



TriFluorium

safe fluorine circularity

D6.1

Plan for dissemination, communication activities

Lead Beneficiary	Tekniker
Authors (Beneficiaries)	Francesco Pagano
Main contact E-mail	francesco.pagano@tekniker.es
Work Package	WP6
Delivery Date (DoA)	31 Jul 2025
Actual Delivery Date	31 July 2025
Description:	The deliverable D6.1 describes the actions that should be carried out with the scope of giving visibility and resonance to the results obtained in the project and to pave the way for the future exploitation. The deliverable describes the distribution of the responsibilities in the communication and dissemination group among the partners. It explains the objectives, the channels and the targets expected for both communication and dissemination activities.

Document Revision History			
Date	Version	Author/Contributor/Reviewer	Summary of Main Changes
22.07.2025	0.1	Francesco Pagano (TEK)	Initial draft
31.07.2025	0.2	Francesco Pagano (TEK), Lucia Pisarova (AC2T)	Final version after revision

Dissemination Level and Type of the Deliverable	
Public	Report

#	Participant Organisation Name	Short Name	Country
1	AC2T RESEARCH GMBH - AC2T	AC2T	Austria
2	Fundación Tekniker	TEK	Spain
3	GreenDelta GmbH	GRD	Germany
4	Vrije Universiteit Brussel	VUB	Belgium
5	Daikin Chemical Europe GmbH	DKN	Germany

LEGAL NOTICE

©2025 TriFluorium Consortium Partners. All rights reserved.

TriFluorium is a HORIZON EUROPE project supported by the European Commission under contract No. 101187492. For more information on the project, its partners and contributors, please see the TriFluorium website (<https://trifluorium.eu/>).

You are permitted to copy and distribute verbatim copies of this document, containing this copyright notice, but modifying this document is not allowed. All contents are reserved by default and may not be disclosed to third parties without the written consent of the TriFluorium partners, except as mandated by the European Commission contract, for reviewing and dissemination purposes. All trademarks and other rights on third party products mentioned in this document are acknowledged and owned by the respective holders.

The information contained in this document represents the views of TriFluorium members as of the date they are published. The TriFluorium consortium does not guarantee that any information contained herein is error-free, or up-to-date, nor makes warranties, express, implied, or statutory, by publishing this document.



Grant Agreement: 101187492
DOI: 10.3030/101187492

Programme: Horizon Europe Framework Programme (HORIZON)
Call: HORIZON-EIC-2024-PATHFINDEROPEN-01
Start Date of Project: February 1st, 2025
Duration: 48 months

© TriFluorium, 2025
Reproduction is authorised provided the source is acknowledged.

Table of Contents

1	Executive summary.....	6
2	Introduction.....	7
3	Communication and dissemination management.....	7
3.1	Structure of the communication and dissemination groups.....	7
3.2	Timeline.....	8
4	Communication plan.....	8
4.1	Objectives.....	8
4.2	Logo.....	8
4.3	EU funding information.....	9
4.4	Communication channels.....	9
4.4.1	Website.....	9
4.4.2	Social media.....	9
4.4.3	Newsletter.....	10
4.5	Messages and target audience.....	10
4.6	Rules and procedures.....	10
4.7	KPI and evaluation.....	11
4.8	GDPR.....	11
5	Dissemination plan.....	11
5.1	Objectives.....	11
5.2	Dissemination channels.....	12
5.3	Target audience and stakeholder engagement.....	12

List of Tables

Table 1.	Dissemination and communication committee members.....	7
Table 2.	Messages and target audience of TriFluorium.....	10
Table 3.	Communication KPIs.....	11
Table 4.	Target audience of the dissemination activities of TriFluorium project.....	12

List of Figures

Figure 1.	Logo of TriFluorium project.....	9
Figure 2.	Logo “Funded by the European Union”.....	9

List of Abbreviations and Acronyms

CM	Communication manager
DC	Dissemination Committee
DCC	Dissemination & Communication Committee

DM	Dissemination manager
EIC	European Innovation Council
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
KPI	Key performance Indicators
IPR	Intellectual property rights
PDCA	Plan for Dissemination and Communication Activities
PFAS	Per- and polyfluoroalkyl substances
SDG	Sustainable Development Goals

