



**ONE EARTH
DISSEMINATION,
COMMUNICATION PLAN (V1)
Deliverable 6.1**

November, 2024



Funded by
the European Union

General Information

GA Number: 101135559
 Start date of project: 01/06/2024
 Project Duration: 4 years

Type and dissemination level of the Deliverable		
Document type	Document, Report (R)	X
Dissemination level	Public (PU)	X

Lead Beneficiary	PEDAL Consulting
Author(s)/Organisation(s)	Olga Verghes (PEDAL)
Contributor(s)	All partners
Work Package	WP6: Dissemination, communication and exploitation
Reference period	RP1
Delivery date (DoA)	30/11/2024 M6)
Submission date	29/11/2024

Document Revision History			
Date	Version	Author/Contributor/Reviewer	Summary of Main Changes
31/10/2024	0.1	AUTHOR	Draft structure distributed for review
15.11.2024	0.2	AUTHOR	Feedback incorporated
28.11.2024	0.2	AUTHOR	Pre-final draft delivered for final review
13.12.2024			Final submission

ONE EARTH Consortium			
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ONE EARTH

Grant Agreement: 101135559
Funding Scheme: Call: HORIZON-CL6-2023-CIRCBIO-02
(Circular economy and bioeconomy sectors)
Topic: HORIZON-CL6-2023-CircBio-02-3-two-stage
Type of Action: HORIZON-RIA
(HORIZON Research and Innovation Actions)

Start Date of Project: 01 Jun 2024
Project end date: 31 May 2028

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List of Abbreviations and Acronyms	
BG	Background
CA	Consortium Agreement
D&C	Dissemination and Communication
DCP	Dissemination and Communication plan
EC	European Commission
EPC	European Patent Convention
FG	Foreground
GA	Grant Agreement
GDPR	General Data Protection Regulation
IP	Intellectual Property
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
M	Milestone
NDA	Non-disclosure agreement
NGOs	Non-governmental Organization
PR	Project Result
R&D	Research and Development
SEO	Search Engine Optimisation
SMA	Social Media Accounts
WIPO	World Intellectual Property Organization
WP	Work Package

1. Introduction

The ONE EARTH project aims to create a circular value chain by developing innovative bio-based solutions transforming and valorizing residual biomass of animal origin. The process will provide for production of valuable products for the cosmetic, agricultural, feeds industries, and beyond. By integrating marine and terrestrial biomass in a circular economy approach, it will promote sustainability and a self-reinforcing carbon cycle.

The Dissemination and Communication Plan (D6.1) will be established at the project's outset and updated as it progresses to maintain relevance and effectiveness. Key stakeholders for dissemination are segmented into specific target groups, which are outlined in the plan's sections and tables to enable focused communication efforts.

The Lead Partner will coordinate the Communication Committee and will be responsible for defining the dissemination and communication activities in collaboration with all WP leaders.

The current document constitutes the initial version of the Dissemination and Communication Plan (DCP), that is drafted in the early stages of the project (by M6) and will be updated periodically (at M24 and M47).

The document will establish the ONE EARTH identity and promotional materials, define dissemination channels, refine target groups, identify key events, and set evaluation criteria (KPIs) for effective dissemination and communication activities.

A preliminary outline can be found in chapter 4 and all the communication and dissemination activities and materials will align with the project's communication strategy, establishing the visual identity and brand framework for ONE EARTH. This will include the project logo, standards manual, and templates for letterhead, Word documents, PowerPoint presentations, and email signatures.

The consortium of ONE EARTH consists of 14 partners across 9 different European countries. All the consortium partners adhere to sound data management principles to ensure that the meaningful data collected, processed and/or generated throughout the duration of the project is well-managed, archived and preserved

PEDAL CONSULTING SRO (PC) is responsible for the elaboration of the DCP and with the support of all partners will update and enrich it when required.

Annexed in the document are the project's Event Reporting Template (Annex I), the Event Feedback Questionnaire (Annex II) and Brand Manual (Annex III) which will be used during the implementation of the project's activities to ensure compliance with relevant applicable EU and national regulation(s).

2. Objectives

The current document, titled Dissemination and communication plan, 1st version (DCP) has been elaborated within the framework of the ONE EARTH project which is co-funded by the European Union's Horizon Europe framework programme under Grant Agreement No. 1011333559.

In this context, the main objectives of the DCP are to offer partners a set of guidelines, responsibilities and timelines on how/when/where to disseminate the project, as well as to encourage them to use

their channels (corporate websites, social networks, etc) to support the dissemination, with the main goal of gathering the ideal conditions to:

- Raise awareness of the project activities and events;
- Communicate and disseminate the findings and results among ONE EARTH target groups;
- Identify and use the right channels to efficiently communicate with the target groups and stakeholders (including the identification of events, social media networks, press releases, multiplier organisations, etc.).
- Produce the necessary supporting material to ensure an effective dissemination, including printed material (i.e. brochure, poster, roll-up, goodies...) and digital materials (videos, infographics...).
- Create a link to other existing projects within the same scope;
- Facilitate regular communication, through press releases and newsletters, to inform about the latest news and developments of the project to the media.

In addition, ONE EARTH partners focus on producing results that will be sustainable after the project's completion and ensuring that innovative ideas, methodologies, and results of the project will be fully identified, preserved and considered in terms of wider availability to all relevant stakeholders and, where applicable, commercialization potential.

