



## Deliverable D8.2

### Plan for Communication and Dissemination Activities

Due: Month 6

*Project: BiObased theRmal resistaNt food packaging*

*Acronym: BORN*

*Grant Agreement: 101223095*

*Deliverable number: D 8.2*

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*Lead Beneficiary: TECNO*



| Project information |                                           |
|---------------------|-------------------------------------------|
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| Project title       | BiObased theRmal resistant food packaging |
| Program:            | HORIZON-EIC-2024-PATHFINDERCHALLENGES-01  |
| Grant Agreement     | 101223095                                 |
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| Coordinator:        | Maria Laura Di Lorenzo                    |

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| Dissemination level |                                                                                 |
|---------------------|---------------------------------------------------------------------------------|
| X                   | PU – Public, fully open                                                         |
|                     | SEN – Sensitive, limited under the conditions of the Grant Agreement            |
|                     | Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444   |
|                     | Classified C-UE/EU-C – EU CONFIDENTIAL under the Commission Decision No2015/444 |
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## LIST OF ABBREVIATIONS

| No | ABBREVIATION | Meaning                                       |
|----|--------------|-----------------------------------------------|
| 1  | C&D          | Communication and Dissemination               |
| 2  | DoA          | Description of Action                         |
| 3  | GA           | Grant Agreement                               |
| 4  | EIC          | European Innovation Council                   |
| 5  | KPI          | Key Performance Indicator                     |
| 6  | OA           | Open Access                                   |
| 7  | SSbD         | Safe and Sustainable by Design                |
| 8  | EoL          | End-of-Life                                   |
| 9  | IPR          | Intellectual Property Rights                  |
| 10 | SM           | Social Media                                  |
| 11 | RACI         | Responsible, Accountable, Consulted, Informed |



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## BORN LIST OF PARTICIPANTS

| No | Participant organisation name                                                                                      | Country     | Type       |
|----|--------------------------------------------------------------------------------------------------------------------|-------------|------------|
| 1  | Consiglio Nazionale delle Ricerche (CNR)                                                                           | Italy       | RTO        |
| 2  | Fraunhofer Gesellschaft zur Forderung der Angewandten Forschung EV (FHG)                                           | Germany     | RTO        |
| 3  | Kungliga Tekniska Högskolan (KTH)                                                                                  | Sweden      | University |
| 4  | Nuevas Tecnologías para el Desarrollo de Packaging y Productos Agroalimentarios con Componente Plástica SL (TECNO) | Spain       | SME        |
| 5  | Politechnika Poznańska (PUT)                                                                                       | Poland      | University |
| 6  | Università degli Studi di Napoli Federico II (UNINA)                                                               | Italy       | University |
| 7  | Innoexc Hub (IEXC)                                                                                                 | Switzerland | SME        |
| 8  | Quantis (QUANTIS)                                                                                                  | Switzerland | SME        |



## SUMMARY

**Deliverable D8.2 – Plan for Communication and Dissemination Activities** defines the strategic and operational framework guiding all communication and dissemination actions of the BORN project over its 36-month duration. The plan translates the obligations set out in the Grant Agreement and Description of Action into a coherent, executable system that ensures visibility, stakeholder engagement, effective knowledge transfer, and full compliance with Horizon Europe requirements.

The document establishes a clear distinction between communication activities, aimed at raising awareness and engagement among broad audiences, and dissemination activities, focused on the structured transfer of validated results to scientific, industrial and professional communities. All actions are aligned under a common narrative logic (“problem–innovation–evidence–impact”) to guarantee message coherence across channels and audiences, while strict compliance principles ensure correct EU visibility, factual accuracy and protection of sensitive information.

The plan defines governance, roles and responsibilities across the consortium, combining central coordination with partner-level execution. A detailed Responsible, Accountable, Consulted, Informed (RACI) matrix assigns responsibility, accountability and evidence requirements for each activity type, ensuring consistency, efficiency and audit readiness. Six main target groups are identified, each with tailored objectives, key interests, preferred channels and activation triggers, supported by an engagement approach that incorporates feedback and learning into future actions.

Communication tools and channels are described through practical, channel-specific playbooks covering objectives, content types, cadence, editorial processes, distribution and performance indicators. These include project branding and templates, leaflets, the project website as a central results hub, social media, newsletters, videos and press materials. The plan places particular emphasis on operational readiness, with defined calendars, templates and evidence packs that allow immediate implementation by all partners.

Dissemination activities focus on the transfer of validated, reusable knowledge through scientific publications (100% Open Access), workshops, webinars, participation in key scientific and industrial events, and clustering with relevant EU initiatives and sister projects. Internal validation and IPR screening procedures are embedded to safeguard quality and compliance prior to public release.

Finally, the deliverable defines a comprehensive monitoring and evaluation framework based on quantitative and qualitative KPIs for both communication and dissemination. Systematic tracking, registers and evidence storage ensure transparent reporting and support reviews and audits. Overall, D8.2 provides a robust, integrated and adaptable framework that supports the BORN project’s impact, visibility and long-term exploitation potential.



## 1. Introduction

### 1.1. Aim of the deliverable

This deliverable provides the initial Plan for Communication and Dissemination Activities for the **BORN** project. It turns the project commitments into an operational, evidence-based framework that can be executed by all partners and monitored against KPIs. The plan covers the full project duration (36 months), with an implementation focus on WP8 (months 1–12) and continuity into WP9 (months 13–36).

The plan has five practical objectives: (i) maximise visibility and understanding of the project among defined target groups; (ii) ensure consistent, factually accurate and compliant public communication; (iii) enable efficient dissemination of validated results; (iv) activate stakeholder engagement through events, webinars and clustering; and (v) provide a robust monitoring and evidence trail for reporting and audits.

### 1.2. Structure of the deliverable

Section 2 defines the common approach, obligations, governance and target group engagement logic. Section 3 details the communication strategy and tools. Section 4 details the dissemination strategy and action types. Section 5 provides an operational calendar and a content system. Section 6 defines monitoring and evaluation, KPIs, evidence capture and contingency measures. Sections 7 and 8 contain conclusions and references.

