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GREEN-LOOP

Sustainable manufacture systems towards novel bio-based materials

## **WP 8 – Communication, Dissemination and Training**

### **D8.3 Final Communication & Dissemination Plan**

Document information

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## GREEN-LOOP Key Facts

Project title	Sustainable manufacture systems towards novel bio-based materials
Starting date	01.09.2022
Duration in months	36
Call (part) identifier	TWIN GREEN AND DIGITAL TRANSITION 2021 (HORIZON-CL4-2021-TWIN-TRANSITION-01)
Topic	HORIZON-CL4-2021-TWIN-TRANSITION-01-05 Manufacturing technologies for bio-based materials (Made in Europe Partnership) (RIA)
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	GUALA CLOSURES	GUALA	IT
6	MIXCYCLING SRL	MYX	IT
7	NSB PROJECT SRL	NSB	IT
8	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	AIMEN	ES
16	NATIONAL COMPOSITE CENTRE	NCC	UK
17	UNIVERSITY OF BRISTOL	UBRIS	UK

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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
WP	Work Package



## Executive Summary

The main objectives of WP8 were 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 have been made available to EU industry and academia and provides an analysis of the WHO, WHAT and HOW throughout the project.

This document, submitted at the end of the GREEN-LOOP project implementation is an update of the intermediate communication and dissemination plan report submitted at month 18 (D8.2).

The main communication and dissemination tools and materials produced during the first 18 m GREEN-LOOP was 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 releases 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 also includes the activities implemented 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.

The C&D plan highlights the dissemination activities implemented 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 organisation of a final event to disseminate results in collaboration with other members of the BIO-MATTERS cluster.

This C&D plan also has considered the exploitation plan developed in WP7 by AXIA. This ensured 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 includes a report on dissemination activities carried out as a chapter of the D8.4 PEDR deliverable.

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# 1. Introduction

The D8.3 Communication and Dissemination Plan is the third of three public deliverables, marking the final report for the communication and dissemination activities. The first, D8.1, was released at Month 6 of the project, followed by D8.2 at Month 18.

D8.3 includes all communication and dissemination activities carried out from Month 18 to Month 36 of the project.

The main points covered in this document are:

- Illustration of the communication and dissemination plan
- Highlighting of the communication and dissemination activities already undertaken
- Reporting on key performance indicators (KPIs) and achieved targets to assess the effectiveness and efficiency of communication and dissemination efforts.



## 2. The Communication & Dissemination Plan

### 2.1. Purpose

This document serves as the final Communication and Dissemination (C&D) Report for the GREEN-LOOP project, summarizing the communication strategy implemented and the actions carried out to enhance project visibility and highlight the contribution of EU funding to societal, economic, and technological advancements.

Throughout the duration of the project, NSB coordinated Task 8.1 – C&D Plan at the consortium level. It defined and refined the communication guidelines, ensuring an effective and coherent approach across all partners. NSB also closely monitored the publication of project outcomes and the overall evolution of the initiative, contributing significantly to the successful delivery of WP8 objectives.

GREEN-LOOP consistently aimed to communicate its goals, progress, and results to a broad audience, including industry stakeholders, academic institutions, policymakers, and the general public. By doing so, the project not only raised awareness about circular and sustainable manufacturing but also encouraged the uptake of its findings across different sectors.

Communication and dissemination activities were wide-ranging and impactful, and included:

- A comprehensive project website regularly updated with news, deliverables, and results.
- Active presence on social media platforms (LinkedIn, Facebook, Twitter/X) to reach wider audiences and stakeholders.
- Production and distribution of press releases.
- Organization and participation in international conferences, workshops, and webinars.
- Creation of visual materials such as brochures, posters, videos, and infographics.
- Scientific publications and presentations at technical events.
- Close collaboration with EU networks and initiatives to amplify the project's outreach.

All communication activities were carried out in compliance with Article 17 of the Grant Agreement, ensuring visibility of EU support and alignment with open science and dissemination principles. The consortium made a concerted effort to:

- Deliver timely and well-coordinated communication actions.
- Ensure the accuracy and clarity of shared content.
- Tailor messages to specific target groups and stakeholder needs.
- Allocate resources efficiently and measure the impact of each activity.

The success of the C&D strategy was made possible thanks to the active participation of all project partners, who contributed to spreading GREEN-LOOP's key messages, results, and long-term vision for a greener and more circular industrial ecosystem.

## 2.2. Objectives and Impact

One of the key goals of the C&D Plan was to establish and implement a stakeholder-driven dissemination strategy. This objective has been successfully achieved through the collaborative efforts of all consortium partners. Throughout the project, partners identified and engaged with key stakeholder groups, ranging from the general public and scientific community to industry players, policymakers at both EU and national levels, and potential investors.

Stakeholder engagement activities were tailored according to the desired level of involvement, including informing, consulting and interacting with. This multi-tiered approach enabled effective knowledge transfer and encouraged two-way communication between the project and its audience.

A variety of **dissemination activities** were undertaken to share the project's progress and results with relevant stakeholders:

- The project explored the feasibility of adapting existing manufacturing infrastructure to support more sustainable, bio-based production processes.
- Innovations in the development of bio-based materials, such as bio-rubber, bioplastics, and wood composites, were presented, including a process for rubber devulcanization that uses green chemistry and ultrasound technology.
- Microwave systems were introduced in the production lines to enhance process efficiency and productivity. Related outcomes were presented in technical workshops and publications.
- To support the future commercialization of these innovations, AXIA Innovation completed a detailed market and risk analysis.
- In addition to technological progress, the project also contributed to capacity-building and job creation. Notably, some PhD positions were established within the consortium, strengthening research and innovation capabilities in the bioeconomy sector.
- The dissemination efforts ensured that project outcomes reached a diverse and relevant audience, laying the groundwork for future exploitation and broader adoption of GREEN-LOOP's results.

**Key activities** carried out in line with the project's Impact strategy included:

- Implementation of communication actions aimed at raising awareness of the advantages of bio-based materials compared to traditional alternatives. The campaign also emphasized the importance of circular economy principles in contributing to the EU's climate neutrality goals for 2050.
- Dissemination of project findings to the scientific and industrial communities through various channels, including:
  - o Peer-reviewed publications in open-access journals and repositories, which ensured broad access to the project's scientific results.
  - o Participation in EU-funded project exhibitions and international conferences to present and share project outcomes.
  - o Publication of public deliverables, scientific articles, and project news via the official website and social media channels.
  - o Participation in the BIO-MATTERS final event (Brussels, 29 April 2025) with the opportunity to 'touch and feel' the first final results of the project.
  - o Participation in EUBCE 2025 (Valencia, 9-12 June), with the presentation of the final results through a speech and the constant presence of the team in a booth specifically dedicated to the project.
  - o Uploading of project outcomes to the Horizon Results Platform and Innovation Radar to enhance visibility and potential exploitation.
  - o Engagement through the GREEN-LOOP online platform, featuring interactive and social outreach components.

## 2.3. Communication & Dissemination strategies

The C&D strategy was designed to support the project's overarching goal: accelerating the uptake of sustainable, bio-based, and circular manufacturing solutions across Europe. It focused on reaching key audiences through clear, targeted, and consistent communication throughout the project.

Foundational elements such as visual identity, precise audience segmentation, internal coordination, and active partner involvement helped establish a coherent and integrated communication framework across diverse platforms and stakeholder levels, regional, national, and European.

NSB, as leader of WP, coordinated the strategy's implementation and ensured continuous support and oversight during the entire project.

By blending traditional tools with digital outreach and collaborative dissemination efforts, the project achieved strong visibility and laid the groundwork for future uptake of its results.

