SURPASS

Safe-, sUstainable- and Recyclable-by design Polymeric systems
A guidance towardS next generation of plasticS

Start date of the project: 01/06/2022
Duration 42 months

Deliverable D6.1

Plan for Exploitation and Dissemination of the Results (PEDR), including Communication Plan

Work Package	6	Dissemination, exploitation, standardization and training
WP Leader		Clara Hoyas
Lead beneficiary		WFO
Contributing beneficiaries		All partners
Reviewer		S. Clavaguera – CEA

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101057901.

Nature of the deliverable		
R	Report, document	☒
DEC	Websites, patents filing, press & media actions, videos, etc.	☐
DMP	Data Management Plan	☐

Dissemination Level		
PU	Public, fully open	☒
SEN	Sensitive, Restricted to a group specified by the consortium under conditions set out in grant agreement	☐

Quality procedure			
Contractual delivery date	30/11/2022		
Actual delivery date	15/12/2022		
Version accepted by the Steering Board	☒	**Report uploaded via Research Participant Portal**	☒

Acknowledgements

Version history

Version	Date	Partner - Author	Email	Comments[1]
1	18/11/2022	WFO – C. Hoyas	clara.hoyas@wastefreeoceans.org	creation
1.1	28/11/2022	CEA – S. Clavaguera	simon.clavaguera@cea.fr	corrections
2	07/12/2022	WFO – C. Hoyas	clara.hoyas@wastefreeoceans.org	2nd version
2.1	14/12/2022	CEA – A. Tummino	andrea.tummino@cea.fr	Proofreading and final version

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[1] Creation, modification, final version for evaluation, revised version following evaluation, final

Executive summary

This document contains all the information about the SURPASS plan for exploitation and dissemination of results (PEDR), including the Communication Plan. It describes the main activities that will be carried out for the entire duration of the project (M1 – M42). The document set the strategic framework for communication and dissemination of the project results and will be available to all project partners. The aim of the Exploitation, Dissemination and Communication Plan is to establish and run the visibility and communication infrastructure of the project so that all activities carried out during the project lifetime will be widely known in Europe.

The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of SURPASS objectives and project activities. Today, just a handful of activities have been started, but many activities are scheduled to be done later.

The Plan for Exploitation and Dissemination of the Results gives an overview of all dissemination opportunities identified through traditional communication channels such as event attendance (conferences, seminars, workshops, etc.), project publications (brochures, press releases, articles in professional journals, etc.) and project presentations (to various stakeholders and the general public).

WFO will coordinate and manage SURPASS dissemination and communication activities. Nevertheless, all the project partners will be responsible to disseminate SURPASS results through their own communication channels and towards their existing communities.

This deliverable also encompasses all aspects of the exploitation of the project's results, from the legal basis and the obligation to exploit the project's results, to the strategy adopted by the consortium of SURPASS towards exploitation.

Overview of the deliverables

WP:	6
Task:	Development of the Dissemination and Communication Strategy
Title:	Communication and Dissemination Plan

General description of the deliverable, as in the DoW, describing:

- ◼ Task Leader: WFO
  Partners involved: All partners
  A detailed and agile dissemination, communication and awareness plan will be developed at the beginning of the project, being periodically updated and deployed along the project life cycle. It will contain:
  1. the identification of SURPASS stakeholders, and analysis of their characteristics, in order to establish the most suitable dissemination formats and channels for each target group;
  2. the dissemination methods and channels and their associated activities and tools to reach the expected impacts in terms of awareness, acceptance and final uptake (project website, conferences, workshops, publications, videos, etc.);
  3. dissemination procedures according the EC GA and CA;
  4. schedule and complementarities of dissemination and communication among partners.

- WFO will coordinate and manage SURPASS dissemination and communication activities. Nevertheless, all the project partners will be responsible to disseminate SURPASS results through their communication channels and towards their existing communities. Therefore, all partners will play a role in the dissemination of the results and their interest and opportunities will be identified through a dedicated survey template to be filled (and updated) by the partners during the project. The deliverables of the project will be used as milestones to monitor the progress of dissemination activities. The dissemination activities will be constantly tracked and monitored by WFO; thus, a brief overview will be presented in every Executive board (EB) meeting. A continuous monitoring activity will enable to assess the results and impacts of the dissemination and communication activities providing regular feedback to the effectiveness of the strategy.

List of acronyms

CA	Consortium Agreement
CEA	Alternative and atomic energy commission
CS#	Case study + number
DMP	Data management plan
EB	Executive board
EC	European commission
EEAB	External expert advisory board
EU	European Union
GA	General Agreement
GA	General Assembly
GEO	GEONARDO Ltd.
H2020	Horizon 2020
HE	Horizon Europe
HRB	Horizon results booster
ICT	Chemical Technology Institute
IND	INDRESMAT
IP	Industrial property
IPC	Industrial Technical Center for Plastics and Composites
IPR	Industrial property register
MNL	Multinanolayer
PUDK	Plan of Use and Dissemination of Knowledge
RIVM	Rijksinstituut voor Volksgezondheid en Milieu
SC	Steering Committee
SME	Small Medium Enterprise
SP	SharePoint®
SSRbD	Safe-, sustainable-, recyclable-by-design
UGA	University of Grenoble Alps
WFO	Waste Free Ocean
WP	Work package

Table of Figures

Table of Content

1. Introduction

This report is the Plan for Exploitation and Dissemination of the Results (PEDR), including Communication Plan. The purpose of this document is to set the strategic framework for communication and dissemination activities of the project results, and to establish and run the visibility and communication infrastructure of the project so that all activities carried out during the project lifetime will be widely known in Europe. The plan is an integral part of the Work Package (WP) 6.

The WP 6 will develop an impact-oriented dissemination and communication strategy to guarantee the effective outreach of the project results towards stakeholders and the general public and enhance their acceptance and exploitation. SURPASS dissemination activities will focus on its real added value in economic, technical, and environmental terms and they will also support the project sustainability even beyond its lifespan.

Specific objectives of the WP 6:

- To define an agile communication strategy to be adapted to the different target groups and messages.
- To prepare the visual identity and a set of materials for the promotion of SURPASS project.
- To monitor and execute the communication plan with a continuous penetration into the main target groups and the public with tailored messages to transfer ideas in a clear and effective way.
- To identify SURPASS's key exploitable results and prepare exploitation plans to achieve the expected impacts

1.1 Objectives and key communication messages

In order to achieve the objectives of the SURPASS project, an efficient dissemination strategy has to be developed and implemented. This strategy is unfolded in the present Plan for Exploitation and Dissemination of the Results, including Communication Plan. The plan will be regularly updated in order to follow the progress of the project.

