



Product Passport through Twinning of Circular Value Chains

Deliverable 5.1

Dissemination, Standardization and Marketing Plan

WP5: Impact Creation, Solutions Scale-up and Exploitation

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Executive Summary

The importance of dissemination and communication activities in EU projects comes in agreement with the overall “Science with and for society” program. This deliverable is designed with an overall goal of enhancing the impact and outreach of the project, promoting open access and widening the audience who can benefit from the knowledge and resources generated. It aims to promote the research activities and outputs during and after the project lifetime, via a clear and structured plan, based on the main project’s objectives.

Dissemination and communication of the research activities and outputs will not be limited to the scientific and industrial community, yet includes the engagement of citizens across the EU. To achieve this, an integrated omnichannel strategy will be implemented, utilising all the channels and targeting the listed KPIs as set and defined by the Plooto consortium.

During the first three months of the project, the overall brand identity of Plooto was developed to reflect the vision of the project. Based on this, the project website was designed and all social media accounts were activated, initiating the project online presence. Moreover, communication materials such as posters, flyers, stickers, banners and document and presentation templates (presented in D6.1 Project Management Handbook) were created to account for the first round of dissemination and communication material. Additionally, initial communications with other sister projects (DigInTrace and CE-RISE) have been conducted towards a formation of a joint working group.

The plan for the Dissemination and Communication of the Plooto Project is an evolving document in the sense that it will be reviewed and updated in an ongoing manner as the project evolves to introduce additional possible avenues for communication and dissemination.

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Acronyms and Abbreviations

Acronym	Description
EEIG	European Economic Interst Grouping
IoT	Internet of Things
EFFRA	European Factories of the Future Research Association
IDO	Industrial Data Ontology

1 Introduction

1.1 Purpose and Scope

This document aims to provide the initial strategy for the dissemination and communication activities, maximise the community engagement by actuating the consortium members, and set the ground for an effective and continuous integrated - omnichannel communication plan. A set of dissemination materials will be used to serve the higher purpose to promote open access research and communicate the knowledge and resources generated by the Plooto project, among targeted stakeholders and to as large an audience as possible.

As such, this deliverable provides details on the overall project's communication and dissemination strategy, as well as its implementation plan during the project duration, which will ensure the project's visibility and promotion. This strategy and the subsequent plan is a comprehensive and ongoing document that describes the tools, channels, materials, and activities planned that will be used to promote the Plooto project consistently and attractively. This plan also includes specific messages for different stakeholder groups, outlines the timing of communication activities and explains how to monitor them to ensure the effectiveness and efficiency of communication and dissemination, and specifies the expected contributions from all project partners. Finally, this deliverable defines different types of stakeholders, the methodology to engage them, and various activities that will allow project partners to interact directly with stakeholders.

1.2 Relation with other deliverables

This deliverable is part of WP5 Impact Creation, Solutions Scale-Up and Exploitation. As this deliverable describes in detail the dissemination, standardization and marketing plan that will be established in the project, it is connected with all other Work Packages and respective deliverables in the sense that it will utilize dissemination and communication-related information that will be conducted in each (in a progressive manner) as communication and dissemination material. However, in particular, the present deliverable is strongly connected with the following:

- Deliverable D5.2: Annual dissemination, standardization and marketing report v1 [M12]
- Deliverable D5.3: Annual dissemination, standardization and marketing report v2 [M24]
- Deliverable D5.4: Annual dissemination, standardization and marketing report v3 [M36]

which are the reports on the activities carried out by the consortium based on this deliverable, as well as

- Deliverable D6.1: Project Management Handbook

which utilised the brand identity in all project-related documents.

1.3 Structure of the document

The Deliverable is structured as follows:

- **Section 2** describes the overall Plooto Dissemination and Communication Strategy
- **Section 3** presents the communication tools and channels utilized in the Plooto project
- **Section 4** describes the dissemination approach of the project and lastly
- **Section 5** presents the dissemination and communication activities reporting / evaluation
- **Section 6** concludes the deliverable.

2 Dissemination and Communication Strategy

The Plooto project aims to involve key stakeholders to expand the project reach and impact. The consortium already has a solid base of potential users from industrial networks, regional and national entrepreneurial clusters and/or associations they participate in and will undertake marketing activities to increase visibility in both delivery directions. The project community is expected to contribute to gathering requirements, testing, and evaluating the project operations. The following steps (Figure 1) outline the roadmap for building the community:

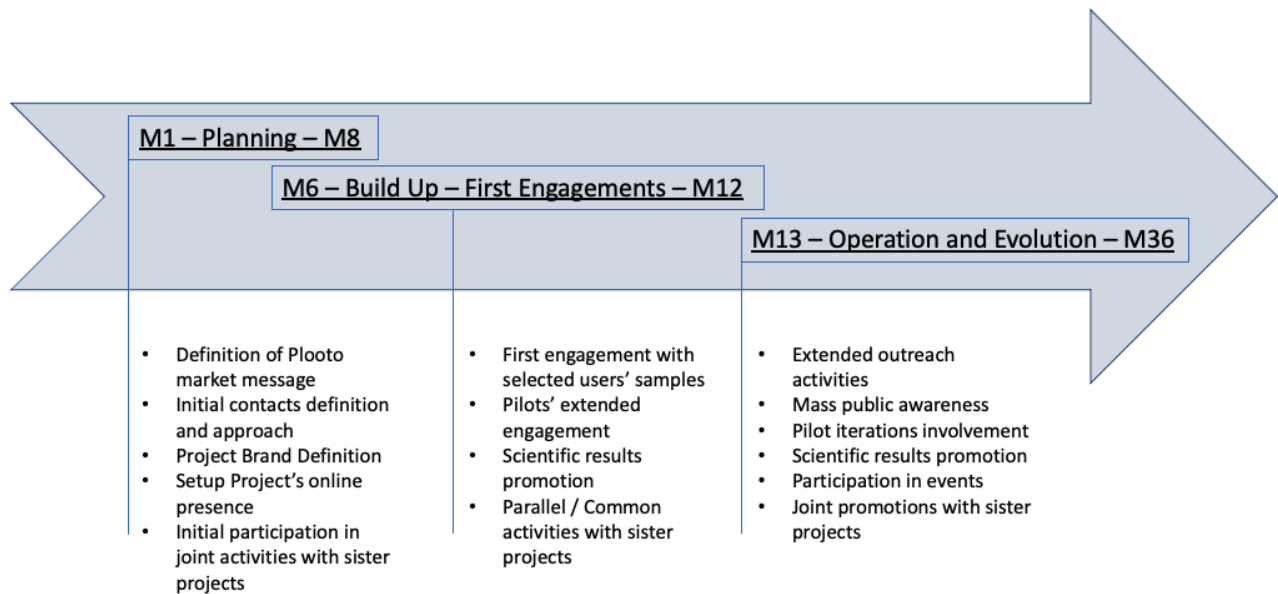


Figure 1: Plooto Communication and Dissemination Strategy

The above figure shows that the overall Communication and Dissemination Strategy is segmented into three phases relevant to Planning, BuildUp and ongoing Operation and Evolution.

Planning Phase

During the first 9 months of the project, this phase aims to increase awareness of the project and the issues it seeks to address among the public, industry, and research community. The primary tasks during this phase consist in creating marketing materials and, in a bi- and multi-lateral approach, delivering presentations at relevant events to promote awareness. The key activities included:

- Establishing the project’s brand identity, including the logo and templates for documents and presentations.
- Developing a website showcasing the project’s vision, objectives, partners, and other pertinent information.
- Developing the Social Media outlets of the Plooto project (Facebook, Twitter, LinkedIn etc.).
- Instantiating the supportive infrastructure of the Plooto Communication and Dissemination efforts (e.g. Newsletter platform).

