PERFORM
PowER platFORM

H2020-NMBP-SPIRE-2018 CE-SPIRE-02-2018 "Processing of material feedstock using non-conventional energy sources (IA)"

PowerPlatform: Establishment of platform infrastructure for highly selective electrochemical conversions

D7.2: Communication & Dissemination plan

Date : 01-06-2019

This document is the PERFORM's project Communication & Dissemination plan (contract no. 820723) corresponding to D7.2 (M6) leaded by Sustainable Innovations Europe.

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Project acronym	**PowER platFORM (PERFORM)**	**Start / Duration**	**January, 19 (48 months)**
Topic	CE-SPIRE-02-2018 Processing of material feedstock using non-conventional energy sources (IA)	**Call identifier**	**820723**
Type of Action	Innovation Action	**Coordinator**	**TNO**
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Deliverable details			
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Dissemination level	PU	Nature	(Public)
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Deliverable responsible	MARIANA FERNÁNDEZ RENEDO – SIE	Contact person	marianafernandez@sustainableinnovations.co

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Final review and quality approval				

Document History			
Date	**Version**	**Name**	**Changes**
May, 27	V1	Mariana Fernández	
May,28	V2	MARIA TERESA ROLO (NOVAMONT)	Comment on video material and editorial plan
May, 29	V3	Mariana Fernández	Changes Novamont implemented

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1 Executive summary

This document describes the Communication and Dissemination Plan to be adopted by the PERFORM Project. This activity has received funding from the European Union's Horizon 2020 programme, grant agreement No. 820723.

1.1 Context of WP7

The objectives of WP7 are:

- To enable potential future exploitation of the results to their full potential by disseminating the results to the relevant stakeholders.
- To ensure that the findings of the project are widely communicated to the public in general.
- To document undertaken and proposed dissemination and communication activities.
- To ensure the project results reach the relevant stakeholders who will use and implement them

1.2 Objective of Task 7.1

To create and increase awareness of the project as well as interest in the PERFORM's outputs, a coherent and clear communication and dissemination strategy is essential and starts with a consistent project identity. A logo and guidelines of usage including guidelines for stakeholder engagement will be created. In order to facilitate the visual identity use, a series of templates in power point and word will be developed and made available to the partners.

Additionally, the mechanisms of reporting communication and dissemination activities from partners will be shared. The communication and dissemination plan will be aligned with the exploitation activities in order to create, increase awareness of PERFORM, and maximise the business opportunities of the project outputs at large scale and beyond its life. It will be generated building on the preliminary dissemination and communication plan hereby.

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2 Objectives

The objective of the communication and dissemination activities of the PERFORM project is to ensure information about the project's objectives and results are effectively disseminated to relevant audiences and to promote the use of project results by the relevant industry.

The Dissemination plan identifies the goals and approaches for providing information about the PERFORM project to the target audiences at local, national and EU level. This will include defining key messages and selecting appropriate tools and channels (including relevant conferences and events) to effectively disseminate the outcomes of the project.

The purpose of this document for the PERFORM project is to formalize dissemination and communication actions, as well as to provide guidelines on the approach.

The main objectives of the Dissemination and Communication Plan are:

1. To raise awareness among polymer manufacturers and end users

2. To show benefits that PERFORM outcomes will bring to society (services, employment, economy, environment)

3. To facilitate interaction and information exchange with relevant stakeholders (polymer scientists, chemist, engineers…)

4. To pave the commercial uptake of the PERFORM technologies by building a stakeholder network interested in the project.

5. To raise capacity building among the industrial sector, scientific community and relevant stakeholders.

6. To build synergies with other similar and relevant projects.

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3 Target audiences

Table 3.1: Target groups and stakeholders

Target group / Stakeholder	Targeted results/content
Polymer scientists, chemists, engineers (PS, C, E)	Progress and advancement in the state-of-the-art electrocatalytic conversion
Chemical industry (CI)	Proof that renewable energy and bio-based raw materials can be used as cheap feedstock. Proof that drop-in products have equal properties Awareness of the efficiency of the technology
Stakeholders (S)	Proof that renewable energy and bio-based raw materials can be used as cheap feedstock. Proof that drop-in products have equal properties Awareness of the efficiency of the technology Synergies with other similar projects.
Local authorities & standardization bodies (LA, SB)	Laws and regulation of bio-based chemicals standardisation and regulation Prompt policy-makers to support the consortium's recommendations.
General Public (GP)	Awareness campaigns on environmental impacts of CO_2 emissions reduction. Proof benefits for local communities in terms of employment and community development.
Trade Media (TM)	Involve media on the activities to carry out to guarantee knowledge is spread widely.

PERFORM has identified a significant list of target groups to which the dissemination and communication materials and tools will be directed to, as outlined in Table 3.1.

Several key stakeholders have been already detected by consortium partners, such as: EMIRI (The Energy Materials Industrial Research Initiative), SPIRE PPP and BBI.

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Several trade media have already been identified as well: Renewable Energy Magazine, Chemical Industry Journal, Chemistry world, Chemical and industry news, BioBased Quarterly, Bio Market Insights.

Likewise, similar European projects have been identified to search for synergies: Valuemag, Ligniox, Urbiofuture, ICT-Biochain, Terra, Recorde, Rehap, Adrem, Co2 Exide, Ocean.

