PROPLANET

Enhanced safe and sustainable coatings for supporting the planet

Deliverable D.7.9
Communication & Dissemination Plan

Deliverable Information

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Project Profile

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Executive Summary

The aim of deliverable “D.7.9 Communication & Dissemination Plan” is to coordinate activities and establish solid planning aiming at the effective communication of project objectives, outcomes, and impact to target audiences, ensuring maximum visibility and engagement, as well as the targeted dissemination of the project results.

The deliverable underscores the importance of a robust dissemination and communication strategy to bridge the gap between project implementation and its intended beneficiaries. It highlights key considerations and outlines a comprehensive plan to promote project awareness, knowledge sharing, and stakeholder involvement.

The document begins by emphasizing the significance of clear communication goals, identifying target audiences, and tailoring messages to meet their specific needs. It recognises the diverse nature of stakeholders and proposes a multi-faceted approach encompassing online and offline channels to reach them effectively. To facilitate dissemination, the deliverable outlines a range of communication tools and tactics, leveraging digital platforms, social media, newsletters, press releases, and dedicated project websites. It advocates for the creation of engaging content, such as videos, infographics, and case studies, to capture the attention of the intended audiences and convey project achievements in an accessible manner.

Recognizing the power of collaboration, the deliverable emphasises the importance of engaging with relevant organisations, policymakers, industry experts, and the media. It proposes strategic partnerships and networking opportunities to amplify the project's reach and influence, fostering a sense of ownership and long-term sustainability. The deliverable places a strong emphasis on monitoring and evaluation, outlining key performance indicators to assess the effectiveness of the communication strategy. It recommends regular feedback loops and adaptability, enabling continuous improvement and ensuring that communication efforts remain aligned with project objectives.

In conclusion, this deliverable offers a comprehensive and tailored approach to dissemination and communication planning for the EU project. By implementing the proposed strategies, the project stands to enhance its visibility, engage stakeholders effectively, and maximise its impact. This document serves as a valuable roadmap, guiding project teams toward successful communication outcomes and long-term sustainability.

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Table of Abbreviations

Abbreviation	Definition
D&C	Dissemination and Communication
SSbD	Safe and Sustainable by Design
KPIs	Key Performance Indicators
PFAS	Per- and polyfluoroalkyl substances
SME	Small Medium Enterprise
TBD	To be defined
CSA	Coordination and Support Action
GA	Grant Agreement
QSAR	Quantitative Structure-Activity Relationship
EMMC	European Materials Modelling Council

1. Introduction

Deliverable D7.9, is created within the framework of WP7: Exploitation, Dissemination, Communication and Social Engagement, led by EXELISIS. This document outlines our comprehensive strategy to effectively disseminate and communicate the innovative research, outcomes, and advancements achieved in the development of novel coating solutions. The PROPLANET project is dedicated to addressing the critical challenge of substituting per- and polyfluoroalkyl substances (PFAS) in various industries, including textiles, food packaging, and glass applications. By focusing on sustainable coating alternatives, our aim is to contribute to a more environmentally friendly and safe future.

The dissemination and communication activities outlined in this deliverable are designed to maximise the impact and reach of our project. We strive to engage a wide range of stakeholders, including industry professionals, researchers, policymakers, consumers, and the public. Our goal is to create awareness, foster knowledge exchange, and encourage collaboration to accelerate the adoption of sustainable coating solutions and promote a circular economy.

Through this deliverable, we will provide an overview of our communication and dissemination objectives, target audiences, and the various channels and tools we will employ to effectively share project-related information. Our activities will include the publication of scientific papers, participation in conferences and workshops, engagement with relevant industry associations, utilisation of digital platforms and social media, and collaborations with strategic partners.

Various communication channels are utilised, including printed materials, biannual newsletters, press releases, participation in events, and training activities, to effectively communicate the project's objectives and outcomes. Additionally, dissemination efforts involve organising and attending major events in the field of bioremediation and publishing research findings in peer-reviewed journals. Different tools and approaches are employed to engage diverse audiences and maximise their involvement in the project.

In summary, this Dissemination and Communication Deliverable for the PROPLANET project serves as a roadmap for effectively sharing our research, knowledge, and achievements in the development of novel coating solutions for textiles, food packaging, and glass applications. By engaging with a diverse range of stakeholders, we aim to accelerate the transition towards sustainable coatings, replacing PFAS, and contributing to a more sustainable future.

2. Communication and dissemination strategy

2.1. Communication and dissemination objectives

The primary objective of communication and dissemination activities is to maximise the impact the project results can make by sharing them with specific target audiences, including academia, stakeholders, industry, policy makers, and wider public, among others.

Dissemination aims to achieve several goals: i) provide information and educate the community, iii) engage the community in project activities, and iv) promote the project's results. Communication activities focus on raising awareness among the broader public, including the media. It is crucial to convey the project's objectives and expected outcomes in non-technical language to ensure easy understanding by the audience. The messages should be clear, concise, and tailored to the specific recipient(s).

In the context of PROPLANET, specific tools will be implemented to expand the target audience and increase engagement with the project's progress and advancements. These tools and channels include the visual identity (logo, colours, fonts, templates), the project website, leaflets and flyers, social media platforms, videos, press releases, newsletters, and more. Dissemination actions involve participating in or organizing workshops, conferences, training sessions, and clustering interviews/meetings.

The next section of the deliverable outlines the target audiences and stakeholders who will be reached through these communication and dissemination efforts. Additionally, knowledge transfer and open discussions within the cluster will facilitate the drafting of a roadmap for participation in joint activities and research initiatives, among other collaborative endeavours.

2.2. Communication and dissemination planning and KPIs

This section provides an overview of communication and dissemination planning, emphasising its importance in effectively sharing information and engaging stakeholders. It covers key tools and activities as well as expected Key Performance Indicators (KPIs). The overall goal is creating a dissemination strategy through using the appropriate channel to engage stakeholders, monitoring, and evaluating impact, and fostering collaborations. By providing a comprehensive understanding of communication and dissemination planning, this section serves as a guide to effectively plan and implement strategies for sharing project information, maximising impact, and achieving project goals.

Table 1. Dissemination and Communication planning and KPIs.

Actions	Description	Target KPI
Visual identity	A logo will be designed at the beginning and a design chart will be derived, so that the targeted audiences will recognise a distinct brand	M3, Designed and used in all materials
PROPLANET website	The website will contain general information of the project and current research activities, access to the dissemination material and public deliverables, and information about presence in conferences, industrial fairs and exhibitions and social media.	Updated regularly 30 visits/day 10 downloads/day
Leaflet/Brochure	The main elements of PROLANET will be summarised in a leaflet to be disseminated in	1 trifold by M3

	conferences, industrial fairs, and day-to-day professional activities of the partners	120 leaflets distributed in conferences and exhibitions
Poster	M6, aiming at project's awareness; M24 and M44, for transferability and exploitation of results	By M3, Displayed in several dissemination events
Roll-up	Designed to capture attention and deliver key messages effectively.	1 roll up by M3
Newsletter	Available on website and announced on "LinkedIn Newsletter"	2 Newsletters / year
Press releases	Intermediate results and most important milestones will be communicated to key media actors	At least 3 press releases
Social media	Presence in LinkedIn, Facebook, and Twitter	Weekly posts
Video	One during year 1 to promote the project	1 video
Events	Participation in conferences and industrial fairs	- 17 conferences - 3 international exhibitions
Workshops	Organise online or physical workshops aiming to facilitate knowledge sharing, interaction, and engagement with the target audience.	2 national and international workshops
Publications	peer-reviewed, open access publications	12 articles submitted
Clustering activities	Co-organised workshops or webinars; attendance to events of similar EU actions, Horizon Europe brokerage events, etc.	Joint actions with sister projects and the relevant CSA project.

3. Target audiences and key take away messages

3.1. Target audiences

Effective communication and dissemination are essential components of the PROPLANET project. To achieve the desired impact and ensure that project results reach the appropriate stakeholders, it is crucial to identify the target audiences for communication and dissemination purposes. For PROPLANET project an initial identification of target audience were conducted and summarised below and in Figure 1.

- **Material producing industries**, industry sectors such as textile, food packaging, glass, low maintenance glass producers, transport, agro-industry, building and material logistic
- **SMEs** interested in adopting new technologies/knowledge
- **General public**, citizens, individuals interested in circular economy concepts and circular value chains
- **Scientific community**, universities, research centres, private sector
- **Policymakers, regulatory bodies, standardisation authorities, relevant associations, environmental consultancies**
- **Stakeholders** from different value chains

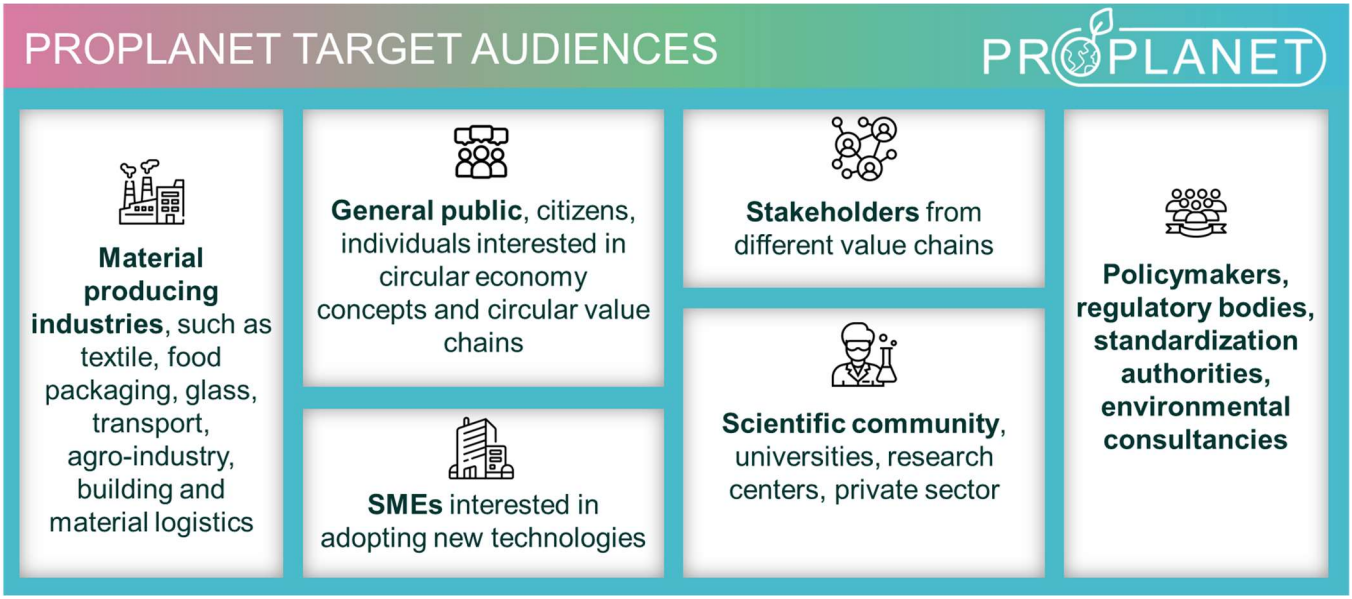


Figure 1. PROPLANET target audiences.

