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## RECYCLING OF WASTE ACRYLIC TEXTILES

# D7.1: Dissemination and Exploitation Strategy and Plan

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DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc

## EXECUTIVE SUMMARY

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REACT's Work Package 7 is dedicated to the "Dissemination, Communication, Events and Exploitation" and includes 2 tasks:

- Task 7.1 Dissemination, Communication and Events
- Task 7.2 Exploitation

The objectives of this WP are twofold. On one hand, to maximize the impact of the project and ensure proper communication and dissemination of the results and subsequently to raise awareness to the scientific and industrial stakeholders. On the other hand, to ensure the sustainability of the results once the project is over in correlation with the individual exploitation intentions of the partners.

In this document we describe how REACT is following a comprehensive and effective approach to dissemination and promotion activities, by firstly elaborating on what are the expected impacts and how the dissemination and communication activities will be managed across the consortium and the contributions of each partners.

Second, this deliverable presents the foundation of the dissemination and promotion strategy, and the identified primary projects' stakeholders, which have been defined in the perspective of aligning the project's activities with the overall Horizon 2020's Topic "Climate action, environment, resource efficiency and raw materials", the European effort to stimulate a sustainable circular economy.

In relation to that, the deliverable goes on by presenting the set of measures and actions that have been planned for the three years of the projects, including events, publications, promotional materials and press office activities.

Then we present the actions implemented in the first three months of the project: this includes the dissemination and communication actions (online and offline).

Then, the central part of this document presents exploitation plan at consortium level and for each partner.

We dedicate a chapter to REACT sustainability plan, its alignment to the UN Sustainability Goals and the measures to maintain the communication actions sustainable per se.

We conclude the deliverable with an overview of the quantitative and qualitative indicators which we will use to monitor the project's communication and dissemination results, allowing a precise assessment of REACT impact.

This document describes the Dissemination, Communication and Exploitation Strategy and plan. It shall be considered a live document, as an *Intermediary Dissemination and Communication Report (D7.2)* will be released at M18 of the project, considering both the outcomes of the activities performed in the first 18 months, and the evolution of the project's results.

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## ABBREVIATIONS

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<b>DWOR</b>	Durable Water and Oil Repellents
<b>EASME</b>	Executive Agency for SMEs – European Commission
<b>EC</b>	European Commission
<b>GDPR</b>	General Data Protection Regulation
<b>H2020</b>	Horizon 2020
<b>REACH</b>	Registration, Evaluation, Authorisation and restriction of Chemicals
<b>WP</b>	Work Package



# 1 INTRODUCTION

## 1.1 Project Description

REACT, is a research and innovation action, within the EASME programme, which started in June 2019 which sees 7 partners from 5 countries (Italy, Belgium, France, Hungary, Switzerland) working together to address the management of waste acrylic textiles coming from outdoor awnings and furnishing. A crucial issue is the analysis and removal of finishing substances that affect the secondary raw material purity and their management. Then a mechanical recycling process will be implemented to obtain second life fibre and fabrics, which performance will be tested for the best application. A full process to remove hazardous materials on finishing of waste acrylic textile will be investigated and developed, together with a safe utilisation and disposal of removed substances.

The final goal is to perform a new process for hazardous chemicals removal from finished acrylic textiles, with innovative investigation and processing techniques ant to obtain a fully compatible recycled acrylic textile for reuse.

## 1.2 Grounding REACT Dissemination and Exploitation Strategy

REACT is directly linked to the European Commission effort to foster all forms of eco-innovation that enable the transition to a green economy, aligned with the [EU Eco-Innovation Programme](#) and focuses on strengthening eco-innovative technologies, processes, services and products which will enable a sustainable circular economy. REACT aims to develops processing techniques to obtain a fully recycled acrylic textile for use will contribute to the implementation of circular economy in the textile vertical. This would allow to reduce the quantities of raw materials in production and consumption, facilitate the REACT solution's market uptake and replication. Moreover, we fulfil different steps of the [EU Circular Economy Action Plan](#). In particular, REACT can contribute to develop in acrylic fibre industry new methodologies to fulfil the *consumption step* (reduction of raw material), *collection* (high reduction of waste disposal), *recycling* (new acrylic fibre from waste very similar to virgin one), *remanufacturing* (new goods in the same sector or other sectors) and *residual waste management* (wastewater treatment).

REACT is also consistent with the the [SPIRE PPP Roadmap](#), which aims to decouple human wellbeing from resource consumption and achieve increased competitiveness in Europe.

Therefore, the dissemination and communication activities will directly liaise with all relevant EC stakeholders and communities which are working towards a green economy sustainable development, where academic, researchers, industries and SMEs pull together for innovative solutions. The project's results will determine the economic sustainability of the second-hand raw material process and its best reuse, developing at the same time, policy recommendations and suggesting application in different textile industries (e.g. personal protective equipment, sportswear, camping equipment, sail furnishing)

### 1.2.1 REACT Expected Impacts

The expected impacts of REACT drive the Dissemination and Communication Strategy and plan. Based on the expected impacts, in fact, we determined the key stakeholders, the relevant media and the content development and storytelling which will describe in Section 2 of this document.

### REACT Economic and Scientific Impact

- The study and development of finishing removal methods will lead to the **improvement of testing methods, implementing new test procedures or protocols and developing new analytical methods.**

- Increase **recyclability and enhance secondary raw material availability**, will allow a strengthening of acrylic fibres specific applications use of secondary raw material.
- Study and development of a new sustainable supply chain based on the collection of outdoor acrylic textile products (awnings, outdoor furniture), treatment and commercialization of quality secondary raw material, with a price not higher than 10% overhead cost compared to virgin acrylic.
- REACT business model will have a great innovation and market approach with a commercial strategy to **create eco-friendly and “green” label with strong trademark force**.
- The impact of the de-finishing technology of outdoor acrylic fabric might be applied to other coated or surface treated materials and products with analogous chemical additives, such as textiles used for Personal Protective Equipment, sportswear and outdoor camping equipment, technical textiles and contracts (hotel, railway and sail furnishing, etc)

### REACT Environmental Impact

Dealing with generated acrylic waste remain a crucial issue for the European Union, owing to the finishing products applied on textiles to achieve the best technical performance.

- Considering the market of outdoor fabrics (awnings or furnishing elements made from solution dyed fibres), the main waste comes from the production chain (spinning, weaving, finishing, making up and defective discard) and from post-consumer goods (disposal of end user awnings and furnishing).
- Up to now, all the waste coming from outdoor acrylic textile (both industrial and post-consumption) are incinerated or sent to landfill. The production line produces around 1,100 tonnes/year of waste while 6,600 tonnes come from post-consumer use. **Up to now, all the waste, 7,000 tonnes/year are incinerated or sent to landfill.**
- The uptake and recyclability of waste acrylic fabrics and post-consumer textiles can be hampered by the **presence of these additives and chemical finishes**, which sometimes are even substances of health and environmental concern and must be removed before other mechanical treatments
- During the project activities, both solid contaminants and toxic chemicals removed from acrylic fabrics will be treated in order **to break down hazardous substances into non-toxic substances**. All removal solutions will be assessed based on their cost as well as their environmental impact.
- We assume that within 2 years from the end of the project about **5% of the 7,000 tonnes of acrylic textile waste** can be collected.
- REACT aims to lead to a reduction of landfill and incineration rate of acrylic textiles of at least **30% for the outdoor sector** (awnings and furnishing).
- Reduction of CO<sub>2</sub> during the production process (thanks to the use of recycled material) and reduction of the disposal of the industry and post-consumer waste.

## REACT Social Impact

- To be able to make an acrylic fabric with recycled fibre content will help to revolutionize the **end consumer's approach to this type of product** which could have a consequent high environmental impact. End users would be able to **return the awnings at the end of the product life-cycle**, fuelling the recycling process.
- Moreover, the adoption of a **rental service approach** could be evaluated, with a long-term result to have 100% of recollected waste prevented from disposal in Europe.
- The development of a sustainable new supply chain would lead to **new business development** for SMEs (e.g. chemical and mechanical treatment, distribution channels etc) and new jobs creation.

### 1.3 REACT Dissemination and Exploitation Management

Martel is the leader of the *WP7 Dissemination and Communication* coordinated with CENTROCOT (leader of the project), and the rest of the members of the consortium through the **Communication Team**, conformed by one member for each partner and the support of the Communication/Marketing/Business Departments of every organization. MARTEL leads *Task 7.1 Dissemination, Communication and Events* with the contribution of all partners, while CENTROCOT leads *Task 7.2 Exploitation* with the participation of all partners.

Martel will coordinate the interaction among the partners, implement and monitor the strategy and act as the main contact of reference for Media and journalists. 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.

## 2 REACT COMMUNICATION AND DISSEMINATION STRATEGY

### 2.1 Objectives

As mentioned in the Introduction, we have a set of ambitious Communication & Dissemination objectives for REACT, which require the engagement of different stakeholders, bringing forward different levels of understanding of the concepts and technologies underpinning the project's activities and with different needs and interests. We will tackle each objective along the project's lifetime (see Figure 2) according to the project's work progress and the continuous monitoring and analysis of the communication results. While a well-structured plan is in place, we will remain alert and open to the changes in the EC context (See Horizon Europe launch), and in the fast-changing technology and regulatory landscape, which directly impact on the project's work.

The main REACT dissemination and communication objectives are to:

1. Ensure broad visibility and raise awareness about REACT, spreading knowledge about the project and its results. The main idea is to establish a distinctive, recognizable and long-standing identity, which can work as a **bedrock for the product prototype** launch after project ending.
2. Reach, stimulate and engage a critical mass of **relevant stakeholders** to ensure that the **results** of the project are **well-known and taken up**, especially by recycling researchers and circular economy experts' communities across Europe.
3. **Facilitate exploitation of the project's outcomes by the industrial partners** and promote the development of innovative solutions based on the new technologies and testing methods introduced by REACT.
4. Collaborate with **relevant standardization bodies** as appropriate and relevant to planned exploitation plans and the project's outcomes.

### 2.2 Strategic approach

REACT is funded under the Executive Agency for Small and Medium-sized Enterprises (EASME), answering to the call whose topic is "Climate action, environment, resource efficiency and raw materials". The EASME goal is to help create a more competitive and resource-efficient European economy based on knowledge and innovation. The EASME ecosystem, including the COSME programme, supporting small and medium-sized enterprises and the LIFE programme which focuses on environment and climate actions gives REACT the optimal bedrock and outline for our communication strategy approach. Furthermore, it offers us a diversified and complementary set of stakeholders: from policy makers, to innovators, to SMEs which can take upon and contribute to the REACT project's activities. These are the preconditions on which REACT has been built, based on a multidisciplinary approach, combining research and industrial expertise.

