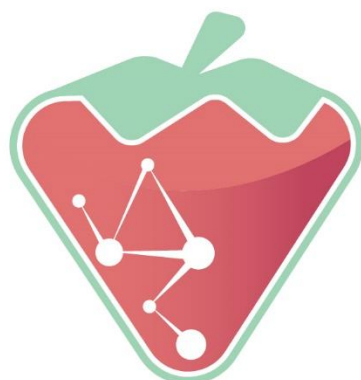




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InPlasTwin

Increasing expertise in micro- and nanoplastics analysis through twinning action

Horizon Europe Grant agreement ID: 101160289

D9.1 Dissemination, Exploitation and Communication plan

inplastwin.eu



Deliverable Information

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4.	VLAAMSE INSTELLING VOOR TECHNOLOGISCH ONDERZOEK N.V.	VITO	Belgium
5.	HAVFORSKNINGSINSTITUTTET	IMR	Norway
6.	DANMARKS TEKNISKE UNIVERSITET	DTU	Denmark

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List of Abbreviations and Acronyms	
JSI	Jožef Stefan Institute
AUA	Agricultural University of Athens
MNPs	Micro- and nanoplastics
VITO	Flemish Institute for Technological Research
DTU	Technical University of Denmark
IMR	Institute of Marine Research
FSH	Foodscale Hub
DEC	Dissemination, Exploitation, and Communication
EU	European Union
KERs	Key Exploitable Results
EC	European Commission
KPI	Key Performance Indicators

Executive summary

The InPlasTwin Dissemination, Exploitation, and Communication (DEC) Plan has been meticulously created to provide a comprehensive framework for the effective dissemination, utilization, and communication of the project's goals and outcomes. This plan seeks to fulfill the project's objectives by raising awareness within national, regional and European communities, engaging diverse stakeholder groups, and facilitating the practical application of the project's results.

At its core, this plan is driven by a threefold mission:

Raising Project Awareness: A key strategy is to increase awareness of the InPlasTwin project both locally and internationally. This will involve using various communication channels, including traditional and digital media, to reach a diverse audience.

Engaging Stakeholder Groups: We recognize the importance of stakeholder engagement. By building strong relationships with partners, collaborators, and beneficiaries, we aim to gain their support and leverage their expertise. Our approach is tailored to meet the specific needs and expectations of each group.

Making Project Outcomes Useful and Exploitable: The success of a project depends on the practical application of its outcomes. InPlasTwin is committed to transforming the innovative ideas and research of the InPlasTwin project into practical solutions that benefit communities and farmers. This plan outlines a strategy for effectively sharing these solutions, ensuring they become actionable tools for positive change.

This detailed plan outlines strategies, timelines, and resource allocations for each element. It includes a variety of communication methods, from traditional to digital, to reach a diverse audience. The plan also prioritizes the exploitation of project results, ensuring innovative ideas are fully utilized. With this comprehensive plan, InPlasTwin aims to execute these activities with excellence and achieve a lasting impact.

1. Introduction

1.1. Project summary

The InPlasTwin project aims to enhance the research and innovation capabilities of the Jožef Stefan Institute (JSI) and the Agricultural University of Athens (AUA) in micro- and nanoplastics (MNPs) analysis by collaborating with leading European institutions like Flemish Institute for Technological Research (VITO), Institute of Marine Research (IMR), and Technical University of Denmark (DTU). InPlasTwin will provide access to advanced equipment, training, and expertise in MNP detection, extraction, quantification, identification, characterization, and plastic additive analysis so that its objective can be achieved. The partnership with Foodscale Hub (FSH) will expand the reach of JSI and AUA's research, raise awareness about plastic pollution in the agri-food sector, and promote diversity and ethical practices.

Through twinning activities, including researcher exchanges, training workshops, and scientific meetings, InPlasTwin aims to transfer knowledge and skills, foster collaboration, and disseminate research findings. By advancing MNP research and promoting responsible research practices, InPlasTwin will contribute to improved environmental sustainability and food safety.

1.2. Document scope

The initial version of InPlasTwin Dissemination, Exploitation, and Communication Plan (DEC) Plan outlines a strategy to maximize project impact by engaging key stakeholders, facilitating knowledge sharing, enhancing research visibility, and building capacity within the broader societal, academic, and industrial context. This detailed document will guide the effective execution of dissemination, exploitation, and communication activities, aiming to raise awareness, promote the project, and ensure the accessibility and value of its outcomes to diverse stakeholder groups, at national, regional and European levels.

It is created as multi-channel plan that outlines different tools, key engagement strategies to enhance outreach and bring together different stakeholder groups, the right messages to convey, the narrative for online/offline communication activities and an outline for event organization.

InPlasTwin DEC conveys strategies for disseminating, communicating, and exploiting project results, and it will be continuously improved and implemented, integrating various tools, key engagement strategies, tailored messaging, and event organization to enhance outreach and engage diverse stakeholder groups.

1.3. Document structure

This document is organized into several sections:

Section 1 provides a summary of the project, defines its scope, and outlines the overall structure of the document.

Section 2 outlines the project's objectives and expected outcomes. It also details the strategy for sharing information about the project, including the timing and target audience.

Section 3 provides specifics about the various tools and channels that will be used to disseminate information about the project. This includes visual identity, communication materials, and the selection of communication channels.

Section 4 outlines the procedures and tools for tracking the project's progress. It focuses on key performance indicators (KPIs) and details the specific activities planned for the first year of the project.

Section 5 assesses the project's existing assets, potential exploitation pathways, key performance indicators, and intellectual property rights management.

Section 6 This section summarizes the key findings and conclusions of the document.

2. Overview of the project

2.1. Project aims and outcomes

InPlasTwin is a three-year project that began in October 2024 and is set to conclude in September 2027, with the participation of 6 partners from 6 different countries. InPlasTwin project's main aim is to enhance the research capabilities of the JSI and AUA in analyzing MNPs in the environment and food through networking, knowledge sharing, and research activities with leading research institutions in Europe.

Strategic partnerships and collaborations will foster knowledge sharing, hands-on training, and access to advanced analytical techniques. This will empower partners from widening countries to better understand the generation of MNPs from agricultural plastics and its impact on crop cultivation and quality. Additionally, the project will foster collaboration with the FSH to increase the research profile, social impact, and public awareness of plastic pollution in the agri-food sector. Finally, the project will transfer management and administrative skills to the JSI, AUA, and FSH institutions, all from widening countries, and promote diversity, inclusion, and ethics practices within the partner institutions (Figure 1).

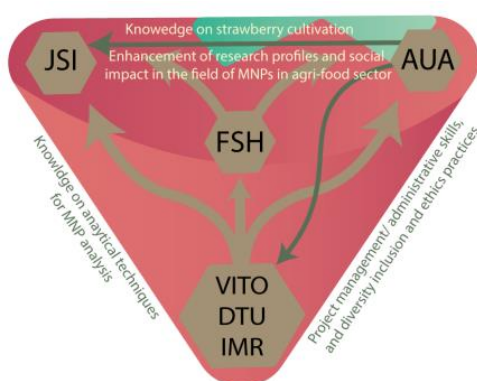


Figure 1 - Flowchart of the knowledge transfer pathways in the InPlasTwin project

InPlasTwin seeks to achieve **4 interrelated objectives**:

SO1: Enhancing long-term and sustainable networking activities of the JSI and AUA with project partner institutions (FSH, VITO, DTU, IMR) through knowledge transfer and exchange of best practices in the investigation of MNPs in the environment and food

SO2: Strengthening the scientific and innovation capacity of JSI and AUA in investigating MNPs in the environment and food

SO3: Strengthening the research profile of the JSI and AUA and their staff, including increasing management and administrative skills of the JSI and diversity inclusion and ethic practices at JSI, AUA, and FSH

SO4: Enlarging the social impact of research and raising awareness of different target groups on the environmental and food impacts of MNPs

2.2. Methodology

To maximize the impact of the project, a comprehensive DEC Plan has been developed. This plan outlines strategies for sharing project results, raising awareness, expanding the project's reach, maximizing its impact, and ensuring long-term sustainability.

InPlasTwin DEC plan is inspired by the **SOSTAC** model which includes the following key elements: Situation analysis, Objectives, Stakeholders & Strategy, Methods & Activities, and Control through concrete Key Performance Indicators (KPIs).

Situation Analysis: This involves analyzing the project's challenges, both during and after project completion, leveraging the consortium's strengths, and assessing potential scientific, societal, and economic impacts. Additionally, it includes identifying and addressing any intellectual property rights associated with the project.

Stakeholder Strategy: This involves identifying key stakeholders, developing targeted messaging, and implementing tailored engagement strategies.

Control: The Key Performance Indicators (KPIs) outlined in the proposal will be used to monitor the DEC plan's progress. Specific templates will facilitate internal planning, task execution, and activity monitoring, simultaneously with partner reporting.

Methods & Activities: The DEC plan incorporates the project's activities, tools, and channels, ensuring partner involvement and adherence to Open Science principles throughout the project's duration.

Objectives: The DEC plan aims to enhance productivity by setting clear, measurable objectives and implementing targeted communication, dissemination, and exploitation strategies.

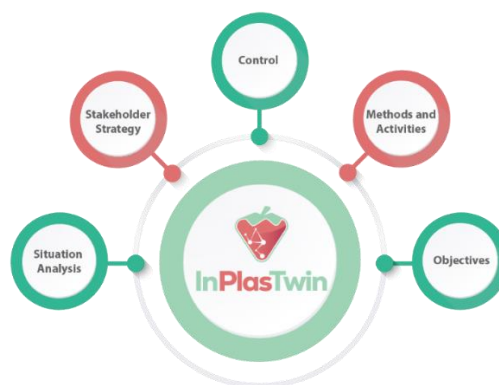


Figure 2 - SOSTAC model which inspired the InPlasTwin DEC plan

2.2.1. Multi-actor approach

InPlasTwin will implement a multi-actor strategy, drawing upon the varied knowledge and experience of a diverse range of partners and stakeholders. The focus will be on a multidisciplinary team representing expertise in natural sciences, biogeochemistry, analytical chemistry, agriculture, innovation, and exploitation management, farmers and food manufacturers, the scientific community, industry, policymakers, and the general public.

This inclusive approach aims to achieve project goals and ensure transparent communication from the start. This principle extends to the development and implementation of the DEC plan, encompassing:

- Adapting materials into pertinent languages for partners where viable.
- Disseminating relevant information tailored to the target audience.
- Employing language, terminology, and communication channels that resonate with and engage the intended recipients.
- Identifying collaborative opportunities and synergies with other projects, initiatives, and networks across academia, industry, society, and government sectors.
- Leveraging existing partner connections, networks, and programs.
- Facilitating knowledge exchange and discourse among partners.

