

**Holistic Innovative Solutions for an
Efficient Recycling and Recovery of Valuable Raw Materials
from Complex Construction and Demolition Waste**



D 8.1 Dissemination and communication plan

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Acronyms

ACC: ACCIONA Infraestructuras S.A.

ARCHI: Groupe ARCHIMEN

ASM: ASM Centrum Badań i Analiz Rynku sp. zo.o.

BRGM: Bureau de Recherches Geologiques et Minieres

C&DW: Construction and Demolition Waste

CML: Leiden University, Institute of Environmental Sciences

CO: Confidential

CON: Conenor Oy

DoA: Description of Action (Annex I to Grant Agreement)

DAPP: D'Appolonia S.p.A.

DUMOU: DUMOULIN BRICKS

GAIK: FUNDACION GAIKER

HISER - Holistic Innovative Solutions for an Efficient Recycling and Recovery of Valuable Raw Materials from Complex Construction and Demolition Waste

IHOBE: Sociedad Publica Gestion Ambiental IHOBE S.A.

INASH: Inashco R&D B.V

KNAUF: Knauf GmbH Sucursal en Espana

LAAT: KS Laatuenergia Oy

LAFAR: LAFARGE Centre de Recherche Sas

MEBIN: Mebin B.V.

RINA: RINA SERVICES SPA

RTT: RTT Steinert GmbH

SELF: Selfrag AG

STRUK: STRUKTON CIVIEL B.V.

TECN: Tecnalia Research & Innovation

TIIHO: Tiihonen Ismo Olavi

TUD: Technische Universiteit Delft

VCB: Confederatie Bouw vzw - Vlaamse Confederatie Bouw

VITO: Vlaamse Instelling voor Technologisch Onderzoek

VTT: Teknologian tutkimuskeskus VTT

WP – Work Packedge

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1. Executive summary

This Deliverable 8.1 Dissemination and Communication Plan serves as a background and framework document supporting all dissemination and communication activities performed within the project “Holistic Innovative Solutions for an Efficient Recycling and Recovery of Valuable Raw Materials from Complex Construction and Demolition Waste” (HISER). Although it provides many general information and provisions valid through the whole duration of the project, the focus is on the first year activities.

The report starts with the description of key and basic element of each dissemination plan – target groups. Among the audience that should be reached by the project promotional activities are the following professional and non-professional groups related to the Construction & Demolition Waste industry: building companies, demolition companies, recycling companies, product manufacturers, manufacturers of equipment, environmental public agencies / environmental authorities, standardization bodies, local governments, architects/engineers, insurance companies, building owners, property developers, engineering/architecture students, certification bodies.

Subsequently, the report specifies what kind of information is going to be disseminated within the project: generic information on methods, tools, performance of sorting/recycling technologies on the quality improvement of the recycled materials, characterization of building products elaborated with C&DW recycled materials, case studies performed within the project, LCA and LCC assessment, policy briefs, pre normative briefs, new business models elaborated within the project.

As the open access to the project knowledge and results is an important aspect of projects in Horizon 2020, the report mentions HISER participation in the Open Research Data Pilot. Likewise, the list of HISER public deliverables together with their due dates is included as a reference of what information and when will be made available for the public audience.

An important part of the document is the HISER Identity and Branding chapter where the rules about how to use the project name and logo, what is the colour palette and documents’ font and style are provided.

The part Dissemination and communication strategy defines the types of dissemination and communication activities together with their respective instruments/tools. Dissemination activities targeting the professional project stakeholders (scientific, business and industry community) will use the following instruments: e-newsletters, e-brochures, poster and pop-up banner, publications, participation to the industry events, doctoral thesis. In order to reach the general public the following communication tools will be at the disposal: project website, webinars, press releases, short videos, networking with other EU projects and local/regional administrations, actions targeted to raising the awareness about the project within the involved companies, etc.

Finally, the report provides the overview of the dissemination activities for the First year of the project planned/performed by the individual Partners.

The list of next steps concerning the dissemination activities (database of contacts for the dissemination purposes, project website, brochure, newsletter, poster & pop-up banner) is briefly described in the final part of the report.

2. Objective of the report

The objective of this deliverable is to present an **overall communication and dissemination strategy** designed in the HISER project and **to precise the dissemination and communication activities to be performed during the first year of the project duration**. The report aims to provide **a clear understanding of the target groups** that should be addressed as well as it identifies the dissemination message and **the dissemination tools** that will be used to achieve the dissemination goals set in the project.

Finally, **the report indicates if the DISSEMINATION INDICATORS and NUMBER OF EXPECTED AUDIENCE to be reached by particular type of activity per year are likely to be gained by the HISER CONSORTIUM in the first twelve months of the project**. Those two requirements have been included in part B of the Description of Action (DoA) in the chapter “Measures to maximise the impact” and they should be used by the Consortium as **the reference points** when planning dissemination activities.

Summing up, D8.1 Dissemination and Communication Plan due in m3 will present a detailed overview of respective activities, and will serve as a guideline for the next reports dedicated to the dissemination and communication issues - it will be updated regularly during the project. The updated versions of the D8.1 report will be prepared every year according to the following schedule:

- D8.4 First year update of the Dissemination and Communication Plan, m13,
- D8.5 Second year update of the Dissemination and Communication Plan, m25,
- D8.6 Third year update of the Dissemination and Communication Plan, m37.

At each stage of updating the Dissemination and Communication Plan, the number of reached audience addressed by the particular dissemination and communication activities will be monitored in order to be sure that the DoA requirements are met by HISER Consortium.

Finally, a comprehensive Dissemination and Communication results report (D8.6) will be delivered in m46.

3. Introduction

Holistic Innovative Solutions for an Efficient Recycling and Recovery of Valuable Raw Materials from Complex Construction and Demolition Waste (HISER), project co-financed in the framework of the biggest EU Research and Innovation Programme Horizon 2020, is an answer to European challenges that have been identified in the construction and demolition sector:

- the need to move towards highly efficient paradigms of recovery of valuable raw materials in priority waste streams within the EU28,
- the need for progress in novel recycling technologies for complex Construction and Demolition Waste,
- the need for novel solutions stimulating selective sorting at source of materials arising from demolition and refurbishment works.

