



Project Acronym: PLAMINPACK

Project title: PLAnt-based antiMICrobial aNd circular PACKaging for plant product



Deliverable D6.3a: Plan for the Dissemination, Exploitation, Communication and Outreach (DECO)

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EXECUTIVE SUMMARY

This deliverable outlines the strategy and plans for the dissemination, exploitation, communication, and outreach (DECO) activities of the PLAMINPACK project. It begins by defining the objectives of the dissemination, communication, and exploitation plan. Subsequently, it assesses the stakeholders and target groups, which include industry professionals and farmers, policymakers, students, the general public, and civil society actors.

In consideration of these diverse groups, the document also delineates the communication and dissemination channels to be employed. Key Performance Indicators (KPIs) for the DECO activities are established to facilitate monitoring, analysis, and necessary adjustments. Additionally, a preliminary exploitation plan is drafted, taking into account market readiness and industry engagement.

The deliverable also addresses the management and protection of Intellectual Property (IP). Furthermore, it analyzes measures to ensure long-term impact and sustainability.

1. INTRODUCTION

The purpose of this document is to serve as a plan for the communication and dissemination activities of the PLAMINPACK project. It will outline the strategic plan, general characteristics of PLAMINPACK communication, define key target audiences, communication measures and channels, and the approach to engaging and interacting with the audiences of the Consortium. The Communication, Dissemination and Exploitation plan will contribute to keeping track of the dissemination activities organized at the level of the Consortium and all partners and provide insight into the outcomes and knowledge that will be gained through the project's lifetime. The plan will provide a detailed overview of communication activities that ensure effective and targeted dissemination. The communication and dissemination plan will be subject to changes and updates over the course of the project in order to adapt to the current needs and ever-changing trends in communication.

The plan will be revised and updated every year. The document will be a reference for all partners, to enhance their communication efforts and help them conduct dissemination activities. The communication and dissemination activities will be designed and conducted in an ongoing, co-creative and transparent process, including all PLAMINPACK members, and in dialogue with internal and external stakeholders. All PLAMINPACK communication and dissemination activities have been implemented with reference to practices, instructions and definitions established and promoted by Partnership for Research and Innovation in the Mediterranean Area (PRIMA).

2 OBJECTIVES OF the DISSEMINATION, COMMUNICATION AND EXPLOITATION PLAN

The overall objective of PLAMINPACK project is developing easy to up-scale biobased packaging materials and methodologies to produce nets, films, trays, coatings based on home-compostable and anti-microbial plant sources for reducing the loss of food, especially the most perishable one, thus replacing the fossil packaging versions currently present in supermarkets and shops.

PLAMINPACK is dedicated to developing biobased packaging materials, creating a new packaging concept and contributes to the growth of local businesses and job creation so that all actors along the value chains can gain from biomass valorisation, protecting biodiversity and the environment while securing food products and food systems.

The dissemination plan for the PLAMINPACK project outlines a systematic strategy to ensure the project's results, findings, and innovations are effectively shared with relevant stakeholders. Dissemination focuses on delivering detailed, targeted information to professional, academic, and industrial audiences, aiming to encourage the adoption, application, and further development of the project's outcomes. In contrast, communication emphasizes promoting the project's visibility and building awareness among broader audiences, including the general public, policymakers, and other stakeholders (industry, trade, farmers). By combining these approaches, the plan ensures that PLAMINPACK not only achieves wide reach but also engages stakeholders in meaningful and impactful ways, fostering a greater understanding of and support for its objectives.

The key objectives of this plan are:

- **Dissemination:** Sharing project results through targeted channels among defined audiences to encourage the adoption of PLAMINPACK solutions by key stakeholders.
- **Communication:** Building awareness and visibility of PLAMINPACK across diverse audiences, creating a recognizable and cohesive brand identity.
- **Exploitation:** Establishing pathways to integrate PLAMINPACK innovations into relevant sectors for long-term impact

3 Stakeholders and target groups

It is crucial to ensure that the direct beneficiaries of the project and the activities of the PLAMINPACK consortium are well-informed and engaged and that their awareness about PLAMINPACK is constantly increasing. Moreover, it is important to understand that some target groups are to be addressed in a different way.