3. Structure

The first 3 chapters include general introduction to ONE EARTH and the objectives of the DCP with a short description of its structure. Afterwards the DCP has the following parts:

Dissemination and Communication (Chapter)

- **Subchapter 4.1, 4.2 and 4.3** presents the strategy – the respective steps to be followed in the process of planning, realization and assessment of effective communication and dissemination of project results.
- **Subchapter 4.4 describes** different tools and channels for the project communication and dissemination such as web platforms, newsletters, social media, events or promotional video and how they are planned to be used.
- **Subchapter 4.5** matches the most suitable tools and channels identified in chapter 4.4 with each respective target group of ONE EARTH.
- **Subchapter 4.6** identifies both ONE EARTH and external events.
- **Subchapter 4.7** describes the planned collaboration with relevant projects and initiatives.
- **Subchapter 4.8** proposes indicative timeline for the creation of main dissemination materials that will be created by the project as well as general timeline for dissemination and communication activities to be produced per project month.
- **Subchapter 4.9** presents the monitoring and evaluation methods used to track dissemination and communication activities.

Finally, the Annexes of the DCP include graphic templates to be used in the project communication. The ONE EARTH Dissemination and Communication Plan will be updated and further elaborated on a systematic basis throughout the project. Specifically, at the initial stages of the project (at M6) and will be periodically updated (at M24).

4. Dissemination and Communication Plan

4.1 The Strategy

The strategy focuses on establishing and executing a realistic dissemination and communication plan in line with the progress of the project and the utilisation of appropriate tools, channels and actions to communicate with the target audiences in a defined timeline. It is designed to maximize the project's visibility, engage stakeholders effectively, and promote understanding of its goals and outcomes

To achieve dissemination and communication objectives in a timely and adequate manner, ONE EARTH consortium will follow the roadmap below:

- Planning of Activities (M1 – M6): Identify the communication and dissemination strategy and plan to ensure the best impact of project's outcomes (Task 6.1).
- Implementation Phase (M1 – M48): Produce a comprehensive set of tools (supports and channels) to diffuse key messages extracted from the project results to the identified targeted groups (Task 6.1).
- Monitoring Activities (M1 – M48): Carefully analyze and assess the impact and success of dissemination activities against pre-established key performance indicators (KPIs).
- Visibility and Synergy (M1 – M48): Identify and establish mechanisms needed to ensure persistent and long-lasting visibility of ONE EARTH outcomes. Facilitate a structured dialogue between consortium partners and selected stakeholders to maximize the project's outreach and impact (Task 6.3 and Task 6.4).
- Knowledge transfer (M1 – M48): Ensuring that elements of excellence of the project can be re-used and replicated in other projects (Task 6.2)

4.2 Target Audience and dissemination and communication objectives

The general objectives of the communication and dissemination common to all project target groups including the broad public are:

- creating awareness, making the project, its vision and activities known among its target groups;
- disseminating the achievements of the project; and
- demonstrating the benefits and impact of ONE EARTH solutions to foster the sustainable diversification of EU bio-based solutions system

The key stakeholders of ONE EARTH with more specific dissemination and communication objectives to be passed can be segmented in the target groups outlined in Table 1.

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Target Audience	Dissemination objectives	Communication objectives
Researchers and Developers	<ul style="list-style-type: none"> • Share ONE EARTH bio-based solutions • Enhance Knowledge on Sustainable Practices • Facilitate Access to Technical Resources • Support Policy and Regulatory Engagement • Share public deliverables: D2.3, D2.6, D2.11, D3.1, D3.2, D3.4 	<ul style="list-style-type: none"> • Communicate and receive feedback on ONE EARTH solutions • Receive feedback on public deliverables • Receive feedback on ONE EARTH Stakeholder database • Promote Research Collaboration
Policy Makers	<ul style="list-style-type: none"> • Expand the information about ONE EARTH objectives through stakeholders' own networks thanks to common communication goals - raising awareness about sustainable and diversified bio based solutions • Share Policy Recommendation Briefs D5.5, D5.6 	<ul style="list-style-type: none"> • Communicate and receive feedback on ONE EARTH solutions • Expand the ONE EARTH mailing list (newsletter)
Commercial Actors	<ul style="list-style-type: none"> • Expand the information about ONE EARTH objectives through stakeholders' own networks thanks to common communication goals - raising awareness about bio based solutions • Share Life Cycle Assessment (LCA) • Share Socio-economic and circularity assessment 	<ul style="list-style-type: none"> • Communicate and receive feedback on ONE EARTH biobased solutions • Receive feedback on the ONE EARTH Stakeholder database • Expand the ONE EARTH mailing list (newsletter) • Increased cooperation and awareness across circular bio-based value chains, including waste managers, biomass feedstock providers, bio-based (process) industry, end-users and the civil society
Civil Society	<ul style="list-style-type: none"> • Share the information about ONE EARTH objectives and results • Enhance Knowledge on Sustainable Practices 	<ul style="list-style-type: none"> • Increase public involvement and spread information about ONE EARTH biobased solutions • Expand the ONE EARTH mailing list (newsletter)

Media	<ul style="list-style-type: none"> Expand the information about ONE EARTH objectives and results 	<ul style="list-style-type: none"> Raise Public Awareness of ONE EARTH Highlight Innovative Research and Achievements Engage a Broad Audience Promote cooperation and awareness across circular bio-based value chains, including waste managers, biomass feedstock providers, bio-based (process) industry, end-users and the civil society Promote ONE EARTH bio-based solutions Enhance Knowledge on Sustainable Practices
End-users	<ul style="list-style-type: none"> Expand the information about ONE EARTH objectives Share ONE EARTH bio-based solutions Enhance Knowledge on Sustainable Practices 	<ul style="list-style-type: none"> Raise Public Awareness of ONE EARTH Communicate and receive feedback on ONE EARTH biobased solutions Engage a Broad Audience

Table 1 List of ONE EARTH target groups with D&C objectives

4.3 Brand Strategy

A project's visual identity is a collection of elements that establishes its unique graphic style, ensuring consistent communication and cohesive promotional materials throughout the project's duration.

