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GREEN-LOOP

Sustainable manufacture systems towards novel bio-based materials

WP 8 – Communication, Dissemination and Training

D8.2 Communication & Dissemination Plan

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Consortium	17 organisations. 15 from EU Member States and 2 from UK

GREEN-LOOP Consortium Partners

	Partner	Acronym	Country
1	IDENER RESEARCH & DEVELOPMENT	IDE	ES
2	NATIONAL INSTITUTE OF CHEMISTRY	NIC	SI
3	SLOVENIAN NATIONAL BUILDING AND CIVIL E. I.	ZAG	SI
4	FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DERANGEWANDTEN FORSCHUNG E.V	FHF	DE
5	LABRENTA SRL	LBRT	IT
6	MIXCYCLING SRL	MYX	IT
7	NEROSUBIANCO	NSB	IT
8	GERACE MARIA CRISTINA - TERRE DI ZOE'	TDZ	IT
9	IRIS TECHNOLOGY SOLUTIONS, SOCIEDAD LIMITADA	IRIS	ES
10	GLOWNY INSTYTUT GORNICTWA	GIG	PL
11	AACHEN UNIVERSITY: PROCESS CONTROL ENGINEERING /AACHEN UNIVERSITY: INSTITUTE OF SOCIOLOGY	AAU	DE
12	AUSTRIAN STANDARDS INTERNATIONAL	ASI	AT
13	INSTITUTO DE SOLDADURA E QUALIDADE	ISQ	PT
14	AXIA INNOVATION UG	AXIA	DE
15	ASOCIACIÓN DE INVESTIGACIÓN METALÚRGICA DELNOROESTE	AIME N	ES
16	NATIONAL COMPOSITE CENTRE	NCC	UK
17	UNIVERSITY OF BRISTOL	UBRIS	UK

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Executive Summary

The main objectives of WP8 are to communicate and disseminate the project results to key target audiences and the wider stakeholder community (policy makers, academics, etc.), while facilitating knowledge transfer, community engagement and uptake, and maximising exploitation opportunities in line with WP7 'Business model, replication and exploitation'.

The Communication and Dissemination Plan contains a description of the communication and dissemination tools, methods and activities to maximise the impact of the project: it describes how the results of the project will be made available to EU industry and academia and provides an analysis of the WHO, WHAT and HOW throughout the project.

This document, submitted at month 18 of GREEN-LOOP implementation (D8.2), is an update of the initial communication and dissemination plan submitted at month 6 (D8.1).

The main communication and dissemination tools and materials produced during the first 18 months of GREEN-LOOP are the following:

- Visual identity guidelines, including a project logo and all templates improved in month 15 to make GREEN-LOOP's visual identity even more effective.
- The website, created in the first months of the project, has been regularly updated and provides access to dissemination materials and news related to the main meetings and events of the project.
- Social media channels (Facebook, X formerly Twitter, LinkedIn).
- Leaflet, updated with infographics showing the main elements of the products and processes innovated in GREEN-LOOP and mentioning the membership of the BIO-MATTERS cluster.
- Roll-up designed to communicate the main references of the project, the partners, and the BIO-MATTERS cluster membership at all face-to-face events.
- A press release prepared at the beginning of the project, foreshadowing the subsequent ones planned for the main intermediate and final dissemination of the results.

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This deliverable will also include a strategic plan to publicise the results and maximise the impact and outcomes of GREEN-LOOP through actions such as social media campaigns, online and offline events, and scientific and non-scientific publications.

The project aims to reach stakeholders from various target groups: the general public, the scientific community, manufacturing industries, industrial associations, European and national policymakers, and citizens interested in bio-based and circular solutions.

Therefore, a primary objective of the dissemination strategy will be stakeholder involvement. Consortium partners will identify the level of involvement expected for each target group: information, consultation, interaction, or direct collaboration.

The C&D plan highlights the dissemination activities planned in GREEN-LOOP: publications in open access journals and online repositories, scientific conferences, the presentation of two patents, the GREEN-LOOP platform for social engagement, the dissemination of results on the Horizon Results platform and the Innovation Radar, and the organisation of a final event to disseminate results in collaboration with other members of the BIO-MATTERS cluster.

This C&D plan will also take into account the exploitation plan developed in WP7 by AXIA. This will ensure alignment of activities, efficiently integrating exploitation and scalability of the project with dissemination, including clustering activities planned with the BIO-MATTERS cluster. The final version of this plan, which will include a report on all activities carried out, is due at the end of the project, at month 36.

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Abbreviations

Acronym/Abbreviation	Title
C&D	Communication & Dissemination
DEC	Dissemination, Exploitation and Communication
GA	Grant Agreement
IPR	Intellectual Property Rights
KPI	Key Performance Indicator
M	Month
D	Deliverable
CM	Communication Manager
DM	Dissemination Manager



1. Introduction

The D8.2 Communication and Dissemination Plan is the second of three public deliverables planned for WP8 reporting. The first, D8.1, was released at M 6, and the last, D8.3, is scheduled for M 36.

D8.2 incorporates improvements to the tools delivered in D8.1, updated metrics, and a report on communication and dissemination activities implemented by the partners.

The document's main objectives are:

- Highlight the communication and dissemination tools available for the GREEN-LOOP project.
- Identify appropriate target groups for the GREEN-LOOP project's key message.
- Identify and report key performance indicators (KPIs) to measure the effectiveness and efficiency of communication and dissemination activities.
- Illustrate how the project cooperates with other EC-funded projects, namely the BIO-MATTERS Cluster established in the third quarter of 2023.



2. The Communication & Dissemination Plan

2.1. Purpose

The C&D Plan outlines the communication activities and steps GREEN-LOOP will take to increase project visibility and highlight the importance of EU funding in addressing societal, economic, and technological challenges.

NSB coordinates Task 8.1 – C&D Plan at the consortium level. They define the main guidelines for a high-impact communication strategy and collaborate closely with other partners. NSB also monitors the publication of results and project evolution, contributing to the overall fulfilment of WP8 objectives and tasks.

GREEN-LOOP aims to communicate project goals and results to a broad audience to encourage the adoption of its findings and demonstrate its impact. The project also facilitates information exchange among manufacturing industries, research and training organizations, and the wider public. Extensive and effective dissemination is a key project component, and all partners are committed to contributing.

To maximize the impact of communication efforts, the C&D Plan incorporates the following measures:

- Timely implementation of activities.
- Accuracy of the information used.
- Compliance with the Grant Agreement's communication, dissemination, open science, and visibility requirements (Article 17).
- Targeting the right audience.
- Creating messages that resonate with the target audience.
- Planning activities with appropriate resource allocation, timing, and expected impact.

2.2. Objectives and Impact

A primary objective of the C&D Plan is to develop a dissemination strategy based on stakeholder engagement. To achieve this, consortium partners will identify and agree on relevant stakeholder groups and individuals, determining the intended level of engagement: information, consultation, interaction, or direct collaboration. The project aims to reach stakeholders from various groups, including the general public, the scientific community, industry, European and national policymakers, and potential investors.

Extensive dissemination is planned to showcase the project's expected results:

- Highlight the feasibility of manufacturing retrofitting to enable innovative bio-based production.
- Showcase the disruptive innovation of bio-based products: bio-rubber, bioplastic, and wood composites, including an innovative process for rubber devulcanization using green chemistry and ultrasound technology.
- Boost the efficiency and productivity of bio-based products through the introduction of microwave systems.
- Facilitate the future commercialization of the products by conducting a comprehensive assessment using business model CANVAS, PESTLE and SWOT analyses, assessing associated risks, and performing a Techno-Economic Analysis (TEA) for each value chain.
- Generate new employment opportunities, including 5 PhD positions.

Furthermore, GREEN-LOOP will actively encourage the dissemination of research results through participation in various public events and publications.

Key elements of the Impact section encompass:

- Communication measures focusing on an awareness campaign to highlight the benefits of using bio-based materials over conventional ones and the role of circular approaches in helping the EU achieve climate neutrality by 2050.
- Dissemination towards the scientific community and industry through:
 - o Publications in open-access journals and online repositories, leading to high uptake of the published scientific findings.
 - o Participation in EU funded project exhibitions and conferences to disseminate project outcomes.
 - o The GREEN-LOOP platform with social engagement initiatives.
 - o Publications via project website and social media channels of all public reports and articles, papers or scientific publications.
 - o Publication of project results via Horizon Results platform and Innovation Radar.
 - o Clustering dissemination event of intermediate results at EUBCE 2024 in Marseille, 24-27 June, hosted by the BIO-MATTERS cluster.
 - o Participation at the BIO-MATTERS cluster final event held jointly with all the cluster members (provisionally planned in Spring 2025, TBC).

2.3. Communication & Dissemination strategies

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GREEN-LOOP's main goal is to support the development of the bioeconomy at the European level. This will be achieved through a robust product design adapted to new sustainable and circular models, aiming to reduce manufacturing costs and accelerate the market entry of novel bio-based products.

The project's innovation potential focuses on the technologies needed to bring this vision to life: retrofitting existing manufacturing systems for bio-based production, digital transformation of systems, advanced control with monitoring, and the use of AI and sustainable product design.

A comprehensive set of innovative bio-based products will be developed and demonstrated, creating an enabling environment for cross-sectoral collaboration between industries, application sectors, emerging industries, the scientific community, civil society, government institutions, and business federations.

Here's how GREEN-LOOP plans to achieve strong communication:

- Create a project logo, visual identity, and related templates.
- Develop an easy-to-understand and comprehensive project website, integrating all relevant information from all work packages and serving as a public platform for stakeholders to learn about GREEN-LOOP's benefits.
- Develop communication materials and a communications kit to ensure consistent and coherent communication in English across all materials.
- Identify project-related expected results, initial results achieved, and the timing of actions planned to support GREEN-LOOP's visibility and communication with target groups.
- Develop and utilize offline tools (leaflets and roll-up banners) and online tools (social media channels) to effectively support C&D activities.
- Identify C&D target groups at national, EU member state, and international levels.

- Create key messages tailored to each segment of the target groups.
- Update and monitor the dissemination log from all GREEN-LOOP partners to track their respective activities and related key performance indicators (KPIs).
- Contribute to internal and external workshops, webinars and international conferences by providing branded communication materials, social media coverage, and highlight videos.
- Manage media relations with press offices to secure relevant coverage for GREEN-LOOP publications.
- Participate in organizing an intermediate dissemination event and a final event held jointly with the six projects from the BIO-MATTERS Cluster to disseminate key outcomes to relevant stakeholders.

The C&D objectives will be achieved through the combined efforts of all partners:

- Individually, through each partner's own activities.
- Collectively, through their contributions to the global C&D strategy.

In parallel, NSB monitors the C&D strategies while each partner implements them in coordination with the Work Package (WP) leaders. To ensure efficient collaboration, each partner designates at least one staff member responsible for C&D activities and related aspects in communication with the WP8 leader.

2.4. Key Focus Areas and Key Messages

There is a large range of content to be disseminated. The table below gathers the WHAT that could be disseminated to WHOM and WHEN focusing on the detailed content and recipients in the following sections.

WHAT disseminate	TO WHOM	WHEN
Project Deliverables (Public)	All stakeholders Target Groups	Via Publication on the project website upon approval by EC according to deliverables (only PU)
Project results via Stakeholder workshops	Scientific community and professionals form manufacturing industries	External on-line internal and external workshops coordinated by ISQ (task 8.4) scheduled from Month 18 to Month 36
Scientific publications	Scientific community	Publication in scientific journals and papers during the planned conferences (please refer to chapter 3.5)
Communication materials: leaflet	Industrial stakeholders General public	During participation in External events, as Exhibitions, trade fairs, other dissemination events (please refer to chapter 3.6)
Communications materials: roll-up	Industrial stakeholders General public	During participation in External events, as Exhibitions, trade fairs, other dissemination events (please refer to chapter 3.6)
Communications materials: video	Industrial stakeholders General public	During participation in External events, as Exhibitions, trade fairs, other dissemination events (please refer to chapter 3.6)

Table 1. Dissemination of information on content, recipients and timing.

GREEN-LOOP aims to reach stakeholders from several groups that need to be addressed in different ways, so GREEN-LOOP aims to reach stakeholders from several groups that need to be addressed in different ways, so the key messages to convey to each category of stakeholders' target groups.

The table below details the foreseen key messages to transfer to the relevant stakeholders and the envisaged communication channels.

