



# TREASURE

## D7.1: Dissemination plan (1<sup>st</sup> version)

30/11/2021 (M6)

Author: R. Magdalena, G. Calvo, A. Torres, Y. Lara (UNIZAR)

## Technical References

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<sup>1</sup>PU= Public

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

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## EXECUTIVE SUMMARY

The Deliverable D7.1 “Dissemination plan” is a public document of the TREASURE project, delivered in the context of WP7, Task 7.1. One of the objectives of WP7 is to design and execute high quality communication material and activities and to efficiently disseminate project results to relevant stakeholders. To support this objective and the implementation of the Dissemination strategy in general, a dissemination plan has been prepared, to outline the communication and dissemination activities. The present deliverable is rather intended as a concise report on the actions performed by Month 6, to set the ground for the dissemination activities for the whole project.

This deliverable has been developed together with Deliverable 7.3, in which the communication materials can be found.



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## 1. Introduction

This Dissemination Plan (DP) describes the activities to be undertaken to promote TREASURE results both at European and global levels. This document is under the activities of T7.1. *Dissemination of Results*, and has been developed together with the Communication Plan (CP) to assure the coherence of both documents.

During T7.1, the project objectives and results will be disseminated through a variety of channels. At the beginning of this task, the project consortium will specify a **dissemination plan** (the present document), which will be re-assessed and refined periodically. The efforts started at project kick off with mentions on the partner websites and a dedicated **press release**. During the project, regular communications shall be made towards the industry via **newsletters or presence at industry events**. In addition, the project shall publish **peer-reviewed articles** (which will be deposited within 6 months of their publication in open access databases) **and make presentations at waste management and automotive conferences**. In addition, **two dedicated workshops** will be organized. Major international end-users and sector-leaders will be invited to pursue successful results exploitation.

In order to present the most appropriate dissemination efforts to promote TREASURE, this document specifies the project dissemination goals, the key messages and the prioritised target audiences, together with the communication kit, outlining the communication strategy during the project's initial stage.

The impact and scope of the dissemination of the project, and consequently of this deliverable, relies on the results achieved within the different technical WPs since they will provide the content to be disseminated by the consortium.

The present document is organized in the following parts:

- The information regarding the goals and objectives of the dissemination plan;
- The target audiences and how they will be addressed,
- The timing and the communication and the key messages to be delivered.

An updated dissemination plan will be made available in M18. The updated version will include a report on those activities already implemented and an overview of the dissemination activities to be done.

## 2. Dissemination plan objectives

Awareness, communication and dissemination actions targeting specific audiences with tailored messages are key to the success of this project. The dissemination strategy describes the communication objectives, target groups, key messages, approach, channels and products, as well as the validation, monitoring, tracking and evaluation, and reporting procedures which will be put in place.

Tasks within WP7 will run from month 1 until beyond the end of the project and will be conceived and implemented with the purpose of meeting the following general objective:

**To widely spread TREASURE objectives and results among the main target audiences identified, to increase awareness, visibility, exploitation potentials and chances of TREASURE partners to actively interact with relevant stakeholders.**

The main objectives of this task are as follows:

- Elaborating a successful dissemination plan
- Developing the project communication infrastructure

- Linking with all relevant industrial and societal entities throughout Europe to facilitate market uptake of the results and the drafting of roadmaps
- Linking with the EIP Raw Materials and EIT Manufacturing to support the external funding of the spin-out activities by individual beneficiary in the consortium and the setting-up of a TREASURE startup.

The overall goal of the Dissemination plan is to define the actions to make TREASURE projects and results known and accessible to all the audiences and stakeholders at European and international level. In order to reach this overall goal, the awareness and dissemination activities will have the following main purposes:

- Support effective sharing of the results within the consortium and to external communities
- Involve relevant stakeholders and gather useful feedbacks
- Boost knowledge transferability and experiences exchange for incremental learning
- Attract potential investors
- Make policymakers aware about TREASURE potentialities
- Inform the general and professional public about advances in materials recovery technologies and circular practices, enabling collaboration with external partners and reinforcing networking actions.

### 3. Target audience & communication tools

Dissemination activities will target different stakeholders, such as researchers, industrial partners, public authorities, NGOs and civil society, encompassing the whole automotive value chains. Given the high variety of audience, this dissemination plan has been contextualized based on each targeted group.

The following dissemination channels will be exploited by consortium members: website, social media, scientific conferences and industrial events/workshops, scientific and industrial press releases, newsletters, clustering actions with other ongoing initiatives.

The following Table 1 shows the stakeholders and the type of actions foreseen according to their targeting:

Table 1. Actions to be taken towards the stakeholders.

Type of action	Type of audience				
	Researchers	Industrial partners	Public authorities	NGOs	Civil society
Newsletter & mailing list	X	X	X	X	X
Invitation to events	X	X	X	X	X
Joint networks		X			
Creation of new contacts	X	X	X		
International conferences	X	X	X		
Scientific publications	X				
Industrial events	X	X	X		
Social media	X	X	X	X	X
Edge platform					X
Mass media publications	X	X	X	X	X

#### Type of audience:

- Researchers: Scientific actors, such as researchers and university students, among others.
- Industrial partners: All industrial partners involved in the project.
- Public authorities: Public authorities participating in the project.
- NGOs: No Governmental Organizations willing to help in the project through different actions to foster the meaning of the project.
- Civil society: Any person or group of people interested in gathering information about what is being carried out.

A newsletter will be sent each six months to subscribers, in which all the information regarding the project advances, the attendance to events and the next events to bookmark will be highlighted.

When programming events, the information will be spread from social media and the website, and invitations will be sent to possible attendants.

All the project partners will disseminate the project through the networks to which they currently are engaged, and different EU initiatives will be contacted, to share experiences, knowledge and best practices.

