



D8.1 Plan for Communication and dissemination

Executive summary

The deliverable D8.1 contains the Plan for Communication and Dissemination designed for the TREASoURcE project. The design of TREASoURcE Communication and Dissemination Plan (CDP) is part of the Task 8.1, *Dissemination and communication plan, channels and materials*, within the Communication and dissemination work package (WP8). The responsible partner for developing and implementing the CDP is CLIC. All partners will support and contribute to the communication and dissemination activities.

Well-planned and timely communication and dissemination activities are key in achieving the ambitious targets of TREASoURcE. They support the project's overall objective for an effective and widespread uptake, replication, scalability, and visibility of circular systemic solutions at local, regional, national, European and international levels. Every effort will be made to publicise the results and findings of the project via adapted channels, tools and materials. All non-confidential information and documents produced in the context of TREASoURcE will be made open access to facilitate the exchange of knowledge.

The CDP covers the overall objectives of the TREASoURcE communication and dissemination activities, the main target audiences, and the key messages for each of these target stakeholder groups. It describes the selected and developed tools and channels to support the project communication and dissemination activities. Within these tools and channels, different materials, means and platforms, such as the project website and developed visual identity, social media channels, promotional materials, newsletters, press releases, scientific journals, media and participation to events are utilised. Moreover, it contains the specific plans for design and implementation of the communication campaigns related to the stakeholder engagement and key value chain demonstrations, as well as for collaboration with CCRI and other relevant projects for clustering and synergies. The last chapter includes an overview on the progress thus far as well as a preliminary workplan for upcoming months until the end of the first reporting period.

Engaging industry, relevant clusters and value chain actors as well as decision makers and local citizens and communities in the project is key for its success, since they are not only the main target audience, but also an active part of the research carried out to identify barriers and challenges for local circular economy transition. Even though the official language of the project is English, other national and regional languages may be used if considered to be the most appropriate approach to reach a wider audience at regional level.

The plan for communication and dissemination will work as a strategic tool for planning and reporting to guide and to monitor the progress of the communication and dissemination activities. It supports both consortium's internal communication and successful implementation of the workplan as well as partners' active involvement and collaboration in external communication and dissemination activities.