4 Key messages

Through 6 technical work packages (+ the WP8, Project coordination + WP7 Communication & Dissemination), PERFORM will generate a significant volume of information with interest to different stakeholders in the chemical value chain as well as others. Therefore, it is necessary to identify what outputs and messages can be provided from the activities developed throughout the various WPs. The key messages to be disseminated can be supported by different tools/channels (see below), including printed materials, online platforms, publications, events and others. Table 4-1 identifies the most relevant proposal outputs (key messages) for each WP. Also identified is the main (but not limited to) target group(s) and tool to communicate the identified messages. The consortium will also disseminate other messages, such as the general objectives of the project and the participation of the partnership at events in which the project should be presented.

Table 4.1: Key messages / target group / key tools

Work Package	Key messages to disseminate	Target Group	Tools
WP1 Feedstock Platform Analysis WP2 Electrode Platform Innovation	Progress and advancement in the state-of-the-art electrocatalytic conversion	PS, C, E, CI, S	Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website
WP3 System Platform Innovation	Proof that renewable energy and bio-based raw materials can be	PS, C, E, CI, S, LA, SB, TM	Workshop/webinars, Scientific Publications, Tradeshows and

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	used as cheap feedstock. Proof that drop-in products have equal properties Awareness of the efficiency of the technology		Conferences, Newsletters, Website, Social media, Press releases
WP4 PowerPlatform Demonstration	Awareness of the efficiency of the technology Proof benefits for local communities in terms of employment and community development.	PS, C, E, CI, S, LA, SB, TM, GP	Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Press release, social media
WP5 Process Assessment	Awareness campaigns on environmental impacts, energy efficiency and cost-feasibility of the proposed system	PS, C, E, CI, S, LA, SB, TM	Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, press release, social media
WP6 Techno-economic Analysis and Market Assessment	Laws and regulation of bio-based chemicals standardisation and regulation Prompt policy-makers to support the consortium's recommendations. Proof that renewable energy and bio-based raw materials can be	PS, C, E, CI, S, LA, SB, TM, GP	Workshop/webinars, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Social media, Press releases

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	used as cheap feedstock. Proof that drop-in products have equal properties Awareness of the efficiency of the technology		

5 Tools and channels

Different tools and channels will be used to disseminate and communicate PERFORM activities and results. Each tool and channel will be used appropriately to address different target groups at different stages of the proposal implementation, thereby increasing the efficiency of the Dissemination Plan. The relationship between the tools and channels, the target groups and the expected results are presented in results Table 5-1.

Table 5.1: Channels / tools / target groups /objective

Channels	Tools	Target Group	Objective
Offline (Printed Materials)	• Brochure • Factsheet • Poster	PS, C, E, CI, S, LA, SB, GP, TM	Awareness of the efficiency of the technology and promote the impact of the project.
Online	• Website • Newsletters • Social media	PS, C, E, CI, S, LA, SB, TM, GP	Inform on the day-to-day of the project and its milestones achieved
Publications	• Articles • Paper • Press releases	PS, C, E, CI, S, LA, SB, TM, GP	Demonstrate the technology effectively accomplishes the objectives of the project.

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Events (Organised by PERFORM)	• Workshops • Final conference	PS, C, E, CI, S	Build capacity among stakeholders to implement the developed solution. Present the project results.
Events (Attended by PERFORM)	• Meetings with standardisation Committees • Conferences • Tradeshows	PS, C, E, CI, S, LA, SB	Bring the technology to market Disseminate results on the project Raise interest on the stakeholders.

Several dissemination tools and channels will be used, including a project website, articles targeted at both a lay and a technical audience, press-releases, e-newsletters, scientific papers and leaflets, social media presence, and participation in workshops/conferences.

Any dissemination activities and publications in the project, including the project website, will specify that the project has received funding from the European Union's Horizon 2020 programme, as well as displaying the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence. All publications will reference the grant agreement number.

The communication activities within the project are both periodic (management group meetings, newsletters, project group meetings and reporting to commission) and online (project restricted area on the website).

Communication activities to stakeholders outside the project group are based on the dissemination plan presented in section 2.2.1 of the Grant Agreement. The journal articles are primarily intended to communicate the recent findings to the scientific and academic communities. However, the project will also publish in trade journals and magazines important to the industry to disseminate new relevant solutions to other possible end users. Project presentations at technical conferences are intended to reach the same audience.

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5.1. Project Identity

A recognisable project identity was developed to build a visual brand and ultimately offer a package of templates that will facilitate the building of notoriety progressively through the project. This includes creating a project logo and an accompanying style guide. These will be consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters and EC Reports.