The ambition of REACT is to develop processing techniques to obtain a fully recycled acrylic textile for use will contribute to the implementation of circular economy in the textile vertical. The ultimate goal is to obtain a second raw materials which can be reintroduced in the manufacturing process. The research project dissemination phase therefore has to be well orchestrated and progressively extend to a communication and marketing plan which can effectively put the basis for the go-to- market phase. Nevertheless, the communication of the research impact and its implications in terms of policy making, environmental preservation, societal benefit, remain equally essential. The integration of research excellence with entrepreneurial ambitions will enable a fertile ground for the results to mature, to the point where exploitation and investment opportunities can be discussed, and ultimately adopted by the market. This is why the stakeholder mapping (see section 2.3) is so articulated and includes the academic world, the policy makers, the industrial associations and the SMEs audience in several verticals (with a primary focus on the textile industry).



*Figure 1: Dissemination, Communication and Exploitation Activities*

As depicted in Figure 1 above, depending on the specific target audiences, the project will implement different strategies:

- **Dissemination:** This includes a 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. We will liaise closely with the technical work packages leaders to make sure the technical results, technology transfer recommendation, recommendations on production chain, back-logistic, eco-design etc are effectively disseminated.
- **Communication:** It aims at lay audiences, end users and b2b operators, citizens and the general public (not always closely related with technological issues of REACT). 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). REACT must Informing and engaging with society, to show how it can benefit their progress. (Legal reference Grant Agreement Article 38.1).

### **Phase 1: Awareness creation and communication foundation (M1-M12)**

The main goal of Phase 1, which we are currently managing, is to create a strong brand / identity for the project, and announce to the relevant communities the vision, the main objectives and planned work. The Section 4 of this document details the activities carried out in this phase and the results achieved so far.

### **Phase 2: REACT targeted outreach and engagement bootstrap (M06-M24)**

In this phase, we intend to start engaging target groups, establish liaisons and identify synergies starting from local partners' ecosystem to the broader international research and innovation landscape. We will reach out to the target stakeholders to generate interest and demand, creating potential synergies and fostering collaboration opportunities; liaising with related initiatives within the broader context and beyond like the LIFE program and circular economy initiatives at large; present the results obtained from each phase of the acrylic textile waste collection, chemicals removal process, mechanical and organise REACT first workshop (co-located with a major international scientific conference). Section 4 provides the details of the envisaged activities.

### Phase 3: REACT prototype product and exploitation plan (M18-M36):

In the last phase of the project we will be able to present the outcomes of the research project and Year 3 to present the prototype of a product manufactured using second raw material. Dedicated promotional activities and specific support will be dedicated to offer a solid bedrock to the exploitation plan after the project end: we will be moving from the communication of the project's results to the initial stage of the prototype marketing. We will dedicate substantial efforts to the organization of the final workshop, which should present the results achieved and stimulate interest of SMEs, industry and researchers to adopt and deploy the concepts and technologies offered by REACT. The partners' exploitations' plans will be consolidated.



Figure 2: REACT Dissemination and Exploitation Phases

The successive phases will be continuous from its launch and throughout the development of the project. The dissemination and communication strategy of REACT 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 2.3 Stakeholders below).

## 2.3 REACT Stakeholders

The identification of target audiences of REACT 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 will be asked to report about contacts, networking and activities established with this groups:

- Policy makers of the European Commission, European Parliament, national and regional authorities and representatives. The orchestration of activities in collaboration with the EASME team will help us to reach out to a pan-European audience, while we will leverage on our partners for local policy makers liaisons (e.g. Lombardia Region, through Centrocot).
- Academic researchers and students: the academic partners (UGent University) and contractors (University of Bergamo) will heavily support the dissemination of the scientific project's



results across the European academic ecosystem focused on textile, hazardous chemical removal and recycling process.

- Circular economy, green economy, industrial eco-innovation players which are exploring new technologies and innovation to reduce the industrial footprint
- Industry and SMEs (with a focus on the textile vertical) which could benefit from REACT results and technology transfer recommendations.
- Other industry sectors which could be interested in the results achieved in the chemical removal process (e.g. furniture, building and construction).
- End users of outdoor awnings, in particular in the hospitality and food service sectors, which will be engaged in the waste collection at an initial research stage. This cluster would be among the primary targets of a new product made of second raw acrylic textile material and a new model of consumption (rental vs purchase) could be envisaged and promoted.
- International standardisation organizations and EU ecolabelling initiatives.
- Potential Investors
- Media outlets and journalists which are interested both to the economic and environmental efforts put in place by the European Commission to stimulate innovation and growth.
- General Public

REACT will implement dissemination and communication activities dedicated specifically to professional and stakeholders' communities at the European, national and local level. We detail how we intend to reach each stakeholders group, the relevant messages and means of engagement in Section 3.8.



*Figure 3: REACT Stakeholders*

### 3 DISSEMINATION AND COMMUNICATION PLAN

REACT dissemination and communication plan will be coordinated by the Task 7.1 leader (Martel) with the contribution and support of all the partners. Dissemination and Communication activities will be run both at consortium level and at partners' level, based on each organization expertise, existing network and relevant exploitation plan. The following sections present the Communication channels, tools and materials envisaged by our project.

#### 3.1 Online Communication

Communication will ensure both ad hoc and regular updates to be pushed out. The online communication will be articulated as follows:

##### 3.1.1 Website & website promotion

REACT will enhance the visitors' experience, providing a one-stop space for promotion of REACT activities. In particular, we have already implemented the following actions:

- Create and share an editorial calendar with all partners to both encourage sharing and participation within the community, as well as promote a consistent schedule of producing and publishing update news articles.
- Provide clear definitions of target audiences, and guidelines for how to best approach and engage with them. Example targets include industry, media, and the public.
- Define and share with the partners the best channels by which to access the appropriate target audiences.
- Clearly define the positioning and tone of voice for REACT and share it as a guiding document to the partners to ensure consistency and alignment in all communications.
- Encourage partners to submit their project's news to the REACT website for republishing to the broader audience. This will strengthen relevance of the website as well as increase the reach and impact of news.
- Encourage partners to repost news of direct and indirect interest from partners and the general media. This shows that REACT is involved and engaged in the larger world. If possible, this content should be posted with added commentary that demonstrates expertise and adds value to the article.
- Organise and aggregate news articles by topic and relevance to improve the ability to share e.g. via social channels, especially when dealing with calls to action such as participation to events. This allows each project to maximise the value of its communication outreach.
- Contribute to gather email address of interested user thanks to a subscription form in all pages. This mailing-list will help us spread the activities of the project through a periodic e-Newsletter

##### 3.1.2 Social media

**To ensure a robust and prominent presence within our targeted audiences' social media sphere, REACT will:**

- Create and share a social media publishing schedule that identifies optimal times for publishing project's information on social media, as well indicating offset times for resharing partners and relevant projects/initiatives social content. Through this, each partner can publish their social content at the most appropriate time while ensuring that the network shares and amplifies it to the best extent.



- This amplification is achieved by ensuring that all partners follow each other on social media, and reshare content with commentary regularly. To maximise the value of the reshares, REACT will provide offset windows to each partner. For example, if a post is made on a Tuesday morning, some partners' offsets will ask for sharing that afternoon, while some will be asked to share the next morning or afternoon. In this way, the message is shared widely and reinforced, instead of saturating the channels at one time.
- Encourage and assist the REACT partners in creating and optimizing their social profiles on all the relevant social media channels, including Twitter and LinkedIn. The overall aim is to assist their efforts by sharing best-practices social media indications including hashtags, groups, and guidelines on content production.
- Encourage project partners to actively monitor and share the REACT channels for content suitable for resharing, preferably with commentary. This will increase the reach and impact for each partner as well as the REACT community.
- Consolidate important calls to action, news articles and events posted to the REACT Editorial Plan and website and directly share them with partners.

**All social media communications will be:**

- Engaging. Content means nothing if it does not get read: content must be topical and engaging and inform the target stakeholders both about the facts as well as remind them what REACT is and aims for.
- Consistent. All content must be consistent with the REACT positioning, content structuring, channels and scheduling.

**With different media channels, the reach is, by nature, differentiated. In general terms:**

- **Twitter.** News, partners, pundits, general audience – short form copy to draw attention to another channel.
- **LinkedIn.** Current and potential collaborators, SMEs, researchers. Framed, targeted stories for the general readership, group posts for technical specialists.
- **YouTube.** Event coverage and feature videos for all stakeholders

**The plan is to have:**

- Twitter.
  - 3 tweets per week
  - 2-3 Retweets/day
- LinkedIn.
  - 1 LinkedIn article of commentary/week
  - Event content on an ad-hoc basis

In Section 4.3.2 of this document we detail the status of REACT social media channels and relevant accounts and hashtags we have identified to maximise the impact and reach of our communication.

## 3.2 Promotional materials

REACT will design and distribute promotional materials such as: flyers, brochures, posters and roll-ups as needed to communicate the project's objectives and results and dress the REACT space at events and engage the audience. We will closely monitor the footprint of each printed material, to minimize the paper consumption and waste and "recycle" materials as much as possible. We also envisage the production of merchandising materials (e.g. t-shirts, USBs) to promote the brand and engage the audience. Last but not least, we plan to produce 2 videos per year by the end of the project, including webinars, interviews to REACT experts, footage from the industrial plant and the chemical

and mechanical laboratories and educational materials. We will also develop infographics and animation to explain the process applied by REACT to recycle the waste, this will allow us to make a complex scientific and industrial process accessible to a wider audience, while engaging the media and consumers in the benefits of circular economy and stimulate interest. See KPIs Table 6 for the detail of the promotional materials distribution targets.

### 3.3 Events

#### 3.3.1 REACT Workshops

REACT will organize 3 workshops: 1 Engagement Workshop at M12, and Intermediary Workshop at M24 and a Final Workshop at M36. The consortium has already discussed the best approach to these events and it was agreed to have them co-located with major relevant conferences in order to maximise their impact and attendance. Furthermore, the timeline provided in the DoA was indicative; we are now revising it to ensure we exploit opportunities as they arise (e.g. events not foreseen at time of DoA), that the project may offer high quality content and that partners can provide substantial support and engagement to each event (e.g. avoid overlapping with critical project's implementation phases). The workshops will be conducting privileging the engagement and active participation of the audience. In order to maximise the impact, we will look at alternative solutions for live streaming and recording of the events (e.g. YouTube Live), in order to reach also a remote audience and make the projects' outputs as widely available as possible. The Table 1 below summarizes the workshops timeline and communication objectives.

