Deliverable 5.1 Communication- and dissemination plan

CIRCPLASTX

A DATA SPACE TO INCREASE CIRCULARITY THROUGH DATA FOR THE PLASTICS INDUSTRY

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CONTRIBUTOR: CIRCPLASTX Consortium

CircPlastX

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Topic:	DIGITAL-2024-CLOUD-DATA-06-MANUFSPACE
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Table of content

List of figures and tables

Figures:

Tables:

Abbreviations

ABBREVIATION	MEANING
CA	Consortium Agreement
D	Deliverable
DoA	Description of Action
EC	European Commission
PC	Project Coordinator
TL	Task Leader
WP	Work Package
WPL	Work Package Leaders

Executive summary

In this Deliverable, we provide an overview of the communication- and dissemination plans for the CircPlastX project and we will outline how the project will share its progress, findings, and results, as well as how the consortium will maintain the project's visibility and ensure effective dissemination throughout its duration.

Introduction

The communication and dissemination plan outlines how the project will share its progress, findings, and results, as well as how the consortium will maintain the project's visibility and ensure effective dissemination throughout its duration. Both the sections on communication- and dissemination provide a description, the methodology, the activities carried out so far and planned for the next 6 months, as well as a table with the progress towards the KPIs and provides in the Grant Agreement. The final section provides our current selection of digital tools and platforms for communication and dissemination.

1 Communication plan

1.1 Description

As stated in the Grant Agreement, the following communication and dissemination activities will be key for project's impact maximization and result promotion. The main objectives here are:

- To raise awareness regarding CircPlastX activities by supporting the engagement of stakeholders, in particular members of the database and members of the advisory board, as well as to disseminate results. To do so, the partner will establish all the necessary promotion material and communication channels to ensure visibility and access to the stakeholders.
- To attract SMEs to join the data space with the promotion of the scaling programme under T5.5 and ensure the link with European Digital Innovation Hubs (EDIH).
- To grow a community around our data space activities and foster interactions with other initiatives, for sharing technical experience, cross the communities built and then maximize the global impact at European level.

1.2 Methodology

To raise awareness on CIRCPLASTX, a visual identity and communication materials have been released. Apart from the visual identity that will be described in a first strategic communication and dissemination plan, social media channels and a website will be created to disseminate impactful information and results about the project. Moreover, to engage widely the public and targeted groups at the beginning of the project and then during and beyond the project lifetime, promotional artefacts (flyer, slides, templates, roll up) will be provided to all partners. To keep the attention of targeted groups during the entire project, a periodic newsletter will be developed, and press releases will be published by all the partners of the consortium.

Furthermore, a dissemination strategy will be added to the communication part on CircPlastX. To disseminate properly the results obtained in the project, partners of the consortium will participate to exhibitions, conferences, webinars, workshops. Insights form the period reporting will be used as a basis for communication to industry-and policy stakeholders, such as policy-and sustainability recommendations. Focused communication towards industrial

associations and clusters will be made, in order to increase the onboarding of companies to the data space. This Communication and Dissemination Plan will be updated in the middle of the project (M18) and at the end (M36) to monitor the implementation steps and the achievement of the KPIs.

Table 1: Target groups for communication

Target Group	Goal	Channel / tool
Research Community / Academia	Emphasize the developed new concepts	Website, Linkedin, Articles, Newsletter, Conferences and Events
SMEs and plastic industry with an interest in database	Raise awareness on the interest of the database for them, bring them onboard during T5.5	Website, Linkedin, Conferences and Events
Related Projects and Activities, Clusters, EDIHs for industry	Common ground, interests and actions in plastic databases	Website, Linkedin, Conferences and Events
National, regional standardization and governments, Policymakers	Common framework for standardisation, project outcomes and impacts public awareness, best practices, recommendations	Website, Linkedin, Newsletter, Conferences and Events

1.3 Activities

1.3.1 Actions so far

In terms of communication activities, the following actions have been taken:

- Visual identity created. A logo and style were created that can be used for online-and offline communication materials (website, newsletter, flyers etc.). A graphic chart has been shared with all partners to ensure a homogeneous communication by all partners.
- Template for project reports and deliverables as well project presentation templates for internal-and external project presentations.
- Website launched (CircplastX.eu), see also Deliverable D5.6.
- Press release for project written and translated in three languages, and ready to be published and used by project partners as they see fit.
- First articles explaining the project have appeared in the media:
  - https://www.usinenouvelle.com/article/CircplastX-nous-offrons-une-interoperabilite-technique-semantique-et-de-gouvernance-explique-laurent-lafaye-co-pdg-de-dawex.N2233873

- o https://www.usinenouvelle.com/article/CircplastX-comment-accelerer-la-circularite-grace-au-partage-intelligent-des-donnees.N2233797?utm_source=newsletter&utm_medium=email&utm_campaign=info_plasturgie

1.3.2 Actions planned for the next 6 months

The following actions are planned for the coming period in terms of communication:

- Enlarge LinkedIn website reach, increase posts and improve engagement. We aim to do so via project partner networks, and a paid campaigns where needed, in the second phase of the project.
- Populate website with content on a regular basis (with status checks/updates every month).
- Populate Events tracker and plan first events.
- Prepare for first fair stand (Pollutec, October 2025)
- Adjust publication guidelines for partners and plan for content contributions from each partner via a blog post calendar.
- Send project update via newsletters of IPC, Polymeris, Dawex and Philips, as well as the new partner TNO (these are the partners with the largest reach both in the side of data spaces and on the side of circularity in-and for industry).

