismantle industrial facilities or infrastructure and are responsible for their waste management and disposal.
  - **Industrial End-users:** industries that use and/ or maintain equipment or infrastructure with parts made of composite materials, such as the transportation (airports, railway, shipping) and logistics sectors.
- **Academic Community:** researchers at universities and other research organisations working in the fields of materials science and engineering, composites, chemistry, chemical engineering, biotechnology, recycling technologies, waste management, as well as other relevant disciplines (e.g. environmental sciences, social sciences, technical fields).
- **Technology and/or Innovation consultants:** organisations or individuals with expertise in technological and/ or commercial aspects of innovative technologies regarding sustainability and the circular economy.
- **Policy Makers:** decision-makers, EU and national level stakeholders, as well as the relevant standardisation and certification authorities, playing a key role in policy design, adoption and implementation, in the fields of the environment, waste management and circular economy.
- **Media/ Journalists or bloggers:** press or individual writers, specialised in relevant topics, such as new technologies and bioeconomy, waste management, circular economy.
- **Relevant projects or initiatives:** complementary EU actions and national or regional projects and initiatives within the EU bioeconomy and circular economy ecosystem (see section 2.2.3)

## 2.2.2 The VIBES Stakeholders Board

The VIBES Stakeholders Board (SB) includes individuals, either independent or representing organisations, who are external to the consortium partners. It is formed by a minimum number of 10 representatives, consisting of experts and representatives of various stakeholder groups in the whole value chain of VIBES, with activity in both local and European settings.

The members of the Stakeholders Board are strategically involved in key stages of the project to contribute with their expertise and represent the views and interests of their stakeholder groups, in order to better guide decisions in the project and boost the VIBES concept and its implementation in real economy. They

collaborate in the project to effectively respond to market and social needs, give feedback and better guide decisions in the project. They are industry-led, while fostering public and private collaboration.

The Stakeholders Board completes the whole value chain together with consortium partner members and is chaired by the Communication, Training and Stakeholders Manager (Q-PLAN representative). Specific dissemination activities with the Stakeholders Board, including demonstration workshops and roundtables, will take place (see sections 4.3.2 and 4.3.3) to share different perspectives and get feedback to boost the VIBES concept effectively.

Partners nominate individuals belonging to relevant stakeholder groups after initially contacting them informally, with the aim to be invited to participate in the Stakeholders Board.

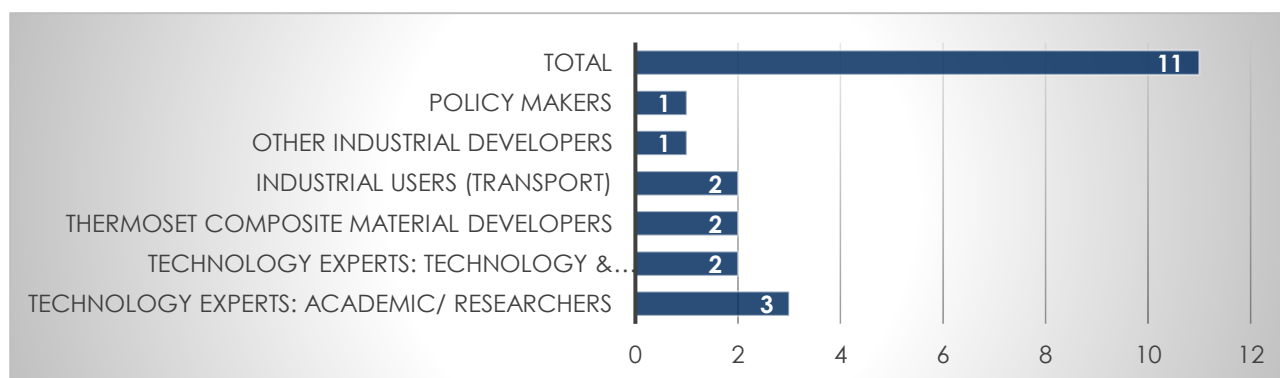
After having received the initial informal interest and consent of the nominated individuals, the partners provided the following information to the Communication, Training and Stakeholders Manager (Q-PAN), using an EXCEL file named “Contact List of VIBES Stakeholders” (see Annex 1):

- Stakeholder group/ sub-group that the nominated person belongs to (either chosen from the groups listed in the above Table 1 or by specifying another group/ sub-group)
- Contact name and gender of the nominated person
- Contact email
- Organisation name and website (if applicable)
- Country
- Consortium partner (name/ organisation) that nominated them
- To be invited as Stakeholders Board member (yes/ no/ maybe)
- Any comments (i.e. specifying if they are member(s) of a relevant project or initiative, a relevant working group or cluster etc.)

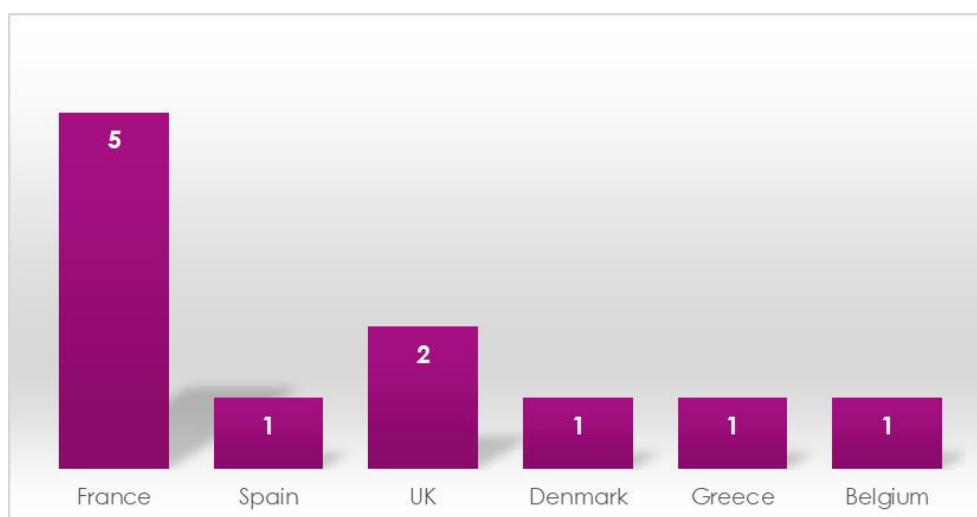
Following their initial informal interest and consent, the nominated stakeholders were officially invited by the Communication, Training and Stakeholders Manager (Q-PLAN) to participate in the VIBES Stakeholders Board by signing the “Declaration of Acceptance and Informed Consent Form” (Annex 2), after having read and agreed to the “Stakeholders Board Terms of Reference” (Annex 3) and the [VIBES Privacy Policy](#) (available on the VIBES website). The Communication, Training and Stakeholders Manager (Q-PLAN) followed up the communication with the nominated stakeholders and included them in the VIBES Stakeholders Board after having received the signed Declaration of Acceptance and Informed Consent form. Those who did not provide the signed form are not considered members of the VIBES Stakeholders Board.

The following figures show details about the current composition of the VIBES Stakeholders Board.

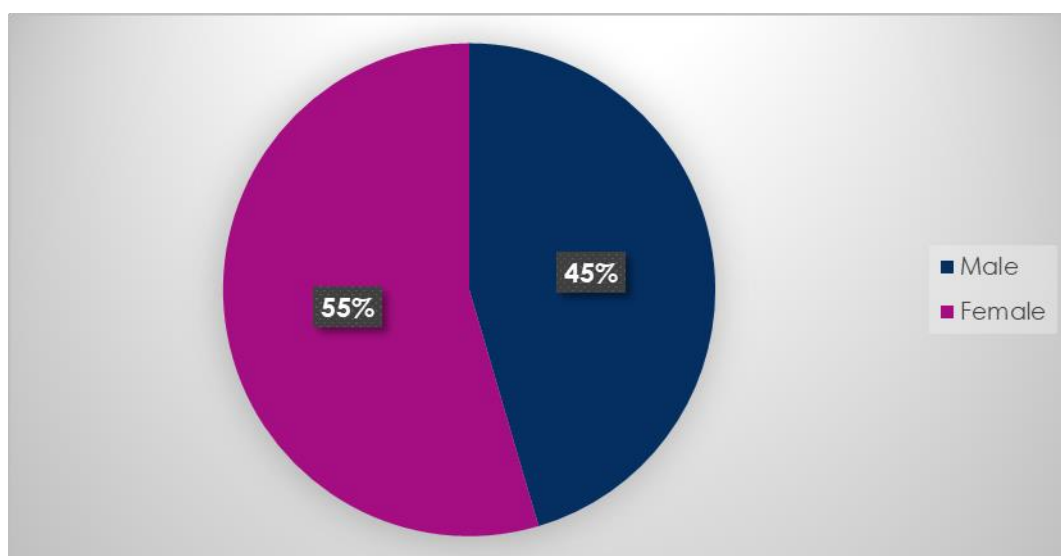
**Figure 1. Number of VIBES Stakeholders Board members per stakeholder type**



**Figure 2. Number of VIBES Stakeholders Board members per country**



**Figure 3. Gender of VIBES Stakeholders Board members**



### 2.2.3 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, have been pursued by all partners in the VIBES research domains and industry sectors, to facilitate knowledge exchange, gain mutual dissemination benefits and exploit potential co-operations.

