



TREASURE

D7.2: Dissemination plan (2nd version)

30/11/2022 (M18)

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Technical References

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EXECUTIVE SUMMARY

Deliverable D7.2 *“Dissemination plan – 2nd version”* is a public document of the TREASURE project, delivered in the context of WP7 (Tasks 7.1 and 7.2).

The present deliverable is an update of the previous dissemination plan submitted, intended as a concise report on the actions performed from Month 1 to Month 18 and activities planned until the end of the project (M36).

We highlight the following dissemination activities during the reported period: 15 contributions in conferences/workshops and 8 participations in industrial events (some of them of high impact such as: Raw materials week; World touring car cup; ELV Spanish national conference or SEAT *“Go to zero week”*), more than 1.500 visits to the webpage and 178 followers in a professional network (LinkedIn).

Moreover, a dedicated special issue in the Journal Sustainable (MDPI) has been promoted. The title is: *“Circular Vehicles – Sustainability and Resource Efficiency-Related Improvements in the Automotive Sector”* led by POLIMI and UNIZAR and it is already open for submissions. This special issue will be a channel where specific contributions about project activities will be published in 2023.

For the next half of the project, specific dissemination activities are envisaged to be implemented: workshops, videos, and summer school courses.

Finally, the main challenges for dissemination and communication for the next 18 months are: (1) To balance the involvement of all partners in dissemination activities showing the results and impacts of key project activities as pilot plant results or TREASURE platform; (2) To publish the results achieved in scientific journals or conferences; (3) To make links between TREASURE and other relevant networks and projects and (4) To make an impact on the automotive sector with the results of the project once they can be published.

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1. Introduction

This report presents the dissemination results obtained in the first 18 months of the project and the main activities planned for the second part.

Tasks within WP7 started on month 1 and will be performed beyond the end of the project with the aim:

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 specific objectives of communication and dissemination activities are:

- 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 beneficiaries in the consortium and setting up a TREASURE startup.

The overall goal of this report is to show the activities developed, present future actions, and lessons learned from the first half of the project.

2. Dissemination and communication activities M1-M18

Table 1 shows an overview of the KPIs related to the dissemination and communication activities with the corresponding achieved figures during this period.

Table 1. Summary of the results of the different KPIs until M18

Channel	Objective	Related KPI
Website	Interest generated towards the value chain and other stakeholders (including the public at large)	1.5K visits <i># of hits per page:</i> Home – 1.708 Project- 364 Partners - 358 Objectives - 247 News - 202 News, events and Media - 143 Newsletter - 140 Resources - 101 Contact- 94 Events - 84 <i># of references of the website on other sites</i> Organic Search - 769 Direct - 624 Referral - 82 Organic Social - 52 Unassigned - 27 Email - 8
Social media	Interacting with the general public through Twitter, Facebook, LinkedIn, YouTube profiles	<i>LinkedIn</i> 178 followers 20 posts 355 views of promoted post
Journal articles, magazines and newsletter	Publication intensity	2 scientific journal articles under review 2 newsletter 1 SEAT internal newsletter article
International/national conferences, seminars and workshops	Enlarge the interest in other sectors/areas, transferring knowledge, lessons learned and results	15 events
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	8 events: 1 as organizer - Circular economy in the new mobility ecosystem” organized by SEAT 7 as participants
Clustering with other national and EU initiatives	Connect with different networks, experts to share experiences, knowledge and best practices	3 other national and EU initiatives contacted – ECOMONDO, Club of Roma, EU plastic strategy

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	138 topics 13.932 visits
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In the next sections, the information about dissemination and communication activities is detailed.

2.1. Website

The website has been developed to provide a general overview of the project and to disseminate to wide audiences (scientific, industrial and the general public) the different activities that are performed within the project to foster circular economy practices in the automotive industry. Furthermore, it is used as a repository of the different materials (such as deliverables) generated within the project. The website can be accessed with the next link: <https://www.treasureproject.eu/>

