



FOSTERING INDUSTRIAL SYMBIOSIS FOR A SUSTAINABLE RESOURCE  
INTENSIVE INDUSTRY ACROSS THE EXTENDED CONSTRUCTION VALUE CHAIN

# Dissemination Plan

ACR+

## **D9.1: Dissemination plan**

WP 9, T 9.1 Dissemination strategy

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<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)



## 0 Summary

The first version of the Dissemination plan will help the project partners to define the dissemination goals and use the right communication tools to achieve them over the project duration (September 2015-February 2020).

This document is primarily addressed to FISSAC project partners and outlines the different aspects of the communication strategy of the project: its objectives, target audience, and key messages, the project visual identity and communication toolkit. A detailed list of the various communication channels which will be used during the project and other targeted activities (webinars, videos, training sessions) is presented.

Timing, budget and resources are described along with expected contributions and key responsibilities from each partner.

As the open access to the project knowledge and results is an important new feature of projects in Horizon 2020, the report mentions FISSAC participation in the Open Research Data Pilot.

The Dissemination Plan will be updated during the implementation of the project and beneficiaries are required to report periodically to the European Commission the concrete dissemination and exploitation activities carried out.

All promotional activities and the final evaluation will be documented in the Final Dissemination report, which is due by the end of the project lifetime (February 2020).

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# 1 Introduction

## 1.1 Project overview

The European- funded project FISSAC ‘Fostering Industrial Symbiosis for a Sustainable resource intensive industry Across the value Chain’ aims at developing and demonstrating a new paradigm, built on an innovative industrial symbiosis model, towards a zero waste approach in the resource intensive industries of the construction value chain. The project tackles harmonized technological and non-technological requirements, leading to material closed loop processes and moving to a circular economy. The project kicked off in September 2015 and will last until February 2020.

This document describes the different aspects of the communication strategy covering the context of the project (project objectives, target groups, communication objectives, and key messages), the project visual identity and communication toolkit as well as the different communication channels which will be used during the project.

## 1.2 Concept

A methodology and a software platform will be developed in order to implement the innovative industrial symbiosis model in a feasible scenario of synergies between industries (steel, aluminium, natural stone, chemical and demolition and construction sectors) and stakeholders in the extended construction value chain.

FISSAC aims to demonstrate the effectiveness of the processes, services and products at different levels.

Manufacturing processes:

- ✓ Demonstration of closed loop recycling processes to transform waste into valuable acceptable secondary raw materials.
- ✓ Demonstration of the manufacturing processes of the novel products at industrial scale.

Product validation:

- ✓ Demonstration of the eco-design of eco-innovative construction products (new Eco-Cement and Green Concrete, innovative ceramic tiles and Rubber Wood Plastic Composites) in pre-industrial processes under a life cycle approach.
- ✓ Demonstration at real scale of the application and technical performance of eco-innovative construction products in a variety of case studies.

Industrial Symbiosis FISSAC model:

- ✓ Demonstration of the software platform.
- ✓ Replicability assessment of the model through living lab concept (as a user-centered, open-innovation ecosystem, often operating in a territorial context).

## 1.3 Consortium

FISSAC project is ran by a diverse consortium of twenty six partners from nine countries (eight EU Member States and Turkey) ranging from: general contractor and engineering construction companies, non- profit research organisations, SMEs in different sustainable business fields, a public authority, intensive industries, an association for standardisation and certification and an international association of local and regional authorities promoting recycling and sustainable resource management.



The project partners are:

