



REFRESH

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Project Dissemination Activities, Materials Update, including PDR verification

Public Document

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Executive summary

The plan for dissemination of results (PDR) defines the target audiences for the REFRESH project, the key messages which need to be conveyed to them, and the communication channels and tools which will be used. The plan also outlines the roles and responsibilities of the project partners in ensuring the success of the communication and dissemination activities.

The plan will be updated throughout the project and reports will be issued to the following schedule:

- D7.1 – Plan for Dissemination of Results (PDR) (M6 – 30 June 2023);
- D7.2 – Project Dissemination Activities, materials update, including PDR verification (M18 – 30 June 2024);
- D7.3 – Final Communication and Dissemination Strategy, including the updated dissemination materials (M48 – 31 December 2026).

This report, Deliverable *D7.2: Project Dissemination Activities, Materials Update, including PDR verification*, will provide an update of the preliminary dissemination strategy presented in Deliverable D7.1 (M6). It will review the communications materials produced to date, as well as the ongoing communication and dissemination activities. It will also outline the activities planned for the coming months.

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1 Project introduction and objectives

REFRESH (Smart dismantling, sorting and REcycling of glass Fibre REinforced composite from wind power Sector through Holistic approach) is a European project aiming to develop and demonstrate a novel smart, circular system enabling improved recycling of glass fibre reinforced composites derived from wind turbine dismantling or reblading.

The REFRESH concept for building a circular and self-sustainable value chain foresees three steps. When a wind blade is decommissioned, the optimal recycling process will be selected according to the technical condition of that blade and current market demand. This will be achieved by using a dedicated tracing tool for collecting, protecting and sharing information and an embedded decision-making software for selecting the most sustainable approach to recycling at that time. The project will focus on the mechanical and thermo-chemical treatment of waste but will also explore further processing and reuse options. A range of new products resulting from the outputs of the different processes will be designed. The approach developed within the project will be validated by means of life cycle assessment (LCA) and life cycle costing (LCC) analyses.

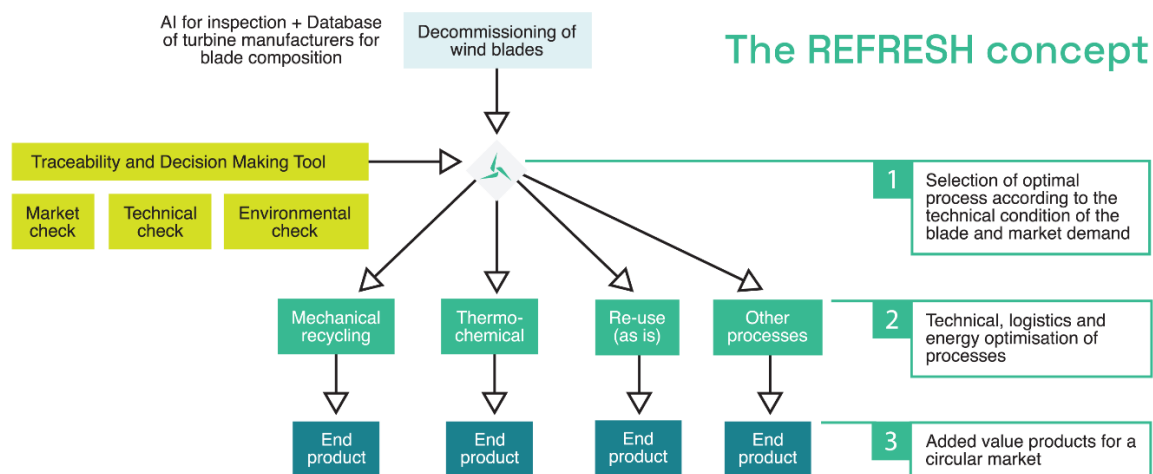


Figure 1: The REFRESH concept.

New developments elaborated during the project will push technologies to maximise the volume (>90%) and quality (>95% purity) of the materials recovered. REFRESH will seek to reintroduce secondary raw materials into the value chains of the energy sector as well as other markets. This will allow potential savings in virgin raw materials of 22,000,000 tons five years after the end of the project, and 52,000,000 tons eight years after project completion.

The project will contribute to increasing awareness among stakeholder communities through direct engagement, aimed at replicating the solution in Europe. Building a new circular economy strategy for wind turbine blades will have a breakthrough impact in the wind sector. The REFRESH concept also has significant potential for replication in other markets where the use of composite materials is substantial and increasing.

The REFRESH consortium establishes a strong partner network across Europe, bringing together 11 organisations from five countries. The presence of EU leaders in the topics addressed, such as RINA-C, Acciona and MTB, guarantees the high-level industrial and commercial impact of the project, while the presence of SMEs (GEES, Enecolab, Gjenkraft, ETAT9) and of high-level technological and business-oriented RTOs (CIRCE, Tecnia, CETMA) guarantees the creation of new market and business potential and the development of excellent and unique knowledge at EU level. The presence of H2020 experienced partners (RINA-C, Tecnia, CETMA, EuCIA) guarantees the attraction of a large number of stakeholders thanks to their consolidated networks.

The project duration is 48 months from 1 January 2023 to 31 December 2026. The project coordinator is RINA-C.

1.1 Dissemination, communication and exploitation strategy

The communication and dissemination plan will focus on making the results of the project attractive and available to key stakeholders from the market, industry, science, and policy domains. Visibility targets are to be achieved in conjunction with exploitation strategies, ensuring the project results are duly protected and the results exploited within the consortium in accordance with the actual will and availability of partners.

Measures to maximise the impact of the project will focus on three areas:

- i) activities aimed at promoting the project, awareness raising and communication beyond the project's internal network to external communities and wider audiences, including the media and the general public;
- ii) activities aimed at raising interest among stakeholders and the exploitation-oriented dissemination of the benefits provided by the innovative technologies developed towards users and prospects; and
- iii) activities aimed at the exploitation of project's results.

The main stages for the dissemination and exploitation of project results are provided in Figure 2.

Engage	The main priority at the first stage is to identify and engage key stakeholders by providing relevant information and raising awareness of REFRESH's potential.
Produce	Main results must be identified and correlated with the problems they solve, the end-users they are addressed to and the partners responsible for their exploitation. A TRL9 roadmap will also be preliminarily identified to understand next R&D steps.
Share	Gathered insights and derived outcomes must be communicated to all interest groups through different channels and tools that maximise the dissemination of the project.
Exchange	The exchange of information among EU R&D composites and recycling communities is crucial to understand the status of EU R&D, the needs of key stakeholders and end-users, to preliminary define an exploitation strategy to replicate the project results and which should be presented to policy makers to promote REFRESH's expansion potential.

Figure 2 – The three main stages for dissemination and exploitation of project results.

Given the importance of these activities in achieving the expected impact of the project, the above measures will be deployed both during the project's duration as well as after its completion. This objective is to create visibility and raise awareness within the targeted stakeholder communities and ultimately pave the way towards the exploitation of the proposed REFRESH solutions. Accordingly, activities will target a wide range of stakeholders, from potential end-users and adopters, to the research community gravitating around the specific scientific and technical fields tackled by the project, and last, but not least, society as a whole.

The communication and dissemination plan, and communication and dissemination activities, form part of Work Package 7 (WP7), which also includes the stakeholder mapping and exploitation strategy development activities. The tasks are:

- T7.1: Dissemination and Communications Strategy and Starting Pack (task leader EuCIA);

- T7.2: Communication and Dissemination Campaigns (task leader EuCIA);
- T7.3: Stakeholder Mapping and Workshops (task leader RINA-C);
- T7.4: Exploitation Strategy (task leader RINA-C).

Task T7.2 (M7-M48) is closely linked to Task T7.3 (M1-M48), which is developing a stakeholder matrix to provide the basis for an effective stakeholder communications and engagement plan. Key messages for different stakeholder groups will be developed in line with stakeholder mapping and engagement activities in T7.3.