With the above-mentioned in mind, PEDAL developed a visual identity for the ONE EARTH project:

- Deliverable, brochure and presentation's templates
- Stationery (poster and roll-up)
- Logo

ONE EARTH has a logo, all its visual materials designed and created by PEDAL. The logo serves as a visual representation of the project's goals and values. The Brand Manual for ONE EARTH (Annex III) contains guidelines regarding the proper usage of the logo and visual identity.

4.4 Tools and Channels

4.4.1 Website

The ONE EARTH website, scheduled to launch in M3 (August 2024), serves as the primary digital platform to share project information with a broad audience. Designed to be user-friendly and engaging for stakeholders, it will feature key insights into the project's approach, objectives, and details about the Consortium.

The initial splash page of the ONE EARTH website was launched as a landing page at the URL: <https://www.oneearth-project.eu/>

Having a landing page at the very early stage of the project allowed the Consortium to fully leverage on social media channels and build initially community of the project.

The website will offer free downloads of all public deliverables, dissemination materials, and newsletters, along with a dedicated link to the ONE EARTH Stakeholder Platform. Partners are encouraged to contribute relevant content to support the website's development, maintenance, and updates, ensuring visitors stay informed about the project's activities and outcomes.

As a vital project asset, the ONE EARTH Stakeholder Platform link will be prominently featured in the website menu.

All website content will be reviewed by PEDAL to ensure it follows SEO (Search Engine Optimization) best practices, enhancing the project's visibility and accessibility. Additionally, Google Analytics will be used to monitor website traffic and gather valuable statistics, helping to optimize both the site itself and the overall communication and dissemination strategy.

Relevant statistics that will be monitored are the following:

- Number of visitors;
- Number of unique visitors;
- Page views
- Bounce rate
- Session duration
- Geography – what is the geographical distribution of the visitors (which countries);
- Source – how people find the website (from social media, direct etc.);
- Number of downloaded documents, newsletters, etc.

4.4.2 Newsletters

A bi-annual newsletter will be produced and distributed to the project's community as part of the outreach efforts. This newsletter will keep stakeholders informed on project progress, provide an overview of the project's concept, and announce upcoming activities. Created and managed through Mailchimp by PEDAL, each issue will require input and content from all partners as needed. While the content will be collaboratively determined, it will generally cover the following topics:

- A brief overview of the ONE EARTH project;
- An update on the progress of the project, including project meetings and important milestones;
- Recent results and ongoing activities related to the project;
- Plans and events for the future development of the project;
- A section highlighting relevant projects and initiatives in our field;
- News and updates from the industry and Partners

The individual networks of project partner as well as the stakeholders' database will be addressed by the newsletters in compliance with EU Regulation 2016/679 (GDPR).

4.4.3 Social Media Accounts (SMAs) and blogging

To promote the project and engage stakeholders, social media accounts have been established on Facebook and LinkedIn, with Twitter to follow in the early stages. The primary goal of social media engagement is to raise project awareness and connect with target audiences. By leveraging

multipliers, influencers, and relevant thematic groups—and through careful monitoring of megatrends to shape messages and themes—this activity will amplify the reach and impact of ONE EARTH’s awareness and public engagement efforts.

Each social network will be chosen to effectively reach specific target groups, with content tailored accordingly to engage these audiences. The same approach will apply to any paid campaigns launched to promote initiatives or results, with campaign content and target audiences carefully selected and aligned with the Consortium’s strategy.

LinkedIn: [LinkedIn](#) was chosen as the platform to promote the project to a professional audience. The project's profile was created in M6 to present the project and provide updates on its progress which will be assessed using the metrics and insights provided by LinkedIn.