- Creating dissemination materials, such as flyers and posters, to be distributed through partner networks and project events.
- Initial contacts with sister projects and projects that can utilize the Plooto outcomes in order for the additional and joint output

Build Up – First Engagements Phase

The second phase includes the initial discussions/interactions with a chosen group of users and stakeholders during the phases focused on scientific and technological requirements. This process will be carried out simultaneously with the engagement of pilots. The key activities include:

- Further diffusion of the 'projects' end requirements to a broad target audience for additional external input.
- Bi-lateral or Multi-lateral discussions/dissemination with different stakeholders.
- The project website will be regularly updated with public deliverables and news to demonstrate the progress and achievements of the Plooto project and to keep interested parties informed.
- Common activities with other projects that have similar interests and have been introduced in a relevant cluster

Operation and Evolution Phase

The final and main phase is the Operation and Evolution, where the project actual results will be widely disseminated and communicated. This denotes the central part of activities to be conducted during the Plooto project. The Key activities include:

- Mass public awareness activities
- Pilot iterations involvement
- Focused Communication and Dissemination Activities
- The project website will be regularly updated with public deliverables and news to demonstrate the progress and achievements of the Plooto project and to keep interested parties informed.
- Plooto project results will be presented at international conferences and forums to showcase the scientific and technical outcomes and to share knowledge with a broader audience.
- Early prototypes of Plooto solutions will be showcased at essential events to illustrate their benefits and engage with potential stakeholders for feedback.
- Workshops will be organized to build and disseminate project results and to facilitate collaboration among relevant communities.
- Plooto solutions and best practices will be published to raise awareness and foster adoption in the research communities.

- The project team will participate in key conferences and workshops where they can present their results to targeted stakeholders and the cluster sister projects and establish contacts for future exploitation using demos.

In Plooto overarching the aforementioned activities, an Omnichannel approach will be followed where the selected messages will be disseminated with a different version pertinent to the different target audiences for whom the message was created and utilizing the respective selected outlets (e.g. for Professionals, the message will be directed to LinkedIn rather than Facebook). The overall marketing plan, as it is foreseen, is presented in APPENDIX A. The channels to be utilized in the course of the Plooto project are presented in the following chapter.

3 Communication Tools and Channels

In order to ensure the effectiveness of the project’s dissemination plan, a variety of communication methods, tools and channels will be utilized during the three dissemination and communication trajectories that will occur throughout the project’s duration. In the following, the assortment of tools and channels is presented alongside the current status for each.

3.1 Plooto Brand Identity / Logo

In order to develop the Plooto Brand identity, the overall vision of Plooto was distilled into specific keywords that acted as the foundation for the Brand creation (and respective outputs). The words that inspired the Brand Identity are: interconnectivity, circularity, complex twinings, and pathway to the whole. In that direction, the following Logo (Figure 2) was developed to serve as the Plooto Logo.



Product Passport through Twinning of Circular Value Chains

Figure 2: Plooto Logo

Technical Specifications of the Logo include: Font: Poppins ([Link](#)) and the Color Palette and respective Icons are presented in Figure 3.

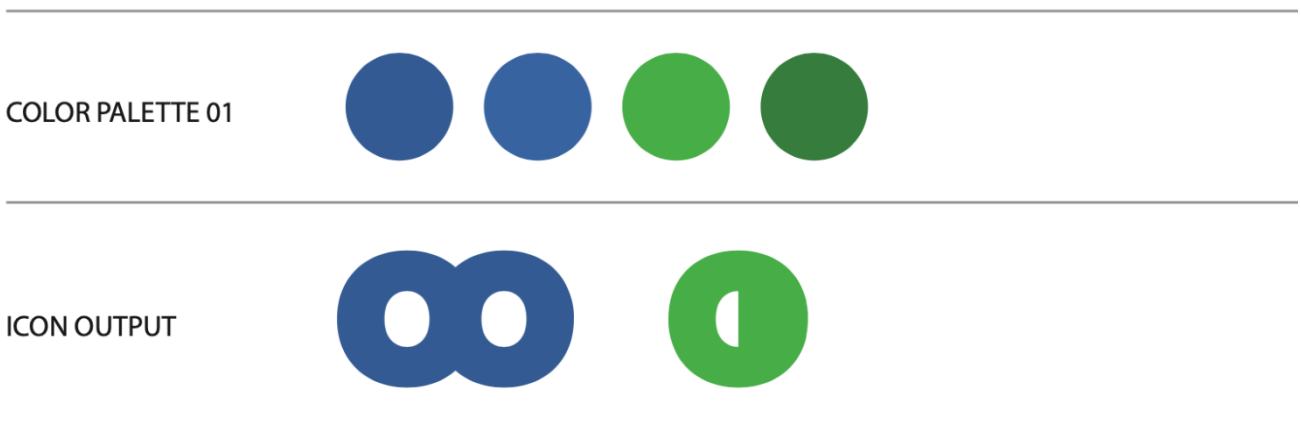


Figure 3: Color Palette and Icons of Plooto

3.2 Plooto Leaflet

The Plooto project has created the first version of the offline leaflet relevant to the project which will be utilized during the first stages of the project. As the project evolves, different sections will be

introduced/updated in order to reflect the progress of the project (always in parallel to the messages selected for each flyer). Therefore, the Leaflet presented in Figure 4 constitutes only the first one from the more to progressively come and respectively reported in the annual deliverables.

3 important Business Cases

Cirtus Waste Processing

The Citrus processing waste for juice by-products pilot uses the waste from the production of orange juice to recover EO and then produce by-products such as animal feed, high quality molasses for food industry, and d-Limonene for cosmetic industry.

CFRP Waste for Drones

The CFRP waste for Drones pilot aims to use CFRP waste from the production of new composite materials to be re-used in the production of drones in the value chain.

WEEE for Magnets

The WEEE for Magnets pilot uses WEEE to extract PMs (bonded NdFeb and Sr-ferrite, and sintered Sr-ferrite) which are used (as SRMs) in the production of new magnets, aiming to increase their usage.

20 Partners 9 Countries



Product Passport through Twinning of Circular Value Chains



WWW.PLOOTO-PROJECT.EU



Our Vision

To develop a Circular and Resilient Information System (CRIS) that enables waste reduction and end-to-end traceability of SRMs through interconnected digital services for real-time decision-making, monitoring, and certification of materials and products, relying upon a digital transformation strategy pertinent to process industries.

Our Objectives

Objective 1: To establish a digital transformation framework for a circular value chain. **Objective 2:** To develop a Cognitive Digital Twin (CDT) platform to support circularity in industrial processes **Objective 3:** To develop a Circular and Resilient Information System (CRIS) for real-time decision-making and SRM monitoring **Objective 4:** To validate the solution in three real cases (pilots) in different industrial domains **Objective 5:** To maximize the impact through dissemination, policy recommendations and standardization activities so as every industry benefits from Ploto.

In a glimpse

→ 20 Partners

A diverse consortium consisting of large technology providers, innovative SMEs, universities and research centers across Europe.

→ 9 Countries

Partners from Italy, Greece, Norway, Germany, Slovenia, Romania, Cyprus, Spain and the United Kingdom have formed a consortium to deliver the Ploto system.

→ 3 Pilots

Ploto is developed around three different diverse pilots, namely the Cirtus Waste Processing pilot, the CFRP Waste for Drones, and the WEEE for Magnets.



Contact Us

-  www.ploto-project.eu
-  info@ploto-project.eu
-  www.linkedin.com/company/ploto-project
-  www.facebook.com/plotoproject
-  twitter.com/plotoproject

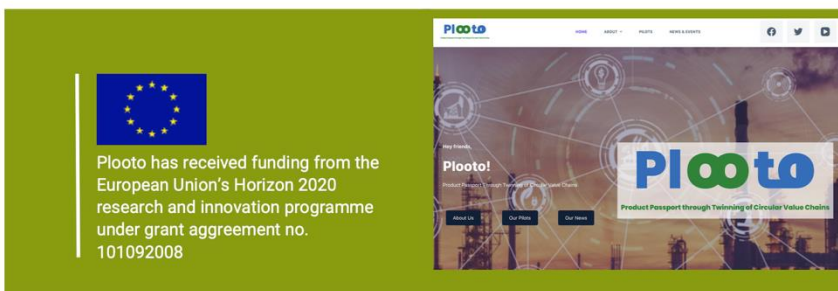


Figure 4: Ploto Leaflet #1

3.3 Ploto Banner

The Ploto project has also created the first version of the offline banner relevant to the project, which will be utilized during the first stages of the project in either participating expos or seminars (etc.) from the project partners. As the project evolves, different sections will be introduced/updated in order to reflect the progress of the project (always in parallel to the messages selected for each flyer). Therefore, the banner presented in Figure 5 constitutes only the first one from the more to progressively come and respectively reported in the annual deliverables.




