



REDONDO

REVERSIBLY DESIGNED CROSS-LINKED POLYMERS

D8.3 INTERIM PLAN FOR DISSEMINATION INCLUDING COMMUNICATION ACTIVITIES

Work Package 8
[Communication, Dissemination and Exploitation]

Prepared by RDC Informatics

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EXECUTIVE SUMMARY

This document, Deliverable D8.3, outlines the interim plan for dissemination and communication activities for the REDONDO project. Building upon the foundations laid in the initial dissemination plan (Deliverable D8.2), this report evaluates the effectiveness of the communication strategies employed during the project's 24-month phase and proposes adjustments to enhance outreach and engagement efforts moving forward.

The primary goal of this interim plan is to ensure the continued visibility and impact of the REDONDO project among its target audiences, which include stakeholders in the chemicals and polymers sectors, relevant European and international initiatives, and the general public with an interest in sustainable development. Through a combination of traditional and digital communication channels, the project has successfully raised awareness of its objectives and progress.

Key dissemination activities covered in this report include the ongoing use of the project website, social media platforms, newsletters, and audio-visual materials. Additionally, participation in conferences, workshops, and other events has been critical in establishing REDONDO's presence in the scientific and industrial communities.

The interim plan also emphasizes the importance of evaluating the effectiveness of these activities. Feedback from stakeholders, coupled with quantitative metrics such as website traffic and social media engagement, has informed a series of recommended adjustments. These adjustments aim to optimize the project's communication strategy, ensuring that it remains dynamic and responsive to the needs of its audience.

As the REDONDO project progresses, this interim dissemination plan will serve as a living document, guiding the communication efforts that are essential to achieving the project's long-term goals. The strategies outlined herein will continue to be refined and adapted to maximize the project's impact and ensure that its innovative solutions for sustainable materials receive the attention they deserve.

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TABLE OF ABBREVIATIONS

Abbreviation	Definition
CA	Consortium Agreement
HE	Horizon Europe
rPEX	Reversibly Designed Cross-linked Polymers
SusbD	Sustainable by Design
SbD	Safe by Design
DCSYM	Design and Control Systemic Methodology

1. Introduction

About REDONDO

REDONDO (Reversibly Designed Cross-linked Polymers) is a Horizon Europe project that aims to produce recyclable, reversibly cross-linked polyethylene. Indeed, cross-linked polyethylene is a difficult to recycle material. REDONDO aims at achieving a fully reversible cross-linking process that will enable the production of sustainable-by-design cross-linked polyethylene that can further be applied to other cross-linked polymers.

Project's Goal and Impact

REDONDO project is aiming to develop a novel sustainable-by-design reversibly cross-linked polyethylene (rPEX) for piping (construction and utility market) and cable applications (photovoltaic market).

REDONDO will revolutionize the PEX formulation process, enabling the industry to further substitute or decrease its reliance on other harmful materials (in certain applications). Additionally, REDONDO will introduce the use of biobased and green additives, such as lignin and cellulose, further increasing the sustainability of the end products. The technological advancements brought by REDONDO will open up a multitude of new business opportunities for the EU recycling industry, while the project's contribution to increased product safety will be invaluable for the consumers and the general public.

The potential expansion of rPEX to other applications besides pipes and cables, due to the expected property enhancement, but also the extension of similarly based scientific advancements of reversibility to other polyolefins, is expected to contribute to the resilience and sustainability potential of the European polymer value chain, supporting the twin green and digital transformation, in several ways. REDONDO will contribute to the circular transition, with beneficial long-term impacts on the European polymer manufacturing value chain.

REDONDO's Dissemination and Communication Tasks

RDC is leading the dissemination and communication tasks of the project, in close collaboration with WP8's leader, AXIA Innovation and the rest of the partners. More specifically all dissemination and communication works are described in the project's grand agreement under:

- Task 8.1: Communication channels and tools
- Task 8.2: Dissemination and outreach

REDONDO's communication and dissemination tasks aims to:

- Build the project's visibility and reputation and prepare the audience for a higher acceptance of its efforts and results.
- Communicate efficiently about the project results and raise awareness of the potential technological advancements REDONDO aims to bring, opening a multitude of new business opportunities for the EU.
- Present how the project's results can impact the manufacturing value chain in the long term.
- Showcase the use of rPEX in pipes and photovoltaic cable manufacturing.
- Maximize the uptake of the project's results by relevant stakeholders, such as the EU recycling industry and the scientific community.

2. Summary of Initial Plan for Dissemination & Communication

Deliverable D8.2 laid the groundwork for the REDONDO project's dissemination and communication strategy, detailing the approaches and tools that would be used to raise awareness and engage with key stakeholders. The document established the following core components:

Objectives

The primary objective of the initial dissemination plan was to promote the REDONDO project's goals and outcomes, ensuring that the knowledge generated reaches relevant stakeholders in the chemicals and polymers sectors, as well as the broader scientific community and the public.

Target Audiences

The plan identified several key target audiences, including:

- **Industry Stakeholders:** Companies and professionals within the chemicals and polymers industries.
- **Scientific Community:** Researchers and institutions interested in sustainable materials and technologies.
- **Policymakers and Regulators:** European and international bodies responsible for setting policies related to sustainability.
- **General Public:** Individuals and groups with an interest in environmental sustainability and innovative technologies.

Communication Tools and Channels

The initial plan outlined the tools and channels that would be used to disseminate information, including:

- **Project Website:** A central hub for all information related to REDONDO, providing updates, publications, and multimedia content.
- **Social Media:** Platforms like LinkedIn and Facebook were used to share updates, engage with the public, and foster a community around the project.
- **Newsletters:** Regular newsletters were sent to stakeholders, providing updates on project milestones, events, and new developments.
- **Audio-Visual Materials:** Videos, infographics, and other visual content were created to communicate complex information in an accessible format.

Events and Engagement Activities

D8.2 detailed the participation in and organization of various events, including:

- **Conferences and Workshops:** These events were crucial for presenting REDONDO's research and fostering collaborations with other projects and institutions.
- **Webinars and Online Meetings:** These provided additional opportunities for outreach, particularly during times when in-person events were limited.

Monitoring and Evaluation

The initial plan included provisions for monitoring the effectiveness of the dissemination activities. Key performance indicators (KPIs) were established to track the reach and impact of the project's communication efforts.

Future Directions

Finally, D8.2 identified areas for further development, recognizing that the dissemination strategy would need to evolve as the project progressed and new challenges and opportunities emerged.

Deliverable D8.2 is publicly available online, through REDONDO's official website, under the link: https://www.redondo-project.eu/CMS/site/files/Redondo_D8.2.pdf

3. Reporting on communication channels and digital presence, dissemination, and communication.

3.1 REDONDO Website

Logical Design

Moving forward the REDONDO's website design and development, the following matters were taken into consideration, as described in table 2.

Table 1 - REDONDO's website serving goals and technical aspects.

Serving Goals	Technical Aspects
The main online interface , between the project and targeted user groups.	User-first design , with easy-to-read text content as well as multiple infographics and photos.
A gateway between existing knowledge, project results and stakeholders.	Navigation structure helping users find quickly the right information through project specifications, details and updates.
An important dissemination route , providing information about the project's objectives, achievements, and the consortium.	Responsive and fast to load.
A portal for other communication methods such as blog, newsletters and social media.	Future-proof design to host all the future developments in the right place for easy access
Will act as a collaboration hub for the project's partners	Omni-channel communication integrating social media channels
	Integrate REDONDO's dedicated Partner's Area (portal)

To better define the optimal categorization of the website contents based on the stakeholders' browsing experience needs, RDC applied a systemic analysis of the major website contents in order to better shape the website's logical design.

