



Initial Dissemination and Communication Plan

Deliverable 7.2

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Technical References

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- 1 PU = Public
 PP = Restricted to other programme participants (including the Commission Services)
 RE = Restricted to a group specified by the consortium (including the Commission Services)
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Summary

The EVERGLASS project arises from the need to develop new, greener ways of recycling glass. For EVERGLASS, communication, dissemination, and engagement will be pillars of excellence and innovation on par with technical endeavours. Project communication and dissemination are vital to support EVERGLASS goals and will specifically seek to facilitate the project's broader ambitions.

A range of accessible and compelling content will be delivered using the latest visual, digital, video, and journalistic techniques. These activities aim to stimulate targeted expert and non-expert audiences. Work package 7 (WP7) on Communication and Dissemination will establish a framework for maximum outreach to inform about EVERGLASS research and results.

Accordingly, the purpose of the Communication, Dissemination and Engagement Master Plan is to establish a strategy and resources to ensure proper uptake of the deliverables and work resulting from the accomplishments of EVERGLASS by the scientific community, industry, and regulatory institutions and make a difference to the perception of laser technology by end-users and the general public. Therefore, this document will cover the coordination of the consortium's overall communication and dissemination efforts. It will provide tools and guidelines for the deployment of the different communication and dissemination activities listed in the Grant Agreement and will provide new ones.

Summary of Deliverable

Initial strategy for the dissemination and communication activities, including how target audiences will be approached and a timeline for the content creation and publication. This deliverable is the result of task T7.1

Disclaimer

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

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1 Creating lasting impact

EVERGLASS will create impact through communication and dissemination actions that will build trust and accelerate solutions for developing a sustainable use of glass. We will take the knowledge and good practices developed throughout the project and share the tools to make these new innovations mainstream. Our mission is to do this across multiple online and in-person channels using a creative mix of compelling and coherent content.

1.1 About the project

Even though glass recycling can be considered a success compared to other materials, there is still a long way to go. 28 billion glass bottles and containers end up in landfills every year. In a bid to combat this staggering statistic and transform the landscape of glass recycling, the research group LaserON, at the University of Vigo in Spain, is spearheading a ground-breaking initiative called EVERGLASS.

The project seeks to redefine glass waste recycling through the development of cutting-edge laser transformation technology. The project's vision is ambitious and radical. The researchers aim to create innovative technology using lasers that allows the integral recycling of all kinds of glass, for virtually infinite reuse.

This upcoming technology may empower users in the future by allowing them to input glass waste and choose the specific product they wish to obtain directly from the machine. Moving from a centralized to a distributed recycling concept, EVERGLASS places people at the forefront, offering a sustainable and environmentally friendly solution.

The new technology developed by the project will help overcome the limitations of current glass recycling systems. It offers flexibility, lower energy consumption, reduced CO2 emissions, and decreased transport costs.

To bring this concept to reality, the LaserON group, backed by 30 years' experience in laser material processing, will conduct laboratory tests on various types of glass. Collaborating with partners, an industrial prototype of a glass recycling machine, based on the glass laser transformation technique, will be designed, constructed, and fine-tuned.

The University of Vigo is recognised as a national and European reference in laser material processing. They will collaborate with experts from the Institute of Ceramics & Glass - CSIC (Spain), FunGlass Functional Glass Research Centre (Slovakia), European Institute of Scientific Communication (ESCI) (Germany), Actalia (France), and Fraunhofer ITWM (Germany).

1.2 Communication approach

EVERGLASS aims to create impact with communication actions that build trust and improve awareness, by meeting the following key objectives:

- Tell the 'EVERGLASS story' and bring the solution to life through EVERGLASS initiatives and evidence-based results using a lively editorial calendar, appropriate language, and innovative communication channels and tools.
- Give a voice to people and organisations from across the spectrum and explore a range of behaviours, motivations and patterns of engagement and change.

- Prioritise places and channels where our audiences already gather – on and offline to get a greater audience – including social media and TV.
- Capitalise on the networks and spheres of influence within the consortium.
- Illustrate the credibility and personalities behind EVERGLASS to citizens and stakeholders and establish trust by showing our intent, integrity, and capacity for results.
- Deliver a rolling flow of relevant news and content pushed to multiple communication channels.
- Mix textual and rational written material with visual and emotional video supports.
- Work with EVERGLASS partners to localise content and overcome language and cultural barriers.

