



Concise Consumer Communication through Robust Labels for Bio-based Systems

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Publishable Executive Summary

The aim of the 3-CO project is to develop and demonstrate viability of a supportive framework for Labelling and Certification Schemes (LCS) on Business-to-Consumers (B2C) communication for industrial bio-based products (BBPs) that enables and supports consumers to make more sustainable buying choices. The supportive framework will consist of:

- actionable guidelines for LCS owners that reflect consumers' and other stakeholders' needs,
- digital solutions to support better-informed decision-making processes of consumers, and
- policy recommendations on deploying social measures.

In terms of approach, 3-CO will:

- (i) assess the LCS and metrics in the bioeconomy,
- (ii) iteratively engage consumers to understand their decision-making processes and motivation towards sustainability consumption, and to identify needs and requirements towards future labelling of BBPs,
- (iii) develop smart digital solutions for consumers to support their behavioural change towards responsible consumption,
- (iv) assess measures for social engagement/innovation supporting consumers, industry and public bodies to switch towards socially and environmentally responsible behaviour, and
- (v) create guidelines for the design of labels for BBPs for owners of environmental labelling and information systems, public authorities and industry designers.

This document is the 3-CO Communication and Dissemination Plan (CDP) and conveys the strategy for the 3-CO communication and dissemination, lists identified core-messages, effective channels and instruments to maximise the project impact, gives an overview of identified stakeholder and target groups and key performance indicators to monitor the success of executed communication and dissemination activities. It equals deliverable **D5.1** and will be updated annually.



1 Communication and Dissemination Plan

The 3-CO Communication and Dissemination Plan (CDP) presents a strategy to effectively address and engage identified stakeholder and target groups and hereby maximise the project impact. The presented dissemination and communication plan includes a variety of activities, channels and instruments for communication and dissemination that the 3-CO consortium will use in order to ensure high visibility, information accessibility and effective promotion of the project and generated results throughout the entire project duration. In this context, the CDP serves as a guideline and reference framework to guide, monitor and evaluate the impact of communication and dissemination activities carried out. This will be achieved by identifying suitable key performance indicators (KPIs). Should the taken measures fail to meet the defined KPIs, the plan will introduce alternative paths and solutions. As the CDP is considered a living document, it will be updated and adjusted annually with progressing project status.

1.1 Objectives of the Communication and Dissemination Plan

A range of dissemination and communication activities will be executed following two main objectives:

- (i) ensuring that the project results are communicated and disseminated in a relevant and meaningful way by tailor-made activities depending on the respective stakeholder group, and
- (ii) facilitating the long-term impact by keeping stakeholders interested and informed and motivating them to consider the project results in their daily work.

Both objectives are closely interlinked. The 3-CO communication and dissemination plan will therefore ensure an adequate communication of project objectives, progress and results to relevant stakeholder groups and the general public, while at the same time supporting an effective dissemination of generated knowledge (e.g. methods, results). The strategy covers tasks **T5.1** and **T5.4** of the 3-CO project and is explained in detail in the presented document. Continuous management, coordination and monitoring of planned and executed communication and dissemination activities will ensure that the project impact is maximised (i.e. directly on scientific and societal and indirectly on economic and environmental level) and generated results exploited in the best possible way.

1.2 Definitions of Communication, Dissemination and Exploitation

3-CO is a multidisciplinary project, that combines expertise from different industries and sectors while at the same time addressing different stakeholder and target groups. Tailor-made communication, dissemination and exploitation strategies therefore are crucial to accelerate the success and maximise impact of the developed certification and labelling guidelines and related instruments. Effective measures will further support to raise awareness for and increase acceptance of the generated results



and applications of 3-CO in the scientific community, by bio-based industries, policy makers, end consumers and the general public. An impactful approach will be secured through an effective internal and external transfer of knowledge and information.

The elements and actions of communication, dissemination and exploitation represent highly interlinked activities that support and complement each other in order to maximise the project impact on multiple levels. All three elements serve different purposes, address different stakeholder and target groups and thus use different instruments. Differences and purposes of these single elements are therefore explained in the following (as according to the European Research Executive Agency, 2023).

Communication activities serve the purpose of introducing the project and its objectives to relevant stakeholder groups, the media as well as the general public and inform about the project objectives, progress, results and related activities. This is executed through strategic and targeted promotion and information measures addressing a multitude of audiences and conveying clear messages. Communication measures aim at creating interactive exchange between project partners, relevant stakeholders and society through continuously ensuring and increasing stakeholder engagement and sensitivity towards project related issues. They hereby help to raise stakeholder awareness and increase acceptance for the developed certification guidelines and tools for bio-based products. The effective communication is ensured through the choice of suitable communication channels (such as press releases, social media and digital networks, the project website and project videos). Transparent and continuous communication activities demonstrate how EU-funded projects like 3-CO contribute to tackle societal and environmental challenges and that taxpayer money is spent in a conscious and beneficial way in order to develop and introduce impactful positive solutions.

Dissemination activities present an essential element of good research practice by circulating knowledge and making project results publicly available free of charge to any interested stakeholder group. A major focus of this goal is the use of Open Access and FAIR science approach. A focus is set on the scientific and academic community and certification bodies, that can best make use of project results through future research and implementation. The 3-CO dissemination strategy therefore focuses on approaches of open access publishing, e.g. in form of scientific publications in journals, presentations at scientific conferences or related fairs, publications in conference proceedings as well as the creation of and contribution to suitable open access data bases. Additional media will increase the original focus-radius of the generated results and support the transfer and diffusion of generated knowledge into related but also different scientific disciplines. The overarching goal of all dissemination activities is to maximise the impact of generated results, support and encourage future research and make scientific results a common good.



Exploitation describes the process of making concrete use of generated results for commercial, societal and political purposes by identifying exploitable results and respective stakeholder groups. This is executed e.g., by improving public knowledge, application of developed solutions and transferring results into a supportive political framework. Involved stakeholder groups are researchers, policy makers, certification bodies, industrial bodies, specifically SMEs, entrepreneurs and the civil society. Results can be exploited by developing, creating and marketing a product or process, by creating and providing a service, by the standardisation of activities or by supporting the design of beneficial political frameworks and instruments. Project partners can exploit results themselves or facilitate exploitation through others, e.g. by making results available under open license agreements.

1.3 Overview of Communication and Dissemination Tasks and Deliverables

The activities related to communication and dissemination in 3-CO include the following tasks and deliverables described in tables 1 and 2.

Table 1: 3-CO Communication and Dissemination Related Tasks

No.	Task Title	Lead	Due Date
T5.1	Communication and Dissemination Plan and Outcomes	NOVA, ENI, VTT	M1-36
T5.2	Stakeholder Engagement	NOVA, VTT	M1-36
T5.2.1	Stakeholder Mapping and Development of Engagement Procedures	NOVA	M1-36
T5.3	Clustering with Other Projects and Initiatives	BTG, all	M1-36
T5.4	Communication and Dissemination	NOVA, all	M1-36

Table 2: 3-CO Deliverables related to Communication and Dissemination

No.	Title	Lead	Due Date
D5.1	Communication and Dissemination Plan	NOVA	M6
D5.2	Communication and Dissemination Outputs	NOVA	M33
D5.3	Stakeholder List and Engagement Plan	NOVA	M3



D5.4	Communication Kit	NOVA	M3
D5.5	Project Website	NOVA	M3
D5.6	Plan for Exploitation Strategy	ENI	M18
D5.7	Exploitation Strategy	ENI	M35

The listed tasks and deliverables partly cover milestone **MS1**, which includes the identification of stakeholders and a finalised stakeholder engagement plan. **MS1** will further be underpinned by **D5.1**.

1.4 Communication and Dissemination of Expected Impacts and Core Messages

The 3-CO communication and dissemination plan covers the tasks **T5.1** and **T5.4**. It follows the objective to increase the impact of information, results and knowledge generated within the 3-CO project on multiple levels (economic, environmental, scientific, societal). Therefore, the here presented communication and dissemination strategy foresees a variety of tailor-made activities for all identified stakeholder and target groups. For this purpose, the communication and dissemination task leader NOVA will introduce, create, apply, analyse and eventually modify suitable and effective instruments and channels. All presented measures will allow 3-CO to respond flexibly to aberrations of the specific work packages, emerging risks, and - in case of deviations - to amend the initially expected outcomes by establishing and taking suitable corrective measures. Possible deviations will be identified based on defined KPIs and continuous monitoring of executed activities and their related outcomes.

The 3-CO dissemination and communication strategy addresses the following impact areas:

- **Economic/Technological:** 3-CO will identify and enhance the value of bio-based products and related economies. It will increase market value for stakeholders along the value chains and motivate further investment, while creating new and strengthening existing markets for bio-based products. These markets will support the European bio-economy and increase its competitiveness, productivity and independence from third countries, while reducing the dependence on fossil resources.
- **Environmental:** 3-CO will develop and implement effective tools and instruments (e.g. actionable guidelines to improve labelling and certification schemes, policy recommendations on deploying social measures and smart digital solutions) that will promote the acceptance of sustainable bio-based products and strengthen related industries. This will support progress



towards defossilisation of the industry by replacing fossil-based feedstocks with sustainable renewable bio-based alternatives. Identified indicators and concise label design will support consumers to accept, purchase and use bio-based products. It will also support the choice of the most sustainable bio-based options to avoid unhelpful substitutions. Furthermore, digital tools offer consumers easy-to-use solutions to understand and reduce their individual environmental footprint. In addition to greener and more conscious consumer choices, 3-CO will increase the transparency and acceptance of bio-based feedstocks, materials and products, and strengthen related sustainable value chains.

- **Scientific:** 3-CO will generate reliable knowledge and data on certification and labelling indicators for the bio-based industry and provide a promising information and knowledge base to stimulate and enable future research in the field of renewable bio-based materials, feedstocks and products and related disciplines. Maximum scientific impact will be achieved by respecting and supporting an Open Access and FAIR scientific approach. Wherever possible, data and knowledge generated within the project will be published in open access repositories and on the project website. Clear and detailed metadata will ensure findability, while common and precise selection of variables will ensure data transferability and re-use.
- **Societal:** By focusing on the end consumer and targeting consumer organisations, the press and the media, 3-CO will increase awareness and acceptance of sustainable bio-based BBPs at a societal level. The project will further raise awareness for the environmental impact of materials and products as well as climate and environmental issues in general by educating consumers about the impact of their everyday purchasing decisions. Communication and dissemination efforts will draw attention to currently available sustainable bio-based solutions and their value chains. To this end, 3-CO will identify consumer-relevant information, key factors and appropriate terminology to increase societal acceptance and support preferences for BBPs and the technical solutions developed in 3-CO. The developed labelling and certification guidelines and policy recommendations on deploying social measures will increase societal engagement, and aim at changing consumer preferences, thereby strengthening the bio-economy as a whole. Growing bio-based industries can then create new employment opportunities in related industries. 3-CO will further demonstrate and communicate that taxpayers' money is being spent in a meaningful, beneficial and impactful way that benefits people and the environment.

Table 3 presents the core messages and target groups related to each Work Package (WP).