## 2. Communication and Dissemination common approach

### 2.1. Approach

Communication focuses on visibility, awareness and engagement of broad audiences, including the public and media. Dissemination focuses on knowledge transfer to relevant professional communities and stakeholders able to validate, reuse or adopt project results.

To achieve the objectives detailed in section 1.1, communication and dissemination activities must be planned from an integrated perspective that recognizes the distinct focus of each function as described in the following graph:

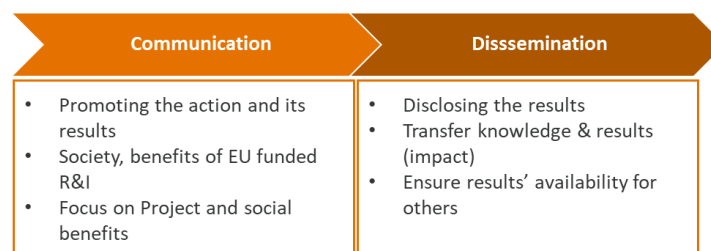


Figure 1 – Communication and Dissemination Scope

To this aim, the BORN consortium has designed a detailed strategy to ensure the appropriate communication and dissemination of the project and its results. Such strategy is detailed in the following graph:

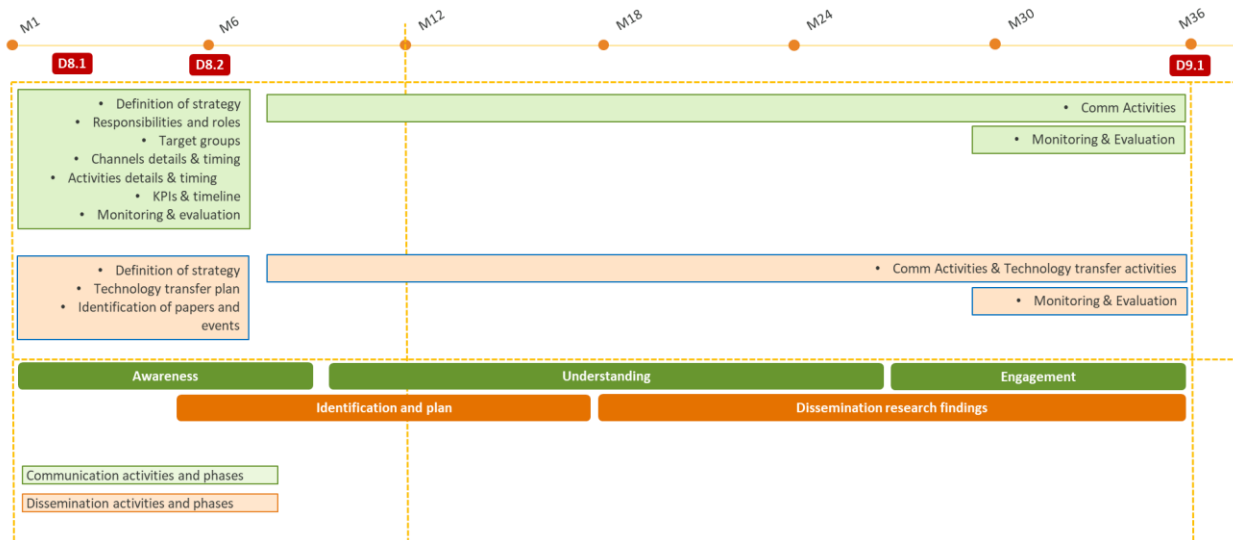


Figure 2: BORN Communication and Dissemination Strategy

The strategy includes a double approach:

- The communication effort is all about to reach and engage a broad audience, keeping them updated on the project's core objectives, key milestones, and ongoing activities.
- The dissemination effort is dedicated to sharing the BORN findings. This involves actively distributing the project's critical outcomes, innovations, and gained insights to relevant parties.

By using this approach, the consortium fully intends to target and inform crucial stakeholders, significantly boost project visibility, and ultimately inspire tangible movement toward the widespread adoption of project's results. The work carried out will be reported in three deliverables: D8.1 reports on website, project logo and social media (already submitted), D8.2 (this deliverable) that focuses on the elaboration of communication and dissemination plan. Finally, D9.1 will report on the dissemination and communication activities carried out during the project.

### 2.1.1. Compliance principles

All public-facing outputs must: (i) acknowledge EU funding and display the European emblem prominently; (ii) include the required funding statement and disclaimer; (iii) use factually accurate information; and (iv) avoid disclosure of sensitive or confidential information. A recommended checklist is provided in **Annex B**.

### 2.1.2. Strategic narrative ("problem → innovation → evidence → impact")

To maintain coherence across channels, BORN communication will follow a narrative line: the challenge (limitations of current biobased materials), the innovation (nucleating agent enabling crystallisation under industrial conditions), evidence (prototypes, publications and validation), and impact (applications and lifecycle benefits).

