Strategy and plan for communication, dissemination and exploitation (PCDE)

A deliverable from the SCANDERE project

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1. Introduction

This document summarizes relevant information for communication, dissemination and exploitation of the Scandere project, aiming to serve as a quick guide that will help us improve the project and could be updated. Most of the information originates of the approved project plan. Obviously, the consortium agreement is prioritized over this document.

2. Communication

2.1 External communication

The Scandere activities and results will be externally informed and promoted in a timely manner, as seen in Table 2-1. Note that confidentiality is of high importance and follow the guideline described in Section 2.2.

Table 2-1: External communication plan for four main targets (source: Scandere project application).

Target	Objectives	Activities	Tools	Evaluation
Researchers	Boost scientific debates. Attract experts' attention.	Posting on social media. Conference presentations and mingling.	LinkedIn, ResearchGate and conferences. The project website.	Monitoring feedback and the follower numbers.
Industry	Enhance the market. Attract partners. Raise interests and attention.	News release. Inviting interested actors for individual meetings for new partnerships.	Website of the project. LinkedIn. Networks of relevant industry associations.	Monitoring feedback and the number of followers.
Policy makers	Foster dialogue for policy making with engagement.	News release. Inviting interested policy makers for individual meetings.	Website of the project. LinkedIn. Twitter. Meetings at *EU Raw Material Week*.	Monitoring feedback.
End users, and public at large	Enhance the market. Raise awareness in the society. Create transparency.	Informing project progress and achievements. News release and posting on media.	Websites of the project and the partners' own. Social media, newspapers, radio and TV.	Monitoring the number of views.

A project website will be updated regularly linking to all scientific publications for more pull-type communications, while LinkedIn and ResearchGate pages will be made for more push-type communications. Two popular scientific communications will be published for topics more familiar to the public.

Table 2-2: Overview of the channels used for external communication.

Channel	ID	Frequency etc.	Note
Webpage	scandere.nu	Upon need.	
LinkedIn page	https://www.linkedin.com/company/85620093	Once per 1 month (right after the report from WPMT). Upon need, extra posts.	
ResearchGate page	https://www.researchgate.net/project/SCANDERE-Scaling-up-a-circular-economy-business-model-by-new-design-leaner-remanufacturing-and-automated-material-recycling-technologies	Once per 3 months (right after the report from WPMT). Upon need, extra posts.	
Twitter	<account>	Upon need.	
News release	NA	Once per 6 months (right after the consortium meeting). Upon need, extra releases.	

2.2 Internal communication

2.2.1 Deliverables and milestones

The coordinator will report the technical and financial progress and any other relevant information, including compiled deliverables, gathered from all participants to the Joint Call Secretariat (JCS). It will also monitor the overall project performance and progress, including IPR management, according to the project plan and, if needed, amend the project plan through coordination between partners. Each partner will then have responsibility for the delivery, project management, and budgeting of tasks, while the coordinator will help participants fulfil all obligations according to their grant agreements. The deliverables (see Table 3-3 of the project proposal) and milestones (see Table 3-4 of the project proposal) will be completed by the steps shown in Table 2-3.

Table 2-3: Internal sequential steps to complete a deliverable or a milestone.

When	Who	Activity	Note
6 weeks prior to deadline	The coordinator	Assign an internal reviewer for a deliverable or a milestone; inform the responsible partner of it.	
4 weeks prior to deadline	The relevant Task group (or WP group)	Send the internal reviewer a draft version of a deliverable or a milestone; send a copy or inform to the coordinator.	
2 weeks prior to deadline	The internal reviewer.	Give feedback to the relevant Task group; send a copy or inform to the coordinator.	Two weeks granted for the internal review.
1 week prior to deadline	The relevant Task group (or WP group)	Send the coordinator the deliverable or the milestone after incorporating the feedback; copy to the internal reviewer.	
	The coordinator	Send (or inform) the JCS the deliverable or the milestone.	

2.2.2 Confidentiality clearance

In case confidentiality is concerned, especially when data from companies is included, the deliverable or the milestone shall undergo review of the relevant organizations. Each partner is responsible for clearing the confidentiality from all the relevant organizations: see Section 8.4.2.1 of the Consortium Agreements. Highly recommended is to inform companies already when planning the deliverable.

