MarginUp!

Raising Bio-Based Industrial
Feedstock of Marginal Lands

D7.3. First Report on Communication, Dissemination & Replication Activities

7.3.

Date : 31 May 2023

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Technical References

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Project Title	Raising the bio-based industrial feedstock capacity of Marginal Lands
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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)

CO = Confidential, only for members of the consortium (including the Commission Services)

Document history

V	Date	Beneficiary	Author/Reviewer
1	April 2023	Greenovate ! Europe	Marisol Castro / James Ling
2	May 2023	REVOLVE	Asya Al Marhubi / Belén Gutiérrez
3	May 2023	INNOMINE	Tunde Gyarmati
4	May 2023	ZABALA	Rebeca Val / Ana Báscones

MarginUp! in a nutshell

The MarginUp! project proposes solutions to secure use and return profitability on marginal lands while enhancing biodiversity by cultivating climate-resilient and biodiversity-friendly non-food crops for sustainable for industrial feedstock on marginal lands.

Working closely with land managers, farmers, and stakeholders from the growing bioeconomy industry, MarginUp! will create sustainable and circular value chains and increase the resilience of rural farming systems. To further improve biodiversity and environmental benefits, MarginUp! will focus on understanding which marginal lands are suitable with the lowest impact for low indirect land-use change (ILUC) biomass production.

MarginUp! will provide viable outcomes to ecosystems which are water-stressed as a result of climate change, including desertified areas of Mediterranean and Central European member states, as well as contributing to restoring and stimulating ecosystems in abandoned mine lands, and boosting land yield and health in low productivity marginal lands.

MarginUp! Is building on learning from seven use-cases: Five implementations across Europe – in Spain, Greece, Sweden, Germany, and Hungary – as well as use-cases in Argentina and South Africa, together increasing the replication potential of the project's results. MarginUp! will identify the best practices for sustainable biomass production and biobased products that safeguard biodiversity and local ecosystems. Each use-case considers the current use and properties of the area and proposes crops and crop rotation strategies that enhance biodiversity and increase soil productivity according to local requirements from Mediterranean soils in Spain to mining lands in Greece, boreal soils in Sweden, wetlands in Germany, desert lands in Hungary, degraded pastures in Argentina, and areas with bush encroachment in South Africa. The proposed crops create a sustainable supply of resources to foster the development of the bioeconomy businesses at local and regional levels while providing ecosystem benefits and building resilience to climate change.

On that basis, the MarginUp! project will enhance European industrial sustainability, competitiveness, and resource independence, by reducing the environmental footprint, including on biodiversity, enabling climate neutrality and increasing resource efficiency (particularly through upcycling and cascading use of biomass) along 5 value chains, and developing innovative bio-based products and enhanced technologies that will lessen EU reliance on fossil-based products.

To stay up to date with MarginUp! project events and reports, follow us on Twitter (@MarginUp_EU), LinkedIn (MarginUp! EU) or visit www.margin-up.eu

Summary

This document reports on the dissemination and communication activities planned and implemented for creating awareness about the MarginUp! project. More specifically, it includes a description of the communication materials, channels and tools used to reach a wide audience, as well as the events to disseminate the MarginUp! project objectives. The report includes the activities developed since the start of the project (M1 – December 2022) until now (M6 – May 2023).

During the first 6 months of the project, MarginUp! has developed the communication & dissemination strategy, identified the target audiences and key messages (explained in D7.1 Communication, Dissemination Exploitation, Replication & Networking Plan).

Visual identity (project logo, style, and templates) has been developed, as well as communication tools (webpage and webform) and promotional materials (project leaflet). MarginUp! has also been actively present on Twitter and LinkedIn, with growing numbers of followers.

This document will help the communication manager to record and evaluate the ongoing activities and make sure MarginUp! project reaches all the KPIs and different target audiences. This report will be updated in months 30 & 48. All project partners are responsible for providing input for this document through a reporting sheet saved on the MarginUp! NextCloud (in the folder "WP7 Dissemination & Communications >> Monitoring).

Spelling Guidelines

Standardised British Spelling (NOT Oxford Spelling!) should be used in all documents. Generic terms are spelled in lower case, specific terms and proper names are spelled with initial capitals. For metric tonnes use the term "tonnes" and NOT tons.

Disclaimer

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List of Acronyms

KPI	Key Performance Indicator
CDER&N	Communication, Dissemination, Exploitation, Replication & Networking Plan

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Keywords list

- Marginal lands
- Marginal soils
- Biodiversity
- Communication
- Dissemination
- Replication

1. Introduction

All activities in this document follow the communication strategy set out in the **Deliverable 7.1 Communication, Dissemination, Exploitation, Replication & Networking Plan (CDER&N)**. The project partners have been informed of the communication procedures, as well as of the **obligations and protocols** of the Horizon Europe programme in terms of visibility. The partners are encouraged to be proactive and promote MarginUp! project and disseminate its results as soon as feasible, in a publicly available format and following an open access approach. All the guidelines are available in Chapter 2 of D7.1 In addition, the CDER&N Plan includes a definition of the key terminology that we will use in Work Package 7: communication, dissemination, exploitation, and results.

Greenovate! Europe and REVOLVE are working together as one team for central communications. They have designated one person as Communication & Dissemination Manager for MarginUp! project:

- *Marisol Castro – m.castro@greenovate-europe.eu*
- *Asya Al Marhubi – asya@revolve.media*

They are informing and supporting the partners in all the communication activities as well as ensuring consistency in the materials. Additionally, all partners have pointed out a contact person as responsible for communication issues.

The MarginUp! project has wide-ranging objectives and activities that may appeal to different target audiences and create value for numerous stakeholder groups. The **target groups and key messages** have been also identified in this period and will be update during the project execution. The main target groups for the project communication, dissemination and exploitation activities are listed in the table below:

- *Bio-based industry*
- *Farming community*
- *Investors*
- *Environmental associations*
- *Government and authorities*
- *Research and development*
- *General public and media*

The description of the target audiences and the key messages are available in Chapter 3 of D7.1.

2. Communication

2.1. Visual identity guidelines

The MarginUp! visual identity plays an essential role in promoting the project, and includes a logo, tagline, and colour palette to be reflected in communication materials. The detailed visual identity concept, usage guidelines, including the complete colour palette and alternative versions of the logo, are available to partners on NextCloud (project intranet), and are made available to partners to ensure the consistent representation of the project. **The visual completed visual identity guidelines are available in D7.1.**

Negative
For use on darker coloured backgrounds and photographs. Be careful that the green leaf needs to stand out against the background.

Black
This version of the logo is to be used on black and white layouts or documents, on light backgrounds.

White
For use on darker coloured backgrounds and photographs, if the other versions of the logo do not stand out enough against the background.

Full colour
This is the default version of the logo, to be used on white or light backgrounds.