Event	Month	Objective	Target participants
Engagement Workshop	M12	Present REACT ambition and methodologies	50
Intermediary Workshop	M24	Present REACT intermediary results	50
Final Workshop	M36	Present the prototype product and to engage vertical industries in uptake of the technology results	50

*Table 1 : REACT workshops timeline and objectives*

#### 3.3.2 Prototype presentation organized by REACT

Towards the end of the project a “prototype” product made with the second raw material should be available. It will represent the materialization of the entire project's process and results and as such it will be an excellent communication opportunity not only for the industry audience but for the media and the wide public as well. We will define the best venue and opportunity to showcase the prototype based on timing, typology of the prototype in the deliverable *D7.2 Intermediary Report of Dissemination and Exploitation of Results*.

#### 3.3.3 Presence at key events

International conferences, congresses, workshops, exhibitions and fairs are one of the most effective dissemination and communication actions. The partners' participation to events will generate more visibility for REACT project and will boost the contact with stakeholders and other European projects.

Accountability: Martel will keep updated a calendar of key events with the support of partners, where REACT should be promoted via presentations or present with a booth and will plan to ensure a presence of partners, mainly WP leaders, according to the type of audience or event. It will help ensuring their presence each time by contacting with conference organiser, booking booth etc.

Table 2 below presents an initial list of events that will be in the radar of REACT for communication and dissemination activities:

Event Name	Date, Location	Target Group	Estimated No of Attendees	Dissemination Activity	Partner Attending
AUTEX 2020	Minho, Portugal, May or June 2020	Academia in textile materials	200	Paper submission / Presentation	UGent
IFATCC conference	22th-24th April 2020 Ruobaix (FR)	Content cell	200	Presentation	UGent
Plastic Free Conference	Date to be defined (yearly) Location Frankfurt (D)	Industrials in automotive, fashion and food industry	>200	Conference about REACT: objectives and results publicly disseminated	CETI
Global Fiber Congress	Sept 2021 Dornbirn (Austria)	All industries concerned by textile products and processes	>300	Conference about REACT: objectives and results publicly disseminated	CETI
Techtextil Fair	June 2021 (Frankfurt – D)	All industries concerned by technical textile products and processes	> 10000	Stand where CETI presents its projects and conference	CETI, Centrocot
Proposte 2020 2021, 2022	Cernobbio Italy April 2020	Customers, Distributors Journalists	150 / 200	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists;	PARA'
Heimtextil 2021-2022	Frankfurt Germany January 2021	Customers Distributors Journalists	100 / 150	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists;	PARA'
R+T 2021	Stuttgart (D) Feb/March 2021	Customers, Distributors Journalist	1000/2000	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists;	PARA'
ISPO Munich 2020-2021-	Munich Germany	Customers, Associations,	100	Roll Up, Flyer / Brochure for	Centrocot

2022	January/February	End Users, Journalists		customers & distributors, Press Release for journalists;	
A+A 2021	Frankfurt Germany October/November	Customers, Associations, Journalists,	100	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists;	Centrocot
Ecomondo 2019-2020- 2021	Rimini Italy	Customers, Associations, Students, Journalists	150	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists;	Centrocot

Table 2 : Events of interest for REACT

### 3.4 Media Relations

REACT media relations activity will be two-fold. In fact, we will target the **specialized press** (online and offline) in the technical, textile, chemical segments presenting the project's goals, the achievements, leveraging on the consortium expertise and network for interviews and editorials. On the other hand, REACT can successfully reach out to **more generic press** leveraging on the topics of sustainability, circular economy and recycling process. All these subjects that are currently "hot" topics across economic, life-style, scientific divulgation press. REACT showcases a concrete effort and investment of the European Commission to support innovation toward a sustainable green-economy, for the benefit of our societies and our environment. We will not only exploit the existing media relations of some of our partners, but we will also work to outline **REACT media landscape as map** of the media that are already active, and which can be activated, at pan-European level. Before starting media activation, REACT will clearly define the main messages to be conveyed, on which channels, and what conversion we are looking for. Based on these definitions, the next steps will be drafting messages and curated content, preparing background documents and visual products for all supports & channels.

A specific attention and deep efforts are needed to produce legible and clear content, information material, explanations that will help journalists and influencers to produce concrete but personal pieces, with active links with real elements, actions, results and impact. Therefore, we will:

- **Create and distribute media materials (all formats): including press releases**, interviews, features, opinion articles, background notes, as well as other background material (such as speeches, presentations). The material will be pushed to media by use of email alerts, Twitter, direct contact when applicable (specific events, calls, etc.). These materials will also be available on the website in a specific visible section for the use of media and other stakeholders.
- We will evaluate the opportunity to organize **small scale press activities**: media events are excellent opportunities to build relationships with journalists and reporters from media to promote key messages and policies. An industrial plant's visit and/or the presentation of the REACT prototype might be the opportunities for the media to be engaged 1-to-1.

The Table 3 below presents the initial media landscape with key publications we shall keep under our radar, this list will be further implemented as the project develops.

Publication Topic	Publication url	Leading Partner
Textile 4.0	<a href="https://www.wtin.com">https://www.wtin.com</a>	Para'/Martel
Fabric Architecture Magazine	<a href="https://fabricarchitecturemag.com">https://fabricarchitecturemag.com</a>	Para'/Martel
Technical Textiles	<a href="https://www.technical-textiles.net">https://www.technical-textiles.net</a>	CETI/Para'/Martel
International Dyer and technical finisher	<a href="https://www.wtin.com/digital-magazines/international-dyer-finisher/">https://www.wtin.com/digital-magazines/international-dyer-finisher/</a>	Soft
Textile Bulletin	<a href="http://textilebulletin.com/">http://textilebulletin.com/</a>	Soft
Tenda In&Out	<a href="http://www.tendain.it/">http://www.tendain.it/</a>	Para'
TeSS	<a href="http://tendeeschermaturesolari.com/">http://tendeeschermaturesolari.com/</a>	Para'
Proteccionsolar	<a href="http://www.interempresas.net/Proteccion-solar/Articulos/Actualidad/">http://www.interempresas.net/Proteccion-solar/Articulos/Actualidad/</a>	Para'/Martel
RTS Magazin	<a href="https://www.verlagsanstalt-handwerk.de/bau-fachtitel/rts-magazin.html">https://www.verlagsanstalt-handwerk.de/bau-fachtitel/rts-magazin.html</a>	Para'/Martel
AD	<a href="https://www.ad-italia.it/">https://www.ad-italia.it/</a>	Para'
Vogue Casa	<a href="https://www.vogue.it/">https://www.vogue.it/</a>	Para'
Vanity Fair Design	<a href="https://www.vanityfair.it/lifestyle/casa">https://www.vanityfair.it/lifestyle/casa</a>	Para'
Marie Claire Maison	<a href="https://www.marieclaire.com/it/casa/">https://www.marieclaire.com/it/casa/</a>	Para'
Elle Décor	<a href="https://www.elledecor.com/it/">https://www.elledecor.com/it/</a>	Para'
Ville e Giardini	<a href="https://www.villegiardini.it/">https://www.villegiardini.it/</a>	Para'
Ville e Casali	<a href="https://www.villeecasali.com/">https://www.villeecasali.com/</a>	Para'
Barche a motore	<a href="https://www.barcheamotore.com/">https://www.barcheamotore.com/</a>	Para'
Il Giornale della Vela	<a href="https://www.giornaledellavela.com/">https://www.giornaledellavela.com/</a>	Para'
Gardenia	<a href="http://www.cairoeditore.it/Gardenia/">http://www.cairoeditore.it/Gardenia/</a>	Para' / Martel
F	<a href="http://www.cairoeditore.it/F/">http://www.cairoeditore.it/F/</a>	Para' / Martel
Cose di Casa	<a href="https://www.cosedicasa.com/">https://www.cosedicasa.com/</a>	Para' / Martel
Interni	<a href="https://www.internimagazine.it/">https://www.internimagazine.it/</a>	Para' / Martel
Casabella	<a href="https://casabellaweb.eu/">https://casabellaweb.eu/</a>	Para' / Martel

Casa Facile	<a href="https://www.casafacile.it/">https://www.casafacile.it/</a>	Para' / Martel
Abitare	<a href="http://www.abitare.it/">http://www.abitare.it/</a>	Para' / Martel
Living	<a href="http://living.corriere.it/">http://living.corriere.it/</a>	Para' / Martel
Io Donna	<a href="https://www.iodonna.it/">https://www.iodonna.it/</a>	Para' / Martel
TexInnovation	<a href="http://texclubtec.com/index.php/tex-innovation">http://texclubtec.com/index.php/tex-innovation</a>	Centrocot
La Spola	<a href="https://www.laspola.com/">https://www.laspola.com/</a>	Centrocot
Recycling	<a href="http://www.recyclingweb.it/">http://www.recyclingweb.it/</a>	Centrocot
Technofashion	<a href="https://www.technofashion.it/">https://www.technofashion.it/</a>	Centrocot

Table 3 : Relevant Sectorial Press

### 3.5 Journals and Conferences Publications

REACT partners have set a target of submitting 3 scientific papers to conference publications and scientific journals. Table 4 below presents the relevant publications which will be considered for submission, along with the leading partners. We expect this list to be further reviewed and populated in the upcoming months as the academic and research partners take a deeper dive in REACTt results, methodologies and challenges, which may be relevant for the scientific community. All scientific publications issued by the Consortium will be made available through the project's website, where a [specific section](#) has already been created (Green Route).

Publication Title/Topic	Leading Partner
AUTEX	TBD
Textile Research Journal	UGent
Journal of Materials Science	UGent
The Journal of the Textile Industry	TBD
Clothing and Textiles Research Journal	TBD
Chemical Fibres International	TBD

Table 4 : Relevant Journals and Conferences Publications

### 3.6 Synergies with related projects and initiatives

The main goal of this activity is to ensure broad outreach and impact of the project's outcomes, including fostering international collaboration with related initiatives and stakeholders where our

partners operate and possibly beyond at regional levels. The project will work exploiting existing cooperation synergies and establishing new ones as relevant.

REACT liaises with the following international initiatives and support the dissemination and communication efforts and reach the widest audience possible.

