



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723583



RE⁴ Project

REuse and REcycling of CDW materials and structures in energy efficient pREfabricated elements for building REfurbishment and construction

D8.2

Communication and Dissemination Plan

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² PU: Public, RE: restricted to a group specified by the consortium, CO: Confidential, only for members of the consortium; Commission services always included.

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ACRONYMS & ABBREVIATIONS

CDW	Construction Demolition Waste
DOI	Digital Object Identifier
DMP	Data Management Plan
EC	European Commission
ECTP	Energy Construction technology Platform
EEB	Energy Efficient Buildings
EIG	End User and Interest Group
ESCO	Energy Service Company
EU	European Union
ISSN	International Standard Serial Number

1. SUMMARY

This document deliverable D8.2 “Communication and Dissemination Plan” presents the RE⁴ project communication and dissemination strategy and is designed as an internal practical guide for project partners for engaging with communication and dissemination. The present document constitutes the first issue of Communication and Dissemination Plan in the framework of the RE⁴ project, dedicated to Task 8.4 Dissemination under the work package WP8 Training, dissemination and exploitation. The update of this Plan will be done on yearly basis, shared with partners and finally at the end of project will result to the D8.10 “Report on policy workshops and awareness campaign”.

2. INTRODUCTION

The objective of the Communication and Dissemination Plan is to identify and organize the activities performed in order to promote the commercial exploitation of the project’s results and the widest dissemination of knowledge from the RE⁴ project. The plan is expanded in two directions: towards the marketing activities in order to enhance the commercial potential of the system and towards the notification of project’s results in the scientific, EC and general R&D sector. This document summarizes the consortium’s strategy and concrete actions to disseminate and communicate the results generated by the RE⁴ project. Moreover, information related to the Communication and Dissemination Plan aiming to raise the public awareness on the project results and to demonstrate to the potential end-users the advantages of the new products/technologies, is presented. The Plan sets out what activities have already been achieved, and provides an outline of what is planned.

An overview of dissemination opportunities were identified through traditional channels such as event attendance and organization (e.g. conferences, seminars, workshops, fairs, etc.), project publications (e.g. leaflets, posters, press releases as well as conference papers, articles in professional journals etc.) and project presentations (e.g. to local stakeholders), complemented also by online activities based around the project website, and through the main social platforms. The dissemination activities were designed to target the key audiences and stakeholders and to maximize awareness of RE⁴ project and its results.

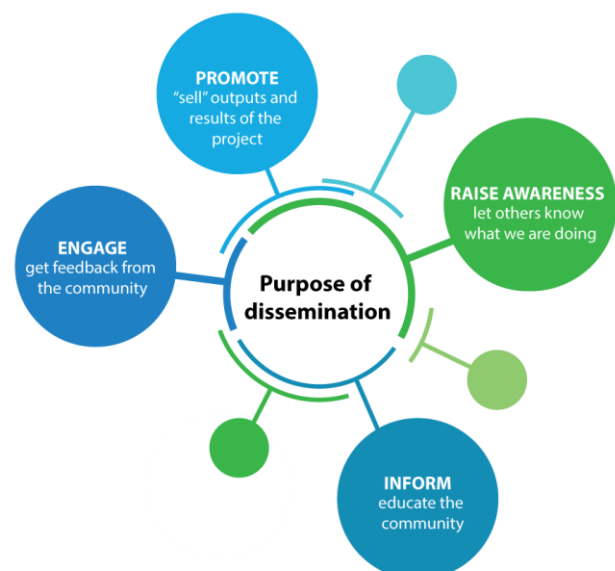


Figure 1. Dissemination purpose



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3. OBLIGATION TO DISSEMINATE THE PROJECT RESULTS

As stated in RE⁴ Grant Agreement article 29, unless it goes against their legitimate interests, each beneficiary must - as soon as possible - **disseminate** its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications.

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of - unless agreed otherwise - **at least 45 days**, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within - unless agreed otherwise - **30 days** of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

In case of conferences, prior notice shall be given at least 20 calendar days before the conference and the dissemination can be made within 10 calendar days after receipt of notice (RE⁴ Consortium Agreement, art. 8.4).

If a beneficiary intends not to protect its results, it may - under certain conditions - need to formally notify the Commission before dissemination takes place.

Each beneficiary must ensure **open access** (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.

In particular, it must:

- (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

- (b) ensure open access to the deposited publication — via the repository — at the latest:
 - (i) on publication, if an electronic version is available for free via the publisher, or
 - (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.
- (c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following:

- the terms “European Union (EU)” and “Horizon 2020”;
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier.

4. CONNECTION TO DATA MANAGEMENT PLAN

The European Union strives to improve access to scientific information and to boost the benefits of public investment in the research funded under the EU Framework Programme Horizon 2020. The deliverable D8.4 Data Management Plan (DMP) in the framework of the RE⁴ project identifies the results that should be subject of RE⁴ dissemination and exploitation and analyses the main data uses, users and explore the restrictions related to IPR according with the Consortium Agreement, defining the data assurance processes that are to be applied during and after the completion of the project.

The objective of the DMP is to establish the measures for promoting the findings during the project's life and detailed what data the project will generate, whether and how it will be exploited or made accessible for verification and re-use, and how it will be curated and preserved. The DMP enhances and ensures relevant project's information transferability and takes into account the restrictions established by the Consortium Agreement. In this framework, the DMP sets the basis for both Dissemination Plan and Exploitation Plan. The first version of the DMP is delivered at M6; later the DMP will be monitored and updated in parallel with the different versions of Dissemination and Exploitation Plans.

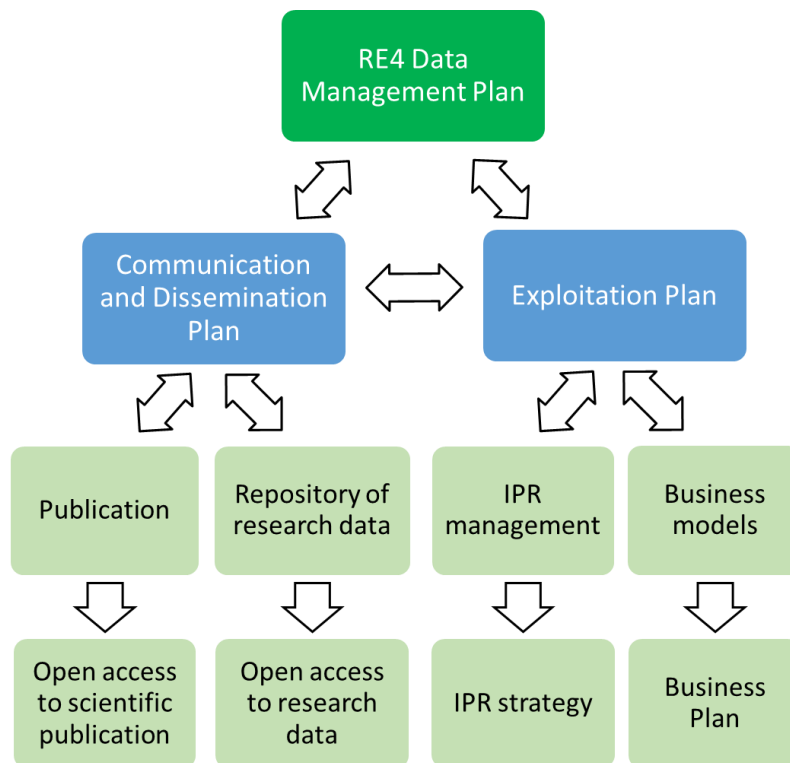


Figure 2. RE⁴ Data Management Plan overview

5. COMMUNICATION AND DISSEMINATION STRATEGY

One of the goal of WP8 is to reach the widest dissemination of the results generated by the RE⁴ project and raise public awareness on the construction and demolition waste (CDW) reuse and recycling while minimizing environmental impacts in construction industry, developing prefabricated energy-efficient building elements. In this framework, a strong communication strategy was set up in order to make the most of reaching the target impact. The whole Consortium committed to perform dissemination activities and proactively looked for dissemination opportunities.

Communication activities aim at creating a common project visual identity and public image, to raise basic interest in the proposed technology and processes, to provide an up-to-date information about the project, translate the scientific/technical results into messages that can be read by wide public.

