



Biorefineries for the valorisation of macroalgal residual biomass and legume processing by-products to obtain new protein value chains for high-value food and feed applications

**Project number: 887259**

**D10.2. Dissemination and Communication Plan**

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## PROJECT INFORMATION

**Project full title:** Biorefineries for the valorisation of macroalgal residual biomass and legume processing by-products to obtain new protein value chains for high-value food and feed applications

**Acronym:** ALEHOOP

**Call:** H2020-BBI-JTI-2019

**Topic:** BBI-2019-SO3-D3

**Start date:** June 1<sup>st</sup> 2020

**Duration:** 48 months

**List of participants:**

Partner no.	Type of partner	Name	Acronym	Country
1 (Coordinator)	SME	Contactica	CTA	Spain
2	SME	Isanatur	ISA	Spain
3	SME	Biozoon	BZN	Germany
4	SME	Biosurya	BIOYA	Spain
5	SME	Centiv	CENTIV	Germany
6	SME	Garlan	GARLAN	Spain
7	SME	Alginor	ALGI	Norway
8	LE	Nuscience	NUS	Belgium
9	LE	Indukern	IK	Spain
10	RTO	The Flanders Research Institute for agriculture, fisheries and food	EV-ILVO	Belgium
11	RTO	Anfaco	ANFACO	Spain
12	RTO	Tecnalía	TECNA	Spain
13	RTO	Technological University Dublin	TUDublin	Ireland
14	RTO	Universidad de Cádiz	UCA	Spain
15	RTO	Veterinary Research Institute	VRI	Czech Republic
16	RTO	Universidad de Vigo	UVIGO	Spain

## DELIVERABLE DETAILS

<b>Document Number:</b>	D10.2.
<b>Document Title:</b>	Dissemination and Communication Plan
<b>Dissemination level</b>	PU – Public
<b>Period:</b>	PR1
<b>WP:</b>	WP10. COMMUNICATION AND DISSEMINATION
<b>Task:</b>	Task 10.2. Dissemination activities & communication activities
<b>Author:</b>	<p style="text-align: center;">CONTACTICA INNOVATION</p> 
<b>Abstract:</b>	<p>This deliverable outlines the dissemination and communication objectives and strategy of the ALEHOOP project and gives an overview of the activities planned so far to accomplish the set objectives.</p> <p>The aim of the <b>ALEHOOP</b> Plan for the use and dissemination of knowledge and the communication is to use the research results generated during the project to create value within the target communities/initiatives in the EU, while raising awareness of the ALEHOOP key elements. This approach ensures that public funding will lead the progress and the positioning of EU Industries as benchmark players within the global market place.</p> <p>In summary, this plan concerns the communication of the project (“raising awareness”) and its results (“achievements”) targeted to external audience, scientific community and potential business users of the products/services developed.</p>

## 1 INTRODUCTION

Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. With this in mind, communication about European projects should aim to demonstrate how research and innovation are contributing to a European “Innovation Union” and account for public spending by providing tangible proof that collaborative research adds value by:

- Showing how European collaboration has achieved more than would have otherwise been possible, notably in reaching scientific excellence, contributing to competitiveness and solving societal challenges.
- Showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways.
- Making better use of the results, by ensuring they are taken up by decision-makers to influence policymaking, and by industry and scientific community to guarantee a follow-up.

The aim of the **ALEHOOP** Plan for the use and dissemination of knowledge is to use the research results generated during the project to create value within the target communities/initiatives in the EU. This approach ensures that public funding will lead the progress and the positioning of EU Industries as benchmark players within the global market place.

In summary, this plan concerns the communication of the project (“raising awareness”) and its results (“achievements”) targeted to external audience, scientific community and potential business users of the products/services developed.

The project will promote the research results and benefits for the enhancement of external awareness and for knowledge building within the targeted industry, end users and academia communities belonging to food & feed sectors as well as protein processors.

Following these premises, the present plan will have three phases:

1. Construction of the **ALEHOOP** brand.
2. Dissemination and communication of results and milestones.
3. Dissemination actions for the arrival to the market.



The successive phases will be continuous from its launch and throughout the development of the project. The dissemination and communication strategy of **ALEHOOP** will be 360 degrees, combining on-line and off-line channels and tools and reinforcing different highlights focused on the stakeholders. In this way, the combination of different actions will reinforce the message and allow to reach our audiences (See section 2.1 below).