2 Communications channels and activities

Communication and dissemination campaigns started in July 2023 and will continue until the end of the project. These are exploiting both the cost-effective wide general reach of digital communications and more targeted and engaging off-line activities such as exhibitions, conferences and workshops. The campaigns will also benefit from proactive collaboration with other projects and networks with similar audiences in developing joint communications channels and platforms.

The key objectives of communication activities are to establish a distinct visual identity to improve stakeholder awareness and recognition of the project, to build a strong online presence through a website and social media profiles, and to reach out to relevant stakeholders and target audiences via different communication channels and actions.

The communication activities include:

- creating a project visual identity and public image;
- providing up-to-date information about the project;
- sustaining the diffusion of results to different audiences; and
- translating the scientific/technical results into messages for public outreach.

The REFRESH project is communicating its messages and results using a variety of communication channels and tools as outlined in Table 1.

Table 1 – The REFRESH project communications channels and tools.

Channel	Tools	Description/Objectives
Project visual identity & public image	Branding elements	A distinct visual identity (branding) for the project will improve awareness & recognition across target audiences.
Digital communications	Website	An appealing website will be the central platform for communicating the project's objectives & achievements. It will be updated regularly to reflect project progress & planned activities & provide public access to relevant non-IP-sensitive results. It will include a media centre for journalists.
	Social media	REFRESH social media profiles will be created to raise awareness of the project, communicate results, and build audiences amongst the project's targeted stakeholder groups. CTAs will encourage website visits, downloads & newsletter registrations, as well as networking activities at events.
	E-newsletters	An e-newsletter will be introduced in order to provide relevant audiences with up-to-date information about the project. It will also be uploaded on the project website.
	Video	Opportunities to create videos presenting the project & its solutions will be explored. Project partners will be encouraged to submit video clips of their technologies/activities to support communications activities.
Media (press)	Press releases	The consortium will actively work to publish regular press releases promoting project activities, progress & key results.
	Articles & interviews	Opportunities to present the project in key media (general & specialised press, national & international) will be sought.
Print materials/ communications toolkit	Leaflets, brochures, exhibition materials etc.	Promotional project materials will be created to promote the project at events & through the project and partner communication channels and networks.

All communications activity should display the EU emblem and the EU funding statement. Any dissemination of results must include a disclaimer indicating that it reflects only the author's view and that the EU is not responsible for any use that may be made of the information it contains (see part 4 for further information).

As leader of WP7, EuCIA is directing communication activities, but all project partners are expected to actively input into the communications and dissemination plan and amplify the project's communications efforts by means of their own channels and activities (Table 2).

Table 2 - The REFRESH partner communications channels.

Partner	Website	LinkedIn	Twitter	Other
Acciona	acciona.com	@ACCIONA	@ACCIONA_EN	Instagram, YouTube, Facebook, TikTok
CETMA	cetma.it	@CETMA	@Consorzio_CETMA	Instagram, YouTube, Facebook
CIRCE	fcirce.es	@CIRCE - Centro Tecnológico	@fCIRCE	YouTube, Facebook
Enecolab	to launch soon	-	-	-
EuCIA	eucia.eu	@The European Composites Industry Association; EuCIA	@EuCIA_eu	YouTube
Gees	geesrecycling.com	@Gees Recycling	-	Facebook
Gjenkraft	gjenkraft.com	@Gjenkraft AS	-	-
MTB	www.mtb-recycling.fr	@MTB	@MTB_Recycling	YouTube, Facebook
RINA	rina.org	@RINA	@RINA1861	Instagram, YouTube
ETAT9	etat9.com	@ETAT9		
Tecnalia	tecnalia.com	@TECNALIA Research & Innovation	@tecnalia	Instagram, YouTube, Facebook

A spreadsheet listing the project and partner communication channels, and their audience reach, is available in the Communications Planning folder on the REFRESH Sharepoint site. This will be used to record the number of visits to the REFRESH website and the number of social media followers. LinkedIn and Twitter are the platforms where the project partners have the strongest combined presence.

Partners are welcome to host a short description of the project (including EU emblem and funding statement) on their websites, with a link to the REFRESH website, and are encouraged to republish project press releases, articles and other relevant content on their own communications channels.

2.1 Visual identity

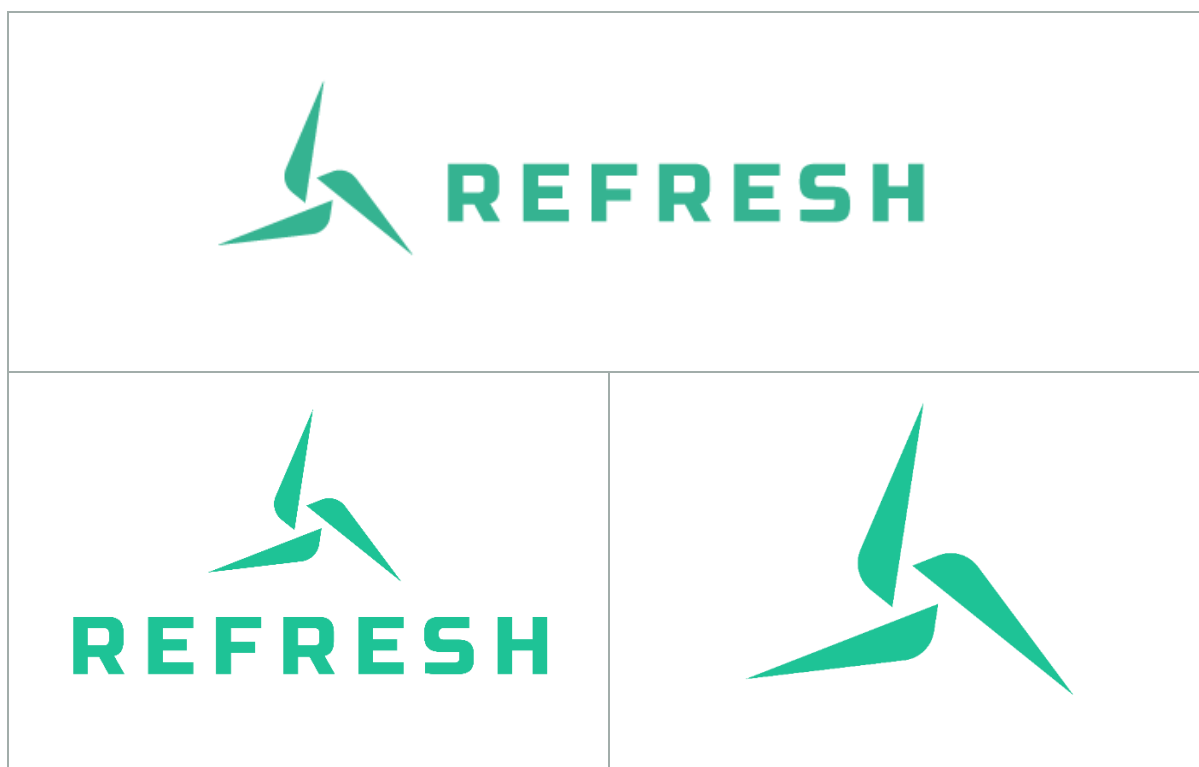
A REFRESH project logo and consistent graphic elements (charts, diagrams etc.) have been developed for use on all communications, including the website and social media channels, project templates (e.g. presentation, report, etc.) and any published or publicly presented material (e.g. brochures, leaflets, posters, conference presentations etc.).

The project motto – *Smart, circular recycling of wind turbine blades* – will be used in communications materials and activities where appropriate.

2.1.1 Logo

A REFRESH logo was created to define a project identity and help audiences to immediately recognise the project. As the official icon for the project, the logo will be used on all internal, confidential and public documents (e.g. deliverables/reports, internal/external communications, publications etc.) and any other kind of communication and dissemination initiatives in the framework of the project.

The distinctive REFRESH logo (Figure 3) supports the circularity philosophy of the project. The icon represents the rotor blades of a wind turbine, which create a circle and a suggestion of movement (rotation of the blades). The colour represents green technology and recycling. The blade icon can be animated (rotating) for use on video content.