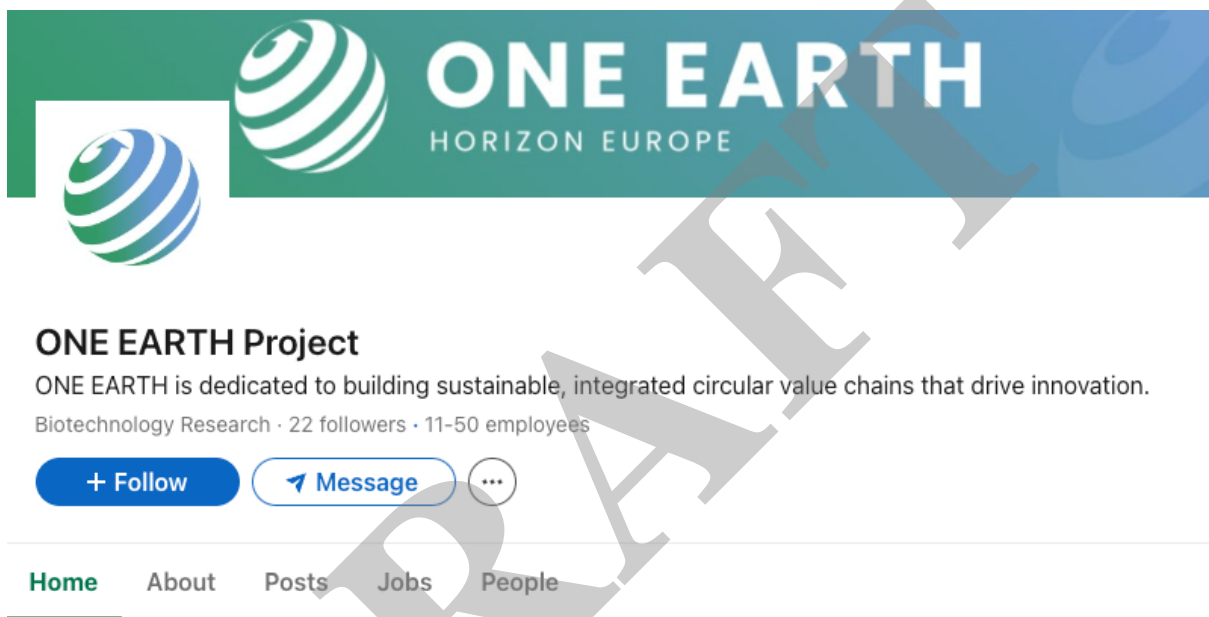


Figure 1 ONE EARTH's LinkedIn Homepage

The page aims to attract more followers over the coming months by regularly sharing news and project updates.

Partner contributions will be invaluable in this effort, as they can invite their networks to follow the account and repost content. This collective engagement will increase the visibility of our posts and help grow our follower base.

Facebook: The ONE EARTH [Facebook page](#), established in M6, will be utilised to promote the project's progress and share news about relevant topics within biobased economy. Posts will include both text and visual content, and followers will be invited to events organised by the project. To monitor the performance of the ONE EARTH page, Facebook Analytics will be used. Overall, the page will serve as:

- A hub for news and discussion of issues related to bioeconomy and sustainable solutions;
- A platform for sharing updates on the project's developments and achievements (e.g., published reports, scientific publications, key events, activities, important achievements);
- A connection to other relevant groups and pages.



Figure 2 ONE EARTH's Facebook Homepage

The ONE EARTH **Twitter** account will be launched in M7, to serve as a valuable tool for sharing project updates and engaging with stakeholders. Through strategic use of hashtags, the account can extend the project's reach to a broader audience, while the platform's concise format allows for clear, effective communication. Twitter also provides an avenue to stay updated on industry news, share related project results, build new partnerships, and promote events. Specifically, the ONE EARTH Twitter account will:

- Share key project messages, link to relevant resources, and keep followers informed about progress and upcoming events.
- Gather and share news from related projects, initiatives, and organizations.
- Engage and foster a community of followers with a shared interest in biobased solutions

Project partners are encouraged to regularly engage with the Twitter account by sharing its content through their personal accounts and suggesting relevant material. The account's performance will be monitored using Twitter analytics to ensure effective reach and engagement.

Partners will choose the most appropriate channels within their networks to share content from the project website and social media pages, including project results, insights from public deliverables, fact sheets, brochures, and upcoming events. To align with the project's visual identity, PEDAL has created social media profile and cover images and banners.

PEDAL will oversee the management of ONE EARTH's social media accounts (SMAs), while all partners are expected to contribute by:

- Following and engaging with the project's social media pages.
- Promoting the accounts within their own networks.
- Recommending relevant profiles for ONE EARTH to connect with.
- Sharing interesting articles and updates.
- Amplifying posts and news through their organization's social media accounts.

To build a strong online presence, ONE EARTH will also publish one news article per month (based on news/deliverables available on the website for the duration of the project).

4.4.4 Press release

Press releases detailing project activities, events, and available outputs will be distributed to targeted national online and offline media outlets. Stakeholders will also be informed. A total of 4 press releases, aligned with key project milestones, are planned for publication over the course of the project.

4.4.5 Promotional video

The ONE EARTH promotional video will be designed to introduce the project succinctly and encourage viewers to contact us and subscribe to the newsletter. The video is planned to be around 3 minutes long. Content, core messages, and target audiences will be guided by WP6 activities and may adapt as the project advances.

To ensure high-quality production, PEDAL will closely collaborate with Consortium members, following these steps:

- Conceptualization: Creating and developing the strategy and concept.
- Pre-Production: Finalizing the script, preparing the technical script, and developing a storyboard and mood board.
- Production: Bringing the script to life through filming, digital cinematography, video/audio editing, and adding graphics/2D/3D animation.
- Post-Production: Integrating all elements, including VFX and color correction.
- Marketing & Distribution Support: Developing multimedia outputs to support content strategy and running on-site and online promotional campaigns.

The project will produce 2 promotional videos (at M12 and M36) and 2 video teasers for social media campaigns during project activities.

4.4.6 Promotional materials

At the project's outset, promotional materials for ONE EARTH were developed, with PEDAL handling graphic design and content, and consortium partners providing feedback throughout. These materials will be available to the public on the project website and distributed at events to engage stakeholders and communicate the project's mission and objectives. Each partner is responsible for printing and using the materials as needed.

Project's Logo

The project's logo and visual identity were established at the start. All promotional and communication materials—such as leaflets, posters, templates, the website, and publications—align with this official identity. The finalized logo is shown below:





Figure 3 ONE EARTH's Logo

In all communication materials (deliverables, presentations, etc.) produced during the project, the EU flag and funding statement must be displayed alongside the ONE EARTH logo.

