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1. INTRODUCTION AND OBJECTIVE

This deliverable (D5.1) gives the in-depth information on the project materials prepared within the first nine months of the project to carry out the dissemination and communication activities of the project. The objective of these project materials is to facilitate the communication, dissemination and networking activities of project partners when interacting with stakeholders and the public. These documents will be updated throughout the PERCY project if needed.

An effective dissemination and communication strategy that identifies the main stakeholder types/categories with emphasis to identify and prioritize dissemination tools.

2. DISSEMINATION

2.1 DISSEMINATION AND COMMUNICATION STRATEGY

The communication and dissemination strategy for the PERCY project aims to ensure that the project's outcomes and practical results are as widely disseminated as possible to the targeted cluster communities at appropriate times and to those who can contribute to the development, evaluation, uptake and exploitation of the project outcomes. The strategy focuses on bringing the partnered cluster communities together.

The strategy of the dissemination and communication activities are to:

- Plan - Identify targets, messages, tools, and channels; to develop an adequate and effective communication and dissemination plan to ensure the best impact of project results.
- Design - Produce dissemination tools: design a comprehensive set of dissemination material (including the project logo) to ensure an easy identification and a major exposure of the project.
- Distribute and represent - Use the dissemination channels.
- Sustain - Ensure a persistent and long-lasting visibility of the project activities and outcomes. The dissemination plan ensures a proper communication in four main levels: local, national, European and International / outside Europe level. The first level will treat the dissemination in relation with the members of their respective clusters; the second level will raise awareness around the external interested wider audience.



Levels at which the DISSEMINATION STRATEGY will be implemented

Plan in the project	Each partner plans specific activities
<p><u>Local level</u></p> <p>The partners will start their dissemination activities using their existing channels and develop new ones in the following ways:</p> <ul style="list-style-type: none"> - demonstrate the objectives of the project to their colleagues within their own institutions - working with local SMEs to identify and prioritize needs - informing local SMEs about the project's objectives and results, as well as the value that can be gained by implementing an effective innovation management system. <p>Dissemination at local level will also focus on involving innovative companies in project activities.</p> <p>Activities will include participation in local events, distribution of promotional materials (online or offline) whenever possible, and publication of information in the local press and other channels, communication, and information sharing, etc.</p>	<p>1 - PCD, Denmark</p> <p>At the local level the following activities will take place:</p> <ul style="list-style-type: none"> - Circular Economy Forum meetings – a local meeting forum for companies with a special interest in plastics and recycling of plastics. Here various topics are dealt with and of course also the PERCY project. - PCD board meetings - which is held locally every quarter. Here the board members are updated on our current activities including the PERCY project. - Meetings with local business owners or directors, whom we involved in the PERCY interviews and surveys. <p>2 - Polymeris, France</p> <p>At the local level the following activities take place:</p> <ul style="list-style-type: none"> - General Assembly - which is held locally every year. Here the members are updated on our current activities including the PERCY project. - Meetings with local business owners or directors, whom we involved in the PERCY interviews and surveys. - Information is provided to our local financial partners (Regional Councils) and public local support <p>3 - SPK, Slovakia</p>



- Presentations at VUC (Self-governing regions
- Nitra, Presov, Trencin - where we present all our projects
- General Assembly - which is held locally (Nitra)
- Negotiations in regions with individual members or future members (with innovative companies)
- Interviews with business owners or directors, whom we involved in interviews and surveys
- In the case of possible off-line activities, such as training of employees of member companies, brief information is provided, as well as leaflets about the project.

4 - WFG Germany

The WFG reports the status of the project to colleagues in weekly team meetings so that they can also use the information in their communications with companies.

The project and its contents are presented to the supervisory board and the shareholders' meeting. In addition, the WFG holds seats on various local committees. Information about the project is also provided here in discussions.

