

ORIENTING

D6.1

Detailed Dissemination Plan

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ACRONYMS

EC	European Commission
LCSA	Life Cycle Sustainability Assessment
PSF	Product Sustainability Footprint
PSFCR	Product Sustainability Footprint Category Rules
WP	Work package

1. Executive Summary

ORIENTING (Operational Life Cycle Sustainability Assessment Methodology Supporting Decisions Towards a Circular Economy) takes up the challenge of developing a holistic Life Cycle Sustainability Assessment (LCSA) methodology. It aims to overcome the key deficiencies of existing schemes to assess complex production-consumption systems, including product circularity and material criticality. The methodology is supported by selected methods and tools that enable successful application of the LCSA in practice and facilitate the communication of sustainability information. ORIENTING will contribute towards the development of a future Product Sustainability Footprint (PSF) at European level and provides guidance for development of Product Sustainability Footprint Category Rules (PSFCR) enabling fit-for-purpose, yet comparable and verifiable, reporting of the sustainability performance of products. The development of the ORIENTING methodology is driven by industrial practice and stakeholder engagement. This is put into practice through specific participation mechanisms that aim to integrate the specific needs of key stakeholders (including business and SME organisations, consumers, civil society, as well as institutional actors and standardisation bodies) in the project.

The exchange with different stakeholders and the dissemination of project activities and results are crucial for successful method development, to ensure applicability and facilitate exploitation potentials. Therefore, a detailed dissemination plan is developed and presented within this deliverable. First, the objectives of dissemination activities will be described and the target audience defined. Further the timeline of dissemination activities will be specified for each work package and indicators for the evaluation of dissemination impacts described. The dissemination plan will be continuously updated based on project progress.

In general, all dissemination activities will be implemented with respect to the guidelines for dissemination and exploitation activities defined by EC for Horizon2020 projects¹.

2. Introduction

In ORIENTING, distinct activities are established to address the key metrics of communication, dissemination and exploitation. The dissemination plan is established and presented in this deliverable to facilitate and support all dissemination activities during the project and to assure a high-quality level towards all relevant stakeholders.

The goal of the project is on the one hand the development of methods and tools, but above all the exchange with different stakeholders from research and application. A high visibility, transparency and comprehensibility of the ORIENTING results are essential and crucial for the success of the project. In Task 6.4 of WP6, the quality, quantity and target orientation of the dissemination actions will be ensured. This also includes the definition of different contents, methods and target groups depending on the evolution of the project. Therefore, a schedule is also presented, which contains possible time periods and contents for each

¹ [Dissemination & Exploitation - Open Access - H2020 Online Manual \(europa.eu\)](#)

work package. Depending on the content and target groups, aspects such as confidentiality are also taken into account. To ensure the successful dissemination of the project results, indicators are collected which are also included in the ongoing reporting.

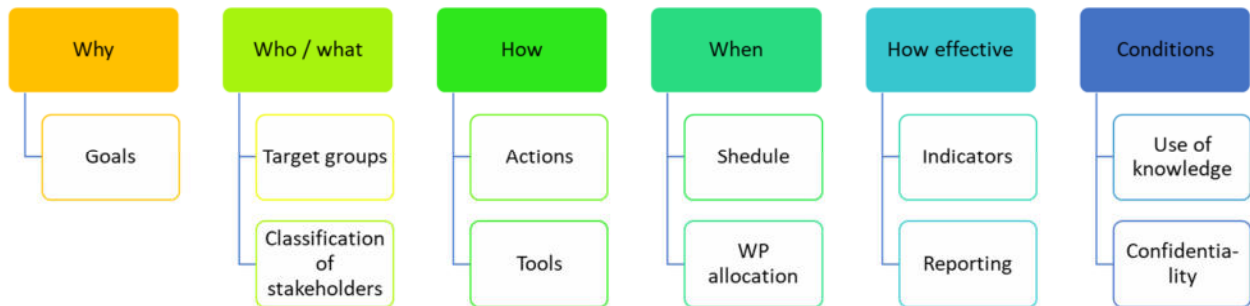


Figure 1: Objectives of the dissemination plan for the ORIENTING Project

The dissemination plan presented here addresses the points mentioned above and outlines the course of the remaining project duration. The dissemination plan will be updated and adapted during the course of the project. According to the EC guidelines, communication means the promotion of actions and results, exploitation the use of results while dissemination means the publication of results. Results shall be published to all audiences that can make use of them such as authorities, industry, policymakers, sectors of interest and civil society. Goal of the dissemination is to maximize the impact of results by promoting research activities, contribute to the state of the art and thus make results a “common good”².