1. Acciona Infraestructuras SA- ACCIONA (Coordinator) (SPAIN) <http://www.acciona-infraestructuras.es/>
2. Association des Cites and des Regions pour le Recyclage et la Gestion Durable des Ressources- ACR+ (BELGIUM) <http://www.acrplus.org/>
3. Asociación Española de Normalización y Certificación- AENOR (SPAIN) <http://www.aenor.es/>
4. Agencia Estatal Consejo Superior de Investigaciones Cientificas – CSIC (SPAIN) <http://www.css.icv.csic.es/>
5. AKG Gazbeton Isletmeleri Sanayi Veticaretcaret AS- AKG Gazbeton (TURKEY) <http://www.akg-gazbeton.com/>
6. Befesa Salzchalacke Gmbh- Befesa Salzchalacke (TURKEY) <http://www.befesa.com/>
7. British Glass Manufacturers Confederation Limited – BG - (UNITED KINGDOM) <http://www.britglass.org.uk/>
8. CBI Betonginstitutet AB- CBI (SWEDEN) <http://www.cbi.se/>
9. Centro Sviluppo Materiali SpA- CSM (ITALY) <http://c-s-m.it/>
10. D' APPOLONIA SpA- D' APPOLONIA (ITALY) <http://www.dappolonia.it/>
11. EKODENGE MUHENDISLIK MIMARLIK DANISMANLIK TICARET ANONIM SIRKETI- EKODENGE (TURKEY) <http://ekodenge.com/>
12. Fundacion Agustin de Betancourt – FUNAB (SPAIN) <http://www.fundacionabetancourt.org/>
13. FENIX TNT SRO- FENIX (CZECH REPUBLIC) <http://fenixtnt.cz/>
14. FERALPI SIDERURGICA SpA- FERALPI (ITALY) <http://www.feralpigroup.com/>
15. GEONARDO Environmental Technologies Ltd- GEONARDO Ltd (HUNGARY) <http://www.geonardo.com/>
16. Glass Technology Services Ltd - GTS (UNITED KINGDOM) <http://www.glass-ts.com/>
17. Ingenieurbuero Trinius Gmbh- TRI (GERMANY) <http://www.trinius.de/>
18. Hifab AB- HIFAB (SWEDEN) <http://www.hifab.se/>
19. Keraben Grupo SA- KERABEN (SPAIN) <http://www.kerabengrupo.com/>
20. Openbare Vlaamse Afvalstoffenmaatschappij- OVAM (BELGIUM) <http://www.ovam.be/>
21. RINA Services SpA- RINA SpA (ITALY) <http://www.rina.org>
22. SP SVERIGES TEKNISKA FORSKNINGINSTITUT AB- SP (SWEDEN) <http://www.sp.se/>
23. SIMBIOSY SIMBIOSI INDUSTRIAL SL- SIMBIOSY (SPAIN) <http://www.simbiosy.com/>
24. Turkiye Cimento Mustahsilleri Birligi- TCMB (TCMA) (TURKEY) <http://www.tcma.org.tr/ENG/>
25. Fundacion Tecnalía Research & Innovation – TECNALIA (SPAIN) <http://www.tecnalia.com>
26. Specialist Building Products Limited T/A- Ecodek (UNITED KINGDOM) <http://ecodek.co.uk/>





Figure 1 - FISSAC partners

All project partners have experience in European funded projects and in using communication tools, disseminating information, and raising awareness amongst complex and different target audience.

## 1.4 Why a Dissemination Strategy?

The FISSAC project will be working with stakeholders to build a model and systems that will endeavour to overcome the challenges of making industrial symbiosis wide-spread commercial reality. The fact that FISSAC works in cross-sector level and targets a variety of actors and stakeholders makes it necessary to set up a Dissemination strategy with efficient mechanisms and communication tools that allow for an effective application of project results.

**The objective of the dissemination plan** is to strengthen the overall impact of the project, specifically:

- raise awareness about new models of industrial symbiosis to create a zero waste approach for the construction supply chain and energy intensive industries;
- reach out to target groups at regional, national and international level and engage them to establish actions towards industrial symbiosis networks;
- optimise outreach and disseminate project results to a maximum of local and regional authorities in Europe

The specific project results to be disseminated will be:

- new FISSAC model covering the FISSAC Industrial Symbiosis scenario
- methodology covering the procedure to implement the FISSAC scenario
- software platform supporting the methodology implementation

The goal of the communication campaign is to strengthen the overall impact of the project by:

- transferring the findings to other relevant contexts ;
- integrating them to the broader European context;
- allowing a holistic exploitation of project results;





- announce and promote events, news and project initiatives

## 1.5 Target audiences

The project is targeted at a wide audience: first, the companies and organisations that can have a direct benefit from the implementation of FISSAC outputs and in particular the new FISSAC model (primary targets). More specifically:

- companies involved in the construction and demolition sector;
- public authorities in particular at local or regional level;
- environmental companies collecting and storing waste streams;
- recyclers;
- material federations;
- product manufacturers using secondary raw materials;
- research centres;
- consultancies and facilitators;
- certification institutions

The project secondly targets other relevant stakeholders who are interested in the project outputs:

- members of European platforms (e.g. Climate KIC),
- European, national and regional policy makers;
- a wide European Industrial Symbiosis research community;
- Network of national contact points (NCPs) for the climate and environment programme;
- Consumers and citizens groups

For more information on target groups and identified stakeholders, please refer to D1.1. 'Stakeholders network' and D1.4 'Social strategies for FISSAC: Definition of target social groups'.

The communication tools will be primarily available in English and translated where needed in the various languages of the partnership, aiming to target regional and national key stakeholders at meetings, webinars and other regional workshops.

## 1.6 H2020 Open Research Data Pilot

When planning and writing about the dissemination activities and messages that are going to be communicated to the external audience, it is necessary to refer to the FISSAC participation in the Open Research Data Pilot, which is a novelty in Horizon 2020. The aim of establishing this Pilot is to improve and maximize the access and re-use of research data generated by projects.

Open access can be defined as the practice of providing on-line access to scientific information that is free of charge to the end-user and that is re-usable. In the context of research and innovation, 'scientific information' can refer to (i) peer-reviewed scientific research articles (published in scholarly journals) or (ii) research data (data underlying publications, curated data and/or raw data).

