

Work Package 7 – Dissemination, communication, and exploitation of results

D7.1 – Dissemination and Communication Strategy

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This deliverable is the ALIGNED project (grant no. 101059430) deliverable 7.1, containing the initial Dissemination and Communication strategy.

PROJECTS DETAILS			
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Type of Action	RIA	Website	www.alignedproject.eu

DELIVERABLE DETAIL			
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TABLE OF CONTENTS

Acronyms and abbreviations	5
Executive summary	6
1. Introduction.....	6
1.1. Context of WP7	6
1.2. Objectives of Task 7.1.....	7
2. Target audience.....	7
3. Key messages	8
4. Dissemination strategy.....	9
5. Tool and channels	11
5.1 Project identity.....	12
5.2. Project website.....	14
5.3. Content management system.....	16
5.4. Social media	16
5.5. Printed and digital materials	18
5.6. Newsletters	22
5.7. Press releases.....	22
5.8. Scientific publications.....	22
5.9. Participation in conferences, workshops, and events	22
5.10. Stakeholder engagement	22
6. Indicators and targets	23
7. Levels of dissemination	23
7.1. European Level – European Commission.....	23
7.2. International level – Industry, Scientific community	23
8. Methodology	24
8.1. Internal Communication	24
8.2. External Communication.....	24
9. Timeline: Actions in M1 – M6	25
9.1. Project identity and materials.....	25
9.2. Press release.....	25
9.3. Website	27
9.4. Social media	28
9.5. Newsletter.....	30

9.6. Events attended	34
9.7. Interaction with other EU initiatives	34
Annex I – Impact on media outlets and other relevant websites	36
1. Aalborg University	36
2. BTG	36
3. Just style	36
4. Renewable carbon News.....	36
5. Sustainable Innovations	36
Annex II – Dissemination Tables of ALIGNED project	37

List of tables

Table 1. Target groups for ALIGNED results.....	7
Table 2. Key Messages for ALIGNED project.....	8
Table 3. Dissemination activities of ALIGNED.....	9

List of figures

Figure 1. European flag and funding statement	12
Figure 2. ALIGNED Brand guidelines.	14
Figure 3. ALIGNED project website.	15
Figure 4. ALIGNED Project poster.....	19
Figure 5. ALIGNED project brochure.	20
Figure 6. ALIGNED project factsheet.....	21
Figure 7. ALIGNED project Word Template.....	25
Figure 8. Example of media publication.....	26
Figure 9. ALIGNED project first press release.	27
Figure 10. ALIGNED project website analytics (M2 -M5).....	28
Figure 11. ALIGNED Project Social Media followers overview (March 2023).....	29
Figure 12. ALIGNED first newsletter (March 2023).....	33
Figure 13. ALIGNED on the GRETE Networking Space.	35
Figure 14. Related EU initiatives placed in ALIGNED project website.	35

Acronyms and abbreviations	Description
BBI JU	Bio-based Industries Joint Undertaking
CEN	European Committee for Standardization
CEPI	Confederation of European Paper Industries
EC	European Commission
EP	Environmental Performance
EPLCA	European Platform on Life Cycle Assessment UNEP-SETAC Life Cycle Initiative
EU	European Union
EPLCA	European Platform on Life Cycle Assessment
GLAD	Global LCA Data Access
GLAM	Global Guidance on Environmental Life Cycle Impact Assessment Indicators
GP	General Public
LCA	Life cycle assessment
LCDN	Life Cycle Data Network
ISO	International Organization for Standardization
JRC	Joint Research Centre
NGOs	Non-governmental organisations
NORLCA	Nordic Life Cycle Association
PEF	Product Environmental Footprint
PM	Policy Makers
R&I	Research and Innovation
SC	Scientific Community
UNEP-SETAC	United Nations Environment Programme and the Society for Environmental Toxicology and Chemistry
WP	Work Package
KOM	Kick-Off Meeting
PR	Press Release
SEO	Search Engine Optimisation

Executive summary

This document defines the communication and dissemination strategy for the ALIGNED project, focused on effectively reaching and engaging a wide range of stakeholders, including academic researchers, industry professionals, civil society, and policymakers, among other targeted audiences.

The key elements of the strategy include:

- Participation and organisation in relevant conferences, workshops and seminars to present the project objectives and the milestones achieved, as well as reinforce the networking capacities of the ALIGNED project with potential collaborators and partners.
- Regular website project updates to keep stakeholders informed of progress and achievements.
- Using social media and online platforms to share project news and updates, and to engage with the online communities of the ALIGNED project.
- Preparation of regular newsletters to engage with the different audiences interested and provide brief updates on the project's activities.
- Production and dissemination of accessible and easy-to-understand materials, such as brochures, videos, and factsheets to increase the awareness and understanding of the project, among non-technical audiences.

The project is also actively seeking partnerships and collaborations with relevant organisations and European projects. To this end, ALIGNED has already started collaborating with project CALIMERO (Horizon Europe project with grant number 101060546), which has a similar goal. It will be an active communication partner during the project.

ALIGNED will disseminate its activities through participation in different events and institutional relations activities with several, recognised organisations. Overall, the ALIGNED project communication and dissemination strategy is designed to effectively reach and engage a wide range of stakeholders, and to ensure that the project's results are widely disseminated and adopted.

1. Introduction

This deliverable contains the description of the Dissemination and Communication Plan to be adopted by the ALIGNED project, which aims to improve the environmental performance of bio-based industrial processes in five sectors: construction, woodworking, textiles, pulp and paper, and bio-chemicals.

This is part of Task 7.1 Communication & dissemination plan which specifies that a detailed Dissemination and Communication Plan will be produced at the beginning of the project (M6), based on the preliminary indications given in Annex 1 GA (part B, section 2.2) and in collaboration with the consortium.