*Table 2. Summary of the objectives proposed with the partners through different channels*

Channel	Objective	Related KPI
Website	Interest generated towards the value chain and other stakeholders (including the public at large)	# of visits # of hits per page # of references of the website on other sites
Social media	Interacting with the general public through Twitter, Facebook, LinkedIn, YouTube profiles	# of followers # of tweets # of views per promoted post
Journal articles, magazine new and newsletter	Publication intensity	# of published articles # of magazine news frequency of newsletter
International/national conferences, seminars, workshops and meetings with clusters and associations	Enlarge the interest in other sectors/areas, transferring knowledge, lessons learned and results	# of events # of presentations # of participants per year
Industrial events in the reference sector, focusing on both professional and general public	Enlarge the interest within specific sectors, transferring knowledge, lessons learned and results	# of events # of participants
Clustering with other national and EU initiatives	Connect with different networks, experts to share experiences, knowledge and best practices	# of other national and EU initiatives contacted
Policy recommendations	Link with policymakers enabling a real adoption of project results	# of supporting letters # of policy recommendations
EDGE platform: a dedicated TREASURE online space	Reflection on circularity around vehicles, coding people's experiences, supplying data on the cultural humus surrounding modern mobility	# of participants # of forum post # of offline onboarding events % of nodes in the SSNA



### 3.1. Website

The website has been developed in order to summarize the objectives proposed in the project, as well as the main work to carry out and contribution of the different partners involved. The aim of the website is also to spread to wide audiences (scientific, industrial and general public) why is important this project, why is being carried out and what it is expected at the end of it. Furthermore, it will be used as a tool to provide information related to the project, not only to the partners participating on it, but also to third party companies/people interested in what is being done.

The website can be located through the next link:

<https://www.treasureproject.eu/>

Figure 1 shows the landing page that can be found when reaching the website. It is possible to see the logo with the main description of the project on the bottom of it. At the bottom of the website in each section, after scrolling down, the EU emblem appears along the text summarizing the programme and the project funding number.

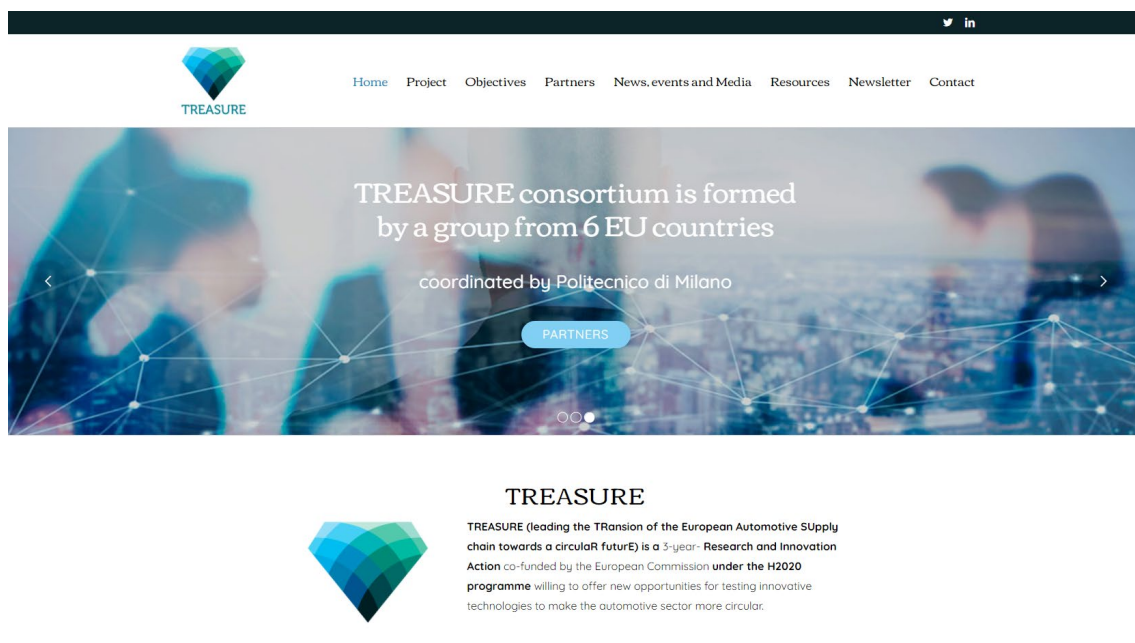


Figure 1. Screenshot of the main page of the Treasure website.

The different sections to be redirected are explained below, while screenshots of every section are to be found in section 6.1.

- **Project:** This section explains the main goal of the project and the different tools that are going to be applied during the project. Moreover, the different economic KPIs to be identified through different indicators, such as Life Cycle Cost (LCC), Life Cycle Assessment (LCA), and Material Flow Analysis (MFA), among others, are detailed.
- **Objectives:** In this section, information regarding the objectives and main results to be achieved by TREASURE can be found. The corresponding info can be seen in the section 6.1.2.
- **Partners:** This section is referred to all different partners involved in the project, explaining why the consortium has been created and which are the common points

between all of them. On the bottom of the page (scrolling down), it is possible to see the logo of each partner with a link to the website of any of them.

- **News, events and Media:** This section has been integrated to find easily the last news and events about TREASURE. Any of these three sections, have a separated subsection in order to separate the information.
- **Resources:** Public deliverables and other resources will be able be found in this part along the project.
- **Newsletter:** This has been added to allow any person/company to subscribe to the newsletter of TREASURE, in order to be sent a periodic newsletter with the latest news of the project. It is required an email address (mandatory), First name, Last name, and Institution.
- **Contact:** The last section is included to contact us. Two emails have been added (see them below), while the social media links are also added in case someone wants to follow and share the project.
  - [info@treasureproject.eu](mailto:info@treasureproject.eu)
  - [communication@treasureproject.eu](mailto:communication@treasureproject.eu)

### 3.2. Social media

Two social media accounts have been released, a Twitter account and a LinkedIn enterprise account, along with a relevant group on LinkedIn.