To increase European wide understanding and support for lasers as a new possible solution for glass recycling, EVERGLASS will produce original, quality content and leverage ESCI's network of science and technology-based journalists and producers to access mainstream media distribution.

Including:

- A series of articles produced by independent journalists.
- Interviews with expert voices.
- Two Project video.

1.3 Dissemination approach

EVERGLASS aims to achieve a maximum transfer of information and shareable research results to the professional audiences that can best make use of it. Project outputs must create awareness, understanding and incite action to accelerate take up on the success of the products created - including well after the funding period.

The dissemination activities are intended to make the results available for further use by interested stakeholders. Enabling their use and uptake by specific audiences, who may use the results in their own work (e.g., scientific community, industrial or other commercial actors, policymakers, professional organizations). The dissemination will be focused on promoting EVERGLASS' results.

At a pan-European level, EVERGLASS will play a leadership role in reaching a broad audience of professionals, practitioners, policy makers and the scientific community, fuelled by the significant outputs and publicly available deliverables. The project has a rich set of dissemination channels and opportunities to exploit and empower with key messages, communication resources, and engaging content:

- Extensive partner, individual, organisational, and collective professional networks, and spheres of influence to tap into.
- A governance framework for stakeholder engagement to help identify and involve the whole research and production value chain - including end-users and the public.
- Production of Open Access scientific articles to disseminate key findings

- Collaboration with other ongoing sister projects with related topics such as glass recycling and Circular Economy
- An international commercial network to reach targeting priority markets.

To enable use of and increase uptake of our results, EVERGLASS commits to making most deliverables public, fully supporting Open Access, and embracing Responsible Research and Innovation (RRI) practices.

Including:

- Conferences, Summits, Industry fairs and other external outreach opportunities.
- Scientific publications in relevant journals.
- Share results on online and in open access platforms and our website (research data, reports) if in line with IPR.
- A final project event that can be used to demonstrate our results to the main targeted audiences.

2 EVERGLASS Communication & Dissemination essentials

2.1 Developing successful results

EVERGLASS aims at developing an innovative prototype for glass recycling to make it accessible on a smaller scale. This requires a clear communication strategy not only to the various research groups but also to potential end-users and potential investors, different industries, and policy officials to build confidence in the wide range of uses of this new technology. To address this, EVERGLASS will involve a range of dynamic and pro-active communication, dissemination, and exploitation activities throughout the project cycle and beyond.

The main goals of communications and dissemination are:

- To raise awareness, interest, and inform various stakeholders and the public of the project results.
- Provide public access to the results, objectives, activities, and other aspects of the project.
- Identify the appropriate communication channels.
- Knowledge transfer among the partners on specific technologies and applications.
- Encourage the acceptance of new technologies and their potential applications.
- Monitor and evaluate communication activities' effects.
- Communicate and transfer the knowledge and results to stakeholders who can benefit most.
- Maximize research impact. As a result, enable the value of results to be broader than the original focus.
- Engage in a dialogue with stakeholders to foster exploitation opportunities for further research and commercialisation of EVERGLASS results.

- Strengthen the promotion of research and innovation activities, via events such as conferences, webinars, and trainings.
- Contribute to international developments in laser research, glass recycling and industry and material research to keep Europe competitive and successful.

2.2 Communication and Dissemination Plan objectives

EVERGLASS' Communication and Dissemination Plan will: i) work to ensure that EVERGLASS generates the greatest possible impact on the environment in which it operates and on society, and ii) focus on ensuring that the results of the project provide a solid basis on which to continue working in the future to better incorporate our final product into everyday life.

With this, EVERGLASS expects to make an impact on the scientific community and the glass industry. This will contribute to the progress of science and society through the better adoption of our laser recycling product by end-users, and a better understanding of societal needs of the industry and researchers.

The objectives to be achieved under this communication and dissemination strategy are:

- Coordinate the overall communication and dissemination efforts.
- Define the target groups.
- Define the channels.
- Define and detail the main activities to be performed.
- Be a source for partners to get information about the project brand, how to communicate, and expected activities.
- Coordinate dissemination and communication activities for maximum impact.

2.3 Methodology

To ensure wider awareness of the project and to increase its impact and outreach, Work Package 7 (WP7) on Communication and Dissemination will undertake the following activities:

1. Deploy media planning to ensure that all the milestones of the project have an accurate broadcasting and reach the targeted audience having the expected impact.
2. Closely follow-up the results of the dissemination and communication plan, ensuring its correct functioning and making necessary corrections when needed.

