

## **COMMUNICATION AND DISSEMINATION PLAN**

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## COMMUNICATION AND DISSEMINATION PLAN

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## PROJECT No. 965196

Innovative tools to study the impact and mode of action of micro and nanoplastics on human health: towards a knowledge base for risk assessment

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## TABLE OF CONTENTS

ACRONYMS AND ABBREVIATIONS .....	5
1. Executive summary .....	6
2. Introduction.....	6
3. Communication and dissemination strategy.....	7
3.1. Objectives.....	7
Overall goals.....	7
Specific goals.....	7
Overview .....	8
3.2. Key target groups.....	9
3.3. Tone of voice and key message .....	11
3.3.1. Partners.....	11
3.3.2. Related EU projects .....	11
3.3.3. Regulators, policy makers, H&S authorities.....	12
3.3.4. Academy.....	12
3.3.5. General public.....	13
3.3.6. Industry .....	13
3.4. Communication and dissemination matrix .....	15
3.4.1. Communication activities .....	18
3.4.2. Dissemination activities.....	20
3.5. Tools and channels .....	22
3.5.1. Visual identity.....	22
3.5.2. Templates.....	22
3.5.3. Communication toolkit.....	23
3.5.4. Videos.....	24
3.5.5. Website .....	24
3.5.6. Social media.....	26
Twitter .....	26
Instagram.....	26
YouTube .....	27
LinkedIn.....	27
4. Calendar .....	28
5. Monitoring of C&D .....	29





## ACRONYMS AND ABBREVIATIONS

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<b>C&amp;D</b>	<ul style="list-style-type: none"><li>• Communication and dissemination</li></ul>
<b>MNPLs</b>	<ul style="list-style-type: none"><li>• Micro and nanoplastics</li></ul>
<b>TT</b>	<ul style="list-style-type: none"><li>• Twitter</li></ul>
<b>YT</b>	<ul style="list-style-type: none"><li>• YouTube</li></ul>
<b>IG</b>	<ul style="list-style-type: none"><li>• Instagram</li></ul>
<b>CUSP</b>	<ul style="list-style-type: none"><li>• European Research Cluster to Understand the Health Impacts of Micro- and Nanoplastics</li></ul>

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## 1. Executive summary

The present document defines the Communication and Dissemination (C&D) Strategy of Plasticheal, including the different activities to be developed, the tools to be employed, the channels to be used as well as the communication roadmap.

As a living document, it will be annually updated reflecting the effects of the project communication activities addressed to raise the awareness and social acceptance of the scientific and public audience reaching the broadest possible audience and creating a framework for knowledge transfer.

This Dissemination and Communication Strategy has been designed according to the EU guidelines set in the 2021-2027 Online Manual <sup>1</sup>.

## 2. Introduction

The main purpose of the C&D Plan is to enhance the vision and outcomes of the project building from an impact-based dissemination and communication strategy to guarantee its acceptance throughout the EU area involving both the general public and the main stakeholders.

PLASTICHEAL project outcomes, such as the specific materials, technologies and methodologies portfolio, as well as the learning material will be constantly updated through a feedback loop of interaction with the stakeholders and available on the project's website.

The coordinated activities will ensure that the different target groups are addressed in an appropriate manner. Dissemination will be oriented to build credibility and reliability within regulators and companies, thus creating additional market opportunities for the different stakeholders in the plastics industry.

### Related issues

**Gender equality.** Language in communication and dissemination materials, monitoring participation by gender. In collaboration with gender and equality coordinator. Despite many good initiatives, women continue to be underrepresented in research and innovation both in EU and beyond. Recognizing this gender gap, PLASTICHEAL is committed to uphold the

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<sup>1</sup> Communicating your project. <https://webgate.ec.europa.eu/funding-tenders-opportunities/pages/viewpage.action?pagelId=1867972&src=contextnavpagetreemode>





principles of gender equality, promoting a balanced participation of men and women within the project activities and all dissemination and training events. Project workshops/meetings dates will be decided taking into consideration children's exam periods and school holidays. All events organized will demonstrate an encouraging message of the role of women in research, and in science and technology.

**GDPR compliance.** All materials and events will be organised following ongoing regulations at EU and national levels.

## 3. Communication and dissemination strategy

### 3.1. Objectives

The PLASTICHEAL C&D strategy will target to use effectively, efficiently and reasonably-priced communication tools to increase public and stakeholders' awareness, to stimulate acceptance and to foster regulatory implantation of PLASTICHEAL findings throughout the European Union.

An integrated impact-driven approach will be adopted through a multi-stakeholder and multi-channel strategy, with the following specific objectives:

#### Overall goals

- To communicate and disseminate the main message of the project and its outcomes at European and national level.
- To reach and motivate all target groups and foster their interest in the project.
- To measure the impacts generated by the implementation of communication and dissemination activities.

