BeonNAT

Innovative value chains from tree & shrub species grown in marginal lands as a source of biomass for bio-based industries

Project number: 887917

D9.7. Communication & Dissemination Plan

Due date of deliverable: 30/06/2021

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PROJECT INFORMATION

Project full title: Innovative value chains from tree & shrub species grown in marginal lands as a source of biomass for bio-based industries

Acronym: BeonNAT

Call: H2020-BBI-JTI-2019

Topic: BBI-2019-SO1-R1

Start date: July 1st 2020

Duration: 60 months

List of participants:

Nº	Acronym	Participant organization name
1 (Coordinator)	CIEMAT	Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas
2	CESEFOR	Fundación Centro de Servicios y Promoción Forestal y de su Industria de Castilla y León
3	REC	Consorzio per la Ricerca e la Dimostrazione sulle Energie Rinnovabili
4	AIM	AIMPLAS – Asociación de Investigación de Materiales Plásticos y Conexas
5	ATB	Leibniz Institut fuer Agrartechnik und Biooekonomie E V
6	BTU	Brandenburgische Technische Universitat Cottbus-Senftenberg
7	USV	Universitatea Stefan cel Mare din Suceava
8	IPB-CIMO	Centro de Investigação de Montanha / Instituto Politécnico de Bragança
9	CTA	Contáctica S.L.
10	IDS	IDOASIS 2002 S.L.
11	EJAR	El Jarpil S.L.
12	ENV	Envirohemp S.L.
13	NNFCC	NNFCC Limited
14	TOLSA	TOLSA S.A.
15	MAVERICK	Laboratorios Maverick S.L.
16	PEFC	Asociación para la Certificación Española Forestal – PEFC España

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Document Title:	Communication & Dissemination Plan
Dissemination level	PU – Public
Period:	PR1
WP:	WP9. COMMUNICATION, DISSEMINATION AND EXPLOITATION
Task:	Task 9.5 & T9.6
Author:	Contactica Innovation
Abstract:	This deliverable outlines the dissemination and communication objectives and strategy of the BeonNAT project and gives an overview of the activities planned so far to accomplish the set objectives. The aim of the BeonNAT Plan for the use and dissemination of knowledge and for the communication, is to use the research results generated during the project to create value within the target communities/initiatives in the EU, while raising awareness of the BEONNAT key elements. This approach ensures that public funding will lead the progress and the positioning of EU Industries as benchmark players within the global market place. In summary, this plan concerns the communication of the project ("raising awareness") and its results ("achievements") targeted to external audience, scientific community and potential business users of the developed products/services.

1 Introduction

Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. With this in mind, communication about European projects should aim to demonstrate how research and innovation are contributing to a European "Innovation Union" and account for public spending by providing tangible proof that collaborative research adds value by:

– Showing how European collaboration has achieved more than would have otherwise been possible, notably in reaching scientific excellence, contributing to competitiveness and solving societal challenges.
– Showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways.
– Making better use of the results, by ensuring they are taken up by decision-makers to influence policymaking, and by industry and scientific community to guarantee a follow-up.

The aim of the BeonNAT Communication & Dissemination Plan is to use the research results generated during the project to create value within the target communities/initiatives in the EU. This approach ensures that public funding will lead the progress and the positioning of EU Industries as benchmark players within the global market place.

In summary, this plan concerns the communication of the project ("raising awareness") and its results ("achievements") targeted to external audience, scientific community and potential business users of the products/services developed.

The project will promote the research results and benefits for the enhancement of external awareness and for knowledge building within the targeted industry, end users and academia communities belonging to food & feed sectors as well as protein processors.

Following these premises, the present plan will have three phases:

1. Construction of the BeonNAT brand.
2. Communication of BeonNAT project creating knowledge
3. Dissemination and communication of results and milestones.

Figure 1. Scheme of the communication strategy elements

The successive phases will be continuous from its launch and throughout the development of the project. The dissemination and communication strategy of BeonNAT will be 360 degrees, combining on-line and off-line channels and tools and reinforcing different highlights focused on the stakeholders. In this way, the combination of different actions will reinforce the message and allow to reach our audiences (See section 2.1 below).