Figure 1.   MarginUp! logo

2.1.1. Templates

In addition to the visual identity and logo, templates have been created for partners to use to present the project at events / meetings and for project deliverables. The templates are available in the project Nextcloud and include a deliverable template, a PowerPoint presentation template, a Press Release and agenda template and a Newsletter template.
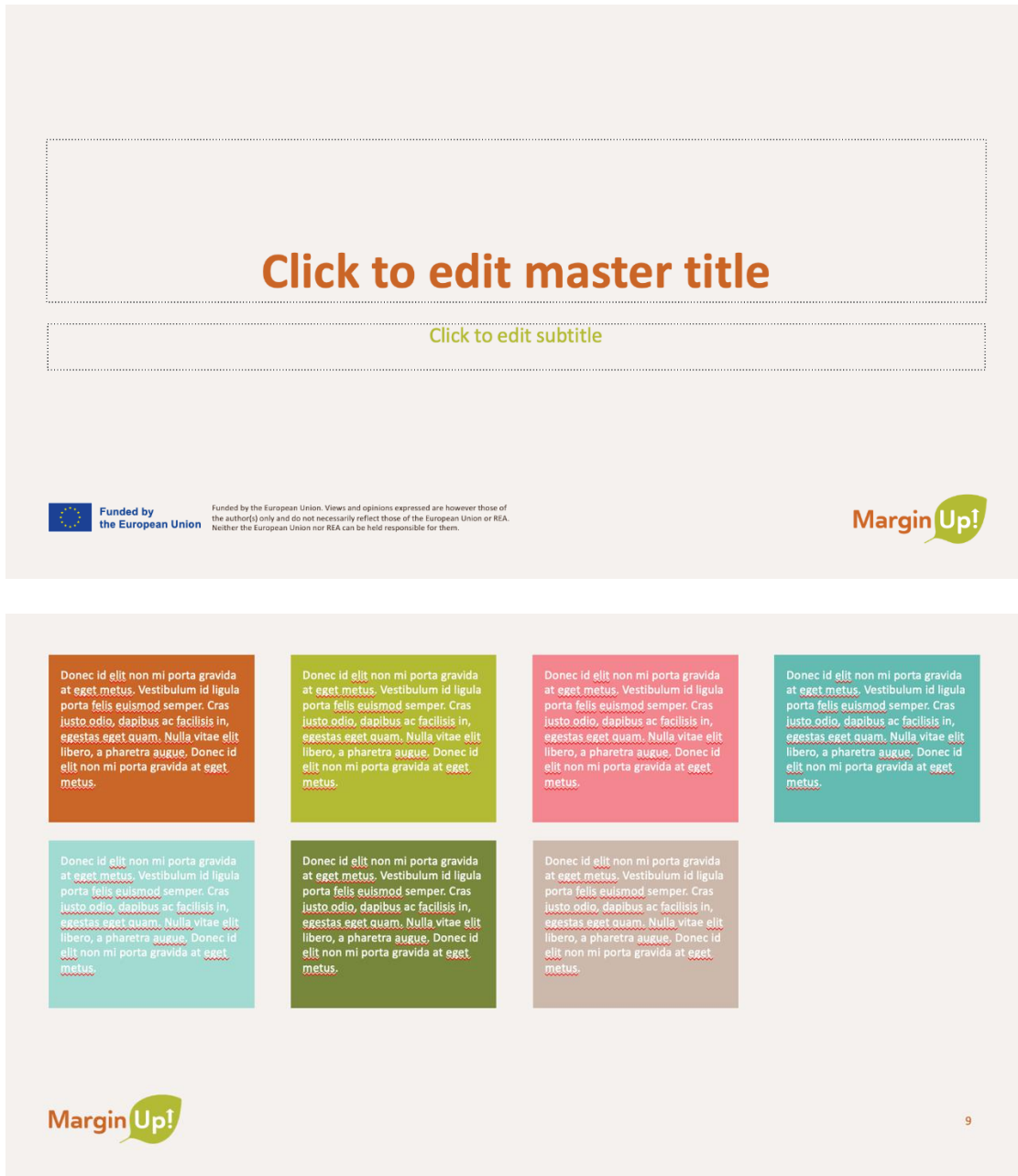
**Figure 2.**   PowerPoint presentation template

2.2. Website

The MarginUp! website was launched in M3 (February 2023) and can be consulted at www.margin-up.eu. It will be the main communication and dissemination platform to allow stakeholders, end-users and the media to have access to the project

information, developments, and results. It will also host frequently asked questions, promote relevant content (videos, infographics, events, etc.) for the key stakeholder groups, and engage them in the conversation.

In the first months of the project, the website had:

- ***391 visits***
- *5m57s average visit duration*
- *1,711 total page views*
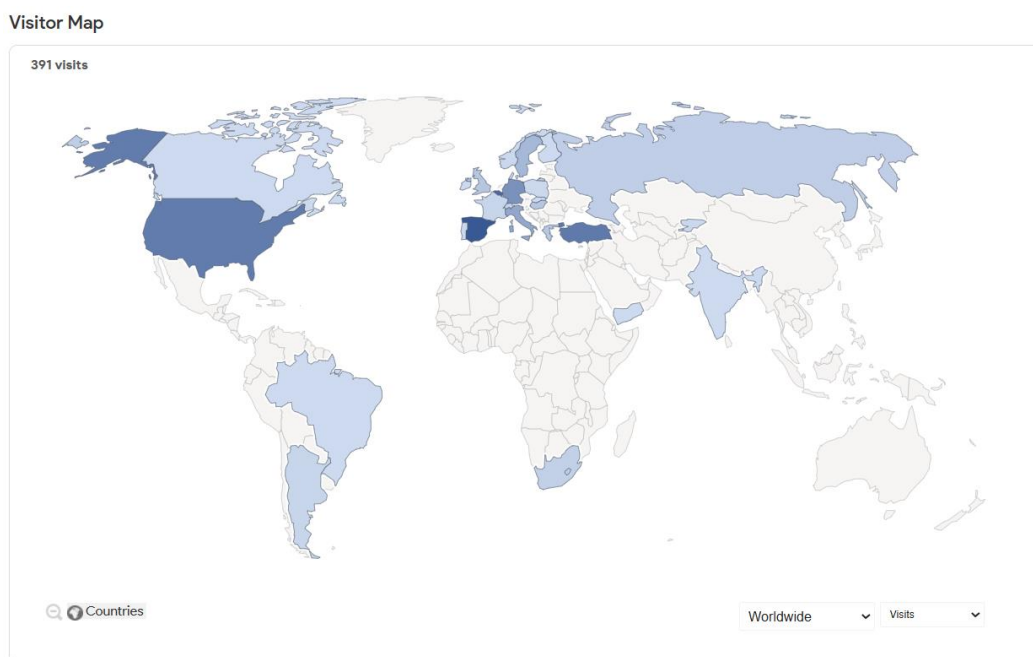
Figure 3.   Website statistics: Visits by country

The key aims of the website are:

- *To become the primary point of contact and information for MarginUp!*
- *To act as a general hub for research on issues relevant to the project.*

The website is implemented in English to reach an international audience using WordPress as a content management platform. The website will be regularly updated and maintained by REVOLVE with input from all project partners. Traffic to the website will be monitored via Matomo and additional data analysis of the project's social media channels will be conducted to support the update of the communication strategy as required. The website will be maintained for 5 years after the project ends (November 2026).

For the website launch, seven main sections make up the site: 1. HOMEPAGE, 2. ABOUT, 3. REPLICATION HUB, 4. RESOURCES, 5. PRESS ROOM, 6. LATEST, 7. CONTACT.

