BLADES2BUILD PROJECT

D6.1: Dissemination Kit

WP6
GCS

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TECHNICAL REFERENCES

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Deliverable No.	D6.1: Dissemination Kit
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[1]PU – Public, fully open, e.g., web (Deliverables flagged as public will be automatically published in CORDIS project's page)
SEN – Sensitive, limited under the conditions of the Grant Agreement
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LIST OF ABBREVIATIONS

CA – Consortium Agreement

D – Deliverable

T – Task

M – Month

PM – Person Month

DoA – Description of Action

DoW – Description of Work

EC – European Commission

FP – Framework Programme

GA – General Agreement

PO – Project officer

PC – Project Coordinator

PP – Programme Participants

PU – Public

PTC – Project Technical Committee

SME – Small and Medium Enterprises

LE – Large Enterprises

TM – Technical Manager

IPR – Intellectual Property Right

PC – Project Coordinator

SC – Steering Committee

SME – Small and Medium Enterprise

WP – Work package

1 EXECUTIVE SUMMARY

This deliverable consists of the dissemination kit of BLADES2BUILD- “Recycle, repurpose and reuse end-of-life wind blade composites – a coupled pre- and co-processing demonstration plant” that developed in the context of WP6, Task 6.1 “Dissemination Plan and Tools” and Task 6.2 “Communication and Dissemination”. The dissemination kit consists of the project logo, the project website and establishment of social media accounts, a poster/banner, a two-side leaflet, a public presentation, a project video, presentation and deliverables templates for internal use. These documents can facilitate all project partners with their dissemination and communication activities with the stakeholders, conferences, exhibitions and the general public and will increase the visibility of the project. All these documents will be continuously updated during the BLADES2BUILD project with news, publications and results for their dissemination to the public audience.

Keywords: Dissemination, Communication, Dissemination Kit

2 GENERAL INTRODUCTION

This report represents the Dissemination Kit for the BLADES2BUILD project. The main scope of this kit is to achieve, maximize the visibility of the project and promote it in an optimal way. The Dissemination Kit is comprised of the establishment of the project logo, the project website, poster, banner, leaflet, public presentation and the social media accounts. In addition, for both the internal and external communication, a presentation and a deliverable template were developed. Dissemination, Communication & Exploitation activities are part of the WP6- Knowledge Hub, Dissemination, Communication and Exploitation.

WP6 involves the dissemination of the project results, their promotion to the industrial sector, the communication measures taken to promote the former two, and finally the exploitation of these results.

The specific objectives of WP6 are the following:

▪ To improve the awareness, visibility, and potential of the project results and the understanding of their significance and the issues associated with Wind Turbine Blades recycling technologies upscaling.

▪ To increase the scientific community's awareness of the new alternatives in recycling technologies for the renewable energy sector and promote the ‘circularity by design’ concept as a viable and sustainable solution.

▪ To promote circularity of Wind Turbine Blades through scientific publications and presentations in relevant international conferences and venues.

▪ To communicate, diffuse and emphasise results from BLADES2BUILD and their impacts to a diverse, nonspecialist audience (including environmental bodies, interested industrial/economic stakeholders, and the general public), improving social acceptability of the proposed solutions and trust to ease their adoption.

▪ To integrate the generated Know-How with the experience of similar & complementary projects.

▪ To develop an exploitation plan for the results, knowledge, and products derived from the project, including identifying the ownership of background IP and addressing the foreground developed by BLADES2BUILD.

▪ To take advantage of the strong presence of industrial partners in the Consortium, convert the developed technology into industrial Patents, and ensure the adequate protection of the Intellectual Property Rights.

▪ To provide the spawning ground for the follow-up plans for technology uptake.

▪ To ensure effective communication is carried out continuously during the project both externally, to pave the way for the commercialization of the future product, and between project partners to maintain awareness of project progress, exchange of ideas, achievement of milestones, and address any potential issues.

The Dissemination Kit will closely follow the overview of trends in RTD and technologies relevant for the project. The dissemination actions started from the beginning of the project. All the material that is contained in the Kit will be continuously updated and used for maximizing the visibility of the project.

3 DISSEMINATION & COMMUNICATION TOOLS

The BLADES2BUILD (B2B) project was launched on 18th January 2023 at the Technical University of Denmark (DTU) in Copenhagen (Figure 1). All partners presented their organization, their role in the B2B project, and the action plan for the next 6 months.

Figure 1. BLADES2BUILD project partners at the KOM.

All partners announced the kick-off-meeting on their websites, social media, newsletter, etc.