Participants of the Open Research Data Pilot, of which FISSAC is part, are obliged to:

- deposit the data in a research data repository of their choice,
- take measures to make it possible to access, mine, exploit, reproduce and disseminate free of charge for third parties,
- provide information about tools and instruments at the disposal of the beneficiaries and necessary for validating the results (where possible, provide the tools and instruments themselves).

These obligations are also listed in the project Grant Agreement. Of course there are some exceptions and not the whole data gathered within the project will be made publicly available. In order to support project



teams in planning and deciding what kind of data will be made publicly available within the project, there is a requirement to prepare a report called Data Management (deliverable D10.3- the First Version of which is due by February 2016).

The Data Management Plan (DMP) is required for the FISSAC project. The objective of the DMP is to establish the measures for promoting the findings during the project's life. The DMP enhances and ensures relevant project information transferability and takes into account the restrictions established by the Consortium Agreement. In this framework, the DMP sets the basis for both Dissemination Plan and Exploitation Plan. This DMP deliverable is prepared in compliance with the template provided by the Commission in the Annex 1 of the "Guidelines on Data Management in Horizon 2020".

## 2 Project visual identity

The objectives of the project identity are:

- a) To develop a design structure that would accommodate standard project identity elements, a variable visual identity in various uses, and be able to convey thematic information when needed.
- b) To allow an immediate recognition of the FISSAC project thanks to standardized communication templates meant for external audiences.
- c) To develop specific guidelines and structures related to such template such as a definite set of colours and/or typographic. These guidelines should be applied to templates that are easy to adapt and understand to use by the project partners.

### 2.1 Logos

Different FISSAC logotypes have been developed by a subcontractor at the beginning of the project. FISSAC partners were invited in the voting process for choosing the final logo version. As a result, the final FISSAC logotype has been chosen.

The FISSAC logo is unique and simple. It represents the essential ideas and message of the project i.e. the industrial wheel element with the steps of circular economy. Inside there are two layers of circles. The first two colours represent the two main actors of the project (industry and stakeholders) while the green colour represents that sustainability is moving the wheel.

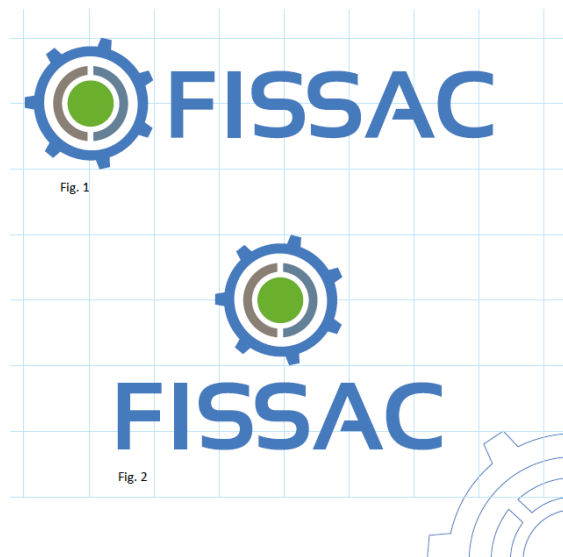


Figure 2- FISSAC logo

There are two versions of the logo: horizontal (Fig. 1) and vertical (Fig. 2). Both versions have been designed to allow maximum flexibility of usage. It is recommended to use the horizontal shape (Fig. 1) as the primary version and vertical shape (Fig. 2) as secondary.

It is important to follow and respect the project visual identity in order to maximise the impact on the audience. For this reason, a specific document outlining the visual identity guidelines containing some brand elements (colours, fonts, formats, minimum size) has been prepared and circulated amongst the partners (see FISSAC guidelines).

Two logos must be displayed on all communication material and tools: the FISSAC logo and the EU emblem.

The use of the EU emblem will follow the guidelines elaborated by the European Commission regarding the use of the EU emblem by beneficiaries in the context of EU programmes.<sup>2</sup>

It will be also mentioned that 'This project has received funding from the European Union's [H2020](#) research and innovation programme under Grant Agreement N° 642154'.

The partners' logos will also appear at least on the website and possibly on other communication supports.

## Other brand elements

Other brand elements have been created to complete FISSAC corporate identity:

- **Synergie bar:** used normally on the top of the document and above the photos. It is created with two corporate colours: grey-brown and grey-blue. Size may vary depending on the document.



Fig. 1

- **Symbol:** designed mainly for backgrounds, covers, etc. It has to be positioned always in the right down corner, showing only 1/4 of the element and with a rotation of 47°.

It can appear in outline (fig. 2) or in negative (Fig. 3)

If used consistently, these elements will contribute to recognition to FISSAC brand.



Fig. 2



Fig. 3

Figure 3 - Brand elements

<sup>2</sup> [http://ec.europa.eu/dgs/communication/services/visual\\_identity/](http://ec.europa.eu/dgs/communication/services/visual_identity/)



## Examples:



Figure 4- Examples of brand elements

## 2.2 Templates

Various formats of templates have been prepared (Word, Excel and PowerPoint) and developed in order to provide partners with “ready- to-be-used” documents that will comply with the corporate image.