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Figure 4 EU Flag and funding statement

Leaflet, poster and roll up

Leaflets, posters, and roll-ups are effective tools for sharing information about the ONE EARTH project. The poster and roll-up will be designed to capture stakeholder interest and provide a concise overview of the project. These materials will be used by partners at events and will also be accessible on the project's website.

The leaflet offers readers detailed information on the project's objectives, expected outcomes, and contact details. The poster uses graphic elements to engage stakeholders and shares essential information about the project and key audiences.

Both promotional materials highlight the project's partners, including contact information and websites, and acknowledge funding from the Horizon Europe program.

Templates

In addition to the poster, roll-up, and leaflet, templates have been already designed to align with the ONE EARTH logo's graphical identity and aesthetic. These templates include a presentation format for consortium partners to use during events and meetings, a report template for project deliverables and publications, and letterheads for official event invitations.

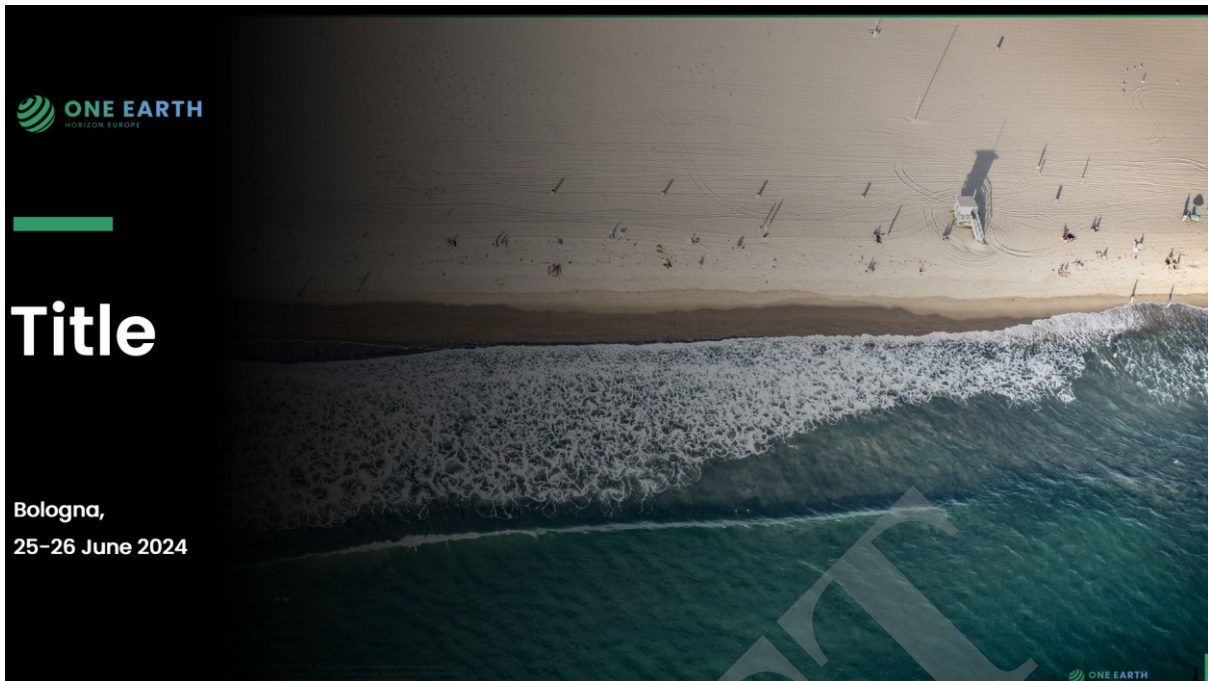


Figure 5 ONE EARTH Presentation template-front slide

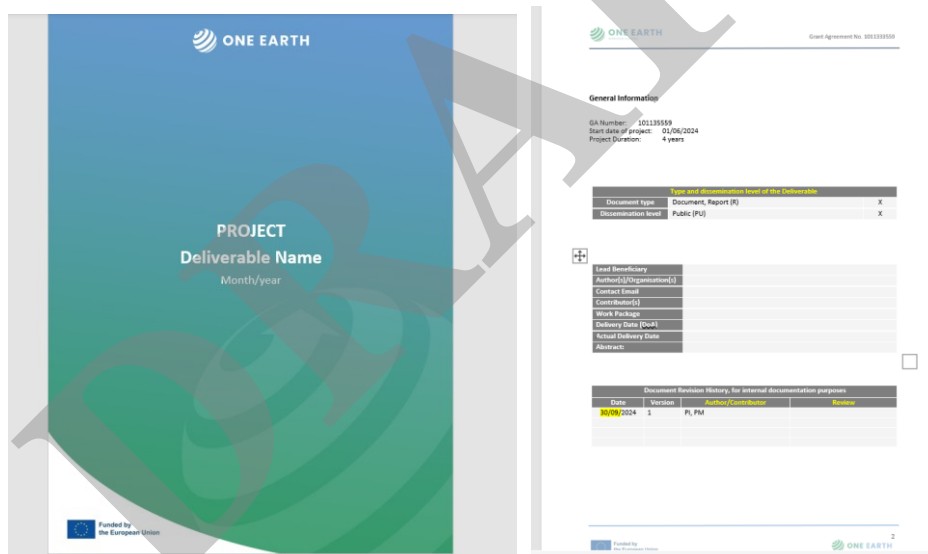


Figure 6 ONE EARTH Deliverable template

4.5 Tools and Channels per target

Target groups	Website	Newsletters	Social media/ blogging	Press releases	Events	Video
Researchers and Developers						
Policy Makers						
Commercial Actors						