The main objectives of HISER is to develop and demonstrate novel cost-effective holistic solutions (technological and non-technological) to increase the recovery rates from increasingly complex Construction and Demolition Wastes (C&DW), according to the principles of circular economy approach throughout the whole value chain in the construction sector.

The following solutions are proposed within the project:

- harmonized procedures, supplemented by an intelligent tool and systems for traceability of the supply chain, for highly-efficient sorting at source in demolition and refurbishment works,
- advanced sorting and recycling technologies with automated quality control for the production of high purity raw materials from complex C&DW,
- optimized construction products (such as low embodied energy cements, green concretes, bricks, gypsum plasters and gypsum plasterboards or extruded composites).

The project success is strongly connected with the dissemination and communication activities described in the work package number 8 (WP8) of the project. The main objective of this work package is to DISSEMINATE TO IDENTIFIED TARGET RELEVANT RANGE OF PROFESSIONAL STAKEHOLDERS and COMMUNICATE TO THE GENERAL AUDIENCE about the project concept, developments and results. In this way, the following goals will be guaranteed:

- the project awareness will be raised,
- the feedback from the external audience will be received,
- the exploitation of the project results will be supported.

In order to achieve the main WP8 objectives, the following partial objectives have been designed:

- to ensure that project dissemination and communication activities are well designed, planned, coordinated and implemented,
-

- to raise awareness and involvement of the key groups,
- to ensure wide social understanding of HISER objectives and benefits.

It will be achieved by different tools, documents and activities of the whole consortium that are described in this document in the following chapters.

In order to guarantee that consortium activities are effectively conducted, it was decided that D8.1 Dissemination and Communication Plan will be elaborated at the early stage of the project. As previously mentioned, this document will be a master plan for all dissemination and communication activities that will be implemented during the project.

The presented report outlines the issues listed below:

- WHO - what are the target groups – who should be reached with information about the project? (please see the chapter 4. *HISER target groups*)
- WHAT - what is the main message we want to communicate? (please see the chapter: 5. *Dissemination & Communication Messages*)
- HOW - through what channels will we reach the target groups in the most effective way? (please see chapter 8. *Dissemination and Communication strategy*)
- WHEN - what is the time planner for the implementation of particular activities? (please see chapter 9. *Dissemination activities by project Partners for the First year of project duration*)

4. HISER target groups

HISER target groups are the groups interested in project technologies, tools, products, services, and the project as a whole – their potential customers, but in addition, also other groups that can stimulate commercial exploitation of HISER results should be considered as the target audience.

According to the DoA, the HISER target audience will be divided into 4 main groups:

1. *non-specialized citizens, but potential next users of the HISER knowledge and solutions:* students at (poly) technic schools and universities, non-profit environmental organizations, European citizens;
2. *specialized technical audience:* researchers, demolition companies, recycling companies, building companies, environmental agencies in Europe, standardization bodies, technicians in municipalities and regional governments, architects, engineers;
3. internal divisions in *big industrial organizations taking part in HISER* (LAFAR, MEBIN, KNAUF, DUMOU, ACC, STRUK);
4. networks, platforms and associations.

The issue of target groups is strongly connected not only with dissemination, but also with exploitation activities, therefore it has been already investigated during the first WP7 INNOVATION and EXPLOITATION technical meeting organized during the HISER kick off meeting. The meeting participants (ASM, CON, DUMOU, INASH, KNAUF, LAAT, LAFAR, MEBIN, RINA, RTT, TIIHO, GAIK, TECN, VITO) were asked to review the list of target groups taking into account their potential interest in project's exploitable results: (1) building products, (2) new technological solutions for sorting, recycling, refining, (3) new software and (4) advanced consulting services.

According to the information collected by ASM during the technical meeting the following target groups already stated in the DoA were confirmed:

- building companies,
- demolition companies,
- recycling companies,
- product manufacturers,
- manufacturers of equipment,
- environmental public agencies / environmental authorities,
- standardization bodies,
- local governments,
- architects/engineers.

In addition to the target groups identified at the project preparatory phase, a few more propositions were made:

- insurance companies,

- building owners, property developers,
- certification bodies.

It has been emphasised during the meeting, that one of the key recipients of HISER are construction companies – their position has been highlighted because they are the final product buyers – this is the group who decide what to buy and what to install.

5. Dissemination & Communication Messages

Once the purpose and audience of the dissemination are clear, the key messages can be defined. The principles of communicating the message are the following:

- Messages should be clear, simple and easy to understand. The language should be appropriate for the target audience, and non-technical language should be used where possible.
- Messages should be tailored to the receivers. It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the receiver should be checked each time.
- Messages of different projects related to the same subject can be coordinated to enhance impact.
- Information should be correct and realistic.

In particular, the message that the Consortium plans to spread within the project duration includes the following:

- generic information on methods, tools, performance of sorting/recycling techs on the quality improvement of the recycled materials,
- characterization of building products elaborated with C&DW recycled materials,
- case studies performed within the project,
- LCA and LCC assessments,
- policy briefs,
- pre normative briefs,
- new business models developed by project.

At the moment, due to the starting phase of the project, the Consortium is focused on spreading the general information - in order to guarantee that the disseminated message is clear and coherent, the content of dissemination materials will be developed in cooperation of HISER Partners: project presentations, e-brochure, content of the website, etc.

5.1. Open access issue

When planning and writing about the dissemination activities and messages that are going to be communicated to the external audience, it is necessary to refer to HISER's participation in the Open Research Data Pilot, which is unique in Horizon 2020. The aim of establishing this Pilot is to improve and maximize the access and re-use of research data generated by projects.

The reason for this was to optimise the impact of publicly-funded scientific research. Open access policy of European Commission is not a goal in itself, but an element in promotion of affordable and

easy accessible scientific information for the scientific community itself, but also for innovative small businesses.

