



REDONDO

**REVERSIBLY DESIGNED CROSS-LINKED  
POLYMERS**

**D8.2  
INITIAL PLAN FOR DISSEMINATION INCLUDING  
COMMUNICATION ACTIVITIES**

Work Package 8  
[Communication, Dissemination and Exploitation]

Prepared by RDC Informatics

27.02.2023

## Deliverable Information

|                          |                      |
|--------------------------|----------------------|
| Responsible Partner:     | RDC Informatics      |
| Work Package:            | 8                    |
| Contributing Partner(s): | all                  |
| Dissemination Level:     | PU - Public          |
| Type:                    | R — Document, report |
| Due Date:                | 28.02.2023           |
| Submission Date:         | 24.02.2023           |
| Version:                 | 1.0                  |

## Project Profile

|            |   |
|------------|---|
| Program    | HORIZON EUROPE  |
| Call       | HORIZON-CL4-2021-RESILIENCE-01  |
| Topic      | A DIGITISED, RESOURCE-EFFICIENT AND RESILIENT INDUSTRY 2021<br>(HORIZON-CL4-2021-RESILIENCE-01) |
| Number     | 101058449   |
| Acronym    | REDONDO   |
| Title      | Reversibly Designed Cross- linked Polymers  |
| Start Date | 01/09/2022  |
| Duration   | 48 Months   |

## Document History

| Version | Date       | Author   | Remarks |
|---------|------------|--|---------|
| 1       | 27.02.2023 | Konstantinos Koutsantonis, Dionisis Koutsantonis |         |
|         |            |  |         |

## EXECUTIVE SUMMARY

Deliverable 8.2 constitutes one of the first deliverables of REDONDO's Work Package 8, concerning the initial plan for dissemination, including reporting of the initial preparation of communication and digital presence. The present report establishes the communication and dissemination strategy for the REDONDO project and includes all the relevant activities that have been deployed so far. The plan will be reviewed continuously aiming to keep the viability of the communication strategy aligned with the project's evolution.

The overall strategy set in this document aims to build REDONDO's visibility and reputation and to boost the uptake of the project's results by the targeted audiences. The ultimate goals are to maximize the impact and relevance of REDONDO's work to society and show how the collaborative work within the European research and innovation scene can contribute to the circular transition, with beneficial long-term impacts on the European polymer manufacturing value chain.

This document contains the detailed scope of the project:

- Purpose of the communication and dissemination strategy ("Why")
- Key target audiences ("Who")
- Main key messages and communication goals ("What")
- Communication tools and channels ("How")
- Expected timeline for each activity ("When")
- Dissemination and communication activities which have already been implemented during the first months of the project's lifespan.

As the leader of project Task 8.1 and 8.2, RDC will implement the communication and dissemination activities in collaboration with the WP8 Leader AXIA Innovation and support the consortium members in any related matters. All partners will be involved in the communication and dissemination efforts and contribute to the impact and success of the project's communication strategy.

## Table of contents

|  |           |
|--|-----------|
| <b><i>Deliverable Information</i></b> .....  | <b>2</b>  |
| <b><i>Project Profile</i></b> .....  | <b>3</b>  |
| <b><i>Document History</i></b> .....   | <b>3</b>  |
| <b>1. Introduction</b> .....   | <b>7</b>  |
| <b>1.1. About REDONDO</b> .....  | <b>7</b>  |
| <b>1.2. Project’s Goal and Impact</b> .....  | <b>7</b>  |
| <b>2. Communication and Dissemination Plan</b> .....   | <b>8</b>  |
| <b>2.1 Purpose – Why?</b> .....  | <b>8</b>  |
| <b>2.2 Target audiences - Who?</b> .....   | <b>8</b>  |
| <b>2.3 Communication Goals - What?</b> .....   | <b>9</b>  |
| <b>2.4 Communication tools and channels - How?</b> .....   | <b>10</b> |
| <b>2.4.1 Communication Supporting Materials</b> .....  | <b>10</b> |
| Communication and Dissemination Spreadsheet .....  | 11        |
| Communication guide .....  | 11        |
| <b>2.4.2 Main Activities</b> .....   | <b>11</b> |
| Communication Templates .....  | 11        |
| Social Media visual identity .....   | 11        |
| Project Website .....  | 11        |
| Press Releases .....   | 12        |
| E-mail – Newsletters .....   | 12        |
| Blog Articles .....  | 12        |
| Scientific publications .....  | 12        |
| Audio-visual materials .....   | 12        |
| Infographics .....   | 12        |
| Social media .....   | 13        |
| LinkedIn .....   | 13        |
| Facebook .....   | 13        |
| Workshops and Stakeholder Engagement Workshops .....   | 13        |
| Final conference .....   | 13        |
| Others .....   | 13        |
| <b>3. Reporting on the initial preparation of communication channels and digital presence, dissemination, and communication.</b> ..... | <b>15</b> |
| <b>3.1 REDONDO Website</b> .....   | <b>15</b> |
| Logical Design .....   | 15        |
| Prototyping .....  | 16        |
| Development .....  | 17        |