The consortium will also take advantage of the External Advisory Board (EAB), external members who might evaluate the project progress, and provide guidance regarding future work. EAB will be invited to attend the yearly general meetings and final Workshops. The EAB will:

- evaluate progress,
- give recommendations for further actions, and
- facilitate a dialogue with fora representing the wider community

2 Objectives of the dissemination and communication strategy

The main objectives in the Communication & Dissemination Plan are:

1) To raise awareness and interests of the different actors and end-users

2) Identification, engagement and mobilization of stakeholders (multi-actor approach)

3) Knowledge transfer by generating the communication and dissemination materials, participation in social networks, conferences, events, etc. Networking within other projects and initiatives

4) To ensure a multiplication effect contact.

3 Visual identity

The first communication action developed after the starting of the project was to create a recognisable brand of BeonNAT, reflecting the main goals of the initiative and offering the audience/stakeholders a clear identification of the values and messages.

3.1 Name

BeonNAT is the branding name of the project which means: ***"Innovative value chains from tree and shrub species grown in marginal lands as a source of biomass for bio-based industries"***.

The full title should be between quotation marks when first mentioned in a document, then it will be used its abbreviation/acronym.

3.2 Logo

A visual guideline that includes different applications of the logo has been designed to facilitate the use of the BeonNAT brand.

BASE LOGO

ALTERNATE VERSIONS

3.3 Visual identity

3.3.1 Colours

The corporate colours of the brand are registered on the following page, which should serve as a guidance document to avoid printing problems with the colours of the trademark and its corresponding versions for digital formats.

Table 1. Visual identity of BeonNAT project

Name	HEX	RGB	Color
Dell	#41771c	65, 119, 28	
Chateau Green	#4bae65	75, 174, 101	
Breaker Bay	#509e9c	80, 158, 156	
Lima	#74bf20	116, 191, 32	

3.3.2 Tipography

ARIAL NOVA Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Ññ Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890 / * - + = ¿ ? ¡ ! " # % & ( ) ; : . , - _ ¨ [ ] { } Çç < > ' ´ | º ª \ @ ~ ¬ ^

4   Communication & Dissemination plan

4.1   Target audiences

The identification of target audiences of the BeonNAT project is crucial in order to customise the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered in an effective manner.

With the purpose of selecting those groups, diverse criteria have been applied, such as:

- Interest in the project, as well as in the information and knowledge to be obtained during its development.
- Capacity for promoting or contributing into the project activities.
- Influence over the project and/or the rest of target audiences.
- Impact of the project results on the target audiences.

Based on these criteria, the following target audiences have been identified:

– Institutions & policymakers

- Feedstock suppliers: primary producers, land owners
- End-users for BeonNAT products
- Scientific community
- Consumers
- General Public.

Depending on the specific target audiences, the project will implement different strategies:

- **Dissemination**: This includes the stakeholders' engagement and capacity building aims at targeting more experienced audiences (mainly technical and professional audiences, investors, academia etc.) with a focus on transferring technical/technological results through peer-to-peer communication.
- **Communication**: It aims at lay audiences, end users and house owners, citizens and the general public (not always closely related with technological issues of BeonNAT). The communication process covers the whole project (including results), starts at the outset of the project focused on multiple audiences and have a multiplier effect (beyond the project's own community, including the media and general public).

4.2 Messages

The main key messages of BeonNAT project will be re-defined during its own development once Work Packages are developed and deliverables are completed. A first collection of messages per target group are shown below.

Table 2. Key messages per target group

TARGET GROUP	MESSAGES
Institutions and policymakers	New forest products development, reducing economic risks, reducing environmental impact, rural policies, sustainable production, circular economy, rural growth, bioeconomy, climate change management, products for responsible markets
Primary producers, land owners	New business opportunities based on cultivation of underutilized species in marginal lands, circular economy, increasing land productivity, best management practices, accessing new markets, sustainable feedstock production by Forest certification and custody chain, rural growth, soil and biodiversity assessment
End-users	Sustainable feedstock production by Forest certification and custody chain, soil and biodiversity assessment, and sustainable product processes, accessing new markets, cost reduction, bioeconomy, green products, economic benefits
Scientific community	Soil biodiversity, innovative management processes, soil quality, carbon sequestration, reduction of GHG, climate change management, circular economy, rural growth, marginal lands management
Consumers	Green products, sustainable process, circular economy, biobased products
General public	Forest Sustainability, soil biodiversity, reducing environmental impact, sustainable production, climate change management, products for responsible markets

4.3 Channels

The following table shows the main Dissemination and Communication channels chosen for the BeonNAT project:

Table 3. BeonNAT main channels

CHANNELS	DESCRIPTION
Project's website	A website to provide information about the project and the results, showcasing project's news and acting as a communication channel with the stakeholders and between partners.
Social media	The project will develop a community around social networks to be in contact with stakeholders and the general public: - Twitter information to share news and get in touch directly with partners. - Linkedin page - YouTube/Vimeo for the videos.
Communication material	Posters and roll-ups that will present the project's concept. Leaflets and brochures that will contain the general information of the project. Newsletters. Audio visual material will be produced.
Communication campaign	Digital and physical campaigns (press, radio, TV, etc.) will be set-up for the promotion of the BeonNAT activities and developments
Scientific publications	It is expected to develop a significant amount of research results which will be disseminated to different key scientific communities
Workshops	Workshops organized or co-organised by the partners inviting experts, farmers, researchers, university students, clients and industry audience.
Events, round table discussions, networking with other projects	Conferences, trade fairs, EU events where BeonNAT project can be promoted and its results disseminated.

4.3.1 Project website

BeonNAT´s website (http://www.beonnat.eu) will be the main online communication channel of the project. In order to increase the project's visibility, all partners should include a link to the website from their own website, and share it through their social media accounts, if possible. Contents will be written in clear and accessible language in order to reach as many people as possible.

4.3.2 Social media

Social media are a big opportunity to reach stakeholders as well as society in general, creating awareness for the project. About one third of site's traffic comes from social media, so the main purposes of using these platforms are:

- Redirect online traffic to the website, by sharing links that lead to contents from www.beonnat.eu.

- Improve BeonNAT brand image, by establishing a successful online presence in social media.

- Create engagement with the audience, by sharing other contents that might result interesting to the followers, as well as interacting with them.

The main channels used with communication purposes in BeonNAT will be Twitter, LinkedIn, and Youtube.

4.3.3 Communication materials

Communication materials will be designed during the project lifetime to be used by partners when necessary. These materials will be centralised in a branding guideline document to guarantee an effective and consistent branding of the project; and updated regularly to be adapted to the different messages to be communicated.

CTA, as leader of WP9, will be responsible for the creation of promotional materials, although every partner is allowed to produce its own material, always informing CTA. Main communication materials, used for creating and strengthening BeonNAT brand, will be:

- ✓ Brochure, for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.

- ✓ Poster, for increasing visibility of both the project and its partners.

- ✓ Power Point presentation, updated regularly. It should be used in conferences and external events where partners are participating and should help them explain the project and how it is developing.

- ✓ Roll-up, for general communication of the project targets and showing the main objectives, expected outcomes, partners and regions involved.

- ✓ Videos, With the aim of communicating the complexity and depth of issues in value chains, explanatory videos will be made, showing the achievements of the project. Furthermore, a final video will be made that will include some extracts of cocreation events, interviews to end-users and their interest for the new business models, show how bottlenecks identified in the early stage of the project have been overcome, and it should show the specific demos and lessons learnt. The target audience will be end-users and policy makers. The video will be promoted via social media and events (e.g., co-creation workshops) or external attended events.

4.3.4 Communication campaign

With the main aim of attracting and establishing a BeonNAT community around our stakeholders and the general public, a Digital Marketing Strategy has been established with three main pillars:

- The BeonNATwebsite will be permanently updated through the section of news and events.
- Social Media and newsletters will be used to share the advances about the project included in the website, and attract visitors and users.
- SEO techniques will be used to obtain a good positioning of the website on Internet browsers.

4.3.5 Scientific Publications

It is expected that the BeonNAT project develops a significant amount of research results which will be disseminated to different key scientific communities. Thus, Research and Technology Organisations (RTO) will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific

conferences and journals that count on high impact index. It is expected to develop a significant amount of research results which will be disseminated to different key scientific communities. This way, RTO will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index.

The publications will be made freely and openly available via online repository with gold open access. Prior to publishing any scientific publication, the BeonNAT Partner involved will contact the whole consortium for revision and validation of the publication 45 days in advance. The publications funded by the project will be uploaded to specific bibliographic social networks such as ResearchGate, ArXiv or others no later than 6 months after its original date of publication.

4.3.6 Workshops

These sessions will be organized with the local stakeholders, including citizens and local companies. Technical, economical, societal and cultural aspects will be considered and better worked out.

