



# **MMAtwo**

## **SECOND GENERATION METHYLMETHACRYLATE**

## **Deliverable**

**WP7 – Communication, Dissemination and Academic Outreach**

**D7.2 External dissemination plan**

### **Project Information**

<b>Grant Agreement n°</b>	820687
<b>Dates</b>	1st October 2018 – 30th September 2022

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## Document Status

### Document Information

<b>Deliverable name</b>	MMAtwo_D7.2_29032019_VF
<b>Responsible beneficiary</b>	Raphaëlle Cayla / Ayming
<b>Contributing beneficiaries</b>	Maud Bossard / Ayming
<b>Contractual delivery date</b>	M6 – 31/03/2019
<b>Actual delivery date</b>	M6 – 29/03/2019
<b>Dissemination level</b>	Public

### Document approval

Name	Position in project	Organisation	Date	Visa
Dagmar D'hooge	WP Leader	UGENT	29/03/2019	OK
Maud Bossard	Support to Project Management	AYMING	29/03/2019	OK
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### Document history

Version	Date	Modifications	Authors
V1	19/02/2019	First version	R.Cayla / Ayming
V2	25/02/2019	Minor additions	M. Bossard / Ayming
V3	26/02/2019	Third version	R.Cayla / Ayming
V4	27/02/2019	Additions	JL Dubois / Arkema
V4.1	06/03/2019	Approval	S vd Heijden / Heathland
V5	25/03/2019	Small additions	M. Blahusiak / PDC

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## Executive summary

As defined in the initial Description of Action, the external dissemination plan identifies the information needs of the specific project stakeholders and determines channels for tailored, target-specific **communications** and **dissemination activities**.

In accordance with the glossary of terms “communication” and “dissemination” available on the [EC Europa Website](#), **this plan contains:**

- **appropriate means to publicly disclose the results** - other than protecting or exploiting them. *e.g. scientific publications* (Dissemination);
- **strategic and targeted measures to communicate** about the action and its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange (Communication).

Thus, the external dissemination plan consists of a strategic plan for the use and dissemination of results of the MMAtwo project. Results refer to any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature. It is structured in two parts:

- presentation of the communication plan
- description of the dissemination procedure

This plan ensures that MMAtwo partners will provide the knowledge gained during the project's lifetime in the right format, at the right time and with the right impact.

## Dissemination Procedure

Based on the Grant and Consortium agreements of the project, MMAtwo data, as well as all project reports and consortium meetings, are by default confidential for their further industrial exploitation.

When incentive to protect certain part of collected data is low due to low potential for further exploitation, each project partner who originated these data has to proceed with public dissemination of these data (Grant Agreement: Article 29.1 – Obligation to disseminate results, Consortium Agreement: Article 8.4 – Dissemination).

A dissemination procedure (Figures 1 & 2) was established in order to ensure compliance with regulations and contracts to which the consortium is subjected.