These templates must be used by the partners whenever possible when the FISSAC project is presented, for instance for press releases or presentations related to the project during events.

The font which has been selected, to be used on all communication material is Calibri.

## 2.3 Project leaflet

The creation of a FISSAC leaflet is essential for the success of the dissemination of information and key messages of the project.

A leaflet will be created carrying the main information about the FISSAC project (context, objectives, partners, events, support) in a concise but effective way. The electronic version of the brochure will be made available on the website for downloading and be disseminated by email to the project partners and other relevant target audience.



Every partner will be in charge of printing the necessary quantity of project leaflets and decide when to distribute (e.g. major conferences, bilateral meetings with relevant stakeholders, members etc).

## 2.4 Poster

One roll-up poster will be created to draw the attention of the audience on the FISSAC project during the different events. It is an effective way to display the project visual identity while making sure that the audience clearly knows who the organizer is/which project is behind the event.

The roll-up design will be made by the sub-contractor who developed the project visual identity. ACR+ will be in charge of printing it.

### 3 Communication channels

#### 3.1 Website

The website [www.fissacproject.eu](http://www.fissacproject.eu) was launched on 15<sup>th</sup> of January 2016.

The website was designed by a subcontractor and will be managed by ACR+. It will be dynamic and interactive in order to ensure a clear communication and wide dissemination of project news, activities and results. The website is of primary importance due to the expected impact on the target audiences. It was designed to give quick, simple and neat information.

The following caption shows the present structure of the website (January 2016).

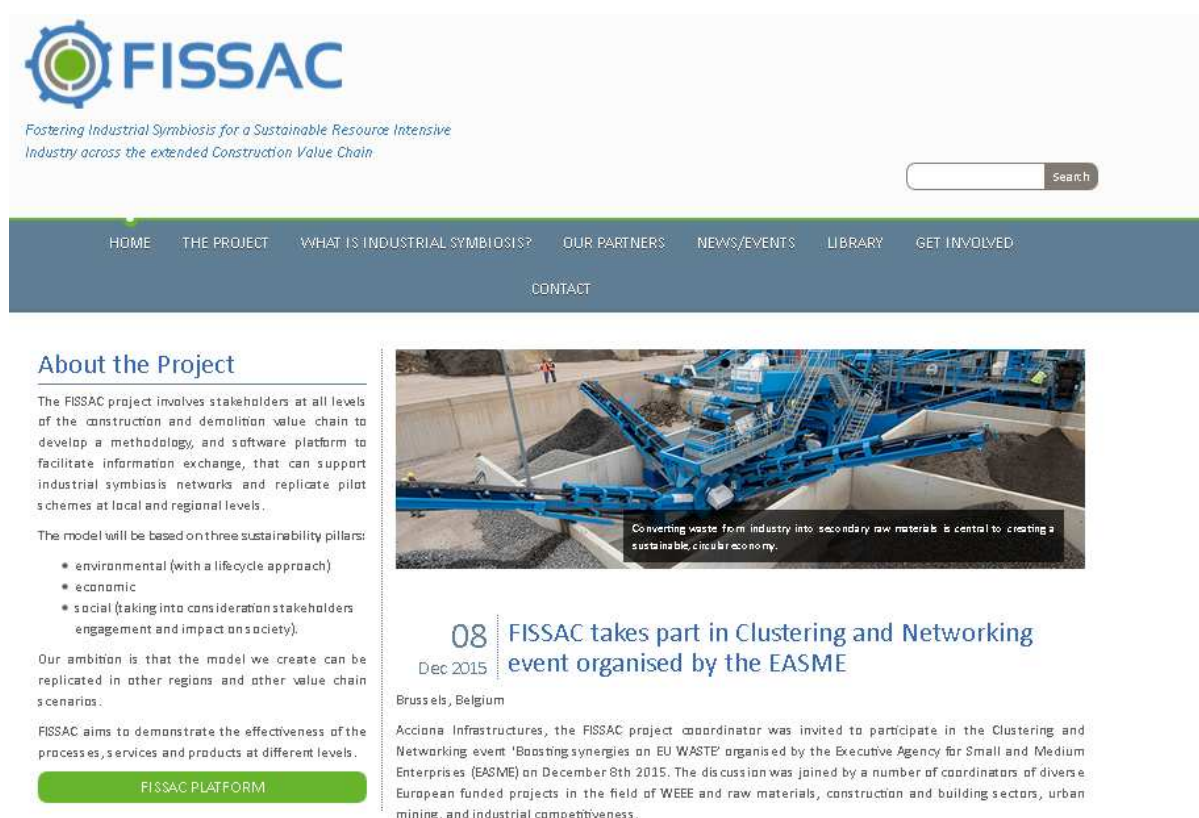


Figure 5- FISSAC website

The website will be regularly updated with news and articles. It will also provide access to the FISSAC platform and FISSAC model, once they are online. All partners are responsible for feeding the project website with news and relevant information and ACR+ will then coordinate the inputs and update it. The website will be available in English and in the languages of the project partners (Czech, French, German, Hungarian, Italian, Spanish, Swedish and Turkish). However, the information will be selectively translated where needed in the various languages of the partnership, specifically for hosting regional workshops, webinars and for disseminating local news

The website will remain at least two years after the end of the project (February 2020).