Table 3: Work Packages, Core-Messages, and Related Stakeholder and Target Groups

WP	WP-Title	Core-Message	Stakeholder- or Target Group
WP1	Assessment of LCS and metrics in the bioeconomy	<ul style="list-style-type: none"> Gain a thorough understanding of existing LCS's for the bioeconomy through pre- and co-normative research, assess existing and lacking coverage of environmental, social and economic aspects as well as robustness and effectiveness, derive a science-based supportive framework for the further development of bioeconomy LCS's. 	primary producers, LCS owners, application producers, auditors, etc.
WP2	Improving consumer behaviour and developing smart solutions to support sustainable consumption	<ul style="list-style-type: none"> Understand the consumers' decision-making processes and motivation towards sustainable consumption, test and evaluate existing LCS, and define consumers' needs and requirements towards future labelling of BBPs, develop smart digital solutions for consumers supporting the decision-making process and behavioural change to support responsible consumption. 	consumers, consumer associations, LCS owners
WP3	Measures supporting social engagement/ innovation and innovative governance of biobased systems	<ul style="list-style-type: none"> Collect inspirational examples on further instruments beyond labels and certificates, supporting consumers, industry and public bodies to switch towards socially and environmentally responsible behaviour, provide recommendations on how to deploy social measures and establish innovative governance models contributing to reduced resource consumption and increased innovation capacity of all actors. 	consumers, BBP industries, brands, civil society (NGOs & CSOs) and public bodies (such as local authorities, non-commercial agencies, councils, non-ministerial departments)
WP4	Label design guidelines	<ul style="list-style-type: none"> Develop actionable guidelines for the design of labels for BBPs for LCS owners, public authorities and industry designers, include the perspectives of bio-based value chains, consumers, industry stakeholders and public 	public authorities, policy makers, producers, traders, consumers, consumer associations, NGOs



		<p>bodies/authorities into the guidelines,</p> <ul style="list-style-type: none"> • address different stakeholder requirements for the transparency of BBPs to support the design of bio-based labels that improve the responsible decision-making processes of consumers and improve the sustainability performance and competitiveness of bio-based systems. 	
WP5	Dissemination, exploitation and communication (DEC)	<ul style="list-style-type: none"> • Communicate all relevant aspects of the project and disseminate the project results among relevant stakeholders, • ensure the establishment of cooperation activities with the stakeholders and relevant projects and initiatives, • ensure the exploitation of the project’s KER through adequate exploitation plans. 	LCS owners, policy makers, BBP industries, international organisations, NGOs, academia, consumers, consumer associations, general public
WP6	Project management	<ul style="list-style-type: none"> • Ensure the overall management, administration, coordination and execution of the project, • ensure that the project progresses and results are achieved in accordance with the Grant Agreement (GA) and expectations of the call, • secure data protection, • display that tax payer money is spend in a transparent, beneficial, meaningful and prudent way. 	3-CO consortium, EC/RIA, civil society
WP7	Ethics requirements	<ul style="list-style-type: none"> • Ensure that 3-CO’s follows a scientific approach that is respectful and ethical with regard to conduction of the research, and the people involved. 	3-CO consortium, EC/RIA, consumers, civil society

1.5 Stakeholder Mapping

Frequent engagement with all relevant stakeholder groups is at the core of the 3-CO project. This task is centrally organised in task **T5.2**, while the practical realisation will cover various tasks of the other WPs. To maximise the project impact throughout various stakeholder groups a comprehensive stakeholder mapping was conducted and connected to planned effective engagement measures.



Related activities and identified stakeholder groups are explained in detail in deliverable D5.3 – **Stakeholder Engagement Plan** and in **MS1 - Stakeholders identified and engagement plan ready**. The plan identified the following relevant stakeholder groups in alphabetical order.

Bio-Based Industries

This group consists of members of the bio-based industries, which includes stakeholders from ten selected value chains (see **D.1.1 - Selection of ten bio-based value chains**), considering sectors such as textiles (i.e., baby clothing, T-Shirts), personal care (cosmetics, shampoo), packaging (bio-based PET/PEF bottles), construction (i.e. CLT or wooden frame houses) and furniture and other bio-based consumer goods (i.e., bio-based toys, plant pots and mattresses). Tailor-made measures and activities will secure stakeholder involvement and motivate them to actively contribute to the developed solutions.

Civil Society

This groups primarily includes organised civil society, notably consumer organisations and environmental non-governmental organisations. These organisations can provide input on how to best inform and protect consumers, and how to support adoption of sustainable practices. They also play a key role in communicating tools for information or recommendation how to best use B2C labels, as well as informing on greenwashing problems. Therefore, they will be involved in online consultation, can participate in Focus Group Discussion (FGDs) and workshops and will be informed via general communication activities, i.e. social media, the website, press releases, factsheets and a project video, and Open Access (OA) publications.

(End-)Consumers

Being the final decision makers for sustainable products, end-consumers represent the main target group of the 3-CO project. The project will therefore interactively involve consumers from up to ten different countries in all communication activities. This includes the participation in surveys, workshops and FGDs. Furthermore, consumers will be the test group for the smart digital solutions developed within 3-CO. To engage consumers in evaluating the existing labels, and in the co-creation of future solutions by utilising different prototypes, 3-CO will utilise an online co-creation platform (to be decided, e.g. Howspace (<https://howspace.com/>), Bilendi Discuss (<https://www.bilendidiscuss.com/>)).

General Public and Media

This specific stakeholder group (including educators, influencers and media) will be informed by the consortium through suitable general communication measures such as press releases, promotional releases and social and mainstream media to promote 3-CO project objectives, activities and results. Overarching goals are to increase the public awareness towards bio-based value chains and respective



labelling, as well as improve the general information level for environmental issues and effective sustainable solutions including behavioural change.

Public Bodies and Policy Makers

Public bodies and policy makers play a key role in promoting best practice strategies of research projects and determine success by providing the required legislative framework. This group includes policy developers, local authorities, non-commercial agencies, consumer agencies, councils, non-ministerial departments, ministries of science, technology and innovation, public environmental monitoring authorities, environmental agencies and the national Competent Body of the EU Ecolabelling Board. The 3-CO project and its generated technological solutions will actively promote recommendations and guidelines towards this stakeholder group. Furthermore, in the course of the project they will be involved in (online) consultation activities.

Scientific Community and Related Projects

Knowledge and data generated within 3-CO is intended for exploitation by the scientific community. This includes PhD students and post-docs, researchers, and scientific and academic institutions that might utilise the information within their own research and advance related disciplines. They might further support 3-CO in their function as networkers, collaboration partners or peer reviewers. Whenever possible, 3-CO will engage in joint efforts and close collaboration with related EU projects and hereby actively utilise synergies and existing stakeholder networks. In any case that does not compromise confidentiality agreements, 3-CO will publish generated results and data through Open Access pathways.

Standardisation and Certification Bodies

The 3-CO project will develop and disseminate a guidance document addressing standardisation and certification bodies and potential or current LCS owners, operators and verifiers. Stakeholders of this group will be invited to the validation and implementation of the certification and label design guidelines (WP4) and represent a target group for related dissemination efforts (e.g. OA publications). These will ensure a sufficient diffusion of project-generated knowledge, information and technology to potential application adapters and certification practice.



2 Communication and Dissemination

The 3-CO communication and dissemination strategy will include multiple channels and tailor-made instruments to successfully address and involve the relevant stakeholder and target groups. All activities will be monitored, evaluated and – if needed – met with corrective measures. The overarching goal of all executed activities is to promote the 3-CO project, secure dissemination and exploitation of generated project results and data and hereby maximise the project impact on multiple levels.

2.1 Project Identity

To ensure a cohesive presentation and recognition of the 3-CO project in any internal and especially external communication and dissemination effort, nova-Institute created a modern and appealing project identity. In the context of scientific research, the term project identity refers to any visual component that intends to distinguish one specific project from others. The objectives of the project identity include ensuring recognition by creating a strong, consistent and memorable project personality, raising awareness, building loyalty, trust and increasing acceptance with the identified target and stakeholder groups (Nyameke et al., 2020:3).

The project identity includes a project logo and related graphical identity, i.e., a specific colour scheme, templates for Microsoft PowerPoint and Microsoft Word for deliverables, reports and milestones, a website design, templates for non-scientific publications as well as material for online and offline communication such as (digital) banners, posters, brochures, flyers and roll-up banners. A cohesive and recognisable project identity ensures consistency in all publishable marketing materials, the communication of clear and specific key messages, and a specific project aesthetic.

The entirety of these elements equals deliverable **D5.4**. The objectives and development process of the single elements are explained in detail in the related report for **D5.4 – Communication Kit**.

Specifically with regard to the strong stakeholder/consumer focus and consumer interaction of 3-CO, a strong project identity has been proven to establish multiple dynamic opportunities to create dialogues between all stakeholders, thus enhancing reciprocal value, create trust and encourage the co-creation of innovative solutions (Brodie, 2017:430).

Logo

A logo should be as simple as possible, sophisticated and clear, convey a trustworthy impression. Especially in the context of bio-based industries and products, customers prefer simplicity over complexity and also prefer natural logos over abstract logos (Machado et.al. 2015). Based on a survey conducted in the first project weeks, nova-Institute developed several logo suggestions, of which one



was selected as the final option. The logo was provided in two different variations, to anticipate various options of use. The logo was further made available to all project partners on the project's SharePoint.

The logo of 3-CO project has been presented in figure 1. A detailed description of the logo design process and overview of all elements of the project identity is provided in deliverable report of **D5.4** – Communication Kit.



Figure 1: Final 3-CO Logo Design in Different Variations (left: default version)

Colour Scheme

A strong focus of the project identity is set on the used colour scheme, see the colour scheme of 3-CO project in figure 2. Here using unusual, bright and positive colours ensures the communication of the positive project objectives, while setting it apart from the established and widespread use of the predominant colour green in the bio-economy.

Based on a survey conducted at the project start, a preference for the colours pink, purple and orange was identified. This was confirmed by the project partners during the kick-off meeting in Finland by deciding to keep the orange and violet colours from the logo draft 3d (figure 1). Based on this information, nova-Institute developed a specific colour scheme, which also serves as a basis for the creation of the project-brochure, the project website and any other promotional material.



Figure 2: Colour Scheme Developed for the 3-CO Project

Templates

The project identity also includes templates for Microsoft PowerPoint and Microsoft Word for deliverables, reports and milestones, and templates for non-scientific publications. Templates for PowerPoint presentations and deliverables are presented in Figure 3. These will ensure a cohesive presentation of generated project results and information for internal and external purposes.

To make public reports and deliverables easy findable, the deliverable include a meta data sheet, that improves the findability of information in data bases and online search engines.



Figure 3: 3-CO Templates for PowerPoint and Deliverables

Project Website Design

The logo and developed colour scheme also provided the basis for the design of the 3-CO website, which equals deliverable **D5.5 – Website**. The website is available under the URL www.3CO-project.eu

and will address all stakeholder groups identified in the frame of deliverable **D5.3 – Stakeholder list and engagement plan**. Impression of the project website has been presented in figure 4.

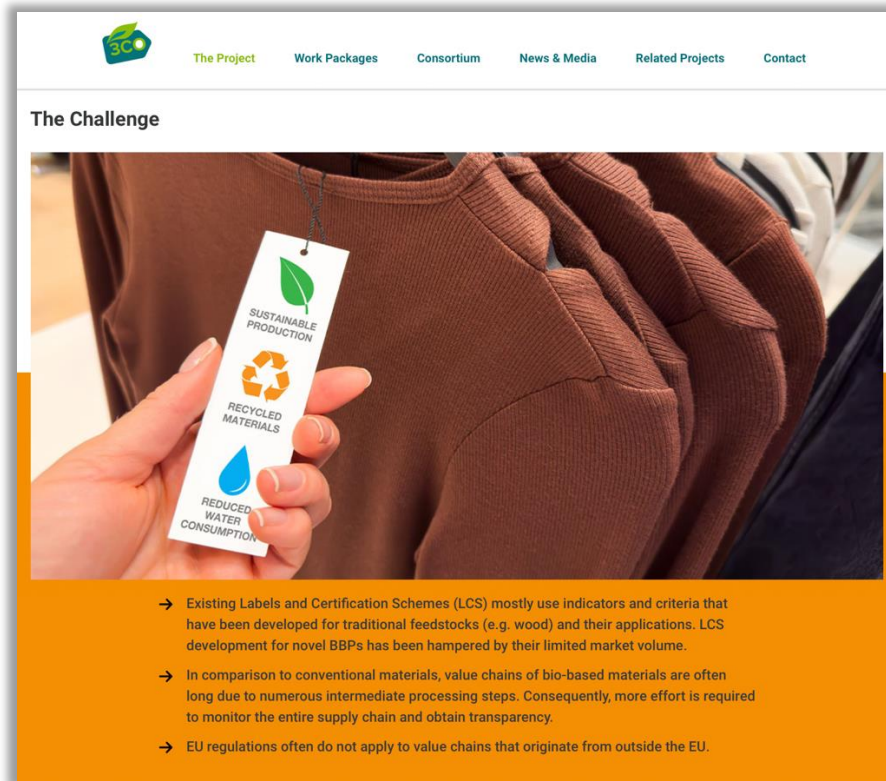


Figure 4: Impressions 3-CO Website Design

2.2 Internal Communication

Regular and transparent internal communication between the consortium partners forms the basis for any successful, effective, and impactful dissemination and exploitation of the 3-CO project and its results. To create maximum internal and external involvement with stakeholders along the entire value chain, all 3-CO partners are encouraged to participate, and will be actively involved in various communication and dissemination activities. Therefore, all partners will advise and report on project related issues, generated results, the communication and dissemination strategy as well as the optimisation of applicability and exploitation of the technological and scientific project results.