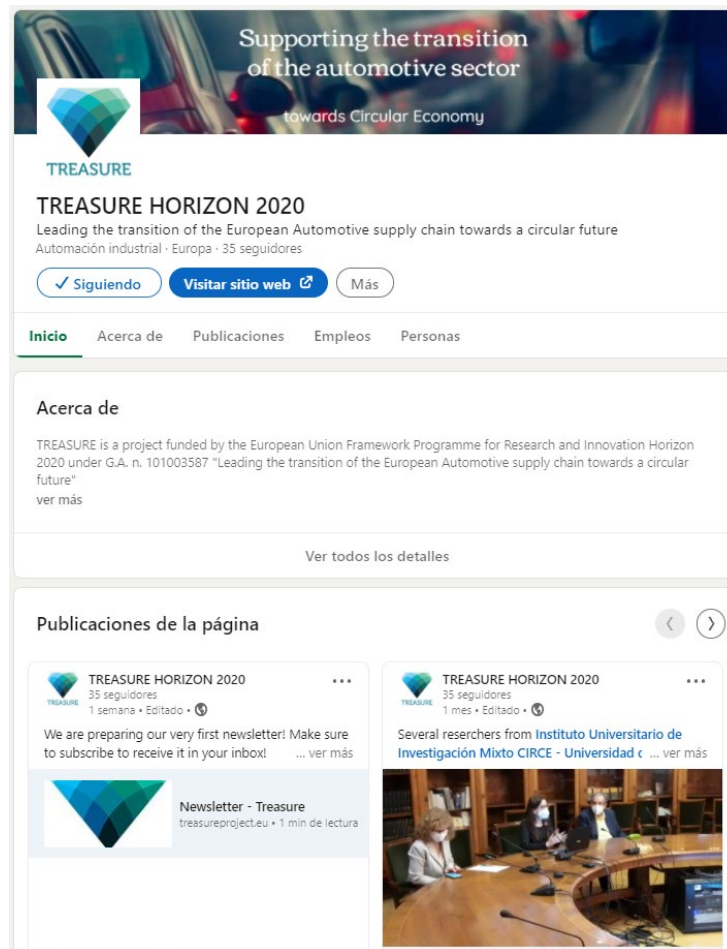
The Twitter account is directed to the general public, and oriented to spread short messages to inform about project advancements and results, events participation of TREASURE partners, and share quick information regarding data and hot topics.

Link for Twitter account: <https://twitter.com/HorizonTreasure>



The LinkedIn account is directed to the professional sector, to inform about project events, inform about project advances and results, as well as engage a professional community within the project.

Link for LinkedIn account: <https://www.linkedin.com/company/treasure-horizon-2020>



#### 4. Timing and performed activities

Three main phases have been identified to develop the dissemination strategy:

1. At the beginning of the project: explain what the project is about and its main purpose, highlighting the most unique ideas; this will be the focus of the first project year.
2. In the course of this project: communicate its progress and possible research results on a regular basis.
3. Towards the end of the project: show the results achieved by the project and its potential future applications.

The present deliverable focuses on the 1<sup>st</sup> stage, where the following actions have been developed together with their corresponding communication materials.

For this 1<sup>st</sup> stage of the project, the following activities have been developed:

- Writing the first PR about TREASURE launching (15/06/21)
- Creation and launch of the website [treasureproject.eu](http://treasureproject.eu)
- Creation and launch of Social media profiles: [Twitter](#) and [LinkedIn](#)
- Creation of TREASURE templates<sup>2</sup>:
  - Global templates:
    - TREASURE deliverable template
    - TREASURE Agenda Template

<sup>2</sup> The visuals and communication materials can be found in Deliverable 7.3

- TREASURE Meeting Minutes Template
  - Dissemination-focused templates:
    - TREASURE Poster template
    - PowerPoint template
    - TREASURE Dissemination form template
- Creation of material for attending events<sup>3</sup>:
  - TREASURE Video Conference Background
  - Roll-up
  - Design of a tri-fold brochure
- Creating Corporate Identity Manual
- Design of Newsletter template

#### 4.1. Attendance to events

All the events and dissemination activities are tracked via the dissemination form, which can be found in Table 3, while the dissemination plan forms can be found in the end of this document in Annexes.

*Table 3. Events attended by partner.*

Partner	Event	Date	Annex
POLIMI	Summer School	08/09/2021	6.2.1
UNIZAR	Mobility of the future	20/09/2021	6.2.2
UNIZAR	Summer Course	23/09/2021	6.2.3
UNIZAR	European Researchers Night	24/09/2021	6.2.4
TNO	Automotive Interior Expo	9-11/11/2021	6.2.5

#### 4.2. Dissemination plans

This section includes the dissemination activities planned for the first phase of the project. It shows the activities carried out in the project so far (from month 1 until month 6), and an overview of activities foreseen from month 6 to month 18.

It must be noted that the current situation with the pandemic around the world can negatively impact on the project dissemination activities and may prevent attending conferences, fairs and events. Also, the preparation and attendance to events may be on hold depending on the evolution of the pandemic in the different countries and the associated restrictions. The planning presented is a living document that will be updated each 3 months, to try to cope with this situation and to adapt the dissemination strategy accordingly. There is a background with different documents that have been developed to proceed with any online event, with several templates that can be used.