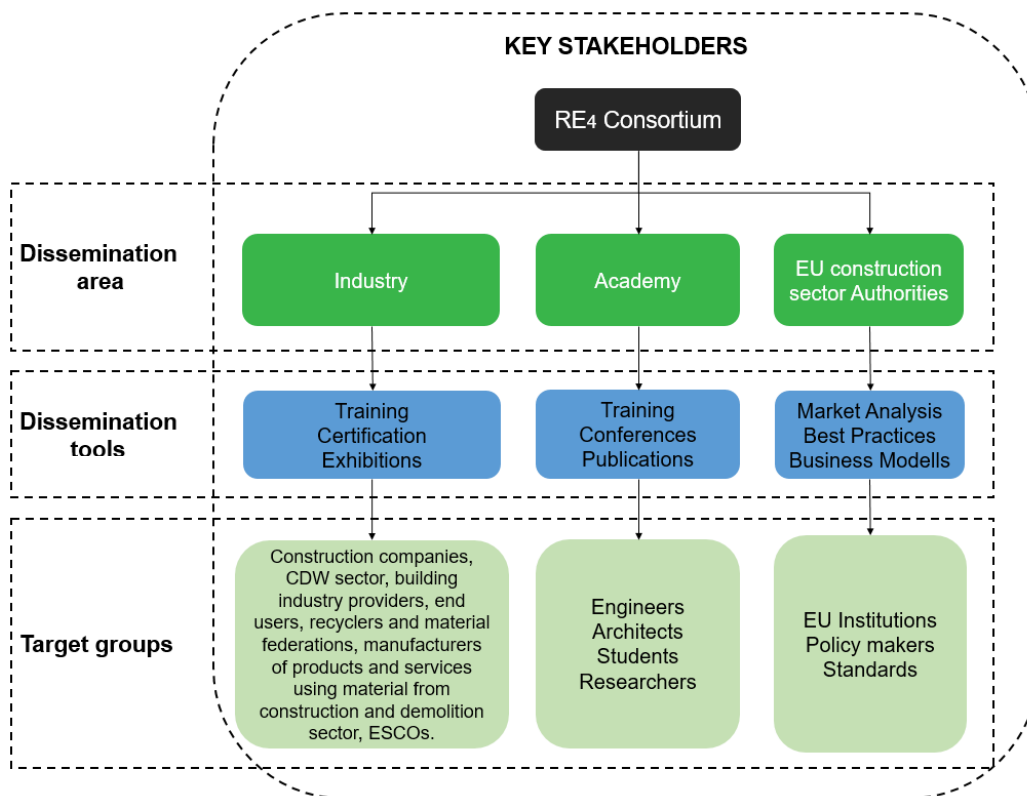


Figure 3. RE⁴ dissemination strategy

5.1 Target audience

The main focus for all dissemination activities will be on the energy and CO₂ savings, CDW sector, and the building sector in general. Target groups are all players involved in construction industry and renovation projects:



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- Public authorities (local, municipal authorities granting building permits)
- Investors (financial institutions, bankers, project developers)
- Service providers (engineers, construction companies, building industry providers, ESCOs)
- Industry/Manufacturers (manufacturers of products and services using material from construction and demolition sector, installers)
- Civil society/End-users (building managers, public buildings owners, homeowners, architects and architects' associations, housing associations, potential early users)
- Recyclers and material federations
- Standardization/certification bodies
- Experts (circular economy experts, ECTP experts and EEB experts, waste management agencies, other EU funded research project partners, researchers in the field).

The role of target groups will be to give feedback on on-going and foreseen development activities, bring useful inputs related to research findings, existing tools, best practices and market evolution, to help to define the market needs and also contribute in advocating for future regulations.

5.2 Stakeholders

A stakeholder can be anyone who has an interest in the Project or is affected by its outcomes. Stakeholders for RE⁴ Project were identified and assessed in term of their interest in the RE⁴ Project and importance for its success and further dissemination. Besides the targeted audience for the Project dissemination, an End User and Interest Group (EIG) has been already named to provide inputs for products requirements and to evaluate the Project results and achievements. It will include external experts and will be chaired by Prof Hebel from Swiss Federal Institute of Technology Zurich that is currently holding also the position of Assistant Professor of Architecture and Construction at the Future Cities Laboratory in Singapore. The main role of the EIG will be to observe the work tackled in RE⁴ and envisage possible inconsistencies between the market expectations and the technical work to assure a high level of innovation and to find a suitable balance between the waste managers, architects and end-users requirements and the developed technical solutions.

5.3 Messages

Key messages that the RE⁴ Project wants to give to the targeted audience and stakeholders were defined, following the communication principles as shown on the graphic below. Key messages were agreed between partners and are demonstrated through the project website, brochure, flyer, poster, etc.

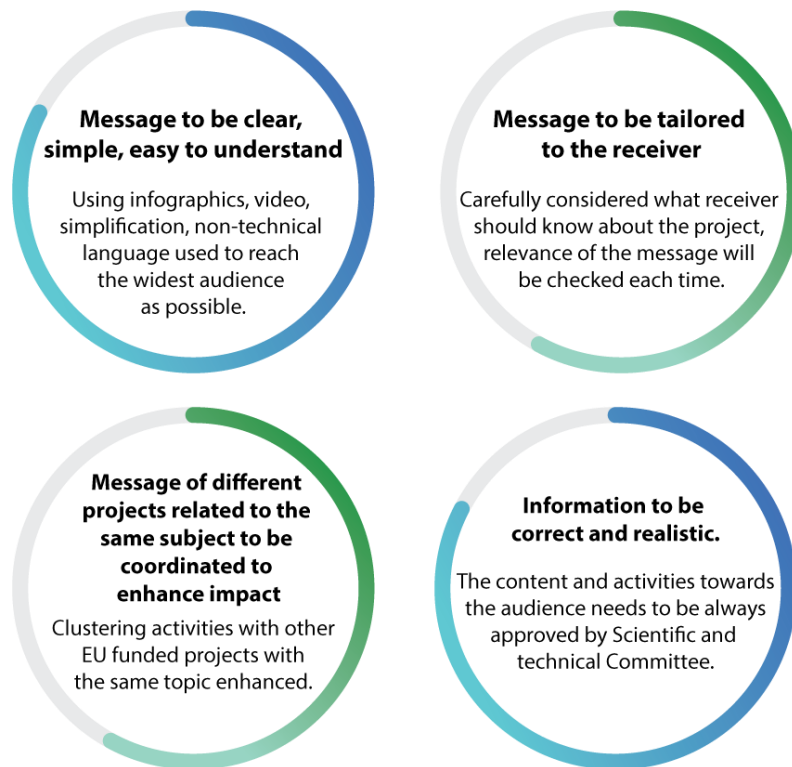


Figure 4. RE⁴ Key messages

5.4 Tools

Dissemination activities are targeted both nationally and internationally. Tools that will be used for dissemination are the following:

- Publications (scientific, technical and economical journals, popular magazines, newspapers)
- Conferences, congresses, workshops, seminars, forums participation
- Fairs, exhibitions participation
- Public workshops, webinars and final conference organization
- Press releases
- Internet (RE⁴ Project website, RE⁴ social network profiles, portals)
- Links to other projects, clustering activities
- Common visual identity, logo, brochure, flyer, poster
- Video production (project promo videos, videos from the events)
- E-newsletters, info graphics
- Gadgets for promotion
- Training activities.

5.5 Commitment of RE⁴ partners

RE⁴ partners involved in dissemination activities will proactively participate in communication and dissemination activities related to the RE⁴ Project by exploiting their communication channels to reach the widest audience performed in a structured way, and all these activities will be tracked in this report and its updates. Each dissemination activity will be carried out by the partner who is the most expert in the specific area. For the tracking of the actions executed by RE⁴ partners a set of tools for collection of inputs in regards to performed and planned activities has been developed:

- List of scientific publications table
- List of dissemination events table
- Detailed description of events already performed table
- List of dissemination and communication activities table.

Each partner is required every six months to provide updated information about dissemination events and activities performed and planned by his organization. Partners need to provide to dissemination leader (FENIX) proofs about events participation (photos, agendas, presentations, videos, etc.) and also detailed information about the events (date, place, target audience, size of audience, type of dissemination such as ppt, brochure, poster, booth, etc.).

Project partners are also requested to provide updates about project progress and achievements in order RE⁴ website can be kept up to date.

Table A1: List of scientific publications

Publication title (website if applicable)	Publication type (paper in conference, article in journal, books/monographs, chapters in books, thesis, etc.)	DOI Digital Object Identifier	ISSN or eISSN number	Authors names	Periodical name/ Publisher or equivalent	Number, Date of journal	Place of publication	Relevant pages	Public & private participation YES/NO	Peer/re view YES/NO	Open access YES (green, gold)/NO	RE ⁴ Partner	Status (Done/ Planned)

Table A2a: List of dissemination events

Type of event (conference, fair, seminar, workshop, exhibition, etc.)	Event title	Objective	Date	Place	RE ⁴ Partner contribution (project presentation, poster, brochure, stand, etc.)	Countries addressed (national/international)	RE ⁴ Responsible Partner	Status (Performed/ Planned)

Table A2b: Description of events already performed				
Event title	Location	Date	Type of event	Responsible partner
Website				
Event description (main focus, organizers, topics addressed, periodicity, etc.)				
Partner contribution (Presentation name and purpose, topics addressed, main content, etc.)				
Type of audience (scientific community, industry, civil society, policy makers, authorities, media, etc.)				
Statistics (number of attendants, countries, etc.)				
Feedback (summary, reactions, interests, conclusions)				
Materials (presentation, brochure, poster, video, etc.)				
Attachments (agenda, photos, pictures, etc.)				