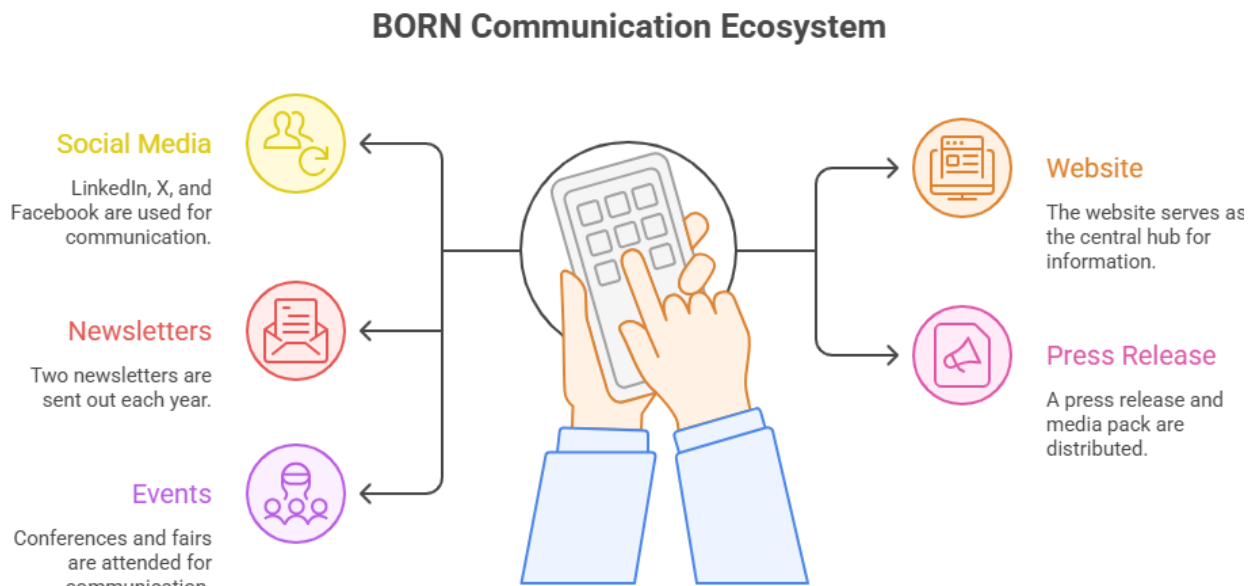


Figure 3: BORN Communication Ecosystem

## 2.2. Responsibilities and roles

BORN communication and dissemination rely on shared responsibility: central coordination ensures consistency and compliance, while partners ensure content supply, amplification and evidence logging. Operational roles must ensure fast turnaround for routine content and more robust review for high-impact communications.

### 2.2.1. Detailed governance model

The execution of the communication and dissemination plan is a shared responsibility, although centralized in key figures to guarantee message consistency.

- **Task Leader (TECNO):** They lead work packages 8 and 9. Its role includes coordination of social media, and organization of the final event. TECNO acts as the link between technological development and industrial reality.
- **Project Coordinator (CNR):** The Consiglio Nazionale delle Ricerche oversees that all communication actions comply with the ethical and legal requirements of the grant agreement. Furthermore, CNR leads scientific dissemination, coordinating the publication strategy and presence in high-level academic forums.
- **Executive Board (EB):** Composed of the leaders of each work package, it meets every 90 days to align research milestones with communication opportunities. This committee validates the scientific accuracy of materials before publication.
- **Partner Communication Officers:** Each beneficiary entity (Fraunhofer, KTH, PUT, UNINA, etc.) has designated a contact point responsible for feeding the project channels with news, laboratory photos, and results updates.

- **Associated Partners (IEXC and Quantis):** Although they do not receive direct funds from the EIC grant (funded by the Swiss government), they play a fundamental role in industrial dissemination and the communication of sustainability results and techno-economic analysis.

The internal communication procedure includes the use of dedicated distribution lists, shared cloud folders for storing visual assets, and a centralized file for tracking KPIs, ensuring that each partner can audit the progress of activities in real time.

### 2.2.2. RACI matrix

Table 1 RACI matrix

| Activity                            | R                       | A                  | C                             | I            | Evidence artifact                        |
|-------------------------------------|-------------------------|--------------------|-------------------------------|--------------|------------------------------------------|
| Website – news item                 | Partner submitting news | Website owner      | Technical owner               | All partners | URL + screenshot + source file           |
| Website – public deliverable upload | Coordinator/editor      | Coordinator        | WP leader                     | All partners | URL + PDF copy                           |
| Social post – milestone             | Channel owner           | Editor             | Technical owner               | All partners | Post link + screenshot                   |
| Social post – partner amplification | Partner comms           | Partner management | Editor                        | All partners | Post link + screenshot                   |
| Newsletter edition                  | Editor                  | Editor             | WP leaders                    | All partners | PDF + mailing stats                      |
| Press release                       | Editor                  | Coordinator        | Technical owner + coordinator | All partners | PDF + distribution list + clipping links |
| Event participation log             | Attending partner       | Attending partner  | Editor                        | All partners | Agenda + evidence photo + slides         |
| Publication announcement            | Authors                 | Authors            | Editor                        | All partners | DOI + repository record + screenshot     |

## 2.3. Target groups and engagement plan

BORN defines six main target groups (A–F). For each group, it specifies: (i) primary intent (ii) key interests; (iii) preferred channels; and (iv) “activation triggers” such as events, webinars or publications.



Figure 4: BORN Target Groups

### 2.3.1. Target groups

#### A – Scientific community

- *Primary intent:* validation and reuse of methods and results through peer-reviewed dissemination.
- *Key interests:* novelty, reproducibility, datasets, methods, benchmarks, open access.
- *Primary channels:* publications, conferences, webinars, website results hub, repositories.
- *Activation triggers:* accepted papers, conference presentations, release of public deliverables.

#### B – Biobased industries (SMEs)

- *Primary intent:* evaluate applicability, scalability, cost drivers, and regulatory fit for adoption pathways.
- *Key interests:* performance metrics, processability, timelines, IPR strategy, partnerships.
- *Primary channels:* LinkedIn, trade fairs, technical workshops, targeted webinars, press releases.
- *Activation triggers:* prototype readiness, validation milestones, targeted sessions at fairs.

#### C – NGOs / humanitarian organisations

- *Primary intent:* understand environmental and societal benefits and credibility of lifecycle claims.
- *Key interests:* safety, leakage prevention, biodegradability evidence, avoiding greenwashing.
- *Primary channels:* website explainers, Facebook, popularisation events, press materials.
- *Activation triggers:* public-facing explainers, lifecycle validation highlights, public events.

#### D – Waste management and recycling

- *Primary intent:* evaluate compatibility with recycling and end-of-life routes and operational constraints.
- *Key interests:* recyclability routes, contamination risks, process windows, standards.

- *Primary channels*: technical workshops, webinars, website technical notes, liaison actions.
- *Activation triggers*: EoL validation results, recycling route outputs, standardisation discussions.