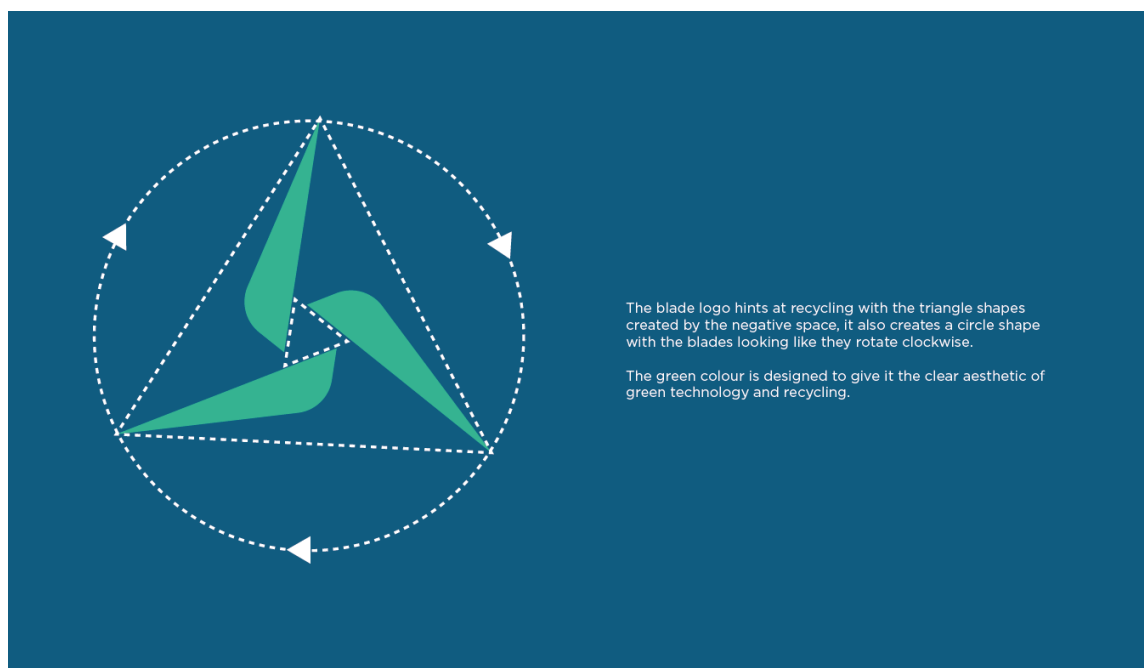


Figure 3 - The REFRESH logo.

The REFRESH logo (horizontal and stacked versions) and blade icon, in green, black and white colours, in various file formats, are available on the REFRESH Sharepoint site. In preference, the green, horizontal logo should be used on a white background. The logo colour values are: #1EC396; C-70, M-0, Y-55, K-0.

The stacked logos and blade icons can be used when the horizontal logo may not be suitable (e.g. social media).

2.1.2 Templates

Project templates have been made available for internal and external communications (e.g. conference presentation, report, etc.).

The following documents are available in the REFRESH Sharepoint site (Templates folder):

- PowerPoint presentation (Figure 3);
- Word document for REFRESH reports and Deliverables;
- Word letterhead document (for press releases etc.).

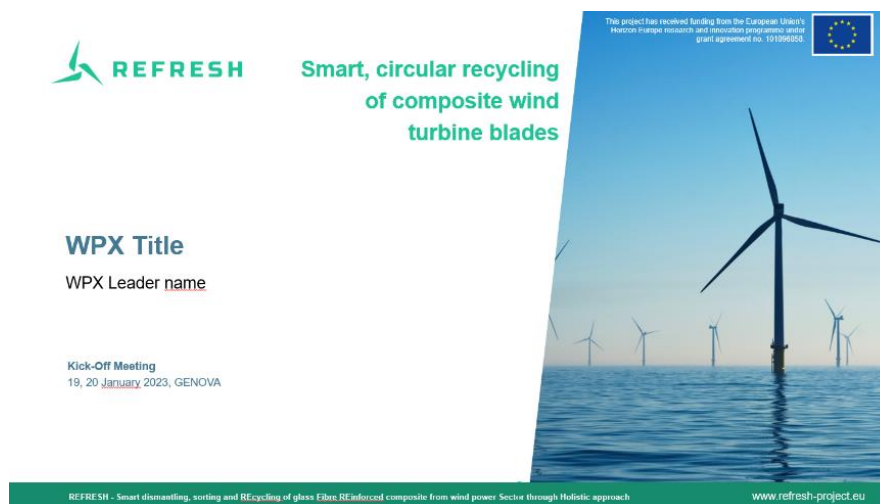


Figure 4 - The REFRESH PowerPoint template.

The templates may be updated, or added to, during the project, according to project and partner requirements.

2.2 Website

The project's website is www.refresh-project.eu.

The website design and build stage was completed in July 2023 and, following testing, the site was officially launched in September 2023. It is the central platform for communicating the project's key messages, objectives, and results. The website's performance and load speed are optimised for SEO and mobile viewing.

The main objectives of the website are to clearly explain the project concept, methodology and technology solutions, provide news updates about project progress and activities, provide access to all non-confidential project results, and allow stakeholders to join the REFRESH community by registering to receive the REFRESH newsletter.

As shown in Figure 5, the website menu includes the following pages:

- Home;
- Project;
- Partners;
- News and Events;
- Media Centre;
- Publications;
- Contact Us.

These pages host the following content:

Home: Key messages and introduction to the project, the partner logos, links to the Media Centre and Publications pages. A Latest News section showcases the most recent information (Figure 6).

Project: Project summary and methodology, work packages, project technologies and innovations. This content will be updated as required as the project progresses.

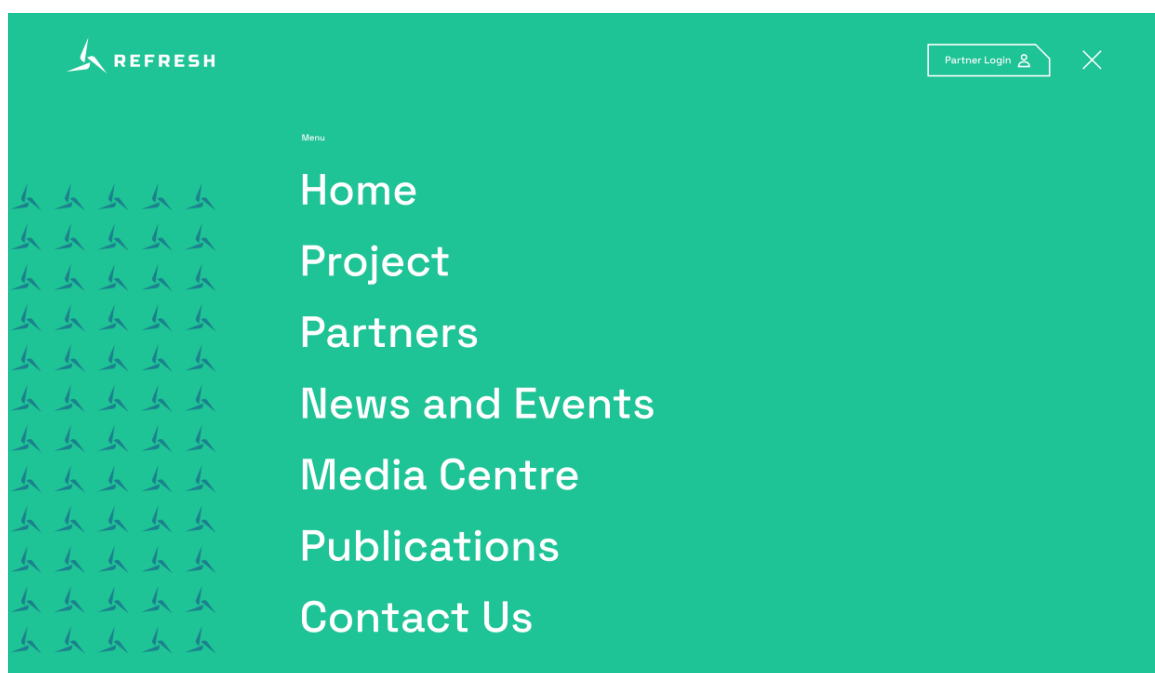
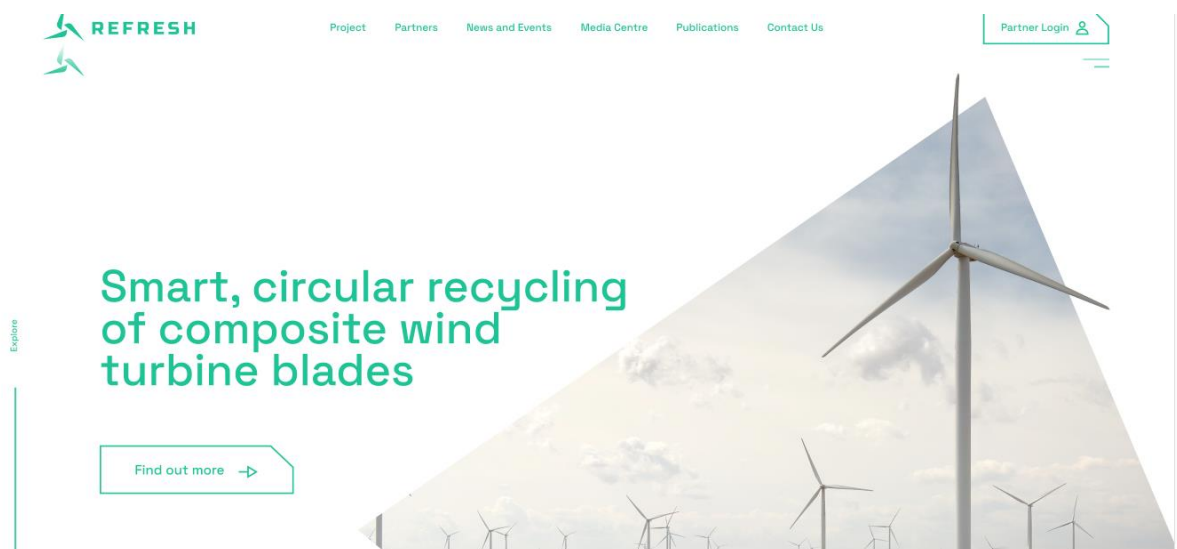