<sup>3</sup> The visuals and communication materials can be found in Deliverable 7.3

#### 4.2.1. Period M1-M6

GENERAL INFORMATION						OBJECTIVE	FEEDBACK		
TYPE	PARTNER & Responsible	Name of the event	WEBLINK	DATE	LOCATION	Dissemination CONTRIBUTION	TARGET AUDIENCE TYPE	AUDIENCE PROFESSIONAL BACKGROUND and size of each AUDIENCE	DEGREE OF INTEREST
Conference	UNIZAR – Alicia Valero	Summer course – Motorland		2-3 September 2021	Motorland, Teruel, Spain	Supporting the transition of the automotive sector towards Circular Economy	Research, Higher Education, Industry.	Large research audience in the automotive sector with a mechanical engineering background	Medium
Conference	POLIMI – Paolo Rosa	Summer School Francesco Turco	<a href="https://www.summerschool-aidi.it/">https://www.summerschool-aidi.it/</a>	08-10 September 2021	Virtual	AIDI Circular Economy Workshop: The TREASURE project	Academic scientists, leading engineers and industry researchers	Large research audience in the field of industrial engineering and management	Large
Conference	UNIZAR – Alicia Valero	R+D+I conference for the mobility of the future		20-21 September 2021	Motorland, Teruel, Spain	Identification of key metals in the automotive sector and their contribution in the Circular Economy	Research, Higher Education, Industry, General Public	Medium research background in every field of the project	Medium
Workshop	POLIMI – Paolo Rosa	Cluster meeting of projects	<a href="https://ropa.eu">https://ropa.eu</a>	30 September 2021	Virtual	Participation, networking	Politicians, invited EU	Medium research audience in all the	Medium



		contributing to the EU Plastics Strategy	/index_en				projects coordinators	fields covered by EU projects	
Oral presentation / Demonstration	UNIZAR – Guiomar Calvo, Ricardo Magdalena, Yolanda Lara	European Reserchers' Night	<a href="https://ucc.unizar.es/nocache-investigadores/2021">https://ucc.unizar.es/nocache-investigadores/2021</a>	24 September 2021	Paraninfo, Zaragoza, Spain	Presentation about making the automotive industry more circular to general public	Research, General Public	Low research background in the fields of the project and the Circular Economy	Large
Exposition	TNO at Holst Centre – Stephan Harkema	Automotive Interior Expo 2021	<a href="https://www.automotive-interiors-expo.com/en/">https://www.automotive-interiors-expo.com/en/</a>	09-11 November 2021	Stuttgart, Germany	Within presentation “Smart surfaces for automotive interiors enabled by printed electronics” by Dr. Sridhar, TNO at Holst Centre	Tier 1,2 suppliers, designers and marketing professions	Commercial, to lower degree scientific	Medium (as sustainability is a new topic)

#### 4.2.2. Period M6-M18

GENERAL INFORMATION						OBJECTIVE
TYPE	Responsible	Name of the event/journal	WEBLINK	DATE	LOCATION	Expected Dissemination CONTRIBUTION
Article	SEAT – Noemí Salas	Annual report	<a href="http://www.seat.com">www.seat.com</a>	February 2022		Article
Post	SEAT – Nuria Fernández	SEAT social network		February 2022	Barcelona (Spain)	Post in social network
Journal article	SEAT – Marta Iglesias	Resources, Conservation & Recycling	<a href="https://www.journals.elsevier.com/resources-conservation-and-recycling">https://www.journals.elsevier.com/resources-conservation-and-recycling</a>	March 2022		Scientific article
Information in webpage	SEAT-Noemí Salas	VW Group Sustainability webpage	<a href="http://www.volkswagenag.com/en/sustainability.html">www.volkswagenag.com/en/sustainability.html</a>	March 2022		Article
Conference	TNO at Holst Centre – Corné Rentrop &/ Stephan Harkema	LOPEC	<a href="https://www.lopec.com/en/">https://www.lopec.com/en/</a>	22-24 March 2022	München, De	Presentation (abstract submitted), booth
Conference	TNO at Holst Centre – Stephan Harkema	International professional congress for plastics in cars	<a href="https://www.vdiconference.com/piae/">https://www.vdiconference.com/piae/</a>	30-31 March 2022	Mannheim, De	Visit, Networking (examining other contributions as well)

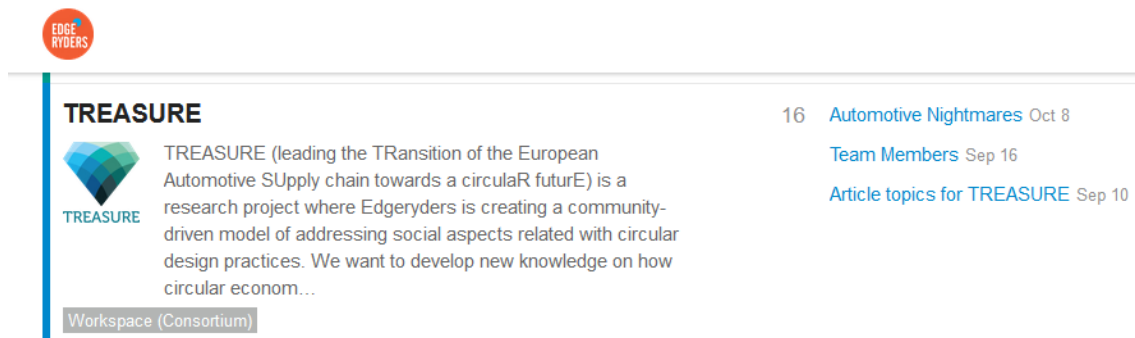
Conference	TNO at Holst Centre – Stephan Harkema	Folien + Fahrzeug / Plastic Films in Mobility 2022	<a href="https://www.skz.de/bildung/tagung/folien-und-fahrzeug-plastic-films-in-mobility">https://www.skz.de/bildung/tagung/folien-und-fahrzeug-plastic-films-in-mobility</a>	05/10 - 11.05.2022	Würzburg, De	Presentation, booth
Conference	POLIMI – Paolo Rosa	ICE/ITMC Conference 2022	<a href="http://www.ice-conference.org/Home.aspx">www.ice-conference.org/Home.aspx</a>	June 2022	TBD	Participation, distribution of communication material, paper presentation
Conference	UNIZAR - Alicia Valero, Ricardo Magdalena	ECOS 2022		June 2022	Copenhagen, Denmark	Paper presentation
Conference	SEAT – Marta Iglesias	SEAT Expert talks	<a href="http://www.seat.com">www.seat.com</a>	June 2022	Barcelona (Spain)	Project presentation
Event	SEAT – Marta Iglesias	Future Mobility Days		June 2022	Barcelona (Spain) / Wolfsburg (Germany)	Oral presentation
Conference	POLIMI – Paolo Rosa	IFIP 19 <sup>th</sup> Conference on Product Lifecycle Management 2022	<a href="http://www.plm-conference.org/en/">www.plm-conference.org/en/</a>	11-13 July 2022	Grenoble (FRA)	Participation, distribution of communication material, paper presentation
Conference	POLIMI – Paolo Rosa	Summer School Francesco Turco	<a href="https://www.summerschool-aidi.it/">https://www.summerschool-aidi.it/</a>	September 2022	TBD	Participation, distribution of communication material, paper presentation
Publication	SUPSI + some of WP2 partners	Journal of Cleaner Production (Elsevier) / Sustainability (MDPI)	<a href="https://www.journals.elsevier.com/journal-of-cleaner-production">https://www.journals.elsevier.com/journal-of-cleaner-production</a> <a href="https://www.mdpi.com/journal/sustainability">https://www.mdpi.com/journal/sustainability</a>	TBD	-	One or two scientific publications related to T2.1 and T2.2 results