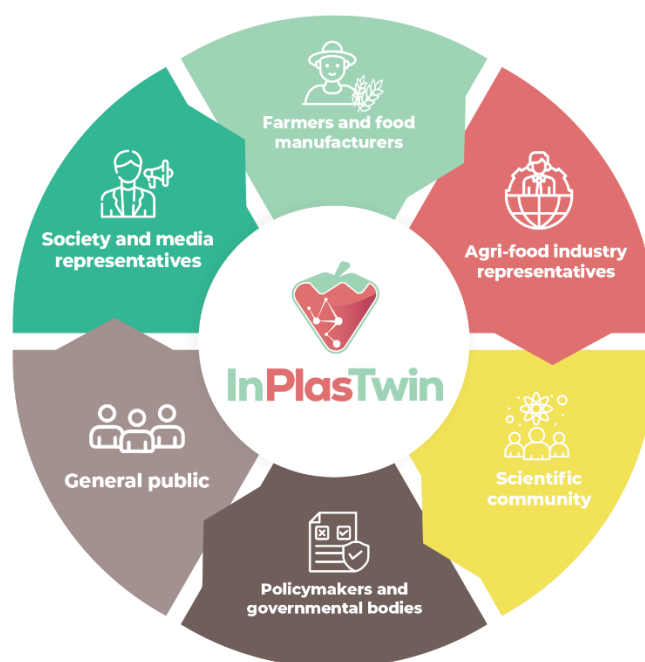


Figure 3- Multi-actor approach of InPlasTwin

2.3. Specific Objectives and Time Plan

The DEC plan integrates communication, dissemination, and exploitation and is created to focus on:

- 1) Achieving a critical mass of stakeholders and maximizing project outreach with **targeted messaging and customized content**;
- 2) Promoting the dissemination and utilization of **scientific and technological knowledge**;

3) Actively engaging key stakeholders to **gather critical feedback** and refine InPlasTwin's development pathway.

4) Optimizing InPlasTwin's sustainability by aligning dissemination, communication, and ecosystem building efforts with exploitation activities.

Communication objectives

InPlasTwin will implement a strategic communication plan to raise awareness and engage key stakeholders and the general public. This will involve:

- Developing and disseminating **tailored messages** to specific audiences, considering their interests and knowledge levels.
- Utilizing **partner social media channels** to amplify the project's reach and promote key messages.
- Translating **press releases** and **promotional materials** into **relevant languages** to ensure effective communication across diverse audiences.
- **Fostering strong relationships** with key stakeholders through regular communication and engagement activities.
- **Tracking and evaluating** the effectiveness of communication efforts to inform future strategies.

Dissemination objectives

The InPlasTwin project will implement a comprehensive dissemination strategy to maximize its impact. Key objectives include:

- **Strengthening relationships with relevant stakeholders** from industry, policy, research, and academia at local, regional, national, and EU levels.
- Identifying and utilizing the most effective dissemination channels to **reach target audiences**.
- **Sharing knowledge and expertise** with potential private and public organizations, as well as end-users outside the consortium.
- Ensuring that **dissemination** activities **support** the project's **exploitation** goals, while safeguarding confidential information.
- Developing **clear and concise messages** that resonate with specific target audiences, considering their needs and interests.
- Utilizing appropriate **tools and channels** to effectively communicate project results to both specialized and general audiences.

By effectively implementing these objectives, InPlasTwin aims to maximize the impact of its research findings and foster long-term sustainability.

The DEC Plan is structured in four phases, ensuring a coordinated and efficient approach to dissemination, communication, and exploitation activities throughout the project's lifecycle. This strategic alignment optimizes project implementation and overall effectiveness.

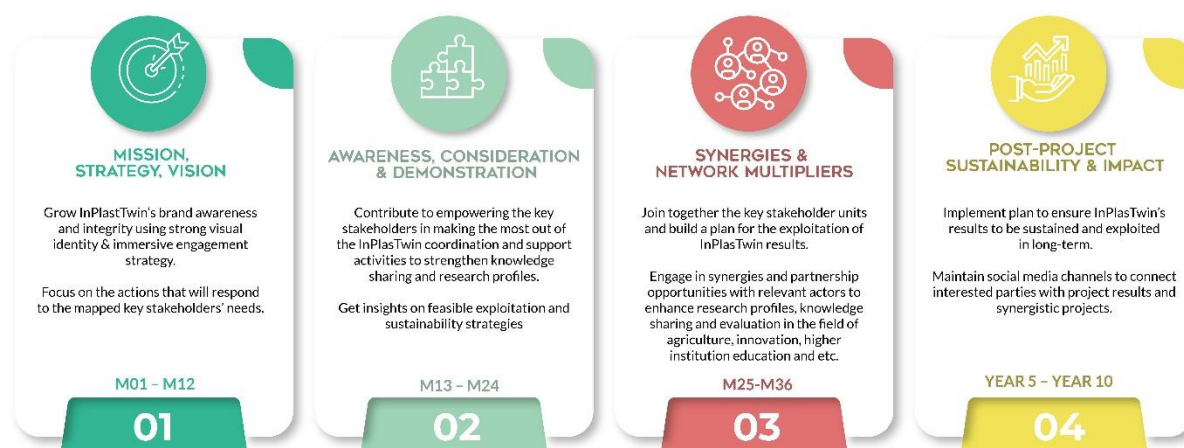


Figure 4 - InPlasTwin Dissemination, Exploitation and Communication Funnel

2.4. Target groups

To maximize the impact of InPlasTwin, it is crucial to identify and engage key target groups. The table below outlines the target groups, their interests in the project, the benefits they derive from InPlasTwin, and the specific engagement strategies and communication channels tailored to each group. Farmers and manufacturers, Agri-food industry representatives, Scientific community, Policy makers and governmental bodies, General public, Society and media representatives

Table 1 - Target groups

Target groups	Key messages and narrative	Stakeholders needs	Potential engagement avenues
Farmers	Through evidence-based case-study activities, farmers will gain direct insight into relevant solutions and novel strategies that can enhance the efficiency and safety of crop production	Practical, hands-on knowledge to understand the benefits and implement InPlasTwin strategies and solutions	Workshops and trainings, Open days on hydroponic experimental sites, webinars, practice abstracts.
Processors and food manufacturers	InPlasTwin empowers the agri-food sector to combat plastic pollution by fostering innovation, improving waste management, and promoting circular economy practices		
Agri-food Industry representatives	Deliver InPlasTwin findings and innovative concepts to enhance the development of new materials with an emphasis on recycled materials.		

Scientific community, research institutions and academia	Deliver elaborated concepts and research results that the MNP sector can benefit from, ensuring its sustainability. Also, enable access to cutting-edge technologies and innovative research methods to enhance skills and career prospects.	Knowledge sharing and best practice exchange in sustainable agriculture management, MNPs pollution in the environment and food	Joint press releases, workshops and trainings, policy recommendations, policy and tech briefs, peer-reviewed papers, conference contributions, practice abstracts
Policy makers and governmental bodies	Create evidence-based policies to inform policymakers about expertise in MNP analysis and its applications with a focus on environmental risk assessment and chemical food safety. Recommendations for safe agricultural practices, food consumption and related activities will be made.		
General Public, society and media representatives	Raise awareness around sustainable alternatives of biodegradable mulching films and their benefits for the environment.	Dissemination of knowledge and information, raising awareness of the importance of the topic	Events, website, social media, newsletter, press releases

3. Dissemination and Communication channels, tools and activities

Effective dissemination and communication strategies rely on a robust set of channels, tools, and activities. This section explores the key components that facilitate seamless information sharing and engagement.

3.1. Visual Identity

Creating a visual identity for InPlasTwin is aimed at establishing strong brand recognition and communicating the project's core message effectively. This visual identity will serve as a unifying element, enhancing the project's visibility and impact both locally and globally.

Accordingly, InPlasTwin comprehensive visual identity, full branding, social media, templates, web design and communication guidelines, has been developed. This visual identity aims to effectively communicate the project's mission and vision, enhance its visibility, and foster collaboration among consortium members. By ensuring consistent and coherent communication across all project

materials (see section 3.2.), InPlasTwin aims to strengthen its brand recognition and impact both locally and globally.

This visual identity comprises a logo, a branding guide, templates, and guidelines for partners to guarantee the correct usage of communication elements to promote the InPlasTwin initiative and acknowledge EU funding.

3.1.1. Logo and branding book

The InPlasTwin logo, a key element of the project's visual identity, was designed to be simple, recognizable, and unique.

It incorporates the project's acronym and icon representing model plant-strawberry and micro- and nanoplastic components.



Figure 5 - InPlasTwin logo

The choice of the colors red and green is rooted in several considerations. Green embodies a healthy environment while red signifies a model plant that will be used for the hydroponic experiments. The logo will be consistently used across all internal and external communication materials, including the website, presentations, flyers, and press releases, to strengthen brand recognition, enhance project visibility, and ensure consistent branding. A dedicated **branding book and color palette** have been established to effectively communicate the project's core values.



Figure 6 - InPlasTwin colour pallet

3.1.2. European flag and funding statement

All outreach efforts concerning the InPlasTwin project, including but not limited to media engagements, conference participation, seminar presentations, and the creation of informational materials such as brochures, leaflets, posters, and presentations, are required to duly recognize EU support. This entails prominently featuring the European flag and displaying a funding statement in accordance with local language requirements.



**Funded by
the European Union**

Figure 7 - EU emblem used for InPlasTwin

Funding statement that should be used: “This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement No. 101160289”.

3.1.3. Disclaimer for publications

The dissemination and communication across the EU emblem will incorporate the subsequent disclaimer, to be translated into local languages where required.

“Funded by the European Union grant agreement No. 101160289. 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 if there is any other]. Neither the European Union nor the granting authority can be held responsible for them.”

3.1.4. Templates

To ensure consistent and impactful communication, a PowerPoint presentation template aligned with InPlasTwin visual identity has been developed. This template will be used for events, conferences, webinars, fairs, and exhibitions to effectively showcase the project's outcomes and enhance its recognition.



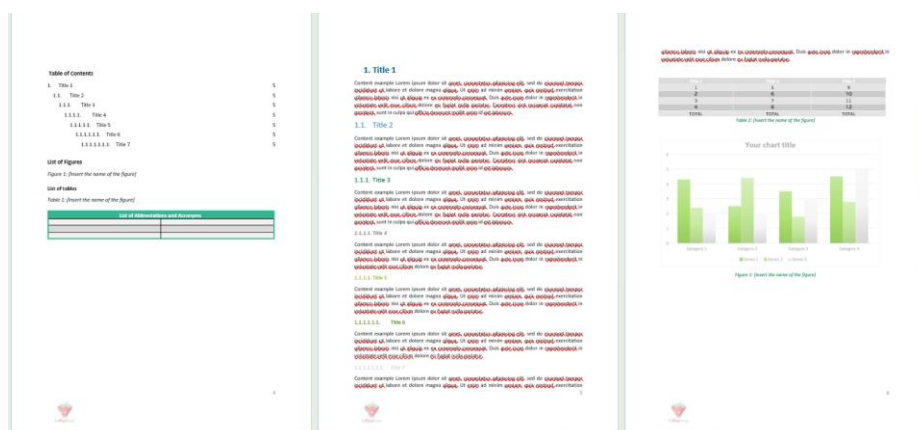


Figure 9 - InPlasTwin deliverable template

3.1.5. Communication guidelines

InPlasTwin communication guidelines are created to ensure consistency, clarity, and professionalism and will be updated based on feedback from the partners and experiences from project implementation. They establish a common framework for how information is shared and received among team members and stakeholders, promoting effective collaboration and project success. By adhering to these guidelines, consortiums should avoid misunderstandings, enhance productivity, and deliver high-quality results. Below is an example of the first iteration of the communication guidelines serving as an internal guiding document that can be revised based on partner input and outcomes of the project implementation.