1.1. Context of WP7

The purpose of this Work Package (WP) is to ensure that the project results reach key targeted audiences with different purposes: the exploitation of the project's KERs by the bio-based industry stakeholders, the execution of dissemination activities which will also foster knowledge replication of the LCA frameworks developed, the identification and engagement of stakeholders around the bio-based industry and the LCA practitioners, the communication to wider, non-specialised

audiences and the building of a cooperation strategy with the European Commission and relevant projects and initiatives.

1.2. Objectives of Task 7.1

The Grant Agreement (GA) contemplates that a detailed Dissemination and Communication Strategy will be produced at the beginning of the project (M6), based on the preliminary indications given in Section 2.2 and collaboration with the consortium. A strong interaction is foreseen with T7.4 and T7.5 on stakeholder identification and engagement. SIE will coordinate the delivery of the different dissemination and communication activities as indicated in Section 2.2 tables. On a scientific level, all partners will be responsible for attending, participating and, whenever relevant, organising specific scientific events and publications.

The main objective of the ALIGNED dissemination strategy is to establish guidelines and a plan to engage with its key stakeholders and enhance its promotion.

A multistep and multichannel approach will be used in the ALIGNED dissemination strategy to reach and engage different stakeholders and target groups with adjusted information for needs and interests.

This strategy contributes towards achieving the project’s specific objective number 3: Inform, involve, and empower all relevant stakeholders, enabling an efficient methodological uptake and practice improvement to support the sustainable growth of the bio-based sector in Europe. In addition, it will also help to deliver the following project results:

- Directly improve the Environmental Performance (EP) in five exemplary industrial processes in five bio-based sectors (pulp and paper, textile, bio-chemicals, woodworking & construction), by disseminating the proposed solutions to key stakeholders in these sectors.
- Disseminate data on EP – and recommendations to improve it – in the five industrial bio-based sectors in the European Union (EU).

2. Target audience

To maximise the effect of dissemination, communication and exploitation activities, key messages and actions must be tailored to the different target audiences, considering aspects such as level of expertise and/or knowledge, location, language, socio-cultural dimension, etc.

The project will primarily target professionals working in the bio-based industry sector and only indirectly end consumers. The focus will be on users in the bio-based industry sector and related stakeholders that are involved in the sectors and are interested in improving the sector’s EP. These are the professionals that work on environmental sustainability every day and know about the benefits of alignment, and many of the shortcomings of the current system.

These user groups are still very large, but reachable and able to both directly make decisions that improve EP and use the new methodologies that help to improve EP, as can be seen below.

Table 1. Target groups for ALIGNED results.

Stakeholder category	Description
Key stakeholders	<ul style="list-style-type: none"> • Industrial bio-based sustainability representatives • Scientific community working on LCA and sustainability.

	<ul style="list-style-type: none"> • LCA practitioners and enablers (LCA advisors, environmental service companies and software writers) • Other related EU projects (e.g., CALIMERO project)
Multiplicators	<ul style="list-style-type: none"> • Bio-based industry branch organisations (BBI JU, European Bioplastics, CEPI) • LCA organisations (European Platform LCA, JRC)
Facilitators	<ul style="list-style-type: none"> • Specialised media • Standardisation bodies • National and EU policy makers • NGOs interested in sustainability

Apart from these groups, the project is also targeting stakeholders from the LCA community that form a collaborators network and who can be contacted for activities based on their expertise. 269 actors have been identified and included in a list, and up to now, 125 have given their consent to be contacted.

3. Key messages

Through eight Work Packages, the ALIGNED project will deliver a modelling framework to assess and optimise the environmental and socioeconomic performance of bio-based industries. The main communication aim is to inform all targeted audiences about the ALIGNED potential for improving the environmental performance of bio-based industrial processes in five sectors: Construction, Woodworking, Textile, Pulp and Paper and Bio-chemical.

Table 2. Key Messages for ALIGNED project.

Stakeholder category	Description
Key stakeholders	Scientific side:
Multiplicators	<ul style="list-style-type: none"> • Strengthening of the scientific basis of LCA in the five bio-based industrial sectors. • Quantification and reduction of uncertainty in LCA comparison between sectors. <p>Economic side:</p> <ul style="list-style-type: none"> • Practical approach to potential reduction of the LCA costs. • Potential environmental performance improvement of those five bio-based sectors. • Enhancement of technical knowledge in sustainability measurement for all business and industries. • Reinforcement of trust in environmental claims and the opportunity that bio-based products could be.
Facilitators	<ul style="list-style-type: none"> • Development of a methodology that will help the Product's Environmental Footprint to be aligned with EC strategy related to green claims.

	<ul style="list-style-type: none"> • Potential impact in environmental, economic, and technological sides for society and industries. • Bio-based as an opportunity to keep pushing green claims.
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4. Dissemination strategy

The main objective of the ALIGNED project dissemination strategy is to ensure that the outcomes of the project (concepts, scientific results, methodologies, validated work, etc.) are consistently disclosed to appropriate target stakeholder groups.

The dissemination plan will go through three phases where the objectives and nature of the activities will shift to better adapt to ALIGNED evolution:

1. An awareness phase (M1-M12) during which a community of interested stakeholders and suitable channels will be prioritised.
2. A scientific cooperation phase (M6-M36) where the cooperation of ALIGNED with similar projects and initiatives and the availability of research outputs to targeted audiences is ensured.
3. An exploitation-focused phase (M24-M36) supports the actual exploitation of project results by the target users. Further mapping, analysis, grouping and engagement with stakeholders will be performed throughout the project.

A summary of the activities that will be carried out and the associated KPIs can be found below.

Table 3. Dissemination activities of ALIGNED.