Table A3: List of dissemination activities							
Type of activity (website, social networks, brochure, poster, video, presentation, etc.)	Link (if applicable)	Objective	Date	RE ⁴ Partner contribution (Brief description)	Target audience, size (scientific community, industry, civil society, policy makers / authorities, media, etc.)	RE ⁴ Responsible Partner	Status (Performed/Planned)

Figure 5. Templates for dissemination activities tracking

5.6 Time frame for implementation

Different communication and dissemination levels will be targeted as presented in the following schema. Efforts will be made at the EU level, as well as at the member state level and also internationally, especially for the two countries where demonstrators are located: UK and Spain. Demonstration of the RE⁴ solutions will take place in two specifically constructed mock-ups (residential or non-residential demo buildings) in two different climatic regions. Demonstration of refurbishment solutions will either be realized in a suitable existing building and/or in the demo site available at STRESS. Strategy for disassembly and reuse materials and structures from dismantled buildings will be either demonstrated in a suitable existing building (if available) and/or in the Acciona demo park. Demonstration of the high replication potential of the developed solutions outside EU will be achieved through the construction of a further demo building in Taiwan.

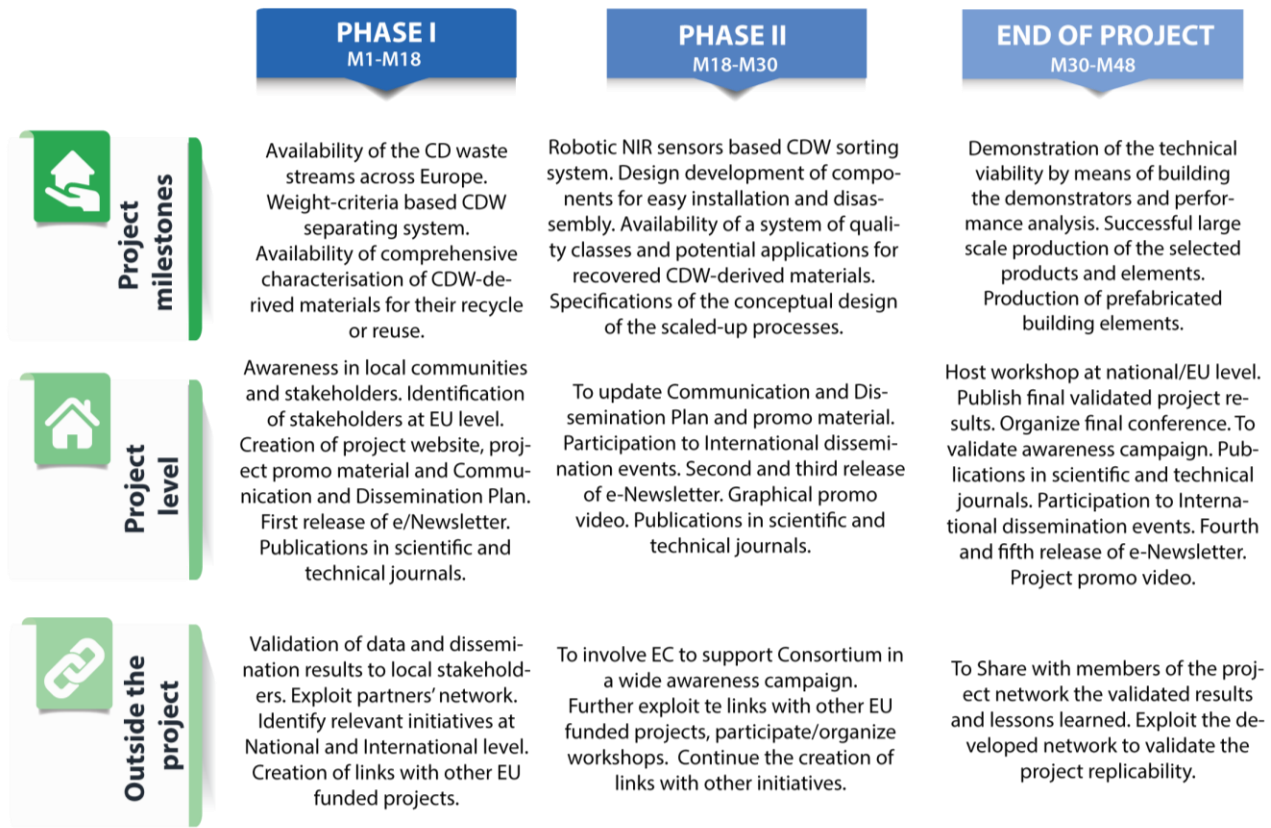


Figure 6. Time frame of RE⁴ dissemination and communication for implementation

5.7 Evaluation

Like all other elements of a project, dissemination activities are targeted and can be more or less successful. To find out if the dissemination strategy was well chosen and well implemented, it is important to build an evaluation component into all major dissemination activities to monitor the quality and to see if they have achieved their aims. Some key performance indicators have been defined as the table below shows. Statistics will be analysed every 6 months and evaluated at the end of the Project.

Table 1. KPI for RE⁴ dissemination success

Channel	Creation	Description	Content	Success indicator (end of Project)
Project website	M3	Public area providing all relevant project information for the public (project objectives, partnership and public deliverables, publications, press release, news and events, promo material, social network profiles links, newsletter subscription), private part used as	General project information	> 20 000 views in total > 4 website content update

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		a collaborative working space for the Project.		
Promo material	M6	Project brochure, flyer (infographics), roll-up poster, project presentation, updated based on the project development.	General project information	> 500 downloads in total > 3 000 printing
Social media campaign	M3	LinkedIn, Facebook, Twitter, Google+, YouTube	General project information	> 500 followers in total
Promo video	M36	When the system is developed interview with key partners will take place in order to create project promo video. Graphical video will be created in early stage of project.	General project information	> 200 views
e-Newsletter	M12	An e-mail newsletter will be created and distributed at six-month (6 e-newsletters per project duration) intervals to identified stakeholders and subscribers.	General project information	> 300 subscribers+downloads
Publication	M3	Consortium partners will publish (according to the IPR protection strategy) the results in the scientific literature, dedicated journals and magazines in the field of energy efficient buildings, construction, retrofitting international level. Open Access to peer-reviewed scientific publications will be provided.	Publishable project results	> 10 scientific papers submitted > 10 articles in magazines published
Events organization	M30	Workshops with other European Technology Platforms and Associations meetings will be held. At the end of the project the final conference will be organized.	General project information Publishable project results	> 1 policy workshop > 1 final conference > 70 participants
Events participation	M3	Project presentation in a number of national and international conferences, fairs, seminars, workshops, etc.	General project information Publishable project results	> 5 conferences > 5 fairs > 2 workshops
Clustering activities	M3	Clustering activities with other European related projects and the related European and National Technology Platforms, associations (ECTP, ECCREDI, FIEC).	Publishable project results	> 2 cluster events participation > 1 cluster event organization
Thematic	M3	Liaison and promotion of the Project on relevant thematic portals (BuildUp) and other	General project	> 10 press releases on

portals		relevant news and community portals.	information Publishable project results	portals > 2 000 views
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6. PROJECT IDENTITY AND PUBLIC IMAGE

Visual and graphic point of view allows an easier identification for the public as well as an easier visibility to obtain a branding for the RE⁴ project during the dissemination activities as shown in the following section.

6.1 Project logo

RE⁴ logo was created by FENIX at the beginning of the project in order to define a project identity, so clearly to identify any kind of internal or public document. Project logo can be used in the following cases:

- in all documents developed under the framework of the RE⁴ project; in documents to be submitted to the EC (e.g. deliverables)
- in PowerPoint presentations to be used for communication and dissemination activities to be carried out by each participant under the framework of the project; in all promo material
- in RE⁴ website, and in websites of the Participants with a link to the project website

Logo manual has been developed in order to help partners correctly use the logo. RE⁴ logo is minimalistic and represents reuse/recyclability, both in graphic and the color form. Full colour logo is used for the documents that require all spectrum of colours (printed material, web, Microsoft Office tools, etc.), black and white logo is for the documents that only use black and white spectrum (faxes, black and white printers, etc.). The green color used in logo is defined by RGB: 57/181/74, or HEX: #39B54A, or CMYK: 0.6851/0/0.5912/0.2902.

