



WP8 Task 8.1

Dissemination Plan

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Project info

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Key Action	Cooperation for innovation and the exchange of good practices
Action Type	Knowledge Alliances for higher education
Project Title	PackAlliance: European alliance for innovation training & collaboration towards future packaging
Project starting date	01/01/2020
Project end date	31/12/2022
Project duration	3 years

This project has received funding from the European Union

Project consortium



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Glossary of terms, abbreviations and acronyms

Abbreviation / Acronym / Term	Description
CE	Circular Economy
CHAINS	CHALLENGES INNOVATION teams. Collaborative teams of students of the PackAlliance postgraduate programme to work on a specific industry challenge
EACEA	Education, Audiovisual and Culture Executive Agency
HEI	Higher Education Institution
PackAlliance Hubs	Physical places where the academia-industry collaboration within the project will take place
WP	Work Package

Introduction

Plastics are an important and value material for the economy that is used in our daily life. However, at the same time they have serious downsides on the environment and health. 40% of plastic produced is packaging, which is used just once and then discarded.

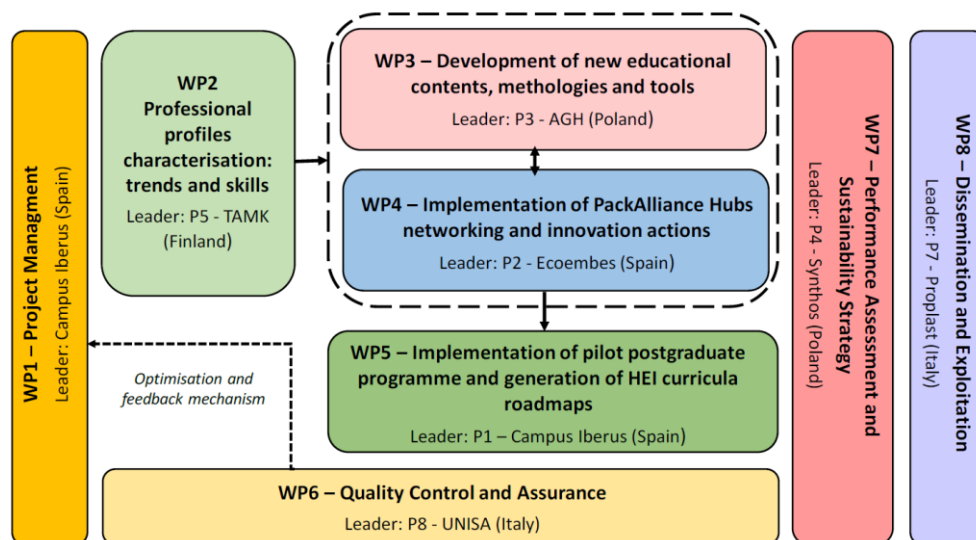
The first-ever European Strategy for Plastics in a Circular Economy adopted on January 2018 highlights the need for transformation of the way plastic products are designed, used, produced and recycled in the European Union.

Key elements for this transformation within the plastic packaging sector are investments in innovative solutions and talented and skilled professionals able to transform waste into value. Nevertheless, the plastic packaging industry is affected by a shortage of professionals with appropriate skills in innovative packaging technologies & processes, and low level of collaboration between Higher Education Institutions & the Plastics Industry reflected by insufficient knowledge transfer and mismatched curricula. Hence, it is crucial to provide with market oriented high education & training for students and professionals in the area of sustainable packaging.

PACKALL is a Knowledge Alliance that brings together academic and industry partners from 4 EU countries (Spain, Poland, Finland and Italy) in order to foster Academia-Industry collaboration for innovation and competence building in innovative and sustainable packaging, as a nuclear element for the transition to the Circular Economy within the plastic industry. Based on the partners' experience and mutual interest for cooperation, PACKALL consortium seeks:

- To equip HE students and packaging professionals with industry-demand skills required for circular economy transformation within the plastic packaging sector
- To modernize and align Higher Education Institutions curricula with the plastic packaging industry needs
- To establish innovation collaboration scheme between HEIs and industry on the knowledge, talent transfer and entrepreneurship in sustainable plastic packaging area

The communication and dissemination plan will detail the adequate strategy to share PACKALL's findings. A targeted approach will be used to provide a dedicated approach to each audience group. The plan will acquaint regional/local communities on changes, foster discussions, exchange of ideas, sharing of experiences, disseminate news related to PACKALL.