- Discussions with entrepreneurs or business managers we have included in interviews and surveys, as well as with potential interested parties for the project.
- Information about the project is provided at face-to-face events (if possible), such as



	<p>training sessions. Information about the project is provided through newsletters, direct emailing to members, social media channels, and the homepage.</p>
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Plan in the project	Each partner plans specific activities
<p><u>National level</u></p> <p>The partners will expand the project by presenting it at national conferences or events organized by them or third parties through affiliated websites, social sites, and newsletters. Mainly in their own languages.</p>	<p>1 - PCD, Denmark</p> <p>At national level PCD will expand the PERCY project through the following actions:</p> <ul style="list-style-type: none"> - Danish Materials Network – a member-based network facilitated by PCD. In this forum a number of seminars, workshops and other meetings are held. National and international conferences and trade fairs are visited. All topics are related to materials technology, as all DMN members have large interest in such topics. - Presentation of project activities in own network and in other networks where PCD is a member: <ul style="list-style-type: none"> IDA Polymer – a division of the Danish Society of Engineers. - Ocean Plastic Forum - the purpose of the partnership is to gather different plastic litter contractors and partners in the solving of small as well as large turnkey projects. <p>All activities taking place in DMN is announced on the website: https://www.dmn-net.com/da/dansk-materiale-netvaerk/arrangementer and on LinkedIn.</p>



- Direct e-mails to members and non-members of DMN in relation to activities.

2 - Polymeris, France

As Polymeris is a national cluster with multiple locations, we can provide information about PERCY project at a national level using the following channels:

- Information about the project are provided through newsletters, direct emailing to members, social media channels, the cluster homepage and its own network called MyPolymeris.

- Regular updates on the project are provided during POLYMERIS International Club meetings gathering all our members interested in international matters.

- Presentations of the project are made at seminars and conferences organized by Polymeris such as “emerging projects days”

- An article on PERCY has been written in “Le Plastilien”, a specialized magazine from Polyvia, a French professional organization on plastics and composites (more than 1500 copies each month).

3 - SPK, Slovakia

- Presentation of project activities at national meetings, such as work in working groups, but also working meetings of clusters within the Union of Clusters <http://uksk.sk> (16 clusters) at SIEA (Slovak Innovation and Energy Agency (an organization directly managed by the



	<p>Ministry of Economy of the Slovak Republic) https://www.siea.sk, on the website.</p> <ul style="list-style-type: none">- Web page SPK (www.spklaster.sk) on web page - INOVUJME.SK https://www.inovujme.sk/sk/slovensky-klastrovy-monitor.- At conferences and seminars organized through SPK.- At conferences and seminars organized by the Slovak Business Agency (Memorandum of Cooperation)- Through the media of the Slovak Chamber of Commerce and Industry (www.sopk.sk).- SPK Annual Report https://portal.spklaster.sk/index.php/sk/spk/vyrocne-spravy-spklaster electronic form but also print form.- Plaster - SPK Newsletter https://portal.spklaster.sk/index.php/sk/spk/spravodaj-spklaster e-form but also in printed form.- Conferences organized from the position of the Ministry of the Environment / or the Ministry of Economy of the Slovak Republic.- LinkedIn and Facebook.- Print professional media aimagazine (https://portal.spklaster.sk/index.php/sk/spk/spravodaj-spklaster page 16), or Strojárstvo SK / Strojírenství CZ. These are print media that have an extension to the Czech Republic, so we can also consider the EU level.
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	<p>- Direct e-mailing to members, but also to non-members of SPK.</p> <p>4 - WFG Germany</p> <p>Presentation of the project at events/conferences/seminars organized by the WFG. For example, the Plastics Day, the Hydrogen Day or the Project Developer Day. Also at the Technology Day Toolmaking, Future Forum Automotive as well as the Alliance for Transformation in the Automotive Industry.</p> <p>Presentation of project activities at meetings of, for example, higher-level clusters such as "Automotive-BW" "e-mobil-bw" (electromobility) or events and working group meetings of the state agency for business promotion "Baden-Württemberg International" (Baden-Württemberg International is the central location promotion agency for business and science in the state of Baden-Württemberg).</p> <p>Ongoing exchange with ministries and their representatives of the state of Baden-Württemberg, as well as information to members of parliament of the state of Baden-Württemberg (state, federal, European).</p> <p>Information about the project is provided via direct E-Mail, newsletters, social media channels and the homepage.</p>
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Plan in the project	Each partner plans specific activities
<p><u>European level</u></p> <p>Partners will use their networks throughout the European Union to disseminate results and involve users in the project. These can be members of target groups, organizations interested in using training materials or other organizations that would like to work together in other ways. The partners will inform their network members about the project website as well as the project's Facebook page, where updated information on the progress of the project will be available.</p>	<p>1 - PCD, Denmark</p> <p>At European level PCD will use the following channels to disseminate information about the PERCY project at European level:</p> <ul style="list-style-type: none"> - Fairs and exhibitions - PCD has / has had part of Danish Trade Office exhibition stands at the Aluminum fair held in Düsseldorf, Germany. - Participation in European fairs as guests at selected fair stands. Especially the K trade fair in Düsseldorf, Germany and FEKUMA in Friedrichshafen, Germany. - Member of EUROPEAN COMPOSITES, PLASTICS AND POLYMER PROCESSING PLATFORM, ECP4 where PCD takes part in meetings and project building sessions. - Direct e-mailing with our PERCY partner organizations abroad (Germany, France and Slovakia). When relevant PCD will also be in contact with relevant contacts in other countries such as: Spain, Lithuania, Norway, Poland, and Italy. <p>2 - Polymeris, France</p> <p>Polymeris will promote PERCY project at European level through the following channels:</p> <ul style="list-style-type: none"> - Fairs and exhibitions, including Fakuma in Friedrichshafen and the K fair trade in Düsseldorf - Brokerage, matchmaking and B2B european events are also used for mentioning PERCY.