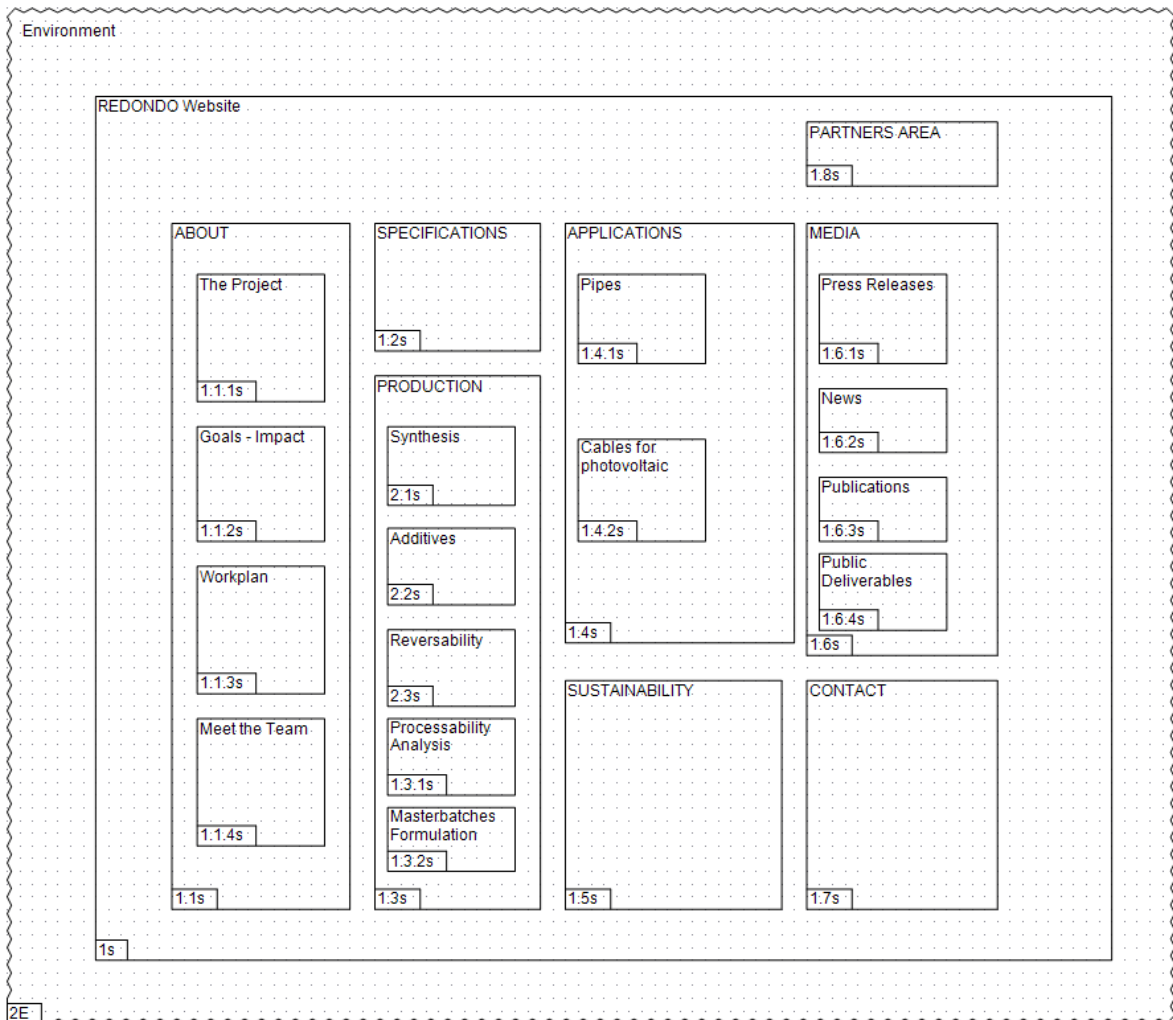


Figure 1 - REDONDO's Website Systemic Analysis using DCSY Methodology & Case Tool

Prototyping

After the initial sitemap determination, RDC proceeded with the website's prototyping, designing the user interface utilizing all the available branding elements where available at that time.

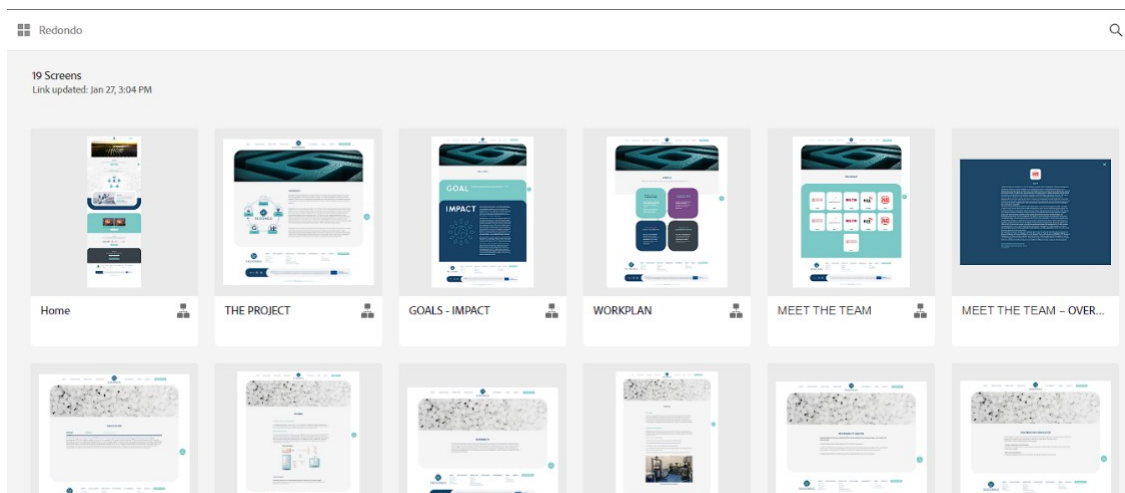


Figure 2 - REDONDO's website design artboards preview

Development

Upon the approval of both logical and graphical design, RDC developed REDONOD's website which was published at the end of 3M under the URL: www.redondo-project.eu