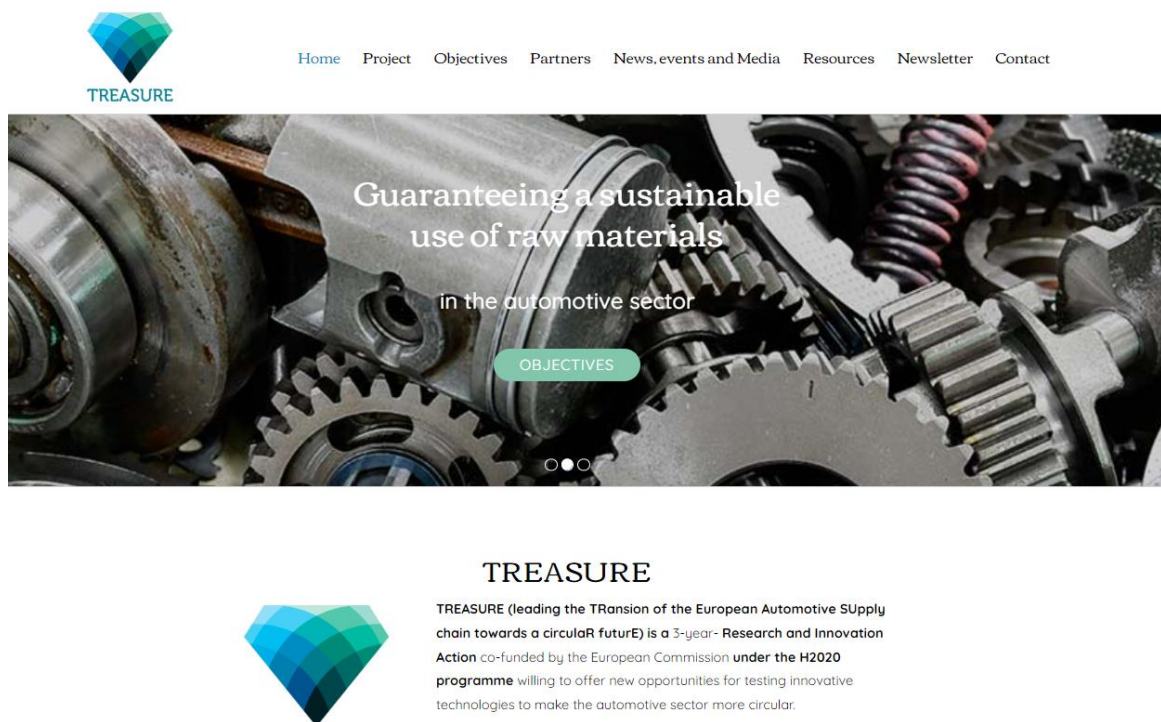


Figure 1. Screenshot of the main page of the Treasure website.

The webpage is periodically updated publishing all events where TREASURE partners have disseminated the project. These events can be checked in:

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

The public deliverables already submitted will be uploaded in the platform, once they are validated by the project officer.

2.2. Social media

The project has been especially active in the professional network (LinkedIn) where 20 posts have been published since the creation of TREASURE profile.