1. **Homepage**: Introduction to the project and the main website contents, including the context in which the project takes places, and the main solution it proposes to tackle the main challenge described.
2. *About page*: Overview of the project aims, benefits per use case, work plan, and project partners.
3. *Replication Hub*: This page provides content on the use cases and serves as a network to disseminate the project results.
4. **Resources**: A library of public project deliverables and publications.
5. **Press Room**: Provides access to press releases, photo, and video materials.
6. **Latest page**: News related to the project and its topics of interest, as well as a calendar of relevant upcoming events for the sector.
7. **Contact**: Contact details for the project coordinator and communication coordinator, links to social media, newsletter and contact forms.
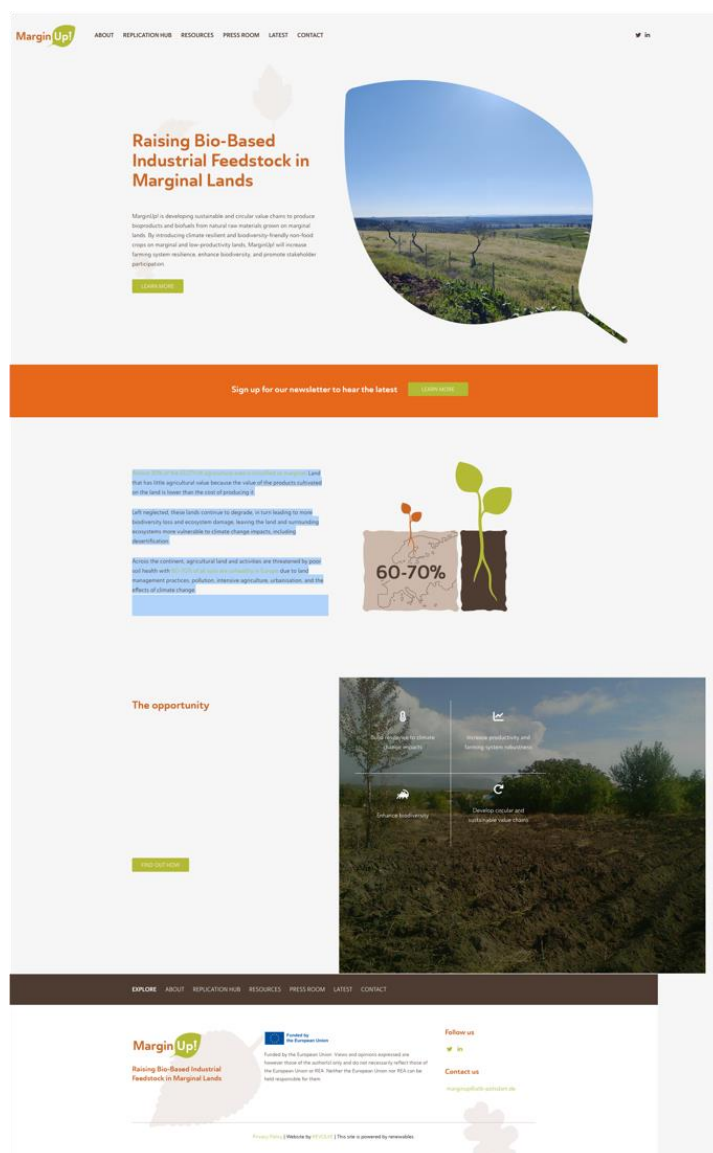

Figure 4.   MarginUp! Homepage.
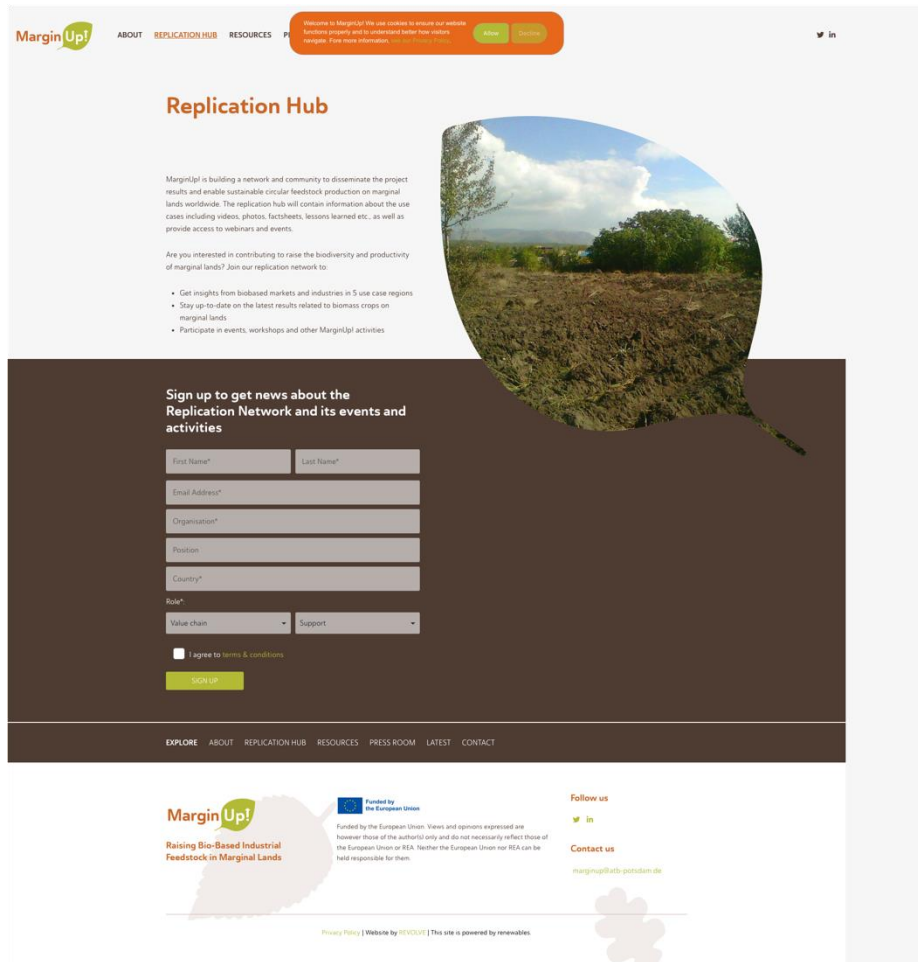
Figure 5.   MarginUp! About page.
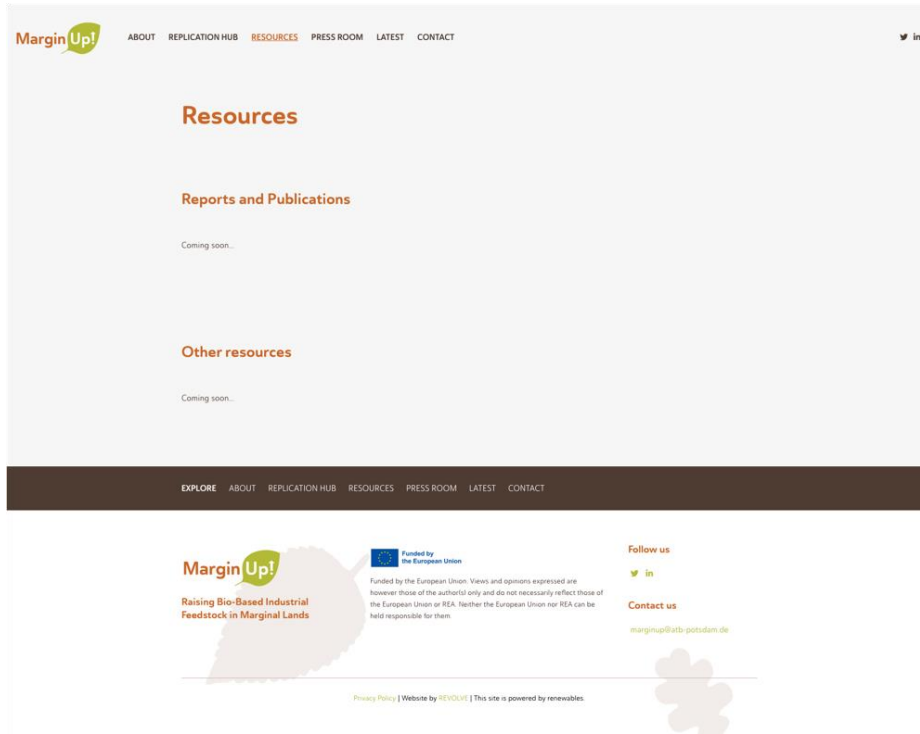
Figure 6.   MarginUp! Replication Hub page.