Stakeholders' target groups	Strategic C&D	Communication channels
Plastic converters and related manufacturing industries	<ul style="list-style-type: none"> ▪ New bio-based value chains. ▪ Reduction of fossil-based products. ▪ Reducing energy consumption and costs in the manufacturing process. 	<ul style="list-style-type: none"> • Project's Website • Social Media channels • EU, National and local medias • Training and webinars: Internal and External workshops (T.84) • Networking events for Circular and Bio-Based Industries • Clustering activities with the BIO-MATTERS members • Bioeconomy networks events • Direct conversation with bioeconomy opinion leaders • Conferences on Circular economy and bio-based materials • Business meetings with single companies or Industrial associations • Co-Creation Workshops or Research and Innovation Days. • Participation in other project's events.
Other industrial businesses such as construction, packaging etc.	<ul style="list-style-type: none"> ▪ New bio-based materials with industrial applications. 	
Agricultural e Forest based businesses for Biomass recovery and management	<ul style="list-style-type: none"> ▪ General awareness of the project. ▪ Knowledge sharing of new developments. 	
Policymakers and Public institutions	<ul style="list-style-type: none"> ▪ Awareness on new bio-materials standardisation. ▪ Promotion of circular economy. 	

<p>General public/Civil society</p>	<ul style="list-style-type: none"> ▪ Reduction of environmental impact. ▪ Safety of new processes and new bio-based products. ▪ Reaching climate neutrality by 2050. ▪ MADE IN EUROPE Roadmap 2021-2027 with GREEN-LOOP. 	<ul style="list-style-type: none"> • Website. • Social media. • EU, National and local media. • Participation in public workshops and interviews (online interviews, press, radio). • Local conferences and webinars. • Partners Websites.
<p>Professional career seekers-trainees</p>	<ul style="list-style-type: none"> ▪ Training opportunities ▪ New job profiles 	<ul style="list-style-type: none"> • Website. • Social media. • Networking activities. • University forums and websites. • Research centres forums. • Talent recruiters in Smart manufacturing and Sustainability
<p>Scientific community</p>	<ul style="list-style-type: none"> ▪ Further advancements in the field. ▪ Knowledge transfer. 	<ul style="list-style-type: none"> • Co-Creation Workshops or ChallengeDays. • National and international conferences participation. • Participation in the project's events. • Connection with Living Labs Communities and European Networks. • Presentation of GREEN-LOOP in the frame of academic master courses and forums. • Press releases. • Personal conversations. • Social media channels. • Scientific journals.
<p>SMEs Industrial Associations</p>	<ul style="list-style-type: none"> ▪ New sustainable technologies ▪ New smart manufacturing methods. ▪ New bio-based products to be used or to be replicated in their own fields. 	<ul style="list-style-type: none"> • Associations and clusters of which the partner is a member. • Relevant associations and clusters. • Personal conversations. • Social media. • Project's website. • Websites. • National and local media. • Research Groups websites. • National and international conferences • Innovation Fairs & Networking Events

<p>Other R&D projects</p>	<ul style="list-style-type: none"> ▪ Dissemination of key outcomes to stakeholders jointly with other R&D projects. 	<ul style="list-style-type: none"> • Connection with Living Labs Communities and European Networks. • Connect to other relevant R&D projects to update on relevant achievements and identify synergies. • Sharing information with H2020 and HORIZON EUROPE projects. • Joint participation in BIO-MATTERS cluster initiatives. • Partner's Websites. • BIC and CBE JU Networking Events. • Social Media channels • Project's website.
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Table 2. Strategic C&D and stakeholders' resources.

A number of core messages have been updated to support the implementation of communication and dissemination (C&D) strategies. These key messages are tailored to specific audiences, highlighting relevant aspects of the GREEN LOOP project.

1. Bio-based industries:

Target: Bio-materials industries representatives

Message: "GREEN-LOOP will deliver a comprehensive set of innovative bio-based products and value chains, offering alternatives to traditional materials. Join our vibrant community!"

2. Different manufacturing industries:

Target: Plastic converters

Message: "Boost your business with bio-based materials and smart manufacturing technologies to meet new market trends and reduce production costs."

3. Citizens and Civil society:

Target: General public

Message: "GREEN-LOOP translates research and innovation into societal benefits. Stay informed and join us on this journey towards a sustainable future!"

4. Policymakers:

Target: Policymakers and other relevant Public Authorities

Message: "GREEN-LOOP supports the MADE IN EUROPE Roadmap 2021-2027 by enabling a transition towards green manufacturing technologies, incorporating adapted and novel techniques that highlight the bioeconomy."

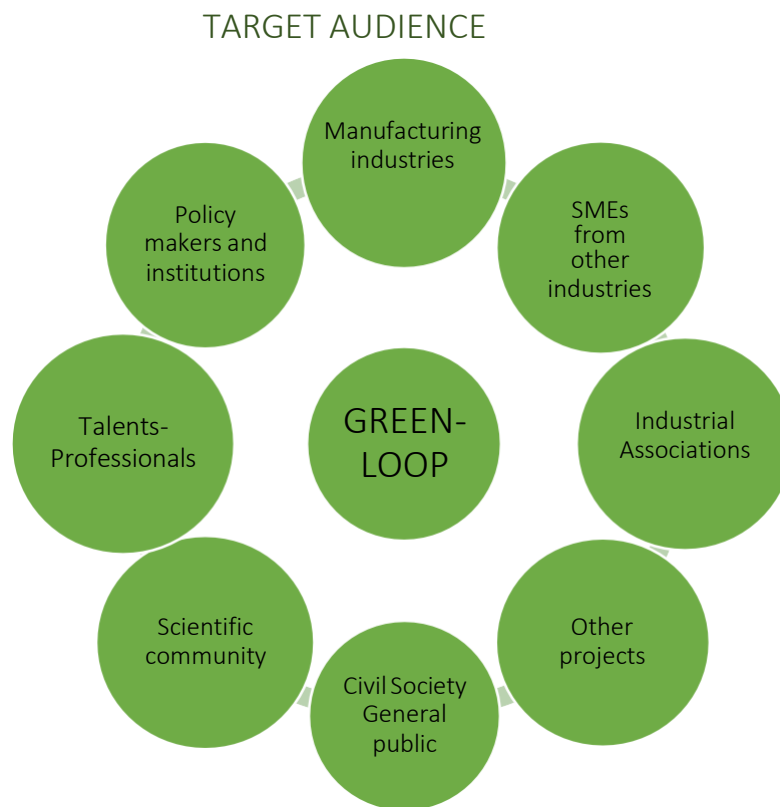
5. Jobseekers:

Target: Individuals seeking employment

Message: "GREEN-LOOP facilitates job-career opportunities and talents for the bioeconomy businesses. Learn about our exciting training program and explore career opportunities!"

2.5. Stakeholder analysis and target audience

The basis of the C&D plan is a stakeholder analysis and mapping exercise to ensure that the objectives and results of the project are relevant to and disseminated to all target audiences. In this line, a preliminary stakeholder analysis identifies how GREEN-LOOP affects or is affected by these different stakeholders. This analysis is a means to determine what additional efforts are needed to reach specific audiences and to fine-tune the Key Performance Indicators (KPIs) to monitor the effectiveness of the C&D activities with the respective stakeholders through effective and appropriate means.



TARGET AUDIENCE	Description
Materials manufacturing industries	<ul style="list-style-type: none"> Bio-based material manufacturers
LEs or SMEs form other industries	<ul style="list-style-type: none"> Plastic Converter Transportation Food and beverage Appliances and tools Agroindustry Building sector Material logistic
Industrial Associations	<ul style="list-style-type: none"> Industrial Associations interested in disseminating new technologies/knowledge to their associate members
General public	<ul style="list-style-type: none"> Civil society organizations Citizens Individuals interested in environmental sustainability concepts

	and circularity
Scientific Community	<ul style="list-style-type: none"> • Scientific community • Universities and Private Research Centres • R&D teams in private companies
Policymakers and institutions	<ul style="list-style-type: none"> • Policymakers • Regulatory bodies • Standardisation authorities • Environmental consultancies • Regional, National and European clusters in Bio
Other projects	<ul style="list-style-type: none"> • European projects and initiatives in the field of Bio-based production and Smart Manufacturing
Talents - Professionals	<ul style="list-style-type: none"> • Training opportunities seekers • Career advancement seekers • Talent recruiters looking for new professional profiles

2.6. Communication & Dissemination phases

Throughout the project, the C&D plan aims to achieve different objectives at distinct stages:

Year 1 (Months 1-12): Focus on Awareness and Establishment

A solid C&D strategy was implemented to raise public awareness, establish the key message, and develop the project's visual identity.

Target groups and appropriate channels were identified to plan effective communication activities. Dissemination efforts reached specific audiences and established connections with other R&D projects for knowledge and innovation transfer.

Online and physical communication materials were primarily used to engage target audiences.

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Year 2 (Months 13-18): Focus on Bio-based Industries and Clustering

The plan shifted to focus on dissemination activities targeting bio-based industries and representatives of the circular bio-based economy.

Additionally, it aimed to promote clustering initiatives among the six projects funded under the same call as GREEN-LOOP.

Year 3 (Months 19-36): Focus on Results, Dissemination, and Impact

C&D activities will continue at high intensity, aiming to reach all target audiences through appropriate texts, graphics, and videos.

The strategy emphasizes disseminating project knowledge, informing stakeholders, and facilitating interaction.

The GREEN-LOOP platform will provide a clear overview, fostering an active community of potential end-users and gathering valuable feedback.

Dissemination activities will utilize key messages tailored to each audience while also:

- o Disseminating scientific and technological knowledge within and beyond the consortium.
- o Establishing and encouraging partnerships with other projects for knowledge transfer.
- o Engaging target audiences to gather feedback, validate, and ensure broad applicability of project outcomes.

During this final year, C&D activities will also:

- o Focus on promoting project results and intensifying communication efforts.
- o Identify and engage potential users, gather feedback, and validate the broad applicability of project outcomes.
- o Prepare the ground for exploiting project results through sensitization of potential users and stimulating support from relevant market segments.

2.7. KPIs

Within the GREEN-LOOP project's life, the key performance indicators for the communication mechanisms are the following:

- Press releases: The project's intermediate results and most important milestones will be communicated to key media actors through at least 3 press releases.
- Communication Materials: an improved project leaflet and a roll-up.
- Website: it has been launched by M6 and linked to social media channels

Website	Indicator
Website views	+10% from M21 (KPI monitored quarterly)

- Social media channels: The previous period refers to M9 to M21 (KPI monitored yearly)

Social media channel	Reach	Engagement rate	Growth in followers/likes
LinkedIn	+5% LinkedIn impressions	Stable	+10% new Followers
Facebook	+ 20% Facebook coverage	Stable	+20% new Likes
X, former Twitter	+20% Twitter impressions	Stable	+20% new Followers

- Video: To increase the involvement of followers, encourage memorisation of the message and raise awareness of the project's impact, the following videos will be produced:
 - a video of ca. 3-5 minutes to disseminate the results of the GREEN-LOOP project to a professional audience
 - a short to show the project concept and results through animations and filmed material, for a general audience, to be used 'in loop' at public events exhibitions and fairs, where spoken audio is not possible
 - "Videopills" from interviews of project partners and stakeholders.

Furthermore, videos help increase the organic reach of social profiles because they are often favoured by algorithms and can be easily shared and go viral.

Within the GREEN-LOOP project's life, the key performance indicators for the dissemination mechanisms are the following:

- **GREEN-LOOP Project reports – Public Deliverables:** + 10 reports submitted via EC Participant Portal.
- **Stakeholder workshops:** 3 external workshops as defined in Task 8.4 lead by ISQ.
- **Scientific publications:** at least 12 publications in scientific journals.
- **Conferences:** at least 17 presentations in international conferences.
- **Industrial Fairs/exhibitions:** at least 3 presentations in international fairs or exhibitions, international industrial forums, including the European Biomass Conference with exhibition.

- **Horizon Results Platform:** At least 6 results presented during the project execution.
- **Horizon Impact Award:** One application.
- **Patents:** 2 patents pending on microwaves technologies have been submitted by IDENER.
- **Training webinars (Internal workshops):** 7 internal workshops as defined in Task 8.4 lead by ISQ.
- **Innovation Radar:** At least 6 project results, 2 per use case.

2.8. Evaluation and Monitoring of Dissemination activities

The Communication and Dissemination (C&D) Plan is monitored throughout the project's lifetime to ensure it meets the KPIs (Key Performance Indicators) targets.