Tool/Channel	Stakeholder category	KPIs/target
Brochure & leaflets	All	Publications: 100 brochures + 300 leaflets
Project Website	All	800 visits per year
Social Media (Twitter and LinkedIn)	Key stakeholders, Multiplicators	200 followers; 0,6% engagement rate
Videos	Key stakeholders, Multiplicators	2 project videos – 300 views
Newsletter	Key stakeholders, Multiplicators	2/y. with 1,7% opening rate / 300 subscribers
Press Releases	Multiplicators	200 media outlets/articles covered
Scientific Publications	All	10 publications
Position papers & e-learning resources	All	6 guidelines, and e-learning resources in total
Consultation rounds	Key stakeholders	10 consultation rounds, two per bio-based sector
Methodology workshops	Key stakeholders	3 webinars (15-25 attendees per workshop)
Sector engagement workshops	Key stakeholders	10 online workshops, two per bio-based sector

Meetings for standardisation/policymaking	Facilitators	3 exploitation meetings held with relevant stakeholders
Conferences and events	All	Min 6 conferences/year with 1 presentation/year

The project is implementing an “Open Access” (OA) approach, essential to facilitate adequate open cooperative work, tools, and diffusing knowledge. As part of the dissemination plan, this is translated into:

- I. Open-access scientific publications
- II. Policy feedback
- III. Cooperation strategy
- IV. Stakeholder management and engagement

The OA to peer-reviewed papers will bring additional benefits like greater transparency in the research process, better opportunities for new scientific collaborations, and increased efficiencies as research does not need to be repeated, but instead can be shared, reproduced, and replicated. The project partners are expected to submit about 10 peer-reviewed scientific papers by the end of the project. After the project, the effects will still be measured through the number of citations.

This OA approach is also boosted by the ALIGNED consortium as project partners are part of a vibrant research and innovation community working on LCA and its application to assess and promote sustainability in targeted bio-based industries. Many of them are active contributors to initiatives such as The European Platform on Life Cycle Assessment (EPLCA), the Life Cycle Data Network (LCDN), the Nordic Life Cycle Association (NORLCA), UNEP-SETAC Life Cycle Initiative, and LCA software user groups (Gabi and Pré) among others. The consortium will exploit its connections by establishing dedicated cooperation activities and attracting stakeholders:

- Policy feedback: The knowledge generated in ALIGNED is of great significance to policymakers and standardization bodies that wish to promote better sustainability assessment tools in the EU and beyond. Outreach is planned to the following ones: JRC regarding PEF development, CEN and ISO, Global LCA Data Access (GLAD) and the Global Guidance on Environmental Life Cycle Impact Assessment Indicators (GLAM).
- Scientific cooperation with relevant projects and initiatives: ALIGNED will build synergies with other projects funded under Horizon Europe, notably under the same topic and particularly with ‘HORIZONCL6-2021-ZEROPOLLUTION-01-05: Environmental sustainability criteria for biological resources production and trade in bio-based systems impacts and trade-off’, as well as with other relevant ongoing or future projects. Preliminary, the collaboration will entail (i) producing common e-learning materials, (ii) joint workshops, and (iii) unified policy, standardisation, and R&I recommendations. ALIGNED will also establish a close relationship with BBI JU funded several previous EU projects related to bio-based industries, as well as the JRC coordinating the EU activities related to the PEF system, through representation in the advisory committee of ALIGNED.
- Stakeholder community management: A stakeholder community surrounding ALIGNED will be engaged to communicate and disseminate project outcomes to target audiences and gather feedback. Early in the project (M3), key stakeholders started to be identified. Sector-wise, they will be engaged in two ways: via two rounds of sector-specific online consultations, the first after the initial work is completed, and the second round near the end when the sector recommendations are being drafted. The consultation data will be verified in two rounds of online

‘sector engagement workshops’, which means 2x5 workshops to be organised after each consultation round. Besides the sector-wise stakeholder engagement, there will also be three rounds of ‘methodology workshops’ (at the beginning of the project, halfway through, and near the end) regarding the development on the methodology. The [first workshop](#) was conducted in M6 with the construction sector.

5. Tool and channels

The aim of the different communication activities that have been taking place and the ones that will occur in the future is to provide widely comprehensible information to the public at large about the project goals and results. To this end, an integrated communication campaign is being developed, led by SIE and supported by the consortium, using a variety of tools and tactics to communicate the project’s success stories, significance, and the overall operational framework that is understandable to wider public audiences.

Through the exploitation of mainstream communication channels, the consortium will increase awareness and improve the societal perception of how research and innovation can tackle challenges in terms of enhancing the sustainability and environmental performance of bio-based products and sectors in the EU.

They will demonstrate how novel environmental impact LCA-based assessment methodologies have a positive impact on society, while increasing the visibility and information flow on the vital role of Horizon Europe and EU-funded research in realising and achieving ambitious EU goals.

The activities included in this communication plan will be updated when necessary and adapted to future scenarios when needed. ALIGNED’s strategic communication plan includes:

- The development of a visual identity: project logo, slogan, and brand for all communication materials.
- A dedicated website that has been operational since M2 and will be accessible for two years after the project’s ending.
- Social media channels such as LinkedIn and Twitter have been up and running since M2.
- Annual newsletters: 2 per year, 1 every 6 months.
- Press releases and appropriate materials including a media kit to engage media and journalists.
- Participation and presentation of the project and its results in Innovation and Networking events and technological fairs and exhibitions.
- Participation and presentation of the project in other networks and groups, not directly linked to the project, where consortium partners have strong links and involvement.
- In-house presentations to existing clients and collaborators and brainstorming for further extending ALIGNED’s results to other applications and bio-based industries.

Apart from these, appropriate material (brochures, case studies, stories, documents), accompanied by audio-visual portraits and testimonials will target the public, while media relations will be established to engage journalists and bloggers in the project’s social media releases.

According to Article 17 of the GA, any communication activity and publication part of the project, including the project website, must acknowledge EU support and display the European flag (emblem) and funding statement. The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text.