Lay out the dissemination activities among all the partners to ensure a correct deployment of the strategy. Promote Communication and Dissemination trainings for partners for better results.

2.3.1 Targeted audiences

As EVERGLASS has a multidisciplinary consortium, the targeted audiences are reflected by the different actors that are also present in our internal group.

We have 4 main pillars: 1) technical experts and researchers; 2) industry and economy; 3) regulators and framework builders; 4) non-technical groups.

Table 1. Targeted audiences and their objectives

Group	Composed of	Objectives of the communication strategy
Technical experts and researchers	<ul style="list-style-type: none"> . Researchers on glass, laser, engineering, automation, mathematics, recycling, etc. . Academic researchers 	<ul style="list-style-type: none"> . Raise awareness about the importance of overcoming current research barriers on the topic. . Maximise stakeholder engagement. . Increase research in this area. . Ensure EVERGLASS' sustainability after the end of the project.
Industry	<ul style="list-style-type: none"> . Glass, Medical, Construction, Packaging, Laser. . Entrepreneurs, companies, and workforce . Private sector 	<ul style="list-style-type: none"> . Increase investment. . Generate interest on the prototype and solutions. . Facilitate exploitation of results . Ensure EVERGLASS' sustainability after the end of the project.
Regulators and framework builders	<ul style="list-style-type: none"> . Policy makers . Entities working in standardisation 	<ul style="list-style-type: none"> . Insure their contribution and advice. . Ensure EVERGLASS' sustainability after the end of the project. . Collaborate to improve European's Green Economy . Ensure that the uptake of our prototype is possible
Non-technical groups	<ul style="list-style-type: none"> . Mass media . Broad public . End users 	<ul style="list-style-type: none"> . To inform about ongoing research, project concepts and objectives as well as benefits to society. . To increase awareness of the EVERGLASS project and to demonstrate the benefits of the prototype created for society.

2.3.2 What to communicate – key messages

To increase the impact of EVERGLASS, several relevant messages will be identified and shared from the very beginning of the project. Nevertheless, the main and more powerful messages of the EVERGLASS project will be defined during its own development; once Work Packages' aims are achieved and deliverables are produced. The nature of the messages will be tailored to each of the different audiences and will have a different thematic adapting to each of the objectives set in this Master Plan.

The key messages are slightly revised to better reflect what the audience should remember of the project. From the very beginning the key messages will be focused on main assets of the project:

1. Technical Experts – Key messages:

- Laser is an untapped source of recycling solutions.
- EVERGLASS will create a new technology using lasers which allow the integral recycling of all kinds of glass, for virtually infinite reuse.
- We will demonstrate the feasibility of “Glass Laser Morphing” (GLM) as a technology for recycling all glass waste into customized or technical products.
- EVERGLASS gathers reputed experts from the following disciplines: advanced laser technologies, glass and ceramics science and properties, glass processing and engineering, risk and impact assessment via value-chain-focused LCA, Social Science, and numerical simulation.

2. Industry Experts – Key messages:

- EVERGLASS will design laser morphing devices that will allow glass waste to be transformed into new tailored products.
- We need a paradigm shift from recycling only some types of glass to recovering all the different typologies of a material that has the potential of being recycled.
- We will create a lab-scale prototype of the EVERGLASS machine.
- EVERGLASS proposes to develop a radically new technology to bring to the consumer market the possibility of on-site recycling and creation on new products.

3. Regulators and Framework builders – Key messages:

- EVERGLASS is an ambitious European Innovation Council project aiming at developing a needed technology that will improve glass recycling efforts.
- EVERGLASS will result in a prototype which is a new solution to recycle glass by using laser technology.
- EVERGLASS is a hands-on three-year project that aims at developing new laser technologies to be used on glass recycling.
- The new technology goes beyond the current limitations of the systems (high energy use, expensive and rigid process, strong logistical requirement), adopting a highly environmentally friendly model that will allow flexibility in the use of the material and in the process.

4. General public – Key messages:

- Recycling all types of glasses, for virtually unlimited reuse
- Developing an innovative technology that will recycle glass using laser technology.
- EVERGLASS will develop a new machine that will allow recycling of all types of glass using lasers that will shape the glass waste into new products.
- Glass is one of the best materials for recycling, but there are still challenges to overcome to recycle all types of glass.
- EVERGLASS has the potential to revolutionize recycling.