Ploto

Product Passport through Twinning of Circular Value Chains

OUR AIM

Ploto aims to deliver a Circular and Resilient Information System (CRIS) to support manufacturers in their green, digital and circular transition. CRIS enables waste reduction and end-to-end traceability of Secondary Raw Materials (SRM) through interconnected digital services for real-time decision making, monitoring and certification of materials and products.

OUR PILOTS

- 
Cirtus Waste Processing
 Using the waste from the production of orange juice to recover EQ and then produce by-products such as animal feed, high quality molasses for food industry, and d-Limonene for cosmetic industry.
- 
CFRP Waste for Drones
 Using CFRP waste from the production of new composite materials to be re-used in the production of drones in the value chain.
- 
WEEE for Magnets
 Using WEEE to extract PMs (bonded NdFeB and Sr-ferrite, and sintered Sr-ferrite) which are used (as SRMs) in the production of new magnets, aiming to increase their usage.

THE CONSORTIUM

20
PARTNERS

9
COUNTRIES





















FIND MORE ABOUT PLOOTO

-  www.ploto-project.eu
-  info@ploto-project.eu
-  www.linkedin.com/company/ploto-project
-  www.facebook.com/plotoproject
-  twitter.com/plotoproject



Ploto has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101092008

Figure 5: Ploto Banner #1

3.4 Website

The Ploto project has secured the domain of <http://www.ploto-project.eu>, which will be utilized during the project. A public website under the domain mentioned above will communicate all the outputs of the Ploto project and inform the different stakeholders of the related activities, events and outcomes. The Ploto project has been developed in accordance with the Ploto Brand Identity and is hosted on the premises of the Coordinator (MAG). It has been developed using the WordPress platform, and the sitemap of the project is as follows (Figure 6).

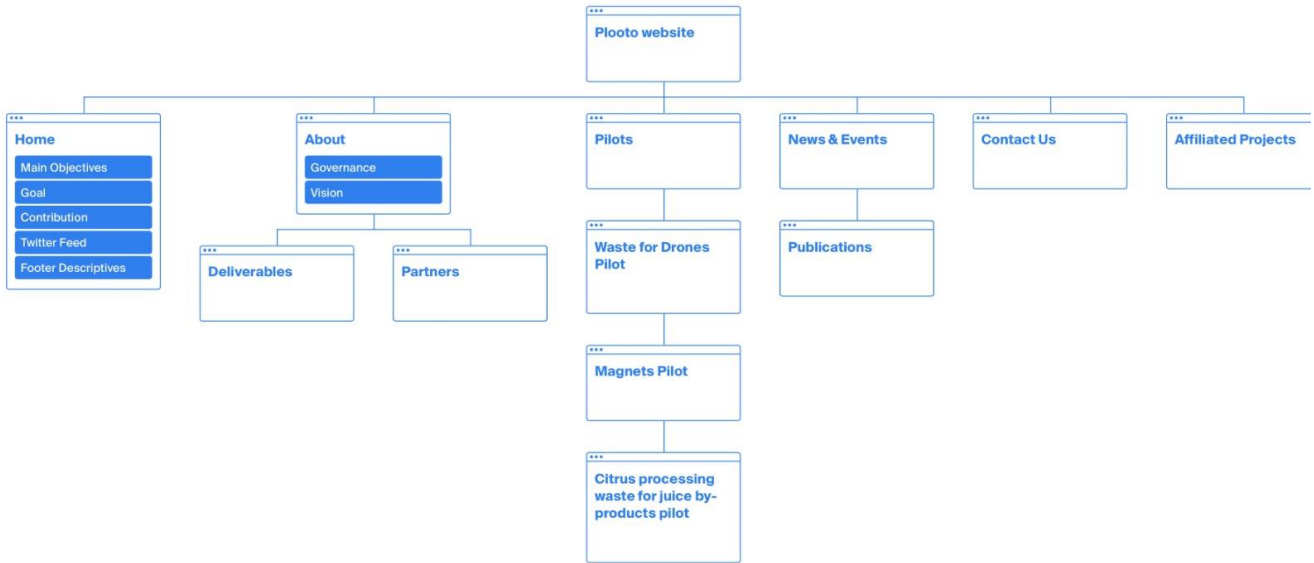


Figure 6: Plooto Website Sitemap

Additionally, the Plooto website offers a direct newsletter registration form, Twitter integration, Contact us functionality, links to all other Plooto Social Media, and a dedicated section for related projects. Furthermore, the website is equipped with Google Analytics to account for the monitoring of the respective KPIs. The front page of the Plooto project can be found in Figure 7, and all developed pages are presented in Appendix C: The Plooto website. It should be noted that the project website is a living communication and dissemination outlet, and as such it will be continuously updated, monitored and optimized.

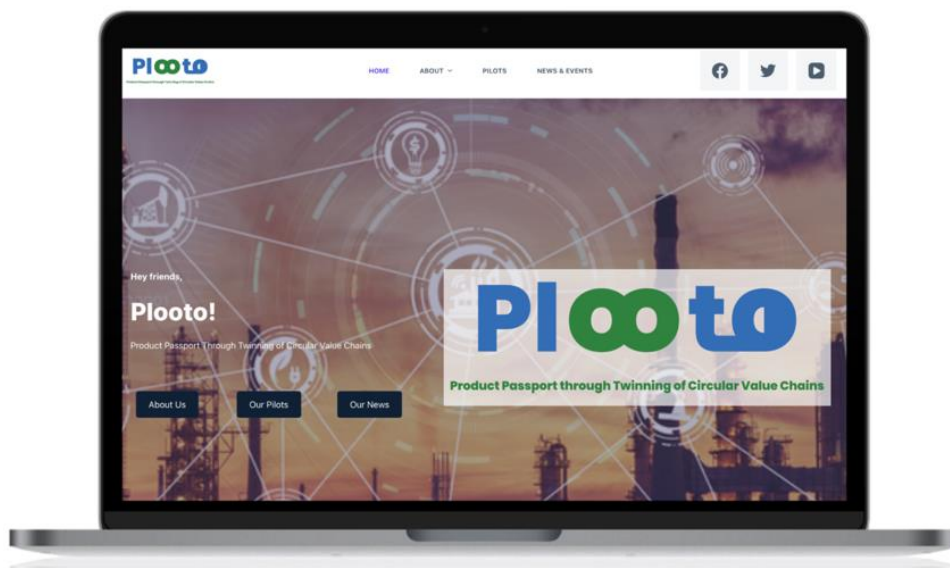


Figure 7: The Plooto Frontpage

The Ploto website is the main outlet for communication actions and outreach to the different types of target audiences. As such, it will be frequently updated with all project progress. Appendix A presents recent screenshots of the developed Ploto website.

3.5 Social Media Platforms

Social media presence serves two main objectives: to create awareness of the project and to raise the engagement of the targeted audience as well as widely diffuse the results and activities of the project and support the website in the dissemination activities.

3.5.1 LinkedIn

Ploto LinkedIn page was created to ensure communication and interaction with professionals (and respective organizations) that belong to the respective target audience. The LinkedIn Ploto page is accessible at <https://www.linkedin.com/company/ploto-project/> and is presented in

Figure 8.