#### Specific goals

- To create a visible and distinguishable visual identity of the project to make it easily recognisable.
- To select the most efficient communication tools and make optimal use of resources.
- To build credibility and reliability within regulators and companies.
- To increase public awareness on the activities and the achievements of the project based on a multichannel approach also exploiting PLASTICHEAL partners' own communication channels.
- To generate stories that will secure wider media coverage at local/national or European level.



# plasticheal

- To engage with the main stakeholders by implementing dedicated technical workshops and training activities focused on potential adopters of PLASTICHEAL generated knowledge at European level.
- To keep a close interaction among partners, stakeholders, public authorities, other EU projects.

## Overview

	<b>DISSEMINATION</b>	<b>COMMUNICATION</b>
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Public disclosure of results. Information and mobilisation of target groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Promotion of the project and its results.</li> </ul>
<b>Audience</b>	<ul style="list-style-type: none"> <li>• Scientific communities, industry stakeholders, policy-makers.</li> </ul>	<ul style="list-style-type: none"> <li>• General public, including EU citizens, civil society and mass media.</li> </ul>
<b>Language</b>	<ul style="list-style-type: none"> <li>• Scientific language.</li> </ul>	<ul style="list-style-type: none"> <li>• Non-specialised language.</li> </ul>
<b>Channels</b>	<ul style="list-style-type: none"> <li>• Peer-review journals, scientific conferences, online repository of results.</li> </ul>	<ul style="list-style-type: none"> <li>• Media, generalist website, newsletters, school visits, public events</li> </ul>

*Table 1 C&D Objectives overview*







### 3.2. Key target groups

	Main group	Specific key target group	What can they bring to the project?	How can the Project may be of interest to them?
Internal audiences	Project partners	<ul style="list-style-type: none"> <li>• Researchers and knowledge-generators.</li> <li>• Administrative and logistics members.</li> </ul>	<ul style="list-style-type: none"> <li>• They develop the project activities.</li> <li>• Increase the visibility of the project and its results.</li> </ul>	<ul style="list-style-type: none"> <li>• They will gain experience in their fields, participate in networking actions, share knowledge with peers around EU.</li> </ul>
	Related EU projects	<ul style="list-style-type: none"> <li>• CUSP members.</li> <li>• MNPLs and other related fields projects outside CUSP.</li> </ul>	<ul style="list-style-type: none"> <li>• Optimise synergies and avoid overlaps.</li> <li>• Networking, research links, context and news about related scientific findings and social concerns.</li> </ul>	<ul style="list-style-type: none"> <li>• As a cluster member, PLASTICHEAL will coordinate and actively participate in a common C&amp;D strategy.</li> <li>• The know-how and the results of the project will be available for them and interactions will be generated to foster synergies.</li> </ul>
Direct external audiences	Regulators and policy makers, H&S authorities	<ul style="list-style-type: none"> <li>• Euro parliamentarians involved in the design of MNPLs regulation.</li> <li>• Executive and regulatory national and local authorities on H&amp;S, involved in food security, public health and other related issues.</li> </ul>	<ul style="list-style-type: none"> <li>• Information about their requirements, needs and practices related to MNPLs regulation.</li> </ul>	<ul style="list-style-type: none"> <li>• The data produced by PLASTICHEAL risk assessment will help them develop science-based policy making, and to establish a clear regulatory framework for plastics, impacting on EU policies, regulation and standardization.</li> </ul>
	Academia	<ul style="list-style-type: none"> <li>• Members of scientific advisory committees, counselling boards, etc.</li> <li>• Researchers and research groups.</li> </ul>	<ul style="list-style-type: none"> <li>• Relevant feedback on scientific aspects, emerging technologies and solutions.</li> <li>• Establishing strong relationships for future collaborations.</li> </ul>	<ul style="list-style-type: none"> <li>• The standardised methodology, procedures and the scientific data produced within PLASTICHEAL will be a contribution to their work on the field..</li> </ul>