#### E – Networks (BIC/CBE JU/EEN and other EU networks)

- *Primary intent*: multiply reach, align with EU initiatives, and support clustering with sister projects.
- *Key interests*: consistent messages, joint events, portfolio outcomes, policy/standardisation relevance.
- *Primary channels*: LinkedIn, website, portfolio events, joint webinars and conferences.
- *Activation triggers*: portfolio working group meetings, joint dissemination opportunities.

#### F – Citizens and consumers

- *Primary intent*: build understanding and trust in biobased solutions, with simple and accurate narratives.
- *Key interests*: real-world benefits, safety, usability (hot food, microwavable), end-of-life clarity.
- *Primary channels*: videos, Facebook, website explainers, popularisation events.
- *Activation triggers*: compelling explainers, visible prototypes, public events.

#### 2.3.2. Engagement evidence and learning loop

Engagement is not only output-driven; it is a learning loop. Recommended practice: after each webinar/workshop/trade fair, capture (i) participant questions; (ii) adoption barriers; (iii) requests for collaboration; (iv) clarifications needed for public messages; and (v) follow-up actions. This feedback is then translated into next content pieces and into improvements in stakeholder segmentation.

### 3. Communication Strategy

#### 3.1. Communication key messages

Communication messages must remain consistent and evidence-based. In practice, BORN messaging should maintain a stable set of “macro-messages” and adapt “micro-messages” per target group and channel.

##### 3.1.1. Macro-messages (recommended, stable across channels)

- BORN addresses a key limitation of many biobased polymers: limited heat resistance due to slow crystallisation.
- BORN develops a bio-based, low-cost polymer formulation enabled by a novel nucleating agent and safe-and-sustainable-by-design principles.
- The project targets thermal-resistant biobased packaging and explores a broader portfolio of applications (including agriculture, packaging for pharmaceuticals and consumer goods).
- BORN spans the full lifecycle, including prototype production, validation, and end-of-life assessment (recycling, biodegradation, hazard screening).

##### 3.1.2. Micro-messages per audience (recommended examples)

Table 2 Micro-messages

| Audience | Headline-style message                                 | Proof hook (what to cite/link)       | Preferred channel    |
|----------|--------------------------------------------------------|--------------------------------------|----------------------|
| A        | From polymer physics to validated packaging prototypes | Publication/DOI; public deliverables | Conferences, website |

|   |                                                                           |                                                |                          |
|---|---------------------------------------------------------------------------|------------------------------------------------|--------------------------|
| B | Thermal-resistant biobased packaging: performance + pathway to uptake     | Prototype milestone; technical workshop slides | LinkedIn, fairs          |
| C | A safer path to reduce plastic pollution: lifecycle validation matters    | EoL validation summary; explainer video        | Website, Facebook        |
| D | End-of-life clarity: recycling and biodegradation routes under evaluation | Technical note; webinar recording              | Webinars, workshops      |
| E | Portfolio synergies: accelerating solutions for a circular bioeconomy     | Joint event page; portfolio WG outcomes        | LinkedIn, joint sessions |
| F | Biobased packaging that works for hot food: what it means for you         | Short video; FAQ page                          | Videos, Facebook         |

### 3.2. Communication Channels and Tools

This section provides a channel-by-channel playbook. The goal is to ensure each channel is not only described, but is executable: with objectives, audiences, processes, content types, cadence and measurement.

#### 3.2.1. Project Logo

##### Objectives

Ensure recognisability, consistency and compliance across all materials, reducing partner-level variability and avoiding incorrect use of the EU emblem.

##### Brand assets to include

Logo suite; clear space rules; minimum sizes; monochrome and inverted version; colour palette; typography; iconography; photography style; and misuse examples.

##### Co-branding rules (EU emblem)

The EU emblem must remain distinct and be at least as prominent as other logos. Provide examples for deliverables, slides, leaflets and social media cards.

##### Templates

Provide Word and PowerPoint templates for deliverables and presentations, and lightweight templates for press releases, factsheets, and social media post cards.

##### Quality control

Use a single-point approval workflow for public-facing branded assets: editor + compliance check; store approved assets in a shared repository with version control.

#### 3.2.2. Leaflets

Two versions of informative leaflets have been planned to satisfy the demands of different audiences.

1. **General Leaflet (M2):** Aimed at the general public and policy makers. Explains the global objectives of the project and its social benefits. Published on social media, website, and included in Deliverable D8.1.
2. **Industrial Leaflet (M18):** Focused on the technical specifications of the formulations and the results of industrial-scale tests. Includes details on the mechanical and thermal properties of the prototypes.

The goal is to distribute a total of 1,000 printed leaflets (500 per version) at in-person events, in addition to their downloadable digital versions from the website. All materials include the European Union emblem and the mandatory disclaimer.

### Recommended leaflet architecture

Front: value proposition + 3 bullets; Back: innovation journey + applications + QR code to website + EU disclaimer. Consider two versions: (i) general public; (ii) industry/science.

### KPI target

2 leaflets; >500 printed versions each (cumulative targets).

### Distribution plan

Distribute at trade fairs, workshops and conferences. Capture evidence with photos of the stand and a short distribution estimate per event.

#### 3.2.3. Project website

The official website, [www.born-project.eu](http://www.born-project.eu), acts as the central hub of BORN's digital presence. Its structure is designed to be a living repository of the project's achievements.

- **Contents:** Includes a news section updated monthly, a download area for public deliverables and press materials, and a section dedicated to the consortium with links to partner institutions.
- **Interaction:** The site allows for newsletter subscription and direct contact with the coordinator for technical inquiries.
- **Metrics:** The goal is to reach 7,000 unique visitors by the end of the 36 months, monitoring traffic through web analytics tools to optimize content according to user interest.

### Results hub

A structured results hub can host: public deliverables, publications, datasets where allowed, press releases, and multimedia. This supports findability and reuse.

### Editorial calendar

Maintain a rolling 8–12 week editorial calendar with planned news items linked to milestones, events and publications, plus slots for unexpected opportunities.

### Analytics and KPI target

Target: 7,000 visitors by end of project. Track visitors, sessions, top pages, referral sources, and conversions (newsletter sign-ups) where possible.

#### 3.2.4. Social Media

BORN maintains active profiles on LinkedIn, X (Twitter), and Instagram to maximize its multi-channel reach.