Apart from the emblem, no other visual identity or logo may be used to highlight EU support. When displayed in association with other logos (e.g., of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos. Furthermore, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

For ALIGNED, the grant number has also been added to the funding statement.



Figure 1. European flag and funding statement

Inside WP7, *Task 7.3 Clustering and coordination with projects* marks the importance of structuring collaboration with other European projects and the agreement on a cooperation structure. This framework includes three ‘methodology workshops’, the cooperation with other relevant projects, especially those funded under the HORIZON-CL6-2021-ZEROPOLLUTION-01-05, including their participation in the Advisory Board of ALIGNED, and vice versa, as well as synergies needed to enhance the awareness and dissemination of the project aims. Avoiding ‘double work’ for the EC and the promotion of mechanisms of expertise exchange between related initiatives were some of the motives that will drive this action by ALIGNED project Communications Plan.

ALIGNED project is setting a collaborative approach with other EU-related initiatives such as CALIMERO, MODEL2BIO, ECOSYSTEX, and SUSTRACK among other organisations (EuBioNet, GRETE NETWORK) to boost and maximise the impacts on the different tools and channels.

5.1 Project identity

A recognisable project identity has been developed to build a visual brand. It offers a package of templates that will facilitate the building of notoriety progressively throughout the project. This includes creating a project logo and an accompanying style guide. These are being consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters, and reports.



Brand Guidelines

Color palette

#FFFFFF R 255 G 255 B 255	#A1CA34 C 49 R 161 G 202 B 52 #A8A82C	#51A45F C 74 R 82 G 164 B 95 #4A804F	#00A46B C 85 R 0 G 148 B 107 #007F5C	#00707E C 88 R 0 G 125 B 126 #005E5F
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Text/background/icon

#E0E0E0 R 239 G 239 B 239

Background/graphic elements

Font setting print & desktop presentation

Title 1 Bold 24pt

Cabin

#2E5B58

Abcdefghi

Subtitle 1 Regular 16pt

Cabin

#4C9691

Abcdefghi

Titre 3 Bold 12pt

Cabin

#007568

Abcdefghi

Text Regular 11pt

Cabin

#002D28

Abcdefghi

Figures Regular Italic 11pt

Cabin

#83B886

Abcdefghi

Font setting web (Google font)

Title 1 Bold 24pt

BEBAS

#2E5B58

ABCDEFGHI

Subtitle 1 Regular 16pt

BEBAS

#4C9691

ABCDEFGHI

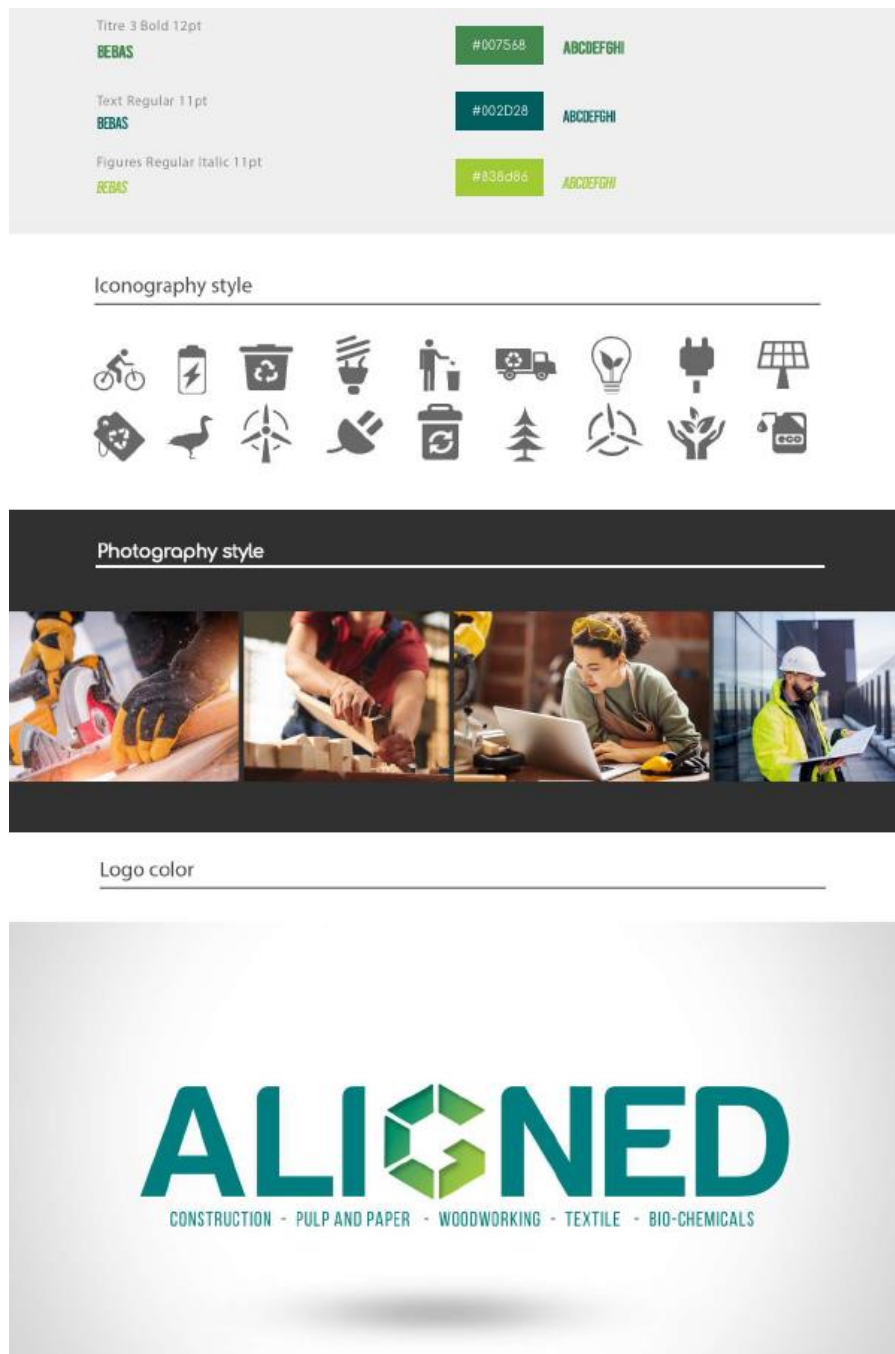


Figure 2. ALIGNED Brand guidelines.

