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**Automated Solutions for  
Sustainable and Circular  
Construction and Demolition  
Waste Management**

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Future Needs Management Consulting

D7.1: Dissemination and communication activities plan  
HORIZON-CL4-2021-TWIN-TRANSITION-01

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# 1 DISSEMINATION AND COMMUNICATION PLAN

There is a very close relationship between dissemination (knowledge) and communication (building awareness). RECONMATIC will disseminate mainly its results such as data, models, patterns, etc. Presenting of a scientific or technical paper is often accompanied by contributions to social media, press releases, website announcements, etc.

## 1.1 DISSEMINATION ACTIVITIES

Dissemination is focused on transferring knowledge and depends on the knowledge transferred to the target audience. To enhance the visibility of the project the following RECONMATIC dissemination activities will be performed, such as: publications, participation and organization of events, use of the online media (project website, newsletter and social media), and meetings/trainings with relevant stakeholders.

## 1.2 COMMUNICATION ACTIVITIES

Communication activities are focused on conducting of public engagement activities, i.e., involving specialists listening to and interacting with non-specialists, to ensure that conducted research and innovation activities are made known to the professional as well as lay society at large.

# 2 EXTERNAL COMMUNICATION PLAN

This chapter describes the initial assumptions related to dissemination and communication activities of the RECONMATIC project and presents the public website structures as well as introduces additional tools such as social media, newsletter, press releases and printed materials.

## 2.1 COMMUNICATION STRATEGY

All project partners will perform dissemination activities, but the content and the type will differ according to the nature of the partner and the targeted audience. The industrial partners will approach relevant standardization and regulatory bodies, industry-sectors, as well as their distributors and client networks, while the academic and research partners will mainly focus on disseminating the project results towards research institutes and universities as well as integrating them in educational backgrounds. Such activities will prepare the ground for the adoption of the RECONMATIC results, mainly in standardization body's documentations, and their final uptake by industry, Construction & Demolition (C&D) waste management companies, and SMEs. The content will be adapted accordingly, but the main focus will remain on RECONMATIC activities, achievements, and results of the

demonstration case studies and the workshops. The main goal of RECONMATIC dissemination strategy is to create and spread awareness of the project and its results to the broadest possible audience within the scientific and research community. To reach this goal RECONMATIC will differentiate between two major strands of communication and dissemination: (i) the general promotion/communication activities, which will be focused mainly on the first months of the project, targeting the wide public audience (mainly through the communication channels of the project), and (ii) a set of more specific activities, dissemination activities, dedicated to the presentation of RECONMATIC advances and outcomes to the scientific communities, academia, and industries (through dissemination means and events). These dissemination activities will become more important as the project evolves and concrete results will become the focus of the dissemination plan/activities.

## 2.2 COMMUNICATION MESSAGES

Dissemination and showcasing activities are of crucial importance for the project's successful diffusion of knowledge, for raising awareness and for attracting potential supporters, industries as well as scientific interest. The main objectives that will be fulfilled by the RECONMATIC dissemination and showcasing actions are:

- To disseminate project outcomes to the scientific community.
- To disseminate and raise awareness of the project to relevant industries and construction sector.
- To disseminate results and raise awareness of the project towards the most important stakeholders (including ministries, administrations and other public bodies and decision makers in EU and national level).
- To foster inter-communication with other research projects and communities.
- To disseminate and communicate project innovations to the broader public and society.

## 2.3 TARGET AUDIENCE

RECONMATIC communication, dissemination, showcasing, exploitation and standardization plans and strategies are executed by all the partners and differ in regard to the nature of the partner as well as the means, content and target audience used. The industrial partners will approach industry sectors and their distributors as well as client networks, whereas the academic and research partners will target relevant research institutes and universities. All partners will use their network to approach administrations and public sector. Furthermore, an additional number of activities are targeted to organizations, communities, industry, academia and research institutions, as well as the general public.

Overall, the target audience of RECONMATIC is the following:

- The broadest possible technical and non-technical audience. This category covers all the stakeholders involved in the construction sector and the C&D Waste management, such as designers/architects, construction companies (builders, contractors), manufacturers and suppliers of materials and products, asset managers/building owners, waste managers, recycling companies and decontamination companies as well as demolition companies. Also, it includes the general public that is interested in RECONMATIC's technological fields and advancements.
- All RECONMATIC partners & collaborators: This document is addressed to the entire RECONMATIC consortium and serves as initial documentation of the plans/strategies to be applied for efficiently performing communication and dissemination activities, demonstrations, partner specific exploitation and standardization activities and relevant collaborations in which RECONMATIC partners, and stakeholders are involved and/or affected.

## 2.4 COMMUNICATION GUIDELINES

### 2.4.1 COMMUNICATION MATERIAL REVIEW PROCEDURE

In the following paragraph we describe procedures and tools for producing, reviewing and publishing communication content.

- Communication material and deliverables content produced by FN will be placed in the collaborative environment suggested by the Coordinator, i.e. MS Teams.
- Partners will be notified of availability of materials online and be called to review them in a given timeframe for a concrete and reasonable amount of time (maximum 5 working days for communication material, 2 week for deliverables) through suggestions mode. This includes suggestions for authors on extra content, and on how to better structure and present the content. If the material is a deliverable, the proof-reading will be done by the Dissemination & Communication manager of the partner assigned as Internal Reviewer to the deliverable by the Coordinator.
- If partners find the timeframe unattainable, they can ask for an extension of the deadline. If an extension is possible without hindering project results, it will be granted.
- Once all comments are inserted, FN will review and incorporate them, maintaining the right to not accept a suggestion based on solid argumentation (e.g. EC rules, guidelines described in the communication plan).
- The final version of the material will be reviewed by the Coordinator before proofreading.

- FN will make the final version of the material available in Teams for a concrete and reasonable amount of time (maximum 5 working days for PR material, 2 weeks for deliverables) for all partners to proofread before publishing the material. We follow the “proofreading” definition of global publishing houses (e.g. Elsevier), meaning that proofreading focuses on correcting superficial errors in spelling, grammar, syntax, punctuation, and formatting. If the material is a deliverable, the proof-reading will be done by the Dissemination & Communication manager of the partner assigned as Internal Reviewer to the deliverable by the Coordinator.
- Proof-reading by Coordinator.
- After the proof-reading stage, no further reviewing iterations are foreseen. FN will finalize and “seal” the material and the material will be published/ submitted to the EC.

## 3 COMMUNICATION TOOLS

### 3.1 VISUAL IDENTITY/ BRANDING

The RECONMATIC visual identity was created at the very beginning of the project and provided a clear identity and appearance. It is the tangible expression of what we stand for. RECONMATIC is an EU project funded by the #HorizonEurope Research & Innovation Action programme, that proposes a suite of innovative tools & techniques to build bridges through “bottom-up” construction and demolition waste (CDW) prevention and handling to reach “top-down” European waste reduction goals. Eco-friendly approach to life, sustainability, recycling and upcycling, dismantling, green technology, construction and waste management are the core values the RECONMATIC project represents.

The project’s visual identity comprises of the project logo and the following documents: press releases, newsletters, project presentation template and a letterhead.

### 3.2 RECONMATIC LOGOTYPE

The logo’s icon creatively integrates the letter “R” that relates directly to the project’s first letter but also to the word “Recycling” or “Reuse”. The dynamic symbols, colours and graphical elements contained in the logo are intended to reflect the main elements and principles of the project. Namely the color scheme was selected to reflect the recycling industries, the horizon of a greener future and the reduction of the impact construction waste has on the environment.

The logo was released in one horizontal version that is transparent. Other available versions include one in dark black background, one black coloured typeface on transparent background and one white coloured typeface on black background.



Figure 1: Positive and negative coloured logo versions



Figure 2: The monochromatic logo

When the background is coloured or multicoloured the dark or light monochrome version of the logo can be used (e.g. on images, videos etc.).