|                               |           |
|-------------------------------|-----------|
| <b>3.2 Social Media .....</b> | <b>18</b> |
| Visual Identity.....          | 18        |
| Social Media Posts.....       | 19        |
| <b>3.3 Others.....</b>        | <b>20</b> |
| Infographic.....              | 20        |
| Roll Up Banner.....           | 21        |
| <b>4. Conclusions.....</b>    | <b>22</b> |

## LIST OF TABLES

|   |    |
|---|----|
| Table 1 - Summary of the target audiences, goals and key messages and communication tools for REDONDO ..... | 9  |
| Table 2 – Indicative key performance indicators relating to dissemination activities .....                  | 14 |
| Table 3 - REDONDO's website serving goals and technical aspects. ....                                       | 15 |

## LIST OF FIGURES

|   |    |
|---|----|
| Figure 1 - REDONDO's Website Systemic Analysis using DCSY Methodology & Case Tool ..... | 16 |
| Figure 2 - REDONDO's website design artboards preview.....                              | 16 |
| Figure 3 - A preview of REDONDO's website home page.....                                | 17 |
| Figure 4 - REDONDO'S website visitors Audience Overview - Google Analytics .....        | 18 |
| Figure 5 - Part of REDONDO's social media visual guidelines .....                       | 18 |
| Figure 6 - REDONDO's social media posts on Facebook .....                               | 19 |
| Figure 7 - REDONDO's infographic preview.....   | 20 |

## 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

### 1.1. 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.

### 1.2. 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.

## 2. Communication and Dissemination Plan

The present report sets a tailored communication and dissemination strategy aiming to build REDONDO's visibility and reputation and boost the uptake of the project's results by the relevant audiences. The ultimate goals are to maximize the impact and relevance of REDONDO's work to society and show how the collaborative work within the European research and innovation scene will have direct impacts on the production of cleaner, toxic- and pollutant-free materials.

RDC is responsible to design and deploy communication and dissemination activities and to provide guidance and support to the consortium members in any related matters in accordance with WP8's Task 8.1 and Task 8.2, of the Grand Agreement (GA).

All partners will be involved in different degrees in communication and dissemination efforts.

### 2.1 Purpose – Why?

The main purpose of REDONDO's communication and dissemination activities is to ensure that project's mission and outcomes are conveyed to relevant audiences in ways that support the project's growth and success.

REDONDO's communication and dissemination plan 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.

### 2.2 Target audiences - Who?

- Policymakers from national scientific organizations
- End-users from the Business sector (emerging firms and established companies)
- The recycling industry
- Chemicals and polymer polymer-related sectors
- European and international initiatives and projects
- Academic institutions dealing with polymer chemistry
- Members of the general public interested in scientific projects.



## 2.3 Communication Goals - What?

Table 1 - Summary of the target audiences, goals and key messages and communication tools for REDONDO