## 2.4. Key Focus Areas and Key Messages

The implementation of the Key Focus Area and the Key Messages has been confirmed across all identified stakeholder groups. For full details on dissemination actions, target audiences, and communication channels, please refer to Deliverable D8.4.

## 2.5. Stakeholder analysis and target audience

The stakeholder analysis confirmed the implementation of key messages and key strategies tailored to each target audience. For a detailed overview of this process and its outcomes, please refer to Deliverable D8.4.

## 2.6. Communication & Dissemination Activities Implemented

The C&D plan, implemented in year three (months 19–36), focused on results, their dissemination and impact.

Communication and Dissemination (C&D) activities were carried out with high intensity throughout the project, aiming to effectively reach all target audiences. The strategy focused on disseminating project knowledge, informing stakeholders, and facilitating active interaction.

Confirming the planned key dissemination actions, in the final year, C&D efforts concentrated on:

- Promoting project results and intensifying communication activities.
  - The GREEN-LOOP [website](#) served as the main digital hub, providing access to public deliverables, news, publications, and updates from all work packages, and was regularly updated with new content and results.

- [Social media platforms \(LinkedIn, Facebook, Twitter/X\)](#) were actively used to share content and promote project events, maintaining an active presence to reach wider audiences and stakeholders.
  - Production and distribution of [press releases](#).
  - Organization and participation in international [conferences, workshops, and webinars](#).
  - Creation of visual materials such as brochures, posters, [videos](#), and infographics.
  - Tailored communication materials were created for various events, with particular focus on the External Workshops held in the first half of 2025.
  - [Scientific publications](#) and presentations at technical events.
  - Close collaboration with [EU networks](#) and initiatives to amplify the project's outreach. Cluster collaboration and joint dissemination: as a member of the BIO-MATTERS cluster, GREEN-LOOP contributed to joint outreach activities, including participation in the final cluster event held in Brussels on 29 April 2025.
  - The dissemination log was consistently updated to track all C&D activities carried out by consortium partners, including participation in events, publications, and online engagement. These efforts were monitored against predefined Key Performance Indicators (KPIs).
- A series of strategies have been implemented to launch the [GREEN-LOOP Value Chain Platform](#) effectively
  - Identifying and involving potential users, collecting their feedback, and validating the applicability of the outcomes.
  - Preparing for exploitation of project results by raising awareness among potential users and stimulating support from relevant market segments.

## 2.7 Gender and Diversity in the C&D activities

Gender and diversity aspects were consistently embedded in GREEN-LOOP's communication and dissemination (C&D) activities to ensure inclusive outreach, equitable participation, and meaningful stakeholder engagement.

These considerations reflect both the consortium's commitment to responsible research and innovation (RRI) and the broader requirements of Horizon Europe.

Building on the baseline approach outlined in Deliverable D8.2, further efforts were undertaken during the second half of the project to integrate intersectional perspectives across materials, channels, and formats.

### Key principles guiding the C&D strategy included:

- Using inclusive language and visual representations that reflect social and cultural diversity across gender, age, ethnicity, and background.
- Adapting tone and terminology to the specific needs of the target audience, ensuring accessibility and relevance for both expert and lay audiences.
- Avoiding gender stereotypes and ensuring gender-balanced representation in visual content, expert quotes, and stakeholder profiles.
- Promoting the values of openness, accessibility, and non-discrimination through communication messages that emphasized phrases such as “open to all,” “inclusive opportunity,” and “without barrier.”

## **New developments since M18 include:**

- A dedicated internal Gender Workshop (03 February 2023), organised by AAU, aimed at raising awareness among consortium partners about the integration of gender dimensions in R&I, communication practices, and stakeholder engagement. The workshop focused on practical guidance, shared examples from past projects, and allowed for peer exchange.
- During several external and internal events (e.g. webinars, workshops), a conscious effort was made to strive for balanced gender representation among speakers and moderators. Although exact parity has not always been achieved, awareness of this goal has been steadily growing among all partners involved, and it will be increasingly taken into account in the ongoing development of the project.
- Where applicable, participation data in dissemination events were collected and evaluated with a gender lens, contributing to a better understanding of engagement patterns and representation.
- Internal editorial guidelines were updated to encourage the consistent use of gender-sensitive formulations, particularly in non-English communication where grammatical gender may be more explicit.
- The final set of videos, interviews, and visual content intentionally portrayed diverse user groups and professionals to reflect the wide range of actors involved in circular and bio-based innovation ecosystems.

Furthermore, a strong emphasis was placed on aligning the project's communication efforts with the European Commission's commitment to gender equality and diversity mainstreaming. The Gender and Diversity Strategy (D8.10) provided an important reference throughout the final phase of the project and served as a quality benchmark for inclusive dissemination practices.

## **Key takeaways and recommendations:**

- Intersectionality matters: future projects should consider not only gender but also how multiple identity dimensions (e.g. age, ethnicity, disability, geography) interact to shape access to information and engagement opportunities.
- From awareness to action: awareness-raising workshops are valuable entry points but should be followed up with clear responsibilities and measurable targets (e.g. quotas for gender-balanced panels or inclusive stakeholder mapping).
- Inclusive design is good design: visual identity, website layout, and communication materials that adopt inclusive design principles tend to be more appealing, user-friendly, and impactful.

## 3. Communication and dissemination activities

### 3.1. KPIs

The communication and dissemination activities carried out throughout the project were completed successfully, with all planned outputs delivered and key performance indicators showing generally positive trends. The project's communication strategy was implemented consistently across all phases, with a clear focus on increasing visibility, engaging stakeholders, and effectively promoting the project's milestones and results through various channels.

[Press releases](#) were issued as scheduled, with one published during each phase of the project, in line with the initial plan. This approach ensured timely and structured communication with the media at key points in the project lifecycle.

In parallel, the production of [website](#) articles increased steadily over time. Starting with 17 articles in Phase 1, the number grew by 20% between the last two reporting periods. This reflects a continuous effort to maintain an active editorial presence and to provide updated, accessible information to the public and stakeholders. Website views followed a similar positive trajectory.

Among the [social media channels](#), LinkedIn stood out for its remarkable performance. The number of published posts rose from 24 to 46 over the project period, contributing to a significant boost in visibility. Impressions surged by over 70% between P2 and P3, while the engagement rate increased by an exceptional 373%, rising from 9.0 to 42.7. Follower growth was also impressive, with an increase of more than 51%, far exceeding the initial 10% growth target. These results reflect a highly effective LinkedIn strategy that not only expanded the project's reach but also fostered meaningful engagement with the audience.

[Audiovisual materials](#) were delivered in full, including a 3–5 minute institutional video, a short video introducing the project concept, and three video pills. These multimedia products played an important role in complementing textual content and offered a more accessible and engaging format for communicating key aspects of the project to a broader audience.

In conclusion, the communication and dissemination efforts were successfully executed and contributed effectively to the overall impact of the project. Most indicators showed clear and measurable progress, with several surpassing the predefined targets. The use of LinkedIn in particular proved highly successful, while performance on X remained more static. The delivery of high-quality content across multiple formats ensured consistent engagement with key audiences and supported the project's objectives in terms of outreach, visibility, and stakeholder involvement.