In order to be able to conduct and perform their individual tasks in the best possible way, it is crucial that all partners receive the information and (intermediate) results they need. Effective internal communication within the project and interactive exchange between project partners therefore present a priority.



To allow an easy exchange of documents and relevant information, VTT established an internal and firewall protected SharePoint via Microsoft Teams. The SharePoint is hosted by the project coordinator VTT and exclusively provides access to the project partners. The SharePoint currently includes templates, reporting materials as well as joint and finalised documents (e.g., the Grant Agreements, the Consortium Agreement, logo files, submitted deliverables).

These include

- a contact list covering contact person information from each partner and their responsibilities within the project (e.g. technical, financial and administrative topics);
- a general contact list with all participants in the project. The latter one can be sorted by work package and allows easy communication with respective persons involved in the specific work packages.

Work package leaders will communicate, coordinate and circulate any relevant information, document, plan and deliverable connected to their specific work package among all of the listed members. If required and relevant, the executive board is to be included.

The work package leaders will further deliver progress reports and related project documentations, which also include reporting and reports on executed communication and dissemination activities. The communication and dissemination task is led by NOVA, who will organise the internal and external communication and dissemination via several activities and tools. The success and progress on different external communication and dissemination topics will be monitored every six months. Internal notification procedures and EU regulations for correct external communication, dissemination and outside appearance of the project are explained below in more detail.

2.2.1 Dissemination Notification Procedures

During the project and for a period of one year after the end of the project, any dissemination of own results by one or several parties including but not restricted to publications and presentations, shall be governed by the procedure of **Article 17.4** of the Grant Agreement, its Section Dissemination in Annex 5, as well as the **Article 8.4.2** of the Consortium Agreement subject to the following provisions:

A party shall not include in any dissemination activity another party's results or background without obtaining the owning party's prior written approval, unless they are already published.

Prior notice of any planned publication or presentation shall be given to the other parties at least **45 calendar days** before the intended and indicated publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the coordinator and to the party or



parties proposing the dissemination within **30 calendar days** after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

Before the planned publication all project partners will be notified by email through an Advance Notice Text, which includes:

- an attachment of the full (pre)publication or at least the abstract including title, author(s), and partners involved;
- information on where and when the publication will be submitted to or at which event it will be presented.

Project partners may object if they can show that their protection of results would be adversely affected by the publication, their legitimate interests in relation to the publication would be significantly harmed, or their confidential information would become public, if the disclosure is permitted.

Any other beneficiary may object within 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests. If no objection is received, the publication is permitted.

Objections are justified if:

- the protection of the objecting party's results or background would be adversely affected;
- the objecting party's legitimate interests in relation to the results or background would be significantly harmed, or;
- the proposed publication includes confidential information of the objecting party.

Partners should submit any justified objections, with precise modification instructions, to the main beneficiary and the project coordinator within 30 days after receiving notification.

If an objection has been raised, the involved parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

The objecting party can request a publication delay of not more than **90 calendar days** from the time it raises such an objection. After 90 calendar days the publication is permitted, provided that confidential information of the objecting party has been removed from the publication as indicated by the objecting party.

Once partners have completed the publishing requirements, please inform the project consortium about the final:

- Title
- Author(s)
- Place of publication + issue no. or volume
- Year of publication
- Provide an according link
- Information whether you used green or gold open access
- If green open access, what embargo period was agreed on? (max. 6 months)
- Publication costs (needed for report, eligible for reimbursement)
- ISSN number
- DOI (if there is one, otherwise a new DOI will be created via Zenodo).

Details on Open Access publication paths are explained in the specific chapter of this document.

2.2.2 Meetings

Internal communication will further be executed in the form of regular in-person and online project meetings. More details on meeting procedures, scheduled meetings and meeting etiquette are listed in deliverable **D6.1 – Project Quality Management Plan (PQMP)**.

A first in person kick off meeting was held in Espoo, Finland in March 2023, see figure 5.



Figure 5: First 3-CO in Person Kick Off Meeting in Espoo



2.2.3 Data Management and FAIR Science

The internal SharePoint in Microsoft Teams will help to store, share and co-edit digital files and procedures in a monitored and co-operative way. It hereby provides an easy solution for the sharing and handling of sensitive information between the project partners as a crucial part of secure collaboration within the project. In order to execute their tasks, all partners must have sufficient access to relevant information and data.

All project partners must manage the digital research data generated within the project responsibly and in line with the FAIR principles. These will secure that data and information are

- **F**indable,
- **A**ccessible,
- **I**nteroperable, and
- **R**e-usable.

A FAIR science approach is intended to maximise the project's impact on multiple levels. Partners therefore must deposit data and make them accessible to 3-CO partners and to the European Commission for verification purposes (if required). Whenever possible and confidentiality agreements are not compromised, generated data will be made accessible for the public via open access pathways, e.g., dedicated Zenodo community and the project website.

To secure the findability of data and publications, the metadata of deposited publications must be open under a Creative Common Public Domain Dedication (CC 0) or equivalent, in line with the FAIR principles (in particular machine-readable and machine-actionable) and provide information at least about the following:

- publication (author(s), title, date of publication, publication venue);
- Horizon Europe or Euratom funding;
- Grant Agreement number, project name and acronym;
- licensing terms;
- persistent identifiers such as the DOI of the publication,
- authors involved in the action and, if possible, for their organisations and the grant.
- Where applicable, metadata must include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

If necessary for the realisation of the project, license free access to background and foreground will be provided to all participants of the network. For further research and exploitation rights beyond the project, the consortium declares to provide each of the participants access to results and technology on reasonable conditions.



Nightly backup and replication into multiple copies in the online system will be performed for the safe storage of data. The long-term preservation strategy will ensure that the tools, as well as the primary qualitative and quantitative data produced throughout the project can be found, understood, accessed, and used for at least ten years after the project completion.

Publishable data will be transferred to the Zenodo online repository, which will ensure sustainable archiving of the final research data. Items deposited in Zenodo will be retained for the lifetime of the repository.

2.2.4 Transparency and Accountability

All research conducted in 3-CO should propose design improvements for media that can effectively increase the transparency and accountability of media and hereby contribute to reinvigorating a democratic scientific approach. The 3-CO communication and dissemination strategy will therefore strive for transparency and accountability principles, that are congruent with the strategy of the Horizon Europe programme. Dissemination and communication activities will cover the entire project runtime and cover a multitude of activities by all project partners. These include the website and the social media web portals (Twitter and LinkedIn), press releases as well as publications. Various project-related events and the collaboration of multipliers and stakeholders within the project will support the idea of transparency and accountability. The 3-CO project team is committed to inform the consortium and the public about progress, financial status and generated results, which among other paths will be realised through continuous reporting and accessible information on the EU CORDIS site of the project, assessable via through <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/how-to-participate/org-details/953502823/project/101086086/program/43108390/details>.

2.2.5 Gender, Equality and Diversity

Equality between women, non-binary persons and men in research and development is an essential condition for the optimum development of Horizon Europe efforts. 3-CO will actively take measures to promote equal opportunities and support equal participation of people of all genders in line with gender equality plans wherever applicable.

Sex and gender will be addressed as variables throughout the project execution for those tasks in which they may influence the pursued outcome, such as the societal perception and acceptance studies, and representation in promotion/communication material.

Communication will also be inclusive, meaning that besides gender also other diversity dimensions will be considered and that communication and dissemination activities and materials will be inclusive, accessible (e.g. through OA publication and non-scientific publications in different languages) and barrier-free:



The participating partners will share relevant gender and diversity aspects within the positioning and publishing of their results with the consortium. Where relevant, gender-neutral result positioning will be pursued. This specifically includes marketing efforts and consumer studies. 3-CO aims at a balanced representation of women, men and non-binary persons in any stakeholder and end-user focus groups activity addressed and executed throughout the project.

Cultural and racial diversity will also be focus-points of all created communication and dissemination material and display people with different ethnic backgrounds, physical features, age spectrums and gender to ensure an appropriate representation of society at large.

In addition, all documents created in 3-CO will use non-discriminatory and inclusive language. This includes hashtags that should disentangle the separate compound words with uppercase letters, e.g., **#BioBased**, in order to make them readable for dyslectic persons. This objective is also realised by the choice of easily readable fonts used in all 3-CO documents and presentations.

All research results will be disseminated and communicated in a collaborative, transparent, fair and unbiased way with respect for colleagues, research participants, society, ecosystems, cultural heritage and the environment. All partners but especially women and non-binary persons from the consortium will be encouraged to disseminate generated project results through participation and representation at conferences, courses, classes and other measures. This approach will further transfer to all forms of external communication and activities.

An in-depth overview of the ethical commitments of 3-CO is provided in deliverables **D7.1**, **D7.2** and **D7.3** that cover the legal framework and ethical project guidelines (EPG).

2.3 External Communication and Dissemination

In order to maximise the project impact, the 3-CO communication and dissemination strategy is based on an extensive stakeholder analysis and mapping, which as a related strategy is in detail explained in **D5.3 - Stakeholder list and engagement plan**. This allows 3-CO to effectively target different stakeholder groups through suitable channels, hereby considering their variety in expertise, background and interest. Communication activities will ensure that the project objectives, structure and progress are communicated to the identified stakeholder groups and the general public, while dissemination efforts will support the sufficient diffusion of results and knowledge and information through suitable dissemination instruments in order to maximise the project impact directly on a scientific and societal, and indirectly on an economic and environmental level.



All external communication and dissemination activities will follow the objectives listed in section **2.1** of this document.

The communication and dissemination team will also actively utilise instruments and routes offered by the EC (EU CORDIS page, EU horizon magazine), whenever possible. The overall dissemination and communication strategy of 3-CO will incorporate a variety of effective channels and tools for the external communication and dissemination in order to address the stakeholder groups identified in the stakeholder engagement plan in the most effective way. Meanwhile the 3-CO team will develop additional tailor-made instruments throughout the project progress, that will also be used for the communication and dissemination of 3-CO related results.

2.3.1 Online Activities

Online instruments and activities provide various benefits for the communication and dissemination of project related results. As they are easily accessible and free of charge for most members of the global community, they lower potential barriers for interested parties (e.g., language, barriers in physical spaces, time limitations). The 3-CO project will therefore incorporate a variety of online channels and instruments into the communication and dissemination strategy.

Website

The 3-CO website is considered the main communication and dissemination tool of the 3-CO project. It provides a quick overview of the project objectives and aspired solutions, addressed challenges, the content of related work packages, selected value chains for the case studies and an overview of generated results. It further informs about the contributing partners and communicate project news, progress and events to interested stakeholders and the general public while also offering access to project results, media, public deliverables and project related publications.

An URL for the 3-CO website was reserved and established in the first project weeks under www.3co-project.eu, figure 6 presenting impressions of the website. The website represents deliverable **D5.5 - Project Website**, which was successfully submitted in M3. The site is hosted and maintained by nova-Institute in coordination with project lead VTT and supported with input from the entire 3-CO project consortium.