The Plan for Exploitation and Dissemination of the Results, including Communication Plan gives an overview of all dissemination opportunities identified through traditional communication channels such as event attendance (conferences, seminars, workshops, etc.), project publications (brochures, press releases, articles in professional journals, etc.) and project presentations (to various stakeholders and the general public). These activities will be complemented by online activities based on the project website, and through the main social platforms (e.g. LinkedIn and Twitter). The dissemination activities have been designed to target the key audiences and stakeholders and to maximize awareness of SURPASS objectives and project activities. Any dissemination activities and publications in the project will acknowledge the Horizon Europe (HE) Programme funding.

The main purpose of the present plan is to set clear and reliable rules, aiming at ensuring targeted and effective dissemination of project's objectives, activities and results. Strategy envisages also all dissemination methods, tools and channels for the identified target groups. It is expected that the

implementation of this plan coupled with partners' activities will achieve maximum awareness of project activities and results.

The dissemination objectives of the SURPASS project are the following:

- Establishment of core messages of the project
- Identification of communication and dissemination methods and tools
- Dissemination of the results, solutions and knowledge collected within the project to the audience
- Definition of partners' responsibilities in dissemination activities

The communication and dissemination actions are performed throughout the whole duration of the project, progressing from initial awareness raising to the promotion of the SURPASS public deliverables. These actions will be supported by materials for communication which will be customized according to the targeted public (SMEs and start-ups, policy makers, the scientific community, end-users, investors, the general public, etc.).

The SURPASS objectives are fully explained in the project proposal and these objectives will be the key messages. The strategy will highlight the project's objectives and convey the key messages to a widest possible audience that includes SMEs, start-up companies, policy makers, the scientific community, the general public, and media.

The overall objective of SURPASS is to overcome the lack of guidance surrounding the development of safer, more sustainable and recyclable polymers, through the development of the first safe-, sustainable-, and recyclable-by-design (SSRbD) Assessment and guidance dedicated to polymeric materials. It will test and operationalize concepts and criteria, relying on the economic, environmental and social criteria, and confront them with results from three specific case studies: building, transport and packaging.

SURPASS will then create a user-friendly digital tool to make the information easily accessible and which will be directed to SMEs and start-up companies on which the SSRbD Assessment and guidance tool will be accessible to support them in the development of new SSRbD polymers. The tool will be fed with results from the three case studies.

2. Communication and Dissemination Strategy

2.1. Project Internal Communication

2.1.1. Communication Tools

Emails

For daily and short communication messages, partners of the consortium mainly send each other emails.

Consortium Meetings

When exchanging more information, consortium meetings are regularly organized in order to better monitor the work of every partner, to maintain relationships between them and to ensure good quality of the work by reviewing what that has been done so far and discuss how to improve it.

For these meetings, Skype is the main communication channel. It is being used between partners or with the coordinators.

For the Consortium meetings such as the Kick-off Meeting and the Second Consortium Meeting, CEA and all partners use Livestorm, which is a platform to manage more easily long meetings and virtual events such as webinars or online workshops.

More information concerning roles and responsibilities as well as frequency and aim of all project meetings can be found in D7.1 "Management manual".

SharePoint

A web management platform has been implemented by CEA in order to better manage the project. The platform is based on Microsoft SharePoint® (SP), is being used to upload project documents, reports, minutes or deliverables. Each participant has access to it through personal credentials and is able to upload and access any document provided by another partner. It is accessible through the following link: https://surpass-project.cea.fr.

A detailed description of the project SP platform can be found in D7.2 "Web-based management platform"

Plan for the Use and Dissemination of the Results (PUDK)

The aim of the PUDK is to monitor and track all the communication activities connected to SURPASS project. The reported activities should cover publications on the partners' website, various conference attendance, published papers, newspaper articles, etc. The publication should include project progress, public presentation of the results, scientific articles, etc.

The PUDK list is available on the Collaboration section of the project's SharePoint, and will be regularly updated by all project partners.

LIST OF ACTIVITIES

Detailed below are the dissemination activities performed by the SURPASS Consortium during the first months of the project (Table 1).

Table 1– PUDK dissemination activities

Partner	Date	Title	Type of event	Location	Comment	Type of audience
2022						
Online events						
CEA	3/24/2022	SURPASS project pitch	Circular Plastics Alliance General Assembly – R&D side session	Online	Performed	
CEA	20–24/06/2022	SURPASS project description	Nanoweek 2022	Limassol, Cyprus	Performed	Organised by the NanoSafety Cluster
CEA	26–27/06/2022	SURPASS project description	IndTech 2022	Grenoble, France	Performed	Organised by CEA & Amires at Minatec
CEA	10–11/06/2022	[SURPASS] Next generation of plastic…	Linkedin	social media	Performed	link
CEA	8/10/2022	CEA's post about SURPASS and beyond	Linkedin	social media	Performed	link
CEA	21/09/2022	SURPASS KoM press release	CEA-LITEN website	Grenoble, France	Performed	link
IPC	13/09/2022	Kick Off meeting	Linkedin/Twitter	Linkedin/Twitter IPC	performed	General and target
IPC	13/09/2022	SURPASS Website	Linkedin/Twitter	Linkedin/Twitter IPC	performed	General and target
IPC	29/09/2022	SURPASS launch of an ambitious project	newsletter	email/website IPC/ Linkedin	performed	General and target
IPC	21–22/1/22	ALL4PACK	fair	Paris Villepinte	performed	Face to face
CIDETEC	7/11/2022	Kick-off meeting Surpass	Linkedin	link	Performed	General and target
CIDETEC	21/07/2022	Tweet	Twitter	link	Performed	General and target
CIDETEC	8/29/2022	SURPASS project presentation	CIDETEC's WEBSITE	link	Performed	General and target
WFO	11/7/2022	Kick-off meeting Surpass	LinkedIn and Twitter	link	Performed	WFO
WFO	1/9/2022	Launch website	LinkedIn and Twitter	link	Performed	WFO
WFO	24/11/22	IPC at ALL4PACK	LinkedIn and Twitter	link	Performed	WFO
WFO	30/11/22	WFO at Plast Eurasia Fair	LinkedIn and Twitter	link	Performed	WFO
WFO	5/12/2020	Publication SURPASS brochures	LinkedIn and Twitter	link	Performed	WFO
Presentations						

Partner	Title	Date	Aim of the event	Link to event description	Kind of dissemination
IPC	ALL4PACK	21&22/11 /22	packaging	link	Visual aids and one-to-one discussions.
WFO	Booth at the Plastic Waste Free World Conference and Exhibition	9-10 November	Present solutions to tackle plastic waste pollution	link	Visual aids and one-to-one discussions.
WFO	Booth at the Plast Eurasia Fair (Istanbul)	23-26 November	Technologies, machinery and products related to plastic manufacturing and recycling.	link	Visual aids and one-to-one discussions.