Communication needs to reach the appropriate target audience, using the most adequate channels. It is imperative to properly identify the preferred communication channels for each targeted audience.

During the life of the project, the categories could be refined to better adjust to the changing communication needs.

3.1 target audience 1: industry and farmers

Goal:

The goal of engaging the industry target audience is to drive the adoption and integration of PLAMINPACK technologies by:

Empowering farmers regarding the exploitation of their own plant waste residue to obtain new products and incomes.

- **Enhancing industry practices:** Providing cutting-edge solutions for efficient bio-based packaging materials to replace fossil packaging versions currently present in supermarkets and shops and reduce the loss of food.
- **Encouraging technology adoption:** Demonstrating the practical benefits of PLAMINPACK innovations through case studies, prototypes, and pilot integrations tailored to industry needs.
- **Promoting collaboration:** Building partnerships for co-developing and scaling innovative packaging materials, with opportunities for shared IP and licensing agreements.
- **Supporting market competitiveness:** Equipping manufacturers and recyclers with tools to meet regulatory demands and achieve cost-effective compliance with environmental policies.
- **Advancing circular economy goals:** Aligning industry practices with EU circular economy initiatives by enabling high-quality biobased packaging.

By focusing on industry stakeholders, the PLAMINPACK project aims to establish its packaging technology as a standard in sustainable bio-packaging management.

Groups:

- Industry associations and trade organizations such as Plastics Europe, European Bioplastics, and national associations (for instance SPRING in Italy) representing stakeholders in bioplastics.
- Farmers and farmers associations and consortia: small and big entities interested in valorizing their plant waste residues
- SMEs and start-ups: Small to medium enterprises focused on waste-to-product innovations, bioplastics development.

Key messages:

- **Technological advantages:** Emphasize the PLAMINPACK project's innovative approaches to bioplastics waste management, such as novel collecting, sorting and recycling methods.
- **Commercial and environmental benefits:** Share evidence-based insights into how PLAMINPACK solutions can reduce costs, improve material durability, lower carbon footprints, and support compliance with relevant regulatory frameworks. These frameworks encompass both legislation (laws and directives governing the use and management of bioplastics) and standardization (guidelines and technical standards that ensure uniformity and compatibility across the bioplastics industry).
- **Industry collaboration opportunities:** Highlight opportunities for industry partnerships in prototyping, testing, and scaling new bioplastics recycling, sorting and collecting technologies, with the potential for joint IP ownership and licensing.
- **Market readiness and practical applications:** Showcase results, and case studies to demonstrate readiness for market integration and adoption.

Formats:

- **Annual industry workshops:** Host workshops for bioplastics manufacturers, recyclers, and to present project results discuss regulatory implications, and gather feedback.
- **Technical webinars and training sessions:** Provide in-depth webinars on project technologies, focusing on practical applications, industry challenges, and best practices.
- **Newsletters and case studies:** Develop bi-annual newsletters and publish case studies that showcase early-stage results, materials testing outcomes, and prototype demonstrations.
- **Participation in industry conferences:** Present at conferences like the European Bioplastics Conference and Plastics Recycling Show Europe, with specific PLAMINPACK sessions to promote project visibility and connect with potential industry partners.

3.2 target audience 2. policy makers

Goal:

The goal of engaging policymakers is to align PLAMINPACK innovations with regulatory frameworks and policies, specifically contributing to the objectives of the EU Green Deal, the Circular Economy Action Plan,

and bioplastics-related environmental policies. By providing evidence-based insights, PLAMINPACK aims to support the development of forward-thinking regulations that facilitate sustainable biobased packaging materials and its recycling.

Groups:

- European Commission – DG Environment and DG Research & Innovation: Key departments overseeing environmental policies, waste management, and research funding within the EU.
- National Ministries of Environment: Specific government bodies such as the German Federal Ministry for the Environment, the French Ministry of Ecological Transition, and similar agencies across member states.
- European Parliament’s Committee on Environment, Public Health and Food Safety (ENVI): Members of Parliament actively shaping EU-wide legislation on sustainability and recycling.
- Governments from the Mediterranean area, especially Environment Agency (EA): A key agency providing environmental data and reports.