In more detail the target audiences are explained below:

Material producing industries

The material producing industries serve as a vital target audience for communication and dissemination efforts. These industries play a crucial role in supplying materials for various sectors, including construction, manufacturing, textiles, food packaging, glass, agro-industry, and infrastructure development. By effectively reaching out to these industries, valuable information and knowledge can be shared to drive innovation, sustainable practices, and advancements in material production processes.

It is essential to tailor communication and dissemination efforts to the specific needs and interests of material producing industries. Engaging industry associations, participating in industry events, and utilizing digital platforms can be effective methods for reaching and connecting with the target audience. By effectively communicating the benefits, sharing knowledge, and fostering collaboration, material producing industries can be motivated to adopt sustainable practices, drive innovation, and contribute to a more sustainable and circular economy.

SMEs

Small and medium-sized enterprises (SMEs) that are keen on embracing and implementing new technologies and knowledge have a tremendous opportunity for growth and competitiveness. By actively seeking out and adopting innovative solutions, these SMEs can enhance their operational efficiency, streamline their processes, and gain a competitive edge in their respective industries. Embracing new technologies and knowledge allows SMEs to stay up to date with industry trends, meet customer demands more effectively, and explore new business opportunities. It also enables them to improve their overall productivity, optimise resource utilisation, and potentially expand their market reach. By proactively engaging in the adoption of new technologies and knowledge, SMEs can position themselves for long-term success in today's rapidly evolving business landscape.

General public

The public, citizens, and individuals interested in circular economy concepts and circular value chains hold immense potential for driving positive change in our global economy. These individuals, who may come from diverse backgrounds and sectors, play a crucial role in shaping consumer behaviour, advocating for sustainable practices, and supporting the transition towards a circular economy.

Engaging the public and individuals interested in circular economy concepts can be achieved through effective communication and dissemination strategies. It is essential to raise awareness about the principles and benefits of the circular economy, showcasing its potential to reduce waste, conserve resources, and create economic opportunities. By providing educational resources, organizing public events, and leveraging digital platforms, individuals can be empowered to understand their role in the circular economy and take meaningful actions.

Highlighting successful case studies, inspiring stories, and showcasing innovative circular business models can also capture the attention and interest of the public. This can involve companies that have successfully implemented circular value chains, sharing their experiences, and demonstrating the positive environmental and economic outcomes they have achieved.

Scientific community

The scientific community, including universities and research centres, holds a pivotal role in advancing knowledge, innovation, and driving progress in various fields. Engaging and communicating with this audience is crucial for fostering collaboration, sharing research findings, and promoting interdisciplinary approaches to tackle global challenges.

Communication efforts targeted at the scientific community, universities, and research centres should aim to facilitate the exchange of ideas, promote collaboration, and disseminate scientific knowledge. This can be achieved through various channels, including conferences, seminars, workshops, and publications in scientific journals. One key aspect of communication is sharing research findings and advancements. By highlighting breakthroughs, innovative methodologies, and scientific discoveries, researchers can inspire their peers, encourage further exploration, and contribute to the collective knowledge base. Additionally, providing open access to research papers, data sets, and supporting materials can facilitate collaboration and ensure the broad dissemination of scientific findings.

Engaging the scientific community also involves fostering dialogue and collaboration across disciplines. Encouraging interdisciplinary research and creating platforms for knowledge sharing between different fields can lead to new insights, approaches, and solutions to complex problems. Collaborative initiatives, such as joint research projects, consortiums, and partnerships between universities and research centres, can help accelerate scientific progress and address societal challenges more effectively.

Policymakers

One important target audience for PROPLANET is policymakers, including members of the European Parliament, national governments, and local authorities. Policymakers play a key role in shaping legislation, regulations, and policies that affect the project's field of activity, and their support can be critical for the success and sustainability of the PROPLANET outcomes. Effective communication with policymakers can help to raise awareness of the project and its potential impact and encourage the adoption of the project's results into policy.

Regulatory bodies and standardisation authorities

Targeting regulatory bodies and standardisation authorities as specific audiences for communication and dissemination efforts can have a significant impact on promoting best practices, regulatory compliance, and harmonisation of standards within industries. These entities play a critical role in developing, implementing, and enforcing regulations and standards that govern various sectors.

Engaging with regulatory bodies and standardisation authorities can be achieved through various channels, such as participation in consultation processes, contributing to standardisation committees, organizing workshops or seminars, and providing online resources and platforms for information exchange. By effectively communicating with these target audiences, it is possible to foster regulatory alignment, promote harmonised standards, and create an enabling environment that supports innovation, safety, and sustainability within industries.

Environmental consultancy agencies

Environmental consultancy agencies serve as important players in the field of environmental sustainability and impact assessment. They provide expertise, guidance, and support to businesses, organisations, and governments in managing environmental risks, complying with regulations, and implementing sustainable practices. Targeting environmental consultancy agencies as a specific audience for communication and dissemination efforts can help disseminate project findings, promote best practices, and foster collaborations. Engaging with environmental consultancy agencies can be achieved through targeted outreach, participation in industry events, collaborations with industry associations, and utilizing digital platforms to disseminate project findings and resources.

Relevant Associations

Several technical associations and platforms will be included in the target audiences of PROPLANET (e.g., SPIRE, CEN, ISO, EFSA). PROPLANET has already entered the ECOSYSTEX community of EU-funded projects, dealing with textile circularity and sustainability. Updates will be made from all end users suggesting relevant associations and initiatives. Also check section 5.7.2. where more initiatives are presented in detail.

Stakeholders

Another important target audience for PROPLANET is industry stakeholders, including companies, trade associations, and business networks. These stakeholders can provide valuable feedback on the relevance and potential impact of the project results and may also be interested in collaborating with the project consortium to further develop and commercialise the project outcomes. Effective communication with industry stakeholders can help to foster partnerships and facilitate knowledge exchange, which can ultimately contribute to the success and sustainability of the project outcomes.

In conclusion, recognizing and understanding the appropriate target audiences for communication and dissemination purposes is crucial to maximizing the success and impact of EU-funded projects. By tailoring communication efforts to specific audiences such as SMEs, the scientific community, universities, research centres, material producing industries, regulatory bodies, and standardisation authorities, projects can effectively engage stakeholders, foster collaboration, and drive positive change. Each target audience has unique needs, interests, and challenges, requiring tailored messaging and approaches. By identifying

these audiences, PROPLANET can develop communication strategies that resonate with their respective stakeholders, effectively conveying the project's objectives, outcomes, and benefits.

3.2. Take away messages

Key messages are the essential points of information that you want your audience to understand, remember, and take away from your communication or dissemination efforts. These messages serve as the core content and focus of your communication strategy, ensuring that your audience grasps the most critical aspects of your project, initiative, or topic. Key messages should be clear, concise, and impactful, conveying the main ideas and objectives in a compelling manner. They help guide the overall narrative and ensure consistency in your communication across various channels and interactions.

Overall, key messages serve as a strategic tool to guide your communication efforts and ensure that your audience understands and retains the most important information. By crafting impactful and concise messages, you can effectively convey your project's objectives, outcomes, and value to your target audience, leaving a lasting impression and fostering engagement and support.

3.2.1. Limiting PFAS, known as “forever chemicals”

Per- and polyfluoroalkyl substances (PFAS) are a group of chemicals that are widely used in a variety of industrial and consumer products, including coatings. However, there is growing concern about the potential health and environmental impacts of PFAS due to their persistence, bioaccumulation, and toxicity [1,2].

There are several reasons why PFAS should be limited in coatings [3,4].

Health concerns: PFAS have been linked to a range of health effects, including cancer, liver and thyroid disease, and developmental and reproductive problems. Exposure to PFAS can occur through ingestion, inhalation, or skin contact, and there is evidence to suggest that even low levels of exposure can have adverse health effects.

Environmental concerns: PFAS are highly persistent and can remain in the environment for many years. They have been detected in water, soil, and air, and can accumulate in the food chain. PFAS can also harm wildlife and ecosystems, and their widespread use has resulted in their detection in remote regions such as the Arctic.

Regulatory aspects: Several countries, including the EU, have implemented or are in the process of implementing restrictions on the use of PFAS. This is due to concerns about their health and environmental impacts, and the need to protect human health and the environment.

Other alternatives: There are several alternatives to PFAS that can be used in coatings, such as fluorine-free coatings, which have been shown to have similar or better performance than PFAS-containing coatings. Using these alternatives can reduce the risks associated with PFAS use while still achieving the desired performance outcomes.

In summary, limiting the use of PFAS in coatings is important to protect human health and the environment, comply with regulatory requirements, and promote the use of safer alternatives.

[1] https://www.niehs.nih.gov/health/topics/agents/pfc/index.cfm
[2] https://www.niehs.nih.gov/health/topics/agents/pfc/index.cfm
[3] https://echa.europa.eu/hot-topics/perfluoroalkyl-chemicals-pfas
[4] Sudarshan Kurwadkar, et al., Per- and polyfluoroalkyl substances in water and wastewater: A critical review of their global occurrence and distribution, Science of The Total Environment, Volume 809,2022.

3.2.2. Detailed key messages

Within PROPLANET, a preliminary list of key messages has been created:

- New enhanced Safe and Sustainable by Design coatings, replacing PFAS.
- High potential to enhance the final products through using SSbD high-performance coatings.
- PROPLANET addresses novel coating materials solutions, tackling the problem from a sustainable-business perspective.
- Enabling overcoming the barrier to environmental protection, safety, chemical improvements, and circular value chains.
- Utilisation of computational tools for supporting SSbD materials.
- Advance in coatings standardisation.
- Explore the use of novel coatings in several applications through replication use cases.

The key messages will be constantly updated along with the project evolution, to guarantee that they are always adapted to the scope, new findings, and final targets of PROPLANET.

4. Communication toolkit

A communication toolkit is an essential component of any EU project's communication strategy. It serves as a comprehensive guide to all the communication tools, channels, and methods used to disseminate project information to stakeholders and the public. The PROPLANET toolkit provides project partners with clear guidelines on how to communicate effectively, ensuring that the project message is consistent across all channels. It helps to reach a broader audience, build awareness of the project, and encourage engagement from stakeholders. Additionally, the communication toolkit can include templates for various communication materials, such as printed material, documents, press releases, social media posts, and presentations, to ensure consistency in messaging and branding. By having a well-defined communication toolkit, EU projects can maximise the impact of their research, foster collaboration, and achieve their objectives. More information about the PROPLANET communication toolkit can be found in deliverable “D7.1 Project identity, website, and social media”.