Open access can be defined as the practice of providing on-line access to scientific information that is free of charge to the reader.

In the context of R&D, open access typically focuses on access to 'scientific information', which refers to two main categories:

- peer-reviewed scientific research articles (published in academic journals),
- scientific research data (data underlying publications and/or raw data).

Participants of the Open Research Data Pilot, including HISER, are obliged to:

- Place the data in a research data repository of their choice,
- take measures to make it possible to access, mine, exploit, reproduce and disseminate free of charge for third parties,
- provide information about tools and instruments at the disposal of the beneficiaries and necessary for validating the results (where possible, provide the tools and instruments themselves).

These obligations are also listed in the project Grant Agreement. Of course there are some exceptions and not the whole data gathered within the project will be made publicly available. In order to support project teams in planning and deciding what kind of data will be made publicly available within the project, there is a requirement to prepare a report called DATA MANAGEMENT PLAN which is in our case deliverable number 8.3 due in m6.

The goals of such documents are to:

- Outline how the research data collected or generated will be handled during and after a research project,
- to describe what data has been collected / generated and following which methodology and standards,
- to decide whether and how this data will be shared and/or made open,
- to decide how the data will be curated and preserved.

As it was already mentioned, the Participants of the Open Research Data Pilot will need to place the elaborated research data in a research data repository of their choice. Data management plan will analyse in detail the HISER solution to this challenge.

Nevertheless, it is already recognised that a part of the data developed (in WP5) regarding the integrated environmental and economic assessment from life cycle perspective will be, if possible, made available as open access. Regarding this sets of data, **the repository system chosen in HISER is the International Reference Life Cycle Data System (ILCD).**

ILCD consists of 2 main parts:

- **the ILCD Handbook** (the core of ILCD – detailed guidance, umbrella/ ‘parent’ document): provides a basis for consistent, robust and quality-assured environmental LCA studies, as required in a policy and market context; the Handbook further specifies the broader provisions of the ISO 14040 and 14044 standards on environmental Life Cycle Assessment.
- **ILCD Data Network:** web-based infrastructure offering LCA data at easy access via searches, filtering, and sorting; the data sets included in this web-based network come from any data developer/owner, e.g. industry, national LCA projects, research groups, and consultants; datasets included in the Data Network need to meet the **ILCD entry-level requirements** established to guarantee a minimum level of documentation, methodological consistency among datasets, and coherence in terms of format and nomenclature, and to provide the user with useful information on data quality. These entry-level requirements enhance the quality of the datasets included in the Life Cycle Data Network.

The MOTIVATION for the ILCD development was the need for consistent and reliable methods and data of LCA. Although the ISO standards provide an important framework for LCA, this framework leaves the individual expert with a range of important choices. These choices can negatively affect the reliability and comparability of the results of an assessment. The authoritative guidance on LCA was missing and the further guidance was needed so EC initiated the development of ILCD DATA SYSTEM.

In order to use ILCD platform, the methodological choices and LCA studies in WP5 will be not only primarily based on the extensive expertise of the research Partners, but also, need to be, , in line with the International Reference Life Cycle Data System (ILCD) Handbook.

The type and precise scope of scientific message disseminated within ILCD (and eventually other complementary repositories) will be defined in D8.3 Data Management Plan in m6.

6. Public deliverables of the HISER project

The public deliverables list (table below), gives an overview of when and what information is available for public audience. All written or oral dissemination activities will rest on either the project description or the relevant deliverable reports that are allowed to be introduced to the General public. Some findings and arising information will also be updated in the news section of the project website when relevant - independently of the emerging deliverables. All communication and promotion materials will be agreed upon with all Partners before sharing it with the public to ensure that no confidential information is included in the documents.

No.	Deliverable name	WP number	Short name of lead participant	Dissemination level	Delivery date
D6.1	Report on Policy Recommendations	WP6	DAPP	Public	M48
D6.2	Report on Strategy and proposal for measures to be undertaken towards Standardization and Certification	WP6	RINA	Public	M48
D7.3	Stakeholder Workshops for business modelling	WP7	ASM	Public	M36
D8.2	Project website active	WP8	ASM	Public	M5
D8.7	Scientific publications	WP8	TECN	Public	M42
D8.9	Project e-brochures	WP8	ASM	Public	M46
D8.10	Final Conference brochure	WP8	ASM	Public	M46
D8.11	Project e-newsletters	WP8	ASM	Public	M48

Table 1 HISER public deliverables

7. HISER identity and branding

For dissemination purposes the Dissemination leader has established clear guidelines that will ensure the integrity of the project identity and style of HISER constantly maintained. It will allow greater efficiency in printing and other forms of reproduction. All these information are included in the following chapter as well as HISER Identity Handbook which will be distributed to All Partners. The chapter includes all the samples, specification, methods of presenting the project graphic design in all dissemination materials.

7.1. Project name

The full name of the project is: “Holistic Innovative Solutions for an Efficient Recycling and Recovery of Valuable Raw Materials from Complex Construction and Demolition Waste”.

The short name is HISER.

The full name has to be always followed by its short name in brackets: Holistic Innovative Solutions for an Efficient Recycling and Recovery of Valuable Raw Materials from Complex Construction and Demolition Waste (HISER).

The full name of the project has to be used always when writing of the project for the first time in a document (unless it is specifically listed in the list of acronyms/abbreviations). After, it is advisable to refer to the project by using its short name.

7.2. HISER logo

Two HISER logotypes have been developed at the beginning of the project. Representatives of HISER Steering Committee were involved in the process of logotype development and participated in voting procedure for the final logo versions. As a result of the votes two logotypes have been chosen as final versions.

The first version includes phrase “Construction & Demolition Waste”. This phrase gives the recipient an immediate idea about the research topic of the project.

The second version of project logo that may be used by the Consortium in the project dissemination activities/materials does not contain the phrase “Construction & Demolition Waste”.