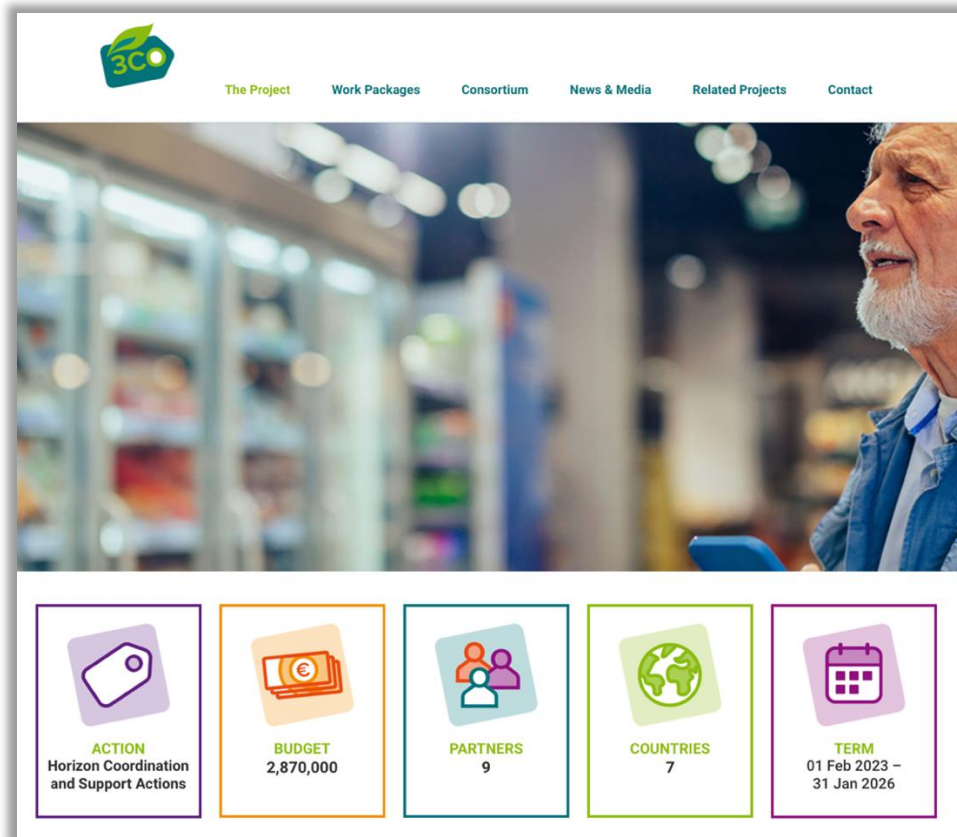


Figure 6: Impressions 3-CO Website

Due to the short preparation period, the website in its current form presents a preliminary version, that will be updated, and amended with ongoing project progress. Future versions of the website aim to include two different sections. While one will address end consumers/consumer associations and support their sustainable decision-making process through information on labelling and certification schemes and available supportive instruments, another dedicated section will address all other stakeholder groups and especially the bio-based industry. A specific focus of the design and content will be set on the stakeholders along the ten selected value chains.

The website includes a dedicated section for publications and public deliverables that will make any presented and published material available for download, see figure 7. It hereby supports the requirements of Open Access Publication and FAIR Science. This includes any publication that does not compromise confidentiality agreements or sensitive information, i.e. conference proceedings, scientific publications and deliverables classified as public. It hereby also serves as a dissemination tool for results generated within the 3-CO project and ensures a sufficient diffusion of knowledge and information into the scientific community and specific stakeholder groups.

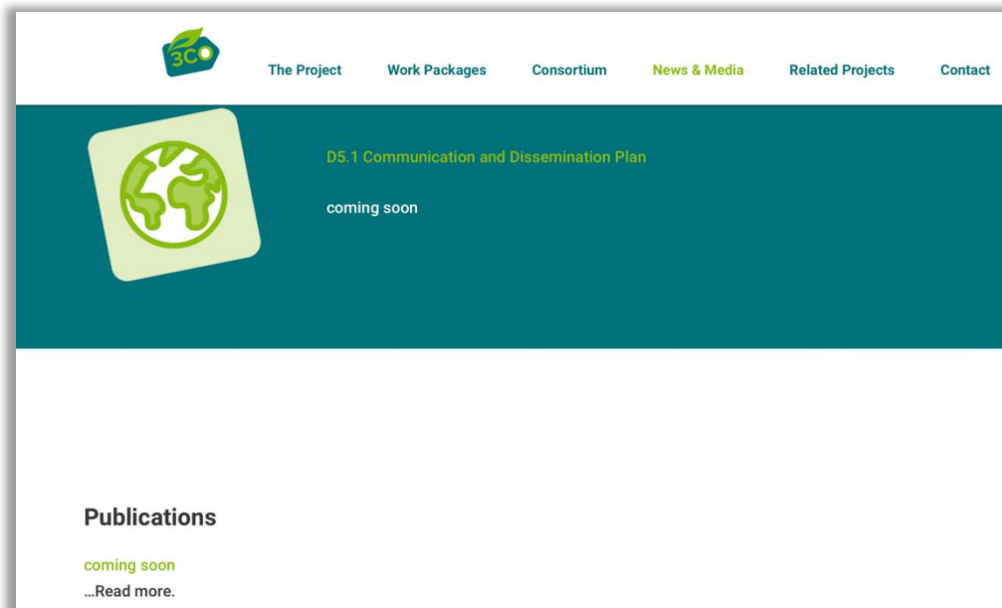


Figure 7: Dedicated Publications and Media Section on the 3-CO Website

In order to utilise synergies and networks with related projects, the website includes a dedicated cluster section where related EU research projects either with focus on labelling and certification schemes for the bio-based economy or with similar bio-based value-chains are included, see figure 8. This will allow for an easier engagement of stakeholder within planned stakeholder workshops and events, while at the same time utilising various networks of highly engaged groups.

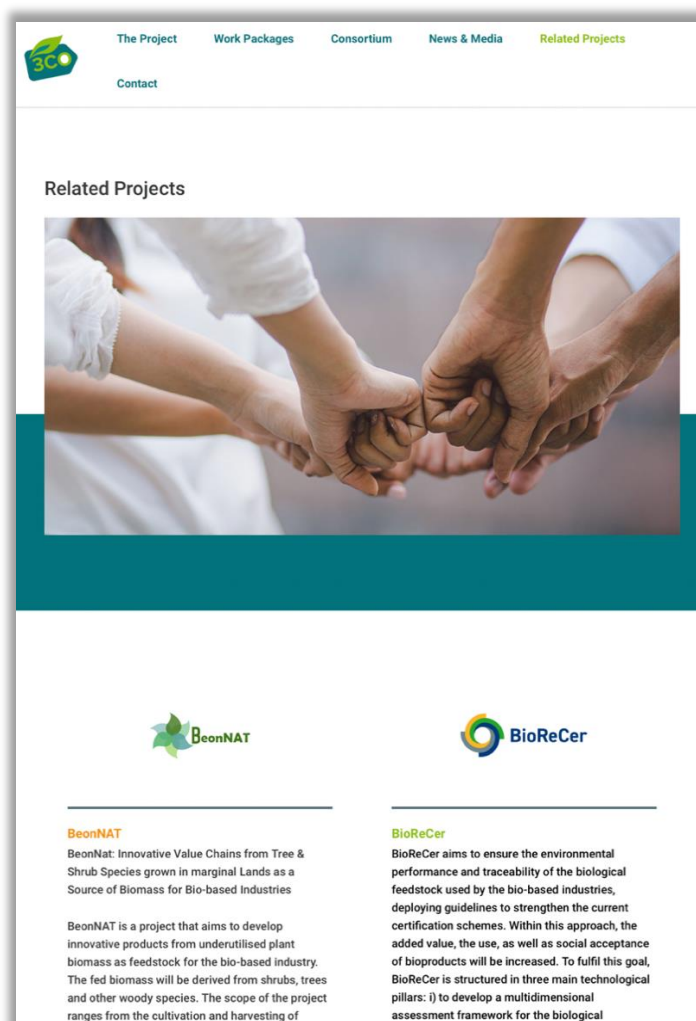


Figure 8: Dedicated Section on Related Projects

The website performance and visitor figures will be continuously monitored by the analytics tool “Matomo LogFile Analytics”, which provides a multitude of useful information about visitor statistics, visit durations and visitor locations. These analyses will serve as a basis for continuous improvement and optimisation of the chosen measures and presented content of the project website.

All website activities will be accompanied and promoted by additional communication and dissemination activities, e.g. Social Media postings (LinkedIn and Twitter) of news, events, available publications, project videos, newsletters, press releases or publications in professional magazines. Social Media activities using the hashtag **#3COProject** will also be displayed in an integrated Social Media Feed on the website, keeping visitors informed about 3-CO related social media news.

To keep interested parties informed about project related news, the website further offers the opportunity to subscribe to the 3-CO newsletter.



Social Media and nova-Network

With regard to increasing information pace, and the continuously growing relevance of digital interaction, social media platforms represent important channels for the sharing and communication of relevant project content as well as for the dissemination of project results to specific target groups. Social media and social media groups allow to reach a broad audience of different stakeholder groups, while also addressing specialised groups with high interest in specific topics. Especially the social media platform LinkedIn feature (regional) interest-groups on a wide variety of topics, that allow them to reach specific target groups with high engagement within respective networks. The 3-CO project will therefore actively utilise social media channels in its communication efforts. Social Media activities cover the task **T5.4** of the 3-CO project.

LinkedIn

Due to its strong network character, the platform LinkedIn has established itself as an effective tool for communication of project-related information. A majority of the consortium partners own well connected LinkedIn profiles with broad professional networks. This includes personal profiles of participating project members, as well as the accounts of their affiliated enterprises. Many project partners have further joined specific interest groups within this very well-established social media business platform, that allow the communication of target specific information to topic related groups. These LinkedIn accounts of project partners will serve as multipliers for sharing 3-CO-related content and news throughout their established networks and within suitable groups. To increase the project reach, additional suitable certification and bio-industry related groups will be identified (e.g. bioeconomy, bio-based feedstocks, renewable materials, certification and labelling) and kept informed with targeted social media postings.

Project related content will further be shared by nova-Institute's company LinkedIn profile (ca. 4,900 followers), the account of nova-Institute's CEO Michael Carus (about 13,000 followers) as well as the accounts of other project partners (e.g. VTT with ca 60,000 followers). The communication and dissemination team considers this strategy to be more effective than the creation, build-up and maintenance of a separate 3-CO LinkedIn community, which would be unlikely to have a stronger impact than the utilisation of already existing established and trusted partner networks.

The topic related groups include Sustainability ESG CSR Climate Carbon Renewable Eco Green Net Zero Circular Regenerative Economy (15,000 members), Biomass, Wood Chip & Pellet Supply Chain (12,000 members), Biodegradable, Bio-based & Renewable Plastics (11,000 members) and many others.

All partners are instructed to use appealing visual imagery and graphics, tag the other project partners and the European Research Executive Agency (REA) (@European Research Executive Agency (REA)), and



include the URL to the project website for further information. For the evaluation of content reach and reader engagement, LinkedIn offers an easy-to-use analytics tool, which allows for an easy monitoring of audience figures. Using project related hashtags will increase the effectiveness of communication to relevant stakeholder groups.

A list of suitable hashtags will be provided to the consortium, e.g. **#3CO**, **#3COProject**, **#Certification**, **#EcoLabelling**, **#BioBased**, **#Economy**, **#BioEconomy**, **#RenewableMaterial** or **#BioFeedstock**.

To introduce the project and announce the launch of the project website, various partners have published LinkedIn postings. Some examples are listed below in figure 9.