The following Table presents an updated list of projects and initiatives that have been identified as being related to VIBES, some more closely than others.

**Table 2. Projects/ initiatives related to VIBES**

| Type of project/<br>Initiative | Name                          | Description                                                                                                                                                                                             |
|--------------------------------|-------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Horizon2020 Project            | <a href="#">BIZENTE</a>       | A biocatalytic model of enzymatic degradation as a novel alternative to the end-of-life (landfill and incineration) of thermoset composites.                                                            |
| Horizon2020 Project            | <a href="#">ECOXY</a>         | Bio-based, recyclable, re-shapable & repairable (3R) fibre reinforced thermoset composites.                                                                                                             |
| Horizon2020 Project            | <a href="#">polynSPIRE</a>    | Demonstration of innovative technologies towards a more efficient and sustainable plastic recycling                                                                                                     |
| LIFE Project                   | <a href="#">LIFE RECYSITE</a> | Demonstrating recyclability and reuse of a new generation of high-performance fibre-reinforced thermoset composites from renewable resources (bio-waste).                                               |
| Horizon2020 Project            | <a href="#">HELACS</a>        | Holistic processes for the cost-effective and sustainable management of End of Life of Aircraft Composite Structures.                                                                                   |
|                                | <a href="#">BAMCO</a>         | Design of bio-composites from bamboo fibres and biobased resins, either thermoplastic or thermosets.                                                                                                    |
| Horizon2020Project             | <a href="#">LIBRE</a>         | Development and demonstration of the feasibility of lignin-based carbon fibre materials for application in energy and automotive sectors.                                                               |
| European Association           | <a href="#">SPIRE</a>         | 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 |

| Type of project/<br>Initiative | Name                              | Description                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                |                                   | sectors operating from Europe.                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Horizon Europe Project         | <a href="#">CUBIC</a>             | Improving the circularity of complex plastic multi-material composites using novel biobased materials in B2B semi-finished products.                                                                                                                                                                                                                                                                                                             |
| Horizon Europe Project         | <a href="#">BIO UPTAKE</a>        | Ensure a sustainable uptake (increase the use in a 39%) of bioplastic composites through boosting a twin green and digital transformation in the European manufacturing industry.                                                                                                                                                                                                                                                                |
| Horizon Europe Project         | <a href="#">EoLO-HUBs</a>         | Recovering glass and carbon fibre from wind turbine blades at the end of their useful lives and creating a knowledge hub to facilitate the recycling.                                                                                                                                                                                                                                                                                            |
| European Network               | <a href="#">Clean Aviation</a>    | EU's leading research and innovation programme for transforming aviation towards a sustainable, climate-neutral future; an institutionalised European Partnership for Clean Aviation under Horizon Europe; building on the success of Clean Sky and Clean Sky 2.                                                                                                                                                                                 |
| European Network               | <a href="#">2Zero</a>             | A co-programmed Partnership funded under the Horizon Europe programme and aiming at accelerating the transition towards zero tailpipe emission road mobility across Europe; promoting the delivery of green vehicles and mobility system solutions in Europe; building upon the successes of the European Green Cars Initiative (EGCI: 2009-2013) and the European Green Vehicles Initiative (EGVI: 2014-2020).                                  |
| European Network               | <a href="#">A.SPIRE/ P4Planet</a> | Committed to manage and implement the Processes4Planet co-programmed Partnership. It represents innovative process industries, 20% of the total European manufacturing sector in employment and turnover, and more than 170 industrial and research process stakeholders from over a dozen countries spread throughout Europe. A.SPIRE brings together cement, ceramics, chemicals, engineering, minerals and ores, non-ferrous metals, pulp and |

| Type of project/<br>Initiative | Name | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|--------------------------------|------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                |      | paper, refining, steel and water sectors, several being world-leading sectors operating from Europe. The Processes4Planet (P4Planet) Partnership aim is to transform the European process industries to achieve circularity and overall climate neutrality at the EU level by 2050 while enhancing their global competitiveness. SPIRE has been the contractual Public-Private Partnership active between 2014 and 2020 and dedicated to innovation in resource and energy efficiency enabled by the process industries. The cPPP has been launched under the Horizon 2020 Programme by A.SPIRE - as the private entity - and the European Commission. |

The actions required to create synergies with relevant projects and initiatives are coordinated by the Communication, Training and Stakeholders Manager with support from the rest of the consortium partners.

Synergies may include participation in events of similar projects and initiatives, dissemination of VIBES promotional material in events of similar projects and initiatives, invitations to participate in VIBES events, exchange of news through each other's channels, inclusion of the project's website and social media as links in websites and social media of other projects and initiatives, provision of feedback in each project's activities, etc.

Synergies with certain projects also include co-organisation of specific dissemination events, such as the demonstration workshops that have been organised in collaboration with some of the projects and initiatives mentioned in Table 2, as described in Chapter 4, section 4.3.2.

#### **2.2.4 The VIBES Key Messages**

It is very important for the VIBES Communication and Dissemination Strategy to define the fundamental messages of the project that will be communicated to the target audiences. A crucial point of the decided key messages is that they give a clear image of the project's vision, but they are also tailored depending on the needs of each target group (e.g. industrial developers and industrial users who would be interested in the use of the VIBES developed materials and recycling technology, academics and scientists who would be interested in the scientific methods and results of VIBES and policy makers, the media and the general public, who are concerned about a greener economy and the protection of the environment.)

Although these messages are specified as the project progresses, based on the actual data and outcomes and the milestones achieved, a list of the main key messages of the project that have been and will be communicated to each stakeholder group, including the means used, is provided in the following Table as a point of reference.

**Table 3. Key messages and means used for VIBES targeted stakeholder groups**

| Stakeholder Group               | Key Messages                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Means                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Industry (developers and users) | <p>VIBES:</p> <ul style="list-style-type: none"> <li>Improves properties of thermoset composite materials and recycling technology, leading to reduced environmental impact, combined with higher cost-effectiveness and increased profitability.</li> <li>Contributes to reduced use of primary materials and landfilling.</li> <li>Produces added-value products for the circular economy.</li> <li>Facilitates the use of thermoset composite materials in industrial sectors without restrictions or environmental concerns.</li> <li>Provides new knowledge for the European Industry on the circular economy for thermoset composite materials.</li> </ul> | <ul style="list-style-type: none"> <li>Project website</li> <li>Project social media</li> <li>e-Newsletters</li> <li>Leaflets</li> <li>Infographic</li> <li>Articles in industry magazines</li> <li>Presentations in conferences, fairs and info-days</li> <li>COMPOSIFORUM international events</li> <li>Demonstration workshops</li> <li>Research workshops for researchers and technicians</li> <li>Roundtables</li> <li>Layman's report</li> <li>Final conference</li> </ul> |
| Academic and research community | <p>VIBES:</p> <ul style="list-style-type: none"> <li>Shares new knowledge and data on bio-based thermoset composite materials with intrinsic recycling properties.</li> <li>Shares new knowledge and data on recycling technology based on green pre-treatments.</li> <li>Provides new knowledge and skills for European students in materials science, engineering and chemical fields, for new arising demand in technical jobs.</li> </ul>                                                                                                                                                                                                                    | <ul style="list-style-type: none"> <li>Project website</li> <li>Project social media</li> <li>e-Newsletters</li> <li>Scientific publications</li> <li>Presentations in scientific conferences/forums</li> <li>COMPOSIFORUM international event</li> <li>Research workshops for researchers and technicians</li> <li>Summer courses for younger generation of scientists</li> <li>Final conference</li> </ul>                                                                     |

| Stakeholder Group       | Key Messages                                                                                                                                                                                                                                                                                                                                                                                                                | Means                                                                                                                                                                                                                                            |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Policy makers           | <p>VIBES:</p> <ul style="list-style-type: none"> <li>Decreases the amount of non-biodegradable polymers sent to disposal or discharged to the environment by at least 40%.</li> <li>Boosts jobs, growth and investments with forward-looking policies for climate change.</li> <li>Achieves better results through collaborative innovation, contributing to competitiveness and helping meet social challenges.</li> </ul> | <ul style="list-style-type: none"> <li>Presentations in conferences, fairs and info-days</li> <li>COMPOSIFORUM international event</li> <li>Roundtables</li> <li>Layman's report</li> <li>Final conference</li> </ul>                            |
| Press<br>General public | <p>VIBES:</p> <ul style="list-style-type: none"> <li>Demonstrates an innovative, greener, cost-efficient, and non-toxic recycling solution.</li> <li>Returns products obtained from recycling process to the market.</li> <li>Boosts jobs, growth and investments with forward-looking policies for climate change.</li> <li>Provides new knowledge and skills to industry, students and open society.</li> </ul>           | <ul style="list-style-type: none"> <li>Project website</li> <li>Project social media</li> <li>e-Newsletters</li> <li>Press releases and articles</li> <li>Digital media channels</li> <li>Promotional videos</li> <li>Layman's report</li> </ul> |

Note that in order to fulfil the project's ambitions and claims, the above concepts/ messages must be communicated in their entirety.