- **LinkedIn:** Main channel for industrial and academic engagement, sharing technical achievements, job offers for young researchers, and bioplastic sector news. <https://www.linkedin.com/company/born-biobased-thermal-resistant-food-packaging>
- **X:** Used for rapid communication during congresses and to interact with the European policy

community. BORN\_EIC

- **Facebook:** Focused on social awareness, using simple infographics on circular economy and photos of the BORN team working in the laboratory.

<https://www.facebook.com/profile.php?id=61583133803052>

The plan envisions publishing more than 300 posts and achieving a follower base exceeding 2,000 people across all platforms. The 10+ institutional profiles of the partners are encouraged to amplify these messages.

### Platform role clarity

LinkedIn = professional storytelling; X = real-time and networking; Facebook = accessible community updates and events. Each post should link back to the website when deeper context is needed.

### KPI targets

>2,000 followers across SM; >300 posts; regular publication on 10+ partner/stakeholder SM channels.

### Hashtag and tagging conventions

Define a short list of core hashtags and tag partner organisations and relevant EU initiatives consistently. Use a shared “tag list” and “partner amplification rota”.

## 3.2.5. Newsletters

### Audience and objectives

Curated, low-frequency digest channel for stakeholders who prefer periodic, consolidated updates. Objectives: summarise validated public progress; drive traffic to the website results hub; promote registrations for webinars/workshops; and provide auditable outreach records through archived issues and mailing statistics.

### Content

- Standard structure per issue:
- Editorial note (3–5 lines).
- Highlights (3–6 bullets).
- Results spotlight (topic + link).
- Publications & resources (DOIs/links).
- Upcoming events (registration links).
- Partner spotlight (optional).
- Subscribe/contact + EU acknowledgement and disclaimer.
- Format: PDF for archival/reporting (optionally linked on website).

### Periodicity / planned calendar

Indicative windows aligned with the overall calendar: M06, M12, M18, M24, M30 and M36 (two per year).

Table 3 Periodicity newsletter

| Issue window     | Grant month | Purpose                  | Core content focus                                      | Evidence pack                                                     |
|------------------|-------------|--------------------------|---------------------------------------------------------|-------------------------------------------------------------------|
| Issue 1 (Year 1) | M06         | (Re-)launch & onboarding | Channels live; first public activities; upcoming events | PDF copy + mailing stats export + website archive link/screenshot |
| Issue 2 (Year 1) | M12         | Year 1 wrap-up           | Public outputs; events attended; next-year outlook      | PDF copy + mailing stats export + website archive link/screenshot |
| Issue 3 (Year 2) | M18         | Mid-project digest       | Validated progress & dissemination highlights           | PDF copy + mailing stats export + website archive link/screenshot |
| Issue 4 (Year 2) | M24         | Year 2 wrap-up           | Public results + upcoming webinars/workshops            | PDF copy + mailing stats export + website archive link/screenshot |
| Issue 5 (Year 3) | M30         | Late-stage results push  | Adoption-oriented content; clustering; events           | PDF copy + mailing stats export + website archive link/screenshot |
| Issue 6 (Year 3) | M36         | Final wrap-up            | Final event info, key results, archive links            | PDF copy + mailing stats export + website archive link/screenshot |

## Structure

Use the newsletter template in Annex A; maintain consistent section order for reader familiarity.

## Editorial process

- Recommended process:
- Week 1: content call to partners using template.
- Week 2: drafting and consolidation; technical validation.
- Week 3: editorial + compliance review; schedule and send.
- After sending: archive issue, export stats, update monitoring register.

## Distribution campaign

Opt-in subscribers via website/events; partner networks and multipliers (forwarding encouraged); relevant innovation ecosystems where permitted. Cross-promote each issue via social media and archive on website.

## Evidence to store

Per issue: PDF, mailing statistics export, link list, screenshot of website archive page.

### 3.2.6. Videos

## Audience and objectives

Audiences: public and stakeholders; objectives: accessible explanation, partner visibility, and engagement support for website/social/newsletter.

## Content

Video set: project teaser/intro + 8 partner interviews (1 min each). Optional: event highlights and final recap.

## Periodicity / planned calendar (synchronised with Section 5)

Because video recording has not started yet, the operational schedule is re-phased from March 2026 (Grant Month 06). Teaser in M06; partner interviews monthly from M07 to M14 (8 interviews).

Table 4 Periodicity videos

| Grant Month | Calendar month | Video output                     | Lead partner                    | Objective                       | Key steps (within month)                                                 | Publish locations             | Evidence to store                                      |
|-------------|----------------|----------------------------------|---------------------------------|---------------------------------|--------------------------------------------------------------------------|-------------------------------|--------------------------------------------------------|
| M6          | Mar 2026       | Project teaser/intro (re-launch) | Comms editor (CNR lead support) | Launch asset for web/social     | W1 script/storyboard; W2 record; W3 edit/subtitles; W4 approvals+publish | Website media corner + Social | URL + screenshots + final MP4 + editable source        |
| M7          | Apr 2026       | Partner interview #1 (1 min)     | CNR                             | Partner spotlight in 60 seconds | W1 script; W2 record; W3 edit/subtitles; W4 approvals+publish            | Website media corner + Social | URL + screenshots + final MP4 + raw footage (internal) |
| M8          | May 2026       | Partner interview #2 (1 min)     | KTH                             | Partner spotlight in 60 seconds | W1 script; W2 record; W3 edit/subtitles; W4 approvals+publish            | Website media corner + Social | URL + screenshots + final MP4 + raw footage (internal) |
| M9          | Jun 2026       | Partner interview #3 (1 min)     | PUT                             | Partner spotlight in 60 seconds | W1 script; W2 record; W3 edit/subtitles; W4 approvals+publish            | Website media corner + Social | URL + screenshots + final MP4 + raw footage (internal) |
| M10         | Jul 2026       | Partner interview #4 (1 min)     | UNINA                           | Partner spotlight in 60 seconds | W1 script; W2 record; W3 edit/subtitles; W4 approvals+publish            | Website media corner + Social | URL + screenshots + final MP4 + raw footage (internal) |