| Target audience  | Goals and Key messages  | Communication tools   |
|--|---|---|
| <ul style="list-style-type: none"> <li>• Academic institutions dealing with polymer chemistry.</li> <li>• The recycling industry</li> <li>• End-users from the Business sector (emerging firms and established companies)</li> </ul> | <ul style="list-style-type: none"> <li>• Promote the project’s mission and goals</li> <li>• Nurture interest in the project by providing updates on the project and the related topics</li> <li>• Inform clearly about the research and technological ambitions of the project</li> <li>• Share progress and milestones on the scientific and technological findings of the project</li> <li>• Build on existing science</li> <li>• Increase opportunities for discussions and input from external experts or entities</li> <li>• Disseminate project results and key-findings</li> <li>• Provide practical guidance on how to implement REDONDO’s results</li> </ul> | <ul style="list-style-type: none"> <li>• Project website; e-newsletter and social media channels</li> <li>• Audio-visual materials (leaflets, infographics, videos, etc.)</li> <li>• Specialized articles</li> <li>• Press releases</li> <li>• Workshops</li> <li>• E-newsletter</li> <li>• Participation in conferences and relevant events</li> <li>• Final conference</li> </ul> |
| <ul style="list-style-type: none"> <li>• Policymakers from national scientific organizations</li> <li>• Key opinion leaders</li> <li>• Media</li> </ul>  | <ul style="list-style-type: none"> <li>• Promote the project’s mission and goals</li> <li>• Use media as amplifiers for the project’s communication activities to reach other target audiences</li> <li>• Nurture interest in the project by providing updates on the project and the related topics</li> <li>• Raise awareness of the broader topics sustaining the</li> </ul>   | <ul style="list-style-type: none"> <li>• Project website, e-newsletter and social media channels</li> <li>• Audio-visual materials (leaflets, infographics, videos, etc.)</li> <li>• Popular articles (in relevant national and international magazines and journals)</li> <li>• Press releases</li> <li>• Workshops</li> </ul>   |

|  |   |  |
|--|---|--|
|  | <p>project</p> <ul style="list-style-type: none"> <li>• Inform on the project results</li> <li>• Communicate how the project results can benefit society and the recycling industry in the long-term</li> <li>• Highlight events for media spread</li> <li>• Engage them in policy suggestion based on the outcomes</li> </ul>  | <ul style="list-style-type: none"> <li>• Participation in conferences and relevant events</li> <li>• Final conference</li> </ul>   |
| <ul style="list-style-type: none"> <li>• Stakeholders from chemicals and polymer-related sectors</li> <li>• European and international initiatives and projects</li> <li>• Members of the general public interested in scientific projects.</li> </ul> | <ul style="list-style-type: none"> <li>• Promote the project's mission and goals.</li> <li>• Nurture interest in the project by providing updates on the project and on the related topics.</li> <li>• Raise awareness of the broader topics sustaining the</li> <li>• Educate and raise interest on rPEX as a Sustainable by Design (SusbD) and Safe by Design (SbD) development.</li> <li>• Raise awareness of the project results and key-findings to end users</li> </ul> | <ul style="list-style-type: none"> <li>• Project website; e-newsletter and social media channels</li> <li>• Audio-visual materials (leaflets, infographics, videos, etc.)</li> <li>• Popular articles (to be disseminated in relevant national and international media)</li> <li>• Final conference</li> </ul> |

## 2.4 Communication tools and channels - How?

A set of communication and dissemination tools and activities were defined to reach and engage with each specific target audience.

All partners will be encouraged to actively suggest new activities, tools or strategies better suited for the target audience of their expertise.

To facilitate the communication activities concerning the project's WP8, a list of different supporting materials is detailed below.

### 2.4.1 Communication Supporting Materials

A set of communication and dissemination tools and activities were defined to reach and engage with each specific target audience.

## Communication and Dissemination Spreadsheet

A spreadsheet will be set up for and shared with the partners to update their individual communication and dissemination efforts (e.g. attending or organising a conference, publishing press releases, articles, etc.). The spreadsheet will keep track of all the communication and dissemination activities for REDONDO.

## Communication guide

A communication guide will be specifically created to support the partners' dissemination efforts and improve the efficiency and coherency of REDONOD's communication style across all channels. The guide will include a detailed inventory of relevant partner channels and will be kept up to date throughout the project. It will also provide practical guidance on social media training.

## 2.4.2 Main Activities

### Communication Templates

Communication templates in Word and PowerPoint will be available to all project partners to be used in internal and external communication activities (e.g. writing deliverables or reports, presenting at conferences or workshops etc). Those aim to help build the external recognition of the project and safeguard the appropriate use of the project's visual identity system across different dissemination and communication activities.