### 2.2.5 The VIBES Key Assets

The VIBES project has specific assets that can be of interest to different stakeholder groups and are disseminated as widely as possible in order to stimulate the interest of prospective industrial users and nurture the ground for their post-project rollout. Although the VIBES assets are defined in parallel to the unfolding of the project activities, a preliminary list of core assets is shown in the following Table. This list will evolve and be completed in the course of the project.

**Table 4. VIBES main exploitable assets and outcomes (preliminary list)**

| VIBES main assets and outcomes                                                                     |
|----------------------------------------------------------------------------------------------------|
| The <b>VIBES 100% Biobased Bonding Materials</b> , specific for epoxy, vinylester and polyester.   |
| The <b>VIBES 100% biobased resins and fibres</b> to be used as new thermoset composite components. |
| The <b>VIBES new technology for thermoset composites</b> with intrinsic recycling properties.      |

| VIBES main assets and outcomes                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The <b>VIBES new green recycling technology</b> , resolving thermoset composites' end-of-life                                                                                                                                                                                                                                   |
| The <b>VIBES valorised resins (monomers/oligomers) and fibres</b> , recovered from the recycling process, to be returned to the market as new feedstocks for different chemicals or building blocks and by upcycling into new industrial products.                                                                              |
| The <b>VIBES industry-oriented protocols and manuals</b> of new developed solutions, to be used for certification and authorisation of use.                                                                                                                                                                                     |
| The <b>VIBES training course for industrial professionals</b> on the circular economy for thermoset composites, to further develop the ideas and outcomes of VIBES.                                                                                                                                                             |
| The <b>VIBES summer master classes for students</b> on green composites, providing new knowledge and skills to the younger generation of scientists and engineers.                                                                                                                                                              |
| The <b>VIBES brand and community of stakeholders</b> , comprised of industrial developers and users of thermoset composite materials, the corresponding academic and research community, relevant technology & innovation experts, as well as policy makers, facilitating the dissemination and market uptake of VIBES results. |

## 2.3 Role and Responsibilities

In order to achieve the aims and objectives of the communication and dissemination strategy and plan, all members of the project consortium play a key role during VIBES communication and dissemination activities. Partners' contribution is a natural by-product of the project's development as most activities, results, milestones and progress will either involve communication and dissemination activities and engagement or turn into communication and dissemination assets. Furthermore, partners help with the online presence of VIBES by providing content for the project news published on the website and the project's Social Media accounts. This contribution can be anything, from a Twitter post to an article reflecting on a VIBES dissemination activity, with the goal of creating a constant flow of content regarding project's actions.

Finally, partners are welcome to pursue the widest possible exposure of the project through their participation in relevant events/conferences, articles and publications in online/offline sources of information (e.g. websites, newspapers, magazines, etc.).

## 2.4 The Gender Dimension

The gender dimension has been integrated into the communication, dissemination and training strategy, including the establishment and monitoring of relevant indicators (see Table 10). Specific targets for the participation of women in certain communication, dissemination and training activities have been set, in order to guarantee gender balance and equality.

In particular, the gender dimension has been and will be taken into consideration during the process of communicating with or selecting members and participants in various activities and events, as follows:

- In general, whenever possible, targeting communication and dissemination activities more intensely towards stakeholder groups that are represented by a fair number of female members.
- Taking the gender aspect into account when selecting members of the VIBES Stakeholders Board; currently, at least 50% of its members are female (see figure 3 in section 2.2.2).
- Taking the gender aspect into account when approaching academics and researchers, technicians, industrial professionals, policy makers and other relevant stakeholders, in order to invite them to participate in the project's relevant events (i.e. forums, workshops, roundtables, training programme and final conference); it is envisaged that at least 30% of the participants in such events will be female.
- Taking the gender aspect into account when selecting the students for the summer training courses of the VIBES training programme, in which at least 30% of students are expected to be female.

### 3. Communication Means and Channels

Communication activities aim at increasing the public visibility of the project and its results using accessible language and suitable means and channels.

#### 3.1 Visual Identity and Promotional Package

The Communication, Training and Stakeholders Manager (Q-PLAN) is in charge of the preparation of VIBES visual identity and the graphic design and content of the digital and printable promotional material of VIBES.

The promotional material of the project is mainly used at the project's events, external events where partners participate in and in the everyday publicity of the project.

##### 3.1.1 Logo

By the end of the second month of the project, a project logo and visual identity were developed, in order to satisfy the visual and graphic requirements of the project. To achieve maximum visibility, the logo has the capability to make the project recognisable and will form the basis for the design of all the promotional material, which will be used for the different promotional and communication materials (e.g. leaflets, posters, infographics, newsletters, deliverables, social media, web-portal, publications, publicity for internal and external events, etc.).

The logo is represented on a friendly rounded font. The design involves the letter V which consists of 2 leaves; the green leaf refers to Green Solution and the purple leaf refers to Chemistry Innovation. The tag line connects the idea of Green Economy with that of Chemistry Innovation.

The logo colours (i.e. dark purple: #3C0F4B R: 60 / G: 15 / B:75 and light green: #23C887 R: 35 / G: 200 / B:135) are the colours of the project and should be used whenever possible to ensure consistency and to reinforce the visual identity of the project.

The designed logo of VIBES, presented below with and without tag line, was adopted in agreement with all project partners.

Figure 4. VIBES logo with tag line



Figure 5. VIBES logo without tag line



Figure 6. The color codes of VIBES logo



In addition to the VIBES project logo, in any communication material, deliverable, presentation, etc. produced in the frame of the project, the Bio-Based Industries Joint Undertaking (BBI-JU) logo, combined with the Bio-based Industries Consortium logo and the Horizon2020 logo, has been and will be shown.

Figure 7. The combined logo of Bio-Based Industries Joint Undertaking, Bio-based Industries Consortium and Horizon2020



The above combined logo will always be accompanied by the following statement: “This project has received funding from the Biobased Industries Joint Undertaking (JU) under the European Union’s Horizon 2020 research and innovation programme under grant agreement No 101023190. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the Bio-based Industries Consortium”.

### 3.1.2 Leaflets

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

By the end of the third month of the project, the first leaflet was produced in electronic and printable formats. It introduces the VIBES 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 Bio-Based Industries Joint Undertaking under European Union's Horizon 2020 programme. The leaflets will be available in downloadable electronic format on the VIBES 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

**Figure 8. The first leaflet of VIBES**



### Aim

Develop and demonstrate an innovative, greener, cost-efficient, and non-toxic recycling technology solution that resolves the end-of-life issues of thermoset composite materials, with the aim of decreasing the amount of non-biodegradable polymers sent to disposal or discharged to the environment by at least 40%.

### Project Goals

- Design and develop at least three 100% biobased bonding materials (BBM) for thermoset composites with tailored debonding functionalities.
- Design and develop at least three 100% biobased thermoset composite materials.
- Validate the thermoset composite materials with intrinsic recycling properties for optimum performance / cost ratio, in three high-demand industrial sectors: aeronautical, construction and naval industries.
- Design and implement a green recycling technology at pilot semi-industrial environment to separate and valorise the composite components as new feedstocks for the development of new products.
- Assess the life cycle impact of the developed products from environmental, social and economic point of view.
- Develop an exploitation & IPR strategy for Key Exploitable Results.
- Develop a Business Plan to demonstrate the commercial potential of the developed solution and describe how this potential will be realised.
- Inform, promote, communicate and disseminate the project objectives, activities and results; engage stakeholders to create synergies.
- Provide new knowledge and skills to industry, students and open society.

### Stakeholders

The VIBES project covers the whole composites value chain by taking into account, apart from the consortium partners, the Stakeholders Board and interaction with other projects of Biobased Industries through communication and dissemination activities:

- Industrial developers: thermoset composite developers, composite recyclers.
- Industrial converters, dismantlers & end-users: aeronautical, naval, construction and energy industries; waste management; logistics and transport.
- Technology & innovation experts: academic / researchers; technology and innovation consultants.
- Impact multipliers: policy makers; media / journalists or bloggers.