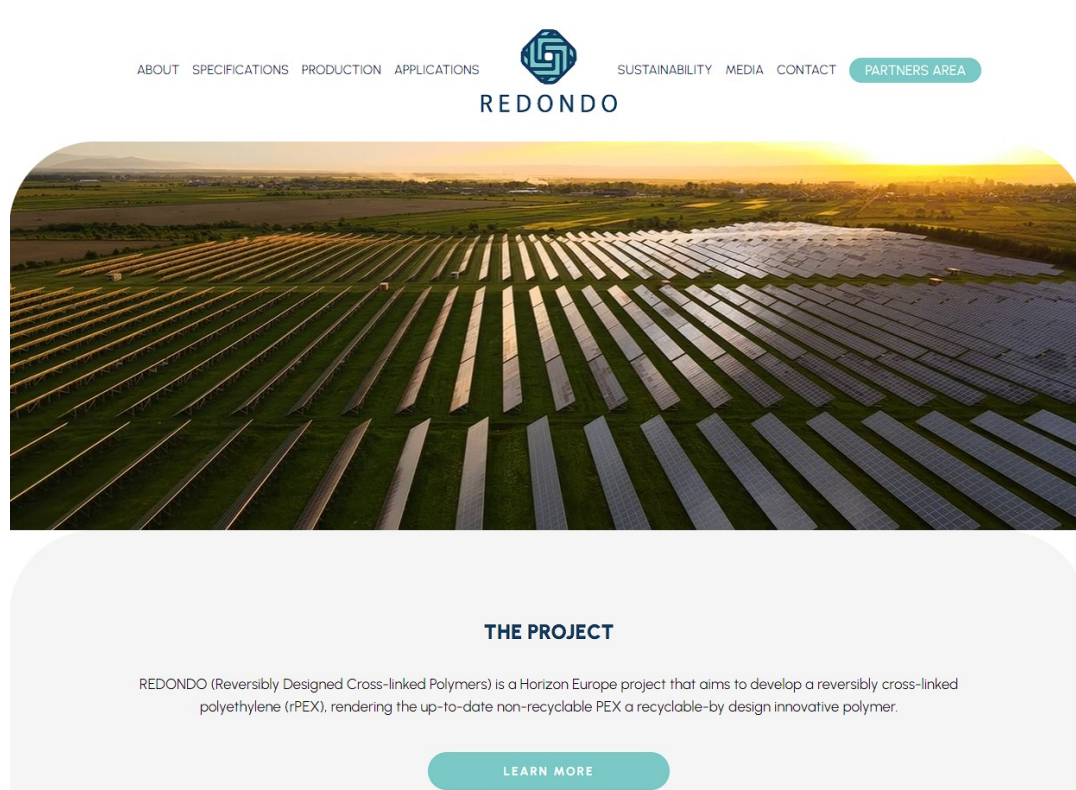


Figure 3 - A preview of REDONDO's website home page

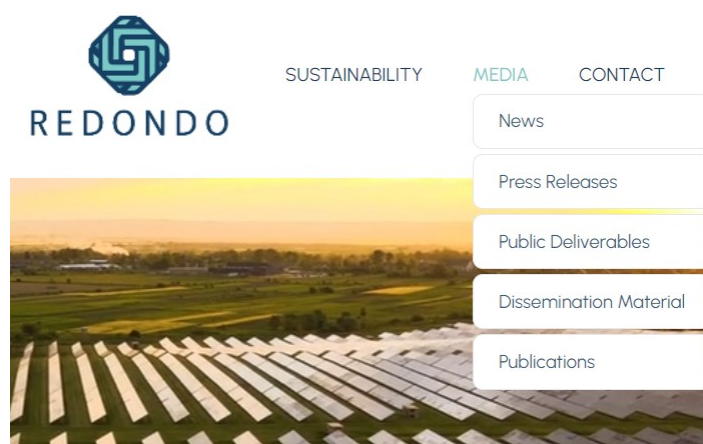
The website has been designed to be future-proof, with a content management system that simplifies its content updates with a plethora of media types such as text, images, and videos.

A newsletter subscription mechanism has also been implemented as well as a connection to REDONDO's social media channels in order to better expose the project's goals and progress, to the targeted audiences.

Website Content

Up to this date, the website has been regularly updated with content, including press releases, news and public deliverables of the project. Besides all the general information about the project that has been organized in main browsing categories, the website also hosts:

- 2x News articles
- 4x Press releases
- 2x Public deliverables
- 4x downloadable dissemination assets
- 1x Scientific publication



All contents are available online and has been communicated through social media channels.

Website Analytics

Extended metrics and KPI monitoring of the website's activity, were sourced through Google Analytics (GA). GA platform provides meaningful insights on website's traffic including the number of visitors, the engagement rate, as well extended demographics.

From M3 of the project's lifecycle where the website went live up to month 24, the project's website traffic figures are presented in the following table:

EVENTS	COUNT
New Website Users *	1.506
Engaged Sessions **	2.141
Total Page Views ***	7.336

**The number of users who interacted with your site for the first time.*

***The number of sessions that lasted longer than 10 seconds, or had a key event, or had 2 or more screen or page views.*

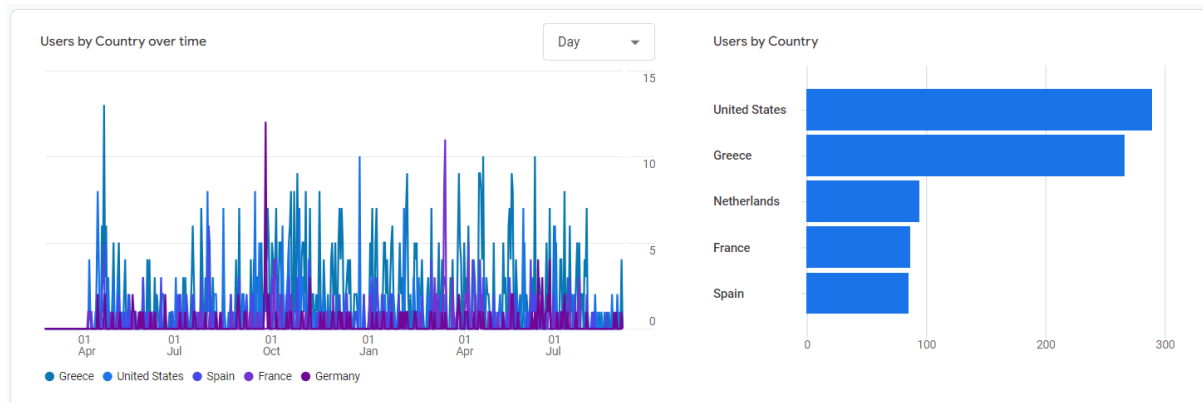
****The number of pageviews on a website in the selected date range.*

The website's traffic has been positively affected by the effective Search Engine Optimization (SEO) applied to the website as well as the frequent and consistent posting activity on REDONDO's social media channels, regarding the project's details and progress.

In terms of which website page gained the highest traffic during the same period, the 10 most popular pages were the following, starting with the most viewed first:

1. Website home page: www.redondo-project.eu/
2. Meet the team: www.redondo-project.eu/en/static/meet-the-team
3. Sustainability: www.redondo-project.eu/en/static/sustainability
4. The Project: <https://www.redondo-project.eu/en/static/project>
5. Press Releases: www.redondo-project.eu/en/normal/4/categories
6. Contact: www.redondo-project.eu/en/normal/contact
7. Specifications: www.redondo-project.eu/en/static/specifications
8. Goals-Impact: www.redondo-project.eu/en/static/goals-impact
9. News: www.redondo-project.eu/en/normal/1/categories
10. Workplan: www.redondo-project.eu/en/static/workplan

Demographic details shown that most of the website users are based in the United States, with Greece and Netherlands following to the second and third place, among the countries with the highest number of unique page visitors.