### Social Media visual identity

A graphic line will be specifically created for the project's social media channels (e.g. Facebook) to ensure the coherency of REDONOD's visual identity system on digital platforms. By ensuring consistent and engaging visuals for both digital and print materials, REDONDO aims to build a strong, competitive, and trustworthy brand capable of reaching a wider public.

### Project Website

A website (in English) will be designed and implemented for REDONDO. The website will be the main pillar of the project's online presence supporting all the project's communication and dissemination efforts. The website will provide users with:

- Clear information about the project concept, goals and expected outcomes.
- Details about the partners' activities within the project.
- Knowledge of broader topics relevant to the project such as sustainability and recyclability.
- Relevant news and events related or relevant to the project
- Useful educational materials for both the public and relevant stakeholders

REDONOD's website will have a unique design tailored to the project's communication and dissemination needs and goals. The main ambition is to conquer a wider audience by providing them with an engaging and dynamic experience based on contemporary visuals, intuitive navigation, and clear key messages.

The website content (news articles, informative sections, audio-visual materials, etc.) will be based on Search Engine Optimization (SEO) principles, to help increase traffic to the website and therefore increase the reach of the project.

REDONDO's website will be managed, maintained, and hosted by RDC and will be updated with the help of all participating partners for the duration of the project. The website will be maintained until 2 years after the completion of the project (2022-2028), with a potential extension of a lifetime, according to the post-project dissemination plan.

### Press Releases

Throughout the project, press releases highlighting the project results will be pitched to the targeted audiences.

The content of the press releases will be defined and reviewed by the Project Coordinator and the WP8 Leader and it will be then posted on the website by RDC.

The consortium partners will assist in reaching out to national journalists in the respective regions.

### E-mail – Newsletters

Newsletters will be designed and sent on demand through emails, including news and results of the project and contribute to maintaining the audience's interest in the project. The newsletter will be disseminated to the website's subscribers and the partners' networks. All partners will be encouraged to contribute to the efforts of increasing the subscribers' database.

### Blog Articles

Blog articles will be written and published on REDONDO's website, about the project's developments and updates to further disseminate its activities.

### Scientific publications

Open-access scientific publications will be produced to be published in relevant scientific journals to build on existing evidence and to support the dissemination and uptake of the project results with targeted audiences.

### Audio-visual materials

#### Infographics

RDC has already created a main infographic, to highlight the project's key messages and circular transition in a consumer-friendly way. The infographic targets 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.

## Social media

REDONDO's social media presence will ensure outreach to all target audiences and contribute to wider dissemination of the project mission, key messages and results. Facebook and LinkedIn will be used to promote the project and redirect traffic to the website. In all social media platforms, there should be a minimum of 1 post per week, ideally.

### LinkedIn

With the help of the partners, a mapping exercise will be done to identify relevant LinkedIn groups (targeting stakeholders, the industry and the scientific community) in which REDONDO should engage and actively communicate about the project. LinkedIn will be mainly used to liaise REDONDO professional stakeholder community and to nurture their interest in the project. RDC will be the main responsible for managing REDONDO's LinkedIn communication and dissemination activities.

### Facebook

A Facebook page will be created to outreach the general public and disseminate the project's mission and key messages. REDONDO's Facebook page will focus on educating the general public about the broader topics that sustain the project, such as goals, applications, and social impact in general. The main goal is to build a broader and more informed audience that will be more receptive to the project's results.

## Workshops and Stakeholder Engagement Workshops

During REDONDO two (2) international and two (2) national training/dissemination workshops are going to be organized engaging with civil society, NGOs, consumer associations, researchers and the industry will be organized to access forward-thinking societal perspectives on the production of cleaner, toxic- and pollutant-free materials. The results will be used for a better understanding of the target audience's needs and to optimise and strengthen REDONDO's strategy and impact.

These workshops, either online or offline, will be organized by RDC in coordination with WP8 Leader AXIA Innovation and the Project Coordinator.

### Final conference

A final workshop with at least 50 participants will be implemented in M36 to present REDONDO results to key target audiences such as policymakers from national scientific organizations, funding agencies, academics and researchers from universities and research institutions and the media.

### Others

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.

The key performance indicators detailed in Table 2 will be used to evaluate and monitor the success of the dissemination and communication plan.