4.3.7 Events

The events are one of the most important parts of the dissemination and communication strategy because they allow to connect with stakeholders and the general public, encourage networking and show the most important advances and results of the project. Events also feed of content the communication channels and tools (website, social media, press releases) generating great impacts on different audiences.

The participation of partners in events will be made visible through the BeonNAT website and Social Media channels contributing to increase the community of stakeholders and public interested in the project. General and technical presentations of BeonNAT will be showcased in a face-to-face interaction with the stakeholders.

4.4 Summary

BeonNAT will actively carry out communication activities aimed at reaching out the different actors (forest workers, land owners, industry, policy makers, public administration, scientific community, general public). Therefore, the BeonNAT communication will target a large community of multiple stakeholders. A flow of information will be promoted between material providers and end-users during and after the project to ensure that BeonNAT results will impact the battery sector and its market.

Table 4. BeonNAT Communication Plan

TARGET	MESSAGE	OBJECTIVES	CHANNELS
Institutions and policymakers	New forest products development, reducing economic risks, reducing environmental impact, rural policies, sustainable production, circular economy, rural growth, bioeconomy, climate change management, products for responsible markets	Incentives to create and consolidated new partnership and new forest value chains in Europe	Communication material; website; events; workshops; networking

TARGET	MESSAGE	OBJECTIVES	CHANNELS
Primary producers, land owners	New business opportunities based on cultivation of underutilized species in marginal lands, circular economy, increasing land productivity, best management practices sustainability, low input agricultural practices, accessing new markets, sustainable feedstock production by Forest certification and custody chain, rural growth, soil and biodiversity assessment	Ensure BeonNAT supply chain and develop new economic niches for rural population	Communication material; events communication campaign; workshops.
End users	Functional ingredients obtained from new feedstock and tested in industrial environment Promoting Natural Essential oils from sustainable source Promoting new green products and technologies.	To establish new collaborative relationships to incorporate BeonNAT functional ingredientain new product or formulations	Communication material; social media; communication campaign; consumer panels; trade fairs; brokerage events; website; networking
Scientific community	Soil biodiversity, plant biodiversity, innovative management processes, soil quality, carbon sequestration, reduction of GHG, climate change management, circular economy, rural growth, marginal lands management	Contributing to the SOA. Awareness. Dissemination to multiply impacts	Scientific articles; conference proceedings; website; events; communication material, workshops; networking
Consumers	Green products, sustainable process, circular economy, biobased products	To create market demands for BeonNAT forest-based products	Articles; interviews in mass media; project website; communication material, social media; events
General public	Forest Sustainability, soil biodiversity, reducing environmental impact, sustainable production, climate change management, products for responsible markets	To involve European society in sustainable, consume habits	Press, Articles; interviews in mass media; Project website; Communication material; social media; events

5 Management of the communication & dissemination

CTA is the leader of the WP9 and coordinates the actions and processes with the inputs of the rest of the members of the consortium.

Additionally, some specific procedures will be designed to organise, in an effective way, the external communication, the generation of content in the website, the Social Media work, the review of communication and dissemination materials, and the information and reporting about the participation in events.

5.1 Website

CTA is responsible for the management of the website. CTA will update regularly (at least once a month) the BeonNAT website with news and events. CTA will request information to the partners from preparing the news.

The events to which BeonNAT partners are attending have to be promote through the website. For doing this, partners need to inform CTA so news can be published.

Members of the consortium are requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, Social Media profiles, newsletters, etc.).

5.2 Social Media Channels

CTA will mainly manage the social media accounts, but all partners can prepare and send information to CTA in order to share interesting information and posts. All contents will be published in English.

All partners should follow BeonNAT social media accounts with their personal/institutional accounts, as well as should share BeonNAT social media accounts with their contacts in order to create an online network through different platforms.

Partners will decide the best social networks to use at national level, if feasible, taking into the specificities of their Country. They will need to help for communicating and disseminating at national level.

The website links to the social media accounts as well as the social media accounts link to the website.

5.2.1 Twitter

Twitter is the most popular micro-blogging site and represents the opportunity to reach people from all over the world with interests related to the project. CTA is responsible for the management of the Twitters for the BeonNAT project. Partners must collaborate by mentioning the BeonNAT accounts, retweeting the messages about the project and sharing publications

On Twitter, third parties' content can be shared if it might result interesting to followers. It can be done through retweets or by giving credit to the owner (expressed by the formula "via @name of the original publisher").Use of #hashtags and @mentions is highly recommended to increase the impact of tweet. Language will be clear but technical or scientific terms can be used if needed.