The project was also presented as an early communication action in several forums, workshops and conferences as follows:

- JEC World 2023 represented by NTUA and GCS (with dissemination material at the booth)
- ChemExpo 2023 represented by NTUA (with dissemination material at the booth)
- Innovation Forum for Plastics 2023 represented by GCS (with oral presentation)

3.1 Project logo and internal communication material

3.1.1 Project logo

All partners agreed to the establishment of the current project logo that is representative of the BLADES2BUILD main goal. The logo was shared with all partners, in different electronic formats for either electronic or hardcopy use, and it will be used for all documents that are related to the project (Figure 2). A case tailored color palette has been developed for the logo and other project-related material, depicted in Figure 3.

Figure 2. BLADES2BUILD logo.

Figure 3. BLADES2BUILD logo and color palette.

3.1.2 Templates

BLADES2BUILD templates for presentations (ppt format) and deliverables (word format) were designed in order to have consistency in any type of reporting. Templates were made available to all partners and were uploaded to the project SharePoint, run by the Coordinator (DTU). Representative images from the templates are illustrated in Figure 4 and Figure 5.

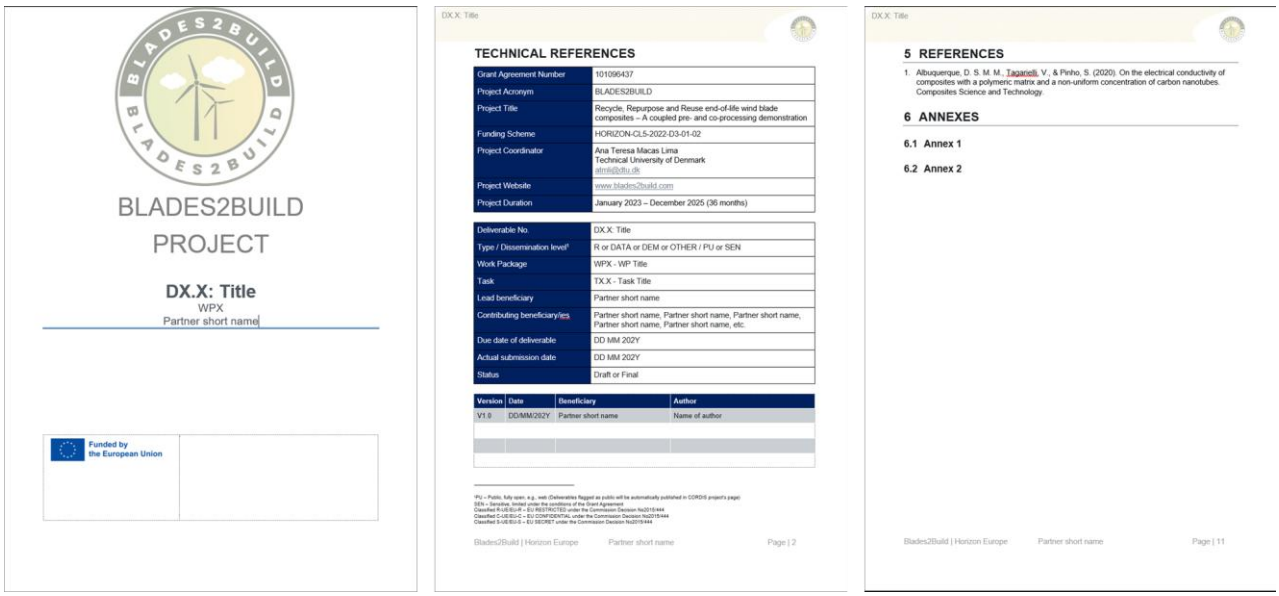

Figure 4. Representative pages from the Deliverable template.