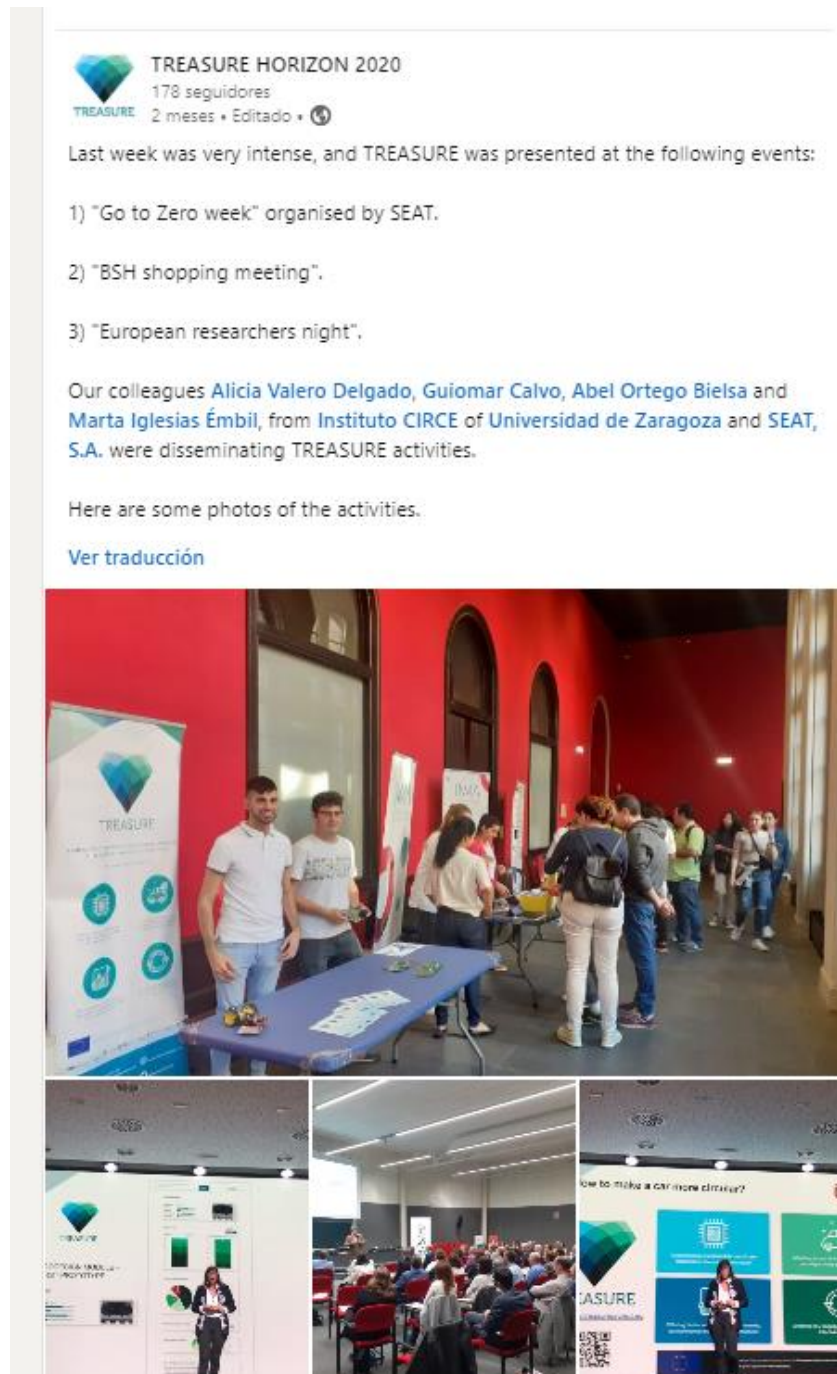


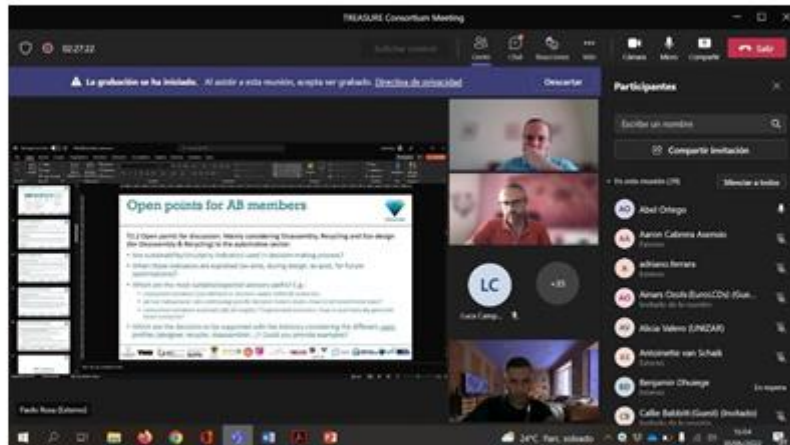
Figure 2: Post example published in LinkedIn

2.3. Journal articles, magazines and newsletter

Newsletters are sent every six months to subscribers (2 newsletters have already been sent), in which all the information regarding the project progress, participation in events and upcoming events to bookmark are summarized.

From the beginning of the project a newsletter is sent every 6 months. There were sent two newsletters in months 6 and 12 being planned a new one before the end of 2022.

NEWS:



Second General Assembly

30/06/2022

On 30 June, the second general assembly of the project was organized. In this meeting project partners shared the progresses of the project and heard the suggestions of the advisory board to improve the results and impacts.