2.1.2. Communication and Dissemination task force and meetings

A group is set up to monitor the progress of the dissemination and exploitation work package (WP6). The group will be led by WFO but it is expected that all the partners will take part in the task force. In the first six months of the project, the activities will be focused on the creation of the project website and logo, including a design for a roll up banner.

Conference calls and meetings with the task force will be scheduled regularly through the whole duration of the project. All the project partners will be informed about the decisions taken within these groups.

2.2. Project external communication and dissemination

2.2.1. Communication Channels

Website

The project website is one of the main communication tools for any EU funded project. It provides easy and quick access to the project results for a wide audience.

The main project website is available at https://www.surpass-project.eu/ and will be updated on a regular basis with the latest results and news concerning the project.

The SURPASS website includes the following content:

- **Project Home Page** – general project description, latest news, subscription to SURPASS newsletter and acknowledgement of the EU funding
- **Project** – Description of the SURPASS project, facts and figures about the project,
    - ♦ **Context** – Context in which the project was born;
    - ♦ **Approach** – General description of the three case studies
    - ♦ **Objectives** – Four specific objectives of SURPASS
    - ♦ **Workplan** – How is the SURPASS project divided into the different work packages and the role of each partner within the WPs
    - ♦ **Results** – Expected results. This section will be completed with the actual results of the project.
- **Partners** – List of project partners including their logos, website address and short description of their organization
- **Case Studies** – Comprehensive explanation of the three case studies
- **News & Events** – latest news about the project and events where SURPASS will be presented as well as articles and press releases, all the reports/deliverables that are available to the general public, the job opportunities and all the communications material.
- **Contact**

More information on the project website can be found in D6.2 "Project website operative".

Figure 1 SURPASS website homepage

Social Media

Information on the SURPASS project developments and its results will be published on the websites of the different partners as well as promoted via their social media accounts including Twitter and LinkedIn.

At any moment of SURPASS lifetime (and beyond) partners are more than welcome and invited to share and promote SURPASS via press and social media using their personal or professional account.

- ◼ SURPASS LinkedIn page: https://www.linkedin.com/company/surpass-project/
- ◼ SURPASS Twitter profile: https://twitter.com/ProjectSurpass

All the posts in social media are encouraged to include the unique hashtag #SURPASS.

⚠️⚠️ We are delighted to announce that the new SURPASS Project website is operative! ⚠️⚠️

◉ Have a look at it on: https://lnkd.in/ejAK8P-5, and read our article ...see more

SURPASS Project successfully launched - Press Release · 2 pages

SURPASS Project successfully launched

Press Release

On Wednesday and Thursday 6th and 7th of July, CEA, the French Alternative Energies and Atomic Energy Commission, based in France, hosted the kick-off meeting of SURPASS.

SURPASS, which stands for Safe-, sUstainable- and Recyclable-by design Polymeric systems. A guidance towardS next generation of plasticS, is a 42-month long EU-funded project, part of the Research and Innovation Program Horizon Europe 2021. It lasts from June 1st 2022 to November 30th 2025, and has a total budget of 4.98 million Euros.

As plastic waste is accumulating on the planet at an alarming rate, provoking air, soil and water pollution due to hazard substances and greenhouse gas emissions, the SURPASS project was born to lead the transition towards more safe, sustainable and recyclable by-design (SSRbD) polymeric materials and aims to target three specific sectors representing 70% of the European plastic demand: packaging, building and transport.

Last month, during the kick-off meeting, the 13 partners of the consortium gathered to present their organization, their activity within the project and to draw the first steps of their future collaboration.

Along with the development of new polymeric materials in the three specific case studies, SURPASS will optimize reprocessing technologies to adapt them to the new SSRbD materials, and develop a scoring-based system to help designers, formulators and recyclers to develop the new polymers through the whole plastic life-cycle, notably according to specific criteria related to health, economy

Figure 2 LinkedIn publications

Figure 3 Twitter publications

Press Releases

SURPASS' press releases aim to record all the activities of the project and inform the general public about the project. They are available on following link: https://www.surpass-project.eu/news-publications-events.

A first press release was published in August 2022 to announce the start of the project and is available on the SURPASS' website in the "News, Publications and Events" section.

SURPASS Project successfully launched

Updated: Sep 1

On Wednesday and Thursday 6th and 7th of July, CEA, the French Alternative Energies and Atomic Energy Commission, based in France, hosted the kick-off meeting of SURPASS.

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Along with the development of new polymeric materials in the three specific case studies, SURPASS will optimize reprocessing technologies to adapt them to the new SSRbD materials, and develop a scoring-based system to help designers, formulators and recyclers to develop the new polymers through the whole plastic life-cycle, notably according to specific criteria related to health, economy and environment. Finally, all the data will be merged to an open-access user-friendly digital infrastructure. Standardization and legislative obstacles will also be addressed at EU-level to further facilitate the transition towards green economy. The project will mostly target SMEs, representing 99% of enterprises.

The 13 partners, consisting of research and technology organizations and industries and led by CEA, are: Commissariat à l'Energie Atomique et aux Energies Alternatives, CEA (FRANCE), Centre Technique Industriel de la Plasturgie et des Composites, IPC (FRANCE), Fundación CIDETEC, CIDETEC (SPAIN), Acondicionamiento Tarrasense Associacion, LEITAT (SPAIN), Indresmat SL, INDRE (SPAIN), Université Grenoble Alpes, UGA (FRANCE), Geonardo Environmental Technologies LDT, GEONARDO (HUNGARY), BASF SE, BASF (GERMANY), Rijksinstituut Voor Volksgezondheid en Milieu, RIVM (NETHERLANDS), Asociación Española de Normalización, UNE (SPAIN), Fraunhofer Gesellschaft zur Forderung der Angewandten Forschung EV, ICT (GERMANY), Wipak Gryspeert Sas, WIPAK (FRANCE), Waste Free Oceans Europe, WFO (BELGIUM).

The SURPASS' consortium is committed to find new SSRbD polymers to reduce plastic waste pollution to a large extent for a more sustainable future.

Start Date: 01/06/2022
Project Duration: 42 months
For additional information please contact:
info@surpass-project.eu
Project Coordinator (CEA): Simon Clavaguera
www.surpass-project.eu

Figure 4 SURPASS first press release

E-Newsletter

An e-newsletter will be drafted every year with the collaboration of all the project partners. It will be available on the SURPASS website, under the "News, Publications and Events" section and also distributed by e-mail to interested stakeholders and other organizations who previously registered on the SURPASS website.

The newsletter will include a summary of the technical outcome of the period, and information about events and conferences where SURPASS will be presented.

Public Deliverables and Reports

All the public deliverables and reports will be available on the SURPASS website, in the "Public Deliverables" sub-sections, under "documents".