Key messages:

- Direct support for policy goals: PLAMINPACK directly contributes to achieving EU Green Deal and Circular Economy Action Plan objectives by enabling sustainable, efficient bioplastics recycling systems.
- Addressing policy gaps: Highlight PLAMINPACK’s role in solving critical challenges in packaging industries.
- Scalable and actionable solutions: Demonstrate the readiness of PLAMINPACK technologies for industrial and regulatory implementation, supporting large-scale adoption and compliance.
- Economic and environmental benefits: Provide data-driven evidence of reduced carbon footprints, cost savings, and improved resource efficiency through PLAMINPACK innovations.

Format:

- Workshops for regulatory bodies: Host dedicated sessions with agencies like the EEA and ENVI to discuss how PLAMINPACK innovations can address regulatory challenges and inform bioplastics recycling standards.

3.3 target audience 3. students

Goal:

The goal of engaging the academic community is to disseminate PLAMINPACK’s cutting-edge research, encourage collaboration biobased packaging technologies, and inspire the next generation of scientists and engineers to contribute to sustainable innovation. This engagement aims to bridge PLAMINPACK’s findings with academic research, fostering interdisciplinary exploration and knowledge-sharing.

Groups:

- University researchers and faculty: Academics specializing in environmental science, materials engineering, waste management, and sustainable technology.
- Graduate and postgraduate students: Young researchers and future professionals in related fields seeking to contribute to innovative bioplastics solutions.
- Educational institutions such as universities (University of Ioannina (UOI), Università degli Studi della Basilicata (UNIBAS), Università di Pisa (UNIFI), University Cadi Ayyad of Marrakech (UCA), University of Sfax (SFAX), University of Albstadt-Sigmaringen (ASU), University of Hohenheim (UHOH)), with strong focus areas in biobased materials, sustainability and recycling.
- Research consortia and networks: Academic networks like EUREKA, COST Actions, and Horizon Europe-funded projects focusing on sustainability and circular economy initiatives. Biobased Industry Consortium, promotes the BISC-E European Challenge for graduating students, coordinated in Italy by the project coordinator Maria-Beatrice Coltelli. Italian students participating to the challenge will be informed about PLAMINPACK goals and biocircular strategy.

Key messages:

- Scientific innovation and environmental impact: Showcase PLAMINPACK's state-of-the-art methodologies and technologies in bio-based packaging, emphasizing their role in tackling pressing environmental challenges.
- Collaboration opportunities: Invite academics to partner with PLAMINPACK in exploring new applications for biobased packaging materials, sharing methodologies, and co-publishing research.
- Educational and research benefits: Highlight how PLAMINPACK provides valuable resources, case studies, and open-access findings that can enhance academic teaching, learning, and experimentation.

Formats:

- Social Media outreach and campaigns: Leverage platforms like LinkedIn and YouTube to share regular updates, research highlights, and video demonstrations, tailored to academic audiences.
- Open-access publications and research sharing
- Academic webinars and workshops: Host events with PLAMINPACK researchers to discuss innovative biobased packaging technologies, share best practices, and encourage interdisciplinary collaboration.

3.4 target audience 4: general public & civil society actors

Goal:

The goal of engaging the general public and civil society actors is to raise awareness about the importance of sustainable bioplastics recycling, promote PLAMINPACK's contributions to addressing environmental challenges, and foster a sense of collective responsibility in achieving circular economy goals. By making

PLAMINPACK findings accessible and relatable, the project aims to empower individuals and organizations to advocate for and adopt sustainable practices.

Groups:

- Environmental NGOs and advocacy organizations: Key groups such as Greenpeace, Ellen MacArthur Foundation, and Friends of the Earth, actively promote sustainability and influence public opinion and policy.
- Community-based environmental groups: Local and regional organizations focused on grassroots sustainability initiatives, waste reduction, and recycling efforts.
- Interested citizens: Environmentally conscious individuals, including sustainability advocates, educators, and social media communities, who are passionate about innovative environmental solutions.
- Media outlets: Journalists, bloggers, and influencers in the fields of sustainability, innovation, and environmental science who can amplify PLAMINPACK's message to a broader audience.

