

I am CELISE

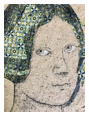
Sustainable production of
Cellulose-based products and
additives to be used in SMEs
and rural areas

Deliverable D4.1. Web site,
dissemination, exploitation,
outreaching and transfer of
knowledge plans



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Union's Horizon 2020 research and innovation
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agreement No 101007733





CELISE: Sustainable production of Cellulose-based products and additives to be used in SMEs and rural areas

Deliverable D4.1. Web site, dissemination, exploitation, outreaching and transfer of knowledge plans

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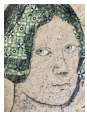
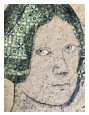


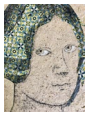
Table 1. Document information

Document information			
Document	CELISE_D4.1_v01		
Executive Summary:	This document is issued in the framework of the CELISE project under the Marie Skłodowska-Curie Grant Agreement number 101007733 of the Horizon 2020 research and innovation programme of the European Union. It shows CELISE web page, the activities linked to dissemination, communication, exploitation, outreaching and transfer of knowledge and awareness strategy contained in WP4 from the start of the project until it ends. At regular intervals, the consortium will evaluate this plan and will insert new activities aligned with project progresses and the European Commission requirements.		
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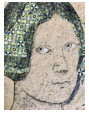
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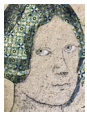
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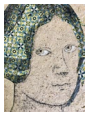
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4. LIST OF ABBREVIATIONS

Table 2. List of abbreviations

Acronym	Definition
CA	Consortium Agreement
CT	Coordination Team
D	Deliverable
DEP	Dissemination and Exploitation Plan
DoA	Description of Action (Annex I of the GA)
EC	European Commission
EU	European Union
GA	Grant Agreement
IPR	Intellectual Property Rights
H2020	EU Research and Innovation programme Horizon 2020
KO	Knowledge Outputs
KPI	Key Performance Indicator
KT	Knowledge Transfer
MC	Management Committee
MSCA	Marie Skłodowska-Curie Actions
PU	Public (document access)
RISE	Research and Innovation Staff Exchange
SC	Steering Committee
SGGW	Szkoła Główna Gospodarstwa Wiejskiego (Warsaw University of Life Sciences)
UC	Universidad de Cantabria (University of Cantabria)
UCC	Universidad Cooperativa de Colombia (Cooperative University of Colombia)
WP	Work package
WPL	Work Package Leader

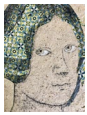


5. INTRODUCTION

5.1. General purpose of the document

This document “D4.1: Web site, dissemination, exploitation, outreaching and transfer of knowledge plans” is a deliverable issued in the framework of the CELISE project under the Marie Skłodowska-Curie Grant Agreement (GA) number 101007733 of the Horizon 2020 (H2020) research and innovation programme of the European Union (EU). In this document, the following information are explained:

- Web site of the project as a key pillar of the outreach strategy. Therefore, the document details the look and feel of the CELISE logo and website as well as the structure and main content that this website will have from the beginning of the project. The website will be updated on a regular basis with most interesting news of the project, and its publications, relevant results, presentations, and videos. If major changes in the design occur, D4.1 might also be updated to address them.
- The CELISE Dissemination and Exploitation Plan (DEP) establishes an awareness-raising strategy for the project and its expected outcomes, which:
 - identifies in detail the target audience and stakeholders, so as to tailor the dissemination products for their specific needs;
 - specifies key messages addressed to different audiences;
 - presents communication and dissemination tools and channels to reach all members of the target audience;
 - defines the best timing for dissemination to best contribute to the ongoing planning and management activities;
 - The main goal of this plan is to ensure that the dissemination, communication, and exploitation are adjusted to CELISE overall objectives throughout the lifetime of the project;
- The Knowledge Management employed by the CELISE consortium during the execution of the project, takes into account:
 - Knowledge Transfer aims to support mutually beneficial collaborations between universities, businesses and the public sector. It is about the transfer of tangible and intellectual property, expertise, learning and skills between the research community and the non-academic community. The benefit also lies in a number of other, less tangible, benefits for research institutions, for industry and for society as a whole, such as helping research institutions focus their research on the wider needs of society and industry.
 - The Transfer of Knowledge Plan (TKP), designed as part of the Work Package 3 (WP3), includes a wide range of effective and efficient Knowledge Transfer activities: mobility of research and innovation staff, Capacity Building including training, data management, exploitation mechanisms, networking, outreach, and dissemination.
 - The specific objectives of the CELISE TKP are perfectly aligned with those of the Marie Skłodowska-Curie Actions (MSCAs), Research and Innovation Staff Exchange (RISE) call:
 - Increase of all Secondees research-related and transferable skills, and their future career prospects both in and outside academia;



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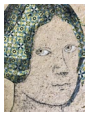
- Boosting the research and innovation capacity among all Participants, industrial stakeholders, policy actors and society;
 - Greater contribution to the knowledge-based economy and society;
 - Promote the project activities and results beyond the consortium to the scientific community (e.g., international collaborative publications, standardisation groups);
 - Enhanced cooperation and transfer of knowledge between sectors and disciplines;
 - Capture key messages and outcomes for active knowledge transfer through training and communication tools;
 - All Participants will be able to assess, analyse and prioritise Knowledge Outputs, will be familiar with the collection process of Knowledge Outputs and will identify potential targeted stakeholders groups (ensuring efficient exchanges with them)
 - Boosting new partnerships around the world through new business about biorefinery opportunities and experts in biomass and natural additives;
 - Ensure appropriate Intellectual Property Rights (IPR) are considered for optimal exploitation of project results.
- As any plan, the TKP is a living document aiming at maximising its impact. Therefore, the consortium through the Management Committee (MC) meetings will update it when circumstances are changing, any improvement is necessary or the Steering Committee (SC) requires doing so via reporting by the Coordination Team (CT) of the project.

This deliverable follows the management and contractual requirements of communication, dissemination and exploitation activities, which serve as references to the CELISE project: EC guidelines on communication, dissemination and exploitation of results in [H2020 projects](#), CELISE Consortium Agreement (CA), [EC guidelines](#) on Open Access to scientific publications and research data, European [IPR Helpdesk](#) best practices on how to boost the impact of the projects through effective communication, dissemination and exploitation, and the provisions of the GA on exploitation, communication, dissemination, confidentiality, ownership, management of intellectual property and access, related to the Description of Action (DoA) document of CELISE.

5.2. Role and contribution from partners

The D4.1 is part of WP4 activities, and SGGW leads it. Therefore, SGGW will be responsible for the dissemination and communication activities in the project with the support of all consortium members, in particular by Dr. Tamara Llano, Dr. Alberto Coz, and Dr. Cătălin Tîrnuacă as the Coordination Team (CT) of the project. The CT will keep track of all communication and dissemination activities of the project, compile internal reports with the dissemination implemented so far, inform consortium members about its status, and updating the DEP with the changes proposed by SC and MC according to the assessment procedure described in this document.

The specifications of the [webpage](#) and logos are mainly the work of UC and BANGOR staff, but Alberto Coz from UC is the creator of the CELISE portal. All members of the project can participate by improving the design and content of the webpage. Given that updating the webpage with relevant news and publications is a transversal dissemination activity directly



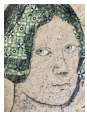
D4.1: Website, dissemination, exploitation, outreach and transfer of knowledge plans



linked to all WPs, this will require the involvement of all partners. The consortium members will propose the material (e.g., seminars organised at their premises, publications in journals, etc.), the WP4 leader will filter and edit them, and UC will implement the changes on the webpage. The logo of CELISE was designed in the first month of implementation by Beatriz Fernández Secadas in a previous collaboration with Besarte Fibre Natural and UC. Social media are mainly the work of UC and UCC, being María del Rosario Franco from UCC, the responsible of LinkedIn, Tamara Llano from UC, the responsible of Facebook and ResearchGate, and Alberto Coz from UC the responsible of the Twitter and YouTube accounts.

The TKP depends also on WP3 activities of training and transfer of knowledge. The UC, as leader of WP3, will be responsible for the efficient and effective management of Knowledge Transfer activities in the project with the support of all consortium Participants. In particular, the Coordinator appointed Dr. Tamara Llano as the leader of WP3 with the help of the manager of the project, Dr. Cătălin Tîrnuacă, both members in the CT. The CT will keep track of and collect all Knowledge Transfer, compile internal reports with the activities implemented so far, inform consortium members about the status of KTP, and updating it with the changes proposed by MC and SC according to the assessment procedure described in this document.