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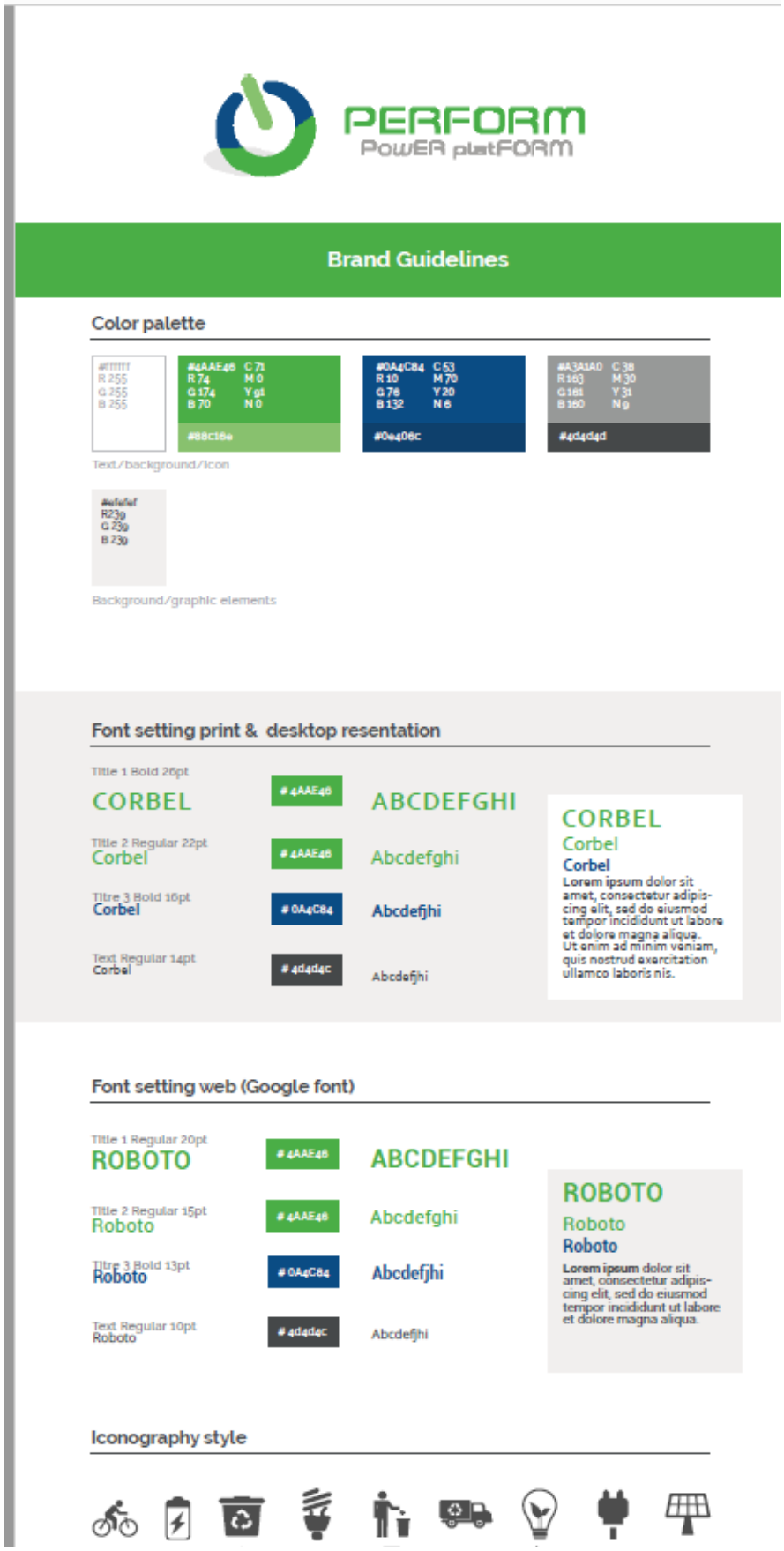

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https://performproject.eu/documents/marketing-materials

5.2. Project Website

PERFORM has been given an up-to-date and user-friendly project website (https://performproject.eu). It will be the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The aim of the website is to inform the scientific community and associated industries about project developments, but also to present the project's achievements and novel pilot lines to the public.

All partners will contribute to the website by providing relevant project information in accessible language (laymen terms). All communication efforts by project partners and social media will always be redirected to the PERFORM website. Traffic to the website will be increased by creating mutual links between the partners' websites and other relevant websites.

The project website will contain:

- Latest news about the project progress and results
- Details about the project partners
- Electronic materials (newsletter, infographics, articles)
- Events and contact information
- Social media links
- At least two videos (embedded from Youtube). The first one will explain the main objectives and scope of the project. The last one will serve as training material for stakeholders and will be produced by the end of the project.

The project website was set-up by SIE and will be managed, maintained and hosted for the duration of the project and for a further 2 years after the completion of the project. Statistical data will be collected about the website visitors that subsequently will be analysed by Google Analytics software and included in the project reports. The website will be responsive to work on a variety of devices and screen sizes, such as smartphones.

5.3. Content Management System

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For internal dissemination purposes, consortium partners will have access to a password-protected site which will contain the proposal, consortium agreement, grant agreement, budget, deliverables, periodic reports, meeting and workshop reports and other relevant documents. Regular updates on the progress of the project will allow both internal monitoring of the project as well as rapid dissemination of the achievements.

5.4. Social Media

The project will have a social media presence on Twitter (https://twitter.com/ProjectPerform) and LinkedIn (https://www.linkedin.com/company/performpowerplatform) to ensure wider dissemination to different age groups and target audiences. Social media should be used as a tool to announce project developments, but most importantly drive traffic to the project website.