Key messages:

- Educational value and accessibility: Present PLAMINPACK's findings in clear, understandable language, linking them to global sustainability goals and showing how bioplastics recycling impacts everyday life.
- Transparency and public engagement: Highlight the project's open-access and publicly funded nature, emphasizing its societal benefits and inviting active engagement from the public.
- Call action: Inspire individuals and organizations to adopt sustainable practices, support bioplastics recycling, and advocate for policies aligned with circular economy principles.

Formats:

- Social media campaigns: Utilize platforms like LinkedIn and X to share engaging content such as infographics, videos, and updates about PLAMINPACK's progress and its relevance to sustainability.
- Community events and open days: Host local events and virtual sessions showcasing PLAMINPACK's innovations, encouraging direct interaction with the public, and demonstrating bioplastics recycling processes.
- Public-facing articles and blogs: Publish articles in widely-read platforms like Medium, The Guardian, and Euronews, explaining PLAMINPACK's work and its societal impact.
- NGO collaboration: Partner with environmental organizations to co-host awareness campaigns, webinars, and panel discussions on sustainable waste management and bioplastics innovation.
- Educational content: Create easy-to-follow videos, animations, and brochures to educate the public about bioplastics recycling and PLAMINPACK's contributions to global sustainability.

4 DISSEMINATION AND COMMUNICATION TOOLS AND CHANNELS

4.1 Communication Channels

To effectively engage the general public and civil society actors, PLAMINPACK utilizes a range of communication tools and channels designed to maximize visibility, accessibility, and public engagement.

Communications Group task forces	Goal
Participation in public events and science festivals	Acts as a central repository for project updates, blogs, videos, and educational content. The website will feature simple, accessible language to communicate the project's relevance to sustainability goals. Updates: Regularly include summaries of achievements, upcoming events, and visual storytelling (infographics, videos).
Social media platforms	Active presence on LinkedIn, X, and YouTube to reach diverse audiences, including advocacy groups, NGOs, and interested citizens. Updates: Weekly posts featuring project updates, awareness campaigns, event announcements, and short, interactive videos.
Media outreach	Issue press releases and feature articles to environmental news platforms, local newspapers, and EU-level publications. Content focus: Highlight PLAMINPACK 's contributions to sustainability and bioplastic innovation, emphasizing EU funding's role in driving progress.
Public events and campaigns	Organize exhibits or interactive sessions at public events like European Researchers' Night or local sustainability fairs. Purpose: Promote PLAMINPACK 's objectives, foster public dialogue on bioplastics, and encourage citizen involvement.
Educational multimedia content	Develop explainer videos, animations, and infographics designed to simplify complex project insights for a broader audience. Distribution: Share via social media, YouTube, and the project website to maximize reach.

4.2 Dissemination channels

Channels	Goal
Peer-reviewed publications	Publish high-quality, open-access articles in journals like Food packaging and Shelf Life, Journal of Packaging Science and Technology, Industrial Crops and Products, Foods, Polymers. Platforms: Share research on open-access repositories such as Zenodo, ResearchGate, and Google Scholar to increase visibility and impact.
Technical reports and white papers:	Provide in-depth documentation of project methodologies, case studies, and results tailored for industry leaders and policymakers. Distribution: Available for download on the project website and through targeted email campaigns to stakeholders.
Workshops and industry conferences	Organize thematic workshops for packaging manufacturers, recyclers, and policymakers. Present findings at events like the international conference on Bio-Based Polymers and composites and international Conference on Advanced Food Packaging. Purpose: Foster collaboration and knowledge exchange, enhancing the adoption of PLAMINPACK innovations.
Webinars and training sessions	Academic researchers, industry professionals, and environmental policymakers. Content: In-depth sessions on PLAMINPACK technologies, challenges in food packaging, and the implications for industry adoption.