Joint-newsletter	SUPSI	ENGINE (The European Digital Innovation Network)	<a href="http://www.engineinitiative.eu/">http://www.engineinitiative.eu/</a>	TBD	-	Participation, networking, presentation of TREASURE envisaged results
Workshop	SUPSI	TBD	<a href="https://circthread.com/">https://circthread.com/</a>	October 2022	TBD	Joint dissemination of project results (specifically related to the assessment framework development) with CircThread H2020 project consortium
Event	SEAT – Marta Iglesias	Innovation Days		October 2022	Barcelona (Spain)	Oral presentation
Seminars	UNIZAR – Alicia Valero	MMPP Criticality on the automotive sector and Treasure project		TBD	Spain	Oral presentation
Publication	UNIZAR-Ricardo Magdalena	Sustainable Metallurgy	<a href="#">Sustainable Metallurgy</a>	TBD		Scientific publication
Conference	SEAT – Marta Iglesias	Casa SEAT	<a href="http://www.seat.com">www.seat.com</a>	December 2022	Barcelona (Spain)	Project presentation, distribution of communication material

### 4.3. Edgeryders platform

Edgeryders platform was born in 2013 out of a Council of Europe research project, being an international community consisting of 7000 members in 80 countries. Its mission is to support diverse groups of people with the relationships, information, knowledge, tools and opportunities to accelerate the transition to a greener, more equitable and humane society for all. A dedicated space for TREASURE project has been set up, in order to develop engagement with the general public.



**TREASURE**

TREASURE (leading the TRansition of the European Automotive SUPply chain towards a circulaR futurE) is a research project where Edgeryders is creating a community-driven model of addressing social aspects related with circular design practices. We want to develop new knowledge on how circular econom...

Workspace (Consortium)

16 [Automotive Nightmares](#) Oct 8  
[Team Members](#) Sep 16  
[Article topics for TREASURE](#) Sep 10

## 5. Key messages

A tagline and a key message have been developed for the project, and have been also highlighted in the communication kit.

### 5.1. Tagline

A tagline is a one-sentence slogan that sums up the tone and premise of a brand or product or to reinforce the audience's memory of a product. The following tagline is the one to be used for TREASURE project:

**“Supporting the transition of the automotive sector towards circular economy”**

### 5.2. Key message

The key message can be translated into other languages for local dissemination purposes. For this stage of the project, the following key message has been prepared:

#### Key message

***TREASURE is a Research and Innovation Action co-funded by the European Commission under the H2020 programme willing to offer new opportunities for testing innovative technologies to make the automotive sector more circular.***

TREASURE has four main objectives:

- 1) ***Guaranteeing a sustainable use of raw materials in the automotive sector***, by reducing material supply risks
- 2) ***Adopting in practice the circular economy paradigm in the automotive sector***, by acting as demonstrators for the manufacturing sector
- 3) ***Offering better vehicle-related economic, environmental and social performances*** to all the end users
- 4) ***Creating new supply chains around End-of-Life Vehicles (ELVs)***, by focusing on a circular exploitation of raw materials embedded into cars.

In this way, TREASURE will concretely support companies in the automotive sector, by **demonstrating in practice the benefits obtainable from the adoption of the circular economy paradigm both from a business/supply chain and from a technological/sustainability point of view**, through the adoption of Industry 4.0 technologies in ELV management processes.

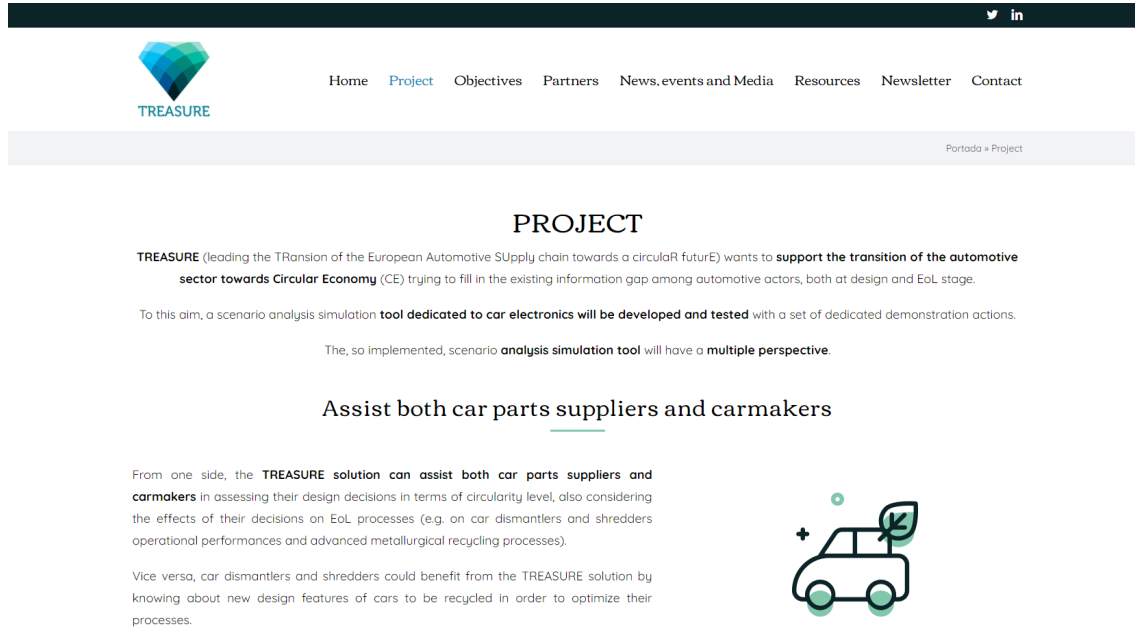
TREASURE is willing to reach three main results:

- 1) ***Developing an AI-based scenario assessment tool*** supporting the development of circular supply chains in the automotive sector
- 2) ***Representing a set of success stories*** in three key value chains of the automotive industry, as dismantlers/shredders, recyclers and manufacturers, by demonstrating the benefits coming from the adoption of CE principles in the automotive sector
- 3) ***Integrating Key Enabling Technologies (KETs)*** for the efficient design of car electronics and subsequent disassembly and materials recovery.

## 6. Annexes

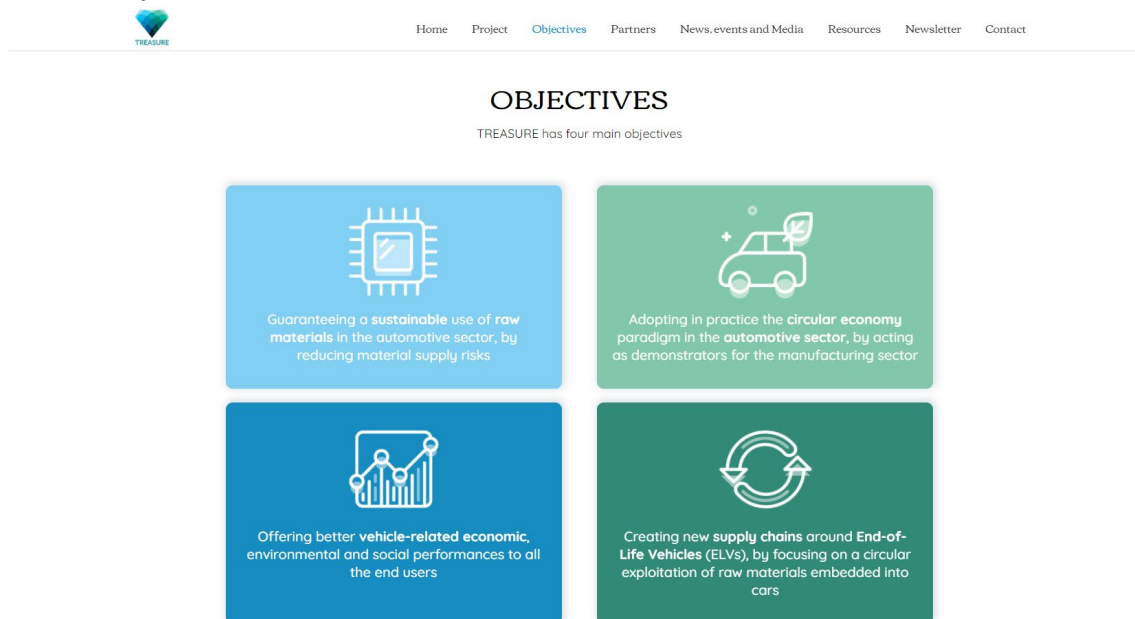
### 6.1. Webpage screenshots

#### 6.1.1. Project



The screenshot shows the 'PROJECT' page of the TREASURE website. At the top, there is a navigation menu with links for Home, Project, Objectives, Partners, News, events and Media, Resources, Newsletter, and Contact. The main heading is 'PROJECT'. Below it, the text states: 'TREASURE (leading the TRansition of the European Automotive SUpply chain towards a circularR futurE) wants to support the transition of the automotive sector towards Circular Economy (CE) trying to fill in the existing information gap among automotive actors, both at design and EoL stage. To this aim, a scenario analysis simulation tool dedicated to car electronics will be developed and tested with a set of dedicated demonstration actions. The, so implemented, scenario analysis simulation tool will have a multiple perspective. Assist both car parts suppliers and carmakers'. A sub-heading 'Assist both car parts suppliers and carmakers' is underlined. Below this, two paragraphs describe how the TREASURE solution can assist both car parts suppliers and carmakers in assessing their design decisions and how car dismantlers and shredders could benefit from the TREASURE solution. An icon of a car with a leaf and a plus sign is shown on the right.

#### 6.1.2. Objectives



The screenshot shows the 'OBJECTIVES' page of the TREASURE website. At the top, there is a navigation menu with links for Home, Project, Objectives, Partners, News, events and Media, Resources, Newsletter, and Contact. The main heading is 'OBJECTIVES'. Below it, the text states: 'TREASURE has four main objectives'. There are four objective cards arranged in a 2x2 grid:

- Guaranteeing a sustainable use of raw materials in the automotive sector, by reducing material supply risks** (Icon: Microchip)
- Adopting in practice the circular economy paradigm in the automotive sector, by acting as demonstrators for the manufacturing sector** (Icon: Car with leaf)
- Offering better vehicle-related economic, environmental and social performances to all the end users** (Icon: Bar chart with people)
- Creating new supply chains around End-of-Life Vehicles (ELVs), by focusing on a circular exploitation of raw materials embedded into cars** (Icon: Recycling symbol)

### 6.1.3. Partners



## PARTNERS

TREASURE consortium is coordinated by Politecnico di Milano and it is formed by a group of 15 organizations from 6 European countries (Italy, Netherland, Spain, Switzerland, Estonia, Latvia, France), which complement each other in terms of background knowledge, technical competence, capability of new knowledge creation and business and market experience where the project results can be readily exploited.