Evaluation and monitoring are also necessary to expand the community beyond the project's lifetime, aiming to facilitate continued research and increased uptake of the results.

Accordingly, all partners contribute to monitor the dissemination activities.

As an effective common tool, a Dissemination Log has been created in Excel format and shared with partners to record each relevant dissemination activity undertaken within the project.

Partners can fulfil this document online via the GREEN-LOOP project SharePoint site.

Additionally, completion of this document will be requested from all partners before consortium meetings for general updates and for periodic updating the Communications and Dissemination Plan.

When a GREEN-LOOP partner plans the organisation of an event or the attendance to a third-party workshop to promote GREEN-LOOP, a new entry on the Dissemination Log must be added, including some basic information about the action (date, location, brief description, etc., before the event; additional info after the event, such as audience present, etc.).

This data is used for internal evaluation of dissemination activities lead by NSB. To evaluate the impact of C&D activities, NSB reviews the updated Dissemination Log and measures results against the KPIs listed in Section 2.7.

The Dissemination Log Excel file includes three sheets. As of Month 18, they are filled in as follows:
Events:

TYPE OF EVENT	VENUE	DATE	NAME/TITLE OF THE EVENT	ORGANISER	PARTNER INVOLVED	TARGET AUDIENCE
Industrial Fair/Forum/Exhibition	Paris, France	25/04/2023	JEC World 2023	JEC	NCC	Trade show (businesses and RTO's etc)
Industrial Fair/Forum/Exhibition	Birmingham, UK	01/11/2023	Advanced Engineering	Easyfairs	NCC	OEMs and engineering supply chain professionals
Stakeholder workshop	Brussels, Belgium	06-07/12/23	CBE Stakeholder forum	CBE JU	NSB	CBE JU Stakeholders and CBE funded projects

						research teams
Workshop	Rzeszówm, Poland	11-12/12/23	Innovation Forum on Circular Economy	RSI	GIG	entrepreneurs, manufacturing companies, and local authorities
Industrial Fair/Forum/Exhibition	Paris, France	5-7/03/2024	JEC World 2024	JEC	NCC	Trade show (businesses, RTO's etc)
Conference	Athens, Greece	28-31/05/2024	Polymers2024	Sciforum	AXIA	Scientific community
Industrial Fair/Forum/Exhibition	Marseille, France	24-27/06/2024	EUBCE 2024	ETA FLORENCE	IDENER, NSB, AXIA	Scientific community, biomass specialists
Industrial Fair/Forum/Exhibition	Birmingham, UK	TBD 2024	Advanced Engineering	Easyfairs	NCC	OEMs and engineering supply chain professionals
Industrial Fair/Forum/Exhibition	Paris, France	TBD 2025	JEC World 2025	JEC	NCC	Trade show (businesses, industry, RTO's etc)
Workshop	Bristol, UK	Tri-Monthly	Research Committee	NCC	NCC	Industrial members of the NCC

Publications in Scientific Journals:

N.	TOPIC/ TITLE OF THE JOURNAL	TOPIC or TITLE OF PUBLICATION	AUTHOR/PARTNER	DATE
1	Energy/Biomaterials/ Polymers	Microwave optimization of additives for biomaterials	IDENER / FHF	2023
2	Energy/Biomaterials/ Polymers	Microwave heating of biomaterials toward optimization process	IDENER / LBRT	2025
3	Manufacturing journal	Value chain optimization platform for biomaterials industry	IDENER / TBD	2025
4	TBD	TBD	NCC / UBRIS	2025
5	TBD	TBD	NCC / UBRIS	2025

Patents and other Horizon Dissemination tools:

N.	TYPE OF DISSEMINATION TOOL	DATE	PARTNER	DETAILS
1	Patent	2023	IDENER	Microwave system integrated in extruder for wood composites

2	Patent	2023	IDENER	Microwave system integrated in injection molding machine for bioplastics
3	Innovation Radar	2025	IDENER	Green-Loop value chain platform

2.9 Gender and Diversity in the C&D activities

Diversity factors (like age, sex, gender, ethnicity) play an important role in the planned exploitation, dissemination and communication activities in WP8. In order to meet the expectations of all stakeholders and end-users, gender and diversity dimensions will be considered in C&D strategies. Language that ensures inclusion, social diversity and visualisations will be used in all communication and dissemination activities.

Prior to each communication and dissemination activity, the target audiences will be analysed to check whether the language to be used is appropriate for them. If the audience is a group and the communication and dissemination language is English, the gender of the readers is unlikely to be noted, although it might be useful to highlight female and male after the type of group (e.g. researchers - male and female).

If the language of communication and dissemination is not English, gender will sometimes be emphasised: for example, if a group is made up of men and women who are researchers, the communication message is likely to use different words to refer to male researchers on the one hand and female researchers on the other.

Furthermore, the following words can be included in the communication and dissemination messages when addressing the target audience:

- "without barrier"
- "without distinction"
- "open to the world"
- "without age distinction"
- "multi-attractive"
- "inclusive opportunity"
- "open door context".

If the target audience is a single person whose name and title are known, it would be useful to address the communication and dissemination message by highlighting the title and name to make the importance of each person's role in the planned activity known.

In the case of participation in international conferences and fairs, it is important to avoid making speeches addressed only to recipients from one country or one geographical area; it is relevant to address people from several countries without any barrier.

Further recommendations on inclusive language and visualisation can be found in the Gender and Diversity Report D.8.10.

In addition, participation in various conferences and the publication of scientific articles are planned as part of the Communication and Dissemination Plan. In this context, the consortium should also pay attention to gender balance in terms of an equal participation of women and men.

3. Communication and dissemination activities

3.1. Project logo and visual identity guidelines

As part of the strategy, a brand GREEN-LOOP identity has been updated at month 16 in order to support effectively the C&D activities and delivered to the partners as in the document in Annex 1 New visual identity guidelines (including new logo and template used for this deliverable).

The GREEN-LOOP updated logo is presented below. Its associated concept is Green and Sustainable Economy joint to infinite loop icon highlighting the Circular Economy concept and the consummate representation of recycling.



Figure 1. Project logo in horizontal and vertical versions

3.1.1 Logo Size

Maximum reduction: the reduction of the logo must not go down to 20 mm base. The ideal size is a 40 mm base.



Figure 2. Area of respect.

3.1.2 Colours Table

The reproducibility of the colours is entrusted to the process of four-colour process. During printing, it is necessary to pay attention that the colours are not distorted by environmental conditions and printed surfaces (papers, forex, synthetic materials, etc.), trying to calibrate the print closer to the original colours. The logo has a nuance in the infinite symbol of the double “O”.



Figure 3. Colours Table.

There will also be three neutral colours. These three colours help to reinforce the colours of the logo.

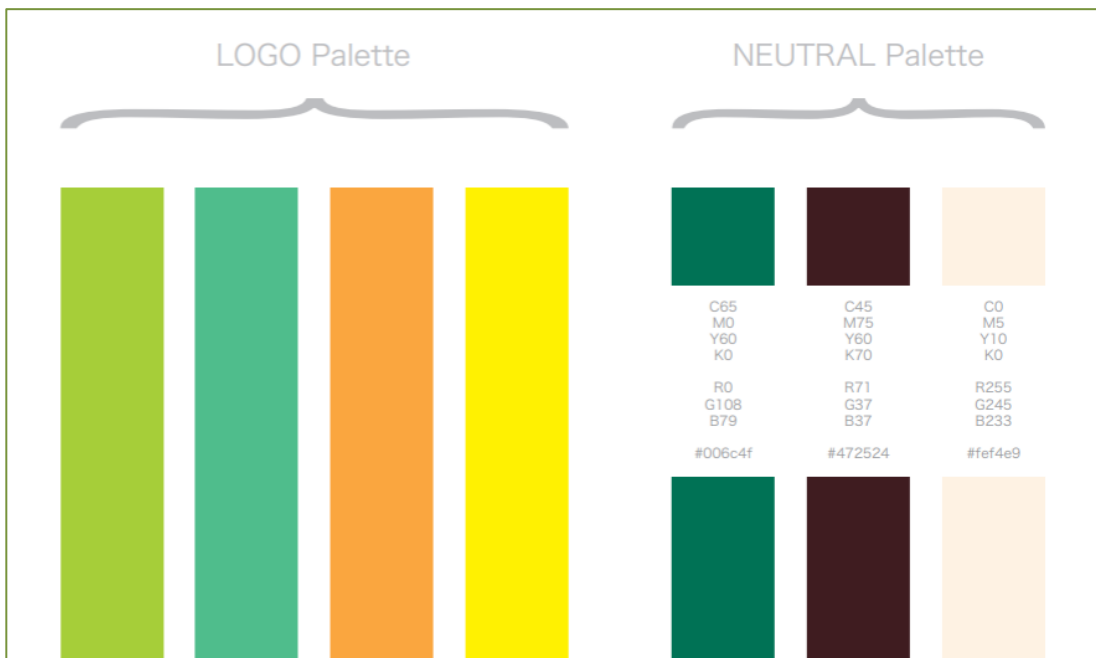


Figure 4. Neutral Palette

3.1.3 Font

The font used in the logo is part of the Montserrat family. It's a Google font. You can download it for free online. This font is modern and sans serif. It reflects the innovative nature of the Green-Loop project.

Thanks to its linear design, it's easy to read from web to print.
The richness of the variants allows you to work at the very top of creativity.

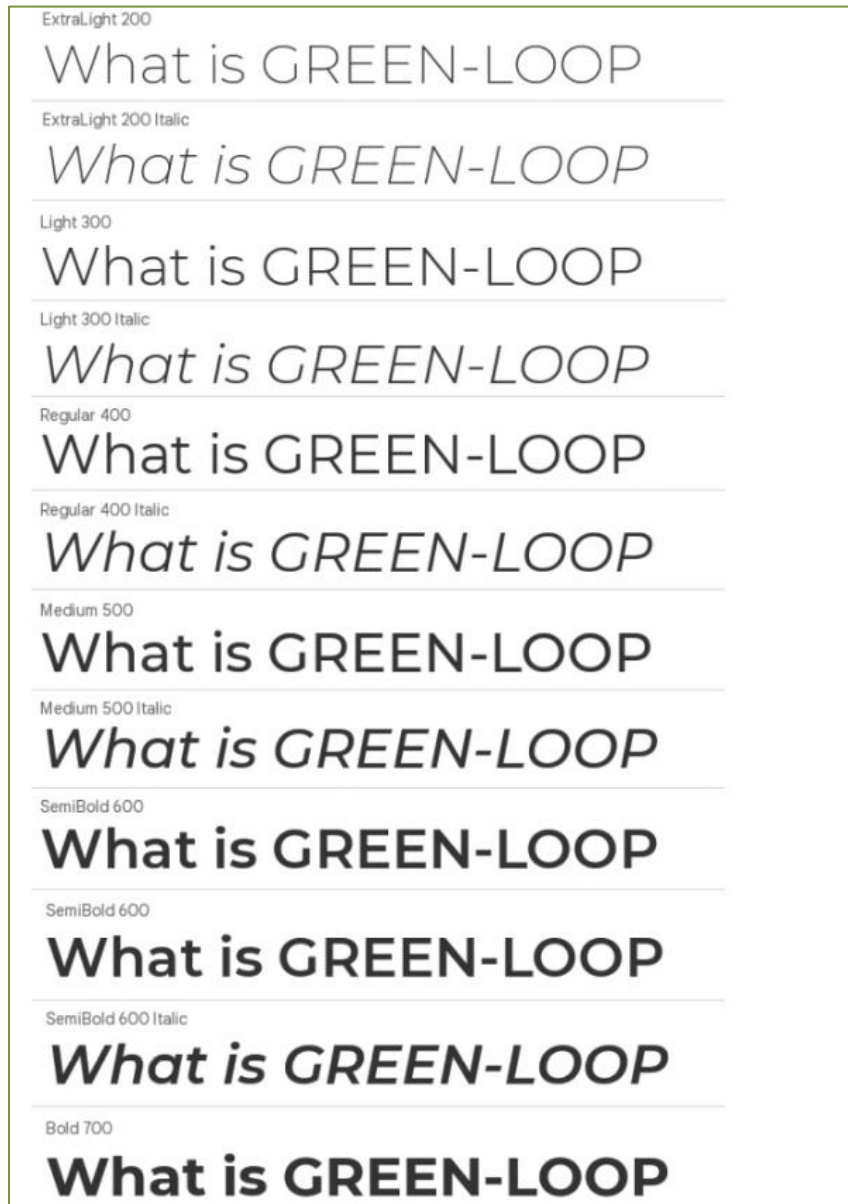


Figure 5. Typeface.