4.1. Visual Identity

The visual identity of a project plays a crucial role in conveying its message, values, and brand identity. A strong and cohesive visual identity creates recognition, establishes credibility, and facilitates effective communication with target audiences. In this section, we will outline the key elements and guidelines for the visual identity of the PROPLANET project.

The **logo** is the centrepiece of the visual identity and serves as the primary visual representation of the project. It should be carefully designed to reflect the project's objectives, values, and core message. The logo should be unique, easily recognizable, and scalable to different sizes and formats. It should be versatile enough to be used across various communication channels, both online and offline. Selecting appropriate **colours and typography** is essential for maintaining consistency and creating a visually appealing identity. Establishing a consistent colour palette and typography style guide will help maintain visual coherence across different communication materials.

Documenting the **visual guidelines** is essential for maintaining consistency and facilitating the use of the visual identity by all project partners. This includes guidelines on logo usage, colour codes, typography specifications, graphic elements, templates, and layout principles. These guidelines should be easily accessible and shared with all relevant stakeholders to ensure uniformity in the project's visual representation.

The PROPLANET logo and guidelines can be found in Figure 2.

4.2. PROPLANET Communication material

This section will provide an overview of the communication materials, including leaflets, poster, folders, roll-up, and other relevant materials, that will be showcased. These communication materials play a crucial role in effectively conveying information about the project to various stakeholders. Communication material was thoughtfully designed to capture the essence of the project and highlight its key messages in a visually appealing and concise manner. By presenting these materials, the section aims to ensure that the project's goals, objectives, and achievements are effectively communicated and easily accessible to the target audience.

Figure 2. PROPLANET logo and communication materials.

4.3. PROPLANET Templates

This section showcases the templates for various project materials such as the presentation, poster, deliverables, agenda, list of participants, and meeting minutes. These templates are designed to align with the project's identity, while also prioritizing user-friendly formats for convenient access. Templates are presented in detail under deliverable “D7.1 Project identity, website, and social media”.

Figure 3. PROPLANET templates matching the project identity.

4.4. PROPLANET Infographics

Infographics play a significant role in communication materials due to their effectiveness in conveying complex information in a concise and visually appealing manner. In detail, infographics are visually engaging and have the power to capture attention quickly. By incorporating appealing colours, and design elements, infographics can make project information more memorable and easily understandable for a wide range of audiences. In PROPLANET we are using several infographic representations of the project goals, concept, procedures etc. as they can assist in simplifying the presentation of research findings, ideas, and achievements. Moreover, by using charts, graphs, and icons, they allow viewers to grasp key messages and insights more easily. Furthermore, PROPLANET infographics facilitate the sharing of project outcomes, results, and impacts with a wider audience. They can be shared on websites, social media platforms, presentations, and reports, making them highly shareable and accessible to stakeholders, policymakers, and the public.

Below some of the project infographics, already designed, are presented, serving as powerful tools to communicate the value, impact, and complexity of the PROPLANET project. By making information more accessible, engaging, and memorable, infographics contribute to effective project dissemination, stakeholder engagement, and public awareness.

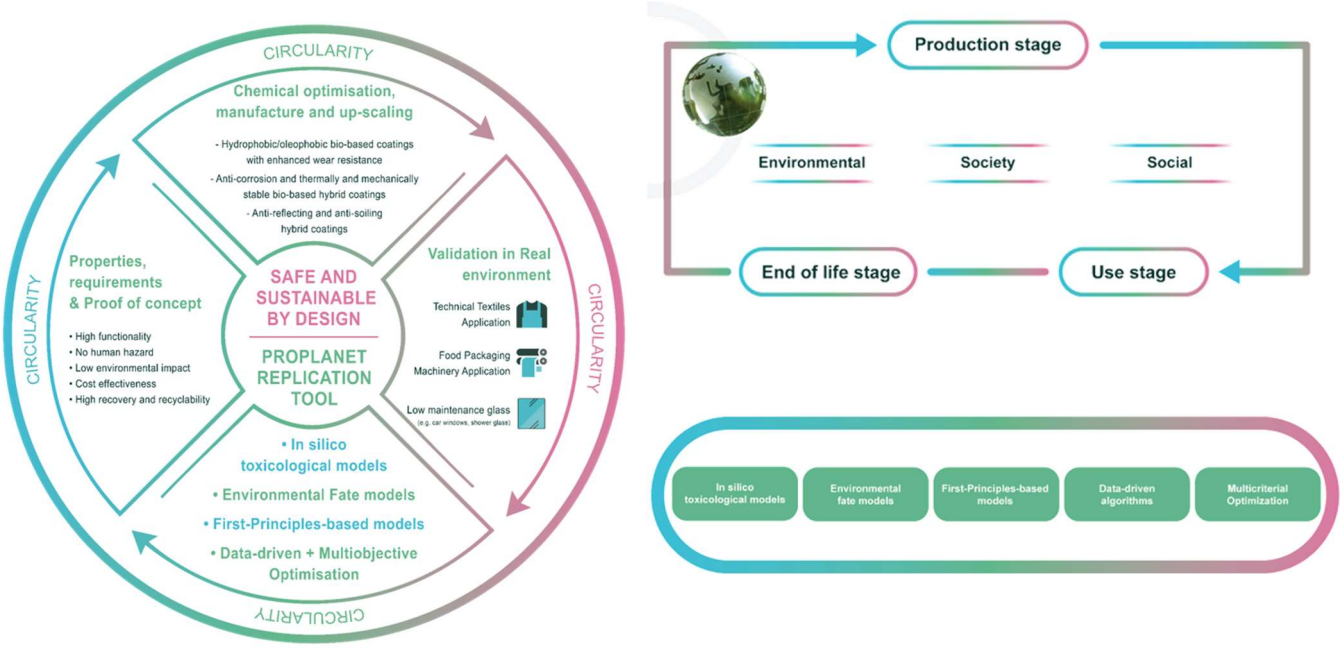


Figure 4. PROPLANET Infographics.

4.5. PROPLANET Website

The PROPLANET website is designed and will be continuously updated serving as an excellent tool for efficient communication and dissemination of the project. Below some key benefits and features that our website can offer are summarised:

The PROPLANET website provides an overview of your project, outlining its objectives, scope, and expected outcomes, allowing visitors to understand its purpose and significance. News and updates about your project, including milestones, events, publications, and announcements, are shared on the website, keeping stakeholders, partners, and the public well-informed of the project's progress.

The website serves as a repository for project-related documents, reports, research findings, and resources, promoting transparency and knowledge sharing by making them easily accessible for interested individuals to download. It also features profiles of project partners, collaborators, and stakeholders, highlighting their expertise and contributions, fostering collaboration and networking opportunities.

Through the website, one can showcase the project's outcomes, such as research findings, innovative solutions, and best practices, reaching a wider audience and facilitating the dissemination of knowledge and achievements. Upcoming events, workshops, webinars, and conferences related to your project will be advertised on the website, attracting participants, and ensuring interested individuals are aware of engagement opportunities.

The PROPLANET website includes contact information, enabling visitors to reach out with inquiries, feedback, or collaboration proposals, promoting engagement and interaction between the project team and stakeholders. Multimedia elements like images, videos, and interactive content will be integrated into the website, when available, enhancing the presentation of project information, demonstrating activities, and engaging users in an interactive manner.

Finally, the project's website integrates links to social media profiles, allowing visitors to follow and engage with the project on platforms such as Twitter, LinkedIn, or Facebook. This integration extends the project's reach, encourages ongoing communication, and facilitates interaction with a broader audience.

You may find the link for the **PROPLANET website here**: www.proplanet-project.eu

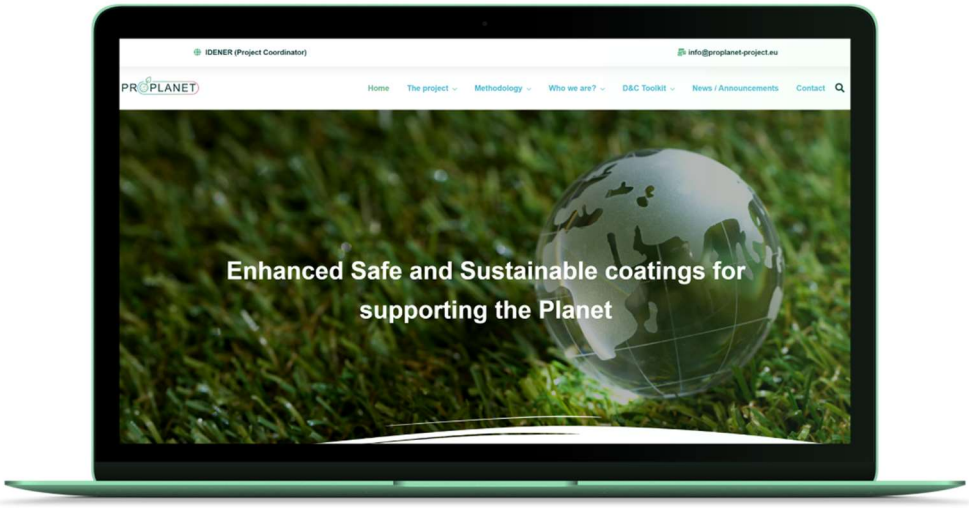


Figure 5. PROPLANET website.

Currently the website is updated weekly with all new information as provided by the PROPLANET partners. The website will continue to be maintained regularly including activities and updates necessary to keep a website functioning properly, up-to-date, and secure.

4.5.1. PROPLANET Website Analytics

PROPLANET website analytics will be kept ensuring monitoring and analysing data related to the performance and usage of the project's website. It involves the collection, measurement, and interpretation of various metrics to gain insights into how the website is performing, how users are interacting with it, and what actions can be taken to improve its effectiveness. Below, some key aspects of PROPLANET website analytics are summarised:

Audience: According to the data provided, the PROPLANET website received visitors from a total of 17 countries worldwide (Figure 6) over a span of 3 months. Most of these visitors originated from the American continent, accounting for approximately 65% of the total. Following closely were visitors from European countries, constituting nearly 33% and 2% from Asian countries of the overall visitor base (Figure 7).

Figure 6. Visitors around the globe.

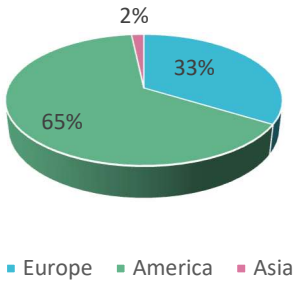


Figure 7. Visitors per continent.