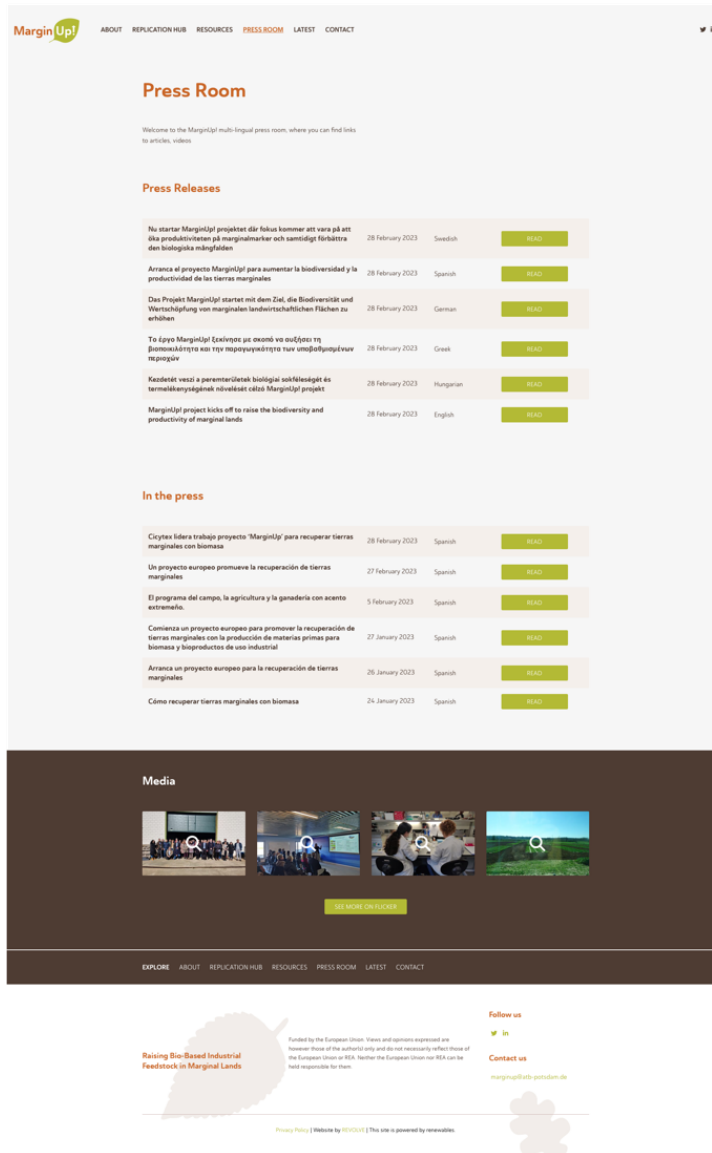**Figure 7.**   MarginUp! Resources page.
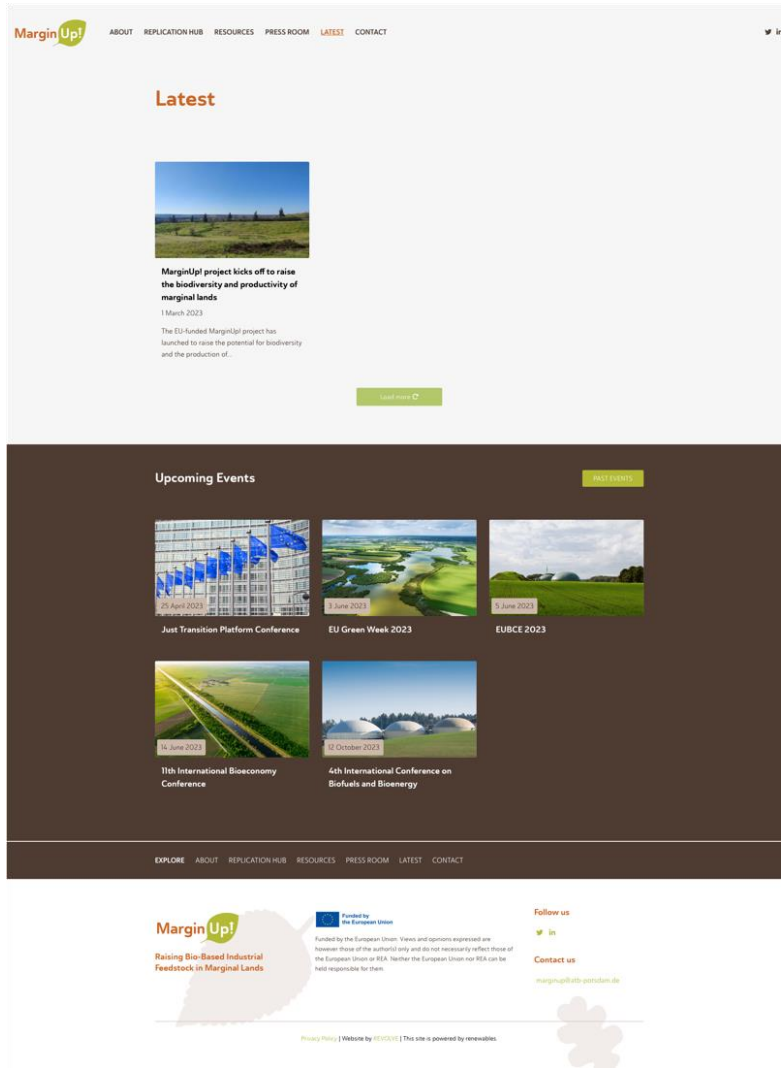
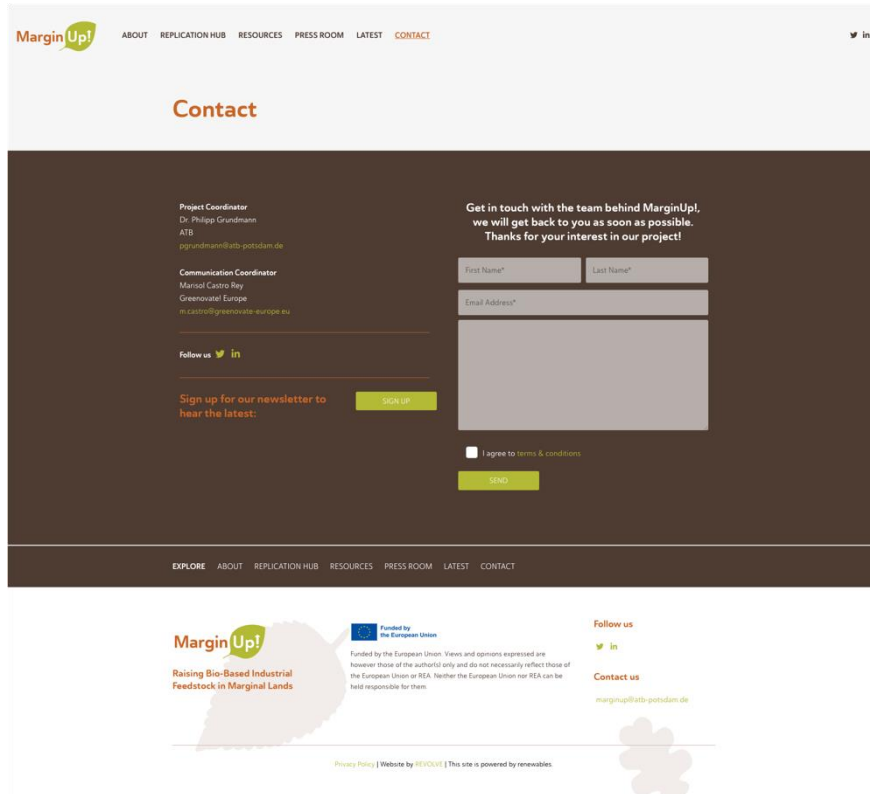**Figure 8.**　MarginUp! Press Room page.

Figure 9.   MarginUp! Latest page.

Figure 10. MarginUp! Contact page.

2.3. Social media

Social media channels on LinkedIn and Twitter were set up and posting started following the project kick-off meeting at the end of January 2023. The initial goal of the project's social media accounts was to create a core base of target followers interested in the key topics of the project. Since the start of the project, followers have increased on both channels to reach a total of 250.