### 3.1.3 Infographic

To add to the communication promotional package available for the communication activities of VIBES project, an infographic was created by the end of the fifth month of the project. The infographic has the purpose of explaining the VIBES solution on recycling composites to a public audience and can be used in stands or booths. It has been produced in electronic and printable formats, following the same overall layout designed for the project, and it is also available for downloading from the VIBES website.

The infographic has been designed to be produced as a poster or as a roll up banner. The recommended specifications for producing hard copies of the printable formats of the infographic are as follows:

- Poster:
  - Dimensions: A3 (29.70X42cm) and A0 (84.10X11.89cm)
  - Paper: Velvet 200gr
- Roll Up banner:
  - Dimensions: 80X200cm
  - Paper: Velvet 200gr

### Project Phases

| Phase 1:<br>Biobased Bonding<br>Materials (BBM)                        | Phase 2:<br>Biobased Thermoset<br>Composite<br>Components | Phase 3:<br>Inherent Recyclable<br>Thermoset<br>Composites | Phase 4:<br>Recycling Technology<br>Development | Phase 5:<br>Sustainability and<br>Commercial<br>Exploitation |
|------------------------------------------------------------------------|-----------------------------------------------------------|------------------------------------------------------------|-------------------------------------------------|--------------------------------------------------------------|
| Three different approaches                                             | Biobased substitutes for resins                           | Design and synthesis                                       | Collection and direction to recycling           | Sustainability and economical assessment                     |
| Exploring combinations and synergies                                   | Biobased fibres and surface treatments                    | Technical validation tests                                 | Handling, toxicity and safety evaluation        | Aligning with Green Deal and climate neutral strategy        |
| Upscaling best BBM                                                     | New fabrics for composite applications                    | Testing debonding treatments                               | Recycling technology design                     | Involvement of supply chain & EPR considerations             |
|                                                                        | Upscaling best composite components                       | Valorisation of recovered fractions                        | Pilot recycling plant                           | Exploitation & IPR management                                |
|                                                                        |                                                           | Upscaling into high added-value products                   |                                                 | Building a business case                                     |
| Phase 6:<br>Communication,<br>Dissemination and<br>Training            |                                                           |                                                            |                                                 |                                                              |
| Communication, dissemination and training plan.                        |                                                           |                                                            |                                                 |                                                              |
| Communication campaign and dissemination actions.                      |                                                           |                                                            |                                                 |                                                              |
| Stakeholders' engagement, creating synergies.                          |                                                           |                                                            |                                                 |                                                              |
| Providing knowledge and skills to industry, students and open society. |                                                           |                                                            |                                                 |                                                              |

[www.vibesproject.eu](http://www.vibesproject.eu)

### Benefits

- Improved properties of thermoset composite materials and recycling technology, leading to reduced environmental impact, combined with higher cost-effectiveness and increased profitability.
- Reduced use of primary materials and landfilling.
- Use of thermoset composite materials in industrial sectors without restrictions or environmental concerns.
- New knowledge for the European Industry on the circular economy for thermoset composite materials.
- New knowledge and skills for European students in material science, engineering and chemical fields, for new arising demand in technical jobs.
- Increased jobs and turnover by promoting two new industrial sector interconnections in the newly created "Intrinsic Recyclable Thermoset Composites Value Chain":
  - Interconnection between waste management and biotechnology sectors.
  - Interconnection between thermoset composites and biotechnology sectors.