	Main group	Specific key target group	What can they bring to the project?	How can the Project may be of interest to them?
Indirect external audiences	General public	<ul style="list-style-type: none"> <li>• Primary and secondary scholars.</li> <li>• Primary and secondary school teachers.</li> </ul>	<ul style="list-style-type: none"> <li>• Information about the social concerns related to MNPLs.</li> <li>• Public engagement and awareness support.</li> </ul>	<ul style="list-style-type: none"> <li>• PLASTICHEAL project will offer them scientific evidence-based knowledge as well as transparent basic and tailored information on the health risk that MNPLs may have.</li> </ul>
		<ul style="list-style-type: none"> <li>• Consumer groups, NGOs aiming to protect the population from the potential threat that high environmental plastic and incidental MNPLs levels may pose to human health.</li> </ul>	<ul style="list-style-type: none"> <li>• Information about the social concerns related to MNPLs.</li> <li>• Public engagement and awareness support.</li> </ul>	<ul style="list-style-type: none"> <li>• It will offer them general information and training on MNPLs.</li> </ul>
		<ul style="list-style-type: none"> <li>• Sensitised citizens organised in networks, hubs and other platforms.</li> </ul>	<ul style="list-style-type: none"> <li>• Information about the social concerns related to MNPLs.</li> </ul>	<ul style="list-style-type: none"> <li>• It will offer them outreach information on MNPLs contamination in consumption products, risk assessments and useful raise awareness data.</li> </ul>
		<ul style="list-style-type: none"> <li>• EU, national and local media.</li> </ul>	<ul style="list-style-type: none"> <li>• Public engagement, project promotion and awareness support.</li> </ul>	<ul style="list-style-type: none"> <li>• Press releases and articles focusing on specific project issues.</li> </ul>
	Industry	<ul style="list-style-type: none"> <li>• Plastic producers, product manufacturers.</li> <li>• Food industries.</li> <li>• Recycling industries.</li> </ul>	<ul style="list-style-type: none"> <li>• Feedback to develop the framework for risk evaluation.</li> <li>• Awareness support.</li> </ul>	<ul style="list-style-type: none"> <li>• To offer technical feedback and rational guidance on the breakthrough findings that may impact current markets and production models (food, textile, automotive, etc.). Industry will also be at the frontline of the implementation of any regulation that will emerge from the project findings.</li> </ul>

Table 2 Audience analysis





### 3.3. Tone of voice and key message

The main message to be conveyed through the C&D strategy is that PLASTICHEAL project aims to develop new methodologies and reliable scientific evidence for regulators to set the knowledge basis for adequate risk assessment of MNPLs. It will investigate the impact and consequences of MNPLs on human health, drawing a variety of experimental human models and measuring potential health effects under short and long-term conditions.

Variations of this message will be adapted for each audience, in order to secure their engagement with the project objectives. A non-technical language will be preferred when addressing general audiences, given the raising-awareness focus of the communication strategy. A more scientific but clear tone will be preferred for dissemination activities.

#### MAIN KEY MESSAGES

PLASTICHEAL will develop new methodologies and reliable scientific evidence for regulators to set the knowledge basis for adequate risk assessment of MNPLs.

EU-funded PLASTICHEAL project will investigate MNPLs impact and consequences on human health under short and long-term conditions.

#### 3.3.1. Partners

A positive, call-to-action tone will be used in order to actively engage them with the communication and dissemination activities and invite them to act as multipliers.

#### KEY MESSAGE

EU-funded PLASTICHEAL project will investigate MNPLs impact and consequences on human health under short and long-term conditions.

#### 3.3.2. Related EU projects

Other EU projects are key to generate common knowledge, exchange experiences and widen the scope and impact of the project's results.

#### KEY MESSAGE





PLASTICHEAL aims to enhance research capacity in the EU by fostering innovation in the plastic sector and in the field of risk assessment and management of MNPLs.

PLASTICHEAL will generate resources to identify regulatory initiatives and research projects within the EU and the OECD.

### 3.3.3. Regulators, policy makers, H&S authorities

The goal for this target is to engage them to deliver clear, concise messages to high-level stakeholders and decision-makers in order to facilitate changes in terms of quantifying the risk of MNPLs to people's health as well as measuring exposure.

The key message has to be persuasive with a more political tone.

#### KEY MESSAGE

PLASTICHEAL will provide legislators with data, methodologies, experimental models and biological endpoints for adequate risk assessment and science-based decision-making about MNPLs.

## Recommendations

- Emphasize the innovations of the project and give some examples on how they will be implemented.
- Explain how the project will impact the overall environmental and circular economy policy at national and global level.
- Give some extra information on the scientific consortium.

### 3.3.4. Academy

The communication goal for the wider relevant communities is to engage the target audience to be active participants in the project's milestones.

The key message has to be again positive and persuasive. The language used will be more technical.

#### KEY MESSAGE

Let's build knowledge together! PLASTICHEAL aims to enhance research capacity in the EU by fostering innovation in the plastic sector and in the field of risk assessment and management of MNPLs.





PLASTICHEAL will provide researchers from different fields with data, methodologies, experimental models and biological endpoints.

## Recommendations

- Explain more the innovations of the project and give some examples on how they will be implemented.
- Give some extra information on the scientific consortium.
- Explain the availability of the PLASTICHEAL data platform and the importance of its content to support risk assessment.

### 3.3.5. General public

Given the growing societal concern about plastics, the PLASTICHEAL project will offer scientific evidence-based knowledge and transparent information on the health risk that MNPLs may have.

#### KEY MESSAGE

MNPLs are everywhere and PLASTICHEAL is working to understand their short and long-terms impacts on human health.

The project will provide information to regulators and decision-makers to help them work from an evidence-based perspective.