3.1.4 Conceptual image

Besides the logo, a specific visual identity has been created, highlighting a green wheel which means industrial process and manufacturing, as per the following figure.



Figure 6. Conceptual Image

3.1.5 Presentation Templates

In the database you will find a graphic layout for a PowerPoint slideshow that can be personalised with your text and photo. You will find three cover page layouts and a few layouts for explanation slides. By following the graphic instructions, you can design your slide any way you like. In order to preserve the identity of the brand, the colours, the font (Montserrat) and all the graphic elements in the database must be respected.

Element	Color	Font	Size
COVER Title 1	Black or light green	Montserrat	bold - 42 pt
Title 1	Black	Montserrat	bold - 34 pt
Subtitle	Grey	Montserrat	regular - 16 pt
Text	Black	Montserrat	regular - 11 pt
Text 2	Black	Montserrat	regular - 16 pt

Figure 7. Presentation Templates

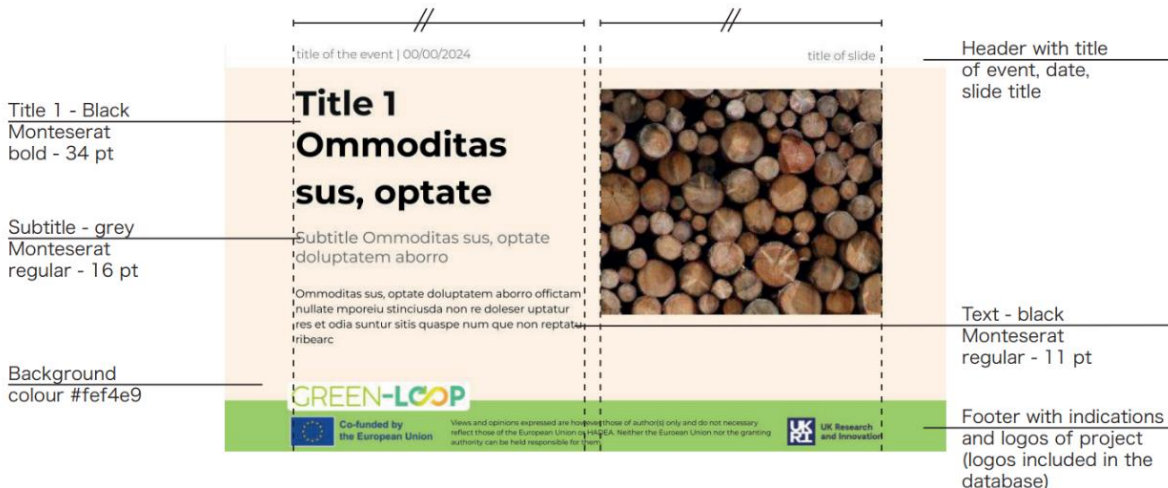


Figure 8. Presentation Templates

The visual identity has been used as background to build the project website and to provide the templates in PowerPoint and Word. Furthermore, the communication tools can also be downloaded by the partners from the project website.

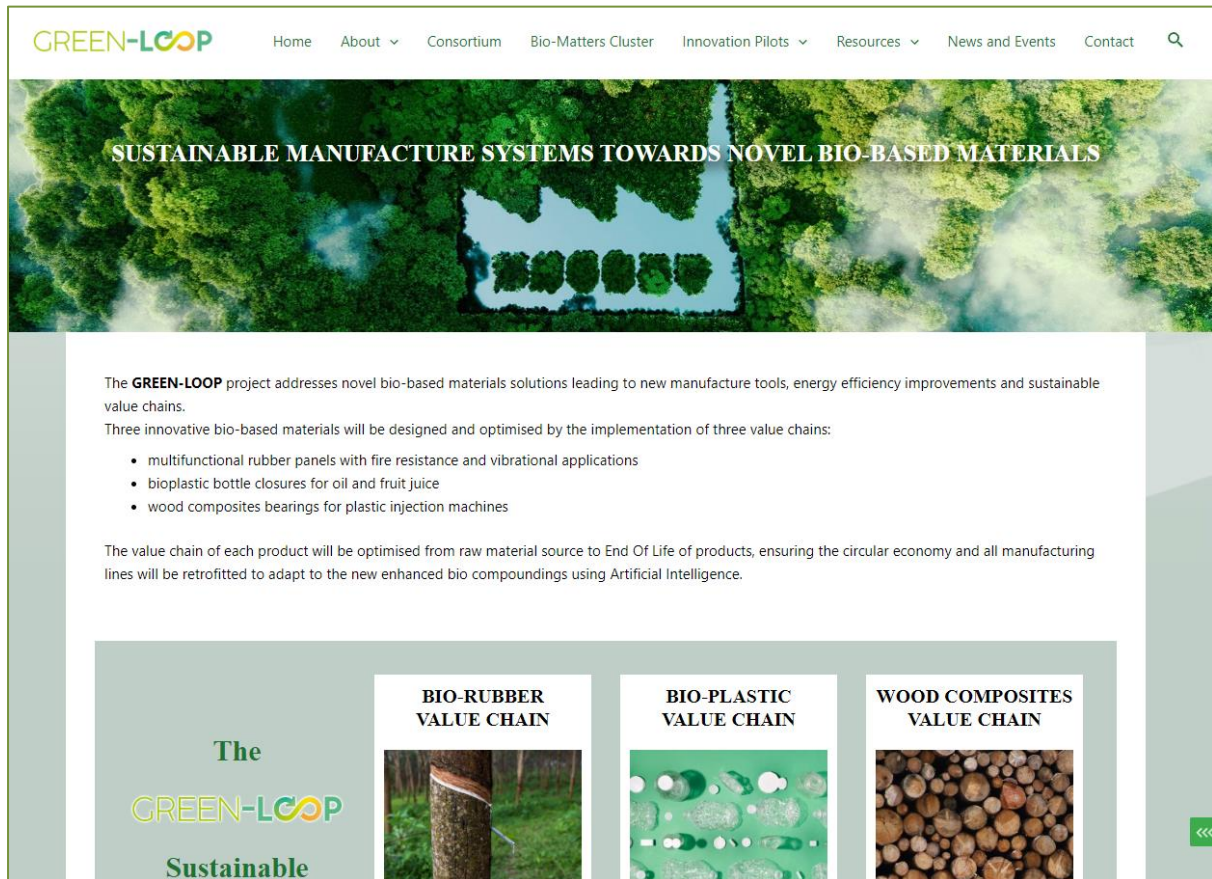


Figure 9. Visual identity on the website.

3.2. Website

The URL link to the GREEN-LOOP website is <https://www.greenloop-project.eu>. The website creation and monitoring of content are included in the dissemination mechanisms. Overall, the project's website aims to disseminate the project's vision, mission, objectives, work packages, deliverables, and results, increasing the project's outreach to all target audiences.

This channel will allow GREEN-LOOP to:

- Augment the public's knowledge about the project.
- Enable all users to have equal access to information and functionalities on the web (i.e., accessibility).
- Raise more interest in the overall project.
- Contribute to disseminating the scientific results generated within the project.
- Store concise and relevant information.
- Monitor project activities and their progress.

The design of the website responds to the corporate image of the project. The design complies with the 'responsive' standards for a correct visualisation on all types of correct display on all types of mobile devices (e.g. tablets and smartphones).

The website map structure is as follows:

- ❖ HOME
- ❖ ABOUT
 - The project

- Objectives
- Work Packages
- Deliverables
- Impact
- ❖ CONSORTIUM
- ❖ BIO-MATTERS CLUSTER
- ❖ INNOVATION PILOTS
 - Bio-rubber value chain
 - Bio-plastic value chain
 - Wood composites value chain
- ❖ RESOURCES
 - Communication kit
 - Dissemination material
 - Training Materials
 - Publications
- ❖ NEWS AND EVENTS
- ❖ CONTACT

The Home Page aims to deliver a visual impact on the sustainability innovation of the projects and on the three sustainable innovations pilots. Besides selecting the 'Innovation pilots' section, users can understand overall information about the pilots and consult the individual pilot to know more about each one. The progress of pilots and their results will be further developed in the course of the pilots proceeding, including related updates, events and a final video. Finally, it should be noted that the main language will be English.

In August 2023, the BIO-MATTERS cluster have been settled together with all the projects funded under the same topic, as stated in the Cluster Agreement each member published a "Cluster web page" in their Project website. <https://www.greenloop-project.eu/bio-matters/>

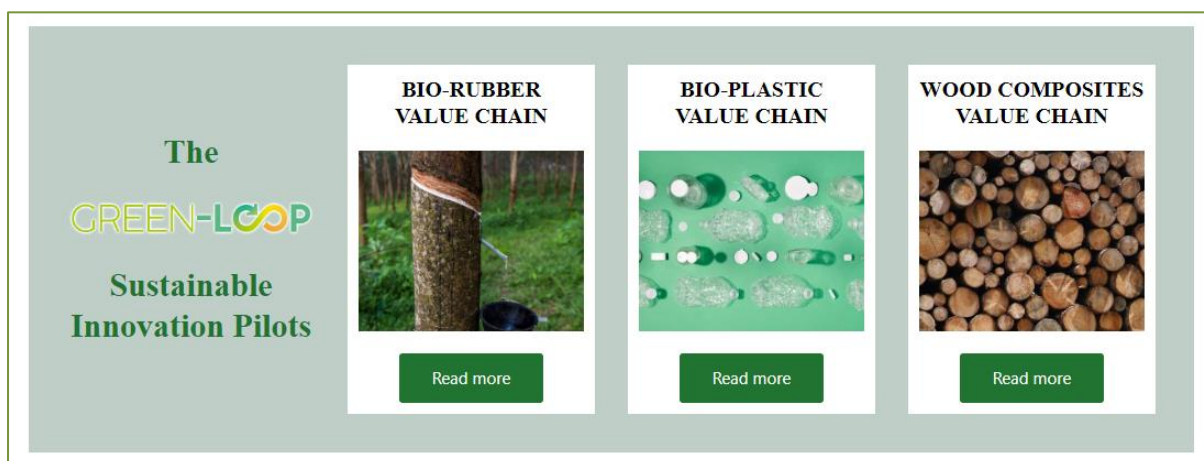


Figure 10. Website visual impact.

3.3. Leaflet and Roll-up

One project leaflet is expected to be created. It will widen the public reached by the communication activities, allowing other potentially interested stakeholders and the general public to be informed about the GREEN- LOOP project. It is envisaged to have a leaflet that will focus on specific elements of GREEN-LOOP: Consortium, Innovation Pilots' strengths and focus points.

The leaflet will be in an electronic form to be forwarded via e-mail and downloaded on the website; furthermore, there will be printed versions for conferences and live events. When preparing the leaflet, special attention will be given to appealing and clear language and a friendly, light design representing the idea of the project via nice pictures and key visuals.