- The partners of the ELCA project, the other Cosme Go International project of Polymeris, have been made aware of Percy project and its updates. They are Polish, German, Italian and Spanish clusters.

3 - SPK, Slovakia

- Fairs and exhibitions - SPK has / had its own exhibition stands at the International Engineering Fair in Nitra (there it promotes all activities at the stand, including outputs from projects).

- Direct e-mailing with our partner organizations abroad (UK, Austria, Poland, Czech Republic)

- Direct e-mailing through its member and media partner ICOSA - PLASTICPORTAL <https://www.plasticportal.sk/sk> in CZ, PL but also HU. Also, passive information in news.

participation in international fairs as guests at selected fair stands (Engineering Fair Brno, fairs in Poland or Romania). If they were allowed. Of course, other international trade fairs, especially the K trade fair in Dusseldorf, or FAKUMA in Friedrichshafen.

- Projects are also presented at the (mostly international) seminar Trends in the Plastics Industry

- Bilateral negotiations or B2B activities (offline) with Austria, resp. Portugal.

- Communication with sales departments of foreign embassies accredited for the Slovak



	<p>Republic (especially the Dutch, partly Belgian and Portuguese, Hungarian and Austria).</p> <p>4 - WFG Germany</p> <p>Trade fairs and exhibitions: - WFG organizes a joint stand with companies at the International Plastics Trade Fair Fakuma in Friedrichshafen, as well as BlechExpo and MouldingExpo in Stuttgart and the Hanover Trade Fair, EuroBlech in Hanover (all activities at the exhibition are promoted there, including the results from projects).</p> <p>Participation in international trade fairs as guests at selected booths (BONDExpo and Motek, Global Automotive Components and Suppliers Expo in Stuttgart, International Suppliers Exchange in Wolfsburg). Participation in events, such as the Suppliers Day Baden-Württemberg, which also has an international audience.</p> <p>Communication of the project and results in the project consortia of the international projects EVOLUTE, AERCIV. The consortia include cluster representatives from various European countries, such as Spain, Italy, the Czech Republic, and Serbia.</p>
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Plan in the project	Each partner plans specific activities
<p><u>International level / outside of Europe</u></p> <p>The international level provides the project partners with a space to address and address current challenges in the international field of recycling and provides opportunities to</p>	<p>1 - PCD, Denmark</p> <p>At international level PCD will take the following actions to find partners outside Europe:</p>