Initiative/ Project Title	Short Description	Link with REACT
EASME	Executive Agency for Small and Medium-sized Enterprises supporting a more competitive and resource-efficient European economy based on knowledge and innovation	REACT technology and results will direct benefit SMEs in the textile (and beyond) industry
COSME	Europe's programme for small and medium-sized enterprises, supporting entrepreneurs, opening markets, etc.	REACT intends to engage SMEs and facilitate technology transfer within and beyond the textile vertical
LIFE	EU's funding instrument for the environment and climate action	REACT outputs would directly impact on the reduction of acrylic textile waste, and reduce CO2 emissions.
EU Eco Innovation	It bridges the gap between research and the market. It helps good ideas for innovative products, services and processes that protect the environment become fully-fledged commercial prospects, ready for use by business and industry.	REACT is exactly aiming at combining an industry issue and need with technological and scientific innovation to develop a full-fledged commercial product.
REWIND	French project funded by ADEME	Up-cycling of cotton production wastes and used textiles 2017/2021
Life M3P	Material Match Making Platform for promoting the use of industrial waste in local networks is focused on Circular Economy and Industrial Symbiosis	Thanks to M3P, REACT can find new applications to remove hazardous and new applied industrial sectors to recycled acrylic fibre
AUTEX	Association of Universities for Textiles. It facilitates co-operation amongst members in high level textile education and research	REACT shall liaise with AUTEX for the project's scientific results dissemination
ETP	European Technology Platform for the Future of Textiles and Clothing which represents a European-wide expert network involving industry, research organisations, public authorities, financial	REACT aims at presenting and disseminating its activities and results across industry stakeholders



	institutions and other stakeholders	
TECHTERA	European Innovation Cluster – textile transformation	REACT aims at presenting and disseminating its activities and results across industry stakeholders
EURATEX	European Apparel and Textile confederation	REACT aims at presenting and disseminating its activities also towards the professional protective clothes industries
Plastics Circularity Multiplier Initiative	The initiative “Plastics Circularity Multiplier” aims at showcasing the synergies of EU-funded projects in the field of plastic circularity and coordinating communication and dissemination activities.	REACT aims at discussing common challenges, synergies and cooperation framework
SUN - Symbiosis Users Network	The Italian Network of Industrial Symbiosis - Symbiosis Users Network pursues the purpose of cultural promotion to industrial symbiosis and circular economy to contribute to sustainable development.	REACT aims at presenting and disseminating its activities also towards other scientific and academic sectors
Italian Circular Economy Stakeholder Platform - ICESP	ICESP is configured as a network of networks and aims to create a point of national convergence on initiatives, experiences, critical issues, prospects and expectations on the circular economy of the Italian system, promoting the Italian way of doing circular economy.  ICESP is the Italian interface of ECESP - European Circular Economy Stakeholder Platform.	REACT aims at presenting and disseminating its activities both in a national and European level

Table 5 : Relevant Initiatives

Regarding other Horizon2020 projects we have already identified similar initiatives with the aim of establishing regular calls and ways of collaboration for activities, events, dissemination, etc. Interactions within the cluster of projects same call are also expected by the EC and we have listed here some of them.

- C-Servees
- CarE-Service
- CINDERELA
- CIRC4Life
- HOUSEFUL
- RECiPS
- ENTeR



- DECOAT
- iCAREPLAST
- MultiCycle
- NONTOX
- polynSPIRE
- PReSmart
- REMADYL
- REPAIR3D
- SMARTFAN
- Terminus

### 3.7 Technical and Policy Reports and recommendation Dissemination

To maximise the technology transfer and projects' results re-use and further implementation the consortium will ensure that all the public technical deliverables will be not only published on REACT website but also disseminated through the online social media channels and targeted scientific and technical mailing lists and online publications, portals. In particular:

- D1.2 Classification system methodology for waste classification (M12)
- D5.2 Results of warping/weaving samples and laboratory testing-Executive summary(M33)
- D2.7 Report on scale-up -Executive Summary (M27)
- D5.1 State of the art of environmentally friendly finishing (M25)
- D5.4 New finishing results and laboratory testing -Executive Summary (M33)
- D6.3 Recommendation for Technology transfer (M30)

The project will also produce policy recommendations for the promotion of less toxic and more effective DWOR (Durable Water and Oil Repellents) alternatives to fulfil the EU REACH Regulation.

### 3.8 Dissemination channels targeting different stakeholders

In the Table 6 below we crossmatch for each audience the message we will vehiculate and the most effective communication channels.

Stakeholder	Reason for engagement	Means of engagement
Academia and Research institutes [AC/RI]	Academia and research institutes will be able to leverage the activities and results of REACT to develop additional innovative research in the acrylic textile recycle	<ul style="list-style-type: none"> <li>• Scientific Publications</li> <li>• Presentations at conferences and workshops</li> </ul>
SMEs and large organisations: outdoor textile, chemical, industry production,	REACT will contribute to developing new design and implementation of an industrial process for the recycling of acrylic	<ul style="list-style-type: none"> <li>• Presentations at trade events and conferences</li> <li>• E-Newsletter Website /</li> </ul>

other industries such as sportswear, professional protective wear	textiles	<p>Social media</p> <ul style="list-style-type: none"> <li>• Videos and promotional materials</li> </ul>
Industry Associations and networks of organisations [AS/NW]	REACT will engage with association and networks of organisations in order to reach all relevant key players that can benefit from the results of the research	<ul style="list-style-type: none"> <li>• Presentations at associations' events and conferences</li> <li>• E-Newsletter</li> <li>• Website</li> <li>• Associations' magazines and blogs</li> </ul>
Government organisations and policy makers [GOV/PM]	<ul style="list-style-type: none"> <li>• REACT will contribute to the ongoing SPIRE PPP Roadmap</li> <li>• It will address targeted policy makers in the EU with state-of-the-art reports, sharing the obtained results and providing recommendations</li> <li>• The results and outcomes of the trials will benefit the economic growth and innovation index of the EU</li> </ul>	<ul style="list-style-type: none"> <li>• Participation to EC conferences on Circular Economy</li> <li>• Liaise with EASME communication team to echo project's news</li> <li>• Cooperate and liaise with ongoing EASME, LIFE and ECO INNOVATION H2020 related projects</li> <li>• E-Newsletter</li> <li>• Social Media</li> </ul>
Media and Citizens at large (ME/CIT)	<ul style="list-style-type: none"> <li>• REACT will contribute to raise the interest of specialised and generic media (online &amp; offline) on the circular economy opportunities and ongoing research and investments</li> <li>• REACT will contribute raising the awareness of the general public on the economic and environmental benefits of a new consumers' models which privilege rental vs owning-and-disposal procedure</li> </ul>	<ul style="list-style-type: none"> <li>• Press Releases</li> <li>• Interviews to consortium's experts</li> <li>• Participation to events</li> <li>• E-Newsletter, Website, Social Media</li> <li>• Videos and promotional materials</li> <li>• Prototype product presented at the general public/media at exhibition/trade conference</li> <li>• Social Media</li> </ul>

Table 6 : REACT Matrix of Communication channels, Messages/Goals and Target Groups

## 4 COMMUNICATION & DISSEMINATION BUILDING BLOCKS -M06

### 4.1 REACT brand identity

The project visual identity is the first element that reaches out to and impresses our target audience. It should therefore be distinctive, innovative, and highlight key idea about the project. To establish a clear and well-defined identity of the project, at a very early stage of the project the logo was created to be used in the website, the social networks, deliverables, presentations, promotional materials, etc. The unique brand identity includes a professionally designed project logo (Figure 4) consisting of a textual and a visual part to ensure it is easily recognised and remembered.



Figure 4: REACT logo

The REACT logo was refined before the start of the project and has therefore been ready for use since the beginning of the project. It was designed taking into account three main points: graphic, typeface, and colour palette. The graphic part of the REACT logo refers to the element at the core of the recycle ambition of the project: the awnings.

The textual part includes the project's name and its endorsement, that explains the main goal of the project. The typography chosen for the name has a solid shape. The font family chosen is Roboto (free and Open source) and Arial. This font family is suitable for print, screen, web, and titling usages. The Roboto font, combined with Aria make a contemporary and neat font combination with detailed one-stroke forms. Clear letters with strong curved lines, elegance and an innovation touch. It has been decided to use "sans-serif" font for deliverables, slides, reports, and webpages. "Arial" font has been chosen, which is the default font in the Microsoft Office suite.

The colour palette (Figure 5), is composed of 3 colours inspiring innovation, recycling and sustainability. This is also the primary colour palette of the all REACT materials. REACT logo colours has been chosen with contrasting shades to give great visibility.