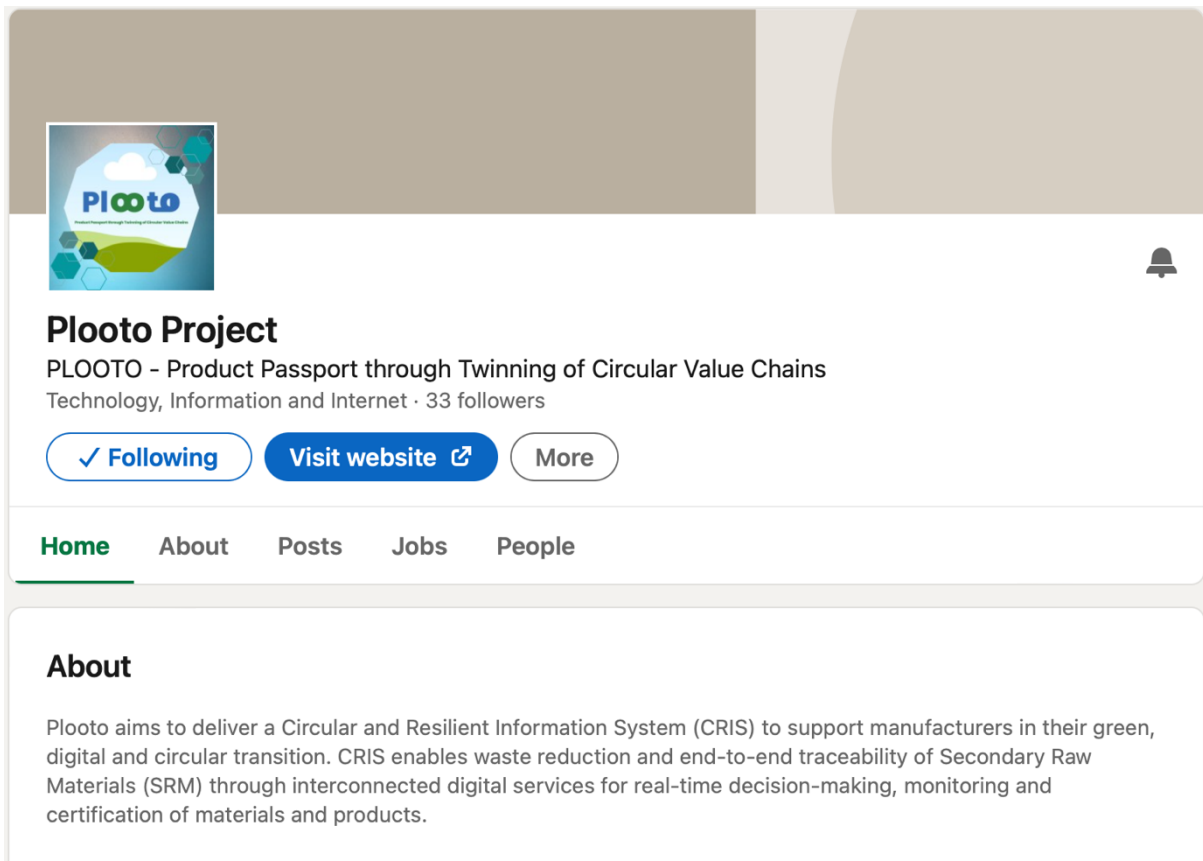


Figure 8: Ploto LinkedIn Page

3.5.2 Twitter

A Twitter account for the Ploto project was created to ensure communication and interaction with other members involved and to disseminate the outcomes of the project. Additionally, through the

Twitter platform, cross-pollination with other projects will take place, where the Plooto will further circulate the news of all affiliated projects. The Plooto Project tweeter can be found at <https://twitter.com/plootoproject>. It is also depicted in Figure 9.



Figure 9: Plooto Twitter Page

3.5.3 Facebook

A Facebook dedicated page was created for Plooto to further extend the project's outreach to the users of this Social Medium. The Facebook page (Figure 10) of Plooto is accessible at <https://www.facebook.com/plootoproject>.

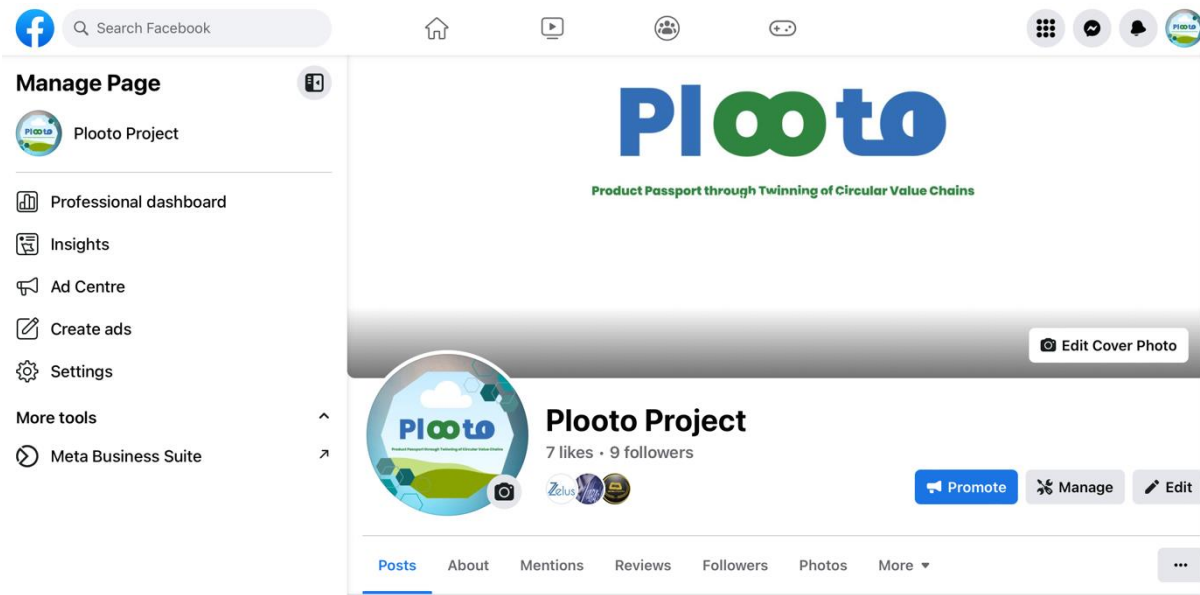


Figure 10: Plooto Facebook Page

3.5.4 Newsletter

Plooto will create and distribute two newsletters per year, one every six months as planned, which will also be published on project-related news and activities to disseminate PLOOTO consortiums outcomes and activities. The Mailchimp© Email Marketing Platform will be utilized during the project as it enables the transmission of up to 1000 monthly emails. For the creation of the newsletter base of the Plooto project, a Signup Form (in the same platform) will be created and embedded in the website (Figure 11). Furthermore, all project partners will disseminate the produced newsletters through their own e-mail marketing outlets.