## Recommendations

- Explain practical examples on how the project's results will be implemented.
- Give some extra information about the social impact of the project.

### 3.3.6. Industry

Plastic companies will communicate their needs, provide relevant data/samples (air samples, plastic materials, packaging, foods, biological samples from workers), give feedback on the progress of the project, and help connecting the needs and solutions provided by regulators on the day-to-day business.

#### KEY MESSAGE

The knowledge gained and the methodology developed in PLASTICHEAL will permit the identification and management of safety issues related to human exposure to incidental MNPLs.





## Recommendations

- Labour affairs have to be considered while addressing industry, as exposure to MNPLs could be considered an occupational hazard. Therefore, a positive message should be preferred: companies will benefit from PLASTICHEAL results by being able to identify and plan ahead for those potential risks.
- Highlight that PLASTICHEAL will raise awareness about the benefits of the bioeconomy and bio-based plastic products.





### 3.4. Communication and dissemination matrix

Activity	Type	Objective	Tools/content	Target
Visual identity definition	D C	Brand positioning of the project.	Logo, templates.	
Website creation and updating	D C	Communicating and disseminating the main message of the project and its achievements.	Detailed project information. General interest information about MNPLs. News, events, videos. Collaborative space.	Partners, CUSP members, academia, PM and regulators, industry, general public, media.
Promotional/dissemination videos	D C	Reaching and motivating public interest in the project. Awareness raising about the need to understand MNPLs impact on human health.	Information about the project (description, objectives, activities and expected impacts). MNPLs effects on environmental and human health.	
Social media posts	D C	Creating an active community and engaging target groups.	Project results, events, general MNPLs information, videos.	TT, YT: Partners, CUSP, academia, PM and regulators, industry, general public, media. IG: General public, partners. LinkedIn: academia, PM and regulators, industry.
Newsletter and mail	D C	Presenting project achievements and engaging target groups.	Project results, events, videos.	Partners, CUSP members, academia, PM and regulators, industry.
Participation in business-oriented networks and platforms	D	Increasing project's awareness and building community	Information about the project. Project achievements.	Industry, PM and regulators.





Activity	Type	Objective	Tools/content	Target
Press releases	C	Presenting the project and communicating achievements.	Specific project issues and milestones, events and progress.	Academia, PM and regulators, industry, general public, media.
Project brochure - leaflet	C	Communicating the main message of the project.	Information about the project (description, objectives, activities and expected impacts).	Partners, CUSP members, academia, PM and regulators, industry, general public, media.
Roll-ups, Banners	C		PLASTICHEAL brand. Impacts.	
Interactive tool/videogame	C	Raising awareness and educating on MNPLs pollution and its derived impacts on human health.	Outreach MNPLs and related information.	General public.
Consumers' campaigns	C	Informing consumers about the importance of recycling.		
Organisation of public events (including school visits)	D	Promoting project results in a concise and easy-to-understand way.	Project description and results, general MNPLs information.	General public Partners, CUSP members, academia, PM and regulators, industry.
PLASTICHEAL final event	D	Presenting results and engaging with stakeholders.	Lectures, networking, demonstrations.	Academia, PM and regulators, industry.
Publications in high impact factor journals and industrial/technical magazines	D	Communicating scientific results in the framework of the project.	Scientific results.	Academia, industry.
Conference presentations	D	Presenting PLASTICHEAL achievements and engaging with stakeholders.	Project information and achievements.	Academia, PM and regulators, industry.
Technical workshops	D	Sharing knowledge on new advances in MNPLs scientific fields.	Trainings.	Academia, PM and regulators, industry, general public, media.
Webinars	D		Project information and achievements.	
Coordination with other projects through CUSP	D		Project information and achievements.	







Activity	Type	Objective	Tools/content	Target
Publications through partner's related networks, associations and platforms	D	Presenting the project and communicating achievements.		
Participation at the committees or activities from standardization bodies	D	Engaging stakeholders to secure the impact of results in the regulatory field.	Project description and results, general MNPLs information.	PM and regulators, industry.
Collaboration with regulatory bodies	D			

Table 3 C&D Activities Outline





### 3.4.1. Communication activities

While dissemination is principally aimed at regulators, researchers, technical experts and plastic related industries, communication activities will also promote PLASTICHEAL and its results to a non-specialist audience, including the media and the public at large and covering a wide range of audiences, at different geographical levels with the objective of increasing awareness and understanding. PLASTICHEAL communication activities will focus on a few key headlines outlining the project's results, targeting a less specialised audience.

Effective communication will be pursued through the project public communication channels and tools at the general public. Communication activities (Table 4) will be covered in three groups. A: Website design and management B: Development of online tools and social media strategy, C: Organization of local and international events.