#### Palette of corporate colors

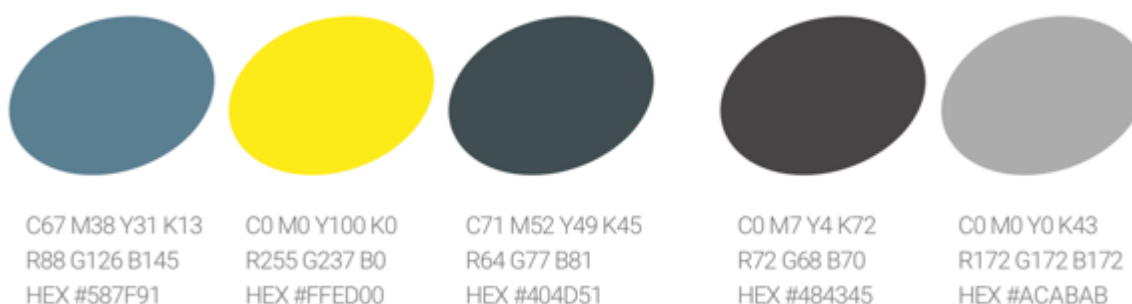


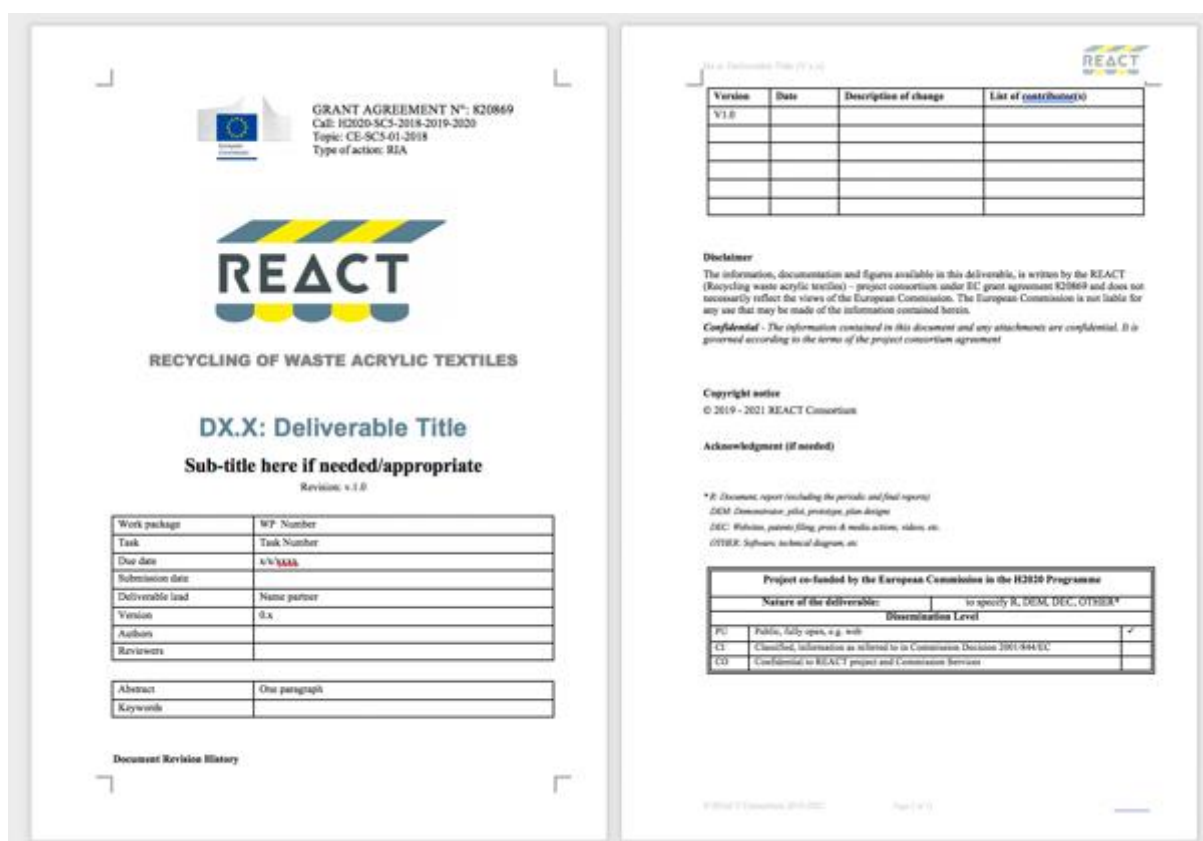
Figure 5: REACT colour palette

Martel Innovate prepared a document which provides guidelines (see Appendix A) to create a unique and easily recognizable image footprint. Such guidelines define all of the basic graphic characteristics of the REACT project: from the REACT logo to the colour palette and fonts used. The REACT logo is shown using several colour variations, to be used depending on the background, and in different sizes, to guarantee readability in different sources, e.g. reports, web, presentations. The range of colours to be used in the project are the ones adopted in the logo. Each colour is defined with precise printing characteristics (CMYK) and digital encoding (RGB and HEX).

## 4.1 REACT project templates

Besides the REACT logo, Martel has produced templates to be used by the consortium members at meetings, conferences and public events when presenting the project, research topics, and results directly connected to their work in REACT, as well as when engaging with stakeholders and the public at large. Following the style of the logo, the templates are kept in the REACT colour scheme and contain the project logo. These templates are meant to provide project partners with consistent materials to be used to promote or report on the project. They were made available to the consortium via email and via the REACT document repository. The following templates have been created for the project:

- Word templates in docx and dotx format for Deliverables (Figure 6)
- PowerPoint template in pptx format for presentations (Figure 7)



**GRANT AGREEMENT N°: K20669**  
**Call: H2020-SC3-2018-2019-2020**  
**Topic: CE-SC3-01-2018**  
**Type of action: RIA**

**REACT**  
**RECYCLING OF WASTE ACRYLIC TEXTILES**

**DX.X: Deliverable Title**  
**Sub-title here if needed/appropriate**  
 Revision: v.1.0

Work package	WP Number
Task	Task Number
Due date	dd/mm/aaaa
Submission date	
Deliverable lead	Name partner
Version	0.x
Author	
Reviewers	

Abstract	One paragraph
Keywords	

**Document Revision History**

Version	Date	Description of change	List of contributor(s)
V1.0			

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**Acknowledgment (if needed)**

**\*B: Document, report (including the periodic and final reports)**  
**DEM: Dissemination, pilot, prototype, pilot design**  
**DEC: Website, patents filing, press & media actions, videos, etc.**  
**OTHER: Software, technical diagram, etc.**

Project co-funded by the European Commission in the H2020 Programme	
Nature of the deliverable:	to specify B, DEM, DEC, OTHER*
Dissemination Level	
PU	Public, fully open, e.g. web
CI	Classified, information as referred to in Commission Decision 2001/844/EC
CO	Confidential to REACT project and Commission Services

Figure 6: REACT word template

We are currently developing the REACT presentation, as a useful tool for all the partners to introduce the project at meetings and conferences.

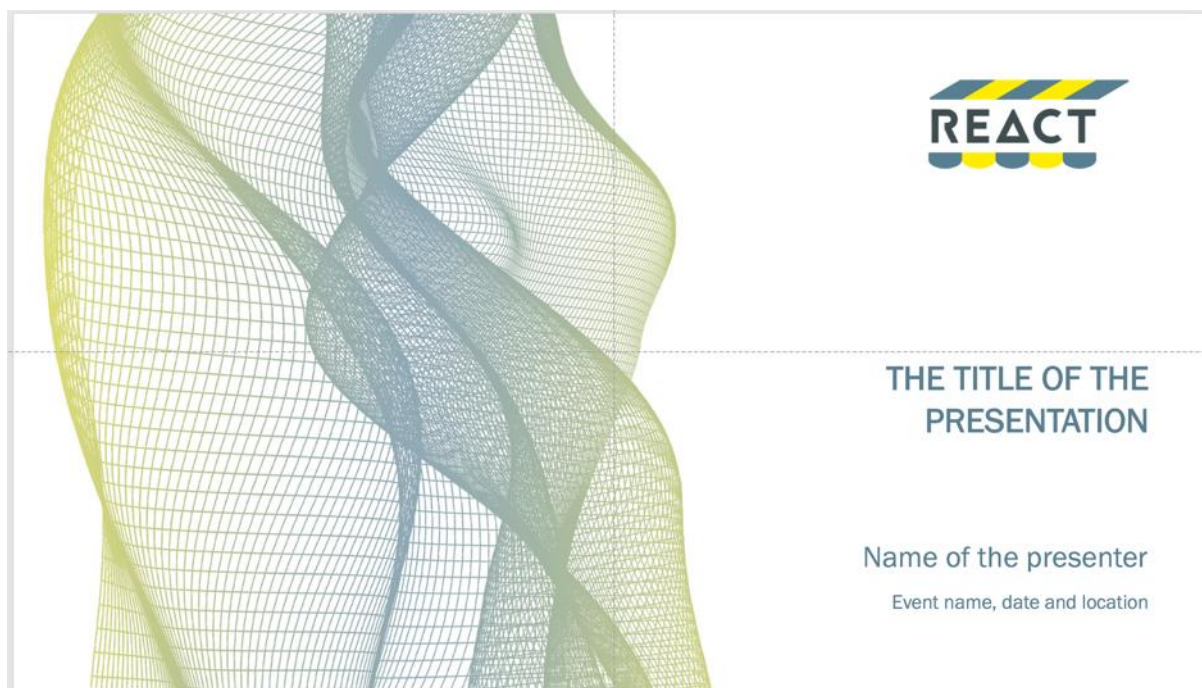


Figure 7: REACT power point template

## 4.2 REACT internal communication tools

In order to facilitate the internal project's communication flow, since its inception REACT has established a few, easy and flexible tools, such as:

- Project Mailing list: it includes all the partners' representatives involved in the project. It is used to share project's update, periodic calls details, link to relevant documents and meeting minutes.
- Project periodic calls: these calls see all partners updating the progress of their work packages/tasks activities, they are recorded in minutes which are circulated to the whole mailing list
- Project's online repository: it is organized in several folders corresponding to each work package and it allows the partners to share relevant information, working files, meetings, draft and completed deliverables, administrative documents. It is password protected in order to maintain confidentiality (and where relevant IPR) protected.

## 4.3 REACT online media channels

### 4.3.1 REACT website

The REACT website is one of the entry doors to the project for the general public and in particular the broad scientific and industry community, including all relevant R&D&I stakeholders' active in the industrial ecoinnovation and recycling process. Created and deployed at the end of June 2019 (M1), the website is designed to be one of the main focal contacts with the stakeholders and general public and serves as a reference point for the project in the broader innovation community. The website was officially launched on 21<sup>st</sup> June, 2019 is online at [www.react-project.net](http://www.react-project.net).



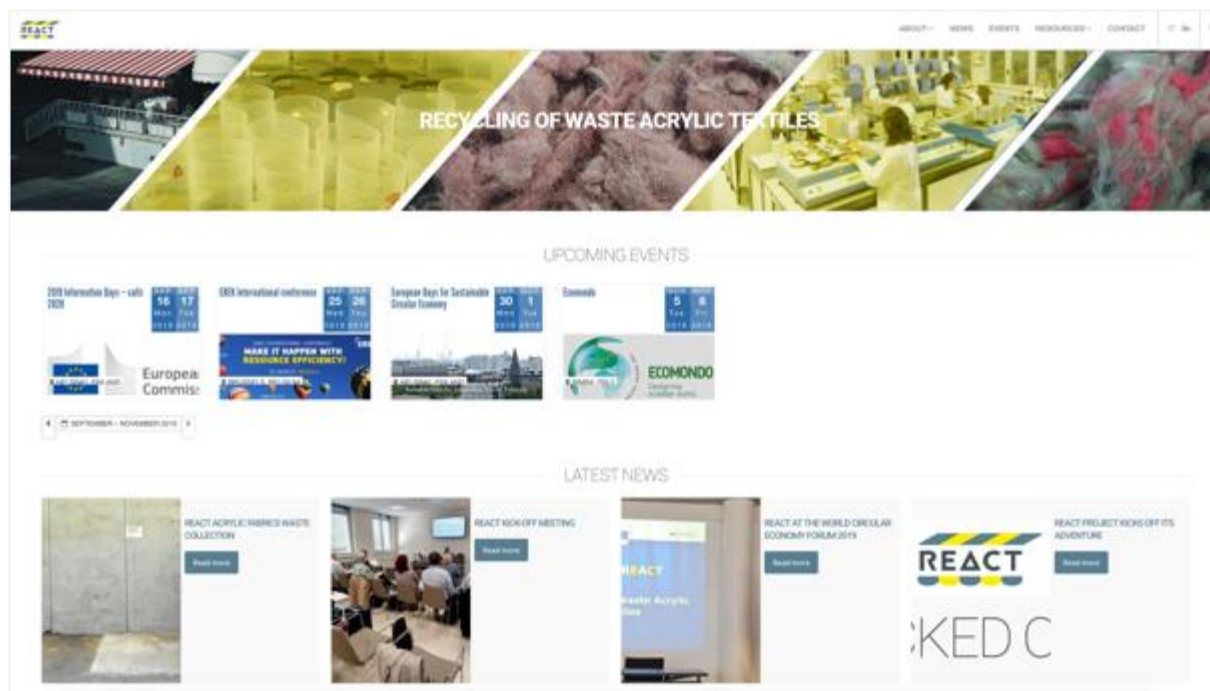


Figure 8: REACT Homepage website screenshot

The REACT website is a modern, fresh, fully functional and responsive website which serves as the entry point and source of truth for all the interested stakeholders and is fully compliant with the project branding and visual identity. As one of the main dissemination and dynamic tool, the website will also undergo a major streamlining, and it will be continuously updated throughout the lifetime of the project. The site will evolve into a clear and clean communication interface that is easily navigable, containing all relevant project related public information (news, reports, papers, presentations, conferences, public deliverables, events, subscription, contact information, etc.) and through direct connections to the REACT Twitter channel.