<p>improve international cooperation between the various institutions and their interconnection. Ensuring dissemination (expansion and dissemination of the PERCY project) and establishing cooperation at the international level. In this way, the project partners will ensure the international dissemination of the project and project outputs outside the EU.</p>	<ul style="list-style-type: none"> - Assistance form Cluster Excellence Denmark to get in touch with institutions and clusters outside Europe. - Direct communication with foreign embassies and clusters to search for new cooperation partners. <p>2 - Polymeris, France</p> <ul style="list-style-type: none"> - Polymeris contacts in the US have been informed on PERCY project progress. - Most of the dissemination on the international level will take place within the WP3, during the missions with foreign partner clusters. <p>3 - SPK, Slovakia</p> <ul style="list-style-type: none"> - Information and communication with Turkey, Aegean Region Chamber of Industry, Izmir Chamber of Commerce and Aegean Plastic Industrialist Association - EGEPLASDER (Izmir) and Mazhar Zorlu Technical and Vocational High School (Izmir). - Establishing cooperation with Indian plastics companies in Brno at the international engineering fair, and currently very sporadic (rather none) cooperation with Korean companies in the Slovak Republic and partly with a Malaysian company in the Slovak Republic (rather Slovak companies with this capital). <p>4 - WFG Germany</p> <p>Currently few activities. But these will be increased during the project and adapted to the requirements and needs of the project.</p>
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Dissemination activities will be reported at each meeting and documents will be submitted for individual reports.

List of deliverables

Deliverable Number¹⁴	Deliverable Title	Lead beneficiary	Type¹⁵	Dissemination level¹⁶	Due Date (in months)¹⁷
D1.1	Evaluation plan	1 - PCD	Report	Public	2
D1.2	1st Technical Progress Report	1 - PCD	Report	Public	7
D1.3	2nd Technical Progress Report 2	1 - PCD	Report	Public	13
D1.4	3rd Technical Progress Report	1 - PCD	Report	Public	19
D1.5	Signed Partnership Agreement	1 - PCD	Report	Public	24

Timeline: 1. 28.02.2021, 2. 31.08.2021, 3. 28.02.2022, 4. 31.08.2022 attached to Progress Reports of the project.

2.4 COMMUNICATION

2.4.1 COMMUNICATION CHANNELS

The communication channels ensure the key message of the project is delivered adequately through appropriate activities.

Website, social networks, e-mails, newsletters, workshops - such as various conferences, fairs, professional meetings, bilateral negotiations, but also print or electronic media of other organizations (stakeholders).

Communication channels	Partner
Communication through Social Networks channels, such as Facebook and LinkedIn to communicate the project concepts and results.	Interest groups and business associations
Website	Public
Sets of promotional materials – Newsletter 1, Newsletter 2	Public, Cluster organisations, SMEs, scaling-up organisation

2.4.2 COMMUNICATION TOOLS

The PERCY consortium has prepared several communication tools to be shared with interested audience and foster dissemination and communication activities when participating in workshops, fairs, and exhibitions. The templates of each tool are available in “D5.1 – WP5”: – Dissemination and communication strategy

Project Logo -- PPT Template -- Word template -- Project graphic.

2.5 DISSEMINATION TARGETS

1. Mailing list - Each partner will use its internal mailing list for the project, to reach associates and wider audience; they will be used for disseminating project.
2. Workshops four local awareness raising workshops will be organised to enrol the visiting and hosting organisations. The target group of visitors will be informed about the benefits of the programme offered. Each partner has the responsibility to organize a workshop in its region and to disseminate the results with the rest of the partners.
3. Project website See D5.1 about project website.
4. Social media PERCY recognize the importance of communicating via social networks; therefore, essential news produced by the project dissemination activities will be circulated via social network profiles of the 4 partners of the project. LinkedIn and Facebook accounts were established for the project.
5. Newsletters will contain a description of the project with targets, expected results and benefits for SMEs, useful to ensure a public knowledge of the project. Visual communication is believed to help the recognition of the project by part of companies and stakeholders.
6. Workshops of the project will also disseminate its results through participation at these workshops at Local, National and European and International level.
7. Networking with other EU projects and initiatives PERCY will be disseminated to other EU projects funded under European Cluster Excellence Programme to promote the Project PERCY.

2.6 SPK AS A MAIN DISSEMINATION PARTNER

SPK will develop the graphic identity of the project (logo, ppt, word layout and Newsletters).

SPK will also develop a project website. The main text in English is provided by the coordinator.

Partners will have a direct link on their website to the project's website, which will be linked to the website of another social media site. Social networks:

SPK will create a social networking project. Social networks, Facebook, and LinkedIn, are a powerful, effective method and a well-known means of dissemination. All partners will be involved in social media activities to raise awareness and engage end users.