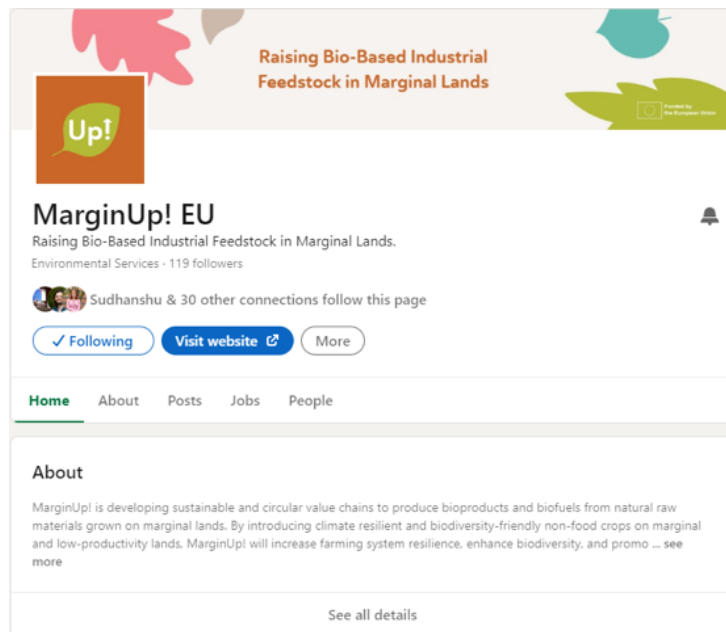**Figure 11.**   MarginUp! Twitter profile.

Figure 12.   MarginUp! LinkedIn company profile.

The project went from **51 to 118 followers on LinkedIn in 5 months**, with an average **engagement rate of 10.81%**. On Twitter it went from **22 to 120 followers**, with an average **engagement rate of 5%.** Key Performance Indicators show better performance on LinkedIn among all platforms.

The engagement rates on LinkedIn were consistently higher than on Twitter, indicating that **LinkedIn was a more effective platform** for promoting engagement among partners and stakeholders. Nevertheless, Twitter had a higher growth rate in followers, indicating that the platform was successful in attracting new users.

Key Metrics:

- *LinkedIn followers increased by 67, a growth rate of 131.4%*
- *Twitter followers increased by 98, a growth rate of 445.5%*
- *Average engagement rate on LinkedIn was 10.81%*
- *Average engagement rate on Twitter was 5%*

The creation of an **editorial plan** based on informing and disseminating issues related to biodiversity and soil health helped in the creation of an initial target audience base interested in the issues covered by the MarginUp! project. The project aims to expand and grow further: the editorial plan will focus in the future on expanding the topics covered, as well as disseminating the project and partners' activities, growing its audience and influence.

2.3.1. Partners' social media promotion

Collaboration between partners is key to create impact on social media. MarginUp! has a lot of partners and countries involved and is taking advantage of that. Greenovate! Europe / REVOLVE as communication managers provided best practices for social media promotion at the kick-off meeting of MarginUp! celebrated in Spain. All the partners were encouraged to follow MarginUp! social media profiles, post about the project objectives and activities, tag other partners, reach local stakeholders, etc. The partners' profiles have been identified in D7.1 to tag them in relevant post and create more impact.
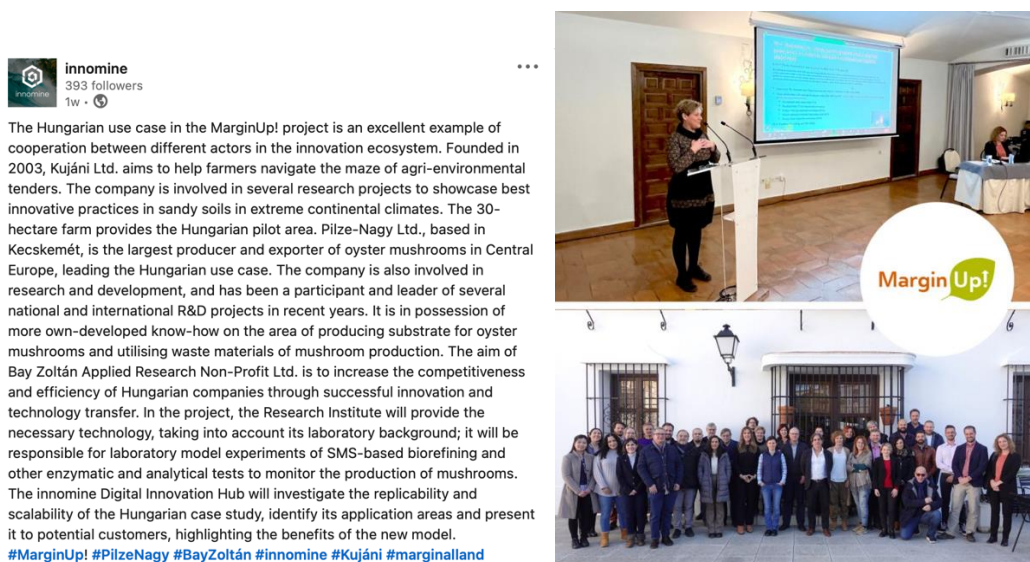
Figure 13.   LinkedIn post by Innomine on the Hungarian use case.

Figure 14. Twitter post by Cicytex on the kick-off meeting in Extremadura, Spain.
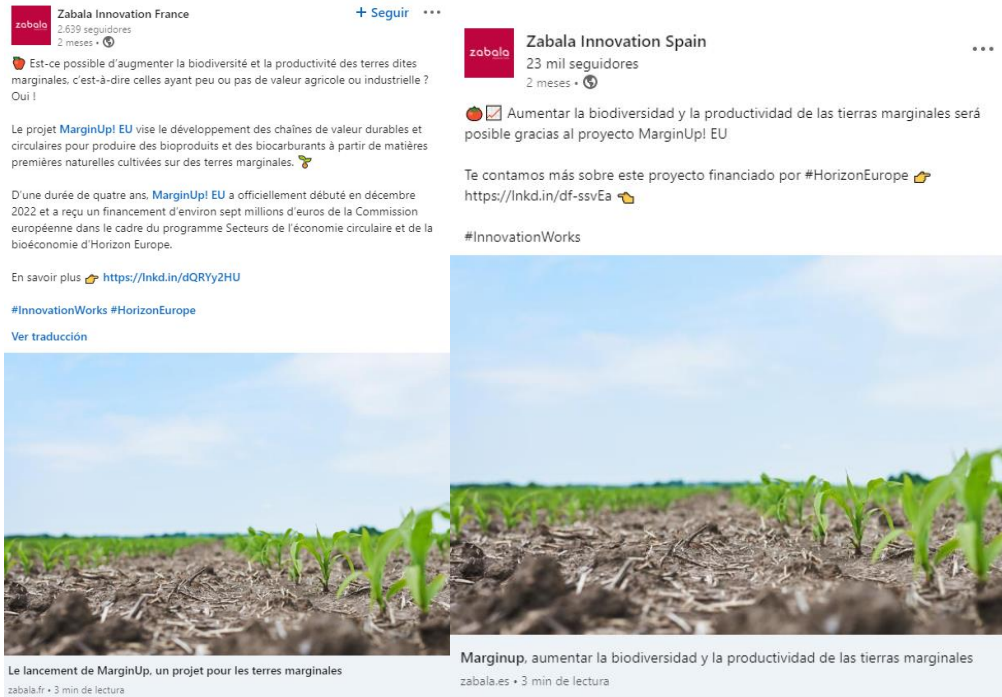

Figure 15. LinkedIn post by Zabala on MarginUp! objectives in different languages.

2.4. Press releases

The first project press release was published following the project kick-off meeting, announcing the start of the project and providing a short overview of the objectives and aims, as well as the case studies. It can be found in **all the project languages** on the website Press Room.