KPIs	Indicator	P1	P2	P3	P2 < P3	RESULTS
Press release	3	1	1	3	300%	increasing
Site articles	-	17	20	24	20,00%	increasing
Website views	-	2754	3030	3367	11,12%	increasing
LinkedIn Post	nr	24	40	46	15,00%	increasing
LinkedIn Impression	+5%	2,521	14,622	24,935	70,53%	increasing
LinkedIn Engagement rate	stable	6	9,017	42,7	373,55%	increasing

LinkedIn Growth Followers	+10%	143	405	613	51,36%	increasing
Facebook Coverage	+20%	34	959	4980	419,29%	increasing
Facebook Engagement rate	stable	0	133	139	4,51%	increasing
Facebook new Likes	+20%	19	26	28	7,69%	increasing
X Impressions	+20%	65	160	166	3,75%	increasing
X Engagement rate	stable	7	10	11	10,00%	increasing
X Growth followers	+20%	-	22	22	0,00%	stable
Video 3-5 minute	1	-	1	-	-	done
Short video to show the project concept	1	-	1	-	-	done
Videopills	3	-	3	-	-	done

Table 1 - KPIs Table

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: 6 results presented during the project execution.
- International Prize / Award: One application
- Patents: 2 patents on microwaves technologies have been confirmed by IDENER.
- Training webinars (Internal workshops): Seven internal workshops were conducted under the leadership of ISQ. Compared to the six initially planned in Task 8.4, an additional training workshop was added, focusing on the Value Chain Platform.
- Innovation Radar: At least 6 project results. The outcome of the official project review will confirm this.

The Communication and Dissemination Plan has been monitored throughout the project's lifetime, ensuring it consistently meets its Key Performance Indicator (KPI) 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.

GREEN-LOOP						
NR.	TYPE OF EVENT	VENUE: CITY, COUNTRY	DATE	EVENT NAME/TITLE	EVENT ORGANIZER	PARTNER INVOLVED
[at least 3]	Industrial Fair/Forum/Exhibition					
1	Industrial Fair/Forum/Exhibition	Paris, FR	25-27 April 2023	JEC World 2023	JEC	NCC
2	Industrial Fair/Forum/Exhibition	Lille, FR	6-8 September 2023	LCM 2023	WeLOOP	AIMEN
3	Industrial Fair/Forum/Exhibition	Cesena, IT	25 September 2023	Macrolibrarsi Fest 2023	Macrolibrarsi Alternativa Naturale	LE TERRE DI ZOE
4	Industrial Fair/Forum/Exhibition	Birmingham, UK	1-2 November 2023	Advanced Engineering	Easyfairs	NCC
5	Industrial Fair/Forum/Exhibition	Paris, FR	5-7 March 2024	JEC World 2024	JEC	NCC
6	Industrial Fair/Forum/Exhibition	Cesena, IT	22-23 September 2024	Macrolibrarsi Fest 2024	Macrolibrarsi Alternativa Naturale	LE TERRE DI ZOE

Figure 1 - Screenshot of a section of the Dissemination Log

All partners were asked to complete this document prior to consortium meetings, both for general updates and for the regular revision of the Communication and Dissemination Plan.

In addition, any partner organising an event or participating in a third-party workshop to promote GREEN-LOOP was required to fill out a form with all relevant details, in order to enable the publication of a news item on the website and a related post on social media.

## 3.2. Website

Throughout the entire duration of the GREEN-LOOP project, the official website [www.greenloop-project.eu](http://www.greenloop-project.eu) has served as the central communication hub, showcasing the project's evolution, milestones, and achievements. Designed to be a single point of reference, the website has effectively gathered and presented all relevant updates, events, materials, and innovations developed over the course of the project.

A dedicated landing page has recently been added for the [GREEN-LOOP Value Chain Platform](#), offering clear and immediate access to this key outcome of the project. A landing page helps drive engagement by guiding visitors directly to a specific solution, in this case, the digital platform, while highlighting its benefits and functionalities in a focused and user-friendly way.

The [News & Events section](#) has been consistently updated, ensuring that stakeholders and the wider public could stay informed about project developments in real time. This continuous online presence has enhanced transparency and community engagement, while also supporting the dissemination of project outcomes and opportunities for collaboration.

In addition, the Resources section offers a comprehensive archive of [project deliverables](#), [dissemination materials](#), [communication tools](#), and [publications](#). Of particular importance is the [Training Materials page](#), which gathers all public materials shared during the GREEN-LOOP workshops. These resources ensure that knowledge generated by the project remains accessible and reusable beyond its official end.

Special emphasis was also given on the [homepage](#) to external workshops, with the aim of amplifying the visibility of GREEN-LOOP results. These events have been key moments for sharing insights into the innovative products and processes developed, helping to reach a broader audience and maximize the project's impact.

In conclusion, the GREEN-LOOP website has been a vital asset for communicating the project's story, fostering knowledge exchange, and supporting the long-term uptake of its innovations.

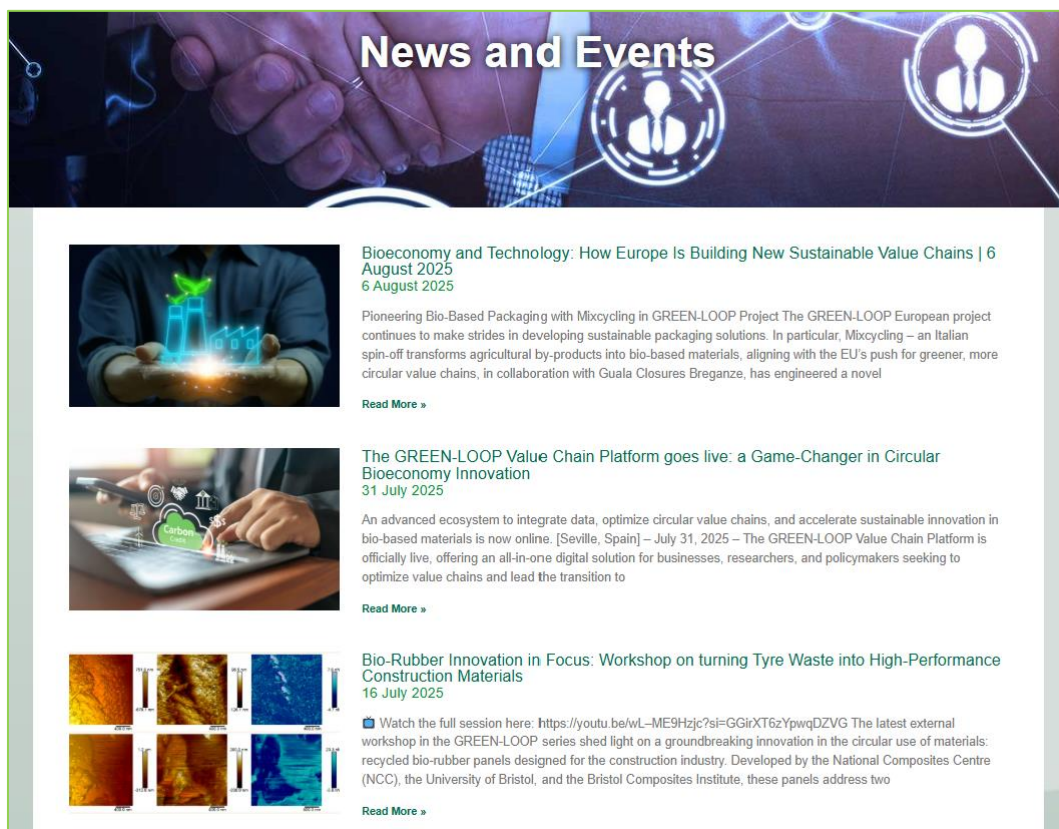


Figure 2 - the website's News and Events page

### 3.3. Social networks

Social media have played a key role in the GREEN-LOOP project's communication strategy, enabling the rapid dissemination of content to a wide and diverse audience. Among these platforms, LinkedIn has played a fundamental role. These platforms offer on-demand access to information anytime, anywhere, and on any digital device, making them essential tools for increasing visibility and engagement.

In the previous chapter dedicated to [KPIs](#), we had the opportunity to measure the results achieved; here, we would just like to highlight the target that was reached.