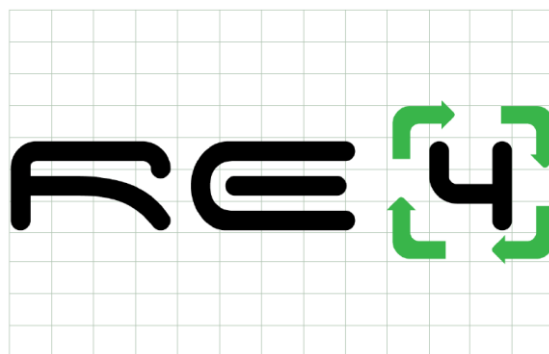
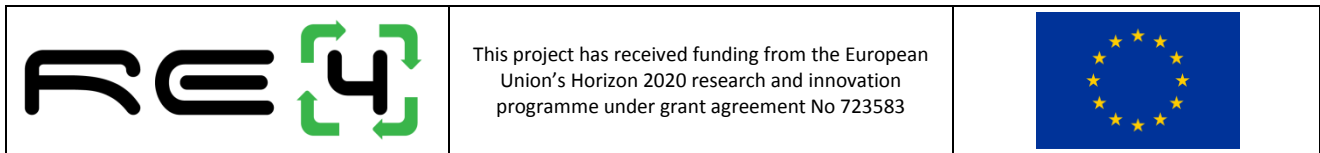


Figure 7 RE⁴ logo

RE⁴ logo must be positioned in its own clear space away from design elements such as text and images. This will allow maximum stand out of the logo. The clear zone for each signature is



calculated by using the interior of the number 4. Keeping always a clear space, RE⁴ logo should be used at the same height than the rest of the logos.



Figure 8. RE⁴ logo clear zone and relation to other logos

Partners' logos are also included according to the dissemination activity such as events, presentations, publications, brochures, posters and the website. The importance for the dissemination during the project is for raising significance within the market and attention about the RE⁴ project, especially when the project is completed.



Figure 9. RE⁴ partners' logos

As stated in RE⁴ Grant Agreement and article 27.3 Information on EU funding applications for protection of results (including patent applications) filed by or on behalf of a beneficiary must - unless the Commission requests or agrees otherwise or unless it is impossible - include the following:

“The project leading to this application has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 723583”.



Figure 10. EU logo



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6.2 Project promo material

In January 2017, because the promo material was not yet designed (due to M6), CETMA prepared temporary project flyer and roll up poster in order to be able to present RE⁴ project during events at the very early stage of the project (Brimee conference, BAU17). ACR+ designed promo material at M6 to support partners in dissemination events and raise awareness about the project. Specifically one page project flyer (in the way of infographics in order to simplify graphics done by ROS to reach wider audience), brochure, roll up poster and project presentation. The one page flyer took the form of an infographic that will act as a recurring visual element through the lifetime of the project.



Figure 11. RE⁴ project temporary flyer (January 2017 events – BAU and Brimee conference)

follow us! www.re4.eu

REuse and REcycling of CDW materials and structures in energy efficient pREfabricated elements for building REfurbishment and construction

CONSTRUCTION & DEMOLITION WASTE

the goal of the Project

- The overarching purpose is to develop a RE4-prefabricated energy-efficient building concept that can be easily assembled and disassembled for future reuse, containing up to 65% in weight of recycled materials from CDW. The reusable structures will range from 15-20% for existing buildings to 80-90% for the RE4-prefabricated building concept.

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WASTE REUSE IMPACT

Consortium

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Figure 12. RE⁴ project temporary roll up poster (January 2017 event – Brimee conference)



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REUSABLE MATERIALS

- ROOF TILES
- TRUNKER BRAGGS
- BRICK WORK
- SOIL

CONSTRUCTION & DEMOLITION WASTE

- WASTE WOOD
- BRICKS & PLASTER
- PLASTER
- CONCRETE

RE⁴ SORTING SYSTEM

Up to 15-20% of elements reusing the existing building

Up to 80-90% of reusable structures for RE⁴-prefabricated building concept

RE⁴ SORTING SYSTEM

- CLAY / SILT
- WOOD
- TRUNKER
- BRICKS & TILES
- CRUSHED PLASTICS
- AGGREGATES

PREPARATION OF ELEMENTS FOR BUILDING REPAIRS/MATERIALS & CONSTRUCTION

Up to 80-90% of reusable structures for RE⁴-prefabricated building concept

- WOODEN ROOF SLABS
- SKELTON
- ROOF FLOOR EXTENSION
- FRACIDE PANELS
- ROOF SLABS
- CEILING SLABS
- INTERNAL PARTITIONING
- FOUNDATION

Partners

REuse and REcycling of CDW materials and structures in energy efficient pREfabricated elements for building REfurbishment and construction

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PROJECT DESCRIPTION

The RE⁴ project aims to radically modify the construction process and off-site production by promoting new technological solutions for the design and development of structural and non-structural pre-fabricated elements with:

- a high degree of recycled materials from construction and demolition waste (CDW) and,
- reused structures from the partial or total demolition of buildings.

The scope of the project is to develop an innovative concept of pre-fabricated energy-efficient building that can be easily assembled and dissembled for future reuse, containing up to 65% in weight of recycled materials from CDW and reusable structures.

Demonstration

A demonstration of the RE⁴ solutions will take place in two specifically constructed mock-ups (residential or non-residential demo buildings) in two different climatic regions (UK and Spain). A strategy for the disassembly of reused materials and structures from dismantled buildings will be either demonstrated in a suitable existing building (if available) and/or in the Acciona demo park. A demonstration of the high replication potential of the developed solutions outside EU will be achieved through the construction of a further demo building in Taiwan.

In Europe around 750 million tonnes of CDW generated per year

CDW recovery is below 50%

Outputs

During the project lifetime several intermediate but self-standing industrial results will be achieved, such as:

- a number of pre-fabricated building components (including connections) based on the use of recycled materials and reused structures;
- an innovative RE⁴ CDW sorting system based on an automated robotics system equipped with advanced sensors;
- the definition of related production processes and equipment, in order to make the RE⁴ concept possible;
- a BIM-compatible tool (Building Information Modelling) for the management of types and quantities of generated CDW, in order to maximize their recycling and reuse.

Figure 13. RE⁴ project brochure



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RE4

REuse and REcycling of CDW materials and structures in energy efficient pREfabricated elements for building REfurbishment and construction

www.re4.eu
 @RE4_project info@re4.eu

RE⁴ aims to develop an innovative concept of pre-fabricated energy-efficient buildings that can be easily assembled and dissembled for future reuse















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Figure 14. RE⁴ project roll up poster

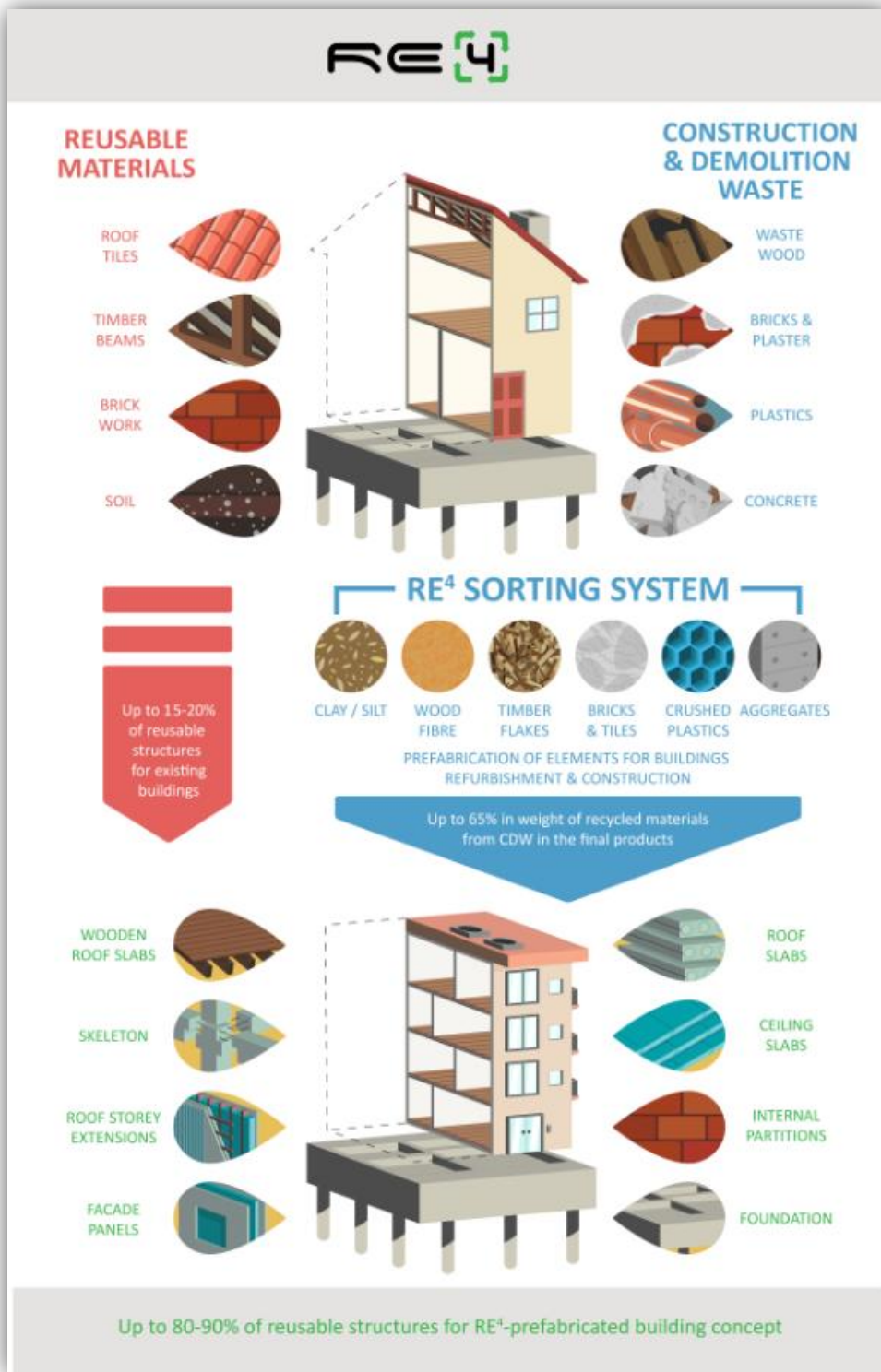


Figure 15. RE⁴ project flyer (infographics)