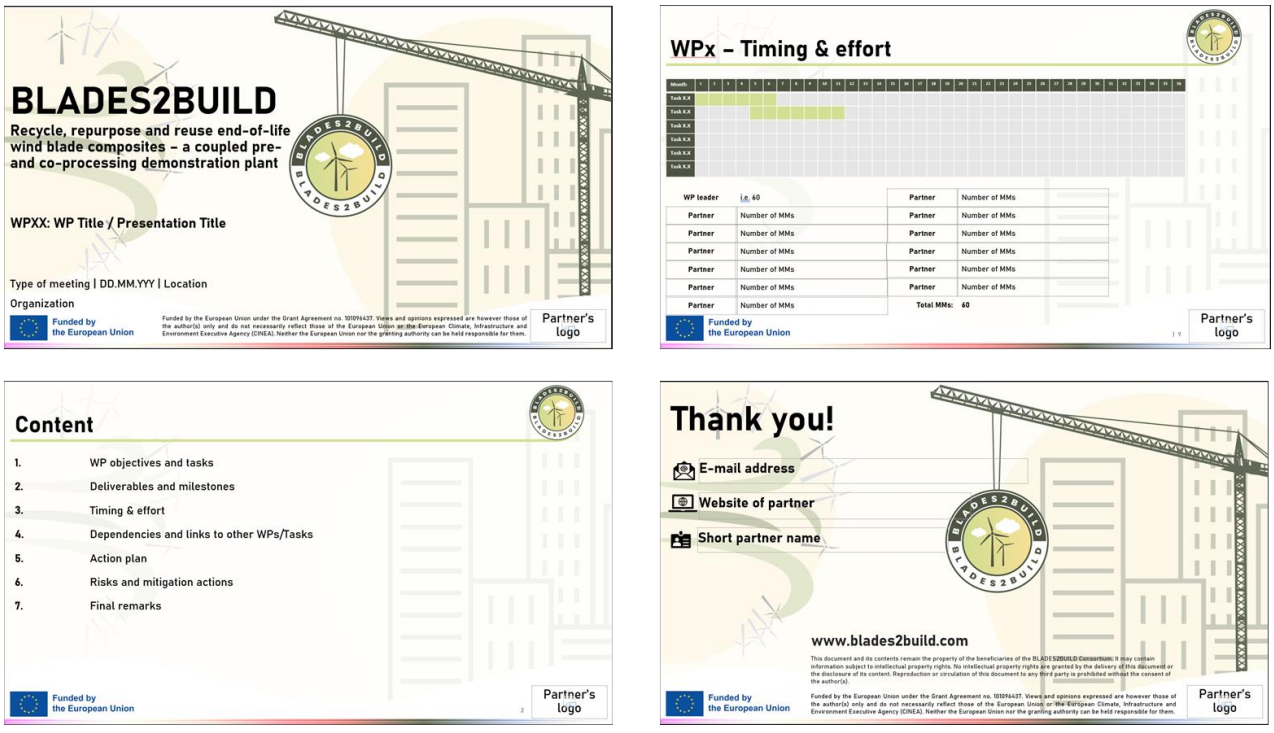

Figure 5. Representative slides from the presentation template.

3.2 BLADES2BUILD poster & banner

A poster and a banner for the project were designed containing information about BLADES2BUILD project. They include the main aim of the project, project objectives and key technologies, as well as the consortium members and main contacts (for the project). The poster was prepared in a A3 size (297 x 420 mm, 11.7 x 16.5 inches) and the banner in dimensions of 1189 x 841 mm, in order to be employed for use in booths, meetings, etc. (Figure 6).

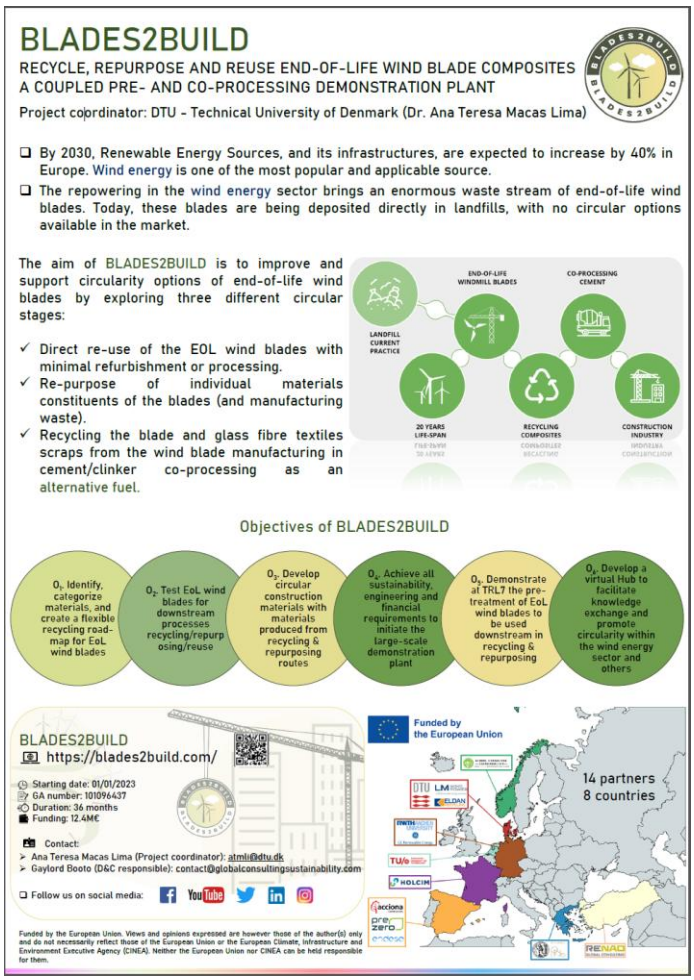

Figure 6. BLADES2BUILD poster/banner.

3.3 Project leaflet

A two-side leaflet in size A4 (210 x 297 mm, 8.3 x 11.7 inches) was designed for the project. The BLADES2BUILD leaflet presents the general scope of project objectives, information about the consortium and the project's main aim, as well as contact details (Figure 7).