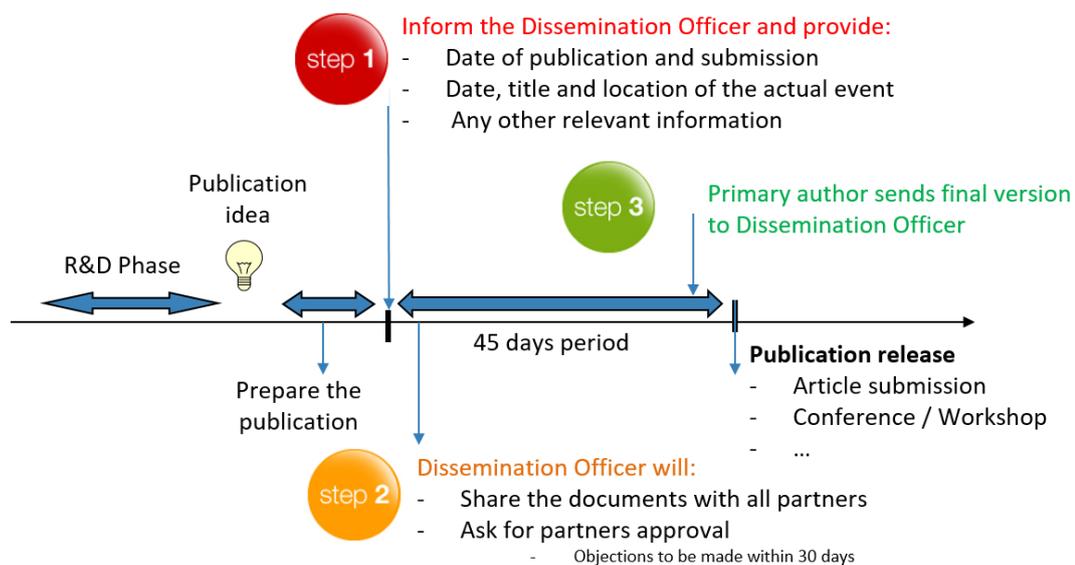


Figure 1: Dissemination procedure for all publications except patents

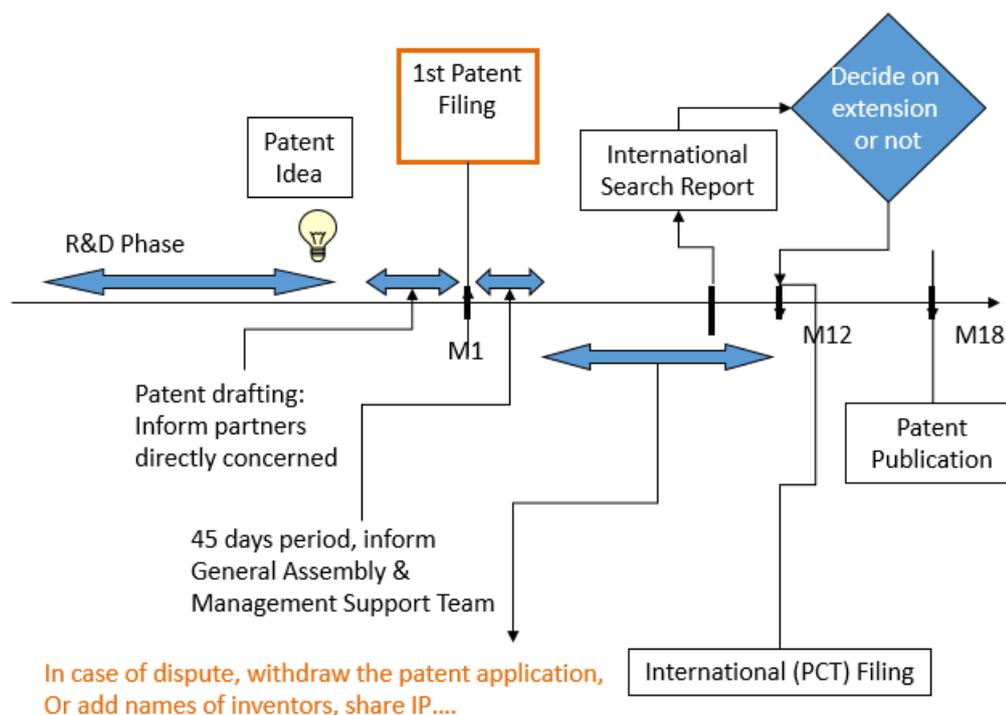


Figure 2: Dissemination procedure for patents

The dissemination procedure starts with notifying other project partners about the intended dissemination at least 45 days in advance, providing information about the specific data to be disseminated and the form of the dissemination. Project executive board and data management leader evaluate the intended dissemination to protect rights of all project partners. Objections against the content/form of the dissemination arising from possible violation of legitimate interests of one of the project partners can be raised in the period of 30 days after the notification of intended dissemination. If no objection is raised during this time, data are free to be publicly disseminated.

The disseminated data are made public via various channels as described in this external dissemination plan and mainly as scientific publications. Peer-reviewed publications and peer-reviewed conference proceedings are made open-access using both Golden (preferred) and Green open access routes. All publications are also uploaded to the project website and to the open repository ChemRxiv.

The data management plan (D6.19) gives additional information about the dissemination of data generated in MMAtwo project by the project partners.

## Communication Plan

### 1 Project needs definition

The main strategic objectives of the communication plan is to make the MMAtwo project known, to communicate about the MMAtwo results. The communication and dissemination activities will maximize the promotion of the project and its impact.