3 Project Branding

An attractive and consistent visual identity will help to meet communication and dissemination objectives and reflect project values and goals. This includes logos, info graphics and standard templates such as PowerPoint presentations, Word report styles and letterheads. It also

advises the consortium on the correct acknowledgement of EU funding and the EU flag. Strong and dynamic visual identity is important in many ways, notably:

Professionally - to:

- Provide an easily identifiable and attractive design to facilitate dialogue and recognition with key stakeholders and influencers.
- Give a brand platform for improved market knowledge of the EVERGLASS solution to support replication and take up – possibly including continued commercial development and investment well beyond the project lifetime.
- Enhance the exploitation potential of research, business models and innovations.
- Support collaboration activities with relevant projects and initiatives at a local, national, and European or international level.

Publicly – to:

- Support local communication initiatives and engagement particularly at workshops and public meetings.
- Develop an identifier of investment, change and progress for local stakeholders, citizens, and researchers to be proud of.
- Capture the momentum of this ongoing research and the development of new solutions.

3.1 Logo and colour pallet

A logo and colour pallet have been designed to give a striking and memorable visual identity for the project.

The Logo must not be altered or adapted by project partners but used in its current form. Care must be taken to not distort the dimensions of the Logo. Simplified versions were made as well, for different future purposes.



Figure 1 EVERGLASS logo (top), signet (bottom left) and white logo (bottom right)

A range of complementary colours has been pre-defined to help ESCI and project partners follow the visual continuity while adding some variety. Additional colours to challenge the predominant blues or convey several levels of information may be added as needed.

To learn more about the logo and colour pallet refer to the Deliverable D7.1. “Website and Project Logo” (submitted in Month 2 and available in the project repository (EVERGLASS Website repository > shared folder > WP7 > Deliverables)).

3.2 Templates

Several different templates have been designed to ensure that communications remain true to the common visual identity. Consistent visual and written style is important for ensuring project recognition and delivering professional content. Templates have been distributed to the project partners and are available on the project repository (EVERGLASS Website repository > shared folder > WP7 > _Templates_EverGlass).

- PowerPoint presentation
- Deliverable template
- Interim reports template
- Scientific posters
- Meeting minutes

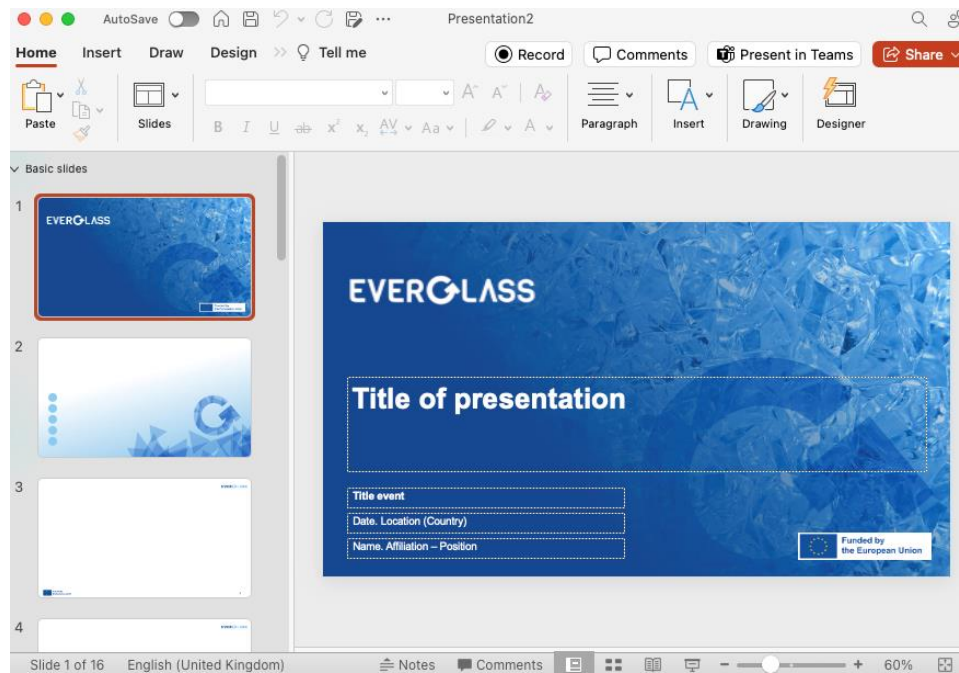


Figure 2 PowerPoint template as an example of the templates created

3.3 EU acknowledgement

The support of the European Commission must be recognised in all publications and outputs produced by the EVERGLASS project. For example:

“This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement N°101129967”.