Figure 9. The infographic of VIBES in a poster form

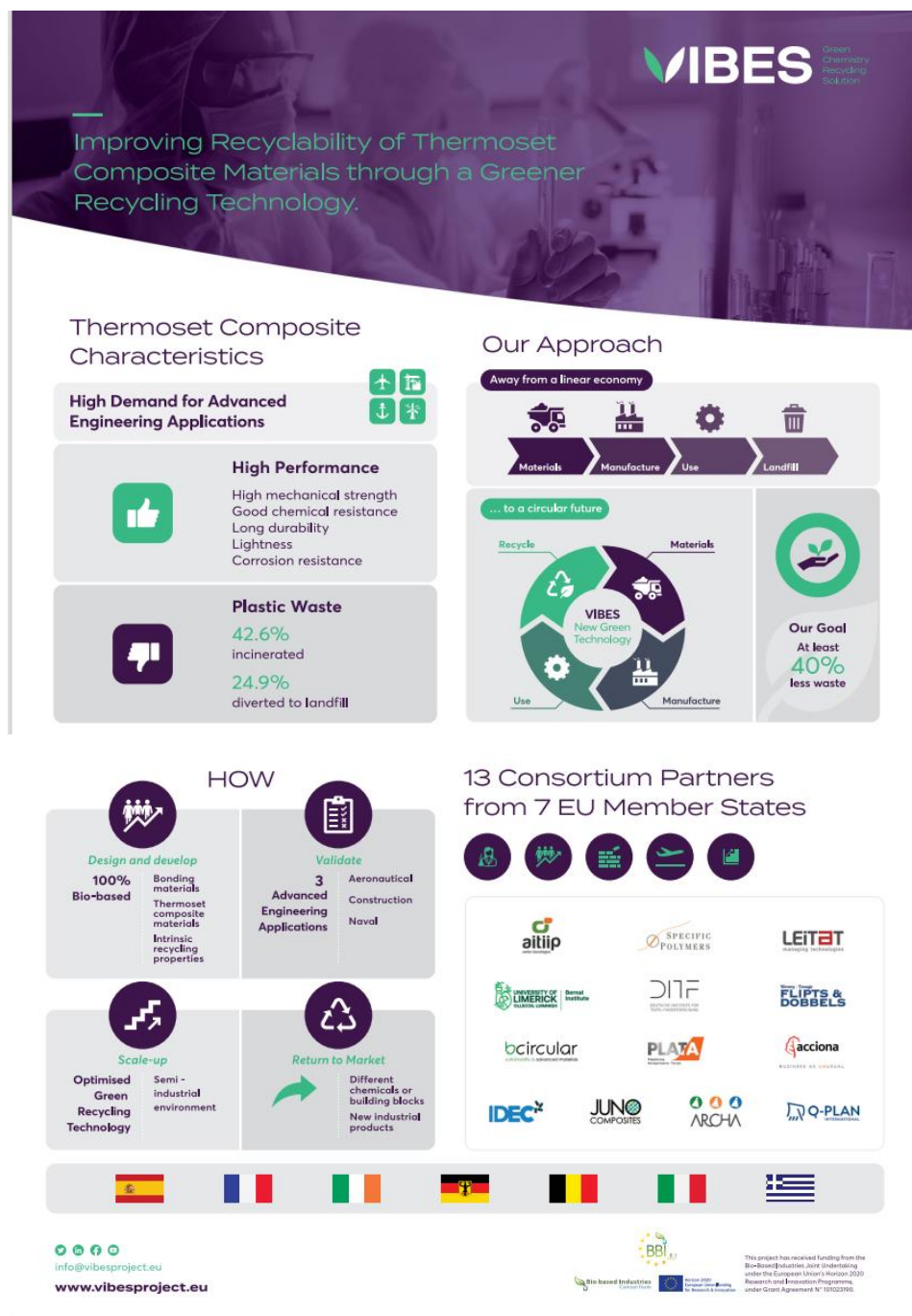


Figure 10. The infographic of VIBES in a roll up form

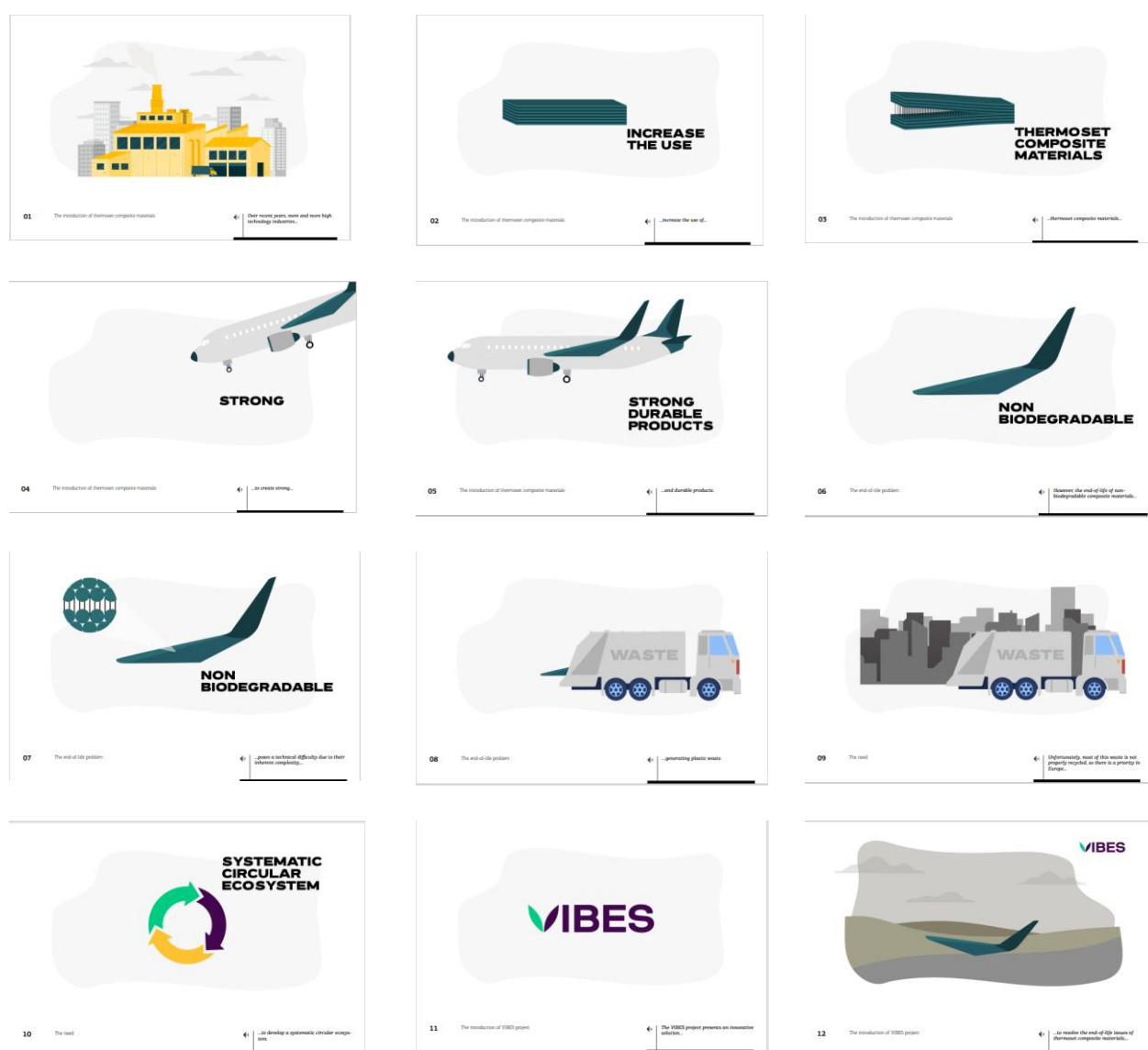


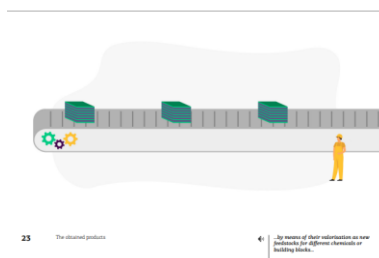
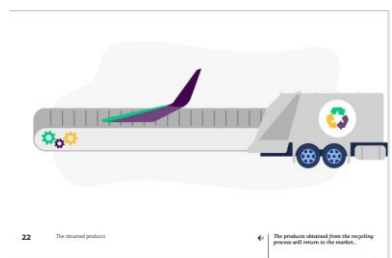
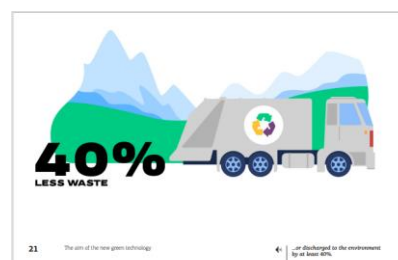
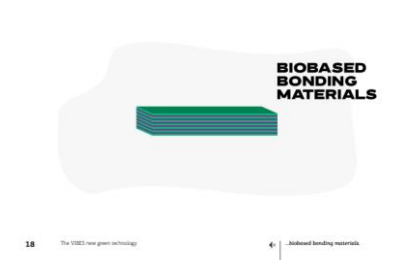
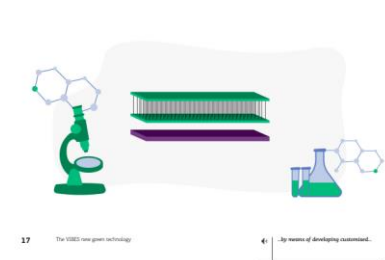
### 3.1.4 Promotional Videos

By the end of the fifth month of the project, a [promotional video](#) was produced to raise awareness and to exploit viral effects. The video was uploaded to the project's YouTube channel and the project's website and was shared on the other Social Media Accounts. This short video gives an overview of the project and its objectives, and it presents the main actions of the VIBES 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.

**Figure 11. The story board of the official VIBES promotional video**







### 3.1.5 Document and Presentation Templates

With a view to design an easily recognisable graphical identity for the project, the following templates have been developed and updated:

- Presentation template in PowerPoint, that is used as a basis for the various presentations created during the project, either for internal or external communication.
- Document template in MSWord, that is used as a basis for the project deliverables and reports.
- Letterhead template in MSWord, that is used for communication with project stakeholders and other written communication about the project.

These templates are shown in Annex 4.

### 3.1.6 Image Galleries

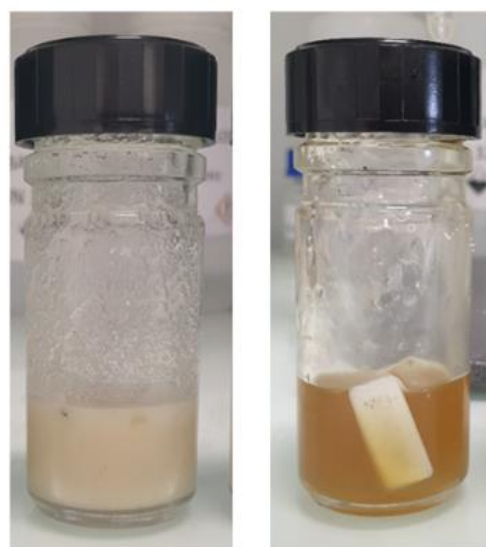
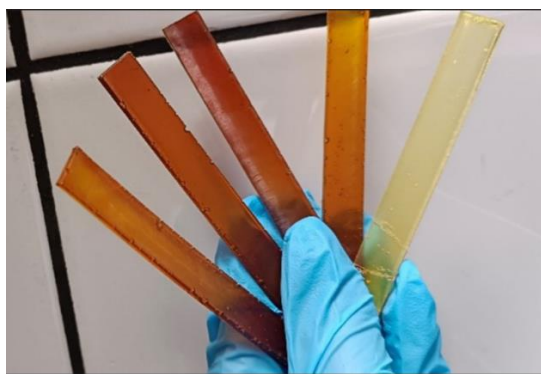
Image galleries are used as visual promotional material in communication activities, for instance when posting news on the project website and social media or in project presentations and articles and the Layman's report. The image galleries include the following types of images:

- Pictures of VIBES related technologies and products, processes, teams and facilities.
- Images using the VIBES visual identity and colours including short promotional text and/ or relevant icons, mainly to be used when posting news on the project website and social media.
- Pictures or screenshots of project meetings, mainly used when posting relevant news on social media.

A repository of images has been created, including pictures of relevant technologies and products, processes, teams and facilities, shared by several consortium partners. It is expected that during the course of the project, the consortium partners will continue to share relevant pictures of the various stages of the VIBES developed technologies and processes, showing the project progress.

**Figure 12. Images of VIBES News**





### 3.2 VIBES Website

The project website ([www.vibesproject.eu](http://www.vibesproject.eu)) is a key communication tool to increase the project visibility and impact, presenting the progress of the project to wider audiences. The VIBES website was launched in the fourth month of the project and serves 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 reports 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.

Besides the key information presented, the project website includes all publishable project's outcomes, promotional material, reports, publications, deliverables and further resources of interest. The website reflects the work happening in the context of VIBES. All partners are, hence, expected to contribute to the content development process with news and updates. The website regularly reports 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 full structure and content of the VIBES website is presented in deliverable D6.1 “Project Website”. The website sitemap is illustrated below:

- Home page
- About:
  - Concept and objectives
  - Consortium partners
  - Stakeholders
  - Activities
- Resources:
  - Reports
  - Publications
  - Training material
  - Promotional material
  - Other links (relevant events, relevant projects)
- News & Events:
  - Project developments
  - Dissemination and training events
  - Newsletters
  - Press Releases
- Contact us
- Privacy Policy
- Private area (link to MSTeams collaborative space for VIBES)

The above-mentioned points constitute a baseline for the website. The content and information posted on the website is updated regularly, to be in line with the project’s requirements and progress. The URL for the website is [www.vibesproject.eu](http://www.vibesproject.eu) and the contact email for the project is in line with it ([info@vibesproject.eu](mailto:info@vibesproject.eu)).