Out of the total of 175 unique visitors who accessed the website, approximately 19% consist of returning visitors who regularly seek news and updates (Figure 8).

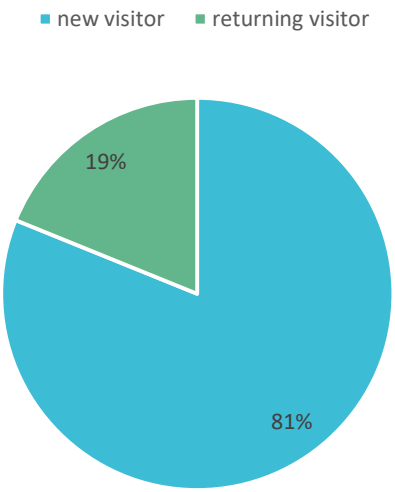
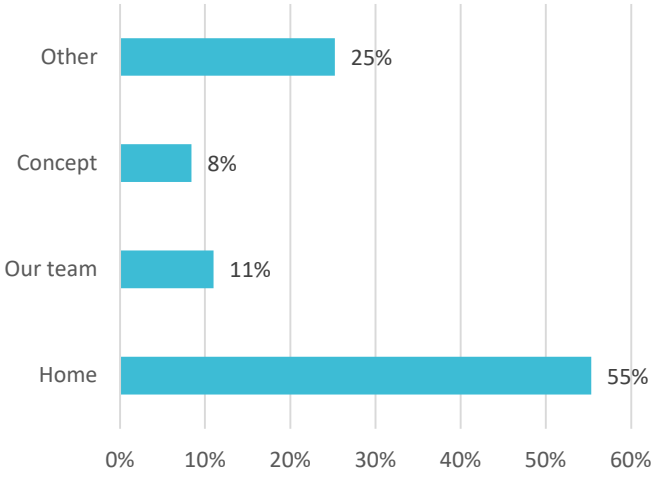


Figure 8. New vs returning visitors.

The website analysis reveals that most visitor clicks are concentrated on the Homepage, accounting for 55% of total clicks, the **Our Team** tab is nearly 11%, while the **Concept** tab attracts around 8% of the clicks. Furthermore, an overwhelming 80% of the visitors access the website directly through a specific link, signifying a direct navigation approach. Approximately 14% of the visitors tend to search engines to locate the website, and roughly 4% arrive via social media platforms.

	Page title and screen class	Views
		309 100% of total
1	Home - PROPLANET-PROJECT.EU	171
2	Our Team - PROPLANET-PROJECT.EU	34
3	Concept - PROPLANET-PROJECT.EU	26
4	The biggest chemicals legislation in years - PROPLANET-PROJECT.EU	9
5	Technologies & Applications - PROPLANET-PROJECT.EU	8
6	Goals - PROPLANET-PROJECT.EU	7
7	Newsletter & Press Releases - PROPLANET-PROJECT.EU	7
8	D&C Printed Materials - PROPLANET-PROJECT.EU	6
9	Impacts - PROPLANET-PROJECT.EU	6
10	Our Cluster - PROPLANET-PROJECT.EU	6



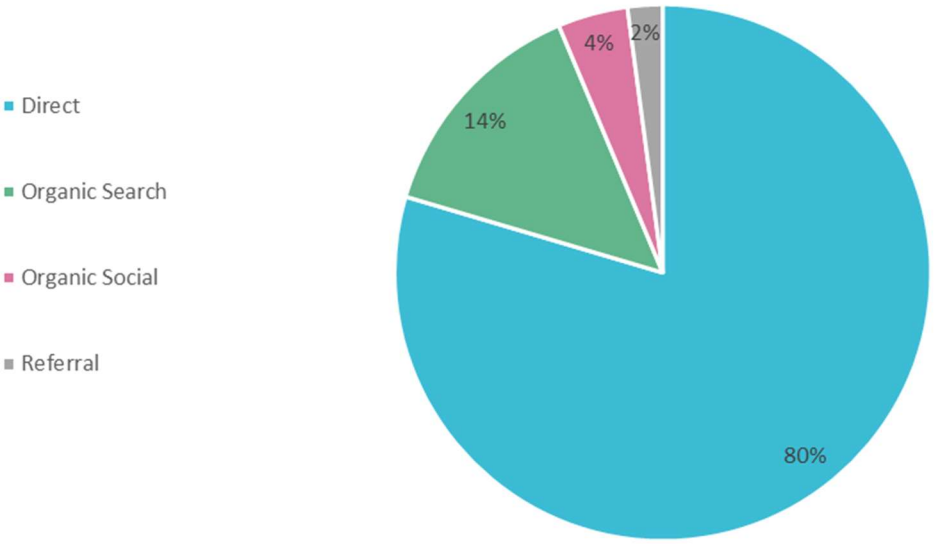


Figure 9. Views per each page and visitors' flow.

4.6. PROPLANET Social media platforms

PROPLANET social media platforms will play a vital role in EU projects by enabling outreach and awareness efforts to reach a broader audience. They provide a means for project teams to share updates, news, and achievements with stakeholders, potential collaborators, and the public, increasing visibility and engagement. Additionally, social media platforms facilitate stakeholder engagement by allowing for two-way communication, where project teams can receive feedback, answer questions, and foster discussions. This interaction helps build strong relationships, gather valuable insights, and foster collaboration.

Furthermore, social media platforms create spaces for knowledge exchange and collaboration among project partners, experts, and the wider community. They serve as virtual communities where participants can connect, share resources, research findings, and best practices, stimulating innovation and cross-pollination of ideas. The platforms also serve as effective channels for disseminating project results, outputs, and publications. By sharing reports, articles, infographics, videos, and other multimedia content, projects maximise the impact and visibility of their outcomes, reaching a wider audience and attracting potential collaboration or funding opportunities.

Moreover, social media platforms provide a medium for EU projects to engage in policy discussions, advocate for change, and promote their findings to policymakers and relevant stakeholders. By sharing evidence-based insights, projects can influence policy agendas, contribute to public debates, and drive positive change in their respective domains. Additionally, these platforms allow projects to provide real-time updates on events, conferences, workshops, and other activities. They generate interest, encourage participation, and provide live coverage or highlights of project-related events, enhancing transparency and facilitating broader participation.

Figure 10. Available social media platforms for PROPLANET project.

4.6.1. PROPLANET LinkedIn account

With over 690 million users and still growing, LinkedIn stands as the leading professional networking platform. It serves as an information hub, keeping its users up-to-date on companies, businesses, universities, and other entities relevant to their fields of interest or work. LinkedIn's extensive reach spans across 200 countries and territories, offering its services in 26 different languages [5].

PROPLANET's LinkedIn:

CLICK HERE

The purpose of creating this account is to provide updates, share progress, and disseminate information to a diverse audience, primarily consisting of professionals and academia. Through connections with the technology sector, research organisations, companies, and other relevant stakeholders, we aim to deliver news, events, actions, and noteworthy achievements.

4.6.2. PROPLANET LinkedIn Analytics

PROPLANET LinkedIn Analytics will record measurement of data related to the performance and impact of the PROPLANET project on the LinkedIn platform. This involves tracking various metrics and statistics,

[5] https://www.demandsage.com/linkedin-statistics/

such as the number of followers, engagement rates, reach, and impressions. By analysing this data, the team can gain insights into the effectiveness of their LinkedIn communication and dissemination activities, identify trends, and make informed decisions to optimise their outreach efforts.

The number of followers for the PROPLANET LinkedIn page has surpassed 170, indicating a growing audience interested in the project's updates and content. Additionally, the page has received more than 300 page views, reflecting the visibility and interest generated by the project. In terms of engagement, the cumulative outreach on the PROPLANET LinkedIn page has exceeded 560 post engagements, indicating active interaction and interest from the audience. Furthermore, the project's posts have reached an impressive 5000 impressions, suggesting a wide reach and potential visibility among LinkedIn users. These statistics demonstrate the positive impact and engagement generated by the PROPLANET LinkedIn page in promoting the project's goals and achievements.

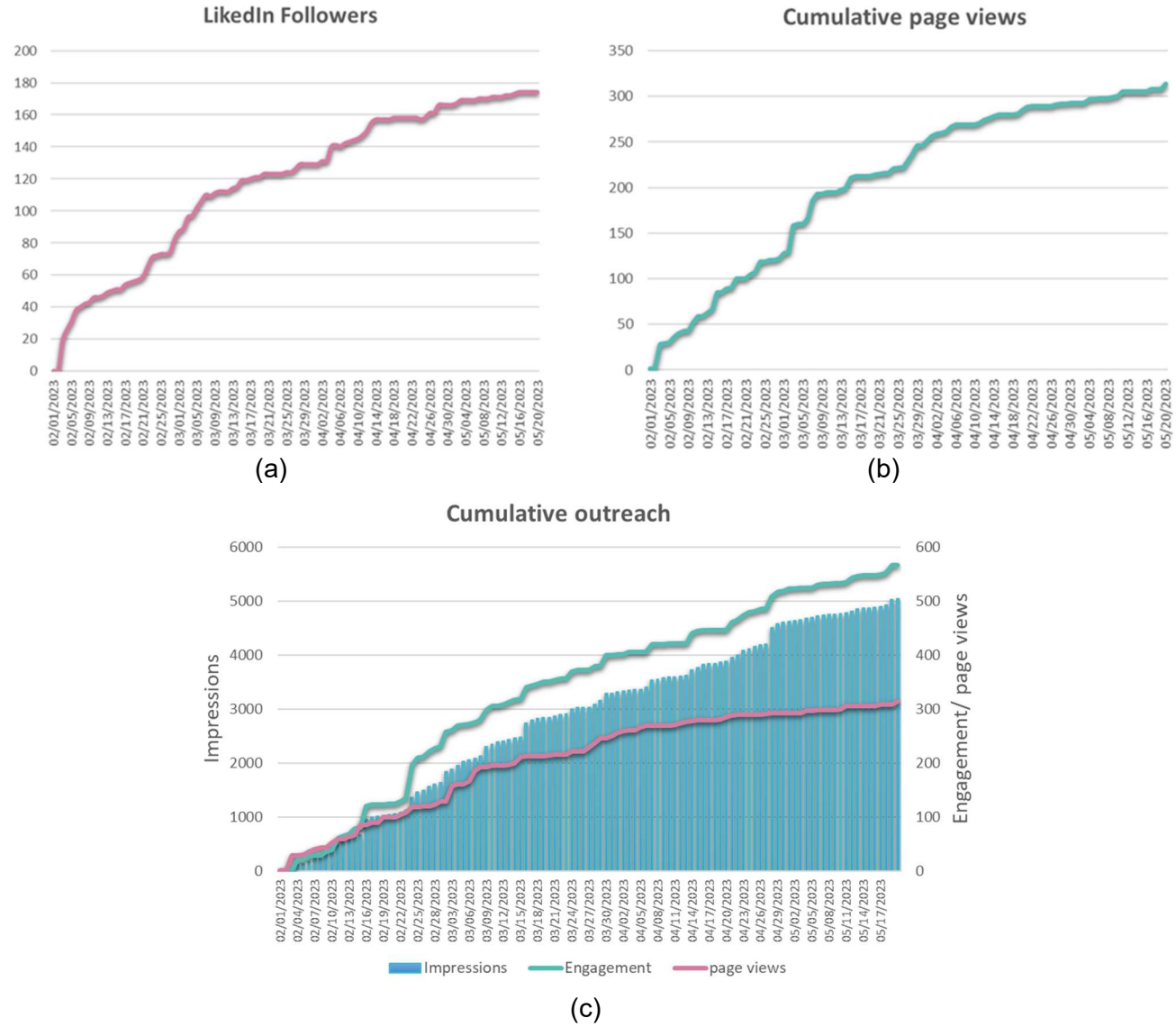


Figure 11. (a) Followers, (b) page views and (c) cumulative outreach for the PROPLANET LinkedIn page.