Figure 3 European Innovation Council and EU logo

Or, in the introduction to a text: *“The research leading to these results received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement N°101129967”.*

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“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 European Innovation Council. Neither the European Union nor the granting authority can be held responsible for them.”

When possible, the EU logo with the European Innovation Council should also be displayed, according to the rules set out by the European Commission.¹ Relevant logos and instructions are available on the project repository (EVERGLASS Website repository > shared folder > WP7 > Logos EU).

4 Planned activities

A series of activities are planned for the three years to increase the reach of the project's communication and dissemination. An array of editorial content will be produced by ESCI to increase visibility of the project and raise awareness about the importance of EVERGLASS' research for finding innovative solutions.

4.1 Compelling content

Whether online, at an event or in person, original, insightful content is at the heart of EVERGLASS' strategy. A variety of editorial, video, and visual content will be developed to be shared on digital media channels, media multipliers (newswires, sector press, institutional and partner communications teams), championed by stakeholders and social media influencers.

Content, not channel, is what drives interest and value in today's world. By focusing on the message, not the medium we will help create credible, sustainable interest in EVERGLASS' activities and solutions. The immediacy of instant publication and distribution of individual pieces of content with precise metrics on reach and readership is preferred to the slowly redundant and costly production of other forms of distribution.

4.1.1 Interviews

Interviews are reliable ways of showcasing original information with a human aspect to it. Readers and viewers are interested both in the evolving research/ technology and on those working on it. With that in mind we will produce at least 2 project related interviews for online media outlets and web distribution. Experts in relevant industries, innovators, and first adopters of EVERGLASS solutions will participate in them. The interviews will be published on our website, social media and distributed to multipliers and portals such EurekaAlert!

4.1.2 Independent articles

We will produce independent journalistic articles about the project, e.g., on the challenges glass recycling faces and the uses of lasers for different applications. They will also be posted on our website and distributed through social media and relevant news sites and magazines to increase reach.

4.1.3 Infographics

Infographics are very useful visual representations of concepts and technologies that help to explain them clearly and concisely. We will produce infographics to be used online (website, social media) and integrated into print materials.

4.1.4 Promotional material

For in-person events, printed promotional communication material will be made such as flyers, rollups, and postcards.

¹ Graphical Guide to the European Emblem: <http://publications.europa.eu/code/en/en-5000100.htm>



Figure 4 EVERGLASS Roll-up and Poster

4.2 Website

The website was designed to be modern and dynamic. This means it moves away from being simply a repository. Instead, it will be a ‘digital anchor’ for EVERGLASS content. Articles, infographics, interviews, videos, and blogs are then pushed, promoted, and placed on other established websites with in-built audiences, linking back to the EVERGLASS website. This frees resources, budget, and time for ESCI and the EVERGLASS partners. It allows them to contribute to content and ensure it reaches the largest audience possible. Priority has therefore been given to presenting an easy-to-update and well-connected website.

The website will feature EVERGLASS content from the media or sectorial sites, interviews, and blog posts front and centre. It uses the Word Press publishing platform and its known features for clean and accessible mobile browsing.

A holding page was launched after the official kick off meeting with key messages, EU funding acknowledgement and links to social media channels (LinkedIn and Twitter). The full site was launched in month 4 with a public launch on social media. More about the website is available in Deliverable D7.2 “Website and Project Logo” (submitted in Month 4 and available in the project repository (EVERGLASS Website repository > shared folder > WP7 > Deliverables)).

4.3 Social networks and digital media

Social media will be used to inform and stay connected with the industry and scientific community. In addition, it will reach out to a wider general public.

LinkedIn will be used to host a ‘company page’ (Figure 5) which will be fed with project news and developments inviting target audiences (researchers, entrepreneurs, etc.) to follow. LinkedIn’s over 106 million unique monthly visitors will also generate healthy organic search and authority for EVERGLASS content.

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In addition, it has the possibility of using the site's article publishing features. ESCI especially encourages consortium members to post updates and articles about their work and challenges in EVERGLASS from a personal point of view. By providing peer-to-peer insights delivered to personal professional contacts, it can help create awareness and impact.

For Horizon Europe, LinkedIn has been a key platform for communication and will continue to be so for EVERGLASS as well. In fact, the account already has 150+ followers within 6 months of its launch.