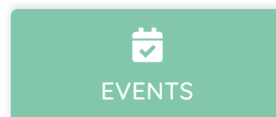


### 6.1.4. News, events and Media

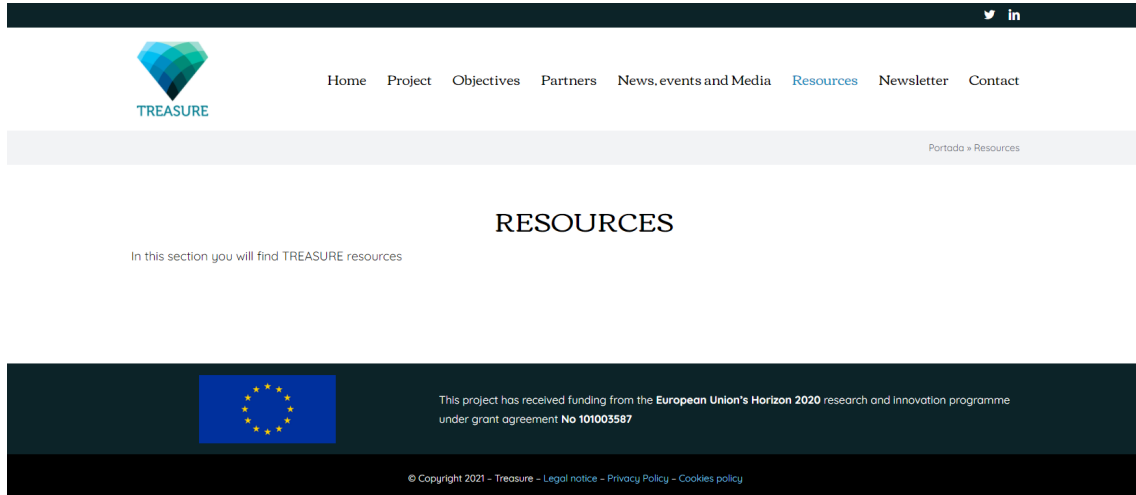


## NEWS, EVENTS AND MEDIA

In this section you will find the last news and events about TREASURE (leading the TRansition of the European Automotive SUPply chain towards a circulaR futurE)

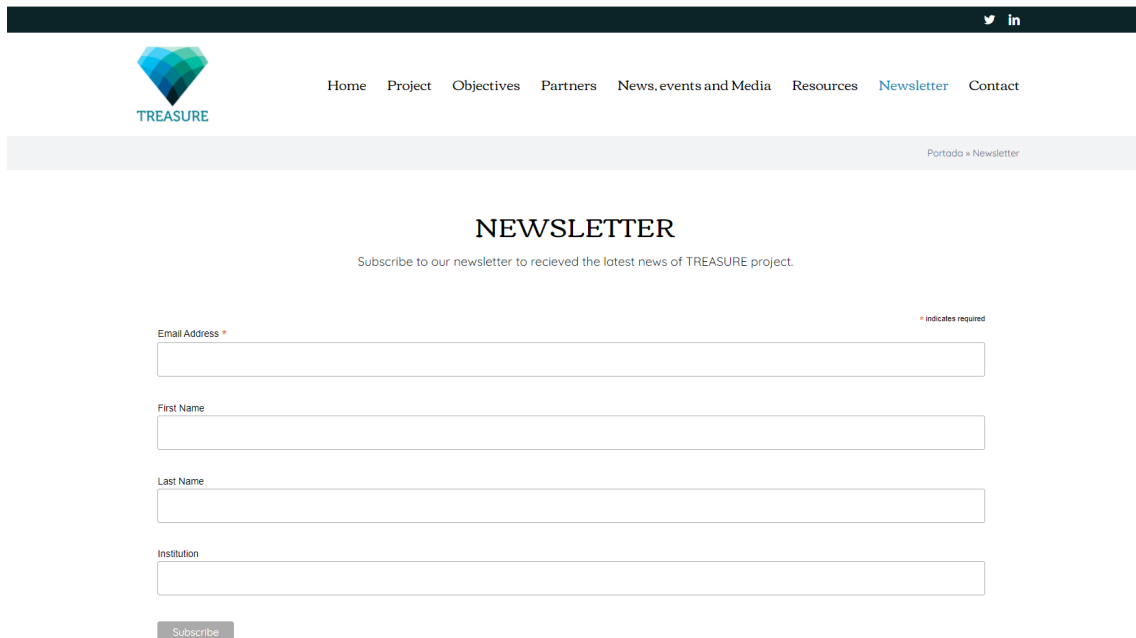


## 6.1.5. Resources




The screenshot shows the 'Resources' page of the TREASURE website. At the top, there is a dark navigation bar with the TREASURE logo on the left and social media icons for Twitter and LinkedIn on the right. Below this is a light grey breadcrumb trail: 'Portada » Resources'. The main heading is 'RESOURCES' in a large, bold, serif font. Below the heading, a small text line reads: 'In this section you will find TREASURE resources'. At the bottom of the page, there is a dark blue banner featuring the European Union flag on the left and the text: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101003587'. Below the banner, a small copyright notice reads: '© Copyright 2021 - Treasure - Legal notice - Privacy Policy - Cookies policy'.