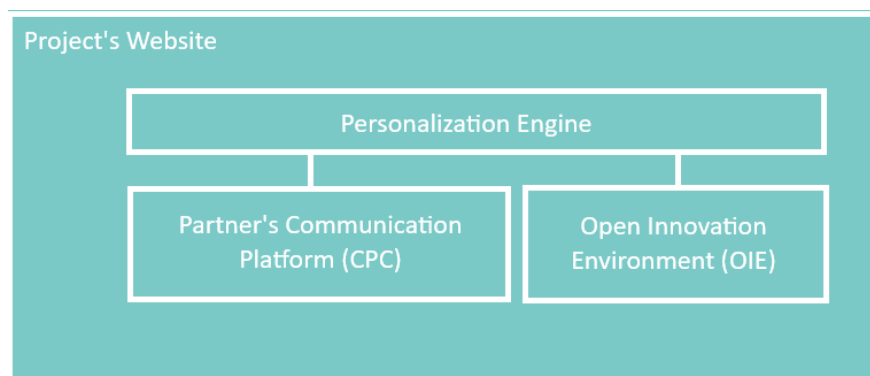


- 1 United States
- 2 Greece
- 3 Netherlands
- 4 France
- 5 Spain
- 6 Finland
- 7 Germany
- 8 Sweden
- 9 Portugal
- 10 Austria

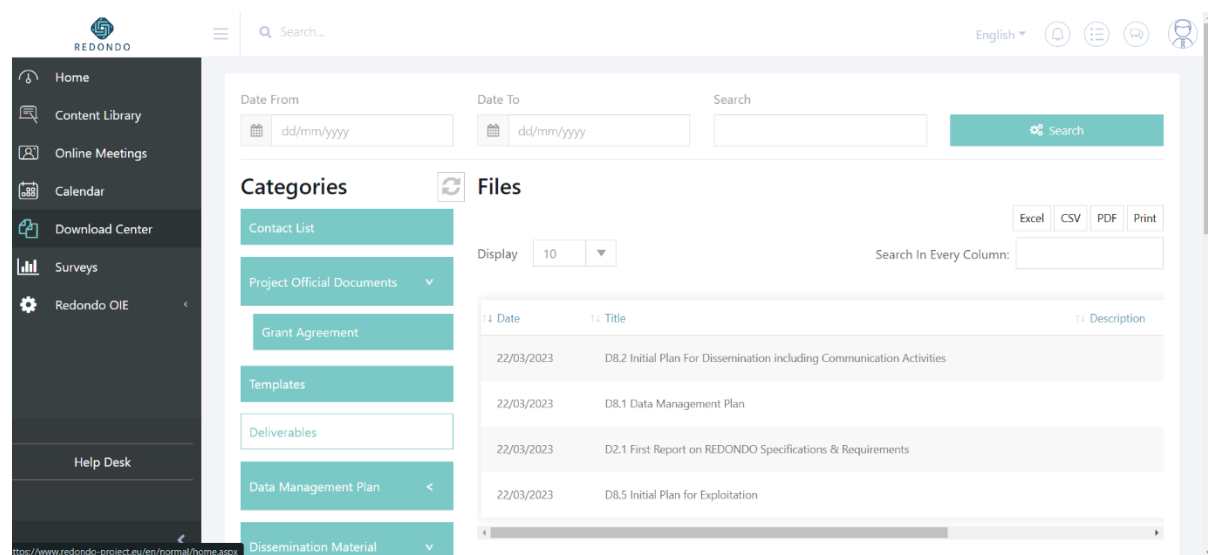
The website's overall traffic is also expected to be significantly increased as the project progresses, more results become available to be disseminated, and therefore more content will be uploaded.

REDONDO Partner's Area

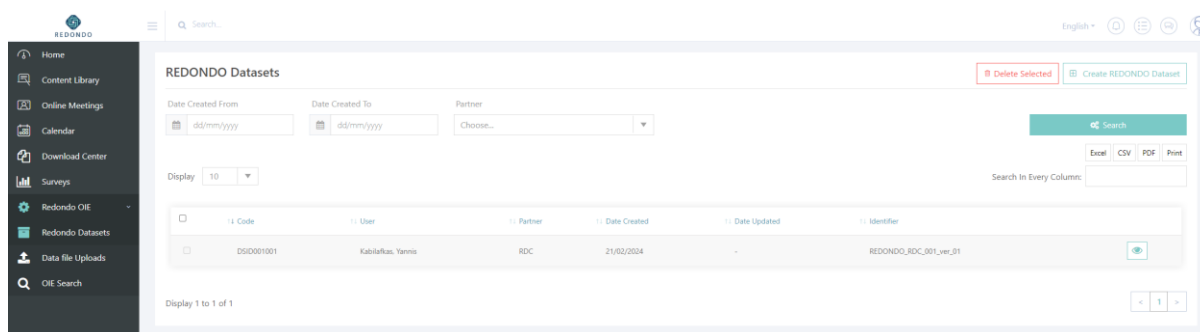
Alongside with the website development for the public, RDC also developed and encapsulated the Partner's Area Platform, a single access point to collaboration tools and resources for all partners, including a unique digital repository where all contents (documented information) produced within Redondo project (presentations, meetings, common/shared files, etc) are stored and shared among Consortium partners, reducing costs and time by increasing productivity.



Partner's area consists of two main subsystems, using a unified personalization engine that defines the access rights and levels for each partner. The partner's communication platform (PCP), manages and stores the consortium meetings, embeds collaboration tools such as surveys and notifications, and hosts a download center, a unified space for file sharing and distribution within the consortium.



REDONDO's Open Innovation Environment (OIE) is the second subsystem of the PCP, which includes the tools for the successful implementation of Redondo's Data Management Plan Strategy. OIE is a secure place where research data produced within the project are categorized, tagged and achieved according to FAIR principles, implementing simultaneously limitations and provisions of each partner's policy regarding data sharing and IP restrictions.



REDONDO's Data Management Plan (DMP), has been described in detail in project's deliverable "D8.1- Data Management Plan" which was submitted on M6. Deliverable D8.1 is publicly available and can be accessed under the following link: https://www.redondo-project.eu/CMS/site/files/Redondo_D8.1.pdf

As the project progresses, the DMP will be continuously upgraded based on the work specifications and Horizon Europe guidelines. REDONDO's OIE has been also integrated with Zenodo open science repository, which allow partners automatically publish any - open access assigned- dataset, to Redondo's community in Zenodo (<https://zenodo.org/communities/redondo>), directly through OIE platform.

3.2 Social Media

Visual Identity

RDC created graphic guidelines to be specifically for the project's social media channels (e.g. Facebook) to ensure the coherency of REDONDO's visual identity system on all dissemination & communication activities.

These guidelines include technical specifications and templates for REDONDO's content creation on social media.



Figure 4 - Part of REDONDO's social media visual guidelines

After the approval of these guidelines by the project coordinator, RDC created REDONDO's social media channels on Facebook and LinkedIn.

Facebook: www.facebook.com/redondoprojecteu

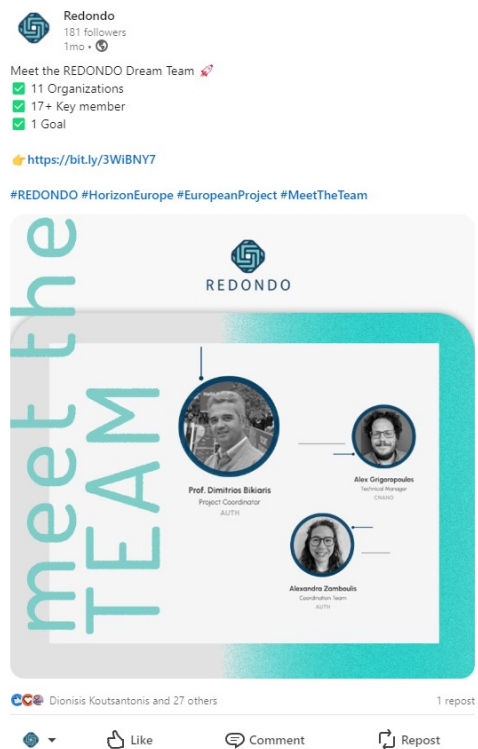
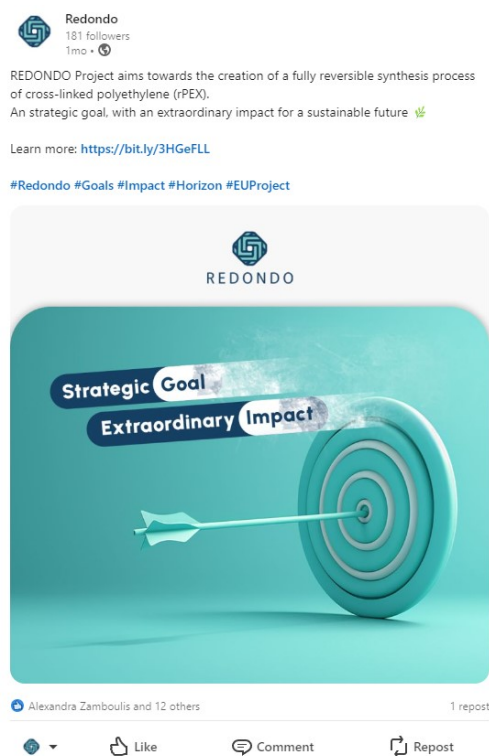
LinkedIn: www.linkedin.com/company/redondo-rpex