The graphic design has been developed according to the corporate identity.



## Content

The content will be provided by the project partners. It will include texts, pictures and different documents to download (generally pdf format).

## Functionality requirements

The website will include the following:

- 1) **Information** about the project
- 2) **Industrial symbiosis information** for the construction value chain (including construction and demolition)
- 3) **Information about various events and activities** implemented during the project as well as the relevant outputs produced within the project, in particular the guidelines on circular economy planning for local and regional authorities
- 4) **The FISSAC model** for industrial symbiosis and
- 5) **The FISSAC geo-referenced platform**, including data on waste availability, physical and chemical characteristics and other relevant data to be shared.

The Website will include an online subscription to the FISSAC newsletter and access to interactive activities like Living Labs (LL) (see 3.7).

The website will be updated at least 4 times per year and it will feed its update articles into dedicated social networks with professional thematic groups, like LinkedIn.

- **News section:** when a news item is added it shall automatically be fed into the news block on the homepage as well as in the archive. News will be in English only.
- **Search option:** it will be possible for the user to search the website for words, phrases and/or provide them with key topics from which to choose. Result page will rank results and categories according to the areas of the site.
- **Visitors' statistics:** it should be possible for the project partners to have access to statistics on the website.

## 3.2 Social media

All partners will ensure their participation and dissemination of the project activities in different social media, such as LinkedIn (through specific Industrial Symbiosis groups) and Twitter (by using the hashtag #fissacproject). The aim will be to spread the word about FISSAC project developments. No special FISSAC account will be initiated as experience has shown that using existing social media channels has proven more effective. Herewith a list of indicative Twitter accounts:

Acciona: 88.2K followers

ACR+: 1,145 followers

British Glass: 823 followers

Glass Technology Services: 475 followers

Tecnalia: 11.4K followers





### 3.3 Newsletter

Eight newsletters will be sent out throughout the duration of the project (every six months, starting from June 2016). With a simple lay-out, the newsletter will be developed in English and will be made available in HTML.

Subscription to the newsletter will be possible from the website and via the first edition which will be sent by the project partners to their contacts, suggesting them to subscribe (no spamming: the recipients will have the choice to subscribe or not).

All partners will contribute to the newsletter and ACR+ will compile the information. The newsletter will announce the project latest developments, past or ongoing activities and relevant policy context.

### 3.4 Press releases

Press releases aim to present interesting news about the project, in order to catch the attention of press and encourage writing stories about the topic of industrial symbiosis and the progress in FISSAC. They are often published before a big event. They have to be presented in a specific format and content.

Each FISSAC partner will publish at least 1 press release, as much as possible in relation to the project activities. At least 24 press releases will be sent during the project lifetime. They can be published via free diffusion platforms or sent directly to journalists at national, regional or local press.

### 3.5 Events and conferences

The final results of FISSAC project will be presented in the final project conference in Brussels. The project coordinator (Acciona) assisted by ACR+ will be in charge of organising the event. The project partners will be invited along with key stakeholders from the construction and demolition sector, and representatives of the project target audience. At least 80 participants are expected to attend this event. The summary and conclusions of the Final international conference will be prepared by the end of the project (February 2020).

A series of regional seminars will be organised in each of the participating countries/ regions. The following partners will be in charge: Symbiosi in Spain, D' Apollonia in Italy, Ekodenge in Turkey, BG in the UK, SP in Sweden, Geonardo in Hungary, FENIX in Czech Republic and ACR+ in Belgium. The seminars will be organised in conjunction with important tasks in each country.

Finally, all FISSAC project partners are expected to attend relevant external conferences and seminars either as speakers or participants aiming to disseminate the project work and results during the project lifetime. Some tentative plans include:

- the International Working Conference on Applied Industrial Symbiosis IWCAIS,
- 'Symbiosis International Conference' organised by Eurocities,
- 'Now the Circular Economy' organised in Seville (2016) and
- the European Demolition Association (EDA) Annual Convention in Glasgow (2016).

### 3.6 Trainings and webinars

Training needs of different members will be identified; training material and tools will be produced and delivered, for example webinars, visit tours, direct presence courses. A full calendar of training activities will be discussed at the upcoming Steering Committee meeting.

ACR+ will be in charge of organising four training webinars, one per year as part of the training plan. Each webinar will attract at least 25 participants. The topic of discussion will vary according to the contribution



of the FISSAC partners. For instance, it can include: the industry activities and strategies in the field of industrial symbiosis, the EU policy regarding the construction and demolition waste and the FISSAC model for industrial symbiosis.