EVENTS:



14/12/2021

[TREASURE partners visited MotorLand Aragón](#)



25/02/2022

[TREASURE partners visited](#)

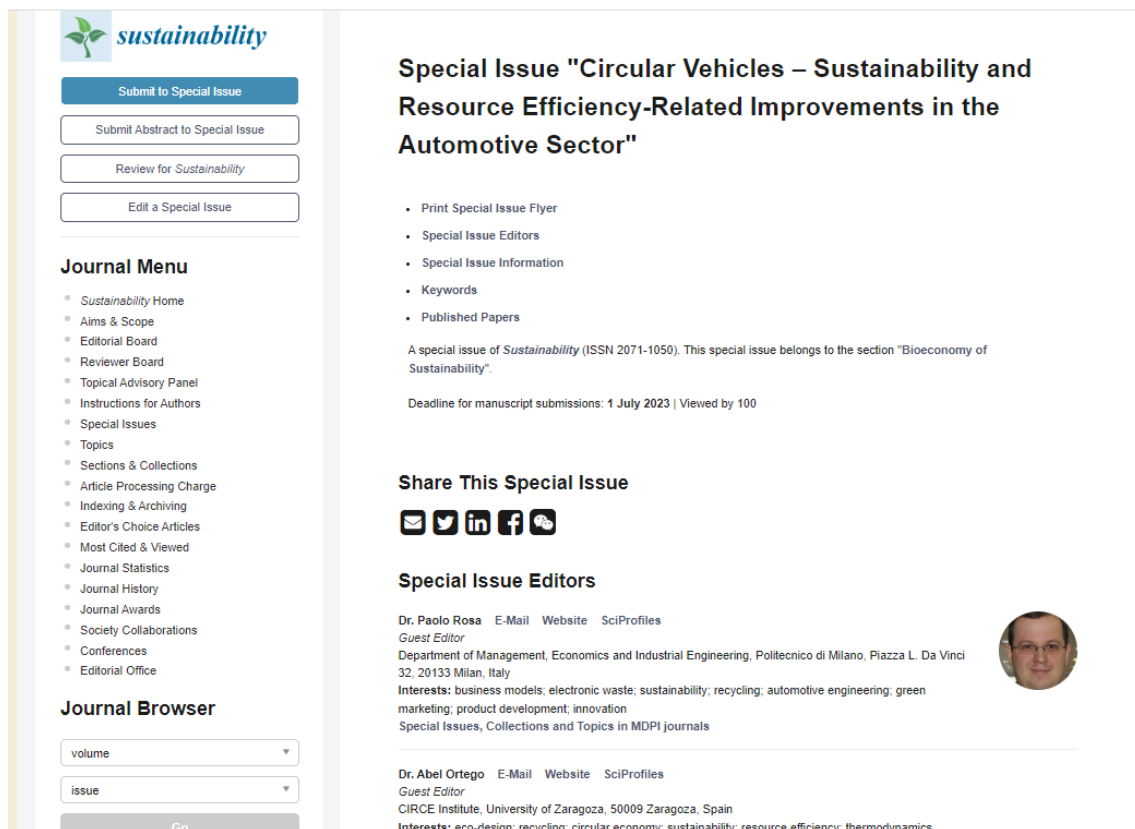
Figure 3: Part of the second newsletter sent on M12

Regarding scientific papers, two articles have been sent to scientific journals. Both of them are currently under review. Information about these publications is shown below.

Table 1: Articles under review

Title	Authors	Journal	Link with TREASURE activities
Criticality and recyclability assessment of car parts - a thermodynamic simulation-based approach	SEAT – UNIZAR - MARAS	Sustainability	Task 3.1, Task 3.3
Plastic characterisation of light-duty vehicles. Feedback to eco-designers.	SEAT - UNIZAR	Resources, conservation and recycling advances	Task 3.1 and Task 3.2

Finally three members of TREASURE (Paolo Rossa, Alicia Valero and Abel Ortego) act as guest editors in an special issue of the journal Sustainability (mdpi) focused on resources efficiency where scientific contributions derived from the project will be published.



The screenshot shows the journal's website interface. On the left is a sidebar with navigation options like 'Submit to Special Issue', 'Journal Menu', and 'Journal Browser'. The main content area features the title of the special issue, a list of links (Print Special Issue Flyer, Special Issue Editors, etc.), a share section with social media icons, and profiles for the guest editors: Dr. Paolo Rosa and Dr. Abel Ortego, including their affiliations and research interests.