Informative articles in relevant media are planned during the MarginUp! project. Media hits for MarginUp! using associated keywords through the Meltwater platform allows REVOLVE to track articles and news items related to the project to track outreach. The results will be shared on a quarterly basis in the communication impact report and used to refine project efforts to maximise impact. Some early results can be found in the following table.

DATE	MEDIA	TITLE + LINK
January 2023	Hoy.es	Cómo recuperar tierras marginales con biomasa
January 2023	RegionDigital.com	Cicytex lidera trabajo proyecto 'MarginUp' para recuperar tierras marginales con biomasa
January 2023	Extremadura.com	CICYTEX lidera uno de los trabajos del proyecto europeo 'MarginUp' para la recuperación de tierras marginales mediante la producción de biomasa y transformación en bioproductos
January 2023	Noticiasextremadura.es	CICYTEX lidera uno de los trabajos del proyecto europeo 'MarginUp' para la recuperación de tierras marginales mediante la producción de biomasa y transformación en bioproductos
January 2023	Retema.es	Arranca un proyecto europeo para la recuperación de tierras marginales
January 2023	Agronewscastillayleon.com	Comienza un proyecto europeo para promover la recuperación de tierras marginales con la producción de materias primas para biomasa y bioproductos de uso industrial
February 2023	Canalextremadura.es	El programa del campo, la agricultura y la ganadería con acento extremeño

February 2023	Phytoma.com	Un proyecto europeo promueve la recuperación de tierras marginales
March 2023	Juntaex.es	Cicytex organiza una jornada sobre los cultivos del cáñamo industrial y el kenaf en la comarca de Coria
March 2023	Extremadura.com	Cicytex organiza una jornada sobre los cultivos del cáñamo industrial y el kenaf en la comarca de Coria
March 2023	Noticiasextremadura.es	Cicytex organiza una jornada sobre los cultivos del cáñamo industrial y el kenaf en la comarca de Coria
March 2023	Idw-online.de	MarginUp! – Ein Forschungsprojekt möchte Biodiversität und Wertschöpfung auf Grenzertragsstandorten erhöhen

Table 1.   MarginUp! impacts on media.

The partners have also promoted the press release through its own communication channel (website and newsletter)

DATE	PARTNER	CHANNEL	TOPIC	TITLE + LINK
January 2023	CTAEX	Website (news)	Dissemination of the first press release	CTAEX participa en el Proyecto Europeo MarginUp junto a otros 29 socios
January 2023	CTAEX	Newsletter	Dissemination of the first press release	MarginUp: persigue recuperar tierras marginales y poco productivas para producir bioproductos y biocombustibles. Celebrado en Mérida, organizado por CICYTEX

January 2023	GREENOVATE	Website (news)	Dissemination of the first press release	MarginUp! project kicks off to raise the biodiversity and productivity of marginal lands
January 2023	GREENOVATE	Website	Project description	MarginUp! Raising the bio-based industrial feedstock capacity of Marginal Lands
January 2023	ZABALA	Website	Project description	Raising the biodiversity and the biobased industrial feedstock capacity of marginal lands
January 2023	Zabala	Website	Project description	Aumentar la biodiversidad y la capacidad de las tierras marginales para producir materias primas industriales biológicas
January 2023	Zabala	Website	Project description	Augmenter la biodiversité et la capacité des terres marginales à produire des matières premières industrielles biosourcées
January 2023	Zabala	Website (news)	Dissemination of the first press release	Increasing biodiversity and productivity of marginal lands through MarginUp!
January 2023	Zabala	Website (news)	Dissemination of the first press release	Aumentar la biodiversidad y la productividad de las tierras marginales gracias a MarginUp!
January 2023	Zabala	Website (news)	Dissemination of the first press release	Augmenter la biodiversité et la productivité des terres marginals

January 2023	Zabala	Website (news)	Dissemination of the first press release	Aumentar a biodiversidade e a produtividade das terras marginais com MarginUp
January 2023	Inter3	Website (news) + newsletter	Dissemination of the first press release	EU-Projekt MarginUp! gestartet
January 2023	Inter3	Website (news)	Dissemination of the first press release	MarginUp! Make Sustainable Use out of Marginal Lands
January 2023	Diadyma	Website (news)	Dissemination of the first press release	Raising the bio-based industrial feedstock capacity of Marginal Lands
January 2023	ATLANTIS	Website (news)	Dissemination of the first press release	MarginUp! project kicks off to raise the biodiversity and productivity of marginal lands
January 2023	RISE	Website	Project description	MarginUp!
January 2023	Cicytex	Website (news)	Dissemination of the first press release	Comienza un proyecto europeo para promover la recuperación de tierras marginales con la producción de materias primas para biomasa y bioproductos de uso industrial
January 2023	CluBE	Website (news)	Dissemination of the first press release	Δελτίο τύπου: Το έργο MarginUp! ξεκίνησε με σκοπό να αυξήσει τη βιοποικιλότητα και την

|				παραγωγικότητα των υποβαθμισμένων περιοχών
March 2023	INNOMINE	Website	Dissemination of the first press release	MarginUp! project kicks off to raise the biodiversity and productivity of marginal lands
March 2023	Cicytex	Website (news)	Event promotion in Coria (Extremadura, Spain)	CICYTEX organiza una jornada sobre los cultivos del cáñano industrial y el kenaf en la comarca de Coria

Table 2.   Partners' contribution to disseminate MarginUp! press release.

2.5. Videos

An initial project video was created and posted on a dedicated YouTube playlist, hosted by REVOLVE, in May 2023. This video includes footage from interviews conducted with project partners during the kick-off meeting, and provides an overview of the project, its objectives, and goals, as well as of the 5 full scale use cases taking place in Europe, in a simple language, comprehensible for a general audience. The video will be shared on the MarginUp! website and on its different channels (including partner social media accounts), European Commission dissemination digital tools, as well as during events to introduce the project to the public as a first general information, while the specific use cases videos are produced during the project.

The video is available on Youtube: https://www.youtube.com/watch?v=zCYzIaeDgaY
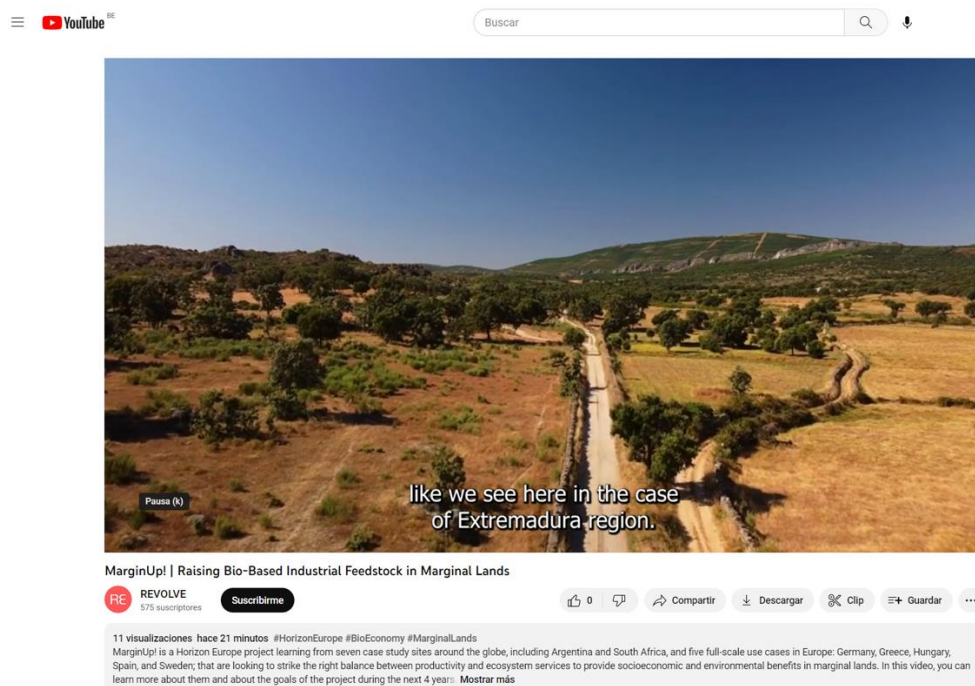
Figure 16. Screenshot of the first video

2.6. Communication materials

The project communication will be implemented in English, and several materials will be provided to partners to support their communication and dissemination activities. Since the start of the project, the visual identity has been set up and some initial materials have started to be produced.