Table 2 – Indicative key performance indicators relating to dissemination activities

| Channels                             | Targeted audience  | Key Performance Indicators (KPIs)   |
|--------------------------------------|--|---|
| <b>Web page</b>                      | General public, stakeholders, end users, researchers, cross-border community | <ul style="list-style-type: none"> <li>✓ 50 visits/day (target set for last year)</li> <li>✓ 30 downloads/day of reports &amp; dissemination material, targeting to more than 10.000 during life</li> <li>✓ Weekly update of the website</li> </ul> |
| <b>Social media</b>                  | General public, youth, end users, industry                                   | <ul style="list-style-type: none"> <li>✓ More than 1000 followers in Facebook and LinkedIn.</li> </ul>  |
| <b>Printed material</b>              | End users, Researchers, stakeholders, investment groups                      | <ul style="list-style-type: none"> <li>✓ 120 leaflets and posters in other consortium languages (German, Spanish, Greek etc.)</li> </ul>  |
| <b>Press releases and newsletter</b> | General public, stakeholders, researchers, end users                         | <ul style="list-style-type: none"> <li>✓ A total of 4 issues releases every year.</li> <li>✓ A total of 2 press releases by the consortium.</li> </ul>  |

### 3. Reporting on the initial preparation of 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 3 - REDONDO’s website serving goals and technical aspects.*