4.6.3. PROPLANET Twitter account

Twitter serves as a popular platform for concise and up-to-date news, allowing the public to quickly catch up on current events. With a broad user base, including over 100 million daily active users, leveraging this platform effectively involves sharing project activities and encouraging audience interaction. The objective

is to engage the audience by providing relevant updates and fostering meaningful interactions related to the project's goals [6].

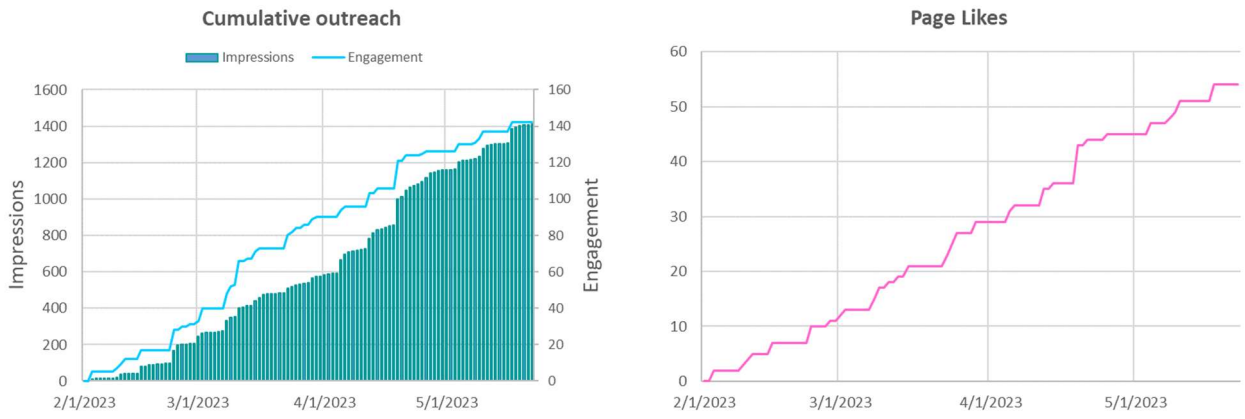
PROPLANET's Twitter:

CLICK HERE

4.6.4. PROPLANET Twitter Analytics

PROPLANET Twitter Analytics refers to the analysis and evaluation of data related to the performance and impact of the PROPLANET project on the Twitter platform. This involves tracking and assessing various metrics, such as the number of followers, retweets, likes, replies, and overall engagement. By analysing this data, the project team can gain insights into the effectiveness of their Twitter communication strategy, identify trends, and make informed decisions to optimise their outreach efforts. PROPLANET Twitter Analytics provides valuable information for evaluating the project's online presence, audience engagement, and the overall impact of its Twitter communication activities.

On PROPLANET's Twitter page, the post impressions have reached an impressive 1400, indicating the significant reach and visibility of the project's posts. Moreover, the engagement on these posts has exceeded 140, demonstrating active interaction and interest from the audience. Since the platform's launch four months ago, the page has garnered 55 likes, reflecting the growing appreciation and support for the project on Twitter. These statistics highlight the positive impact and engagement generated by PROPLANET's presence on Twitter.



(a) (b)

Figure 12. (a) Cumulative outreach and (b) Page like for the PROPLANET twitter page.

4.6.5. PROPLANET Facebook account

Facebook, being the globally recognised social media platform, provides an excellent opportunity for the project to implement a well-crafted strategy to raise awareness among a wide-ranging audience. Its powerful keyword search functionality facilitates the discovery of relevant posts and pages related to the project's content by using simple and straightforward terms. This enables effective dissemination of project-related information to a broader audience, enhancing project visibility and engagement [7].

[6] https://blog.hubspot.com/marketing/what-is-twitter
[7] https://www.businessnewsdaily.com/2534-facebook-benefits.html

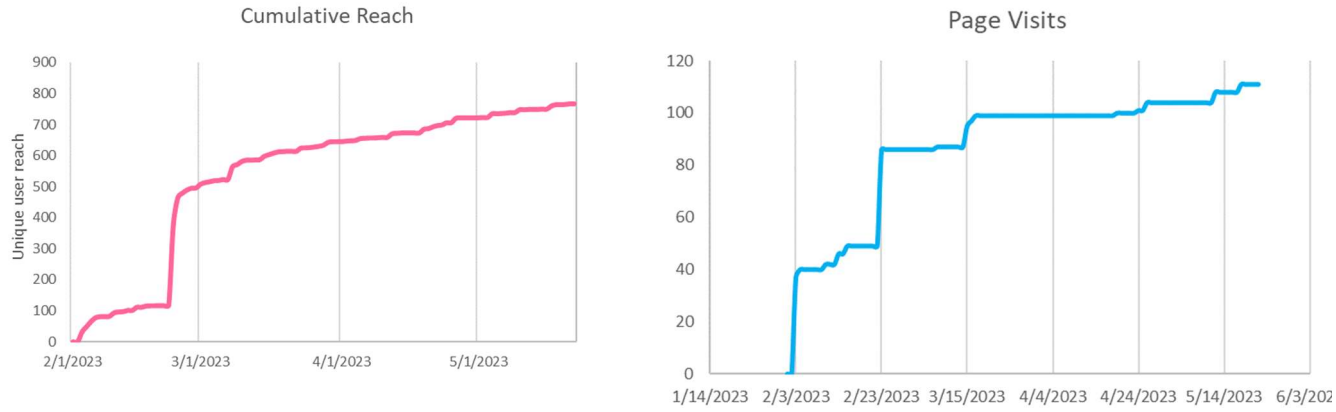
PROPLANET's Facebook:

CLICK HERE

4.6.6. PROPLANET Facebook Analytics

PROPLANET Facebook Analytics refers to the analysis and measurement of data related to the performance and impact of the PROPLANET project on the Facebook platform. This involves tracking various metrics and statistics, such as page visits, audience reach, etc. By analysing this data, the project team can gain insights into the effectiveness of their Facebook communication strategy, identify trends, and make informed decisions to optimise their outreach efforts. PROPLANET Facebook Analytics provides valuable information for evaluating the project's online presence, audience engagement, and the overall impact of its Facebook communication activities.

PROPLANET's Facebook page has achieved a remarkable unique user reach of over 700, indicating the broad audience reached by the page's content. Additionally, the page has received more than 110 page visits, demonstrating the interest and engagement generated by the project. To keep the audience informed, weekly posts are shared, highlighting project updates, and introducing the project team through dedicated content. In total, 17 posts have been announced, showcasing the project's progress, and fostering engagement with the Facebook community. These statistics reflect the positive impact and engagement generated by PROPLANET's presence on Facebook.



(a) (b)

Figure 13. (a) Cumulative reach and (b) Page visits for the PROPLANET Facebook page.

4.7. Guidelines and Best Practices

Guidelines and best practices on communication and dissemination were shared among the PROPLANET consortium to ensure effective outreach and impact. These guidelines provide valuable insights and recommendations for the consortium members on how to communicate project objectives, activities, and outcomes to various target audiences. The best practices encompass strategies for engaging stakeholders, utilizing appropriate communication channels, crafting compelling messages, and leveraging digital platforms effectively. By following these guidelines, the consortium aims to enhance the visibility, understanding, and engagement with PROPLANET's initiatives and achievements, ultimately maximizing the project's impact and fostering collaboration and knowledge sharing.

EXELISIS, as leader of the dissemination and dissemination activities has shared the following guidelines, which are summarised in a comprehensive infographic as shown in Figure 14.

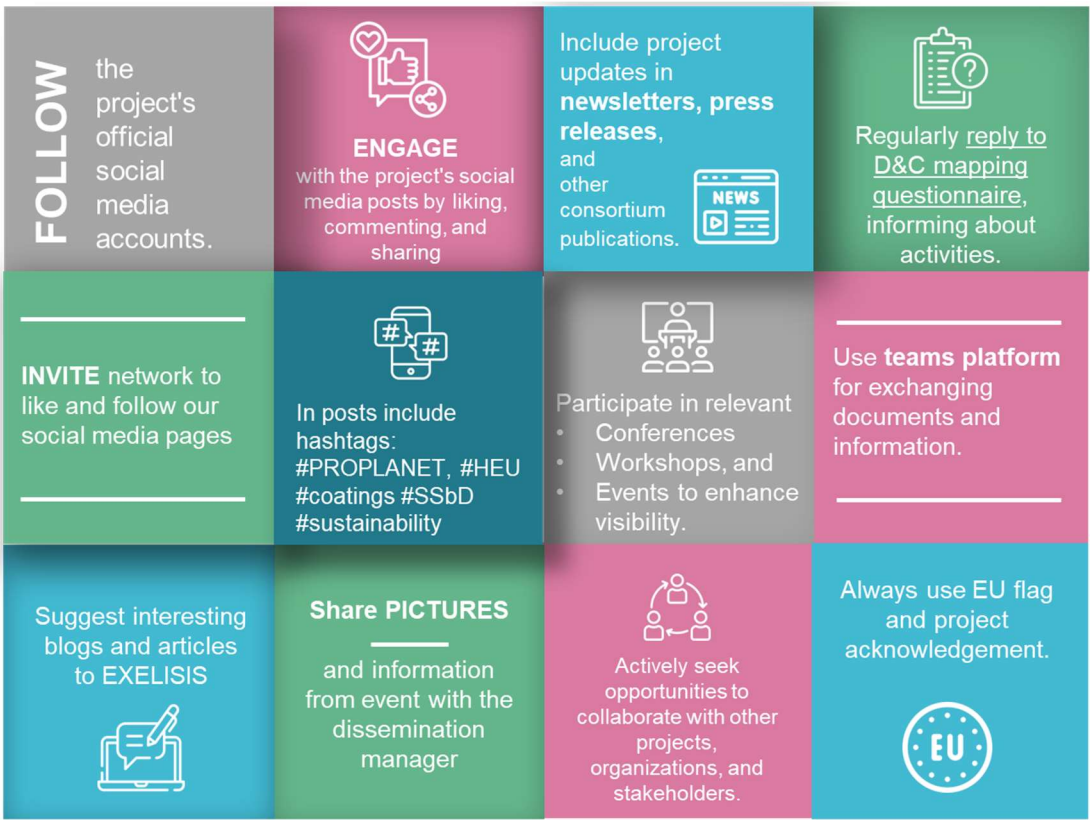


Figure 14. Guidelines and best practices.