Table 2 - InPlasTwin communication guidelines

1. Dissemination activities		
High-level and e-learning events, conferences, exhibitions, open days (dissKPI 1)	high-level events (online/offline/hybrid)	High-level events: - Participate in conference or symposiums relevant to the project topic to raise knowledge sharing activities and where you can inform scientific audience about InPlasTwin benefits and results. - Capture photos of participants actively engaged in the events, with InPlasTwin poster/roll-up (or any other visual identity) visible in the background.
	Open Day	Organise an Open Day where you give a presentation on Project outcomes related to MNP's research advancements throughout the project lifetime: - invite a few media outlets, so the event gets media presence - invite relevant target groups to the event with personalized invitations - document InPlasTwin visibility in the same way as outlined in the Participation in live, digital and industry events KPI
		Disseminate project main objectives participating in Researcher night events organized in Slovenia, capture photos of the event and participants - invite relevant target groups to the event with

3.2. Communication materials

InPlasTwin has developed comprehensive communication materials to engage diverse audiences, including local, European, and global communities, as well as various public and stakeholder groups. These materials are designed for both online and offline dissemination, ensuring maximum reach and impact. To enhance visibility, both projects will utilize promotional kits, comprising a range of items such as **notebooks, badges, folders, bags, t-shirts, pencils, stickers, posters, factsheets and brochures**. Additionally, dynamic **roll-up banner** will be prominently displayed at events and used for television appearances. This multi-faceted approach will effectively communicate the projects' messages and generate interest and engagement.



Figure 10 - InPlasTwin communication materials

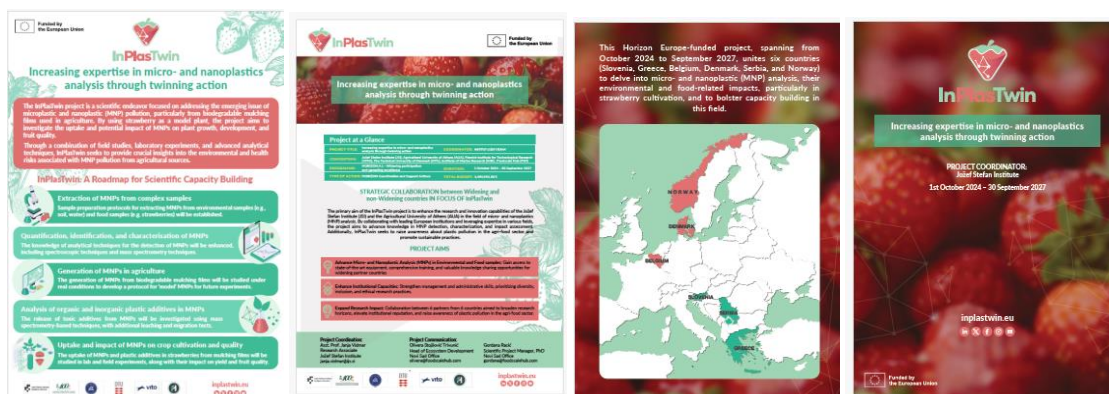


Figure 11 - Examples of InPlasTwin factsheets, posters and brochures



Figure 12 - InPlasTwin roll-up banner

3.2.1. Website

The InPlasTwin website (<https://inplastwin.eu/>) has been developed, with the landing page launched in the first month (M1) of the project start. The website is embarked as communication and dissemination tool for the project creating a cohesive visual and branding identity that reflects the core values and goals of the project. Data produced during the project's development will be shared through the project website. Access to the data and research outputs will be provided through the project website's shared area, providing crucial updates to drive the impact.

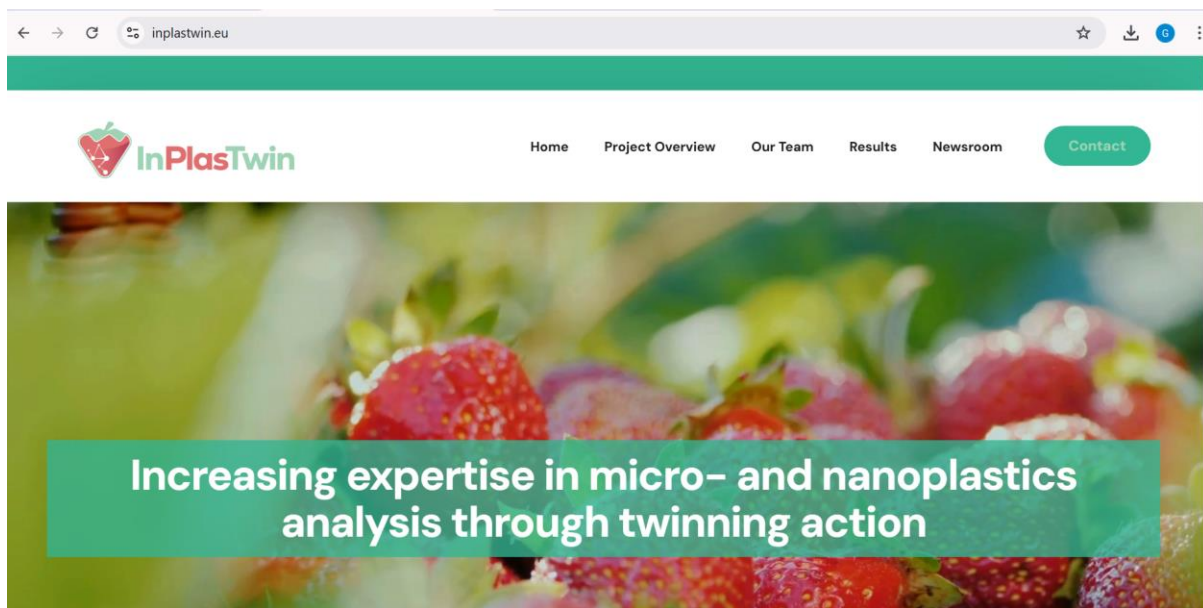


Figure 13 - InPlasTwin webpage

The website is structured with the following sections/tabs:

Home page features the project logo, aims, technologies, newsletter subscription pop-up, along with social media icons (LinkedIn, Facebook, Twitter, YouTube, Instagram, Slideshare) and contact information. Project overview features a more detailed project description and outlines the project's goals.

Project Overview outlines a concise overview of the project, highlighting its primary objectives, anticipated impacts, and collaborative partnerships. The goal is to offer a clear and compelling introduction to the project, capturing the reader's interest and providing a solid foundation for the subsequent section.

Our team features the consortium partners and provides brief descriptions of each. Allows users to click on each partner's logo, leading to a new page with a short description of their institution/organization and their role in the project, along with a link to their website.

Results tab showcases public project deliverables and research findings, promoting visibility to farmers and policymakers, increasing citations, and fostering knowledge sharing. This section ensures open access to publications generated during the project's duration and facilitates future research building upon project results.

The newsroom provides show & tell blog/news, press releases, and a discussion corner for dialogue to inform relevant stakeholders about project activities, upcoming events and results.

The Contact section provides all necessary contact information for easy communication with project stakeholders.

Additionally, the website incorporates the Privacy Policy and Terms and Conditions, ensuring adherence to general rules and policies governing visitors' use of the platform.

3.2.2. Social media

InPlasTwin strategically selected six social media platforms (**LinkedIn, Facebook, Twitter (X), YouTube, Instagram, and SlideShare**) to optimize interaction with its target audience. These platforms were chosen based on factors such as audience reach, cost-effectiveness, suitability for sharing innovative practices, and alignment with partner preferences. To further amplify project visibility, InPlasTwin will collaborate with consortium partners to share, publish, and retweet content across their social media networks, driving traffic and fostering engagement. Additionally, partners are encouraged to create and share relevant content through their own channels, expanding the project's impact and reach.



Figure 14 - InPlasTwin social media channels

Once the optimal channels have been identified, several key factors should be considered for each post:

Interactivity: The main goal is to create content that prompts audience participation. Posts should be readily understood by a non-expert audience to encourage interaction.

Relevance and Clarity: All posts shall effectively convey the central message in a clear and concise manner. This ensures that the content resonates with the interests, needs, and preferences of each target demographic.

Eye-catching Visuals: Engaging visuals and attention-grabbing headlines are crucial for boosting post conversions.

In addition to these factors, we have developed relevant and memorable hashtags that will be essential for building a strong social media presence. The hashtag InPlasTwin will always be included in any project-related post shared by partners.

#Innovation #Strawberries 🍓 #Food
#Analytics 📊 #Hydroponics #MNPs #Pollution
#KnowledgeTransfer 🧠 #Techniques #Nanoplastic
#Raman #Microplastic #MulchingFilms #FTIR
#HorizonEurope #FOOD2030EU
#ResearchImpactEU 🔍

Figure 15 - Hashtags for effective project dissemination

The hashtags may undergo modifications based on their effectiveness, the lessons learned, and recommendations from the entire consortium. The following diagram outlines the elements of a

visually appealing social media post, which will serve as a foundation for generating highly efficient posts throughout the project's duration.

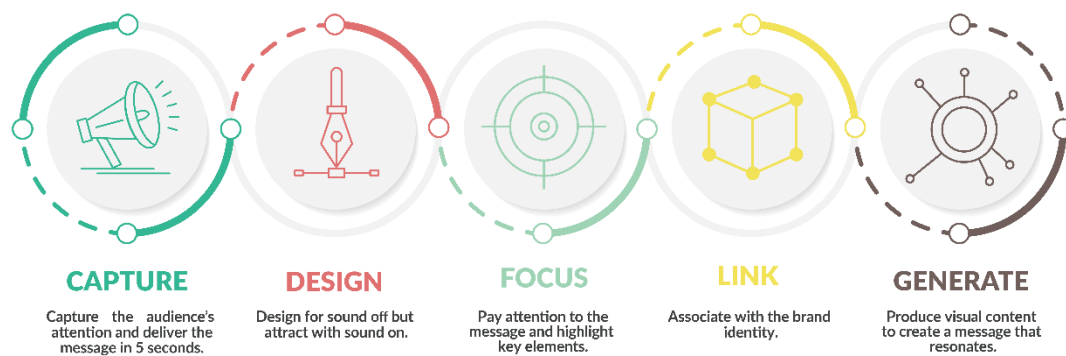


Figure 16 - Diagram illustrating a method for creating engaging social media content

Social media templates are created to streamline project communication by providing pre-designed layouts for consistent and visually appealing posts, saving time and effort while maintaining brand identity.