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

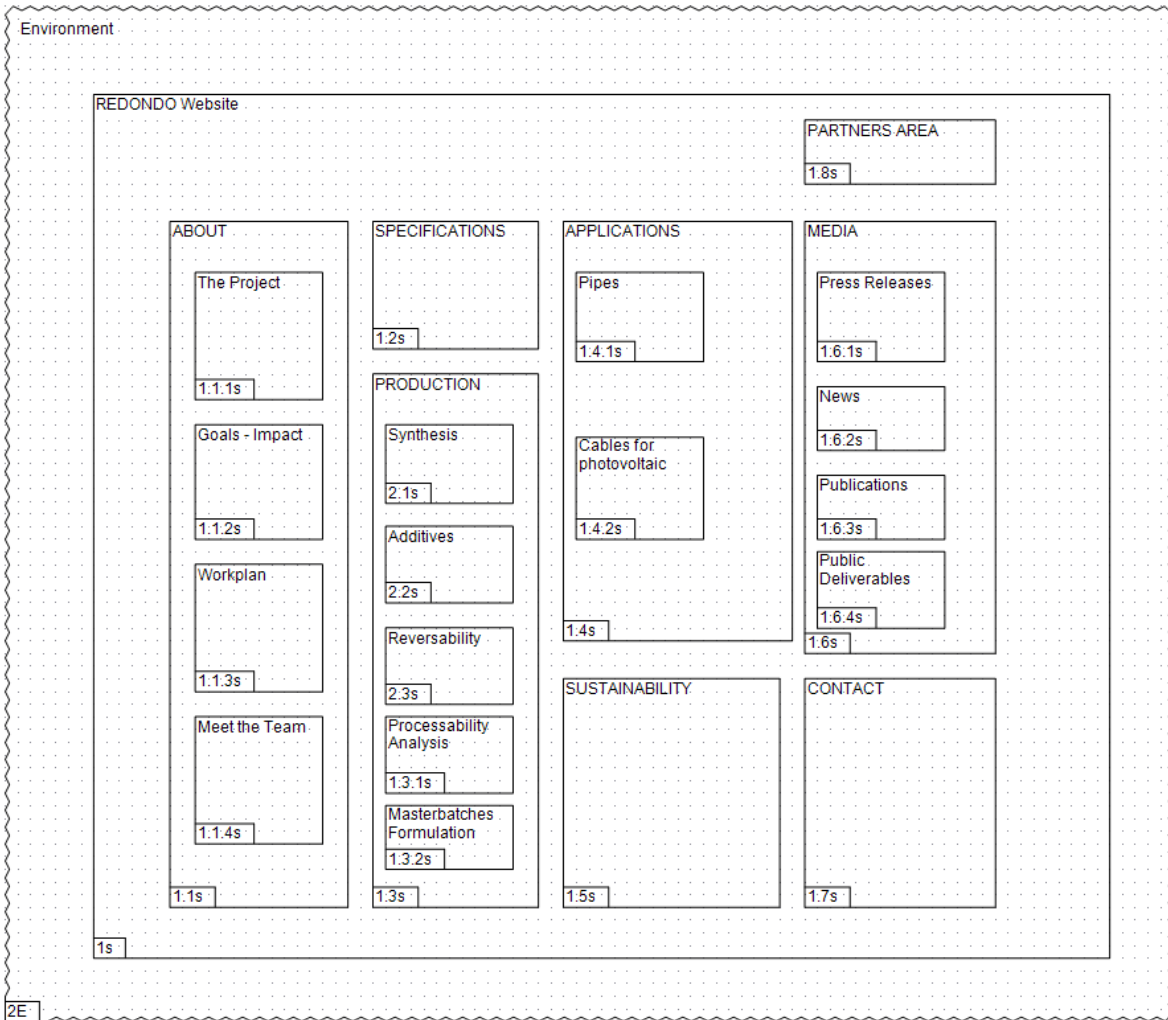


Figure 1 - REDONDO's Website Systemic Analysis using DCSY Methodology & Case Tool