1 Executive summary

The Plan for Dissemination and Communication Activities (PDCA) establishes the strategies and the specific actions to disseminate and communicate the results generated during the project. It will be a guide for all the participants of the project for ensuring that the foreground generated is disseminated swiftly but without any risk of disclosing results that should be kept confidential for not invalidating a potential patent application or damaging the interests of any partner. In the Grant Agreement (GA) it was described that the PDCA will be defined in two steps. A preliminary draft that should be prepared before the end of the month 6 of the project (31st of July 2025) and should be presented as deliverable D6.1 and a second and definitive report, corresponding to the deliverable D6.3, that should be submitted before the 31st of July 2027. The objective of this document is to establish the preliminary guidelines for the management and use of the information that is generated within the project. It establishes the procedure that the participants from the project should follow before the disclosure of any result, the role of the Dissemination Committee (DC). It also defines the actions that the consortium has planned for the dissemination and to try to get the attention of possible industrial partners. The report is divided in 2 sections. The first one is dedicated to the delineation the organization of the DC, of the procedures that should be followed prior the publication of any result. The second section is dedicated to the actions that have been planned for the dissemination and communication activities for the rest of the project.

2 Introduction

This deliverable offers comprehensive information on the strategies, methodologies, channels, materials, and tools employed to ensure effective communication and dissemination of the project. Future updates to this document will be included in the periodic reports and will be detailed in D6.3 Updated plan for dissemination, communication activities fixed for the 31st of July 2027.

This deliverable is divided into 6 main chapters:

1. Executive summary: outlines the objectives of the deliverable and specifies the expectations for consortium partners
2. Introduction: overview of the deliverable's purpose
3. Communication and dissemination management
4. Communication plan: describes the channels and platforms used for project communication and dissemination as well as the resources and tools employed to support dissemination and exploitation efforts.
5. Dissemination plan: lists main channels and target audience and dissemination strategies.
6. Conclusion: Summary of the deliverable's key points and the anticipated impact on the project

3 Communication and dissemination management

3.1 Structure of the communication and dissemination groups

Communication manager (CM): The role of CM was assigned to Francesco Pagano from TEK. This role implies the responsibility to coordinate the communication activity to the general public, media, policymakers, and stakeholders. The objective of these activities is to give visibility to the project by rising awareness among the public and to engage non specialist audience. The CM must ensure that the communication activities realized are appropriate to reach the group of interest desired for the future exploitation of the TriFluorium technology, without posing risk for the intellectual property rights (IPR). The CM is not responsible of realizing all the communication activities, but just to coordinate them and to report to the DCC (described afterwards).

Dissemination manager (DM): The DM for TriFluorium project is Pissarova Lucia from AC2T. The role of the DM is to coordinate the dissemination activities of the project to the scientific community in scientific journal, congresses and workshops. The DM is also responsible to assure that the content presented does not pose a threat for the IPR of the partners of the consortium and that no confidential information is shared. The DM is not responsible of realizing all the dissemination activities, but just to coordinate them and to report to the DCC (described afterwards).

Dissemination & Communication Committee (DCC): The dissemination committee is composed by a representative of all the institutions that participate in the TriFluorium project. The objective of the DCC is to assist the CM and DM in the coordination and control of the communication and dissemination activities. The CM and DM will present periodically (during the general assembly meetings) the activities planned for the following period to the DCC and will give a report about the already realized activities. The DCC will approve the activities proposed and give an evaluation of the past activities to suggest other possible initiatives.

The members of the DCC are listed in Table 1.

Table 1. Dissemination and communication committee members.

Partner	Committee member
AC2T	Lucia Pissarova
TEK	Francesco Pagano
DKN	Timo Braendel
GRD	Jonas Hoffmann
VUB	Marc Elskens

3.2 Timeline

The communication and dissemination plan should be divided in three sections that take into consideration the different phases of the project:

Phase 1: Embryonic Project Phase (up to Month 18)

During this initial phase, the project remains in its early conceptual stage, and the core ideas have yet to be validated. Communication efforts should target a general audience and academic communities, primarily through the website and social media. At this stage, there are no significant results available to demonstrate that the technology is functioning as intended. Toward the end of this phase, the potential for filing a patent application should be assessed.

Phase 2: Project Maturation Phase (Month 19 to approximately Month 36)

By this phase, the fundamental concepts of the project should be validated, and the TriFluorium processor is expected to begin delivering tangible results that contribute to understanding the remediation mechanisms. Selected results may be shared with the scientific community; however, intellectual property rights (IPR) considerations must be carefully managed to avoid disclosing critical information or design elements that require patent protection. A patent application should be submitted during this period. Initial outreach to industry stakeholders should also begin.