Civil Society						
Media						
End-users						

Table 2 Tools and channels per target

4.6 Events

4.6.1 External Events

Participation in third-party conferences and events will enable ONE EARTH to directly engage with key stakeholders, providing regular updates on project progress. ONE EARTH will organize and participate in various events, conferences, and presentations throughout the project. Specifically, the consortium has identified several events (non-exhaustively listed below) where project participation may be considered:

- AquaNor;
- The Joint ECB – IBS Congress of Biotechnology;
- ECOMONDO (Rimini), International Conference Baltic Polymer Symposium;
- National Conference of the Italian LCA Network;
- Cosmetics Europe Annual Conference (CEAC);
- CPHI Europe
- Vitafoods Europe
- AQUACULTURE EUROPE 2025;
- European Forum for Industrial Biotechnology and the Bioeconomy;
- WEFTA Annual Conference;
- European Bioremediation Conference;
- International Conference on Aquaculture;
- ICAMS Proceedings of the International Conference on Advanced materials and Systems among others.

At these events, partners will:

- Present the project's concept, objectives, and approach.
- Share and promote project findings.
- Highlight ONE EARTH actions and upcoming events.
- Expand the project's network and synergies with relevant projects and initiatives.
- Engage key stakeholders in project activities.
- Promote dissemination channels such as the website and social media accounts.

To ensure consistency with the project's visual identity at external events, partners are encouraged to use official promotional materials (leaflets, posters, PowerPoint templates, etc.). If a partner plans to present ONE EARTH at an external event, they should inform PEDAL, the Dissemination Manager, in advance minimum one month before the event date (if possible two months) to facilitate promotion through the project's dissemination channels. All partners (or at least a dissemination commission) and the Project Coordinator should be informed and agree on the data to be disseminated.

4.6.2 ONE EARTH's Events

ONE EARTH partners will organize a series of events to promote project outcomes and broaden its impact within the sector. These events, held as part of the ONE EARTH project, aim to raise awareness of the project's concept, highlight key results, and engage important stakeholders who can support project activities and offer feedback on outcomes. To attract participants, we will leverage partner networks, our social media followers, and key project assets like the Stakeholder Database.

The following types of events are scheduled as part of the project's plan:

Event	WP, Task, responsible partners	Type of event	Estimated date
4 Annual light house workshops	WP6, T6.1, PEDAL, ALL Partners	On site meetings	M1-M48
4 dissemination events (one per year)	WP6, T6.1, PEDAL, ALL Partners	On site meetings	M1-M48
8 replicability and transferability webinars (at least 2 per year)	WP6, T6.1, PEDAL, ALL Partners	Online	M1-M48
2 conferences	WP6, T6.1, PEDAL, ALL Partners	Online/On site meetings	M18, M36
Brokerage events	WP2-5, PEDAL, ALL Partners	Online/On site meetings	M48
16 meetings with stakeholders (at least 4 per year)	ALL Partners	Online/On site meetings	M12-M48
Final Conference	WP6, T6.1, PEDAL	Onsite information day	M48

Table 3 ONE EARTH Events

4.7 Collaboration with other Projects

By engaging with other projects and initiatives on similar themes at local, national, and EU levels, the consortium can establish cooperative relationships and benefit from their experience and expertise. This approach strengthens the project's impact through enhanced networking, increased awareness of potential joint activities, and mutual benefit collaborations, all of which contribute to the broader objectives shared by ONE EARTH and similar initiatives.

Joint dissemination activities, especially with EU-funded projects, will also be pursued. Potential forms of collaboration include:

- Referencing each other's projects on respective websites.
- Supporting each other on social media.
- Sharing news, event invitations, press releases, and other dissemination efforts via social media channels.
- Attending events hosted by similar projects.
- Exploring opportunities to co-organize events.

- Inviting participation in events organized by the ONE EARTH consortium.

The table provides an overview of key European projects and initiatives. This list may expand as additional collaborative opportunities arise during the ONE EARTH project, with updated tables to be included in the next version of this document (M24).

Project/Initiative	Brief description	Start	Countries involved
VALORISH funded under the Horizon Europe framework aligned with <u>HORIZON-CL6-2023-CIRCBIO-02</u> .	It aims to develop a computationally-assisted methodology for the design and implementation of a biorefinery with a cascade approach to valorise waste and by-products from the fishing industry at TRL 5. A mathematical model will be created to simulate the biorefinery operations and support scaling up, assessing the economic and environmental impacts, and standardization.	1 May 24- 31 Oct 27	Spain, Italy, Norway, Portugal

Table 4 Indicative list of relevant European initiatives

The table provides an overview of key European projects and initiatives relevant to ONE EARTH. This list may expand as new collaborative opportunities arise throughout the project. Updated tables will be included in the next version of this document (M24).