Twitter and LinkedIn accounts have been established and content related to PERFORM will be posted regularly beginning M3 to increase outreach. A ResearchGate community may be considered to liaise with the PERFORM stakeholder and scientific communities respectively, to sustain interest in the project. This account would be set up once scientific papers are published and after partner agreement. When the project has video material, it will be embedded on the website using YouTube.

For the first year of the project, the social media accounts will share posts from other accounts or post on events where PERFORM is to be presented to build a community of interest, creating an audience for when PERFORM has project results to share. Social media posts will also be posted by SIE (https://twitter.com/SustainableInnE) that shares information on the latest developments on project news. It would be also good for partners to share this content on their company network.

List of milestones to be communicated

Milestone number	Milestone title	WP number9	Lead beneficiary	Due Date (in months)	Means of verification
MS1	**Feedstocks selected and characterized**	WP1	3 - AVT	24	Selection of feedstock source,

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					characterization method of this feedstock and description of allowed impurities
MS2	**Synthesized and tested electrodes**	WP2	4 - INSTM	18	Synthesis of >10 electrodes (size about 10 cm2) for anodes/cathodes parts for electrocatalytic paired and paired/tandem reactors (lines 1 and 2, respectively) and ranking of their behaviour; the best electrode for each platform should give a product selectivity of > 80%.
MS3	**Preparation of scale-up electrodes**	WP2	2 - VITO	36	Availability of the scale-up electrodes for the pilot unit testing
MS4	**Electrode with temperature modulation**	WP2	5 - GENSORIC	33	Availability of a ThermaLab™ system to address a wide range of

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					electrodes Development of at least 3 different connectiontypes
MS5	**Basic Process Flow Diagram**	WP3	3 - AVT	12	PFD for the 2 lines ready to start engineering in T4.1
MS6	**System designed and reactor constructed**	WP3	1 - TNO	24	Electrochemical reactors based on single cells constructed
MS7	**Integrated system**	WP3	2 - VITO	30	Integrated system assembled and tested for both reaction lines.
MS8	**Engineering and design ready**	WP4	6 - HYSYTECH	30	P&ID of full PowerPlatform ready to start construction
MS9	**PowerPlatform commissioned**	WP4	6 - HYSYTECH	36	PowerPlatform built and commissioned
MS10	**PowerPlatform demonstrated**	WP4	1 - TNO	42	Production of 100 grams of (di)carboxylic acids from line 1.
MS11	**Impact achieved**	WP5	7 – University Hockenheim	45	Positive evaluation of the technical and environmental

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					performance of the system and the expected impacts, based on results from D5.3, 5.4, 5.6 and 5.7
MS12	**Polymers from PowerPlatform monomers**	WP5	12 - Novamont	48	50 grams of polymers produced from monomers produced by the PowerPlatform
MS13	**Feasibility analysis**	WP6	11 - AVA BIOCHEM	18	Evaluation of the economic performance of the system based on initial market assessment and initial process analysis
MS14	**PowerPlatform economic performance**	WP6	11 - AVA BIOCHEM	36	Positive evaluation of the economic performance of the system based on the TEA and Market assessment.
MS15	**Dissemination plan executed**	WP7	8 - SIE	45	Training school organized and

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					final video published
MS16	**Exploitation and Business Plan**	WP7	8 - SIE	48	Business Plan developed based on continuously updated Exploitation Plan

Online media platforms will be monitored to provide information on the numbers, sources, types of content and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results. These results will also be included in interim reports and the final dissemination report. The social media accounts will be managed by SIE with support from the partners.

5.5. Printed Material

A project poster, a factsheet and a brochure have been developed for distribution to partner networks and at conferences, exhibitions and other events. The first project poster and brochure version contain general information about the research activities, participants, and expected results. Additional poster and brochure will be prepared later in the project, to disseminate the results. Both of them will be written in accessible language to reach the widest possible audience.

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CONSORTIUM

The PERFORM consortium led by TNO (The Netherlands) and formed by VITO (Belgium), AVT (The Netherlands), Consorzio Interuniversitario Nazionale per la Scienza e Tecnología dei Materiali (Italy), Gensoric (Germany), Hysytech (Italy), Sustainable Innovations (Spain), Perstorp (Sweden), Radici Chimica (Italy), AVA Biochem (Switzerland) and Novamont (Italy) will work for 48 months in order to achieve a single electrochemical cell, that will allow to avoid multi-step chemical conversions.

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vito
avantium
INSTM
Gensoric
Pushing Boundaries in Electrochemistry
Sustainable INNOVATIONS
Perstorp
RADICI GROUP
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INTRODUCTION

A European consortium will be responsible for the implementation of the PERFORM project, an innovation action within the European Commission Horizon 2020 programme, aiming to develop highly efficient and integrated electrochemical systems which will substantially improve oxidative chemical transformations based on bio-based feedstocks.

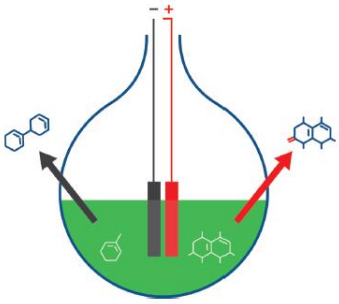
POWER PLATFORM

For this purpose, a flexible PowerPlatform pilot plant will be constructed in order to prove technologies and innovations, that will lead to the implementation of electrochemical production methods for a more efficient and sustainable production. The PowerPlatform pilot plant will continue its service after the project finalisation, to allow future test onsite.