Because dissemination and communication, and transfer of knowledge are transversal activities directly linked to all WPs, the relevant WP leaders (WPL) and task contributors will be required to participate. Moreover, they will report all actions to the CT and WPL of WP4 by filling the quarterly Report on Dissemination Activities. Therefore, all beneficiaries and partner organisations in CELISE will be involved in reviewing, monitoring and updating subsequent versions of the DEP according to the timetable fixed by DoA. When partners detect changing circumstances or propose improvements, the CT will filter, edit and implement them according to the approval procedure described in this document.



6. CELISE WEB PAGE

A website of the CELISE project was drafted in February 2022. Its main objective is to inform all stakeholders, including general audience, interested in the project, about CELISE objectives, funders, progress, news, and results. The CELISE website is available in English to achieve a wider impact. It includes a restricted area only for members of the consortium that hosts the CELISE repository with relevant documents and data of the project (secondment plans, results, meetings, contractual information, etc.).

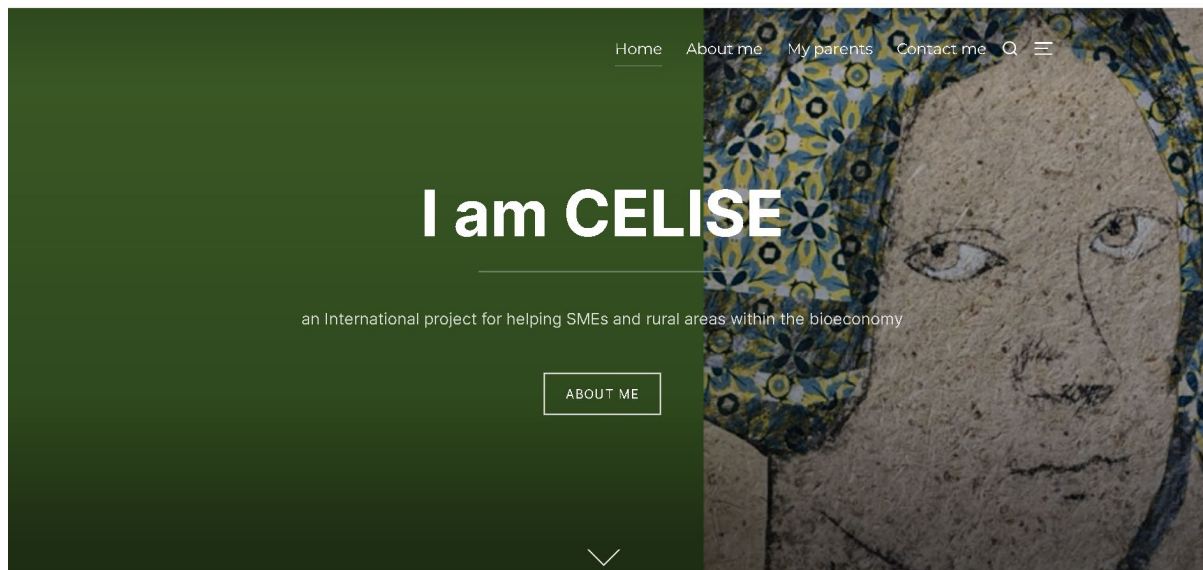
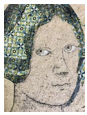


Figure 1. Home screen of the CELISE webpage.

At this stage, the structure that we envisioned for the webpage is as follows:

- **Home:** a simple button to allow going back to the menu at the first screen with the latest posts or pieces of news.
- **About me:** a brief introduction into project main activities, objectives of the project, exchanges and strengths.
- **My parents:** brief description of the consortium members of the project and their main expertise.
- **My documents:** details all publishable documents generated by the consortium such as leaflet, poster, and papers such as the papers published in journals, presented at conferences, and public deliverables of the project.
- **Contact me:** address, phone and email of the Project Coordinator, together with the possibility to follow the project via its social media accounts
- **Posts or pieces of news:** a dynamic section with the latest pieces of news and a linked part to the Twitter account.
- **Private Area:** link to the project's repository (for members of the consortium only).



D4.1: Website, dissemination, exploitation, outreaching and transfer of knowledge plans



Figures 2 to 6 show the main pages of the CELISE web page.

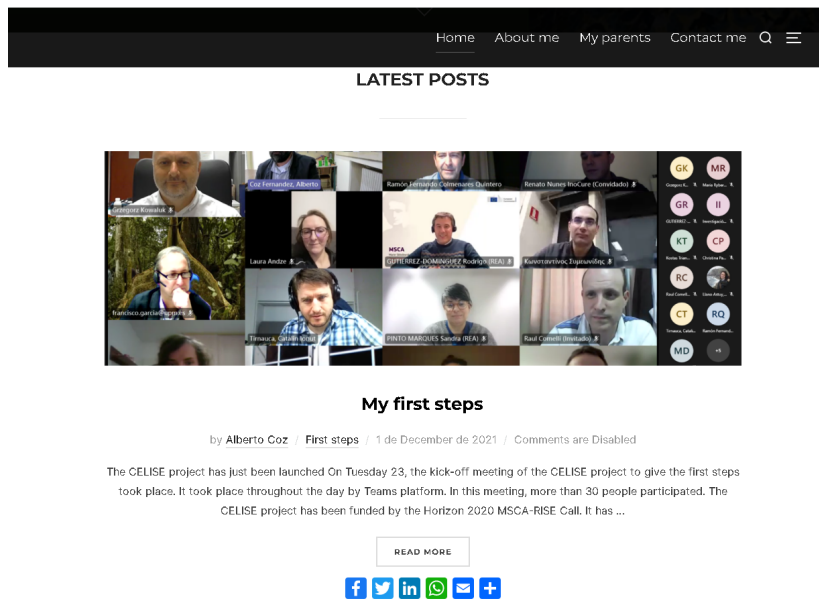


Figure 2. Home screen of the CELISE webpage at the bottom, with the latest posts.

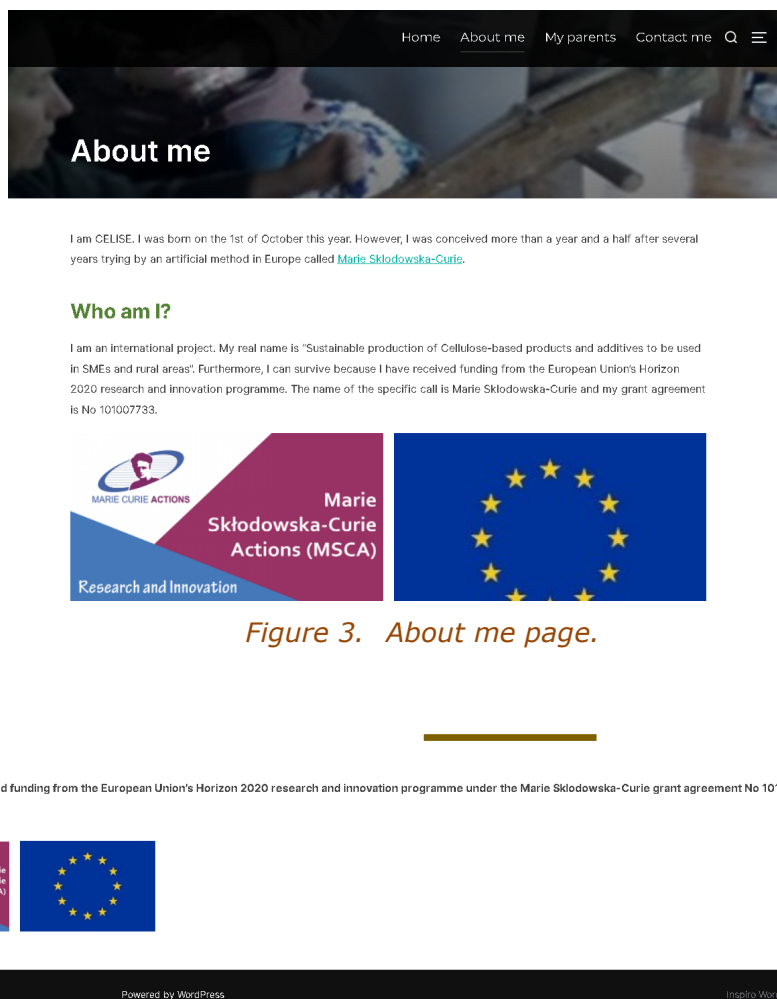


Figure 3. About me page.