Document description

This document is the communication and dissemination plan of the PACKALL project. It will outline the strategy to share the aim and findings of the project to an external public, defining the *who* (audience), the *what* (key messages), and the *how* (communication activities). The development of the overall communication and dissemination strategy is led by Proplast.

In order to guarantee an effective promotion and exploitation of the project results, special attention will be given to make dissemination messages attractive and engaging both new stakeholders and key audience (students, talented and skilled professionals, etc.).

For the dissemination aspect, the project is made by a strong partnership of universities, center of research and stakeholders that can guarantee a wide network of contacts for a successful dissemination of project.

News, events, project and results publications, together with web-based tools, will be identified.

An overview is given of all dissemination opportunities identified through traditional communication channels such as event attendance (e.g. conferences, seminars, workshops, etc.), project publications (e.g. leaflets, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders, etc.), complemented also by online activities based around the project website, and through the main social platforms (e.g. Twitter, LinkedIn, etc.). The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of PACKALL objectives and training activities.

1 Methodology Used

The dissemination activities were planned in an iterative way – from an outline in the Project Description, through the kick-off meeting discussions and further identification of activities, to this deliverable, and will be carried out over the full duration of the project.

1.1 Activities

The project relies upon shared documents through Google Drive to enable collaborative input and the collection of information about PACKALL activities, including but not limited to the following:

- Conference of Training
- The Job Career
- The Entrepreneurship Incubator competition
- Project publicity
- Other activities

Three successive implementation phases, requiring different methods and activities to be initiated:

- General awareness about the project and its objectives
- Communication of specific project results
- Exploitation of main results, especially those related to PackAlliance Hubs methodologies and educational contents of the postgraduate Programme

Set a dialogue with the key stakeholders engaging them into the project activities.

1.2 Partner contributions

All project members will contribute to the diary of dissemination activities by recording information about individual contributions to training conferences, to any other related conferences and workshops.

Consortium members will actively participate in discussion of the initial dissemination activities (M1 – M3) such as the selection of the project logo and dissemination opportunities in their countries through newsletter, institutional websites.

Representatives of all consortium partners have been given the opportunity to review these documents.

Following the list of the members of consortium is reported.

Partner short name	Partner complete name
P1-Campus Iberus	Partner 1 - Campus Iberus (Spain)
P2-Ecoembes	Partner 2 - Ecoembes (Spain)
P3-AGH	Partner 3 - AGH University of Science and Technology (Poland)
P4-Synthos	Partner 4 - Synthos Group (Poland)
P5-TAMK	Partner 5 - TAMK Tampere University of Applied Sciences (Finland)
P6-Pyroll	Partner 6 - Pyroll Group (Finland)
P7-Proplast	Partner 7 - Consorzio per la promozione della cultura plastica - Proplast (Italy)
P8-UNISA	Partner 8 - Università degli Studi di Salerno (Italy)

2 Dissemination Strategy

The implementation of effective dissemination strategy will ensure a high visibility of the PACKALL project reaching the maximum number of people at local, regional, national and European level. The partnership foresees tailored dissemination and communication activities for specific target groups, scientific & industry communities, public administrations & policy makers, and the wider society.

Dissemination Strategy will be implemented at three complementary levels:

- *Partners' level* - Each partner will be responsible to properly disseminate and promote long-term deployment of the project activities and results within its organization.
- *Regional and national levels* - Each partner will disseminate project results in its region and country, in cooperation with key stakeholders identified. Partners in the same country will coordinate together their activities at national level to maximize the impact of their efforts.
- *European level* - The WP leader (P7, Proplast-Italy) will coordinate the strategy at global level in cooperation with the partnership that will provide an access to their networks.