LinkedIn

Up to August '24, REDONDO's LinkedIn page, has managed to achieve 181 followers and 1.330 unique page visitors, through the 70 post publications.

In total, REDONDO's LinkedIn page has recorded 2.244 reactions from LinkedIn users and 28.518 impressions so far.

Table 2 - - Indicative post from REDONDO's LinkedIn page timeline





Save the Date! Get ready for Redondo's upcoming Workshop "Polyethylene, an old material with unrivalled properties" which is going to take place in Montpellier, France on the 26th of September 2024.

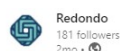
Stay tuned for information soon.

#REDONDO #HorizonEurope #EuropeanProject #Workshop #Montpellier



Dionisis Koutsantonis and 21 others

3 reposts



¡Hola, Compañeros! 🇪🇸 We're thrilled to announce that the Redondo Website is now available in Spanish! Check it out!

👉 <https://bit.ly/4eTZvIZ>

#REDONDO #HorizonEurope #EuropeanProject #Website #Spanish



You and 21 others

4 reposts



Download our latest dissemination material and spread the word of innovation!

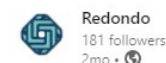
Find out more: <https://bit.ly/3UcBtKF>

#REDONDO #HorizonEurope #EuropeanProject #Nanomaterials #DisseminationMaterial



Dionisis Koutsantonis and 19 others

2 reposts



During Polymers 2024 Conference, Redondo partners had the opportunity to disseminate the goals and work progress of the project towards the synthesis of reversibly cross-linked polyethylene: inherently recyclable & sustainable-by-design.

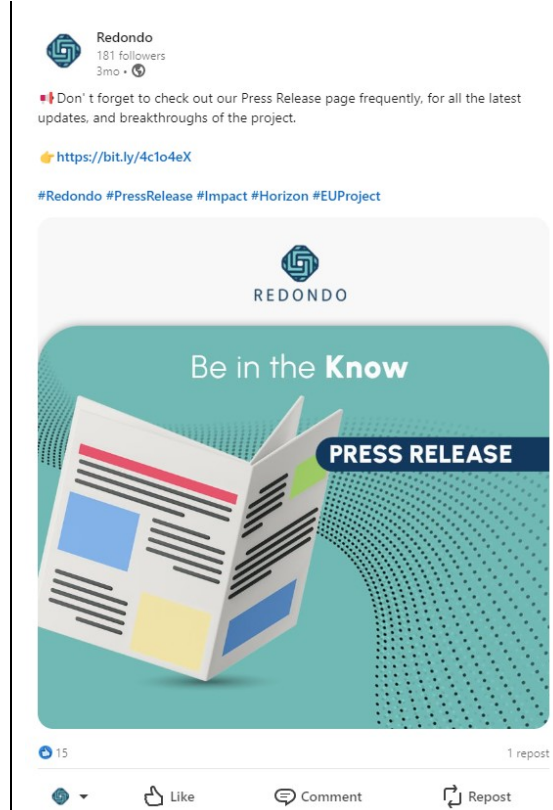
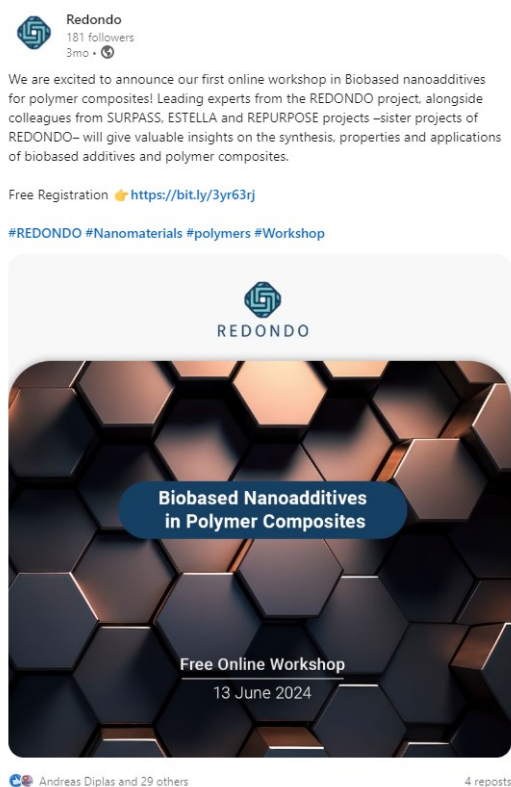
#polymers2024 #conference #posterpresentations #redondo #euproject



Dionisis Koutsantonis and 27 others

3 reposts





LinkedIn also provides metrics in terms of Follower Company size, job seniority and industry, for a maximum time period of 365 days.

Follower demographics ⓘ

Job function ▾

Research · 39 (21.5%)



Education · 28 (15.5%)



Program and Project Management · 13 (7.2%)



Engineering · 10 (5.5%)



Sales · 9 (5%)



Business Development · 8 (4.4%)



Operations · 8 (4.4%)



Media and Communication · 5 (2.8%)



Information Technology · 4 (2.2%)



Marketing · 4 (2.2%)



Figure 5 - REDONDO's LinkedIn Follower demographics based on Job function the last 12 months

Follower demographics ⓘ

Company size ▾

201-500 employees · 29 (16%)



1001-5000 employees · 25 (13.8%)



10,001+ employees · 19 (10.5%)



51-200 employees · 19 (10.5%)



1-10 employees · 16 (8.8%)



11-50 employees · 15 (8.3%)



501-1000 employees · 14 (7.7%)



5001-10,000 employees · 2 (1.1%)



Others · 42 (23.2%)



Figure 6 - - REDONDO's LinkedIn Follower demographics based on Company size during the last 12 months

Follower demographics ?