A hashtag has been created for BeonNAT in twitter, *#BeonNATProject*, so partners need to use it when writing tweets and retweeting.

5.2.2 Linkedin

LinkedIn is the most popular networking online site. It is used for connecting with people that work in similar or related fields, as well as sharing knowledge. CTA is responsible for managing this channel but any partner can be included as administrator of the page so it can upload information. Partners are free to ask for this access to CTA.

LinkedIn should be updated regularly, with at least 1 post every month. Posts that include multimedia elements are highly recommended. Language will be clear but technical or scientific terms can be used if necessary.

5.2.3 ResearchGate

ResearchGate is a European commercial social networking site for scientists and researchers to discover scientific knowledge and stay connected to the world of science. It enables users to share papers, ask and answer questions, follow projects and/or members and find collaborators. BTU is responsible for managing the project logs mainly based on the news published on the BeonNAT website.

Any partners with access to ResearchGate can ask permission to publish news.

5.3 Communication materials

CTA is in charge of developing communication materials to promote the BeonNAT project. Partners must inform with enough time in advance if they need some of these materials for the participation to events or other requirements.

For the moment, one brochure has been produced. It can be downloaded from the website.

5.4 Communication campaigns

Communication campaigns may include:

- Press releases and publications in online or printed media.

- Newsletters

- Special social media communication campaign

Table 5. Communication campaigns for BeonNAT

	1st Communication campaign	2nd Communication campaign	3rd Communication campaign
Time period	M6 – M12	M33 – M40	M50 – M60

Objective	Launch of BeonNAT website, social media accounts, first brochure	First bio-based products production tests	Final Outcomes of the project

5.5 Reporting communication and dissemination activities

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved in seeking opportunities to present and showcase the project in their own countries and at European level.

The participation in events must be previously communicated to CTA (in order to make visible activities through communication channels), and after the event every partner must complete the events questionnaire with the reporting about the communication and dissemination activity: sum-up, number of attendees, pictures, publications, presentations, press clipping, etc.

If results are going to be shared in an event or through a publication, partners need to inform or ask permission to the Exploitation Board to do so. This need to be done at least 30 days before the event.

After carrying out an activity, partners need to complete and send to CTA the activity report template (see annex 1). This can be done after finishing the event or sending a collection of events attended every 3 months.

5.6 Support of the European union

The support to the BeonNAT project by the European Commission must be recognised in all the dissemination and communication tools and materials including this disclaimer and logos:

Unless the JU requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

a) display the JU and BIC logos and

b) display the EU emblem and

c) include the following text: *"This project has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 887917. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium".*

When displayed together with another logo, the JU and BIC logos and the EU emblem must have appropriate prominence.

6 Evaluation process: key indicators performance

CTA coordinates the Communication & Dissemination Plan of BeonNAT and its activities with the involvement of all the member of the consortium. Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reaching the stakeholders of the project and build the BeonNAT community.

CTA compiles all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on Media for the press-clipping and the distribution of the communication materials through a form sent by e-mail. If necessary, partners could receive phone calls or requesting emails.

Table 6. Monitoring of communication & dissemination actions

TOOL	KPIs	TARGET	Schedule/frequency
PROJECT WEBSITE	Number of website visits during the project execution	>5000	Website set up by **M9 - M60**
WORKSHOPS	Number of workshops organized	At least 3	**M25, M48, M60**
SOCIAL MEDIA	Number of followers in social media in each social network account created	300 in twitter 100 in linkedin	**M3 – M60**
	Number of reads	400 for ResearchGate	
NEWSLETTER	Number of receivers/downloads of project newsletter	>150	**M18, M36, M48, M60**
PRESS RELEASE	Number of press releases	4 press releases	**M1, M24, M45, M60**
PROJECT VIDEO	Number of visualizations of the promotional project video until end of project	>200	Video set up by **M50**
BROCHURE	Number of project brochures downloaded or handled	150 downloads 1,000 deliveries	**M12, M36, M55**
NETWORKING	Number of cooperation with relevant projects	2	1 joint event by **M25** 1 joint event by **M48**
PUBLICATIONS	Number of publications (in open access)	10	**M60**
Other events	Number of other events attended	10	**M60**
WORKSHOPS	Number of other workshops attended	6	**M60**
CONFERENCE	Number of Conferences attended	15	**M60**