The consortium will also take advantage of the **External Advisory Board (EAB)**, external members who might evaluate the project progress, and provide guidance regarding future work. EAB will be invited to attend the yearly general meetings and final Workshops. The EAB will:

- evaluate progress,

- give recommendations for further actions, and
- facilitate a dialogue with fora representing the wider community

## 2 OBJECTIVES OF THE DISSEMINATION AND COMMUNICATION STRATEGY

The main objectives in the Communication & Dissemination Plan are:

- 1) To raise awareness and interests of the different actors and end-users
- 2) Identification, engagement and mobilization of stakeholders (multi-actor approach)
- 3) Knowledge transfer by generating the communication and dissemination materials, participation in social networks, conferences, events, etc. Networking within other projects and initiatives
- 4) To ensure a multiplication effect contact.

## 3 VISUAL IDENTITY

The first communication action developed after the starting of the project was to create a recognisable brand of **ALEHOOP**, reflecting the main goals of the initiative and offering the audience/stakeholders a clear identification of the values and messages.

### 3.1 Name

**ALEHOOP** is the branding name of the project which means: ***“Biorefineries for the valorisation of macroalgal residual biomass and legume processing by-products to obtain new protein value chains for high-value food and feed applications”***.

The full title should be between quotation marks when first mentioned in a document, then it will be used its abbreviation/acronym. The name of the project **ALEHOOP** must be written in uppercase font.

### 3.2 Logo

The logo of the **ALEHOOP** project was design based on green and brown algae as two of the sources used in the project to obtain proteins are green and brown seaweed.

A visual guideline that includes different applications of the logo has been designed to facilitate the use of the **ALEHOOP** brand.

#### BASE LOGO







#### ALTERNATE VERSIONS



### 3.3 Visual identity

#### 3.3.1 Colours

The corporate colours of the brand are registered on the following page, which should serve as a guidance document to avoid printing problems with the colours of the trademark and its corresponding versions for digital formats

COLOUR	HEX CODE	RGB	CMYK	COLOR
SAP GREEN	#b7d87d	183, 216, 125	15%, 0%, 42%, 15%	
Dingley	#74844c	116, 132, 76	12%, 0%, 42%, 48%	
Bay Leaf	#7cab8b	124, 171, 139	27%, 0%, 19%, 33%	
Sea Green	#2c7c5b	44, 124, 91	65%, 0%, 27%, 51%	

#### 3.3.2 Typography

ARIAL NOVA Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 / \* - + = ¿ ? ¡ ! " # % & ( ) ; : . , - \_ " [ ] { } Ç ç < > ' ` | ° ª \ @ ~ ¬ ^

## 4 COMMUNICATION & DISSEMINATION PLAN

### 4.1 Target audiences

The identification of target audiences of the **ALEHOOP** project is crucial in order to customise the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered in an effective manner.

Dissemination and Communication channels and activities described on this Plan will be clearly focused on them and the messages will be adapted.

The following audience and stakeholders of the sector have been identified before the starting of the project at they will be considered at the European, national and regional level. During its development, partners are being asked to report about contacts, networking and activities established with this groups:

- Food & beverages industry.
- Feed industry
- Protein processors
- Farmers
- Policy makers of the European Commission, European Parliament, national and regional authorities and representatives.
- Investors.
- Academic researchers and students.
- End users and other stakeholders.
- Media outlets and journalists.
- General Public.

Depending on the specific target audiences, the project will implement different strategies:

- **Dissemination:** This includes the stakeholders’ engagement and capacity building aims at targeting more experienced audiences (mainly technical and professional audiences, investors, academia etc.) with a focus on transferring technical/technological results through peer-to-peer communication.
- **Communication:** It aims at lay audiences, end users and house owners, citizens and the general public (not always closely related with technological issues of ALEHOOP). The communication process covers the whole project (including results), starts at the outset of the project focused on multiple audiences and have a multiplier effect (beyond the project’s own community, including the media and general public).