- [LinkedIn](#) was chosen for its strength as a professional network. It is widely used by researchers, academics, industry professionals, and business stakeholders, making it the ideal platform for engaging with experts, institutions, and potential adopters of GREEN-LOOP innovations.
- [Facebook](#) was leveraged to reach the general public and non-specialist audiences. Its accessible and informal nature made it a powerful channel for raising awareness about the project's goals, events, and real-world impacts in a more relatable way.

- [X](#) served as a fast-paced communication tool ideal for reaching policy makers, journalists, innovation networks, and a broader digital community interested in sustainability, circular economy, and EU-funded research. Its format facilitated timely updates, live event coverage, and interaction with a wide variety of followers.

By tailoring content and messaging to the strengths of each platform, GREEN-LOOP maximized the effectiveness of its communication and ensured that its key messages reached relevant audiences across the research, industry, public, and policy sectors.

## 3.4. Audiovideo materials

Throughout the GREEN-LOOP project, video content has been developed and strategically used to enhance the dissemination of results and strengthen audience engagement. Video is a highly effective communication tool: it increases viewer involvement, supports better message retention, and raises awareness of the project's objectives and impact. Moreover, videos significantly boost the organic reach of social media posts, as they are often prioritized by platform algorithms and are more likely to be shared, commented on, and go viral.

To support these goals, the following video formats were produced:

- [Project Overview & Results Video](#) (≈ 5 minutes): aimed at a professional and technical audience, this video presents the GREEN-LOOP concept, its innovative approach, the progress of its innovation pilots, and key results. It combines filmed material with animations to communicate complex ideas clearly and attractively.



Figure 3 - Project Overview & Results Video

- [General Audience Short Video](#) (looped format): Designed for exhibitions, public events, and fairs, this short video version communicates the core concept and results of the project in a visually engaging format without spoken audio, making it suitable for silent-loop displays. Its accessible style also makes it ideal for engaging non-specialist audiences.



Figure 4 - General Audience Short Video

- [Videopills](#) – Short Interviews: A series of brief, focused video clips featuring interviews with project partners and stakeholders. These videos highlight individual perspectives, experiences, and contributions, humanizing the project and giving voice to its multidisciplinary collaboration.
  - o [Interview with Adam Sparkes, National Composites Centre \(NCC\)](#)
  - o [Interview with Jens Schimdt, FRAUNHOFER](#)
  - o [Interview with Marco Scatto, MIXCYCLING](#)

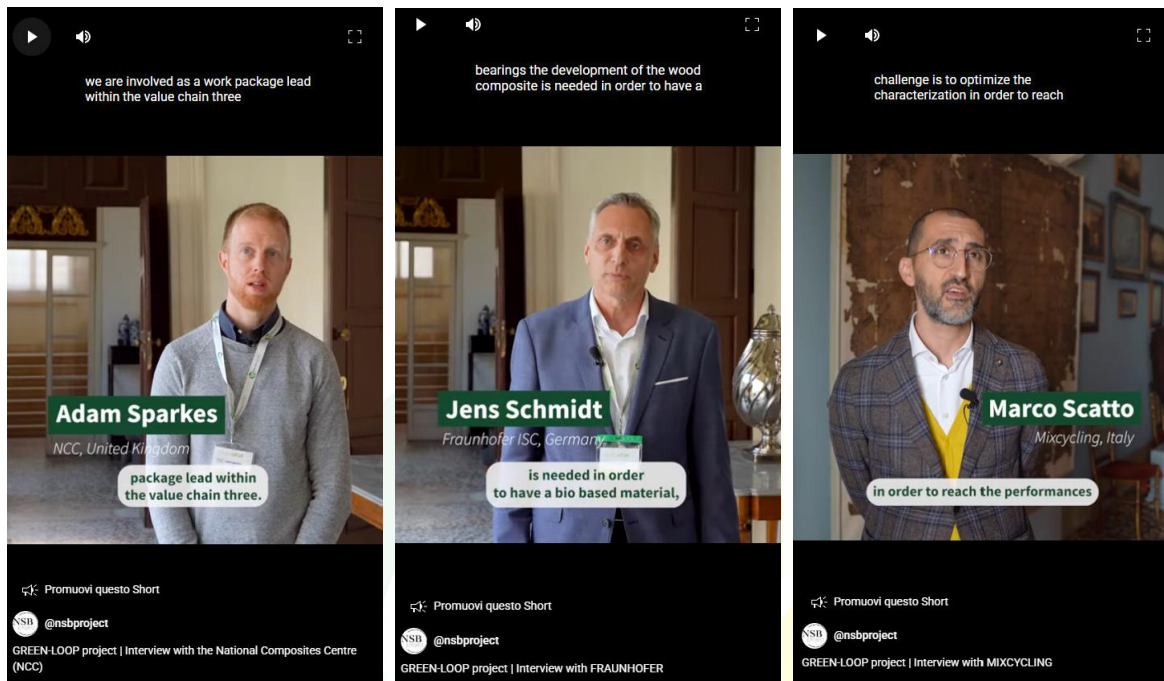


Figure 5 - Videopills

- [Shorts](#) - Video testimonials snippets about the bioplastic value chain: “GREEN-LOOP meets its Stakeholders” thanks to the participation of [Omada](#), [Stilfibra](#), [Schmid Milano](#).

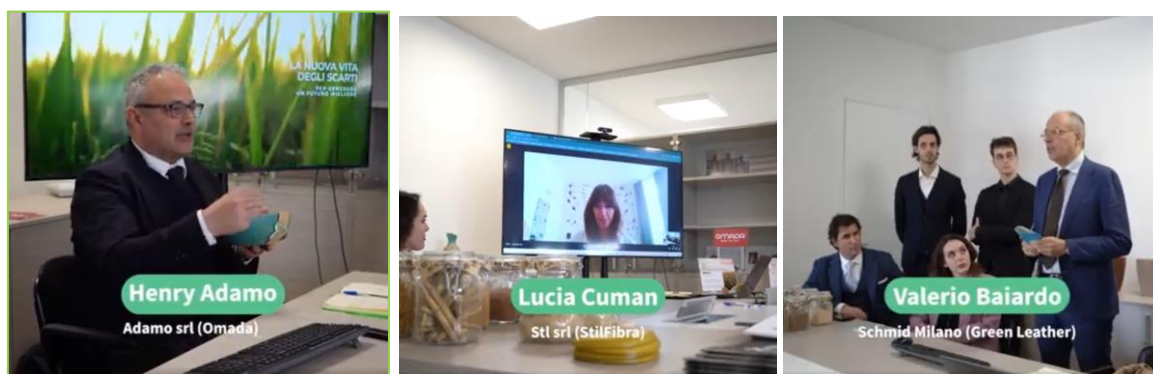


Figure 6 - Shorts

- Video posts: short videos shared on social media to engage audiences, tell stories, or highlight key messages; an effective way to capture attention and boost interaction thanks to its visual and dynamic format. Examples:
  - o [Linkedin post | June 12, 2025](#)
  - o [Linkedin post | May 5, 2025](#)
  - o [Linkedin post | February 20, 2025](#)

The use of video has proven to be a valuable asset in making GREEN-LOOP's content more accessible, shareable, and impactful, helping to reach both expert communities and the wider public in an engaging and memorable way.

## 3.5. Scientific publications

By Month 36, the GREEN-LOOP project had achieved substantial results in scientific dissemination, with several peer-reviewed articles published in leading international journals. This chapter offers an updated overview of the consortium's scientific output, underscoring its contributions to advancing knowledge in bio-based materials, the circular economy, and sustainable technologies.

All publications were broadly disseminated through trusted platforms such as the Horizon Results Platform, the EFFRA Innovation Portal, and other official EU communication channels. This ensured widespread visibility among researchers, policymakers, and industry stakeholders, in line with the EU's principles of open science and transparency.