|     |          |                              |                |                                 |                                                               |                               |                                                        |
|-----|----------|------------------------------|----------------|---------------------------------|---------------------------------------------------------------|-------------------------------|--------------------------------------------------------|
| M11 | Aug 2026 | Partner interview #5 (1 min) | TECNO          | Partner spotlight in 60 seconds | W1 script; W2 record; W3 edit/subtitles; W4 approvals+publish | Website media corner + Social | URL + screenshots + final MP4 + raw footage (internal) |
| M12 | Sep 2026 | Partner interview #6 (1 min) | IEXC           | Partner spotlight in 60 seconds | W1 script; W2 record; W3 edit/subtitles; W4 approvals+publish | Website media corner + Social | URL + screenshots + final MP4 + raw footage (internal) |
| M13 | Oct 2026 | Partner interview #7 (1 min) | FHG/Fraunhofer | Partner spotlight in 60 seconds | W1 script; W2 record; W3 edit/subtitles; W4 approvals+publish | Website media corner + Social | URL + screenshots + final MP4 + raw footage (internal) |
| M14 | Nov 2026 | Partner interview #8 (1 min) | QUANTIS        | Partner spotlight in 60 seconds | W1 script; W2 record; W3 edit/subtitles; W4 approvals+publish | Website media corner + Social | URL + screenshots + final MP4 + raw footage (internal) |

### Structure

Standard format: branded intro/outro, lower-third, subtitles, EU acknowledgement/disclaimer card where required.

### Editorial process

Pre-production brief → script validation → recording → edit/subtitles → compliance check → publish → archive evidence pack.

### Distribution campaign

Publish in website media corner and promote via social media and newsletters; partners repost on institutional channels.

### Evidence to store

Video URLs + screenshots; final MP4 + editable sources; raw footage stored internally; consent forms if applicable.

#### 3.2.7. Press pack: Press Release and Pictures (22, 23)

### Audience and objectives

Audience: specialised media (packaging, polymers/materials, sustainability), EU innovation multipliers, and local/regional media in partner geographies. Objectives: enable fast, accurate media coverage and consistent messaging using pre-approved assets.

**Content**

Press pack contents: press release; 1-page factsheet; logo pack; project banner; curated photos/graphics; validated quotes; contact sheet; EU acknowledgement/disclaimer. Provide web-optimised and print-ready assets.

**Periodicity / planned calendar**

3 press release windows across the project plus one final-event media kit in the closing phase (aligned with Section 5 press windows).

**Structure**

Press release structure: headline; sub-headline; lead paragraph; project description; quotes; facts box; media contact; EU acknowledgement/disclaimer.

**Editorial process**

Draft → technical validation → coordinator/editor approval → compliance check → final formatting (web + print) → distribution + archiving.

**Distribution campaign**

Tiered distribution: direct email to curated media list; partner networks; publication on website media corner; amplification via social channels.

**Evidence to store**

Final press release PDFs; distribution list; clipping links/screenshots; media kit archive.

## 4. Dissemination Strategy

### 4.1. Key knowledge to transfer

**Audience and objectives**

Audience: scientific community, industry stakeholders, and innovation ecosystems. Objective: transfer validated knowledge enabling reuse, validation and uptake.

**Content**

Key domains include publicly shareable materials/formulation insights, prototype/validation evidence when disclosable, end-of-life evidence, and sustainability/safety assessment approaches where public.

**Periodicity / planned calendar**

Continuous, increasing as results mature; aligned with publications and event seasons.

**Editorial process**

Internal validation and confidentiality/IPR screening before public dissemination; archive evidence of dissemination actions.

**Evidence to store**

DOIs/links, slides/posters, agendas, repository records, and participation evidence.

## 4.2. Workshops and Events

The consortium will organize specific events to ensure the effective transfer of this knowledge:

- **Technical Dissemination Workshops (2):** Practical events aimed at plastic converters and researchers to show the processability of BORN pellets.
- **Webinar Series (6):** Online seminars on specific topics such as "Biodegradation in Agricultural Soils" or "Food Safety in Biopolymers".
- **Seminar Days for PhD Students (2):** Training activities to train the next generation of experts in sustainable materials.
- **Final Closing Event (M36):** An international conference where all results will be presented, and an exploitation session dedicated to investors and strategic partners will be held.

### Audience and objectives

Interactive knowledge transfer and feedback collection; community building around outcomes.

### Content

Project-organised webinars and technical workshops; final event and exploitation sessions; participation in academic conferences and industrial events.

### Periodicity / planned calendar

Webinars distributed across project (6 total); technical workshops (2 total); final event in closing phase; continuous event participation.

### Structure

Standard event structure: objectives → public progress/results → technical session(s) → Q&A → feedback capture → next steps.

### Editorial process

Prepare agenda, slides, registrations; record when appropriate; archive materials and evidence.

### Evidence to store

Agenda, participant count, slides, recording link, photos, and follow-up actions.

Table 5 Possible event

| Identified event                 | Category   | Location         | Estimated date |
|----------------------------------|------------|------------------|----------------|
| Giornate Scientifiche DSCTM 2025 | Scientific | Bologna, Italy   | October 2025   |
| Polymers 2026                    | Scientific | Lisbon, Portugal | April 2026     |
| Milan Polymer Days               | Scientific | Milan, Italy     | June 2026      |
| IWA AD19                         | Scientific | Valencia, Spain  | June 2026      |

|                                 |            |                  |               |
|---------------------------------|------------|------------------|---------------|
| 10th EuChemS                    | Scientific | Antwerp, Belgium | July 2026     |
| Ecomondo 2026                   | Industrial | Rimini, Italy    | November 2026 |
| European Bioplastics Conference | Industrial | Berlin, Germany  | December 2026 |

Participation in these events will be used not only to present posters and oral communications but also to perform technological monitoring and strategic networking with other actors in the European ecosystem.