4.8. PROPLANET Mapping Questionnaire

The online dissemination and communication questionnaire developed by EXELISIS serves as a valuable tool within the PROPLANET project for mapping the activities of the consortium. Periodically shared among the consortium members, this questionnaire facilitates the collection of information regarding the communication and dissemination efforts undertaken by each partner. EXELISIS has designed the questionnaire to systematically gather data on the various initiatives implemented by consortium members to disseminate project information and communicate project outcomes.

By utilizing this questionnaire, PROPLANET aims to gain a comprehensive understanding of the diverse communication strategies and activities employed by each partner. The periodic distribution of the questionnaire ensures that the consortium has up-to-date and accurate insights into the collective efforts put forth by its members.

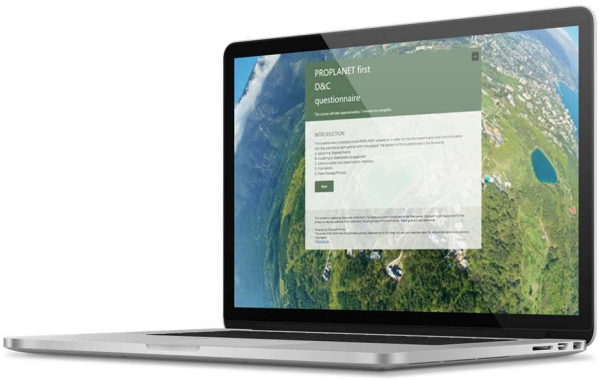


Figure 15. PROPLANET's online questionnaire.

4.9. PROPLANET Communication activities

The consortium has already kick-started the communication activities, in online social media platforms and websites. The following table summarises these activities.

Table 2. PROPLANET communication activities.

no	Partner/Publisher	Date: DD/MM/YY	Description	Link
1	AITEX	01/03/2023	PROPLANET concept and meeting announced in the webpage	LINK
2	EXELISIS	01/02/2023	PROPLANET concept announced on EXE webpage	LINK
3	AITEX	10/03/2023	Share PROPLANET's post " meet the partner AITEX	LINK
4	IDE	01/01/2023	Job announcement related to PROPLANET	LINK
5	TECNALIA	25/02/2023	Announce participation in PROPLANET meeting	LINK
6	TECNALIA	23/05/2023	PROPLANET concept announced on TEC webpage	LINK
7	SSbD - Safe and Sustainable by Design Platform	05/05/2023	Announcement of PROPLANET project along with SSbD projects	LINK
8	PROPLANET Project officer	25/02/2023	Announcement of PROPLANET project	LINK
9	AITEX	02/04/2023	Webinar on PFAS shared from the European Chemicals Agency	LINK
10	HOLOSS	25/02/2023	Announce participation in PROPLANET meeting	LINK
11	HOLOSS	15/03/2023	Reshare PROPLANET post on HOLOSS activities	LINK
12	IDE	20/03/2023	Reshare PROPLANET post on our consortium	LINK
13	UMA	21/06/2023	Announcement of PROPLANET project in the twitter of the Spanish Math-In Network	LINK

14	TECNALIA	Mar-23	Newsletter Nº 58 - Marzo 2023: Announce TECNALIA participation in PROPLANET	LINK
15	TECNALIA	Apr-23	AIAS boletin #135	LINK
16	TECNALIA	23/05/2023	Communication about PROPLANET project EXPOQUIMIA EQUIPLAST Congress (30 MAYO - 2 JUNIO 2023)	LINK

4.10. PROPLANET Video

Videos offer a dynamic and engaging way to communicate project objectives, activities, and outcomes [8]. They have the power to tell stories, showcase results, and create emotional connections with viewers. Secondly, videos can reach a wider audience, including stakeholders, policymakers, and the public. Moreover, videos can simplify complex concepts, making them more accessible and understandable. They allow for visual demonstrations, interviews, and testimonials, enhancing the understanding and relevance of project work.

PROPLANET video will be developed aiming to enhance dissemination, stakeholder engagement, and raising awareness about the project's goals, achievements, and impacts. During the project duration, one video will be produced to show the project concept and results through animations and filmed material. This is expected to be delivered towards the end of the first year of the project. Other videos, including interviews, footage from laboratories and facilities among others may also be developed. Videos will be available in the dedicates section of the PROPLANET website, as well as on YouTube and they will also be shared though the project's social media platforms.

[8] Wang, W., & Zhang, Y. (2020). Video as an effective tool for science communication and public engagement: A review. Public Understanding of Science, 29(7), 748-762.

5. Dissemination activities

Dissemination activities within PROPLANET encompass a wide range of initiatives aimed at sharing project information and outcomes. The project website serves as a central hub for providing comprehensive details about PROPLANET, including its objectives, research activities, consortium members, and results. Workshops and training sessions are conducted to facilitate knowledge exchange and capacity building among stakeholders. Collaborations are established with relevant organisations and stakeholders to foster cooperation and maximise the impact of the project. Participation in conferences and exhibitions allows for the presentation and discussion of PROPLANET findings within the scientific and industry communities. Publications in peer-reviewed journals contribute to the dissemination of scientific knowledge and research outcomes. Clustering activities involve engaging with other related projects to promote collaboration, knowledge sharing, and synergies. Newsletters and press releases are regularly disseminated to keep the target audience informed about project updates, achievements, and upcoming events. Through these diverse dissemination activities, PROPLANET aims to maximise the visibility, impact, and engagement surrounding its research on bio-based coatings and the replacement of harmful PFAS.

Figure 16. PROPLANET's dissemination tools.

5.1. PROPLANET Website

While the website is currently listed under the communication toolkit within this deliverable, it is important to recognise that its purpose extends beyond mere communication. Although it serves as a platform for communication of the project scope, objectives and expected outcomes, the website plays a crucial role in supporting various aspects of the project.

Therefore, the website serves as a central hub for disseminating project results, allowing target audiences (stakeholders, academia, and the public etc.) to access relevant updates, and outcomes. It provides a user-friendly interface where project results, reports, publications, and other relevant resources can be shared and easily navigated. By offering a centralised source of information, the website facilitates transparency, accessibility, and knowledge sharing.

For future reference, the website-related information will be included as a key component of the communication strategy, under **Section 4.5**. Its role in disseminating project results and facilitating engagement should be explicitly acknowledged and incorporated within the communication activities of the project.

5.2. PROPLANET Workshops and Training

Several workshops and training courses will be organised during PROPLANET implementation aiming to provide participants with the necessary skills and knowledge to effectively contribute to the project's objectives. These trainings can take many forms, including workshops, seminars, online courses, and mentoring sessions. Training provides an opportunity for participants to exchange knowledge and ideas with one another, thereby fostering collaboration and mutual learning. This exchange of information can lead to the development of new ideas and approaches, which can improve the quality of the project outcomes.

At least 2 national and international workshops will be organised under PROLANET. The consortium was asked about their availability and willingness to participate in such activities as an invited speakers and TECNALIA, EXELISIS, AITEX, IDENER, NILU and RuKaInnovation are set as possible candidates for sharing their expertise in future activities setting the basis for our planning.

5.3. PROPLANET Conferences and Exhibitions

In the framework of PROPLANET, partners are anticipated to participate in a total of **17 conferences and 3 international exhibitions**. These events provide valuable opportunities to showcase the project's research findings, innovations, and advancements in the field of bio-based coatings. By actively participating in conferences, partners can disseminate their knowledge, engage with industry experts, scientists, and stakeholders, and contribute to the broader scientific community. Additionally, international exhibitions offer platforms for presenting PROPLANET's technologies, products, and solutions to a wider audience, including potential end-users, industry professionals, and decision-makers. The project's presence at these conferences and exhibitions not only helps to raise awareness about the project but also facilitates networking, collaboration, and potential commercialisation opportunities. Table 3 summarises the PROPLANET dissemination activities already implemented.

Since we are in the beginning of the PROPLANET partners have already reported their interest in participating in several events, while they have also submitted their abstracts in events, including:

- European Silicon Days, where TECNALIA will present PROPLANET in a poster session on 10/07 – 12/07, in Montpellier (France). Check out the conference website: https://10esd.sciencesconf.org/

- Aachen-Dresden-Denkendorf International Textile Conference 2023, where AITEX is planning to participate in a poster session 30/11 – 01/12 2023 in Aachen-Dresden (Germany). Check out the conference website: https://www.aachen-dresden-denkendorf.de/en/itc/

Table 3. Past Dissemination activities.

Partner	Event	Date: DD/MM	Location	Website
IDENER, NILU, NovaM	RiskGONE final workshop (NILU organizer)	16 June 2023	Madrid	LINK
NovaM	NanoSAFE Conference	05/06 - 09/06 2023	Grenoble (France)	LINK

The PROPLANET consortium has identified more upcoming dissemination activities aimed at maximizing the visibility and impact of the project. Partners will actively participate in conferences and exhibitions related to the field of bio-based coatings. These events offer a platform to present research findings, innovations, and project outcomes to a broader audience. Partners will engage in discussions, network with experts, and contribute to the dissemination of knowledge within the industry.

Table 4. Upcoming Dissemination activities.