In full compliance with Horizon Europe's open access policies, all peer-reviewed publications were made freely available. Authors deposited machine-readable versions—either the final published article or the peer-reviewed manuscript—in certified open-access repositories immediately upon publication. These were released under the Creative Commons Attribution (CC BY) or a compatible open licence, reflecting current best practices in open scientific communication.

Each publication was enriched with structured metadata, made openly accessible under a Creative Commons Public Domain Dedication or equivalent licence. Aligned with the FAIR principles (Findable, Accessible, Interoperable, Reusable), this metadata included:

- Author(s), title, publication date and journal
- Project identifiers (name, acronym, grant number)
- Licensing terms and persistent identifiers for the publication, authors, affiliations, and the grant
- Links to underlying datasets, software, or other supporting materials

To enhance traceability and coordination, the consortium maintained a Dissemination Log—an internal Excel-based tool capturing key details for each publication, such as journal name, publication date, authors, and a brief summary. This proved essential for consistent monitoring, timely reporting, and maintaining high standards in research communication.

The success of GREEN-LOOP's scientific dissemination was driven by the joint commitment of all partners, whose collaborative efforts enabled the production and widespread sharing of impactful research across Europe's innovation ecosystem.

The following peer-reviewed articles have been delivered by partners:

1. Tsakalova et al., A circular economy framework for the assessment of bio-based value chains, *Sustainable Chemistry for the Environment*, Elsevier, 2024.  
*Partner involved: AXIA*
2. Ramezani et al., Green and sustainable devulcanisation of ground tyre rubber using choline chloride–urea deep eutectic solvent, *Royal Society of Chemistry, RSC Sustainability*, 2025.  
*Partners involved: NCC, UBRIS*
3. Núñez et al., Artificial intelligence applied to microwave heating systems. Prediction of temperature profile through convolutional neural networks, *Machine Learning and Knowledge Extraction*, MDPI, 2024.  
*Partner involved: IDENER*
4. Kruczek et al., Circularity potential identification for new biomaterials using material flow analysis, *Science of The Total Environment*, Elsevier, 2025.  
*Partner involved: GIG*
5. AUTHORS, Microwave optimization of additives for biomaterials, *Energy/Biomaterials/Polymers*, Elsevier, 2025  
*Partners involved: IDENER, FHF*
6. AUTHORS, Microwave heating of biomaterials toward optimisation process (simulations part I), *Energy/Biomaterials/ Polymers*, PUBLISHER, 2025  
*Partner involved: IDENER*
7. AUTHORS, Microwave heating of biomaterials toward optimisation process (Lab testing part II), PUBLISHER, 2025  
*Partner involved: IDENER*
8. AUTHORS, Microwave choke designs (leakage prevention), *Energy/microwaves*, PUBLISHER, 2025  
*Partner involved: IDENER*
9. AUTHORS, Multi-layered composites from semi-cured recycled rubber sheets and lignin-sepiolite-PAA biodegradable water-based coatings, *JOURNAL*, PUBLISHER, 2025  
*Partners involved: NCC, UBRIS*
10. AUTHORS, Tribology of wood composites, Elsevier, 2025.  
*Partner involved: FHF/NCC/ISQ*

In addition to peer-reviewed publications, project results have been disseminated through posters and presentations at international conferences and exhibitions, including:

- Ecomondo (2024) – GREEN-LOOP: Sustainable Bio-based Materials and Circular Economy Solutions, published in Ecomondo's official proceedings.  
*Partners involved: IDENER, NSB, NCC, MYX, FHF*
- EUBCE 2025 – Poster presentation titled “Life Cycle Assessment for Three Different Innovative Bio-based Solutions”.  
*Partner involved: AIMEN*
- SETAC Europe 35th Annual Meeting – Poster presentation titled “Evaluation of the environmental impacts of three novel bio-based alternative solutions through a Life Cycle Assessment (LCA)”.  
*Partner involved: AIMEN*

## 3.6. Press releases

Throughout the duration of the GREEN-LOOP project, the consortium ensured strong visibility of its progress and results through an integrated scientific dissemination and communication strategy, with the active contribution of all partners.

Key project milestones, as well as intermediate and final results, were effectively communicated to relevant stakeholders through three coordinated press releases, issued at strategic moments during the project. These releases were aligned with major events, both local and European, or the publication of significant results, and were targeted at key audiences including SMEs, industry stakeholders, public authorities, and local and national media. Communication managers from each partner organisation actively supported the follow-up process to ensure broad coverage and amplify impact.

These outreach activities significantly supported the project's dissemination and exploitation strategy, while also enhancing its scientific visibility at both the European and international levels.

NR.	OTHER PUBLICATIONS	TITLE OF THE JOURNAL	TOPIC or TITLE OF PUBLICATION	AUTHOR/PARTNER	DATE
1	Magazine	altoadige.it	<a href="#">Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop   Ambiente ed Energia</a>	NSB	20/03/2024
2	Magazine	ambiente.tiscali.it	<a href="#">Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop</a>	NSB	20/03/2024
3	Magazine	ansa.it	Sedie di 'camomilla', vassoi tra 'vinaccia d'uva', il futuro sostenibile della bioeconomia	NSB	20/03/2024
4	Magazine	Ecodibergamo.it	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop   Ambiente ed Energia	NSB	20/03/2024
5	Magazine	gazzettadimantova.gelocal.it	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop	NSB	20/03/2024
6	Magazine	giornaletrentino.it	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop   Ambiente ed Energia	NSB	20/03/2024
7	Magazine	ilgazzettino.it	Mixcycling, la start up che trasforma gli scarti della camomilla in vassoi, stoviglie... e perfino sedie	NSB	20/03/2024
8	Magazine	notizie.tiscali.it	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop	NSB	20/03/2024

9	Magazine	quotidiano.net	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop	NSB	20/03/2024
10	TV online	radiobase101.it	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop	NSB	20/03/2024
11	Magazine	sport.gazzettino.it	Mixcycling, la start up che trasforma gli scarti della camomilla in vassoi, stoviglie... e perfino sedie	NSB	20/03/2024
12	Magazine	tuttonotizie.net	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop	NSB	20/03/2024
13	Magazine	ansa.it	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop	NSB	21/03/2024
14	Magazine	Il Giornale di Vicenza Media	Dagli scarti agricoli ai vassoi per la tavola, è il Green-Loop	NSB	21/03/2024
15	Magazine	alanews	Dagli scarti agricoli ai vassoi per la tavola, è il Green-Loop	NSB	21/03/2024
16	Magazine	Il Gazzettino	Dagli scarti agricoli ai vassoi per la tavola	NSB	21/03/2024
17	Magazine	altovicentinoline.it	Breganze. Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop.	NSB	21/03/2024
18	Magazine	Il Sole 24 Ore	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop	NSB	21/03/2024
19	Magazine	quotidiano.net	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop	NSB	23/03/2024
20	Magazine	Il Giornale di Vicenza Web	Nasce la tazza con lo scarto di camomilla e le plastiche degli aerei dalla vinaccia	NSB	24/03/2024
21	Magazine	Gazzetta di Mantova	Dagli scarti agricoli ai vassoi per la tavola, e' il Green-Loop	NSB	28/03/2024
22	Magazine	Il Giornale di Vicenza	Nasce la tazza con lo scarto di camomilla e le plastiche degli aerei dalla vinaccia	NSB	03/04/2024
23	Magazine	rinnovabili.it	Una start up vicentina utilizza scarti agricoli per sostituire la plastica	NSB	18/04/2024