### 3.3 MISUSE OF THE LOGOTYPE

It is preferred to use the logo on either a white or dark (grey) background. When a coloured background is required, please use either the black or white version of the logo. The SAFIR-Med logo must be easily recognised, therefore please avoid cluttering the logo and use only the official versions. All the components of the RECONMATIC logo are in a fixed relationship and should never be altered, modified or reproduced in any way. Please avoid adding artistic effects.

- Do not erase or change in any way elements of the logotype
- Do not use outlines
- Do not use shadows
- Do not use 3D effects
- Do not change the colours
- Do not distort
- Do not rotate / mirror
- Do not change the typography







Figure 3: Misuse of the logo

Also, the logo used against background should not follow this rule:



Figure 4: Misuse of the logo against background

Instead, it should be used as follows:



Figure5:Proper use of the logo

### 3.1.1 LOGOTYPE COLOURS



Figure 6: The colour palette of the logo

### 3.1.2 LOGOTYPE FONT

### 3.1.3 RECONMATIC TYPOGRAPHY

RECONMATIC uses two main typefaces depending on where it appears. These typefaces are classified as main and alternative typographies according to their usage. Both typefaces come in a variety of weights offering flexible use.

Ubuntu (\*Open Sans) (online communications )

Trebuchet MS (\*Montserrat) (office templates-print media communications)

*\*used in case of any restrictions*

## 3.2 OFFICE TEMPLATES

The working eternal templates are to be used in all communication related to the project, by all consortium members (all templates are available in MS Teams shared folders).

- Following templates have been created and have to be used by all consortium members: A letterhead design is available



Figure 7: The letterhead of RECONMATIC

- A PPT presentation template
- A press release template

**R Reconmatic** Automated Solutions for Sustainable and Circular Construction and Demolition Waste Management

December 2022 | 1st Press Release

**RECONMATIC – a four-year Research and Development project to develop automated solutions for sustainable and circular construction and demolition waste management.**

RECONMATIC is a European research and innovation project in the domain of the Construction and Demolition Waste (CDW) management, focused on integrated decision making that would allow considering all aspects of CDW generation and involving all stakeholders within the construction industry in the whole life-cycle.

Thus, RECONMATIC stands for **Automated solutions for sustainable and circular construction and demolition waste management**. The project has received recognition and funding from the European Commission and the Ministry of Research and Innovations, United Kingdom under the topic HORIZON-CL4-2021-TWIN-TRANSITION-01-11: Automated tools for the valorisation of construction waste (RIA).



The project proposes a suite of innovative tools, solutions and techniques to build bridges through "bottom-up" construction and demolition waste prevention or avoidance, management and handling to reach "top-down" European waste reduction goals. During the 4 years of the project implementation, the current practices in CDW management, from prevention and minimization of waste to its reuse, will be evaluated and further developed to support the supply chains while circular economies will be identified. The aim is to develop, test and demonstrate a digital information management system for stakeholders' collaboration and waste traceability. It is envisaged that the CDW minimization will be achieved by empowering BIM and integrating waste management relevant data into the

[www.reconmatic.eu](http://www.reconmatic.eu)

[www.linkedin.com/company/reconmatic](https://www.linkedin.com/company/reconmatic)

**R Reconmatic** Automated Solutions for Sustainable and Circular Construction and Demolition Waste Management

- [China Association of Circular Economy](#) (Dissemination & exploitation in the Chinese market, Coordination between Chinese partners)
- [EITRI](#) (High dynamic sorting robot cell development, Dissemination, and project outcomes promotion in the Chinese market)
- [Lecycle](#) (Facilitation of international collaboration between China, UK and the EU in the built environment industry)
- [Morgan Sindall Construction](#) (Digital tools development to predict Lifecycle construction waste, BIM in real construction, Demonstrator organization in the UK)
- [BIMBox](#) (BIM service specialist and consultants in digital construction)
- [The University of Manchester](#) (Automation of the process of generating BIM models for end of service life buildings)
- [The University of Salford](#) (Current CWD management practices, BIM, Robotics and CDW management specialists)

The RECONMATIC project started on the 1st of July 2022 and the kick-off meeting took place on the 8th and 9th of September 2022, in Prague. Over the following months project news, publications and outputs will be available on the official project webpage at [www.reconmatic.eu](http://www.reconmatic.eu) and distributed via the project social media channels on [LinkedIn](#) and [Twitter @reconmatic](#).

The RECONMATIC project has been funded by the European Union under Grant Agreement No. 101058580 and by the UK Research and Innovation as part of the UK Guarantee programme for UK Horizon Europe participation. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the HORIZON-RIA. Neither the European Union nor the granting authority can be held responsible for them.



[www.reconmatic.eu](http://www.reconmatic.eu)

[www.linkedin.com/company/reconmatic](https://www.linkedin.com/company/reconmatic)

Figure 8: The Press Release of RECONMATIC (p:1,3)

- The project's factsheet that is uploaded on the website:

Figure 9: The project's factsheet

### 3.3 PRESS RELEASES

The 1st press release of RECONMATIC was published on December 10th, 2022 and it included the basic information about the project (mission, partners, and activities). The Press release was posted on RECONMATIC's website, was promoted through the project's social media channels and shared with the mass media according to the table below. Four press releases (1 per year) will be published at CORDIS Wire, national and European mass media.

Audience	Industry, Academia and Research Institutions, Technical & Non-technical audience (General public), Public and Private Service Providers, Standards Developing Organizations (SDOs)
Message	Press Releases are created and shared with media and press contacts (European and international) through our partners. Press releases will be issued by partners every time a great achievement or activity of the project needs to be communicated to the public media and the industry. The main objective of press releases is to gain publicity and to raise public awareness.
Channels per country and responsible partner	
European media & organisations/forums/news sites federations/observatories (with news sections)  (by Future Needs)	<p>CORDIS Wire <a href="https://cordis.europa.eu/news/en">https://cordis.europa.eu/news/en</a></p> <p>HORIZON Magazine <a href="https://horizon-magazine.eu/">https://horizon-magazine.eu/</a></p> <p>EurActiv <a href="https://www.euractiv.com/">https://www.euractiv.com/</a>, <a href="mailto:pressrelease@euractiv.com">pressrelease@euractiv.com</a></p> <p>Construction Europe mag, <a href="https://www.construction-europe.com">https://www.construction-europe.com</a></p> <p>World Construction Network (Europe), <a href="http://www.worldconstructionnetwork.com">www.worldconstructionnetwork.com</a></p> <p><b>Euronews</b> (Construction), <a href="https://www.euronews.com">https://www.euronews.com</a></p> <p><b>Industry Europe mag</b>, <a href="https://industryeurope.com">https://industryeurope.com</a></p> <p>Construction review online mag, <a href="https://constructionreviewonline.com">https://constructionreviewonline.com</a></p> <p>Construction Week mag (Europe), <a href="http://www.constructionweekonline.com/">www.constructionweekonline.com/</a></p> <p>Construction news in Europe, <a href="https://www.consultancy.eu/">https://www.consultancy.eu/</a></p> <p>European Construction Industry Federation, <a href="https://www.fiec.eu/">https://www.fiec.eu/</a></p> <p>Construction Products Europe, <a href="https://www.construction-products.eu">https://www.construction-products.eu</a></p> <p>FIEC, European Construction Industry Federation,</p>