6.1 KPIs table update

Table 7. Update of the indicators at M16

KPIs	TARGET	Update (12/11/2021)
Number of website visits during the project execution	>5000	3225
Number of followers in social media in each social network account created Number reads	300 in twitter 100 in linkedin 400 in ResearchGate	53 in twitter 50 in linkedin 65 reads
Number of press releases	4 press releases	1
Number of project brochures downloaded or handled	150 downloads 1,000 deliveries	Not counted yet
Number of other events attended	10	0
Number of other workshops attended	8	2
Number of Conferences attended	15	5

6.2 Activities performed

In the first 17 months of the project a total of 100 communication and dissemination activities have been performed so far. The distribution among activities categories can be seen in the figure below.
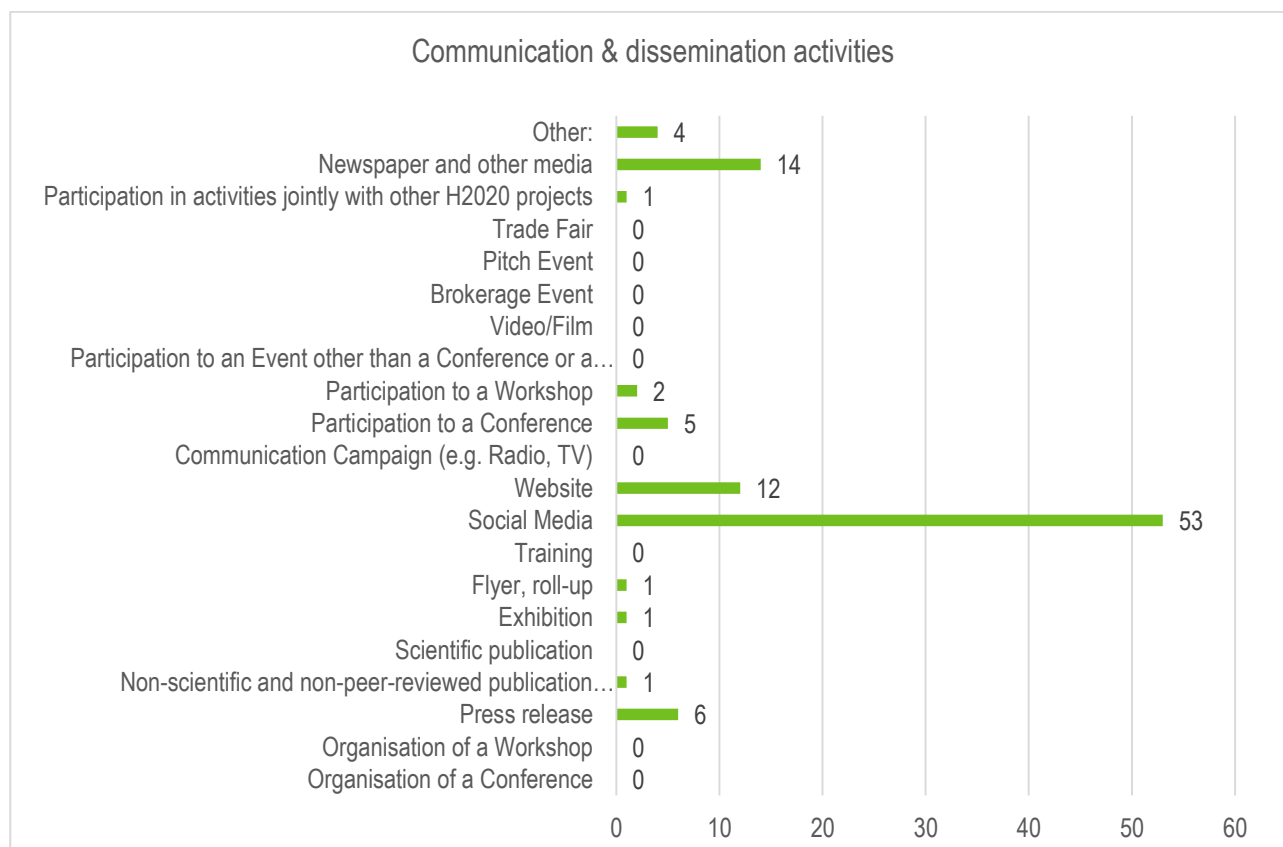
Figure 2. Collection of communication & dissemination activities

