# D6.1. Plan for Communication and Dissemination activities

*ILSI Europe*

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No. 101177771. Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor the granting authority can be held responsible for them.

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| | | | |
|---|---|---|---|
| **EU Project** | No 101177771 | **Acronym** | E-OILE |
| **Full Title** | Sustainable End-Of-Life routes for single-use monodose packaging for oily products. | | |
| **Project website** | https://eoileproject.eu/ | | |

| | | | | |
|---|---|---|---|---|
| **Deliverable** | **N°** | D.6.1 | **Title** | Plan for Communication and Dissemination activities |
| **Work Package** | **N°** | 6 | **Title** | Social impact enhancement, communication and dissemination |
| **Work Package Leader** | ILSI EUROPE | | | |

| | |
|---|---|
| **Lead Beneficiary** | ILSI Europe |
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| **Due date of deliverable:** | 30.09.2025 |
| **Submission date:** | 30.09.2025 |
| **Dissemination level:** | Public |
| **Type of deliverable:** | Report |

| **Version log** | | | |
|---|---|---|---|
| **Issue Date** | **Revision N°** | **Author** | **Change** |
| 03.09.2025 | Draft 1 | Ines Reis dos Santos | First version |
| 05.09.2025 | Draft 2 | Emilie Weynants | First revision |
| 19.09.2025 | Draft 3 | Maria Pereira | Second Revision |
| 30.09.2025 | Final | María José Suárez | Accepted version. Submission |

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| E-OILÉ Consortium | | | |
|---|---|---|---|
| **#** | **Organisation name** | **Short name** | **Country** |
| 1 | FUNDACION GAIKER | GAIKER | ES |
| 2 | NOVAMONT SPA | NVMT | IT |
| 3 | OIMO BIOPLASTICS SL | OIMO | ES |
| 4 | UGRINPACK-ERDOSI KERESKEDELMI ES SZOLGALTATO KFT | UGRINPACK | HU |
| 5 | CTLPACK GROUP SL | CTLPack | ES |
| 6 | PROPAGROUP SPA | PROPAGROUP SPA | IT |
| 7 | DEMESLIS ATHANASIOS | MYROLION | EL |
| 8 | AHAVA DEAD SEA LABORATORIES LTD | AHAVA | IL |
| 9 | INSTITUTO TECNOLOGICO DEL EMBALAJE, TRANSPORTE Y LOGISTICA | ITENE | ES |
| 10 | TEKNOLOGISK INSTITUT | DTI | DK |
| 11 | NORCE NORWEGIAN RESEARCH CENTRE AS | NORCE | NO |
| 13 | INTERNATIONAL LIFE SCIENCES INSTITUTE EUROPEAN BRANCH AISBL | ILSI | BE |
| 14 | HOLOSS - HOLISTIC AND ONTOLOGICALSOLUTIONS FOR SUSTAINABILITY, LDA. | HOLOSS | PT |
| 15 | PNO INNOVATION SL | PNO | ES |
| 16 | CENTRO NACIONAL DE TECNOLOGÍA Y SEGURIDAD ALIMENTARIA | CNTA | ES |

# Executive summary

The E-OilÉ project, funded under the research and innovation programme Horizon Europe, aims to transform the landscape of single-use packaging by developing biodegradable, safe, and recyclable monodose packaging solutions for oily food and cosmetic products.

As part of Work Package 6 (WP6), this Communication and Dissemination (C&D) Plan ensures E-OilÉ's visibility, knowledge transfer, and stakeholder engagement. It outlines a strategic, multi-channel approach to inform, connect, and mobilise a diverse array of target audiences across the packaging value chain, from researchers and industry actors to EU policymakers, consumers, and NGOs.

The **Communication Activities** aim to raise awareness of the project's goals and results, promote a shared understanding of the packaging challenges it addresses, and reinforce the importance of sustainable design. Through tailored messaging and a mix of digital tools, public-facing content, and events, E-OilÉ engages stakeholders at European and international levels.

The **Dissemination Activities** focus on sharing scientific and technical outputs to support replication, policy uptake, and innovation. These include peer-reviewed publications, technical workshops, and active participation in EU platforms, networks, and relevant industry *fora*.

Through continuous stakeholder interaction and coordinated outreach, E-OilÉ's C&D strategy contributes to building momentum for a packaging shift—Biodegradable by Design, Sustainable by Nature.

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## Glossary of terms and abbreviations used

| List of Abbreviations and Acronyms | |
|---|---|
| AI | Artificial Intelligence |
| BB | Bio-Based |
| C&D | Communication And Dissemination |
| EOL | End-Of-Life |
| EU | European Union |
| EC | European Commission |
| FAQ | Frequently Asked Questions |
| ILSI | International Life Sciences Institute |
| KER | Key Exploitable Results |
| KPIs | Key Performance Indicators |
| ROI | Return On Investment |
| SSH | Social Sciences And Humanities |
| SUP | Single Use Plastics |
| TG | Target Groups |
| WP | Work Package |

# 1.Introduction & Objectives

## 1.1 Introduction

The project titled *"Sustainable End-of-life Routes for Single-use Monodose Packaging for Oily Products"* and known for its acronym E-OilÉ is funded under the Horizon Europe research and innovation framework programme and aims to develop innovative, biodegradable, and recyclable monodose packaging solutions specifically tailored to oily products, both for the cosmetic and food industry.

The packaging industry is responsible for around 60% of post-consumer plastic waste[1] in the European Union (EU). Since, globally, less than a fifth of plastic packaging waste is recycled, packaging is highly likely to become litter in natural environments[2].
Given the rapid consumption and the difficulty of recycling small packages, an alternative biodegradable solution is not only needed but should become mandatory.