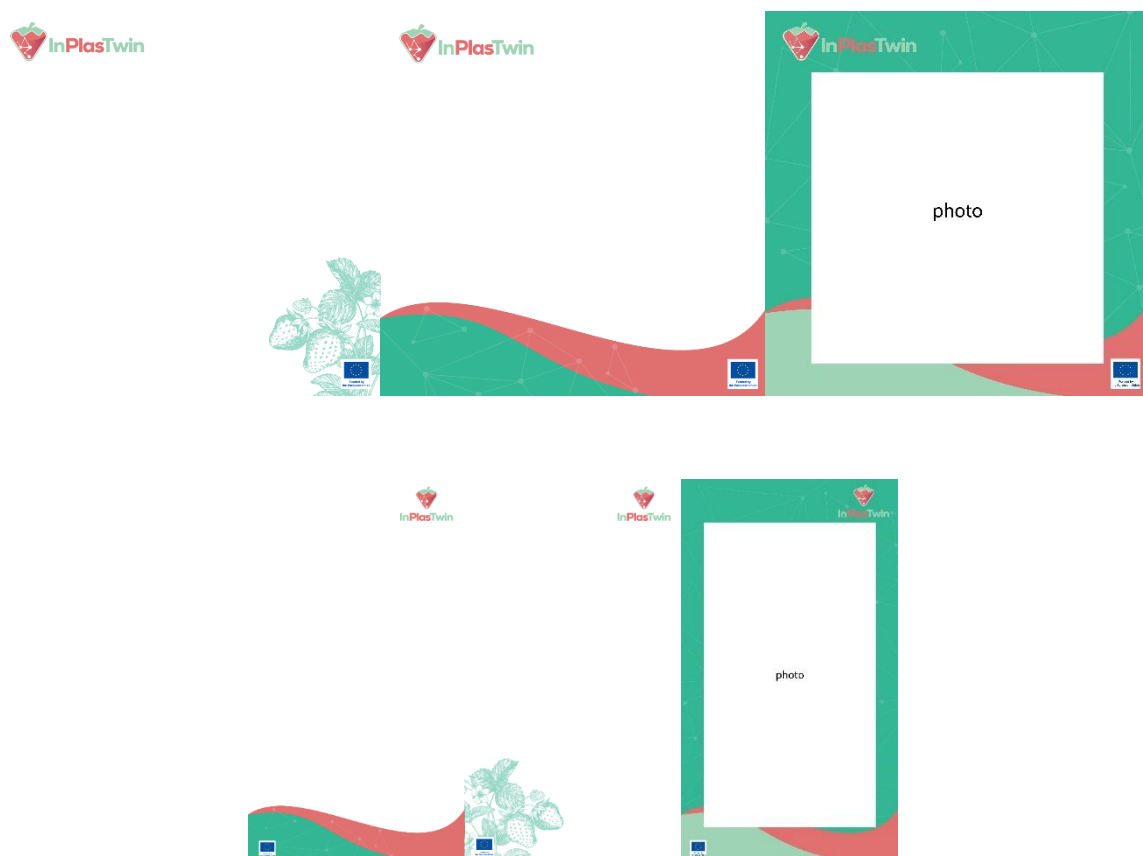


Figure 17 - Social media template

3.2.2.1. LinkedIn

To strengthen communication and collaboration, InPlasTwin has established a dedicated LinkedIn page (<https://www.linkedin.com/company/inplastwin/>). This platform serves as a central hub for connecting with various project stakeholders, including the research community, agricultural groups, industry players, environmental organizations, and more. InPlasTwin will consistently share project updates and announcements on this page, while encouraging partners to spark discussions on relevant topics. This collaborative approach aims to foster engagement and broaden the project's reach among its target audiences.

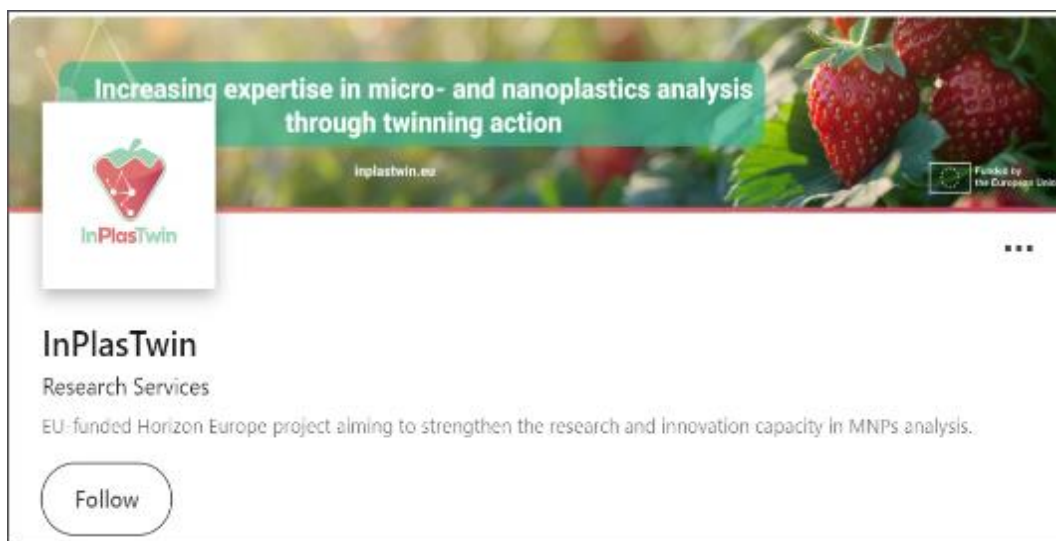


Figure 18 - Extract from InPlasTwin's LinkedIn profile

3.2.2.2. Facebook

To enhance public awareness and engagement, InPlasTwin has created a dedicated [Facebook](#) page. This platform serves as a primary channel for reaching the public, food and agricultural sector as well as scientific community. FSH, the leader of Work Packages 9 and 10, will manage the page as well as other social media platforms. The page provides a clear overview of the project, shares valuable public information, and links to relevant resources.

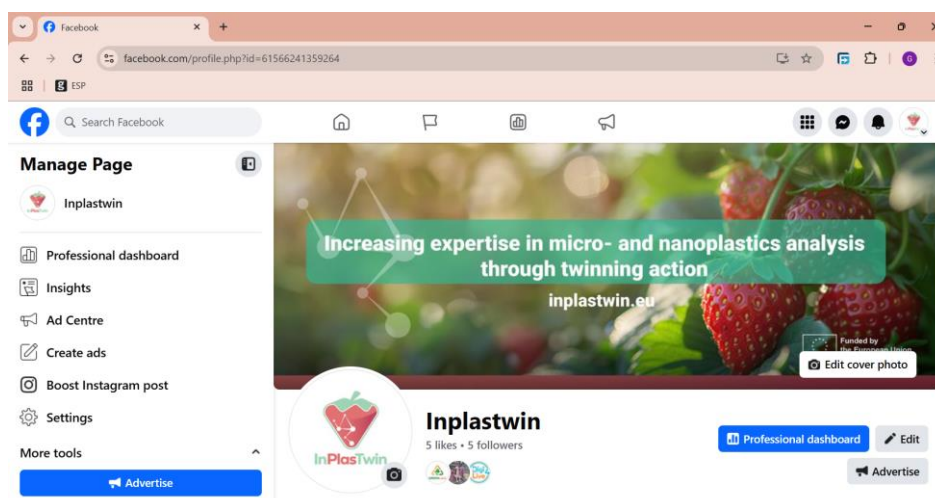


Figure 19 - Extract from InPlasTwin Facebook's page

3.2.2.3. Instagram

InPlasTwin will leverage Instagram to engage with the public (<https://www.instagram.com/inplastwin/>). To effectively communicate the project's scope and objectives, the platform will feature photos and videos from meetings, events, trainings and knowledge-transfer activities as they unfold.

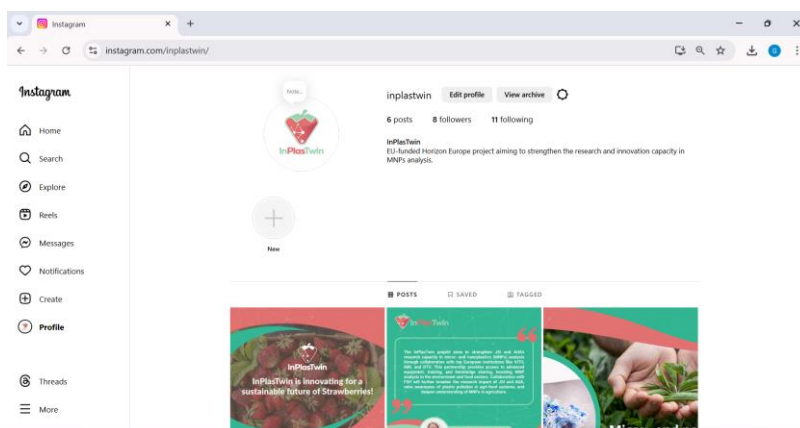


Figure 20 - Extract from InPlasTwin Instagram's page

3.2.2.4. Twitter or X

To increase project visibility and engage key stakeholders like policymakers and advisors, InPlasTwin has established a presence on X at (<https://x.com/InPlasTwin>). We will utilize concise messages of under 280 characters to share news, events, and project updates. X's widespread adoption and clear format make it an effective tool for educating and engaging InPlasTwin's target audience and their communities.

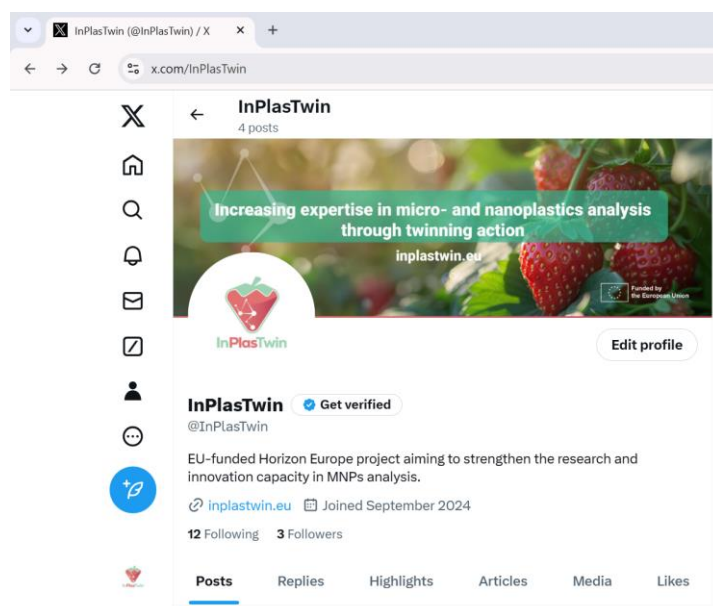


Figure 21 - Extract from InPlasTwin X page

3.2.2.5. Youtube

Youtube channel will be used to host and promote the InPlasTwin videos, which will be of wide variety, such as interviews, promotional videos, insights from the laboratory trainings, hydroponic experiments and work on state-of-the art equipment.