The communication strategy aims in particular at:

- **Disseminating information** regarding the opportunities and advantages reached in the course of the project;
- **Gathering useful feedbacks from all the stakeholders** (researchers, industries, industrial associations, standardization bodies and committees, other running projects and so on);
- **Organizing workshops and webinars** to be integrated in existing University level teaching programs in the domain of recycling;
- **Promoting to wide public audience** best available and novel technologies for recycling with benefits for citizens and information about the whole value chain to support the public acceptance of the solution.

These activities are essential to maximize the impact of the research, transfer knowledge and results and demonstrate how EU funding contributes to tackling societal challenges.

Communicating MMAtwo actions and results is an integral part of the H2020 Grant Agreement (Article 38.1.1) and is essential to maximize the impact of the research, transfer knowledge and results and demonstrate how EU funding contributes to tackling societal challenges. However, it is expected that the MMAtwo project will generate sensitive data for further industrial exploitation. Therefore considerable care is required to ensure that the project meets both Horizon 2020's communication activities as well as the necessary protections required to maintain intellectual property rights.

### 2 Stakeholders identification

Identifying stakeholders is the process of targeting groups and organizations for MMAtwo communication measures.

**The stakeholder inventory will be continuously updated** during the project's lifetime. In previous experience, such stakeholder analysis has proven extremely useful for an adequate, effective and efficient involvement of the wider stakeholders group, both for targeted dissemination and communication actions, as well as exploitation strategy development.

The methodology of communication/dissemination will rely on influence and interest of the stakeholders and each category will have its own communication/dissemination strategy.

An overview of the different MMAtwo targeted audiences with the expected impact is summarized in the table below (Table 1).

Table 1: MMAtwo targeted audiences and expected impact

Targeted audience	Expected impact
<b>Scientific community</b>	
Universities, research centers, scientific community	Awareness of project vision and results among researchers; Creating new scientific knowledge and challenges; To facilitate the interaction and cross-fertilization between research and industry.
University students	
Other plastic industry consortium	
<b>Business community</b>	
PMMA industry	Reaching a high volume of potential stakeholders; To facilitate the interaction and cross-fertilization between research and industry; To create awareness at general waste companies on the PMMA scrap value chain and find possibilities to extract more EoL PMMA waste from the general waste stream with the objective of encouraging producers to use more this easily recyclable plastic.
MMA end user	
Investors	
<b>Civil Society</b>	
Media	Knowledge of the project disseminated to the public through open communication actions. Awareness created for the project, its expected results and its benefits for the society.
Citizens – General Public	
<b>Policy makers</b>	
European Commission	Awareness created for the project, its expected results and its benefits for the society.
Local and National policy makers	
SPIRE	
<b>Standardization organizations</b>	
	Raise awareness on the value of waste plastics, and the potential valorisation routes; create new standards for PMMA sorting and classification.

### 3 Project identity

The MMAtwo **identity** aims to convey the purpose of the project, its spirit and ambitions and facilitate identification of the MMAtwo project by the scientific community. Some elements of the project identity have already been realized and are described in details in D7.1.

#### 3.1. Visual identity

The MMAtwo project logo is the following:

The logo is available on Aymingsphere

[https://www.aymingsphere.com/projectmanagement/MMAtwo/ProjectRecords/Communication%20documents/01\\_Logos%20and%20visuals](https://www.aymingsphere.com/projectmanagement/MMAtwo/ProjectRecords/Communication%20documents/01_Logos%20and%20visuals) in various formats (EPS and JPEG) for the consortium members.



Figure 3: Project logo

### 3.2. Graphical charter

The graphical charter used in the MMAtwo general presentation slide template was created in line with the MMAtwo logo and the illustrations of MMA applications.

Below are screenshots of the template that was created at the beginning of the project (Figure 4) and that will be updated during the course of the project.