3. Target audiences

In order to make the results of the project visible and to make the methodology and tools available for a broad application, these must be communicated to the target groups in a fair way. The goal is first to draw attention to the project and to clarify the goals, contents, results, advantages and benefits. Depending on the target group, special interests have to be addressed. Since the ORIENTING project is based on the involvement of different stakeholders, it is of great importance to get their feedback, to exchange knowledge and to identify and use synergies. Groups of target audience, also outlined in the proposal, are shown in Figure 2.

The target audience is widely in line with the stakeholders addressed with exploitation. It can be subdivided into the groups of enablers and users. Enablers are

- Data providers and software developers
- Academics and researchers
- Consultants
- Sector organizations
- Facilitators and
- Communication and dissemination marketers.

² [quick-guide_diss-expl_en.pdf \(europa.eu\)](https://ec.europa.eu/euro-iss/quick-guide-diss-expl_en.pdf)

In addition to these exploitation relevant groups, dissemination also targets the following enablers:

- Civil society,
- Standardization bodies and
- Policy makers.

Users are

- Innovators,
- Industry and
- SMEs and large companies.

In addition to these exploitation relevant groups, dissemination also targets civil society, standardization bodies and policy makers.

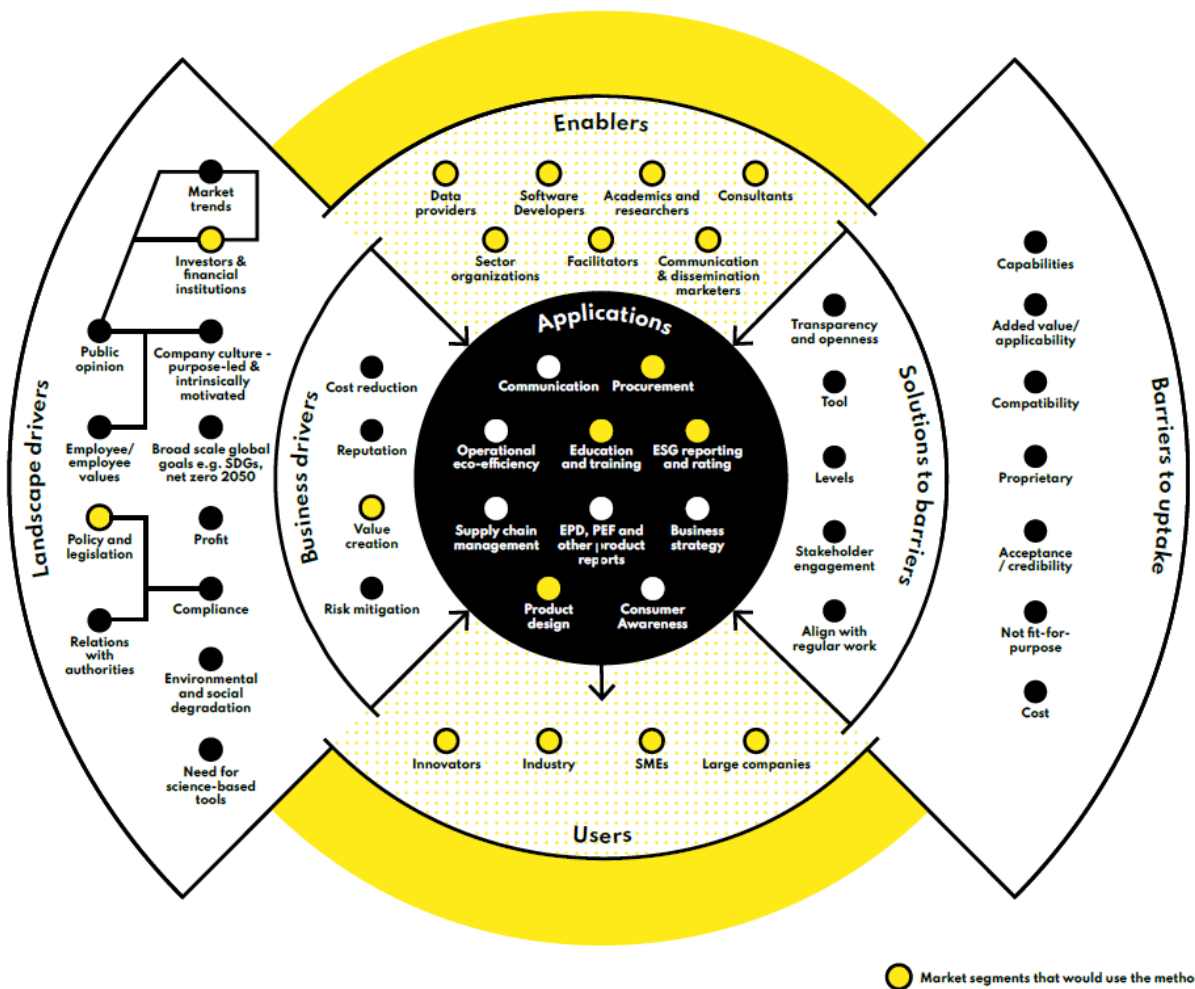


Figure 2: Target audience as well as key applications, drivers and barriers (as discussed in task 6.1 until October 2021)

4. Strategy

4.1. Objectives

The goals of the dissemination activities differ depending on the target group. The overall goals are to create acceptance of the LCSA method, to make the results known to relevant stakeholders, to validate the developed approach by third parties, to create synergies with existing initiatives and to facilitate usability of the results. (Figure 1.)



Figure 3: Dissemination objectives

Figure 4 illustrates the sub goals for the different stakeholder groups. Depending on the goals the dissemination tools and platforms were defined and are described in chapter 4.2.

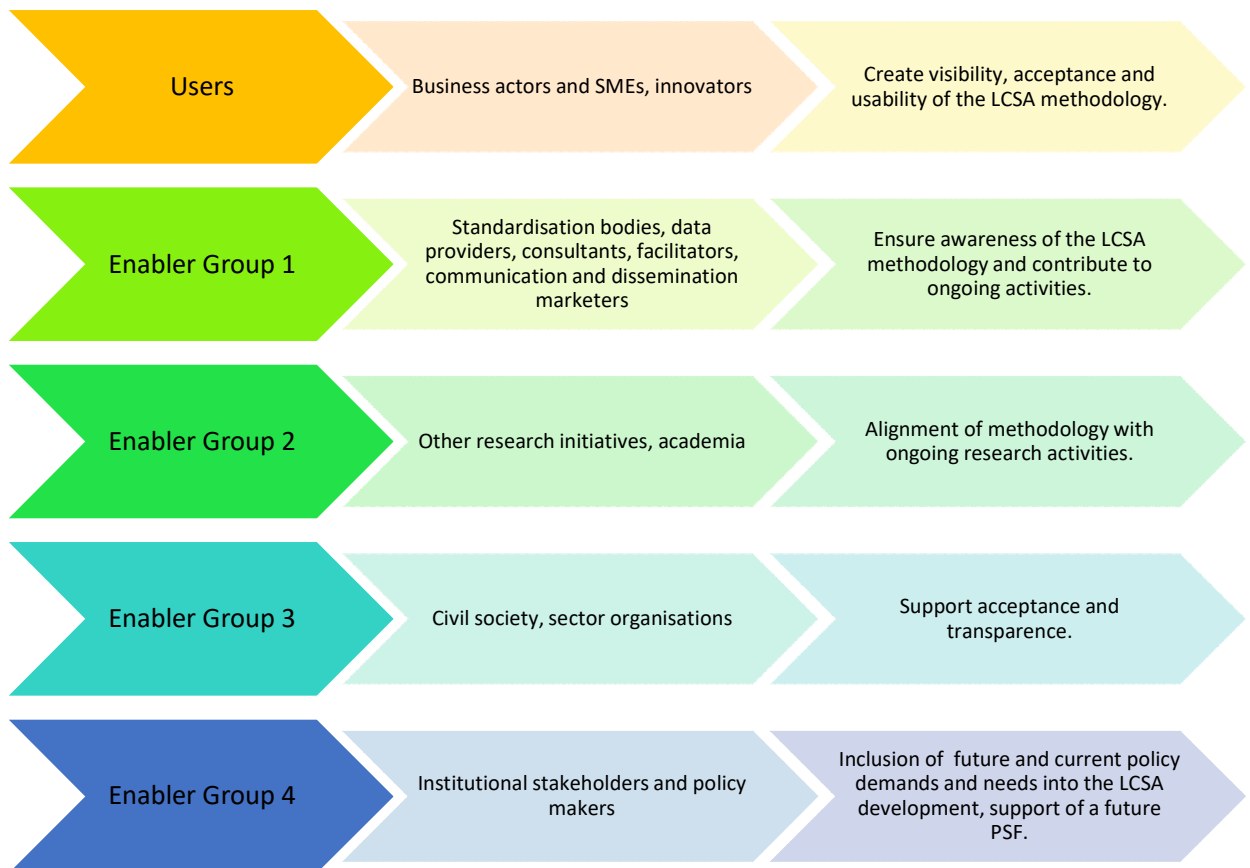


Figure 4: Dissemination objectives for different stakeholder groups

4.2. Tools

The main tools for dissemination of ORIENTING results are scientific and professional articles and presentations at relevant conferences and events. Further project workshops will be used to present the recent state of the project and its results.