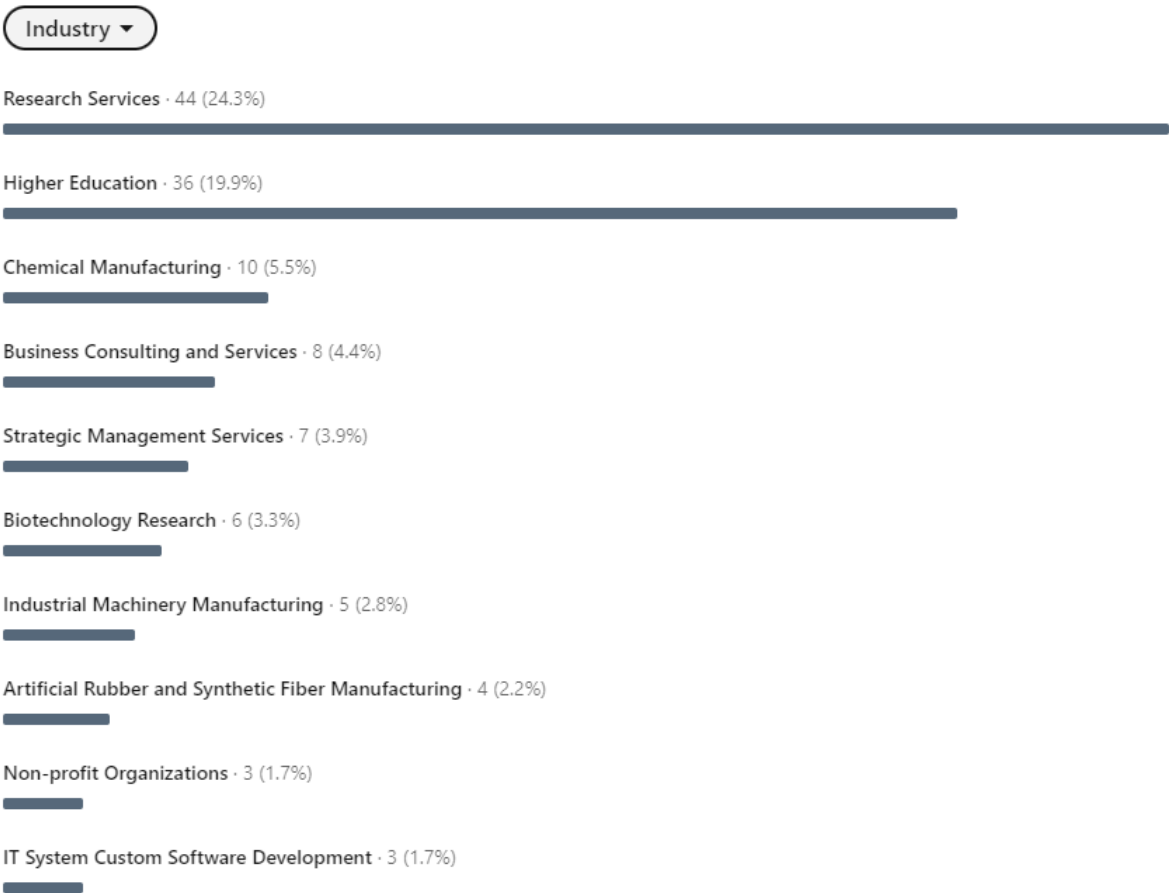




Figure 7 - REDONDO's LinkedIn Follower demographics based on Industry during the last 12 months

The above-mentioned demographics indicate that REDONDO’s LinkedIn page and content are well positioned, attracting interest from the target audiences set in the initial dissemination and communication plan such as medium and large sized companies and large enterprises, from the industry fields of research, chemical manufacturing and NGOs.

Facebook

Up to August '24, REDONDO’s Facebook page, has managed to achieve 35 followers and 1.689 users reach, through the 71 post publications. In total, REDONDO’s page has recorded 554 reactions from Facebook users so far.

Table 3 - Indicative post from REDONDO's Facebook page timeline

<div><div><div><div><div><div></div><div>Redondo</div></div><div><div></div><div>17 April · 🌐</div></div></div><div><p>Redondo will actively participate in the Polymers 2024 conference in Athens with various poster presentations. The posters will span a multitude of aspects of the project, including the synthesis of biobased nanofillers and HDPE-based composite materials, cable recycling and market uptake studies. The coordinator and major actors of the project will be in attendance to update stakeholders on the project's progress and developments.</p><p>Learn more: https://bit.ly/4cWv4dD</p><p>#REDONDO #Nanomaterials #polymers #conference</p></div></div></div><div><div><div></div><div>REDONDO</div></div><div><div><div><div>Polymers</div><div>2024</div><div>Conference</div></div><div><div>Polymers</div><div>for a Safe & Sustainable Future</div></div></div><div></div><div><div>28-31 May 2024 Athens, Greece</div></div></div></div></div>	<div><div><div><div></div><div>Redondo</div></div><div><div></div><div>10 April · 🌐</div></div></div><div><p>The 1st official REDONDO team publication is available online! Discover the REDONDO's Publications page and stay informed about the latest developments towards the development of a SbD rPEX.</p><p>Learn more: https://bit.ly/4cOt1s6</p><p>#REDONDO #HorizonEurope #EuropeanProject #Nanomaterials #Publications</p></div></div>
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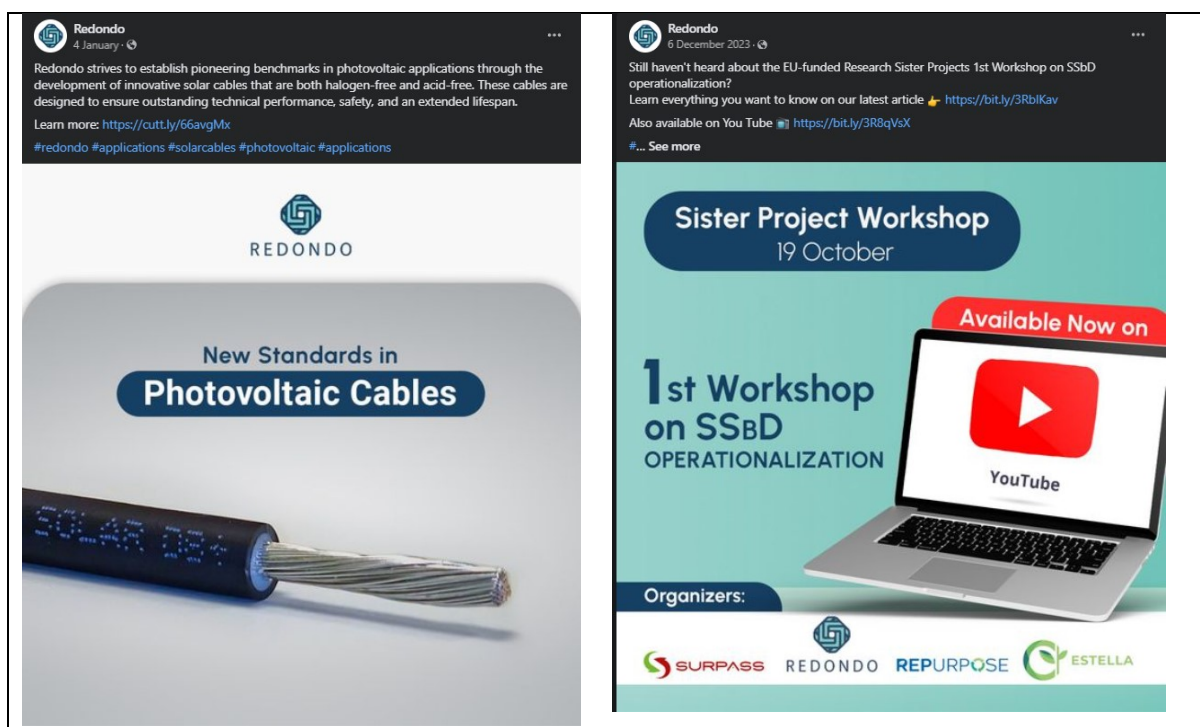


REDONDO

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3.3 Dissemination Material

Infographic

RDC has created a high-resolution infographic based on existing drafts, presenting REDONDO's "sustainable and safety by design" approach.



Figure 8 - REDONDO's infographic preview

This infographic will be available to all partners to be used for communication purposes with the general public and will be disseminated through the project's digital channels (project's website, e-newsletter and social media channels) and at relevant events.