	<b>COMMUNICATION MATERIALS AND AWARENESS RAISING ACTIVITIES</b>	<b>OBJECTIVES</b>	<b>TIMESCALE</b>	<b>KPIS</b>
A	PLASTICHEAL visual identity (logo & graphic templates)		M1-M3	
	PLASTICHEAL website	Design, manage and update the project's website and ensure its visibility	M6	>500 visits per month
	Links to special events and conferences		M6-M48	
	Access to secure collaborative space		M2-M48	
	Project promotional web videos	PLASTICHEAL objectives and approach through simple and direct messages to engage audiences	M2-M6	>100 views
	PLASTICHEAL final video	Main outcomes and implementation of the technologies of PLASTICHEAL	M42	>100 views
B	Links to social media channels (LinkedIn, Twitter, YouTube, Instagram)	Increase project's awareness and build the project's community; Generate new leads collected	M1-M48	>500 global impacts per month



<b>COMMUNICATION MATERIALS AND AWARENESS RAISING ACTIVITIES</b>	<b>OBJECTIVES</b>	<b>TIMESCALE</b>	<b>KPIS</b>
Visibility in business-oriented networks and platform	through social media, downloads of project's content, clicks on social media posts.	M1-M48	1 article per network website, 4 networks
Press and New Releases	Inform to relevant target groups about the project, its objectives and expected impacts.	M1-M48	8 newsletters
PLASTICHEAL project brochure		M5	1000 views and/or distributed.
Posters, roll-ups		M1-M48	Presentation in ~25 events
Organization of public events	To ensure significant involvement of the audience, as well as presenting the communication plan to encourage the audience to actively participate in project's public events.	M1-M48	>50 participants per event
C School visits		M12-M48	15 participants per visit 5 visits
Final event		M45	>100 participants

*Table 4 Communication activities and KPIs*



### 3.4.2. Dissemination activities

Dissemination is principally aimed at regulators, researchers, technical experts and plastic related industries. The objective is to spread know-how and the results of the project throughout EU countries and to foster replication to other countries of incidence apart from those the members of the consortium belong to. The potentially interested target groups identified as part of the C&D Plan and representing the potential end-users will be approached through dedicated dissemination activities, such as:

<b>Target Stakeholders</b>	<b>Specific dissemination activities</b>
Scientific community	Publications in high impact factor journals (e.g. Nanotoxicology, Particle and Fibre Toxicology, ACS Nano, Advanced Science, Science Advances, Environment Science Nano, Nanoimpact, Frontiers in Toxicology, Nanotoxicology, Archives of Toxicology, etc.).
Scientific community, Policy makers, Industry	Conferences: oral and/or poster presentation at several national, European and international conferences including NanoTox, Nanosafe, European Environmental Mutagenesis & Genomics Society meeting, Eurotox, etc.
Scientific Community, Industry, Regulators	Public deliverables, Workshops, Webinars – short videos and website information.
Industry-related stakeholders, other H2020 and national projects	Membership of Networks, Associations and Platforms: a number of partners are members of several networks, platforms and associations including Nanosafety Cluster, Nanotechnology Industry Association (NIA), European Observatory on Nanomaterials (EUON), European Research in Occupational Safety and Health (PEROSH), Nordic Institute for Advanced Training in Occupational Health (NIVA), The Nordic Expert Group for Criteria Documentation of Health Risks from Chemicals (NEG), Sociedad Española de Mutagénesis Ambiental (SEMA), European Environmental Mutagenesis and Genomics Society (EEMGS), etc.
H2020-involved stakeholders	Coordination with other projects funded under the same topic and under the umbrella of other topics in H2020 supporting the Plastic Strategy.
Industry, regulators	Standardization bodies: OECD, ISO and CEN (participating in their committees or activities).
Regulators and policy makers	Collaboration with regulatory bodies: Advisory Board for Safety & Health Regulations (under the Finnish Ministry of Social Affairs and Health), Risk Assessment Committee (RAC) of the European Chemical Agency (ECHA), etc.

Table 5 Target audience and dissemination activities in PLASTICHEAL Dissemination Plan.





### Foreseen Technical Workshops and other activities related to PLASTICHEAL Innovative Technologies

Organizer	Objective/main topic	Type of event	When	Where	Type of beneficiaries
UAB	Involve young scientists and SEMA beneficiaries in PLASTICHEAL technologies	SEMA and PLASTICHEAL meetings	M18 / M36	Barcelona	PhD students, young postdoc researchers, toxicologists
DTU	Training workshop in the PLASTICHEAL risk assessment framework for stakeholders	Physical workshop or Webinar	M42	Copenhagen	Regulators, scientists, industry, NGO
FIOH	Seminar/workshop on the health effects of micro- and nanoplastics	Physical event or webinar	M44	Helsinki	Industry, workers, consumers associations, regulators, scientists