Phase 3: Technology Deployment and Exploration Phase (Month 37 to approximately Month 48 and beyond)

Following the submission of the patent application, dissemination activities can proceed without major restrictions. It becomes essential to actively promote the results of the TriFluorium project to the industry and to potential customers. Efforts should also be directed toward identifying collaborators and partners for scaling up and exploiting the TriFluorium processor.

4 Communication plan

4.1 Objectives

The TriFluorium project will leverage digital platforms as the primary means of communication. The main goal of communication plan is to pave the way for effective dissemination of the project's results by continuously sharing developments, achievements, curiosities and other relevant information throughout the projects duration. The project's website will serve as the central repository for all project activities and information, providing media stakeholders with the necessary resources to communicate about TriFluorium on their platforms. A variety of communicational materials, as images, infographics, leaflets and other content, will be created to populate the project's website and social media channels. These channels will facilitate ongoing engagement with professionals, policymakers and the scientific community. Media relations form a core component of the communication plan, playing a crucial role in broadening the reach of the project's significant results. By engaging with media outlets, the project aims to enhance visibility and impact across diverse audiences.

The primary focus of TriFluorium's communication plan is to lead the path for the communication of the project and its results, facilitating the market acceptance and utilization of the technology developed. TriFluorium aims to engage key players of the European market of PFAS manufactures and environmental remediation facilities, as well as stakeholders from environment governmental agencies, councils and academia, by sharing information about the project's milestones. A key goal of our communication efforts is to raise awareness about TriFluorium, promoting this unique and groundbreaking initiative by highlighting its expected impacts on scientific, economical and societal levels. In addition to leveraging digital platforms, we will collaborate and create synergies with other EU-funded projects and initiatives to achieve this objective.

4.2 Logo

The project's title is "Tribo-Reactor for fluorine circularity by urban mining", being TriFluorium its acronym. TriFluorium logo was designed to convey the project's key values, goals and field of action.

Since the visual identity it's what allows the public to quickly identify the project, simplicity and a contemporary design were two aspects that were also considered during the creative process. The final logo has two colours, blue for the text, that is associated with technology, and green, that is associated with sustainability. To represent the recyclability the design of the logo mimics the shape of three leaves that are displayed as arrows in triangular loop (Figure 1).



Figure 1. Logo of TriFluorium project.

4.3 EU funding information

To be compliant with the European Commission's policy, all the communication materials and dissemination activities must display the EU funded emblem.

The disclaimer text that appears in the webpage next to the symbol "Funded by the European Union" says "Funded by the European Union under Pillar III "Innovative Europe" within European Innovation Council (EIC) call HORIZON-EIC-2024-PATHFINDEROPEN-01 with assigned Grant Agreement No. 101187492 and DOI: 10.3030/101187492".

This text could be substituted by similar messages in the future communication activities.



Figure 2. Logo "Funded by the European Union".

4.4 Communication channels

Our communication strategy will work to raise awareness about TriFluorium and promote the unique and groundbreaking initiative by highlighting its anticipated impacts in the scientific, economical and societal levels. The strategy will encompass the following components:

4.4.1 Website

The project website is already online since March 2025 under the URL: <https://trifluorium.eu/>. The website is an essential tool for the dissemination activities of the project because it will host all the information related to the activities realized by the partners, links to videos, link to the public deliverables and initiative organized together to other EIC projects. Sensitive information will only be uploaded to the website once the risk of confidential data disclosure has been eliminated.

4.4.2 Social media

Social media are essential for establishing a wide communication with the general audience, nonetheless, for the moment, it was decided to work only with LinkedIn, because of its professional focus. X, previously Twitter, was discarded because of its loss of popularity due to the changes in the fake news policy. Facebook was also not considered as an attractive option due to the limited number of active users. In LinkedIn we will share educational facts and curiosities related to the project, its

field of study, information about partners, and other topics that arise, all aimed at adding value and helping us achieve our goals.

Link to LinkedIn:

<https://www.linkedin.com/company/trifluorium/posts/?feedView=all>

4.4.3 Newsletter

A newsletter list will be created with the collaboration of all the partners that participate to the TriFluorium project. The newsletter will have at least 2 editions. The first one is meant to be sent at the end of the month 36, corresponding to the end of the second dissemination phase (Project Maturation Phase). The second newsletter will be sent at month 48, corresponding to the end of the project and will contain a summary of all the main findings that will be obtained during the project. The newsletter will also make reference to the social media account of the project and the publications realized.