Partner	Event	Date: DD/MM	Location	Website
TECNALIA	SMT 35 - 35th International Conference on Surface Modification Technologies	18-22 Sep 2023	Hamburg, Germany	LINK
AITEX	X Congreso I+D+i “Creando Sinergias” (Polytechnic University of Valencia)	05-06 Jul 2023	Alcoi, Spain	LINK
AITEX	ECOFIRA 2023	14-16 Nov 2023	Valencia, Spain	LINK
AITEX	AUTEX 2024 Conference	tbc	Liberec, Czech Republic	LINK
HOLOSS	HARMLESS Workshop on SSbD for SMEs: AdMa in Product Development	25th May 2023	online	LINK
NILU	Eurotox	Sep 10-13, 2023, 2024 and 2025 (TBD)	2023 in Ljubljana, 2024, 2025 TBD	LINK

NILU	Joint 3R symposium	19-21 Sep 2023	Brussels, Belgium	LINK
RINA	SUSGEM2023	23 Oct 2023	Castelló de la Plana, Spain	LINK
RINA & TECNALIA	International Sol-Gel Conference, 2024	2024 (TBD)	TBD	TBD

5.4. PROPLANET Newsletters

PROPLANET Newsletters will be announced every 6 months and they will offer a comprehensive and structured approach to project communication. They will support stakeholders' engagement, disseminate project outcomes, promote events, and foster collaboration. In particular, the PROPLANET newsletters will support the following activities:

- Project updates on the progress, activities, and milestones of the PROPLANET project.
- Dissemination of results, such as research findings, innovative solutions, and success stories.
- Knowledge and expertise sharing provides insights, lessons learned, and best practices.
- Event promotion is either organised by PROPLANET partners or where PROPLANET consortium participated in.
- Fostering collaboration opportunities with other projects, organisations, or stakeholders.
- Encourage active engagement.
- Support project promotion and visibility.
- Enhance networking opportunities.

The following table summarises the 6 Issues expected to be releases throughout the project duration. Currently Issue 1 is being finalised for publication and is expected to be sent out at the end of June 2023.

Table 5. Expected Newsletter Issues for the PROPLANET project.

Issue	Expected month of publication
Newsletter Issue 1	June 2023
Newsletter Issue 2	December 2023
Newsletter Issue 3	June 2024
Newsletter Issue 4	December 2024
Newsletter Issue 5	June 2025
Newsletter Issue 6	December 2025

Figure 17. First PROPLANET Newsletter.

5.5. PROPLANET Press releases

Press releases are a powerful tool for EU projects to communicate with the media, stakeholders, and the public. They enable the distribution of news, enhance project visibility, disseminate results, engage

stakeholders, and contribute to policy influence. By distributing press releases, PROPLANET will share its story and maximise its impact.

According to the input provided by the PROPLANET partners the following magazines have been collected, offering possibilities for press releases announcement.

Table 6. Possible newsletters/magazines that PROPLANET could be disseminated.

Title	Description
AITEX Review	Online Magazine highlighting the advancements in the textiles sector (https://www.aitex.es/magazine/?lang=en)
REVISTA DE QUÍMICA E INDUSTRIA TEXTIL	Magazine with four annual issues, aims to report on both national and international news related to the textile sector. (https://www.aeqct.org/instrucciones-de-autor/)
La Razon	La Razón is a daily newspaper based in Madrid, Spain (https://www.larazon.es/)
Industria Química	Online blog that announces regular reports (https://www.industriaquimica.es/articulos/reportajes)
Diario de Sevilla	Online newspaper (https://www.diariodesevilla.es/)

Due to the assistance provided by our partners TECNALIA, AITEX, EXELISIS, NILU and IDENER, it is also possible to translate any issues should it be needed in other languages, such as Spanish, Greek, Norwegian or Italian.

Currently our first press release is out in English and translated in Spanish to be shared in a Spanish newspaper.

(a) (b)

Figure 18. First PROPLANET press release in (a) English and (b) Spanish.

5.6. PROPLANET Publications

The PROPLANET consortium is aware of its obligation of ensuring open access to all peer-reviewed scientific publications relating to its results via an OpenAIRE compliant repository (i.e., Zenodo) that facilitates the management of the project data according to FAIR principle. The overall ambition is that these practices will increase the visibility and reusability of the research output and the reproducibility and replicability and, in general, the excellence and impact of the project outcomes.

As part of dissemination within the project, all partners involved have been informed about the guidelines regarding the use of the EU flag and emblem when submitting scientific publications. It is crucial for the partners to adhere to these guidelines to ensure compliance with the European Union's branding and communication regulations. By incorporating the EU flag and emblem in their publications, the partners demonstrate their acknowledgement of the project's funding and support from the European Union. This adherence to branding guidelines not only maintains consistency but also highlights the project's connection to the EU and its commitment to promoting research and innovation across Europe.

Funded by the European Union

Emblem:
"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HADEA. Neither the European Union nor the granting authority can be held responsible for them."

Some potential topics that could form publication manuscripts are summarised in the following table. However, this planning will be updated and included in the next Dissemination and communication related deliverable.

Table 7. Potential publication topics.

No	Potential topic for manuscripts
Publication 1	Results on SSbD coatings development
Publication 2	In silico toxicological models
Publication 3	Environmental Fate models
Publication 4	First-Principles-based-models
Publication 5	Data-driven algorithms with
Publication 6	LCA/LCC results
Publication 7	PROPLANET Replication tool
Publication 8	Toxicological evaluation of PFAS-free coatings
Publication 9	Advanced *in vitro* models for hazard assessment of PFAS-free coatings
Publication 10	Review paper on hazard assessment of PFAS and their alternatives for coating materials

5.7. PROPLANET Clustering activities - Collaborations

Clustering activities involve bringing together relevant stakeholders, organisations, consortia, or initiatives to foster collaboration, exchange knowledge, and achieve common goals. These activities can include:

- **Networking and Communication**: Facilitating communication channels among project participants to share information, best practices, and experiences.
- **Workshops and Conferences**: Organizing events where experts and stakeholders can come together to discuss challenges, exchange ideas, and explore potential solutions.
- **Knowledge Sharing**: Promoting the sharing of knowledge, resources, and expertise among project partners through various platforms such as online portals, databases, or specialised publications.
- **Joint Research and Development**: Encouraging collaborative research activities to address shared objectives, leveraging the strengths and expertise of different partners, respecting at the same time confidentiality aspects.
- **Capacity Building**: Offering training or knowledge transfer activities to enhance the skills and capabilities of project participants.
- **Dissemination and Outreach**: Promoting project outcomes and results to a broader audience, including policymakers, industry stakeholders, and the public.
- **Stakeholder Engagement**: Involving relevant stakeholders, such as industries, companies, research institutions, NGOs, and policymakers, in the project activities to ensure diverse perspectives and maximise impact.
- **Cross-sectoral Collaboration**: Encouraging collaboration between different sectors or disciplines to foster innovation, interdisciplinary approaches, and address complex challenges.
- **Evaluation and Impact Assessment**: Conducting assessments and evaluations to measure the effectiveness, impact, and sustainability of the project's activities and outcomes.

5.7.1. PROPLANET Sister projects and beyond

Currently our sister projects have been identified under topic “HORIZON-CL4-2022-RESILIENCE-01-23 - Safe- and sustainable-by-design organic and hybrid coatings (RIA)”, as well as the IRISS project funded under “HORIZON-CL4-2021-RESILIENCE-01-08 - Establishing EU led international community on safe- and sustainable-by-design materials to support embedding sustainability criteria over the life cycle of products and processes (CSA)”.

Currently, communication with the cluster project has been initiated, marking the beginning of an ongoing process that is anticipated to establish and strengthen collaborative efforts between our respective initiatives. By reaching out and establishing connections with these relevant projects, we aim to foster a shared understanding, exchange valuable insights, and explore opportunities for joint activities and mutual support.

The ongoing communication with our sister projects represents a significant step towards building a collaborative network and promoting synergies within our collective endeavours. It serves as a platform for sharing knowledge, experiences, and best practices, facilitating a rich exchange of ideas, and fostering a sense of community. Through regular interactions, we aspire to enhance coordination, align our efforts, and leverage the collective expertise and resources available across our projects.

Below, more information is provided for these projects as well as links to access more detailed descriptions of the scope, objectives, impacts and consortia.

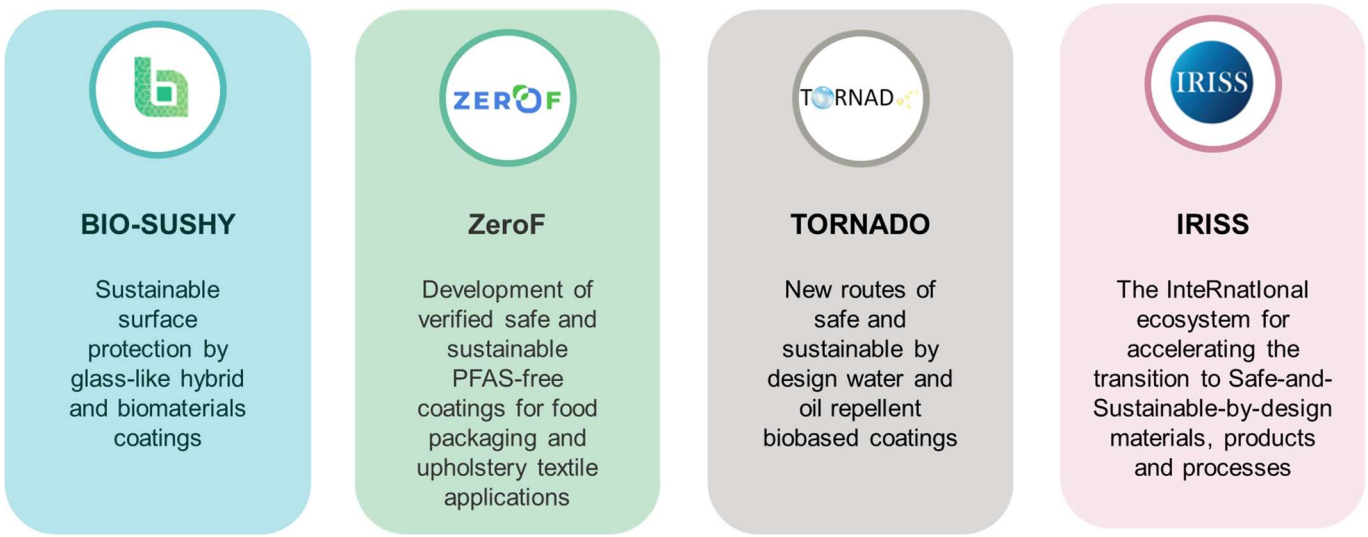


Figure 19. PROPLANET sister projects.

BIO-SUSHY: Sustainable surface protection by glass-like hybrid and biomaterials coatings (GA no 101091464)

The BIO-SUSHY project presents a comprehensive framework for developing innovative organic and hybrid coatings that serve as alternatives to polluting PFAS substances. These coatings aim to exhibit both hydrophobic and oleophobic properties and will be produced using established processing technologies, namely bio-based thermoplastic powder, and hybrid sol-gel. Advanced functionalisation will be achieved through the incorporation of bio-based additives into the formulations.