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Title
Subtitle

Name / institution

Date / Location

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 723583

Logo



REuse and REcycling of CDW materials and structures in energy efficient pREfabricated elements for building REfurbishment and construction



Please visit our website www.re4.eu
Twitter: @RE4_project - Email: info@re4.eu

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Figure 16. RE⁴ project presentation (template)



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6.3 Project website

The RE⁴ project website has been created by FENIX during the early project stage and launched under the www.re4.eu. Webhosting was bought in provider WEDOS, following programming languages were used: html, php, database MySQL, Java Script and reduction system based on the Open Force. Under the webhosting project info email “info@re4.eu” was created to be used for social network profiles creation – registration, newsletter campaign, etc.

The website has been designed to quickly address the key questions that external visitors to the website are expected to have:

- What is the project about?
- Who is participating in the project?
- What additional details are available?
- Who to contact for more information?

The site itself is split into two sections - private and public. The public section, which is accessible to everyone, contains:

- general information about the aim of the project,
- project partners' details,
- list of news and events,
- all public material that will be generated by the project,
- links to social network profiles, twitter feed online,
- newsletter subscription,
- contact information,
- gallery.

The private section is available to FENIX (as an administrator) and also to the project partners. The private section can be accessed via log-in credentials. This restricted section contains:

- information about meetings,
- deliverables and management reports,
- administrative documents and forms,
- planned publications,
- work packages,
- templates and promo material,
- other documents.

The RE⁴ website is planned to be used as internal communication tool by the project partners and to provide information about the project to the wider public. Website cookies policy and google analytics tracking were also implemented. Short term improvements to the website are mainly: update of the website content based on project progress annually (and on demand when it is necessary), short video clip introducing RE⁴ project displayed on the Home page (planned for M24), translation into partners' languages to overcome language barrier. More information about the project website is in D8.1 Website creation.



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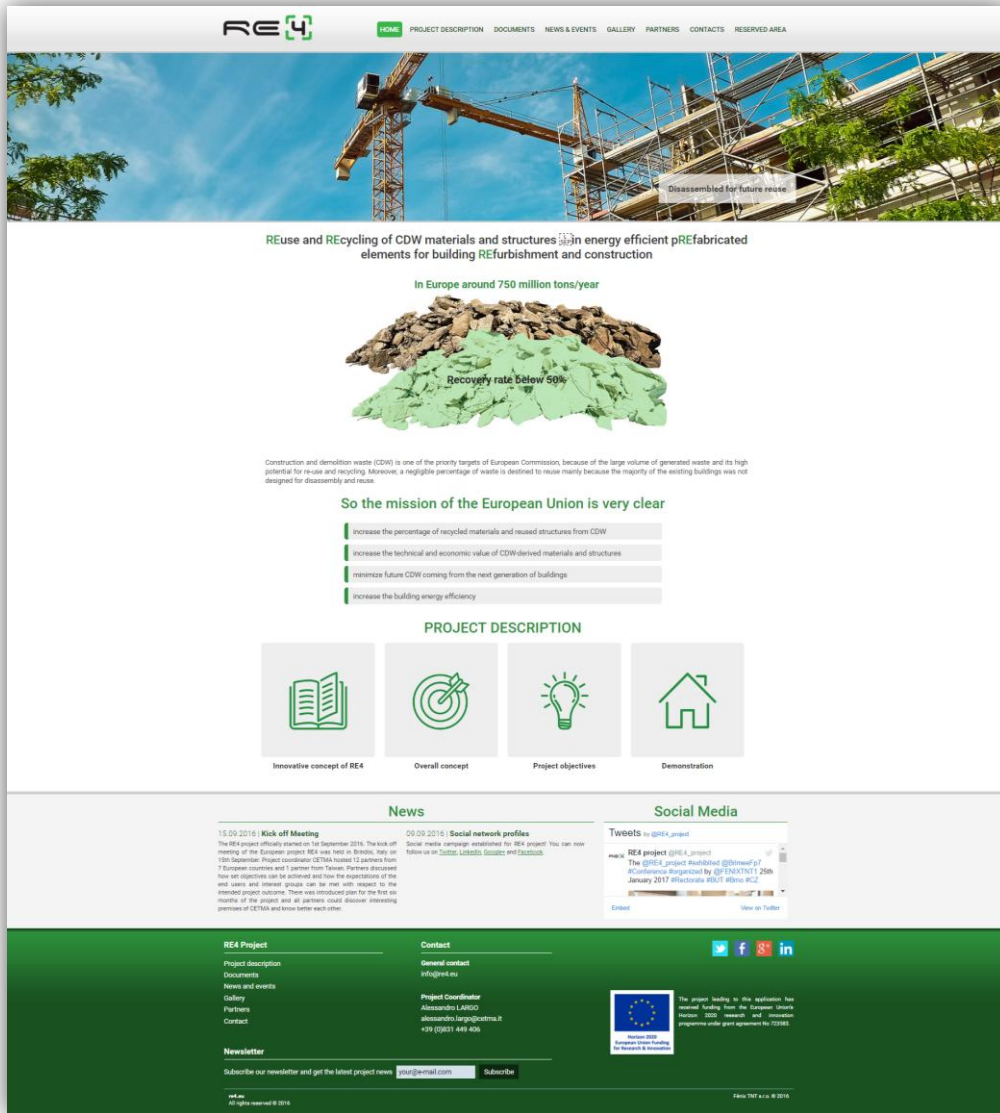


Figure 17. RE⁴ project website

Short motto/tag lines were identified to be used on project website, banners and promo material with the goal of persuading members of the public and defined target group.

- “Reuse and Recycling of construction and demolition waste”*
- “Innovative prefabricated elements with high degree of recycled materials”*
- “Minimize environmental impacts in construction industry”*
- “Develop a RE⁴-prefabricated energy-efficient building concept”*
- “Disassembled for future reuse”*
- “Reuse structures from demolished buildings”*
- “Future for CDW”*

"CDW reformation"
RE⁴ "Makes CDW useful/helpful/efficient"
"Building from waste isn't a waste".

7. VIDEOS

One of the key method for the effective product dissemination was agreed to be the creation and publication of a project promo video designed by FENIX with in-house production. The assignment was justified by the long-time experience of FENIX in the marketing and advertising field, with specific focus on penetration campaign planning. Two promo videos are planned – one graphical with music showing general introduction about the project (M12) and complex one (towards the end of the project) with interviews, graphics, music and voice over. The main aim of the videos will be introducing the RE⁴ project to scientific and public audience (project introduction, main objectives, innovation, design, demo versions, advantages, use, and contact info). The video presentation is meant to follow the successive introduction to the strategies regarding the “WWW campaigns”: social media promotions, workshops, web advertising in general. The videos will be then implemented into RE⁴ project website, uploaded on YouTube channel and shared on social profiles, portals, among partners, etc.

Short video from the RE⁴ kick off meeting was created by CETMA and uploaded into YouTube channel (https://www.youtube.com/watch?v=cU0_94cHf8Y) as well as shared with partners and on social network profiles.

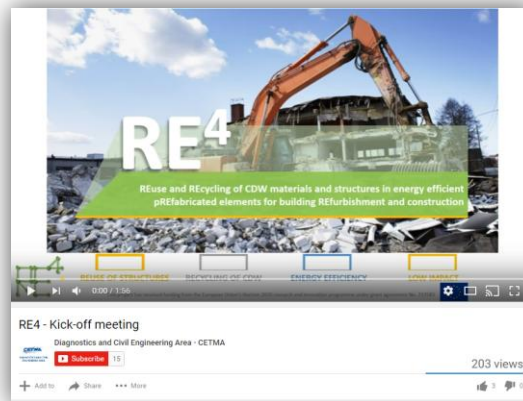


Figure 18. RE⁴ kick off meeting video

8. SOCIAL NETWORK PROFILES

In order to raise a public awareness about RE⁴ project, social network profiles were created at the same time as project website – LinkedIn, Google+, Twitter and Facebook, and links were added into RE⁴ project website. FENIX as creator of the profiles is maintaining the updates and posts on weekly basis based on the partners' contribution (photos from dissemination activities – fairs, conferences, workshops, etc.) or with the info related to project topic.