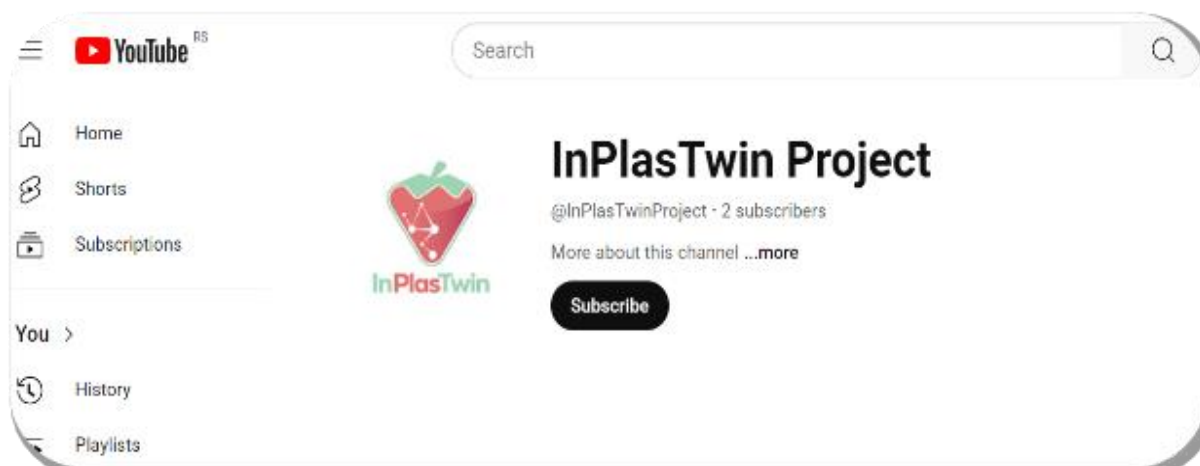


Figure 22 - Extract from InPlasTwin Youtube's channel

3.2.2.6. Slideshare

Slideshare will be used in order to host and promote the InPlasTwin presentations, which will be of a wide variety, such as presenting methodologies, protocols, project results from the hydroponic experiments and work on state-of-the art equipment.

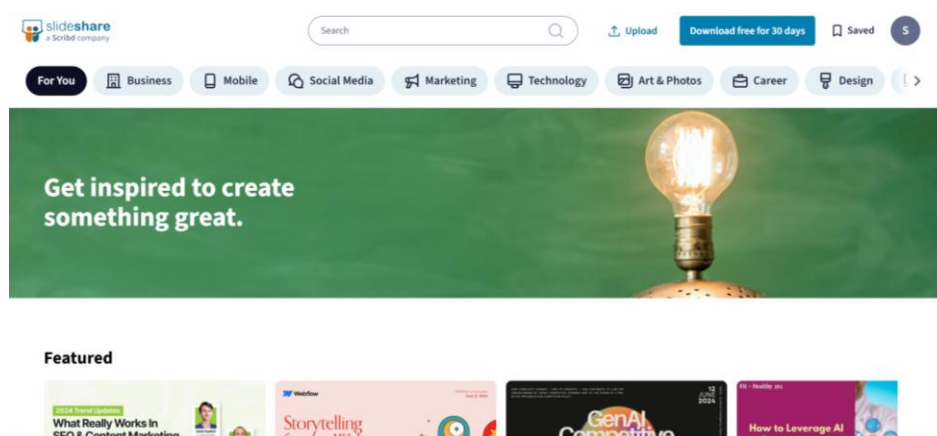


Figure 23 - InPlasTwin Slideshare page

3.2.3. Newsletter

A semiannual electronic newsletter will be issued to keep subscribers and consortium members informed about the latest developments, partner highlights, test case outcomes, upcoming events, workshops, demonstrations, and recent reports and publications.

An electronic **newsletter** will be published in the form of emails via **Mailchimp**, a marketing automation and email marketing platform.

InPlasTwin prioritizes data security and privacy. Newsletter recipients will be required to provide consent before receiving any project-related information. All data handling will adhere to relevant national, European, and international legal frameworks, including the EU General Data Protection Regulation 2016/679. Subscribers can opt-in or out at any time and collected data will be securely stored on the responsible partner's servers, inaccessible to third parties.

To maximize reach and engagement, InPlasTwin partners are encouraged to share the newsletter with interested contacts.

FSH will draft the initial newsletter, incorporating content from partners. Upon completion, the draft will be circulated among partners for review and feedback. Following revisions, FSH will publish the newsletter on the website and promote it across the project's social media channels. All newsletters will be archived on the project website.

The project anticipates **500+** newsletter subscribers over its duration. Each newsletter will mostly follow a structure as suggested:

1. Introduction
2. Project Update / Key news, deliverables, and project events
3. News & Events
4. Resources for further reading (suggested by all partners + social media input)
5. Spotlight features

privacy policy terms.' At the bottom is a red rounded button with the word 'Subscribe' in white." data-bbox="319 501 669 692"/>

Figure 24 - Subscription to InPlasTwin Newsletter

3.2.4. Press outreach

To keep diverse stakeholder communities informed about the project's progress, press outreach is envisaged through **press releases, participation in media speeches/interviews and articles in magazines and online portals.**

To highlight information on plastics pollution in agriculture, specifically in strawberry hydroponic production, among the wider range of stakeholders, the consortium will translate the press releases into all of the consortium partners' languages when and where applicable.

More specifically: 1. Greek 2. Flemish/Belgian 3. Norwegian 4. Slovenian 5. Serbian 6. Danish

Partners are encouraged to actively participate in press release campaigns. They should distribute press releases through their organization's media contacts and post them on their website. To better tailor the content to their audience, partners can edit headlines, text, and add images to highlight their role in the project. This approach may increase the likelihood of local media coverage. All press releases will be featured on the project website.

Since the project started, one press release has already been released in M2. It was added to the project website and posted to the project's social networks.

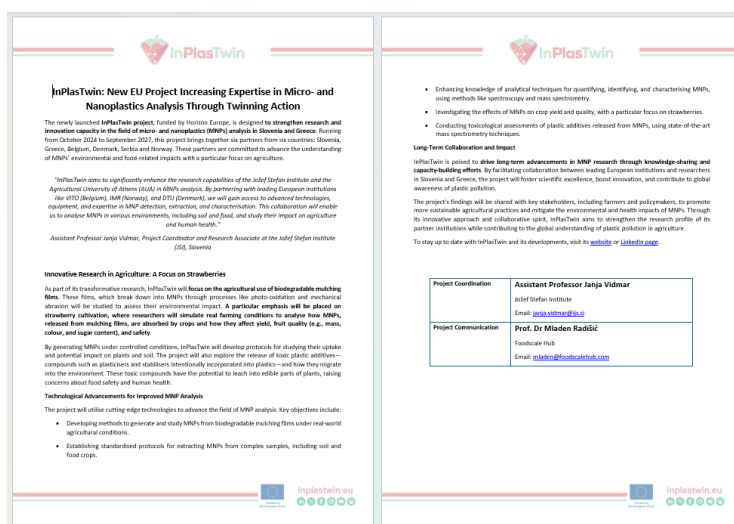


Figure 25 - 1st Press Release

To raise the participation aspect, the intensity of the conversation, and the creation of tangible, real, and immersive experiences press outreach will be maintained through participation in **media speeches/interviews (TV, radio) and featured articles in magazines and online portals relevant to the topic.**

The best way for partners to fulfill the KPI

1. **"5+ Speeches/interviews, participation in media (TV, radio)"** is to:
 - a. invite media and journalists when an Open Day, Researcher nights, and Showcase events are organized,
 - b. establish networks with media and specific shows focused on agriculture and environmental topics.
2. **"5+ Featured articles in magazines and online portals relevant to the topic"** is a KPI that can be fulfilled by press releases distribution to online and print media outlets, InPlasTwin mentions in interviews given by partners, or by arranging project-focused news with specific media.

3.2.5. Publications

To exert a significant influence on the scientific community, InPlasTwin consortium will actively engage in the creation of various publications, including **peer reviewed papers, contribution to conferences, tech and policy briefs.**

In compliance with EU regulations, most of these publications will adhere to **Open Access** and transparent peer review standards, ensuring their accessibility through platforms such as **Open Research Europe and open-access journals**. By embracing Open Science principles, including data accessibility while safeguarding personal information, the project will make its outputs available through Open Access. This approach will yield several benefits, including increased citation rates for academic papers and reports, enhanced visibility among practitioners and broader stakeholder groups, and facilitation of future research and analysis.

3.2.5.1. Peer reviewed papers and conference contributions

InPlasTwin team plans to publish 5 peer-reviewed papers in Open access journals and 10 conference contributions by attending high-level events.

Peer-reviewed articles and conference presentations are widely recognized as essential channels for disseminating a project's outcomes and findings to the scientific community. Importantly, they enhance a project's scientific credibility.

Within InPlasTwin, 5 research institutions and universities, including JSI, AUA, DTU, IMR and VITO, will primarily lead the production of scientific publications. These publications will delve into or directly address various topics closely aligned with InPlasTwin's objectives.

InPlasTwin will adhere to the following principles for all peer-reviewed papers, scientific, and non-scientific publications, conference presentations, and dissemination materials that are subject to adjustments based on partner feedback:

1. Add to the project repository:

The abstract/ key information for all publications will be uploaded to the “Article_for review” folder, within the WP9 folder in the repository, before publication:

- Peer-reviewed & scientific publications: 45 days prior
- Publication in non-scientific outlets: 20 days prior
- Conference presentations: 20 days prior
- Dissemination materials: 15 days

Upon publication to the Shared folder, all partners will be notified via email. To address concerns about intellectual property or confidential information, written objections must be submitted to the coordinator team within 14 days of notification. All information should remain confidential until publication.

2. Ensure Open access:

Make sure all publications are available for open access. Peer-reviewed publications need to be freely available online, upon publication.

3. Dissemination tracker:

Add the required information under the appropriate tab:

- Conferences Event
- Publications (scientific and non-scientific)
- Dissemination Materials

A preliminary template for dissemination and communication planning will be outlined in Chapter 4.2, ensuring that the project's findings reach a broad audience and contribute to ongoing discussions in the environmental and agricultural research community.

3.2.5.2. Tech briefs

During the project's lifespan, we will produce at least two technical briefs that will be featured in agro-sector magazines or publications. These briefs will highlight significant project results and insights. These articles are often selected based on their relevance, quality, and potential interest to the magazine's readership.

3.2.5.3. Policy briefs

InPlasTwin will create 2 policy briefs highlighting the activities and outcomes of project-related findings that might influence policy initiatives at national levels in the field of MNPs pollution. The aim is to offer concise and clear insights into the policy landscape within InPlasTwin's area of expertise, supporting stakeholders' decision-making processes. These policy briefs will share the key findings and recommendations from policy and research studies undertaken within the InPlasTwin project.

3.2.6. Event planning

The event planning for InPlasTwin will be divided into two types of events: *Events where partners will participate*, and *Events organized by consortium*. The event planning process will be organized into three distinct phases, each designed to ensure effective dissemination of project results and engagement with target audiences.

a. Events where partners will participate

These events will encompass a range of formats, including live, digital, and industry events such as conferences, networking events, and symposia.