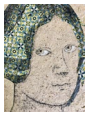
This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007733



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Inspiro WordPress Theme by WPZOOM

Figure 4. Information about EU and MSCA-RISE of the project at the bottom of all pages.



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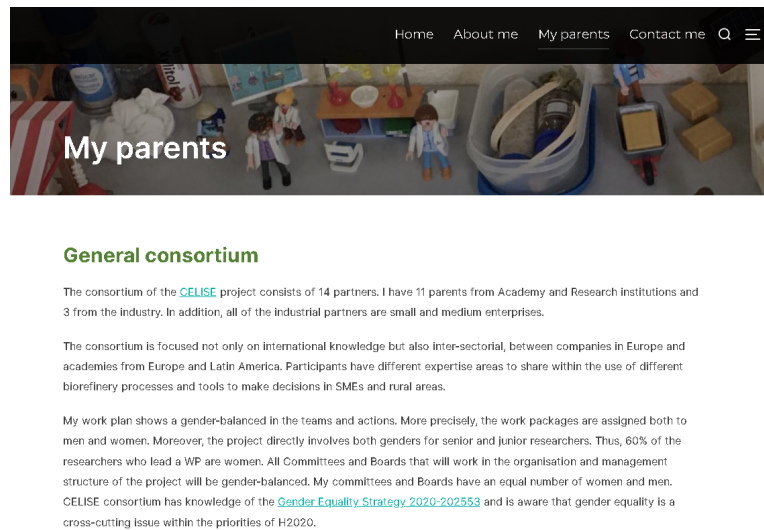
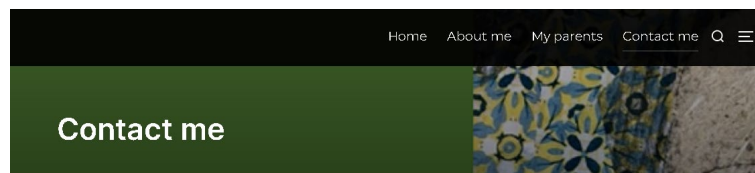


Figure 5. My parents page.



Coordination Team

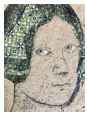
You can contact my main parents here:



Figure 6. Contact me page.

The CELISE logo, the EC flag and the MSCA-RISE actions logo appear in all pages and screens at the bottom, as well as the claim "This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007733" (See figure 4).

The website address of CELISE is <https://celise.unican.es/>, and it was made with WordPress. In the WordPress area, all indicators and statistics of the pages are monitored at all times.



7. DISSEMINATION AND COMMUNICATION STRATEGY

CELISE has a dedicated Work Package (WP4) in which all beneficiaries and partner organisations are participating in and that lasts for the project lifetime. Led by SGGW, it defines the dissemination and communication strategy that will guide the activities executed during the implementation of the project, taking into account also the promotion of results after the project ends. Moreover, it helps identify the types of audiences of interest, most appropriate content for each audience and proper channel for dissemination. In particular, this CELISE strategy is formed by:

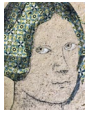
1. **General Dissemination** dedicated to general and specialised forums and conferences of related technologies, materials, and services
 - a) *General information*: for the dissemination of the project by means of general presentations, posters and flyers.
 - b) *Technical overview*: mainly focus on the technical point of view and scope of the project.
2. **Particular Dissemination** concerning the participation of a specific partner of the consortium and its tasks within the project. This activity will target local and national press (common media or specialised) and other related forums on a more reduced scale.
3. **Technical Dissemination**
 - a) *Deliverables*: The formal technical deliverables already approved, and the conclusions/best practices learnt from them could be shared with academic peers, specialised forums and other projects.
 - b) *Technical results* of the project: In particular, it will usually focus to different specialised and non-specialised forums, congresses of related technologies, and cooperation with other projects. A particular case is the *technical result for external purposes*, which means to disseminate to external entities a specific result used for those developments that require external contribution.

The measures proposed for the use and dissemination of project results will be based on the knowledge acquired and the documentation compiled by researchers within the established academic and productive sector, in languages accessible to different audiences. Note that the project will benefit from the professional expertise of non-academic staff working at private companies. Digital means of communication and multimedia will be used extensively to achieve this purpose.

7.1. Target audience

To reach the goal of the project of ensuring the replication and adoption of the solutions by the stakeholders but also the sustainability and environmental benefits to the society, the dissemination activities will seek to develop a traditional project awareness-raising campaign. This campaign will address a standard, but pertinent, list of stakeholders grouped in the following categories:

- **European Commission and European Parliament (policy)**. The funding providers form this group.
- **Public Authorities (client and policy)**. This group addresses competent authorities at local/national/European/international level as they have a critical role to play in the



energy and rural sectors. It might include European institutions, member states, and local governments.

- **EU, Latin-American and National Associations, working groups, related initiatives and platforms (policy).** It is a link between private and public sector, and rural areas to open a constructive dialogue between them to improve the results of the project.
- **Scientific and technical community (technical).** This group represents biomass companies, research centres, consultancies and other stakeholders working on the ground of the business.
- **Business sector and other stakeholders (providers).** It includes all business sectors related to the project as construction, packaging, health and artisan sectors, especially in SMEs and rural areas.
- **People involved in rural sectors (providers),** especially in vulnerable areas in Colombia and Ecuador.
- **Public**

The consortium will adapt the message accordingly to the specific interest and existing knowledge base of the target groups.

7.2. CELISE methodology

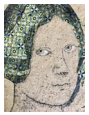
The main objective of WP4 is to provide an efficient communication, dissemination and exploitation of the work and results derived from the project, including science and technology outreach, web page, and scientific and exploitation of the results. This WP4 will depend mainly on the results in WP1 and WP2. The deliverables produced within this work package will be necessary to show the different dissemination channels used during the whole life of the project to disseminate and communicate the project results and progresses. It will comprise, not only reports, but also photos, visual supporting material and other probative documents of the strategy followed by the project for the dissemination of the CELISE progresses.

The following characteristics will be considering:

- **Neutral:** by its very nature, CELISE cannot be suspected of promoting any specific industry interests or user groups over another but to a broad benefit to the society.
- **Friendly-user oriented:** although circulated to a professional community, project's deliverables will be drafted and approved always with the end-user in mind.
- **Open:** the consortium will be open to incorporate external ideas in parallel to our dissemination activities and all its scientific publications and data generated during its execution being open access.
- **Global:** a special emphasis is put on extending the broadcasting scope of CELISE and MSCA to third countries (Colombia, Argentina, and Ecuador).
- **Comprehensive:** to all society.
- **Adapted:** to the target audience.

There will be three key phases with the main activities (see Table 3).

In particular, the consortium will continuously communicate through the project lifetime by using the appropriate methods and a variety of channels (project website, social networks, flyers, posters, magazines, newsletters, workshops, articles, scientific journals, forums, conferences, etc.) in order to facilitate the dissemination of the results to a broad audience. The consortium



will also establish close links with other projects ensuring to avoid overlapping and finding synergies in the field of bio-based cellulose products.

Table 3. Key phases for the dissemination and communication strategy of CELISE.

No	Activities
1	<ul style="list-style-type: none"> ▪ Press releases to increase awareness of the project. ▪ Definition of the key stakeholders. ▪ Website design for the project, to communicate with internal and external stakeholders. ▪ Creation of the social media accounts of the project. ▪ Creation of a poster and flyer/brochure. ▪ Selection of key events to publicise the project and disseminate its results. ▪ Preparation of a plan for the organisation and coordination of communication, dissemination and exploitation activities
2	<ul style="list-style-type: none"> ▪ Project news update and internal newsletter for all consortium. ▪ Promote the project at key events. ▪ Publication of technical content in specialised magazines. ▪ Publication of scientific papers in Open Access journals. ▪ Organisation of four activities: 2 workshops, 1 symposium and 1 training school to promote WP1 and WP2 results. ▪ Networking activities.
3	<ul style="list-style-type: none"> ▪ Project news update. ▪ Promotion of the results in conferences, scientific literature, etc. ▪ Organisation of a Final Conference. ▪ Creation of a flyer with main results obtained. ▪ Handbook and guidelines with best practices.