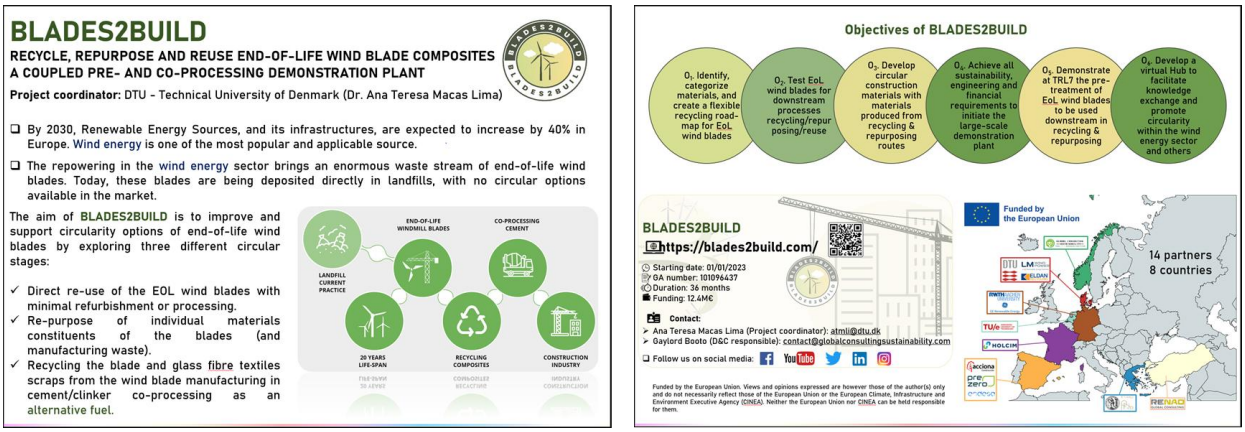

Figure 7. Leaflet of the BLADES2BUILD project.

3.4 Public presentation

A public presentation about the project was created using the presentation template. The presentation consists of 12 slides, presenting a holistic overview of the BLADES2BUILD project. Specifically, it comprises the project overview, challenge, aim, concept, objectives, excellence, work plan, expected results and impact, as well as information about the partners. Representative slides are depicted below, in Figure 8.