Phase One requires partners to inform the Project Coordinator and WP9 and 10 leaders about plans to present InPlasTwin at various events. A dedicated event planning sheet, available in the project repository, helps partners detail event specifics such as name, website, date, location, target audience, InPlasTwin's role, and potential collaborations. Suggestions should be submitted at least two months in advance for proper planning, following the guidelines in *Figure 25*. For additional support or promotional needs, partners are supposed notify WP9 leaders via email.

Phase Two focuses on the realization of the event participation. It will also include the promotion of events, and technical organization, such as presentation and creation of needed branding material.

Figure 26., below lists the tentative guidelines and timeline for the selection of events.

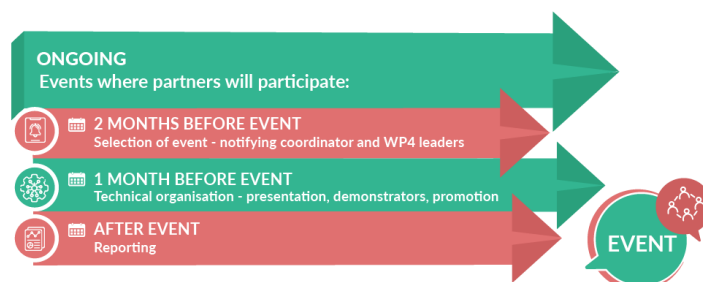


Figure 26 - Guidelines for events where partners will participate

b. Events organized by consortium

The event planning process will be divided into three stages. To initiate the event planning process, partners will identify potential events where InPlasTwin can be showcased, detailing information like the event's name, its website, date, location, target audience, and InPlasTwin's role on a dedicated planning sheet.

Partners are encouraged to propose participation in events 4 months ahead to align with the planning and execution guidelines in Figure 26.

Apart from detailing the event in the dedicated sheet for planning, partners should send an email to WP9 and WP10 leaders to notify them of the upcoming activity if they acquire support or promotion.

The next step is to **choose** and **execute** event **participation**. Figure 26 shows the proposed **guidelines** and **timeline** for EU event selection. These were set to keep event **involvement** within the Project's **aims** and **budget**.

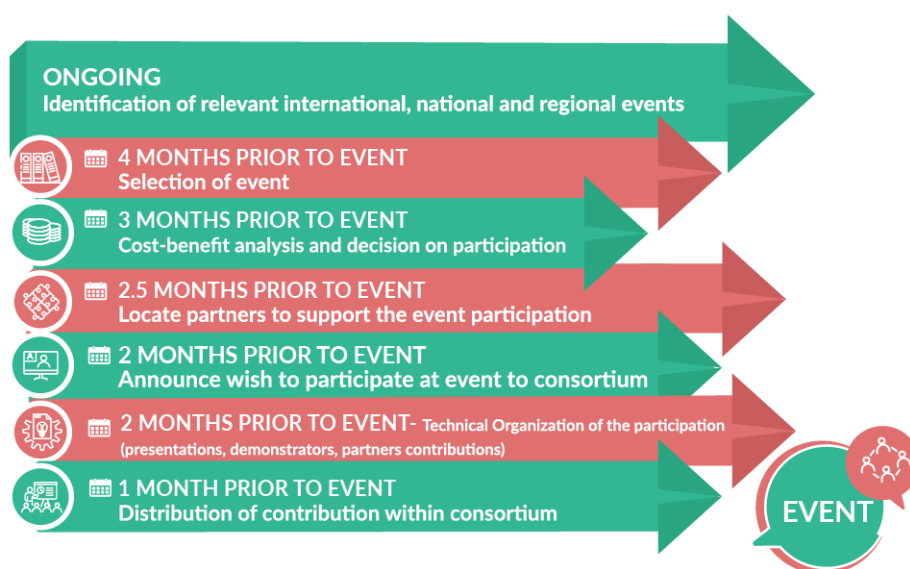


Figure 27 - Consortium organized events planning timeline

3.2.7. Networking, synergies and liaison

Networking, synergies and liaisons are important to the dissemination efforts of InPlasTwin.

InPlasTwin DEC plan will address opportunities for collaboration with relevant ongoing and recently completed Horizon Europe and other international initiatives.

One of the primary objectives of the DEC plan is to **capitalise on current/past projects** (*MassTwin, UPTAKE, FoodTraNet, Econutri, MS4Plastics, CE4Plastics, GreenLAND, Papillons, Upstream, Remedies*, etc.) (Table 3) and build synergies with complementary national and regional R&I initiatives, projects platforms, thematic networks, and other relevant actors. The idea is to foster a cooperative framework preventing redundancy and maximising the impact of outcomes.

Table 3 – Relevant projects or initiatives

Name of projects	Summary of project
MassTwin Coordinator INSTITUT JOZEF STEFAN Start-end date 01.01.2016. – 31.12.2018. 	Spreading Excellence and widening participation in support of mass spectrometry and related techniques in health, the environment, and food analysis- MassTwin H2020 had the objective to improve the mass-spectrometry based analytical skills of researchers and to adopt best practices comparable to the world's leading laboratories. This will be achieved through a series of exchange visits between the participating laboratories, exploratory workshops, group trainings and collaborative research in the field of health, food and environmental sciences.
UPTAKE Coordinator INSTITUT JOZEF STEFAN Start-end date 1.10.2022-30.9.2025 	The UPTAKE project - Agricultural reuse of wastewater and sewage sludge: Uptake and distribution of contaminants of emerging concern in tomato plant as a model, aims to assess the risks associated with using treated wastewater and treated solids in agriculture. The project will study the uptake of various contaminants, including nanoplastics, by tomato plants under different conditions. By developing predictive models and conducting experiments, the project seeks to provide valuable insights into the potential health risks and inform sustainable practices for using these resources.
FoodTraNet Coordinator INSTITUT JOZEF STEFAN Start-end date 01.05.2021 – 30.04.2025. 	FoodTraNet Advanced research and Training Network in Food quality, safety and security is a Marie-Curie training network in food science that started in 2021 and is coordinated by the Jožef Stefan Institute in Slovenia. It comprises 15 Early Stage PhD researchers located at universities across Europe, studying a diverse range of topics across food safety, food security, food quality, and food authenticity, including microplastics in water and reuse in crops.
Econutri Coordinator GEOPONIKO PANEPISTIMION ATHINON Start-end date 01.11.2022.-20.04.2026. 	ECONUTRI EU-China collaboration for a greener agriculture general objective of is to optimize, validate, and demonstrate nature-based novel solutions adapted into a holistic concept, which contribute to reduction of NO ₃ -N and P leaching, control of N losses through ammonia volatilization, and mitigation of GHG emissions originating from the agricultural sector, including both plant and animal production. To achieve this objective, ECONUTRI aims further to disseminate and scale up the application of these novel technologies, and support EU farmers and scientists through training and education to implement nature based nutrient management tools that would improve air, soil and water quality in Europe and China, and contribute to mitigation of global climate change.
MS4Plastics Coordinator The Flemish Institute for Technological Research Start-end date 01.09.2022-22.03.2025. 	The MS4PLASTIC - Mass spectrometry for the characterization of micro- and nanoplastics, project aims to develop advanced methods for detecting and characterizing microplastics and nanoplastics in seafood. By combining cutting-edge techniques like ICP-mass spectrometry, size exclusion chromatography, and field flow fractionation, the project will enable the identification and quantification of these tiny plastic particles. This research will contribute to a better understanding of the prevalence and potential health risks associated with microplastic contamination in seafood.
CE4Plastics Coordinator The Flemish Institute for Technological Research Start-end date 01.09.2022-31.08.2024.	CE4Plastics - Capillary electrophoresis as a main pillar for the characterisation of nanoplastics released from single-use and reusable plastic drinking bottles project aims to develop advanced analytical methods to detect and quantify nanoplastics released from plastic bottles into drinking water. By investigating the weathering process of plastic bottles and the release of nanoplastics, the project seeks to assess the potential risks associated with these particles. The goal is to raise public awareness about the issue of nanoplastics in drinking

CE4PLASTICS	water and to contribute to the development of strategies to mitigate this problem.
Upstream Coordinator FUNDACION AITIIP, Spain Start-end date 01.09.2023-31.08.2027. 	UPSTREAM- Circular and Bio-Based Solutions for the Ultimate Prevention of Plastics in Rivers Integrated with Elimination And Monitoring Technologies is a Horizon Europe Innovation Action project that aims to improve the cleanliness and water quality of European rivers that flow through several major European capitals and into five sea basins. The project is based on the widespread deployment and demonstration of a suite of 15 advanced solutions that address the serious issues of pollution from litter, plastics, and microplastics in 7 European rivers along 5 pillars – monitoring, prevention, elimination at wastewater treatment plants, elimination from rivers, and valorisation of collected plastics. Investigations of the effectiveness and replicability of the solutions within the varying ecosystems of 5 different demonstration sites will allow for engagement with regions beyond the partnership to quickly scale up the solutions, contribute to the Mission objectives, and expand the water system knowledge base throughout Europe.
GreenLAND Coordinator Educons University, Serbia Start-end date 01.01.2023-31.12.2025. 	The GREENLand – Microplastic free environment- project aims to address the growing issue of plastic pollution by focusing on prevention, detection, and purification of microplastics. By collaborating with leading European institutions, the project seeks to enhance Serbia's research and innovation capacity in this field. The ultimate goal is to create a sustainable future with reduced microplastic pollution and ensure the safety of food and the environment.
Papillons Coordinator NORSK INSTITUTT FOR VANNFORSKNING Start-end date 01.06.2021-31.05.2025. 	PAPILLONS – Plastic in Agricultural Production: Impacts, Life-cycles and LONG-term Sustainability – is a research project supported by the European Commission. We study the sources, behaviour and ecological effects of micro and nanoplastics in agricultural soils, resulting from the use of agricultural plastics. Project mission is to deliver knowledge and help farmers, industries, regulators and policy makers to introduce practices, products and instruments that guarantee the safe use of agricultural plastics and promote the sustainability of farming systems.
Remedies Coordinator KEMIJSKI INSTITUT Start-end date 15.12.2022-14.12.2026. 	REMEDIIES is a Horizon Europe innovation Program creating innovative solutions and technologies to monitor, collect, prevent and valorize (micro)plastic from our oceans. Its approach is rooted in science, circularity, and community engagement aiming to protect water ecosystems, reduce pollution and develop a climate-neutral blue economy.

To disseminate the scientific and technological knowledge produced by InPlasTwin and apply it effectively through skill development, synergies will be created with appropriate follow-up institution-building assistance to consolidate and expand the results (i.e., through TAIEX, OECD/SIGMA), or further bilateral projects with the Member States involved in the InPlasTwin project. It will be strengthened through participation in European Commission co-organized events, webinars, etc.

A significant portion of the project's efforts will be rooted in empirical evidence, centring on the insights, lessons learned, and data accumulated by partners from previous projects.