24	Magazine	Renewable Matter	<a href="#">Green-Loop, il Made in Europe a base biologica e circolare</a>	NSB	23/04/2024
25	Magazine	weforgreen.it	<a href="#">Mixcycling e NSBproject: sostituire la plastica è possibile</a>	NSB	02/05/2024
26	Magazine	Green Planner Magazine	<a href="#">Dallo scarto della camomilla si realizza la tazzina per le tisane</a>	NSB	31/05/2024
27	Magazine	greenplanner.it	<a href="#">I casi virtuosi del progetto GREEN-LOOP di Mixcycling</a>	NSB	31/05/2024
28	Magazine	Maker Faire	<a href="#">Dagli scarti agricoli al design: la rivoluzione green della startup italiana Mixcycling</a>	MIX	17/07/2024
29	Magazine	Adnkronos	<a href="#">Sostenibilità: Green-Loop, soluzioni bio-based conformi a nuovo regolamento Ue imballaggi</a>	NSB / LBRT / MIX	08/11/2024
30	Magazine	Plast Magazine	<a href="#">Green-Loop: progetto bio-based per il packaging conforme al PPWR</a>	NSB / LBRT / MIX	11/11/2024
31	Magazine	Polimerica	<a href="#">Bioplastiche per imballaggi conformi al PPWR</a>	NSB / LBRT / MIX	13/11/2024
32	Magazine	Plast Magazine	<a href="#">Packaging a prova di PPWR</a>	NSB / LBRT / MIX	23/12/2024
33	Yearbook	AIMEN Yearbook 2024	The GREEN-LOOP project	AIMEN	07/05/2025
34	EFFRA Website	EFFRA news	<a href="#">Discover the Results of the GREEN-LOOP Project: Watch the Workshops On-Demand</a>	NSB	28/07/2025
35	Magazine	PRLog   Press Release Distribution	<a href="#">The GREEN-LOOP Value Chain Platform Goes Live: A Game-Changer in Circular Bioeconomy Innovation</a>	NSB	31/07/2025
36	Magazine	Innovation Post	<a href="#">Bioeconomia e tecnologia: così l'Europa costruisce le nuove filiere sostenibili. I casi di Polymers-5B e Green-Loop</a>	NSB	06/08/2025

Table 2 - List of Other Publications

## 3.7. Workshops, Conferences, and other events

As of M36, GREEN-LOOP organised n. 8 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.

<b>Workshop Training Nr.</b>	<b>Focus</b>	<b>Date</b>	<b>Leading partner</b>	<b>Target groups</b>
<b>1 (internal)</b>	Gender Workshop: How to integrate the Gender Dimension in R&I	03 February 2023	AAU	Project's partners
<b>2 (internal)</b>	1st Internal Workshop on OSH for GREEN-LOOP Manufacturing Systems - 2nd session	29 November 2023	NSB/AAU	Project's partners
<b>3 (internal)</b>	GREEN-LOOP Standardization Workshop	20 February 2024	ASI	Project's partners
<b>4 (internal)</b>	2nd Internal Workshop on "Introduction to Sustainable Materials in Product Design"	3-4 December 2024	ISQ	Project's partners
<b>5 (internal)</b>	3rd Internal Workshop on LCA of the three GREEN-LOOP value chains	27 January 2025	ISQ	Project's partners
<b>6 (internal)</b>	4th Internal Workshop on the Sustainability of Wood Composites	21 February 2025	FHF	Project's partners
<b>7 (internal)</b>	5th Internal Workshop on Bio-Plastic Innovation	25 March 2025	MYX, GUALA	Project's partners
<b>8 (internal)</b>	6th Internal Workshop on GREEN-LOOP Value Chain Platform	27 June 2025	IDENER	Project's partners
<b>9 (external)</b>	1st External Workshop on Bioplastic	23 May 2025	MYX	Project's partners and external stakeholders

	formulation in GREEN-LOOP			
<b>10 (external)</b>	2 <sup>nd</sup> External Workshop on Wood Composite value chain	5 June 2025	FHF	Project's partners and external stakeholders
<b>11 (external)</b>	3 <sup>rd</sup> External Workshop on Bio-rubber material production	16 July 2025	NCC	Project's partners and external stakeholders

Table 3 - List of Workshops

Nr.	International stakeholder workshop	VENUE: CITY, COUNTRY	DATE	EVENT NAME/TITLE	PARTNER INVOLVED	TARGETED AUDIENCE
1	External Stakeholder workshop	Brussels, BE	06-07 December 2023	CBE JU Stakeholder forum	NSB	Research Community, Bio-based Industries, CBE JU Stakeholders
2	External Stakeholder workshop	Valencia, ES	9-12 June 2025	EUBCE 2025 Exhibition forum	NSB	Research Community, Bio-based Industries, CBE JU Stakeholders

Table 4 - List of attended international stakeholder workshops

25

Nr.	National stakeholder workshop	VENUE: CITY, COUNTRY	DATE	EVENT NAME/TITLE	EVENT ORGANIZER	PARTNER INVOLVED	TARGETED AUDIENCE
1	Stakeholder workshop	Breganze, IT	mar-24		NSB / Mixcycling	All	SMEs, industry members relevant stakeholders for the Bio-plastic value chain
2	Stakeholder workshop	Bristol, UK	27/02/25	Research Committee	NCC	NCC	Industry members of the NCC and dissemination via business unit engagement

Table 5 - List of National stakeholder workshop

An updated list of attended events, including conferences, fairs, forums, and exhibitions, is provided in 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.

NR.	Industrial Fair/Forum/Exhibition	VENUE: CITY, COUNTRY	DATE	EVENT NAME/TITLE	PARTNER INVOLVED	TARGETED AUDIENCE
1	Industrial Fair/Forum/Exhibition	Paris, FR	25-27 April 2023	JEC World 2023	NCC	Trade show (businesses, industry, RTO's etc). Research communities, Other, Industry, business partners, Specific end user communities, Innovators
2	Industrial Fair/Forum/Exhibition	Lille, FR	6-8 September 2023	LCM 2023	AIMEN	World's leading forums for environmental, economic and social sustainability. The focus is on practical solutions for the implementation of life cycle approaches into strategic and operational decision-making, whether in science, industry, NGOs or public institutions
3	Industrial Fair/Forum/Exhibition	Cesena, IT	25 September 2023	Macrolibrarsi Fest 2023	LE TERRE DI ZOE	Macrolibrarsi Fest 2023 is the first Italian festival of sustainable change, personal well-being, and self-sufficiency
4	Industrial Fair/Forum/Exhibition	Birmingham, UK	1-2 November 2023	Advanced Engineering	NCC	OEMs and engineering supply chain professionals
5	Industrial Fair/Forum/Exhibition	Paris, FR	5-7 March 2024	JEC World 2024	NCC	Trade show (businesses, industry, RTO's etc)
6	Industrial Fair/Forum/Exhibition	Cesena, IT	22-23 September 2024	Macrolibrarsi Fest 2024	LE TERRE DI ZOE	B2C event 2024
7	Industrial Fair/Forum/Exhibition	Perugia, IT	14-15 October 2024	Mirabilia	LE TERRE DI ZOE	global B2B, Business partner, e-tailer, retailer, foreign dealers, Camera di Commercio of Vibo Valentia

8	Industrial Fair/Forum/Exhibition	Birmingham, UK	30-31 October 2024	Advanced Engineering	NCC	OEMs and engineering supply chain professionals
9	Industrial Fair/Forum/Exhibition	Paris, France	4-6 March 2025	JEC World 2025	NCC	Trade show (businesses, industry, RTO's etc)