Figure 5 - The REFRESH website homepage and menu.

Partners: Company descriptions and logos of the 11 partner organisations. The top of the page highlights the partner locations on a map of Europe.

News and Events: This page is regularly updating with project activities and results, interviews, blogs, event attendance, etc.

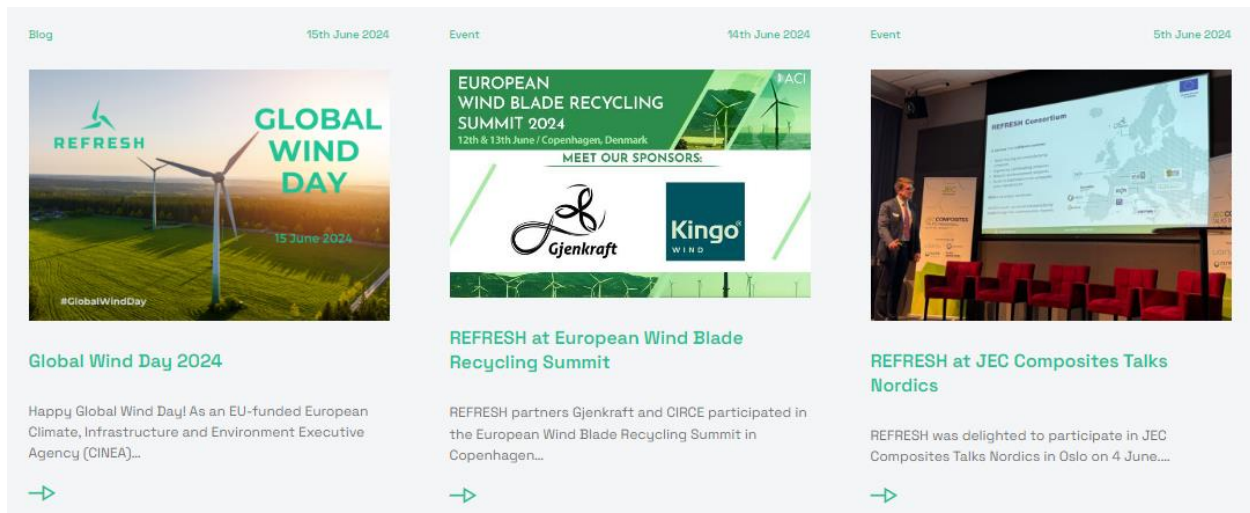


Figure 6 – The Latest News section on the homepage.

Media Centre: An online ‘press kit’ where journalists can easily access information about the project for use in their articles. This includes press releases, backgrounders on relevant topics (wind energy, wind blade and composites recycling etc.), and images to download. A media coverage section highlighting articles published about the project in key publications, and the project newsletters, will be introduced when these materials are available.

Publications: A ‘library’ of the project’s published journal research papers, conference presentations, plus publicly available REFRESH project reports and communications materials (presentations, posters etc.). This will continue to be updated as the project progresses.

Contact Us: Contact details for the project coordinator and the communications team, plus a contact form where visitors can add their message, which is sent to the communications team. This page also includes key facts about the project such as grant agreement number and budget, and a disclaimer.

Footers: The footer section of all pages includes a newsletter signup form, plus project coordinator contact details, links to the project’s social media channels, and the EU logo and funding statement.

The website **privacy policy**, **cookie policy** and **terms and conditions** of use are available at the end of each page. A cookie preference banner is available on the lower left corner of the page, allowing users to control their cookie settings. The website operates using only essential cookies. Minimal personal data is collected.

A **Partner Login** is available at the top right of the page, linking to the REFRESH secure Sharepoint site.

Google Analytics allows for anonymous GDPR-compliant visitor tracking and on-page statistics. Website activity and user behaviour will be used to guide website changes if required.

A REFRESH Communications Planner is stored on the Sharepoint site to schedule and record website and social media activities, ensuring regular communications to external audiences to build awareness and interest in the project.

Activities to date (June 2024)

Initial website updates (July 2023-January 2024) aimed at raising visibility of the project and its objectives, as well as promoting project presentations at conferences and events and partner

attendance and presentations at events. News about any project publications (research papers), press articles etc. are also published when available. In addition to these continuing updates, from January 2024 project progress updates were commenced, based on non-confidential project results supplied by the partners as suitable for external communications. A series of Meet the Partner articles, introducing the partner companies and their role in REFRESH, and containing Q&A interviews, is also running. These project updates and Meet the Partner articles are proving popular with website visitors.

2.3 Social Media

REFRESH social media profiles were created on LinkedIn and X (formerly Twitter) and launched in June 2023 (Figures 7 and 8). The addition of further channels will be considered as the project progresses, according to audience research.

- The REFRESH LinkedIn page: @REFRESH project EU
- The REFRESH Twitter page: @refresh_eu

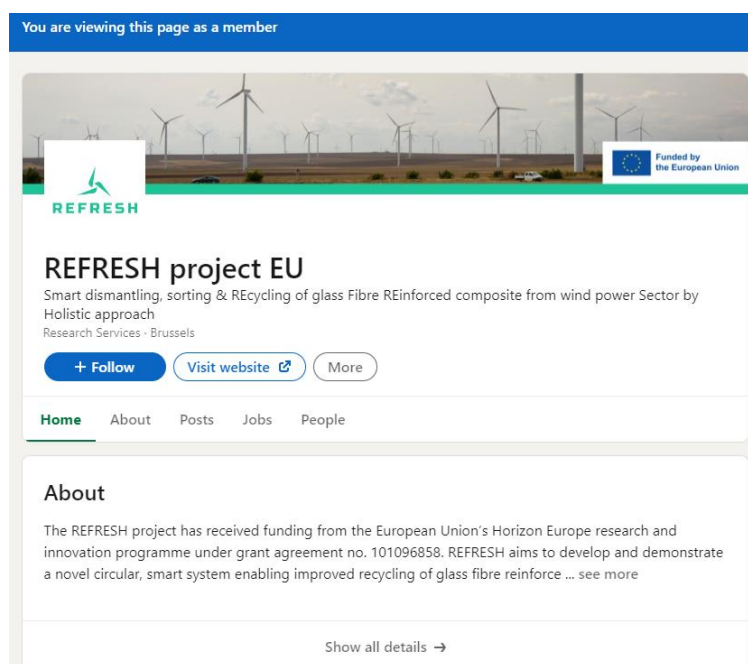


Figure 7 – The REFRESH LinkedIn page.