With a multidisciplinary consortium of 15 partners, E-OilÉ will address a pressing challenge in packaging: the environmental impact of single-use fossil fuel-based plastic.

Work Package 6 (WP6), dedicated to social impact enhancement, communication and dissemination activities, will run for the total duration of the project with the objective of amplifying E-OilÉ's visibility, facilitating stakeholder engagement, and providing the necessary platforms and tools to maximise awareness, understanding, and eventual adoption of the project's innovative solutions.

This Communication and Dissemination plan outlines the strategic framework and practical actions that will ensure the visibility of the project, promote knowledge transfer, and support stakeholder engagement throughout the project's duration. The C&D activities will also contribute to the uptake of results by relevant actors in industry, policy, and society, and align with the EU's Green Deal goals, the Circular Economy Action Plan, and the Single-Use Plastics Directive.

This plan will evolve with the project's progress, adapting to communication needs and dissemination opportunities as E-OilÉ advances toward delivering market-ready, safe, and circular monodose packaging solutions.

## 1.2 Objectives

The primary objective of the **Communication and Dissemination (C&D) Plan** is to ensure that the results, innovations, and societal benefits of E-OilÉ are effectively communicated and widely disseminated to relevant stakeholders across Europe. This plan provides the strategic

[1] European Plastics Strategy, 2018
[2] Recycling food packaging & food waste in plastics revolution

framework to maximise project visibility, foster stakeholder engagement, and prepare the ground for uptake and long-term impact of the project's results. Specifically, the C&D Plan will:

- **Maximise awareness** and visibility of E-OilÉ, its goals, activities, and results among the 14 defined target groups.
- **Promote societal acceptance** of biodegradable monodose packaging solutions for oily food and cosmetic products by engaging consumers, NGOs, and civil society.
- **Raise public awareness** about the environmental impact of conventional plastic packaging and the benefits of E-OilÉ's novel, biodegradable alternatives.
- **Tailor dissemination strategies** to reach industry, policy makers, academia, and the public with clear, relevant, and accessible messages.
- **Facilitate multi-stakeholder dialogue** across the packaging value chain.
- **Strengthen EU-level collaboration** and policy impact by creating links with relevant EU-funded projects, networks, and policy frameworks (e.g., EU Green Deal, Circular Economy Action Plan, Packaging and Packaging Waste Regulation).

Through these objectives, the C&D plan will ensure that E-OilÉ's innovations are translated from the laboratory to practical applications and are adopted, understood, and valued by stakeholders, policymakers, and the public.

## 2. Target audiences

Effective communication and dissemination require a clear understanding of the key stakeholders who will benefit from and contribute to the success of the project. Our strategy is tailored to engage specific audiences with relevant messaging, ensuring that research findings, innovations, and potential applications reach those who can drive impact. This section outlines our 14 pre-identified target groups (TG) to be addressed in the various project activities.

*Table 1 E-OilÉ target audiences*

| | Target for: | |
|---|---|---|
| | C | D |
| TG1: **Research organisations and academia** | x | x |
| Researchers and institutions working in the relevant fields such as materials science, food and/or cosmetics packaging, biodegradability, AI modelling, and sustainability.<br>These groups are interested in market growth and are looking into opportunities to exploit and/or implement the results of their own research. | | |
| **TG2: Technology providers** | x | x |
| Providers of solutions for industrial processes and digital tools for materials design. | | |
| **TG3: Feedstock providers** | x | |

| | | |
|---|---|---|
| Suppliers of agricultural or food by-products suitable for conversion into biopolymers, particularly olive by-products and polysaccharides (e.g. organic waste from HORECA sector, farmers, industry, etc) | | |
| **TG4: Bioplastic industry (compounders and producers)** | x | x |
| Industry specialised in biobased and biodegradable solutions that are interested in innovation, material performance, and regulatory compliance. | | |
| **TG5: Packaging producers (B2B)**: | x | x |
| Companies that manufacture packaging components or convert materials for brand owners and that are looking for new materials compatible with existing processes and methods. | | |
| **TG6: Brand owners and manufacturers** | x | |
| Producers of food and cosmetic products that use monodose packaging solutions. | | |
| **TG7: Waste managers and recycling association** | x | |
| Organisations handling waste collection, recycling, and disposal and that are concerned with contamination by, and recyclability of novel materials | | |
| **TG8: Consumers organizations/citizens and NGOs** | x | |
| European citizens, citizen associations in general and NGOs advocating for sustainable consumption, environmental protection, and public health. | | |
| **TG9: Industry representatives, associations and clusters** | x | x |
| Umbrella organisations representing business interested in the uptake or replication of project solutions. | | |
| **TG10: Public authorities, regulatory and certification bodies** | | x |
| Institutions involved in drafting, implementing, or monitoring packaging legislation and standards. | | |
| **TG11: Financial institutions** | x | x |
| Investors, banks, and public funding bodies interested in green innovation and circular economy investments. | | |
| **TG12: Marketing related organisations and Social Sciences and Humanities (SSH) experts** | x | |
| Experts in social sciences, humanities, and consumer behaviour who analyse product adoption and perception. | | |
| **TG13: Other value chain related actors (logistics, retailers, HORECA, etc.)** | x | |
| Businesses involved in the distribution and use of monodose packaging. | | |
| **TG14: Representatives from other EU funded projects** | x | x |
| Coordinators, partners and communication WP leaders from Horizon or EU-funded sister projects or other projects in similar fields. | | |

These Target Groups will be divided into priority groups based on their relevance, timing, and role in supporting the success of E-OilÉ.