IMPACTS

PERFORM and the future development of its technologies will have a deep impact on the European economy thanks to the based production facilities that will create high end jobs and associated positive downstream effects in the communities they are based at.

- Reduce Environmental impacts
- Reduce CO_2 Emission
- Using local ressources



Electrochemical systems

GOALS

PERFORM is expected to reduce the environmental impact of society by lowering CO_2 emissions thanks to the advanced use of bio-based products. It will also be key to the future of sustainable society using local resources.

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PERFORM
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The PERFORM project is an innovation action in the European Commission Horizon 2020 programme, aiming to develop which will substantially improve oxidative chemical transformations based on bio-based feedstocks.

POWER PLATFORM

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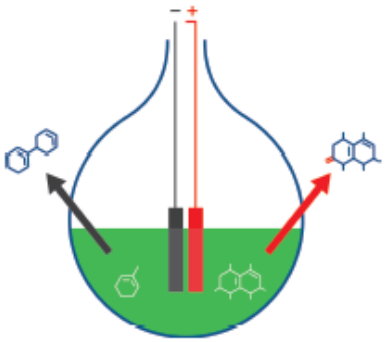

Electrochemical systems

IMPACTS

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GOALS

PERFORM is expected to reduce the environmental impact of society by lowering CO_2 emissions thanks to the advanced use of bio-based products. It will also be key to the future of sustainable society using local resources.

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Other printed materials, such as roll-ups, USB and banners will be produced, in accordance with the project's style guide, to present the project at various events.

5.6. Newsletters and Press Releases

Electronic newsletters will be prepared every 6 months, and will include project updates, announcements, interviews and other information related to PERFORM, to be distributed to stakeholders and partner networks and posted on the project website. Moreover, project updates may appear in partners' respective newsletter, which is distributed electronically to their own contacts within their specific industry.

Press releases will be published to announce newsworthy developments during the course of the project. They will be written in English and sent to the European press and national journalists, with the help of the project partners.

5.7. Scientific Journals

Scientific excellence and technological advancements developed within the PERFORM project will form the basis for scientific publications, to be disseminated to the scientific community, bio-based and chemistry industries, polymer scientist, chemists, engineers, stakeholders, as well as policymakers.

The scientific articles will be published in peer-reviewed, high impact journals. The articles will be open access to other researchers either by self-archiving online or via open access publishing on the journal website.

Examples of journals that could publish the results of PERFORM include: Journal of Power Sources, Journal of Applied Energy, Journal of Cleaner production, IEEE Instrumentation and Measurement Magazine, Bioresource Technology, Ingeniería Química, Journal of Physical Chemistry, Environmental Science and Technology, Journal of Membrane Science, Journal of Separation Science and Technology, Bioresource Technology Journal, Industrial & Engineering Chemistry Research Journal, Nature Materials, Chemistry of Materials.

5.8. Trade Magazines

A series of trade magazines have been identified for the project to publish information on the advances and milestones achieved: Renewable Energy

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Magazine, Chemical Industry Journal, Chemistry world, Chemical and industry news, BioBased Quarterly, Bio Market Insights.

5.9. Participation at Conferences, Workshops and Events

Project partners will attend sector related events, conferences, workshops, to meet target groups, other stakeholders, public authorities and scientific community and to raise awareness about the project objectives and results. These events provide access to target audiences at local, national, European and international level.

The PERFORM consortium partners are from different disciplines; therefore, they will disseminate project results to diverse scientific forums.

The industrial sector communities will also be informed of PERFORM's achievements at international conferences and trade shows. PERFORM partners will also provide information through posters, presentations at other sessions and distribution of flyers.

Conferences and trade fairs of interest identified for the PERFORM project are as follows:

-Ecomondo (conference and exhibition on green technologies and circular economy)

-IFIB - International Forum on Industrial Biotechnology and Bio-economy

-World Congress on Waste Management & Recycling

-European Congress of Chemical Engineering

-ISE Topical meeting

-Infoday

-Ecosummit

-Produrable

An updated list will be elaborated every two months in collaboration with partners to guarantee the project's presence on dissemination events.

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At the end of the project, a final conference will be organised where the partners will present the project results and perspectives to relevant stakeholders from industry, the scientific community, regulatory bodies and others with an interest in the field. The presentations will analyse and reflect upon the developments of PERFORM. Two industry workshops are also contemplated to spread knowledge on the project upbringings.

6 Indicators and targets

The successful implementation of this component of the Dissemination and Communication Plan will be quantified by the achievement of specific targets for a number of different indicators (Table 6.1).