- <https://www.linkedin.com/feed/update/urn:li:activity:7041035686266720256>
- <https://www.linkedin.com/feed/update/urn:li:activity:7040923544687419392>
- https://www.linkedin.com/posts/enidesolutions_kickoffmeeting-3co-solutions-activity-7040008283755098112-55XW

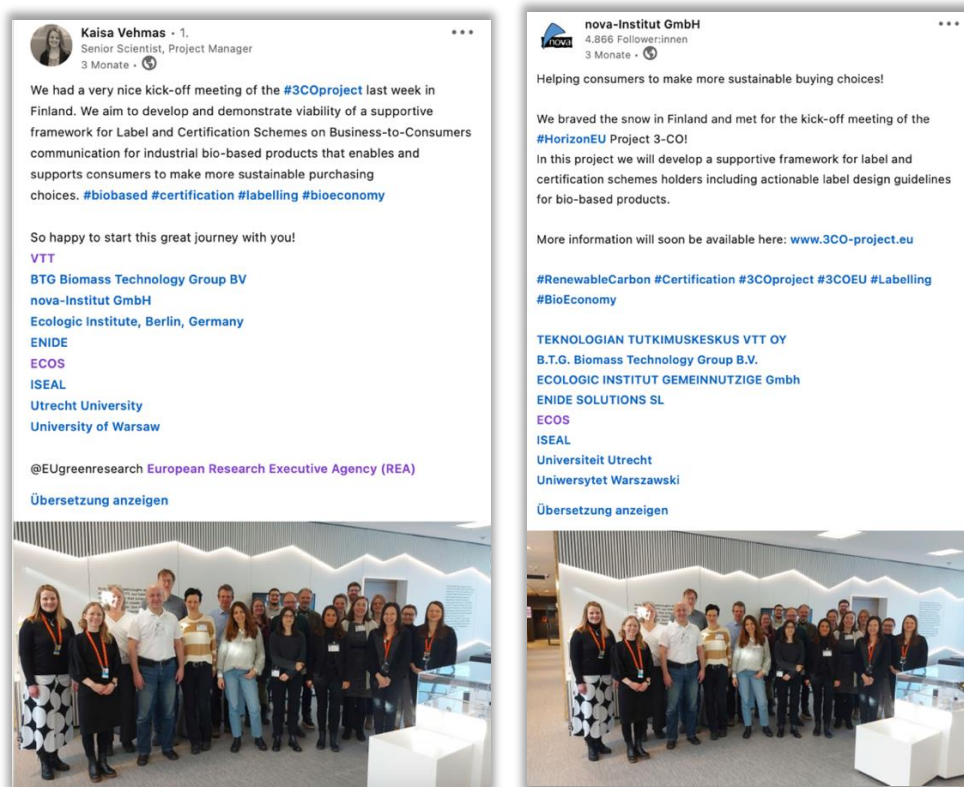


Figure 9: Impressions 3-CO LinkedIn Postings



Twitter

The same strategy as for LinkedIn will apply to the use of the Social Media platform Twitter. Twitter allows the identification, selection and addressing of suitable target groups through the use of specific and related hashtags.

Rather than establishing a new 3-CO Twitter account, it is estimated to have more impact to gather project related and relevant hashtags that will highlight and suit the project objectives. 3-CO related postings will therefore include the project specific hashtag (#3COProject), which will also be included in all physical and digital future communication materials. The hashtag has not been used prior and therefore offers great potential to be branded and established as a project-specific term as well as a high indexation for biomass focussed labelling and certification schemes on social media platforms in general. The hashtag can and will be used by all partner Twitter accounts as well as parties that are interested in being connected to the 3-CO project. To increase the project reach, the communication and dissemination team assembled a list of highly frequented project related hashtags such as **#3COProject**, **#Certification**, **#EcoLabelling**, **#BioBased**, **#CircularBiomass** or **#BioFeedstock**.

Here as well, all project partners will tag other consortium partners and the European Research Executive Agency (REA), and agree to retweet relevant, project-related tweets. They hereby support the communication and share of project-generated content and news in their respective Twitter networks. Current Twitter figures of 3-CO partners include @VTT with around 25,000 followers, @novalnstitut with around 1,900 followers; @RenewableCNews with around 4,000 followers and @mkarus with 1,200 followers. Although Twitter postings themselves show lower interaction rates in comparison to other social media platforms, it is proven to significantly increase the recognition of posted content on other channels such as LinkedIn, in Newsletters or website news (Dwiwedi et al. 2021).

In order to introduce the 3-CO project to the public and inform about the project kick-off event, various partners published related Twitter posts (example if figure 10):

- <https://twitter.com/kaisav2/status/1621378186377367552>
- <https://twitter.com/novalnstitut/status/1620691555114950656>



Figure 10: Impression 3-CO Twitter Posting

In order to monitor the success and impact of twitter activities, the communication and dissemination team will use the incorporated service “Twitter Analytics”. This analytics tool offers precise information and figures on visitor impression and reader interaction rates of the specific post. The use of this analytics tool is therefore equally recommended to all project partners.

Newsletter

nova-Institute as well as all other project partners will actively incorporate, communicate and disseminate 3-CO news via their specific company newsletters. Being one of the leading institutes in the renewable carbon sector, nova-Institute’s newsletter reaches over 3,500 monthly newsletter subscribers that include all relevant stakeholder and target groups from industrial bodies, policy makers and authorities but also the scientific community.

The 3-CO project website further offers the option to subscribe to a 3-CO project newsletter. In order to remain informed about the project progress and actively contribute to the process, interested parties can register and subscribe. Through the 3-CO newsletter, NOVA aims to distribute project news on a regular basis. Figure 11 presents an announcement of 3-CO project start in the nova February newsletter.

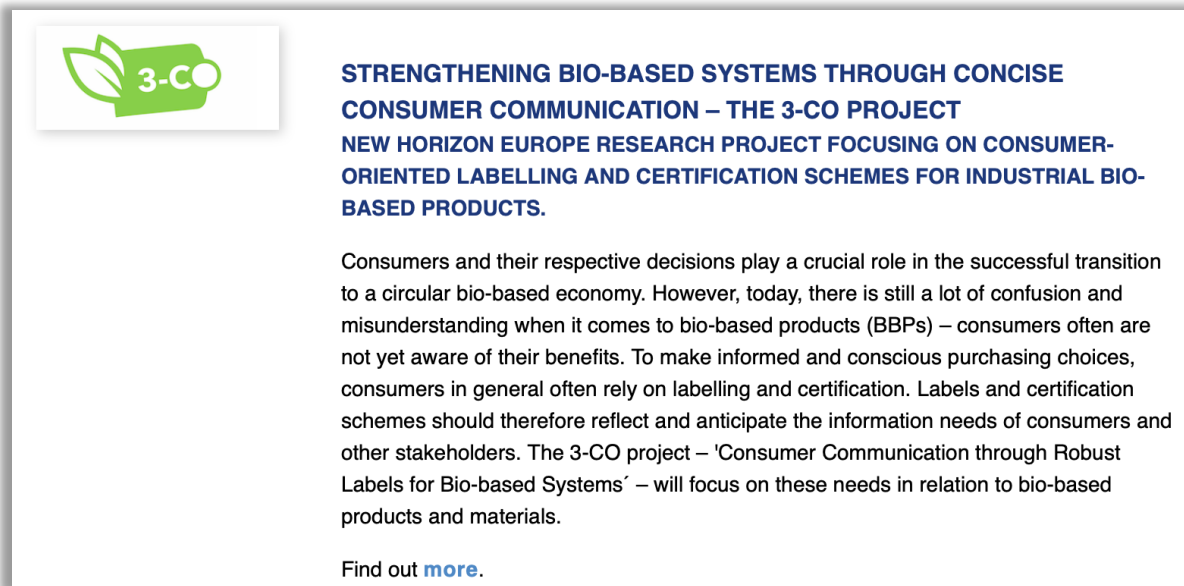


Figure 11: Announcement 3-CO Project Start in the nova February Newsletter

Renewable Carbon News Platform

nova-Institute further hosts the news platform Renewable Carbon News (<https://renewable-carbon.eu>) that focuses on news related to renewable carbon and renewable materials topics. The platform reaches more than 300,000 monthly readers, and is highly respected in the associated industrial circles. All 3-CO related press releases and news will be published via this platform, see an example in figure 12.

Project partners are instructed to share links and information on published (newsletter) articles with the consortium to enable sharing and further distribution among the partners’ respective networks and platforms.

- <https://renewable-carbon.eu/news/strengthening-bio-based-systems-through-concise-consumer-communication-the-3-co-project/>
- <https://renewable-carbon.eu/news/bio-basierte-systeme-durch-verstandliche-verbrauerkommunikation-starken-das-3-co-projekt/>

1 February 2023

Strengthening Bio-based Systems Through Concise Consumer Communication – The 3-CO Project

Starting in February 2023, the new Horizon Europe research project 3-CO aims to improve sustainable consumption, performance and competitiveness in Europe's bio-based systems by focusing on consumer-oriented labelling and certification schemes for industrial bio-based products

Consumers and their respective decisions play a crucial role in the successful transition to a circular bio-based economy, which holds a lot of potential for more environmental and climate protection. However, today, there is still a lot of confusion and misunderstanding when it comes to bio-based products (BBPs) – consumers often are not yet aware of their benefits. To make informed and conscious purchasing choices, consumers in general often rely on labelling and certification. Labels and certification schemes (LCS) should therefore reflect and anticipate the information needs of consumers and other stakeholders. The 3-CO project – ‘Consumer Communication through Robust Labels for Bio-based Systems’ – will focus on these needs in relation to bio-based products and materials. The solutions developed under 3-CO will actively engage consumers to conceptualise better labels and user-friendly digital tools, thereby actively supporting Europe's green and digital transition.

Figure 12: Impression 3-CO Article on the Renewable Carbon News Platform

Press Releases

3-CO-focussed press releases will communicate intermediate results, important milestones and extraordinary achievements to key media actors, and will also be made available on the project website. nova-Institute provides a network of more than 1,800 press contacts, which will be effectively utilised in order to maximise project reach and impact. The 3-CO press activities will include at least three press releases, summarising the project results and achievements. The project partners will distribute these press releases through their established media networks as well as through nova-Institute's own media platform and channels. Press releases and newsletters contributions cover task **T8.3.6** of the 3-CO project.

Although 3-CO press releases will be mainly written in English, they will whenever possible, be translated into more languages and made available to national target audiences. This might be relevant with regard to the value chains selected in 3-CO, which might connect to the feedstock of specific regions and nations and therefore related languages. The use of different languages in press releases might also be necessary regarding the consumers that are involved in FGDs conducted in ten different countries and the smart digital solutions used in four partner countries.

To introduce the project to the public and inform about the project start, press releases were published by nova-Institute, VTT, Enide and several other project partners. The texts were made available through various channels in different languages in the first project weeks.