Table 6 - List of Attended Fairs, Forums, and Exhibitions

Nr.	Conference	VENUE: CITY, COUNTRY	DATE	EVENT NAME/TITLE	PARTNER INVOLVED	TARGETED AUDIENCE
1	Conference	Online	21 November 2022	#HorizonEurope Framework Programme for Research and Innovation. Conferences participation -HEU Framework Programme	IDENER	National online meeting among institutions highlighting the pilot case of GREEN LOOP in Ethics. Research communities, EU Institutions, National authorities, Local authorities, Regional authorities
2	Thematic panels	Rzeszów, PL	11-12 December 2023	Podkarpackie Innovation Forum on the Circular Economy	GIG	entrepreneurs, manufacturing companies, and local authorities
3	Webinar	online	19 March 2024	Manufacturing and Construction	GIG	scientific community, entrepreneurs, manufacturing companies, national agency
4	Conference	Freiburg, DE	22-23 May 2024	24th Symposium on Composites and Material Composites (Verbund 2024)	FHF	National composite conference
5	Conference	Athens, EL	28-31 May 2024	Polymers 2024 - Polymers for a Safe and Sustainable Future	AXIA	Scientific community
6	Conference	Marseille, FR	24-27 June 2024	EUBCE 2024   Circular Value Chains for Bio-based	IDE/NSB/AXIA	The Scientific community, Agricultural e Forest based businesses for Biomass recovery, and other bio-based industries, Plastic

				Products: The BIO-MATTERS Cluster		converters and related manufacturing industries
7	Conference	Alessandria, IT	2-3 October 2024	S3 CONGRESS 2024 - 6th edition	NSB	Scientific community, Plastic converters and related manufacturing industries
8	Conference	Rimini, IT	5 November 2024	ECOMONDO 2024, "Technological solutions for resources recovery from end-of-life products and materials" Conference	IDENER/NC C/ISC/MYX/ NSB	Scientific audience
9	Conference	Brussels, BE	29 April 2025	BIO-MATTERS Cluster final event	NSB	Scientific community
10	Conference	Vienna, AT	11-15 May 2025	SETAC Europe 35th Annual Meeting	AIMEN	Scientific community
11	Conference	Valencia, ES	9-12 June 2025	EUBCE 2025	NSB/AIMEN	scientific community, biomass specialists, and other bio-based industries
12	Conference	Kraków, PL	2-4 June 2025	EUIndTech2 025	GIG	scientific community, entrepreneurs, manufacturing companies, and local authorities
13	Conference	Raleigh, NC, USA	June 2-6, 2025	International Symposium on Wood, Fiber and Pulping Chemistry (ISWFPC 2025)	NIC	scientific community, biomass specialists, and other bio-based industries
14	Conference	Wernigerode, Germany	29 September - 1 October 2025	66th German Tribology Conference 2025	FHF	Scientific community and Mechanical Engineering Industries

Table 7 - List of attended conferences

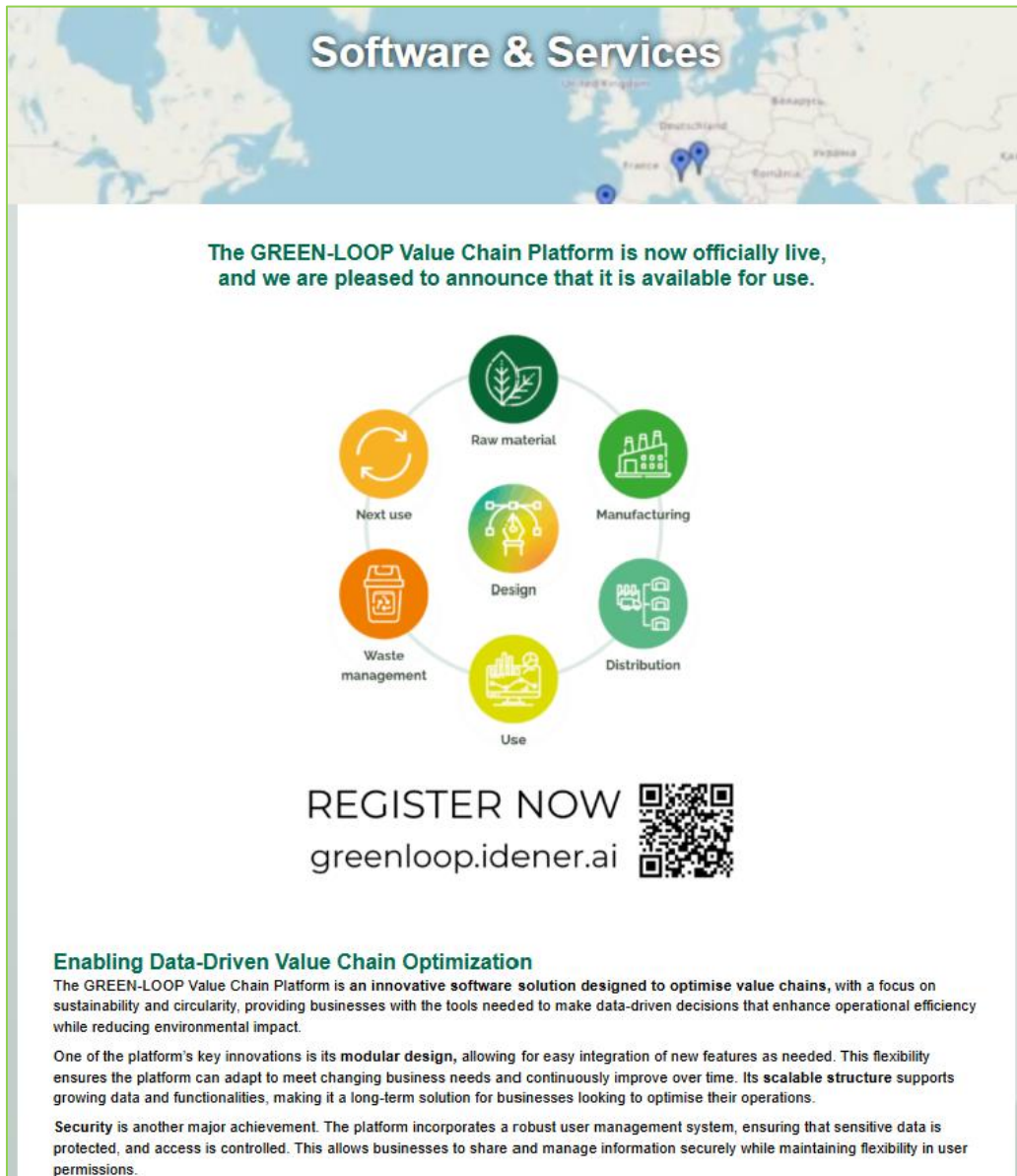
## 3.8. GREEN-LOOP Digital Platform

The GREEN-LOOP Platform, launched in M36, is an advanced digital tool designed to optimise value chains with a strong focus on sustainability and circularity. Its modular and scalable architecture allows easy integration of new features, ensuring adaptability to evolving business needs. The platform incorporates robust security systems, including advanced user management for secure data

sharing and controlled access. It also integrates AI-based optimisation, LCA, and LCC to support continuous improvement and sustainable operations.


The strategies implemented for the launch of the Value Chain Platform were:

1. Website Optimization and Dedicated [Landing Page](#). Create a clear, engaging landing page on the official website explaining the platform's value, features, and benefits. Include demo videos and screenshots.
2. Targeted social media posts across official channels. Launch a countdown campaign ahead of the platform release on LinkedIn, Twitter/X and Facebook. Share development updates.
3. Internal Workshop. An internal workshop was organized to present the platform's functionalities and operational procedures, enabling each partner to contribute their respective components within the value chains and to act as ambassadors towards their own stakeholders.
4. Training & Webinars Host live and recorded webinars explaining how to use the platform. Offer specialized sessions for different target groups (e.g., SMEs, policy makers, researchers).
5. Explainer videos published on the website and on YouTube:
  - o [GREEN-LOOP Value Chain Platform | Overview](#)
  - o [GREEN-LOOP Value Chain Platform | Example Tools](#)
  - o [GREEN-LOOP Value Chain Platform | New Value Chain Module](#)
  - o [GREEN-LOOP Value Chain Platform | User Training](#)
6. Promote the platform through [EFFRA newsletter](#).
7. Post-Launch Follow-Up and User Support. Collect feedback from early users and iterate based on their input. Continue updating users through social media.
8. Press Release and Media Outreach. Distribute a [press release](#) to EU, national, and local media outlets. Target media focused on sustainability, innovation, circular economy, and bioeconomy.