A lively LinkedIn feed will:

- Provide information about EVERGLASS and make it a credible source of information.
- Ensure that we are in touch with our stakeholders, especially researchers and industry.
- Distribute EVERGLASS original content.
- Interact directly with researchers and others interested in the project's results.
- Aim to attract and maintain the interest of key influencers and thought leaders.
- Distribute job opportunities inside the EVERGLASS network.

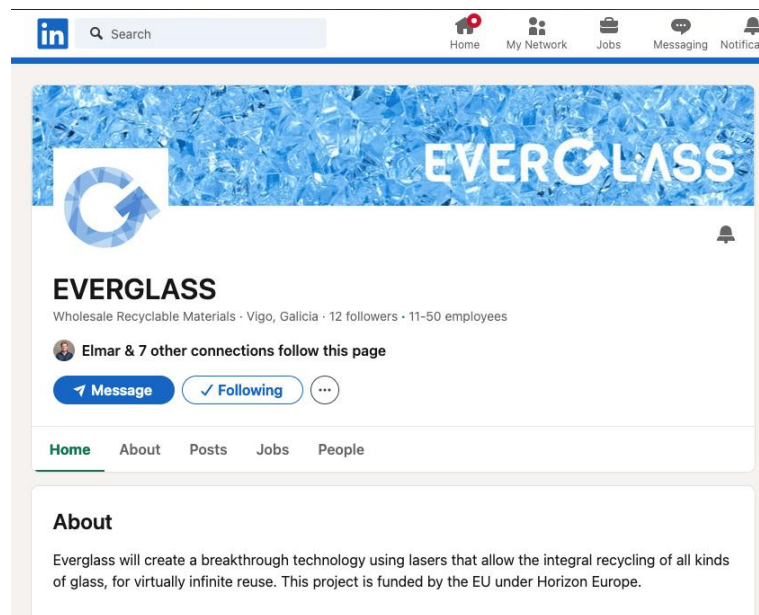


Figure 5 EVERGLASS LinkedIn page

EVERGLASS will use X (Twitter) as a secondary social media channel. It is a productive platform to listen, observe, showcase, promote and interact with professionals, EU and national policy makers, academia and the scientific community.

X is a popular social media platform with millions of active users, and it provides an opportunity to engage with a wide audience. By creating a Twitter account, EVERGLASS can directly interact with its target audience, answer questions, share updates, and build relationships.

Twitter is especially known for its real-time nature. It allows project to share immediate updates, such as events, trainings, and webinar announcements while they are happening. This can help maintain an active and dynamic presence.

A lively Twitter feed will aim to:

- Identify stakeholders and influencers, build lists to help strategic and geographic segmentation.
- Distribute EVERGLASS original content.
- Interact directly with researchers and others who may be interested in the project's results.
- Aim to attract and maintain the interest of key influencers and thought leaders.
- Enhance and amplify presence before, during and after events.

On the last two years or so, X (Twitter) seems to be losing both users and prominence as a source of information and news. We will evaluate if it is worth continuing using it (only 22 followers so far) or changing for a different social media platform such as Instagram, Threads or BlueSky.

4.4 Assessing impact

EVERGLASS will use a wide range of channels (website, social media, print, etc.) to be visible, credible, and ultimately inspire professional and public audiences to act. The project will be distributed and engage on numerous platforms. Tracking data where possible is key to evaluating actions and impact. However, capturing the overall footprint and impact of EVERGLASS across multiple platforms and countries is a difficult task.

Monitoring and evaluation are used to ensure high-quality communication and dissemination strategy execution. Monitoring communication activities is vital as the impact of those activities contributes to the successful implementation of the project. It is paramount that this evaluation is carried out continuously to ensure:

- An effective impact assessment and update or redefinition of communication and dissemination activities.
- Ensure the quality of communication activities.

Monitoring can be broken down into subsections:

- Performance measurement
- Impact
- Reporting
- Monitoring and assessment

Where EVERGLASS' media is 'shared' and 'owned' – such as articles, Twitter, LinkedIn, and the website – data and analytics are much easier to track and analyse. However, knowing when a journalist, video news channel or even scientific publisher has cited EVERGLASS ('earned' media) is more difficult.