**Figure 13. Google analytics presenting the users (visitors) of the website**



### 3.3 Social Media Accounts

The Social Media Accounts are valuable tools, which act as one of the main pillars to promote the project and its ongoing activities. More specifically, a Twitter account, a LinkedIn account and a Facebook account were launched during the first month of the project, whereas a YouTube account was created during the third month of the project, aiming to build an online community of supporters and followers that will continue to exist beyond the duration of the project.

The Communication, Training and Stakeholders Manager (Q-PLAN) is responsible for the administration of VIBES social media accounts. However, all partners contribute by:

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

**Table 5. VIBES social media accounts**

| Social Media Platform | Name of Account  | URL                                                                                                                             |
|-----------------------|------------------|---------------------------------------------------------------------------------------------------------------------------------|
| Twitter               | @VIBESU2         | <a href="https://twitter.com/VIBESU2">https://twitter.com/VIBESU2</a>                                                           |
| LinkedIn              | vibes-project    | <a href="https://www.linkedin.com/company/vibes-project/">https://www.linkedin.com/company/vibes-project/</a>                   |
| Facebook              | VIBESProject2021 | <a href="https://www.facebook.com/VIBESProject2021">https://www.facebook.com/VIBESProject2021</a>                               |
| YouTube               | VIBES Project    | <a href="https://www.youtube.com/channel/UCauYtwBy8V47hLdnpzROZ8Q">https://www.youtube.com/channel/UCauYtwBy8V47hLdnpzROZ8Q</a> |

Twice per week, the project's social media are updated in English with news about the project's activities and results, various events, scientific news, news from several organisations / associations that promote activities and technologies relevant to VIBES, news from related EU projects etc.

The YouTube channel has been updated, including the first promotional video of VIBES that was published online in the fifth month of the project and the VIBES Summer Course Video that was published in the twenty-eighth month of the project.

Screenshots of the VIBES presence on social media accompanied with analytics regarding the followers and the engagement (Twitter, LinkedIn, Facebook, YouTube) are presented in Annex 5.

### 3.4 E-Newsletters

The project has committed to produce a bi-annual electronic newsletter (at least 8 in total), covering the activities developed every semester. The timing of the launch of each newsletter may be adapted to announce special events. The newsletter is distributed to the project's target audience, including all those who subscribe to it via the project website, and it is also uploaded to the website. Moreover, the project has launched the addition of a LinkedIn Newsletter as a strategic action to enhance the dissemination of the VIBES newsletter. The newsletter summarises updates on the project's developments and actions and

represents an alternative way to inform potential and/or existing followers with regards to the project's concepts. Furthermore, the newsletter is a way to attract and retain stakeholders that are not familiar with social media or people who are not interested enough during the initial phases of the project, in order to keep them connected and try to engage them at a later stage.

The newsletter issues are prepared by the Communication, Training and Stakeholders Manager, with the contribution of all partners to specific content when necessary. Although the content of each newsletter issue is agreed upon in collaboration with project partners, the newsletter mainly includes the following sections:

- An introductory section briefly describing the VIBES project
- Progress updates
- A project's news section including articles that describe the main activities carried out during the last six months
- A section dedicated to future developments (e.g. upcoming events)
- A section listing other relevant major events
- Other types of relevant articles

The final newsletter will be accompanied by a feedback questionnaire for recipients to indicate the level of impact on them from information on project progress, achievements and recommendations.

At this stage, five issues of the VIBES electronic newsletter have been published and disseminated, and they can be found on the project website in the [Newsletters](#) section. Indicatively, the last two issues of the VIBES e-newsletter are presented in Annexes 6 and 7.

## 3.5 Press Kit

### 3.5.1 Press Releases and Articles

At least six 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.

The Communication, Training and Stakeholders Manager is in charge of preparing each press release, but every partner is responsible for translating the press releases into their local language and communicate them to their local press or via their own digital channels (partners websites and/ or social media).

At this stage of the project, six press releases have been produced and published, available on the project website in the [Press Releases](#) section. 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 second press release was launched after the launch of the project website to attract the interest of stakeholders to visit the project website, subscribe to the electronic newsletter and follow VIBES on social media. The third press release was launched following the 1<sup>st</sup> year anniversary of the project, outlining the

project progress during the first year and the next steps. The fourth, fifth and sixth press releases were launched following the consortium project meeting referring to the project progress. Indicatively, the last two press releases of VIBES are presented in Annexes 8 and 9.

### 3.5.2 Digital media channels

In an effort to reach a wider audience and promote the innovative concepts of bioeconomy and circular economy, our project partners have been actively engaged in digital platforms for dissemination.

BCIRC showcased the project's impact in an episode of Energy Trends in the podcast broadcast on 28<sup>th</sup> March 2022 with the title "Circular economy: a paradigm that proposes rethinking the way we design, produce and consume". In the [podcast](#) Oriol Grau, head of BCIRC, debates with Edith Guedella, Head of the road and environment group at ACCIONA, Francisco Ruiz, Director of Business Consulting for NTT DATA and Iñigo Vegas, Director of the Cement Based Products Business Area at Tecnalia, about the new sustainable materials of the future, using the VIBES project as an example.

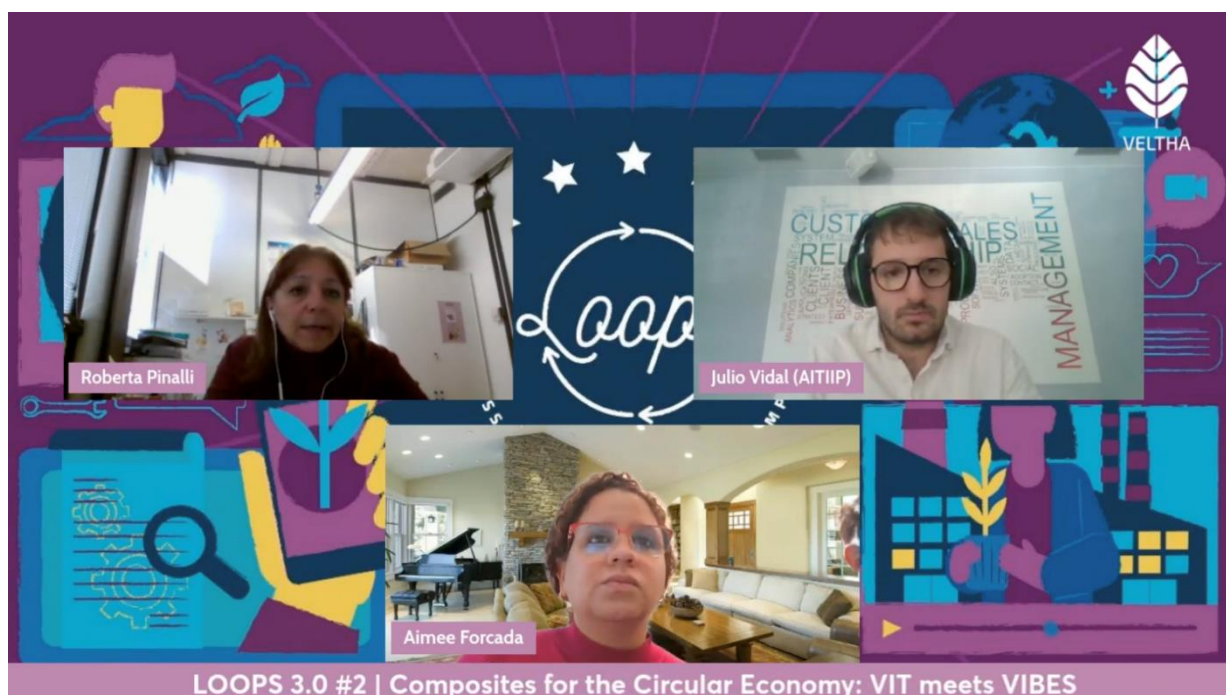
Furthermore, Teruel Airport (PLATA) generated a video in the platform INDUSTRY TALKS with the title [Sustainable Innovation in Aeronautic Sector](#), in which the VIBES project was introduced (see figure 14). That platform has 1660 subscribers, so its scope is very interesting for VIBES.

In addition to leveraging digital platforms, the project coordinator AITIIP shared insightful results of the VIBES project at [Veltha](#)'s LOOPS 3.0 second [webinar](#), titled "Composites for the Circular Economy: VIT meets VIBES," held on January 22, 2024. This activity demonstrates further our commitment to disseminating the project's advancements effectively.

**Figure 14. Alejandro Ibrahim (PLATA) I-Talks**



**Figure 15. AITIIP at LOOPS webinar**



### 3.6 Articles in Press and Industry Magazines

In order for the project to reach a broader audience and make the VIBES 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.