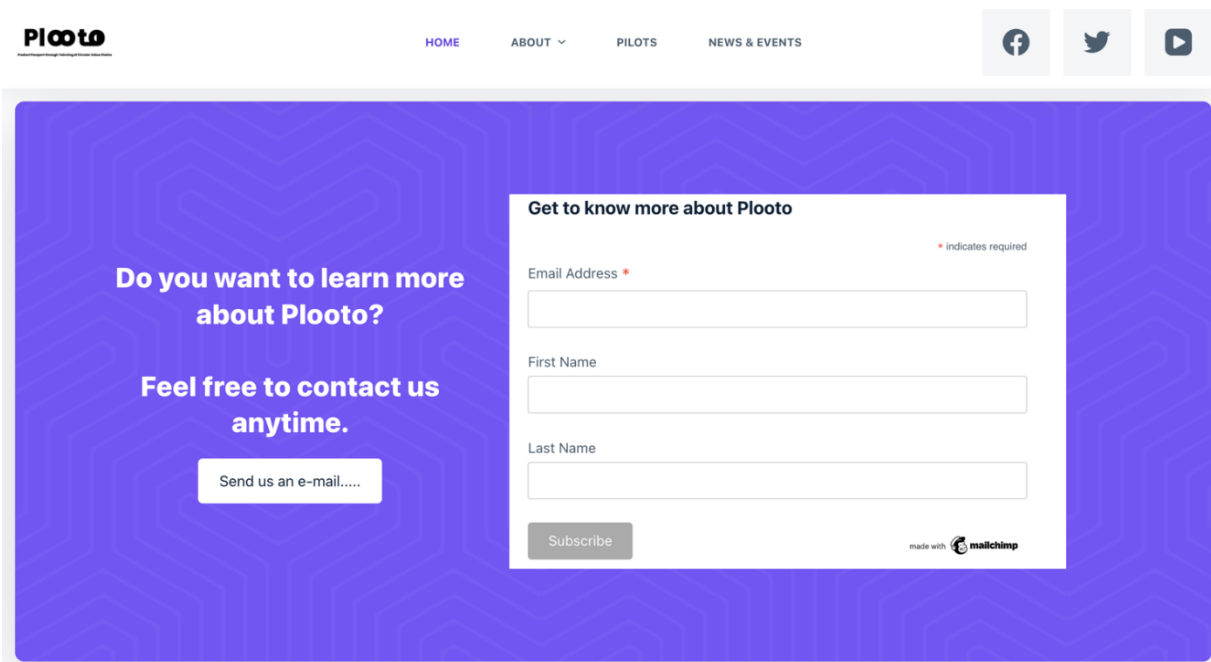


Figure 11: Plooto Newsletter Registration Form

3.5.5 YouTube

YouTube (Figure 12) will serve as the leading platform to communicate project's video related content (interviews, project topic videos etc.) that will also be disseminated through 'PLOOTO's social media.

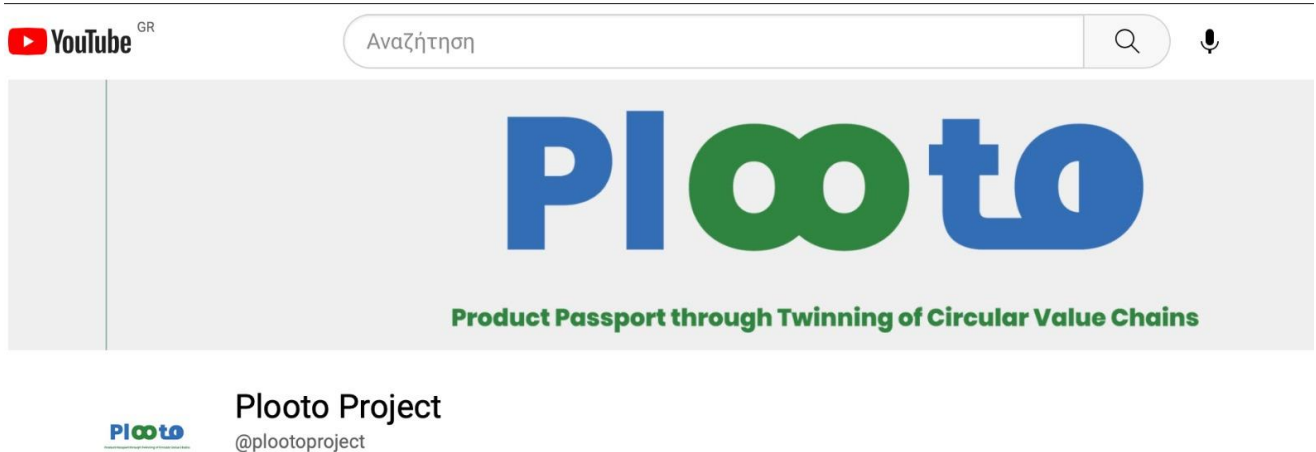


Figure 12: Plooto YouTube Channel

3.6 Training Material & Specific Demos

One to two training materials and specific demos of the PLOOTO results will be developed and held, per stakeholder category, distinguished into two main delivery models: Direct and Open Access models. In the direct Model, results will be promoted through workshops, hackathons and targeted visits to associations/clusters. In contrast, in the Open Access model, scientific and technological results will be diffused through papers/posters published in international conferences, scientific journals, workshops, and cluster meetings (EU Horizon, local, EU initiatives).

4 Dissemination Plan

The project’s outcomes will be broadly shared with the intended target groups using suitable means and promptly, and the critical stakeholders for the project’s utilization and market adoption will be engaged and involved during the various stages of implementation. The consortium partners aspire to execute a comprehensive and comprehensible strategy to carry out successful dissemination and exploitation activities starting from the project’s initial phases. All partners are dedicated to enlisting the appropriate stakeholders to amplify the impact of the dissemination and exploitation activities.

4.1 Target Audiences

PLOOTO project aims to target and engage several related stakeholders, including ICT companies, existing customers, actors in industries with high needs of flexibility, several clusters/ associations, Horizon clusters and EU initiatives/ national research projects. It is crucial, through dissemination and communication activities, to reach a wider audience, to motivate the participation at each stage of the project.

Besides promoting the results to the broader public, two specific delivery models drive the dissemination strategy as resulting from the envisaged exploitation avenues:

- The Direct Model, owned by the the Plooto European Economic Interest Group (EEIG)¹, delivers to new customers with the main channels being the industrial networks.
- The Open Access Model (The Research Innovation and Initiatives Model) targeting in the research community for research purposes.

The Plooto project delivery models can be presented visually in Figure 13, including further analysis of the marketing strategy, awareness, target group and specific goals.

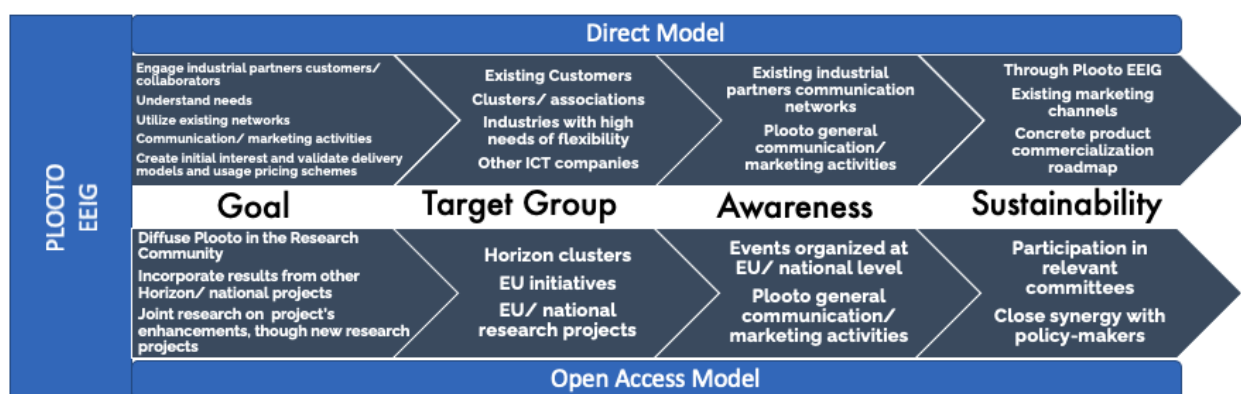


Figure 13: Plooto EEIG Model

¹The European Economic Interest Grouping (EEIG) is a type of legal entity established under European Union (EU) law that allows for the creation of partnerships between companies from different EU member states. Plooto envisages to utilize a Plooto EEIG.

Following the EEIG Model of the Plooto Project, the analysis of the Target groups and their interest in the project is presented in the following table.