5.2. Project website

ALIGNED has developed and is keeping updated a website www.alignedproject.eu. The URL name was reserved on the first day of the project, 1 October 2022, and it will be kept during the project's execution and for two years after its completion. As "aligned" is a common word, it was crucial to specify in the URL that it consists of a project, to make it also easier for SEO purposes.

The website will serve as the main hub for external information, updating all target audiences on project activities and successes. The objective is to promote the project's accomplishments and the developments to the public as well as to stakeholders and related industries.

The ALIGNED website will always be the focal point of all project partners' communications and social media activity. By building reciprocal links between the websites of the partners and other pertinent websites, website traffic will be increased. All partners will contribute to the website by providing relevant project information.

The project website contains:

- [About](#) section regarding the objectives, impacts and methodology of the project.
- [Digital materials](#) (newsletter, documents, articles).
- [Latest news](#) about the project progress and results.
- [Contact](#) information.
- Details about the [consortium partners](#).
- [Consultation](#): A section for stakeholders (access to surveys and promotion of events that will be updated).
- Social media links.
- The project's videos once developed.

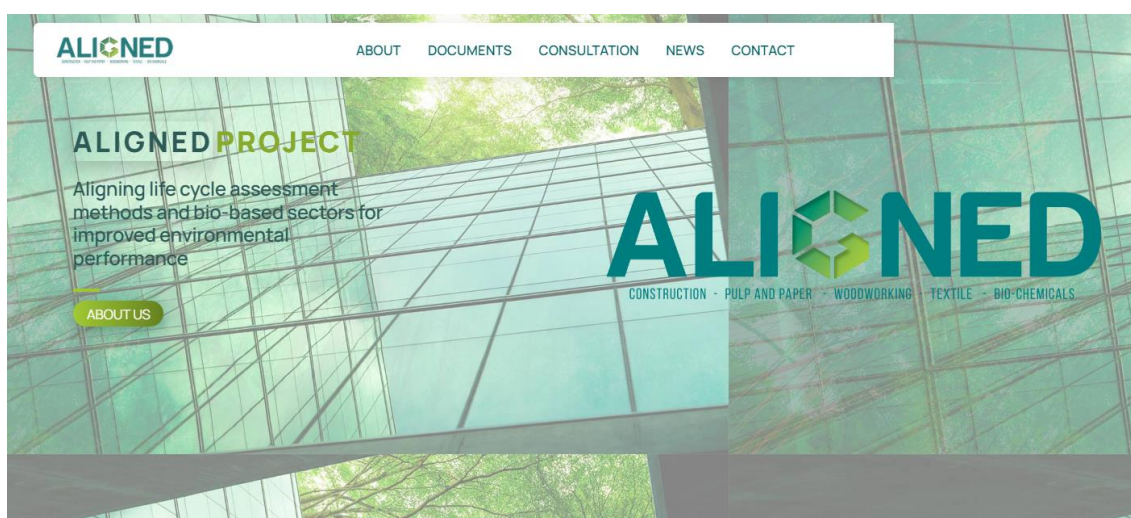


Figure 3. ALIGNED project website.

When needed, SIE has included a pop-up to promote the consultation rounds. The Consultation section is an on-going tab, updated with the current consultation activities conducted, such as workshops, surveys, among others. As M6 SIE has promoted two consultation rounds: [Construction and Woodworking](#). In March, the content will be updated with the Textile consultation round.

The website is adapted to different screen sizes and types, including those of smartphones and tablets. The website visitors' statistical data will be gathered, analysed by Google Analytics 4, and included in the project reports. Google Looker Studio will be used to summarise this information visually and appealingly.

5.3. Content management system

The consortium partners have chosen Microsoft Teams and SharePoint as their standard software for remote work and content management, respectively, to carry out the project's internal communication activities. The project coordinator AAU has established the SharePoint and Teams group, which will act as an internal document repository. Partners and actors involved in the project will have access to the online platform using their unique login credentials and can share any pertinent information with the group, including technical details, sensitive deliverables, and unprocessed project results.

This repository serves consortium members to store and exchange files, as well as to edit them online, allowing for an easy collaborative document creation. Project online meetings will take place primarily via Microsoft Teams. Material sharing via e-mail will complete the ways used by the ALIGNED partners for internal communication.

The internal channels used by the consortium also have a dissemination table which includes the following categories, to align the reporting of each consortium member: Partner; Communication activity name; Description; Target audience; Communication channel; Outcome Status; Relevant link; Date; and Project month.

5.4. Social media

The project has social media presence on Twitter (https://twitter.com/ALIGNED_HE) and LinkedIn (<https://www.linkedin.com/company/aligned-project/>) to ensure wider dissemination to different age groups and target audiences. A YouTube channel will be created to upload the first project video and embedded it on the project website.

Since the kick-off meeting, content has been frequently uploaded on social media, and posted at least once every week to increase outreach. The main purpose of using social media is to increase visitors to the project website while also announcing project materials, successes, events, related initiatives, etc.

To create an audience for when there are project outcomes to share or events in which stakeholders could take part, the social media accounts for this initial phase of the project have been publishing posts linked to the project scope, objectives, events attended, or information about related projects.