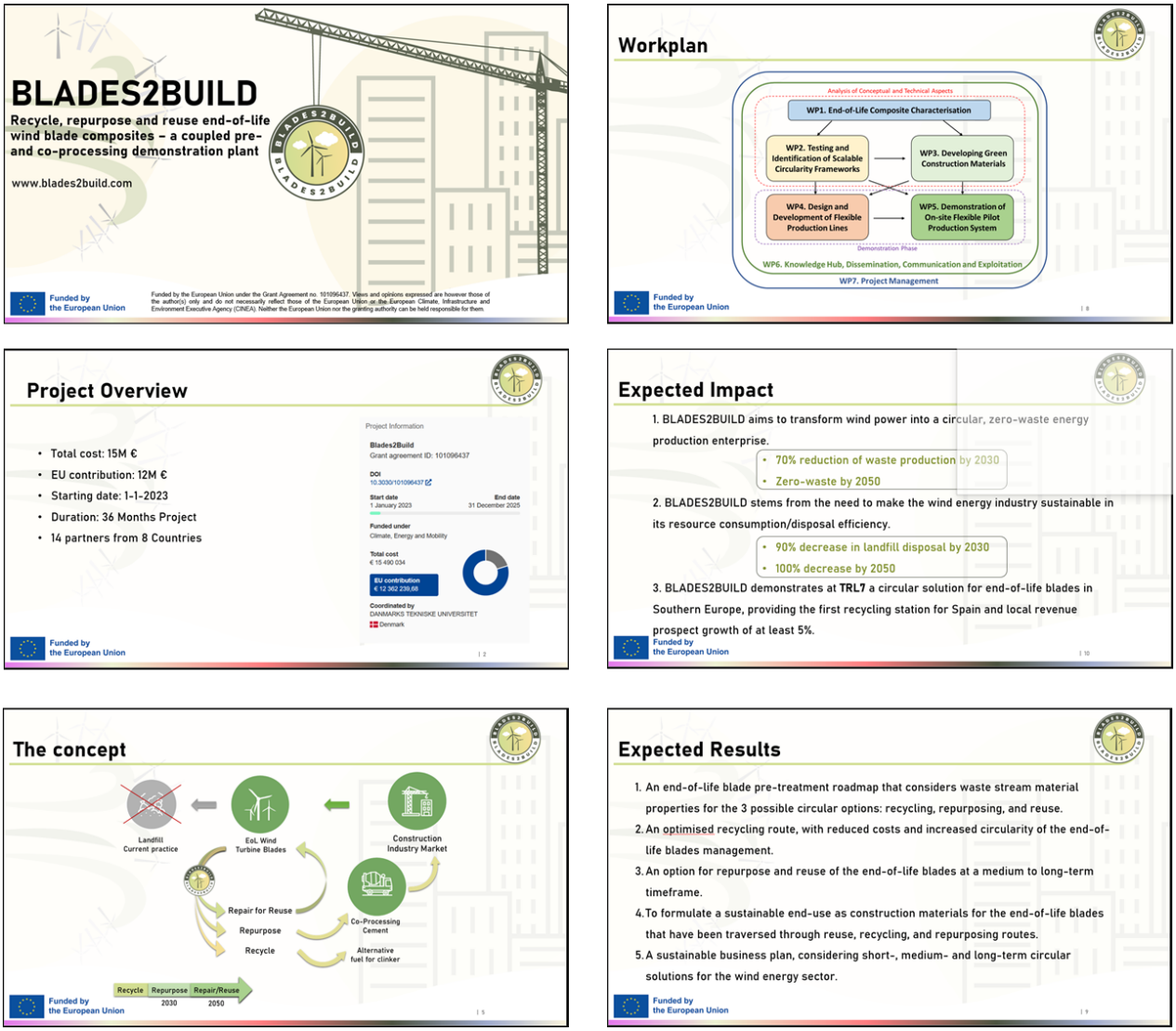

Figure 8. Representative slides of the BLADES2BUILD public presentation.

3.5 Public website

A public website for the BLADES2BUILD project has been designed and developed. It is continuously updated and maintained by GCS. The site contains all the publicly available information about the project, in order to improve its visibility and attract the interest of potential stakeholders. The website URL is www.blades2build.com (Figure 9). The content of the website is illustrated using seven main tab sections, such as:

- **Home page:** Includes general information for BLADES2BUILD project.
- **About BLADES2BUILD:** It contains five sub-sections and information about Project overview, The concept, Objectives, Workplan, and Expected Impact.

- **BLADES2BUILD consortium:** This section has information about all partners and a small description of their institution and their role in BLADES2BUILD. There are also links to their websites and LinkedIn pages.
- **Dissemination:** This section consists of 5 sub-sections that provide information about Media, Scientific Publications, Conferences/Workshops, Newsletters, and Articles in Press from all BLADES2BUILD partners.
- **Demonstration Plant:** This tab will include information about the Demonstration Plant that is developing during the project.
- **News:** All news that are related to the BLADES2BUILD project are included in this tab.
- **Contact:** In this section the visitor can find the contact details of the project.

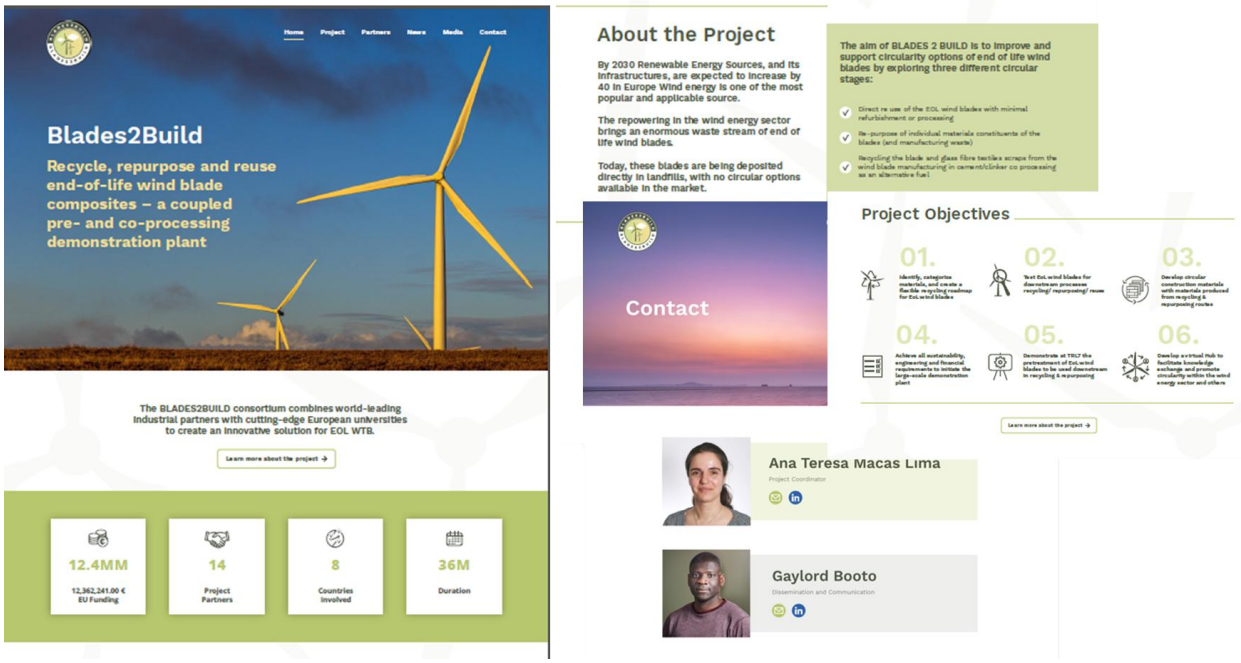

Figure 9. BLADES2BUILD website and representative sections.