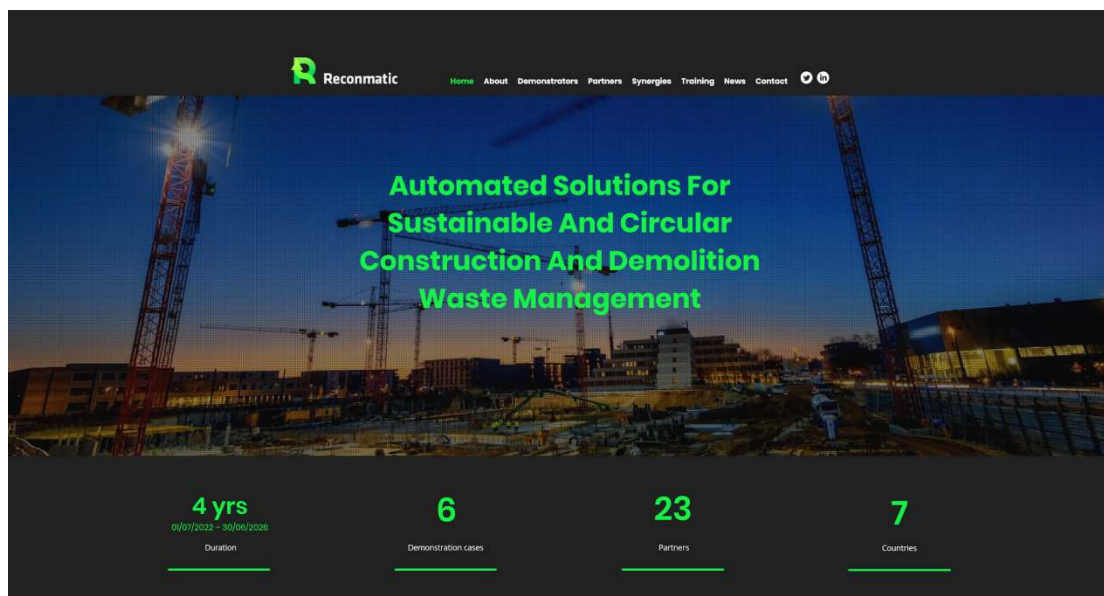
	<p><a href="https://www.fiec.eu/">https://www.fiec.eu/</a></p> <p>EUROCONSTRUCT, Europe's leading construction market forecasting network, <a href="https://www.euroconstruct.org">https://www.euroconstruct.org</a></p> <p><b>Observatorio Fundacion Laboral de la Construcción</b> (section:articulos= articles), <a href="https://www.observatoriodelaconstruccion.com/articulos/">https://www.observatoriodelaconstruccion.com/articulos/</a> <a href="mailto:observatorio@fundacionlaboral.org">observatorio@fundacionlaboral.org</a></p> <p>Eurocities, <a href="https://eurocities.eu/">https://eurocities.eu/</a></p> <p>Recyclingmagazine, <a href="https://www.recycling-magazine.com/">https://www.recycling-magazine.com/</a></p> <p>Zero waste Europe network, <a href="https://zerowasteurope.eu/">https://zerowasteurope.eu/</a></p> <p>European Cluster Collaboration Platform, <a href="https://clustercollaboration.eu/">https://clustercollaboration.eu/</a></p> <p>Waste management world mag (Europe), <a href="https://waste-management-world.com/">https://waste-management-world.com/</a></p> <p>IFC, International Finance Corporation-World Bank (Europe-news section), <a href="https://www.ifc.org">https://www.ifc.org</a>, <a href="mailto:JBisping@ifc.org">JBisping@ifc.org</a></p> <p>Detritus: Multidisciplinary Journal for Waste Resources and Residues, <a href="https://digital.detritusjournal.com/issues/current">https://digital.detritusjournal.com/issues/current</a>, <a href="mailto:info@eurowaste.it">info@eurowaste.it</a></p> <p>Businesswire news site, <a href="https://www.businesswire.com">https://www.businesswire.com</a></p> <p>Letsrecycle.com news, <a href="https://www.letsrecycle.com/">https://www.letsrecycle.com/</a></p> <p><b>ICLEI: Local Governments for Sustainability,</b> <a href="https://iclei-europe.org/news/">https://iclei-europe.org/news/</a>, <a href="mailto:iclei-europe@iclei.org">iclei-europe@iclei.org</a>,</p> <p>European Compost Network (e-bulletin section), <a href="https://www.compostnetwork.info">https://www.compostnetwork.info</a></p> <p>Plastics Europe (news section), <a href="https://plasticseurope.org/media/">https://plasticseurope.org/media/</a>, <a href="mailto:connect@plasticseurope.org">connect@plasticseurope.org</a></p> <p><a href="https://innovationorigins.com/en/">https://innovationorigins.com/en/</a>, <a href="mailto:redactie@innovationorigins.com">redactie@innovationorigins.com</a></p>
Greek Media	<p>The CALLER, <a href="https://thecaller.gr/">https://thecaller.gr/</a>, <a href="mailto:thenewscaller@gmail.com">thenewscaller@gmail.com</a></p> <p>Οικονομικός Ταχυδρόμος (θέματα ανακύκλωσης): <a href="https://www.ot.gr/tag/anakyklosi/">https://www.ot.gr/tag/anakyklosi/</a> (via contact form)</p>
Cyprus Media	<p>Φιλεnews, <a href="https://www.philenews.com/">https://www.philenews.com/</a>, <a href="mailto:mailbox@phileleftheros.com">mailbox@phileleftheros.com</a>, <a href="mailto:philenews@phileleftheros.com">philenews@phileleftheros.com</a></p> <p>Sigma Live, <a href="https://www.sigmalive.com/">https://www.sigmalive.com/</a>, <a href="mailto:news@sigmalive.com">news@sigmalive.com</a></p>

	<p>Reporter, <a href="https://www.reporter.com.cy/">https://www.reporter.com.cy/</a>, <a href="mailto:info@imhbusiness.com">info@imhbusiness.com</a>, <a href="mailto:reporter@imhbusiness.com">reporter@imhbusiness.com</a></p> <p>Alphanews live, <a href="https://www.alphanews.live/cyprus">https://www.alphanews.live/cyprus</a>, <a href="mailto:portal@alphacyprus.com.cy">portal@alphacyprus.com.cy</a></p> <p>Cyprus Times, <a href="https://cyprustimes.com/">https://cyprustimes.com/</a>, <a href="mailto:info@cyprustimes.com">info@cyprustimes.com</a></p> <p>Offsite news, <a href="https://www.offsite.com.cy/">https://www.offsite.com.cy/</a>, <a href="mailto:info@offsite.com.cy">info@offsite.com.cy</a></p> <p>Η Καθημερινή Κύπρου, <a href="https://www.kathimerini.com.cy/gr/">https://www.kathimerini.com.cy/gr/</a>, <a href="mailto:info@kathimerini.com.cy">info@kathimerini.com.cy</a></p> <p>Ο Πολίτης, <a href="https://politis.com.cy/">https://politis.com.cy/</a></p> <p>Ant1 Κύπρου, Elli Kotzamani, <a href="mailto:e.kotzamani@antenna.com.cy">e.kotzamani@antenna.com.cy</a></p> <p>Διάλογος, <a href="https://dialogos.com.cy/">https://dialogos.com.cy/</a></p> <p>CyprusNews, <a href="https://cyprusnews.eu/">https://cyprusnews.eu/</a>, <a href="mailto:info@cyprusnews.eu">info@cyprusnews.eu</a></p> <p>ToThemaOnline, <a href="https://www.tothemaonline.com/">https://www.tothemaonline.com/</a>, <a href="mailto:info@worldnewsmedia.net">info@worldnewsmedia.net</a></p> <p>Omegalive, <a href="https://omegalive.com.cy/">https://omegalive.com.cy/</a>, <a href="mailto:omegalive@cy.net">omegalive@cy.net</a> / <a href="mailto:newsdpt@omegatv.com.cy">newsdpt@omegatv.com.cy</a></p> <p>Brief, <a href="https://www.brief.com.cy">https://www.brief.com.cy</a>, <a href="mailto:info@brief.com.cy">info@brief.com.cy</a></p>
Spain	<p><b>Observatorio Fundacion Laboral de la Construcción</b> (section:articulos= articles), <a href="https://www.observatoriodelaconstruccion.com/articulos/">https://www.observatoriodelaconstruccion.com/articulos/</a></p>
Italy	cannot be provided due to internal procedures, any publications will be added in the press release plan
UK	<p><b>BIMPlus</b>, <a href="http://WWW.BIMPLUS.CO.UK">WWW.BIMPLUS.CO.UK</a></p> <p><b>Construction Management</b> <a href="https://CONSTRUCTIONMANAGEMENT.CO.UK/">HTTPS://CONSTRUCTIONMANAGEMENT.CO.UK/</a></p> <p><b>Build In Digital</b>, <a href="https://BUILDINDIGITAL.COM/">HTTPS://BUILDINDIGITAL.COM/</a></p> <p><b>PlaceTech</b>, <a href="https://PLACETECH.NET/STRATEGY/">HTTPS://PLACETECH.NET/STRATEGY/</a></p> <p><b>Teky Perk</b>, <a href="https://TECHPERK.COM/">HTTPS://TECHPERK.COM/</a></p> <p><b>PBC Construction news</b>, <a href="https://WWW.PBCTODAY.CO.UK/">HTTPS://WWW.PBCTODAY.CO.UK/</a></p>
China	on info yet due to contract being still in progress
Czech Republic	to be provided