## 2.1. Primary Priority

These audiences are essential for creating societal impact, ensuring consumer trust, and driving industrial uptake of biodegradable monodose packaging solutions. Communication with these groups will be frequent, clear, and tailored to maximise engagement.

### *2.1.1 TG1: Research & Scientific Community*

**Objectives:** Communicate E-OilÉ's scientific outcomes to raise awareness, ensure visibility within the research community, and promote knowledge sharing through open access publications and conferences.

**Key message:** E-OilÉ generates advanced knowledge on new biodegradable polymer materials and AI-based tools for biodegradation prediction.

**Channels & strategies**

- **Peer reviewed papers** submitted to peer-reviewed and open-sourced journals such as Packaging Technology and Science; Food Packaging and Shelf Life; Journal of Applied Polymer Science.
- Participation in **scientific conferences** (e.g. Biobased Coatings Europe; European Bioplastics Conference; European Food and Beverage Plastic Packaging Summit, Annual Food Sure Summit; Sustainable Packaging Summit; Europe Packaging Symposium) and other related events to present results and network with researcher and others from the scientific community.
- Participation and organisation of **webinars and workshops** to present and disseminate results and project findings, invite experts, and discuss research applications.
- Publication in **EC dissemination tools** such as Horizon Results Platform, Open Research Europe, Innovation Radar, Horizon Results Booster, Cordis to publish, share and disseminate Key Exploitable Results of the project
- Publication in **open access repositories**: Share preprints, publications and open-access data.
- Publication on the **project website** of public deliverables, reports, webinars, infographics, factsheets and workshop recordings.
- **Social media** (LinkedIn, Bluesky and X) to promote publications, infographics, factsheets, workshops, events, etc, to create awareness and encourage discussion with researchers and other scientific experts.
- Diffusion of a **project newsletter** to update the scientific community on project progress and news.

### *2.1.2 TG6 – Brand owners and manufacturers*

**Objectives:** Communicate & support new packaging solutions uptake while promoting the benefits, innovation, sustainability and reduction of end-of-life (EOL) impacts.

**Key message:** E-OilÉ provides proven, validated and compliant sustainable packaging solutions compatible with existing processes for easy market integration.

**Channels & strategies**

- **Outreach to industry associations** or cooperatives and sharing materials such as fact sheets, technical briefs, compliance checklists, case studies, and infographics that highlight packaging performance, safety and compliance.
- Creation of **videos and factsheets** to share at industry events, website and social media.
- Participation in **B2B meetings, trade fairs, and other events** to network and demonstrate project results.
- Publication in **EC dissemination tools** such as Horizon Results Platform, Open Research Europe, Innovation Radar, Horizon Results Booster, Cordis to publish, share and disseminate Key Exploitable Results of the project.

### *2.1.3. TG8: Consumers organizations/citizens and NGOs*

**Objectives:** Raise public awareness of the environmental benefits of the innovation biodegradable packaging solutions to promote trust and create behavioural change.

**Key message:** E-OilÉ provides biodegradable packaging solutions that have a minimised environmental footprint by replacing fossil-based packaging solutions for biodegradable alternatives, using farming waste as raw materials.

**Channels & strategies**

- Public-friendly **website articles and infographics** that explain the project, project results, and other E-OilÉ related issues in simple terms.
- Creation of **workshops or info sessions** and attendance to events together with science communicators and science communication networks (e.g. BE SciComm, Science Europe, SciComPT). And use **social media** to reach out to these stakeholders.
- Write and distribute **press releases** to media outlets to ensure a wider public exposure beyond scientific and institutional circles.
- Develop **podcast episodes or video interviews** to share project insights, highlight expert voices, and humanise the science behind biodegradable packaging while raising awareness on the subject.
- Use LinkedIn, Bluesky, and X to run targeted awareness campaigns featuring short videos, educational reels, and infographics on key issues, project updates, and sustainability tips.
- Creation of informative and explainer **videos** answering FAQs, showing behind-the-scenes research processes, and breaking down complex concepts to build trust and transparency with the public.

### *2.1.4: TG9: Industry representatives, associations and clusters*

**Objectives:** Communicate project results as success stories to stimulate cooperation and amplify visibility across value chains.

**Key message:** E-OilÉ fosters industrial cooperation and sector-wide engagement to ensure successful uptake of innovative biodegradable packaging solutions.

**Channels & strategies**

- Publication in **EC tools** such as Horizon Results Platform, Open Research Europe, Innovation Radar, Horizon Results Booster, Cordis to publish, share and disseminate Key Exploitable Results of the project.
- Create **fact sheets** highlighting the replicability, standardisation readiness, and innovation transfer potential of the project.
- Organisation of **thematic online sessions** to introduce E-OilÉ's objectives, technological innovations, and potential market applications.
- Attend **events** and present E-OilÉ to connect with stakeholders and explore synergies and collaboration (e.g. European Circular Economy Stakeholder Platform)
- Dedicate a section of the **newsletter** to update subscribers on progress, partnership opportunities, and upcoming deliverables.
- Use **social media** channels to establish a presence and ensure visibility with industry associations and clusters.

### *2.1.5 TG10: Public authorities, regulatory and certification bodies*

**Objectives:** Communicate and disseminate policy-relevant information and evidence to support standardisation, labelling, and regulatory uptake.