Both logotypes may be used by the Consortium Partners interchangeably when adequate and justified by the graphic format of communication material e.g. when the whole name of the project is used together with the logotype, second version of the logo shall be used since the name of the project already directs the recipients to the research issue. On the other hand, when only logo is presented with HISER short name 1st version logo might be used to direct the recipient to the research topic.



HISER logo presents the acronym of the project inside of a circle (to infuse the concept of circular economy) and the four main construction materials/products within the project (concrete, ceramic, gypsum and timber) with their respective colours (dark grey, red, lighter grey, brown – colours specified in the next chapter).



Figure 1 HISER logo version 1



Figure 2 HISER logo version 2

Below are black and white versions of both logotypes:



Figure 3 HISER logo version 1 - black and white version



Figure 4 HISER logo version 2 - black and white version

7.3. Colour palette

All dissemination and communication materials will contain colour palette that refers to the logo.

This is:



R: 96, G: 57, B:19



R: 88, G: 89, B: 91



R: 188, G: 190, B: 192



R: 239, G: 63, B: 35

7.4. Documents font and style

Documents elaborated within the project must be produced using MS Word, MS Excel or Adobe Acrobat (for PC).

Slide presentations must be produced with MS PowerPoint.

The corporate typographic family of HISER is Calibri, chosen for its clarity, modernity and good legibility.

The documents produced within HISER must be based upon the templates that are provided in HISER Quality Plan (D1.1).

The materials follow these basic rules:

Default font-type & size:

- Font: Calibri,
- Titles/headings: size 13 or 14
- Text: size 11
- Colour of Headings: R: 239, G: 63, B: 35
- Colour of text: R: 88, G: 89, B: 91
- Spacing: 1.15

8. Dissemination and communication strategy

Goals of the dissemination and communication strategy are the following:

- **Raising awareness among non-specialized citizens, but potential next users of the HISER knowledge and solutions:** (poly) technic schools, universities, non-profit environmental organizations, European citizens. Here, the following dissemination tools and channels will be considered: social networks, short movies uploaded into video-sharing websites, webinars, master classes, popular conferences, e-newsletters, academic material, Doctoral Thesis, release in newspapers and media, social media tools (YouTube, Facebook, Twitter).
- **Better understanding of new holistic solutions for efficient recovery of complex C&DW for specialized technical audience:** researchers, demolition companies, recycling companies, building companies, environmental agencies all over Europe, standardization bodies, technicians in municipalities and regional governments, architects, engineers. Here, the following tools and channels will be used: the project website, dedicated workshops, technical conferences in symposiums, publications in indexed journals, sectorial confederations, technical media related to the 5 demonstration case studies in Europe, policy and standardization briefs
- **Technical dissemination within the big industrial organizations aiming to stimulate superior green production and building:** manufacturers of building products and building companies. Here, the following tools and channels will be used: internal tools for staff management, news in the corporate webs, internal corporate workshops, implementation in diverse project and execution works after the HISER project.

The whole HISER Consortium will be in charge of the communication activities through their own networks and collaborations.

Experience has shown that producing a coherent strategy does not necessarily result in effective implementation unless the strategy is articulated as a clear set of actions. Therefore, presented below is the list of dissemination and communication activities that are planned to have been implemented by the end of the project duration. For each dissemination and communication activity expected audience and impact indicator has been set out. In order to monitor these indicators project Partners have presented their dissemination activities for the first year of project duration. (Please see chapter 9. *Dissemination activities by project Partners for the First year of project duration*).

Dissemination and communication activities are described in detail in the following subchapters.

Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
Presentation of project and open results from HISER	Project website	All	1600	200 every 6 months	At least every 3 months	80
Summarize of the main progress and achievements	e-newsletter	All	100	discharges	Every year	100
Raise awareness among students in technical schools and universities	Masterclass Webinars	Non-specialized citizens and students	>400	students attending masterclass	2 per year	
Dissemination of scientific knowledge derived from HISER	Publications in indexed impact journals	Student	>30 by the end of HISER	manuscripts submitted in indexed journals	At least 2 by month 32 and 3 (additional) by month 42	
Dissemination of scientific knowledge derived from HISER	PhD Thesis	Student	3	PhD students	At least 3 PhD Thesis	
Dissemination of scientific knowledge derived from HISER	Student course on recycling technology in TUD	Student	>80 by the end of HISER	attendees	Every year	
Dissemination of scientific knowledge derived from HISER	Conferences	All	12	oral presentations	3 per year	20
Dissemination of case studies	Short videos (4 videos)	Specialized technical audience	500	discharges from YouTube and attendees at workshops	All project period	200
Dissemination of HISER open results	Dedicated workshops (2)	Specialized technical audience	200	attendees	All project duration	200
Onsite demonstration of the viability of the HISER solutions	Visit to case studies	Retailers	250	attendees	All project duration	250
Presentation of commercial results to gain interest in potential clients	Trade fairs	Developers of technology and products	100	participants	All project duration	20
Technical dissemination within the big industrial organizations	Partners websites and internal presentations	Specialized technical audience	At least 500	attendees at internal presentations	All project duration	200
Presentation of HISER main results and policy briefs	Final Conference	Specialized technical audience	80-120	attendees	Month 46	50

Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
Presentation of policies	Meetings	Environmental local agencies	5	interviews	All project duration	5
Presentation of standards	Workshops	Standardization bodies	2	attendees	All project duration	2
Popular dissemination: awareness on the importance of efficient recycling of C&DW	Newspapers, Social media, TV, radio	Specialized citizens and students	>1000	Share of media	All project duration	40
Networking	Workshop	Platforms, Associations	>100	Attended workshops	2 per year	>30

Table 1 HISER dissemination indicators

8.1. Dissemination activities

The objective of the dissemination activities is to create awareness, deeper understanding and support for the project within the industry. The following methods and dissemination channels to be used throughout the dissemination process of HISER.