2.2.2. Promotional material

The SURPASS Brand Image: Logo

The SURPASS logo was created first as a provisional logo, and then has been chosen among the different options proposed after the start of the project. It is aimed at capturing the attention of the target audience.

The logo is used on all internal and external documents, deliverables, reports, dissemination materials, websites, and presentations. The logo forms the basis of the SURPASS brand and the colors and style will be used throughout the project. There is one version of the logo (Fig 1).

Figure 5 SURPASS Logo

Meaning of the logo:

The SURPASS logo includes the acronym of the full project's name. Its design and colours refer to some of the main keywords defining the project: the dot under the "A" letter represents a polymer; the two arrows form an S, referring to the "**S**afe" and "**S**ustainable" approaches, while the arrows in themselves form the symbol of recyclability.

In fact, in order to tackle plastic waste pollution and to find solutions to its numerous and adverse consequences, mainly from health and the environmental point of views, SURPASS proposes to develop new safe-, sustainable- and recyclable-by-design polymers in three sectors representing 70% of the European plastic demand in order to lead the transition towards green economy.

The brochure, banners and other graphic material will follow this reasoning in order to keep coherence in the meaning.

Brochures

To promote the SURPASS project to a wider audience, a trifold in English (and potentially in partners-based local languages) has been produced. The brochure includes a description of the project, its background and goals as well as a list of the partners involved. The brochure is presented in the offices of the SURPASS partners, during conferences or workshops and is also distributed to internal staff, visitors, partners, and clients. Its design and layout are based on the official SURPASS logo.

The brochure will be regularly updated according to the state of the project and 3 versions will be published. The second one will be created halfway through the project, and the third one at the end and will gather more details about the results.

The SURPASS consortium

Research and Technology Organizations

cea   I P C   cidetec surface engineering

LEITAT managing technologies   Fraunhofer ICT

Universities   SMEs   Standardization organization

UGA Université Grenoble Alpes   INDRESMAT   GEONARDO   UNE

Industrial companies   European association

BASF We create chemistry   WIPAK   WFO WASTE FREE OCEANS

CONTACT US

info@surpass-project.eu

VISIT US

https://www.surpass-project.eu/

FOLLOW US

@ProjectSurpass

SURPASS Project

SURPASS

Safe-, sUstainable- and Recyclable-by design Polymeric systems
A guidance towardS next generation of plasticS

Demonstration of Innovative Technologies towards more Safe, Sustainable and Recyclable polymeric materials

Project funded by the European Union under the Horizon Europe work programme grant agreement N° 101057901.

CONTEXT

Plastic waste outlive us on this planet as they take centuries to break down. The hazard of endocrine disruption by leached substances, fast growing and pollution of land, air and water as well as greenhouse gas emissions are only some of the adverse effects of plastic waste on public and environmental health. Still, 70% of plastic waste collected in Europe is landfilled or incinerated.

PROJECT

The SURPASS consortium will:

1 Develop SSRbD alternatives with no potentially hazardous additives through industrially relevant case-studies, targeting the three sectors representing 70% of the European plastic demand:

- Building
- Transport
- Packaging

For further details:

3 Develop a scoring-based assessment that will guide material designers, formulators and recyclers to design SSRbD polymeric materials

4 Merge all data and relevant methodologies in a digital infrastructure,

SURPASS will in particular address its results to SMEs, representing more than 99% of enterprises, and therefore has an outstanding potential to contribute to the transition towards **green economy.**

SOLUTION

The overall objective of SURPASS project is to lead by example the transition towards more:

- Safe
- Sustainable
- Recyclable

by Design polymeric materials

2 Optimize reprocessing technologies adapted to the new SSRbD systems to support achievement of ambitious recyclability targets.

Case Studies: From RTOs to end-users Ensuring industrial take-over

Digital infrastructure & Dissemination, Exploitation and Communication

Standards, Policies, Regulations

SSRbD Assessment Strategy: From toxicologists to LCA/LCC experts. Ensuring a holistic vision
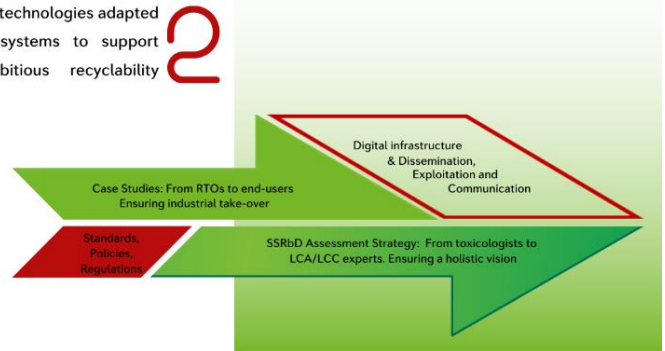
Figure 6 SURPASS general Brochure

2.2.3. Roll-up Banner

A banner was developed for the project. It is envisaged that each partner will have the banner for dissemination purposes. This banner will be used to present the project during conferences, workshops and trade shows. The official banner can be found below. Its design and layout are based on the official SURPASS logo.

Demonstration of Innovative Technology towards more
Safe, Sustainable and Recyclable polymeric materials

Building

Bio-sourced polyurethane resins (PU) with enhanced vitrimer properties to replace Polyvinyl chloride (PVC) for window frames – with similar insulating properties, and able to achieve a higher number of recycling loops.

Transport

MultiNanoLayered (MNL) films involving no potentially harmful compatibilizers to replace currently non-recyclable multi layers films, associated with a decontamination process for film reprocessing.

Packaging

A new epoxy-vitrimer based composite integrating non-releasable fire-retardancy moieties, as alternative to metal for the trai structure, to decrease energy-consumption (lightweight material).

 Horizon Europe

Figure 7 SURPASS Roll-up banner

2.2.4. Templates

Common layouts for project documents should be used. Dedicated templates for deliverables and PowerPoint presentations have been drafted and all project partners can access to them on the project SP platform.

A first version of the Power Point template had been designed by CEA and used during the first six months of the project, for instance for the first and second Consortium meetings.

Figure 8 SURPASS Provisional Power Point Template

A new version was designed by WFO to reflect the case studies and has been approved by the general assembly during the Second Consortium meeting.

Figure 9 SURPASS Templates for Power Point Presentations

General project presentation

A general PowerPoint presentation will be drafted at the beginning of the project. Based on the project outcome, this presentation will be updated regularly. The presentation will contain a non-confidential overview of the project which can be used by the members for dissemination purposes.

The presentation will be available on the project website (https://www.surpass-project.eu/communcations-material) and on the SP.

Video

Videos are important tools to increase the outreach of SURPASS. At M21, a first video will be published on the SURPASS website as well as the YouTube channel which will be created in parallel. The video will summarize the project and present the first results with dynamic and simple messages. A background voice coupled with text will accompany the images to make it possible to watch the video with or without sound, which makes it accessible for everyone on every device in different situations.