Validation of the coatings' applications at a pre-industrial scale will be conducted across diverse domains such as textiles, glass, cosmetics, and food packaging. The selection of materials, formulation development, and coating processes will align with a customised SSbD strategy. This strategy will assess the risk toxicity of materials, the potential for hazardous leachate, and the overall life cycle assessment to determine economic and environmental impacts along the value chains. To facilitate the SSbD strategy, physics-based and data-driven modelling tools will be employed to predict both the repellent properties of coating surfaces and the leaching mechanisms of composites. These modelling activities, combined with experimental measurements, will contribute to the development of a comprehensive computational tool. This tool will encompass data collection, curation, and harmonisation within an annotated infrastructure. Its purpose is to support training, provide access to existing data repositories and marketplaces, and contribute to a broader dissemination and valorisation strategy. This strategy encompasses not only scientific and economic aspects but also paves the way for the certification of materials and products, positioning them within the pre-standardisation landscape.

Click the link to access the BIO-SUSHY website.

First communication with the BIO-SUSHY team has started and will be updated as the project progresses.

ZeroF: Development of verified safe and sustainable PFAS-free coatings for food packaging and upholstery textile applications (GA no: 101092164)

ZeroF is dedicated to the development of SSbD coatings. These coatings aim to replace PFAS compounds commonly found in food packaging and upholstery textiles value chains. The primary focus is on creating coatings with limited water absorption and excellent oil/grease resistance for packaging, as well as high water and oil repellence for textiles.

To achieve this, ZeroF utilises two chemistries as replacements for PFAS compounds. Cellulose fatty acid esters are employed for packaging, while silane-based organic-inorganic hybrids are utilised for textiles. The project encompasses three distinct work streams: food packaging, upholstery textiles, and SSbD analysis. To reduce reliance on in-vitro testing and enhance efficiency, computational methods are employed to model the toxicology and performance of the developed chemistries in a virtual environment. Moreover, the project includes the development of a certification and regulatory roadmap, ensuring compliance with relevant regulations and promoting the safe adoption of the developed coatings. Concludingly, the SSbD models created during this project are designed to be easily adaptable to other sectors beyond the project's scope. This adaptability allows for the potential application of SSbD principles in various industries, promoting widespread adoption of safe and sustainable coating alternatives.

Click the link to access the ZeroF website

TORNADO: New routes of safe and sustainable by design water and oil repellent biobased coatings (GA no: 101091944)

The primary objective of the TORNADO project is to support the transition towards a safe circular economy by influencing the design, production, usage, and end-of-life treatment of products. To achieve this, the project focuses on the development of new organic and hybrid coatings that are non-toxic and aligned with the principles of Safe and Sustainable by Design (SSbD).

The project aims to create coatings that are free from PFAS compounds and can be applied using various industrial processes, depending on the specific industry involved. The performance of these novel coatings will be validated in real-world industrial environments to ensure they meet or exceed the water and oil repellence capabilities of PFAS coatings. Additionally, thorough testing will be conducted to assess their compliance with the key specifications and requirements for textiles, packaging, and kitchenware, such as waterproofness, oxygen barrier, and durability. To enhance efficiency and accessibility, the project will develop computational tools that can interface effectively with publicly accessible and accepted QSAR-models (Quantitative Structure-Activity Relationship). This development will facilitate the in-silico prediction of crucial physiochemical properties, toxicological endpoints, and degradation, providing a user-friendly approach for the prediction of coating performance and safety characteristics.

Click HERE to access more information.

IRISS: The InteRnatIonal ecosystem for accelerating the transition to Safe-and-Sustainable-by-design materials, products, and processes (GA no: 101058245)

The IRISS project has set its sights on establishing strong connections, fostering synergy, and driving transformation within the Safe-and-Sustainable-by-Design (SSbD) community both in Europe and globally. The project's goal is to embrace a comprehensive lifecycle approach that integrates safety, climate neutrality, circularity, and functionality right from the early stages of designing and manufacturing materials, products, and processes.

Aligned with the objectives of the EU Green Deal, EU Chemicals Strategy for Sustainability, and UN Sustainable Development Goals, the project is firmly rooted in the SSbD concept. This approach emphasises early intervention within the supply chain to provide products that contribute to circular models while avoiding any properties that could potentially harm human health or the environment. The integration of circularity, climate neutrality, functionality, and safety across the life cycle of materials, products, and processes is a central tenet of the SSbD philosophy. Working closely with industry stakeholders, the IRISS project will develop a series of roadmaps to drive research, innovation, and policy implementation. These roadmaps will address specific needs and challenges within key value chains, including textiles,

construction, electronics, energy, automotive, and packaging. By actively collaborating with industry partners, the project aims to not only foster advancements but also demonstrate the practical requirements necessary to achieve the project's overarching objectives.

Click the link to access the IRISS website.

First communication with the IRISS team has started and will be updated as the project progresses.

5.7.2. Other initiatives and collaborations relevant to PROPLANET' s scope

The PROPLANET project is committed to establishing meaningful connections and collaborations with a range of initiatives, including relevant associations, communities, and technology platforms. By forging these links, the project aims to leverage existing networks, expertise, and resources to enhance its impact and contribute to its overarching objectives.

One avenue for collaboration is through relevant associations that align with the goals and focus areas of the PROPLANET project. These associations may include industry-specific organisations, or research institutions that are actively involved in promoting sustainable practices in coating applications, circular economy principles, or other related areas. By linking with these associations, PROPLANET can tap into their knowledge base, leverage their networks, and benefit from their experiences and best practices. This collaboration enables the project to gain valuable insights, broaden its reach, and foster synergistic efforts towards shared sustainability goals.

Furthermore, PROPLANET recognises the importance of engaging with communities that are directly impacted by its objectives. This may include local communities, consumer groups, or stakeholder organisations that play a crucial role in shaping sustainable practices and driving societal change. By actively involving these communities, the project can gain a deeper understanding of their needs, challenges, and aspirations. Through collaboration, PROPLANET can co-create solutions, promote awareness and education, and ensure that the project's outcomes are aligned with the interests and well-being of the communities it serves.

In addition, PROPLANET seeks to establish connections with relevant technology platforms. These platforms may encompass digital tools, online platforms, or innovation hubs that focus on sustainable technologies, data sharing, or knowledge exchange. By partnering with these technology platforms, the project can leverage their technological capabilities, access cutting-edge solutions, and facilitate the dissemination and adoption of innovative approaches and practices.

The following table provides more information about some of the already identified initiatives, based on data provided by the consortium, after filling in the D&C questionnaire.

Table 8. Relevant inititiatives to PROPLANET' s scope.

Title	Website	Description
Textile ETP	https://textile-platform.eu/	The European Technology Platform for the Future of Textiles and Clothing is the largest European open expert network of professionals involved in textile and clothing-related research and innovation.
ECOSYSTEX	ECOSYSTEX LinkedIn	A community of EU funded projects, dealing with textile circularity and sustainability.

NEWSKIN	www.newskin-oitb.eu/	Innovation Eco-system to Accelerate the Industrial Uptake of Advanced Surface Nano-Technologies.
Bionanopolys	https://www.bionanopolys.eu	Open Innovation test bed Development of safe nano-enabled bio-based materials & polymer bio-nanocomposites
LIFE ANHIDRA	https://www.jeanologia.com/lifeanhidra/	EU project focusing on Unique and sustainable system for producing garments without water discharges
SYMSITES	https://symsites.eu/	EU project focusing on Industrial Urban symbiosis and its social, economic, and environmental impact on different European regions.
MIRIA	https://www.miriaproject.eu/	EU project focusing on the development of antimicrobial, antiviral, and antifungal nanocoatings for everyday surfaces
GREEN-LOOP	https://www.greenloop-project.eu/	The GREEN-LOOP project addresses novel bio-based materials solutions leading to new manufacture tools, energy efficiency improvements and sustainable value chains.
BIOMAC	https://www.biomac-oitb.eu/	Open Innovation Test bed capable of upscaling the market - readiness and production of Nano structured bio-based materials.
FreeMe	https://www.freeme-project.eu/	EU project that proposes the metallisation of polymeric (plastic or resins) surfaces eliminating the use of hexavalent chromium (Cr6+) and palladium (Pd) from the Plating on Plastics process, based on a safe and sustainable by design strategy.
EURATEX	https://euratex.eu/	EURATEX focuses on clear priorities for the textile sector: an ambitious industrial policy, effective research, innovation and skills development, free and fair trade, and sustainable supply chains.
European Materials Modelling Council (EMMC)	https://emmc.eu/	The EMMC considers the integration of materials modelling and digitalisation critical for more agile and sustainable product development.
PROCESS4PLANET	https://www.aspire2050.eu/p4planet/about-p4planet	A partnership aiming is to transform the European process industries to achieve circularity and overall climate neutrality at the EU level by 2050 while enhancing their global competitiveness. P4Planet is a European co-programmed public-private Partnership established between A.SPIRE – as the private entity – and the European Commission.
PROMETIA	https://prometia.eu/	PROMETIA is an international non-profit association promoting innovation in mineral processing and extractive metallurgy for mining and recycling of raw materials.
Oekotex	https://www.oeko-tex.com/en/	Oeko-Tex is a registered trademark, representing the product labels and company certifications issued and other services provided by the International Association for Research and Testing in the Field of Textile and Leather Ecology
ESTELLA	https://estellaproject.eu/	EU project aiming to the design of a new recyclable thermosetting composite as a solution to the environmental problem of traditional thermosetting composites. Our consortium already had an informal meeting with the ESTRELLA team in Ljubljana.

6. Conclusions

During the initial 6-month period of PROPLANET, a range of activities focused on exploitation, dissemination, and communication were conducted. Dissemination efforts encompassed the establishment of the project's identity, which involved creating communication tools such as official templates, brochures, flyers, posters, and roll-ups. Social media accounts were created and introduced to the public. The official PROPLANET webpage was launched, providing comprehensive information about the project's concept, objectives, impacts, consortium members, clustering activities, and the dissemination and communication toolkit, among other details. This deliverable thoroughly analyses and updates the plan for future communication and dissemination activities, including upcoming press releases, newsletters, events, workshops, training sessions, publications, and outreach and clustering initiatives.

The contents of this deliverable will be further expanded and updated in subsequent versions at M18 and M36 (D7.10 & D7.11 – Communication & Dissemination Plan), with a focus on adjusting the consortium's communication and dissemination efforts as project results become available. Any updates to communication materials will be communicated and shared with the consortium. The first two newsletters will be disseminated to relevant audiences through LinkedIn and email. Additionally, a project video will be released to provide an informative and straightforward overview of the project's concept and goals. Completed and planned events will be summarised based on consortium responses to dedicated questionnaires. The project's social media platforms and website will be regularly updated with news and information related to PROPLANET. Wherever available, statistics on audience engagement, reach, and demographics will be included, showcasing the project's audience reach. Furthermore, clustering activities will progress and be reported in subsequent deliverables.