8.1.1. Preparation and distribution of dissemination materials

Preparation and distribution of dissemination materials such as e-newsletters, e – brochures, project power point presentation and poster are among dissemination activities foreseen in HISER.

8.1.1.1. e-newsletters

e-newsletters will be developed by ASM on the basis of information and materials provided by all project Partners. ASM will be responsible for the general design and final form of the newsletters. The text and graphic content (drawings, photos, etc.) of the information will depend on the materials provided by the project Partners. The Steering Committee will propose contents together with the selected authors. Information included in the newsletter will concern the main achievements of the project during the period and addressing the most relevant activities for the next periods. Also forthcoming project events will be announced. A total of eight Newsletters will be produced throughout the project

In order to reach the European level of dissemination activities each Partner will be responsible for elaborating national databases of contacts – HISER identified target groups. For this reason the project Partners will provide key contacts from their countries of origin.

Among the recipients of the newsletter will be representatives of all identified target groups.

HISER e-newsletters will be distributed every six months within the project duration. The first edition of the newsletter will be distributed in July 2015 (m6).

8.1.1.2. e-brochures

HISER e-brochures will be developed at the beginning of the project, at midterm and by the end of the project. The content and graphic design of first version will be prepared by ASM in line with HISER Identity Guideline and sent to Partners for feedback and approval. e-brochures will be available for download on the project website.

8.1.1.3. Poster and pop-up banner

HISER poster and pop-up banner will be developed in m5 and sent to all Partners. It will be presented at conferences, events, fair trades and every opportunity where project Partners will be presenting the project results.

8.1.2. Publications

R&D project Partners will be responsible for the publication of relevant results to scientific community by Scientific Publication. At least two indexed manuscripts will be produced by month 32 and another 3 indexed manuscripts by month 42. Similarly, business project Partners will plan and implement publications in professional magazines or web sites, supporting exploitation of the project results. Additionally consortium will use EC promotion channels for dissemination (research*eu results magazine, CORDIS Wire; CORDIS News, Headlines on the Commission's Research & Innovation website).

8.1.3. Events

Direct contacts with sectorial organizations and participation in (scientific and professional) events are foreseen in the framework of the project. Additionally, two HISER Workshops will be organised to promote project outcomes and collect valuable feedback (possibly in conjunction with other important and visible (inter)national events). Tentatively, it is proposed:

Workshop #1 dedicated to (WP2) Harmonized Methods and Tools for a Highly Efficient Selective Demolition of Complex Buildings (in association with the organization of an event by the European Demolition Association EDA). It is planned for June 11, 2015, in Helsinki, within the annual convention of the EDA (<http://www.europeandemolition.org/convention2015/program/thursday>).

Workshop #2 dedicated to (WP3) Innovative technological solutions for a higher recovery of materials from complex C&DW (The Netherlands).

Also a **Project Final Conference** (m46) will be organized to present project results, including innovative demolition methods and tools together with technological solutions for closed material loops and policies and standards recommendations, amongst others.

The list of activities already implemented and those planned for the next year of project duration is included in chapter 9. *Dissemination activities by project Partners for the 1st year of project duration.*

8.1.4. Doctoral thesis/ Post docs

Doctoral thesis of at least 3 PhD students is established as objective in HISER. Nevertheless, thanks to the background of 2 PhD students from TUD, linked to the C2CA project, there are already 2 Post Docs linked to HISER, continuing with activity and development started in the previous project. An eventual third student will be aimed for.

8.2. Types of communication activities

8.2.1. Project website

HISER website is currently being developed and in accordance with the Description of Action it will be delivered in m5. Domain www.hiserproject.eu has been purchased and this is going to be the official project website address.

The website will be designed in a way to easily provide information about the latest developments and the progress of the project. This objective will be reflected in the system information on the website. The Website will be updated every 3 months or when necessary. Information to be placed on the webpage will be delivered by all project Partners to ASM (manager of the webpage).

On the home page, will only be sections related to the latest information on the progress, results of the project, announcements of events, during which topic “demolition and construction waste” will be discussed. In addition, the banner on the home page will be referring to the latest photo galleries and videos. Emphasis will also be placed on the ability to track events associated with the project. On the home page users will find the opportunity to:

- receive news via an RSS feed,
- join the group watching HISER project channels on the social media networks
- subscribe to the newsletter.

More information about the objectives of the project and the planned activities will be located on particular subpages. The design of each subpage will be created to inform users in the first place about the general objectives and activities. More detailed information will be available after clicking on interesting topics. In this way, various subpages will not be overloaded with information, so it will be more readable for users. At the same time will give an opportunity to interested users to deepen their knowledge by clicking and moving to deeper subpages.

Website will be complemented by bookmark “Library”, which will include:

- reports on the progress of the project,
- presentations from the meetings,
- an archive of articles
- promotional materials in electronic form (brochures, posters).

The project website will also include the bookmark “Contact” with contact details to project Partners and project coordinator.

8.2.2. Webinars

Participation of universities and technological centres in the project will facilitate a wide dissemination among current and future professionals.

One of the goals of HISER communication strategy is raising awareness among (poly) technic schools, universities. Therefore webinars and master classes to architecture, construction/industrial engineering, industrial design, etc. students will be organised in the framework of HISER.

8.2.3. Press releases

In order to reach the general public, translation and distribution of the press releases by interested Partners at national level is expected.

Press releases allow research Partners to disseminate information to the media as well as other organizations. Press releases should generally not exceed one or two pages.

8.2.4. Short videos

Short videos will be produced and made available on the project webpage and Youtube, e.g. HISER project presentation (m6), project Case Studies (tentatively, four videos are planned).

8.2.5. Networking with other EU projects and local/regional administrations

Networking with other EU projects and local or regional administrations is essential for both dissemination of the project ideas and results as well as for support from the research areas.

Networking includes the exchange of achievements, experiences and know-how between associations and institutions representing construction sector, administrations and other organisations which may bring value to the project. The table below presents networking potential for HISER.