According to the budget and the number of person month, another video could be created at the end of the project, either by WP 6 leaders or by CEA's Communications Team.

Poster and leaflets

A poster and a leaflet will also be developed to promote the project at selected events providing general information and preliminary results, addressing both technical and non-technical public. Along the project execution, three versions of this material will be released, firstly with a general presentation of the project at M30, to show the main progress of the project, and at the end of the project gathering the results.

Both the leaflet and poster will be uploaded to the website and will be available for download to any visitor of the SURPASS website. The printable versions will be uploaded on the project SP platform, as it will serve also as a support document for fairs, congress, forums, and workshops.

2.3. Training and education

2.3.1. Workshops and Webinars

The SURPASS project will organize at least 2 open workshops or conferences (dedicated to the project or in collaboration with larger initiatives). The workshops will be set up by the project on different locations with the objective to discuss project results and receive inputs from outside.

The aim is to disseminate the project results, mobilize stakeholders and establish deep ties with relevant platforms, networks, associations and other related projects.

WFO will organize three specific events over the course of the project to raise awareness on plastic pollution, targeting three specific audiences:

Event 1 – Targeting Students

A workshop on waste collection will be organized in Brussels. The objective will be to sensitize them on plastic pollution and show them that plastic waste has a value and can be recycled and upcycled.

Event 2 – Targeting Children

A mini-documentary (4-5 min) with simplified content and easy words will be produced and shown to children in 5 WFO partner primary schools in Europe, and translated if necessary.

Event 3 – Targeting Adults

Conference targeting the plastic industry, the working population, the social entrepreneurs and aspiring entrepreneurs to discuss the state of plastic waste management in Europe, encouraging them to use and consume recycled products/materials. The whole event will be recorded and shared on social Medias as well as on the website of the project.

The three events will be preceded and followed by promotional material: promotional video, media campaigns, press releases, etc. and published through SURPASS social media and website.

In addition, SURPASS and its sister projects (ESTELLA, REDONDO, REPURPOSE) are in contact andaim to organizing (at least) a shared event. The discussions with these three Horizon Europe projects are ongoing and the type of event, topic, target audience and dates will be determined early 2023.

Furthermore, WFO will be in charge of networking activities with other related projects, previous and future calls (H2020, HEu, or relevant programs) to find new synergies and initiatives in the SSRbD domain and therefore increase the outreach of potential stakeholders, organize joint events, exchange knowledge, experience and best practices, and stimulate discussions among key players, the scientific community and SMEs.

At least one webinar will be organized during the project in order to interview the technical partners about the results. Similar Horizon Europe projects will also be invited to talk about their project and results. The webinar will be moderated by WFO and could potentially be turned into a live workshops if the Covid-19 situation enables it.

2.3.2. Final event

At the conclusion of the project, the consortium will organize a conference where results and the new expectations concerning the newly developed SSRbD polymers will be explained.

The final conference (in presence, online, or hybrid depending on the evolution of the Covid-19 pandemic) will be organized in Brussels in the framework of other EU related initiatives and events and will therefore gather related Horizon Europe projects.

2.3.3. Rules for publications

A specific procedure will be performed in order to publish the results of the project.

A spotted publication (abstract/paper…) shall be noticed and requested for approval, together with the results to be shared with the general public, community, etc. As it is stated in the project's Consortium Agreement (Article 8.4.2.1): *"Prior notice of any planned publication shall be given to the other Parties at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement by written notice to the Coordinator and to the Party or Parties proposing the dissemination within 30 calendar days after receipt of the notice. The Party planning to disseminate is obliged to send a reminder with acknowledgement of receipt to the Parties that have not reacted after 30 days. If no objection is made within the time limit of 45 calendar days stated above, the publication is permitted, under the condition that a reminder has been sent."*

In case there is no objection to the share of results within the publication, the abstract/paper should be sent to the Project Coordinator (Simon Clavaguera) and the Project Manager (Andrea Tummino) both from CEA as well as the WP6 Leader (Clara Hoyas) in CC for its initial validation and record.

Once preapproved, the Coordination party will send it within 3 working days to the project Consortium in order to expect feedbacks, reviews and disconformities. The paper will be considered definitive if no disagreements appear within one natural week.

In parallel, a "fast-track" for planned publications through active approval of the partners will be set up. The partners will be able to approve a publication by email, without taking into account the 45 days' notice, using the specific sentence structure from section 8.4.2.1. of the GA: "[Party] fully approves the planned publication [Title] as of [Date]". Once approved, the planned publication can be published.

The 45 days procedure above-mentioned has to be applied in the absence of active approval through the fast-track system.

2.3.4. Open access to scientific publications

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

In particular, it must:

a) As soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications. Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

b) ensure open access to the deposited publication — via the repository — at the latest:

- on publication, if an electronic version is available for free via the publisher, or
- within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

c) ensure open access — via the repository — to the bibliographic metadata that identifies the deposited publication.

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

- the terms "European Union (EU)" and "Horizon 2021";
- the name of the action, acronym and grant number;
- the publication date, and length of embargo period if applicable, and
- a persistent identifier (e.g. DOI).

The consortium has the responsibility to select public repositories where all project data, with the exception of sensitive data, can be easily findable. As of today, Zenodo is the public repository that has been used.

2.3.5. Assistance to conference

All partners are encouraged to present results in any conferences organized by other project partners.

Each partner will follow its own strategy to disseminate the project results, such as submitting papers, presentations in conferences, or proposing themselves as speakers to the organizers of these events.

In this sense, eligible specific budget included in the "other costs" section in Resources to be committed section from the GA are set to some partners to participate in events and/or conferences.

2.4. Acknowledgment of EU Funding

2.4.1. Communication and Dissemination Materials

All communication and dissemination materials will include the following specific sentence and the EU emblem (flag):

This project has received funding from the European Union's Horizon 2021 research and innovation programme under grant agreement no 101057901.

When displayed together with another logo, the EU emblem must have appropriate prominence.

Besides, any dissemination of results must indicate that it reflects only the author's view and that the **Commission is not responsible** for any use that may be made of the information it contains.

2.4.2. Signals in the Infrastructure

It is foreseen that all the equipment purchased for the project will include a sticker with the following specific sentence:

This [infrastructure][equipment] is part of a project that has received funding from the European Union's Horizon 2021 research and innovation programme under grant agreement no 101057901.

2.4.3. Dissemination and Communication Levels

The strategy will differentiate two dissemination and exploitation levels according to the target audience:

- internal for project partners;
- external for policymakers, PMEs, EU authorities and the wide public in general.