**Software & Services**

The GREEN-LOOP Value Chain Platform is now officially live, and we are pleased to announce that it is available for use.



Raw material  
Manufacturing  
Distribution  
Use  
Waste management  
Design  
Next use

REGISTER NOW  
[greenloop.idener.ai](https://greenloop.idener.ai)



**Enabling Data-Driven Value Chain Optimization**  
The GREEN-LOOP Value Chain Platform is an innovative software solution designed to optimise value chains, with a focus on sustainability and circularity, providing businesses with the tools needed to make data-driven decisions that enhance operational efficiency while reducing environmental impact.

One of the platform's key innovations is its modular design, allowing for easy integration of new features as needed. This flexibility ensures the platform can adapt to meet changing business needs and continuously improve over time. Its scalable structure supports growing data and functionalities, making it a long-term solution for businesses looking to optimise their operations.

Security is another major achievement. The platform incorporates a robust user management system, ensuring that sensitive data is protected, and access is controlled. This allows businesses to share and manage information securely while maintaining flexibility in user permissions.

Figure 7 - New section of the website dedicated to the Value Chain Platform

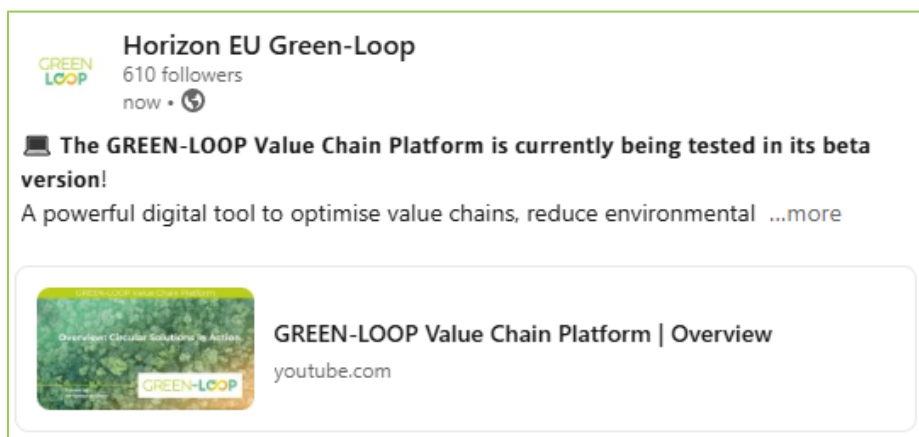


Figure 8 - Example of a social media post

## 3.9. Patents

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.

NR.	PATENT	DATE	PARTNER	DETAILS
1	<a href="#">202331384</a>	2023	IDENER	<a href="#">ES1314801</a> - Sistema de extrusión calentado íntegramente mediante microondas en combinación con el efecto susceptor
2	<a href="#">202331385</a>	2023	IDENER	<a href="#">ES1310737</a> - Sistema de precalentamiento de pellets mediante microondas embebidas en una tolva

Table 8 - List of Patents

## 3.10. Horizon Results Platform

The Horizon Results Platform (HRP) will be useful for disseminating the GREEN-LOOP use cases. It is expected that the GREEN-LOOP value chain platform will be one of the results disseminated through the HRP.

NR.	PROJECT RESULTS
1	<a href="#">Injection Moulding Process for Bio-plastic Bottle Closures Production</a> Business and industry GREEN-LOOP - Sustainable manufacture systems towards novel bio-based materials
2	<a href="#">Contribution to bio-based standardization - Making standards fit for bio-based economy</a> Climate action   Environment   Single market GREEN-LOOP - Sustainable manufacture systems towards novel bio-based materials
3	<a href="#">Pellet preheating system using microwaves embedded in a hopper</a> Energy   Environment GREEN-LOOP - Sustainable manufacture systems towards novel bio-based materials

4	<a href="#">Extrusion system heated entirely by microwaves in combination with the susceptor effect</a> <a href="#">Energy   Research and innovation</a>	GREEN-LOOP - Sustainable manufacture systems towards novel bio-based materials
5	<a href="#">Modular Software Solution Driving Circular Economy Value Chain Optimization</a> <a href="#">Business and industry   Climate action   Customs</a>	GREEN-LOOP - Sustainable manufacture systems towards novel bio-based materials
6	<a href="#">Production of lignin powder as additives for the formulation of bio-rubber pads</a> <a href="#">Business and industry   Climate action   Consumers</a>	GREEN-LOOP - Sustainable manufacture systems towards novel bio-based materials
7	<a href="#">Sustainable Bioplastic Compounds with Organic Agro-Waste Fillers for Packaging and Industrial Applications</a> <a href="#">Climate action   Consumers   Environment</a>	GREEN-LOOP - Sustainable manufacture systems towards novel bio-based materials

Table 9 - List of Project Results

## 3.11. BIO-MATTERS Cluster

The GREEN-LOOP project has actively contributed to the [BIO-MATTERS Cluster](#), a collaboration established with five other EU-funded projects ([AMBIANCE](#), [BIO-UPTAKE](#), [NEW WAVE](#), [VITAL](#), and [Waste2BioComp](#)) to promote sustainable processes and products in the EU. All details of the joint actions and coordination efforts carried out within the cluster are available in Deliverable D7.10.

The cluster has established monthly online meetings since August 31, 2023, to ensure alignment, facilitate the exchange of best practices, provide updates on the respective projects, and share ongoing activities.

Nr.	BIO-MATTERS Cluster EVENTS	VENUE: CITY, COUNTRY	DATE	PARTNER INVOLVED	TARGETED
1	<a href="#">Launch of the clustering activities</a>	online	31 August 2023	NSB/AXIA	Research communities, Other Industries, business partners, Specific end user communities, Local authorities, Innovators
2	<a href="#">Event: "Beyond Waste: Shaping the Future with Bio-Based Materials"</a>	Brussels	29 April 2025	NSB/AXIA	Research communities, Other Industries, business partners, Specific end user communities, Local authorities, Innovators

Table 10 - List of BIO-MATTERS Cluster meetings

## 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 GREEN-LOOP Communication and Dissemination Plan has provided a comprehensive framework for the C&D activities undertaken by the project partners. It has guided the consortium in effectively implementing these activities throughout the project's lifecycle.

Effective communication and dissemination of project information are crucial for strengthening the ecosystem surrounding the GREEN-LOOP project, thereby contributing to its robustness and overall effectiveness. All partners within the GREEN-LOOP consortium have been actively involved in the overarching strategy, ensuring that the project's objectives, mission, vision, and results are widely disseminated, fostering the development of a strong and broad ecosystem. To facilitate this, an Excel-based dissemination log has been created to record each partner's contribution to dissemination efforts, and guidelines for proper C&D practices have been provided to all partners.

Each partner has been encouraged to propose any national or international event or conference that would be relevant for presenting the GREEN-LOOP project's results. The document clearly defines the target audiences and their corresponding dissemination channels:

- The project website, leaflets, multimedia content, and social media are primarily aimed at the general public.
- Scientific publications and participation in conferences are mainly directed towards the scientific community.
- Workshops, events, and press releases largely target industry, policymakers, and the media.

The communication materials developed for GREEN-LOOP raised awareness and informed diverse target audiences about the project and its progress. These materials have been extensively utilised by GREEN-LOOP partners when presenting at conferences, publishing in journals and magazines, engaging with the media, attending exhibitions, and organising workshops, among other activities.