7.3. Common rules for dissemination and communication

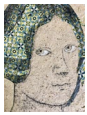
7.3.1. General criteria

1. General dissemination

All partners of the Consortium are encouraged to promote any event they consider appropriate, if the project has a significant role in it:

a. General information

- It is recommended to use CELISE as a person in all documents.
- A **manual of style** approved by the MC will be distributed to all partners.
- All documents should be composed in English, except for the cases in which the requirements of the event call for local languages. Accurate translation shall be used in those circumstances.



b. Technical Overview

- It has to be composed in English, except for the cases in which the requirements of the event call for local languages. Accurate translation will be used in those circumstances.
- Once the material has been disseminated, a complete record of the dissemination activity must be kept.

2. Particular dissemination:

- This material is usually focused on specific member states and accordingly be written in the national language if required and following the manual of style if it is possible.
- The content for this material can be prepared by any partner, respecting the other partners' rights and in contact with the WP Leader and/or coordinator.
- Once the material has been disseminated, a complete record of the activity will be kept.
- All partners of the Consortium are encouraged to promote CELISE in any event whether they consider appropriate under this line of dissemination.

3. Technical dissemination:

a. Technical results

- It has to be composed in English, except for the cases in which the requirements of the event call for local languages. Accurate translation will be used in those circumstances.
- Once the material has been disseminated, a complete record of the dissemination must be kept.
- All members of the consortium, including Partner Organisations, are encouraged to promote any event they consider appropriate, but the dissemination can only be made on behalf of the whole consortium.

b. Technical dissemination for external purposes

- The dissemination will be promoted by WP Leaders and made just within the execution activities of the project. These WPLs shall report to Coordinator, and thus SC, about the external entities and contribution expected. UC, as Coordinator, will bear the responsibility for the formal contact with external entities, projects or standardisation bodies in technical issues.

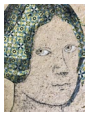
c. Public deliverables

- All members of the consortium are encouraged to promote any major achievement (e.g., deliverables) when they consider as appropriate. The dissemination could be approved by the Coordinator only, which will always inform the SC/MC and seek its advice.

d. Results for exploitation

- This kind of dissemination will share and disseminate the specific results addressing the market implementation objective mostly at the end of the project.

In addition, all CELISE dissemination and communication material in any form (including electronic) will comply with the provisions of the GA. Consequently, every publication, social media communication, poster, leaflet, presentation or any other dissemination/communication action or material related to CELISE will display the EU emblem and include the following text:



“This project has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007733.”

7.3.2. Internal procedures for dissemination and approval

In Section 8.3 of the Consortium Agreement, the CELISE consortium has negotiated and established its dissemination and communication procedure, which is detailed next:

Dissemination of own Results

During the Project and for a period of 1 year after the end of the Project, the dissemination of own Results by one or several Parties including but not restricted to publications and presentations, shall be governed by the procedure of Article 29.1 of the Grant Agreement subject to the following provisions. Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication submission. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit stated above, the publication is permitted.

An objection is justified if

- (a) the protection of the objecting Party's Results or Background would be adversely affected
- (b) the objecting Party's legitimate academic or commercial interests in relation to the Results or Background would be significantly harmed.

The objection has to include a precise request for necessary modifications.

If an objection has been raised the involved Parties shall discuss how to overcome the justified grounds for the objection on a timely basis (for example by amendment to the planned publication and/or by protecting information before publication) and the objecting Party shall not unreasonably continue the opposition if appropriate measures are taken following the discussion.

The objecting Party can request a publication delay of not more than 45 calendar days from the time it raises such an objection. After 45 calendar days, the publication is permitted, provided that Confidential Information of the objecting Party has been removed from the Publication as indicated by the objecting Party.

Dissemination of another Party’s unpublished Results or Background

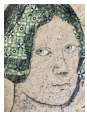
A Party shall not include in any dissemination activity another Party's Results or Background without obtaining the owning Party's prior written approval, unless they are already published.

Cooperation obligations

The Parties undertake to cooperate to allow the timely submission, examination, publication and defence of any dissertation or thesis for a degree which includes their Results or Background subject to the confidentiality and publication provisions agreed in this Consortium Agreement.

All publications or any other dissemination relating to the Results shall include the following statement to indicate that said Results was generated with the assistance of financial support from the Commission of the European Communities:

“The research leading to these results has received funding from the European Union’s Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007733.”



Use of names, logos or trademarks of the Parties

Nothing in this Consortium Agreement shall be construed as conferring rights to use in advertising, publicity or otherwise the name of the Parties or any of their logos or trademarks without their prior written approval.

Logo and trademark of the Project

Each Party shall be entitled to use any logo or trademark of the Project royalty-free and on a non-exclusive basis for the execution of the Project only, even if such logo or trademark has been filed by a single Party only.

The Parties shall agree on further rules on use of the logo and/or trademark of the Project and its possible needed protection measures in a specific agreement.

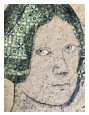
Exclusive licenses

Where a Party wishes to grant an exclusive licence to its Results and seeks the written waiver of the other Parties pursuant to Grant Agreement Article 30.2, the other Parties shall respond to the requesting Party within 45 calendar days of the request. Any Party's failure to respond (whether in the negative or the positive) to the request within such 45 calendar days shall be deemed to constitute written approval of the waiver by the non-responding Party.

7.3.3. Monitoring indicators. Assessment and evaluation

The leader of WP4 and the CT will make use of Key Performance Indicators (KPIs) to monitor constantly the progress in all forms of dissemination and communication activities. Table 4 shows a summary of the indicators. The ultimate goal of these KPIs is not only to register the quantity of activities for reporting issues but also to measure the dissemination value of the actions such as the number of "reads" of online materials or the number of citations. Because the DEP will be revised periodically, the global set of KPIs will be analysed and evaluated during the meetings of the Committees. Subsequent dissemination deliverables and interim reports will provide an update based on these actions.

Moreover, for assessment and evaluation, the CT and WP4 Leader created an internal report to gather all dissemination and communication activities in order to not lose any such activity chained to the project. On the other hand, internal newsletters to all consortia will be distributed with all dissemination and communication activities. The final documents for all these activities will be downloaded within the web page of the project (in the internal repository).

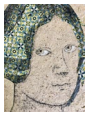


D4.1: Website, dissemination, exploitation, outreach and transfer of knowledge plans



Table 4. Key Performance Indicators for dissemination and communication activities.

Tool	KPI	Objective	Contingency plan
Leaflets	Number of leaflets	2	Responsibilities for design clearly defined in WP4. Encourage partners to print and distribute flyers. Monitoring.
Poster	Number of posters	15	Responsibilities for design clearly defined in WP4. One roll-up for each consortium member. Encourage partners to display it. Find appropriate events.
Website	Website visits	20,000	Google Analytics. Promotion through partners' channels. Name of the website on dissemination and communication materials.
Conference/ Journal/ Magazine Publications	Number of publications	20	Encourage partners to publish papers. Find appropriate events. Contact publishers of peer-reviewed and indexed journals with Open Access. Search for additional channels.
Press releases	Number of press releases	1/year	Multiple languages targeted. Exploitation of consortium's substantial relations and open channels to many (news) organisations
Outreach activities	Number of activities with CELISE participation	2/year	Public and young researchers targeted. Partners encouraged and recalled to participate in European Researchers Night, Pint of Science, Science Week or similar at their institution.
Organization of events	Number of dissemination events organised	2 workshops	Encourage partners to organise the workshops with relevant stakeholders
Social media	Twitter followers Facebook posts Videos on YouTube	300 200 32	Personalised message depending on the targeted audience. Use of hashtags.
Attendance at events	Number of events attended	4/year	Renowned conferences, forums and other social events will be targeted. The potential key events interesting for CELISE will be closely monitored and reported.
Joint dissemination and training	Joint papers/articles	At least 3	42 staff members involved in 135 months of secondments and research visits. Secondment Plans and reporting on the secondments.
Events co-organised	Satellite events / Joint sessions	At least 1	Encourage partners to co-organise workshops, satellite events or joint sessions with relevant stakeholders through their collaborators.



8. DISSEMINATION ACTIVITIES, TOOLS AND MATERIALS

As WP4 leader, SGGW in close cooperation with the CT will bear the overall responsibility of the specific dissemination material and activities listed in the dissemination plan. All members of the consortium will collaborate with them in the distribution of flyers, networking, organisation of workshops, press releases, project news, participation and presentation of the project in national and international events, and technical and scientific papers for specialised magazines and Open Access journals. Therefore, during the development of the project, dissemination will be carried out through many different materials and tools, which we describe next.