**Key message:** E-OilÉ contributes to European Union policy objectives by providing real-world tested biodegradable packaging for oily food and cosmetic products, supporting the Packaging and Packaging Waste Regulation (PPWR), the EU Plastics Strategy, and the Circular Economy Action Plan**.**

**Channels & strategies**

- Development of **white papers, policy briefs and knowledge reviews** to summarising scientific results and their policy implications, tailored to regulatory priorities such as biodegradability standards, food safety, and circular economy targets.
- Participate in **roundtables**, or similar events on policy dialogues with EU bodies representatives (e.g. DG ENV, DG SANTE) and/or national regulators to present progress and gather feedback on compliance and standardisation.
- Engage in ongoing policy discussions (such as **public consultation calls** e.g. EC's Have your say) to show consortium partners expertise but also gather knowledge for the project.
- Dedicate a section on Policy, standardisation & certification on the **website** to show contributions and project alignment with EU directives like the SUP Directive, the European Plastics Strategy and the Packaging and Packaging Waste Regulation (PPWR).

## 2.2 Medium Priority Groups

Engagement with these target groups will make E-OilÉ's biodegradable packaging solutions and digital tools more feasible, scalable, and aligned with circular economy practices.

### *2.2.1 TG2: Technology providers*

**Objectives:** Share project innovative biodegradable packaging solutions and digital tools to demonstrate potential applications and raise awareness of the new technological opportunities.

**Key message:** E-OilÉ is pioneering a new approach to bio-based plastics and is offering a new market opportunity for exploration and commercialization of the project solutions and digital tools.

**Channels & strategies**

- Publication on the **project website** of public deliverables, reports, webinars, infographics, factsheets and workshop recordings and promote them on social media and project newsletter.
- Participation in **technical conferences and fairs** (e.g. Interpack, FachPack) where technology providers and related stakeholders are present.
- **Technical white papers and factsheets** outlining system integration, AI modelling, and other technology results.
- Participation in partners' **networking events** (e.g., ILSI Europe symposia) to present the project to industry members of the project partners' network.

### *2.2.2 TG4 –Bioplastic industry (compounders and producers)*

**Objectives:** Raise awareness of novel biodegradable materials and communicate performance results relevant to industrial adoption.

**Key message**: E-OilÉ's biodegradable packaging solutions offer an opportunity for increased revenue by utilising the new and advanced biodegradable material formulation.

**Channels & strategies**

- Publication on the **project website** of product datasheets, certifications and key project results and their promotion on social media and project newsletter.
- Targeted **workshops or webinars** to present technical specifications and create partnership opportunities.
- Participation in **technical conferences and fairs** (e.g. European Bioplastics Conference) where industry stakeholders are present.
- Promotion of project results in circular economy and other project related platforms (e.g. CBE-JU) to encourage cross-sectoral collaboration.

#### *2.2.3 TG5 – Packaging producers (B2B)*

**Objectives**: Communicate and disseminate information on the compatibility of E-OilÉ solutions with existing processes to stimulate interest and awareness.

**Key message:** E-OilÉ creates sustainable packaging formats tailored for industry standards and easy integration in the current process chain.

**Channels & strategies**

- Organisation of **information sessions or webinars** to present E-OilÉ packaging materials and raise awareness of their compatibility with existing industrial processes.

#### *2.2.4 TG7: Waste managers and recycling associations*

**Objectives:** Share information on compatibility with existing waste management and recycling systems.

**Key message:** E-OilÉ provides biodegradable packaging solutions designed to integrate with existing waste management systems without hindering recycling/upcycling processes.

**Channels & strategies**

- Publication of the results on lifecycle analysis and end-of-life testing on the project website and social media.
- Co-creation of **webinars** and participation in **events** that foster stakeholder collaboration and validation of project results.

### 2.3 Supporting Priority Groups

#### *2.3.1 TG3 - Feedstock providers*

**Objectives:** Communicate the role and importance of using sustainable EU feedstock to reducing dependence on imports.

**Key message:** E-OilÉ is promoting the circular bioeconomy by transforming olive by-products and other waste into high-performance biodegradable packaging.

**Channels & strategies**

- Participation in **agro-industrial events** to network with cooperatives, regional clusters and farmers.

#### *2.3.2. TG11: Financial institutions*

**Objective**: Communicate business potential, market opportunities, and societal impact to attract interest and awareness from investors.

**Key message:** E-OilÉ solutions for biodegradable monodose packaging represent a high-impact opportunity to invest in sustainable innovation and EU-based bioeconomy growth.

**Channels & strategies**

- Develop **one pagers, briefs and other visuals** to showcase progress on market validation, commercialisation, economic opportunity, scalability, and competitive advantages of E-OilÉ solutions.
- Participate in EU innovation funding events (e.g. Horizon Europe Info Days, European Investment Bank Lunch Dialogues) to engage with EU financial institutions.

### *2.3.3. TG12: Marketing related organisations and SSH experts*

**Objectives:** Communicate insights on consumer perception, sustainability value, and market acceptance of biodegradable monodose packaging to support informed marketing strategies and social science research.

**Key message:** E-OilÉ integrates consumer insights and behavioural science to improve packaging acceptance and usability.

**Channels & strategies**

- Participate in **sessions, events or thematic workshops** with SSH and marketing experts to integrate user behaviour insights into communication and market adoption pathways.

### *2.3.4: TG13 –Other value chain related actors (logistics, retailers, HORECA, etc.)*

**Objectives**:Raise awareness of the availability and advantages of biodegradable packaging to foster adoption in everyday business practices.

**Key message:** E-OilÉ delivers practical, safe, cost effective, sustainable and scalable packaging formats.

**Channels & strategies**

- Leveraging **social media, newsletters and project website** to share case studies, packaging prototypes, data-backed white papers and demonstrations tailored to retail, logistics, and hospitality professionals.
- Organisation of webinars and participation in sector-specific trade events targeted at the HoReCa sector. to showcase E-OilÉ materials and packaging solutions directly to buyers and business decision-makers.