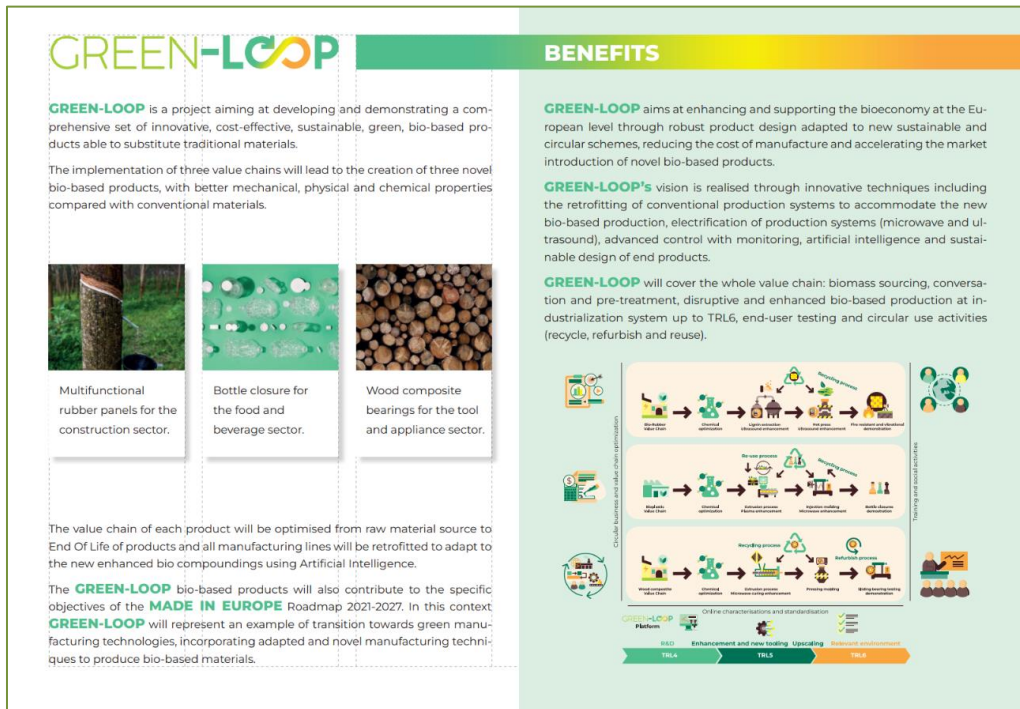


Figure 11. Leaflet

GREEN-LOOP

SUSTAINABLE
manufacture systems
towards novel
BIO-BASED MATERIALS

Consortium

idener.ai ZAG KEMIKKI INSTITUTE IRIS NSB project Fraunhofer
MIXCYCLING Le Zèbre et Zoë GiG National Research Institute ISQ ASSOCIATION STANDARDS RWTH AACHEN UNIVERSITY
NATIONAL COMPOSITES CENTRE AXIA INNOVATION aimen University of BRISTOL labrenta

www.greenloop-project.eu

Follow us on

in horizon-eu-green-loop
f heu.greenloop
@ HEUGreenLoop

GREEN-LOOP
is a member of the
BIO-MATTERS Cluster

Co-funded by the European Union

This project has received funding from the European Union's Horizon Europe, grant number 101057765. This includes funds from the UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee, grant number 1008026.

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

UK Research and Innovation

Figure 12. Roll-up

3.4. Press releases and Video

The project's intermediate results and most important milestones will be communicated to key media actors through at least three press releases. These releases will be issued during the project, coinciding with important milestones like local or European events or publication releases. They will be targeted at key players (e.g. SMEs, stakeholders, relevant local authority departments, local and national media, etc.). Partners' communication managers will actively follow up on the releases to ensure maximum coverage.

On the other hand, a video of ca. 3-5 minutes will also be produced to show the project concept and results through animations and filmed material. The video will show the main concept of the project, its innovative approach, its innovation pilots progress and its results.

3.5. Social networks

Social media has become a popular means of disseminating information quickly across heterogeneous target groups. These channels serve on-demand access to content anytime, anywhere, on any digital device. To extend the project's target audience (especially to involve the great public and not only sector experts), GREEN-LOOP is strategically integrating these media tools into the communication activities. Thus, LinkedIn, Twitter and Facebook have been selected as the most appropriate social networks to promote the project achievements, news and outcomes.

The social network LinkedIn was chosen for its relevancy as a professional network used by research and academia communities and professionals and enterprises different industries.

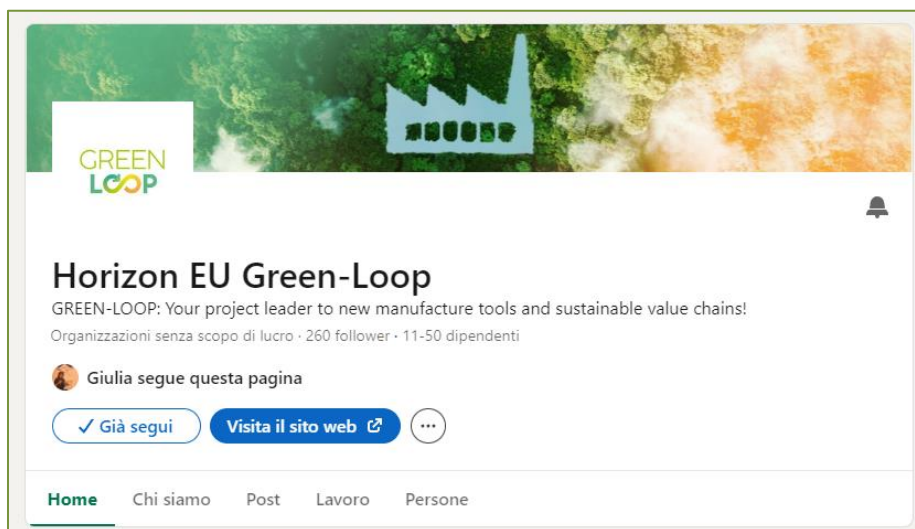


Figure 13. Social network - LinkedIn

The social network Twitter has been chosen for its professional and widespread social domain in research and academia, public institutions, enterprises, policymakers and the general public.

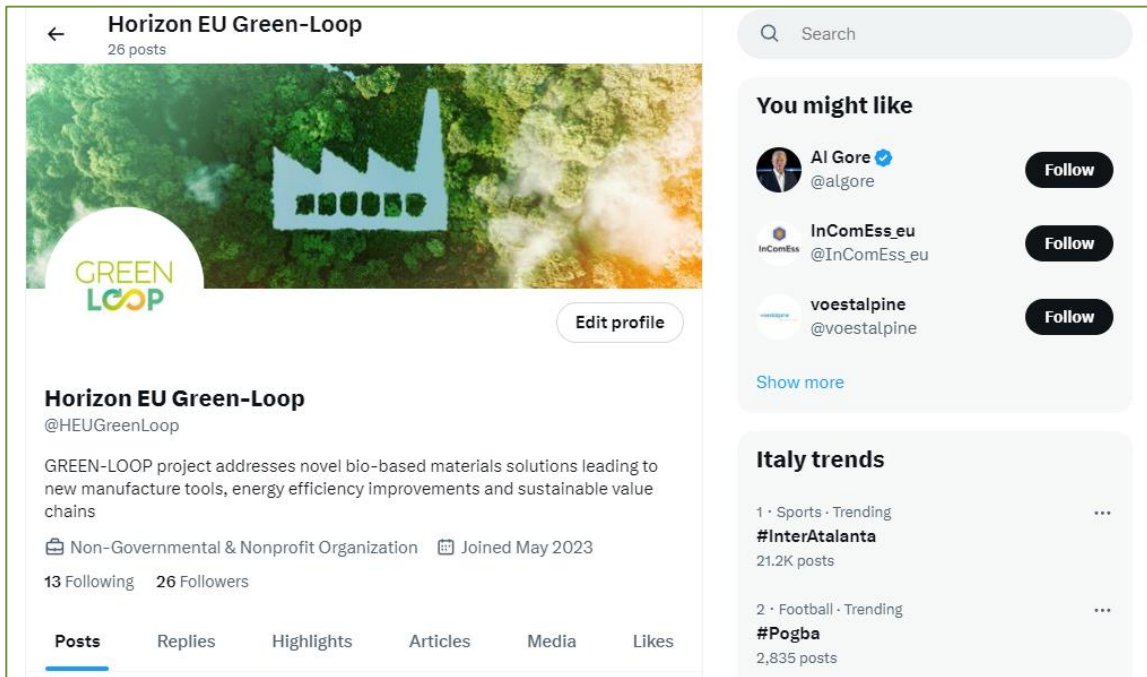


Figure 14. Social network - Twitter

The social network Facebook has been chosen for its widespread social domain in the general public and civil society.

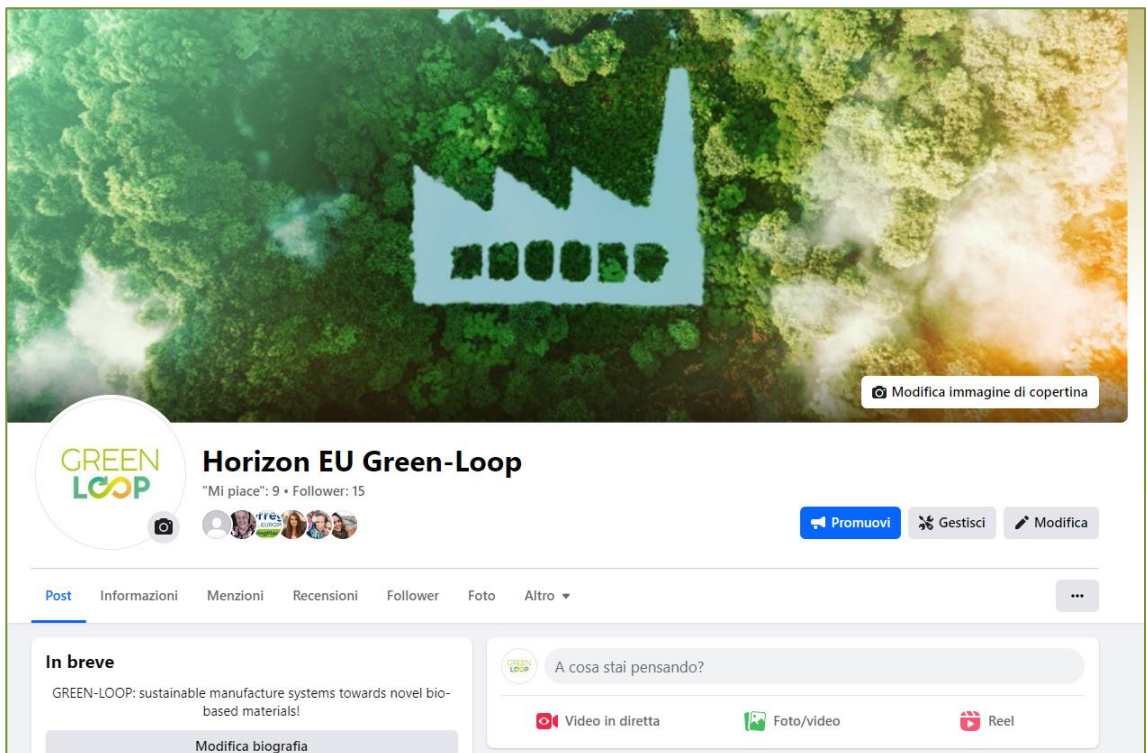


Figure 15. Social network - Facebook

3.6. Scientific publications

Regarding scientific publications, at least 12 are planned to be produced in journals and conference papers connected to Biomaterials, Polymers, ACS Sustainable Chemistry & Engineering, ChemSusChem, Green Chemistry, and Macromolecules. They will focus on the following:

- Microwave optimisation of additives for biomaterials.
- Microwave usage on biomaterials (wood composites).
- Microwave pre-curing system for wood composites.
- Microwave heating of biomaterials toward optimisation process.
- Value chain optimisation platform for the biomaterials industry.

There will be a wide dissemination of all publications, also on the Horizon results Platform, the Innovation Radar and other EC sources for publication. Moreover, GREEN-LOOP will ensure open access to the deposited publication via the repository to the bibliographic metadata to be more efficient, transparent and responsive to societal challenges aligned with EC's goals on open science. The publications' authors must ensure open access to peer-reviewed scientific publications relating to their results. In particular, they must ensure that at the latest publication time, a machine-readable electronic copy of the published version or the final peer-reviewed manuscript accepted for publication is deposited in a trusted repository for scientific publications. Immediate open access should be provided to the deposited publication via the repository under the latest available version of the Creative Commons Attribution International Public Licence (CC BY) or a licence with equivalent rights. The information is given via the repository about any research output, or any other tools and instruments needed to validate the conclusions of the scientific publication.

Metadata of deposited publications must be open under a Creative Common Public Domain Dedication or equivalent, in line with the FAIR principles and provide information at least about the following: publication (author(s), title, date of publication, publication venue); Horizon Europe funding; grant project name, acronym and number; licensing terms; persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant. In addition, where applicable, the metadata must include persistent identifiers for any research output, or any other tools and instruments needed to validate the conclusions of the publication. When a GREEN-LOOP partner plans the realisation of a scientific publication, a new entry on an excel log must be added, including some basic information about the action (title of the Journal, date, location, author/s, brief description, etc.).

Finally, a list of main journals has been identified by partners, and a special website sub-section will be reserved for publications.



Figure 16. Website – Sub-section Publications.

3.7. Workshops, Conferences, and other events

GREEN-LOOP will organise n. 7 on-line internal workshops delivered as trainings/webinars, and n. 3 on-line stakeholders' workshops in the framework of T8.4 "Training and social engagement", led by ISQ, as reported in table below.