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Table 6.1: Channels / tools / Indicator /Target/Information source

Tool/ Channels	Indicator	Target Number	Information source
Brochures	Number of copies distributed	Three editions: 1,800 copies distributed (12 partners x 50 copies x 3 eds.)	Consortium information, number of copies distributed to target groups / stakeholders
Poster		Three editions: 1,800 copies distributed (12 partners x 50 copies x 3 eds.)	
Proposal Website	Number of visits	8,000 visitors	Website statistics
Newsletters (NW)	Number of subscribers Downloads from website	2,000 views (500 subscribers/ downloads x 4 NW)	Recording of e-mail sent, website download statistics
Press Releases (PR)	Number of media stakeholders receiving PR Number of views on information channel	25 media stakeholders; 3000 views (1000 views x 3 PR)	Recording of e-mails sent, consulting media website
Scientific Publications	Number of publications	13 publications	Consulting site where publication is placed
Workshops	Number of attendees	60 attendees	Registration list
Final conference	Number of attendees	50 attendees	Registration list

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Events	Conferences	Number of conferences attended Number of participants in the conference	12 Conferences conferences	Certificate of participation; Proof of registration; Event information, Business Trade fairs Cards exchanged
	Trade shows	Number of Trade fairs attended Number of exhibitors/ participants in the Trade fair	6 Trade fairs	

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7 Levels of dissemination

Key targets groups operate at different geographic levels, which will influence which communication tools and media will be employed.

7.1. European Level - EC

The European Commission will be informed about the results via the periodic reporting of the project (mid-term review, minutes of periodical meetings, updates of this document) in order to modify related regulations if necessary and to propose collaboration with other ongoing projects on dissemination activities.

7.2. International Level – Industry, Scientific Community

The relevant international organisations will be informed of the results. Scientific knowledge can be translated into practical information, guidelines and regulatory policies. Direct email to specific organisations and groups, based on the target audiences, will be used to distribute electronic media resources to raise public awareness. Technical journals, conferences and workshops at both national and international level, industry meetings, and participation in industrial forums will also be used for the dissemination of knowledge both at research and industrial levels.

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8 Methodology

To ensure that the results of the PERFORM project are efficiently and effectively communicated to the project partners, stakeholders and broader audiences, the following internal and external communication activities will be undertaken during and after the project.

8.12. Internal Communication

Effective internal communication is key to sharing information and ensuring that the deliverables are met. Therefore, regular face-to-face meetings and conference calls will take place to exchange project information, update progress and share results. Consortium and technical meetings will take place two times a year, while Skype and/or teleconferencing services will be used to facilitate collaboration within WPs.

Beginning in M3, once a month a conference call for WP7 will be held to plan upcoming dissemination and communication activities and events to update the Communication & Dissemination Plan and streamline a content curation process. This will allow the partners to take a more focused and systematic approach, strengthening actions taken to communicate and report on the project. A delegate from all consortium partners of PERFORM will attend this meeting.

To facilitate efficient communication among partners, SIE will create a section within the website that will link to the project documentation and data exchange sharepoint created by the project coordinator TNO. This platform will host project materials for internal use, including regular updates on the project development, a project calendar, meeting documents (agendas, minutes, and presentations), manuscripts in progress, and project reports. The platform will have a content management system, allowing all partners to upload content themselves.

5.13. External Communication

Every effort will be made to publicize the work of the consortium via the media, publications, conference presentations, trade fairs and workshops, as well as through the Commission and industry bodies. Results of the project will be disseminated via reports, scientific papers and technical articles. All public

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communication, and in particular scientific publications, will be made open access, to facilitate scientific exchange. 2 patent applications on the core aspects of the project are expected as well.

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to: engaging with relevant national and local media (print, radio, television, web-based), contributing to SIE's inputs on social media, proactively sharing information with SIE about project results, listing their own communication activities in a shared file, and providing SIE with translations of lay materials in their local language. Where possible, partners will translate press releases into their national languages and keep SIE informed about plans, by creating lists of national media channels they will try to reach.

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9 Timeline

In the first phase of the project, and as the results are being generated, the project communication activities will focus on building awareness of the PERFORM project goals.

Public deliverables will be made available for dissemination via the PERFORM communication channels. In collaboration with project partners, SIE will extract key messages and highlight interesting findings in short, easy-to-read articles that will be posted on the PERFORM website. The communication of the project outcomes will be further supported by social media campaigns to generate traffic to the PERFORM website.

After the first phase, the timeline of communication and dissemination activities will be strongly correlated to the deliverables timeline. It is expected that communication of the deliverable on the website and social media will take place the month after the deliverable deadline. Announcements on social media will be synchronised with updates on the project progress and activities on the project website as they occur, intending to redirect the users to the website as the main communication and dissemination platform.

Peaks in the timeline of PERFORM communication activities will correlate with the public deliverables and events, where the target audiences are expected to be present. SIE and the other partners of the consortium will keep PERFORM in the public eye with both regular and special event activities that will run throughout the lifetime of the project. Communications activities will include announcing events and providing summaries and digital content after the event has taken place.

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10 ACTIONS M1-M6

In the first phase of the project, a visual identity for PERFORM was created. It included the logo of the project, and the brand guidelines (typography, colours).

In M3, the website was launched with essential information of the project, that will be updated constantly as long as there is progress and news from the project and partners.

The first press release of the project was released and published on the project website (https://performproject.eu/archivos/1800), and the first brochure, poster and roll-up were produced (also available online on https://performproject.eu/documents/marketing-materials)

A first event was attended by VITO on May (ISE Topical meeting), where some brochures were distributed.