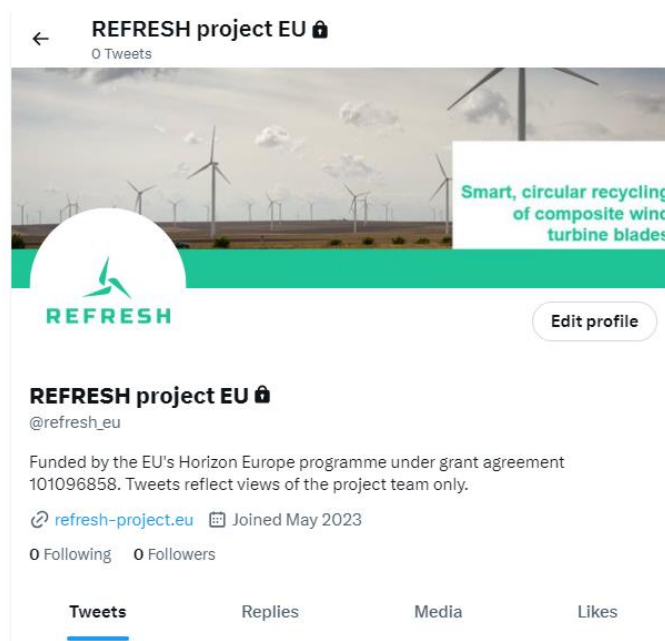


Figure 8 – The REFRESH Twitter page.

The social media channels are being used to create awareness of the project, communicate progress and results, and build audiences amongst the project’s targeted stakeholder groups and the wider public. Through the social media accounts the project is also building a wide-reaching network by interacting with accounts of related EU projects and networks, associations, industry organisations, etc.

Social media followers and engagement on the different channels will be monitored throughout the project and messaging and activities adjusted accordingly. On LinkedIn posts tags to the project partners are included wherever possible.

Recommended social media tags include #REFRESHprojectEU, #windenergy, #composites, #compositematerials, #recycling, #reuse, #sustainability, #circulareconomy, #EUresearch, #cinea

Partners are encouraged to follow the project accounts and other partners’ social media accounts to build a responsive network to support and amplify the dissemination of approved project content (e.g. press releases, events, videos, photos). When posting/sharing project messages a link to the Refresh website or newsletter signup form or download should be included, and partners tagged, if possible. The granting authority CINEA can also be tagged: #CINEA.

- CINEA’s LinkedIn account is @CINEA - European Climate, Infrastructure and Environment Executive Agency
- CINEA’s X account is @cinea_eu.

Activities to date (June 2024)

Social media activity from July 2023 to June 2024 has focused on highlighting new website content, connecting with/following relevant accounts, and publicising the REFRESH partners’ attendance at conferences and other events. Wherever possible calls to action (CTA) have been included to drive visits to the website. Images and infographics are being used extensively since these are known to drive greater engagement. Impressions and engagement on the different types of post are being monitored to guide the development of future content. Increased engagement has been recorded from January 2024, in many cases linked to the sharing of initial project results.

2.4 E-newsletter

An e-newsletter will be launched from July 2024 in order to provide the project community and interested stakeholders with up-to-date information. The newsletter will also be uploaded on the REFRESH website and shared on the project's social media channels. The newsletter will be published at 4-6 month intervals, depending on the availability of content.

The newsletter will include updates about the project's latest activities and results. Projects partners will be encouraged to share information and images for publication in the newsletter. Newsletter content will link to website content for further information available in the news, publications, and media centre etc.

Social media activities are encouraging registrations to the newsletter. The newsletter signup form is available on the website (footers of each page). Data management procedures are GDPR compliant with a double opt-in registration procedure.

Updates about the REFRESH project have been regularly included in the EuCIA monthly newsletter's 'EU projects' section. This newsletter is distributed to EuCIA members (the national composites industry associations and industry-specific sector groups) as well as external contacts in industry, research and policy.

2.5 Video

The possibility of creating a project video, and/or video interviews, will be explored as the project progresses in order to present the project's objectives, outcomes, etc. in an engaging manner on social media channels.

The opportunity to present the REFRESH project technologies on Futuris (www.euronews.com/next/next-series/futuris), part of Euronews broadcast channel, will be sought.

Project partners will be encouraged to take short video clips of their project activities and/or technologies, when possible, for sharing on the project's digital platforms.

2.6 Media (press) activities

The consortium will actively work to develop press releases, articles and other coverage in relevant online and print media, leveraging the newsworthy milestones associated with the project. A Media Centre is available on the REFRESH website where journalists are able to research articles about the project. This will be updated with relevant information as the progress progresses.

Press releases: Project progress and major milestones will be promoted through press releases. Amplification of their uptake will be sought through timing around particular events. Press releases will be coordinated by EuCIA to ensure consistency in messaging and quality and published on the REFRESH website and social media channels as well as EuCIA's website and social media channels. Project partners are encouraged to share press releases via their own online channels and add them to their own websites where appropriate. Press releases will be published in English, but project partners should inform EuCIA if they believe versions in another language would be beneficial for key publications/audiences.

Press releases will be circulated to the project partners two weeks in advance of the planned publication date, if possible, for review before distribution.

Articles and interviews: The opportunity to present the project in general and/or specialised media, national and international, will be sought.

Target media: For general press releases, EuCIA's established press distribution list will be used.

A list of key media relevant to the REFRESH project's target audiences will be developed and stored on the project Sharepoint site. Project partners will be asked to contribute suggestions for key publications (magazines, newsletters, websites, newspapers etc.) relevant to the project and to their particular industry/research sectors. As the project progresses, partners should inform EuCIA if specific media contacts should be added to the media list.

Photos & videos: Project partners are expected to support press activities by providing photographs, videos and other illustrations (charts, diagrams etc.) relating to their project activities/technologies, when possible, for use in press releases and other communications activities. The project partner must have copyright ownership of any images they supply, or permission to use the images if supplied by another organisation. Pictures from free picture libraries or stock libraries may also be used when necessary. Copyright statements will be included with all publicly issued pictures when necessary.

Media coverage: A Media Coverage section will be available in the website Media Centre, highlighting coverage of the project in key publications. Important articles will also be shared on the website News page and on the REFRESH social media channels.

Project partners should keep EuCIA informed of all media opportunities.

A press release was issued by EuCIA in February 2023 and from the REFRESH project in September 2024, to announce the official launch of the website. The frequency of press releases will increase as the project moves into Phase 2 and project results become available for external communication.

2.7 Print materials

When required, printed promotional materials including leaflets, brochures and posters, will be created, targeting the project's main audience types. These will be designed for use particularly at exhibitions and conferences, but they will also be available in pdf format where possible for distribution through digital channels.

Promotional materials will be produced by EuCIA with input from the project partners and the artwork will be stored on the REFRESH Sharepoint site for all partners to access. They will also be available to download from the website when possible.

The project's first marketing material, a 4-page leaflet (Figure 9) aimed at raising awareness of the project and its goals, was published in April 2023 and first distributed at the JEC World 2023 composites trade show in Paris (25-27 April). Files suitable for print and digital distribution are available on the REFRESH Sharepoint site in the WP7 Communications Materials folder and available to download from the project website. Print copies of this leaflet were shared with the project partners for their use at exhibitions and conferences and to distribute to their contacts.