Table 1: Target Groups of Plooto

Target Group	Description	Interest in Plooto
A. Process Manufacturing Industries	Individuals, teams and enterprises of various scales are part of the process industry.	<ul style="list-style-type: none"> • Need for circular supply chain operation and digitization. • Need for operational reference models and waste treatment guidelines (for the three pilot materials).
B. Domain Experts	Consultants and researchers in circular manufacturing and zero-waste in supply chains and synergies with ICT companies for holistic package solutions to customers.	<ul style="list-style-type: none"> • Consultancy on circular manufacturing and zero-waste in supply chains. • Synergies with ICT companies for holistic package solutions to customers
C. ICT application providers	ICT companies that offer products or services.	Integrating existing applications with Competitive advantage through concrete tools that cater for Plooto tools and infrastructure (if needed).
D. EU projects/ initiatives	EU research projects/ initiatives that are relevant to the Plooto project	Research projects offering different Industry 4.0 platforms/tools.
E. Research Community	Community of interacting scientist working in research/ academic institutes.	Research Outputs of Plooto in the various fields where Progress Beyond State of Art is conducted.
F. Clusters/ Associations members	EU initiatives and clusters and any existing partner with a strong network of collaborative companies.	Merging of Outputs of Plooto in their own solutions / Utilization of Plooto project outputs in their organisations
G. General Public	Any potential member of the general public that is interested in the project.	<ul style="list-style-type: none"> • Engage in the ' 'project's activities. • Be informed of the potential benefits of the project.

Target Group	Description	Interest in Ploto
H. Suppliers of SRMs	Companies the provide SRMs	Utilize the Ploto Outcomes directly in their value chains

4.2 Channels

The Ploto dissemination activities will utilize the following channels with respective messages:

- Scientific Dissemination: Provide visibility to the main scientific achievements of the project in academic outlets.
- Industrial Dissemination: Provide visibility of the technological and commercial aspects of the project, including Platform, technologies, demos, and value proposition.
- Training and education: Provide visibility of the training material produced during the project.

4.3 Objectives

The specific objectives are presented in Table 2.

Table 2: Dissemination Objectives

Dissemination Objectives	Target Audience(s)							
	A	B	C	D	E	F	G	H
To create public awareness about the commercial opportunities of the project	✓	✓	✓	✓	✓	✓	✓	✓
To make project offerings scalable and easy to integrate	✓	✓	✓			✓		✓
To validate requirements and business models	✓	✓	✓			✓		✓
To diffuse scientific and technological results					✓			
To promote Ploto as a decentralized platform for circular waste supply chains				✓		✓		

4.4 Dissemination Activities

The Ploto dissemination activities are split into Interactive and Non-Interactive activities. Non-Interactive activities include activities that do not involve direct interaction and involve sharing information through channels such as scientific journals, technical magazines, and bilateral or multi-lateral transactions. On the other hand, interactive activities involve human interaction and focus on establishing more direct relationships between consortium members and potential stakeholders. These activities provide more tangible opportunities to involve the target audience and may include participating in conferences, workshops, seminars, and courses, presenting papers and posters and attending training sessions and summer schools. Both interactive and Non-Interactive activities are planned in the Ploto project and presented in sections 4.6 and 4.7, respectively in addition to the

activities that will be conducted in parallel with other affiliated projects and activities that will be conducted by the partners of the project and their networks. The dissemination activities along with the target audience are depicted in Table 3.

Table 3: Dissemination Activities

Dissemination Activities	Target Audience(s)							
	A	B	C	D	E	F	G	H
Project Website and Social Media: Dissemination of the project via the public website, supported by social media presence (Twitter, LinkedIn, Facebook, YouTube, SlideShare channels) to all stakeholders	✓	✓	✓	✓	✓	✓	✓	✓
Participation in EC Events: Presentations and workshops, and demos in related initiatives (SPIRE, IoT events, BDVA, etc.)	✓		✓		✓	✓		
Industrial Partners Network: Creating awareness about the commercial opportunities of Plooto and how they can benefit	✓	✓	✓					✓
Project Flyers and Newsletters: Through project flyers and newsletters, we will promote Plooto technology, describe ongoing work & final results to all stakeholders	✓	✓	✓	✓	✓	✓	✓	✓
International Conferences and Stands: Publications/presentations in scientific and industrial events such as a) IFIP APMS (Advances in Production Management Systems); Product Lifecycle Management; b) IEEE IECON, EurOMA, & POMS; c) World Congress on Engineering Asset Management; d) IoT week event; e) World Manufacturing Forum/ events & industrial-related initiatives	✓	✓	✓	✓	✓	✓		✓
Scientific Journals: Open-access publications targeting high-quality journals					✓			
Training material and Specific Demos: Plooto will create training materials and specific demos for the industry and research community	✓	✓	✓	✓	✓	✓		✓

4.5 Partner's Roles

As a rule of thumb, in the overall Strategy it was decided that the Industrial partners will approach the relevant industry sectors, their distributors and their client networks, whereas the academic and

research partners will disseminate the project results to the research community across Europe. The Partners' role is presented in Table 4.

Table 4: Partners' Role

Partner	Country	Network	Engagement Rounds
MAG	Italy, Greece, Spain, Belgium, Latin America	3k companies / Industrial sensor daughter company	Dissemination of project via Greek and Italian, Spain network M1-M12: Plooto results and benefits M13-M36: workshops, presentation to potential industries, creation of anonymized demos Along the project duration: through our social media and web site
IDC	Global	>50k Customers / 110 Countries	Dissemination of project results via IDC channels (on a regular basis) Dissemination of market results (M12-M24-M36)
ESOFT	Greece, Bulgaria, Romania, United Arab Emirates	>4k Customers / 37 Countries / >480 partners and consultants	M1-M36: Dissemination through our social media M13-36: Demo presentations to existing customers and through our sales network in Romania and Greece
TAH	Greece, Albania, Bulgaria, Serbia, Romania, Cyprus, Turkey, Egypt, Pakistan, Jordan	<ul style="list-style-type: none"> • 6500 certified companies in these countries • Member of TUV Austria Group consisting of business partners in 20 countries • More than 600 auditors / inspectors worldwide 	M6-Build Up-First Engagements-M12 (business cases canvas results, product passports application case studies) M13-Operation & Evolution – M36 (pilot preparation, pilot results, business models, requirements/guidelines for the development of a unified standard to certify an effective circular economy value supply chain)

Partner	Country	Network	Engagement Rounds
EUT	Spain	1700 private customers of which 63% are SME	Dissemination of the project scope and status via newsletter in an annual frequency
KPAD	United Kingdom	>20 Customers / 20 Countries / >60 Partners	Annual engagement via Project's Newsletter
AEGIS	Germany, Greece, the Netherlands, Belgium	>600 partners / European Network	Monthly Engagement
Uio	Norway	>100 Companies and Organizations	M6: Dissemination of Plooto Project Scope and development plan for IMF in Plooto M12: Presentation of the IMF module within Plooto M24: Presentation of the Plooto IMF solution

4.6 Targeted Events

Plooto will actively seek participation in various events relevant to the key outcomes and overall scope of the project. An indicative list of events is presented in Table 5.

Table 5: Targeted Events

Event Name	Dates	Location	URL
Hanonover Messe 2023	17-21 April 2023	Hannover	Link
IoT Solutions World Congress	21 – 23 May 2024	Barcelona	Link
IoT Week 2023	19-22 June 2023	Berlin	Link
ECOMONDO	7-10 November 2023	Rimini	Link
Advanced Factories	18-20 April 2023	Barcelona	Link
EFFRA	26-27 September 2023	Brussels	Link
ODSC Europe	14-15 June 2023	London	Link
Tech-X	3-4 May 2023	Bilbao	Link

4.7 Targeted Journals / Academic Publications

Ploto will actively seek Academic dissemination of project progress and results in various open-access, peer-reviewed high value academic journals. An indicative list of academic journals is presented in Table 6.

Table 6: Targeted Academic Journals

Journal	Publisher	Open Access	URL
Journal of Manufacturing Systems	Elsevier	Gold open access (as an option)	Link
Journal of Industrial Information Integration	Elsevier	Gold open access (as an option)	Link
Frontiers	Frontiers	Open Access	Link
Frontiers in Manufacturing Technology	Frontiers	Open Access	Link
Journal of Cleaner Production	Elsevier	Gold open access (as an option)	Link
International Journal of Production Research	Taylor Francis	Gold open access (as an option)	Link
Production and Operations Management	Wiley	Gold open access (as an option)	Link
Procedia CIRP	Elsevier	Gold Open Access	Link
IFIP Advances in Information and Communication Technology	Springer	Gold Open Access	Link
IEEE Access	IEEE	Open Access	Link
Computers and Industrial Engineering	Elsevier	Gold Open Access (as an option)	Link
International Journal of Production Research	Taylor and Francis	Open Access Available	Link
Journal of Composite Materials	SAGE Publications LitD	Gold open access (as an option)	Link
Materials	MDPI	Open Access	Link

Journal	Publisher	Open Access	URL
Semantic Web Journal	IOS Press	Open Access	Link
Computers in Industry	Elsevier	Open Access (as an option)	Link

4.8 Targeted Conferences / Academic Publications

Additionally to academic journals, Plooto will actively seek Academic dissemination of project progress and results in various academic conferences. An indicative list of academic conferences is presented in Table 7. A note should be made that there are annual conferences and the conferences identified to consist of the main target annually.