The website has been structured into different sections in order to provide a clean and functional design, each of them devoted to one particular aspect of the project, including the project objectives, the partners composing the consortium, the events organised or to organised during the project activities and social media. This structure is continuously updated as the project evolves to include relevant information to various stakeholders and the public. The website, as originally defined, contains the following sections:

### Home

In this section the project concept is depicted so that the user can have at a glance information about main materials and research to be conducted. We also, highlight news and events in the homepage. In the footer, there is also the possibility to subscribe the project newsletter.

### About REACT

This section contains the information about the project. In order to present it in a user-friendly way, three subsections have been created.

- The project – facts and figures: here is the overview of REACT information and, as a support to the information presented, a figure is provided in order to clarify its functioning. Also facts & figures are provided.
- The Objectives: here is an overview of scope and main goal of the REACT project in order to clarify its functioning.
- The consortium: presenting and linking all the partners

## News

This section will cover news related to the project and will be updated often with new information in order to keep the audience aware of this project progress. Concerning the news, meetings execution, important milestones achieved and any other relevant information about project ongoing will be included here. Most of the news entries are spread through our Twitter/LinkedIn channels to increase their visibility and their promotion.

## Events

Future events related to the project such as meetings, workshops or conferences or those that could be interesting due to its relationship with project topic will be gathered under this section.

## Resources

We have also a “resources” section with all the dissemination materials to the users. In order to have the information categorized, four subsections will be included.

- Deliverables, currently it presents the list of public deliverables, which will be uploaded and made available along the project’s lifetime
- Scientific Publications: under this subsection all the publications related to the project will be gathered. When available, full paper and /or abstract download possibility will be set up as well.
- Videos: we will present here the REACT videos, linking to the YouTube channel as well
- Promotional Material: leaflets, brochures, logo and all the documents aimed to construct the corporative image of the project will be gathered under this subsection.

Furthermore, and in order to provide evidence of EU funding, both the EU logo and the following sentence are included in the website and in the communication materials: REACT is Funded by the EU's Horizon2020 programme under agreement n° 820869.

The website provides also information on data kept and how they are used in alignment with the GDPR under the Privacy policy link (footer of the webpage).

Since its inception we are working on supporting the traffic to the website through:

- SEO (Search Engine Optimization): the traffic of visits to the REACT website will increase progressively throughout the course of the project thanks to the implementation of strategies oriented to organic traffic, always considering the keywords identified for it.
- Link building: It will be able to create synergies between the REACT website and the partners' websites as well as with other relevant agents of the sector (stakeholders), encouraging the exchange of links.

### 4.3.2 REACT social Media Channels

REACT has already established and started communicating through Twitter and LinkedIn social media platforms. We will open the YouTube channel as soon as the first video material is released.

#### Twitter

REACT has established its Twitter account [@project\\_REACT](#) before the official start of the project (May 2019). At the time of writing it counts 40 followers, it has tweeted 64 posts and used already for the live coverage the project’s participation to the World Circular Economy Forum, Helsinki, 19 June 2019 and to report live from the project’s kick off meeting at Centrocot in June, 2019.

REACT uses Twitter to establish meaningful connections with an active and relevant audience (EC, policy makers, stakeholders of the industry, local authorities and general public). These connections can produce beneficial opportunities for the project across the network of stakeholders. It serves as

well to tell everybody in real time what is happening in the co-creation workshops and other activities of the project. The credentials for Twitter are the following:

- @project\_react - Twitter handle, mentions the project
- #project\_REACT – hashtag



Figure 9: REACT Twitter channel

Examples of appropriate hashtags:

- |                    |                    |
|--------------------|--------------------|
| • #circulareconomy | • #acrilyctextile  |
| • #renewables      | • #wastemanagement |
| • #ecoinnovation   | • #CEstakeholderEU |
| • #sustainability  | • #InvestEU        |
| • #H2020           | • #EASME           |

To maximize the impact of the project on social media channels, images and gifs will be created and shared with all the partners. Tweets can be directed to specific accounts using: @TWITTER-HANDLE in tweets. This is the list of the project partners' Twitter handles or hashtags (in case they have not Twitter account)- They are mentioned in the REACT Twitter account to generate conversations and interactions always is possible.

List of the European Union related Twitter accounts and hashtags:

- |   |                    |
|---|--------------------|
| • @EU_H2020 #H2020 shall be included in our tweets to maximise their visibility | • @EUClimateAction |
| • @EUScienceInnov   | • @Energy4Europe   |
|   | • @EU_EASME        |



- @EU\_ecoinno
- @EU\_Commission
- @ClimateKIC
- @EESC\_PRESS

List of twitter accounts of related initiatives relevant for REACT:

- @Univa\_Stampa
- @TexstraProject
- @definetworkeu
- @cleantech\_FL
- @CETI\_tex\_innov
- @TCBLFoundation
- @MaterialConneX
- @IFATCC\_official
- @euratex\_eu
- @datemats\_eu
- @Techtera
- @RenewableMatter
- @TextileETP

## LinkedIn

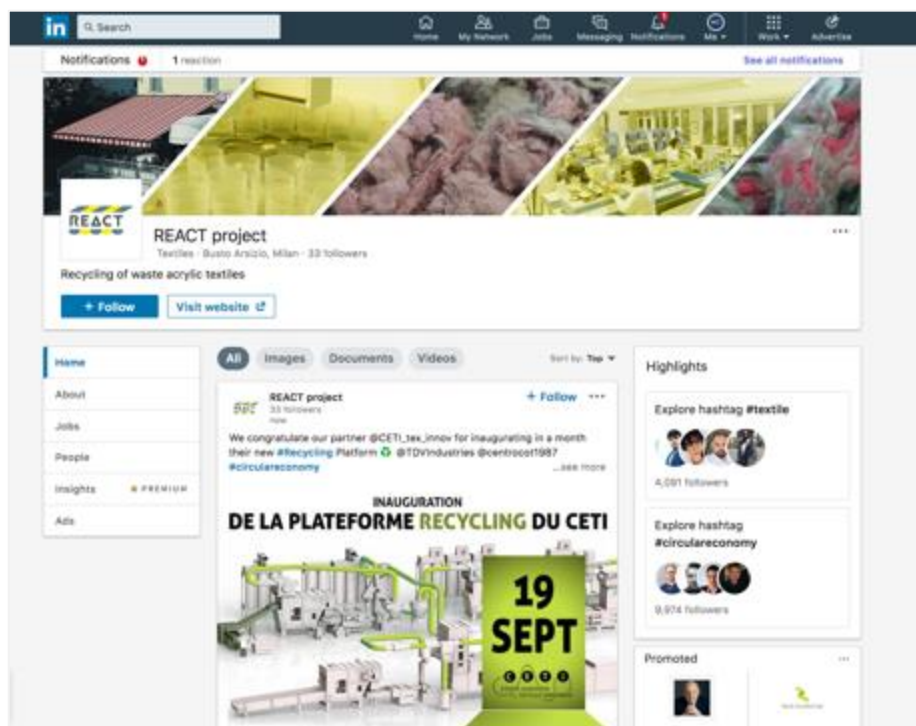
LinkedIn is currently the main business network in the world and has more than 150 million users in more than 200 countries and territories. Stakeholders, which REACT needs to connect with, are in LinkedIn, so it is appropriate to implement some actions.

[REACT LinkedIn company page](#) has been established before the project officially started (May 2019) to provide a public image on a global scale as a reputable and trustworthy project. It counts, at the time of writing 33 followers and 11 posts have been published.

By producing content that our viewers want to see about the project and share with others, our viewers become engaged advocates of REACT and can expand our global influence. The content generated by REACT project will be available in different formats such as project presentations, website blog posts, infographics and videos to suit the viewing preferences of our target audience.

REACT should post as many status updates as our content supports. We will reach more of our audience and extend our reach as we post more often. The REACT LinkedIn profile is a supplement to the website, helps driving traffic to the site and offers a way out to promote the project. We will mention partners' LinkedIn pages as appropriate to create positive visibility exchange.

○



○

Figure 10: REACT LinkedIn channel

## YouTube

YouTube channel will be used to share the REACT videos and reach a large community of users. Both channels will multiply and will complement the reach out of Twitter and LinkedIn. The videos will be presented at events and shared across social networks to gain followers, increase visits to the site and thus strengthen the communication strategy.

### 4.3.3 REACT newsletter

A quarterly newsletter will be shared with newcomers interested in being aware about the achievements/news of the REACT project. This data base will be nourished by a registration form included in the website, an existing contact list of the partners and thanks to the participation/involvement of the consortium with other EU initiatives, events, fairs, workshops, etc. The newsletter will be promoted by the partners to their whole target and database of contacts. News will be sourced from the project's website, so that in this way the visits will be increased. In addition, it will be circulated via the European stakeholder's associations. Mailings with invitations to relevant workshops and webinars, consultations and other information which cannot wait for the newsletter publication or that cannot appear only in the newsletter will be sent out regularly to the same database used for the newsletter. Newsletters will be uploaded in the website and an internal calendar will be shared with all project partners for receiving their contributions and the final approval about the content and appearance.