The realisation of networking, synergies, and liaison will be grounded on a three-step strategical method.

Phase 1: Identification

In the identification phase, areas of mutual interest, potential partnerships, and synergies will be identified. WP9 and 10 leaders will ask the partners to share information on any other projects, networks, or initiatives they are currently engaged in that may be relevant to InPlasTwin, besides the ones stated in the project proposal. This information should be filled by partners periodically via the dedicated Google Form for reporting on dissemination and communication KPI (more information on activity reporting can be found in Chapter 4.2 Planning and reporting tools and templates). This will ensure the list is continually updated and includes new projects.

InPlasTwin will consider both nearing-completion and concurrently running projects. Engaging with projects nearing completion will expand InPlasTwin's network while aiding the other projects in sustaining momentum. Concurrently running projects, networks, and initiatives offer numerous opportunities to strengthen communication and foster collaborative endeavors.

Phase 2: Evaluation

To confirm that networks, synergies, and liaisons are relevant to the project's success and align with InPlasTwin's goals, each potential project, initiative, or network will undergo a comprehensive assessment.

Assessment will be based on the key qualitative and quantitative indicators, such as relevance, added value and impact (such as increased visibility), feasibility (considering aspects like timeline and resource availability) and terms of collaboration. A final decision regarding these potential collaborations will be based on the evaluation findings combined with input from consortium partners.

Phase 3: Contact

Once projects and initiatives are selected, a tailored approach will be determined for each, considering its specific characteristics.

Phase 4: Action

The communication strategy and collaborative actions will be determined after consultations with project and initiative representatives in line with the InPlasTwin consortium. These activities may involve, but are not limited to:

- Joint communication, dissemination, and exploitation endeavors
- Shared policy events
- Coordination of research and potential joint publications
- Exchange of data, inputs, and outputs
- Mutual participation in each other's events
- Cross-referencing projects and their respective events on websites and social media platforms

3.2.7.1. Practice abstracts and Policy recommendations

In the scope of the InPlasTwin project, Policy recommendations and Practice abstracts are part of dissemination KPIs. More specifically, they are listed under **Networking, synergies and liaison activities (disKPIs 4)**. A total target number of 3 practice abstracts and 2 policy recommendations are foreseen for the project.

The production and dissemination of practice abstracts will provide a comprehensive and practical understanding of innovative protocols and methodologies that can be easily applied to various scenarios.

Policy recommendations are envisaged to help in mitigating MNPs pollution in the agro-food sector, by promoting sustainable practices, regulating plastic use, and investing in research and innovation.

3.2.8. Videos

Project will provide a 3+ visual and engaging look into the knowledge transfer of a MNPs research activities in agriculture, emphasizing work on the state-of-the-art equipment and strawberry cultivation in hydroponics. It will highlight the diverse range of skills and techniques involved in MNPs research, from sample collection, extraction procedures to sample and data analysis, and in field experiments.

3.2.9. EC tools

InPlasTwin will aim to utilize several tools offered by the European Commission (EC) to support dissemination, exploitation, and communication of the project's results.

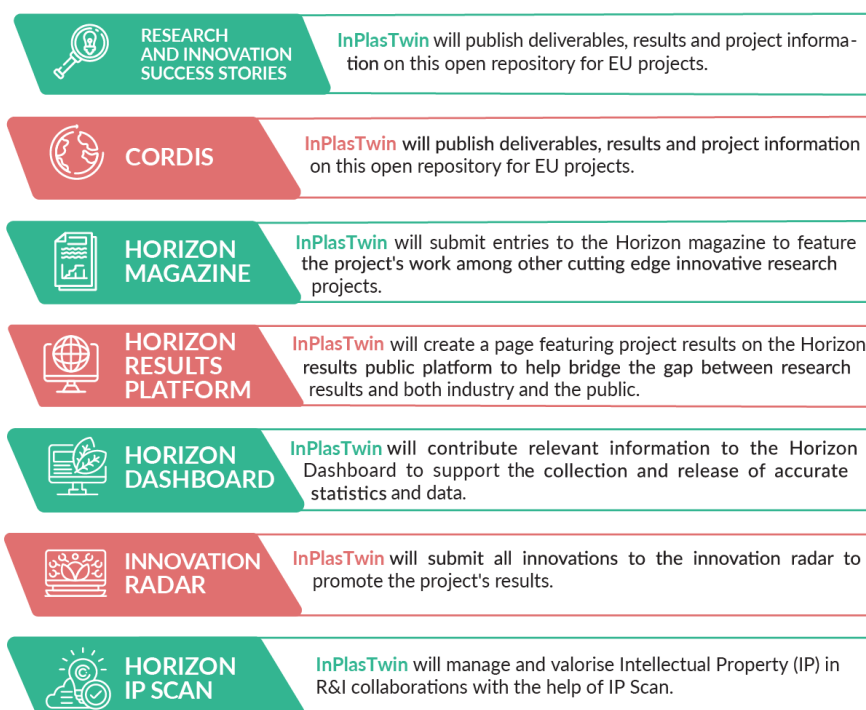


Figure 28 - EC tools

4. Monitoring and evaluation

4.1. KPIs

To track the progress of the InPlasTwin project, Key Performance Indicators (KPIs) have been established as measurable targets. A set of dissemination and communication KPIs (Figure 26 and 27) has been defined to monitor the project's progress and facilitate necessary adjustments.

High-level and e-learning events, conferences, exhibitions, open days	15 high-level events (online/offline/hybrid), 2 Open Day and 2 Researchers' night events, 1 InPlasTwin Showcase and final Event
Scientific outreach, technical publications, and policy briefs	5 peer-reviewed papers, published in open Access, 10 conference contributions, 2 Tech briefs in relevant magazines, 2+ policy briefs
Community & ecosystem building	6 workshops, 2 brainstorming lectures, 10 training (virtual, hands-on, etc.), 12 short-term staff exchange visits, 1 summer school, 1 round table, 4 joint meetings
Networking, synergies, and liaison activities	2 joint press releases & statements, 3 Practice Abstracts, 2 Policy recommendations

Figure 29 - Dissemination KPIs

Full branding, web design, and communication guidelines	1 (Printable) brand book and guideline; 1 website (incl. Show & Tell Blog/News and discussion corner for dialogue and lessons learned); 6 InPlasTwin Social Media accounts (LinkedIn, Facebook, X (Twitter), SlideShare, YouTube, Instagram); Coordinated dissemination & communication materials: 3 x (posters, brochures, project factsheet), 1 x (notebook, folder, roll-ups, banners), 1 x Social Media Kit (feed and story templates, video covers), 1 x set of communication guidelines
Digital & social media	25,000 website pageviews, +500 no. of views/downloads (audio-visual material, brochures, etc.); 3+ InPlasTwin videos; 50+ blog posts (incl. editorial infographics and insights); 2,000 total no. of social media followers; 500+ Newsletter subscribers
Press Outreach & Event Planning	2 press releases; 5+ Participation in media speeches/interviews (TV, radio); 5+ featured articles in magazines and online portals relevant to the topic

Figure 30 - Communication KPIs

Furthermore, a tentative **KPI distribution plan** has been developed and forwarded to the partners for reflection and collaborative agreement.

The KPI distribution plan is divided into two sheets:

The first one is **KPI distribution per period**: The KPIs have been distributed between the **reporting period - M1-M6, M7- M12, M13- M18, M19 - M24, M25 - M30, M31- M36**. These are a combination of internal reporting periods in the consortium agreement and the official reporting periods.

Table 4 - KPI distribution per reporting period

Dissemination (D), Communication (C) and Exploitation (E) KPIs		TARGET	The periods below are semi-annual.					
1. Dissemination activities			M1-M6	M7- M12	M12- M18	M19- M24	M25- M30	M31- M36
High-level and e-learning events, conferences, exhibitions, open days (dissKPI 1)	high-level events (online/offline/hybrid)	15	1	2	3	3	3	3
	Open Day	2			1		1	
	Researchers' night events	2			1		1	
	InPlas Twin Showcase and final event	1						1
Scientific outreach, technical	Peer reviewed papers, published in open access	5				1	2	2
	Conference contributions	10		2	2	2	2	

The second sheet is for **KPI distribution per partner**. To ensure all partners collaborate in D&C activities KPIs were distributed between partners based on their efforts and other activities in the project.

Their KPI distribution was done by considering their efforts for WP9 and WP10, as stated in the Grant Agreement. The KPI distribution sheet can be found in the common InPlasTwin folder available to the entire consortium. It is also screenshot and presented in the following two figures.

4.2. Reporting Templates

To foster collaboration and ensure effective communication, partners will submit monthly reports on their dissemination and communication activities. Feedback will be collected through an online form (Figure 28) to monitor the progress of DEC activities, make necessary adjustments to the plan, and strengthen partner accountability.

Figure 31 - Online form to monitor the progress of DEC activities

5. Exploitation, IPR Management Strategy & Sustainability

This chapter provides an introduction to project's Key Exploitable Results (KERs) – commercial and non-commercial ones - InPlasTwin's general approach to potential pathways for their exploitation and KPIs for monitoring their impact. To enhance clarity and timeliness in capitalizing on and ensuring the sustainability of InPlasTwin's results, a more comprehensive approach will be presented in the forthcoming document, D9.3 – “*Progress pathways for exploitation and IP*” scheduled for release in Month 18 of the project implementation, as well as in the upcoming updated versions of this deliverable in Month 34. These documents will further elaborate on the exploitation component of the DEC plan, providing additional details regarding the project's sustainability beyond InPlasTwin's 36-month duration. The Exploitation strategy is systematically developed and will be refined through iterative sprints.

5.1. Exploitation Methodology

To ensure widespread adoption of the project outcomes and maximize their impact, it's imperative to strategically plan and develop a robust methodology for Sustainability, Exploitation, and Intellectual Property Rights (IPR) Management. This methodology provides a comprehensive framework for essential activities to be carried out. The forthcoming exploitation and IP-related activities will be based on this methodology, with the flexibility to adapt and refine as necessary to optimize the implementation of the InPlasTwin solutions.

InPlasTwin's methodology for implementing the exploitation strategy successfully is built on three core pillars:

i. Planning and Monitoring: To ensure the effective and timely application of the exploitation strategy across all KERs, InPlasTwin will adopt a continuous monitoring approach. With the support of WP Leaders, project partners will regularly report on their KERs and intellectual property (IP) (as outlined in the Exploitation and IP Catalogue section) using an online database or table.

ii. Targeted Exploitation Strategy: At this stage, InPlasTwin will assist project partners in developing strategies to sustain the identified KERs over the long term. The appropriate exploitation pathways will be elaborated in the scope of individual/joint Exploitation Plans.

iii. Measures to Enhance Exploitation at the EU, Wider Europe, and International Levels: InPlasTwin will present identified KERs to a broad range of stakeholders. By coordinating with dissemination and communication (D&C) activities—such as events and conferences—InPlasTwin will utilize all available channels to inform and engage stakeholders with the project's outcomes. Furthermore, the project will seek relevant follow-up support for institutional capacity building to sustain and expand these results, potentially through TAIEX, OECD/SIGMA, or further bilateral projects with Member States participating in InPlasTwin. At the close of each reporting period, FSH will initially review the KERs and, in collaboration with the KER owners, develop suitable exploitation strategies based on the nature of the results—whether commercial or non-commercial (scientific, societal, or political)—and on the interests of the stakeholders involved.