Table 7: Targeted Academic Conferences

Conference	Location	Dates	URL
APMS 2023	Norway	17-21 September 2023	Link
IFIP 20th International Conference on Product Lifecycle Management	Canada	9-12 July 2023	Link
49th Annual Conference of the Industrial Electronics Society IECON 2023 Conference	Singapore	16-19 October 2023	Link
EurOMA 2023	Leuven	3-5 July 2023	Link
POMS 2023	Orlando	21-25 May 2023	Link
MED '23	Limassol, Cyprus	26-29 June 2023	Link
DCOSS – IoT 2023	Pafos, Cyprus	19-21 June 2023	Link
IEEE Case	Auckland, New Zealand	26-29 August 2023	Link
IEEE SMC	Hawaii, USA	1-4 October 2023	Link
25th International Conference of the Catalan Association for Artificial Intelligence (CCIA 2023)	SPAIN	October 2023	Link
11th Annual International Conference on Sustainable Development (ICSD)	Hybrid	18-20 September 2023	Link
ESWC	Greece	28 May – 1 June 2023	Link
56TH CIRP MANUFACTURING SYSTEMS CONFERENCE MANUFACTURING IN AN AGE OF DISRUPTION	South Africa	24-26 October 2023	Link

Conference	Location	Dates	URL
Flexible Automation and Intelligent Manufacturing International Conference	Porto	18-22 June 2023	Link
International Conference on Industry 4.0 and Smart Manufacturing	Lisbon	22-24 November 2023	Link
Association for the Advancement of Artificial Intelligence	Singapore	17-19 July 2023	Link
20th International Conference on Principles of Knowledge Representation and Reasoning (KR2023)	Greece	2-8 September 2023	Link

4.9 Contribution to EU initiatives and Standardization

Several Standards are essential in covering the diverse aspects of the Plooto project and in the course of the project, Plooto envisages contributing with ≥ 3 recommendations of standards and ontology-based representations and documentation. Interactions relevant to standards and EU Initiatives is presented in Table 8 and Table 9.

Table 8: Standardization Bodies

Body	Plooto Contribution	Partner
GAIA – X	Plooto will utilize the channel to ensure that the results of GAIA-X are reflected in Plooto and to provide feedback on ongoing and future developments to achieve greater impact.	UiO, EUT
W3C	Feed into 'W3C's standards activities on RDF and UiO Linked Data concerning integration along the supply chain and value chain within enterprises	UiO
OPC UA Foundation	Definition of common standards for the machine UiO tool industry based on outcomes of the project	UiO
OnCommons	Framework for a standard definition of ontologies for the machine tool industry	UiO
IOF	Systems modelling will take into account relevant ontologies that have been developed in the manufacturing domain to facilitate interoperability	UiO
In-Crete	Promoting Plooto results in the sustainable manufacturing thematic area	MAG, TUC
RE4DY	UiO is partner at the RE4DY project (https://re4dy.eu/) and will explore possible synergies in the domain of standard.	UiO

Body	Plooto Contribution	Partner
CIRPASS, CE-RISE, Onto-DESIDE, DaCapo, MadiTRACE, FutuRaM, DICIm	Initial discussions in order to create a Clusterng/Multiplier on Digital Circular Economy for Critical Raw Materials	MAG, AUEB, All Partners

Table 9: Contribution to EU Initiatives

EU Initiative	Plooto Contribution
IDS – Industrial Data Space	The Data Space, along with the IDS Connector that will be developed will be compliant with the RAM- IDSA and the guidelines of IDSA
SPIRE Association	Give visibility to the community of the outcomes of Plooto.
AIOTI – Alliance for Internet of Things Innovation	Plooto models and tools will be diffused and disseminated through WG11 events
I4MS – ICT	Plooto will work together with the I4MS cluster to exchange models, and tools for SMEs and will try to incorporate the I4MS results into its catalogue
BDVA	Networking and Initiatives in the Big Data and AI EU Ecosystem
EU Cloud Edge IoT initiative	Plooto models and tools will be diffused and disseminated through specific Task Forces of EU-CEI
GREAT (Green Deal Data Space)	Plooto will collaborate with GREAT project in terms of specific use-cases and their link with Green deal data space
CEN/CENELEC Working group for standardizing Zero defect manufacturing	Foivos Psarommatis of UiO is one of the key members of this group and he will contribute to integrate Plooto findings in this standardisation activity to the extent they are relevant.
IMF standardization project within ISO TC184/SC4	UiO is involved in the planned new ISO standard for industrial data with working title IDO (Industrial Data Ontology). This is planned as an ISO standard under Technical Committee 184, sub-committee 4. Standardisation of IMF is planned as part of this. A DNV recommended practice is planned to be published as a preparatory step.
CircThread	UiO, together with other partners of Plooto will initiate contacts with the project CircThread (https://circthread.com/) with the objective to coordinate their corresponding activities in standardisation.
StandICT.eu	UiO, together with other partners of Plooto, will explore opprtunities to use services of the EU project StandICT (https://standict.eu/) in order to get support in assessing relevant existing standards and/or in contributing to existing standards and/or initiating new ones if required.

EU Initiative	Plooto Contribution
EFFRA	Systems modelling will take into account relevant ontologies that have been developed in the manufacturing domain to facilitate interoperability

5 Dissemination and Communication Report & Evaluation

The effectiveness and impact of the communication and dissemination activities planned for the project will be monitored throughout its entire duration. This will enable corrective measures to be taken if deviations or underperformance occur. Periodic reports will provide details on the specific communication and dissemination actions taken, their impact on the project's visibility, and updated plans for future periods. To simplify the reporting of these activities, the consortium has developed a "Project Dissemination Report template," which is included in Appendix B.

5.1 Dissemination and Communication KPIs

The Plooto Consortium has defined a set of KPIs to assist us in assessing the impact of the communication and dissemination activities. The KPIs (Table 10) will be monitored continuously, and should any risks pertinent to communication and dissemination occur, the respective efforts will be intensified. Additionally, all achieved KPIs will be reported periodically on the annual reporting deliverables.

Table 10: Dissemination and Communication KPIs

Community	Marketing strategy	Horizontal Activities	KPIs
Public: Website, social media	Public awareness	Website	No of unique visitors: > 5.000
		Twitter	a) No. of followers: > 700; b) No. of reactions > 1.000; c) > 2000 tweets
		Facebook	a) no. of followers: > 200; b) > 100 posts; c) no. of reactions > 5.000;
		LinkedIn	a) No. of followers: > 250; b) No. of reactions > 1.000; c) > 100 posts
		Open	IRCAI: 4 open learning courses through Open Education for a better world OE4BW.org (See Task 5.4)
ICT	<ul style="list-style-type: none"> • Create awareness • Do project offerings scalable and easy to integrate • Validate 	Website/Intranet Newsletters (1 per six months) Training material & specific demos (~ 1-2 for each of the Plooto results, per	2 Workshops organized per Software vendor (inside their existing networks of collaborative partners) > 10 workshops/stands in ICT-related events focusing on Industrial automation and supply chain (CEBIT, other) > 4 hackathons to experiment with Plooto tools