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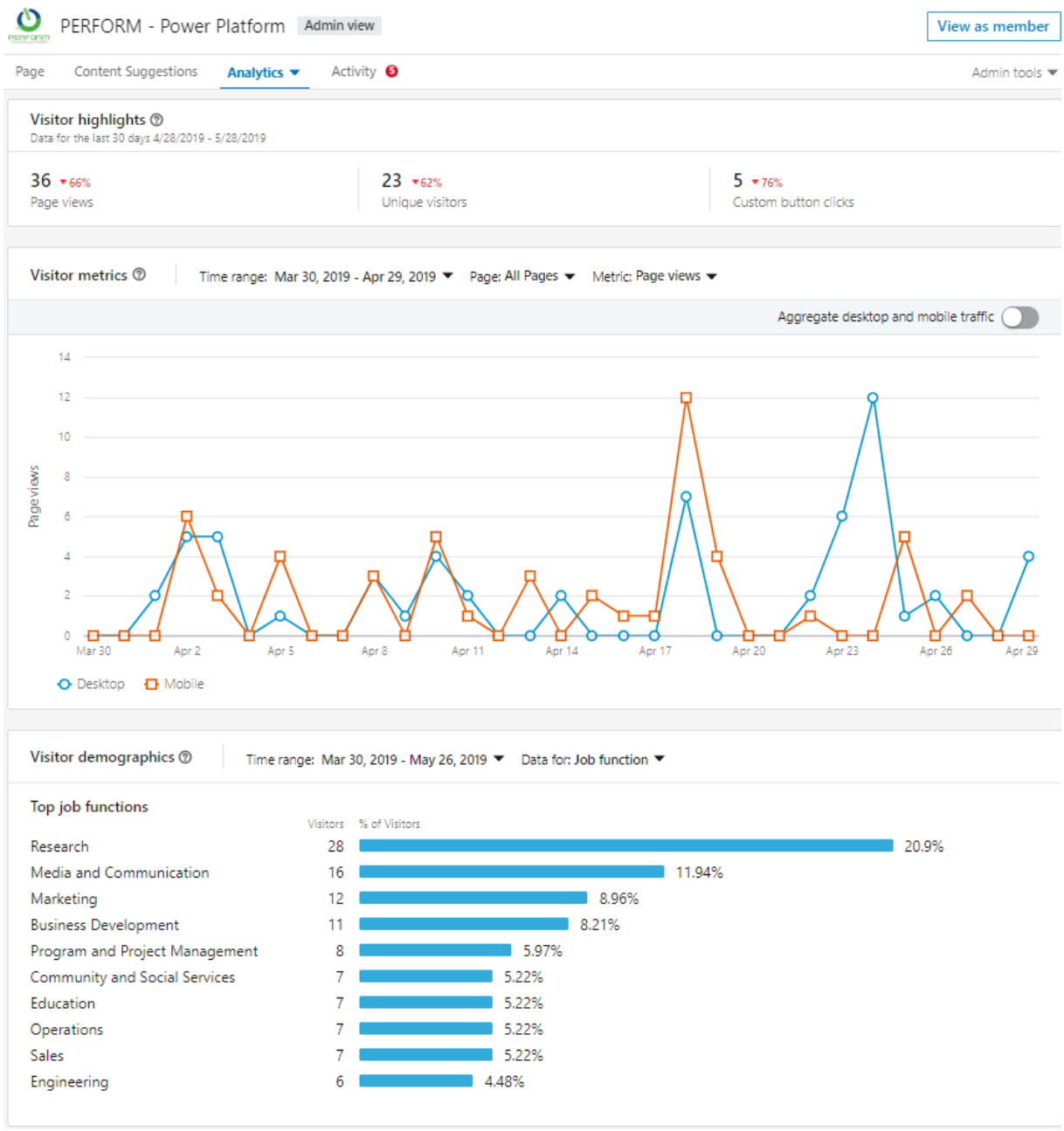
11 ANALYTICS M1-6

Linkedin



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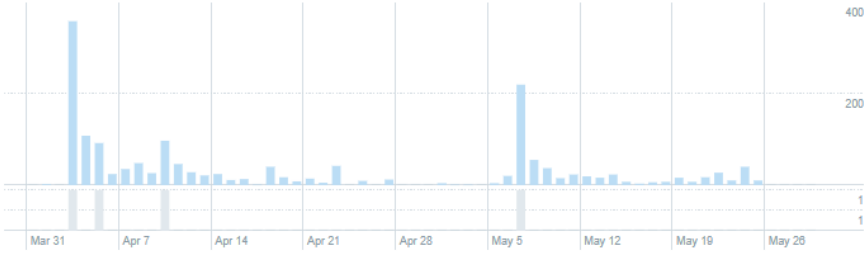
Twitter

Tweet activity

Mar 31 – May 29, 2019 | Export data

Your Tweets earned **1.7K impressions** over this **60 day** period



YOUR TWEETS

During this 60 day period, you earned **28 impressions** per day.