The following Table lists the articles about VIBES that have been published in local press and industry magazines.

**Table 6. Articles about VIBES in local press and industry magazines**

| Partner | Date        | Name of magazine/newspaper | Type    | Link                                                                                                                                                                                                                                                                                              |
|---------|-------------|----------------------------|---------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ULIM    | 19/06/02021 | Limerick Leader            | General | <a href="https://www.limerickleader.ie/news/news/642549/groundbreaking-research-at-ul-helps-develop-cheaper-and-more-sustainable-carbon-fibre.html">https://www.limerickleader.ie/news/news/642549/groundbreaking-research-at-ul-helps-develop-cheaper-and-more-sustainable-carbon-fibre.html</a> |
| AITIIP  | 23/06/2021  | Heraldo de Aragón          | General | <a href="https://www.heraldo.es/noticias/aragon/2021/06/23/vibes-un-proyecto-europeo-que-busca-">https://www.heraldo.es/noticias/aragon/2021/06/23/vibes-un-proyecto-europeo-que-busca-</a>                                                                                                       |

| Partner | Date       | Name of magazine/ newspaper | Type                            | Link                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------|------------|-----------------------------|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         |            |                             |                                 | <a href="https://www.vibes.es/soluciones-al-reciclaje-de-piezas-de-avion-1501499.html">soluciones-al-reciclaje-de-piezas-de-avion-1501499.html</a>                                                                                                                                                                                                                                                            |
| AITIIP  | 23/6/2021  | Mundoplast                  | Plastic sector                  | <a href="https://mundoplast.com/proyecto-vibes-reciclar-compuestos-termoestables/">https://mundoplast.com/proyecto-vibes-reciclar-compuestos-termoestables/</a>                                                                                                                                                                                                                                               |
| AITIIP  | 23/06/2021 | InterEmpresas               | Business, focused on technology | <a href="https://www.interempresas.net/Nautica/Articulos/354671-AITIIP-desarrollara-tecnologia-ecologica-reciclar-piezas-termoestables-aeronautica.html">https://www.interempresas.net/Nautica/Articulos/354671-AITIIP-desarrollara-tecnologia-ecologica-reciclar-piezas-termoestables-aeronautica.html</a>                                                                                                   |
| AITIIP  | 24/06/2021 | Química y Sociedad          | Chemical sector                 | <a href="https://www.quimicaysociedad.org/aitiip-lidera-el-proyecto-vibes-que-desarrollara-una-tecnologia-ecologica-para-reciclar-piezas-termoestables-en-los-sectores-naval-aeronautico-y-construccion/">https://www.quimicaysociedad.org/aitiip-lidera-el-proyecto-vibes-que-desarrollara-una-tecnologia-ecologica-para-reciclar-piezas-termoestables-en-los-sectores-naval-aeronautico-y-construccion/</a> |
| AITIIP  | 25/06/2021 | Heraldo de Aragón           | General                         |                                                                                                                                                                                                                                                                                                                                                                                                               |
| AITIIP  | 26/06/2021 | Retema                      | Environmental sector            | <a href="https://www.retema.es/noticia/espana-lidera-un-proyecto-para-desarrollar-tecnologia-para-reciclar-compuestos-plasti-xKnJT">https://www.retema.es/noticia/espana-lidera-un-proyecto-para-desarrollar-tecnologia-para-reciclar-compuestos-plasti-xKnJT</a>                                                                                                                                             |
| AITIIP  | 28/06/2021 | Construible                 | Sustainable construction        | <a href="https://www.construible.es/2021/06/28/vibes-desarrollara-tecnologia-ecologica-reciclar-polimeros-reutilizarlos-construccion">https://www.construible.es/2021/06/28/vibes-desarrollara-tecnologia-ecologica-reciclar-polimeros-reutilizarlos-construccion</a>                                                                                                                                         |
| AITIIP  | 02/07/2021 | Gestores de Recursos        | Waste management                | <a href="https://gestoresderesiduos.org/noticias/un-proyecto-europeo-con-participacion-espanola-busca-soluciones-al-reciclaje-de-piezas-de-avion">https://gestoresderesiduos.org/noticias/un-proyecto-europeo-con-participacion-espanola-busca-soluciones-al-reciclaje-de-piezas-de-avion</a>                                                                                                                 |

| Partner | Date       | Name of magazine/newspaper | Type                                        | Link                                                                                                                                                                                                                                                                                                                              |
|---------|------------|----------------------------|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| AITIIP  | 04/07/2021 | Aragón Digital             | General                                     | <a href="https://www.aragondigital.es/2021/07/04/el-centro-tecnologico-aitiip-lidera-un-proyecto-para-desarrollar-una-tecnologia-ecologica-de-reciclaje-de-piezas/">https://www.aragondigital.es/2021/07/04/el-centro-tecnologico-aitiip-lidera-un-proyecto-para-desarrollar-una-tecnologia-ecologica-de-reciclaje-de-piezas/</a> |
| AITIIP  | 04/07/2021 | Aragón Press               | General                                     | <a href="http://aragonpress.com/pages/notic/noticia.asp?notid=598423">http://aragonpress.com/pages/notic/noticia.asp?notid=598423</a>                                                                                                                                                                                             |
| AITIIP  | 07/07/2021 | Diario de Teruel           | General                                     | <a href="https://www.diariodeteruel.es/teruel/el-aeropuerto-de-teruel-socio-en-un-proyecto-de-reciclaje-de-piezas-42551">https://www.diariodeteruel.es/teruel/el-aeropuerto-de-teruel-socio-en-un-proyecto-de-reciclaje-de-piezas-42551</a>                                                                                       |
| DITF    | 26/07/2021 | Dezeen                     | General                                     | <a href="https://www.dezeen.com/2021/07/26/carbon-bio-based-carbon-fibres/">https://www.dezeen.com/2021/07/26/carbon-bio-based-carbon-fibres/</a>                                                                                                                                                                                 |
| AITIIP  | 04/08/2021 | Tecnología Circular        | Circular economy, technology and innovation | <a href="https://www.tecnologiacircular.cl/2021/08/proyecto-europeo-busca-soluciones-al-reciclaje-de-piezas-de-avion/">https://www.tecnologiacircular.cl/2021/08/proyecto-europeo-busca-soluciones-al-reciclaje-de-piezas-de-avion/</a>                                                                                           |
| ULIM    | 12/10/2021 | Composites World           | Industry                                    | <a href="https://www.compositesworld.com/news/university-of-limerick-seeks-to-improve-composites-recycling-solutions">https://www.compositesworld.com/news/university-of-limerick-seeks-to-improve-composites-recycling-solutions</a>                                                                                             |
| ULIM    | 02/11/2021 | Silicon Republic           | General                                     | <a href="https://www.siliconrepublic.com/innovation/ul-composite-materials-vibes-project-horizon-2020-eu">https://www.siliconrepublic.com/innovation/ul-composite-materials-vibes-project-horizon-2020-eu</a>                                                                                                                     |
| ULIM    | 05/11/2021 | The Clare Herald           | General                                     | <a href="https://clareherald.com/2021/11/ul-leads-way-on-composites-recycling-solution-73452/">https://clareherald.com/2021/11/ul-leads-way-on-composites-recycling-solution-73452/</a>                                                                                                                                           |
| ULIM    | 16/12/2021 | Innovation in Textiles     | Industry                                    | <a href="https://www.innovationintextiles.com/composites/towards-">https://www.innovationintextiles.com/composites/towards-</a>                                                                                                                                                                                                   |

| Partner | Date    | Name of magazine/newspaper | Type                 | Link                                                                                                                                                                                                                      |
|---------|---------|----------------------------|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         |         |                            |                      | <a href="#">recyclable-composite-materials/</a>                                                                                                                                                                           |
| AITIIP  | 08/2022 | RETEMA                     | Environmental sector | <a href="#">Revista digital Julio/Agosto 2022 - Especial Residuos   RETEMA</a>                                                                                                                                            |
| AITIIP  | 10/2022 | AVEP                       | Industry             | <a href="https://drive.google.com/file/d/1BgraPLAXop10rLPhbpi4ACYxnZ20lice/view">https://drive.google.com/file/d/1BgraPLAXop10rLPhbpi4ACYxnZ20lice/view</a>                                                               |
| AITIIP  | 01/2023 | Easy Engineering Magazine  | Industry             | <a href="https://easyengineering.eu/interview-with-aitiip-technology-centre/">https://easyengineering.eu/interview-with-aitiip-technology-centre/</a>                                                                     |
| BCIRC   | 03/2023 | Interempresas              | General              | <a href="https://www.interempresas.net/Plastico/Articulos/470785-Entrevista-a-Oriol-Grau-CEO-de-BCircular.html">https://www.interempresas.net/Plastico/Articulos/470785-Entrevista-a-Oriol-Grau-CEO-de-BCircular.html</a> |

### 3.7 Participation in Events/ Fairs/ Info-days

Participating in relevant events and fairs are unique opportunities to reach further audiences with a wide range of backgrounds. Throughout the duration of the VIBES project, partners have planned to participate in at least 6 external events and fairs with a view to:

- present VIBES concept,
- keep in touch with the latest advances,
- share knowledge,
- establish contacts and interactions with stakeholders,
- promote VIBES actions and results,
- raise awareness.