Roll Up Banner

A signature roll-up banner has already been designed by RDC and distributed to the project's partners, to promote the visibility of REDONDO at events and conferences.

Reversibly Designed Cross Linked Polymers



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Trifold leaflet

A trifold leaflet was designed from RDC including all the reference information about Redondo project.

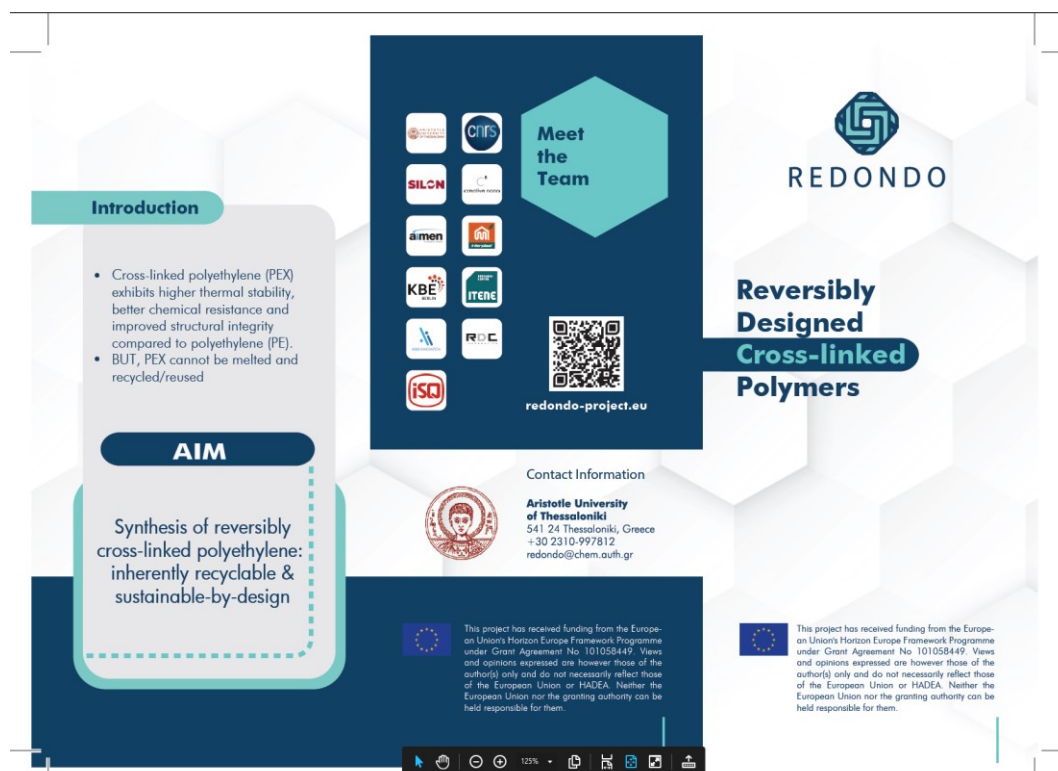


Figure 9 - REDONDO trifold leaflet side A



Figure 10 - REDONDO trifold leaflet side B

The trifold leaflet has been printed in more than 1.000 copies and distributed to stakeholders from several partners, during physical events.



Figure 11 - Presenting the printed dissemination material to the consortium during the 12M Consortium meeting in Munich, Germany

Poster

A poster was also designed to include all the key information about the project and its goals. The poster has been also distributed to all partners and has been used in several physical events.

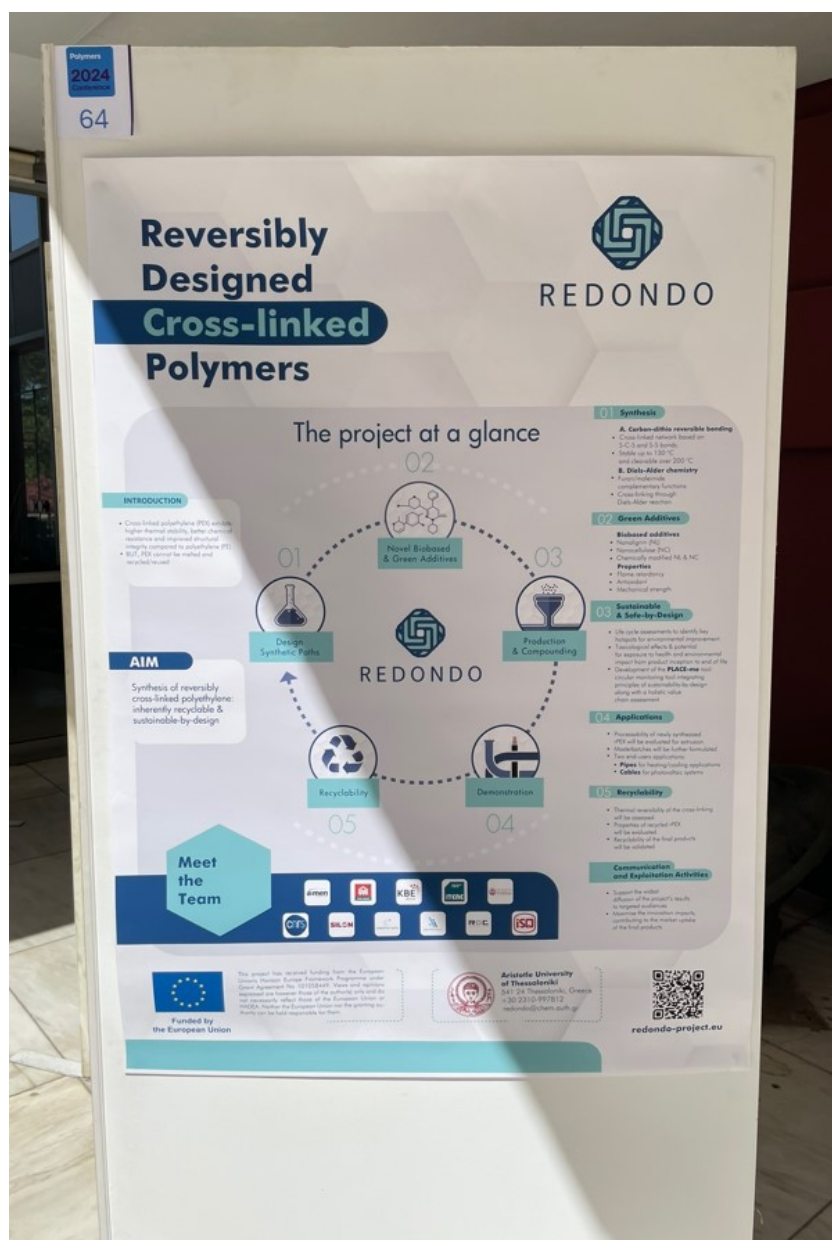


Figure 12 - REDONDO poster has been exposed at the poster presentation session during Polymers 2024 International Conference in Athens, May 2024

The trifold leaflet and the poster have been already translated in the Spanish language in order to better support the project's dissemination at a national level. The Greek version of the dissemination material has been already decided to follow by the consortium, within the upcoming months.

All dissemination material produced have been shared to partners for further dissemination purposes, while at the same time been publicly available to download, on the project's website, under the following link: <https://www.redondo-project.eu/en/static/dissemination-material>.