3.6 Project social media

In order to maximize the visibility of the project, different accounts were created at social media such as, LinkedIn, Facebook, Twitter, Instagram and YouTube. The LinkedIn URL is https://www.linkedin.com/company/blades2build and Figure 10 shows the BLADES2BUILD page and some of the posts. The Twitter account is under the URL: https://twitter.com/blades2build and Figure 11 depicts the project page and representative posts. The Facebook page URL is: https://www.facebook.com/profile.php?id=100089656866479 and Figure 12 shows the BLADES2BUILD page and some posts. The Instagram URL is: https://www.instagram.com/blades2build_eu and Figure 13 shows the main page and representative posts. Finally, the URL of the established YouTube channel for BLADES2BUILD related videos, is: https://www.youtube.com/@blades2buildEU. The first video that was uploaded to the channel is a video of the Kick-Off Meeting, that has been tailored by GCS, to present publicly available information, that has been recorded during the meeting. A snapshot of the YouTube video can be seen in Figure 14. In all social media accounts, the EU emblem has been added as a background image or as a pinned post, according to the social media capabilities.

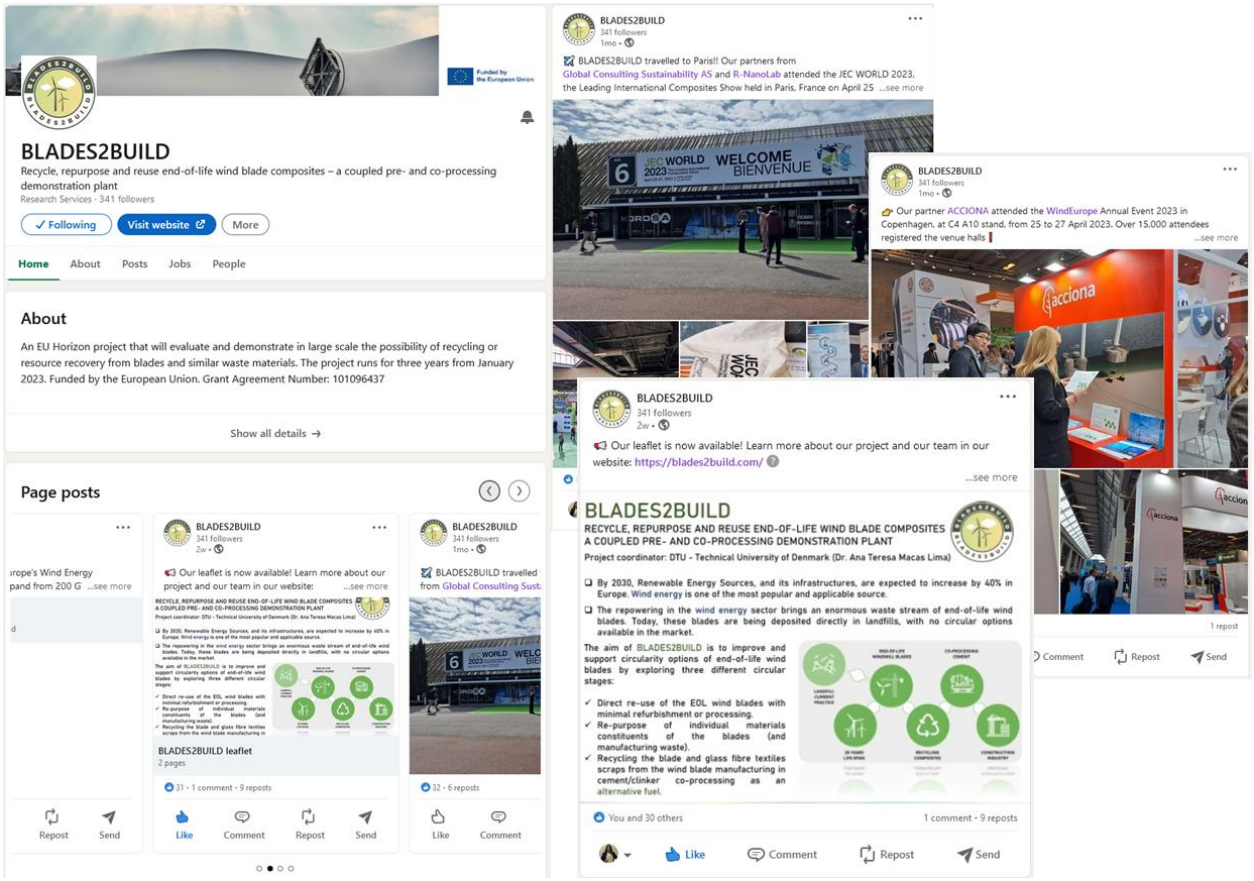

Figure 10. BLADES2BUILD Linked In page and representative posts.