Table 1: Mass Media source links



## 4 ONLINE DISSEMINATION TOOLS



### 4.1 WEBSITE

Figure 10: The Home Page of RECONMATIC’s website

The project’s website is connected to a domain and live at <https://www.reconmatic.eu/>. The content of the website is to be reviewed, approved and updated by all consortium members until the end of the project. It will include all the news about the activities of RECONMATIC and related events that RECONMATIC and its consortium members participate in. Consortium members participating in the above will provide the content (text and visual material like photographs, videos, diagrams, infographics etc.) to be uploaded in the website. Papers and other publications related to the project will be uploaded on the website, as well as newsletters, press releases. Social Media posts are linked to the website content and there is a twitter feed in the homepage, in order to increase the website’s visibility and inform the community about the project and its activities. The website will be kept live 2 years after the project ends.

Strategies to increase traffic:

- Social media campaigns linked to the website of the project.
- Social media posts linked to the website of the project.

Audience	All - technical & non-technical audience (general public). In a broad sense the whole society - referring also as the general public.
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Message	RECONMATIC will share its concepts, results and achievements through its dedicated project website. The website will be the major tool of communication and promotion of the project.
Structure	<p>The website is divided into eight menu sections including: Home, About (the project), Demonstrators, Partners, Synergies, Training, News, Contact.</p> <p>Home: This is the main page of the website, which provides information regarding the project, its partners and options that trigger the attention of the end user prompting them to scrutinize and learn more about RECONMATIC. The homepage hosts several sections that easily navigate the visitors to the rest pages of the website for additional information (Figure 10).</p> <p>About: The “About” page incorporates an overview of the project, its main objectives and missions. Moreover, it provides information on the forthcoming workshops and demonstration case studies.</p> <p>Demonstrators: This page provides a detailed overview of the 6 demonstration case studies of the RECONMATIC project, carried out in 5 different European countries.</p> <p>Partners: The RECONMATIC partners are proudly presented within the specific page along with their corresponding country of their origin and their specific role in the project.</p> <p>Synergies: In this part there is a list of projects that RECONMATIC aims to be based upon and upscale, ensuring scalability and impact.</p> <p>Training: In this section, all online education materials on the innovations developed during the project's progress will be available in English and Chinese.</p> <p>News: This section is regularly updated with content including project events, activities, news and other impactful dissemination material upon being published. The “News” page offers a preview of RECONMATIC published news where visitors can scroll and click on a selected published article and be redirected to the respective page where the full article is made available. In this section there is a social media news feed, all the newsletters and press releases and finally the brochure (project factsheet) of the project.</p> <p>Contact: The contact form is an integral part of the website and serves as a bidirectional means of interaction among the stakeholders of the project and the project team. In this section emerging issues and queries are explicated and, upon receipt, they are addressed accordingly by the RECONMATIC administration team. Furthermore, clickable icons of the RECONMATIC social media channels exist at the header and the footer of the home page through which users can easily visit the respective channels.</p>

Table 2: Website's structure

## 4.2 NEWSLETTER

The RECONMATIC newsletter is published 3 times per year of the project and shared with the public via the project's social media accounts and website. Each newly issued newsletter is uploaded to the official website, prompting the users to read it online or download it. Moreover, the RECONMATIC social media accounts will actively promote each issue by providing a direct link to the official website's respective page.

### Timeline table

Newsletter Issue	Release Month	Content Submission by
1 <sup>st</sup>	M7 (January 2023)	25.12.22
	M10 (April 2023)	
2 <sup>nd</sup>	M13 (September 2023)	15.05.23
3 <sup>rd</sup>	M17 (December 2023)	15.10.23
4 <sup>th</sup>	M20 (February 2024)	20.01.24
5 <sup>th</sup>	M24 (June 2024)	15.05.24
6 <sup>th</sup>	M29 (November 2024)	10.11.24
7 <sup>th</sup>	M32 (February 2025)	20.01.25
8 <sup>th</sup>	M36 (June 2025)	15.05.25
9 <sup>th</sup>	M41 (November 2025)	15.10.25
10 <sup>th</sup>	M44 (February 2026)	20.01.26
11 <sup>th</sup>	M48 (June 2026)	20.05.26

Table 4: Newsletter's publication plan

## 4.3 SOCIAL MEDIA

RECONMATIC is present in key popular social media networks. In specific, the following RECONMATIC social media accounts are open and have been actively used since July 2022 in Twitter and LinkedIn. Their access links are the following:

- Twitter: <https://twitter.com/reconmatic>
- LinkedIn: <https://www.linkedin.com/company/reconmatic/>

A YouTube account will be set up later, to host the video material produced in the Open Days.

RECONMATIC social media posts are oriented towards promoting the project's news as well as the dissemination activities in which the partners participate. Dissemination activities will cover a wide spectrum of events, publications, presentations, workshops, demonstrations, call for papers and other relative activities communicated via the social media accounts. Specifically, the social media posts cover the following activities:

- News and updates on the RECONMATIC activities and progression of project tasks and deliverables
- Papers and presentations originating from workshops, conferences, journals etc.
- Project showcases/demonstrations
- Publications in articles, online sources, newspapers
- Upcoming events prompting stakeholders for papers and events participation
- Videos and photos
- Partners RECONMATIC related activities and achievements
- Newsletter issues
- Articles on Construction & Demolition Waste management topics

In addition, all communicative RECONMATIC social media channels can be found in the header and the footer of the project's official website ([www.reconmatic.eu](http://www.reconmatic.eu)). Each of those social media icons, when clicked, may redirect the users to the respective RECONMATIC social media channel. Moreover, the social media channels, amongst others, have an important role in promoting the RECONMATIC newsletter.

In RECONMATIC, all partners in rotation will be responsible for the social media posting and management. During their responsibility period, each partner will create new tweets/posts, retweets or re-posts. The partners are also responsible for identifying influencers and sharing their details with the Social Media Leader to follow. Accounts which do not qualify as influencers but are still a worthy source of information, should not be followed but rather added to the respective Twitter lists.

Number of posts:

- Twitter: 9 tweets per week (2 RECONMATIC project promotion tweets, 7 re-tweets).
- LinkedIn: 3 LinkedIn posts per week (1 RECONMATIC project promotion post, 2 general relevant content posts).