3.4 Events

During the first 24 months, REDONDO has been already showcased in several online and physical events, including conferences, exhibitions and workshops, focusing on specific target audiences each time. The events are described below:

BEYOND Expo 2023 | 24-26 May 2023 | Thessaloniki, Greece

REDONDO EU funded research project was showcased during BEYOND 2023 technology and innovation exhibition, that took place in Thessaloniki, Greece from 24-26 May 2023 where Konstantinos Koutsantonis from [RDC Informatics](#) and Hector Torres from [ITENE - Centro tecnológico](#) had the chance to inform the visitors about the project's goals and plans.



Nano Safe Conference 2023 | 7 June 2023 | Grenoble, France



A pitch of REDONDO project was delivered on 7th June 2023, by our partner ISQ, in a Safe and Sustainable by Design of advanced plastics session, together with sister projects (SURPASS, REPURPOSE, ESTELLA), where there was the opportunity to disseminate REDONDO and describe our strategy for the implementation of the Safe and Sustainable by Design Framework.

EuroNanoForum 2023 | 11-13 of June 2023 | Lund, Sweden

Redondo project participated to the EuroNano Forum 2023 in Lund. [ISQ](#) and AUTH were there to discuss the biobased nanomaterials that will be synthesized during the project and the safe- and sustainable-by-design approaches that will be implemented.



Safe & Sustainable by Design Workshop | 19 October 2023 | Online



Four European projects joint their forces, in a unique online workshop, for a deep dive into the methodologies that drive innovation in sustainability. Lya G. Soeteman-Hernandez, from the IRISS project, presented the Safe and Sustainable by Design (SSbD) framework, the necessity of changing the current framework and evolving towards a new mindset where safety and sustainability are considered from the design of products. Then each sister project presented the methodologies that will be applied within each project to implement SSbD practices. The workshop was closed by a very fruitful open discussion where ideas were exchanged and topics of interest for the next workshops were identified.

1st Aristotle Conference on Chemistry (ACC) | 12-15 November 2023 | Thessaloniki, Greece

2023 marks the 80th anniversary of the School of Chemistry of the Aristotle University of Thessaloniki and it was celebrated with the 1st Aristotle Conference on Chemistry (ACC). REDONDO enthusiastically participated in this significant event. During the conference, Pr. Bikiaris presented the concept of REDONDO and Christina Samiotaki showcased research on HDPE/lignin composite materials, developed in Work Package 4 (WP4).



14th Hellenic Polymer Society International Conference (POLYCONF14) | 22-25 November 2023 | Thessaloniki, Greece

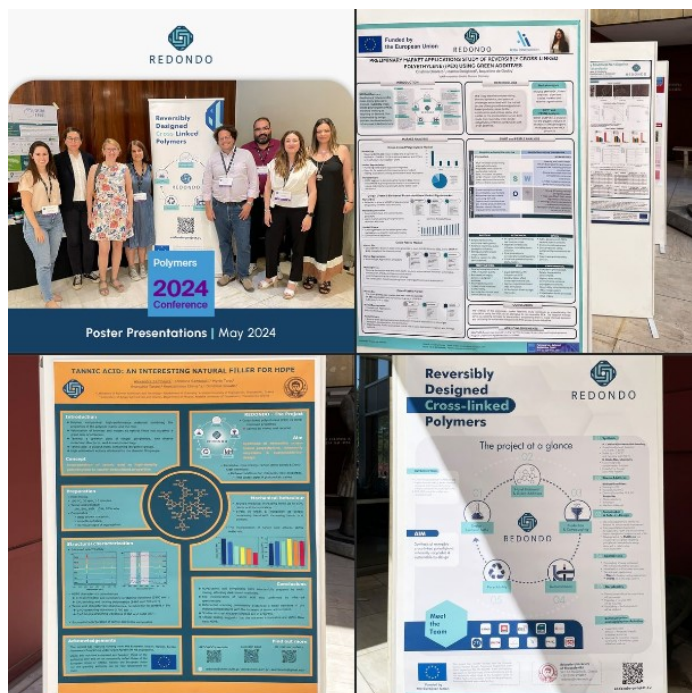


Redondo was showcased at the 14th Hellenic Polymer Society International Conference (POLYCONF14), 22-25 November, in Thessaloniki Greece.

Alexandra Zamboulis and Christina Samiotaki presented the project and the work carried out by AUTH with both oral and poster presentations.

Polymers 2024 International Conference | 28-31 May 2024 | Athens, Greece

During Polymers 2024 Conference, Redondo partners had the opportunity to disseminate the goals and work progress of the project towards the synthesis of reversibly cross-linked polyethylene: inherently recyclable & sustainable-by-design, through oral and poster presentations, and an information booth.



Biobased Nano additives in Polymer Composites Workshop | 13 June 2024 | Online



RDC organized and hosted online the workshop, where leading experts from the REDONDO project, along with colleagues from related projects (SURPASS, ESTELLA, and REPURPOSE), shared valuable insights on the synthesis, properties, and applications of biobased additives and polymer composites.

UPCOMING | Polyethylene, an old material with unrivalled properties Workshop | 26 September 2024 | Montpellier, France

In the framework of the European project REDONDO (Reversibly Designed Cross linked Polymers, www.redondo-project.eu), ICGM is co-organizing with RDC and hosting a one-day workshop dedicated to polyethylene (PE), the most simple polymer and one of the oldest, yet, by far the most produced polymer in the world. Owing to its outstanding properties and versatility, PE is used in innumerable applications from mundane plastic bags to life saving prosthetics. This workshop, organised around invited lectures given by experts from universities and from the private sector of this polymer material, will provide a detailed overview of the syntheses, modifications, properties, ageing, vitrimerisation, and recycling strategies and methods, as well as the future directions of research and development that should be envisaged for this outstanding polymer. Microsite: <https://frevent.redondo-project.eu/>



4. Conclusions

In conclusion, the REDONDO project has demonstrated a robust commitment to effective communication and dissemination over the initial 24 months, establishing a strong foundation for continued success. Through a strategic combination of digital and traditional outreach methods, including the project website, social media channels, and active participation in conferences and workshops, REDONDO has successfully engaged a diverse range of stakeholders. These efforts have not only increased awareness of the project's goals and achievements but also positioned REDONDO as a key player in the development of sustainable-by-design cross-linked polyethylene.

The website has served as a central hub, offering detailed insights into the project's objectives, progress, and results. With regular updates, multimedia content, and user-friendly navigation, the site has attracted traffic, particularly from key regions such as the United States, Greece, and the Netherlands. The implementation of an SEO strategy and the integration of social media have further amplified the project's reach, as evidenced by the steady growth in follower engagement and page visits on platforms like LinkedIn and Facebook.

The production and distribution of high-quality dissemination materials, including infographics, roll-up banners, trifold leaflets, and posters, have enhanced the visibility of REDONDO at various international events. These materials, translated into multiple languages, have facilitated effective communication with both local and global audiences, reinforcing the project's commitment to inclusivity and broad impact.

Moreover, the project's participation in numerous high-profile events has allowed REDONDO to showcase its innovative research and foster collaborations with other key initiatives in the field. These events have provided invaluable opportunities for direct interaction with industry professionals, researchers, and policymakers, further solidifying REDONDO's reputation as a leader in sustainable polymer research.

As REDONDO moves forward, the project will continue to refine its communication strategies, adapting to emerging challenges and opportunities. The ongoing evaluation of dissemination activities, informed by both qualitative feedback and quantitative metrics, will ensure that the project's outreach efforts remain dynamic and responsive to the needs of its audiences. By maintaining a focus on effective communication, REDONDO is well-positioned to achieve its long-term objectives, contributing significantly to the resilience and sustainability of the European polymer value chain and supporting the broader goals of the Horizon Europe program.