6.3 Foreseen activities in reporting period 2

It is foreseen to accomplish the following numbers in the next eighteen months (i.e., during reporting period 2)

Table 8. Foreseen activities during RP2

Type of activity	Estimated
Organisation of a Workshop	1 (M25)
Press release	1 (M24)
Newsletter	2 (M18 & M36)
Scientific publication	5
Communication material	4 flyers 1 roll up 3 Posters
Social Media	+47 followers in twitter +45 followers in linkedin
Website	+3000 visitors
Participation to a Conference	6
Participation to a Workshop	4
Participation to an Event other than a Conference or a Workshop	4
Video/Film	1
Participation in activities jointly with other H2020 projects	2

Type of activity	Estimated
Newspaper and other media	1

For the following months and next year, at least the following activities are planned:

Table 9. Planned activities

ACTIVITY TYPE	MORE INFO	Date
Poster	INTERNATIONAL SEMINAR ON PLASTICS RECYCLING	1st - 2nd December 2021
Scientific publication	ORIGINAL ARTICLE : *Rosmarinus officinalis*	2022
Scientific publication	ORIGINAL ARTICLE : *Juniperus communis*	2022
Participation to a Conference	Nutrition and functional food ingredientes. Bioeconomy	Feb-22
Participation to a Conference	About *Juniperus Communis* essential oil. 30th European Biomass Conference. https://www.eubce.com/	9th - 12th May 2022
Exhibition	Vitafoods 2020 Geneva	May-22
Participation to a Conference	About Biomass fractionation by steam explosion for biorefinering applications. 30th European Biomass Conference. https://www.eubce.com/	9th - 12th May 2022
Participation to a Conference	EUROPEAN RECYCLING CONFERENCE (EURIC)	June 2022
Participation to an event. Poster	International Seminar of Biotechnology	1st - 2nd March 2022
Press release	Explaining the first 24 months of the project	April 2022
Social Media / Website	Press release	April 2022
Participation to a Conference. Flyer	ECOFIRA	October 2022
Participation to a Conference. Flyer	PRS	October 2022
Participation to a Conference. Flyer	EUROPEAN BIOPLASTICS	-
Scientific publication	About energy and environmental impacts of the extraction of essential oil from wild shrubs. Sent for publication before date.	31st November 2022
Video	BeonNat Promotional Video. Due before date.	31st November 2022
Flyer, roll-up	BeonNat Roll-up. Due before date.	31st November 2022

7   Dissemination. Open access

Open access (OA) refers to the practice of providing online access to scientific information that is free of charge to the end-user and reusable. 'Scientific' refers to all academic disciplines. In the context of research and innovation, 'scientific information' can mean:

- peer-reviewed scientific research articles (published in scholarly journals), or

- research data (data underlying publications, curated data and/or raw data).
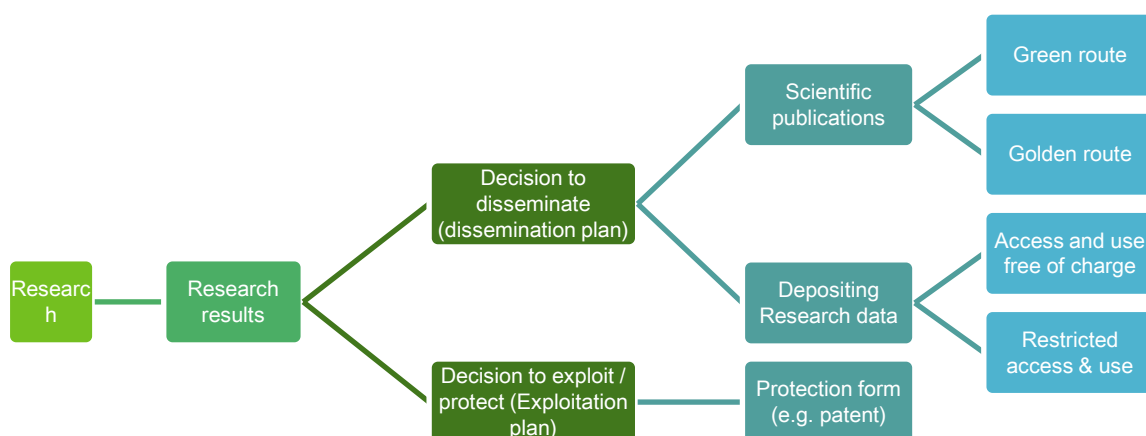
Figure 3. Open access scheme

7.1 Peer-reviewed scientific research articles

Open access to scientific publications means free online access for any user. Although there are no legally binding definitions of 'access' or 'open access' in this context, authoritative definitions of open access appear in key political declarations including:

- the 2002 Budapest Declaration
- the 2003 Berlin Declaration

Under these definitions, 'access' includes not only basic elements - the right to read, download and print – but also **the right to copy, distribute, search, link, crawl and mine**.