Exhibits at trade fairs	Create downloadable resources such as case studies, technical summaries, and newsletters for stakeholders. Purpose: Enable easy sharing and practical application of project findings.
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5 KPI-DRIVEN IMPACT MONITORING

A comprehensive KPI framework has been established to monitor, evaluate, and refine the effectiveness of PLAMINPACK's outreach across all target audiences. This framework separates the goals and measurement methods for communication and dissemination activities, ensuring clarity and focus for each type of outreach. Communication KPIs target visibility and engagement with the general public and civil society, while dissemination KPIs focus on the effective sharing of project results with academic, industrial, and policymaking audiences.

The tables below provide an in-depth outline of KPI targets and measurement methods for both communication and dissemination channels.

Table 1. KPIs for communication activities

Channel	KPI target	Measurement details & methodology
Website	5,000 unique visits/year	<i>Measurement:</i> Use Google Analytics to track monthly unique visitors, page views, bounce rate, and visitor demographics. <i>Goal:</i> Gauge the general public and stakeholder interest in project updates, resources, and publications. <i>Action plan:</i> Increase monthly visits through content updates, cross-promotion on social media, and search engine optimization (SEO) techniques.
Social media	1,000 followers by the end of the project	<i>Measurement:</i> Monitor platform analytics (e.g., LinkedIn, X, and YouTube) for follower growth, post engagement, and reach. <i>Goal:</i> Expand PLAMINPACK's digital audience and amplify project visibility across key social channels. <i>Action plan:</i> Implement a regular posting schedule with engaging visuals, project updates, and interactive content and collaborate with partners to extend reach.
Newsletter	Bi-annual distribution	<i>Measurement:</i> Track subscriber count, open rates, and click-through rates (CTR). <i>Goal:</i> Foster consistent stakeholder engagement and

		inform audiences on project progress. <i>Action Plan:</i> Use concise, visually appealing newsletters and encourage subscribers to share content within their networks.
Educational videos	500 cumulative views per video	<i>Measurement:</i> Monitor YouTube analytics for views, watch time, and audience retention. <i>Goal:</i> Enhance public understanding of PLAMINPACK innovations. <i>Action plan:</i> Promote videos via social media, embed them on the project website, and leverage partnerships for wider distribution.

Table 2. KPIs for dissemination activities

Channel	KPI target	Measurement details & methodology
Peer-reviewed publications	≥ 7 (OA) publications by the end of the project	<i>Measurement:</i> Track downloads, citations, and platform reach on Zenodo, ResearchGate, and Google Scholar. <i>Goal:</i> Establish PLAMINPACK as a key contributor to biobased packaging. <i>Action plan:</i> Target reputable open-access journals, ensure wide distribution, and promote publications on social media and newsletters.
Workshops	2 workshops by the end of the project	<i>Measurement:</i> Collect attendee numbers, feedback forms, and follow-up inquiries. <i>Goal:</i> Foster knowledge exchange with industry, policymakers, and researchers. <i>Action plan:</i> Organize thematic workshops tailored to stakeholder needs and align them with major project milestones.

Industry conferences	Present at 2 major conferences	<i>Measurement:</i> Record participation metrics (e.g., attendees at presentations) and engagement during Q&A sessions. <i>Goal:</i> Build PLAMINPACK visibility among industry leaders. <i>Action plan:</i> Secure speaking slots, prepare targeted presentations, and network with key industry stakeholders.
Scientific conferences	Present at 3 major conferences	<i>Measurement:</i> Oral and poster contributions to topical live and virtual international and European conferences and fairs. <i>Channels:</i> conference proceedings; conference talks, videos, and word of mouth.

6 KPI ANALYSIS AND ADJUSTMENT

To ensure the effectiveness of PLAMINPACK's outreach efforts, KPI data will be reviewed every six months. This review will identify trends, measure progress against targets, and inform necessary adjustments for both communication and dissemination activities. The following outlines the approaches for each type of activity, the potential challenges and mitigation measures.

Communication channels

- **Website:**
 - **Challenge:** If unique visits fall short of the target.
 - **Mitigation measures:** Analyze website analytics to identify underperforming pages and improve content relevance. Use SEO techniques and enhance cross-promotion on social media and newsletters to drive traffic.
- **Social media:**
 - **Challenge:** If follower growth or post engagement is low.