2.1 Key messages

The main goal of the PACKALL project is to bridge the gap between training offer in the Higher Education world and needs of qualified workforce in the plastics packaging industry for implementing CE processes. The project aims to promote an innovative and integrated approach of training activities which will be extensively disseminated and promoted within the network of universities and enterprises and related knowledge communities, widely announced via appropriate channels, and fully grasped by targeted stakeholders.

The communication goals derive directly from the project objectives, which are:

- Raising awareness of the project activities and its outcomes within and outside the participating organizations;
- Engaging stakeholders & target groups into the project activities;
- Extending the impact of the project after its finalization;
- Spreading the exploitation of the project results beyond the project.

2.2 The communication channel

The dissemination and communication plan will be efficient through the maximization of each partner's contribution.

All partners listed are main contributors to the dissemination activities under management of work package leader Proplast.

All project members are expected to actively contribute by:

- Identifying and informing about dissemination opportunities (e.g. events, publications, etc.)
- Contributing the contents of their respective work packages to press releases, presentations, etc.;
- Using their network to support the dissemination of project information;
- Presenting the project at relevant conferences, workshops and other events;
- Helping to promote PACKALL.

Website

A project website will be set-up and maintained up to 5 years after the project. The dedicated website will be used to incorporate all project deliverables, to inform on the project progress and events. In addition, it will collect an extensive record of all publications and communications made during the course of the project.

This website will ensure a rapid exchange and circulation of information between partners and other stakeholders and centralize all information, news and results. The website will also serve as a base for the co-design platform, by gathering feedback from stakeholders.

Social media

A Twitter account, a LinkedIn group and a YouTube channel on CE will be created for the project. These accounts will show the logo of the project. These will be managed with the contribution of all partners.

Twitter

To share short updates on the project results, make announcements on the events to be organized and to build a broader community a twitter account will be created.

All partners are encouraged to retweet, replying to others' tweets and starting an online discussion by asking questions to relevant stakeholders, such as EU Directorate for Environment, plastics companies, HEIs, etc. quote or translate the tweets into their language, and to participate in EU events also via Twitter, interacting through the use of event hashtags. English language will be used primarily, but some tweets will also be made in the project partners languages.

LinkedIn

A LinkedIn group will be also set-up, to be used as a discussion forum. This group will address more a professional and it will be used for:

- Sharing updates and conference presentations
- Discussing project outcomes, getting feedback from beneficiaries and networking with stakeholders working at similar projects;
- Disseminating publications and workshop invitations;
- Sharing interesting articles related to the project topic in order to attract stakeholders to follow the project profile
- Posting opportunities related to the project.

YouTube

A short video about the PACKALL project will be recorded and uploaded on this social media channel. The aim is to raise awareness on the problem of plastics packaging waste and will serve as a public campaign.

The video will be produced in English language and shared through other social media of the project and the partnership.

Media

During PACKALL project periodical newsletters (a 6-monthly newsletter) will be released, informative brochure on the project (focused on its objectives, the methodology and the goals reached) and specific brochure for different target groups (e.g. students, academic staff, plastic industry representatives and decision makers) will be produced with the aim to keep key stakeholders updated on the advancements of the project and share the obtained results.

In order to guarantee a more visibility to PACKALL, the key message of the project will be insert in an informative section even on the partners' websites.

In addition, also a communication of the project results through mass media, like: press releases and articles at newspapers and web portals, will be used.

Events

Workshops, Dissemination events, networking and meetings with decision makers at all levels will be performed for promoting the project and its finding during the period of the grant. The communication campaign will be useful to show the real benefits of how a synergic work between University, centre of research and stakeholder can reach an optimization of the training in the plastic field and create new skilled professional figures.