### 4.3. Publications

The commitment to scientific excellence translates into the goal of publishing at least 20 articles in top-tier peer-reviewed journals. In compliance with the Horizon Europe mandate, 100% of these publications will be in **Open Access**.

To ensure long-term impact, the data underlying these publications will be deposited in reliable repositories such as Zenodo, following FAIR principles (Findable, Accessible, Interoperable, Reusable), allowing the global scientific community to build upon the foundations established by BORN.

#### Audience and objectives

Scientific and applied research community; objective: validation, reuse and credible dissemination via peer review.

#### Content

Peer-reviewed articles and related dissemination outputs as results mature.

#### Periodicity / planned calendar

Continuous, with increasing output as results mature.

#### Editorial process

Draft → partner review → IPR/patentability check where relevant → submission → repository deposition → communication on acceptance/publication.

#### Evidence to store

DOI/repository link; acceptance proof; screenshots; communication posts.

### 4.4. Liaison with other initiatives

BORN acts as a node within a broader network of European innovation:

- **EIC Pathfinder Challenges Portfolio:** The project collaborates closely with other beneficiaries of the "Nature-inspired alternatives" challenge. 5 joint actions have been planned to address common regulatory barriers and share market visions.
- **CBE JU:** Fluid communication will be maintained with the Circular Bio-based Europe Joint Undertaking to align BORN results with EU industrial funding priorities.
- **Sister Projects:** Bridges are established with initiatives such as BIO-PLASTICS EUROPE (for safety),

PAPILLONS (for microplastics in soils), and SHEALTHY (for nutritional quality), optimizing resources and sharing reference data.

### **Audience and objectives**

EU projects and EIC Pathfinder portfolio communities; objective: amplify impact through clustering and joint actions.

### **Content**

Joint webinars, shared dissemination actions, cross-promotion of resources where permitted.

### **Periodicity / planned calendar**

Throughout project; at least one joint action per year recommended, aligned with portfolio working groups.

### **Editorial process**

Identify opportunities → agree scope → co-create assets → publish with compliance checks → archive evidence.

### **Evidence to store**

Joint action record; links; agendas; screenshots; outcomes notes.

## **5. Communication and Dissemination Calendar**

The calendar of activities is divided into three strategic phases reflecting the technological maturation of the project, from fundamental research to industrial prototyping.

### **Phase 1: Identity Establishment and Awareness (M1 - M12)**

- Launch of the logo and identity manual (M1).
- Activation of the website and social media (M2).
- Publication of the first general leaflets (M2).
- Definition of stakeholders and engagement strategy (M1).
- First newsletter (M6).

### **Phase 2: Dissemination of Technical Advances and Networking (M13 - M24)**

- Intensive participation in international scientific congresses (M13-M24).
- First technical demonstration workshop (M18).
- Launch of the technical webinar series (M15).
- Press release on the success of nucleation efficiency (M21).
- Production of video interviews with research partners (M18).

### **Phase 3: Impact, Exploitation, and Closure (M25 - M36)**

- Presentation of final prototypes at industrial fairs such as Ecomondo (M26).
- Demonstration video of BORN packaging in real use (M30).
- Final project conference and exploitation sessions with investors (M36).

- Publication of the final communication and dissemination report (M36).
- Last press release summarizing the project's legacy (M36).

## 6. Monitoring and evaluation

### 6.1. Methodology for Evaluation

Monitoring will be implemented through systematic tracking of communication and dissemination actions and supporting evidence. Digital analytics (website and social media) will be used to measure performance against targets. Registers will track events, publications, and press echoes. Evidence is stored as activity packs.



Figure 5: KPI monitoring dashboard

### 6.2. Key Performance Indicators

These tables report KPI, with target groups that are going to be impacted by BORN detailed in Section 2.3.

Table 6 Dissemination KPIs

| Target groups and Dissemination channels                     | KPI                                                            |
|--------------------------------------------------------------|----------------------------------------------------------------|
| <b>A</b> - Open access publications in JCR journals          | > 20 open access publications                                  |
| <b>A,B,C,D,E</b> - Academic conferences                      | > 30 participations with posters, presentations, workshops     |
| <b>A,B,C,D,E</b> - Industrial trade fairs                    | 4 participations - exhibition booth                            |
| <b>B,C,D</b> - Exploitation session at project final event   | 2 dedicated session to present the project results             |
| <b>ALL</b> - Dissemination workshops or webinars             | 2 technical workshops, series of 6+ webinars                   |
| <b>A</b> - Seminars                                          | 2 Seminar Days for PhD students                                |
| <b>E</b> - Clustering with ongoing EU funded projects        | 5+ joint actions with other projects/initiatives, incl. CBE JU |
| <b>E</b> - Clustering with EIC Pathfinder Projects Portfolio | 5+ outreach events (workshops, joint conferences, etc.)        |

Table 7 Communication KPIs

| Target groups and Communication channels | KPI |
|------------------------------------------|-----|
|------------------------------------------|-----|

|                                                                 |                                                                                                                                         |
|-----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| <b>ALL</b> - Visual identity and branding                       | <b>1</b> logo                                                                                                                           |
| <b>ALL</b> - Website                                            | <b>7,000</b> visitors by the end of the project                                                                                         |
| <b>ALL</b> - Social media (SM), including X, LinkedIn, Facebook | <b>&gt;2,000</b> followers on all SM; <b>&gt;300</b> published posts; regular publication on <b>10+</b> SM of partners and stakeholders |
| <b>ALL</b> - Newsletters                                        | <b>2</b> newsletters/year                                                                                                               |
| <b>ALL</b> - Leaflet                                            | <b>2</b> leaflets; <b>&gt;500</b> printed versions each                                                                                 |
| <b>ALL</b> - Final event with media press kit                   | <b>1</b> at the end of the project                                                                                                      |
| <b>B,C,D,E</b> - Press releases                                 | <b>3</b> press releases                                                                                                                 |
| <b>B,C,D,E</b> - Video interviews                               | <b>1</b> -minute-long videos of all project partners                                                                                    |
| <b>F</b> - Popularization events                                | <b>2</b> participations in events, eg. apéri-science, or sci-coffee                                                                     |

## 7. Conclusions

This Plan consolidates BORN's outreach into a coherent, executable system. It standardises all channels to a single structure (objectives, content, process, distribution, evidence) to reduce ambiguity and ensure audit-ready reporting.