Institution type	Relevant bodies
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Construction sector	Demolition Associations	*European Demolition Association (EDA)
	Architect Associations	Association of Polish Architects (SARP), European Association for Architectural Education (EAAE)
	Promoters, Construction and building Associations and firms	European Construction Industry Federation (FIEC), European Network of Construction Companies for R+D (ENCORD), Europe's Leading Construction Business Research Group (EuroConstruct), European Council of Building Professionals (ECBP),
	Associations concerning building materials	The European Concrete Platform ASBL (ECP), European Aggregates Association (UEPG), European Wood Preservative Manufacturers Association (EWMA), *Association of European Gypsum Industries (EuroGypsum), Federation Internationale du Recyclage (FIR), *MVO The Netherlands, CEMBOUREAU, ERMCO,...
Authorities	European level	EC, European Environment Agency (EEA)
	National and local level	*Public Waste Agency of Flanders (OVAM)
Others	European and national buildings related platforms	European Construction Technology Platform (ECTP) and in particular through its Focus Area Quality of Life, the E2B (Energy Efficient Buildings association), European Technology Platform on Advanced Engineering Materials and Technologies (EUMAT)
	Standardisation bodies	*CEN/CENELEC, *AENOR: CEN/TC 350- "Sustainability of Constructions Works", CEN/TC 154-"Aggregates", CEN/TC 51 (cement), CEN/TC 241 (Gypsum and gypsum based products)
	Building industry energy efficient components	EREC (European Renewable Energy Council), EUREC Agency (European Association of Renewable Energy Research Centres), etc

Table 2 Networking potential

Networking can also be a means of transferring good practice, of disseminating innovation and of building on lessons learned from other EU project. By learning from other projects, problems can be avoided, new tools discovered and a network of collaboration can be developed that may be a valuable source of support for project development.

HISER Consortium has already collaborated with the following EU projects:

- **Advanced Technologies for the Production of Cement and Clean Aggregates from Construction and Demolition Waste (C2CA)**- funded by the European Commission in the framework of the FP7 Collaborative project. Grant Agreement No. 265189. C2CA project

builds on strong European academic-industrial partnerships in the fields of waste processing and recycling, including those involved in areas such as cement chemistry and sensor technologies for quality control. This ensures the project covers the different regions and markets. The project goes beyond state-of-the-art advances, in particular in materials separation technology (Advanced Dry Recovery - ADR), sensor quality control, process modelling, life-cycle analysis, life-costs analysis and policy development. Leading experts from universities, companies and big cement industries join together in C2CA. Companies and industries are primarily responsible for turning the results of research, technology development and design into effective equipment and processes, thereby demonstrating the technologies to interested businesses.

- **Innovative Strategies for High-Grade Material Recovery from Construction and Demolition Waste (IRCOW)**- funded by the EU's FP7 R&I programme under grant agreement No. 265212. The main goal of the IRCOW project (already finished) was to develop and validate upgraded technological solutions to achieve an efficient material recovery from C&D waste by considering a life cycle perspective.

Representatives of IRCOW, C2CA and HISER had collaborated and organized a joint CDW workshop which took place in April 2015 and turned out to be a total success. The following HISER Partners participated in the workshop: TECN, ACC, TUD,, STRUK, VCB, VITO, DAPP.

The scope of the workshops were: selective demolition as CDW management option – business model, techno-economic conditions, cost analysis, regulatory framework, business cases, best practices and incentives, regulatory needs, etc.

The purpose of the workshop was to discuss the related findings of IRCOW and C2CA projects and to compare them in order to draw conclusions referring to the possible ways of making CDW profitable for the actors, so that the new recovery targets imposed by the EC's Waste Framework Directive could be transformed into business opportunities.

- Existing situations, incentives and barriers might be discussed and compared in the context of various EU countries' conditions, in order to reveal situations where existing regulatory framework incentives encourage the disposal of C&D waste rather than recycle them. The desirable changes in environmental legislation will be outlined.
 - The ultimate goal was to spread the results of the discussion via e.g. a joint journal publication on the relevant business aspects of selected CDW reuse/reprocessing (esp. for concrete) showing the importance of the value analysis of the fractions to be recovered and also the relevant policy considerations.
 - Lessons learned were a good reference point for a HISER project which is a joint continuation of the IRCOW and C2CA projects.
-

- **The Gypsum to Gypsum (GtoG) project:** the path to a circular economy throughout a European collaborative project between the recycling industry, the demolition sector and the gypsum industry (supported by the European Commission through the Life+ programme with a grant up to 1.7 million euro under contract number LIFE11 ENV/BE/001039). Information regarding selective demolition (of interest for both projects) has been exchanged, on the basis of the handbooks developed by GtoG project.

8.2.6. Actions targeted to raising the awareness about the project within the involved companies

There are planned actions targeted to raising the awareness about the project within the involved companies (internal communication, especially in the big manufacturing groups and building companies such as ACC, KNAUF, LAFAR, MEBIN, STRUK) and towards their partners and clients, e.g. visibility to the project at the web page of the involved companies, including project logo and claims and/or announcements of forthcoming events in the email signature of involved researchers, etc.

9. Dissemination activities by project Partners for the First year of project duration

All dissemination and communication activities and indicators have been described and explained in prior chapters. This chapter focuses on the distribution of activities by project Partners. In order to monitor the dissemination indicators and to maximize the dissemination impact of the project referring to the scope of dissemination – European and national level-, quantity and quality, and all Partners involved in HISER dissemination activities.

The table below presents the dissemination indicators (for the whole project duration) and the respective activities that have already been or are planned to be implemented by project Partners in the following project year. This table will be updated throughout the project duration and within each of the following Dissemination reports. It will allow the assessment of HISER dissemination activities and enable analysis of each identified dissemination indicator.

Based on this table, assessment of HISER dissemination activities will be possible.