A list of published press releases is presented below, and presenting an example in figure 13:

- <https://nova-institute.eu/press/?id=402>

- <https://www.presseportal.de/en/pm/130679/5429388>
- <https://renewable-carbon.eu/news/strengthening-bio-based-systems-through-concise-consumer-communication-the-3-co-project/>
- <https://renewable-carbon.eu/news/bio-basierte-systeme-durch-verstandliche-verbraucherkommunikation-starken-das-3-co-projekt/>
- <http://www.wz.uw.edu.pl/en/aktualnosci/47062/horizon-europe-csa>
- <https://cris.vtt.fi/en/projects/concise-consumer-communication-through-robust-labels-for-bio-base>
- <https://www.ecologic.eu/18952>
- <https://eubionet.eu/3-co/>

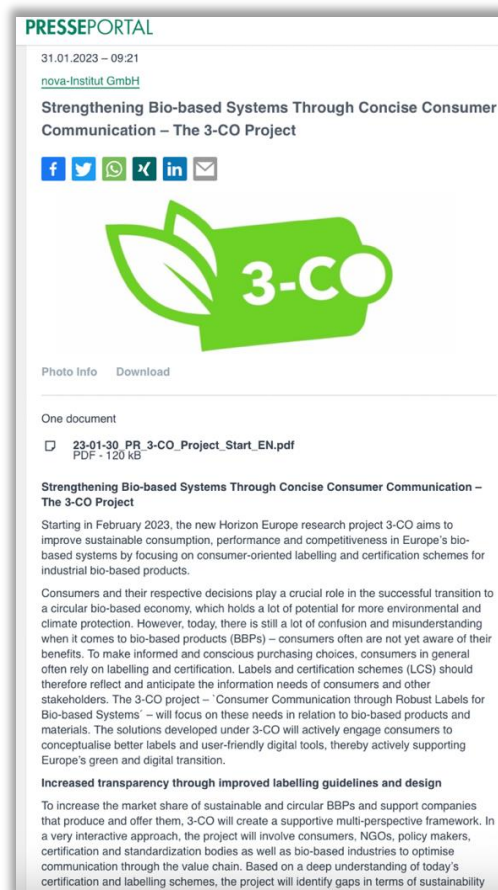


Figure 13: Impressions 3-CO Press Release

2.3.2 Offline/ Hybrid Activities

Although online activities effectively lower interaction, participation and distribution barriers, offline communication and dissemination channels represent important tools for exchange and for forming



networks through in-person interaction. To support this goal, 3-CO will utilise various forms of offline and hybrid communication channels and create required promotional material.

Conferences, Trade Exhibitions, Fairs and Seminars

The presentation of the 3-CO project at different events like conferences, fairs, science exhibitions, and the attendance of events outside the project framework will enable an effective and broad exchange of know-how and experiences with professional target audiences. They further allow comprehensive dissemination of project outcomes, results and chosen methodologies. Conferences and in person events will foster and establish direct contact with representatives of relevant communities, such as industry, science and policy, and hereby strengthen the 3-CO network, while also supporting stakeholder engagement. Activities of this sort relate to task **T5.4**.

The consortium will actively promote the tools and digital solutions created in 3-CO (like smartphone applications), generated project information or data through presentations and participations at numerous international conferences, trade fairs and exhibitions related to the bio-based industries, bio-based feedstocks, bio-resources, bio-based value chains, bio-based products and the targeted markets. Conducted research will be disseminated at least at two conferences in the related research fields, with minimum 100 listeners. Events will be selected according to their relevance for the potential project impact and outcomes, while attendance and presentations will be executed by all project partners.

Especially industrial and academic partners will use exhibition event booths at national and international level to promote 3-CO tools and developments to industry, policy makers, certification bodies, end-users (e.g. users of bio-based feedstock), consumer associations, and the broad society. Whenever possible, the partners will include 3-CO in their general communication and dissemination activities on relevant conferences and events.

nova-Institute organises four annual conferences (Cellulose Fibres Conference, Conference on CO₂-based Fuels and Chemicals, Renewable Materials Conference, Advanced Recycling Conference) and has many years of experience in organisation and attendance of trade events (one of them being the Renewable Materials Conference), as do the other project partners, who will all utilise their broad professional network.

An overview of relevant project related industry and academic events will be provided by NOVA and continuously updated within the Communication and Dissemination Plan and the SharePoint in coordination with the project coordinator and partners. This overview list presented in table 4 makes it easier for the project partners to choose events that are of interest to them in order to participate.

Table 4: Overview of Relevant Conferences, Fairs and Trade Events

Date	Name	Location	Link
Bio-based Chemicals, Materials, and Products			
11-12 May 2023	17. International Conference on Chemistry and Renewable Biobased Chemicals	Berlin, DE	https://waset.org/chemistry-and-renewable-biobased-chemicals-conference-in-may-2023-in-berlin
23-25 May 2023	BIOKET	Trois-Rivières, CA	https://bioket-2023.b2match.io
23-25 May 2023	Renewable Materials Conference	Siegburg, DE	https://renewable-materials.eu/
28 May – 2 June 2023	Combining Biotechnologies, Green Chemistry and Downstream Process to Convert Biomass into Biobased Products	Newry, ME, US	https://www.grc.org/biomass-to-biobased-chemicals-and-materials-conference/2023/
05-09 June 2023	31th European Biomass Conference and Exhibition	Bologna, IT	https://www.eubce.com
13-15 June 2023	Plant Based Summit	Lille, FR	https://www.plantbasedsummit.com/
14-15 June 2023	Bioeconomy Conference	Leuna, DE	https://www.bioeconomy-conference.eu/en/
04-07 July 2023	Annual ICABR Conference	Buenos Aires, AG	https://icabr.net/icabr-2023/
03-04 Aug 2023	International Conference on Bioeconomy and Sustainable Development	Montreal, CA	https://waset.org/bioeconomy-and-sustainable-development-conference-in-august-2023-in-montreal
28-29 Sep 2023	International Forum on Industrial Biotechnology and Bioeconomy	Florence, IT	https://www.cbe.europa.eu/events/ifib-2023
12-14 Nov 2023	AFCC Global Biobased Economy 2023	Washington D.C., US	https://www.altfuelchem.org
16-17 Nov 2023	4 th International Conference on Biomaterials & Biodevices	Rome, IT	https://crgconferences.com/biomaterials/
16 Nov 23	Global Bioeconomy Summit	online	https://www.agro-chemistry.com/agenda/global-bioeconomy-summit/



06-07 Dec 2023	The first CBE JU Stakeholder Forum	Brussels, BE	https://www.cbe.europa.eu/cbesf23
April 2024	Bioplastic Conference		https://plast.dk/arrangementer/nordic-bioplastic-conference-2023/
May 2024	Renewable Material Conference	Siegburg, DE	https://renewable-materials.eu/
29-30 July 2024	18. International Conference on Chemistry and Renewable Biobased Chemicals	Istanbul, TU	https://waset.org/chemistry-and-renewable-biobased-chemicals-conference-in-july-2024-in-istanbul
Certification			
March 2024	Annual ISCC Global Sustainability Conference	Tbc.	https://www.iscc-system.org/events/iscc-global-sustainability-conference/
05-08 June 2023	Sustainability Certification of Bio-Based Products	Bologna, IT	https://www.eubce.com/hostedevents/sustainability-certification-of-bio-based-products-2023/
Construction			
15-19 May 2023	LIGNA Expo	Hannover, DE	https://www.ligna.de/en/expo/
19-21 May 2023	International Conference on Greener Building	Malmö, SE	https://www.icogb.org/
24 May 2023	Green Building United: 13 th Annual Sustainability Symposium	Philadelphia, US	https://greenbuildingunited.org/events/2023-sustainability-symposium
09 June 2023	Conference on Wooden construction for CO ₂ reduction in the building sector	Stockholm, SE	https://www.eesc.europa.eu/en/agenda/our-events/events/conference-wooden-construction-CO₂-reduction-building-sector
21-23 Jun 2023	5 th International Conference on Bio-Based Building Materials	Vienna, AT	https://www.conftool.org/icbbm2023/
26-28 Sep 2023	IWBC	Washington, DC US	https://www.iwbcc.com/
17-20 Oct 2023	International congress on mid and high-rise wooden buildings	Bordeaux, FR	https://woodrise-congress.com/en
23-24 Jan 2024	Build in Wood	Hamburg, DE	https://buildinggreen.eu/buildinwood-hamburg/
15-17 Feb 2024	For Wood	Prague, CZ	https://for-wood.cz/en/charakteristika/
28 Feb 2024	13. WOOD Conference	Cape Town, ZA	https://www.woodconference.co.za/en/
22-25 March 2024	Bois et Habitat	Namur, BE	https://www.bois-habitat.be/
2024	MEM Industrial Trade Show	Hannover, Germany	https://www.hfmexico.mx/MEMIndustrial/en/

Consumer and Consumer Research			
06-08 July 2023	European Association of Consumer Research Conference 2023	Amsterdam, NL	https://eacr2023.nl/
06-08 June 2023	The Consumer Goods Forum Global Summit	Kyoto, JP	https://www.theconsumergoodsforum.com/events/the-global-summit/
March 2024	European Consumer Summit	Tbc.	https://eisma.ec.europa.eu/events/european-consumer-summit-2023-2023-03-28_en
Cosmetics			
14-15 June 2023	Cosmetics Europe Annual Conference 2023	Brussels, BE	https://cosmeticseurope.eu/news-events/cosmetics-europe-annual-conference-2023
14-15 June 2023	MakeUp in Paris	Paris, FR	https://www.makeup-in.com/paris/en/
27-29 Sep 2023	4 th International Exhibition for Cosmetics, Beauty, Hair, Home Care, Private Label, Packaging and Ingredients	Istanbul, TU	https://beauty-istanbul.com/
28-29 Oct 2023	BEAUTY FORUM MUNICH	Munich, DE	https://www.beauty-fairs.de/en/muenchen/home.html
25-27 Oct 2023	SEPAWA Congress	Berlin, DE	https://sepawa-congress.de/en/
13-16 Nov 2023	HYGIENIX™ The Premier Event for Absorbent Hygiene & Personal Care Markets	New Orleans, US	https://www.hygienix.org/
12-14 March 2024	ISPA EXPO	Columbus, Ohio, US	https://www.ispaexpo.com/
22-24 March 2024	BEAUTY Düsseldorf	Düsseldorf, DE	https://www.beauty-duesseldorf.com/
16-18 April 2024	in-cosmetics global	Paris, FR	https://www.in-cosmetics.com/global/en-gb/exhibitor-directory.html#/
April 2024	Cleaning Products Conference Europe		https://www.fecc.org/event/cleaning-products-europe-2023/
Furniture and Matresses			
9-12 May 2023	interzum	Cologne, DE	https://www.interzum.com/en/trade-fair/interzum-2023/
17-19 May 2023	Bedding Conference	Tucson, Arizona, US	https://www.beddingconference.com/
04-07 June 2023	imm Cologne	Cologne, DE	Cologne, DE
13-14 Sep 2023	ISPA Sustainability Conference	Charlotte, NC, US	https://ispasustainability.com/



13-17 Sep 2023	Habitare Helsinki	Helsinki, FI	https://shop.messukeskus.com/en-US/event/habitare-2023-248/
05-08 Nov 2023	Brussels Furniture Fair	Brussels, BE	https://www.meubelbeurs.be/
06-10 Feb 2024	Stockholm Furniture Fair	Stockholm, SE	http://www.stofair.se/
20-23 Feb 2024	Meble Polska	Poznan, PO	https://meblepolska.pl/en/
28-31 March 2024	interzum	Cologne, DE	https://www.interzum.com/en/trade-fair/interzum-2023/
IT/ Women			
9-12 May 2023	Women in Tech Global Conference	online	https://www.womentech.net/en-us/women-tech-conference
20-22 June 2023	Bridging Tech with Diversity	online	https://act-w.org/conference/
28-29 June 2023	European Women in Tech	Amsterdam, NL	https://europeanwo+E23menintech.com/
Packaging			
February 2023	Petcore Europe Annual Conference	Tbc.	https://www.petcore-europe.org/annual-conference.html
February 2023?	European Food & Beverage Plastic packaging	Antwerp, Belgium	https://tinyurl.com/ypd6dx7w
May 2024?	Sustainable Plastics Conference	Tbc.	https://sustainable-plastics-conference.com/
24-26 Sep 2024	FACHPACK - European trade fair for packaging, technology and processing	Nuremberg, DE	https://www.fachpack.de/en
Sustainability			
06-07 Sep 2023	ICSD 2023 : 11 th Sustainable Development Conference	Rome, IT	https://ecsdev.org/conference/11th-icsd-2023
Textiles			
05-06 June 2023	The Circular Textile Days	Hertogenbosch, NL	https://www.circulartextiledays.com/
12-13 June 2023	Planet Textiles: The Sustainable Textile Summit 2023	Milan, IT	https://www.planet-textiles.com/
21-22 Jun 2023	Better Cotton Conference 2023	Amsterdam, NL	https://bettercotton.org/event/2023-better-cotton-conference/
21-22 Jun 2023	Sustainable Apparel and Textiles Conference USA 2023	New York, US	https://www.innovationforum.co.uk/conferences/sustainable-apparel-and-textiles-conference-usa