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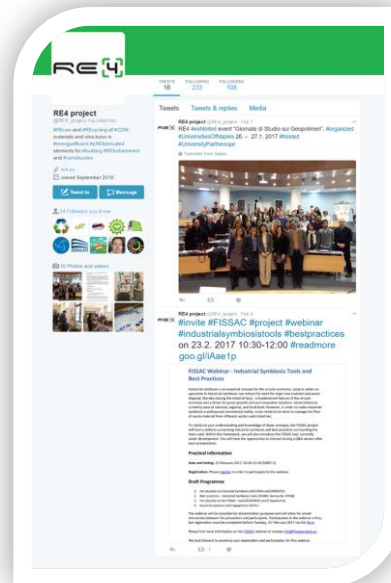
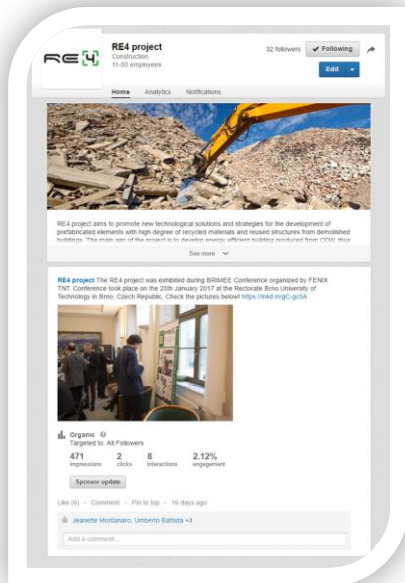


Figure 19. RE⁴ LinkedIn profile (left) and Twitter profile (right)



Figure 20. RE⁴ Facebook profile (left) and Google+ profile (right)

9. E-NEWSLETTER

E-newsletter in the way of infographics will be designed by FENIX with technical contribution of project partners, the first release is planned at M12 and then every 6 month. Each partner will share the newsletter among their contacts, newsletter will be also actively sent to identified database of stakeholders, subscribers and also published on social network profiles, project website.



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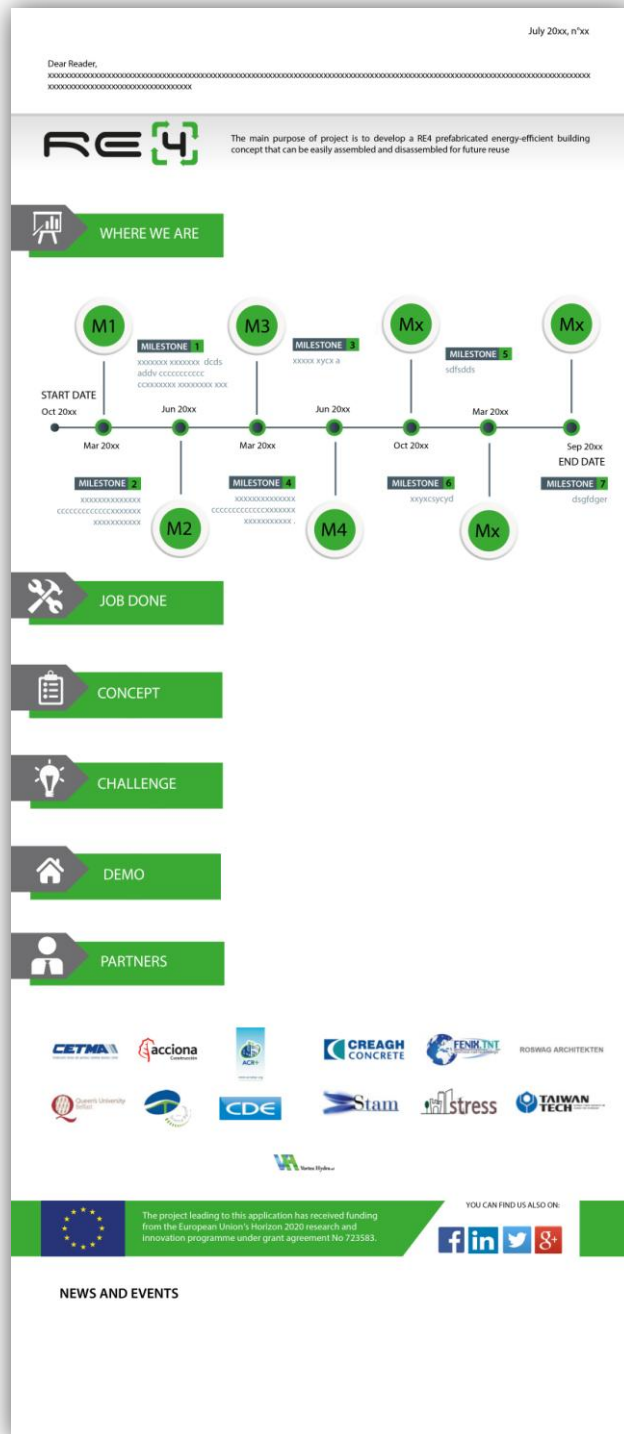


Figure 21. RE⁴ project e-newsletter design (infographics)

10. PRESS RELEASE

Minimum two press releases per year will be published by project partners. Press releases already performed are shown below.

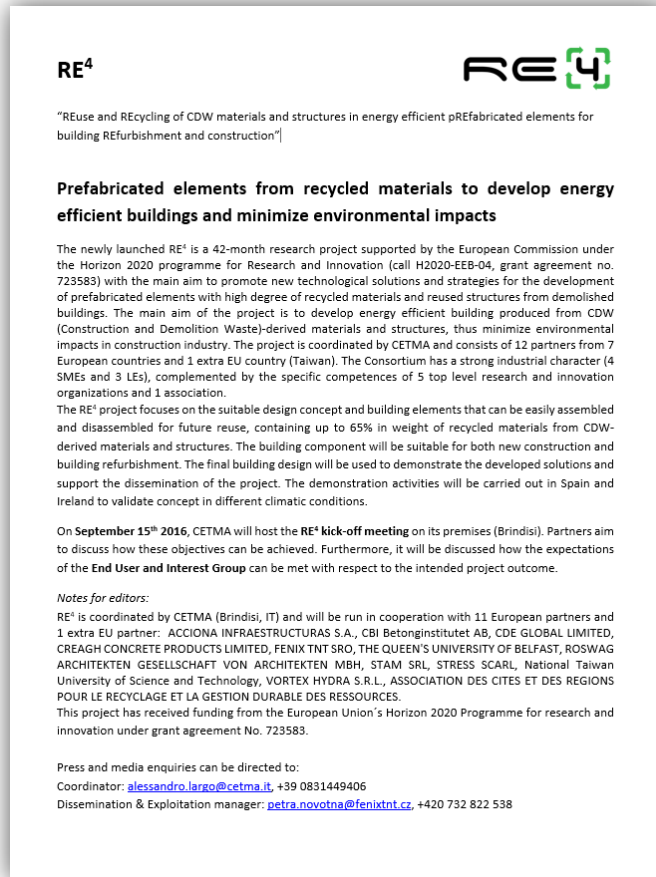


Figure 22. RE⁴ project press release



Figure 23. RE⁴ kick off meeting press release



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11. DATABASE OF EVENTS

Database of worldwide conferences/fairs/workshops related to construction was created by FENIX for the dissemination purpose of FP7 and H2020 projects, the list is updated on yearly basis and shared with project partners for decision which events RE⁴ project participates.

12. PUBLIC WORKSHOPS ORGANIZATION

Two public workshops will be organized towards the end of the project involving representative cities, industries and EU officials. The workshops will be held close to the demo sites - mock-ups at Acciona's Demo-Park in Spain and at CREAGH's facilities in Northern Ireland.

13. PROJECT TECHNICAL PUBLICATION

FENIX, with support of technical partners, will develop a project e-publication (M24), which will collect results of the RE⁴ project giving comprehensive evidence of the advantages of the developed products and processes. Partners are going to publish three articles about the RE⁴ project per year. The following journals are targeted: Energy & Building; Building & Environment, Economia, Concrete, Aggregates Business, Quarry and Construction, Quarry Management, Journal of Construction Engineering and Management, CIWM Journal, Green Building, Green Home, Deutsches Architektenblatt VBI: Beratender Ingenieur, Detail, Detail Green, Deutsche Bauzeitung, Baumeister, DBZ Deutsche Bauzeitschrift, db Deutsche Bauzeitung, Häuser, etc.