Online media channels will be tracked to gather data on the analytics, sources, content kinds, and people or organisations who support or spread project messaging. This information will enable communication to be targeted and optimised for the maximum reach of news or outcomes. The final dissemination report and interim reports will both include these findings. SIE will manage social media profiles with assistance from the partners who have been already encouraged to follow the project on its virtual presence and interact with the different content as much as possible.

Until this document, the ALIGNED project Social Media figures are:

- LinkedIn (October 2022 – February 2023)
 - Posts: 21
 - Followers: 167
 - Impressions: 12.810
 - Interactions: 1682
 - Engagement rate: 9,54%
- Twitter
 - Posts: 21
 - Followers: 171
 - Impressions: 3064
 - Interactions: 186
 - Engagement Rate: 13,96%

Some best practices to maximise the efforts of the partners on social media are:

- Tagging the project networks on the posts related to it.
 - Twitter: @ALIGNED_HE
 - LinkedIn: @ALIGNED project
- Tagging the EC and REA.
 - Twitter: @EU_Commission / @REA_research
 - LinkedIn: @European Commission / @European Research Executive Agency (REA)
- Tagging related projects and initiatives (Calimero, Model2Bio, GRETE Network and EuBioNET).
 - Twitter: @CALIMERO_HE / @Model2bioEu / @EuBioNet1
 - LinkedIn: CALIMERO HE Project / #EuBioNet
- Include relevant # in the posts as #bioeconomy #innovation #LCA.
- Adding a call to action to visit the website with the link to it, to boost traffic (i.e., Visit our website to learn more about this, or More information on our website).
- Track all the communication efforts on a dissemination table that has been set in teams and to which all the partners have been granted access.

A list of relevant achievements suitable to be communicated has been identified in the following list:

- Press release.
- The project website is up and running.
- Stakeholders' list.
- Subscribe to our newsletter.
- Promotional materials.
- Conferences & events attended.
- Newsletters.
- Methodology workshops.
- Consultation rounds.
- Sector engagement workshops.
- Related projects.
- Case study final modelling results.
- Video.

- Scientific publications.
- Position papers & e-learning resources.
- Sector engagement workshops.
- General Assembly meetings.
- Final event.
- Participation in the Horizon results booster initiative.
- Join related initiatives (Grete Network, EUBIONET).
- Database on EP in the five bio-based industrial sectors at EU level.

5.5. Printed and digital materials

A [brochure](#), a [poster](#), and a [factsheet](#) have been developed for distribution to partner networks and at conferences, exhibitions, workshops, and training sessions. The poster and brochure versions contain general information about the project activities, participants and expected results.



The models and tools developed in ALIGNED will allow the performance of high quality assessment studies across the bio-based sectors, with industrial relevance and interoperability. This is made possible by the iterative application and improvement of the new and harmonised models and tools in five specific cases of biobased industrial technologies.

This framework will allow the accurate modelling of key aspects not currently covered such as the competition for biomass and for land, dynamic and time-specific carbon accounting, and biodiversity and socio-economic impacts. ALIGNED will also develop future energy and resource scenarios derived from integrated assessment models, and a consistent approach to uncertainty assessment.



www.alignedproject.eu [@ALIGNED_HE](https://twitter.com/ALIGNED_HE) [ALIGNEDproject](https://www.linkedin.com/company/alignedproject)

 **Funded by the European Union** Horizon Europe Grant n° 101059430

Figure 4. ALIGNED Project poster.

FOLLOW US ON SOCIAL MEDIA

www.alignedproject.eu
 @ALIGNED_HE
 ALIGNEDproject

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Horizon Europe Grant n° 101059430

CONSTRUCTION - PULP AND PAPER - WOODWORKING - TEXTILE - BIO-CHEMICALS

CONSORTIUM

ALIGNED

CONSTRUCTION - PULP AND PAPER - WOODWORKING - TEXTILE - BIO-CHEMICALS

OBJECTIVES

ALIGNED WILL ADVANCE THE SCIENTIFIC FIELD OF LIFE CYCLE ASSESSMENT (LCA) AND COLLABORATE WITH INDUSTRIES AND REPRESENTATIVES FROM FIVE BIO-BASED SECTORS:

CONSTRUCTION

WOODWORKING

PULP AND PAPER

TEXTILE

BIO-CHEMICALS

ALIGNED WILL DEVELOP A MODELLING FRAMEWORK TO PERFORM HIGH QUALITY ASSESSMENT STUDIES ACROSS THE BIO-BASED SECTORS, WITH INDUSTRIAL RELEVANCE AND INTEROPERABILITY. THIS FRAMEWORK WILL BE TESTED AND IMPROVED VIA ITERATIVE APPLICATION IN FIVE SPECIFIC CASES OF BIOBASED INDUSTRIAL TECHNOLOGIES, ONE FOR EACH SECTOR.

- 1** IMPROVE, HARMONIZE, AND ALIGN LCA METHODOLOGY FOR THE ASSESSMENT OF BIO-BASED INDUSTRIES COVERING ENVIRONMENTAL AND SOCIOECONOMIC ASPECTS.
- 2** DEMONSTRATE THE ROBUSTNESS OF THE METHODOLOGY ON FIVE SPECIFIC TECHNOLOGY DEVELOPMENT CASES IN INDUSTRIES WITHIN THESE SECTORS, TO IMPROVE THEIR ENVIRONMENTAL PERFORMANCE.
- 3** INFORM, INVOLVE, AND EMPOWER ALL RELEVANT STAKEHOLDERS, ENABLING AN EFFICIENT METHODOLOGICAL UPTAKE AND PRACTICE IMPROVEMENT TO SUPPORT A SUSTAINABLE GROWTH OF THE BIO-BASED SECTOR IN EUROPE.

Figure 5. ALIGNED project brochure.