26-28 June 2023	Future Fabrics Expo 2023	London, UK/online	https://www.futurefabricsvirtualexpo.com/
27-28 June 2023	Global Fashion Summit 2023	Copenhagen, DK	https://globalfashionsummit.com/summit-programme/
29 June – 01 July 2023	Sustainable Discovery 2023/Consumer and Trade Fair	London, UK	https://www.sustainable-discovery.com/
03-05 July 2023	TexWorld Evolution	Paris, FR	https://texworld-paris.fr.messefrankfurt.com/paris/en.html
03-06 July 2023	The 92 nd Textile Institute World Conference (TIWC)	Huddersfield, UK	https://www.textileinstitute.org/events/tiwc/
22-24 July 2023	Neonyt Düsseldorf	Düsseldorf, DE	https://neonyt-duesseldorf.com/
09-11 Aug 2023	ISTANBUL FASHION CONNECTION	Istanbul, TU	https://www.ifco.com.tr/fair/about
17-19 Oct 2023	Taipei Innovative Textiles Application Show (TITAS)	Taipei, TW	https://titas.tw/en-us/
March 2024	3 rd biobased & recycled textiles	Tbc.	
April 2024	5 th International Conference on Bio-based and Biodegradable Textiles and Plastics	Tbc.	https://www.centexbel.be/en/agenda/4th-international-conference-bio-based-and-biodegradable-textiles-and-plastics
May 2024	Textile ETP Annual Conference	Tbc.	https://textile-platform.eu/news/discover-the-programme-of-textile-etp-annual-conference-2023-and-itechstyle-summit
Toys			
30 Jan – 03 Feb 2024	Spielwarenmesse 2024	Nuremberg, DE	https://www.spielwarenmesse.de/en
March 2024	bio!TOY		https://www.bioplasticsmagazine.com/en/event-calendar/termine/missed-an-event/bio-toy-2023/registration.php
Wood and Pulp Industry			
14-18 May 2023	SFI CONFERENCE / PEFC WEEK	Vancouver, CA	https://forests.org/conference/
20-22 Sep 2023	FORMEC FEC 2023 – Improving access to sustainable forest materials in a resource-constraint world	Firenze, IT	https://www.formec.org/



Factsheets

Measures that were found to be the most inspirational and relevant to activate concise consumer behaviour will be summarised in a series of good practice factsheets. Factsheets may include

- a. quotes from practitioners or ambassadors of the measure,
- b. potential for mainstreaming in bio-based systems,
- c. a textbox highlighting particularities regarding different stakeholder groups.

The factsheets will be bundled with an introductory text on applying social engagement and innovation in the bioeconomy into a series of three stakeholder brochures, which relate to **D3.1**. Private businesses, civil society (NGOs and CSOs) and public bodies (such as local authorities, non-commercial agencies, councils, non-ministerial departments, etc.) will each be addressed in a dedicated brochure. The creation of fact-sheets represent task **T3.2**.

Guidance Document for Standardisation Bodies

To support the transfer of 3-CO related results into the EU policy framework and related industries, 3-CO will create at least one guidance document for standardisation bodies. This will summarise the findings from literature and the conducted stakeholder interviews and provide recommendations on relevant label and certification information, label design, and provide effective measures for industrial update of the developed solutions.

Infographic

Infographics present an effective information tool, that can describe and communicate complex processes in a simplified, visualised and structured form. They hereby support the building of awareness, and can increase the engagement and understanding of the tackled topics of 3-CO.

The complex interconnection of the 3-CO work packages, their related working groups and aspired outcomes (e.g., assessment of certification schemes, assessment of available digital solutions) will therefore be represented visually in a plausible way, that is easy to understand for various stakeholder groups, while presenting the project structure in an appealing way. Infographics can be used both online (e.g. on the website, in presentations) and in offline communication material. A first draft of the 3-CO infographic is currently under development by the NOVA graphic team. The final version will incorporate input from the entire consortium. An updated version will be created at a later point in time of the project. The infographic is considered part of **T5.4** and its related deliverable **D5.4 – Communication Kit**.



Interviews

Due to its interactive nature and dependence of stakeholder feedback and information, 3-CO will also conduct a multitude of interviews. These might be executed in the form of focus group interviews and discussions, but also in the form of interviews with single individuals.

Among others, various interviews will be conducted to validate the legal analysis. For this purpose, 3-CO will facilitate at least three interviews with representatives of public bodies. Additional interviews will focus on the economics of the conducted LCA. For this purpose, at least five expert interviews will be conducted.

Within WP2, at least five different representatives of currently available digital solutions will be interviewed to assess performance (uptake, effectiveness, impact) and practical experiences (success factors, gaps identified, lessons learned). The results of these interviews will be incorporated in the scouting of existing digital solutions, and consumer needs, and expectations.

Online Consultation (on Governance)

Within the framework of task **T3.1**, 3-CO will create a long list of measures to support social engagement and innovation enabling consumers, industry and public bodies to switch to products with low environmental footprint. The activity will involve and engage a broad and inclusive range of stakeholders to provide input. To help provide this input NOVA and BTG will host an online expert consultation. There will be one online consultation inviting multiple target groups, while a second one will focus on governance bodies. The consultations shall include min. 10 participants from different stakeholder groups.

Policy Briefs

Public bodies play a relevant role for the practical uptake of guidelines and instruments developed within 3-CO. To foster a close interaction and exchange, 3-CO will create a policy brief on supportive legal framework and the final event to inform relevant representatives about the generated project results and provide recommendation on future uptake. These shall be distributed among min. 30 representatives of public bodies.

Promotional Material for Offline Communication (e.g. Brochures, Flyers, Roll-Ups)

The 3-CO communication and dissemination strategy will also incorporate printed material for offline communication. Required materials will be created and designed with contribution from the entire project consortium. This includes the design of role-up banners, flyers, brochures, and posters. These will target the general public, related industries, the scientific community, certification users, certification



bodies and policy makers. Physical promotion material can be distributed and displayed at exhibitions, trade fairs and conferences. Leaflets, roll-up banners, and posters are part of **D5.4 – Communication Kit**.

Publications

The innovative findings and results of this project will be disseminated to other researchers via Open Access peer-reviewed papers. Throughout the project duration, project partners will publish at least 6 peer reviewed scientific publications in high-impact scientific journals and 3 industrial publications in trade magazines using green or gold Open Access. Results will further be communicated through publications in popular non-scientific magazines targeting the (bio-based) industry, scientific community and young researchers as well as policy makers and the general public. All project related publications will follow the Open Access guidelines of the European Commission and a FAIR science approach and will be made available through a free online repository and on the project website.

Questionnaires and Surveys

3-CO aims to foster concise consumer communication. This requires intensive interactive end-consumer involvement and engagement. To include end-consumers from the very start, 3-CO will utilise different questionnaires and surveys, that will support the quantitative study. 3-CO aims to provide at least 3000 answered consumers-surveys, with participants from 10 different countries.

(Stakeholder) Workshops and Training Actions

3-CO is based on an iterative engagement of consumers and other stakeholder. Thus, strong stakeholder involvement and end consumer focus are key elements of the 3-CO project. To ensure developed certification and labelling guidelines align with stakeholder interests and anticipate label requirements of end consumers, at least three 3-CO workshops with a minimum of 40 participants will be held within the frame of **WP2, WP3, WP4, WP5** and **WP7**.

The outcomes of **T3.1** will be presented at a workshop and validated based on the consultation of all participating stakeholders along the entire value chain of the ten selected case studies.

A first draft of the label design guidelines developed in **T4.3** will be prepared in M28 of the project. The findings will be validated and fine-tuned through external stakeholder feedback within a workshop, which is planned for M31 involving public bodies (e.g. EU and regional policy makers), civil society (e.g. consumer organisations, NGOs), industry and related EU projects to receive their thoughts, ideas, worries and recommendations.



Additional workshops will be part of task **T5.3 – Clustering with other projects and initiatives**. The task will actively utilise synergies with other topic related projects and try to merge stakeholder efforts whenever possible to strengthen the European bio-economy and its related networks.

Workshops and training actions can and will be held in person, whenever activities focus on high involvement groups and interactive tasks. To lower entry barriers connected to budget, physical distances, spaces and time restrictions, additional workshops will be held in the form of online webinars, which allow the participation of a broad audience group. To combine these two objectives, 3-CO plans to facilitate at least three webinar with min. 10 participants from five different projects.

Besides validation and improvement, workshops further serve the general purpose of sharing knowledge, content and introduce developed tools.



3 Open Access to Scientific Publications and Data

According to the GA, all partners are obliged to follow the legal requirements on Open Access (OA) to scientific publications and the principles of the FAIR science approach. This applies to all projects funded within the framework of Horizon 2020 and Horizon Europe. In consequence, all beneficiaries must provide access to a machine-readable electronic copy of the published document version or a final peer-reviewed manuscript accepted for publication in a repository for scientific publications.

Furthermore, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to the project's results.

The term "**Open Access**" (OA) refers to the practice of providing online access to scientific information that is free of charge to any end-user and reusable. Here, the term 'access' includes not only basic elements – the right to read, download and print – but also the right to copy, distribute, search, link, crawl and mine.

Meanwhile the term "**scientific**" refers to all academic disciplines. In the context of research and innovation, 'scientific information' can represent:

- peer-reviewed scientific research articles (published in scholarly journals), or,
- research data (data underlying publications, curated data and/or raw data).

"**Peer-reviewed**" publications are those assessed by other qualified scholars and experts. A peer review is typically, although not exclusively, organised and initiated by the journal or publisher to which an article or manuscript is submitted. The dominant type of scientific publication is the journal article. Besides, all partners are also strongly encouraged to provide open access to other types of scientific publications. These include project results such as:

- Monographs
- Books and chapters
- Conference proceedings
- Grey literature (informally published written material not controlled by scientific publishers, e.g. reports).

Due to the bibliographic metadata requirement, open access allows an easier finding of publications and ensures the acknowledgement of provided EU funding. To ensure a structured and proper monitoring of Horizon 2020 and Horizon Europe projects, all published material must include information on EU funding as part of the bibliographic metadata. To monitor possible embargo periods, publications must include the publication date and name the agreed embargo period. Therefore, the



bibliographic metadata of the publication must follow a standard format and include all of the following information:

- Publication (author(s), title, date of publication, publication venue);
- Horizon Europe funding;
- Grant project name, acronym and number;
- Licensing terms;
- Persistent identifiers for the publication, the authors involved in the action and, if possible, for their organisations and the grant.
- Where applicable, the metadata must include persistent identifiers for any research output or any other tools and instruments needed to validate the conclusions of the publication.

The two Pathways of Open Access (Green and Gold)

After depositing publications each partner must ensure open access to those publications via a chosen repository. Beneficiaries can choose one of two main pathways to meet this requirement:

- **Self-archiving/'green' OA:** Beneficiaries can deposit the final peer-reviewed manuscript in a repository of their choice. They must ensure open access to the publication within a maximum of 6 months (12 months for publications in the social sciences and humanities). To provide support concerning compliance with Horizon 2020 embargo periods, the Commission offers a model amendment to publishing agreements which are often signed between authors and publishers. This model is not mandatory but reflects the obligations for the beneficiary under the H2020 and Horizon Europe grant agreements. It can be supplemented by further provisions agreed between the parties, provided they are compatible with the Grant Agreement. The Commission/Agency takes no responsibility for the use of this model.
- **Open access publishing/'gold' OA:** Researchers can also publish in open access journals or hybrid journals that both sell subscriptions and offer the option of making individual articles openly accessible. Monographs can also be published either on a purely open access basis or using a hybrid business model. 'Article processing charges' are eligible for reimbursement during the duration of the project under the file 'other costs'. 'Other costs' are defined in Article 6.2.D.3 of the Grant Agreement. As stated, articles and other scientific publications must also be made accessible through a repository upon publication. Costs of 'gold' open access publications incurred once the project is completed cannot be refunded from the project's budget.