Given the characteristics of CELISE, it is important for me to communicate with my parents and the rest of the world through networks like Facebook, LinkedIn and Twitter, so remember that **when talking about me you should know that we refer to CELISE as a person**, to familiarise the audience and make it a more pleasant and enjoyable content for the community.

8.1. Logos, website, leaflet, and poster

The purpose of branding a project is to establish an identity that conjures up a positive image, and thus, CELISE shall have an image or logo associated with it. Such image must be as woman, and the consortium shall include it in all communication and dissemination material produced by the project.

The design of CELISE logo was done during the proposal preparation. It is based on an artisan paper from the micro-company Besarte Fibre Natural, with a design of Beatriz Fernández Secadas. Figure 7 shows the logo of the project.

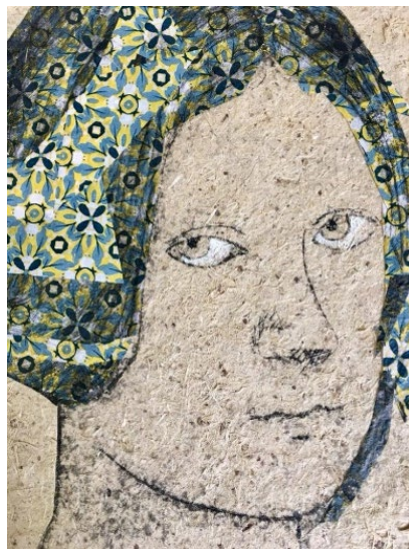


Figure 7. CELISE logo.

The CELISE logo together with the EU emblem in Figure 8 will be included in all dissemination materials and tools produced by the project (flyers, website, posters, presentations, etc.) and in all the documentation generated through the lifetime of the project (progress reports, templates, deliverables, agendas, minutes, etc.) in line with the GA.

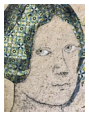


Figure 8. The EU emblem used in the dissemination and communication of CELISE.

The website is an adequate tool to provide information to a global audience. The web page of CELISE is shown in the sixth section of this document. The spirit of the dissemination activities is focused on the website and it is based on the manual of style. The feedback from visitors, and the measurement indicators from Google Analytics tools will be used as key indicators.

The website will be continuously updated with most interesting news of the projects, and its publications, relevant results, presentations, and videos, and will be maintained up to at least 2 years beyond the project's end to make the project results as available and alive as possible.

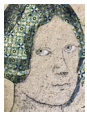
The CELISE website address (<https://celise.unican.es/>) will appear in all print items, press releases, paper and electronic correspondence, etc.

The communication team of SGGW and UC will prepare leaflets to support CELISE awareness activities. The information included in such flyers will differ depending on the project phase. At the beginning of the project, the brochure shows information on funders, project objectives, foreseen training activities, expected results, and partners involved. When the project finalises, results and technology impacts and benefits will be the key messages of these communication materials. Figure 9 shows the first leaflet of the project.

Flyers are helpful tools to enhance dissemination and outreach through events such as workshops, forums, conferences and demonstration visits, etc. The consortium members of CELISE will print copies of the brochure and distribute them to the attendees to different events (public or private).

In addition to the initial flyer, a poster of the project will be designed and showed during special events attended by consortium member to attract more visibility (e.g., workshops, seminars, conferences, etc.). The coordinator will print 15 roll-ups and distribute to each partner organisation and beneficiary one copy to reach a maximum impact.

The flyers and poster created during the execution of the project will be available to download from the CELISE website without any restriction.



D4.1: Website, dissemination, exploitation, outreaching and transfer of knowledge plans



What are my strengths?

- New ecological, innovative, and profitable solutions.
- Positioning within European and Latin-American environment of social challenges.
- Use of circular economy and bioeconomy.
- International leadership.
- Open Access.
- Career boost, extensive networking.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 101007733

Contact me

Project website:
<http://celise.unican.es/>

Follow us on Twitter:
[@CELISE_project](https://twitter.com/CELISE_project)



I am CELISE

an International project for helping SMEs and rural areas within the bioeconomy



Who am I?

I am a European project about the Sustainable production of cellulose-based products and additives to be used in SMEs and rural areas.



The project has been divided into five work packages and 77 research stays (secondments), involving 42 participants from Universities, Research Centres, and Industry.



Sustainability

- **Social:** rural and vulnerable areas, portable pieces of equipment, educational programmes.
- **Environmental:** natural additives, biomass residues, bioenergy.
- **Economic:** every-day products in construction, packaging and health, artisan, tools to optimise the business models.

Who do I work with?

Project coordinator (Spain):



Academic and research partners from Europe:



Academic and research partners from Latin-America:



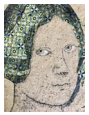
Industrial partners:



Figure 9. First leaflet of CELISE.

8.2. Press releases and newsletters

The CELISE beneficiaries and partner organisation consider preparing and publishing press releases through local or national specialised media when important milestones are reached during the implementation of the project such as the kick-off meeting, conclusion of the workshops, training school or final conference.



To reach the broadest audience possible, the national specialised media will disseminate the articles in their national languages, not necessarily in English. To abide by the provision of the Consortium Agreement, all such releases in local or national media will need to be first written in English and then approved at consortium level, and then subsequently translated into respective national languages by the interested CELISE partner. Note that each partner should bear the responsibility of its own translation.

In addition, the CELISE consortium will release a periodic newsletter in order to reach and constantly update the established network with information on project's steps, objectives, secondments, and research findings.

The main features of the CELISE press releases and newsletters are gathered in table 5.

Table 5. Main characteristics of the CELISE press releases and newsletters.

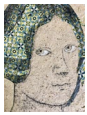
Characteristics	Description
Objective	Provide details of the project goals and status.
Key Message/Content	What is the project aim under the point of the project as a person, whom will benefit and what it will /has deliver(ed).
Target Stakeholder	Citizens and Public Authorities.
Information & Level of Detail	Approach and results. Use of a vocabulary <u>easy to understand</u> .
Information Providers	WP leaders.
Communication Methods	Written in English with possible translations in Spanish, Greek, Czech, Latvian, Polish and Norwegian.
Activity required for Production & Delivery	No specific configurations, using the partners' networks.
Frequency & Timing	Issued with important milestones and activities.
Feedback and Follow Up Activity	Feedback from readers.

8.3. Social media

Social media fosters new forms of social interaction and exchange of information by allowing users to share their opinions and comment through posts and to participate in discussion groups.

Given my characteristics, it is important for me to communicate with my parents and the rest of the world through networks like Facebook, LinkedIn and Twitter, so remember that **when talking about me you should know that we refer to CELISE as a person**, to familiarise the audience and make it a more pleasant and enjoyable content for the community.

From a broad variety of social networks, CELISE starts with **Twitter** ([@CELICE_project](#)) because tweets contain only essential data and are very dynamic due to the short-limited number of characters. Thus, they could be used to send direct but not exhaustive messages about the



secondments to a not so specialised audience. Moreover, tweets can be re-tweeted on Twitter by partners or followers to enhance the visibility of messages in different contexts. Alberto Coz from UC is in charge with the management of the Twitter account of the project.

In every tweet, the consortium will try to follow the next recommendations:

- Talking about CELISE as a person
- Use references, photos, videos, URLs and so on.
- Use the names of the partners/people included in the tweet as @
- Add @MSCActions, @EU_Commission @EU_H2020, @REA_research
- Add main hashtags, especially #MarieSkłodowskaCurieActions #Horizon2020 #MSCA_RISE

The Twitter account will also be linked to the project webpage and will appear in all print items, press releases, paper and electronic correspondence, etc. in order to reach a wider dissemination.

Apart from twitter, the following social media will be included in CELISE:

- **Facebook.** @CELISEproject, responsible: Tamara Llano from UC, please add: @EuropeanCommission in every post.
- **LinkedIn.** @CELISE_project, responsible: María Rosario Franco from UCC, please add: @EuropeanCommission, #MarieSkłodowskaCurieActions in every post.
- **ResearchGate.** <https://www.researchgate.net/project/CELISE-Sustainable-production-of-Cellulose-based-products-and-additives-to-be-used-in-SMEs-and-rural-areas> responsible: Tamara Llano from UC.
- **YouTube.** Only as a repository of the videos of CELISE, responsible Alberto Coz.