The workshops have, essentially, four main aims: provide general information about GREEN-LOOP and its activities; define cross-fertilisation activities with a national audience among Smart manufacturing and Bioeconomy industry; inform about the benefits that companies, especially SMEs, may get from the project; and expose the final project results. The planned events will also give participants the opportunity to meet each other, reflect on possible collaborations and envision new value chains.

Training/Webinar Workshop n°	Focus	Date	Leading partner	Target groups	Learning Outcomes
1 (internal)	Health and Safety (H&S) issues	M15 November 2023 (Done)	NSB	Project's partners and internal stakeholders	<i>Executed by the trainers of the workshop by NSB and AAU</i>
2 (internal)	Bio rubber material-	M24 (Proposed date)	(NCC)	Project's partners and internal stakeholders	<i>To be executed by the trainer of the workshop</i>
3 (internal)	Bio rubber material- results	M25 (Proposed date)	(NCC)	Project's partners and internal stakeholders	<i>To be executed by the trainer of the workshop</i>

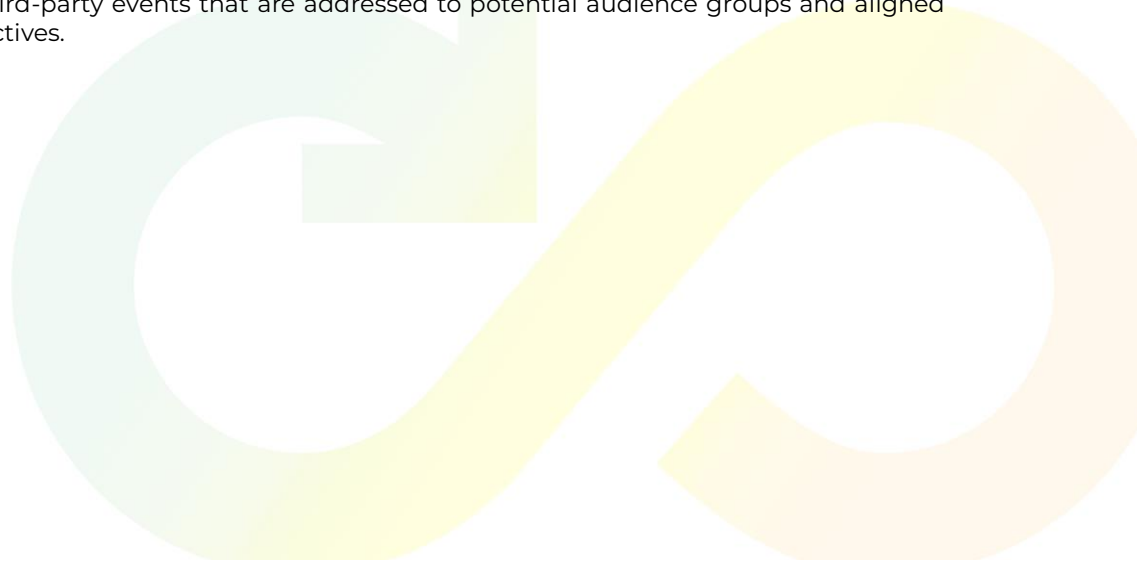
4 (internal)	Bio plastic material- results	M27 <i>(Proposed date)</i>	(LABRENTA)	Project's partners and internal stakeholders	<i>To be executed by the trainer of the workshop</i>
5 (internal)	Bio plastic material-	M28 <i>(Proposed date)</i>	(LABRENTA)	Project's partners and internal stakeholders	<i>To be executed by the trainer of the workshop</i>
6 (internal)	Wood composite material	M30 <i>(Proposed date)</i>	(Fraunhofer)	Project's partners and internal stakeholders	<i>To be executed by the trainer of the workshop</i>
7 (internal)	Wood composite material	M31 <i>(Proposed date)</i>	(Fraunhofer)	Project's partners and internal stakeholders	<i>To be executed by the trainer of the workshop</i>

In order to reach specific stakeholder groups, such as the scientific community, at least 17 presentations from GREEN-LOOP partners are planned at international conferences. Furthermore, at least other 3 presentations are planned in international fairs or fora or exhibitions, such as at international stakeholders' fora for Circular and Bio-based industries, and at the European Biomass Conference (EUBCE 2024) together with the BIO-MATTERS cluster members.

An updated list of attended or scheduled events, including conferences, fairs, forums, and exhibitions, is provided in the table on page 20 of this document.

A final event will be held jointly with the BIO-MATTERS cluster members to disseminate key outcomes to most of the relevant stakeholders. It will be a high-level international event focused on summarising the project outcomes in front of a wide international audience including EU officers, Public Authorities, Business associations and companies, research institutions, encouraging dialogue and networking.

In terms of global dissemination, all partners could participate and disseminate the GREEN-LOOP project at external third-party events that are addressed to potential audience groups and aligned with the project objectives.



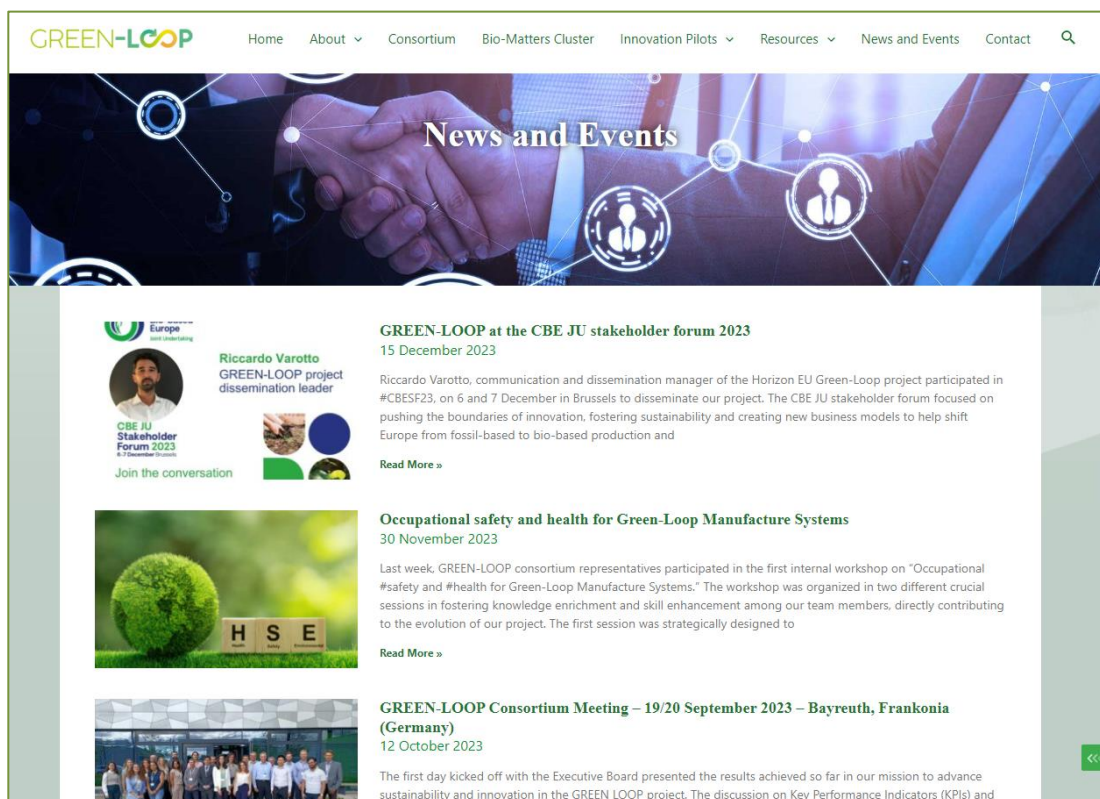


Figure 17. Website – News and Events Section.

3.8. GREEN-LOOP Platform and patents

The dissemination activities towards the scientific community and industry will also be delivered by the GREEN-LOOP platform, which will be created with social engagement and webinar sessions. A virtual platform will be created to implement the capacity-building activities addressed to both the workforce involved in the designing and manufacturing of bio-based materials and/or other stakeholders, aiming to increase the project results' transferability and future sustainability, thus the project impact. Moreover, three training webinars based on real cases will permit the dissemination of the project's potential and results.

The platform will also promote social engagement to exchange novel bio-based technologies for green/smart manufacturing and create new knowledge to advance the related professional practice, enhancing the dissemination activities of GREEN-LOOP.

Furthermore, two patents have been delivered by IDENER focusing on the microwave system integrated with an extruder for wood composites and on the microwave system integrated with an injection moulding machine for bioplastics.

The Innovation Radar will be useful for disseminating the GREEN-LOOP use cases. In these terms, one of the project results to be disseminated through the Innovation Radar will be represented surely by the GREEN- LOOP value chain platform.

Also, the Horizon Results Platform will be a strong means of conveying the results, and at least 6 results will be published during the project execution.

3.9. BIO-MATTERS Cluster

A clustering activity have been established between the AMBIANCE, BIO-UPTAKE, GREEN-LOOP, NEW WAVE, VITAL and Waste2BioComp projects. Following a kick-off meeting on 31 August, these EU-funded projects have joined forces with the common goal of creating more sustainable processes and products in the EU.

In September 2023, the Parties signed a Collaboration Agreement to establish a strong liaison between the six projects, named as the BIO-MATTERS Cluster, and to implement the following agreed actions.

This agreement is in force during the agreed period or until termination of the agreement by any Party.

Therefore, it is hereby agreed as follows:

The representatives of the BIO-MATTERS Cluster members agree to the following:

- Use a common Google Drive folder to share documents relevant to the cluster's activities.
- Setup a Cluster webpage displaying the cluster's mission statement, each project description, links to website, and logos.
- Distribute announcements (e.g., important events, news...) on each other project's Social Media Platforms after appropriate requests among the project's dissemination managers.
- Plan on like, share (repost, retweet, etc.), and comment on posts of all projects's media accounts within the cluster.
- Distribute announcements (e.g., important events, news, collaborative activities ...) on each other project's Social Media Platforms where there is a connection to BIO-MATTERS clustering activities.
- Subscribe to newsletters of other projects within the cluster.
- Participate in and organize joint sessions at conferences where the results of two or more projects will be presented upon request from any project member within the cluster and with consensus reached during general meetings.
- Participate in and organize online and on-site meetings to enhance cooperation, featuring results of two or more projects upon request from any project member within the cluster and with consensus during general meetings.
- Invite representatives from other projects to participate in public events organized by different projects within the cluster.
- Collaborate within the cluster to organize joint events such as workshops, roundtables with relevant stakeholders, joint event participation, and technical meetings. The list of relevant activities and the designated responsible partner was determined during the Kick-off meeting held on August 31st, 2023, and can be found in the KOM minutes in the Google Drive folder.

4. Internal Procedures and Obligations

4.1. Proper use of communication tools

As per Art. 17 of GA, the partners must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests. A partner that intends to disseminate its results must give at least 15 days advance notice to the other partners (unless agreed otherwise), together with sufficient information on the results it will disseminate.

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

4.2. Data protection, open access and intellectual property rights

As per Art. 16 of GA, the partners must give access to the background identified as needed for implementing the action, subject to any specific rules in Annex 5 of the GA.

The term 'background' means any data, know-how or information — whatever its form or nature (tangible or intangible), including any rights such as intellectual property rights — that is held by the beneficiaries before they acceded to the Agreement and needed to implement the action or exploit the results. If the background is subject to the rights of a third party, the beneficiary concerned must ensure that it is able to comply with its obligations under the Agreement. The granting authority does not obtain ownership of the results produced under the action. Regarding 'results', it means any tangible or intangible effect of the action, such as data, know-how or information, whatever its form or nature, whether or not it can be protected, as well as any rights attached to it, including intellectual property rights.

The granting authority has the right to use non-sensitive information relating to the action and materials and documents received from the partners (notably summaries for publication, deliverables, as well as any other material, such as pictures or audio-visual material, in paper or electronic form) for policy, information, communication, dissemination and publicity purposes — during the action or afterwards.

The right to use the partners' materials, documents and information is granted in the form of a royalty-free, non-exclusive and irrevocable licence, which includes the following rights:

- a) Use for its own purposes (in particular, making them available to persons working for the granting authority or any other EU service - including institutions, bodies, offices, agencies, etc. - or EU Member State institution or body.
- b) Copying or reproducing them in whole or in part, in unlimited numbers; and communication through press information services; distribution to the public (in particular, publication as hard copies and in electronic or digital format, publication on the internet, as a downloadable or non-downloadable file, broadcasting by any channel, public display or presentation, communicating through press information services, or inclusion in widely accessible databases or indexes).
- c) Editing or redrafting (including shortening, summarising, inserting other elements - e.g. meta-data, legends, other graphic, visual, audio or text features -, extracting parts - e.g. audio or video files -, dividing into parts, use in a compilation).
- d) Translation.
- e) Storage in paper, electronic or other form.
- f) Archiving, in line with applicable document-management rules.