See below the [rotation plan](#) we will follow during the whole period of the project:

	PARTNER	POSTING DATES
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1	CESKE VYSOKE UCENI TECHNICKE V PRAZE Czechia	10/10/22 - 16/10/22 27/03/23 - 02/04/23 4/09/23 - 10/09/23 12/02/24 - 18/02/24 22/07/24 - 28/07/24 30/12/24 - 05/01/25 9/06/25 - 15/06/25 17/11/2025 - 23/11/2025 27/04/2026 - 3/05/2026
2	THE UNIVERSITY OF SALFORD UK	17/10/2022 - 23/10/2022 3/04/2023 - 9/04/2023 11/09/2023 - 17/09/2023 19/02/2024 - 25/02/2024 29/07/2024 - 04/08/2024 6/01/2025 - 12/01/2025 16/06/2025 - 22/06/2025 24/11/2025 - 30/11/2025 4/05/2026 - 10/05/2026
3	FUNDACION TECNALIA RESEARCH & INNOVATION ES	24/10/2022 - 30/10/2022 10/04/2023 - 16/04/2023 18/09/2023 - 24/09/2023 26/02/2024 - 03/03/2024 5/08/2024 - 11/08/2024 13/01/2025 - 19/01/2025 23/06/2025 - 29/06/2025 1/12/2025 - 7/12/2025 11/05/2026 - 17/05/2026
4	Nanjing Eurosmart Intelligent Technology Research Institute Co., Ltd CN (EITRI)	13/02/2023 - 19/02/2023 24/07/2023 - 30/07/2023 01/01/2024 - 7/01/2024 10/06/2024 - 16/06/2024 18/11/2024 - 24/11/2024 28/04/2025 - 04/05/2025

		6/10/2025 - 12/10/2025 16/03/2026 - 22/03/2026
5	FUTURE NEEDS MANAGEMENT CONSULTING LTD Cyprus	03/10/2022 - 09/10/2022 20/03/2023 - 26/03/2023 28/08/2023 - 03/09/23 5/02/2024 - 11/02/2024 15/07/2024 - 21/07/2024 23/12/2024 - 29/12/2024 2/06/2025 - 8/06/2025 10/11/2025 - 16/11/2025 20/04/2026 - 26/04/2026
6	THE UNIVERSITY OF MANCHESTER UK	7/11/2022 - 13/11/2022 24/04/2023 - 30/04/2023 2/10/2023 - 8/10/2023 11/03/2024 - 17/03/2024 19/08/2024 - 25/08/2024 27/01/2025 - 02/02/25 07/07/2025 - 13/07/2025 15/12/2025 - 21/12/2025 25/05/2026 - 31/05/2026
7	ENVISAN-GEM, a.s. CZ	14/11/2022 - 20/11/2022 01/05/2023 - 7/05/2023 9/10/2023 - 15/10/2023 18/03/2024 - 24/03/2024 26/08/2024 - 01/09/24 3/02/2025 - 9/02/2025 14/07/2025 - 20/07/2025 22/12/2025 - 28/12/2025 1/06/2026 - 07/06/26
8	PANEPISTIMIO THESSALIAS EL	21/11/2022 - 27/11/2022 8/05/2023 - 14/05/2023 16/10/2023 - 22/10/2023 25/03/2024 - 31/03/2024

		<p>2/09/2024 - 8/09/2024</p> <p>10/02/2025 - 16/02/2025</p> <p>21/07/2025 - 27/07/2025</p> <p>29/12/2025 - 04/01/2026</p>
9	ANAKEM SA Greece	<p>28/11/2022- 04/12/2022</p> <p>15/05/2023 - 21/05/2023</p> <p>23/10/2023 - 29/10/2023</p> <p>1/04/2024 - 7/04/2024</p> <p>9/09/2024 - 15/09/2024</p> <p>17/02/2025 - 23/02/2025</p> <p>28/07/2025 - 3/08/2025</p> <p>5/01/2026 - 11/01/2026</p>
10	STRABAG a.s. CZ	<p>5/12/2022 - 11/12/2022</p> <p>22/05/2023 - 28/05/2023</p> <p>30/10/2023 - 05/11/23</p> <p>8/04/2024 - 14/04/2024</p> <p>16/09/202422/09/2024</p> <p>24/02/20252/03/2025</p> <p>4/08/202510/08/2025</p> <p>12/01/202618/01/2026</p>
11	ARISTOTELIO PANEPISTIMIO THESSALONIKIS EL	<p>12/12/2022 - 18/12/2022</p> <p>29/05/2023 - 04/06/23</p> <p>6/11/2023 - 12/11/2023</p> <p>15/04/2024 - 21/04/2024</p> <p>23/09/2024 - 29/09/2024</p> <p>3/03/2025 - 9/03/2025</p> <p>11/08/2025 - 17/08/2025</p> <p>19/01/2026 - 25/01/2026</p>
12	I-CATALIST SL ES	<p>26/12/2022 - 01/01/23</p> <p>5/06/2023 - 11/06/2023</p> <p>13/11/2023 - 19/11/2023</p> <p>22/04/2024 - 28/04/2024</p> <p>30/09/2024 - 06/10/24</p>

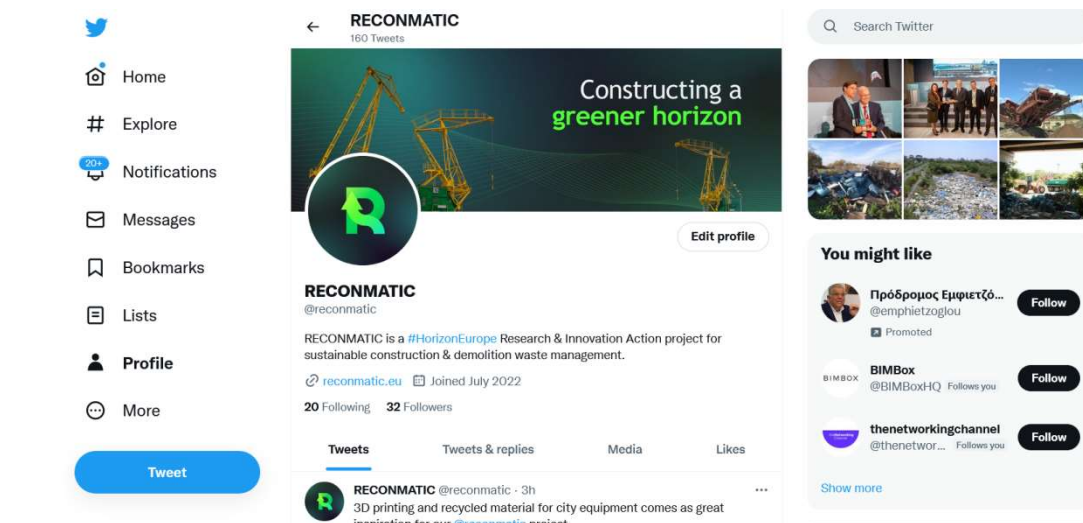
		10/03/2025 - 16/03/2025 18/08/2025 - 24/08/2025 26/01/2026 - 1/02/2026
13	ITALFERR SPA IT	2/01/2023 - 8/01/2023 12/06/2023 - 18/06/2023 20/11/2023 - 26/11/2023 29/04/2024 - 05/05/24 7/10/2024 - 13/10/2024 17/03/2025 - 23/03/2025 25/08/2025 - 31/08/2025 2/02/2026 - 8/02/2026
14	CLUSTER DE HABITAT EFICIENTE (AIECE) ES	9/01/2023 - 15/01/2023 19/06/2023 - 25/06/2023 27/11/2023 - 03/12/23 6/05/2024 - 12/05/2024 14/10/2024 - 20/10/2024 24/03/2025 - 30/03/2025 1/09/2025 - 7/09/2025 9/02/2026 - 15/02/2026
15	ERGODOMI AVETE EL	26/06/2023 - 02/07/23 4/12/2023 -10/12/2023 13/05/2024 - 19/05/2024 21/10/2024 - 27/10/2024 31/03/2025 - 06/04/25 8/09/2025 - 14/09/2025 16/02/2026 - 22/02/2026
16	Skyrodema Verias SA EL	23/01/2023 - 29/01/2023 3/07/2023 - 9/07/2023 11/12/2023 - 17/12/2023 20/05/2024 - 26/05/2024 28/10/2024 - 03/11/24 07/04/2025 - 13/04/2025 15/09/2025 - 21/09/2025 23/02/2026 - 1/03/2026
17	JAIP - JIHOESKA AGENTURA PRO PODPORU	30/01/2023 - 05/02/23