### *2.3.5. TG14: Representatives from other EU funded projects*

**Objectives:** Communicate results to promote cohesion, avoid duplication and atomisation of efforts, maximise the joint impact, build shared visibility of EU funded projects.

**Key message:** E-OilÉ strengthens the EU innovation ecosystem through collaboration, shared tools, and joint visibility and fosters cooperation to increase impact, avoid duplication, and ensure open science and policy alignment.

**Channels & strategies**

- Participate in **cluster meetings** and **co-organise webinars or workshops** to share lessons, explore synergies, and develop joint communication/dissemination actions.
- Establish early **bilateral relationships** with sister projects.

### 2.4 General remarks about target groups

Each communication and dissemination activity will be designed with a primary target audience in mind, ensuring that the content, tone, and format align with the interests, needs, and communication preferences of that group. However, using a diverse range of channels (such as social media, newsletters, or the project website) means that each output is likely to reach and engage multiple audience segments.

This is a positive aspect to consider because it maximises visibility and amplifies the project's impact. For instance, an explainer video designed to inform the general public about E-OilÉ's environmental goals may also highlight scientific data and technical processes relevant to researchers, regulators, and industry stakeholders. Similarly, a news article or podcast episode targeting policy makers can also raise awareness among SMEs, NGOs, and consumer groups.

Communication is never isolated and can be instead a tool that creates a shared understanding among several segments of society. Given this, communication and dissemination activities will be coordinated in a way that meets both the specific stakeholder needs and reinforces project's wider impact.

# 3. Communication & Dissemination Activities

## 3.1. Dissemination materials

#### *A. Scientific publications*

Peer-reviewed scientific publications will be one of the main means of disseminating E-OilÉ's research results within the academic and technical community and providing scientific credibility for the project's work.

At least ten open access publications will be submitted to peer-reviewed journals. These publications will ensure scientific credibility, contribute to advancing knowledge and create opportunities for replication and further research.

All publications will be made available via open access repositories and linked through the project website. And summaries will be translated into non-technical language for newsletters, social media and website to increase accessibility.

### *B. Conferences, seminars, workshops, summer schools, trade fairs*

Active participation in events and conferences will be a cornerstone of E-OilÉ's communication and dissemination strategy as these provide opportunities to generate enthusiasm and awareness about the project, present results, network, collaborate and increase visibility.

**Participation**

E-OilÉ consortium partners will attend events relevant to packaging, bioplastics, food, cosmetics, sustainability, and EU innovation. We aim to attend at least 20 relevant events (conferences, workshops, trade fairs, networking forums) and deliver at least 15 oral or poster presentations, ensuring scientific and technical visibility.

Other type of participation may include exhibition booths or demonstration stands at trade fairs, panel contributions in thematic sessions, networking and clustering sessions with Horizon Europe projects and initiatives.

Relevant events to consider include: Sustainable Packaging Summit, Europe Packaging Symposium, International Conference on Biodegradable Plastics & Polymers, Biobased Coatings Europe, European Bioplastics Conference, Interpack, FachPack, EU Green Week, European Food & Beverage Plastic Packaging, CBE JU Stakeholder Forum, Annual Food Sure Summit…

**Organisation**

In addition to attending external events, E-OilÉ will organise its own dedicated events to engage target groups, disseminate results, and foster collaboration with stakeholders and sister projects.

The consortium will organise four intermediate workshops:

- One co-creation workshop focusing on end-user needs and packaging design according to SSbD framework organised online by WP1.
- One workshop on technical advancements organised by WP2 in person.
- One workshop on technical advancements organised online by WP3.
- One co-creation workshop on labels for biodegradable packaging organised online by WP5 and WP6.

Each workshop will bring together at least 30 participants representing research, industry, NGOs, policy, and civil society. These events will create visibility for project outcomes, support knowledge transfer, and build momentum towards the final conference.

**The Final Conference** will be the flagship dissemination event of the project. In here the consortium will present and showcase project results, business models, prototypes, and policy recommendations to experts, industry stakeholders and the scientific community. The event

is expected to attract a minimum of 150 attendees and generate at least 30 new connections, strengthening opportunities for exploitation, replication, and policy impact.

#### *C. Key Exploitable Results (KERs) Published*

E-OilÉ will identify and communicate its Key Exploitable Results (KERs) throughout the project, ensuring they are visible, accessible, and ready for uptake by industry, policy makers, and other stakeholders. These will be published in EC tools such as Horizon Results Platform, Open Research Europe, Innovation Radar, Horizon Results Booster and/or Cordis

#### *D. Technical and Policy Briefs*

E-OilÉ will prepare at least two policy briefs to translate complex scientific and technical outcomes into concise, actionable recommendations for industry stakeholders, regulators, and policy makers. These briefs will serve as a bridge between research results and their practical application in the packaging sector and regulatory frameworks.

By tailoring content to the needs of policy makers, industry, and standardisation bodies, these briefs will support informed decision-making, accelerate market uptake, and strengthen the regulatory and societal relevance of E-OilÉ's results.

#### *E. Technical and Policy Briefs*

E-OilÉ will fully comply with Horizon Europe's Open Science principles, ensuring that results are accessible. By embracing open science, E-OilÉ will maximise its impact, and foster knowledge transfer beyond the consortium.

## 3.2 Communication materials

To ensure consistent, professional, and recognisable project visibility, E-OilÉ will develop a set of branded communication materials. These will be used across all communication channels and events, helping to strengthen the project's identity and engage stakeholders effectively.