The REFRESH consortium
















Smart dismantling, sorting and REcycling of glass Fibre REinforced composite from wind power Sector through Holistic approach

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Improving the sustainability of wind energy

Wind power will be key to achieving the EU's renewable energy targets and making the EU carbon-neutral by 2050. The size of wind turbines continues to increase in response to the ever-increasing demand for renewable energy. Today, rotor blades of more than 100 m in length are being developed for offshore installations. Composite materials enable the design of longer, lighter blades with optimised aerodynamic shapes.

The wind energy industry is committed to promoting a circular economy which reduces environmental impacts throughout a wind turbine's life cycle, including the end-of-life phase. Most components of a wind turbine have established recycling routes, but composite blades present a complex challenge. Existing recycling solutions for glass fibre-reinforced composites are not yet widely available or economically competitive. As wind parks older than 20-25 years are now being decommissioned, building a new circular economy strategy for turbine blades is crucial.



Turning waste into resource

The REFRESH concept for building a circular and self-sustainable value chain foresees three steps.

When a wind blade is decommissioned, the optimal recycling process will be selected according to the technical condition of that blade and current market demand (1). This will be achieved by using a dedicated tracing tool for collecting, protecting and sharing information and an embedded decision-making software for selecting the most sustainable approach to recycling at that time.

The project will focus on the mechanical and thermo-chemical treatment of waste but will also explore further processing and re-use options (2). A range of new products resulting from the outputs of the different processes will be designed (3).

The approach developed within the project will be validated by means of LCA and LCC analyses.

New developments elaborated during the project will push technologies to maximise the volume (>90%) and quality (>95% purity) of the materials recovered. REFRESH will seek to reintroduce secondary raw materials into the value chains of the energy sector as well as other markets. This will allow potential savings of 52,000,000 tons in virgin raw materials eight years after project completion. Building a new circular economy strategy for wind turbine blades will have a breakthrough impact in the wind sector. The REFRESH concept also has significant potential for replication in other large markets where use of composite materials is increasing.

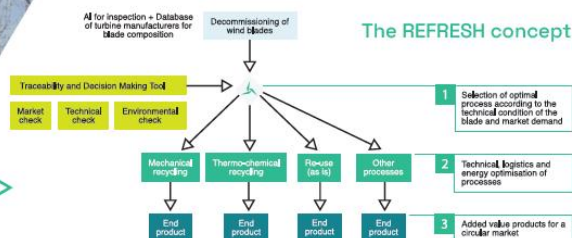


Figure 9 – The project introduction leaflet (print version, April 2023).

A roll-up banner has been produced for use at exhibitions and other events. A4 and A2 size posters, and a project 'business card,' have also been designed (Figure 10). The artwork is available in the project Sharepoint and to download from the project website. Print copies of the business card have been shared with the project partners.

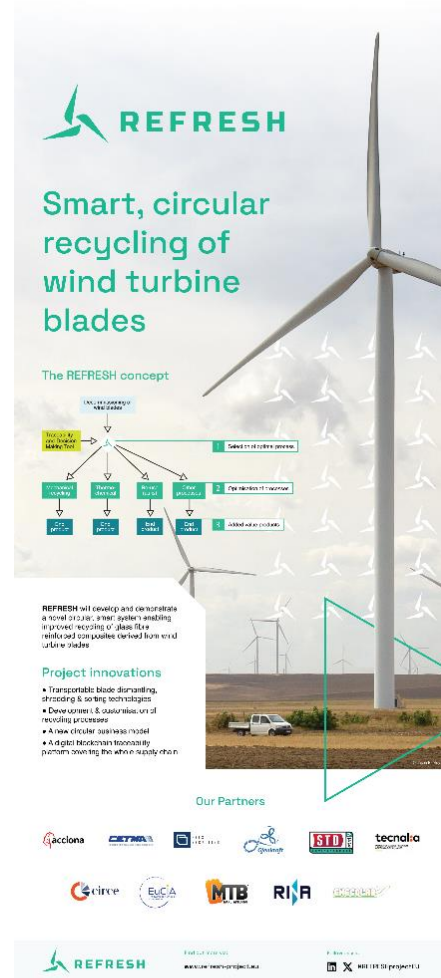


Figure 10: The REFRESH business card, roll-up banner and A4 poster.

2.8 Partner responsibilities and guidelines

REFRESH communications activities will be led by EuCIA. All project partners have a responsibility to support and actively participate in dissemination and communication activities throughout the entire project.

Project partners are encouraged to:

- Keep EuCIA and other partners aware of all media opportunities that may arise.
- Provide input into the ongoing communications plan: identify opportunities for promoting the project (press releases, events, journals, video, etc.) and inform EuCIA in advance of any stories, events and milestones that should be shared with the project's audiences.
- Actively progress communications and dissemination actions: submit papers to scientific journals, speak at conferences, meet with key stakeholders, suggest updates to the project website, write blogs regarding specific work packages, share project updates on social media, etc.
- Supply updates of their project activities suitable for external communications (website, social media, project PowerPoint presentation), as required.
- Consider hosting a short description of the project (including EU emblem and funding statement) on their websites, with a link to the REFRESH website.
- Consider photo and video opportunities: Take photos and videos of project activities and technologies when possible to support EuCIA's communications activities. (Video and photos in landscape format are generally the most suitable for social media and website use.) All photos/videos should be checked for potential confidentiality (IP) and H&S related issues (e.g. PPE worn), promotional logos of other organisations etc. If necessary, photos and video will be distributed to relevant project partners for review prior to public distribution.
- Amplify REFRESH communications activities using their own communications channels, particularly digital. Care should be taken when sharing new photos/news on social media; all new information should first be published through the project's official communication channels (e.g. website, press releases).
- Promote the project during events (exhibitions, conferences etc.), making use of project flyers, exhibition materials. Please inform EuCIA if new materials are required.
- Keep the project communications planners (publications, events, media etc.) up to date.
- Ensure that all communications acknowledge EU funding and include the EU disclaimer statement when necessary (see section 4 for the EU funding acknowledgement and disclaimer).

These guidelines will be updated as necessary as the project progresses.

3 Dissemination Plan

Dissemination activities are primarily aimed at raising interest in the proposed technology across relevant stakeholders. Exploitation-oriented dissemination activities will also be aimed at promoting the novel technology, along with the benefits it can provide, to potential/target end-users/adopters to speed up adoption and take-up. The presence of leading partner organisations across the whole value chain will ensure dissemination to the widest possible range of stakeholders. The consortium includes partners active within each step in the circular value chain, providing access to stakeholders in the composites sector (EuCIA), manufacturers and waste valorisation companies for dismantling (ETAT9, MTB) and remanufacturing (GEES, Gjenkraft, Enecolab, Acciona), as well as engineering and consulting (RINA-C) and research institutions (Tecnalia, CETMA, CIRCE) to help guide the redesign of products and processes for enhanced circularity.

The dissemination strategy consists of three main phases (Table 3):

- **Phase I focusing on raising interest among stakeholders:** the aim of this phase is to create visibility and raise interest among stakeholders about the project and its expected outcomes both within the project's external community of stakeholders as well as beyond, to wider stakeholder audiences. This phase consists mainly of creating a receptive and interested audience, using a consistent project identity, promoting the project website among stakeholders, distributing communication and dissemination materials. Activities at this stage include the use of digital and social media to attract visitors to the website and encourage them to sign up for newsletters, as well as introductory talks and presentations at industry exhibitions and events. The concept of the project and any early results should be presented at large international events dedicated to the wind market (e.g. WindEurope events).
- **Phase II focusing on the exploitation-oriented dissemination of results:** this phase has a strong focus on disseminating the project results once they are mature enough to clearly show the benefits that REFRESH solutions can provide to potential end-users/adopters. Activities within this phase include the publication of papers and articles in journals (partners have received funding for Open Access publication), the participation at relevant conferences, workshops, events, and the organisation of workshops at which target stakeholders will be invited, etc.
- **Phase III focusing on the promotion of the overall results beyond the project (end of project):** this phase has a strong focus on disseminating the complete project results, stimulating replication of the concept and the engagement of potential clients. The results of the project will be promoted during two dedicated events, possibly organised in the framework of a large and relevant trade fair or conference, in order to engage potential customers. Stakeholders will be engaged in this phase to promote the application of REFRESH solutions and evaluate future replication case studies.