ONE EARTH and VALORISH share the desire of forming a cluster that will allow them to achieve their project goals in terms of dissemination, collaboration and communication with topic-related projects and other initiatives around Europe. The cluster will be formed by four projects (including VA&OE) and will execute the following activities:

- Cluster meetings
- Intermediate workshops
- Webinars
- A section in VALORISH’s and ONE EARTH’s newsletters
- Social media posting and website news (Social Media Calendar shared in advance)
- Dedicated section on VALORISH website
- Discover opportunities for joint publications and technical collaboration

4.8 Timeline and Implementation Plan

Promotional materials and templates were developed at the project’s outset as part of dissemination and communication efforts. ONE EARTH will carry out a variety of online and offline activities to promote its results throughout the project, with plans to continue sharing findings even after the

project concludes. To ensure effective timing of dissemination, communication, and stakeholder engagement, activities have been organized into four phases, each described in detail in the following sections:

1. **Early in the Project:** The Dissemination & Communication Plan is designed to identify key stakeholder groups and craft the project's main messages. Appropriate metrics are also selected to monitor the strategy's success. Consortium partners are briefed on their dissemination responsibilities and contributions.

This phase emphasizes raising broad awareness about the project. Within the first six months, the project's logo, visual identity, website, and social media accounts are established, and initial dissemination materials (leaflets, posters, templates, letterhead) are produced. By M6, all communication tools and channels are fully operational, and some initial synergies with related projects/initiatives are in place. The project will also be introduced at networking events attended by partners.

2. **During the Project:** In this phase, the focus is on reaching target audiences with information on project results and milestones. Collaborative efforts will be made with complementary projects related to sustainable bio-based solutions. Through active engagement on the website and social media accounts, an interested community will be built, where project results will be shared. Bi-annual newsletters, promotional videos, and infographics will also be released.

Various dissemination events will take place, including workshops, webinars, networking events, and awareness-raising campaigns. Real-life success stories and practice-based evidence will be gathered and shared. Consortium partners will support dissemination by attending external events and conferences and leveraging their networks and platforms.

3. **End of the Project:** In the final phase, efforts will center on promoting key results and creating recommendations and tools based on the project's findings. Social media accounts will remain active to ensure continued dissemination of outcomes.

Additionally, workshops will be held to share insights gained throughout the project and to facilitate knowledge exchange. The project will conclude with a final dissemination event, where findings and results will be presented, following preceding workshops.

4. **Post-Project:** The project's legacy will continue through ongoing promotion and exploitation efforts by consortium partners, who will integrate learnings and findings into future activities and new projects involving relevant stakeholders.

The implementation plan for communication, awareness-raising, and dissemination tools is outlined in Annex IV and will be updated in D6.2 at M24.

4.9 Monitoring, Evaluation and Reporting

4.9.1 Monitoring and Evaluation

A monitoring process was established at the project's outset to ensure the successful implementation of the D&C strategy and the achievement of its objectives. This process enables us to identify potential gaps, address stakeholder-specific needs, and adopt effective practices. If necessary, the D&C plan will be adjusted based on insights gained through monitoring, ensuring efficient dissemination of outcomes to key stakeholders and the public.

To assess the impact of D&C activities, a set of KPIs has been selected. These metrics may be adjusted as the project progresses, with updates included in deliverables D6.2 and D6.3. (M24 and M47). The dissemination manager, in collaboration with consortium partners, will monitor quantitative metrics during reporting periods. Additionally, partners will gather qualitative feedback following events (using the ONE EARTH Event Feedback Questionnaire in Annex II) to evaluate the strategy's effectiveness and implement any needed adjustments.

Key indicators for our dissemination and communication activities at the end of the project are presented in the following table.

Assessed element	Metric	Target
Website	# visits	at least 15000 visits from > 30 countries
Social Media Accounts	# followers	> 700 followers
News article/blog post	# publications	10 scientific publications
Newsletter	# published Newsletters	8
Promotional material developed during co-creation events	# items developed	12
Participation in external events/conferences	# events	16
Promotional video	# video	2

Table 5 ONE EARTH Key Performance Indicators

4.9.2 Reporting

To ensure the project's success, it is essential to track dissemination, communication, and engagement activities conducted by all partners. Therefore, accurate reporting and documentation of the D&C plan are critical.

Throughout the project, consortium partners are requested to report their dissemination and communication activities monthly by completing the ONE EARTH Dissemination and Communication Activity Tracker, provided by PEDAL and available online in the project repository.

Figure 7 ONE EARTH Dissemination and communication activity tracker

These activities may encompass organizing and participating in events, networking events, interviews, communication campaigns (such as distributing newsletters or promotional materials), social media posts, articles, and publications. Additionally, partners may be asked to complete the ONE EARTH Event Reporting template (Annex I) for any events they organized or attended during the semester, providing details on key dissemination actions undertaken. The dissemination monitoring tools and their respective reporting frequencies are outlined in the following table.

Reporting Document	Reporting Content	Reporting Frequency
ONE EARTH Dissemination and Communication Activity tracker.xlsx	Dissemination reporting template	Monthly
ONE EARTH past events reporting tab	Each single event organized by the partners or where the partners participated.	Within 30 days after the event takes place.
ONE EARTH past events reporting tab	Any external event/conference that is relevant to our project and with potential benefit from attending it	Every time a partner identifies/participates in a conference or an event that could be relevant to the project.

Table 6 ONE EARTH Reporting tools and frequency

ONE EARTH Dissemination and Communication Activity Tracker: This template is used to document all project dissemination and communication activities and report about them further. All partners must update it on a monthly basis. Regular tracking will allow early identification of any issues or gaps, enabling prompt action to address them.

ONE EARTH Past Events Reporting Tab: Partners should complete this template whenever they organize or participate in an event (e.g., workshop, conference, meeting). Updates should be made within 30 days of the event. Additionally, partners are encouraged to inform PEDAL of upcoming events in advance to support promotional efforts.