Scientific and professional articles: will be developed by the partners, presenting the project and its results, and will be published in peer-reviewed journals. During the project duration, the dissemination leader (FhG), together with the communication leader (LAV), and in close collaboration with all partners, will make a continuous effort to identify additional relevant media to disseminate project out-comes, towards the target groups described in chapter 3 .

Presentations at major conferences and events. The dissemination leader will support the partners' strategy in targeting and attendance at upcoming events in relation to their activity in the project. Continuous efforts will be made to identify suitable events and inform all consortium members. A preliminary list of relevant events and contributions are listed in

Table 1: Preliminary overview of relevant events for dissemination currently identified until October 2021

Conference/event	Date	Contribution
The International Conference on Life Cycle Management (LCM)	6.-9. September 2021	Session chair and oral presentation finalized
CIRP Conference on Life Cycle Engineering	4.-6. April 2022	Abstract/Manuscript submitted
SETAC Europe 25th LCA Symposium	26.-28. September 2022	tbd
SETAC 8 th World Congress	4.-8. September 2022	tbd
LCA Food	12.-14. October 2022	tbd
SLCA Conference	2022	Application for session chair planned
World Resource Forum events	2022/2023	tbd
Life Cycle Innovation Conference	2022	tbd
Society and Material Conference (SAM)	tbd	tbd

5. Dissemination actions

Project results will be disseminated according to the project progress. In the following public deliverables and potential topics to be disseminated are drafted for each work package. Public deliverables will be published on the project website.

The dissemination topics presented here for each work package are a collection of possible topics that could pose valuable contributions to journals and conferences. This list is not final or binding and will be updated continuously in discussion with all partners.

5.1. WP 1 - Concept and specifications

Papers and conference contributions:

Table 2: Papers and conference contributions currently submitted for WP1

Type	Journal/ conference	Topic	Availability	Status
Conference – Presentation	LCM 2021	Assessing how circular economy (and/or which circular indicators) could fit into a European LCSA framework	Not available yet	Presented
Session chair	LCM 2021	Operationalising Life Cycle Sustainability Assessment	-	Finalized
Conference – Presentation and full paper	LCE 2022	Assessing current / promising methods for including criticality assessment into a European LCSA framework	Not available yet	Submitted

Further possible publication topics:

- Assessing best approaches (methodologies/methods/databases/data sources) for social-LCA in a LCSA framework
- Assessing best approaches for economic pillar (or LCC) in a LCSA framework and “Toolbox” approach
- Comparison and integration of concepts, normalisation, weighting and interpretation approaches
- Analysis and proposal of approaches for LC(S)A

Public deliverables already submitted:

- D1.1 Critical evaluation of environmental approaches
- D1.2 Critical evaluation of social approaches.
- D1.3 Critical evaluation of economic approaches.
- D1.4 Critical Evaluation of material criticality and circularity approaches.
- D1.5 Critical evaluation of sustainability integration approaches.
- D1.6 Best available approaches for LCSA.

Timeline: Month 1-10 (WP 1 outcomes maybe also later published together with WP2 outcomes)

5.2. WP 2 – LCSA methodology

Potential paper and/or conference contributions

- Systematic review of LCSA methods, methodological development & implications for PEF/PEFC
- On the use of SLCA in social taxonomy
- Operationalization of indicators for circularity and/or criticality for LCSA framework
- Product circularity

- Addressing Sustainable Development Goals in product Life Cycle Sustainable Assessment: an analysis of synergies, trade-offs and gaps (**in preparation, to be submitted for special issue in Journal of Industrial Ecology**)
- Addressing Sustainable Development Goals in organisational Life Cycle Sustainable Assessment

In addition, results will be disseminated by public deliverables:

- D2.3 LCSA methodology to be implemented in WP4 demonstrations
- D2.4 Extension of environmental LCA for LCSA
- D2.5 Specification of social indicators for LCSA
- D2.6 Specification of economic indicators for LCSA
- D2.7 Materials and circular economy in LCSA
- D2.8 Recommendations for integration and interpretation of the LCSA results
- D2.9 LCSA handbook
- D2.10 Towards future PSFCR guidance