4.4.1 Web monitoring

Web monitoring refers to the process of testing and verifying end-user interaction with websites, web applications and social media accounts. It is a critical process since it provides

information regarding uptime and downtime, as well as overall performance and response. The EVERGLASS website will be monitored not only for common metrics, but also for the total number of sessions. It is also interesting to investigate the top locations to gain perspective on the project's global impact. Overall, the most interesting quantities to monitor are:

- Total number of visits.
- Average session and visit duration.
- Number of frequent & one-time visitors.
- Visiting prime time.
- Visitors' location.

Internally, ESCI will monitor these monthly and share them in detail with the consortium at project meetings. Additional analysis can be done around specific events, campaign actions or local demonstration site initiatives.

4.4.2 Social media monitoring

In a similar way, social media will be monitored to determine the volume and sentiment of online interactions.

Different kinds of data are accumulated during the acquisition process, from simple information like statistics on likes, followers, re-tweets etc. To more complex such as comments, downloads, and more. LinkedIn and Twitter (or other social media) accounts will be monitored for that purpose to identify their overall impact on different target groups. Social media monitoring is often called SMMS (Social Media Management Software). This is an application that facilitates successful engagement in social media across a variety of communication channels. It monitors inbound and outbound conversations and evaluates social media presences.

For EVERGLASS, ESCI will use a combination of analytical tools embedded in each platform and a central client called Brandwatch. These analytics will enable ESCI to assess, fine tune and adjust on-going actions and provide analysis for deliverables.

4.4.3 Performance measurement

The consecution of this plan will be measured according to the following indicators:

- The level of acknowledgment of the project around Europe by two main audiences: the main EVERGLASS stakeholders and the general public.
- Rates regarding website and social media activities: a careful monitoring of EVERGLASS website hits will be done together with an analysis of the impact of events (e.g., publication of a new article).
- Using web tools for analysing visitor traffic and giving a complete picture of number of visitors, visited pages, geographical coverage including the audience's needs and interest.
- Number of articles in non-scientific publications: the partner in charge will keep track of the number of publications.

- Number of attendants to the project events

4.4.4 Reporting

To facilitate accurate monitoring and assessment of communication and dissemination activities, and to understand the impact of the actions carried out, it is necessary for all partners to register the activities that they implement.

In this sense, a reporting tool was developed in three different Microsoft Forms, one for [scientific publications](#), one for [communication](#) and another for [dissemination](#). Links to them are available in the project's repository (EVERGLASS Website repository > shared-folder > WP7 > Reporting). There, every consortium member can report their communication activities or publications (articles, publications on blogs, etc.). These activities include both previewed and ad-hoc activities.

Therefore:

- All partners must consider the communication and dissemination procedures described in this document.
- All partners should register their communication and dissemination activities in the reporting forms available online and on the project's website.
- All partners should save evidence of the activities conducted. By regularly monitoring the activities, it is possible to assess if the action plan is being carried out properly and on time. It will also be possible to see which activities had the biggest impact on stakeholders (both quantitative and qualitatively).

The conclusions from these reporting will be considered for the update of the communication and dissemination plan (Deliverable D7.4 "Intermediate Dissemination & Communication plan" due on Month 24).

4.5 External events and academic outreach

As EVERGLASS is part of the EIC Pathfinder Open Call, events connected to entrepreneurship and development of new technologies will take central stage. Thus, the research and technology providers will dedicate strong efforts in publishing research papers under the framework of globally recognised scientific journals and conferences that count with high impact index. It is expected that industry partners and research institutions will be present at least 10 conferences over project period. For the entire project, it is expected that the consortium will publish at least 8 journal publications.

All partners are expected to engage in dissemination efforts by participating in conferences, webinars, and other events. Promoting the results of EVERGLASS throughout the project and especially towards its end.

List of interesting events:

- International Conference on Engineering Manufacture
- Congreso SECV Sociedad Española de Cerámica y Vidrio
- Materials Science and Technology
- American Ceramics Society (ACERS) ANNUAL MEETING
- International Commission on Glass (ICG) Annual Meeting

- European-Materials Research Society
- International Congress on Applications of Lasers & Electro-Optics ICALEO
- LiM—Lasers in Manufacturing - World of Photonics Congress
- Meeting events of the Materials Research Society
- Innovation in Science & Technology Conference
- International Conference on Circular Packaging
- Tank.tech
- European Community on Computational Methods in Applied Sciences
- The biennial conference of the International Association for the Engineering Modelling
- Shipbuilding, Machinery and Marine Technology
- Math 2 Product
- Annual Meeting of the International Association for Applied Mathematics and Mechanics
- PARTICLES
- LCA Food
- Life Cycle Management
- SETAC Europe