## 4.2 Channels





The following table shows the main Dissemination and Communication channels, tools and materials chosen for the ALEHOOP project:

CHANNELS	DESCRIPTION
Logo and presentations	Logo, visual guidelines, and presentation template for all partners
Project’s website	A website to provide information about the project and the results, showcasing project’s news and acting as a communication channel with the stakeholders and between partners.
Videos	Audio visual material will be produced and to be shared on Social Media channels and present ALEHOOP’s results.
Newsletter	Information loaded electronic newsletters about the project’s status, developments and other related news.
Social media	The project will develop a community around social networks to be in contact with stakeholders and the general public: <ul style="list-style-type: none"> <li>- Twitter information to share news and get in touch directly with partners.</li> <li>- LinkedIn page</li> <li>- YouTube/Vimeo for the videos.</li> </ul>
Communication material	Posters and roll-ups that will present the project’s concept. Leaflets and brochures that will contain the general information of the project.
Press releases and articles	Work will be carried out with specialised journalist associations, taking full advantage of the public opinion they generate and their capacity to influence upon the rest of the targeted audiences.
Workshops, round table discussions, networking with other projects	Events organized or co-organised by the project inviting experts, researchers, clients and industry audience. Other events where the project might be invited to present its work and vision will also be considered. All events will have presence on the website will be communicated via Twitter.

## 4.3 Messages

For the communication, the following messages will be applied in relation to different audiences.



TARGET AUDIENCE	MESSAGE	OBJECTIVES	CHANNELS
<b>INFLUENCERS</b> <i>especially millennials</i> (e.g. Nutritional advisers) 	<input checked="" type="checkbox"/> Enhanced texture, hedonic and palatable healthy eating. Source of protein and fibre for healthy nutrition. Lower allergenic profile. Sustainability selling arguments.	To enhance market demand for food/drinks formulations containing ALEHOP proteins	Press, Articles; Interviews in mass media (TV, newspaper); Project Website; Promotional Video; Social Media (youtube, linkedin, twitter)
<b>EU CITIZIENS</b> 	<input checked="" type="checkbox"/> Healthier and more sustainable proteins at low cost through residual biomass valorisation.  <input checked="" type="checkbox"/> Job creation thanks to ALEHOP biorefineries implementation	To create awareness in Health & Sustainability	Brochure; Press, Articles; Project Website; Promotional Video; Social Media (youtube, linkedin, twitter)
<b>MASS MEDIA</b> 	<input checked="" type="checkbox"/> Safe and sustainable products containing alternative sources of proteins that make Europe less soy imported protein-dependent  <input checked="" type="checkbox"/> Job creation thanks to ALEHOP biorefineries implementation	To create awareness in Health & Sustainability	Interviews in mass media (TV, newspaper); Project Website; Promotional Video; Social Media (youtube, linkedin, twitter)
<b>CITY COUNCILS</b> 	<input checked="" type="checkbox"/> Cleaner beaches due to removal of algal blooms in ALEHOP, increasing tourism in those coastal areas.	To enhance local economy	Interviews in mass media (TV, newspaper); Promotional Video; Meetings with local entities
	<input checked="" type="checkbox"/> Job creation thanks to ALEHOP biorefineries implementation	To enhance local economy	
	<input checked="" type="checkbox"/> Less waste disposal in landfills due to valorisation of residual biomass in ALEHOP: less landfill occupation, less GHG emissions	To increase the resource efficiency through the smart use of biomass feedstock	

For the dissemination, the following messages will be applied based on the different stakeholders:

MESSAGE	OBJECTIVES	ACTIONS	CHANNELS	KPIs
<b>TARGET AUDIENCE : EU COMMISSION &amp; RELATED MULTIPLIERS (EEN, EU platforms, BBI...)</b>				
ALEHOOP will contribute to reducing EU dependence on soy import while providing sustainable alternative proteins from local EU feedstock, leading to local job creation  ALEHOOP will contribute to food waste upcycling (circular economy)  <i>PARTNERS INVOLVED: ALL, but especially the Project Coord.(CTA), TUDublin and ALGI (BBI member)</i>	Further R&D activities in collaborative EU or national projects .  To support EU policies and global commitments  To promote incentives by EU for use of food by-products /residual biomass as raw material.  To enhance competitiveness of EU industries	Policy recommendations  Clustering activities	website  promotional video  Networking events	≥ 4 clustering activities with other funded projects or EU initiatives  Participation in ≥ 7 events organized by EU Commission.
<b>TARGET AUDIENCE : REGULATORY AUTHORITIES FOR FOOD AND HEALTH ISSUES : at EU level (EFSA), at national level (e.g. AECOSAN in Spain)</b>				