## 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.

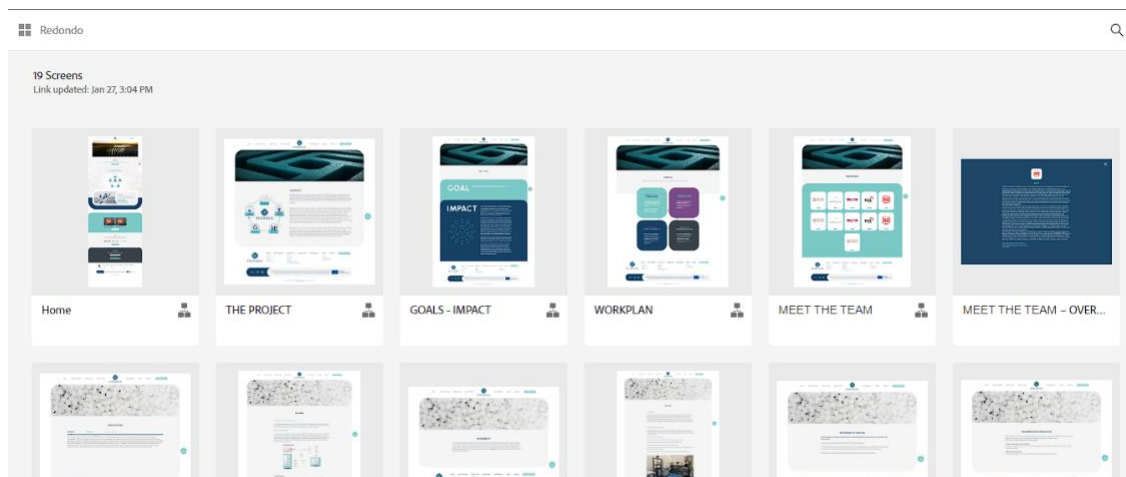
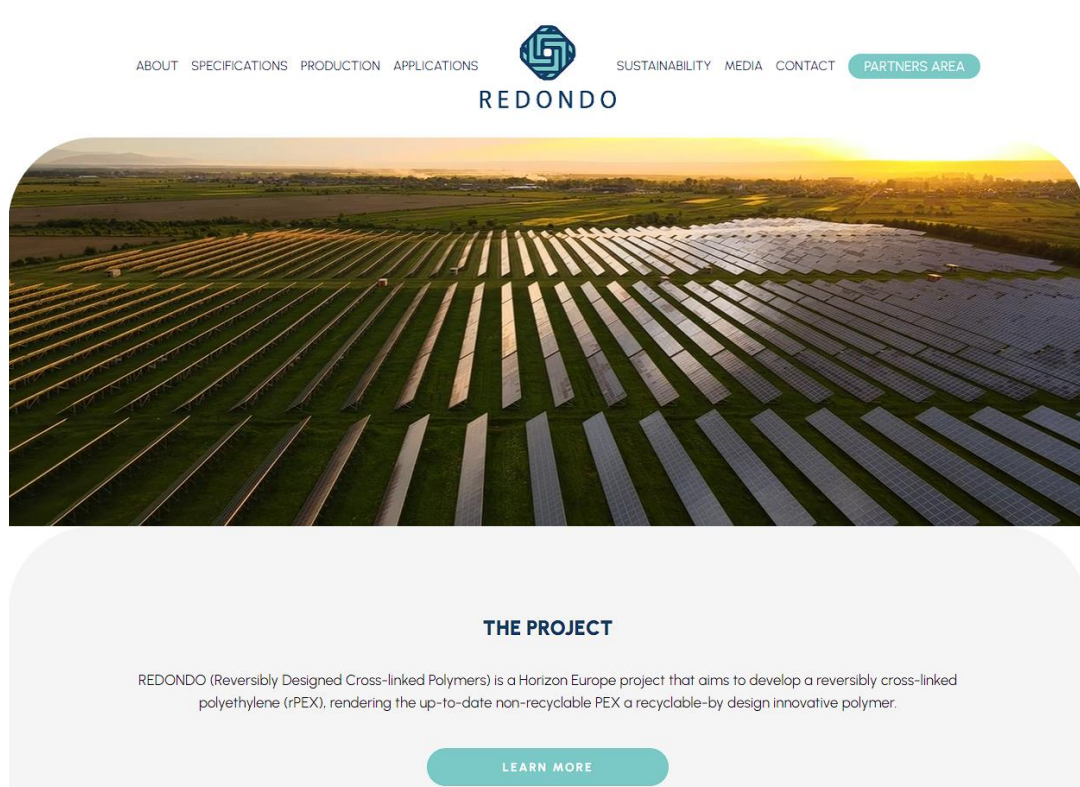