Figure 11. BLADES2BUILD Twitter page and representative posts.

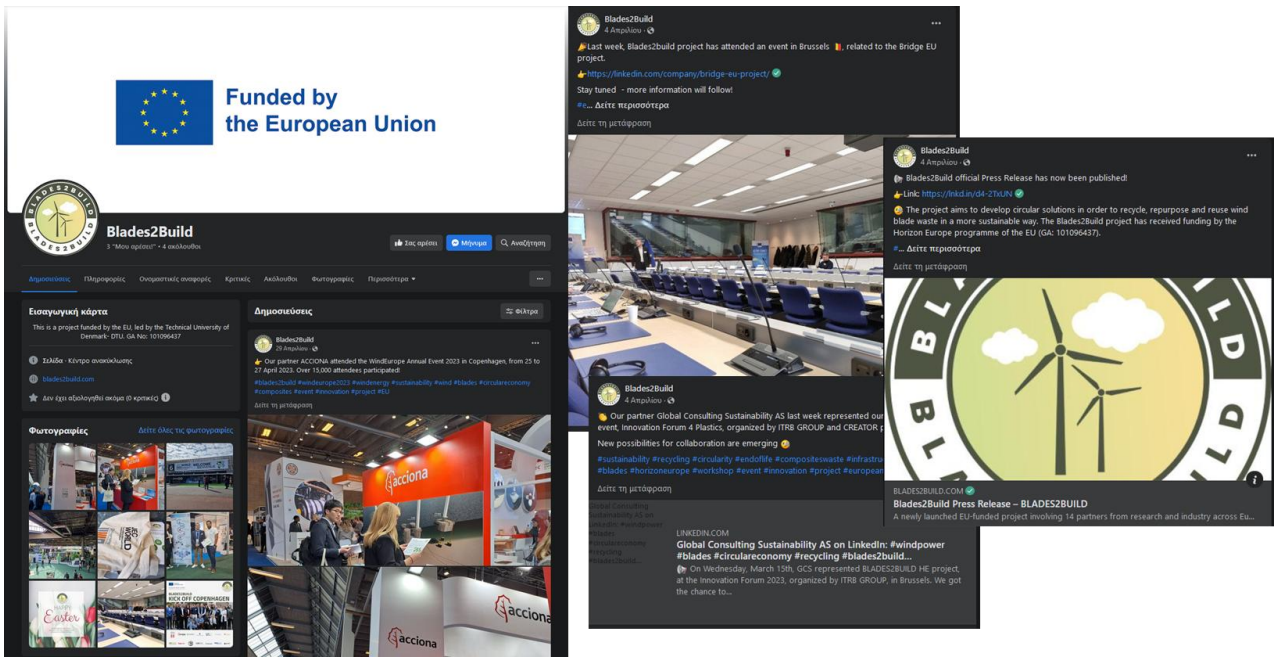

Figure 12. BLADES2BUILD Facebook page and representative posts.