If any risks or issues arise that could affect communication and dissemination activities, project partners should contact PEDAL immediately for resolution.

5. Conclusion and way forward

The Dissemination and Communication Plan is designed to guide project partners in executing ONE EARTH’s dissemination and communication activities, ensuring that key messages reach target audiences effectively. This report includes a detailed overview of all planned communication activities, the channels to be utilized, and the core messages to be conveyed throughout the project.

Each partner will be responsible for sharing project results through their own networks, while PEDAL will coordinate the use of online tools and channels to ensure maximum exposure at the EU level. Given the project’s evolving nature, the DCP will be regularly reviewed and updated to reflect

stakeholders' needs and feedback, maximizing its impact on both targeted stakeholders and the wider European community.

The DCP Plan will be updated in M24 of the project (D6.2) to reflect the latest developments regarding project results, protection types, ownership, and access rights, with input from all partners.

DRAFT

Annexes

Annex I ONE EARTH Events -Report Template

Events -Report Template

Description of your ONE EARTH event

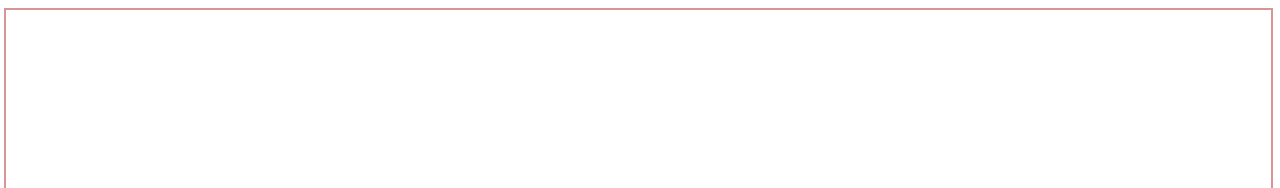
ONE EARTH representative (name and organization)	
Event venue	
Date	
Event organized in partnership with	
Key organizational contact	
Website	
Work package	WP6
Task number	T6.1

Title (original language / English)	
Sector/s	
Stakeholders attending	
Total number of participants, out of which	
Researchers and Developers	
Policy Makers	
Commercial Actors	
Civil Society	
Media	
End-users	
Total number of participants:	
Countries addressed/involved	
Material created for the event (link to the internal repository)	

2. Summary of the event: Please, provide a one page of qualitative data or description of the event.(Purpose, main objectives, outcomes, takeaways and any other comments, own perspective, pictures).



3. Attendance Form – please scan and insert your signed attendance form here (if it is available)



4. Feedback questionnaire (optional)

<https://docs.google.com/document/d/1E-YTDfgv8J-FanSHBoF4z2MAN9325sv0/edit>

Annex II Event Feedback Questionnaire

Feedback Questionnaire

Name of the Event:

Venue:

Date:

Your name:

Your position:

Your organisation:

Email:

Tel. No:

Which stakeholder group do you belong to?

Tick more than one if applicable

- Researchers and Developers Policy Makers Commercial Actors
 Civil Society Media End Users
 Other – please specify

Instructions

Please answer all questions as fully as you can and add comments in the free space as appropriate.

Where a numerical rating is requested, please rate aspects of your experience of the ONE EARTH event on a 1 to 5 scale as explained below:

1 = "Strongly disagree," or the lowest, most negative impression

3 = "Neither agree nor disagree," or an adequate impression

5 = "Strongly agree," or the highest, most positive impression

Choose or state N/A if the item is not appropriate for you or not applicable to the event you attended.

Section 1: Summary

	1	2	3	4	5	N/A
Overall quality of the event	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Role of ONE EARTH facilitating team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Value of information available/presented in plenary	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
Value of discussions & interaction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Usefulness of ONE EARTH event for you/your organisation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Venue & Logistics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Please use this space for any further overall comments.

Section 2: What content / views did you hear / learn about at the event that contribute to the views of your organisation and you? Contribute to all/any sections that are appropriate.

2.1 Common challenges

2.2 Policy/public sector landscape

2.3 Industry

2.4 Research

2.5 Civil society

2.6 Potential solutions

2.7 Other

Section 3: What connections did you make at the event of interest to you/your organisation & why are they of interest?

3.1 from Industry

3.2 from Policy/public sector

3.3 from Research

3.4 from Civil Society

3.5 Other

Section 4: What follow-up are you considering / or planning after the event?

4.1 Arranging meetings (with whom/why)

4.2 Further information gathering (on what/why)

4.3 Review of your organisations content/document (what/why)

4.4 Other

Section 5: Do you have any suggestions as to how future ONE EARTH Workshops could be more effective?

5.1 Agenda / focus?

5.2 Participants?

5.3 Information?

5.4 Follow-up?

5.5 Other

Section 6: Please use this space for your free comments on overall value of / interest in the event.

If you would like to participate in a short interview to provide further feedback on your experience of the ONE EARTH events you attended please tick here: You will be contacted by the ONE EARTH partner to arrange a suitable time.

Thank you very much indeed for taking the time to complete this feedback form. Your additional input is EU agencies and other authorities for project's auditing purposes.

Annex III Brand Manual

The ONE EARTH Brand manual can be found https://drive.google.com/file/d/1wrobg9W5AYVf8ZKB0gF_m5Xk9G8FmVH/view?usp=sharing