Figure 4: Screenshot of the special issue dedicated to resource efficiency in the automotive sector

2.4. International/national conferences, seminars and workshops

In this field the following activities have been carried out:

Table 2: TREASURE participation in conferences, seminars and workshops

PARTNER & Responsible	Name of the event	WEBLINK	DATE	LOCATION
UNIZAR – Alicia Valero	Summer course – Motorland	http://cursosextraordinarios.unizar.es/noticias/comienza-la-edicion-de-septiembre-de-los-cursos-cex-en-motorland	sep-21	Teruel (Spain)
POLIMI – Paolo Rosa	Summer School Francesco Turco	https://www.summerschool-aidi.it/	sep-21	Virtual
POLIMI – Paolo Rosa	Cluster meeting of projects contributing to the EU Plastics Strategy	https://rea.ec.europa.eu/index_en	sep-21	Virtual
UNIZAR – Guiomar Calvo, Ricardo Magdalena, Yolanda Lara	European Resercher s' Night	https://ucc.unizar.es/noche-investigadores/2021	sep-21	Zaragoza (Spain)
UNIZAR – Alicia Valero and Abel Ortego	Aragón Radio	https://www.cartv.es/aragonradio/radio?play=podcast/122852	may-22	Zaragoza (Spain)
UNIZAR - Abel Ortego	International world touring car cup	https://www.fiawtcr.com/event/wtcr-race-of-spain-2022/	jun-22	Teruel (Spain)
Edgeryders – Stephen Harkema and Corné Rentrop	Holst Centre Innovation day	https://holstcentre.com/innovation-day/	jun-22	
UNIZAR - Alicia Valero, Ricardo Magdalena	ECOS 2022	https://ecos2022.dtu.dk/	jul-22	Copenhagen (Denmark)
POLIMI – Paolo Rosa	IFIP 19 th Conference on Product Lifecycle	www.plm-conference.org/en/	jul-22	Grenoble (France)

	Managem ent 2022			
UNIZAR – Abel Ortego	Symposiu m on Sustainabl e Minerals 2022	https://mei.eventsair.com/sustainable-minerals-22/	jul-22	Online
UNIZAR – Abel Ortego	Summer school	https://www.youtube.com/watch?v=uj6HUDK63s4	aug 2022	Pamplona (Spain)
UNIZAR – Abel Ortego	iCRS 2022	https://www.icrsconf.com/icrs-2022.html	aug 2022	Online
UNIZAR	European Researche rs night	https://lanochedelosinvestigadores.esciencia.es/	sep-22	Zaragoza (Spain)
UNIZAR – Ricardo Magdalena	Minerals to metals forum		oct-22	Cape Town (South Africa)
UNIZAR – Abel Ortego	Technopar k Motorland Aragón	https://www.youtube.com/watch?v=Kbd1BfD6PqM	nov-22	Teruel (Spain)

2.5. Industrial events in the reference sector, focusing on both professional and the general public

Table 3: TREASURE participation in industrial events

PARTNER & Responsible	Name of the event	WEBLINK	DATE	LOCATION
TNO at Holst Centre – Stephan Harkema	Automotive Interior Expo 2021	https://www.automotive-interiors-expo.com/en/	nov-21	Stuttgart (Germany)
TNO at Holst Centre – Corné Rentrop &/ Stephan Harkema	LOPEC	https://www.lopec.com/en/	mar-22	München (Germany)
TNO at Holst Centre – Stephan Harkema	Folien + Fahrzeug / Plastic Films in Mobility 2022	https://www.skz.de/bildung/tagung/folien-und-fahrzeug-plastic-films-in-mobility	may-22	Würzburg, (Germany)
Edgeryders- Stephen Harkema	Plastic film in mobility	https://www.skz.de/bildung/tagung/plastic-films-in-mobility	may-22	Eindhoven (Netherlands)
UNIZAR - Abel Ortego	ELV spanish conference	https://www.ifema.es/srr/notas-prensa/eventos-sigrauto-srr	jun-22	Madrid (Spain)
SEAT – Alicia Valero	Circular economy in the new mobility ecosystem” organized by SEAT	https://www.youtube.com/watch?v=yDOrIhrMQvY	sep-22	Barcelona (Spain)
UNIZAR – Alicia Valero	Raw Materials Week	https://www.eurawmateriasweek.eu/2022	nov-22	Brussels (Belgium)
SEAT - Marta Iglesias				
POLIMI – Paolo Rosa	World Manufacturing Forum 2022	https://worldmanufacturing.org/activities/world-manufacturing-forum-2022/	nov-22	Milan (Italy)

2.6. Clustering with other national and EU initiatives

Regarding clustering with other initiatives, TREASURE was present in the following three activities:

Table 4: Cluster activities

Title	Partners	Date
Cluster meeting of projects contributing to the EU plastics strategy.	POLIMI	Sep 2021
Cluster meeting on plastic attendance - Ecomondo	POLIMI - WALTER	Nov 2022
Cluster meeting with Club of Rome	UNIZAR	Nov 2022

2.7. EDGE platform: a dedicated TREASURE online space

Edgeryders platform was born in 2013 out of a Council of Europe research project, being an international community consisting of 7.000 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.