A leaflet has been created, including a map with all the use case's location and their main benefits, as well as the project tagline, golden paragraph, list of partners involved and contact points, website and social media handles. It also includes a QR code directing users to the project website to maximise visibility of the project's central communication channel and can be used at zero-waste events to reduce printed materials. Traffic to the website from the QR code will be monitored. Ultimately, his leaflet has been designed to be distributed at different events and on virtual platforms, such as fairs, conferences, workshops, e-booth, webinars, etc.

The leaflet aims to spark curiosity about the project while providing brief information on the project's approach and aims, and an overview of the partners. Additional material might be created on demand to support the partners during their events participation such as booth design, posters, banners, roll up, etc.

Figure 17. Draft of the MarginUp! leaflet.

The communication team has also been working on a series of five info sheets with information about each of the use cases, namely their benefits and positive impacts on biodiversity and bioeconomy, replication potential, and inclusiveness. They are being finalised and will be checked with the corresponding partners to ensure accuracy and the correct message conveying.

3. Dissemination

3.1. External events

- *Workshop of BIKE project: Production of low ILUC risk biomass feedstock*

This workshop took place in Thessaloniki (Greece) in March 2023 and aimed at gathering views and results from a series of ongoing and recent Horizon 2020 and Horizon Europe projects, developing solutions to sustainably produce low ILUC risk biomass feedstock for industrial uses. The event was organised by BIKE project with the support of projects: MAGIC, GOLD, MIDAS, MAIL, GRACE, BECOOL, CARINA, BIO4A, CERESIS, PHY2CLIMATE, MarginUp! and, FORTE.

The purpose of MarginUp! participation was to introduce the project, collect relevant information & data, and search for potential collaboration with other EU related projects.
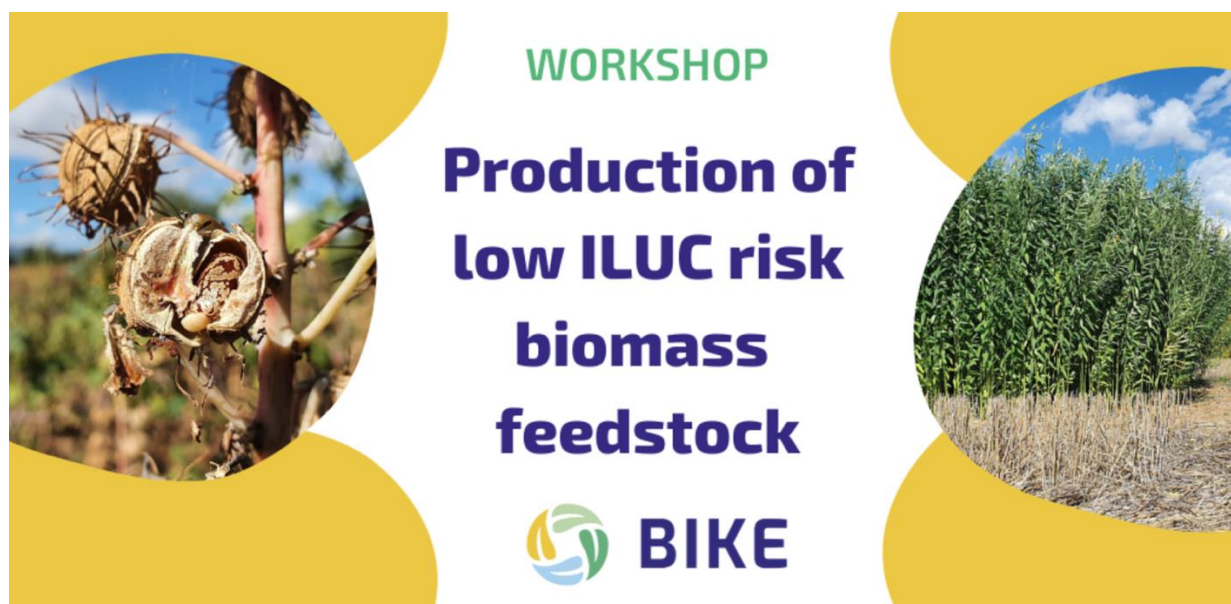
Visit the BIKE project website here for more information.

Figure 18. Group picture of the BIKE workshop.

Figure 19.   Promotional image of the workshop.

- ***Event in Coria (Extremadura, Spain)***

On 29 March 2022 the Spanish use case organised an event in COPAL headquarters in Coria (Extremadura, Spain) to present MarginUp! project to local stakeholders. The programme included presentations on the results of trials and research projects carried out on the cultivation of industrial hemp and kenaf in Extremadura over the last decade, the agronomy of these crops and varieties adapted to our climatic conditions.

More information here.

Figure 20.   Agenda of the event in Extremadura.

Figure 21. Group picture of the event in Extremadura.

Figure 22. Photo of the several speakers of the event in Extremadura.

4. Replication

4.1. Replication Network & Hub

All the use cases of MarginUp! project have a huge replication potential as there are many European and international regions which share similar marginality attributes and climate conditions. To facilitate replication, MarginUp! will create a:

1. *Replication Hub:*

It will contain information about the case and replication materials: stakeholders involved, videos, photos, factsheets, key lessons learned and links to the full deliverables and reports for further information.

The replication hub will be integrated on the project website. For that, a section on the website has been created during this period. This is work in progress and it will be updated later in the project with information on the use cases.
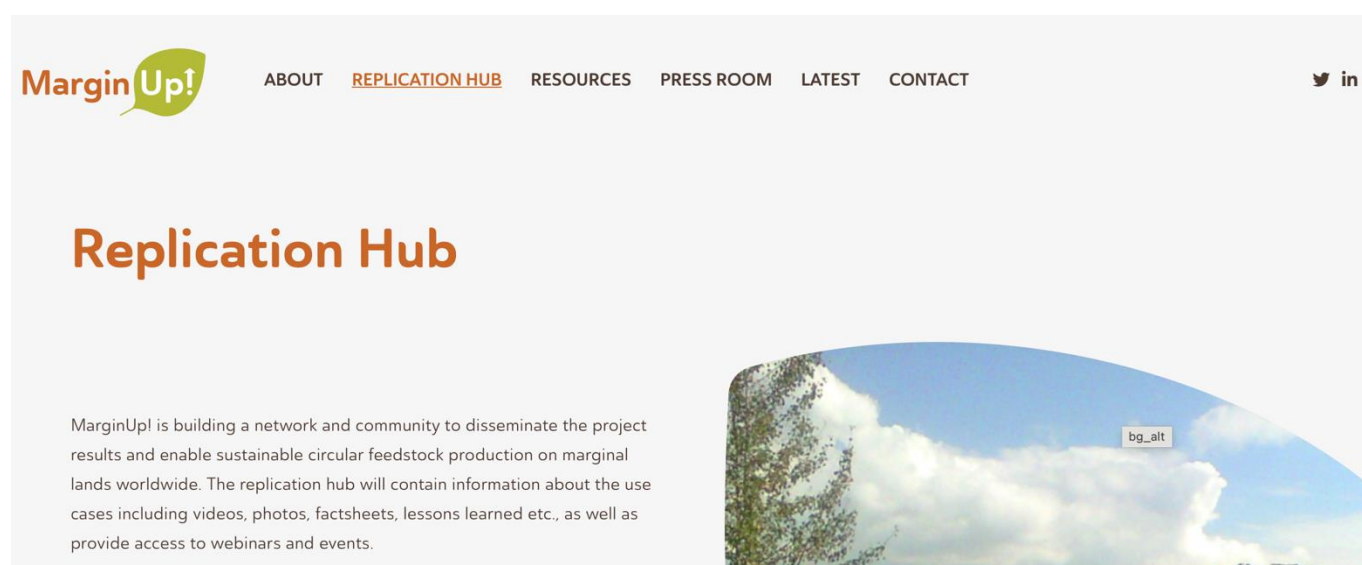
Figure 23.   Screenshot of the Replication Hub.