Others

Others activities and channels that will be used to share information are listed below:

- Print material: leaflet, postcards, roll-up banner in order to present the project, its goals, expected outcomes and benefits. To encourage stakeholders to follow the project (subscribing to the newsletter, joining the social media groups)
- Database of stakeholders and entities' partners to send materials and information about PackAlliance project. The amounts of emails will be updated doing specific actions aim to increase the list.
- Erasmus+ Project Results Platform
- KA2 Knowledge Alliance's Yammer Community
- Cooperation agreements with other projects, initiatives and platform on circular economy and plastics from regional, national, European/International levels

2.3 Target groups: the audience

PACKALL is of interest to a large audience, both at a local, national and European level and will target mainly the following audience through dissemination and exploitation activities:

Potential students for the postgraduate programme

Fresh graduates and professionals working in the plastics value chain. These students will benefit from the planned activities (courses, events, etc.) in order to improve their skills and learn what they need to outcome closer to the job market.

Academic-related sector

HEIs, Academic staff, HEIs networks, agencies for HE evaluation. University, research centers and/or associations are interested parties because they aim at strengthening social, cultural and academic cooperation.

European industry related sector

Companies from the plastics packaging industry and those working in CE, associations and clusters of companies working in CE and interested in generate new forms of jobs. They are the real "end users" who needs to be reached and invited to discuss about their needs, their suggestions, their experiences and problems.

EU and National public authorities responsible for HE

As policy makers, will benefit from the successful case studies at a national/EU level.

Local and Regional Public administration

Administration interested in new business opportunities in CE within the plastics packaging value chain.

Policy makers, local and regional public authorities are fundamental actors for the project sustainability due to their influence on their local/regional/national policies. Policy makers who make decisions about defining relevant strategies and policies for financing innovative initiatives shall be involved by PACKALL project partners during and also after the end of the project.

The PACKALL project intends to renovate and remodel education and widening participation fostering employability opportunities, increasing the mobility of students in Europe, opening up new flexible learning pathways and exposing students to international approaches and internationally-minded educators.

To reach efficiently these target groups and involve them into the project activities, tailored actions will be developed under WP8, based on the target groups characteristics and needs (specific activities described in WP8 and dissemination- and engagement-related sections such as IV.1.2, IV.1.3 and IV.2.4).

2.4 Communication responsibilities

All project partners are expected to announce the participation in events in order to announce the participation through the media channels and they are invited to produce short live messages from the events that will be distributed via Twitter and LinkedIn accounts of the project. Each partner is therefore asked to provide pictures (if possible) and short articles that will be collected in the website.

Each partner will be identified one dissemination leader that will have to coordinate and disseminate the activities to local/national actions. In this sense, the WP8 Leader have planned the communication activities that will be performed by all the project partners for promoting the project and its finding during the period of the grant.

The table below will be completed by the project partners with their own dissemination activities in order to collect and analyze: *Who* - partner involved; *What* – message; *Where* – the location; *Why* – the purpose of the communication action and *To whom* – type and impact audience (number of attendees to the events or followers of media channels).

Partner	Event/Action	Location	Description	Type of audience	Audience impact
2020					
AGH University of Science and Technology	The 24th PLASTPOL	Poland – National Level	Dissemination in a International Fair of Plastics and Rubber Processing	General audience	N/A
Developed by PROPLAST To be used by all partners	Website	Online	Presentation of PACKALL project in website	General audience	N/A
Developed by PROPLAST To be used by all partners	Social media (LinkedIn)	Online	News posted on the social media (LinkedIn)	PACKALL's followers	126 (until 23/02/20)
Developed by PROPLAST with content input from all partners	Social media (LinkedIn)	Online	Dissemination and presentation of the PACKALL main goals: Newsletters, Flyers	General audience	112 (until 23/02/20)
All partners	Conference, Workshop	Around Europe, according to opportunities	Disseminate results and communicate impact. Engage stakeholders	Scientific community	N/A
2021					
2022					

3 Dissemination activities

During the project initiation phase, dissemination activities concentrated on establishing the project name linked to the assembled expertise of the partner consortium, describing the project's goals and achieving visibility in the already known communities. This was achieved through a series of steps as explained below.