Facebook:

Account name: PERCY @PercyRecycling · Science, Technology & Engineering

Link: <https://www.facebook.com/PercyRecycling/>

LinkedIn:

Account name: PERCY

Link: <https://www.linkedin.com/company/71525848/admin/>

The SPK will also be responsible for compiling 2 newsletters (with input and content from all partners). Newsletters will be distributed in English.

D5.3 Newsletter / Website content 1 FEB 2022

D5.4 Newsletter / Website content 2 AUG 2022

2.7 WORKSHOPS AS A KEY EVENT TO DISSEMINATE THE PROJECT DISSEMINATION

The objectives of the workshops are:

- to disseminate the PERCY project and its results
- to receive feedback on the PERCY results
- to inform SMEs about the innovation management system
- to demonstrate the benefits through its implementation and motivate SMEs in further exploring it
- to promote an innovation culture among SMEs managers, staff, and stakeholders

Some suggested topics for the workshop to development of international partnerships:

- Four workshops with SMEs – to select 3-4 countries of interest
- SWOT analysis will serve as input for a consortium partner workshop where the consortium partners will develop a Partnership Agreement respecting the principles of the "European Strategic Cluster Partnerships – Going International"
- Restitution workshops Presentation of the learnings in the project, with specific focus on business opportunities for SMEs will be shared on seminars in each consortium partner country

2.8 OUTPUTS FROM THE DISSEMINATION

The objective of WP5 is to Define and implement the strategy for disseminating and promoting the progress and outputs of the project to ensure the widest possible dissemination e.g., key stakeholders at local, regional, national, and European level to gather input and feedback and to promote the awareness and experience. - ensure that dissemination of results, learning and results are communicated properly especially to the SME members of the consortium clusters. Giving the large audience and the multiplicity of potential communication channels, the digital form will be preferred to leverage as many SMEs as possible during and after the duration of the project. Special attention will be given to learnings about cultural differences that may be crucial for SMEs pursuing business opportunities in the target countries. - Raise interest and awareness around intra-clusters collaboration-related activities (e.g., about the developed cluster strategies and the partnership itself) among the relevant companies and all the relevant stakeholders.

3. PROJECT MATERIALS

The project materials developed are:

- 3.1 Project Logo
- 3.2 Project Graphic
- 3.3 Project Website
- 3.4 PPT Template
- 3.5 Word Template

All project materials were designed by using the official PERCY graphic, design, colors, and visual identity decided for the project since the start date.

The standards of PERCY visual identity are:

Font:	Fajalla one
Size:	< 11, 12
Font color:	Grey - Black
Title color:	Grey - Black
Project colors:	Multicolored (as per project logo)

3.1 PROJECT LOGO

The PERCY logo is described as a geometrical circle composed of different parts of elements, representing the International Cluster Cooperation.



The logo is available in the member / private communication area of the PERCY project created at STARTSIDE.com.

3.2 PROJECT GRAPHICS



3.3 PROJECT WEBSITE

3.3.1. INTRODUCTION AND PURPOSE

This deliverable (D5.1) demonstrates the overall structure of the project website (<https://percy.spklaster.sk/>). The purpose of this website is to communicate the information about PERCY and its activities including background information, contact details, dissemination activities (surveys, workshops, outputs) and the project outcomes to the internal and external stakeholders.



WHAT IS PERCY?

3.3.2. WEBSITE STRUCTURE

FONDEN PLAST CENTER Denmark

POLYMERIS France

SLOVENSKÝ PLASTIKÁRSKY KLASTER Slovakia

WIRTSCHAFTSFORDERUNG RAUM HEILBRONN GMBH Germany

Contact

Partners



Home

News & Events

Partners

Contact us

After the collection of all inputs from project partners, the website was attentively designed to have all necessary information to be communicated.



HOME

OUTPUTS

NEWS &EVENTS

PARTNERS

CONTACT US



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SPK, as work package Leader of WP5, has prepared the final version of Website content, all necessary text, images, and communication strategy, and all the other partners are committed to collect text materials and images to be uploaded to the Website. SPK has prepared a plan for the periodic update of the website: every partner, with a rotation system, must prepare news for the website specific section, allowing for a frequent update. Coordinator FONDEN PLAST CENTER Denmark and SPK as website manager, will be in charge of reminding the concerned partner about the preparation of the news when his turn approaches.