2. *Replication Network:*

It will be comprised of all the target audiences.

On the provisional "Replication Hub" page we have mentioned the benefits of being part of the replication network:

MarginUp! is building a network and community to disseminate the project results and enable sustainable circular feedstock production on marginal lands worldwide. The replication hub will contain information about the use cases including videos, photos, factsheets, lessons learned etc., as well as provide access to webinars and events.

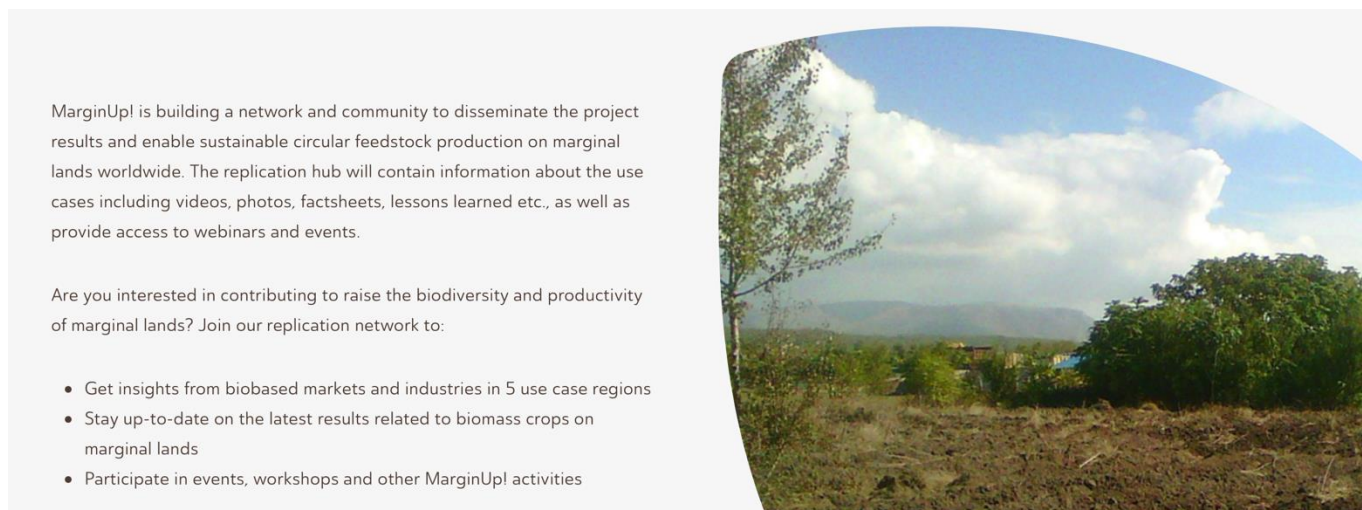Are you interested in contributing to raise the biodiversity and productivity of marginal lands? Join our replication network to:

- Get insights from biobased markets and industries in 5 use case regions
- Stay up-to-date on the latest results related to biomass crops on marginal lands
- Participate in events, workshops and other MarginUp! activities

Figure 24. Screenshot of the Replication Hub page

A web-form has been created on the project website and it's already available to join the replication network: https://margin-up.eu/replication-hub/ The form includes basic information to facilitate the registration process. The only fields to complete are:

- *Name / last name*
- *Email address*
- *Organisation*
- *Position (optative)*
- *Country*

In addition, we have included an option to classify the audience according to their role within the project and the target group:

- ***Stakeholders who are part of the value chain*** *for the use case and can implement the results:*
    - o *Land manager*
    - o *Farmer & farming associations*
    - o *Biomass supplier & logistics*
    - o *Tech provider*
    - o *End-user*
    - o *Other*
- ***Stakeholders who support*** *the project and are interested in the results:*
    - o *Investors*
    - o *Environmental associations*
    - o *Government and authorities*
    - o *Research and development*
    - o *General public*
    - o *Media*

This will allow us to better understand our audience and to better plan communication and dissemination actions. The subscribers will be part of the Replication Network and will receive advance notice of activities through the project newsletter (The Up!Date). The first issue will be launched in M7 (June 2023). The entities identified in the stakeholder database will be invited to subscribe and be part of the Replication Network (for more information about the database see Chapter 7 of D7.1).

Figure 25.   Screenshot of the Replication Network webform.

5. Networking & Clustering

During the first 6 months of the project, the coordinator established links of collaboration with other EU projects:

PROJECT / ENTITY	PARTNER	DESCRIPTION
MAGIC project	ATB	MarginUp! project coordinator is exchanging data of mapping marginal lands and others with the coordinator of MAGIC project. The main objective of this collaboration is to use the results of the MIDAS project, especially with regard to the work developed on the interactive maps on the website and to exchange best practices and recommendations.
MIDAS project	ATB	The coordinator of sister project MIDAS was invited to the kick-off meeting of MarginUp! to present the project concept and look for collaboration opportunities. The projects have just started and are still at a very early stage, but we see a lot of common ground. The possibility of organising joint events to amplify the impact will be assessed at a later stage.
GO-GRASS	ATB / G!E	The coordinator of both projects is ATB and the communication manager is G!E, so we see many options for synergies and collaboration. At the moment, MarginUp! is helping to spread the word about GO-GRASS events on its social networks, while GO-GRASS also interacts and shares information from Margin-Up!

BIKE, GOLD, MAIL, GRACE, BECOOL, CARINA, BIO4A, CERESIS, PHY2CLIMATE, FORTE	ATB	Representatives from all these projects participated in the workshop organised by BIKE project in Thessaloniki (Greece). ATB has established contact with the projects and possibilities for collaboration will be assessed at a later stage.
WET HORIZONS	ATB	The European Science Communication Institute is working on the communication for the EU-Funded project WET HORIZONS. They wanted to reach out and introduced themselves as the communication branch of WET HORIZONS. MarginUp! has similar research interests as theirs. They would like to include MarginUp! on their website, the links to MarginUp!'s websites and social media. Thus, they asked us to send to them the project's information.

Table 3.   Meetings with EU projects / entities

6. Conclusions

In the first six months of the project, all communication and dissemination activities have progressed according to the schedule in the draft plan available in the GA.

Greenovate! Europe and REVOLVE have scheduled meetings every two weeks to advance in the communication materials and channels of the project. In addition, meetings have been held with the coordination team and leaders of the work packages, to take advantage of synergies with other tasks and be on the same page. On the other hand, external alliances have also been established with entities from other similar projects to collaborate and use existing content.

All MarginUp! parners will receive a copy of the communication and dissemination plan, which includes the visual guideline, the internal procedures, and the obligations and prococols in terms of visibility. Addicionally, Greenovate! Europe will make a brief presentation at the next PTC meeting of the main points of the plan and will answer the doubts of the partners.

The initial challenge in the communication of the project is to involve all the partners in communication and dissemination activities, since it is a large consortium. For this, monthly meetings are being held, and each use case leader is responsible for informing the rest of the use case partners.

Lastly, Greenovate! Europe and REVOLVE, with the support of the coordination team, will monitor the communication and dissemination KPIs. In addition, the communication strategy will be open and flexible, to adapt to possible opportunities that may arise and support partners.