The 2 main routes to open access are:

A. **Self-archiving / 'green' open access** – the author, or a representative, archives (deposits) the published article or the final peer-reviewed manuscript in an online repository before, at the same time as, or after publication. Some publishers request that open access be granted only after an embargo period has elapsed.

B. **Open access publishing / 'gold' open access** - an article is immediately published in open access mode. In this model, the payment of publication costs is shifted away from subscribing readers. The most common business model is based on one-off payments by authors. These costs, often referred to as Article Processing Charges (APCs) are usually borne by the researcher's university or research institute or the agency funding the research. In other cases, the costs of open access publishing are covered by subsidies or other funding models.

7.1.1 Misconceptions about open access to scientific publications.

In the context of research funding, open access requirements do not imply an obligation to publish results. The decision to publish is entirely up to the grant beneficiaries. Open access becomes an issue *only if* publication is chosen as a means of dissemination.

Moreover, open access does not affect the decision to exploit research results commercially, e.g. through patenting. The decision on whether to publish through open access must come after the more general decision on whether to publish directly or to first seek protection.

This is illustrated in the chart at the end of this section, which shows open access to scientific publication and research data in the wider context of dissemination and exploitation.

7.2 Research data

7.2.1 Open access to research data

Refers to the right to access and reuse digital research data under the terms and conditions set out in the Grant Agreement.

7.2.2 Research data

Refers to information, in particular facts or numbers, collected to be examined and considered as a basis for reasoning, discussion, or calculation.

In a research context, examples of data include statistics, results of experiments, measurements, observations resulting from fieldwork, survey results, interview recordings and images. The focus is on research data that is available in digital form.

Users can normally access, mine, exploit, reproduce and disseminate openly accessible research data free of charge.

7.3 Mandate On Open Access To Publications

Article 29.2 of the Model Grant Agreement sets out detailed legal requirements on open access to scientific publications: under Horizon 2020, each beneficiary must ensure open access to all peer-reviewed scientific publications relating to its results.

To meet this requirement, beneficiaries must, at the very least, ensure that any scientific peer-reviewed publications can be read online, downloaded and printed.

Since any further rights - such as the right to copy, distribute, search, link, crawl and mine - make publications more useful, beneficiaries should make every effort to provide as many of these options as possible.

Peer-reviewed publications are those assessed by other scholars. Peer review is typically, though not exclusively, organised by the journal or publisher to which an article or manuscript is submitted. However, new approaches are expected to become more prevalent in years to come.

The dominant type of scientific publication is the journal article. Grant beneficiaries are also strongly encouraged to provide open access to other types of scientific publications including:

- monographs
- books
- conference proceedings

- grey literature (informally published written material not controlled by scientific publishers, e.g. reports)

The open access mandate comprises 2 steps:

1. depositing publications in repositories
2. providing open access to them

ANNEX 1

COMMUNICATION/ DISSEMINATION ACTIVITY TEMPLATE

Participant name	
Date	
Task	*Task to which this activity has relation*
Category	*Communication or dissemination*
Type of activity	☐ Social media ☐ Scientific publication ☐ Non-scientific publication ☐ Briefings, leaflets, roll-up… ☐ Websites ☐ Participation in a Conference. ☐ Participation in another event ☐ Project presentation to potential clients ☐ TV and radio (Communication campaign) ☐ Workshop ☐ Activities organized jointly with other H2020 projects ☐ Others
Title of the event	
Short description of the event	*Short description about the event. Indicating location and date of the event. Link to a website for more information*
Organisers	
Description of the participation	*Describing BeonNAT participation and main achievements obtained*
Participants	*Describing the type of participants and the number of attendees*
Estimation of the people reached	
Attachments (photos, presentations, flyer, etc)	*These attachemnts are essential to prove that the activity was done.*