During the project lifetime, the MC will look at measurable parameters such as the number of followers, number of Twitter feeds, number of following profiles, and number of likes in each social media accounts.

8.4. Organisation of workshops and final conference

The CELISE consortium foresees the organization of **two technical workshops** open to external stakeholders, boosting thus the impact of the results obtained from the execution of secondments. The workshops will be about the biomass processing and related to WP1. One of them about the pre-treatment or fractionation of biomass residues by novel and sustainable methods (in AUTH and ECORES). The use of deep eutectic solvents, ionic liquids and other methods will be shown in this workshop. The other one will be about novel processes of cellulose and nanocellulose fibres (in BANGOR) for SMEs and how to study the morphology and other technical, mechanical, thermal characteristics of the cellulose fibres.

Apart from the workshops, a symposium and a training school will be organised. The **symposium** will discuss the best tools for biorefinery options, including neural analysis, life cycle assessment, simulation by Aspen and others. This symposium will be organised by BIOPLAT and all companies involved in this platform will be invited. BIOPLAT is the Spanish Technology and Innovation Platform on Bioeconomy, constituted by the public-private agents of the biomass sector. This symposium is related to WP2 and the main responsible is UPM.

The **training school** will be about the production of artisan and artistic products from lignocellulosic resources using sustainable processes (in Cantabria, hosted by UC and with the collaboration of two small companies: Dínamo working with social exclusion people and Besarte



from a rural perspective, and women involved in artistic products), related to WP2 and WP4. The production of ancient paper and bio-composites from an artisan and sustainable point of view will be given. Different sheet tests were carried out using charges of adhesives, dyes, UV protectors and additives. Some artistic possibilities in the final products will be studied: engraving techniques, dry drawing techniques, water drawing techniques and heat and solvent transfer. This experience will be useful to be transfer to the international partners.

All these activities could serve for the development of new technological solutions and formation of future research consortiums. Moreover, when the need arises, the activities will target relevant experts facing European network challenges from academia, research institutions, Associations, EU and Latin-America institutions, among others.

The place where these events will be held is yet to be decided according to the timetable of the executed secondments in order to reduce costs (and thus to benefit from the presence of the researchers from Partner Organisations).

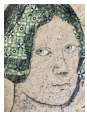
In addition, a final conference might be organised to mark the end of the project. Its main objective will be to create a raise-awareness event explaining the final solutions of biorefineries and the new technologies as well as benefits to the society. Thus, the consortium will present the main results of the project aiming to gather representatives from Public Authorities, EU institutions, standardisation bodies, industry, and scientific community. The combination of representatives from public administration and industry aims also at opening a constructive dialogue and collaboration to launch future initiatives both at EU and national level and continue working closely filling the current existing gap. The UC will coordinate this event in close contact with all the consortium members and the Project Officer.

8.5. Participation in external events

Due to the variety of consortium members (universities, SMEs, and research institutes), all beneficiaries and Partner Organisations will undertake regular monitoring activities of major conferences, seminars or forums taking place in Europe and Latin America. The research WPs that are developed by CELISE fit within the topics considered by several international conferences of great prestige such as BERSTIC, Cost Actions number CA17128 "Establishment of a Pan-European Network on the Sustainable Valorisation of Lignin (LignoCOST)", and CA17133 "Implementing nature based solutions for creating a resourceful circular city".

The partners of CELISE will try to present at these conferences the results of the project through PowerPoint presentations and leaflets' distribution to broaden the public aware of CELISE results and objectives.

The PowerPoint presentations will be used not only during such conferences, but also at the workshops, project meetings and different events (e.g., demonstration visits) where the project might be introduced. Therefore, PowerPoint templates are a key element for the branding of the project. To achieve this common image for CELISE, UC created and distributed to all consortium members a PowerPoint template to be used in all presentations by every beneficiary or Partner Organisation (see Figure 10).



D4.1: Website, dissemination, exploitation, outreach and transfer of knowledge plans

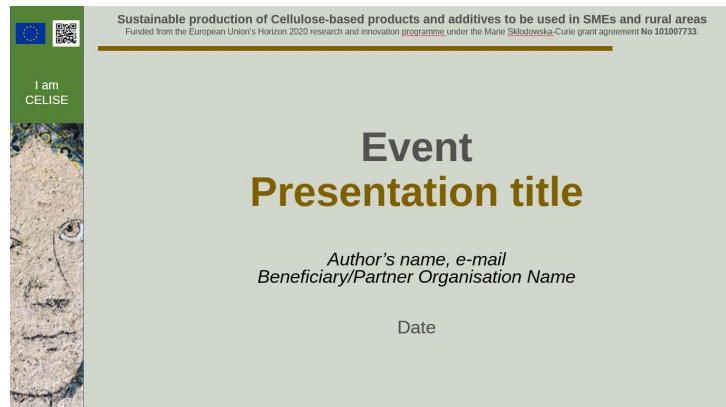


Figure 10. PowerPoint template used in all CELISE presentations and external events.

When possible and relevant, .PPT presentations will be made available on the CELISE website. Moreover, the template is available to download at the Restricted Area (consortium only) of the webpage.

On April 2022, the 3rd BERSTIC Conference will be taken place and organised by UCC (Colombia). Several partners will attend this meeting presenting results corresponding to various project tasks. The conference will be used to present CELISE to the attendees.

Finally, since CELISE is a MSCA involving many Early Stage Researchers and members from academia and research centres, outreach activities for citizens and young pupils will be seek each year. In fact, most of the academic partners are already involved and will disseminate the project (leaflets, demonstrations, roll-up poster) in yearly events such as European Researchers Nights (September), Science Week (November) and Pint of Science (about May) among others. UC will seek advice to its specialised unit UCC+I (Unidad de Cultura Científica y de la Innovación: <https://web.unican.es/unidades/cultura-cientifica>) and propose SC adjustments to the plan accordingly.

8.6. Scientific and journal publications

CELISE is a MSCA action involving secondments between sectors and academic partners in EU and third countries. Thus, publication in technical magazines and scientific renowned journals is a key aspect to demonstrate the scientific contribution and innovation achieved within the execution of the project, especially in Elsevier and MDPI. During the BERSTIC conference, energies journal from MDPI and Cogent Engineering Journal from Taylor and Francis will published the best papers.

The main characteristics of the CELISE dissemination through scientific journals are listed in Table 6.

All scientific publications generated during the development of CELISE will be Open Access. Details concerning followed policies and how publications and project data will be made open-access in CELISE can be found in D4.5 Data Management Plan. In cases where project data and results cannot be shared, the reasons in doing so will be provided (e.g. ethical issues, rules of personal data, intellectual property, commercial, privacy, security, etc.).

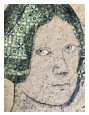


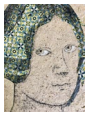
Table 6. Main features of CELISE journal publications.

Characteristics	Description
Objective	Publish relevant scientific results of the challenges addressed in the context of the project.
Key Message/Content	Scientific results.
Target Stakeholder	Scientific and technological community.
Information & Level of Detail	As appropriate.
Information Providers	Technology providers, secondees, supervisors and other participating scientists in the field.
Communication Methods	Written in the language and style requirements of the journal.
Activity required for Production & Delivery	Complying with the Open Access guidelines.
Frequency & Timing	Whenever important results are obtained.
Feedback and Follow Up Activity	Views, downloads and comments.

8.7. Networking activities

Another key dissemination and communication activity carefully planned by the consortium is networking. This will aim at creating clustering activities and synergies with other relevant initiatives related to CELISE objectives and activities.

CELISE is keen to collaborate with other EC funded projects and COST Actions under the same or similar objectives. This means that CELISE will actively seek collaboration with other projects with the aim to exploit synergies between the projects and increasing the impact of the action. Furthermore, when feasible, collaboration with other initiatives or local, regional and national strategies will be promoted.

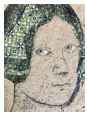


9. WORK PLAN FOR DISSEMINATION, COMMUNICATION AND OUTREACHING

In this section the outreach activities, materials and tools that were planned so far are summarised in Table 7. However, one shall note that this table is updated regularly along the project development.

Table 7. Work plan for dissemination and communication activities of CELISE.