Through the Data Management Plan prepared by CENTROCOT (D8.16), it will be ensured that all these actions comply with the requirements of the General Data Protection Regulation (GDPR). The design of the newsletter has already been developed (see Figure 11) and it provides a clear branding and content template, flexible enough for the communication needs.



Figure 11: REACT Newsletter design

## 4.1 Events attended

REACT attended the World Circular Economy Forum 2019 participating to the side session “Scaling up innovative circular solutions for plastics” organised by the Executive Agency for Small and Medium sized Enterprises. The Project Coordinator Roberto Vannucci (Centrocot), the project Technical Manager Prof Giuseppe Rosace (University of Bergamo) and Dr Monique Calisti, Project’s Communication Manager (Martel Innovate) presented the scope and ambition of REACT to innovators, researchers and policy makers interested in circular economy in the plastic sector.



*Figure 12: REACT at “Scaling up innovative circular solutions for plastics” WCEF side session*

## 5 REACT SUSTAINABILITY PLAN

The European Commission adopted an ambitious Circular Economy Package, which includes measures that will help stimulate Europe's transition towards a circular economy, boost global competitiveness, foster sustainable economic growth and generate new jobs.

The Circular Economy Package consists of an [EU Action Plan for the Circular Economy](#) that establishes a concrete and ambitious programme of action, with measures covering the whole cycle: from production and consumption to waste management and the market for secondary raw materials and a revised legislative proposal on waste. The annex to the action plan sets out the timeline when the actions will be completed.

The proposed actions will contribute to "closing the loop" of product lifecycles through greater recycling and re-use and bring benefits for both the environment and the economy.

The REACT project is fully aligned with these objectives and messages, and in addition to the actions and contemplates other transversal strategies.

### 5.1 Sustainable Development Goals

REACT project is well aligned with the Sustainable Development Goals (SDG) of the 2030 Agenda for Sustainable Development. The adoption of the 2030 Agenda and its SDGs represent a change of paradigm of the international policies on development cooperation. The EU has committed to implement the SDGs both in its internal and external policies.

REACT will contribute to the following SDGs:

- Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.
- Goal 9: Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.
- Goal 11: Make cities and human settlements inclusive, safe, resilient and sustainable.
- Goal 12: Ensure sustainable consumption and production patterns.
- Goal 13: Take urgent action to combat climate change and its impacts.

### 5.2 Gender equality

In the same way the project is aligned with “Goal 5: Achieve gender equality and empower all women and girls”. In the REACT project will encourage inclusion of women in the different dimensions of the initiative (not only the partner’s teams):

- Stakeholder engagement. REACT will take active measures to maximize the inclusion of women in the dissemination and exploitation target audience, to leverage on and foster women’s great potential to drive responsible business practices. The project will reach out to related professional networks and programmes for female business leaders, female entrepreneurs, female academics and students, to engage them in the dissemination and exploitation activities.

### 5.3 Industry and Social Awareness

The industry awareness of the project is also key for its success and business exploitation, and for this reason from the beginning of REACT will launch dissemination and communication actions to raise the awareness of the supply-chain, business owners:

- The REACT website will incorporate a specific section. Forms and surveys will be used to take into account the opinion of the stakeholders
- Specific campaigns will be launched on the social media channels
- The workshops will engage different stakeholders to take into account their inputs and needs

## 5.4 Sustainable promotional materials and events' organization

REACT is a project based on the circular economy, and as such, the Dissemination and Communication Strategy and Plan takes into account the principles that define it for the organization of events and the production of communication materials.

For this purpose, we will:

- Avoid using material resources where possible (avoiding printing, unnecessary promotional material, plastic bottles at events, for example)
- Encourage the reduction of emissions through sustainable mobility practices. (For example, recommend bicycle use, public transport at REACT events and rewarding these actions).
- Hiring companies that use sustainable products and materials (catering of organic products, for example).
- Evaluation. Measurement of the carbon footprint and compensation of emissions.
- Communicating the efforts and the commitment with the circular economy to the stakeholders and the general public.

## 6 EXPLOITATION PLAN

### 6.1 Consortium-wide exploitation plan

The exploitation plan targets future commercial activities, as well as any other project results that create worthy and tangible returns to all the partners and the Project Consortium as a whole. The plan starts from the main dissemination objectives, sets up the principles and the approach, and identifies a broad range of relevant target audiences to interact with for fostering the exploitation activities. Within the exploitation plan, the main key performance indicators will be implemented in order to measure the effectiveness of the carried-out activities and establish a roadmap of them. For each project partner there are assigned key exploitable results, including the legal aspects, barriers to entry and competition issues. A special focus is dedicated to the post-project roadmap. **The typical path to follow is reported in the figure below:**



Figure 13: Go-To-Market Phases

The partners will need to work as a team but, before hands, the team have to work in order to define expectations and returns in the scope of REACT exploitable results. This aspect will require that the Exploitation Manager of Project work for aligning all the partners' expectations and assess marketable conditions, until a final decision has been made by the Project Consortium as a whole. At the same time, all the partners have to be responsive into giving feedbacks to the Exploitation Manager, as a mutual interaction, in order to define the Go to Market strategy of the exploitable results, as per the following steps:

- Enhancing existing developments
- Implementing shared best practices
- Facilitating cross-channel communications in liaison with other organizations and/or projects;
- Collaborating with stakeholders to deliver best practices for market launch
- Fostering regular evaluation reviews with the end users

Since exploitation of the results of a cooperative R&D project is a complex task, it becomes important to take into account the individual partners' objectives, merging them with a common strategy that will target the development of a go to market strategy and a post-project roadmap. The consortium has also to agree on specific Key performance indicators – numerical targets that facilitate the measuring of how well the project achieves its exploitation goals – to be set, as well as a detailed time plan for exploitation activities to ensure strategic and effective actions until the end of the lifetime of the project and beyond. In order to maximize these results, Centrocot will define dedicated workshops during the project lifecycle; more precisely we will propose the adoption of some models, such as the Key Exploitation Results (KER) matrix as an effective tool for helping all the partners to check out



their own respective positions into getting tangible returns from the project activities. Below there is an example of such KERs that will be used during the dedicated exploitation workshops.

WeNET				
No.	Partner name	Name of the key exploitable result	Contact Person (name and contacts)	
Brief description of the key exploitable result		Where in the project	Ownership	Dependencies
Target group	Problem addressed	User key benefits	Competitors	
Key innovative aspects	Exploitation plan (if any)		Notes	

Figure 14: Key exploitation results matrix

## 6.2 Individual partner exploitation

In the following sub-sections, we present the initial exploitation plan as envisaged by each partner.

### 6.2.1 CENTROCOT exploitation plan

Centrocot has carried out several projects in the Circular Economy and Industrial Symbiosis field both as a main partner and as a partner. This experience can be further deepened with the REACT project, in particular through the new test methods that can be replicated in other sectors besides the acrylic one.

Centrocot, as textile testing centre with more than 1800 tests, of which 500 accredited, will be able to increase its offered tests with analyses on chemical finishes identification thanks to experience learned during project activities and NIR database creation as result of WP2. Some identification techniques could be transferred to other fibers and textiles, both natural and synthetic.

Furthermore, some activities could lead to methodologies to recognize recycled fibres, distinguishing them between virgin ones. This will be in accordance with Green Public Procurement themes.

Among the various objectives of the REACT project, there are:

- Development of new methods for the removal of hazardous substances from recovered acrylic fabrics
- Guidelines for removal and treatment of hazardous chemicals
- Development of new tests for recycled acrylic and finishing reagents.



All this entails for Centrocot the possibility of expanding the range of testing and test methods, as well as increasing the role of testing centre for recycled materials in the circular economy at national and international level.

### 6.2.2 PARA' exploitation plan

According to the results of the recycling process pointed out in this project, Parà could develop some different collections of fabrics for awnings and/ or for outdoor furniture.

- The awnings market generally prefers having a continuity of colour that is the most difficult feature to obtain from recycled acrylic textiles that are mostly multicolored. Probably the estimation of this type of product will be better in some European countries where the awareness of the environmental impact of waste destined for landfill is more developed. The higher price and the technical features not exactly at the same level of the actual product on the market could be another handicap to development of these new articles. On the other hands, the development of a recovery system of the old awnings and the waste coming from the production process of our customers could be evaluated as a big advantage for the solar protection devices market and its image. Parà will make agreements with its Italian and foreign customers in order to receive end of life fabrics (picked up from end-users) and their acrylic textiles waste (collected in their manufacturing plants)
- Once we will have recycled yarn, we will start production of collection sample to show to our customers with the purpose of a pre-order agreement
- The furniture market could be more ready to accept difference of colour in name of the sustainability because from long time the customers and the consumers are looking for new fabrics with zero quantity of worrying substances for health and environment (see the important development of different certifications regarding the presence of this kind of substances).
- Once we have decided to go ahead with the industrialization of the project, we will have to identify and define the market placement of the textiles produced with recycled fibers, price level and distribution above all in the greenest countries across Europe and World, countries that could accept this type of textiles according to a higher price.
- We will have to study / design, with our Style Department, dedicated Recycled Outdoor / Indoor Collections with marketing operations in order to raise the awareness of the customers and end users and to incentive this type of choice.
- If the new collections are included in the package of proposals for the market, Parà will be able to obtain a business and image advantage as an innovative company strongly aimed at reducing the environmental impact of a complex production such as that of acrylic fiber.
- If the conditions exist, we could decide to patent the results of the research with the help of all other partners

### 6.2.3 CETI exploitation plan

CETI will be able, thanks to its new platform dedicated to recycling and the skills acquired in the REACT project, to offer its services activities:

- design and innovation activity through the creation of new products (downstream integration with its other tools available on the platform: weaving, finishing);
- specialized private and collaborative research activities on recycling from design thinking to prototyping);
- training activity on recycling and the circular economy in textiles;
- technical assistance at the industrial level.

The integration of the upstream with the automatic sorting machine will also be an opportunity for the development of new material identifications to be recycled (cotton / polyester, acrylic, ...), the new reflections on the economic models to engage with the sorting collectors in increasing demand for their materials to be recycled, with a better economic equation to offer value-added products.

#### **6.2.4 Soft Chemicals exploitation plan**

Based on all partners' feedback involved in REACT project and the growing focus on “green-textile” pushed by market's awareness regarding the damage that acrylic waste fiber can cause to the planet SOFT CHEMICALS is developing specific auxiliaries' recipes and industrial high-pressure machines to remove hazardous chemicals from the substrate to purpose a reusable acrylic textile for outdoor or new market solution.

The sale of chemical products to remove contaminants will allow SOFT CHEMICALS to strengthen our market position and brand value as they address Textile demand for sustainability.