### Other events organized by PLASTICHEAL partners

Organizer	Objective/main topic	Type of event	When	Where	Type of beneficiaries
UNIMAN	Citizen science campaign to raise awareness about need to reduce plastic waste in order to save marine and human life (Mediterranean whales used as a model of marine life immediately impacted/ endangered by plastic pollution)	Public engagement participative event	M24	Research boat following whale's migration routes in Mediterranean Sea	PhD students, young postdoctoral researchers, toxicologists, public volunteering their time collecting scientific data
UAB	Collaborative campaign with OCU (Users and Consumers Organization) to help change life habits and reduce plastic use	Public engagement through the OCU newsletter	M24	Spain	General public, consumers, users contributing to mitigate plastic pollution
UAB	Collaborative campaign with BCN city council to mitigate plastic waste at leisure beaches	Schools engagement educative event	M12	Barcelona city area	Primary level school kids

Table 6 List of technical workshops and other events organized by PLASTICHEAL partners.





## 3.5. Tools and channels

### 3.5.1. Visual identity

#### Logo



#### Font

### Montserrat

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890.,;:!"'()&\$%></\*+-@[#]

### 3.5.2. Templates

#### Word documents and deliverable templates





## Slide presentation templates



## Newsletter/forms/mailling templates



### 3.5.3. Communication toolkit

The project will produce a communication kit including a **leaflet**, **poster**, **roll-ups**, **banners** and an **overview slide presentation** with general information about the project objectives, approach, partners, and impact. The aim of these materials is to raise awareness of the project, to establish the project's identity and to guide interested readers to the project website, where more in-depth information can be found, as well as to social media profiles, where the project's progress and activities can be followed.

The communication kit will be created in English and each partner will be responsible for its translation into their main language, in order to easily reach local audiences. It will be available in an electronic version on the website to download and it will only be printed if necessary.

The poster and leaflet will be distributed at workshops and conferences organised by or with the participation of project members. The use of printouts will be evaluated in advance considering the effectiveness of printed





promotional material. In any case, eco-friendly printing measures will be taken (ecolabel paper, low-VOC inks, double-sided printing, reducing the text size and number of pages, etc.).



### 3.5.4. Videos

An easy-to-understand project web video will be produced at the beginning to present the project, its objectives and approach. It will be distributed online via the website, social media and other digital platforms.

Short informative videos about MNPLs effects on environmental and human health, addressed to key target communication groups, will also be produced and posted throughout the project's lifetime to raise awareness of the issue and promote project's progress and results.

The videos will be produced in English and some of them will be subtitled in Spanish, French, Dutch, German, Finnish and Danish to maximise the impact and foster follow-up participation.

### 3.5.5. Website

The purpose of the website is to serve as the main information gate of the project. Through the website, general and specialized information will be stored, updated and permanently accessible to any interested party. It will contain information about the project, along with the project's progress, results, and impacts as they are obtained.

In addition, the website will provide information on all project activities, upcoming events and contact details for all project partners in order to facilitate cooperation and knowledge sharing within and beyond the Consortium.

Domain: [www.plasticheal.eu](http://www.plasticheal.eu)

Languages: English (some materials and content available in Danish, Dutch, Finnish, French, German, Spanish).







Characteristics: Responsive, visually appealing, polished, professional, user friendly