The full document is available on Aymingsphere:

[https://www.aymingsphere.com/projectmanagement/MMAtwo/ProjectRecords/Communication%20documents/03\\_MMAtwo%20General%20Presentation](https://www.aymingsphere.com/projectmanagement/MMAtwo/ProjectRecords/Communication%20documents/03_MMAtwo%20General%20Presentation)

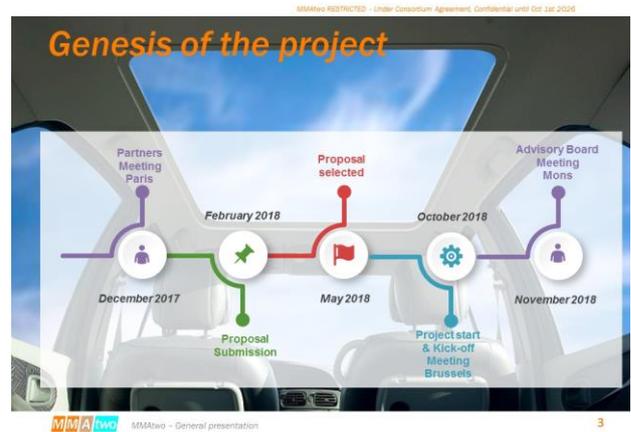


Figure 4: MMAtwo graphical charter for Power Point slide presentation

In addition, the color palette and typologies to be used for all dissemination and communication activities have been defined (Figure 5).

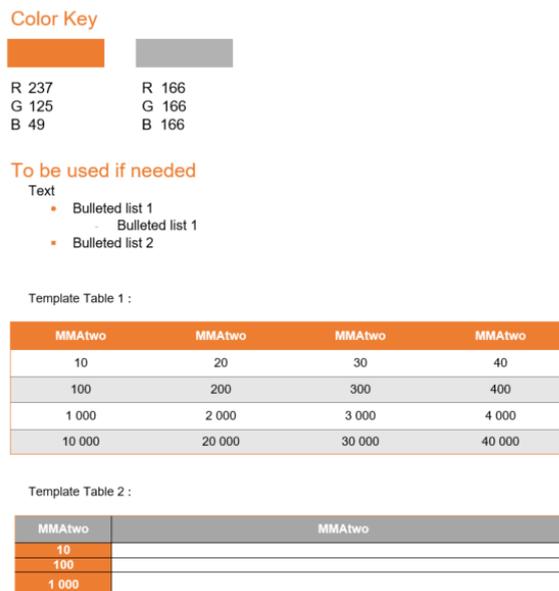


Figure 5: MMAtwo graphical charter color key, list and tables

## 4 Channels

To reach all the communities mentioned in Table 1, the consortium will rely on different channels presented below.

The Table 2 presents the targeted community for the use of each channel.

Table 2: MMAtwo targeted audience and expected impact

Channels	Targeted audiences				
	Scientific community	Business community	Civil Society	Policy makers	Standardization organizations
<b>Online materials</b>					
Website	X	X	X	X	X
Social media	X	X	X	X	X
Newsletter	X	X		X	X
<b>Other materials</b>					
Journal publications	X	X		X	X
Website for EoL sourcing and visits	X	X			
Workshop and final conference	X	X		X	X
Conferences, invited seminars and workshops	X	X		X	X

## 4.1. Website and social media

The MMAtwo project website is the main communication tool developed in MMAtwo and will be implemented and updated all along the project duration. With open access to the general public, it contains useful - but non confidential - information about the project. It also contains links to other EU projects related to plastics recycling, especially those from the same call, and those which can have a contribution on PMMA. A link was also added to the GAMES project, which is developing a Serious Game on plastic recycling which will be available on coming months.

The website will publish on a regular basis the current status of the project and main results obtained - in a popularized format. The MMAtwo project website will be used to provide general information about the project, its participants and aims & objectives. The website will be also used to announce events and workshops organized through the project.

Press coverage of the project is included.

When partners are to participate in events related to plastic recycling, the events will be added on the page in order to facilitate contacts with stakeholders.

The MMAtwo project website is operational since 21/12/2018 at <https://www.mmatwo.eu/>

The website is divided into several sections (Figure 6).



[Home](#) [In a nutshell](#) [Consortium](#) [Advisory Board](#) [Newsroom](#) [Library](#) [Contact](#)

## Project presentation

The MMAtwo Project aims at constructing a novel and fast growing PolyMethylMethAcrylate (PMMA) recycling value chain based on the production of « Second Generation MethylMethAcrylate (MMA) » from post-consumer and post-industrial PMMA based products.