## 6.1.6. Newsletter




The screenshot shows the 'Newsletter' page of the TREASURE website. It features a dark navigation bar at the top with the TREASURE logo and social media icons. A light grey breadcrumb trail reads: 'Portada » Newsletter'. The main heading is 'NEWSLETTER' in a large, bold, serif font. Below the heading, a text line says: 'Subscribe to our newsletter to recievel the latest news of TREASURE project.' Below this is a subscription form with four input fields: 'Email Address \*', 'First Name', 'Last Name', and 'Institution'. A small red asterisk with the text '\* Indicates required' is positioned to the right of the 'Email Address' label. At the bottom of the form is a 'Subscribe' button.


## 6.1.7. Contact

 [Home](#) [Project](#) [Objectives](#) [Partners](#) [News, events and Media](#) [Resources](#) [Newsletter](#) [Contact](#)

Portada » Contact

### CONTACT

  
info@treasureproject.eu

  
communication@treasureproject.eu

Follow us and share



## 6.2. Dissemination plan forms

### 6.2.1. POLIMI

Dates of the event:	8-10 September, 2021
Name of the event:	XXVI Summer School Francesco Turco – Industrial Systems Engineering “Industrial Systems Engineering amid change and uncertainty in the next normal”
Type of event: ( <i>On-site/Online</i> )	Online
Type of audience: ( <i>Research, Higher Education, Industry, General Public, Policymakers, etc.</i> )	Research, Higher Education, Industry.
Countries addressed / represented:	Italy
Partner responsible/involved:	POLIMI
Name of the TREASURE attendee:	Paolo Rosa
Activities at the event: ( <i>oral presentation, poster presentation, booth</i> )	Oral presentation
Title of presentation/paper: ( <i>if applicable</i> )	AIDI Circular Economy Workshop: the TREASURE project



### 6.2.2. UNIZAR

Dates-of-the-event:☒	20-21-September,-2021☒
Name-of-the-event:☒	'R+D+I-conference-for-the-mobility-of-the-future'☒
Type-of-event:-(On-site/Online)☒	On-site☒
Type-of-audience:-(Research,-Higher-Education,-Industry,-General-Public,-Policy-makers,-etc.)☒	Research,-Higher-Education,-Industry,-General-Public☒
Countries-addressed/-represented:☒☒	Spain-☒
Partner-responsible/involved:☒☒	CIRCE-Institute-(UNIZAR)☒
Name-of-the-TREASURE-attendee:☒☒	Alicia-Valero☒
Activities-at-the-event:-(oral-presentation,-poster-presentation,-booth)☒☒	Oral-presentation☒
Title-of-presentation/paper:-(if-applicable)☒☒	TREASURE-Supporting-the-transition-of-the-automotive-sector-towards-Circular-Economy☒

### 6.2.3. UNIZAR

Dates of the event:	2-3 September, 2021
Name of the event:	UNIZAR extraordinary course: "From combustion vehicles to electric vehicles. From CO2 and NOx to batteries and critical metals"
Type of event: <i>(On-site/Online)</i>	On-site
Type of audience: <i>(Research, Higher Education, Industry, General Public, Policymakers, etc.)</i>	Research, Higher Education, Industry.
Countries addressed / represented:	Spain
Partner responsible/involved:	CIRCE Institute (UNIZAR)
Name of the TREASURE attendee:	Alicia Valero, Guiomar Calvo, Marta Iglesias.
Activities at the event: <i>(oral presentation, poster presentation, booth)</i>	Oral presentation
Title of presentation/paper: <i>(if applicable)</i>	TREASURE: Supporting the transition of the automotive sector towards Circular Economy

#### 6.2.4. UNIZAR

### 1. SECTION 1: BEFORE EVENT ATTENDANCE

Dates of the event:	24/09/2021
Name of the event:	European <u>Reserchers' Night</u>
Name of event organizer:	UNIZAR
Type of event: <i>(On-site/Online)</i>	On site
Website link of the event:	<a href="https://ucc.unizar.es/noticias/la-ciencia-llegara-al-corazon-de-zaragoza-huesca-y-teruel-el-viernes-24-de-septiembre-en-la">https://ucc.unizar.es/noticias/la-ciencia-llegara-al-corazon-de-zaragoza-huesca-y-teruel-el-viernes-24-de-septiembre-en-la</a>
Type of audience: <i>(Research, Higher Education, Industry, General Public, Policymakers, etc.)</i>	Research, General Public
Countries addressed / represented:	Spain
Partner responsible/involved:	UNIZAR-Circe Institute
Name of the TREASURE attendee:	Guiomar Calvo, Ricardo Magdalena, Yolanda Lara
Activities at the event: <i>(oral presentation, poster presentation, booth)</i>	Oral presentation, <u>Demonstration</u>
Title of presentation/paper: <i>(if applicable)</i>	"Europe Corner: Making the automotive industry more circular"

### 6.2.5. TNO

Dates of the event:	9,10,11 November 2021
Name of the event:	Automotive Interior Expo
Name of event organizer:	<u>UKi</u> Media & Events, a division of UKIP Media & Events Ltd
Type of event: <i>(On-site/Online)</i>	On-site
Website link of the event:	<a href="https://automotive-interiors-expo.com">Automotive Interiors Expo Europe 2021   Home (automotive-interiors-expo.com)</a>
Type of audience: <i>(Research, Higher Education, Industry, General Public, Policymakers, etc.)</i>	Industry mostly, some Research
Countries addressed / represented:	Europe mostly, to a lower degree other continents (e.g. America, <u>Azia</u> )
Partner responsible/involved:	TNO
Name of the TREASURE attendee:	Stephan Harkema
Activities at the event: <i>(oral presentation, poster presentation, booth)</i>	Oral presentation (Ashok Sridhar, <u>sr</u> business developer TNO at Holst Centre on behalf of S. Harkema) & booth
Title of presentation/paper: <i>(if applicable)</i>	Smart surfaces for automotive interiors enabled by printed electronics

## 7. Abbreviations

DP	Dissemination Plan
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