Figure 6. ALIGNED project factsheet.

Additionally, three different PowerPoint presentations have been created:

- The [first one](#) is available on the project website and it is intended to be used at general events and to be consulted by the general audience.
- For the second version, it was decided to broaden the information included in the first one with details about the work package's structure and the case studies that are being developed, this is intended to be used when presenting the project to other European projects or initiatives, or to groups that are familiar with the structure of HE projects.
- Finally, a third ppt was designed and shared internally with the consortium as a supportive resource when presenting ALIGNED at trade fairs, conferences, or any other events.

5.6. Newsletters

Every six months, electronic newsletters containing project updates, news, interviews, and other ALIGNED-related content will be created and delivered to stakeholders and partner networks, as well as posted on the project website. Additionally, project updates could be included in the partners' newsletters, which are emailed to their connections in the relevant industries.

To build a list of subscribers an invitation to subscribe to the newsletter was shared on social media and the project website. Further, all the people included in the stakeholders' list who have given their consent, have been added, always respecting GDPR, and no personal data is handled without prior permission. Mailchimp is the service selected to create and send the newsletter.

5.7. Press releases

Press releases will be released to announce noteworthy project advancements as they happen. The partners will be invited to translate them and share them with local and national media. They will be initially written in English and distributed to the European press and English-speaking journalists. As one of the primary news sources for numerous major media outlets and newspapers, news agencies will also be given priority.

The [first press release](#) has been launched with information about the project kick-off meeting. More than 200 media outlets have been contacted.

5.8. Scientific publications

The ALIGNED project's scientific publications, which will be distributed to the scientific community, education stakeholders, the bio-based sector, and policymakers, will be founded on scientific excellence and research achievements. The project partners are expected to submit about 10 peer-reviewed scientific papers by the end of the project. After the project, the effects will still be measured through the number of citations.

5.9. Participation in conferences, workshops, and events

Consortium partners will participate in and present the project and its results in Innovation and Networking events, technological fairs, and exhibitions. They will also disseminate it in other networks and groups, not directly linked to the project, where consortium partners have strong links and involvement.

5.10. Stakeholder engagement

The project's success in achieving its goals depends on the involvement of stakeholders from the very beginning. A list of stakeholders that will be continuously updated has been created collectively by all the partners starting with M1. More than 130 stakeholders have already agreed to take part in the stakeholders' network, and they will be informed about the project developments, events, and results through the newsletter and direct contact.

Based on their expertise, they will be invited to participate in different activities such as the three methodology workshops and consultation rounds to gather feedback on the sector's perspectives regarding environmental impact assessment. In the first 6 months of the project, it has already taken place the first consultation round in a form of an online survey that will be followed by the first methodology workshop in the upcoming semester.

6. Indicators and targets

The achievement of specific targets for the various indicators listed in the table 3 will be used to determine if the Dissemination and Communication Plan has been implemented successfully at the end of the project.

7. Levels of dissemination

The use of communication methods and media will be influenced by the fact that key target groups operate at various geographic levels.

7.1. European Level – European Commission

The EC will be updated on the results via the project's periodic reporting (mid-term review, updates to this document) to suggest collaboration with other ongoing projects on dissemination activities and to make any necessary changes to the current work.

7.2. International level – Industry, Scientific community

Relevant international organisations will learn about the findings. Scientific knowledge can be transformed into practical data, rules, and recommendations. To raise public awareness, electronic resources will be shared directly with designated organisations and stakeholders.

Technical publications, conferences, and workshops at both the national and international levels, industry meetings, and participation in industrial forums will also be used for the transmission of knowledge at both the research and industrial levels.

8. Methodology

The following internal and external communication actions will be carried out throughout the project's lifetime and afterward to ensure that the ALIGNED outcomes are successfully and efficiently communicated to the project partners, stakeholders, and wider audiences.

8.1. Internal Communication

Effective internal communication is necessary to successfully share information and ensure that project goals are met. This is achieved through regular meetings and conference calls, as well as consortium and technical meetings held twice a year. The use of Microsoft Teams facilitates collaboration between project partners. The project's communication and dissemination plan will be updated with input from partners, and project materials are already shared on a Microsoft SharePoint space for internal use. This space includes updates on the project's progress, meeting documents, and project reports. Access to this space requires a login and password.

8.2. External Communication

The project team works to promote their work through various outlets such as media, journals, conferences, trade shows, workshops, and industry groups. The results of the project will be shared through reports, publications, and articles. To encourage collaboration in the scientific community, all public communications and scientific publications will be made available to the public.

9. Timeline: Actions in M1 – M6

During the initial phase of the project, efforts were focused on raising awareness of the ALIGNED project goals and sharing the results as they become available. Together with the project partners, SIE extracted key information and shared it in easy-to-read articles on the project website. Social media activity was also used to drive traffic to the website.

As the project progresses, communication and dissemination activities will be closely associated with the project's deliverables and progress. Social media will be coordinated with updates on the project website to drive users to it as the main source of information. Communication efforts will be increased during key moments of the project such as workshops, the release of research findings, and the rollout of the project. SIE and the other partners of the consortium will work to keep the ALIGNED project visible through regular updates, special events, and activities throughout the duration of the project.

9.1. Project identity and materials

At the beginning of the project, a visual identity was created for ALIGNED, including the project logo and guidelines for brand elements such as typography, colors, and style. Various communication materials were also developed, such as a brochure, roll-up banner, poster, and project presentations. Templates for deliverables, including a word document and PowerPoint template were also created and shared with partners.

The initial set of communication materials, including a brochure, poster, fact sheet, roll-up banner, and project presentation, were created and made accessible on the project's website: <https://alignedproject.eu/documents/#marketing>



Figure 7. ALIGNED project Word Template.