### 3.7 Living Labs

Living Labs will bring together stakeholders (civil society, policy makers, producers and researchers) to define common goals, share knowledge, develop prototypes, facilitate innovation and encourage more sustainable behaviour across the sector.

A pilot case in Sweden, where a large number of actors from different sectors are already identified, will act as a pioneer and lead the way for the work in the other countries and help the project partners understand what kind of support is needed in the other countries.

Parallel to the pilot, SP will analyse which key actors should be involved in some countries in the Living lab. A list of additional relevant actors should be identified from different sectors.

### 3.8 Videos

Online video sharing has been proven as promising and innovative new way for disseminating information, particularly for making latest research accessible to different target audiences and easier to explain. FISSAC project will launch videos which deal with relevant topics, for instance:

- Video of presentation of Sustainable construction portal  
<http://www.portailconstructiondurable.be/page/video-de-presentation>
- Introduction to industrial symbiosis: <https://www.youtube.com/watch?v=ZCdf-TbB0hI#t=26>
- Introduction to circular economy: <https://www.youtube.com/watch?v=Jsw29vXEfYg>

## 4 Synergies and exploitation

### 4.1 Collaboration with other relevant European initiatives, networks and projects

Acciona Infrastructures, the FISSAC project coordinator was invited to participate in the **Clustering and Networking event 'Boosting synergies on EU WASTE'** organised by the Executive Agency for Small and Medium Enterprises (EASME) on December 2015. The meeting was organised for projects from the H2020 Waste 2014 call "A resource to Recycle, Reuse and Recover Raw Materials" to promote the transition towards a near-zero waste society by boosting innovative, systemic, environmentally friendly and cross-sectorial waste prevention and management solutions, in order to reduce environmental depletion, impacts on health and Europe's dependency on the import of raw materials, and to reinforce its position as a world market leader.

The EASME invited to the event representatives from several related on-going and completed FP7, CIP Eco-innovation and LIFE projects, beneficiaries from SME Instrument, representatives of the SPIRE PPP, EIP Raw Materials, EIT KICs on Climate and on Raw Materials, Enterprise Europe Network and European Commission services from DG GROW, DG RTD and DG ENV. With a view to making synergies happen and to accelerate knowledge exchange.

13 Grant Agreements have been signed under the H2020-2014 Waste-1, Waste-3, Waste-4 and Waste-5 topics and actions have / are about to start in 2015. Importantly, H2020 waste and raw materials actions are fully in line and contribute directly to the Europe 2020 Strategy for smart, sustainable and inclusive growth in particular the flagships Resource Efficient Europe, Industrial Policy for the Globalisation Era and Innovation Union as well as other key policy initiatives such as the Resource Efficiency Roadmap, the 7th Environment Action Plan, the European Industrial Renaissance, the Raw Materials Initiative and the European Innovation Partnership on Raw Materials, the European Innovation Partnership on Water and the Circular Economy Package.

The proposed joint kick-off and networking meeting is considered an effective approach for ensuring the streamlining implementation of these actions funded by H2020 programme and the new knowledge generated by them thus maximizing their impact.

Overall it was expected that this meeting would facilitate the collaboration and knowledge sharing among project beneficiaries and contribute to the exploitation of synergies for more effective project implementation. In addition and considering the agenda planned, further interaction at sectorial level and in the field of stakeholders' engagement, communication, business models and exploitation of results, is foreseen.

The synergies identified among the projects participants are mainly in the areas of knowledge sharing, communication and dissemination, stakeholder engagement, business models and exploitation of results. Related actions were agreed upon.

Furthermore, the Waste projects took lessons learned from the on-going and past projects represented and identified ways to transfer knowledge. Several actions on creating synergies and networking among all projects, and linking actions to the EU instruments were also defined.

The event succeeded at facilitating the collaboration and knowledge sharing among project beneficiaries and EU instruments boosting synergies for effective project implementation and coordinated results looking for maximizing their impact and better support EU waste policies in the transition to a Circular Economy.

For the Construction & building sectors in which FISSAC was represented, several potential actions were identified during the discussions between the participants on this networking group (CB to reference the actions):

**CB1. H2020 Waste-1 projects BAMB and HISER:** collaboration on the list of materials and on the BIM for selective demolition

**CB2. H2020 Waste-1 projects BAMB and FISSAC:** collaboration on the development of "Living Labs"

**CB3. H2020 Waste-1 project FISSAC and EIT Climate-KIC start-up PENDULA:** common identification of technical solution to access materials; collaboration on complementary software.

The aim of PENDULA is to develop an Online Waste Management Eco-System as there is a lack of sustainable, efficient and competitive waste management solutions. They leverage technology to create an online disruptive total waste management solution for commercial and industrial sector waste generators and recyclers.

This online eco-system allows waste generators to tender their contracts for the most competitive waste management services, monitor waste metrics, and monetize valuable materials more efficiently.