Timeline: Month 6-35

5.3. WP 3 - LCSA Operationalisation

Potential paper and/or conference contributions

- Development and implementation of harmonised ontologies
- LCSA integration tool characteristics with link to case studies

In addition, results will be disseminated by public deliverables:

- D3.1. Data ontologies
- D3.2. Data specification
- D3.3 Software requirements for user-friendly tools to integrate, visualise and communicate LCSA results
- D3.5 User-friendly LCSA tool
- D3.6 Train-the-trainer LCSA manual

Timeline: Month 9-35

5.4. WP 4 - Demonstrators

Potential paper and/or conference contributions

- Case studies: process description, materials and methods definition, application and lesson learnt

In addition, results will be disseminated by public deliverables:

- D4.3 Report on ORIENTING LCSA demonstration results

Timeline: Month 10-32

5.5. WP 5 - Communication

Potential paper and/or conference contributions

- Analysis of challenges (including communication challenges) relating to the operationalisation of LCSA

- How to engage with stakeholders in LCSA? User needs, approach, challenges, etc.
How can the LCSA framework answer the growing request of sustainability metrics? (reference to policy initiatives and in general to the different users' needs)

In addition, results will be disseminated by public deliverables:

- D5.1 Stakeholders' engagement plan (submitted)
- D5.2 Report on users' needs and wishes (submitted)
- D5.3 Report on the outcomes of Stakeholders' engagement
- D5.5 Policy Brief on Product Sustainability Footprint
- D5.6 Communication Plan (submitted)
- D5.7 Project leaflet, notice board & roll-ups (submitted)
- D5.8 Website & social media profiles (submitted)
- D5.9 Six brief e-newsletters (submitted)
- D5.10 Six press releases published
- D5.11 Two project webinars
- D5.12 Final project brochure

Also, collaboration and exchanges with other Horizon 2020 projects will be coordinated

Timeline: Month 1-36

5.6. WP 6 – Exploitation and Dissemination

Potential paper and/or conference contributions

Business models, barriers, opportunities

In addition results will be disseminated by public deliverables:

- D6.1. Detailed Dissemination Plan
- D6.2 A minimum of 5 research papers submitted to peer reviewed journals
- D6.3 At least 6 abstracts sent to relevant scientific conferences
- D6.4 Final Layman's report
- D6.5 Dissemination Monitoring Reports
- D6.6 Customer and competitors overview, market barriers and opportunities
- D6.7 Relevant business models with associated operational budgets and funding analysis
- D6.8 Detailed Exploitation Plan

Timeline: Month 1-36

5.7. WP7 – Management

Coordination of collaborations and exchange with other Horizon 2020 projects.

Timeline: Month 1-36

6. Evaluation

In accordance to Figure 1 indicators to measure the impact of dissemination actions are defined. They are summarized in Table 3:

Table 3: Indicators for dissemination activities

Action	Indicator	Goal with respect to proposal
Scientific papers	#scientific papers submitted/published	Minimum of 5 papers submitted
Oral/poster presentations at conferences	#oral/poster presentations submitted/presented	Minimum of 6 abstracts submitted
Exchange with H2020 projects	#projects	Not defined
Organization of session chairs	#session chairs	Not defined

7. Conditions

For all dissemination actions the obligations from the Grant Agreement (§29) will be considered. It will serve as basis for the conditions for dissemination of results. In specific project results will be made available to public unless it is against the legitimate interest of one or more beneficiaries, e.g. in case of confidentiality.

In addition partners will be informed about dissemination activities in advance to allow them to object. Results will be published open access to scientific peer reviewed journals and provide them in a publicly accessible repository free of charge. Acknowledgment to the funding will be included as defined in §29 of GA.

8. Summary

The success of the ORIENTING project is highly dependent on the awareness and acceptance of all relevant stakeholders. The use of different dissemination measures will enable the project to reach various audiences. The results will be presented to the general public, academia, the scientific community and business.

The target audiences are defined in this dissemination plan with relation to the objectives of dissemination actions described in chapter 4.1. The respective tools are defined that allow reaching the relevant stakeholders. The actions, already taken or planned, are presented in detail in chapter 5 for each work package. All actions taken will be measured using indicators to allow an overview on how target audiences are reached. All actions will be taken with respect to the Grant Agreement for the ORIENTING project.

For the purpose of a successful and comprehensive dissemination of project results, it is necessary to prepare and disseminate results in a target group-oriented manner throughout the entire course of the project. The dissemination plan presented here forms the basis for this.

At the end of the project a summary of all dissemination activities with a Final Layman's report (M36) and two dissemination monitoring reports (M24 and 36) will be presented.