	INOVACI OPS CZ	10/07/2023 - 16/07/2023 18/12/2023 - 24/12/2023 27/05/2024 - 02/06/24 4/11/2024 - 10/11/2024 14/04/2025 - 20/04/2025 22/09/2025 - 28/09/2025 2/03/2026 - 8/03/2026
18	ASOCIACION DE INVESTIGACION DE LAS INDUSTRIAS CERAMICAS (AICE) ES \ Instituto de Tecnologia Ceramica (ITC)	6/02/2023 - 12/02/2023 25/12/2023 - 31/12/23 3/06/2024 - 9/06/2024 11/11/2024 - 17/11/2024 21/04/2025 - 27/04/2025 29/09/2025 - 5/10/2025 9/03/2026 - 15/03/2026
19	LECYCLE LTD UK (ARCAS & CALLISTO)	31/10/2022 - 06/11/2022 17/04/2023 - 23/04/2023 25/09/2023 - 01/10/23 4/03/2024 - 10/03/2024 12/08/2024 - 18/08/2024 20/01/2025 - 26/01/2025 30/06/2025 - 06/07/25 8/12/2025 - 14/12/2025 18/05/2026 - 24/05/2026
20	RECICLADOS SOSTENIBLES, S.L. (RECSO) ES	20/02/2023 - 26/02/2023 31/07/2023 - 06/08/23 8/01/2024 - 14/01/2024 17/06/2024 - 23/06/2024 25/11/2024 - 01/12/24 5/05/2025 - 11/05/2025 13/10/2025 - 19/10/2025 23/03/2026 - 29/03/2026
21	BIMBox Associates Ltd United Kingdom	27/02/2023 - 05/03/23 7/08/2023 - 13/08/2023 15/01/2024 - 21/01/2024 24/06/2024 - 30/06/2024



		2/12/2024 - 8/12/2024 12/05/2025 - 18/05/2025 20/10/2025 - 26/10/2025 30/03/2026 - 5/04/2026
22	MORGAN SINDALL CONSTRUCTION & INFRASTRUCTURE LTD United Kingdom	6/03/2023 - 12/03/2023 14/08/2023 - 20/08/2023 22/01/2024 - 28/01/2024 01/07/24 - 7/07/2024 9/12/2024 - 15/12/2024 19/05/202 - 525/05/2025 27/10/2025 - 2/11/2025 6/04/2026 - 12/04/2026
23	China Association of Circular Economy CN	13/03/2023 - 19/03/2023 21/08/2023 - 27/08/2023 29/01/2024 - 04/02/24 8/07/2024 - 14/07/2024 16/12/2024 - 22/12/2024 26/05/2025 - 01/06/25 3/11/2025 - 9/11/2025 13/04/2026 - 19/04/2026

Table 5: Posting rotation plan

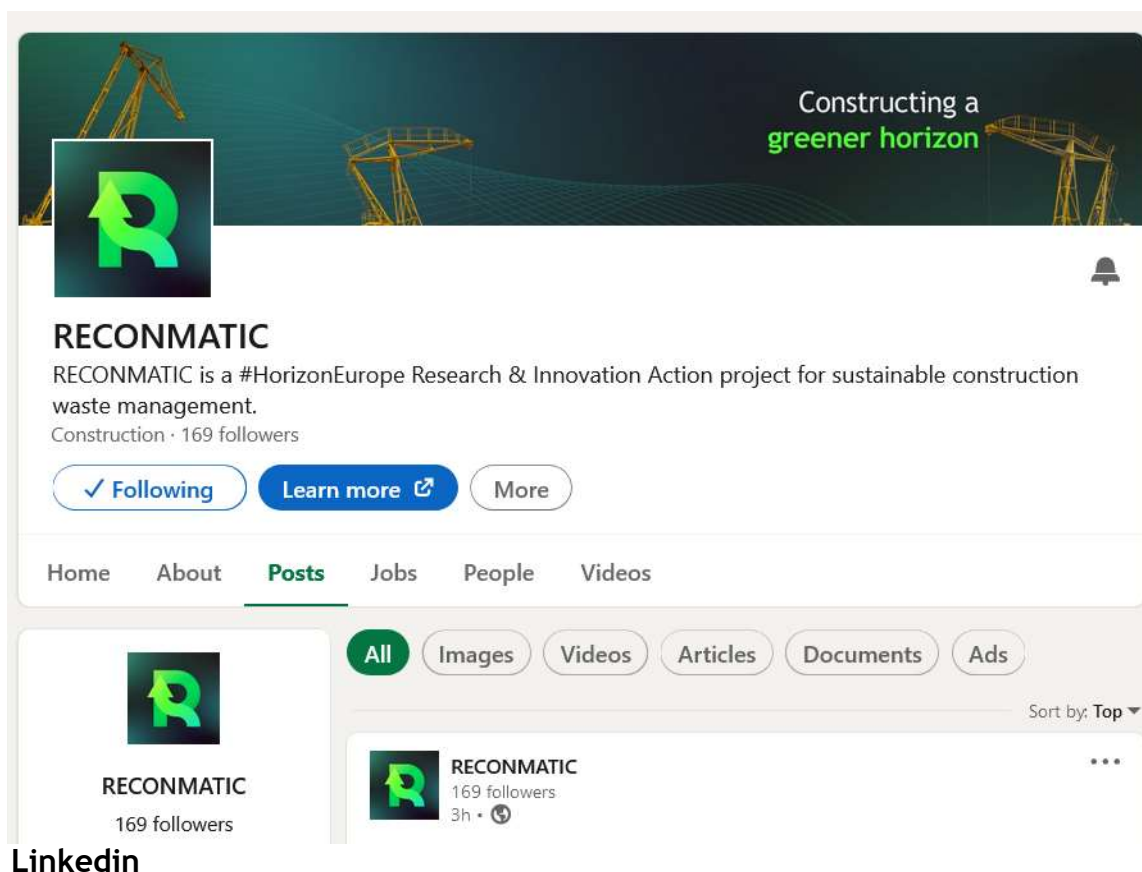


Twitter

Figure 11: RECONMATIC's Twitter account

Audience	All - technical & non-technical audience (general public). In a broad sense the whole society - referring also as the general public.
Message	As a result of the strategy followed so far at all social media channels is the fast accumulation of followers. From the specific profile page, a user can be redirected to the RECONMATIC's posts made over Twitter, access follower's posts, read project identity and info, and also redirected to RECONMATIC's official website when clicking the link residing below the project's bio.
Post objectives	RECONMATIC project will continuously communicate via its social media channels its activities and achievements. In addition, we will take the opportunity to reshare our partners' activities.
Guidelines	Text of up to 280 characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying tweet(s) of someone else within your own) but includes links (a URL is always altered to 23 characters).

Table 6: Posting on Twitter



LinkedIn

Figure 12: RECONMATIC’s LinkedIn account

Audience	All - technical & non-technical audience (general public). In a broad sense the whole society - referring also as the general public.
Message	There is a short bio of the project including its objectives and quantitative details. The audience can easily check the latest project posts and communicate directly with the RECONMATIC team in case of any queries.
Post objectives	RECONMATIC project will continuously communicate via its social media channels its activities and achievements. In addition, we will take the opportunity to reshare our partners’ activities.
Guidelines	Text (no character limit), photos, GIFs, videos, links, etc.

Table 7: Posting on LinkedIn

## 4.4 PROMOTIONAL VIDEO

Video recordings will be produced during the Open Days in Czech Republic (Prague), United Kingdom (Manchester), Spain and Greece for Europe and in China. Our goal is to explain, institutionally, what the RECONMATIC project is and what it will bring to the market (innovation) and its strategic value for the future of C&D waste management. We will develop at least one promotional video for every event as a strategic and dynamic tool for a great event presentation and overall promotion of the project. Those videos will be shared in all channels of the RECONMATIC project.

Two more videos will be produced and disseminated through the project's social media channels and website:

- WP4 - Month 15: A video as a means of verification will be produced at month 15 of the project's milestone named "Proof-of-concept solution based on multiple low-cost sensors and AI-based algorithms to detect selected construction materials".
- WP4 - Month 24: A video as a means of verification will be produced at month 24 of the project's milestone named "Sorting robot prototype operational at TEC, with basic waste detection".

## 4.5 PARTNERS' WEBSITES

RECONMATIC partners involved in various communities at national and international level will promote the project concept and use cases through these communities and through their institutions/companies.