<p>ALEHOOP proteins are safe, healthy and sustainable</p> <p><i>PARTNERS INVOLVED: CTA, EV-ILVO, ANFACO, TECNA, ALGI, TUDublin</i></p>	<p>To get support for promotion of increased intake of sustainable alternative proteins for muscle health, among other benefits.</p> <p>To get pre-market approval of ALEHOOP proteins by EFSA (when required)</p>	<p>Presentation of toxicity results</p> <p>Presentation of biofunctionality</p> <p>Presentation of LCA&amp; LCC reports</p>	<p>Email and phone contact.</p> <p>Project website</p> <p>Visits and invitations to project events.</p> <p>Attendance at relevant events organized by regulatory authorities.</p>	<p><b>3 meetings</b> with relevant EU regulatory institutions.</p>
<p>TARGET AUDIENCE : FEEDSTOCK SUPPLIERS IN ALEHOOP : Legume processing industry and algae producers</p>				
<p>Potential of valorization of food waste/residual biomass into added value products in ALEHOOP → extra profit for feedstock suppliers</p> <p><i>PARTNERS INVOLVED: CTA, ANFACO, TECNA, ALGI, GARLAN</i></p>	<p>To involve raw material suppliers to cover biomass needs for operating ALEHOOP Biorefineries (ensuring the supply chain).</p> <p>Replication activities in other countries</p> <p>To select raw material of quality</p>	<p>To set requirements for acceptance of raw material suppliers.</p> <p>Characterisation of raw material for selection</p> <p>Negotiations with suppliers</p>	<p>Email and phone contact</p> <p>Visits to suppliers</p>	<p>Involvement of at least <b>3 suppliers</b> for each raw material used in ALEHOOP</p>
<p>TARGET AUDIENCE: SCIENTIFIC COMMUNITY / PEERS</p>				
<p>Scientific progress of ALEHOOP proteins beyond SoA. New knowledge that will feed into future research activities.</p> <p><i>PARTNERS INVOLVED: mainly RTOS (UVIGO, ANFACO, TECNA, EV-ILVO, TUDublin, UCA, VRI)</i></p>	<p>To contribute to progress in the state-of-the art.</p> <p>To create awareness in the potential of food by-product valorization for products with high protein content</p>	<p>Dissemination of non-patentable information (or of project patentable results after IP is protected)</p>	<p>Scientific articles</p> <p>Presentations at conferences.</p>	<p><b>≥ 5 scientific publications</b> of ALEHOOP results</p> <p><b>≥ 5 presentations</b> at conferences</p>
<p>TARGET AUDIENCE: FISH, LIVESTOCK AND POULTRY FARMERS</p>				
<p>Low price natural and healthy ALEHOOP proteins for feeding farmed fish, pigs and chickens</p> <p><i>PARTNERS INVOLVED: CTA, UVIGO, ANFA, UCA, NUS, VRI</i></p>	<p>To create demand for animal feed formulations containing ALEHOOP proteins.</p> <p>To satisfy animal nutrition needs.</p>	<p>Presentation of results of tests conducted with animals (weight gain, FCR, digestibility...)</p> <p>Collaborative animal feed development</p>	<p>Project website</p> <p>Trade fairs</p> <p>Conferences</p> <p>Visits to farmers</p>	<p>To contact at least <b>15 farmers</b> and get <b>6 of them interested</b> in being informed of updates of the project</p>
<p>TARGET AUDIENCE: FINAL CONSUMERS OF FOOD PRODUCTS ENRICHED WITH ALEHOOP PROTEINS (Elderly people; Vegans &amp; vegetarians; Green &amp; health-conscious consumer; Sporty people; Overweight people)</p>				
<p>Natural and healthy (biofunctional properties) of food products containing ALEHOOP proteins</p>	<p>To create demand for food product formulations containing ALEHOOP proteins</p>	<p>Free sampling of food products containing ALEHOOP proteins.</p>	<p>Social media</p> <p>Project website</p> <p>Trade fairs</p> <p>Brochures</p>	<p>To contact at least <b>50 consumers</b> and get <b>20 of them interested</b> in being informed of updates of the project</p>