2.2.3 Work meetings

The Work Package Management Team (WPMT) will meet approximately every 3 months (p. 27 of the project proposal): the MoM (minutes of a meeting) will be uploaded by WP leaders on the Scandere OneDrive space. The inter-disciplinarity is critical in Scandere, and thus it is highly encouraged to hold inter-WP and inter-partner meetings. If appropriate, contents in an MoM will be used for external communication (subject to clearance of confidentiality).

3. Dissemination

The key exploitable results (KERs) will be used to make deliverables for dissemination as explained here beyond the Scandere consortium with the aim to reconnect more CRMs to the EU. The KERs are described below: KERs 1 and 2 are on TRL6, while KERs 3, 4 and 5 are on TRL4.

KER1. Three *demonstrators* with EEE on the PaaS business model are already on the EU market, where product design, reverse logistics, remanufacturing and overall business model formulation will be improved based on the sustainability assessment from the economic, environmental (incl. CRM efficiency) and social aspects with the lifecycle perspective – primarily contributing to Topic 5.1.
KER2. *Recommendations* for regulations of relevance to PaaS in the EU – Topic 5.1.
KER3. A *method* to align CRM-optimized PaaS design and the PaaS business models – Topics 2 and 5.1.
KER4. A *method* for the simulation of hybrid processes for remanufacturing and recycling – Topics 3 and 4.
KER5. *Technologies* for robotic dismantling for component and material retrieval from products for PaaS and *methods* to adapt product designs accordingly – Topics 4 and 2.

Target journals and conferences are selected primarily according to the relevance and quality aiming to impact the researchers: only the journals allowing open access (OA) publications with no embargo period (at least green OA, preferably gold OA) will be chosen. Their candidates include Resources, Conservation and Recycling; Journal of Industrial Ecology; CIRP Annals; CIRP Life Cycle Engineering Conference; and Electronics Goes Green Conference.

In more detail, major events (both online and in-person) organized or supported by, for instance, *the International Society for the Circular Economy*, *EMF*, *the European Remanufacturing Council*, *EIT RawMaterials*, and *the CIRP Life Cycle Engineering Committee* will be used for effective dissemination by taking advantage of Scandere partners' strong relationships with those organizations using such schemes as an organized session, a side event or a presentation.

Note that confidentiality in dissemination is of high importance and follow the guideline described in Section 2.2.

Table 3-1: Dissemination plan for six potential users (source: Scandere project application).

User	Existing knowledge	Information needs	Planned approach
PaaS providers	Operating providers will have knowledge about their own products relating to parts of three dimensions of sustainability.	More comprehensive knowledge is needed for PaaS on the three dimensions of sustainability, including relations to CRMs. Knowledge on PaaS from other sectors will help to transfer good practice and improve their own PaaS.	OA papers accessible on the project website. Detailed data used for OA papers will be published as their Supplementary Materials (SMs). The project results to be registered in relevant databases, e.g., ERA MIN page, EC-hosted tools.
Aspiring PaaS providers	Little to some knowledge on PaaS benefits and how to implement PaaS.	They need to comprehend PaaS benefits, including CRM efficiency. Science-based knowledge will guide them to begin their own CRM-efficient PaaS.	Pedagogical briefings, short videos and OA papers. Proposing Scandere to be registered in the *European Circular Economy Stakeholder Platform*.

Independent service providers	No to little knowledge on PaaS trends.	Need to understand the relevance and impacts of PaaS on their business in repair, recycle, etc.	Pedagogical briefings and short videos on the project website.
Policymakers	No to little knowledge of PaaS relating to CRMs, including impacts of regulations on PaaS.	Policy makers want to know the evidence concerning regulations (supporting or hindering PaaS) and science-based insights on CRMs from concrete PaaS business cases.	Pedagogical briefings and short videos on the project website. Registered in EC databases. Aiming to get spotlighted in EC awards and EC magazines/newsletters.
End users and civil society	No to little knowledge of PaaS relating to CRMs.	Information for their own choices on sustainability (incl. cost). Share research results as a common good.	Popular science OA articles and short videos will be accessible on the project website and social media.
Research communities. Researchers.	Their knowledge will vary from an overview to the world expert level.	Advance the state of the art. Researchers may want more detailed information about PaaS relating to CRMs, to go one step forward.	The project website will contain overall information as well as technical information, including OA publications and supplements.

4. Exploitation

The project will carry out exploitation in business as described in the project proposal (Section 2.2.1) and transform the project results into marketing and pedagogical briefings, including short videos and texts, to showcase the PaaS offerings as a European CE model. Please refer to the project proposal (the whole description of Section 2.2.1).