Since its creation, 138 topics have been created with 13.992 visits. The space topics can be consulted in: <https://edgeryders.eu/c/treasure/394>

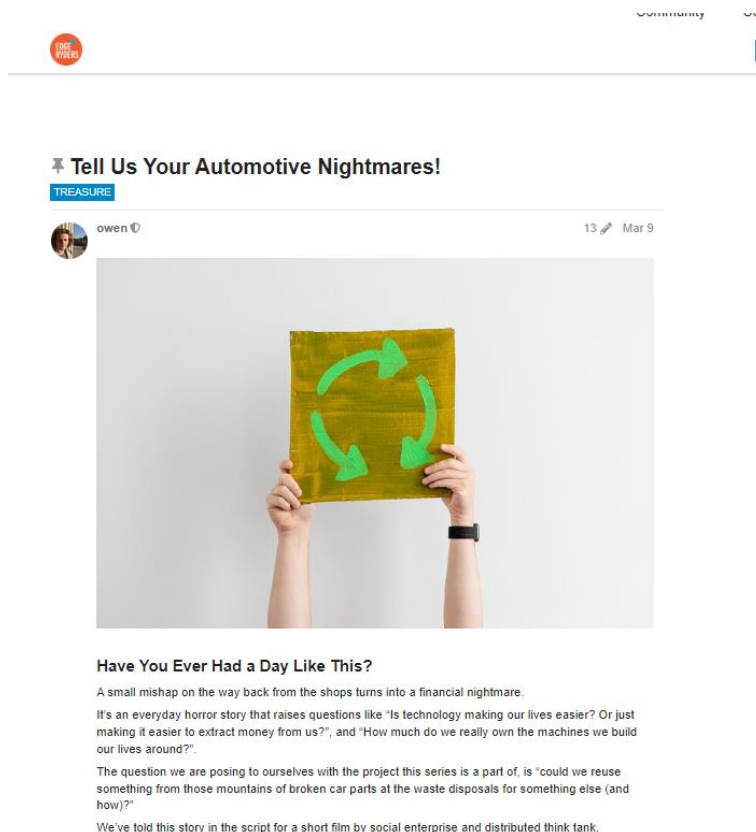


Figure 5: Example of one topic published in TREASURE online space available in EDGE platform

3. Dissemination and communication activities M18-M36

The following tables compile plan activities that are envisaged by TREASURE partners in the second half of the project. It should be mentioned that this list is periodically updated with the new dissemination activities carried out by the partners.

GENERAL INFORMATION						OBJECTIVE
TYPE	Responsible	Name of the event/journal	WEBLINK	DATE	LOCATION	Expected Dissemination CONTRIBUTION
Special issue – scientific papers	UNIZAR - POLIMI	Special Issue "Circular Vehicles – Sustainability and Resource Efficiency-Related Improvements in the Automotive Sector"	https://www.mdpi.com/journal/sustainability/special_issues/42J70E46H1	July 2023		Paper about tasks 3.1 and 3.3 – criticality and recyclability. (Currently under review)
Scientific paper	UNIZAR - SEAT	Resources conservation and recycling advances	https://www.sciencedirect.com/journal/resources-conservation-and-recycling-advances	April 2023		Paper about tasks 3.1, 4.7 – plastic characterization. (Currently under review)
Conference	UNIZAR	ECOS Conference	https://ecos2023.com/	June 2023	Las Palmas de Gran Canaria (Spain)	Conference
Scientific papers	Task leaders from WP3, WP4 and WP5	Cleaner production. Resources conservation and recycling. Sustainability.		Before May 2024		3 scientific papers