It is funded under the European Union's Horizon 2020 research and innovation program (project Number 820687)

The main goal for the MMAtwo project is to create a new value chain for PMMA depolymerization. This four-year European project comprises 13 partners from six different countries representing all the stages of the PMMA value chain. MMAtwo partners have mobilized € 8.9 M, including a €6.6 M funding from the European Union Horizon 2020 Research and Innovation program centered on three priorities: scientific excellence, industrial primacy, and societal issues.





**13 partners**

The project has **13 partners** from six different countries



**12250 tons**

MMAtwo aims to secure the supply of commercial plant recycling units with at least 27 000 tons feedstocks PMMA scraps and end-of-life products.

If you have PMMA waste to valorize, please use [the contact form](#) and indicate how many tons per year you would be able to supply.



**30% cut in primary fossil resources**

MMAtwo targets a decreased utilization of primary fossil resources in the process industry of at least 30%



**20% cut in CO2 emission**

MMAtwo concepts should provide a decrease in CO<sub>2</sub> emissions of at least 20%

## RECENT NEWS & EVENTS



**[In the Press] EU consumers embracing recycling push, recycled MMA could be worth €1bn/year**

MMAtwo partners

Jean-Luc Dubois discussed with Katherine Sale (ICIS News) about the opportunity and challenge of recycling polymethyl methacrylate (PMMA).

[Read more](#)



**Great Adventures with Materials: Education for a Recycling Society (GAMES)**

MMAtwo partners

The contribution of Mr. Jean-Luc Dubois (Arkema) to the development of GAMES, the Great Adventures with Materials: Education for a Recycling Society.

[Read more](#)



**Press release**

Press Release

The second press release is available in the Newsroom section.

[Read more](#)



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No. 820687

Figure 6: MMAtwo project website homepage

MMAtwo will also exploit the potential of LinkedIn - professional network - for disseminating the project outcomes to industrial and academic audience. Project account will be linked to project website and it will be massively used when relevant to cultivate interest about the project outcomes and keep the audience informed about latest developments.

The MMAtwo project profile is operational since 14/01/2019 at <https://www.linkedin.com/in/mmatwo-eu-project/>

MMAtwo will monitor the number of followers on LinkedIn. Already the very first press release has received a lot of attention through the LinkedIn network of the partners.