<p><b>PARTNERS INVOLVED: CTA, UVIGO, ISA, BZN, BIOYA, CENTIV, IK, GARLAN</b></p>	<p>To satisfy consumer needs/requirements</p> <p>To promote healthier food habits</p>	<p>Presentation of ALEHOOP products benefits</p>	<p>Promotional video</p>	
<p><b>TARGET AUDIENCE : PARTNERING COMPANIES : Investors, joint-ventures...</b></p>				
<p>Opportunity of ALEHOOP proteins in the feed &amp; food market: growing demand for alternative proteins</p> <p><b>PARTNERS INVOLVED: CTA, ANFACO, TECNA, ALGI, EV-ILVO</b></p>	<p>To get capital investment for further exploitation of ALEHOOP results after the end of the project</p>	<p>Presentation of ALEHOOP business model</p>	<p>Networking events, Brokerage events.</p>	<p><b>5 potential investors</b> interested in ALEHOOP business model</p>
<p><b>TARGET AUDIENCE : FOOD AND BEVERAGES INDUSTRIES</b></p>				
<p>ALEHOOP proteins can replace unsustainable conventional proteins. ALEHOOP proteins provide tecnofunctional proteins required in food &amp; drinks while adding biofunctionality</p> <p><b>PARTNERS INVOLVED: CTA, ALGI, TECNA</b></p>	<p>To create demand for ALEHOOP proteins</p> <p>To satisfy food and drinks industries needs/requirements</p> <p>To promote healthier food</p>	<p>Presentation of results of validation of ALEHOOP proteins in food/drink matrices</p> <p>Free sampling of food products containing ALEHOOP proteins.</p>	<p>Trade fairs</p> <p>Networking events</p> <p>Brokerage events.</p>	<p>To contact at least <b>15 food and drink companies</b> and get <b>6 of them interested</b> in being informed of updates of the project (potential pre-commercial agreements)</p>

## 5 COMMUNICATION & DISSEMINATION TOOLS

### 5.1 Digital marketing strategy

With the main aim of attracting and establishing a **ALEHOOP** community around our stakeholders and the general public, a Digital Marketing Strategy has been established with three main pillars:

- The **ALEHOOP** website will be permanently updated through the section of news and events.
- Social Media and newsletters will be used to share the advances about the project included in the website, and attract visitors and users.
- SEO techniques will be used to obtain a good positioning of the website on Internet browsers.

### 5.2 Communication materials

Communication materials will be designed during the project lifetime to be used by partners when necessary. These materials will be centralised in a branding guideline document to guarantee an effective and consistent branding of the project; and updated regularly to be adapted to the different messages to be communicated.

CTA, as leader of WP10, will be responsible for the creation of promotional materials, although every partner is allowed to produce its own material, always informing CTA. Main communication materials, used for creating and strengthening ALEHOOP brand, will be:

- ✓ **Brochure**, for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.

- ✓ **Poster**, for increasing visibility of both the project and its partners.
- ✓ **Power Point presentation**, updated regularly. It should be used in conferences and external events where partners are participating and should help them explain the project and how it is developing.
- ✓ **Roll-up**
- ✓ **Videos**: With the aim of communicating the complexity and depth of issues in value chains, explanatory videos will be made, showing the achievements of the project. Furthermore, a final video will be made that will include some extracts of cocreation events, interviews to end-users and their interest for the new business models, show how bottlenecks identified in the early stage of the project have been overcome, and it should show the specific demos and lessons learnt. The target audience will be end-users and policy makers. The video will be promoted via Social Media and events (e.g. co-creation workshops) or external attended events.

### 5.3 Media Relations

The Media and journalists are key agents to transmit information about the project to other stakeholders and the general public. They have a lot of influence and have a positive impact to increase results, raise awareness and offer information to the rest of the society about the **ALEHOOP** project.

### 5.4 Events

The events are one of the most important parts of the dissemination and communication strategy because they allow to connect with stakeholders and the general public, encourage networking and show the most important advances and results of the project. Events also feed of content the communication channels and tools (website, Social Media, press releases) generating great impacts on different audiences.

#### 5.4.1 Presence at key events

The participation of partners in events will be made visible through the **ALEHOOP** website and Social Media channels contributing to increase the community of stakeholders and public interested in the project. General and technical presentations of **ALEHOOP** will be showcased in a face-to-face interaction with the stakeholders.

#### 5.4.2 Workshops

These sessions will be organized with the local stakeholders, including citizens and local companies. Technical, economical, societal and cultural aspects will be considered and better worked out. Major technical parameters will be defined. Ownership aspects and ideas on business models will be part of the considerations.

These sessions will look into existing or innovative models to allow co-ownership of the global system.

### 5.5 Scientific Publications

It is expected that the **ALEHOOP** project develops a significant amount of research results which will be disseminated to different key scientific communities. Thus, RTD/academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index. It is expected to develop a significant amount of research results which will be disseminated to different key scientific communities. This way, RTD/academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index.