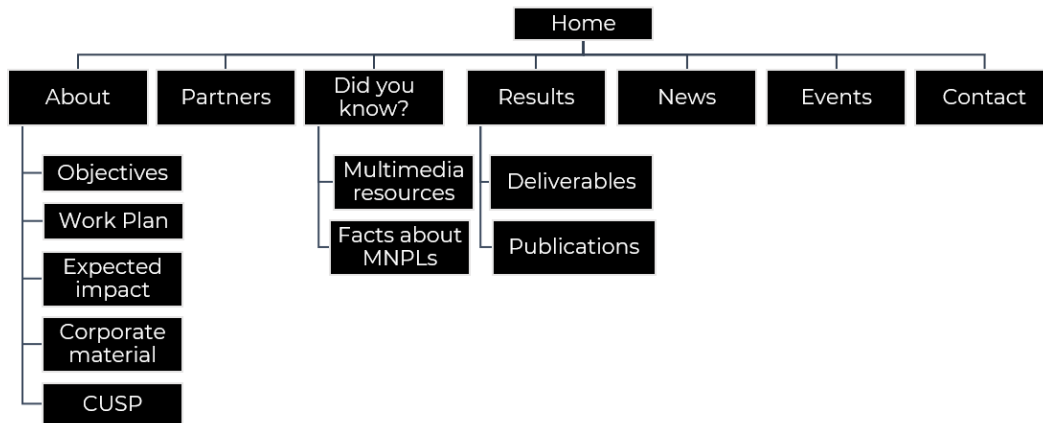
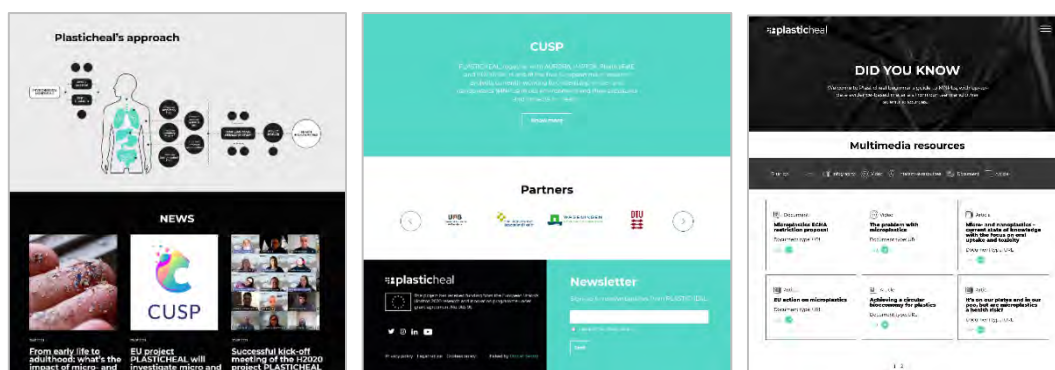
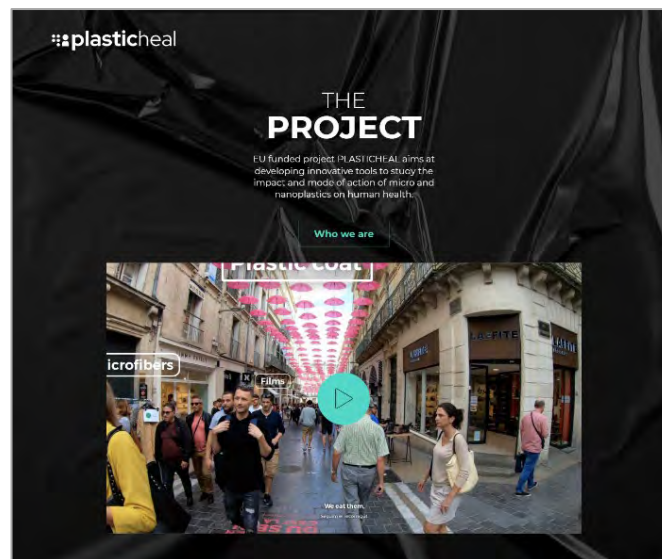


Figure 1 PLASTICHEAL website map



Figures 2-4. Screen captures of webpage - Home



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### 3.5.6. Social media

Given PLASTICHEAL's inherent social focus, social networks have been considered relevant channels to encourage an open dialogue with stakeholders and a broader audience. The activity on social networks will reinforce the project scope and will help members to connect with the societal reaction against plastic pollution and its impact on human health as a "hot" topic. Being part of the conversation will be essential to improve the aim of the project.

Specifically, PLASTICHEAL has open accounts at Twitter, Instagram, YouTube and LinkedIn.

Social media content will be generated and managed by PRUAB, in collaboration with consortium members. The consortium members will also publish the relevant information in their social networks. This communication channel is expected to be efficient in communicating project activities and ensuring a strong public presence.

#### **Twitter**

Addressed mainly to EU projects, regulators and policy makers, H&S authorities, industry and organised citizenship.

#### **Main content:**

- Promotion of PLASTICHEAL events
- Participation in third part events
- Dissemination of results
- General facts and news about MNPLs

**Profile:** @Plasticheal <https://twitter.com/plasticheal>

#Microplastics #Nanoplastics #HumanHealth #PlasticPollution  
 #MicroplasticsEffects #innovation #research #EUproject #HorizonEU  
 #EUFunded #MNPLs

#### **Instagram**

Addressed mainly to general public.

#### **Main content:**

- Promotion of PLASTICHEAL less scientific and technical events
- Dissemination of results
- General facts and news about MNPLs

**Profile:** @Plasticheal <https://www.instagram.com/plasticheal/>





#Microplastics    #Nanoplastics    #HumanHealth    #PlasticPollution  
#MicroplasticsEffects    #innovation    #research    #EUproject    #HorizonEU  
#EUfunded #MNPLs

## **YouTube**

Will work as a platform to gather and disseminate all the videos generated during the project's lifetime.

**Profile:** <https://www.youtube.com/channel/UCsrJGdC1VfZcmpONs5InsEA>

## **LinkedIn**

Addressed mainly to industry and administrations.