It also enables recyclers to access larger quantities of valuable waste materials, secure new business and efficiently manage transactions.

**CB4. H2020 Waste-1 project BAMB and EIT Climate-KIC:** collaboration on urban transition, building technology acceleration and exploitation & dissemination of results.

**CB5. H2020 Waste-1 project BAMB and EIT Climate-KIC start-up PENDULA:** common collaboration on materials quality (materials passports), market identification for reuse and identification of buyers.

**CB6. H2020 Waste-3 project CLOSEWEE and EIT Climate-KIC:** collaboration on partnerships for their waste platforms.

**CB7. H2020 Waste-1 projects and EIT Climate-KIC:** common collaboration with start-up PENDULA to increase commercialization of waste recycling in the EU; to evaluate potential interests and/or synergies with Climate-KIC SPS Theme and BTA Flagship.

Acciona, as project coordinator, also participated presenting FISSAC project in the **SPIRE event "Introducing SPIRE-2014 projects"** that took place on the 29th June 2015 in Brussels. Fifteen projects presented their objectives, activities and expected outcomes. This workshop brought together stakeholders from small and large companies and created the opportunity to identify and support new innovation and business opportunities based on novel technologies in process industry.

## 4.2 Implementation of the Dissemination strategy

### 4.2.1 Resources

All FISSAC project partners are expected to contribute to the Dissemination work throughout the project lifetime (Month 1 to 54). The foreseen participation is structured as such:

*Table 1 – Expected contribution*

Partner Name	WP9 effort (in person-months)
ACCIONA	6.5
ACR+	20
AENOR	2



CSIC	0.5
AKG Gazbeton	2
Befesa	1
British Glass	2
CBI	2
CSM SPA	2
D' APPOLONIA SPA	2
EKODENGE	2
FUNAB	2
FENIX	2
FERALPI	2
GEONARDO	2
GTS	2
TRI	2
HIFAB	2
KERABEN GRUP SA	2.5
OVAM	6
RINA SERVICES SPA	2
SP	2
SIMBIOSY	2
TCMB	2
TECNALIA	2
VANNPLASTIC	2

#### 4.2.2. Budget

ACR+, the Dissemination coordinator, has an additional budget of EUR 69,500 to ensure that leaflets, poster, and material for dissemination activities are delivered. The budget includes the work of web design (page creation) and maintenance, as well as the organisation of workshops.

#### 4.2.3. Indicators

For the successful implementation of the Dissemination Plan, the following indicators will be measured during the project:

*Table 2- Evaluation: Key Performance Indicators (KPIs)*

Dissemination success indicator	Indication	Until M18	Until M36	Until M54	Partner
Relevant events, conferences, workshops, seminars organized by FISSAC at EU level	Quantitative			1	Acciona
Relevant events, conferences, workshops, seminars organized by others in which FISSAC participates at European level	Quantitative		1	2	Acciona

<b>Relevant events, conferences, workshops, seminars organized by FISSAC at national, regional, local level: Regional dissemination seminars+</b>  <b>National workshops for replicability/ Living Labs</b>	Quantitative		8	16	See Table 3
					See Table 3
<b>Relevant events, conferences, workshops, seminars organized by others in which FISSAC participates at national, regional level</b>	Quantitative		4	8	All partners
<b>Communication web impact</b>	Accesses report/number	1000	2000	3000	ALL partners
<b>Impact on social media</b>	Accesses report/number	1000	2000	3000	ALL partners
<b>Information multipliers (such as Cordis Wire and Alpha Galileo), thematic portals (such as BuildUp) and ecoinnovation web-platforms</b>	Quantitative	8	8	8	ALL partners
<b>Synergies established with other projects and initiatives at European and national levels</b>	Quantitative	2	3	4	ALL partners
<b>Dissemination materials: leaflets, poster</b>	Quantitative	1000	2000	3000	ACR+
<b>Dissemination materials: videos</b>	Quantitative		4	8	FENIX
<b>Publications</b>	Quantitative	2	4	8	ALL partners
<b>Newsletters</b>	Quantitative	3	5	8	ACR+
<b>Training webinars executed at European level/</b>	Quantitative		2	4	ACR+
<b>Direct training modules executed at</b>	Quantitative		3	12	Acciona&



<b>national, regional level &amp; visit tours</b>					<b>industry partners</b>
<b>Professional Magazines: European, national and regional</b>	Quantitative		4	6	<b>ALL partners</b>
<b>Wide audience Magazines: national and regional</b>	Quantitative		2	4	<b>ALL partners</b>
<b>Daily press</b>	Quantitative		8	16	<b>ALL partners</b>

With respect to events, workshops and seminars organised by FISSAC at national/ regional/ local level:

*Table 3 - Relevant events, conferences, workshops, seminars organized by FISSAC at national, regional, local level*

<b>Relevant events, conferences, workshops, seminars organized by FISSAC at national, regional, local level</b>	<b>Partners</b>
<b>Regional dissemination seminars</b>	SYMBIOSI (Spain), D'APPOLONIA (Italy), EKODENGE (Turkey), BGM (UK), SP (Sweden), GEONARDO (Hungary), FENIX (Czech Rep), ACR+ (Belgium)
<b>National workshops for replicability</b>	SYMBIOSI (Spain), D'APPOLONIA (Italy), BGM (UK), IBT (Germany), HIFAB (Sweden), FENIX (Czech Rep), GEONARDO (Hungary), TCM (Turkey) ACR+ (Belgium).