- g) The right to authorise third parties to act on its behalf or sub-license to third parties the modes of use set out in Points (b), (c), (d) and (f), if needed for the information, communication and publicity activity of the granting authority.
- h) Processing, analysing, aggregating the materials, documents and information received and producing derivative works.

The rights of use are granted for the whole duration of the industrial or intellectual property rights concerned. If materials or documents are subject to moral rights or third-party rights (including intellectual property rights or rights of natural persons on their image and voice), the partners must ensure that they comply with their obligations under this Agreement (in particular, by obtaining the necessary licences and authorisations from the rights holders concerned).

4.3. Obligation and right to use the EU Flag

All partners must use the EU Flag in their communication to acknowledge the support received under EU programmes and contribute to the visibility of the EU on the ground. Moreover, an essential obligation in this context is the correct and prominent display of the EU emblem, in combination with a simple funding statement mentioning the EU support.

Communication activities of the partners related to the action (including media relations, conferences, seminars and information material such as brochures, leaflets, posters, presentations, etc. in electronic form via traditional or social media), as well as any infrastructure, equipment, vehicles, supplies or major result funded by the grant, must acknowledge EU support and display the European flag (emblem) and funding statement. The statement 'Funded by the European Union' must always be spelled out in full and placed next to the emblem.

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g. of partners or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. For the purposes of their obligations under this Article, the partners may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

4.4. Disclaimer excluding Agency and Commission responsibility

Any communication or dissemination activity must indicate that it reflects only the author's view and that the Agency, and the Commission are not responsible for any use that may be made of the information it contains through the following disclaimer:

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

5. Conclusions

The C&D Plan provides a structure for the C&D activities of the GREEN-LOOP project. With this plan, the consortium has the guidelines for the implementation of the C&D activities during the project lifetime.

Effective communication and dissemination of project information will strengthen the ecosystem around the GREEN-LOOP project and contribute to its robustness and effectiveness.

All partners of the GREEN-LOOP consortium are involved in the overall strategy to ensure that the project objectives, mission, vision and results are widely disseminated and to build a strong and broad ecosystem. To this end, an Excel file has been prepared as a dissemination log to record each partner's contribution to dissemination; guidelines for a proper way of C&D will be provided to the partners.

Each partner is free to propose any national or international event or conference that could be interesting to present the results of the GREEN-LOOP project.

The target audience is defined in the document, as well as the corresponding dissemination channels: project website, leaflet, multimedia and social media are aimed at the general public; scientific publications and participation in conferences are mainly aimed at the scientific community; workshops, events, press releases are mainly aimed at industry, policy makers and media, etc.

GREEN-LOOP communication materials will raise awareness and inform the broad and diverse target audiences about the GREEN-LOOP project and its development. These materials will be used extensively by GREEN-LOOP partners when presenting at conferences, publishing in journals and magazines, contacting the media, attending exhibitions, organising workshops, etc.



ANNEX 1

New visual identity guidelines



GREEN-LOOP

New visual identity guidelines

Introduction

This document is intended to help guide the Green Loop Project in creating a unified brand identity.

The final scope to maintain a brand identity is to grow the recognition internal and external to the project to improve the image and strengthen the identity. This guide has been created for anyone who designs or prepares communication materials, whether internal or external partners.

Flexible and open to interpretations, these rules define a visual identity systems indicating the graphic components and fixing, for all that, the correct and uniform way to use. Meanwhile, the single person working for the project will prepare the contents (texts, photos...).

Each person working for the project is free to produce and manage the content, coherent with the content strategy stabilised by the group.

GREEN-LOOP

Logo, general information and how to use

Logo Colours

GREEN-LOOP



C40 M0 Y100 K0

R175 G202 B11

#afca0a



C40 M0 Y100 K0

R92 G184 B133

#5bb784



C40 M0 Y100 K0

R255 G237 B0

#ffed00



C40 M0 Y100 K0

R247 G168 B51

#f7a833



Logo area of respect



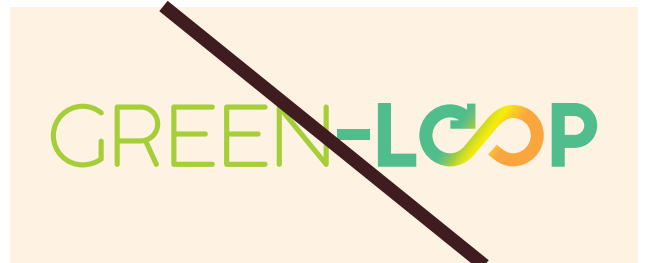
Logo how tu use

GREEN-LOOP

Light pastels (-10% tint)



Use framed logo on dark colours



Logo how to use

It is possible to use a single-coloured logo only when serigraphed. Useful for merchandising.

GREEN-LOOP

GREEN-LOOP

GREEN-LOOP

GREEN-LOOP

Logo Black and White

GREEN-LOOP

GREEN-LOOP

Logo social



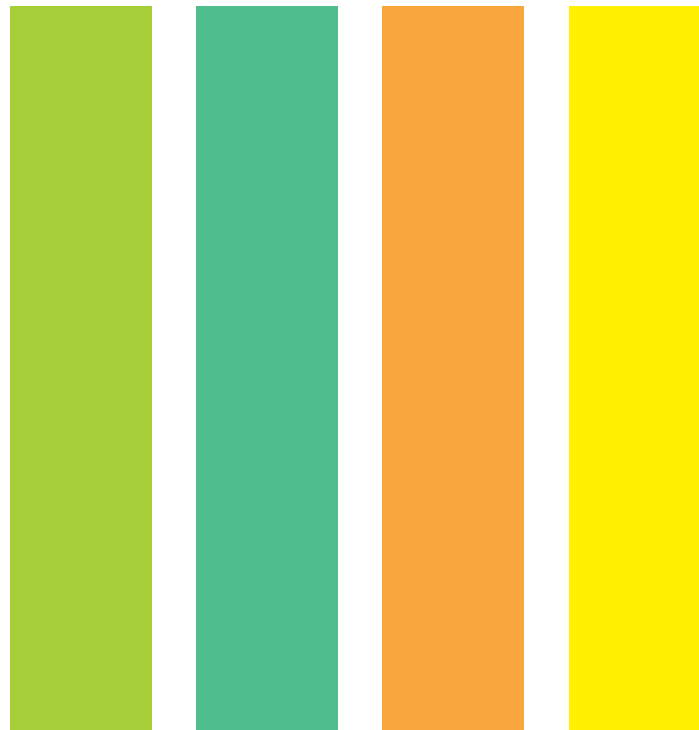
GREEN-LOOP

Graphic guidelines and layout

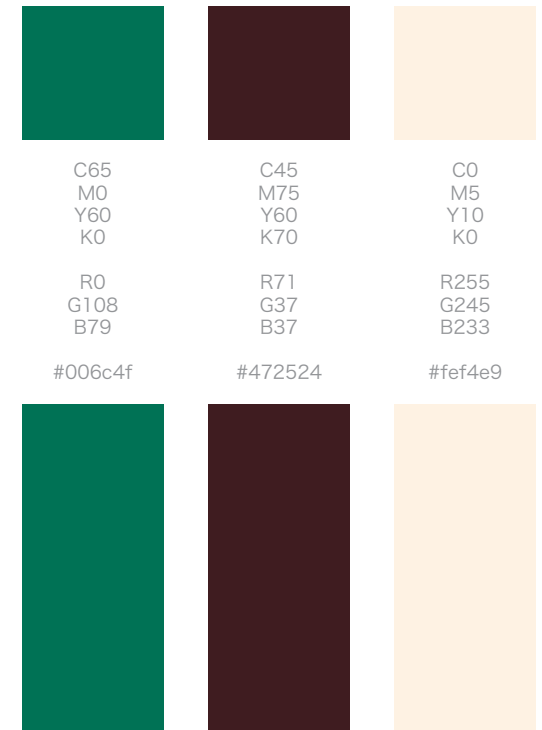
Colour Palette

The colours to be used in the communication are four, the four colours of the logo.
There will also be three neutral colours.
These three colours help to reinforce the colours of the logo.

LOGO Palette



NEUTRAL Palette



C65
M0
Y60
K0

R0
G108
B79

#006c4f

C45
M75
Y60
K70

#472524

C0
M5
Y10
K0

R255
G245
B233

#fef4e9

Font

MONTSERRAT

Montserrat is a Google font. You can download it for free online.

This font is modern and sans serif. It reflects the innovative nature of the GreenLoop project.

Thanks to its linear design, it's easy to read from web to print.

The richness of the variants allows you to work at the very top of creativity.

ExtraLight 200

What is GREEN-LOOP

ExtraLight 200 Italic

What is GREEN-LOOP

Light 300

What is GREEN-LOOP

Light 300 Italic

What is GREEN-LOOP

Regular 400

What is GREEN-LOOP

Regular 400 Italic

What is GREEN-LOOP

Medium 500

What is GREEN-LOOP

Medium 500 Italic

What is GREEN-LOOP

SemiBold 600

What is GREEN-LOOP

SemiBold 600

What is GREEN-LOOP

SemiBold 600 Italic

What is GREEN-LOOP

Bold 700

What is GREEN-LOOP

Bold 700 Italic

What is GREEN-LOOP

Conceptual pictures

SUSTAINABILITY PRODUCTION AND MATERIALS

This is the core image of the project communication. It will be used as the homepage of the website, header for social media, flyers, roll-ups, etc.



THE PROJECT



FINAL PRODUCTS



Conceptual pictures

FINAL PRODUCTS



GENERIC PICTURE



BACKGROUND




Conceptual pictures

SPECIFIC PROJECTS



Social header facebook



GREEN LOOP

Horizon EU Green-Loop

"Mi piace": 7 • Follower: 12

Scopri di più Messaggio Mi piace

Post Informazioni Menzioni Recensioni Follower Foto Altro

In breve

GREEN-LOOP : Your project leader to new manufacture tools and sustainable value chains!

Pagina • Organizzazione non governativa (ONG) • Centro di ricerca educativa


✉ info@greenloop-project.eu

🌐 greenloop-project.eu/en/home

★ Ancora nessuna valutazione (0 recensioni) ⓘ

Post

Horizon EU Green-Loop
Reels · 7 dic · 🌐



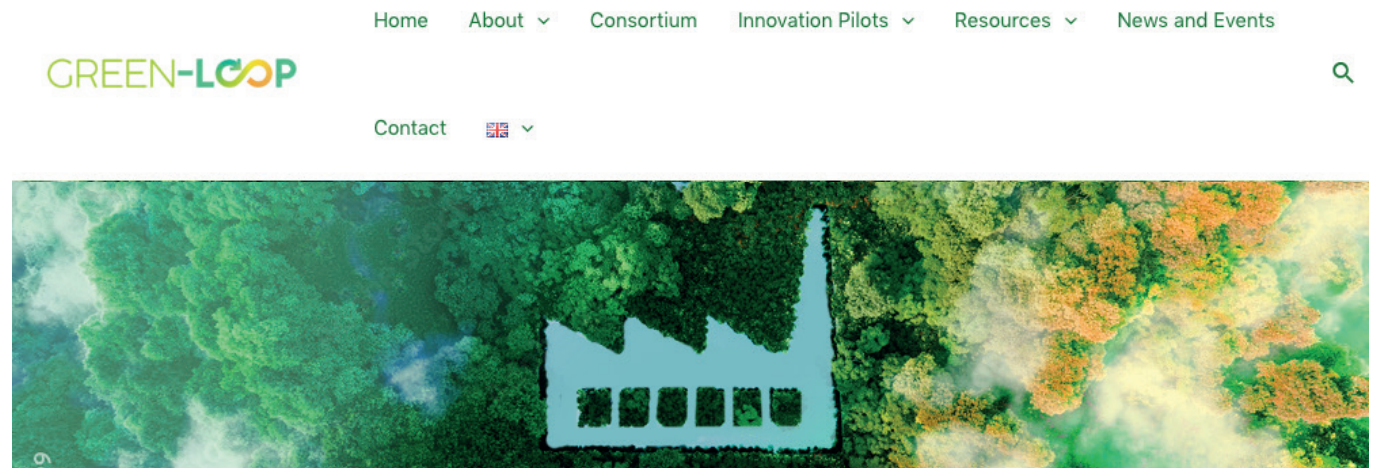
Social header linkedin

The image shows a LinkedIn profile header for 'Horizon EU Green-Loop'. At the top, there is a navigation bar with the LinkedIn logo, a search bar containing 'Cerca', and icons for Home, Rete, Lavoro, Messaggistica, and Notifiche (with a 24 notification badge). Below this is a banner image featuring a green forest on the left and a stylized blue factory silhouette on the right. The profile name 'GREEN LOOP' is displayed in green and blue text. The main title is 'Horizon EU Green-Loop', followed by the tagline 'GREEN-LOOP : Your project leader to new manufacture tools and sustainable value chains!' and the text 'Organizzazioni senza scopo di lucro · 201 follower · 11-50 dipendenti'. Action buttons include '+ Segui', 'Invia messaggio', and a menu icon. A recommendation box from 'Grafis snc' is visible, with the text 'Segui altre organizzazioni come pagina per dare più visibilità a Grafis snc.' and an 'Inizia' button. A bottom navigation bar contains links for Home, Chi siamo, Post, Lavoro, and Persone.