4.5 Messages and target audience

TriFluorium's communication messages will rely in showcasing the benefits upon the adoption of its technology from the environmental, scientific, economic, industrial and societal point of view, which is the base of the project: convert environmentally dangerous chemicals in valuable materials. Table 2 displays some of the key messages and targets they are aiming to reach, as well the channels that will be used to reach this goal.

Table 2. Messages and target audience of TriFluorium.

Target Audience	Message	Tools & Channels
Chemical remediation companies and	TriFluorium as a project and what the technology developed will have to offer. Showcase the project's concept, finding and advantages and the benefits for industry players as well present the scientific, economic and societal impacts.	Website, events, press releases, social media, partners networks
Industrial Associations		Website, newsletters, industry publications, partners networks, events
Scientific Community	Showcase TriFluorium accomplishment and how the project is progressing.	Website, social media, scientific publications, events
Regional, national, EU authorities and Policy makers	Enhance TriFluorium progress towards fulfilling the SDG and the European Green Deal objectives.	Website, newsletters, publications targeting policy makers, events.
General public	Showcase of main project's concepts and advantages; showcase how TriFluorium will reduce the ecological footprint of PFAS	Website, social media

4.6 Rules and procedures

All communications regarding TriFluorium, whether internal or external, must be validated by the CM and the DCC, who are responsible for the communication and dissemination activities. Due to the sensitive nature of the project results, an internal validation process is required to ensure they are appropriate for sharing.

Communication protocol

All communicational moments must adhere to a protocol following a three-step procedure:

1. High-quality standards: All communicational materials must be produced under high quality standards.
2. Confidentiality and relevance: Avoid redundancy and ensure that shared information is not confidential.

3. Monitoring and reporting: monitor and report all communication activities in the communication logbook, available in the MS Teams.

Social media guidelines

To ensure proper visibility for all partners and maintain TriFluorium branding in social media publications, the following guidelines have been established:

1. Brand identification: Identify any material with TriFluorium logo, colors and fonts.
2. Acknowledgement of funding: Include the funding organizations' logos on newsletters, press releases and promotional materials.
3. Project hashtag: Always use the hashtag #TriFluorium to allow for easy filtering of project content.
4. Thematic hashtags: #Sustainability #EUIndustry #GreenTech #PFAS #sustainable #InnovateForImpact. Additional ones can be use according to the theme of the posting.
5. Tag all the partners on social media posts: AC2T research GmbH, Tekniker, GreenDelta GmbH, Daikin, Vrije Universiteit Brussel.

4.7 KPI and evaluation

Key performance Indicators (KPI) have been established to ensure the success of the project's communication effort. These KPIs, outlined in Table 5, will be closely monitored and evaluated to ensure that the communication strategy is being effectively implemented and remains on track.

Table 3. Communication KPIs

Activity	Description	KPI
Visual identity	Logo, visual identity (brand, world and ppt templates)	1 visual identity & logo
Communication package	Brochure, roll up, banner poster social media visuals, standard presentation, key messages	4 Brochure distributed
Website	Dedicated project website, gathering all project information, reports	2000 visits, 200 downloads
Video	Presentation video	1 video, > 100 views
Social Media	Twitter, LinkedIn to raise awareness of project results and impact	500 shares

4.8 GDPR

In compliance with the General Data Protection Regulation (GDPR), all European projects must adhere to strict guidelines to ensure the protection and privacy of personal data. AC2T, as project coordinator, will be always obtaining explicit consent from individuals before collecting their data, ensuring data is collected for specific, legitimate purposes, and maintaining transparency about how data is used and stored. TriFluorium will also provide individuals the right to access, rectify and erase their personal data upon request. By adhering to these regulations, the project will ensure the integrity and trustworthiness of their data management practices, safeguarding the rights and privacy of all individuals involved in TriFluorium ecosystem.

5 Dissemination plan

The dissemination activities will be realized mainly during the Phase 2 and Phase 3 of the Communication and dissemination plan, but it doesn't mean that it won't be possible to realize dissemination activities before, always taking into account the need to protect IPR.