List of interesting Scientific Journals:

- Advanced Materials,
- Materials Today,
- Nature sustainability,
- Environmental Science & Technology,
- Journal of the European Ceramic Society,
- Ceramics International,
- Frontiers in Ecology and the Environment,
- Environmental Innovation and Societal,
- International Journal on Applied Glass Science,
- Optics and Laser Technology
- Nature Materials,
- Computers & Fluids
- International Journal for Numerical Methods in Fluids
- Proceedings in Applied Mathematics and Mechanics
- Computational Particle Mechanics
- Applied Mathematical Modelling
- Archives of Computational Methods in Engineering
- International Journal of Life Cycle Assessment
- Journal of Cleaner Production
- Science of the Total Environment

4.6 Stakeholder and Citizen Engagement in sustainable circular economy

All relevant actors interested in the adaption of EVERGLASS technology will be identified and mapped. They will include representatives of industries who need to increase their recycling rate, municipalities (e.g. in remote areas), who could benefit from this technology, entrepreneurs, who will identify new market opportunities and invest in this technology, and citizens, to share their interest and need for recycled glass products.

Based on these target groups, suitable engagement strategies will be developed, including:

- **Hackathon to tackle endusers' challenges:** A range of actors, including students, recycling experts, glass manufacturers and citizens will work together in a cocreation hackathon to identify and develop circular value chains around the EVERGLASS technology. This will facilitate community dialogues and co-creation;
- **Interactive EVERGLASS Experience:** ESCI will produce multimedia content and use story-telling techniques to address entrepreneurs, municipality representatives, policy makers and citizens so that they can discover and learn from potential adaptations of the EVERGLASS Experience;
- **A summer seminar, workshops and other interactive events:** the consortium will organize various information events to inform about the EVERGLASS technologies and engage with young researchers and students.

4.7 Final conference

A final conference will be organised (if possible, in conjunction with a relevant European event) to showcase the overall outcome of the project. This conference will target the various stakeholders in the industry domains that could benefit from the EVERGLASS solutions and ancillary products and services, to present the legacy of the project and its plans for further developments.

4.8 Clustering activities

UVigo and ESCI will establish contacts with projects financed under the same call, and further relevant Horizon Europe project and national projects, to discuss cross-fertilisation and the implementation of at least 2 collaborative activities, such as joint presentations, invitations to each other's workshops or cooperation in the publications of results.

Having "sister projects" will maximise the impact in common areas, strengthen the community and support similar networks, such as national industrial clusters or technology platforms.

5 Open Access Policy

EVERGLASS promotes the Open-Access policy set by the European Commission. The consortium expects a variety of professional publications to result from the project. The authors aim at publishing through the EC defined "gold" model with respect to their rights of authorship by agreement with scientific or technical publishers.

- **Technical reports and project deliverables:** Partners will work jointly on the project deliverables, but also on technical reports addressing the outcomes delivered by the project. The quality assurance plan will detail the management procedures required to guarantee that project documents are correctly and efficiently produced, updated, distributed and stored. As many project deliverables as possible (except those that may compromise the protection of IPR) will be public.
- **Research data generated during the use-case-based validation:** This data will reflect the quantified impacts that EVERGLASS can have under real operational conditions.

Key results will be disseminated among all involved stakeholders. Dissemination/sharing and/or exploitation/protection of results generated will be subjected to the decision of the consortium, with the supervision of the IPR Manager. Research data will be retained only where the risks to the research subjects are low, as determined by a Privacy Impact Assessment. Some restrictions may also be needed to protect commercially sensitive data. Research data that is selected for archiving will be contributed via Zenodo (<https://zenodo.org/>) and, where feasible, to the European Open Science Cloud (EOSC).

- Open Access scientific publications: Open Access will be provided for all peer-reviewed scientific publications. The authors of all peer-reviewed scientific publications will choose the most appropriate way of publishing their results, and these publications will be stored in an Open Access repository, during and after the project's life. To make maximum use of its budget, EVERGLASS opts for "green access" whenever possible and guaranteeing that results will be immediately available (based on publisher's policies). In cases, where the timely Open-Access dissemination is not possible by following the "green access" model, EVERGLASS opts for 'gold' open access. Open Access publications will be available centrally via OpenAIRE (<https://www.openaire.eu/>) or Zenodo (<https://zenodo.org/>)

Annex: Gantt Chart

First 24 months of project