Other publications are planned in the thematic portals (e.g. BuildUp), Projects magazine, Horizon 2020 Projects, Horizon - The EU Research and Innovation magazine, using information multipliers (e.g. Cordis, Alpha Galileo).

14. SCIENTIFIC PUBLICATION

Project partners will publish the results in the scientific literature, dedicated journals and magazines. Three articles per year are planned. The following journals are targeted: International Journal of Advanced Science and Technology, International Journal of Waste Resources, International Journal of Emerging Technology and Advanced Engineering, Construction and building materials, Industrial ecology, etc.

15. PROJECT MEDIA PRESENTATIONS

The project is planned to be presented on generalist/specialized media as national press, magazines, radio, TV, etc. Some presentation already performed are shown below.



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Figure 24. RE⁴ Kick off meeting publication in Italian newspaper “La Gazzetta del Mezzogiorno” (CETMA)



Figure 25. RE⁴ project publication in Italian newspaper La Repubblica (CETMA)



Figure 26. RE⁴ project publication in Italian newspaper Quotidiano di Puglia (CETMA)



Figure 27. RE⁴ project article in CBI nytt (CBI)

16. PRESENTATION AT CONFERENCES/CONGRESSES

Conference presentations will be addressed to scientific interest groups and policy makers. The following conferences are in the focus of the consortium: International Conference on Construction and Building Materials, World Congress on Materials Science and Engineering, European Nearly Zero Energy Buildings Conference, CIB International conference on Smart and Sustainable Built Environments, International Symposium on LCA and Construction, GreenBuild, World Energy Engineering Conference, etc.

17. PRESENTATION AT FAIRS/EXHIBITIONS

To improve the interaction between industry and society and to find potential clients the following fairs are of special interest: Interbau, International Trade Fair for Building, Renovation and Energy Savings Expo, Made Expo, Exporecicla, Ecobuilding, Home, The UK Concrete Show, Ready Mixed Concrete, Cement, Aggregate, Construction Technologies and Equipment Fair, etc. Already performed events, where RE⁴ project was presented, are shown below.



Figure 28. RE⁴ Project presented during BAU17 in Munich, Germany (FENIX)



Figure 29. RE⁴ Project presented during the event "Giornate di Studio sui Geopolimeri", organized by the Universities of Naples, Italy (CETMA)



Figure 30. RE⁴ Project presented during Stam Annual workshop, Genova, Italy (STAM)

18. LAISON WITH EUROPEAN COMMUNITIES

Project partners are going to get in contact with relevant European communities involving potentially interested stakeholders, including the European technology platforms and Public Private Partnership as ECTP, the E2B initiative, the BuildUP initiative, etc.

19. CLUSTERING ACTIVITIES

Project partners will seek collaboration also with other H2020 projects that could complement activities and provide synergies enhancing dissemination. As first activity, RE⁴ Project was presented with brochures and roll up poster during the final conference of the project BRIMEE in January in Czech Republic (“COST-EFFECTIVE AND SUSTAINABLE BIO-RENEWABLE INDOOR MATERIALS WITH HIGH POTENTIAL FOR CUSTOMISATION AND CREATIVE DESIGN IN ENERGY EFFICIENT BUILDINGS”).



Figure 31. RE⁴ Project presented during BRIMEE conference in Brno, Czech Republic (FENIX)



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20. COMMUNICATION AND DISSEMINATION PLAN

A Communication and Dissemination Plan was created to define dissemination opportunities in order to reach the widest communication and dissemination of the project results. At the very beginning of the project it is not easy for partners to identify all the events they are going to attend, thus the list is quite limited now. But the plan will be updated every 6 months by all partners with events already performed as well as those planned. The following tables present in brief the Communication and Dissemination actions presently foreseen/carried out by RE⁴ partners.



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Table 2. List of scientific and popularized publications by RE⁴ partners

Table A1: List of scientific and popularized publications													
Publication title (website if applicable)	Publication type (paper, article, chapter, thesis)	DOI	ISSN or eSSN number	Authors names	Periodical name/ Publisher or equivalent	Number, Date of journal	Place of publication	Relevant pages	Public & private participation YES/NO	Peer/ review YES/NO	Open access YES/NO	Respon- sible Partner	Status
Bygg- och rivningsavfall som råvara för energieffektiva byggelement	Article about project in journal http://www.re4.eu/documents/publications/popularized-publications	N/A	N/A	I.Brander, U.Mueller, K. Malaga	CBI nytt	Feb 2016	Sweeden	6	YES	NO	YES	CBI	Performed
Dalla demolizione degli edifici materiali riciclati per realizzare elementi prefabbricati (newspaper “La Gazzetta del Mezzogiorno”)	Article about Kick off meeting in newspaper http://www.re4.eu/documents/publications/popularized-publications	N/A	N/A	N/A	La Gazzetta del Mezzogiorno	9 Sep 2016	Italy	VII	YES	NO	YES	CETMA	Performed
Al Cetma si guarda al futuro (newspaper “La Gazzetta del Mezzogiorno”)	Article about Kick off meeting in newspaper - popularized publication http://www.re4.eu/documents/publications/popularized-publications	N/A	N/A	N/A	La Gazzetta del Mezzogiorno	14 Sep 2016	Italy	IV	YES	NO	YES	CETMA	Performed
Edilizia e materiali riciclabili (newspaper “Quotidiano di Puglia”)	Article about Kick off meeting in newspaper - popularized publication http://www.re4.eu/documents/publications/popularized-publications	N/A	N/A	N/A	Quotidiano di Puglia	14 Sep 2016	Italy	25	YES	NO	YES	CETMA	Performed
Il mezzogiorno virtuoso che chiuda la ricerca nel riciclo dei materiali (newspaper “La Repubblica”)	Article about project in newspaper - popularized publication http://www.re4.eu/documents/publications/popularized-publications	N/A	N/A	N/A	La Repubblica	Nov 2016	Italy	N/A	YES	NO	YES	CETMA	Performed
Projects magazine	Article about project in journal http://www.projects magazine.eu.com/	N/A	N/A	N/A	Insight Publishers	Till Dec 2018	Internet	N/A	YES	NO	YES	FENIX	Planned

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Table 3. List of dissemination events by RE⁴ partners

Table A2a: List of dissemination events								
Type of event (conference, fair, seminar, workshop, exhibition, etc.)	Event title	Objective	Date	Place	Partner contribution (presentation, poster, brochure, stand, etc.)	Countries addressed (national/international)	Responsible Partner	Status
Fair	IBF – International Building Fair http://www.bvv.cz/en/building-fairs-brno/	Building fair, exhibition of new trends and innovation in construction sector.	26-29 Apr 2017	Brno, Czech Republic	Poster, brochure, stand	International	FENIX	Planned
Symposium	Fachtagung Abbruch http://www.fachtagung-abbruch.de	Europe's largest Conference in the demolition sector	11–12 Mar 2017	Berlin, Germany	Brochure	International	ROSWAG	Planned
Conference	Sustainable Places 2017 http://sustainable-places.eu/sp2017/	5th iteration, the SP'17 call for proposals is looking for the most innovative, impactful, and market-feasible submissions within the solution framework of emerging smart buildings and cities.	28-30 Jun 2017	Middlesbrough, UK	Poster, brochure	International	STAM	Planned
Conference	CBI information day 2017 http://www.cbi.se/viewNavMenu.do?menuID=271	Theme for 2017: "Concrete and rock material for a safe and sustainable society".	15 Mar 2017	World Trade Center, Stockholm, Sweden	Speech	National	CBI	Planned
Seminar	BRIMEE seminar, theme: "Circular Economy"	To present RE ⁴ project to architects, clustering activities with projects dealing with topic circular economy	17 May 2017	Warsaw, Poland	Speech, poster, brochure	National	FENIX	Planned
Workshop	International workshop "Engaging with Stakeholders" https://bibm.cpi-worldwide.com/en/veep-workshop	International Workshop organized by VECP project in the framework of the BIBM Congress	17-19 May 2017	Madrid, Spain	Brochure	International	ACCIONA	Planned



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Conference	BRIMEE conference https://www.eventbrite.co.uk/e/brimee-conference-at-brno-demo-building-tickets-30085397233 http://www.brimee.eu/next-events	Clustering activity with other EU funded project with topic reuse of waste material.	25 Jan 2017	Brno, Czech Republic	Poster, brochure	International	FENIX	Performed
Fair	BAU17 http://bau-muenchen.com/	The Leading Trade Fair for Architecture, Materials and Systems. It sets standards and is the industry's most important gathering.	16-21 Jan 2017	Munich, Germany	Poster	International	FENIX	Performed
Workshop	Stam Annual workshop	Introduction of RE ⁴ project.	16 Dec 2016	Villa del Principe, Genova	Presentation	National	STAM	Performed
Seminar	Giornate di Studio sui Geopolimeri organized by the Universities of Naples	Introduction of RE ⁴ project.	26-27 Jan 2017	Napoli, Italy	Presentation	National	CETMA	Performed