Table 3 - The three phases of the dissemination strategy.

	Objective	Target audience
Phase 1	Raising interest among stakeholders	Composites manufacturers Waste management centres Technology manufacturers Scientific communities
Phase 2	Exploitation & dissemination of results	Waste management centres Associations Technology developers Scientific community EC platform Policy makers
Phase 3	Promotion of the results beyond the project	Waste management centres Regulators & public authorities Technology developers Scientific community EC platforms Policy makers Public community

Target audiences for dissemination activities (Table 4) will include policy makers and public bodies, the scientific and academic community, organisations adopting or seeking to adopt REFRESH solutions along the value chain (wind energy sector, but also other markets such as marine, construction, medical, etc.), investors and business developers, private companies and entities, and the general public.

REFRESH dissemination campaigns will also target engineering companies, the financial community in order to promote financial instruments for investments in wind energy, relevant European communities (including the relevant European Technology Platforms and EU key R&D centres related to composites), the research community gravitating around the specific scientific and technical fields tackled by the project, the media, and the general public (mainly addressed through communication actions).

Table 4 - Key stakeholder groups targeted by dissemination activities.

Stakeholder group	Approach
Manufacturers and waste valorisation companies	REFRESH will provide a compelling argument to demonstrate the importance and value of the solutions demonstrated within the project to create new circular business models for them. This will include targeting the design, engineering and business development professionals within the organisations to provide multiple possible entries.
End-users	REFRESH will provide end-users with an awareness of the true (environmental) costs of their current materials and solutions as well as a detailed comparison of the advantages of REFRESH based solutions, ensuring the understanding and acceptability of the REFRESH based products.
Technical experts, researchers & scientific community	REFRESH expects to provide new knowledge to the scientific and R&D community related to composites etc. This audience will be addressed via scientific publications and conferences on presenting project key findings and technological enhancements.
Policy makers & public bodies	It is relevant to engage with EU committees and EU/national environmental and energy agencies in order to identify the main regulatory barriers and bottlenecks to the project so as to propose solutions that would tackle these obstacles as well as to promote policies and supporting schemes for REFRESH replication,

Key messages for different stakeholder groups (Figure 10) and communication and dissemination activities to connect with them and engage them will be developed in line with stakeholder mapping and engagement activities in T7.3.

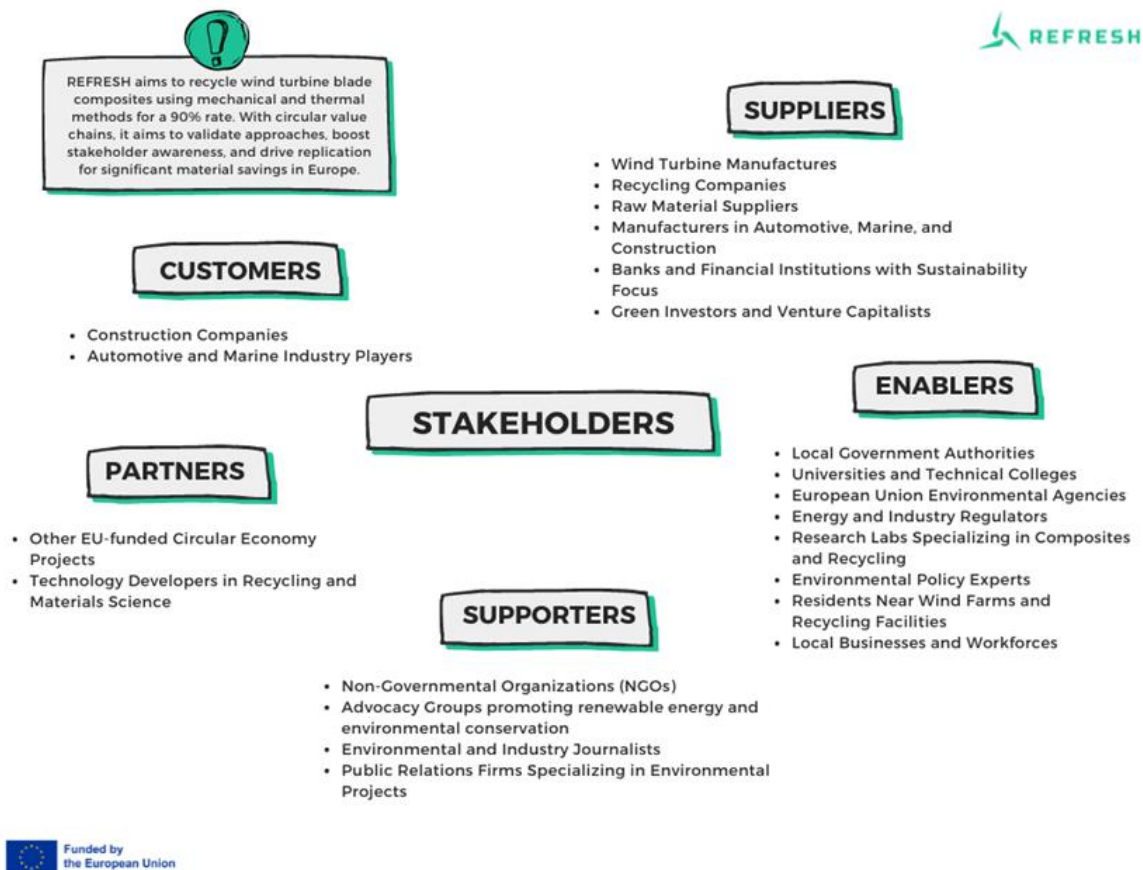


Figure 11: A visualisation of the relevant stakeholders.

3.1 Dissemination channels and activities

Partners must disseminate their results as soon as feasible, in a publicly available format, subject to any restrictions due to the protection of intellectual property, security rules or legitimate interests.

A partner that intends to disseminate their results must give at least 15 days' advance notice to the other partners (unless agreed otherwise), together with sufficient information on the results it will disseminate. Any other partner may object within (unless agreed otherwise) 15 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the results may not be disseminated unless appropriate steps are taken to safeguard those interests.

The dissemination channels/means that will be exploited by the REFRESH project are shown in Table 5.

Table 5 - REFRESH dissemination channels and objectives.

Means/channel	Objective, target and quantifiable indicators
Project technical e-publication	A project e-publication will be produced during the second phase of the project (after WP3 end) in order to collect relevant results in the form of data and observations from the validation phase, thus giving comprehensive evidence of the advantages of the developed solutions. Project e-publication downloads: <15 = poor; 15-50 = good; >50 = excellent
Scientific/technical publications in journals and oral/poster presentations at conferences, symposia, seminars, workshops, etc.	The project's results will be published in the international scientific/technical literature, such as Polymer Composites, Waste Management, Waste Management & Research, Journal of Cleaner Production, Advances in Polymer Technology, Chemical Engineering and Processing, Composites Part A: Applied Science and Manufacturing journals. Results will also be presented at relevant conferences, symposia, seminars, workshops, and other events, such as Composites Recycling Conference, European Recycling Conference, Blue Circular Economy etc., either through oral or poster presentations. The project will furthermore promote its results at the national level in the various Member States of the partners. The highest impact open access journals within the relevant sector will be identified. All publications will be collected in a dedicated space within the project website for open access/download. Open Access to peer-reviewed scientific publications will be provided.
Education sessions	Education sessions integrating the knowledge developed within the project will be offered at local as well as international level to students (undergraduate and postgraduate) and researchers in high level Materials and Energy Engineering courses in CML and in academia connected to project partners. - At least 4 seminars/workshops per year in advanced materials and waste management. - At least 2 PhD specific programmes at CML, TECN.
Liaison/collaboration with relevant European communities	The consortium will seek liaison with the most relevant European communities of potentially interested stakeholders, including the relevant European Technology Platforms (ETPs), such as EUMAT, ManuFuture, Industrial Safety.
Liaison/collaboration with relevant projects	The consortium will seek liaison and collaboration with other HE, H2020 and FP7 projects (ECOBULK, FiberEUSe, RECYCOMP, etc.) that could complement project activities and provide synergies, and at the same time enhance dissemination of the project results to a specialised and professional audience. In particular, the project will present itself and the other compatible projects within a complete framework that combines the different solutions into a more focused and coherent vision of how increased circularity can be achieved.
End of project conference	This will gather all relevant stakeholders to provide a high profile, official conclusion to the project to ensure the results of the project are disseminated effectively.