Informazioni

The GREEN-LOOP project addresses novel bio-based materials solutions leading to new manufacture tools, energy efficiency improvements and sustainable value chains. Three innovative bio-based materials will be designed and optimised by the implementation of three value chains: - mult ... vedi altro

Web Site



The **GREEN-LOOP** project addresses novel bio-based materials solutions leading to new manufacture tools, energy efficiency improvements and sustainable value chains.

Three innovative bio-based materials will be designed and optimised by the implementation of three value chains:

- multifunctional rubber panels with fire resistance and vibrational applications
- bioplastic bottle closures for oil and fruit juice
- wood composites bearings for plastic injection machines

The value chain of each product will be optimised from raw material source to End Of Life of products, ensuring the circular economy and all manufacturing lines will be retrofitted to adapt to the new enhanced bio compoundings using Artificial Intelligence.

This block contains a grid of three value chain cards. On the left, there is a large green box with the text 'The GREEN-LOOP Sustainable Innovation Pilots'. The 'GREEN-LOOP' logo is centered in this box. To the right of this box are three cards, each with a title, an image, and a 'Read more' button. The first card is titled 'BIO-RUBBER VALUE CHAIN' and features an image of a tree trunk with a rubber tapping line. The second card is titled 'BIO-PLASTIC VALUE CHAIN' and features an image of various green and white plastic bottle caps. The third card is titled 'WOOD COMPOSITES VALUE CHAIN' and features an image of a pile of cut logs.

GREEN-LOOP

Consortium

GREEN-LOOP



www.greenloop-project.eu


Follow us on

horizon-eu-green-loop

heu.greenloop

HEUGreenLoop

GREEN-LOOP
is a member of the
BIO-MATTERS Cluster



SUSTAINABLE
manufacture systems towards
novel **BIO-BASED MATERIALS**

What's **GREEN-LOOP?**



This project has received funding from the European Union's Horizon Europe, grant number 101057765. This includes funds from the UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding guarantee, grant number 10038028.

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



GREEN-LOOP is a project aiming at developing and demonstrating a comprehensive set of innovative, cost-effective, sustainable, green, bio-based products able to substitute traditional materials.

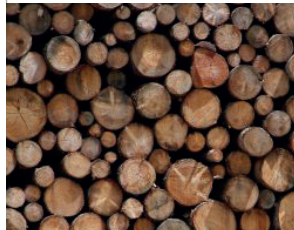
The implementation of three value chains will lead to the creation of three novel bio-based products, with better mechanical, physical and chemical properties compared with conventional materials.



Multifunctional rubber panels for the construction sector.



Bottle closure for the food and beverage sector.



Wood composite bearings for the tool and appliance sector.

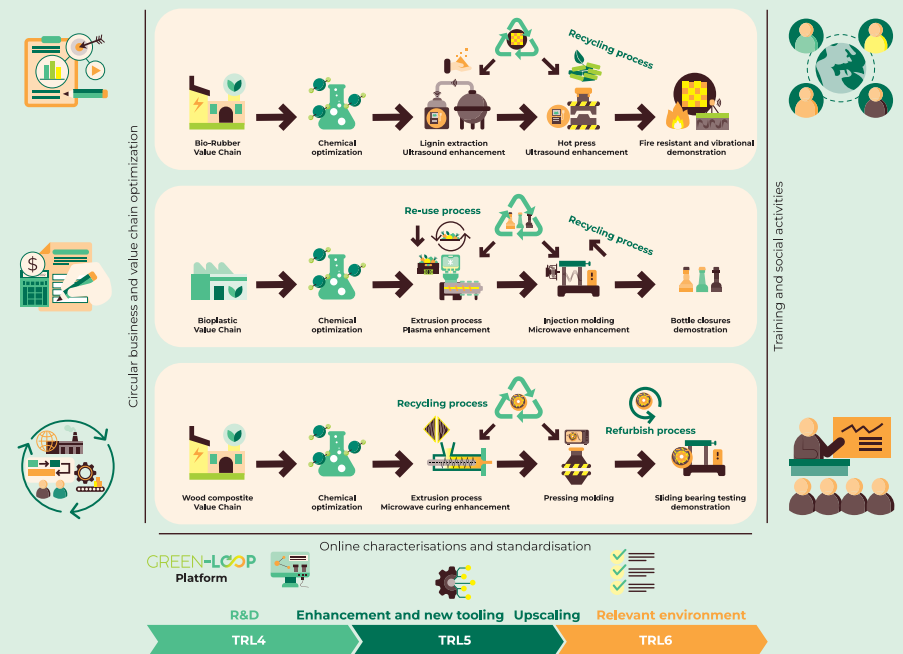
The value chain of each product will be optimised from raw material source to End Of Life of products and all manufacturing lines will be retrofitted to adapt to the new enhanced bio compoundings using Artificial Intelligence.

The **GREEN-LOOP** bio-based products will also contribute to the specific objectives of the **MADE IN EUROPE** Roadmap 2021-2027. In this context **GREEN-LOOP** will represent an example of transition towards green manufacturing technologies, incorporating adapted and novel manufacturing techniques to produce bio-based materials.

GREEN-LOOP aims at enhancing and supporting the bioeconomy at the European level through robust product design adapted to new sustainable and circular schemes, reducing the cost of manufacture and accelerating the market introduction of novel bio-based products.

GREEN-LOOP's vision is realised through innovative techniques including the retrofitting of conventional production systems to accommodate the new bio-based production, electrification of production systems (microwave and ultrasound), advanced control with monitoring, artificial intelligence and sustainable design of end products.

GREEN-LOOP will cover the whole value chain: biomass sourcing, conversation and pre-treatment, disruptive and enhanced bio-based production at industrialization system up to TRL6, end-user testing and circular use activities (recycle, refurbish and reuse).



GREEN-LOOP

PowerPoint Slide show

SlideShow

In the database you will find a graphic layout for a PowerPoint slideshow that can be personalised with your text and photo.
You will find three cover page layouts and a few layouts for explanation slides.
By following the graphic instructions, you can design your slide any way you like.
In order to preserve the identity of the brand, the colours, the font (Montserrat) and all the graphic elements in the database must be respected.



COVER TITLE 1

COVER Title 1
Black or light green
Montserrat
bold - 42 pt

TITLE 1

Title 1
Black - Montserrat
bold - 34 pt

SUBTITLE 1

Subtitle
Grey - Montserrat
regular - 16 pt

Text, text

Text
Black - Montserrat
regular - 11 pt

Text, text

Text 2
Black - Montserrat
regular - 16 pt

Presentation Covers 3 versions

COVER Title 1
Black or light green
Monteserat
bold - 42 pt

Background and Photos
are included in the
database



Footer with indications
and logos of project
(logos included in the
database)



Presentation Text-only slide



title of the event | 00/00/2024 title of slide

Title 1
Ommoditas sus, optate

Subtitle Ommoditas sus, optate doluptatem aborro

Ommoditas sus, optate doluptatem aborro officiam nullate mporeiu stinciusda non re doleser uptatur
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perissum auditaque volore, si aut alisciam, sequi as nam, simus as denim qui ut asimusamus et omnimo
ipsandelis denture cum ilisi occae officiis ipictetur?
Exerumquamus minusam repelit ierunt magnatem

GREEN-LOOP

 Co-funded by the European Union Views and opinions expressed are however those of author(s) only and do not necessary reflect those of the European Union or HADEA. Neither the European Union nor the granting authority can be held responsible for them.  UK Research and Innovation

Header with title of event, date, slide title

Text - black
Monteserat regular - 11 pt

Footer with indications and logos of project (logos included in the database)

Title 1 - Black
Monteserat
bold - 34 pt

Subtitle - grey
Monteserat
regular - 16 pt

Background
colour #fef4e9

Presentation text and photo slides

Title 1 - Black
Monteserat
bold - 34 pt

Subtitle - grey
Monteserat
regular - 16 pt

Background
colour #fef4e9

title of the event | 00/00/2024

title of slide

Title 1 Ommoditas sus, optate

Subtitle Ommoditas sus, optate
doluptatem aborro

Ommoditas sus, optate doluptatem aborro officiam
nullate mporeiu stinciusda non re doleser uptatur
res et odia suntur sitis quaspe num que non reptatur
ribearc

GREEN-LOOP

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UK Research and Innovation

Header with title
of event, date,
slide title

Text - black
Monteserat
regular - 11 pt

Footer with indications
and logos of project
(logos included in the
database)

title of the event | 00/00/2024

title of slide

Title 2, Ommoditas sus, optate

→ Text 2 si aut alisciam, sequi as nam

Ommoditas sus, optate doluptatem aborro officiam
nullate mporeiu stinciusda non re doleser uptatur
res et odia suntur sitis quaspe num que non reptatur
ribearc

→ Text 2 si aut alisciam, sequi as nam

Ommoditas sus, optate doluptatem aborro officiam
nullate mporeiu stinciusda non re doleser uptatur
res et odia suntur sitis quaspe num que non reptatur
ribearc

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UK Research and Innovation

title of the event | 00/00/2024

title of slide

Title 2, Ommoditas sus, optate

→ Text 2 si aut alisciam, sequi as nam

→ Text 2 si aut alisciam, sequi as nam

→ Text 2 si aut alisciam, sequi as nam

GREEN-LOOP

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UK Research and Innovation

Indicator with the colours
of the logo (indicator
included in the database)

Presentation Text-only slide

Title 2 - Black
Monteserat
bold - 21,5 pt

Text 2 - Black
Monteserat
regular - 16 pt

Background
colour #fef4e9

title of the event | 00/00/2024

title of slide

Title 2, Ommoditas sus, optate

Text 2 si aut alisciam, sequi.

Text 2 si aut alisciam, sequi.

Text 2 si aut alisciam, sequi.

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UK Research and Innovation

Header with title
of event, date,
slide title

Project photos included
in the database

Footer with indications
and logos of project
(logos included in the
database)

Presentation Projects slide

Title 2 - Black
Monteserat
bold - 21,5 pt

Text 2 - Black
Monteserat
regular - 16 pt


Background
colour #fef4e9

title of the event | 00/00/2024

title of slide


Title 2, Ommoditas sus, optate

Text 2 si aut alisciam, sequi.




Ommoditas sus, optate doluptatem aborro officitam nullate mporeiu stinciusda non re doleser uptatur, res et odia suntur sitis quaspe num que non reptatu ribearc hiciae raectem adi reius maio. Ut lant perissum auditaque volore, si aut alisciam, sequi as nam, simus as denim qui ut asimusamus et omhimo ipsandelis denture cum ilisi occae officii ipictetur?
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 UK Research and Innovation

Header with title
of event, date,
slide title


Text - black
Monteserat
regular - 11 pt

Footer with indications
and logos of project
(logos included in the
database)

title of the event | 00/00/2024

title of slide

Title 2, Ommoditas sus, optate




- Text 2 si aut alisciam, sequi. non reptatu ribearc hiciae raectem adi reius maio. Ut lant perissum auditaque volore, si aut alisciam, sequi as nam, simus as denim.
- Text 2 si aut alisciam, sequi. non reptatu ribearc hiciae raectem adi reius maio. Ut lant perissum auditaque volore, si aut alisciam, sequi as nam, simus as denim.

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