RECONMATIC partners are:

1. CESKE VYSOKE UCENI TECHNICKE V PRAZE Czechia (CVUT), <https://www.cvut.cz/en>
2. THE UNIVERSITY OF SALFORD UK, <https://www.cvut.cz/en>, <https://www.cvut.cz/en>
3. FUNDACION TECNALIA RESEARCH & INNOVATION ES, <https://www.cvut.cz/en>
4. Nanjing Eurosmart Intelligent Technology Research Institute Co., Ltd CN (EITRI), <http://www.njeitri.com/index.php?lang=en>
5. FUTURE NEEDS MANAGEMENT CONSULTING LTD Cyprus, <https://futureneeds.eu/>
6. THE UNIVERSITY OF MANCHESTER UK, <https://www.manchester.ac.uk/>
7. ENVISAN-GEM, a.s. CZ, <https://www.envisan.cz/>
8. PANEPISTIMIO THESSALIAS EL, <https://www.uth.gr/en>
9. ANAKEM SA Greece, <https://anakem.gr/en/home/>
10. STRABAG a.s. CZ, <https://www.strabag-international.com/>
11. ARISTOTELIO PANEPISTIMIO THESSALONIKIS EL, <https://www.auth.gr/en/>
12. I-CATALIST SL ES, <https://en.icatalist.eu/>
13. ITALFERR SPA IT, <https://www.italferr.it/>
14. CLUSTER DE HABITAT EFICIENTE (AIECE) ES, <https://www.aeice.org/>
15. ERGODOMI AVETE EL, <https://www.ergodomi.com/en/home-2/>

16. Skyrodema Verias SA EL, <http://www.skyrodemaverias.gr/>
17. JAIP - JIHOČESKA AGENTURA PRO PODPORU INOVACI OPS CZ, <http://jaip.cz/en>
18. ASOCIACION DE INVESTIGACION DE LAS INDUSTRIAS CERAMICAS (AICE) ES \ Instituto de Tecnologia Ceramica (ITC), <https://www.itc.uji.es/en/>
19. LECYCLE LTD UK (ARCAS & CALLISTO), <https://www.a-cconsulting.co.uk/>
20. RECICLADOS SOSTENIBLES, S.L. (RECSO) ES, <http://recso.es/>
21. BIMBox Associates Ltd United Kingdom, <https://bimbox.co.uk/>
22. MORGAN SINDALL CONSTRUCTION & INFRASTRUCTURE LTD United Kingdom, <https://www.morgansindallconstruction.com/>
23. China Association of Circular Economy CN, <https://en.chinacace.org/>

## 4.6 COMMUNICATION ON OTHER PLATFORMS

RECONMATIC will collaborate with CORDIS (<https://cordis.europa.eu/>). We will constantly be in communication with this page in order to provide update about the progress of RECONMATIC and promote our achievements.

## Offline dissemination tools

### 4.7 PRINTED PROMOTIONAL MATERIAL

RECONMATIC will create respective brochure and posters serving as promotional material which will include key factors of the project.

PRIOR to any publication in peer-reviewed journals, conference proceedings, etc. partners need to inform about their plans i) the WP Leader, about the production of a paper related to their WP, ii) the Dissemination WP Leader and the project Coordinator. The WP Leader should make a first assessment in terms of the scientific/technological relevance of the paper to the project. Simultaneously, the Dissemination WP leader together with the Coordinator will also assess the relevance of the paper in line with the comments from PO/reviewers, as Innovation Action. After this assessment, information about approval for publication will be provided to the authors.

Authors need to submit the draft-publication 15 (or more) days before submitting the camera-ready version for publication to the WP leader.

This procedure allows sufficient time for the draft to be assessed and approved for publication by the WP Leader, Dissemination WP leader and Coordinator, representing the interests of all partners and that of the European Commission to raise any objections, before the material is published. In other words, no material should be submitted for publication (in a journal or proceedings), without allowing sufficient time for withdrawal in the event of objections being raised. Publications should include a legal notice (to be

provided).

All papers approved for publication under the frame of RECONMATIC project should include the proper acknowledgement to the project.

In case that aforementioned procedure is not followed, neither expenses nor effort associated with the production of paper under discussion will be justified.

## 4.8 SPECIFIC PRINTED MATERIAL FOR OPEN DAYS

The printed or online visual material necessary for the Open Days (programme, badges etc.) is decided and created by the organiser(s). It is advised to consult with the Dissemination manager on the templates and the (English) content of the material created, before finalising them.

### Conferences/ External events

Consortium members will present the RECONMATIC project and its objectives, missions, educational material, results of the demonstrations' case studies in various events, conferences, info days, business days, forums, etc. in order to disseminate even further the project. Photos of the events with RECONMATIC brochure/poster/presentation, etc. have to be sent to Future Needs for use at the social media and the website (news section).

Place	<p>RECONMATIC partners will participate in various conferences/events to maximize the dissemination and impact of the project.</p> <p>Indicatively mentioned:</p> <ul style="list-style-type: none"> <li>● 8<sup>th</sup> International Conference on Material Science &amp; Smart Materials (MSSM 2022)</li> <li>● Research and Innovation Week for Practice and the Environment, incl. Waste Forum Symposium</li> <li>● Expert meeting of RIS3 Mission at Ministry of Industry and Trade Czech Republic</li> <li>● Joint Symposium between Future Robotics, Engineering and Transport Systems Research and Innovation Centre, FRETs and NERIC</li> <li>● RECYCLING 2022 (Circular economy in construction sector, recycling and use of secondary construction materials)</li> <li>● Experts On: Automation in C&amp;D Waste Recycling</li> <li>● CITTC (8th China Jiangsu Conference for International Technology Transfer and Commercialization)</li> <li>● National Infoday for Horizon Europe, Cluster 4 (National Contact Point Event)</li> </ul>
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	<ul style="list-style-type: none"> <li>• SBE23: Sustainable built environments</li> </ul>
Message	<p>Conference target is for project partners to get accepted as speakers in at least three of the vertical-related conferences and one communications-related. Objectives for the conferences are to disseminate the project's results and outputs. The partners are advised to align when more than one consortium organisation is participating in an event or conference, in order to maximise the benefits of the activity for the project.</p>

Table 8: External conferences/events

### How we will monitor the progress:

Partners should inform the Dissemination WP leader about any planned participation at an event. Before the event, as soon as partners are considering participating in an event, partners should inform the Dissemination WP leader on:

- Whether they plan to participate using their own resources or RECONMATIC's budget and in the latter case what the estimated required budget is.
- The type of participation at the event: i) Merely visitor, networking & distribution of brochures; ii) Stand at exhibition area; iii) Organization of conference; iv) Participation in conference with a presentation; v) Participation in conference with paper submission (specify if there was also an oral presentation); vi) Organization of workshop at a conference; vii) Participation in workshop with presentation; viii) other (please, specify).
- Expected KPIs to be achieved from such participation: i) Estimated nr. of participants. ii) Promotional material (brochures/roll-up/posters) to be distributed at the event. iii) Any planned or prescheduled bilateral meetings/speed dating), iv) other.

The Dissemination WP Leader together with the Coordinator will assess if the envisaged participation at an event using RECONMATIC's budget is justifiable and acceptable.

After the event, partners should inform the dissemination WP leader in regards:

- Actual costs associated with the participation.
- Actual KPIs from the participation: i) Nr. of people receiving info about RECONMATIC ii) Nr. of brochures/ promotional material distributed; iii) Nr. of contacts made (+ contact details) i.e. Contacts interested in a demo, potential customers, contacts interested in a collaboration, other iv) Nr. collaborations i.e. contacts for planned collaborations - EU project interested in co-development, companies interested in exploitation)
- Photos of the event with RECONMATIC's brochure/poster/presentation, etc.

In case that aforementioned procedure is not followed, neither travel expenses nor effort associated with the event under discussion will be justified.