1.4 Progress toward indicators

Table 2: KPIs for communication

KPI	Progress	Means of verification
1 Website	Published	https://CircplastX.eu/
10 mentions in existing newsletters	In progress, newsletters of IPC, Polymeris and PCL are first places for CircplastX content	Newsletters IPC and Polymeris at first, perhaps others later (Philips, Dawex etc).
10 Conferences and Events	No events attended yet. Event tracker created. First event planned (Pollutec, Lyon)	Event tracker on project sharepoint
600 followers: LinkedIn	LinkedIn page created, 37 followers on 28/07/2025	LinkedIn page dashboard
2 Videos	Not foreseen for this period	
10 Press releases	1 foreseen for this period, 2 already published.	CircplastX.eu, linkedIn page

Figure 2 – Screenshot of current dashboard of our LinkedIn page
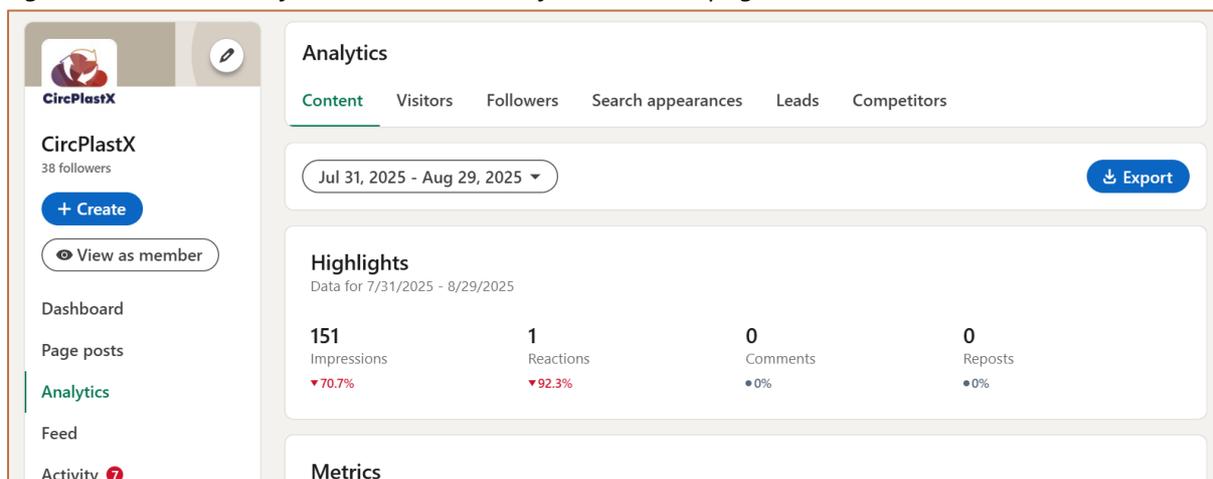
2 Dissemination plan

2.1 Description

In terms of dissemination and outreach to the relevant stakeholders, being SMEs in plastics production- and processing chains, we will mobilize the networks of consortium partners. We aim to do so towards data space technology-and development parties, including those working on data governance from a non-technical perspective, standardisation bodies in the area of data exchange and SMEs and industry organisations as well as oversight bodies and consultancies working on circularity in the context of plastics.

2.2 Methodology

Polymeris and IPC have both networks of French beneficiaries/members covering the plastic value chain, including plastic converters that benefit from tools and interventions. These two partners will promote the project and its results using their usual and internal channels technical days or webinars that tackle a wide range of topics (substances, product design, integration of recycled material...) for instance. This communication about the project will be also essential to create the mapping of stakeholders and to encourage the inputs and feedback from French plastic converters into the database.

Moreover, on a EU level Polymeris and IPC are connected to associations and unions such as PlasticsEurope, EuPC (European Plastics Converters), EIPA, PETCORE, EURIC, and several partners are connected to European networks that can be used as a stepping stone towards data space onboarding, such as EFFRA, AI REDGIO 5.0 Companies, EDIH4MANU, Polytronics European Tooling Platform, S3 Food Packaging and clusters (PROPLAST (IT), Packaging Valley (DE), AVEP (ES), PLASTR (CZ), Bydgoszcz Industrial Cluster (PL) and more. The aim is to create

links between the project and these organisations already existing to be a lever to contact standardization committees to promote the exploitation of the project dataspace (TC261, TC249 among others), and to communicate directly to this community involved in the dataspace.