The newsletter section is now operational (not just descriptive), with a biannual calendar mirrored in the overall plan, a standard structure, and a defined evidence pack per issue. The video plan is synchronised across Section 3.2.6 and Section.

Overall, the plan combines continuous channels (website/social) with milestone-based peaks (videos, newsletters, press releases, webinars/workshops), supported by monitoring registers and evidence packs. The calendar is a living plan that can be refined as milestones are confirmed while keeping cadence and evidence architecture stable.

## 8. References

Grant Agreement (GA 101223095): obligations on communication, dissemination, visibility and disclaimer (Article 17) and project summary / KPIs (DoA).

Official channels:

- Official website: <https://www.born-project.eu/>
- LinkedIn: <https://www.linkedin.com/company/born-biobased-thermal-reisistant-food-packaging/posts/?feedView=all>
- X: [https://x.com/born\\_eic](https://x.com/born_eic)
- Facebook: <https://www.facebook.com/people/BORN-EIC-Pathfinder/61583133803052/>

## 9. ANNEX A – Editorial templates suggested (ready to use)

### A.1 Website news template

Fields: Title | Date | WP/Task | 150–200 word summary | Key takeaway | Links | Image assets | EU disclaimer | Contact.

### A.2 Event recap template

Fields: Event | Date | Location | Audience | Partner role | Key messages delivered | Materials used | Outcomes | Follow-up actions | Evidence links.

### A.3 Publication announcement template

Fields: Title | Authors | Venue | DOI/link | 3–4 bullet summary | Why it matters | Where to access | EU acknowledgement.

### A.4 Press release template

Headline | Sub-headline | 1st paragraph | Facts box | Quotes | Media contact | EU funding statement + disclaimer.

### A.5 Newsletter template

Sections: Editorial | Highlights | Results spotlight | Events | Publications | Partner spotlight | Subscribe/Contact | Disclaimer.

## 10. ANNEX B – Compliance checklist

Table 8 Compliance checklist

| Item                                  | Check                    |
|---------------------------------------|--------------------------|
| EU emblem included and not modified   | <input type="checkbox"/> |
| Funding statement included            | <input type="checkbox"/> |
| Disclaimer included verbatim          | <input type="checkbox"/> |
| EU emblem as prominent as other logos | <input type="checkbox"/> |
| No confidential/sensitive info        | <input type="checkbox"/> |
| Claims are factual/validated          | <input type="checkbox"/> |
| Evidence archived                     | <input type="checkbox"/> |

## 11. ANNEX C – Event, publications and press clipping reporting register (see C&D Excel)

## 12. ANNEX D – Sample newsletter issue (model text)

Below is a model newsletter issue to be adapted for each release. Replace placeholders with validated, public content and add links to the website and resources hub.

### I.1 Editorial note (example)

Welcome to the BORN newsletter. In this edition we share key project updates, highlight recent activities and provide links to public resources. Our goal is to keep stakeholders informed with accurate, concise information and to invite dialogue through upcoming events and channels.

### I.2 Highlights (example bullets)

- Project channels are active and continuously updated (website and official social media).
- Stakeholder engagement continues through events and webinars planned across the reporting period.
- Public resources will be progressively added to the website “Results hub” as they become available.

### I.3 Results spotlight (example section)

Spotlight topic: “From formulation to application”. This section summarises a validated, public update, for example: a new public deliverable, a conference contribution, or an open-access publication. Use 3 bullets: (1) what was achieved; (2) why it matters; (3) where to access it. Include the direct link to the website page hosting the resource.

### I.4 Upcoming events (example table)

Table 9 Upcoming events

| Date | Event | Format | Registration / link |
|------|-------|--------|---------------------|
|      |       |        |                     |
|      |       |        |                     |
|      |       |        |                     |
|      |       |        |                     |
|      |       |        |                     |
|      |       |        |                     |

### I.5 Stay connected

Follow the project channels and share relevant posts through partner institutional accounts to amplify reach. Subscribe colleagues who may be interested (ensure compliance with data protection).

### I.6 Disclaimer

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 the granting authority. Neither the European Union nor the granting authority can be held responsible for them.

## 13. ANNEX E – Frequently Asked Questions (FAQ) – Draft bank (30 questions)

This FAQ bank supports consistent public messaging. Use only validated, public information and keep answers short. Link to the website for details.

- Q1. What is BORN and what problem does it address?
- Q2. Why is thermal resistance a challenge for many biobased polymers?
- Q3. What does “crystallisation rate” mean in simple terms?

- Q4. What is a nucleating agent and why is it important?
- Q5. What kinds of packaging does BORN target (examples)?
- Q6. Is the material intended to be food-contact compliant?
- Q7. How does BORN address safety and sustainability (SSbD)?
- Q8. How will end-of-life be addressed (recycling vs biodegradation)?
- Q9. Where can I find public deliverables and publications?
- Q10. How can companies engage with the consortium?
- Q11. How can researchers collaborate or follow results?
- Q12. What is the project timeline and duration?
- Q13. What are the official channels?
- Q14. How does BORN relate to other EIC Pathfinder projects?
- Q15. What are the main KPIs for communication and dissemination?
- Q16. How can I subscribe to updates?
- Q17. What is the difference between communication and dissemination?
- Q18. How is confidentiality handled in public communication?
- Q19. How does the consortium ensure information quality?
- Q20. Will webinars be recorded?
- Q21. How are events and participations tracked?
- Q22. How are publications handled with respect to IPR?
- Q23. What is meant by “portfolio” in EIC Pathfinder?
- Q24. How can citizens benefit from the project outcomes?
- Q25. How can waste management stakeholders provide feedback?
- Q26. How does the project avoid greenwashing?
- Q27. What is the disclaimer and why is it required?
- Q28. Can partners repost content, and how?
- Q29. What is planned for the final event?
- Q30. Who is the contact point for media enquiries?