HOME

At the site's homepage the visitor is informed about the project objectives, consortium, and activities.

OUTPUTS

- Market analysis of strategic target countries and markets - Market survey on SME needs + Market survey on the target markets
- Development of International partnerships - Identification of potential partners + Partnership missions beyond Europe + 3 Memoranda of Understanding with at least 2 different sectors' clusters
- Strategic Road Map towards joint Internationalization - Joint Internationalization Strategy signed by the consortium partners



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PARTNERS

An overview of the consortium welcomes the visitors of the partner page.



WHAT IS PERCY?

Cooperation of 4 European clusters focused on recycling of materials and eco design in various industrial sectors.

Advanced materials are popular in use but difficult to recycle. The consortium partners have come together to explore how an intensified cluster and business network collaboration across borders can meet this challenge and exploit the international business opportunities related to the topic.

The consortium will meet the objective by development of a joint internationalization strategy towards countries outside Europe.



Plast Center Danmark

The Corporate Foundation **Plast Center Danmark** facilitator of the innovation network Danish Materials Network, is a corporate foundation, which was established in 2003 with the aim of being a local knowledge centre of plastics and polymers within the industry. **LEAD PARTNER**

<https://plastcenter.dk/>



Polymeris is French elastomers and polymers materials cluster, engaged in innovation for materials with unique properties that bring an essential contribution to comfort and safety, and therefore well-being.

<https://www.polymeris.fr/en.html>



SLOVENSKÝ PLASTIKÁRSKY KLASTER

SLOVENSKÝ PLASTIKÁRSKY KLASTER (SPK) is an interest association of legal persons in the field of plastics processing and related industries in the Slovak Republic.

<https://portal.spkcluster.sk/index.php/sk/>



Wirtschaftsförderung Raum Heilbronn GmbH is an umbrella organization for three clusters: **KunststoffDIALOG**, **MetalDIALOG** and **AutomotiveDIALOG**. **KunststoffDIALOG** is the polymer cluster of the economic region Heilbronn.

<https://wfgheilbronn.de/>



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3.4 PPT TEMPLATE



International Cluster Cooperation
for Recycling of Polymers



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Project Name:

International Cluster Cooperation for Recycling of Polymers

Title: International Cluster Cooperation for Recycling of Polymers

Topic: Clusters Go International – Supporting preparatory actions for the
establishment and shaping of new European Strategic Cluster Partnerships for
Going International

Granted by: Executive Agency for Small and Medium-sized Enterprises

Project number:
NUMBER 951200 — PERCY

International Cluster Cooperation for Recycling of Polymers
Grant Agreement number: 951200 — PERCY — COS-CLUSINT-2019-3-01



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International Cluster Cooperation for Recycling of Polymers
Grant Agreement number: 951200 — PERCY — COS-CLUSINT-2019-3-01

Thanks For Your Attention.



International Cluster Cooperation
for Recycling of Polymers



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3.5 WORD TEMPLATE



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PERCY
Recycling of Polymers

Hlavička

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Päta

1

International Cluster Cooperation for Recycling of Polymers
Grant Agreement number: 951200 — PERCY — COS-CLUSINT-2019-3-01

4. DISSEMINATION MANAGEMENT

The dissemination materials developed serve the proper management of the dissemination, to bring project results to key target groups effectively and improve the visibility of results to different stakeholders. The dissemination plan is managed by the STARTSIDE.com - mutual project PERCY platform Office 365.

Based on the role assigned in each WP, each partner will support the dissemination activities by:

- Producing dissemination material
- Managing the means/tools to support dissemination activities
- Coordinating and managing the relevant activities that deal with the partner's work or applications
- Managing the partner's internal and inter-organizational dissemination issues
- Organizing workshops

The Dissemination WP leader will be responsible for the coordination of dissemination activities throughout the project in cooperation with the Consortium as a whole.

The proper management of the dissemination brings the project results to key target groups effectively and improve the visibility of the relevance of results.

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