#### *A. Logo and visual identity*

A visual identity for the project has been developed to ensure a clear, consistent and recognisable brand for all communications. It comprises a project logo (Figure 1) and a visual identity manual, with a dedicated colour pallet (Figure 2) and fonts.

*Figure 1 Main logo and Icon logo*

*Figure 2 Colour palette*

All subsequent communication material, including social media post visuals, flyers, banners, infographics, presentations slides, reports, summaries and deliverables will be designed using the visual identity.

### *B. Templates*

To ensure coherence and a strong visual identity across all communication and dissemination outputs, the E-OilÉ consortium will adopt a common set of templates. These templates will follow Horizon Europe communication guidelines, include the project logo, disclaimer, and EU funding acknowledgment, and will be made available to all partners from the start of the project.

The template set will include:

- PowerPoint Presentation Template – for internal and external meetings, conferences, and workshops.
- Word Template – for deliverables, public reports, and policy briefs.
- Press Release Template – ensuring consistent structure and branding in media communications.
- Social media posts templates
- Video *intro* and *outro*

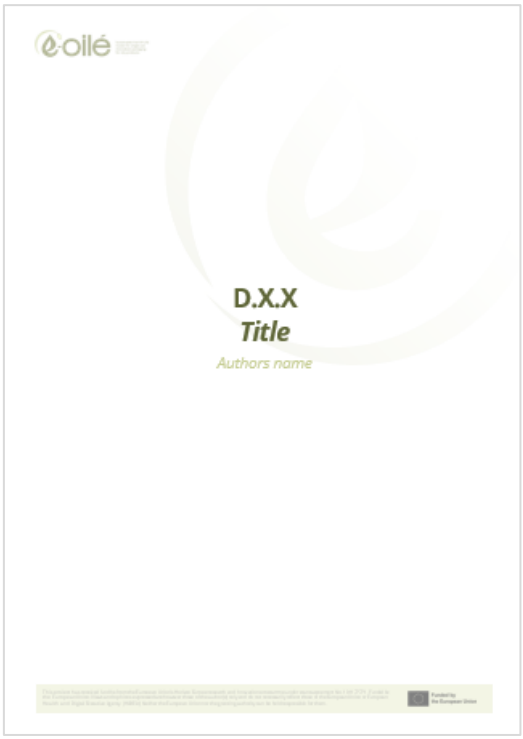


*Figure 3 Word template*

### *C. Printed materials*

Printed materials will be produced to support E-OilÉ's visibility at conferences, workshops, and stakeholder events. While digital tools will be prioritised for sustainability reasons, printed materials remain essential for direct engagement, networking, and dissemination in physical settings.

Planned printed materials include:

- Project flyer and project factsheet: A concise overview of the project's objectives, methodology, partners, and expected impacts. Designed for distribution at trade fairs, conferences, and workshops.
- Roll-up banners: Used at project-organised events and partner booths at external fairs to ensure strong visual presence.
- Infographic leaflets and brochures: Simplified visuals explaining technical concepts.

### *D. Digital Materials*

Digital materials will be central to E-OilÉ's communication strategy, ensuring broad, cost-effective, and sustainable dissemination of information. They will be designed for easy sharing across digital platforms and will be complemented by printed materials.

Planned digital materials include:

- Press kit - downloadable package with media-ready content.
- Social media visuals aligned with the project's branding guidelines, ensuring a consistent online identity.
- Infographics designed to express complex processes in a visual easy-to-digest format
- Newsletters

### *E. Videos and podcasts*

E-OilÉ will produce at least five videos (three short ones and two long ones) to communicate the project's objectives, progress, and results in an accessible and engaging way. These formats are particularly effective in reaching diverse audiences, including non-specialists, consumers, and younger demographics.

The content of the videos may include project and objectives, the role of each partner, the underlying problems and science behind the proposed solution, overall scope of the project, use case demonstrations, interviews, behind the scenes, FAQs, research activities.

Videos will be hosted on the project website, promoted via social media, and shared with partners for use in their institutional channels and events.

Some of the interviews with project partners, industry representatives, and external experts and explanatory videos may be converted into podcast format to discuss themes such as sustainable packaging, bioplastics, circular economy, and consumer acceptance.

## 3.3. Channels

### *A. Project website*

The project website (https://eoileproject.eu/) will serve as a central communication and dissemination platform to enable E-OilÉ's target groups and stakeholders to access project developments, outcomes, and resources.

*Figure 4 E-OilÉ **website** homepage*

The website will be updated frequently with inputs from all partners and will feature dedicated sections to allow users to find relevant and useful information such as:

i. **Project overview (or about page):** This section will provide a concise overview of the E-OilÉ project, including its objectives, rationale, and alignment with EU policy goals. It will explain the need for biodegradable monodose packaging, the project's innovation approach, and its expected impact on sustainability, industry, and society.
ii. **Results and Publications:** This will be a dedicated space for all public deliverables of the project, scientific publications and conference papers, technical documentation and reports.
iii. **News & Events:** This section will highlight E-OilÉ's presence and contributions in the public sphere. It will include science communication pieces, press releases, and media coverage, along with updates on relevant events (either as organisers or participants). It can be seen as a dynamic timeline of E-OilÉ's outreach activities, such as participation in key conferences, trade fairs, and webinars.
iv. **Communication Materials**: This section will provide access to branded and promotional content, that includes the project logo and press kits, factsheets and infographics, podcast, videos and presentations.

The website will also include a dedicated section to partners of the consortium, a subscribe button for the newsletter, contact details and more. It will also be mobile-friendly, increasing accessibility and maximising the impact of the project.