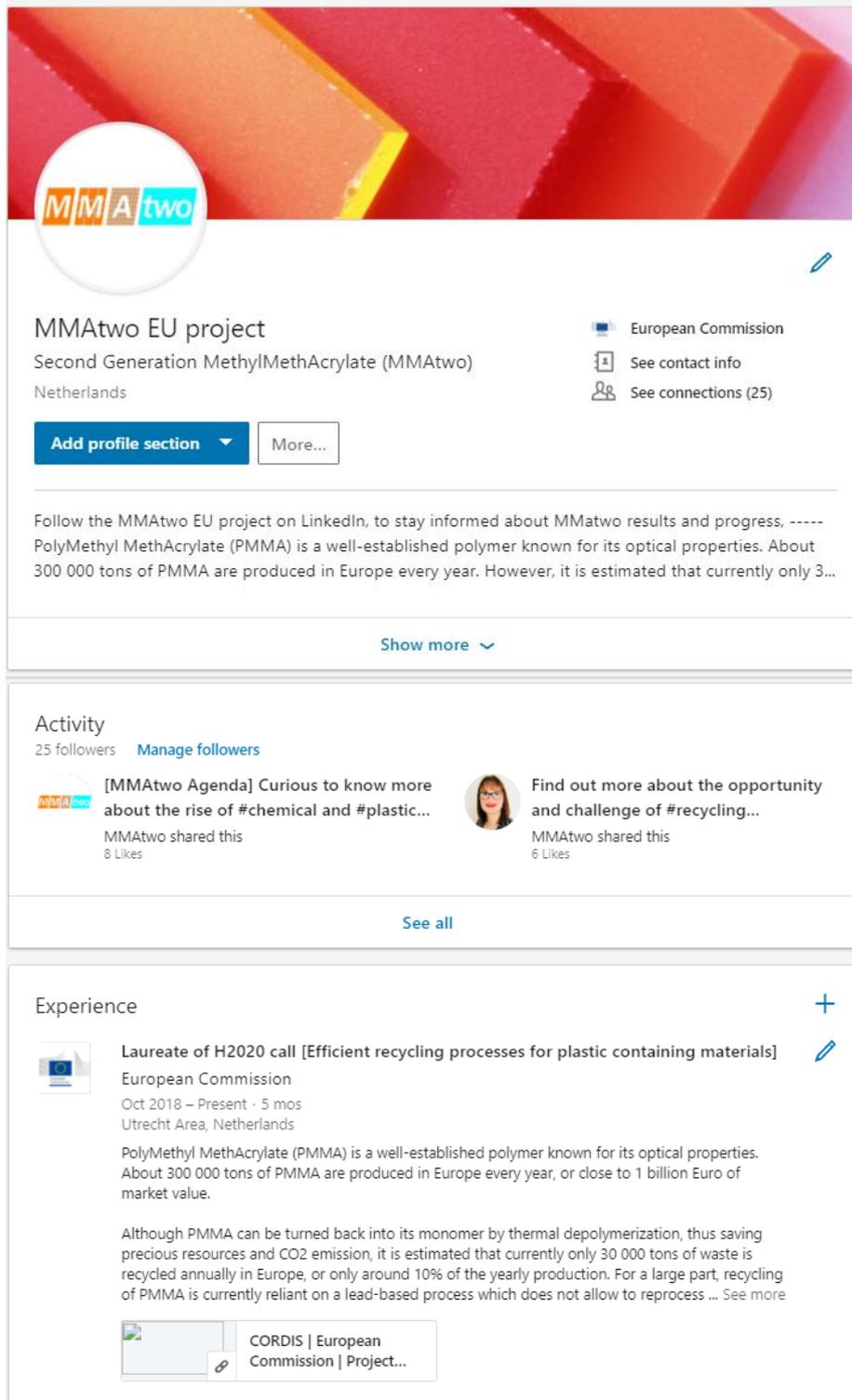


Figure 7: LinkedIn page appearance

## 4.2. Newsletter

MMAtwo will produce a yearly newsletter and will make it accessible on the website. The content of this newsletter will include key results communication, key events where MMAtwo has been presented and news about major recycling events. The newsletters will be the basis for building the ecosystem for PMMA actors in Europe.

The newsletter will also be shared on LinkedIn in order to reach a broader audience and for the partners to share it easily with their network.

The newsletter will target both Academic and Industrial audience. The number of views will be monitored as key performance indicator.

## 4.3. Journal publications

MMAtwo will follow an open and active publication policy through peer-reviewed in scientific journals. The publications will be made available open access by using both Golden (preferred) and Green open access routes. As for the Golden route, the publications will be made available open access directly at the Publisher. The publication will be covered by the Author Institutions. As for the Green route, the publications will be made available through the academic institutional repositories and on the website of MMAtwo.

We expect at least 4 Scientific publications and 10 Industrial communications produced by the end of the project in for example: Plastics News, Plastic Recycling, Recycling Today, ICIS News, etc.

A book will be prepared, with contribution of the industrial partners and advisory board, to remain after the end of the project and to serve for academic teaching activities. The book will be edited at 500 copies and available for electronic download.

The number of scientific publications in open access and industrial communications will be monitored as key performance indicator.

## 4.4. Website for EoL sourcing and visits

In order to quickly start to market the solutions and products from the project, **the different actors in the value chain will be contacted**. Heathland will set up a **platform** and execute **visits to general waste companies** to extract EoL PMMA waste from the general waste stream (Task 7.2). Ecologic will promote the new PMMA recycling solution.

## 4.5. Workshop and final conference

MMAtwo will organize events. The first one (M24) is a masterclass which aims at increasing the theoretical and practical knowledge, with lectures on general principles on both polymerization and depolymerization kinetics, and polymer processing.

The second workshop (M44) will cover the application of the theoretical and practical knowledge as acquired in the first workshop to the PMMA depolymerization industrial case study. It is envisaged to organize this event in the timeframe of an engineering conference to attract a high potential number of interested participants.

We expect more than 50 applicants at Master level per workshop. The lectures will be available for further use, and in case of large number of applicants lectures will be recorded for later use in webinars.