2.4.4. Deliverables Dissemination Potential

Technical deliverables will be accompanied by an internal use (not to submit to the EC) to be completed by the deliverable responsible.

This information would include the results that might be disseminated and the main stakeholders to be addressed by the results of the deliverable.

2.4.5. Reporting to the Steering Committee (SC)

A representative of WFO is a member of the Steering Committee and will report about the progress of the dissemination and exploitation activities on behalf of the task force.

2.4.6. Repository of documents

All the documents are stored in the Sharepoint, and access is possible only for approved users.

3. Cooperation with other projects, clusters, networks and initiatives (attendance to fairs …)

Clustering with other European projects and initiatives is one of the tasks of the SURPASS project. SURPASS relies on the lessons learned from previous EU and national projects addressing SSRbD. Deliverables, stakeholder identification, and awareness campaigns are some of the common inputs these projects can provide to SURPASS.

CEA and WFO have already been in contact with Sister projects funded from the same topic, HORIZON-CL4-2021-RESILIENCE-01-11, which deal with SSRbD (REPurpose, ESTELLA, and REDONDO), as well as IRISS (HE-CL4-2021-Resilence-01-08), NICKEFFECT, MOZART, FreeMe, and NOUVEAU projects (HE-CL4-2021-Resilence-01-12), in order to organize joint workshops, potentially one of the three specific events above-mentioned that will be organized during the project:

Project	Program	Main links with SURPASS
Recyclable Elastomeric Plastics safely and sUstainably designed and produced via enzymatic Recycling of Post-cOnsumer waSte strEams (REPurpose)	H2021 09/2022-08/2026	Safe and sustainable by-design polymeric materials.
Reversibly Designed Cross linked Polymers (REDONDO)	H2021 09/2022-08/2026	Safe and sustainable by-design Safe and sustainable by-design polymeric materials.
DESign of bio-based Thermoset polymer with rEcycLing capabiLity by dynAmic bonds for bio composite manufacturing (ESTELLA)	H2021 06/2022-11/2025	Increase the sustainability of thermosetting epoxy composites.
IRISS Project	H2021 06/2022-05/2025	Transform the Safe-and-Sustainable-by-Design community in Europe.
NICKEFFECT	H2021 06/2022-06/2026	Development of SSbD materials and guidance for magnets
Metal matrix nano-composite coatings utilization as alternative to hard chromium (MOZART)	H2021 06/2022-11/2025	SSbD development and monitoring for coatings
Toxic Free metallization process for plastic surfaces (FreeMe Project)	H2021 06/2022-05/2026	SSbD metallic coatings on engineered surfaces
Novel electrode coatings and interconnect for sustainable and reusable soec (NOUVEAU)	H2021 09/2022-08/2025	SSbD solid oxides for fuel cells

Table 2 Identified synergies and interactions with other projects

4. Exploitation strategy

The main goal of the exploitation plan is to facilitate the transfer of the results and knowledge generated during the project life and make use of the results for commercial, societal, scientific, financial, or political purposes. In other words, the goal of the exploitation plan is to make sure that projects results are "made concrete and used".

This chapter describes the exploitation strategy and IPR issue management adopted by the consortium of SURPASS. The strategy was first introduced in the project Description of Action (DoA, part B chapter 2.2.3) and outlined in deliverable D7.1 "Management Manual" as a reminder. This chapter aims to give a more detailed description of the exploitation strategy of SURPASS in a structured manner:

- *Legal basis (4.1)*: this sub-chapter describes the requirements (as per Grant agreement) and obligation (as per the Grant and the Consortium agreement) of the beneficiaries to exploit project results. IPR issues management will also be treated in this chapter.
- *Market and key exploitable results (4.2):* this paragraph relates to the market potential of the SURPASS consortium and the management of the key exploitable results generated all along the project life.
- *Open access practices (4.3):* this paragraph will briefly describe, I on the one hand, how the project intends to further contribute to the development of the European R&, and on the other hand, boost the exploitation of project results, the EU Innovation radar and the Horizon results Booster.

4.1. Legal basis

4.1.1. Background exploitation

Prior to signing–off all official documents and before the project starts, the partners of the consortium of SURPASS have agreed on granting each other access to the background information identified as necessary for the successful implementation of the action.

As defined by article 16.1 of the grant agreement *"Background means any data, know-how or information — whatever its form or nature (tangible or intangible), including any rights such as intellectual property rights — that is:*

> *(a) held by the beneficiaries before they acceded to the Agreement and*

> *(b) needed to implement the action or exploit the results.*

If background is subject to rights of a third party, the beneficiary concerned must ensure that it is able to comply with its obligations under the Agreement."

The background information and access rights established by the consortium can be found in Table 2.

Background exploitation and access rights		
Partner	**Background exploitation**	**Access rights**
CEA	Standard Operating Procedures to conduct weathering, aging and mechanical solicitations on composites. Know-how on phys-chem characterization of polymeric systems and composites; on polymer processing; on the development and the use of SSbD approaches applied to polymeric systems; on material flow analysis and LCA.	Free access for the implementation of the project.
CID	CID is owner of the following patent which knowledge will be used in SURPASS: EP 3 149 065 B1 – *"Thermomechanically reprocessable epoxy composites and processes for their manufacturing"*.	
UGA	Toxicology tests methodologies	
IND	IND is owner of the following patent which knowledge will be used in SURPASS: EP 3 862 375 A1 – *"Use of aliphatic isocyanate as toxic fume suppressant in PU foams"*	
GEO	*nJinn* application development framework as basis of the digital infrastructure (In the exploitation phase the system can be hosted on Geonardo's infrastructure.) *Note: For other purposes the source code of the digital infrastructure will not be available for free of charge.*	Free access to the system to the consortium for validation purposes.
BASF	Extensive know-how on polymer characterization, aging and application tests, as well as microplastics characterization. Expertise and capabilities on polymer formulation development and processing; Established product lines for cleaning formulations to establish recycling; Portfolio of additives to support recycling and sustainability (Selected materials, including potentially at developmental stage, can be provided to the consortium under appropriate frameworks, granting use for the project.)	BASF will make available methods and expertise to the consortium, as well as be able to provide materials and benchmarks.
RIVM	Standard Operating Procedures (SOPs) for toxicity assays Know-how on ED substances and their mode of action, on the development of SSbD approaches, and of grouping approaches.	Free access for the implementation of the project.
ICT	ICT owns no patents that would affect the implementation of the project or the later commercialization of SURPASS results. Extensive knowledge and know-how in designing FR-compounds and compounding processes exists.	