### *B. Newsletter*

The public facing newsletter will serve as a regular communication tool to keep subscribers, stakeholders and consortium members informed about project progress, developments,

milestones, and upcoming activities. It is planned to be issued quarterly, resulting in 12 editions by month 36. Distributed electronically, the newsletter will reach a continually expanding mailing list composed of representatives from all 14 target groups. A subscription form will be available on the project website, allowing external stakeholders to easily opt in.

Each edition will be designed for clarity, accessibility, and engagement, ensuring that key messages are effectively communicated across diverse audiences.

### *C. Social media*

E-OilÉ will be active on social media as it plays an important role in expanding reach and engage with a diverse audience. The project will use LinkedIn, Bluesky and X (formerly Twitter) as its primary channels to reach the relevant target groups. Social media will be used to amplify the project's results, deliverables, and publications, share visual content (e.g. infographics, videos, behind the scenes), promote events, webinars and other public participations, create awareness and engage in dialogue with members of target groups and stakeholders.

A content calendar will be maintained to ensure regular posting and consistency as well as marking relevant dates (e.g. Earth Day, Global Recycling Day, International Plastic Free Day).

A minimum of four posts per month will be planned, and consortium partners will be encouraged to share and engage with posts through their institutional accounts, extending the project's visibility and outreach.

Hashtags (e.g. #eoile #SustainablePackaging, #BiodegradablePackaging, #MonodosePackaging), visual branding, and tagging strategies will be defined early on to support recognisability and discoverability across platforms.

The plan is to gather 1500+ followers across all platforms, 300+ posts and 30k impressions by the end of the project.

### *D. Press and media outreach*

To increase external and amplify visibility beyond its consortium and technical audiences, E-OilÉ will implement a press and media outreach strategy. This will consist of media engagement via press releases of key milestones, major technical achievements, validation of prototypes, contribution to EU policy, among others, and combine visual content (e.g. infographics, short videos) with factsheets that provide journalists with concise information about the project. The whole consortium will contribute to the development and maintenance of a media contact list, including targeted trade press (packaging, bioplastics, food, cosmetics, environment, sustainability), EU outlets, and general media. The project will issue at least six press releases to printed media throughout the duration of the project.

Relevant trade journals to consider include:

- Packaging: Packaging Insights, Packaging Europe, Plastic News, Packaging World, Food Packaging Forum, Interplas Insights…
- BioPlastics: BioPlastics Magazine, Bioplastics News, Sustainable Plastics, Renewable Matter
- Food & cosmetics: Food Navigator, Food Manufacture, Cosmetics Design Europe, Premium Beauty News, Personal Care Magazine

### *E. Webinars*

Events are an essential communication channel for E-OilÉ, providing opportunities to raise awareness, share progress, and foster engagement with diverse stakeholders across the packaging value chain.

To maximise accessibility and ensure wide participation, E-OilÉ will organise three webinars during the project. These three webinars will be organised by ILSI Europe with contributions from all partners and will be designed to present project progress, findings, and other results. Open to a broad range of stakeholders these webinars will have an outreach directed at consumers, retailers, and the **HORECA sector.**

Recordings and summaries will be published on the project website and promoted via social media and newsletters to ensure extended reach.

### *F. European Commission tools*

E-OilÉ will take advantage of several of the tools offered by the European Commission to support communication and dissemination efforts and maximise visibility and ensure transparency. Platforms include:

- EIC Community Platform
- EIC Summit
- CORDIS website
- HORIZON MAGAZINE
- HORIZON DASHBOARD
- HORIZON Results Platform
- EU Innovation Radar Platform
- EU Funding and Tenders Portal

## 3.4 EU funding acknowledgement

All E-OilÉ dissemination and communication material will acknowledge the requirements set out by the European Commission and include the EU emblem to fully comply with the **Horizon Europe visibility rules.**

Funded by
the European Union

The emblem should be accompanied by the following acknowledgement:

"*Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Health and Digital Executive Agency (HaDEA). Neither the European Union nor the granting authority can be held responsible for them.*"

## 3.5 KPIs

To monitor the effectiveness of E-OilÉ's communication and dissemination activities, a set of quantitative and qualitative Key Performance Indicators (KPIs) has been defined. These will be reviewed annually and updated as needed to reflect progress and emerging opportunities.

### Communication KPIs

| Key Performance Indicators | Target |
|---|---|
| **Project website** | 1 |
| **Website visits** | 2000 page views by M18<br>5000 page views by M48 |
| **Logo and Visual identity** | 1 |
| **Social Media accounts** | 3 |
| **Social media posts** | 300 by M48 |
| **Social media followers** | 1500 by M48 |
| **Social media impressions** | 30.000 by M48 |
| **Newsletters** | 12 by M36 |
| **Press releases** | 6 |
| **Videos** | 5 (3 short videos, 2 long videos) |
| **Video views (total)** | 500 (short videos)<br>1000 (long videos) |
| **Webinars** | 3 webinars with minimum of 20 attendees per event |

### Dissemination KPIs

| Key Performance Indicators | Target |
|---|---|
| **Scientific publications** | **10 publications** in Open Access Journals |
| **Conferences, seminars, workshops, summer schools, trade fairs attendance** | 20 |

| | |
|---|---|
| **Oral or poster presentations at events** | 15 |
| **Key exploitable results publications in EC tools** | 10 |
| **Infographics and factsheets** | 3 |
| **Final event attendance** | 150 attendees |
| **Final event connections** | 30 |
| **Intermediate workshops** | 4 workshops with 30 attendees per event |
| **Downloads of public deliverables and reports** | 100 downloads from the website |
| **Policy briefs** | 2 |
| **Liaison with other EU projects** | 5 projects |