The publications will be made freely and openly available via online repository with gold open access. Prior to publishing any scientific publication, the **ALEHOOP** Partner involved will contact the whole consortium for revision and validation of the publication 30 days in advance. The publications funded by the project will be uploaded to specific Bibliographic social networks such as ResearchGate no later than 6 months after its original date of publication.

## **6 MANAGEMENT OF THE COMMUNICATION & DISSEMINATION**

CTA is the leader of the WP10 and coordinates the actions and processes with the inputs of the rest of the members of the consortium.

Additionally, some specific procedures will be designed to organise, in an effective way, the external communication, the generation of content in the website, the Social Media work, the review of communication and dissemination materials, and the information and reporting about the participation in events.

### **6.1 Website**

CTA will update the **ALEHOOP** website regularly with news and events. Members of the consortium are requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, Social Media profiles, newsletters, etc.).

### **6.2 Social Media Channels**

CTA is responsible for the management of the Twitter & LinkedIn channels for the **ALEHOOP** project. Partners must collaborate by mentioning the **ALEHOOP** accounts, retweeting the messages about the project and sharing publications.

### **6.3 Communication materials**

CTA is in charge of developing communication materials to promote the **ALEHOOP** project. Partners must inform with enough time in advance if they need some of these materials for the participation to events or other requirements.

### **6.4 Reporting events**

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved in seeking opportunities to present and showcase the project in their own countries and at European level. The participation in events must be previously communicated to CTA (in order to make visible activities through communication channels), and after the event every partner must complete the events questionnaire with the reporting about the dissemination activity: sum-up, number of attendees, pictures, publications, presentations, press clipping, etc.

### **6.5 Support of the European union**

The support to the **ALEHOOP** project by the European Commission must be recognised in all the dissemination and communication tools and materials including this disclaimer and logos:

Unless the JU requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

- a) display the JU and BIC logos and



b) display the EU emblem and



c) include the following text: *“This project has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 887259. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and the Bio Based Industries Consortium”.*

When displayed together with another logo, the JU and BIC logos and the EU emblem must have appropriate prominence.

## 7 EVALUATION PROCESS: KEY INDICATORS PERFORMANCE

CTA coordinates the Plan for the Use and Dissemination of Knowledge of **ALEHOOP** and its activities with the involvement of all the member of the consortium. Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reaching the stakeholders of the project and build the **ALEHOOP** community.

CTA compiles all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on Media for the press-clipping and the distribution of the communication materials through a form sent by e-mail. If necessary, partners could receive phone calls or requesting emails.

CHANNEL	MEASURE FOR MONITORING	CHANNEL KPIS	SCHEDULE/FREQUENCY
<b>PROJECT WEBSITE</b>	o Number of website visits during the project execution	> 1,500	Website set up by <b>M4</b> – with regular updates (monthly)
<b>WORKSHOPS</b>	o Number of workshops organized	4	1 per year
<b>SOCIAL MEDIA</b>	o Number of posts in social media (twitter, linkedin...)	≥ 100	<b>M3</b> - first post, with continuous weekly updates
<b>INFORMATION REQUEST</b>	o Number of people asking for feedback or more information (in social media, trade fairs, via email...)	> 80	During the project implementation
<b>NEWSLETTER</b>	o Number of receivers/downloads of project newsletter	> 150	1 <sup>st</sup> newsletter by <b>M12</b> ; 2 <sup>nd</sup> newsletter by <b>M24</b> ; 3 <sup>rd</sup> newsletter by <b>M36</b> ; 4 <sup>th</sup> newsletter by <b>M48</b>
<b>PRESS RELEASE</b>	o Number of articles in press release	4	1 per year
<b>INTERVIEWS IN MASS MEDIA</b>	o Number of interviews	4	1 per year
<b>PROJECT VIDEO</b>	o Number of visualizations until project end	> 300	Video set up by <b>M46</b>
<b>BROCHURE</b>	o Number of project brochures downloaded or handled	150 downloads (digital) 1,000 deliveries (printed)	<b>M6</b> - first version <b>M24, M46</b> - update with project achievements
<b>NETWORKING</b>	o Number of cooperations with other national and EU initiatives	≥ 4	Between <b>M22-M48</b>
<b>TRADE FAIRS</b>	o Number of trade fairs attended	≥ 10	Depending on event dates
<b>CONFERENCES</b>	o Number of project presentations	> 8	Depending on event dates