- **Mitigation measures:** Experiment with diverse content formats such as videos, infographics, and interactive posts. Increase posting frequency and collaborate with consortium partners to amplify reach.
- **Newsletters:**
 - **Challenge:** If open rates or CTR are below expectations.
 - **Mitigation measures:** Optimize newsletter design with engaging visuals and concise content. Personalize email subject lines and segment audiences for tailored messaging. Encourage recipients to share the newsletter with their networks.
- **Educational videos:**
 - **Challenge:** If video views or watch times are below target.
 - **Mitigation measures:** Reevaluate distribution strategies, promote videos more actively on social media, embed them on the website, and encourage partner organizations to share them.

Dissemination channels

- **Peer-reviewed publications:**
 - **Challenge:** If citation rates or downloads fall short.
 - **Mitigation measures:** Enhance visibility by promoting publications on industry and academic platforms. Submit summaries to relevant newsletters or industry journals. Use project channels like social media and the website to share updates.
- **Workshops:**
 - **Challenge:** If attendance or participant engagement is low.
 - **Mitigation measures:** Tailor workshop themes to stakeholder interests, offer hybrid attendance options, and improve pre-event promotion through targeted outreach to industry and academic networks.
- **Industry conferences:**
 - **Challenge:** If PLAMINPACK sessions fail to attract sufficient audience interest.
 - **Mitigation measures:** Prepare highly relevant presentations, incorporate compelling visuals, and engage attendees with Q&A sessions. Promote participation ahead of time via newsletters and social media.

7 EXPLOITATION plan

Throughout the life of the project, all project partners will be responsible for updating the Project exploitation plan, led by UNIPi.

Each project partner will be required to develop their own 'Exploitation Plan' that will demonstrate how the project results will be integrated into their own forward business plan and research actions. Exploitation activities are integral part of WP6.

7.1 Market-readiness and industry engagement

Agro-food companies will obtain economic profits from the commercialization of the innovative PLAMINPACK materials and associated technologies, and implementation of the sale logistic will be able to introduce to the market cost competitive, sustainable and high-added value products, increasing/opening markets and besides, to obtain profits by licensing the project results related to their knowledge field. Furthermore, these economic profits will encourage all the partners and advisory board members to contribute in the initial investment necessary to set up the exploitation process in the Mediterranean area.

The exploitation plan will include an analysis of potential supports for further development provided by national, EU and International investment and funding initiatives. The outcomes of PLAMINPACK will lead to:

- i. Patenting: appropriate patent searches will be carried out throughout the project and patents will be submitted when feasible by implementing mechanisms for sharing intellectual property rights among partners that will be set out in the CA.
- ii. Business Model: a business model will be developed, to address potential markets, product costs and required investments. This will be supported by Life Cycle Costing (LCC) activities undertaken in WP5.
- iii. Commercial exploitation: the industrial use of the project's knowledge and systems among policy makers and certifying agencies (both in the public and private sector). Private sources to ensure we can complete the journey over the Innovation Gap and swiftly through the notorious Valley of Death will be also considered.
- iv. Further research activities: planning further research activities in order to increase the replication and/or transferability of the project's results and the methodology established.

7.2 IP Management and protection

Effective intellectual property (IP) management is critical to safeguarding the innovations developed within PLAMINPACK and ensuring their successful exploitation. The following strategy outlines key

activities to protect IP, manage shared ownership, and foster fair commercialization opportunities for all consortium partners:

1. Annual IP audits:

- Regular audits will identify new intellectual property generated during the project, such as patented technologies, methodologies, or innovative recycling processes.
- These audits will ensure that all relevant outputs are properly documented, categorized, and assessed for patentability or other forms of protection.

2. Patent applications:

- For high-value innovations, patents will be filed to secure exclusive rights and ensure PLAMINPACK technologies are protected in the global market.
- The project will prioritize patents with commercial potential, focusing on scalability and relevance to industry stakeholders.