# 4.Timeline

| Activity | Year 1 (M1–M12) | Year 2 (M13–M24) | Year 3 (M25–M36) | Year 4 (M37–M48) |
|---|---|---|---|---|
| **Project Website** | Launch and initial content | Regular updates (news, deliverables, visuals) | Continuous updates | Final updates and results archive |
| **Newsletter** | Launch subscription 1st and 2nd edition | 5 editions | 5 editions | 2 editions (incl. final wrap-up) |
| **Social Media** | Launch channels and branding | Regular posting, and milestones promotion | Regular posting and results-focused campaigns | Regular posting and final results campaign |
| **Press & Media Outreach** | Project launch press release | Mid-term results press releases | New prototypes / validation releases | Final press release |
| **Events & Conferences (External)** | First participations (>5 events) | Active participation (>5 events) | Active participation (>5 events) | Final participations |
| **Project Workshops** | 1st co-creation workshop | 2nd workshop | 3rd workshop | 4th workshop |
| **Project Webinars** | 1st Webinar | 2nd Webinar | 3rd webinar | |
| **Final Conference** | – | – | Preparation and organisation | Organisation and delivery (M48) |
| **Videos & Podcasts** | Introductory video | Second video and third video | Fourth video | Final summary video |
| **EU Commission Tools** | Project entry on CORDIS | Upload public deliverables | Upload KERs | Upload final results |
| **Communication Materials** | Visual identity, logo, templates, flyer, poster, infographics, roll-ups | Infographics, roll-ups and other communication materials | Policy briefs, technical briefs and other communication materials | Other communication materials |
| **Dissemination Materials** | Publication planning | 1st peer-reviewed publications | Additional publications | Final publications and summaries |

| | | | | |
|---|---|---|---|---|
| **Public Deliverables** | Upload available deliverables | Upload public reports | Upload public reports | Upload final deliverables |
| **Policy & Technical Briefs** | – | 1st brief | 2nd brief | Final brief and recommendations |

# 5. Link to Exploitation Activities

A dedicated Exploitation Plan will be developed separately and updated during the project. This plan will define the pathways for market uptake, policy impact, and replication of E-OilÉ's Key Exploitable Results (KERs), building on the awareness and engagement created by the C&D activities described in this document. While this document focuses on communication and dissemination, it is important to highlight that these activities are closely linked to exploitation activities

In E-OilÉ, communication and dissemination will:

- Prepare the ground for exploitation by raising awareness of results among key stakeholders, particularly industry, brand owners, and policy makers.
- Share validated results with standardisation bodies, certification agencies, and public authorities.
- Enable knowledge transfer through publications, workshops, and policy briefs that ensure results are understood and trusted.
- Build stakeholder trust and networks that are essential for market adoption of biodegradable packaging solutions.

# 6. Tracking and reporting

As WP6 leader, ILSI Europe will be responsible for monitoring the KPIs and sharing updates with the other partners. Each month, all partners will be requested to update an online inventory of any communication or dissemination activities. This procedure will reinforce accountability and engagement with the dissemination and communication process. The results will be compiled and serve to monitor targets and inform C&D strategies as the project progresses.

An online spreadsheet will be developed for the easy input of dissemination and communication activities and is available to all partners on the project's centralized hub for data and documents sharing (SharePoint). The monthly reminders with a direct link to this reporting tool will be sent to all partners by ILSI.

This structured tracking and reporting system will allow the consortium to measure progress against defined KPIs, identify gaps, and adapt the strategy when needed.

For scientific publications, academic partners are invited to inform the WP leader as soon as a paper is submitted and to fill a template with a tentative publication date and relevant information to prepare its dissemination via the project website and social media.

Website traffic and user behaviour will be monitored through Google Analytics, while social media engagement (reach, impressions, followers, likes, comments, shares) will be tracked using the platforms analytics. Newsletter performance will be evaluated through subscription growth, open rates, and click-through rates. For events and conferences, detailed records will be maintained including attendance numbers, type of contribution (oral, poster, booth), and qualitative stakeholder feedback.

# 7. Conclusions and next steps

The E-OilÉ Communication and Dissemination Plan provides a clear framework to ensure visibility, awareness, and impact of the project's activities and results. Through a combination of tailored communication tools, targeted dissemination channels, and structured tracking and reporting mechanisms, the plan will engage all **14** target groups, foster dialogue across the value chain, and prepare the ground for exploitation and long-term uptake of results.

A strong and consistent visual identity will continue to underpin all E-OilÉ communication and dissemination activities, ensuring recognisability and alignment with Horizon Europe guidelines. The project logo, templates, colour palette, and communication materials will be used across all channels. In parallel, a content strategy will guide the flow of content on the website, newsletters, and social media, ensuring regular visibility and engagement with target groups. This includes quarterly newsletters, monthly website updates, and weekly social media posts highlighting milestones, events, publications, partner activities, among others. Together, these actions will guarantee coherence, visibility, and continuity throughout the project's lifetime.

The plan will remain a **living document**, reviewed annually and updated to reflect new opportunities, stakeholder feedback, and evolving EU policy priorities.

The C&D strategy will be further detailed and refined through upcoming WP6 deliverables, including:

- D6.3 - Civil Society Engagement report by month M6.
- D6.2 - Preliminary report on C&D activities by month18.
- D6.5 Intermediate report on C&D activities by month 36.
- D6.4 Stakeholders engagement and cooperation with other projects by month 46.
- D6.6 Final report on C&D activities by month 48.