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Table 4. List of dissemination activities by RE⁴ partners

Table A3: List of dissemination activities

Type of activity (website, social networks, brochure, poster, video, presentation, etc.)	Link (if applicable)	Objective	Date	Partner contribution (Brief description)	Target audience, size (scientific community, industry, civil society, policy makers / authorities, media, etc.)	Responsible Partner	Status (Performed/Planned)
Build up portal	http://www.buildup.eu/en	Increase the visibility of RE ⁴	Jan/Feb 2016	Info about the RE ⁴ project on BuildUp Portal (The European Portal For Energy Efficiency In Buildings).	All	FENIX	Planned
Website	http://www.acciona-construccion.com/innovation/	Increase the visibility of RE ⁴	TBD	Info about the RE ⁴ project on the ACCIONA Construcción website.	All	ACC	Planned
e-Newsletter	http://www.re4.eu/documents/promo-material/newsletters	Increase the visibility of RE ⁴	Sep 2017	First release of RE ⁴ newsletter, which aims to give an introduction about the research and innovation of the RE ⁴ project.	All	FENIX	Planned
RE ⁴ logo	http://www.re4.eu/documents/promo-material/logos	To define common visual identity for RE ⁴	Sep 2016	Design of project logo	All	FENIX	Performed
Logo manual	http://www.re4.eu/documents/promo-material/logos	Guidelines for using project logo	Sep 2016	Creation of logo manual	All	FENIX	Performed
Promo material	http://www.re4.eu/documents/promo-material	Supporting RE ⁴ partners during dissemination events.	Feb 2016	Creation and design RE ⁴ project presentation, roll up poster, brochure, flyer	All	ACR+	Performed
Project website	www.re4.eu	Increase the visibility of RE ⁴	Nov 2016	Creation and design of the project website, updates and modification	All	FENIX	Performed
Social media campaign	Social network profiles (Google+, LinkedIn, Twitter, Facebook) https://plus.google.com/113966549415336225055 https://www.linkedin.com/company/15155876 Twitter: @RE4_project https://www.facebook.com/RE4-project-1651042001852749/	Increase the visibility of RE ⁴ and availability for wider audience.	Sep 2016	Creation and administration of social profiles (Google+, LinkedIn, Facebook, Twitter).	All	FENIX	Performed
Poster for kick-off meeting	http://www.re4.eu/documents/promo-material/posters	Promotional activity for the project kick-off meeting	15 Sep 2016	Design of poster for project Kick off meeting.	All	CETMA	Performed

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One page presentation of RE ⁴ project	http://www.re4.eu/documents/promo-material/leaflets	Promotional activity for the project	14 Oct 2016	Graphics provided by ROS. Temporary flyer for use of project presentation in events before the promo material designed by ACR+.	All	CETMA, ROS, FENIX	Performed
Video of kick-off meeting	https://www.facebook.com/RE4-project-1651042001852749/	Promotional activity for the project kick-off meeting	15 Sep 2016	Short video from project Kick off meeting.	All	CETMA	Performed
News of RE ⁴ KoM in CETMA website and social media	http://www.cetma.it/leggi_news.aspx?id=89&utm_source=newsletter-materiali-novembre-2016&utm_medium=email&utm_campaign=newsletter-materiali-novembre-2016	Promotional activity for the project kick-off meeting	16 Sep 2016	Info about RE ⁴ project on partner's website.	All	CETMA	Performed
News of RE ⁴ KoM in CETMA' e-Newsletter	http://www.cetma.it/newsletter/novembre_2016.html	Promotional activity for the project kick-off meeting	Nov 2016	Info about RE ⁴ project on partner's e-Newsletter.	CETMA's clients and stakeholders	CETMA	Performed
Presentation during Northern Ireland Government workshop	http://www.slideshare.net/investni/horizon-2020-dominic-mclarnon	Increase the visibility of RE ⁴	6 Dec 2016	Info about RE ⁴ project – presentation, slide 11	All	QUB	Performed
Newsletter	N/A	ACR+ Update (bi-annual news about ACR+)	Dec 2016	Section about RE ⁴ , presenting the project	All	ACR+	Performed
Newsletter	N/A	ACR+ News line (weekly newsletter)	Sep 2016	Article on the Kick-Off meeting of RE ⁴	All	ACR+	Performed

21. PARTNERS' ROLES

The partners of the RE⁴ project are involved in the communication actions at national and international level by managing the communication in their specific sector. The following table provides a description of the roles of each partner in the communication and dissemination on the basis of the defined strategy.

Table 5. Partners roles and responsibilities in RE⁴ dissemination

#	Short name	Partner name	Roles and responsibilities
1	CETMA	CENTRO DI RICERCHE EUROPEO DI TECNOLOGIE DESIGN E MATERIALI	Project coordinator - liaison with other H2020 projects, project promotion at national and international level, technical publications in journals, providing feedback on dissemination and communication activities, support project networking.
2	ACCIONA	ACCIONA INFRAESTRUCTURAS S.A.	Leader of the demonstration activities - providing inputs for promo material and web about demo progress, project promotion at national and international level, scientific/technical publications in journals and conferences, fairs, exhibition, conferences participation, support project networking.
3	CBI	CBI Betonginstitutet AB	Scientific leader - project promotion at national and international level, scientific/technical publications in journals and conferences, fairs, exhibition, conferences participation.
4	CDE	CDE GLOBAL LIMITED	Developing an innovative separating system for CDW - project promotion at national and international level, technical publications in journals, fairs and exhibition participation.
5	CREAGH	CREAGH CONCRETE PRODUCTS LIMITED	Production of RE ⁴ prefabricated component and their assembly into demo building - project promotion at national and international level, technical publications in journals, fairs and exhibition participation.
6	FENIX	FENIX TNT SRO	Dissemination and exploitation leader - supporting partners, Communication and Dissemination Plan creation and update, creation and maintenance of the project website, data management leader, project promotion at national and international level, events organization, video creation, e-newsletter, social media campaign, fairs, exhibition, conferences participation.
7	QUB	THE QUEEN'S UNIVERSITY OF BELFAST	Technical characterization of recycled material for structural and non-structural elements, certification strategies - support dissemination at academic, national and international level, scientific/technical publications in journals and conferences, participate in conferences and symposia.
8	ROS	ROSWAG ARCHITEKTEN GESELLSCHAFT VON	Design of innovative concept for modular/easy installation and disassembly of eco-friendly prefabricated elements - project

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		ARCHITEKTEN MBH	promotion at national and international level, participation events related to construction, support project networking.
10	STRESS	SVILUPPO TECNOLOGIE E RICERCA PER L'EDILIZIA SISMICAMENTE SICURA ED ECOSOSTENIBILE SCARL	Life-cycle and HSE analysis and certification /standardization strategy definition, scaled-up processes - project promotion at national and international level, fairs, exhibition, conferences participation, involving Standardization bodies in dissemination activities.
11	NTUST	National Taiwan University of Science and Technology	Demonstration of RE ⁴ technologies outside EU - project promotion outside Europe.
12	VORTEX	VORTEX HYDRA S.R.L.	Extruded products obtained using CDW materials, to supply a demo line to the consortium capable to produce extruded products using the CDW material - project promotion at national and international level, fairs, exhibition participation, technical publications in journals.
13	ACR+	ASSOCIATION DES CITES ET DES REGIONS POUR LE RECYCLAGE ET LA GESTION DURABLE DES RESSOURCES	Assessment of economic instruments of CDW management for European representative countries – promo material design (roll up, brochure, one page flyer, project presentation), project promotion at national and international level, fairs, exhibition participation, technical publications in journals.
14	STAM	STAM SRL	Study of innovative sorting solutions for the recycling of CDW, innovative strategies and processes for sorting CDW based on advanced robotic system - project promotion at national and international level, fairs, exhibition, conferences participation, technical publications in journals.

22. CONCLUSION

This report describes the first release of the RE⁴ Communication and Dissemination Plan and strategy, the definition of the target groups, dissemination channels, partners' roles and responsibilities, and the dissemination and communication actions already identified, performed and planned. Dissemination activities are going to be undertaken at national, EU level and also outside (Taiwan - NTUST partner) by all RE⁴ partners from the beginning of the project to its very end. The activities will be tracked and the plan will be updated every year. In the first 6 months partners already performed:

- one article publication in technical journal
- four articles publication in national newspapers
- project presentation at one cluster event, two workshops and one seminar
- one international fair active participation
- project logo and logo manual creation
- design of the templates for internal communication, presentation and reports
- social media creation and weekly maintenance
- promo material design (brochure, roll up poster, one page flyer and project presentation)
- short video from the Kick off meeting
- two press releases
- sharing info about project on partners' website, in newsletter.

23. REFERENCES

[1] N/A

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