Table 3 Background exploitation and access rights

4.1.2. Obligation to exploit project results

All beneficiaries of a Horizon Europe (HE) funded project are obliged to and are responsible of:[2]

- Exploit project results based on a "best effort approach"[3], i.e. the consortium will ensure **whatever it takes** to comply with this obligation.
- Following up of the exploitation strategy extends beyond the project life:
    - The obligations to exploit project results remain in force up to four years after the project ends.
    - Despite the best effort approach, if no uptake happens within one year from the project's end, the project MUST use the Horizon Results Platform to make exploitable results visible (unless obligation is waived). This platform is free of charges and is integrated in the Funders & Tenders portal. It is made available to all beneficiaries and search are based results, not on projects.[4]
    - Afterwards, the follow-up will be (probably) continued through structured questionnaires or templates by the granting authority. These questionnaires aim to help beneficiaries reporting on project progress as well as raising any issue the project might face concerning the exploitation of results.

4.1.3. Ownership of results

As stated in article 38.1 of the Reg. (EU) 2021/695 of the European Parliament and of the council of April 28, 2021, establishing Horizon Europe – the Framework Programme for Research and Innovation, laying down its rules for participation and dissemination, and repealing Regulations (EU) No 1290/2013 and (EU) No 1291/2013:

"Beneficiaries shall own the results they generate. They shall ensure that any rights of their employees or any other parties in relation to the results can be exercised in a manner compatible with the beneficiaries' obligations in the grant agreement.

4.1.3.1.   Joint ownership

Joint ownership (of two or more beneficiaries) of results occurs when (Article 38.1 Reg. EU 2021/695):

   I.   *they have jointly generated them; and*
  II.   *it is not possible to:*
        a. *establish the respective contribution of each beneficiary; or*
        b. *separate them when applying for, obtaining or maintaining their protection.*

"The joint owners shall agree in writing on the allocation and terms of exercise of their joint ownership. Unless otherwise agreed in the consortium agreement or in the joint ownership agreement, each joint owner may grant non-exclusive licences to third parties to exploit the jointly-owned results (without any right to sub-license), if the other joint owners are given advance notice and fair and reasonable compensation. The joint owners may agree in writing to apply another regime than joint ownership."

4.1.3.2.   Protection of results

The same article 38.1 of Reg. (EU) 2021/695 states that "*beneficiaries which have received Union funding shall adequately protect their results if protection is possible and justified, taking into account all relevant considerations, including the prospects for commercial exploitation and any other*

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3 https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32021R0695&from=EN#d1e4047-1-1

4 https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/horizon-results-platform

legitimate interests. When deciding on protection, beneficiaries shall also consider the legitimate interests of the other beneficiaries in the action."

More information on the strategy adopted by the consortium can be found in table 3 (chapter 4.3 Key exploitable results).

4.1.4. IP and results management

IP management falls within the responsibility of WP6, namely T6.2. IP-related issues and decisions will be discussed at General Assembly (GA) meetings at least every 6 months. An IP database (Result Ownership List, ROL) will be created relatively at the early stages of the project, updated toward the end of the project, and validated by GA. The aim of the ROL is to serve as a tool to advise partners on the ownership of IP and the results produced resulting from the project.

4.2. Target markets

SURPASS is a 42-month long project aiming to develop novel SSRbD materials and guidance tools for European SMEs, companies, and innovators in 3 key sectors of the European plastic demand: building, transport, and packaging. These sectors alone represent 70% of the European plastic market roughly. This goal will be achieved by bringing 3 industrially-relevant case studies (CSs) from TRL 3 to TRL 5. Specifically, the three case studies are:

- Building (CS1): Replace Polyvinyl chloride (PVC) used for window frames with bio-sourced polyurethane resins (PU) with enhanced vitrimer properties, thus, able to achieve a higher number of recycling loops (estimated 40% C-Footprint reduction);
- Transport (CS2): lightweight epoxy-vitrimer, therefore less energy-consuming (estimated 30% C-Footprint reduction), as alternatives to metal for the train structure, anticipating emerging use of non-recyclable composites;
- Packaging (CS3): MultiNanoLayered (MNL) films involving no compatibilizers to replace currently non-recyclable multi-layers films (estimated 60% C-Footprint reduction).

Besides, the data gathered during the duration of the project will feed into a digital infrastructure with a scoring-based tool to guide European innovators developing SSRbD novel polymeric materials. As such, SURPASS has a high potential to attract different European (and non-European) companies and their satellite activities: from the supply chain (raw material sourcing) to the design of the finalized product(s). Furthermore, SURPASS will both develop new and adapt existing reprocessing technologies for its three case studies. In this way, the associated reprocessing companies, representing the end-of-life segment of the value chain of the products are also potential targets.

4.2.1. Entry to market timeline (expected)

In these sub-paragraphs, the expected timeline for the entry to market of the innovations developed in SURPASS will be given.

4.2.1.1. CS1: Bio-source polyurethane for window profiles/frames

IDRESMAT (IND) foresees entering the market within 2 years after the end of the project. They expect to penetrate the window frame market through the realization of demonstrational pilots, and this is only after the products have been fully developed and validated for further market development. It is worth noting that the same strategy for replacing PVC in building materials could also be applied to other applications with a high share of the market, such as PVC pipes and tubing.

4.2.1.2. CS2: Thermoset vitrimers for the rail market

Replacing metals in the train's structure (and body) with lighter (thus more energy efficient) vitrimer thermoset materials would allow a sensible reduction in C-footprint. However, as of today, the project MAT4RAIL has estimated that thermoset materials are used mainly for the car body shell, which nonetheless, account for up to 300 million € in the European rail market.

The novel material developed in the context of SURPASS' CS2 could extend the application of thermosets materials also to other body parts (seats, luggage rack…), thus allowing to increase the payload even further.

The consortium foresees that the new composite material developed in SURPASS will enter the market within 2–3 years following the end of the project, and after their validation for the specific applications and the verification of the compliance with relevant standards EN45545-2 by TALGO (member of the SURPASS External expert advisory board (EEAB).

4.2.1.3. CS3: MultiNanoLayer (MNL) films for packaging

The proposed MNL film technology has several advantages over classic plastic films. For instance, MNL films produced in the context of SURPASS will be recyclable-by-design, meaning that packaging producer will benefit from the exemption of the "plastic levy", also known has "plastic tax", in the context of the European Green Deal and the European plastic strategy.[5] Based on this tax, EU member states shall contribute to the EU budget by paying a flat rate of 0.8 €/kg of non-recyclable plastics. This mechanism entered into force from the 1st of January 2021. However, a unique strategy has not been defined and this has caused the national parliaments of the European Union to delay the effective entry into force. Nevertheless, the implementation of this tax is being discussed by the individual national parliaments.[6]

MNL films are developed by IPC, who will license their technology to packaging manufacturers after the validation of the technology. Our partner WIPAK foresees to enter the market after 1 year (approximately) the end of the project. The timeline extends to 2 years for other companies in the packaging sector.