### **Main content:**

- Promotion of PLASTICHEAL events
- Participation in third part events
- Dissemination of results
- General facts and news about MNPLs

**Profile:** <https://www.linkedin.com/company/plasticheal/>





## 4. Calendar

TASKS	2021				2022				2023				2024				2025									
	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	
	0	3	6	9	12	15	18	21	24	27	30	33	36	39	42	45	48									
C&D Strategy																										
C&D Activities																										
Visual identity																										
Website																										
Communication kit																										
Videos																										
Social media																										
Press releases																										
Dissemination to target stakeholders																										
Publications																										
Participation in fairs and conferences																										
Organisation of workshops																										
Final conference																										
European Cluster on Health Impacts of Micro- and Nanoplastics																										
Innovation management and exploitation																										



## 5. Monitoring of C&D

Work Package leader (UAB Research Park) will work for an effective communication and dissemination strategy under the following responsibilities:

- Define the communication and dissemination strategy and execute it.
- Coordinate all the communication and dissemination activities among the consortium members.
- Monitor the impact of communication actions.

To speed up and optimize the decision-making process of the communication and dissemination actions, each partner will designate a communication contact person (Table 8). WP8 leader will be in frequent contact with the C&D delegates to discuss and coordinate the shared tasks.

All the partners are also required to involve and dedicate time to project communication. For instance, publishing project's news in their own communication channels (website, social media, etc.), participating in fairs, conferences and clustering activities with other projects, and distributing press releases to local media.

A yearly monitoring report will be prepared with the participation of all partners in order to know, evaluate and adjust, if needed, the C&D efforts. WP8 leader will be in charge of collecting the main data for the annual report, while C&D delegates from each partner organisation will provide information according to the monitoring sheet indicated in Table 9.

<b>Organisation</b>	<b>Person</b>
UAB	Virginia Mata Marcano
TYOTERVEYSLAITOS	Julia Catalán
WAGENINGEN UNIVERSITY	Hans Bouwmeester
DANMARKS TEKNISKE UNIVERSITET	Steffen Foss Hansen
COMMISSARIAT A L ENERGIE ATOMIQUE ET AUX ENERGIES ALTERNATIVES	Thierry Rabilloud
FFIS Murcia	Pablo Pelegrin
UNIMAN	Cyrill Bussy
AIMPLAS	Raquel Giner-Borrull
INSERM	Sylvain Lefort
HELMHOLTZ	Thorsten Reemtsma
UNIVERSITAET LEIPZIG	Irina Estrela-Lopis

*Table 7 Communication contacts*



**PARTNER:**

Provide a summary on the following table of the activities carried out:

<b>WEBSITE</b>				
<b>Publications about the project published on your communication channels (e.g. website, newsletter, etc)</b>	<b>Link</b>			
<b>MEDIA IMPACT</b>				
<b>Title of the press releases issued</b>	<b>Name of the media channel</b>	<b>Kind of media</b>	<b>Date</b>	<b>Link</b>
<b>SCIENTIFIC PUBLICATIONS</b>				
<b>Title</b>	<b>Authors</b>	<b>Journal title</b>	<b>Link</b>	
<b>PLASTICHEAL EVENTS</b>				
<i>Plasticheal events held</i>				
<b>Name</b>	<b>Date</b>	<b>Place</b>	<b>N° of assistants</b>	<b>Type of audience</b>
<b>NON-PLASTICHEAL EVENTS</b>				
<i>Participation in external events to present Plasticheal</i>				
<b>Name</b>	<b>Date</b>	<b>Place</b>	<b>N° of assistants</b>	<b>Type of audience</b>
<b>NEWSLETTER</b>				
<b>Number of contacts to whom you sent the newsletter:</b>				

Table 8 Monitoring Communication and Dissemination Sheet

A report table (Table 9) is going to be used so that all partners can track their dissemination activities and collect all required monitoring documents.





The results of each previous 6-month-period will be evaluated internally. If needed, modifications will be made to the communication plan and work accordingly in the forthcoming period.

	<b>Activity Indicator</b>	<b>Results Indicator</b>
<b>Website</b>	Number of updates on the website (news and events)	Number of sessions, number of users, average duration of sessions, number of page views
<b>Leaflet</b>	Copies printed of brochure	Number of brochures distributed
<b>Roll-up</b>	Rollup designed and distributed to partners	Number of roll-ups distributed
<b>Poster</b>	Poster designed and distributed to partners	Number of posters presented/distributed
<b>Videos</b>	Number of videos issued	Number of views of videos
<b>Twitter</b>	Number of tweets	Number of followers, impressions, reach
<b>LinkedIn</b>	Number of posts	Number of followers
<b>Instagram</b>	Number of posts	Number of followers and likes, reach
<b>Newsletter</b>	Number of subscriptions	Opening rates, visits to newsletter page, impressions of the newsletter on social media
<b>Press releases</b>	Number of press releases distributed	Number of articles published on external media
<b>Publications</b>	Number of publications produced	Number of articles published in scientific publications
<b>Events</b>	Number of events organized	Number of participants in webinars and workshops, Opinion of participants

*Table 9 Proposed indicators*