Responsible Partner/Indicator	Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
INDICATOR 1	Presentation of project and open results from HISER	Project website	All	1600	200 every 6 months	At least every 3 months	80
ASM + ALL PROJECT PARTNERS	HISER website	www.hiserproject.eu	All			To be developed in June 2015 (M5)	
INDICATOR 2	Summarize of the main progress and achievements	e-newsletter	All	100	discharges	Every year	100
ASM + other project Partners (to be defined)	Summarize of the main progress and achievements	HISER e-newsletter	All			Newsletter distributed every six months. 1 st edition - July 2015	
INDICATOR 3	Raise awareness among students in technical schools and universities	Masterclass Webinars	Non-specialized citizens and students	>400	students attending masterclass	2 per year	
-	-	-	-	-	-	-	-
INDICATOR 4	Dissemination of scientific knowledge derived from HISER	Publications in indexed impact journals	Student	>30 by the end of HISER	manuscripts submitted in indexed journals	At least 2 by month 32 and 3 (additional) by month 42	
-	-	-	-	-	-	-	-
INDICATOR 5	Dissemination of scientific knowledge derived from HISER	PhD Thesis Post Doc	Student	3	PhD students/ Post doc students	At least 3 PhD Thesis/ Post Docs	

Responsible Partner/Indicator	Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
-	-	-	-	-	-	-	-
INDICATOR 6	Dissemination of scientific knowledge derived from HISER	Student course on recycling technology	Student	>80 by the end of HISER	attendees	Every year	
VITO	Seminar on construction and demolition waste at the Catholic University of Leuven	raising awareness among students in technical schools and universities	Civil engineering students	40	Student course	13/03/2015 Leuven, Belgium	
INDICATOR 7	Dissemination of scientific knowledge derived from HISER	Conferences	All	360	oral presentations	3 per year	20
LAFARGE	International Recycling Seminar – Qatar	To highlight and educate on issues relating to Sourcing of C&DW and recycling concrete back into concrete	Whole construction sector	n/a	Project presentation	15/03/2015 Doha, Qatar	
BRGM	Presentation of a poster of HISER on the BRGM stand at a French event on recycling or on mineral resources	Presentation of the project	Specialized and non-specialized technical audience	n/a	Oral presentation at event	2016-2017 France	
DAPP	Data gathering for EoL phase for LCA/LCCA at Rete Italiana LCA	Presentation of the project	Specialized technical audience for LCA and LCCA	100	Oral presentation at event	24th June 2015,	

Responsible Partner/Indicator	Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
DAPP	Data gathering for waste life cycle approach	Presentation of the project	Specialized and non-specialized technical audience	n/a	Project presentation	28th May 2015. Bruxelles, Belgium	
INDICATOR 8	Dissemination of case studies	Short videos (4 videos)	Specialized technical audience	500	discharges from Youtube and attendees at workshops	All project period	200
-	-	-	-	-	-	-	-
INDICATOR 9	Dissemination of HISER open results	Dedicated workshops (2)	Specialized technical audience	200	attendees	All project duration	200
VITO	Interactive workshop to discuss specific methodological issues of an integrated environmental (LCA) and economic (LCC) assessment framework for HISER solutions between the WP5 research Partners and external experts.	Feedback and networking with relevant experts outside the HISER consortium	specialized technical audience – researchers and external experts	15		02/07/2015 Brussels/Belgium	
INDICATOR 10	Onsite demonstration of the viability of the HISER solutions	Visit to case studies	Retailers	250	attendees	All project duration	250
-	-	-	-	-	-	-	-
INDICATOR 11	Presentation of commercial results to gain interest in potential clients	Trade fairs	Developers of technology and products	100	participants	All project duration	20
RINA	Participation at a Workshop (Trade Fair “Ecomondo 2015” one of the biggest fair for the Green and Circular Economy in the Euro-Mediterranean	Presentation of project and if available presentation of first	The type of audience is very wide and include	n/a	Trade fairs (workshop)	11/2015 Rimini, Italy	

Responsible Partner/Indicator	Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
	area) with a speech about HISER activities.	results	both non-specialized and specialized audience				
INDICATOR 12	Technical dissemination within the big industrial organizations	Partners websites and internal presentations	Specialized technical audience	At least 500	attendees at internal presentations	All project duration	200
BRGM	Publication of a release about HISER on the BRGM website	BRGM website project presentation	Scientific and non-scientific community	n/a	Webpage visitors	2015 Spain	
GAIK	Presentation of the project	Publication of the project information on GAIKER's website focused on GAIKER's role	Non-specialized and technical audience	n/a	Webpage www.gaiker.es	07/2015 Spain	
GAIK	Presentation of the project	Publication of the project information on GAIKER's ordinary newsletter focused on GAIKER's role	Specialized technical audience	n/a	e-newsletter called OLDARTU	10/2015 Spain	
INDICATOR 13	Presentation of HISER main results and policy briefs	Final Conference	Specialized technical audience	80-120	attendees	Month 46	50
-	-	-	-	-	-	-	-
INDICATOR 14	Presentation of policies	Meetings	Environment	5	interviews	All project	5

Responsible Partner/Indicator	Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
			all local agencies			duration	
-	-	-	-	-	-	-	-
	Presentation of standards	Workshops	Standardization bodies	2	attendees	All project duration	2
VTT	National mirror committee to CEN/TC 351 "Construction products – Assessment of release of dangerous substances"	1-2 presentations for target stakeholders (e.g. presentation for national mirror group for the standardisation group CEN/TC 351)	mainly construction product producers & associations		national standardisation meeting	05/2015 Helsinki, Finland	
INDICATOR 15	Popular dissemination: awareness on the importance of efficient recycling of C&DW	Press release, Newspapers, Social media, TV, radio	General public, Specialized citizens and students	>1000	Share of media	All project duration	40
GAIK	Basic publication of the project: main objectives, activities and expected results	Press release	General public: non-specialized citizens		Press release at national level	10/2015	
VTT	Presentation of project	Press release	whole construction sector – mainly construction material producers, technology developers, retailers, associations	n/a	Press release	12/2015 Espoo, Finland	