5.1.1. Sustainability Strategy

The sustainability strategy delineates a specific set of measures and actions to ensure the continued use and exploitation of both commercial and non-commercial outcomes of the project. These actions aim to ensure that project results are utilized by partners and stakeholders, thereby enhancing

sustainability and extending impact beyond the project's conclusion. Long-term planning is essential to foster stakeholder engagement and attract potential investors. The strategy will encompass necessary methodology, targets, KPIs and outputs derived from the case studies. Additionally, further potential applications of the solutions in the public and private sectors will be considered. Aspects to be covered are:

- general outlook, forecasts/trends;
- growth prospects, drivers, and opportunities;
- exploitation and roll out plan with a holistic approach to strategy implementation (with focus on community networks and best practices, established through WP3-WP8).

5.1.2. Exploitation and IP Catalogue

InPlasTwin anticipates the development of both commercial and non-commercial outcomes. It's crucial to systematically capture, monitor, and manage outcomes throughout the project lifecycle. In order to identify and systematically validate Key Exploitable Results (KERs), but also other results that are foreseen in the project, InPlasTwin will develop an online template - InPlasTwin Exploitation and IP Catalogue. The aim of the Catalogue is to capture both tangible and intangible outcomes (knowledge or information; commercial and non-commercial) that have a potential to be exploited once the project finishes. It will also cover all potential applications of project results (scientific, societal, and economic) and briefly highlight partners' future exploitation and IP strategies and intentions. The practice of compiling the Catalogue is envisioned to be a comprehensive, iterative, and continuing process. The final findings will be reported in D10.3 Exploitation and Sustainability Report in M36.

5.1.3. Exploitation of Non-Commercial Results

Non-commercial results are not meant to be exploited on the market; however, their non-profit driven exploitation is very important in order to make them available to target stakeholders who can benefit from them. Therefore, such exploitation routes will also be investigated and elaborated in the context of InPlasTwin Exploitation strategy. Non-commercial results can provide value to scientific and research community, policy makers and broader society:

- Scientific advances/re-use: Scientific outputs such as models, methods, prototypes, and any available data generated throughout the course of the project can be utilized by the scientific community for future research.
- Policy-making: Project results may provide policy-makers and regulators with evidence-based information that can be useful in the process of forming new policies or changing existing ones.
- Training and education: Some of the results can be used to develop education and training programs for students, professionals and/or the general public.
- Contribution to new standards related to effects of MNPs released during the mulching film degradation on strawberry cultivation practices/technologies, etc.

InPlasTwin scientific advances are expected to be exploited:

- (i) **under other existing research activities** - Educational and training tools for upgrading the academic curriculum and advancing scientific excellence at JSI and AUA & 5 scientific joint publications published in top SCI-indexed journals;
- (ii) **under new research projects** (in collaboration with third parties or not) - 2 joint project applications in EU Horizon Europe calls in 5 years after the project with JSI as coordinator;
- (iii) **for educational/training purposes** (specifically in the case of universities aiming to increase higher education attraction and release high quality professionals) - 3

researchers/staff trained in MNPs analysis at excellent EU institutions; 3 newly trained JSI staff for application/management of EU projects & 20 newly trained staff at JSI, AUA and FSH for adopting practices in diversity inclusion and ethics.

FSH, as lead of Dissemination and Exploitation, will enable and support the above-mentioned activities by mobilizing existing ecosystems amongst the consortium partners and capitalizing on potential future networking opportunities with relevant external stakeholders.

5.1.4. Exploitation of Commercial Results

Most of the InPlasTwin results will be utilized for non-commercial purposes, however, there is also a possibility of achieving commercial interests that will be further investigated during the project. In order to prepare project partners interested in commercialization of their assets for market entry, the following needs to be elaborated:

- Market analysis to understand market dynamics, competition, and stakeholder needs.
- Go-to-market strategy focusing on product-market fit, target audience, and distribution channels.
- Exploration of funding opportunities to support project beneficiaries in securing funding that can ensure financial sustainability of their business solutions.
- Development of joint and individual business plans structured to include value propositions, market insights, operations, IPR considerations, etc.

5.2. Exploitation Methodology

As an integral asset of the project, IP needs to be managed and used strategically to ensure smooth cooperation and maximize the impact of project results. Overall, InPlasTwin IPR Management Strategy is expected to:

- Increase the overall IP knowledge of all Consortium Members.
- Identify and provide a clear picture of the partner's existing IP.
- Identify potential ways for IP Protection.
- Facilitate the development of a joint IP management and exploitation strategy.
- Prevent potential IP conflicts between the Consortium Members but also between 3rd parties (e.g., IP infringement).
- Enhance the Project's overall Plan for the Exploitation and Dissemination of Results.

Against this background, InPlasTwin will adopt a comprehensive IPR Management Strategy taking into account all five distinct project stages/phases identified, working in lockstep with the Exploitation Strategy. Outlined below are the details of the five distinct project stages/phases:

1. **Project Planning / Proposal Stage:** All partners' background, tangible and intangible assets (i.e. studies, methods, materials), and the potential IPRs attached to them (i.e. patent, copyright), likely to be needed for the implementation of the project and/or for the use of the expected results subject to IPR have been already taken under consideration during the proposal formulation.

2. **Grant Preparation:** Matters related to the management of knowledge and IPR handling (Confidentiality, Background & Sideground IP, Ownership/Joint ownership of results, Legal Protection of results, Exploitation of results, and access rights) will be defined in the Consortium Agreement (CA). Results/ Background, Results Ownership: and Joint Ownership.
3. **Project Implementation:** Newly generated knowledge/innovations and related new IP will be constantly recorded and assessed. More specifically, the IP management strategy is expected to focus on the following:

3.1. Introduction to IPR: At the first stage, all Project Partners will get familiar with the basic concepts of IP and IPR, taking into consideration the following:

- Intellectual Property Concepts and Definitions on Strategic Level;
- Main Intellectual Property Issues & Concepts;
- Legal Environment of Horizon Europe

This will be achieved via the organization and implementation of a series of IP workshops – at least two of them – hosted by FSH. The first one is scheduled to be implemented in **M4** of the project.

3.2. IP Identification, Monitoring & Evaluation:

Connecting IP and Key Exploitable Results: The first action will include the further validation of KERs and their connection with IPR activities. Project's KERs will be recorded in InPlasTwin Exploitation and IP Catalogue. It is crucial to have a clear picture of all the KERs, for instance their nature and type (e.g., software, hardware, service), their commercial potential – if any – (e.g., in terms of geographical targeting) in order to align KERs with the IP strategy and provide useful feedback.

IP Identification, Monitoring: Newly generated knowledge/innovations and related new IP, will be constantly recorded and assessed. Overall, the most suitable protection of IP depends on the character of the results. Therefore, it is essential to compile a complete list of the background, side ground and the expected results (foreground) of the project to properly manage IP and support the preparation of the exploitation activities, as well as to provide input for the Results Ownership List needed for the final periodic report.

3.3. IP Risk Management: Risk is the possibility or likelihood of harm, loss, or less-than-expected returns. The primary reason for risk identification and management is to assure that program decision-makers learn about and deal with important risks before they turn into issues. Risks related to IP fall into multiple categories that can pose threats to program schedules, cost, and scope performance.

Therefore, we need to frame the facts of the risks and determine what actions might mitigate or lessen their impact. For this reason, **potential risks connected with IP will be recorded, analyzed and evaluated.** Based on this analysis, mitigation actions and strategies will be proposed. The IP risk activities will work in lockstep with the overall Project Risk Management, Assessment and Mitigation Strategy.

3.4. Capacity Escalation Activities will also take place. The first IP workshop on general IP considerations that InPlasTwin consortium needs to take into account during the implementation of the project, including background/foreground knowledge, access rights, IP protection measures and connections between IP management and exploitation & dissemination activities will take place in M4, while at least one additional workshop will take place close to the end of the Project, where the

bulk of information related to IP will be available. In the meantime, FSH as leader of Exploitation and IP activities will be available for individual mentoring support for project partners who might need additional, tailor-made assistance regarding their IP issues.

4. Project Conclusion: Partners must be aware that obligations concerning IP management and certain provisions in the agreements remain in force after the project conclusion such as confidentiality obligations, transfer of results, and obligations to protect results capable of commercial exploitation. In this context, when approaching the end of the Project, all Project Partners will be informed about their obligations and the next steps while they will also **verify the Results Ownership List** in the context of the final IP workshop.

5. IP Post Project Management: The obligations for project partners also remain active after the end of the project. Therefore, the following issues will be taken into consideration:

- How to maintain the protection of IP.
- How to manage agreements related to IP (Joint Ownership, Licenses).
- How to manage Cost and revenue sharing – if any.

5.3. Exploitation KPIs

The exploitation-related activities will be regularly evaluated and monitored during the implementation of the project. Two KPIs, related to the exploitation and sustainability of the project's results have been already defined by the InPlasTwin consortium, as it is described below:

Table 5 - Exploitation KPIs and target values

Performance Indicator	Target Value
Exploitation & IP Strategy workshops	2+
Sustainability and exploitation roadmap for KERs	1

6. Conclusion

D9.1 First Dissemination, Exploitation & Communication Plan outlines the project's initial strategy for sharing information, utilizing results, and engaging with stakeholders. It provides a comprehensive overview of the DEC strategy, including its key phases and planning guidelines. The document also details a wide range of activities aimed at achieving the DEC objectives, along with tentative methods for monitoring and reporting on these activities.

To maximize the project's impact both during and after its completion, all partners shall actively participate in disseminating and communicating InPlasTwin's outputs. This collaborative effort will contribute to the project's DEC goals and ensure the effective utilization of its outcomes. Moreover, the collaboration among partners allows for the refinement and adjustments of the DEC plan if needed.

Synergetic links and Ecosystem building report I (D9.2) is due in **M18**. It will be presented in the form of a report, providing relevant activities of task T9.2 which are to take place during the 1st half of the project duration.

Progress pathways for exploitation and IP (D9.3) is due in **M18**. This will be a report identifying concise and timely methods for capitalizing on and ensuring sustainability of project results during the 1st half of the project duration.

Updated Dissemination, Exploitation and Communication plan (D9.4) is due in **M34**. It will provide an updated rendition of the plan. This iteration will assess the current plan, and outline its strengths and weaknesses in terms of applied activities and tools.

Synergetic links and Ecosystem building report II (D9.5) is due in **M36**. It will be presented in the form of a report, providing relevant activities of task T10.2 which are to take place during the 2nd half of the project duration.

Exploitation & sustainability report (D9.6) is due in **M36**. This will be a report identifying concise and timely methods for capitalising on and ensuring the sustainability of project results during the 2nd half of the project duration.