Activities	Partner	Target group	Message	Timeframe
Logo	UC	Stakeholders, citizens and Public Authorities	Project benefits	Before the proposal
Website	UC/SGGW	Stakeholders, public and Public Authorities	Objectives, news, activities, results, environmental and economic benefits.	Kick-off periodically updated
Leaflet and poster	UC	Stakeholders, citizens and Public Authorities	Objectives, activities and expected results, results, impacts and benefits	Kick-off Demo
Technical publications	All	Stakeholders	CELISE results	Implementation
Press releases	All	Stakeholders, citizens and Public Authorities	Project and Programme description, project outcomes, impact and benefits	Kick-off Demo
Events (conferences, forums, working groups)	All	Stakeholders	Objectives, activities and expected results, impacts and benefits	Kick-off Implementation Demo
Workshops	WP Leader	Stakeholders	Project outcomes, impact and benefits	Demo
News (website, social media)	UC and UCC	Stakeholders, citizens and Public Authorities	Project news (progress, events, etc.)	All
Networking	All	Related projects and working groups	Activities, results, best practices exchange	All



10. EXPLOITATION PLAN

The objective of the exploitation strategy is to design a credible path for the integration of CELISE project results into future commercial and/or research activities.

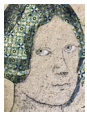
Patents and other exploitation results are expected in the following results: new biomaterials and software related to Smart Communities, new pieces of equipment for biomass processing in rural and SMEs areas. In addition, the possibilities of new business in rural areas of Colombia and Ecuador will be considered. In this case, the co-participation of other rural associations and companies may be required.

The items due to be made available on the portal of CELISE are strictly for educational purposes. Their use will be subject to the rules of Copyright and Fair Use law.

The CELISE partners signed a Consortium Agreement that details the exploitation rights. In addition, this document shows the way in which intellectual property rights will be managed. Specifically, the following aspects are considered in the Access Rights for Exploitation:

- Access Rights to Results if Needed for Exploitation of a Party's own Results shall be granted on Fair and Reasonable conditions.
- Access rights to Results for non-commercial research activities and for non-commercial educational purposes shall be granted on a royalty-free basis.
- Access Rights to Background if Needed for Exploitation of a Party's own Results, including for research on behalf of a third party, shall be granted on Fair and Reasonable conditions and upon a written agreement between the Parties concerned.
- A request for Access Rights may be made up to twelve months after the end of the Project or after the termination of the requesting Party's participation in the Project.

All the decisions about the authors and exploitation will be given by the agreement of all of the members of the Management Committee.



11. TRANSFER OF KNOWLEDGE PLAN

11.1. Project stakeholders and databases

For a proper implementation of the KTP and thus maximising the impact of the MSCA-RISE action, the CT and the responsible of the WP3 (Tamara Llano) will create a detailed stakeholder database and a biomass database and classifying them according to their level of engagement with the project. The database will maintain and update it for the duration of CELISE.

Thus, depending on their level of engagement, the consortium will adapt the different dissemination, exploitation and other knowledge sharing messages or tools accordingly to the specific interest and existing knowledge base of the target groups as showed in the next sections.

11.2. Imported methodology for Knowledge Transfer

For a proper transfer of knowledge, we must implement Knowledge Management through a well-designed and rigorous plan, which allows creation, organization, sharing and distribution of knowledge such that its availability for future users is guaranteed.

The CELISE Knowledge Management follows the methodology defined by AquaTT in the H2020 [COLUMBUS project](#), and subsequently applied in other European projects such as [PerformFISH](#), [ASSEMBLE Plus](#) and [BIOTRAFO](#). Such a methodology focuses on Knowledge Outputs (KO) and consists of three phases:

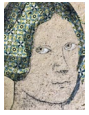
- (1) Collect;
- (2) Analyse (assessing knowledge and profiling Target User);
- (3) Transfer, monitor and evaluate (developing an action plan and measuring impact).

11.2.2. PHASE 1: collect

At this stage, the main supervisors at each network Participant will identify all KOs, which is essential to the successful performance of the project activities, by those who have undergone Secondments related to a research WP at their node. This will be done when the Secondment Plan Proposals, and subsequently the Secondment Final Reports, are drafted or when filling in the Report on Training Activities or Report on Dissemination, Communication and Exploitation. Supervisors will answer then questions such as what knowledge is critical to deliver on current objectives (e.g., process, technology, documentation, know-how, contacts, etc.), why it is important to transfer the knowledge, who could use the knowledge, and how the End Users will find and access the knowledge.

The WPLs will be requested to collect the KO information related to their WP quarterly or whenever necessary. They will inform the Coordinator Team which will filter the information such that

- every possible typo is corrected;
- it is determined if the short title of the KO(s) is adequately informative;
- it will be established if the knowledge description of the KO(s) is comprehensive enough to adequately understand the nature of the KO and to determine its possible application;
- potential end-users of the KO will be identified and listed, as well as their potential application; and,
- it will be clarified if the KO(s) is publicly available or is subject to issues of Intellectual Property Rights (IPRs) (which would influence transfer potential).



For each identified KO, if deemed necessary, UC will contact the KO owner to discuss it and identify if there is anything missing or unclear.

Note that each CELISE Participant will treat information from other Participants as confidential (according to the CA and GA) unless otherwise stated and not disclose it to Third Parties unless the information is publicly available.

11.2.3. PHASE 2: analyse

In the analysis step, the collected knowledge will be carefully assessed, and additional information asked for if needed. In particular, it shall be clearly decided “who” has the knowledge (Knowledge Fellow(s)), “to whom” the knowledge should be transferred (End User), and “how” could the End Users use and apply the KO (Potential Application). Note that there can be more than one type of End User.

UC will pass all KOs to the SC whose will:

- perform due diligence on the KOs – a thorough examination and evaluation of the KO and its applicability and readiness for transfer;
- determine any ethical and IPRs issues of the KOs;
- identify potential opportunities to exploit KOs to CELISE stakeholders (policy, industry, scientific community, rural associations, and society);
- design initial Knowledge Output Pathways for each KO. The MC should identify an eventual impact for each KO. A pathway to this eventual impact shall be constructed and the Target Users along this path identified and profiled.

11.2.4. PHASE 3: transfer, monitor and evaluate

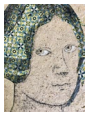
This phase will implement the process of Knowledge Transfer (KT), i.e., “moving knowledge between knowledge sources to targeted potential users of knowledge” by

- developing KT plans for individual Secondees or Participants of KOs that will identify suitable actions, means, measurable goals, tangible outputs, metrics of impact, evaluation criteria and specific reporting requirements that relate specifically to the transfer of essential knowledge,
- selecting the appropriate KT tool to facilitate the transfer, and
- providing frequent feedback, which will evaluate the satisfaction of Knowledge Fellow(s) and End Users with the implementation of the KT plan and review the lessons learnt from the process such that it can be further improved.

Such an approach will ensure that the KO is successfully transferred, there is an increased potential for impact from the transfer, and it is possible to measure and demonstrate the impact of the KO transfer.

In particular, the CT will draft KT plans once the Knowledge Output Pathways are approved and will pass them to SC for approval. Whenever necessary, the CT will consult the SC to discuss the most appropriate way to transfer the KOs (exploitation mechanisms and Participants). After approval by the SC, UC will coordinate the implementation of the KT plans with assistance from Participants where required. The CT with the help of the SC will monitor and measure the impact of the KT activities of the project using the predetermined metrics defined in the associated KT plan.

Within CELISE, it is envisaged to use a wide range of both non-commercial and commercial activities, tools, and channels to ensure effective KT, which will vary depending on the KO type:



secondments, publications, research collaborations, project webpage and repository, pilot demo, consultancy, training, licensing, documentation, organisation of seminars and workshops (peer assist), mentoring, debriefing, standardisation, involvement of experts, etc.

On the other hand, the leaders of WP3 and WP5 will make use of Key Performance Indicators (KPIs) to monitor constantly the impact of KT on the short term (within the lifetime of the project) and on the long term (sustainability after the project finalises). To this end, see table 7 of this document.

The ultimate goal of these KPIs is not only to register the quantity of KT activities for reporting issues but also to measure the impact value of the actions such as the number of “reads” of online materials or the number of citations.

Moreover, for assessment and evaluation, the CT through the SC will distribute newsletters with all activities of dissemination, communication, training, exploitation and in order to not lose any KT activity chained to the project.

The CT will compile a report to resume all KT actions involving CELISE activities and will inform MC and SC. TB will verify the data and, if they are not suitable to the designed strategy, they will propose changes in the KPIs and KT strategy to be further discussed and approved at a SC meeting.