#### 4.2.4 FISSAC Dissemination activities

*Table 4- Dissemination activities*

<b>Activity</b>	<b>Responsible partner</b>	<b>Contents</b>	<b>Target audience</b>
FISSAC Website 1 <sup>st</sup> Semester	ACR+	Communication and wide dissemination of the project news, activities, outputs and results. Already launched on 15th of January.	Project's target audience
Press releases (2)	ACR+	Project dissemination	List of press contacts
Articles in ACR newsletters (4)	ACR+	Project dissemination	ACR+ network of interest in waste management and circular economy.
1 <sup>st</sup> Newsletter June 2016 (M10)	ACR+ with the support of all partners	Communication and wide dissemination of the project news, activities, outputs and results.	Project's target audience
1 <sup>st</sup> TRAINING WEBINAR	ACR+ and relevant project partners.	FISSAC project presentation. Industrial Symbiosis. Concept. Best practices and lessons learnt. Presentation of open	Project's target audience

		results from FISSAC.	
		Secondary raw materials for the construction sector. Characterizations, applications...	Project's target audience
2 <sup>nd</sup> Newsletter (M16)	ACR+ with the support of all partners	Communication and wide dissemination of the project news, activities, outputs and results.	Project's target audience
3 <sup>rd</sup> Newsletter (M 22)	ACR+ with the support of all partners	Communication and wide dissemination of the project news, activities, outputs and results.	Project's target audience
2 <sup>nd</sup> TRAINING WEBINAR	ACR+ and relevant project partners.	Presentation of open results from FISSAC:	Project's target audience
4 <sup>th</sup> Newsletter (M28)	ACR+ with the support of all partners	Communication and wide dissemination of the project news, activities, outputs and results.	Project's target audience
5 <sup>th</sup> Newsletter (M 34)	ACR+ with the support of all partners	Communication and wide dissemination of the project news, activities, outputs and results.	Project's target audience
3 <sup>rd</sup> TRAINING WEBINAR	ACR+ and relevant project partners.	Presentation of open results from FISSAC.	Project's target audience
6 <sup>th</sup> Newsletter (M 40)	ACR+ with the support of all partners	Communication and wide dissemination of the project news, activities, outputs and results.	Project's target audience
4 <sup>th</sup> TRAINING WEBINAR	ACR+ and relevant project partners.	Presentation of open results from FISSAC.	Project's target audience
7 <sup>th</sup> Newsletter (M 48)	ACR+ with the support of all partners	Communication and wide dissemination of the project news, activities, outputs and results.	Project's target audience
8 <sup>th</sup> Newsletter (M 56)	ACR+ with the support of all partners	Communication and wide dissemination of the project news, activities, outputs and results.	Project's target audience
Visit tours to the demonstration sites	Responsible partners of case studies	Demonstration at real scale of the application and technical performance of the eco-innovative construction products	Key actors of the construction sector
Final project conference in Brussels (M 56)	ACCIONA with the support of ACR+	Presentation of FISSAC main results	Key actors of the construction and demolition sector as well as representatives of the project's target audience.
Relevant external conferences and seminars	All partners	FISSAC partners will disseminate the project work and results as speakers or participants.	



## 5 Conclusions

This report includes all elements required in a successful dissemination plan. These are: its objectives, target audience and key messages, the project visual identity and communication toolkit, dissemination materials, methods of dissemination, timing and planning of dissemination activities as well as evaluation plans for the implemented dissemination activities.

The dissemination plan provides the FISSAC project with a solid framework in which disseminating project results and activities will be outlined. The FISSAC consortium will use this as an initial strategy which will be further reviewed, revised and updated. Dissemination materials and activities will be evaluated for their outreach, effectiveness in targeting stakeholders and alignment with stakeholder interests and barriers.

The progress of the implementation of the Dissemination Plan will be included in the Project Progress Reports (at Months 18 and 36).

The branding of FISSAC project has been described. All project dissemination materials and documents should be elaborated in accordance to the guidelines included in this report as well as Deliverable 10.2 "Quality Assurance Plan". This will ensure the integrity of the project identity and FISSAC style being maintained.

Within this report, FISSAC Dissemination Key Performance Indicators that should be monitored during the project duration have been listed. All FISSAC Partners are involved in FISSAC dissemination and timing has been included in this report.

The Final Dissemination report will be delivered in Month 54, at the end of the project.