All communications activity should display the EU emblem and the EU funding statement. Any dissemination of results must include a disclaimer indicating that it reflects only the author's view and that the EU is not responsible for any use that may be made of the information it contains. (See section 4 for further information).

3.1.1 Scientific publications

The project results will be communicated through papers in scientific journals. These publications will not contain any confidential information related to the partners or their technologies.

A 'library' of all journal publications will be created in the Publications section of the REFRESH website for open access/download.

A publications database has been created in the REFRESH Sharepoint site to record all proposed and published papers. This will feed into the website Publications page.

Each partner will ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results. Depending on the selected journal or other type of publication an article or a manuscript will be submitted for publication, the project will make use of a mix of the three different possibilities for open access, namely:

- A. Open access publishing (without author processing charges): partners may opt for publishing directly in open access journals, i.e. journals which provide open access immediately, by default, without any charges.
- B. 'Gold' open access publishing: partners may also decide to publish in journals that sell subscriptions, offering the possibility of making individual articles openly accessible (hybrid journals). In such a case, authors will pay the fee to publish the material for open access, whereby most high-level journals offer this option.
- C. Self-archiving / 'green' open access publishing: alternatively, beneficiaries may deposit the final peer-reviewed article or manuscript in an online disciplinary, institutional or public repository of their choice, ensuring open access to the publication within a maximum of six months. The beneficiary will deposit at the same time the research data needed to validate the results presented in the deposited scientific publication into a data repository.

3.1.2 Conference and exhibitions

Attending external events is an effective way of raising awareness of REFRESH. This approach will allow project partners to target a diverse range of stakeholders.

A schedule of conferences, exhibitions and other events that the consortium partners are planning to attend has been created in the project Sharepoint site. This will be updated as the project progresses and will feed into the communications activities.

Activities to date (June 2024)

The REFRESH project has been represented at the following events through project presentations and partner attendance. These include key events in the wind energy and the composites sectors.

- JEC World 2023, 25-27 April, Paris;
- JEC Forum Italy 2023, 5-7 June;
- 10th International Conference on Sustainable Solid Waste Management, 21-14 June;
- International Composites Summit 2023 (ICS), UK, 6-7 September;
- RINA webinar: Improving Sustainability in the Manufacturing Sector, 26 September;
- Ecomondo 2023, Italy, 7-10 November;
- IEA Wind Task 45 meeting, UK, 14-15 November;
- CINEA Wind Energy Projects Cluster Meeting, Brussels, 21-22 November;
- WindEurope's EOLIS 2023, 22-23 November, Rotterdam;
- JEC World 2024, Paris, 5-7 March;
- International Symposium on Current challenges of wind energy development: Materials science and structural aspects, Athens, Greece, 13-15 May;
- JEC Composites Talks Nordics, Oslo, 4 June;
- European Wind Blade Recycling Summit, Copenhagen, 12-13 June.

4 Collaboration with other projects

REFRESH is developing collaboration opportunities with its two ‘sister’ projects BLADES2BUILD (Recycle, repurpose and reuse end-of-life wind blade composites – a coupled pre- and co-processing demonstration plant) and EoLO-HUBS (Wind turbine blades End of Life through Open HUBs for circular materials in sustainable business models). One objective is to create a joint Knowledge Hub to showcase the projects’ solutions and promote circularity in the wind energy sector. A preliminary ‘brainstorming’ workshop took place in January 2024. Other collaborations could exist around social media updates (key messages) and joint webinars.

Collaborations with other relevant projects are also being sought.

5 EU funding acknowledgment and disclaimer

All communication activities (including press releases, conference presentations, promotional material, etc.) must acknowledge EU support and display the European emblem (Figure 11) and funding statement (translated into local languages, where appropriate). Since REFRESH is not 100% funded by the EU, the Co-funded logo should be used.



**Co-funded by
the European Union**



**Co-funded by
the European Union**

Figure 12 - The EU logos.

When displayed in association with other logos, the emblem must be displayed at least as prominently and visibly as the other logos. The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support. The emblem should not be distorted in any way, e.g. colour changed.

The emblem is preferably reproduced on a white background. Avoid a background of varied colours, and in any case one that does not go with blue. If there is no alternative to a coloured background, put a white border around the rectangle, with the width of this being equal to one twenty-fifth of the height of the rectangle.

The following funding statement must also be included in all communication and dissemination activities:

For communications activities: This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no. 101096858.

For patents: The project leading to this application has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no. 101096858.

For standardisation activities: Results incorporated in this standard received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no. 101096858.

For infrastructure, equipment and major results: This [infrastructure][equipment][result] is part of a project that has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no. 101096858.

Any communication or dissemination activity related to the project must use factually accurate information and it must include the following disclaimer (translated into local languages where appropriate):

Funded by the European Union. Views and opinions expressed are however those of the authors(s) only and do not necessarily reflect those of the European Union. The European Union cannot be held responsible for them.

Guidance on use of the EU emblem can be found at these links:

https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/acknowledge-funding_en.htm

https://cinea.ec.europa.eu/communication-toolkit_en

6 Planned activities (M18 onwards)

Phase 1 of the project's communication and dissemination activities has been focused on creating visibility and raising interest among stakeholders about the project and its expected outcomes both within the project's external community of stakeholders as well as beyond, to wider stakeholder audiences. Activities have included the use of the website and social media to promote the project's objectives and engage stakeholders, and introductory presentations at industry conferences and events.

The project moves from Phase 1 – design and customisation of the REFRESH processes, to Phase II – demonstration and testing – from M18 onwards. The communications and dissemination activities will therefore start to focus on disseminating the project results to show the benefits that REFRESH solutions can provide to potential end-users/adopters. Activities within this phase include the publication of papers in scientific journals, continued participation at relevant conferences and events, the organisation of workshops for target stakeholders, and increased press activities. The project presentation for external audiences will be progressively updated to showcase the latest results, and the development of new graphics and videos to highlight key concepts/messages will be explored.

Press releases will be developed for key milestones and activities, such as start of Phase 2 of the project, workshops, key project non-confidential results (e.g. demonstration plants, demonstration products).

Key messages for the different stakeholder groups will be developed in line with the stakeholder mapping activities completed in T7.3 (M18) and the stakeholder workshop to be organised in Phase 2 of the project.

Collaborations with the REFRESH sister projects will be continued, focusing on the creation of a joint online Knowledge Hub. Other joint communications and dissemination activities should also be considered, e.g. a joint webinar, social media messaging. Collaborations with other projects in related areas (recycling and reuse of composite materials, use of composite materials in the wind energy sectors and other markets, etc.) will also be explored.

A project technical e-publication will be produced during the second phase of the project to collect results and observations from the validation phase, and to demonstrate the advantages of the developed solutions.

Further communications and dissemination activities will be investigated and developed as the progress progresses. The timing for dissemination of project results will be determined by the key milestones of the project. Project partners will be expected to assist in the development of the plan to communicate and disseminate results. They will play an active part in contributing to the project's communications and dissemination efforts and to sharing the project results with their networks.

7 Conclusion

In summary, this report provides an update of the Plan for Dissemination of Results (PDR) published in June 2023 (M6). It also includes an overview of the ongoing communication and dissemination campaigns to date and an outline of some of the expected activities for the next phase of the project.

The communications and dissemination plan is a 'living' document which will continue to be updated as the project progresses and the communication and dissemination channels and activities outlined previously take effect. A final report will be finished at the end of the project (M48). The project partners are expected to play an active role in the communications and dissemination activities to ensure the success of the strategy.