3. IP ownership and agreements:

- Shared IP ownership will be governed by clear, pre-defined agreements developed at the start of the project.
- These agreements will outline:
 - Ownership rights of consortium partners.
 - Procedures for resolving disputes over IP.
 - Revenue-sharing models in case of commercialization.
- Agreements will align with Horizon Europe IP rules, ensuring transparency and equitable benefits for all partners.

4. Knowledge transfer and licensing:

- Licensing agreements will be established for PLAMINPACK technologies to enable adoption by industry stakeholders, with specific terms to support SMEs and other early adopters.
- Open-access licensing models may be explored for non-commercial or academic purposes, promoting wider dissemination of project outcomes.

5. Protection of trade secrets:

- In addition to patents, critical methodologies, algorithms, or know-how that cannot be patented will be protected as trade secrets.

- Confidentiality agreements will be enforced among consortium members and external collaborators to prevent unauthorized use or disclosure.

6. Freedom to Operate (FTO) analysis:

- Regular FTO analyses have been conducted to ensure PLAMINPACK innovations do not infringe on existing patents or IP rights, reducing the risk of legal challenges.

7. Long-term IP strategy:

- The IP strategy will extend beyond the project lifecycle, with mechanisms in place to monitor and manage IP use for five years post-project.
- The post-project advisory group will oversee commercialization efforts and adapt IP management strategies to align with evolving market conditions.

8. Awareness and training:

- Workshops and training sessions on IP management will be conducted for consortium partners, ensuring that all members can identify and protect valuable IP effectively.
- These sessions will also cover EU regulations, patent application processes, and the benefits of different IP protection mechanisms.

7.3 Long-term impact and sustainability

To ensure the sustainability and long-term impact of PLAMINPACK, the following measures will be implemented:

1. Website and resource accessibility:

- The PLAMINPACK website will remain active for five years after the project's conclusion, serving as a repository for project results, publications, and resources.
- Open-access data and key findings will be published in Zenodo to ensure long-term availability for stakeholders, including industry professionals, academics, and policymakers.

2. Post-project advisory group:

- A dedicated post-project advisory group will be established to oversee the continuation of communication and PLAMINPACKn activities.
- This group will focus on identifying opportunities to integrate PLAMINPACK technologies into new research frameworks, funding programs, and industry applications.

3. Integration of PLAMINPACK technologies:

- Efforts will be directed at incorporating PLAMINPACK innovations into policy frameworks (e.g., circular economy initiatives) and fostering partnerships for commercialization and replication in various sectors such as packaging, textiles, and agriculture.
- Collaboration with stakeholders will continue to adapt project outcomes to evolving market and regulatory needs.

4. Future deliverables for PLAMINPACK:

- The PLAMINPACK plan will be expanded and detailed in subsequent deliverables:
 - **D6.2** – Market and regulation contest report (M30 UNIPi): report about market and regulation framework connected to PLAMINPACK project exploitation; document at M30 will include swot analysis on the PLAMINPACK multifactor value chain.
 - **D6.3** (part II, M18). Intermediate version of the D&C&E Plan and report, including updated strategies for dissemination, communication, and PLAMINPACK.
 - **D6.3** (part III, M36). Final version of the D&C&E Plan and report, including updated strategies for dissemination, communication, and PLAMINPACK.
 - **D6.5**: Annual Reports on dissemination and outreach activities (M12, M24, M36, ASU): report about dissemination, communication and outreach activities, evidencing multiactor approach specific actions.

Annex 1: Internal visual identity guidelines

LOGO USAGE IN PROMOTIONAL MATERIALS

The use of the PLAMINPACK logo in promotional materials, such as flyers, posters, and presentations at events is recommended. Additionally, while logos of partner organizations may be used in PLAMINPACK materials to represent the consortium, the Communication Work Package Leader will always contact the respective partners to seek explicit permission before including their logos in any project-related materials. This process ensures transparency and proper representation of all partners involved.

PROJECT IDENTITY AND BRANDING

The PLAMINPACK brand book, which includes the project logo, color scheme, and standard templates for presentations and deliverables, is available in the shared folder accessible to all partners. This folder also contains useful templates, ensuring that every team member has the resources needed to maintain consistent and professional branding across communications.