5.1 Objectives

The plan for disseminating the foreground outlines our strategic approach to sharing and maximising the impact of the exploitable foreground generated by TriFluorium. Effective dissemination is critical for ensuring that our research outcomes reach their intended audiences and contribute to broader societal and economic objectives. In this chapter, we detail our target audiences and communication

channels. By proactively planning and implementing dissemination activities, we aim to facilitate knowledge exchange, foster collaboration, and drive the uptake of our research findings among stakeholders, policymakers, industry partners, and the wider public.

5.2 Dissemination channels

Specific actions to effectively disseminate TriFluorium's results from academic, industrial, and commercial perspectives, will be realized during the duration of the project.

The dissemination activities will be realized in parallel to the communication activities to maximize the impact.

Key components include:

- **Project Website:** The project website will showcase the project concept, public deliverables and publications, providing regular updates on progress, events, results.
- **Stakeholders Networks:** Leveraging consortium partners' contacts and commercial networks, building a global contact list of relevant stakeholders.
- **Social media:** TriFluorium will utilise prominent social media networks such as LinkedIn and ResearchGate to connect with professionals, policymakers, and the scientific community.. This strategy aims to inform and engage key audiences effectively, ensuring widespread dissemination of project updates and results.
- **Conferences, exhibitions, webinars and online seminars:** Interactive sessions for training, discussion, and knowledge sharing. A list of conferences to attend is going to be shared between the partners.

5.3 Target audience and stakeholder engagement

Internal and external dissemination of European project results are vital to maximising impact and ensuring transparency. Dissemination efforts target a specialized audience, including stakeholders, policymakers, industry professionals, and the scientists. The primary goal of internal dissemination is to promote the uptake and utilisation of research outcomes within the consortium. Project partners engage actively, offering insights into their findings and methodologies. This collaborative approach enhances the quality of research outcomes and accelerates the translation of knowledge into tangible solutions. Internal dissemination also fosters interdisciplinary collaboration and cross fertilization of ideas within projects. By bringing together experts from diverse fields, consortia leverage a wide range of perspectives to tackle complex challenges and advance scientific frontiers. Moreover, internal dissemination ensures the sustainability and long-term impact of TriFluorium. Sharing insights, methodologies, and lessons learned empowers others to build upon research findings, replicate successful interventions, and adapt innovative solutions to new contexts. The external target audience and its description is provided in Table 4.

Table 4. Target audience of the dissemination activities of TriFluorium project.

Audience	Channel	Objectives	KPI
Scientific community	Congress, conferences, journals	Increase visibility on the technology, get feedback and foster collaboration with other researchers.	>1000 scientists 10 conference papers 5 journal papers
Industry & SMEs	Site visits, workshops, fairs Info about technology	Raise awareness on the new tribolysis based processes. Attracting possible future partners for industrialisation step, and environmental concerns, and industrial partners (users of PFAS)	>50 companies 4 fairs and workshops 4 articles in industry magazines
Regional, national, EU authorities and Policy makers	Press release, web, newsletter Summary reports, main outcomes, fact sheets	Influence over the R&D priorities. Synergies establishment for joint research, information exchange and dissemination addressing the reduction of environmental impact	>5 policy makers (OECD, ECHA, EPA, IPEN, etc.)
Industrial Associations	Press release, web, newsletter	Gain visibility among key players.; Attraction of potential partners for	> 5 associations (Fluoropolymer

	Main outcomes, factsheets	research collaborations and representatives of industrial sectors	Product Group, Plastics Europe, etc.)
General public	Website, social media Marketing material, videos, flyers	Education, increase social awareness. Communication of main project's concepts and advantages in an easily understandable manner.	>2000 interested parties

6 Conclusions

This deliverable serves as a cornerstone in ensuring the TriFluorium project's initiatives resonate widely across varied audiences. By outlining comprehensive strategies encompassing communication tools, target groups, dissemination channels, and consortium processes, this document establishes a robust framework for effectively communicating project activities throughout its lifecycle.

Central to this plan is the implementation of structured methodologies and tools that will monitor progress across events, media engagements, and other key activities. This proactive approach facilitates early detection of any deviations from our communication objectives and enables timely corrective measures to ensure alignment with our targets.

In conclusion, the comprehensive strategies outlined in this deliverable position us to effectively communicate the TriFluorium project's objectives, activities, and results. By adhering to this strategic roadmap, we are confident in our ability to achieve our dissemination goals and maximize the project's overall societal and economic contributions. This deliverable D6.1 sets the path towards the dissemination and exploitation of the SITOLUB project outcome.