To ensure consistency in the presentation and communication of the project, partners have at their disposal a common leaflet, a template for presentation slides, an infographic that can be produced as a poster or roll up, and a template for publications, all of which incorporate the VIBES logo and colours.

The consortium partners have been very active in their participation in relevant events and fairs, presenting VIBES among other projects and activities. The total target of participation in external events and fairs has been reached and surpassed. The following table lists the external events and fairs, in which partners have participated, presenting VIBES.

**Table 7. Presentation of VIBES to relevant events**

| Partner | Date       | Type of event/ Description                                                                                                                                                       | Type of audience | Countries addressed |
|---------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|
| AITIIP  | 25/09/2020 | Online pitch event / Presentation of circular economy projects to Isover-Saint Gobain.                                                                                           | Industry         | Spain               |
| AITIIP  | 29/09/2020 | Online pitch event / Presentation of circular economy projects to VEOLIA (Water, waste and energy management services).                                                          | Industry         | Spain               |
| AITIIP  | 26/03/2021 | Online pitch event / Presentation of circular economy projects to Grupo Antolín (car sector supplier).                                                                           | Industry         | Spain               |
| AITIIP  | 03/04/2021 | Online pitch event / Presentation to DGA (Government of Autonomous Community of Aragón)                                                                                          | Policy Makers    | Spain               |
| AITIIP  | 16/04/2021 | Online pitch event/ Presentation of circular economy projects to Suez.                                                                                                           | Industry         | Spain               |
| PLATA   | 08/05/2021 | Presentation in Jaume I University about the participation of PLATA in European Projects, including VIBES, and PLATA's role in the innovation chain.                             | Civil Society    | Spain               |
| AITIIP  | 20/05/2021 | Online pitch event/ Presentation of circular economy projects to EDA (European Defence Agency).                                                                                  | Industry         | Spain               |
| PLATA   | 24/05/2021 | Presentation in Space Port Master Plan Universidad de Cataluña about the participation of PLATA in European Projects, including VIBES, and PLATA's role in the innovation chain. | Civil Society    | Spain               |
| AITIIP  | 25/05/2021 | Online pitch event/ Presentation of                                                                                                                                              | Industry         | Spain               |

| Partner         | Date          | Type of event/ Description                                                                                                                                                                                    | Type of audience | Countries addressed |
|-----------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|
|                 |               | circular economy projects to Finsa (Wood transformation company).                                                                                                                                             |                  |                     |
| AITIIP          | 29/06/2021    | Workshop on bridging the gap between academia and industry: training in European digitalization and circular economy projects/ Presentation of the project at Spanish Industry (CAAR).                        | Industry         | Spain               |
| AITIIP          | 29/07/2021    | Online pitch event / Presentation of VIBES objectives and expected results to Airbus.                                                                                                                         | Industry         | Spain               |
| AITIIP          | 29/09/2021    | Pitch event / Presentation of VIBES objectives and expected results to Siemens-Gamesa.                                                                                                                        | Industry         | Spain               |
| ARCHA           | 26-29/10/2021 | Exhibitor in the ECOMONDO FAIR (Rimini, Italy), presenting European Research & Innovation activities and projects to visitors, including VIBES, and distributing 200 copies of VIBES leaflets.                | Industry         | Italy               |
| PLATA           | 23/11/2021    | Commercial presentation to the local event "Acto inauguración curso académico UNED".                                                                                                                          | Civil Society    | Spain               |
| AITIIP          | 29/11/2021    | Presentation of VIBES objectives and expected results to industry, research centres and other institutions related to Horizon Europe at the workshop "Horizon Europe Clusters 6 and 5 opportunities in 2022". | Industry         | Spain               |
| AITIIP, ACCIONA | 03-05/05/2022 | Attendance of JEC World 2022 Fair, where the VIBES project was introduced to some of their                                                                                                                    | Industry         | Paris               |

| Partner      | Date            | Type of event/ Description                                                                                                                                                          | Type of audience     | Countries addressed |
|--------------|-----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|---------------------|
|              |                 | contacts and visitors to the fair.                                                                                                                                                  |                      |                     |
| ARCHA        | 24-26/05/2022   | Exhibitor in the Packaging Première & PCD Milan (Italy), where the experience gained during European Research & Innovation activities and projects, including VIBES, was described. | Industry             | Italy               |
| PLATA        | 15/07/2022      | Presentation of VIBES in the aeronautical Course of University of Zaragoza                                                                                                          | Students and workers | Spain               |
| PLATA        | 24/09/2022      | Presentation of VIBES in the Congress on Spatial rockets of the University of Zaragoza                                                                                              | Industry             | Spain               |
| BCIRC        | 18-20/10/2022   | Presentation of VIBES at the Advanced Manufacturing Madrid 2022 Fair.                                                                                                               | Industry             | Spain               |
| AITIIP       | 15 - 17/02/2023 | Presentation of VIBES at the Transfiere 2023 Exhibition.                                                                                                                            | Civil Society        | Spain               |
| AITIIP & F&D | 25/03/2023      | Participation to the "JEC World 2023" event, where the VIBES project was introduced to the visitors of the fair.                                                                    | Industry             | Paris               |
| AITIIP       | 30/03/2023      | Presentation of VIBES research line at the "Foro Wake Up Spain!" event.                                                                                                             | Technical            | Spain               |
| BCIRC        | 30/03/2023      | Participation to the Strategic Immersion Day "Roadmap 2030 for a Sustainable Economy".                                                                                              | Industry             | Barcelona, Spain    |
| PLATA        | 12/05/2023      | Participation to the TARMAC ARAGON FACILITIES meeting, presenting VIBES.                                                                                                            | Industry             | Spain               |

| Partner         | Date          | Type of event/ Description                                                                                                                                                                  | Type of audience | Countries addressed |
|-----------------|---------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------|
| ARCHA           | 16-18/05/2023 | Exhibitor in the “Packaging Première & PCD Milan” exhibition ECOMONDO FAIR (Rimini, Italy), presenting European Research & Innovation activities and projects to visitors, including VIBES. | Industry         | Milan, Italy        |
| AITIIP          | 17/05/2023    | Participation to the “Meettech Spain” exhibition, where the VIBES project was introduced to the visitors to the exhibition.                                                                 | Industry         | Madrid, Spain       |
| ARCHA           | 7-10/10/2023  | Exhibitor in the ECOMONDO FAIR (Rimini, Italy), presenting European Research & Innovation activities and projects to visitors, including VIBES.                                             | Industry         | Rimini, Italy       |
| JUNO COMPOSITES | 01/11/2023    | Presentation to End User discussing decarbonisation within the marine sector and presenting VIBES technology.                                                                               | Industry         | United Kingdom      |
| AITIIP          | 15/12/2023    | Presentation of VIBES at the workshop “The end of a product, the beginning of a material”.                                                                                                  | Industry         | Spain               |
| AITIIP          | 20/03/2024    | Presentation of VIBES at the Transfiere 2024 Exhibition.                                                                                                                                    | Industry         | Málaga              |
| ACCIONNA        | 5-7/04/2024   | Disseminations of the VIBES at JEC World 2022 Fair.                                                                                                                                         | Industry         | Paris               |

### 3.8 Layman's Report

The Layman's report will be produced as a final report of the VIBES 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 solutions 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.

### 3.9 Internal Communication

Daily communication between partners is achieved through email. Exchange of detailed information between Work Packages will be done also through email and by meetings.

To facilitate communication, the following emailing lists have been established.

**Table 8. Internal mailing lists**

| LIST                                                                                           | MEMBERS                                                                                              |
|------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| <a href="mailto:vibes_all@vibesproject.eu">vibes_all@vibesproject.eu</a>                       | It includes every participating member of VIBES consortium                                           |
| <a href="mailto:vibes_technical@vibesproject.eu">vibes_technical@vibesproject.eu</a>           | It includes every member of VIBES consortium who is responsible for technical issues                 |
| <a href="mailto:vibes_administration@vibesproject.eu">vibes_administration@vibesproject.eu</a> | It includes all members of VIBES consortium who are responsible for administrative issues            |
| <a href="mailto:vibes_dissemination@vibesproject.eu">vibes_dissemination@vibesproject.eu</a>   | It includes all members of VIBES consortium who are responsible for the dissemination of the project |