Community	Marketing strategy	Horizontal Activities	KPIs
	requirements and business models	stakeholder category: ICT, Manufacturing) Social Media	Establish liaisons with other core EU Digital Platform projects (eFactory, ZMDP, KYKLOS40)
Process Industries Industrial Consultants			<ul style="list-style-type: none"> > 10 workshops/stands in industry4.0 events (World Manufacturing Forum, IMS, CEBIT, etc.) > 3 dedicated workshops organized by the ICT industrial players (1 for each of MAG, Entersoft, IDC), utilizing their existing customer base and commercial marketing channels > 1 workshop for each of the pilot supply chains with selected supply chain collaboratives TUV: Promoting Plooto in 15 training sessions (organized by TUV) with relevant course
Associations/ Clusters			<ul style="list-style-type: none"> • Targeted visits and demos to clusters to incorporate them into the Plooto community • Approaching Clusters/Associations through Horizon projects (clustering and networking events)
Academic / Research	Diffuse scientifically and technological results	Web site/Intranet Newsletters (1 per six months) Training material & specific demos (~ 1-2 for each of the Plooto results, per stakeholder category: ICT, Manufacturing) Social Media, Also Zenodo for technical deliverables and reports.	20 papers/poster sessions at International conferences and stands > 10 papers in Scientific Journals (open access)
Horizon2020/ HorizonEurope projects	Dissemination and look for synergies with Plooto)		Participation in all relevant EU Horizon cluster meetings and workshops > 10 Demos and talks in cluster events organized with
National and EU initiatives	Promote Plooto as a decentralized platform for circular waste supply chains		<ul style="list-style-type: none"> • > 1 local workshop co-organized with the national authorities (for the countries represented by the Plooto consortium). • > 5 workshops in relevant EU initiatives

6 Next Steps

Plooto envisages a wide dissemination and communication spectrum of activities. As such the next steps (to be reported annually through the dissemination, standardization and marketing plan report) will provide an update of the dissemination and communication activities with detailed descriptions of the accomplished activities, related results and evaluation of the as-is status. This will ensure the sustainability and enhancement of the impact and outreach of Plooto project. New activities will be added in the overall dissemination and communication activities plan, if necessary, reevaluating in such way the role of each project partner.

AUEB will continue to ensure the involvement of all project partners in dissemination and communication activities based on the Plooto plan (Appendix A), encourage them to participate and contribute across the range of activities based on each partner's role and last but not least all partners will include their efforts of individual and joint dissemination communication and outreach activities.

7 Conclusions

The dissemination, standardization, and marketing plan are integral to any research project. This plan aims to ensure that the research findings are available to the key stakeholders and audiences and that Plooto disseminates its outcomes in a concise and accessible manner. One of the primary objectives of the dissemination plan is to ensure that the research findings are made available to both academic and non-academic audiences through various dissemination channels, including academic publications, conference presentations, and webinars. By disseminating the research findings, the project team can raise awareness of Plooto and its outcomes and encourage wider adoption of digital twin technology and sustainability practices across various industries. In addition, the standardization plan is critical in ensuring that project teams align the research outputs with existing industry standards, identifying relevant standards and guidelines and developing new ones. Standardization is vital in digital twins, where this industry is still evolving and infancy. Finally, a comprehensive marketing plan is essential to raise awareness of the research project's importance, including branding, website development, and social media campaigns. In conclusion, the dissemination, standardization, and marketing plan are critical in ensuring that the research project related to digital twins successfully achieves its goals. By disseminating the research findings widely, aligning the research with existing standards, and promoting Plooto to relevant stakeholders, the project team can maximize the impact and contribute to advancing the field of digital twins and sustainability.

Appendix A: The Plooto Social Media Plan

Legend	
F	Facebook Post
T	Twitter Post
L	LinkedIn Post
B	Blog Post
NL	News Letter

A/A	Short Name	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	M13	M14	M15	M16	M17	M18	M19	M20	M21	M22	M23	M24	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36	
1	MAG	F, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	
2	TUC	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	
3	AUEB	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	
4	EUT	L, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	
5	IDC	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	
6	UIO	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	
7	AEGIS	B, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	
8	JSI	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	
9	ESOF	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	
10	FRONT	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	
11	CETMA	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	
12	TAH	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	
13	ASPIS	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	
14	BARNA	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	T	B, T	T	
15	IMDEA	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T
16	IMA	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T
17	HPC	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T	T	F, T	T
18	CC	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T
19	ACCELI	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T
20	KPAD	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T	T	L, T	T
	COLABORATIVE NEWSLETTER						NS						NS						NS						NS							NS					NS	
	COLABORATIVE YOUTUBE VIDEO												YT													YT												YT

Figure 14: Plooto Social Media Plan

Appendix B: Dissemination Report Template

Dissemination Info	Description
Proposer	<ul style="list-style-type: none"> • PERSON • PARTNER • Date of Report
Activity	<ul style="list-style-type: none"> • Event (e.g. Conference, Attendance, External Workshop, Exhibition etc.) • Article / Publication (e.g. News Article, Journal Paper etc.)
Case of [Event] / Event Information	<ul style="list-style-type: none"> • Name of Event • Place • Date • Target Audience • Website • Scope and Description of activity • Session Objective • Speakers
Case of [Article / Publication] / Article / Publication Information	<ul style="list-style-type: none"> • Title • Authors • Publisher • Date of Submission • Submission State • Page(s): • ISSN • Date of Publication: • Issue Date • DOI • Accessible via: • Open Access • Other observations
Photos / Article	<ul style="list-style-type: none"> • Photos of Event • Article for Internal circulation
Social Media Material	<ul style="list-style-type: none"> • Title • Short Description

Appendix C: The Plooto Web Site




What we do

The constantly increasing demand for scarce resources and critical raw materials (CRMs) requires efficient usage of resources – reuse and recycling of materials- and responsible waste management and prevention. Plooto aims to deliver a Circular and Resilient Information System (CRIS) to support manufacturers in their green, digital and circular transition. CRIS enables waste reduction and end-to-end traceability of Secondary Raw Materials (SRM) through interconnected digital services for real-time decision-making, monitoring and certification of materials and products. The solution will be piloted in three different circular supply chains demonstrating waste reduction, reusability of scrap and production by-products, and operational improvement.

The Plooto Pilots

<p></p> <p>Cirtus Waste Processing</p> <p>The Citrus processing waste for juice by-products pilot uses the waste from the production of orange juice to recover EO and then produce by-products such as animal feed, high quality molasses for food industry, and d-Limonene for cosmetic industry.</p>	<p></p> <p>CFRP Waste for Drones</p> <p>The CFRP waste for Drones pilot aims to use CFRP waste from the production of new composite materials to be re-used in the production of drones in the value chain</p>	<p></p> <p>WEEE for Magnets</p> <p>The WEEE for Magnets pilot uses WEEE to extract PMs (bonded NdFeb and Sr-ferrite, and sintered Sr-ferrite) which are used (as SRMs) in the production of new magnets, aiming to increase their usage</p>
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In a nutshell

Plooto in numbers

Plooto delivers an innovative digital platform and related tools and services that favour establishing collaborative practices and industrial alliances to implement circular value chains. To achieve that, plooto has a diverse consortium and relevant expertise as follows:

Plooto Product Research through Technology of Circular Value Chains

HOME ABOUT ▾ PILOTS NEWS & EVENTS

LinkedIn Twitter Facebook YouTube

REUSE
REDUCE
RECYCLE

A diverse consortium consisting of large technology providers, innovative SMEs, universities and research centers across Europe

9 Countries
Partners from Italy, Greece, Norway, Germany, Slovenia, Romania, Cyprus, Spain and the United Kingdom have formed a consortium to deliver the Plooto system

3 Pilots
Plooto is developed around three different diverse pilots, namely the Cirtus Waste Processing pilot, the CFRP Waste for Drones, and the WEEE for Magnets

Do you want to learn more about Plooto?

Feel free to contact us anytime.

Send us an e-mail.....

Get onboard the Plooto Project * Indicates required

Email Address *

First Name

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Project Partners

The Plooto consortium consists of 20 partners with diverse backgrounds and complementary expertise from 9 countries.