Figure 2 - REDONDO's website design artboards preview



## Development

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

The website will also host the partner's digital collaboration hub, where only members of the consortium will have access to all available data and the project's developments.

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.

Finally, the website's detailed Analytics are tracked through Google Analytics which allows the evaluation of the website's performance and useful insights.

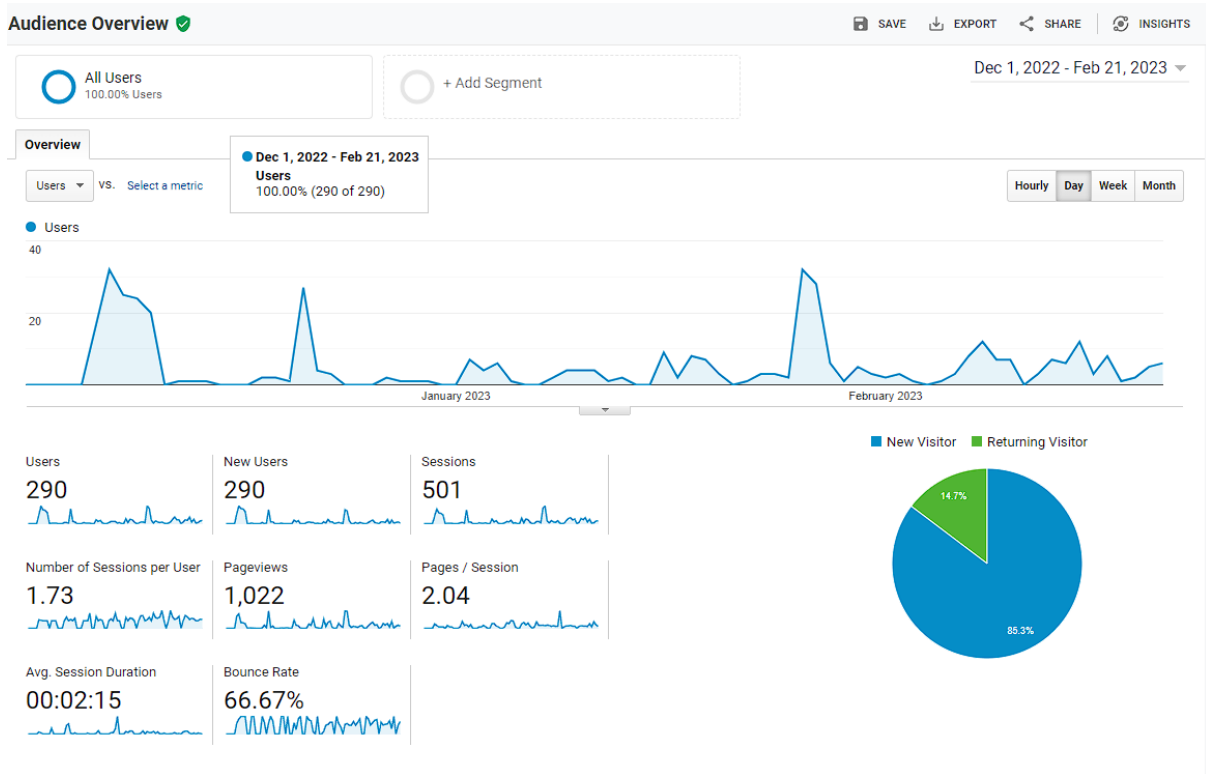


Figure 4 - REDONDO'S website visitors Audience Overview - Google Analytics

### 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 digital platforms.

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



Figure 5 - 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](https://www.facebook.com/redondoprojecteu)

LinkedIn: [www.linkedin.com/company/redondo-rpex](https://www.linkedin.com/company/redondo-rpex)

### Social Media Posts

Based on the initial plan about for social media, the first posts have already been published on REDONDO's social media channels to advertise the project launch and the first activities.

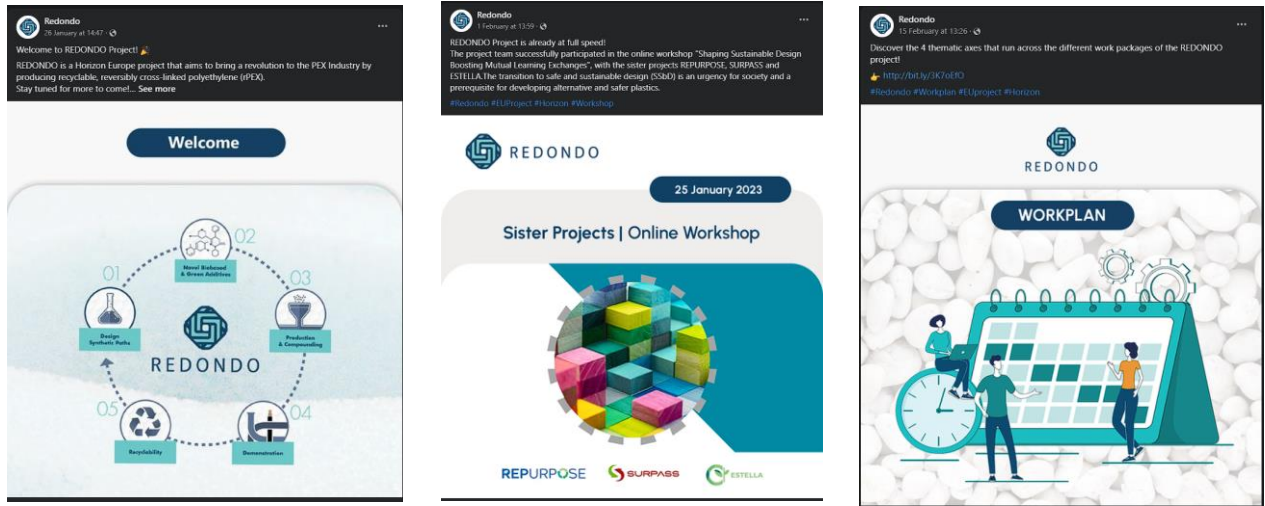


Figure 6 - REDONDO's social media posts on Facebook

### 3.3 Others

#### Infographic

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



Figure 7 - 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



[redondo-project.eu](http://redondo-project.eu)



Funded by  
the European Union

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 HADEA. Neither the European Union nor the granting authority can be held responsible for them.

## 4. Conclusions

The actions implemented so far concerning the dissemination and communication for REDONDO were presented. Target audiences and appropriate communication tools were reported and the visual identity of the project was defined. According to those, the website of the project, Linked In and Facebook pages have been created and relevant posts are being regularly published. Additionally, an infographic and a roll-up banner have been designed so far for dissemination purposes and a word and power point template were prepared for internal and external materials (deliverables, presentations, *etc.*). The present plan will be reviewed continuously during the project, aiming to keep the viability of the communication strategy aligned with the project's evolution.