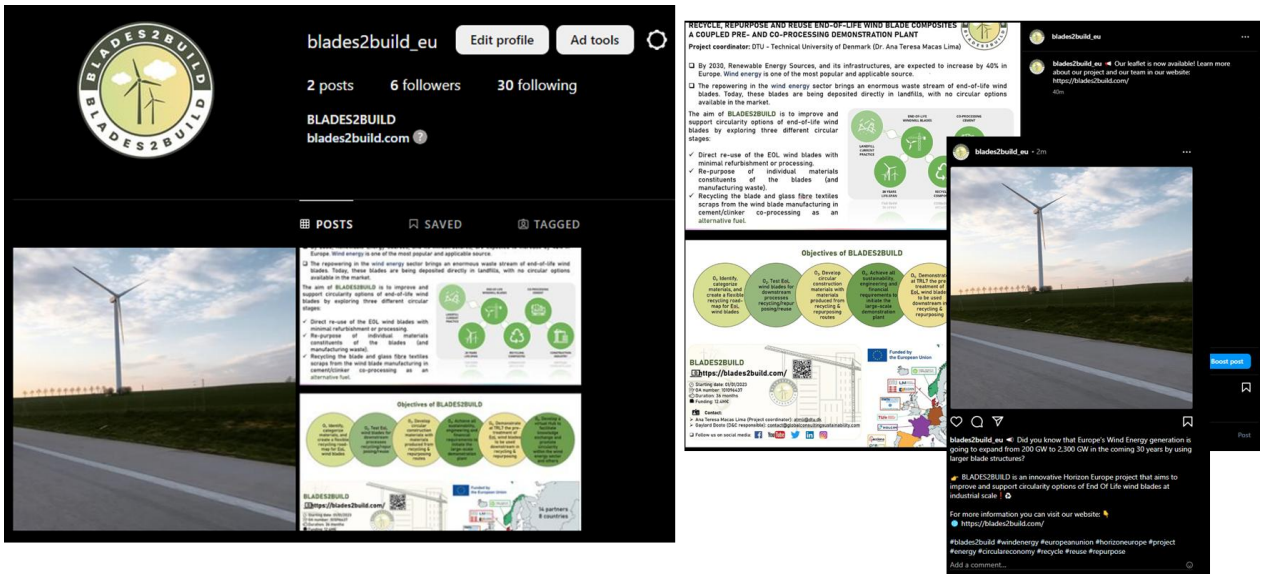

Figure 13. BLADES2BUILD Instagram page and representative posts

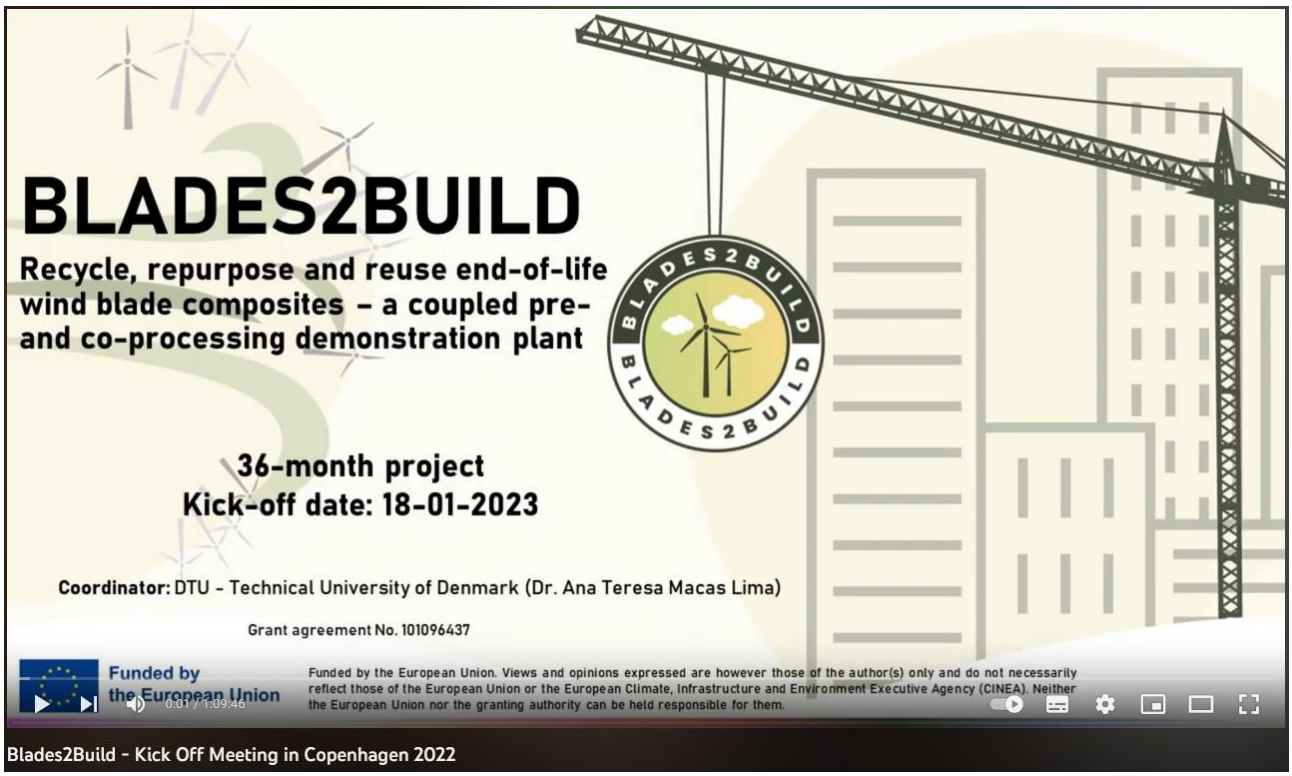

Figure 14. KOM video in BLADES2BUILD YouTube channel.

4 CONCLUSIONS/SUMMARY

Deliverable 6.1 aims to provide information about the dissemination kit that has been developed during the first months of the project in order to maximize the project's visibility. The dissemination kit includes project logo, templates, website, social media and dissemination materials such as leaflet, poster/banner and public presentation to facilitate the dissemination and communication activities of the project. The project website together with all social media accounts, are being continuously updated and maintained by GCS, with the BLADES2BUILD activities, news and output material.