Responsible Partner/Indicator	Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
VTT	1-2 article in a semi-scientific journal (e.g. "journal" named JätePlus)	scientific journal	stakeholders involved in waste management	n/a	scientific journal	12/2015 Espoo, Finland	
DAPP	1 article (i.e. Ingegneria dell'Ambiente)	Scientific Journal	Stakeholder involved in environment (e.g. recycling)	n/a	Scientific journal	09/2015	
INDICATOR 16	Networking	Workshop	Platforms, Associations	>100	Attended workshops, conferences, seminars,	2 per year	>30
CML	Attending European Construction Materials Recycling Congress 2015	Exchange of business cards, promotion of HISER project, brochure distribution	European Quality Association for Recycling includes representatives from over 400 companies across Europe from 11 EU Member States.	n/a	Attendance at conference	15/05/2015 Rotterdam, Netherlands	
ASM	Monitoring of Construction Market	promotion of HISER project, brochure distribution, Raising awareness, project promotion	Polish representatives of construction sector – mainly	150	Conference	10/2015 Warsaw, Poland	

Responsible Partner/Indicator	Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
			construction material producers, technology developers, retailers, associations				
ASM	Project presentation on ASM website and facebook	promotion of HISER project, Raising awareness, project promotion on social media	Construction companies mainly construction materials producers		Website, social media	2015, Poland	
ASM	Information about HISER published in Polish Construction Technology Platform (PPTB) newsletter and webpage	Presentation of project, Raising awareness about the project among Polish construction manufacturers, developers	Polish designers, architects, developers, industry associations, manufacturers and research institutions related to construction . The newsletter is sent out to the PPTB members; number of recipients – 140.		Webpage, newsletter	2015, Poland	

Responsible Partner/Indicator	Objective of the dissemination	Channel	Type audience	Expected audience (no. of people)	Impact indicator	Timing/update	Commercial contacts
Ihobe	RETEMA journal	Presentation of project	Environmental and construction sectors – mainly construction material producers, technology developers, retailers, associations	>200	Press release	04/02/2015	
Tecnalia	RETEMA journal	Extended presentation of project (2 full pages)	Environmental and construction sectors – mainly construction material producers, technology developers, retailers, associations	>200	Press release	May 2015	
Tecnalia	EDA- European demolition association - newsletter	Presentation of project, periodic meetings with Secretary General, workshop n1	Demolition industry	200	Attendance annual convention, meetings, newsletters	June 11-12, 2015 All project duration	

Table 3 Dissemination activities by Partners

Dissemination activities that have been planned for the first year of the project are aimed at the following target groups:

- Representatives of the construction sector:
 - technology developers,
 - designers,
 - architects,
 - developers,
 - industry associations,
 - manufacturers/producers,
- research institutions related to construction,
- students,
- specialized and non-specialized technical audience,
- researchers and external experts,
- scientific and no-scientific community,
- stakeholders involved in waste management.
- Standardization bodies
- platforms and associations.

Analysis of the planned dissemination activities shows that almost all HISER identified target groups will be covered by Partners activities during the first project year. In addition the area of project dissemination covers European and national level: Spain, Poland, Finland, The Netherlands, Belgium, France, Italy.

From experience probably more dissemination activities will have been implemented by the end of the first project year. It is often that not all events and participation in them can be predicted in a year's advance. Therefore,, the dissemination activities table will be updated and analyzed on an on-going basis.

10. Evaluation of Communication and Dissemination activities

Like all other elements of a project, dissemination activities are targeted and can be more or less successful. To discover if the dissemination strategy was well chosen and well implemented, it is important to build an evaluation component into all major dissemination activities.

The previously mentioned Dissemination indicators list will be the tool to assess and monitor if the goals are achieved.

In order to assess the quality of the dissemination activities and to see whether they answer to target groups' needs feedback is required. Therefore, questionnaires for HISER events will be designed and mailing surveys will help to assess the performance of the Communication and Dissemination activities yearly and update the plans to better meet the needs of target groups.

The success of the project website can be evaluated by checking the usage logs. In addition an online survey could be published on the project website in order to assess its accessibility, clarity of the message, it's the readability, accuracy of information, overall structure etc.

The success of the newsletter will be evaluated by the number of opened links and articles in the newsletter.

11.WP8 Action Plan

The following table presents Work Package Action Plan for the next project year.

Action	Date/Month	Responsible Partner
Development of contact list for target groups from every Partner country for the newsletter distribution	m4	ASM + All Partners
Project website active	m5	ASM
HISER e-brochure	m5	ASM
Poster and pop-up banner	m5	ASM + All Partners
Elaboration and distribution of HISER 1 st edition newsletter	m6	ASM
Short video (HISER project presentation)	m6	ASM

Table 4 WP8 Action Plan

13. Conclusions

This report includes all elements that are required in a successful dissemination plan. These are: describing the purpose of dissemination, project branding, identification of HISER target groups, clear message, dissemination materials, methods of dissemination, timing and planning of dissemination activities as well as evaluation plans for the implemented dissemination activities.

This dissemination plan provides the HISER project with a solid framework against which to begin disseminating project results and activities. The HISER consortium will use this as an initial strategy which will be further reviewed, revised and updated as dissemination materials and activities are evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with stakeholder interests and barriers. This document will be revisited in light of experience and evaluation in months:

- m13 - D8.4 First year update of the Dissemination and Communication Plan,
- m25 - D8.5 Second year update of the Dissemination and Communication Plan,
- m37 - D8.6 Third year update of the Dissemination and Communication Plan,

Within this report HISER Dissemination Indicators that shall be monitored throughout the project duration have been presented. All Partners are involved in HISER dissemination and first project year dissemination activities and timing has been included in this report.

A comprehensive Dissemination and Communication results report (D8.6) will be delivered in M46.

Within this report also the branding of HISER project has been described. All project dissemination materials and documents shall be elaborated in accordance to the guidelines included in this report as well as Deliverable 1.1 Quality Plan. This will ensure the integrity of the project identity and style of HISER constantly maintained.