### **4.8.1 PRESENTATIONS**

In their project presentations, partners should avoid infringement of the rights of other RECONMATIC partners by, for example, revealing sensitive or confidential information. If in doubt, check with the Coordinator or the partners concerned. In each presentation referring to the project acknowledgement of the support of the European Community and the UKRI has to be included. You must also include a disclaimer that the presentation reflects only the author's views/opinions and that the Community accepts no liability as stated above.

Project specific presentations need to be made available in the MS PowerPoint format, before the presentation has been delivered. This is mandatory to allow for uptake of the presentation contents (as far as it does not affect any IPR regulations) by other project stakeholders. If the presentations are available for publishing they must be shared in a pdf format.

Nonetheless, it is requested that partners, who want to make use of content produced by other partners, need their agreement in advance.

### **4.8.2 COPYRIGHT OF PRESENTATIONS**

Copyright of the RECONMATIC styles and templates belongs jointly to all project partners who are free to use those templates and assert their copyright over what they derive from those templates. Any partner developing a project-related presentation may then assert its copyright over that presentation with a simple copyright statement referencing the legal entity holding the copyright (e.g., Copyright © 2022 Future Needs). Please be advised that the RECONMATIC Consortium does not constitute a legal entity and so cannot assert copyright, although individual members can, of course, assert copyright. If you wish to share copyright of a presentation with the other members of the RECONMATIC Consortium, the following is an acceptable form, "Copyright ©2022 Future Needs and other members of the RECONMATIC Consortium." Note that "Copyright ©2022 Future Needs" means that slides cannot be used by other parties without the permission of Future Needs, whereas the latter form gives members of the RECONMATIC Consortium permission to use and modify those slides as they wish.

Bearing in mind the above mentioned implications, the project partners are free to use the form they wish.



## 4.9 ORGANIZATION OF RECONMATIC EVENTS & PARTICIPATION

RECONMATIC will organize several events. Events organized by RECONMATIC will primarily target specialized stakeholders and also the public at large, to illustrate the potential of the project.

<p>Organisation of local events</p>	<p><b>RECONMATIC 7 Open Days:</b> RECONMATIC (FN leads and AUTH, ICAT, USAL, CVUT, ICAT, CACE participate) will organize <u>7 Open Day events</u> which are planned to take place in the Czech Republic (Prague), United Kingdom (Manchester), Spain and Greece for Europe and in China, in order to engage public interest and enthusiasm for the project technologies.</p> <p>Local communities, students, businesses and local and national authority departments outside those involved in the project activities will be invited to participate in the co-design of Workshops or Hackathons aiming at further exploitation of the project results. This activity will facilitate collaboration and synergies with other projects and initiatives running in the city and contribute to shaping a common vision for the future of the city and its citizens. The events will be recorded and the material will be shared on the project's channels and social media.</p>
<p>Organisation of 6 demonstration case studies</p>	<p>RECONMATIC will deliver 6 demonstration case studies, carried out in 5 different European countries, piloting developed technologies on real building and infrastructure projects covering different stages of the life-cycle, as well as the common practice at recycling plants. Each of these demonstrations will be assessed by a developed sustainability and circularity assessment tool to provide additional verification and proof of implementation capability in real conditions.</p>
<p>Participation in European Events</p>	<p>A main focus point of RECONMATIC is to promote its demonstration case studies and its achievements to the wider community, including experts from industry, academia as well as audiences with technical interests. The project partners aim to reach out designers/architects, construction companies, manufacturers and suppliers of materials and products, asset managers/ building owners, waste managers, recycling companies and decontamination companies as well as demolition companies. Thus, to increase its visibility, showcase its capabilities in conducting various case studies and demonstrate its performance in assessing project's KPIs, RECONMATIC aims to be present in the major events of the construction and C&amp;D waste management sector. These events will be carefully selected not only based on their large number and variety of attendees, but also due to their worldwide geographical distribution, so that the</p>

	maximum visibility, and thus, exploitation potential can be reached.
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Table 9: Events organised by RECONMATIC &amp; participation in European events

## ANNEX\_ COMMUNICATION AND DISSEMINATION KPIs

Below, in Table 10 you can see the basic communication and dissemination KPIs that relate to all partners' involvement in the dissemination task, not only Future Needs. You can see the project's aims related to: website's visitors, social media's followers, press releases number of publications, project's papers' number, project's flyer's number of publications/distribution, participation in conferences, advisory board members participation, external associations' engagement, etc.

Every month, Future Needs organises & leads a meeting dedicated to the activities of WP7 where all partners align on their contribution for the achievement of the KPIs listed below. Conclusions and agreed actions are included in the meeting minutes uploaded in the project's shared folders.

Instruments	Target stakeholders	Communication and dissemination KPIs
Web Site	All stakeholders	Project website (launch in M4 with continuous updates), at least 8,000 unique visits by M48.
Visual Identity	All stakeholders	Project logo has been finalised for all format requirements therefore development of communication templates (M04), first brochure and poster (M06).
Press releases	Citizens, relevant associations, media, public construction and recycling authorities	4 press releases (1 per year) and their take-up of by CORDIS Wire and national mass news outlets.
Newsletters	Researchers, relevant associations, construction and recycling authorities	Publication three times a year. 300 individuals/ organisations signed up to receive newsletters by M24 and at least 600 total by M48.
Project factsheet	All stakeholders	Publication of flyer on website with 250 downloads. 1500 copies distributed at third-party events attended. At least one factsheet displayed in a public construction and recycling organisation or local authority visited by citizens, first responders, and planners.
Direct communication	Relevant associations and Professional bodies	At least 10 different relevant associations directly engaged with from at least 6 different countries (not limited to the EU) (e.g. FEAD / ICE / CIOB / RICS / RIBA / AEEBC / WRAP)
Presentations at third-party events	Policy makers, researchers, relevant associations	Consortium partners will attend at least 30 conferences, trade shows or workshops, and networking with pertinent EU/national projects.
Peer-reviewed papers and popular science articles	Researchers & Media	Submission and acceptance for publication of 30 papers, a bi-monthly blog post (starting month 2) on the website and a total of 10 articles on third party websites (mass media or industry magazines).
Social Media	Designers, construction and recycling professionals, relevant associations	Over 1000 Twitter followers, over 1500 LinkedIn followers. Over 5000+ likes on Twitter and LinkedIn. At least 5 other projects involved in various online campaigns
Open Days &	All stakeholders	At least 5 other projects invited to Project Meetings over the 4 years,

final project conference (online)		at least 20 construction and recycling policy makers included in an advisory board. At least 60 participants in each Open Days event & at least 150 attendees at final project conference (online).
Education, training courses	Architects, designers, construction and recycling professionals, relevant associations and chambers	Consortium partners will organize internal Train-the-trainer seminar to transfer knowledge (project outputs) to relevant experts. These people will further teach stakeholders on national training courses (2 per partner country, 150 participants in total).
'Turtl' Digital Brochures*	All target groups	6 exciting, engaging digital brochures e.g. "Morgan Sindall construction sets out bold carbon reduction strategy"
Digital 'On Tour' Events*	All stakeholders	All partners involved in the creation of digital content and platforms to demonstrate at 2 virtual sessions at month 24 and month 36
Virtual Meet the Researcher Days *	Aimed at Students aged 14-23 years throughout EU & UK	Create digital, interactive content based on research outputs at month 24 and 36 to support learning for students in secondary / higher, graduate and post-graduate education and to generate excitement in these students to positively influence their future career choices
Create a series of digital vignettes*	Linked to social media instrument & online campaigns	At least 12 Vignettes (60 seconds to 5 mins max) from various partners delivered from month 6 to 48
Virtual Work experience*	Aimed at Students aged 14-23 years throughout EU & UK	At least 4 sessions of 4 to 6 hour duration aimed at sharing some license free content with students through interactive content created from work packages at suitable – most likely TRL 6 or 7.
Google Cardboard Content*	All stakeholders / Open invitation to architects, designers, construction & recycling professionals, students aged 8-23	At least 4Nr pieces of digital content created for Google Cardboard made available via different streams e.g. Website / Social Media or for Digital 'On Tour' and Virtual Work Experience Sessions

Table 10: Communication &amp; Dissemination KPIs