3.1 Project Communication Scheme

The project website and social media channels need to be periodically update with announcements on the project's progress. Workshop, conference and dissemination events will be a good opportunities for this.

During the period of the grant, the dissemination activities aim to achieve the following number of attendees or followers:

Activity	Attendees/followers
Website	1500
LinkedIn	1500
Twitter	1500
YouTube	1500
Events	500

3.2 Selection of the Project logo

Different suggestions for the project logo designs will developed and presented after the project Kick-Off. All the consortium members will be called upon to give their preference selecting the logo by vote.

Partners will be invited to use consistently the project logo, the templates selected and all materials generated from outset. The aim is to reinforce the image of the project and the perception of a project that falls under professional quality standards.

Even for the publication of the dissemination materials, all the partners are required to use the PACKALL Project Logo.

3.3 Press Releases

A press release and a first article on the project website will be launched immediately after the start of the project and the kick-off.

3.4 Launch of the Project website and evolution

An accessible and user-friendly website will be created for the PACKALL project by applying the following measures:

- A content management system that supports accessibility (editing toolbars), possibly WordPress, will be used.
- Different headings/sections will be used to organize the structure of the web contents: general information on the project, activities, partners, project results and news sections.

- User-friendly and intuitive navigation on the project
- Use of plain English and partners' languages (Spanish, Polish, Finnish and Italian), by using simple and avoid the council jargon and describe all necessary acronyms
- Within the project results section, all project outcomes will be published and available for download
- Drafting the content of the website, SEO keywords will be used so the website appears first in browsers (Google, Yahoo).
- Access to online training platform – MOOC type – that will be developed in the project.

3.5 Social media accounts

The presence of social media like Twitter and LinkedIn will guarantee a high visibility for the project. These elements of the dissemination plan will therefore be continued and strengthened as it represents an important way to be in touch with the specialized audience and the relevant community.

3.6 Promotional Material

PACKALL will produce roll-up posters focusing on the main goals and the expected outcomes of the project.

All the dissemination materials, like posters, flyers, brochures, etc. will show the project's logo, the list of partners, the project keywords, the links to the project site and social media channels and the European Union co-funding information.

3.7 Participation to international conferences

The participation to international conferences could be a great opportunity to publicize the project and to invite new members to join the network. In addition, this activity will be a good system to create synergies with other local projects, national, regional and international project partners.

3.8 Inviting external stakeholders to participate in the PACKALL

During the several and different conferences proposed or organized by the project consortium, the partners will be in charge of inviting people to non-directly involved in the project target groups to join the network: entrepreneurs, political authorities, associations and universities participating in other projects on employability and entrepreneurship, etc. in order to work at expanding their network by reaching out to peers in the same or related sectors and engaging with the previously-mentioned stakeholder categories.

4 Conclusion

This dissemination plan aims to be a flexible, living and light-weight guide. Based on the objectives described in the description of the project, the communication and dissemination strategy aims at maximizing and optimizing the use of all the useful instrument proposed in this document in order to achieve the stated goals.

5 Annex 1

In order to achieve the results of the dissemination strategy, the WP8 Leader (P7-Proplast) together with the coordinator have decided to implement a work team (one/two representatives by each partner) to promote the project activities in each country.

In the following table, the contact person for each project partner are reported:

Partner	Name	
P1 - Campus Iberus	Alberto Navajas	
P2 - Ecoembes	Elena Ciruelos	Carlos Sureda
P3 - AGH	Agnieszka Czaplicka	Joanna Kulczycka
P4 - Synthos	Arkadiusz Haras	
P5 - TAMK	Marita Hiipakka	
P6 - Pyroll	Miia Ylitalo	
P7 - Proplast	Susana Remotti	Alessandra Peduzzi
P8 - UNISA	Emilia Garofalo	Luciano Di Maio