Free Open Access Journals

The scientific landscape covers opportunities for free of charge Open Access publishing venues. An overview of Open Access publishing venues without APCs (Article Processing Costs) can be found here:

www.doaj.org.

Zenodo Community

In order to ensure Open Access to all project related publications and materials (publications, presentations, conference proceedings, flyers, brochures, scientific posters and other scientific schooling material) even after the project has ended, nova-Institute established a Zenodo Community. Zenodo is a free of charge online repository built and operated by CERN and OpenAIRE in order to ensure pathways to and participation in Open Science as well as FAIR research outputs. All research results and publications are stored safely for future use by the broad society in CERN's Data Centre for as long as CERN exists. All materials published up to this point in the project process will be added to this online group and linked to the project website. The approach simplifies the publication process and ensures that knowledge gained throughout the project remains accessible to the public and interested stakeholders even after the project ends.

Zenodo further allows an easy citation of scientific work by using a so-called Digital Object Identifier. The DOI identifies and links to an authoritative version of the publication. In all cases, the European Commission encourages authors to retain their copyright and grant adequate licenses to publishers. In this context, Creative Commons offers useful licensing solutions. This type of license offers a suitable legal tool for providing open access in its broadest sense.

The 3-CO Zenodo Community is accessible under the following Link <https://zenodo.org/communities/101086086/?page=1&size=20>, see impressions in figure 14. It will remain updated throughout the duration of the project period as well as after the project has ended. Additionally, Zenodo will allow an easy transfer and integration of uploaded publications, data sets, scientific materials and research results to the EC Cordis page of the 3-CO project.

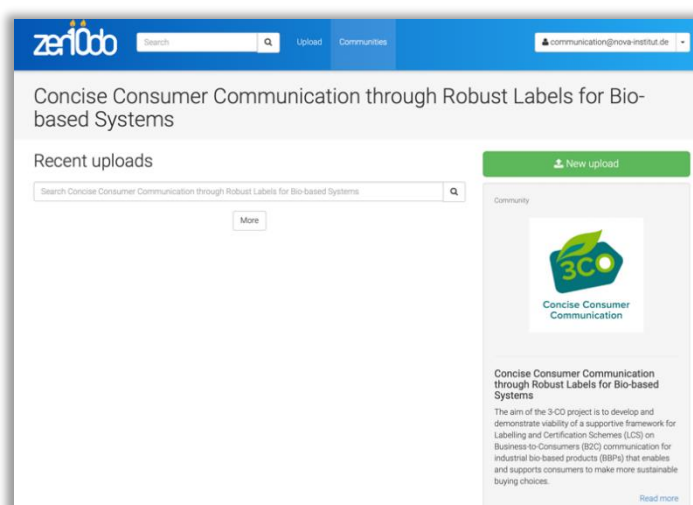


Figure 14: Impressions 3-CO Zenodo Community



Website

All project related publications and public deliverables will further be made available for download on the “News & Media” section on the project website by linking the entry to the Zenodo Community.

Self-Publishing

All partners can also use alternative solutions by publishing articles or scientific publications on the individual website of their entity or institution, within an own journal or alternatively choose similar options. Partners should take into consideration that once they are publishing in a journal, in most cases they lose the right to self-publish.

4 Funding Statement and Right and Obligation to use the EU Emblem

According to the GA, EU emblems and funding statement (Figure 15; translated into local languages, where appropriate) must be displayed for all communication activities related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), all dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the EU emblem must be displayed as prominently and visibly as the other logos. More information, guidelines can be found here https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en#how-to-acknowledge-eu-funding while various forms of the EU logo are available here for various purposes https://european-union.europa.eu/principles-countries-history/symbols/european-flag_en.



Figure 15: European Flag (Emblem) and Funding Statement (in English)

We recommend using the following funding sentence: *"The 3-CO project receives funding from the Horizon Europe Framework Programme under grant agreement number 101086086."*

In addition, as per **Article 17.3 of the GA**, any communication and dissemination activity related to the action must indicate that it reflects only the author's view and that the European Commission is not responsible for any use that may be made of the information it contains. This disclaimer should be especially added to all public deliverables (translated into local languages where appropriate): *"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them."*



5 Monitoring and Evaluation of Communication and Dissemination Activities

In order to allow a seamless monitoring and evaluation of executed communication and dissemination actions and measures, the 3-CO project team will establish suitable instruments and define related KPIs. The instruments chosen for monitoring are the subject of the presented chapter.

5.1 Tracking of Dissemination and Communication Activities

Throughout the project duration, all communication and dissemination activities have to be documented thoroughly and reported to the European Commission via the EU Cordis portal of the 3-CO project. In order to ensure a seamless documentation and monitoring of all partner activities, nova-Institute created a so-called ECAS sheet (see figure 16). The term describes an MS Excel worksheet, aiming to track all communication and dissemination activities carried out by the project partners throughout the project. The sheet covers a variety of possible activities, e.g., conference participations, organisation of workshops, social media activities, press releases, various sorts of publications which are documented in a separate tab. It also estimates and monitors the audience numbers reached through these specific activities, divided in various relevant stakeholder groups. The assigning of stakeholder and audience groups will be based on their own individual information, surveys or estimations.

The document front tab contains a tracking chart which offers a summarised overview of all dissemination activities carried out to date, a specific chart for scientific publications and patents, and audience figures reached to this point in time divided into groups. All project partners are required to keep an accurate own documentation of the sheet, while all results will be combined in a final master sheet hosted by the nova-Institute.

ECAS results will be collected every six months from each partner. The main tracking sheet therefore is updated at least twice a year with the information provided by all participating project partners based on their dissemination and communication activities throughout the reporting period. In consequence, the main ECAS sheets serves as a basis for the activity-evaluation based on prior defined KPIs, and listed communication and dissemination goals of 3-CO. It also provides a basis (a database) for the technical periodic reports as well as the final dissemination and exploitation report.

Type of publication (choose from drop down menu)	Title (article/chapter)	Authors	Link	Year of publication	Open access type	Reference	Scientific community									
Activity	Priority	Link	Year of activity	Place	Target	Research	Industry	Civil Serv.	General Pub.	Policy Makers	Media	Investors	Customers	Other		
Peer-Reviewed	Journal Article	Dr. Carlos BARRERA Hernandez et al. et al.	2022	Spain	200	500	500	500	100	20	100	25	0	0		
Non-scientific and Non-Peer-Reviewed	Case Study	Dr. Carlos BARRERA Hernandez et al. et al.	2022	Spain	3000	1000	500	500	100	10	10	10	10	0		
Dissemination & Communication Activities for the BIORECER Project:																
Activities (select the activity from the drop-down list on the next tab)																
														Total No. of Activities		
Number of Dissemination and Communication activities linked to the project	Organization of a Conference	0														
	Organization of a Workshop	0														
	Press Release	1														
	Non-scientific and Non-Peer-Reviewed Publication (popularized publication)	5														
	Panel	0														
	Training	0														
	Social Media	0														
	Website	0														
	Communication Campaign (e.g., Radio, TV)	0														
	Participation in a Conference	0														
Number of persons reached, in the context of all dissemination and communication activities	Participation in a Workshop	0														
	Participation in an Event other than a Conference or a Workshop	0														
	Video/Film	0														
	Breakage Event	0														
	Press Event	0														
	Trade Fair	0														
	Participation in Activities Organized jointly with other H2020 Projects	0														
	Other (dissemination/communication activity)	0														
	Scientific Community (Higher Education, Research)	4100														
	Industry	6000														
Scientific Publications	Civil Society	2500														
	General Public	2100														
	Policy Makers	500														
	Media	175														
	Investors	460														
	Customers	135														
	Other	0														
	Article in Journal	0														
	Participation in Conference Proceedings/Workshop	0														
	Books/Monographs	0														
Chapters in Books	0															
Theses/Dissertations	0															
Other (publication)	0															

Figure 16: Impressions ECAS Tracking Sheet

5.2 Key Performance Indicators (KPIs)

To evaluate the overall performance of executed communication and dissemination activities, suitable KPIs have been created, which are listed in table 5. Deviations from this ideal scenario will be monitored and intercepted by corrective measures whenever needed.

Deliverable D5.1

Communication and Dissemination Plan



Table 5: List of Planned Communication and Dissemination Measures per Stakeholder Group and KPIs

Target Group/ Stakeholder Group	Web- site	Social Media	Question- naires	Inter- views	Surveys	FGDs	Smart digital solut- ions	Online consult- ation	Press Re- leases	Fact-sheets/ stake- holder brochures	Video	Guidance document for standard- isation bodies	3-CO Guide lines	Policy Brief	Offline Material	Confere nces/ Fairs	Final event	Work- shops (WS)/ Webinars	OA Publi- cation
Consumers	x	x	x		x	x	x		x		x				x	x	x		
Private businesses (LCS owners, auditors)	x	x		x	x				x	x	x		x		x	x	x	x	x
Public bodies	x	x		x				x	x	x	x		x	x	x	x	x	x	x
Civil society	x	x				x		x	x	x	x				x	x	x	x	x
Standardisation bodies	x	x							x		x	x	x		x	x	x		x
Academia (incl. related EU and other projects)	x	x							x		x				x	x	x	x	x
General public/all stakeholders	x	x							x		x				x	x	x		
KPI	1000 users 10,000 page views	20 unique postings per year	3000 consumers (10 countries)	>3 inter- views*	Survey with 50 LCS owners and auditors	48 parti- cipants (4 coun- tries)	200 cons- umers (4 count- ries)	Each 10 particip-ants from public bodies and civil society	3 press releases	series of factsheets bundled in 3 stakeholder brochures	Ca. 2,000 views	1 guidance document	Label design guide- lines	1 brief dissemin- ated to 30 represent atives of public bodies	>2,000 copies	at least 2 present- ations at confer- ences with 100 listeners	Online confere nce with 200 parti- cip- ants from all sec- tors	2 WS**; 3 webinars with 10 particip-ants in each from 5 projects	Min. 3 scientific articles and 3 indust-rial articles
Achieved																			

* 5 interviews with private businesses, 3 interviews with public bodies

**One workshops for validation of label design guidelines, one validation workshop on governance and SI with each 10 participants from private business, public bodies, civil society & 3 participants from partner



6 Conclusion and Past Activities

Within the first six project months, 3-CO has successfully developed a modern and clear project identity, which has been applied to all created promotion material and templates. In addition, a first version of the project website was created that will serve as the main communication and dissemination instrument. The site includes relevant project objectives, recent progress and will also provide any published material such as scientific publications, public deliverables and press releases.

In order to utilise synergies with other research projects addressing similar stakeholder groups, the communication and dissemination team has reached out to various related research projects and established networking relations, that will result in joint efforts. Projects will merge their efforts in order to increase the impact of the generated measures.

To introduce the project to relevant target groups and the general public, various communication activities have been carried out, such as press releases, newsletter articles and social media activities. Further activities and measures will follow with developing project progress based on the strategy presented in this document.



7 List of Abbreviations

Abbreviation	Description
3-CO	Concise Consumer Communication through Robust Labels for Bio-based Systems (name of the project)
B2C	Business-to-Consumers
BBP	Bio-based Products
C&D	Communication and Dissemination
CDP	Communication and Dissemination Plan
D	Deliverable
EC	European Commission
EPG	Ethical Project Guidelines
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicator
LCS	Labelling and Certification Schemes
M	Month
MS	Milestone
NOVA	nova-Institut für politische und ökologische Innovation GmbH
OA	Open Access
T	Task
WP	Work Package



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