A turnover foreseen analysis indicates that we will produce and sell for acrylic de-finishing more than 500 ton in 5 years generating € 1.5-2 millions of accumulated revenues while for new finishings of recycled fibre with eco-friendly substances around 300 ton always in 5 years generating other € 3-4 millions of accumulated revenues and creating new several full-time positions in our company.

#### **6.2.5 Jak Spinning exploitation plan**

Jak Spinning is a third-party manufacturer working exclusively for Parà. Therefore, the main interest for the company is to strengthen the relationship and increase the loyalty with them. The plan is to build a specific industrial process and a dedicated production line for the spinning of recycled textiles coming from awnings. The project exploitation will lead directly to commercial benefits due to increased total production of the factory. From a marketing perspective, Jak Spinning shall also be able to show itself to the market with enhanced R&D capabilities. Regarding non-commercial exploitation, the company and its employees will achieve a higher know-how and better methodologies to manage fibre opening and blow room. In addition, the project may also generate new intellectual property rights

#### **6.2.6 UGent exploitation plan**

UGent will exploit the REACT results in the courses to undergraduate students. Indeed, the expertise and results of the project fit perfectly as case studies within the course material for the students registered in the master sustainable materials at the faculty of Engineering and Architecture. In addition, the methodologies established within this project will enrich the research expertise of the UGent partners on the recycling of textile materials. This is a highly important topic today and it is clearly within the UGent partners ambition to build towards a profound expertise in research on recycling of textile materials.

#### **6.2.7 Martel exploitation plan**

While MARTEL has a consolidated experience in communicating technological innovation in the ICT field, REACT project gives the opportunity extend our knowledge to the circular economy context, with a specific focus on the textile and chemical applications. Therefore, we plan to consolidate our experience in two aspects: 1) expertise in communicating scientific research results; 2) expertise in supporting the pre-launch of an innovative product and solutions in the market. It will leverage on existing networks of SMEs, research centres and start-ups operating in social innovation, the IoT and ICT in general to liaise them with REACT partners' industrial and scientific networks aiming at fostering cooperation and synergies. By leading dissemination, communication and events' activities, MARTEL will grow its visibility and reach within the EASME programme and towards the industrial

players. The acquisition of new expertise and knowledge via close coordination with all technical work packages and with the six REACT technical WPs will also allow MARTEL to develop, consolidate and extend its service offering. The exposure gained by leading WP7 activities to grow and consolidate the whole REACT ecosystem, in collaboration with many innovators, top-notch researchers and major industry players developing advanced acrylic fibers recycling technology and value chain, will be exploited to enhance the visibility and credibility of MARTEL and open up new business opportunities in several domains in Europe.

## 7 IMPACT ASSESSMENT

By implementing the REACT's Communication and Dissemination Plan we expect to communicate relevant outcomes to each of the target groups, as well as to attract their interest and generate engagement that will influence the overall impact of the project. To assess the impact of REACT, the Dissemination Plan includes appropriate metrics that can be categorised in:

- Quantitative indicators such as Key Performance Indicators (KPIs) and online metrics;
- Qualitative indicators such as a proactive community, press coverage and long-term influence.

These types of indicators are detailed in the following sections

### 7.1 Quantitative indicators

The Table 7 below outlines the Dissemination and Communication KPIs set in the DoA which will be closely monitored. We have already started measuring the results achieved so far, and we may appreciate that the early establishment of the core communication tools and processes have already generated some promising results.

KPI	Measure	Performance Indicator	Target	Means of verification	At M03
7.1	Numbers relevant contacts reached among the primary target: industry, researchers and secondary target: policy makers and general public	Total Reach of the dissemination and communication activities (online and offline)	7,000	Website analytic Social media reach Events participation and organization Publications audience	± 500
7.2	Number of publications in scientific and industrial magazines	N. of peer-reviewed publications in journals, conferences workshop N. of publications on vertical industry magazines	≥ 3 ≥ 3	Articles and papers presented and published in high quality venues	1 Publication on the Textile ETP newsletter
7.3	Number of events organized and attended	N. of events (trade fairs/conferences/exhibitions) attended	2 x year  3 by the end of the	Liaise with relevant stakeholders, present REACT results	World Circular Economy Conference, Helsinki, 3 <sup>rd</sup> June

		N. of workshops organized	project with >50 participants	Inviting community stakeholders for events related to the project	N.A.
7.4	Flyers Posters/Roll-ups	N. of flyers N. of posters (by the end of the project)	$\geq 5$ $\geq 5$	Distribution via participation to and organisation of dedicated events and electronic distribution	N.A.
7.5	Project website	N. of unique visitors to the website (per year)	$\geq 2500$	News, Publications, Videos, Newsletters, Deliverables	Online since May 2019, $\pm 50$ visitors so far
7.6	Social media	N. of followers Twitter, N. of followers YouTube (new per year)	$\geq 100$ $\geq 80$	Keeping REACT profiles on such networks active via regular posting and monitoring	40 Twitter followers  33 LinkedIn followers
7.7	e-Newsletter (published every 4 months)	N. of subscribers (by the end of the project)	$\geq 200$	Recording of subscribers to the electronic newsletter	N.A.
7.8	Press releases	Number of press release	$\geq 3$ by the end of the project	Number of Press Releases published	N.A.
7.9	Videos	N. of videos published on the REACT YouTube channel-average number of views	2 videos x year 80 views per video at least	Introduction, informative and educational videos to support awareness creation	N.A.

Table 7 : REACT Dissemination and Communication KPIs

## 7.2 Milestones

The table below presents the Dissemination, Communication and Exploitation milestones set for the project. They will be closely monitored by the Work Package leader to make sure they are met on time. MS8 has been achieved on M1 with the set-up of the website (which will be continuously updated) and the activation of LinkedIn and Twitter channels.

Milestone	Milestone title	Due Date	Means of verification
MS8	Project website and social media accounts online	M2	Project website and social media accounts online
MS9	Engagement Workshop	M12	Engagement Workshop
MS10	Intermediary Workshop	M24	Intermediary Workshop
MS11	Final Workshop	M36	Final Workshop

Table 8 : REACT Milestones

## 7.3 Qualitative indicators

Additionally, there are other positive results that cannot be easily measured since they cannot be quantified. Thus, in order to better measure the overall impact of the dissemination plan we will use the following qualitative indicators:

- Proactive online community. Social networks dissemination efforts will ensure an interesting outcome in terms of discussions, feedback and content sharing and engagement. We also aim at creating synergies opportunities among the project's partners and the research, industry and SMEs online audience.
- Press/media coverage. Distribution of press releases and publication of articles are geared to achieve press/media coverage about the project's impact both among the professional audience and among the general public.
- Long-term influence. Sometimes the impact takes longer than just an immediate reaction, especially when new methodologies, technology and product are involved. But we will monitor each REACT contact point and lead generated to further nurture opportunities.
- Another added value, which is difficult to quantify, but can be surely achieved through the dissemination of the project's results is a positive reputation across stakeholders, for all the project's partners. REACT works across the technological innovation and the sustainability/circular economy axes, each partner contributing at different level. This will surely boost their brand image across the industry, policy makers, customers and media.

Therefore, it is expected that the "seeds" scattered at the beginning will be "harvested" quite later. This will be considered when monitoring the impact of the project.

## 8 CONCLUSIONS AND NEXT STEPS

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As described in this deliverable, the first 3 months of the project have been intense for the Dissemination and Communication team, which has been working to set-up the processes and tools to drive the communication activities across several media and stakeholders. REACT innovative research and its potential impacts offer a variety of ideas and starting points to be exploited in the communication activities. Some of these topics are already “boiling up” internally and will take shape in the first video (which is planned by the end of 2019) and the organization of the first workshop (M12). This is particularly relevant for the policy makers audience, where their engagement and contributions will be triggered around M18 when the project is at a more mature stage. Last but not least, REACT work is relevant to several initiatives and to the debate around the industrial, technological, economic and environmental impact of circular economy in Europe and beyond. We will therefore make sure that our radar is always on to identify opportunities to contribute to the ongoing debate, leveraging the consortium experience and projects’ outputs. The wider audience (media and general public) might not be easily engaged with the more technical and scientific work conducted by REACT, but it can be surely involved on the high-level values, which underpin REACT approach: sustainability, recycling, circular economy, green industry and how they impact on societies, environment and consumption behaviour.

All the partners showed already a high level of commitment to maximise the project’s impact attending several events, contributing to the news publications and animating the social media dialogue with our stakeholders. We aim now at increasing the news productions, as the project’s advances, and to maximise our reach online, converging with relevant initiatives and projects.



## APPENDIX A – BRAND GUIDELINES

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# BRAND GUIDELINES



LOGO

# LOGO

Main version



Clear zone



Minimum size



15 mm

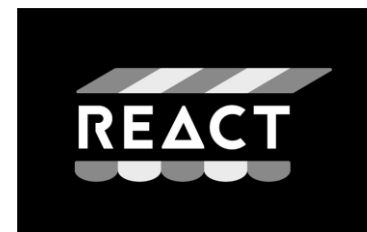
# VARIATIONS

# VARIATIONS

The variations of the logo are completely valid in whatever support.

## Variations

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# CORPORATE COLOURS

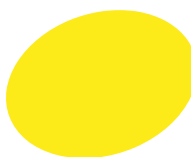
# CORPORATE COLOURS

A main palette of 3 colors inspired by innovation, recycling and action, and the complementary grey scale colours.

Palette of corporate colors



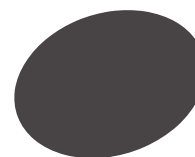
C67 M38 Y31 K13  
R88 G126 B145  
HEX #587F91



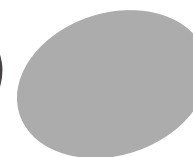
C0 M0 Y100 K0  
R255 G237 B0  
HEX #FFED00



C71 M52 Y49 K45  
R64 G77 B81  
HEX #404D51



C0 M7 Y4 K72  
R72 G68 B70  
HEX #484345



C0 M0 Y0 K43  
R172 G172 B172  
HEX #ACABAB



# FONT TYPES

# FONT TYPES

Contemporary and nette fonts with detailed one-stroke forms. Clear letters with strong curved lines, elegance and a technological touch.

## Headings

---

ROBOTO *(all thickness but preferently thin. All capitals. Tracking: -40)*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstu-  
vwxyz 1234567890

## Body copy

---

### Open Sans regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890

### Open Sans bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890**

## Alternative Body copy *(in case of sharing a working file)*

---

### Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890

### Arial bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
1234567890**

[react-project.org](https://react-project.org)