Via the partners DAWEX, Tekniker and LMS, we have multiple inroads into current data space projects funded under the DEP and HEU, and with connections to the DSSC. These networks will be used to solidify our technical development and to reach out to expert fora and state of the art developments in terms of data space building blocks, standards, services and ecosystems, with a clear focus in this project on data spaces for manufacturing.

The stakeholder list created (see Deliverable D5.4) will serve as a basis for both research activities such as survey, interviews and workshops, as well as onboarding activities in the second pahse of the project. Online content, a series of webinars (3) and a workshop will be organised with relevant stakeholders to organize exchanges and feedback about the dataspace in progress.

2.3 Acitivies

2.3.1   Actions so far

The following actions have been taken in the first period related to project disemmination:

- Creation of stakeholder list. Among the partners in the project, we have started a shared stakeholder list. This list contains the names of companies and organisations relevant for the project. While keeping contact details secure per partners, we share the names and the types of organisations on a shared (password-protected) drive.

- Set up of a survey. We have developed an online survey aimed at stakeholders along the value chain in the sector of plastics and composites manufacturing, ranging from material suppliers to OEMs to final product developers and recyclers. The survey interrogates the level of digital maturity among potential data space stakeholder s and participants, and inquires about the needs for data4circularity as well as the appropriateness of the proposed digital services. See https://data4circularity.limesurvey.net

- Connection to related projects and initiatives. We have made connections with the following projects:
  - o Data4circ
  - o Data4industryX.

We are planning on connecting to more projects (see D5.4 stakeholder mapping) in the context of data sharing for circularity, with the goals of finding synergies and share efforts related to communication-and dissemination activities.

- Event planning and preparation. We have started to scout and list potential key events that could be relevant for the project. An event tracker will be used to gather inputs from all the partners and to check up on events attended.

2.3.2 Actions planned for the next 6 months

- Expansion of survey. Among all project partners, we will relaunch a collective efforts via online and newsletter messaging to increase the number of survey responses.
- Workshop announcement and call for participation
- Public report of first Deliverable (D1.1 needs and gaps analysis) on website and LI page
- Update stakeholder list *
- Preparation of materials for Pollutec stand (event)

2.4 Progress toward indicators

Table 3: KPI's for dissemination

KPIs in GA	Current status	Means of verification
1500 stakeholders mapped	Around 200 mapped	Stakeholder list as a living document
200 involved in the dataspace	Not yet relevant in this period	/
3 webinars (presentation database, regulation, technical)	Not yet relevant in this period	/
1 Workshop to exchange with stakeholders	Planned for autumn	Linkedin posts, list of participants

3 Communication-and dissemination tools and platforms

In terms of means of communication, during the project we will strive to follow the policy agenda of digital sovereignty to the best of our abilities. Translating this policy into practice, this implies the following:

- We will aim to use communication channels and means that serve the projects' purpose and that are based in the EU where possible. We will choose professional networks and newsletters as well as direct emails as well as known platforms for outreach activities. We will base our information on https://european-

alternatives.eu/ and similar sources for survey tools or project chat-and call software etc.

- We will refrain from using platforms that are or have turned into political fora or disinformation platforms or in any other way do not adhere to EU values of inclusivity, equality and general politeness and proper behavior. Even if such platforms are 'market-leading' or dominant in a particular area or sphere.
- We will review and assess our communication- and dissemination practices and channels regularly among the consortium partners.
- The table below depicts the tools used or chosen to use in the future, the following tools for communication- and dissemination activities:

Table 4: tools for communication and dissemination

Activity	Tool/Platform	Comments
Newsletter	sendethic	Tool used by Polymeris
Professional outreach	LinkedIn page	No EU alternative
Visual content dissemination	Youtube channel	No EU alternative
Project website	Wordpress, hosted on Ionos	EU and open source
Webinars/workshop/training	Gotowebinar and Teams	Both US, we might consider Framatalk or similar as alternative
Interviews	Via each partners' tool of choice	We cannot force partners to use one specific tool
Survey	LimeSurvey	EU alternative to popular US-based ones.

4 Conclusions and future work

The CircplastX communication and dissemination plan is designed to maximize the project's visibility, engagement, and impact among stakeholders, partners, and the wider public. By establishing a strong and recognizable project brand, CircplastX will ensure consistent messaging and a cohesive identity across all communication channels.

To reach diverse audiences effectively, the project will prioritize online communications and dissemination materials, including high-quality visual assets for social media and blog articles, as well as flyers and brochures for offline distribution. A user-friendly project website will serve as the central hub for information, resources, and updates, while the dedicated LinkedIn page will foster professional networking and knowledge sharing.

The plan also includes promotional campaigns featuring key messages, templates, and visual assets, all tailored to different channels and target groups. Regular articles and newsletter content will keep stakeholders informed and engaged throughout the project lifecycle. To enhance outreach and understanding, CircplastX will produce at least two videos showcasing the project's objectives, progress, and results later in the project, and organize three webinars to facilitate direct interaction with experts and the public, including one in autumn.

Through these coordinated efforts, CircplastX will not only raise awareness about its innovative solutions but also inspire collaboration and drive the transition towards a circular economy for plastics.