The main findings of the project will be presented at a final conference at the end of the project in Brussels. The final conference will provide opportunities for policy makers and other stakeholders to share their views and comment on the project results, and will thus directly enhance the marketability of the MMAtwo project. More than 100 applicants are expected, with half of them from industry.

## 4.6. Conferences, invited seminars and workshops

MMAtwo partners will present project results at conferences, invited seminars and workshops to both industry and academia. The consortium will promote actively the project through various networks, and with the support of the advisory board, with an interest in the development of new acrylic composites: organization of workshops, participation in trade shows, for example: AMI Plastic Recycling Technology (annual meeting), to composite valorization networks<sup>57</sup>.... It is expected to present the results in at least 10 international events, such as «International Automobile Recycling Congress IARC» « ELV, technical plastics recycling, a study case: PMMA».

During the first 6 months of the project, partners were already present to the following events:

- 2019 HARMONI Summit – The Right Framework for Innovation (16 – 17 January 2019, Brussels), attendance of Philippe De Groote (CERTECH)
- Argus Petrochemical Markets (7 – 8 February 2019, Frankfurt), Intervention of Jean-Luc Dubois (ARKEMA) on the Panel discussion : The rise of chemical recycling and practical steps forward

Certech organizes a biannual international conference on odors and emissions which will host communications on the project and conclusions: 2019 & 2021 (progress), 2023 (final presentation on the project).

MMAtwo will monitor the number of presentation of MMAtwo results at conferences.

The number of applicants for the project workshop and final conference respectively will be monitored as key performance indicator.

## 5 Planning and allocated resources

For each communication action identified, a planning had been established.

Table 3: Communication planning

Title	Leader	Year 1												Year 2												Year 3												Year 4																							
		Oct-18	Nov-18	Dec-18	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Aug-19	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Sep-22												
<b>Online Materials</b>		[Grid with colored cells for Online Materials]																																																											
Website	AYMING	Implementation				Updates								[Grid]																																															
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Newsletter	AYMING	[Grid with diamond markers]																																																											
<b>Other materials</b>		[Grid with colored cells for Other materials]																																																											
Journal publications	ALL PARTNERS	[Grid]																																																											
Website for EoL sourcing	HEATHLAND	[Grid]																																																											
Visits of general waste companies	HEATHLAND	[Grid]																																																											
Workshops	UGENT	[Grid with diamond markers]																																																											
Final Conference	UGENT	[Grid with diamond marker]																																																											
Conferences, invited seminars and workshops	UGENT	[Grid]																																																											

As a reminder, the resources available for each project partner to carry out communication and dissemination related activities are summarised in the table below:

Table 4: Communication budgets

	Resources (PM)	Personnel costs (€)	Other goods and services (€)	Travels (€)	Subcontracting (€)	TOTAL
<b>Budget</b>	<b>65</b>	<b>506 981</b>	<b>39 860</b>	<b>30 600</b>	<b>35 000</b>	<b>612 441</b>

## Monitoring and Evaluation

Communication and dissemination activities will be regularly monitored during the project lifetime to assess the effectiveness of the activities implemented and implement changes if necessary.

For this purpose, several Key Performance Indicators (KPI) have been defined with target numbers (Table 5).

Table 5: Key Performance Indicators

Dissemination channels	KPI
Workshops	At least 50 and 100 applicants for the project workshops and final conference respectively
Publications and Communications	At least 4 scientific publications in open access and 10 industrial communications
Newsletter	Each newsletter to be viewed at least 500 times
International events	Present project results in at least 10 international events

These KPI are followed on a six-monthly basis and the table below presents the assessment summary since the beginning of the project:

Table 6: Key Performance Indicators – M6 assessment

Dissemination channels	KPI -Target	M18	M36	M48	Assessment at M6	Comments
<b>Workshops</b>	Number of applicants for the project workshop and final conference respectively	N/A	50	100	<b>N/A</b>	First workshop to be held at M24
<b>Publications and Communications</b>	Number of scientific publications in open access and number of industrial communications	1 and 3	2 and 6	4 and 10	<b>N/A</b>	
<b>Newsletter</b>	Number of views per newsletter	500	500	500	<b>N/A</b>	First Newsletter to be released at M18
<b>International events</b>	Number of international events where project results are presented	3	6	10	<b>0</b>	Presentation of the MMAtwo project at International events, but no result presented yet.