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5 https://ec.europa.eu/info/strategy/eu-budget/long-term-eu-budget/2021-2027/revenue/own-resources/plastics-own-resource_en

6 https://wts.com/global/publishing-article/20220406-plastic-taxation-in-europe~publishing-article?language=en

4.2.1.4. Reprocessing technologies: decontamination/purification and ultrafiltration

Novel decontamination/purification and ultrafiltration technologies will be developed in SURPASS in the context of CS3 by ICT. The process and the hardware will be modular, meaning that they can be used in combination or separately depending on the end-user requirements. These technologies will exploit, improve, and further develop the well-established twin-screw extrusion and melt filtration techniques. Thanks to their modularity, it is expected that these technologies should have a fast entry to market by adapting the already existing reprocessing plants to the novel technology.

4.2.1.5. SURPASS digital infrastructure

The digital infrastructure will be developed by GEO within the activities of WP5. The digital infrastructure will be accessible without access fees to its users to further disseminate project results and extend its community. Hosting of the digital infrastructure, as well as technical support and maintenance, will have non-negligible costs though. GEO foresees the potential commercial exploitation of the service, which will be free of charge for three years after the end of the project.

The digital infrastructure will contribute to generating demand, and attracting new projects and initiatives that could feed data, and assessment tools and methods. In parallel, a continuous update of the European and national policies, regulations, and standards affecting the digital infrastructure will be guaranteed.

Besides the commercial aspects, the digital infrastructure represents an opportunity for exploring different/additional funding sources (these activities fall within the responsibility of T6.2). Such an opportunity manifests for GEO as the host of the digital infrastructure, and for future collaboration for continuous improvement. In addition, the consortium partners might join forces for exploiting further the digital infrastructure (spin-off, joint venture...). The discussion on possible joint exploitation will take place in the last part of the project when the Results Ownership List (ROL) will be updated.

4.3. (Expected) Key Exploitable Results, KPRs: protection and exploitation

During the initiation of the project, and precisely at the submission of the project proposal, the consortium has identified a first list of (expected) KPRs. A quick overview of these KPRs, their means of protection, and exploitation can be found in Table 3. These data have been retrieved from the Grant Agreement and the Management manual of SURPASS, D7.1.

Protection and exploitation of the project Results				
Areas	**Partners**	**Expected Results**	**Protection**	**Mean of exploitation**
Polymer Materials (Formulation and Process)	CID, ICT	EN45545-2 compliant epoxy vitrimer based composite	Secret or patent	Indirect industrial & commercial exploitation (licensing), exploitation for research activities
	CEA, LEITAT	New melt-processable PU formulation with inherent recyclability properties; Process to convert PU into a reprocessable PU vitrimer	Secret or patent	Licensing, exploitation for research
	IPC	MNL technology demonstrated for production of SSRbD films (100% recyclable, functional and safe)	Secret or patent	R&D Services (consulting, prototyping and production)
Reprocessing technologies	ICT	Integrated decontamination/ultrafiltration process	Secret or patent	Licensing, exploitation for research (further projects + publications)
	IND	Suitable reprocessing technology to up-cycle waste production residues.	Patent	Direct exploitation, Licensing
SSRbD polymeric materials	CEA, IPC, CID, IND, BASF, ICT	New strategies for SSRbD polymeric systems – SSRbD design rules	Secret or patent	Paid services from Stakeholders, Exploitation
Toxic. assessment	UGA	Information of the toxicity of components and NIAS of plastics	Potentially partners patents	Licensing, exploitation for research
Customized approach for applying LCA / LCC	CEA, IPC, GEO	Know-how	Secret, Copyright	Paid services from Stakeholders

Table 4 List of SURPASS KPRs, their means of protection and exploitation

4.4. Open science and project results

As mentioned in the consortium data management plan (DMP), D7.3, all public project data will be publicly disclosed. The consortium will retain sufficient IPR for commercialization. Furthermore, the consortium of SURPASS is aware of two initiatives aiming at boosting projects results in the EU toward a more innovative and competitive market: the *EU Innovation radar* and the *Horizon results booster.*

In the following paragraphs, an overview of these two European initiatives will be given.

4.4.1. EU Innovation radar

The Innovation Radar is a complementary tool to the Horizon Results Platform. Its aim is to collect structured data on the state of the art of innovation of EU-funded projects. The ultimate goal of the Innovation radar is to lead and support innovators in bringing their products closer to the market.[7]

Innovations are divided into 4 different categories according to their maturity level: Exploring, Business ready, Tech ready, and Market Ready. The assessment is selection-based and it starts with the invitation to the innovation radar, followed by the filling in of a structured questionnaire (by the consortium and project reviewers). Based on these results, three different indicators are calculated to evaluate the maturity level of a given innovation.[8]

If selected for the Innovation radar, the consortium of SURPASS will gladly join the initiative.

4.4.2. Horizon results booster

Horizon Results Booster (HRB) is an EC initiative focused on bringing continually innovations to the market and maximizing the impact of all EU-funded projects. HRB offers a package of specialized services supporting projects in a range of activities, beyond the consortium Dissemination and Exploitation obligations (see chapter 4.1).

All EU-funded projects are legible for application. The service implementation timeframe is from July 2020 to June 2024.[9]

The consortium of SURPASS will strongly consider its participation in the HRB initiative.

5. Measurable results

5.1. Google analytics

Regarding the project website, Google analytics will be implemented in 2022 and will give an overview of sessions and users. It will be used to continually measure the performance and activity of visitors so that impact can be easily assessed.

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7 https://www.innoradar.eu/about

8 https://www.innoradar.eu/methodology/#maturity-info

9 https://www.horizonresultsbooster.eu/about

5.2.   Number of publications

Different publications will be released during the SURPASS project: press releases, articles, scientific articles, e-newsletters, etc. All these publications will be covered by press media and also relevant stakeholders will be informed about the dissemination and exploitation activities.

5.3.   Media coverage

Partners are encouraged to contact the media (either general or specialized) in order to increase the project's visibility and to spread the activities and results foreseen in it. This can be achieved by:

- The emission of a press release
- Inviting media to the main events celebrated during the project.

6.   Conclusion and plans/perspectives

The Communication and Dissemination Plan aims at ensuring an adequate knowledge transfer to the project partners and all other interested parties in SURPASS.

Several tools have been or will be developed to put in place this strategy:

- Website
- General presentation, brochures and banners
- Newsletter and press releases
- Dedicated social media accounts (Twitter and LinkedIn)
- Scientific articles and posters
- Workshops and final event in Brussels
- 2 videos
- Participation in external events and conferences
- Interaction with other projects and initiatives.

This deliverable also comprises the rules on dissemination and exploitation of the project's results.

The Plan for Exploitation and Dissemination of the Results, including Communication Plan, will be updated in M18.