11.3. Knowledge Transfer activities, tools and materials

CELISE consortium established a set of general principles, key performance indicators and clear procedures for collecting, approval channel, monitoring, evaluation and assessment of all KT activities, tools and materials used in the project. Such procedures are set up for:

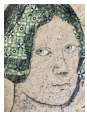
- **KNOWLEDGE MANAGEMENT** (within this deliverable and D4.5 about the Data Management Plan) – to ensure the timely identification and collection of Knowledge Outputs generated and shared by consortium members.
- **DISSEMINATION, COMMUNICATION** and **NETWORKING** (within this deliverable) – to raise awareness of the project, its rationale, its objectives, its funding, the consortium, and project progress and success (results).
- **EXPLOITATION** and **IMPACT** – (within this deliverable and D4.5 about the Data Management Plan) to effectively and pro-actively transfer knowledge, resulting in uptake and exploitation by different End Users which will provide measurable impacts for while ensuring CELISE data and IPRs are properly managed.

The KTP has been sketched by UC to make use of the latest tools, resources and communication channels resulting in cost effectiveness and maximum impact. However, all members of the consortium, especially in their own countries and in their own communities, will collaborate with UC team in the distribution of flyers, networking, organisation of workshops and seminars, press releases, project news, participation and presentation of the project in national and international events, demonstration activities, patent filling and technical and scientific papers for specialised magazines and Open Access journals such that training is complete, awareness is fostered and results for impact are transferred.

Next, we summarise the different materials, tools and protocols for KT mentioned above.

11.3.1. Secondments and Capacity Building

In the MSCA-RISE projects, the KT is mainly made via **Secondments** of research and innovation staff at Participants from academy, industry in Europe and Latin America. Figure 11 shows the



D4.1: Website, dissemination, exploitation, outreaching and transfer of knowledge plans



Note that the [CELISE webpage](#) has been created as the main tool to promote a multidisciplinary environment and share all the knowledge related to the project:

- objectives, reports, calls for seminars and workshops, relevant presentations, scientific articles, etc., with open access.
- all courses, presentations, meetings, secondments, training events, seminars organised by the consortium and information related to them (documentation, presentations, etc.), in the repository of the page.

Thus, by all these complementary Capacity Building activities, CELISE will contribute to the KT and, furthermore, to the main objectives of the MSCA-RISE in the following issues:

- all Secondees will get an increased set of skills, both research-related and transferable ones, leading to improved employability and career prospects both in and outside academia;
- New ecological, innovative, portable, and profitable solutions for SMEs and rural areas.
- Positioning within European and Latin-American environment of social challenges.
- Use of circular economy and bioeconomy, promoting the use of residual biomass.
- International leadership in R&D&I.
- Open Access.
- And, finally, boosting the careers and extensive networking, enhancing the cooperation and transfer of knowledge between sectors and disciplines;

11.3.2. Dissemination, communication, and networking

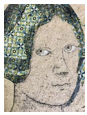
This plan has been shown in Sections 8 and 9 of this document.

11.3.3. IPR management

The CELISE consortium set down the IPRs rules in the CA that follows the standard DESCA model for H2020. Such agreement has been approved and signed by the Beneficiaries of the GA, and it defined the main approach regarding Background, ownership of Results, Access Rights, Confidentiality, licensing, and publication of key knowledge generated by the project. Moreover, in this document (sections 8-10), internal procedures for dissemination and approval have been detailed. All these aspects have been extended to Partnership Agreements signed by the Coordinator, on behalf of the consortium, with the five Partner Organisations participating in the project.

All researchers involved in the project will be required to comply with non-disclosure agreements of the CELISE consortium and to follow the rules of confidentiality, scientific conduct and proper documentation. In addition, all of them will receive an introduction to IPR issues relevant to the project and their secondment at project meetings, before the start of the secondments and by signing any required Secondment Agreement by the Host Institutions.

This approach will allow CELISE to collectively and individually pursue market opportunities arising from the project's results. The individual contributions of the secondments will be safeguarded and acknowledged. Participants who own knowledge suitable for patenting will be encouraged to fill in applications for patents or a similar form of protection and shall supply details of applications to the other consortium Participants. Specific confidentiality agreements will be signed among partners involved in tasks with sensitive intellectual property and commercial issues, if required and in line with any signed Secondment Agreement, Partnership Agreement and Consortium Agreement.



The CT will circulate a template to partners to collect information on IPR procured for results, requesting the following information:

- Identification of IPR type and Confidentiality;
- Type of IPR (Patent/Trademark/Registered Design/Utility Model/Other);
- Confidentiality (Yes/No);
- Application Title;
- Embargo end date.

Based on the information gathered, the SC will advise and supervise the protection of any know-how, exploitation and dissemination of results, and management of IPRs that might be generated by CELISE.

11.3.4. Data management

Given its applicability and strong industrial component, CELISE will generate diverse sensitive outputs, including mailing lists of consortium members, Secondees, participants at events and relevant stakeholders, observations, measurements data, validation protocols, scientific articles, consortium templates, training seminars and videos relating to the performance of sustainable production of cellulose-based products and additives to be used in SMEs and rural areas. This diversity required a Data Management Plan (D4.5) to provide a strategy for managing data generated and collected during the project, optimise access to, and re-use of research data in line with the [EC guidelines for Open Access](#) and data management.

The deliverable D4.5 Data Management Plan are going to be submitted the same month of this deliverable.

11.3.5. Innovation management

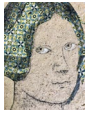
Effective Knowledge Transfer ensures that research results of CELISE eventually exert an effective impact on EU competitiveness. The SC, with the help of the MC if necessary, will be responsible for identifying and handling IPRs underlying promising innovations to be directly transferred for application in the cellulose sector, especially in SMEs and rural areas. The management of exploitation results within the project will be led by the industrial partners and UCC, who have more experience in capitalising on these exploitable results and the relationships with the rural and vulnerable areas. The rest of the Participants will provide their points of view, enhancing the innovation in the exploitation results.

Considering how the WPs of CELISE have been designed, it is expected to obtain the following innovation outputs during and upon completion of CELISE:

- new methodologies for pre-treatment of lignocellulosic biomass residues.
- new biomaterials and additives, including nanocellulose, in SMEs.
- new biorefinery options in rural and vulnerable areas based on LCA and other mathematical tools and using portable pieces of equipment.
- new tools and models for simulation, optimisation, automatisation of the processes and biorefineries.
- new educational programmes in rural areas.

The knowledge generated throughout the project could become different consulting services to third parties

Participants who own knowledge suitable for patenting will be encouraged to fill in applications for patents or a similar form of protection and shall supply details of applications to the other



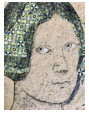
D4.1: Website, dissemination, exploitation, outreaching and transfer of knowledge plans



consortium Participants. Specific confidentiality agreements will be signed among partners involved in tasks with sensitive IPRs and commercial issues, if required.

The CT will circulate a template to Participants to collect information on innovations procured, requesting information such as:

- Type of Activity (Prototype Testing/Feasibility Studies/Demonstration Trials);
- Type of result going to market (New products/New Process/New Method);
- Number of private companies (SMEs) and rural areas receiving innovation.

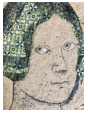


12. CONCLUSIONS

This deliverable D4.1 describes the strategy, materials, protocols, and tools to implement dissemination and communication activities for the project and the exploitation and the transfer of knowledge plans. Moreover, it briefly shows the webpage designed for the project and the transfer of knowledge plan is based on the three-step methodology: 1. collect, 2. analyse, and 3. transfer, monitor and evaluate.

The involvement of all consortium members including Partner Organisations from third countries (e.g., participation to external events, publications, sharing messages in social networks or local media, or finding of new networks for collaboration), proper execution of the designed processes and observance of the envisioned times are essential for achieving outstanding results. In addition, this deliverable serves as a reference for the dissemination, communication and exploitation and transfer of knowledge activities to be performed by the CELISE consortium during the execution of the project and its secondments.

Like any other plan, it aims at maximising its impact so the consortium will rigorously monitor and modify it when circumstances are changing, or any improvement is needed due to a lower quality. Therefore, the plans, processes and strategy presented in this document will be fine-tuned and improved during the lifetime of the project as the work progresses in all the work packages and according to the implementation of the secondments.



13. REFERENCES

All references have been added as hyperlinks on this document.