GENERAL INFORMATION						OBJECTIVE
TYPE	Responsible	Name of the event/journal	WEBLINK	DATE	LOCATION	Expected Dissemination CONTRIBUTION
Event	UNIZAR	TBD		March 2023	Sitges (Spain)	Cluster with other projects
Congress	UNIZAR	Environmental national Spanish congress	https://www.fundacionconama.org/	TBD 2023	Madrid (Spain)	Project presentation
Congress	UNIZAR	ELV national congress	https://www.sigrauto.com/	TBD 2023	Madrid (Spain)	Project presentation
Event	UNIZAR - SEAT	TBD	https://www.seat-mediacenters.es/smc/seat-sa/seat-sa-news/company/2022/Los-socios-de-Future-Fast-Forward-registran-el-proyecto-al-PERTE-VEC-con-la-ambicion-de-convertir-a-Espana-en-un-hub-del-vehiculo-electrico-en-Europa.html	TBD 2023	Zaragoza (Spain)	Cluster with other projects – Fast Future Forward (F3)
Conference	POLIMI	Summer School Francesco Turco 2023	https://www.summerschool-aidi.it/	TBD	Italy	Paper

GENERAL INFORMATION						OBJECTIVE
TYPE	Responsible	Name of the event/journal	WEBLINK	DATE	LOCATION	Expected Dissemination CONTRIBUTION
Conference	POLIMI	CARE INNOVATION 2023	https://www.careinnovation.eu/	May 2023	Austria	Paper
Conference	POLIMI	World Manufacturing Forum 2023	https://worldmanufacturing.org/	November 2023	Italy	Participation
Conference	POLIMI	ICE Conference 2023	https://blogs.ed.ac.uk/ice-2023/	June 2023	UK	Paper
Conference	POLIMI	Product Lifecycle Management Conference 2023	https://www.plm-conference.org/	July 2023	Canada	Paper
Conference	POLIMI	IARC 2023	https://www.icm.ch/	June 2023	Switzerland	Participation
Conference	POLIMI	CARE INNOVATION 2024		TBD	TBD	Paper
Conference	POLIMI	Summer School Francesco Turco 2024		TBD	TBD	Paper
Conference	POLIMI	World Manufacturing Forum 2024		TBD	TBD	Participation

GENERAL INFORMATION						OBJECTIVE
TYPE	Responsible	Name of the event/journal	WEBLINK	DATE	LOCATION	Expected Dissemination CONTRIBUTION
Conference	POLIMI	ICE Conference 2024		TBD	TBD	Paper
Conference	POLIMI	Product Lifecycle Management Conference 2024		TBD	TBD	Paper
Conference	SEAT - Marta Iglesias	ISIE Conference Leiden 2023	https://is4ie.org/resources/documents/68	3-7 July 2023	Leiden (Netherlands)	Oral presentation
Conference	TNO	LOPEC 2023	www.lopec.com	Feb 2023	Germany	Presentation
Conference	TNO	Folien & Fahrzeug 2023	Folien + Fahrzeug / Plastic Films in Mobility (skz.de)	April 2023	Germany	Booth
Conference	TNO	CARE INNOVATION 2023	https://www.careinnovation.eu/	May 2023	Austria	Paper

3.1. Other activities from M18 to 36

TYPE	Responsible	Month	Task	Brief description
Videos	UNIZAR	36	7.2	Communication activity to present the project and highlight the results obtained
Workshop and summer school	MOVEO	36	7.3	TREASURE will organize a 3-days workshop and summer school open to the community, involving industrial partners, regional RIS3 delegates and governance bodies (regions), as well as academic institutions. Project partners are also considering organizing the same type of event already in 2023, before the major one in 2024.
Report on clustering activities	MOVEO	36	7.3	This deliverable will describe how TREASURE builds a community that supports the innovation transfer and business and social aspects evaluation and enable further dissemination and exploitation of project results.

4. Internal strategy for a stronger dissemination in the next reporting period.

According to the quality standards established in the proposal and the continuous improvement in the different parts of the TREASURE project, it is expected a stronger involvement of all partners in the next half of the project.

Hence, in order to improve the impact of the project, the following activities are proposed:

- One post every two months – Each post will have a different responsible partner.
- Social media - All partners follow Treasure accounts and update them with all kinds of activities (a minimum of tweets and LinkedIn posts per partner will be requested).
- Social media - To expand the presence in Twitter.
- All partners will provide a Community manager contact to be active in nets.
- Brochure/roll up translation into local languages (under request).
- Meeting every 2 months to monitor the activities developed and the future planning.