Tweets | Top Tweets | Tweets and replies | Promoted

	Impressions	Engagements	Engagement rate
PERFORMProject @ProjectPerform · May 7 On the following link, all of you can find all our @ProjectPerform marketing documents, as our fact sheet. Check all these and download them to share with stakeholders, team and colleagues. 👉👉 performproject.eu/documents/mark... @EU_H2020 @EU_Commission pic.twitter.com/uVRUjQ5wC5 View Tweet activity	376	14	3.7%
PERFORMProject @ProjectPerform · Apr 10 This is one of our consortium Official Photos @ProjectPerform in our #kickoff meeting at TNO facilities @EU_H2020 @EUScienceInnov @EU_Commission pic.twitter.com/WYoA4gtrd9 View Tweet activity	218	8	3.7%
PERFORMProject @ProjectPerform · Apr 5 Please, follow @ProjectPerform on #LinkedIn !! Know more information about this @EU_H2020 project! linkedin.com/company/perfor... View Tweet activity	155	4	2.6%
PERFORMProject @ProjectPerform · Apr 3 YES!!! Our website is already ONLINE!!!! 👉👉 performproject.eu Check it out and share it with your contacts, partners and stakeholders! @VITOBelgium @Avantium @Novamont @SustainableInnE @AVALON_Ind @EU_Commission @EU_H2020 @hysytech View Tweet activity	825	17	2.1%

You've reached the end of Tweets for the selected date range. Change date selection to view more.

Engagements

Showing 60 days with daily frequency

Engagement rate 1.7%

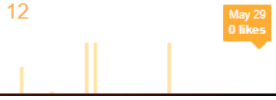
Link clicks 16

On average, you earned **0 link clicks** per day

Retweets 2

On average, you earned **0 Retweets** per day

Likes 12



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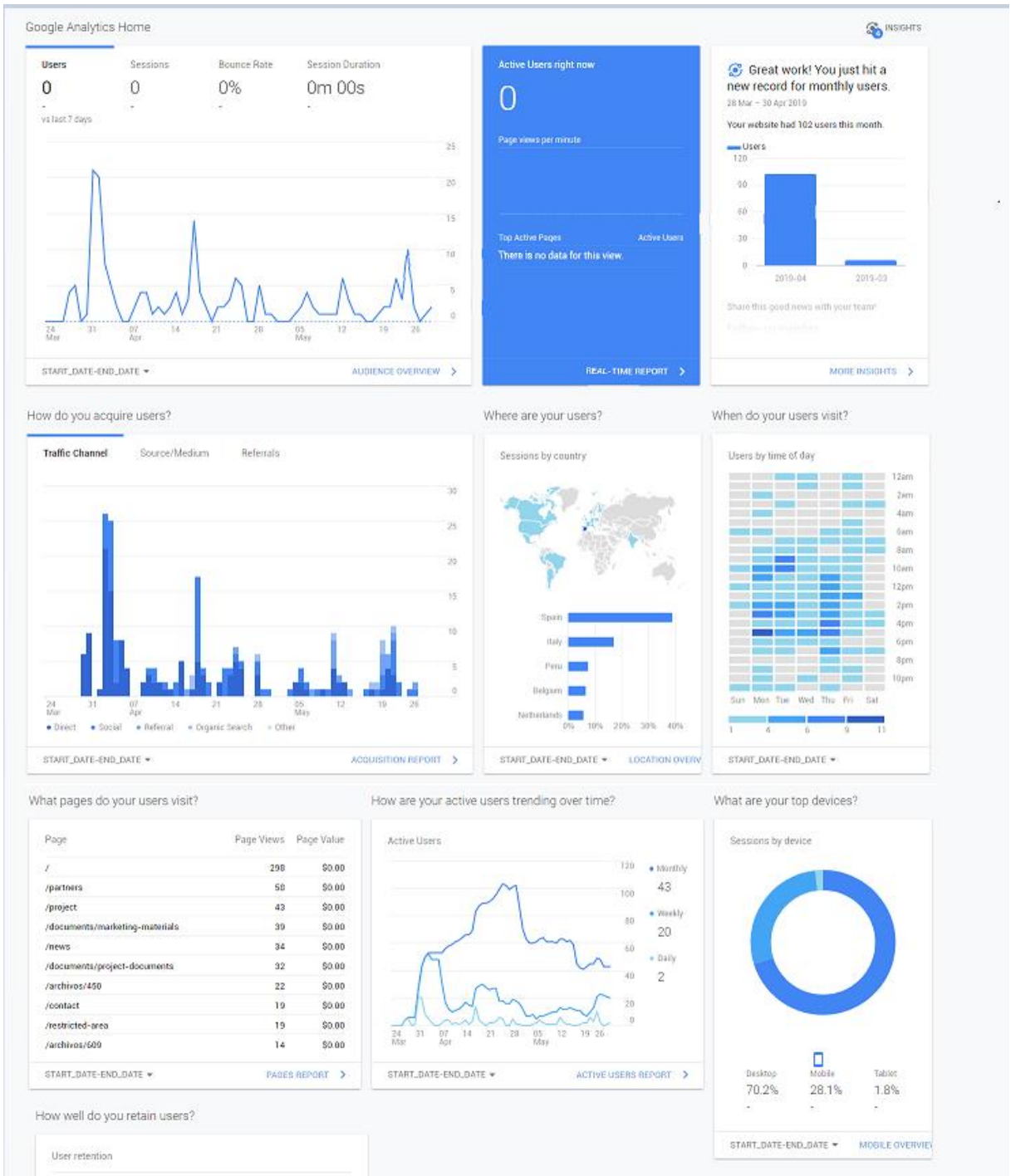
Website



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