9.2. Press release

The initiative began with the release of a [press release](#). SIE and many consortium partners sent it to more than 200 local and trade media outlets. As a result of this, several media published about the ALIGNED project on their websites such as [Renewable Carbon News](#) or [Just Style](#).

RENEWABLE CARBON NEWS HOME SUPPLIERS BOOK YOUR BANNER CONTACT RENEWABLE CARBON

RENEWABLE CARBON NEWS > BIO-BASED > ALIGNED, A PROJECT TO IMPROVE ENVIRONMENTAL ASSESSMENT IN MULTIPLE BIO-BASED SECTORS

10 November 2022

ALIGNED, a project to improve environmental assessment in multiple bio-based sectors

By bringing together scientific and industrial knowledge, the goal of the new collaboration project is to provide a systematic evidence-based methodology for decision-making

ALIGNED is led by Aalborg University and formed by twelve partners from seven countries (Belgium, Denmark, France, Netherlands, Norway, Spain, Switzerland)

ALIGNED has received €3.4 million funding from the European Union's Horizon Europe Research and Innovation Programme.

ALIGNED, a new European project that will deliver a modelling framework to assess and optimise the environmental and socio-economic performance of bio-based industries, kicked off with a face-to-face meeting in Aalborg on October 25.

Current methods used to evaluate the impact of bio-based products give inconsistent and incomparable results. This hinders decision-making processes, negatively impacting the transition to a sustainable economy.

By bringing together scientific and industrial knowledge, the goal of ALIGNED is to provide a systematic evidence-based methodology for decision-making to improve the sustainability performance of present and future bio-based industries.

ALIGNED will refine modelling practices, fill data gaps, and develop new methods to reach a harmonized assessment framework for bio-based products. The models and tools developed in ALIGNED will allow the delivery of high-quality assessment studies across five bio-based sectors: construction, woodworking, textile, pulp and paper, and bio-chemicals.

For the next 36 months, the twelve consortium partners will join forces to advance the scientific field of Life Cycle Assessment (LCA) and collaborate with industries and representatives from the abovementioned bio-based sectors.

"We are so excited to start this project. To make sure bio-based sectors and technologies are sustainable we need solid assessment methods, that are science-based and evidence-based, and easily applicable in practice. We have now the chance to work towards this goal in collaboration with strong academic and industrial partners and a wide range of stakeholders - it's just great." - Massimo Pizzoli, Project Coordinator, AAU

The need for harmonization

Current LCA practices are very fragmented. Even the Product Environmental Footprint (PEF) framework, that the European Commission plans to use as a common denominator for the high number of different green claims and labels, has produced results that lack comparability across sectors. In addition, there are incompatibility problems with the Environmental Product Declaration (EPD) system and the European Ecolabel. Despite these problems, the LCA method is strong in giving quantitative evaluations of specific products and activities, but the results are heavily dependent on the numbers and assumptions.

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101059430 being applied during modelling. Therefore, it is not surprising that a core need related to life-cycle assessment is the harmonisation of methods.

About ALIGNED

ALIGNED consortium consists of a unique combination of world-class researchers within LCA and system modelling, consultancies and technology experts working closely with bio-based industries, national and EU policymakers, as well as experts in communication. Crucially, ALIGNED includes bio-based industry representatives who are committed to co-develop and test the assessment framework, using it for actual sustainable product-development.

Informed by their detailed knowledge of existing guidelines, modelling tools and scientific methods for sustainability assessment in a life cycle perspective, consortium partners will delineate a common modelling framework, intended as a set of best practices for LCA studies in the construction, woodworking, textile, pulp and paper, and bio-chemicals sectors.

Led by Aalborg University, the consortium is formed by Biomass Technology Group (BTG), Bloom Biorenewables, Centarbel, Foreco Daffsen B.V., Kingappan Innovation BV, Institut National des Sciences Appliquées of Toulouse, Norwegian University of Science and Technology, Orlon, Sustainable Innovations, University of Antwerp, and Utebel NV.

The project has been granted 3.4 million euros from the Horizon Europe research and innovation programme under grant agreement No 101059430.

Source

ALIGNED project, press release, 2022-11-03.

Supplier

Aalborg University Copenhagen
Belgian Textile Research Centre (Centarbel)
Biomass Technology Group BV (BTG)
Bloom Biorenewables Ltd
Foreco
Institut National des Sciences Appliquées (INSA)
Kingappan
Norwegian University of Science and Technology
Orlon
Sustainable Innovations Europe
University of Antwerp
utebel

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H&P Low-cost Large-scale Production

Events

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FORUM DACH 2022
H&P Low-cost Large-scale Production
7th ECP
Sustainable Innovations Europe 2023
Conference on Bi-based Polymers & Chemistry 2023
RENEWABLE MATTER 2023

Book your banner

Figure 8. Example of media publication.



ALIGNED, a project to improve environmental assessment in multiple bio-based sectors

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- ALIGNED has received €3.4 million funding from the European Union's Horizon Europe Research and Innovation Programme.

Aalborg (Denmark), November 3. ALIGNED, a new European project that will deliver a modelling framework to assess and optimise the environmental and socio-economic performance of bio-based industries, kicked off with a face-to-face meeting in Aalborg on October 26.

Current methods used to evaluate the impact of bio-based products give inconsistent and incomparable results. This hinders decision-making processes, negatively impacting the transition to a sustainable economy.

By bringing together scientific and industrial knowledge, the goal of ALIGNED is to **provide a systematic evidence-based methodology for decision-making to improve the sustainability performance of present and future bio-based industries.**

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The need for harmonization

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Despite these problems, the LCA method is strong in giving quantitative evaluations of specific products and activities, but the results are heavily dependent on the numbers and assumptions



Figure 9. ALIGNED project first press release.

The total impacts for this type of communication reached 146 outlets in total, including media, consortium partners and related projects portals, as shown in Annex 1

9.3. Website

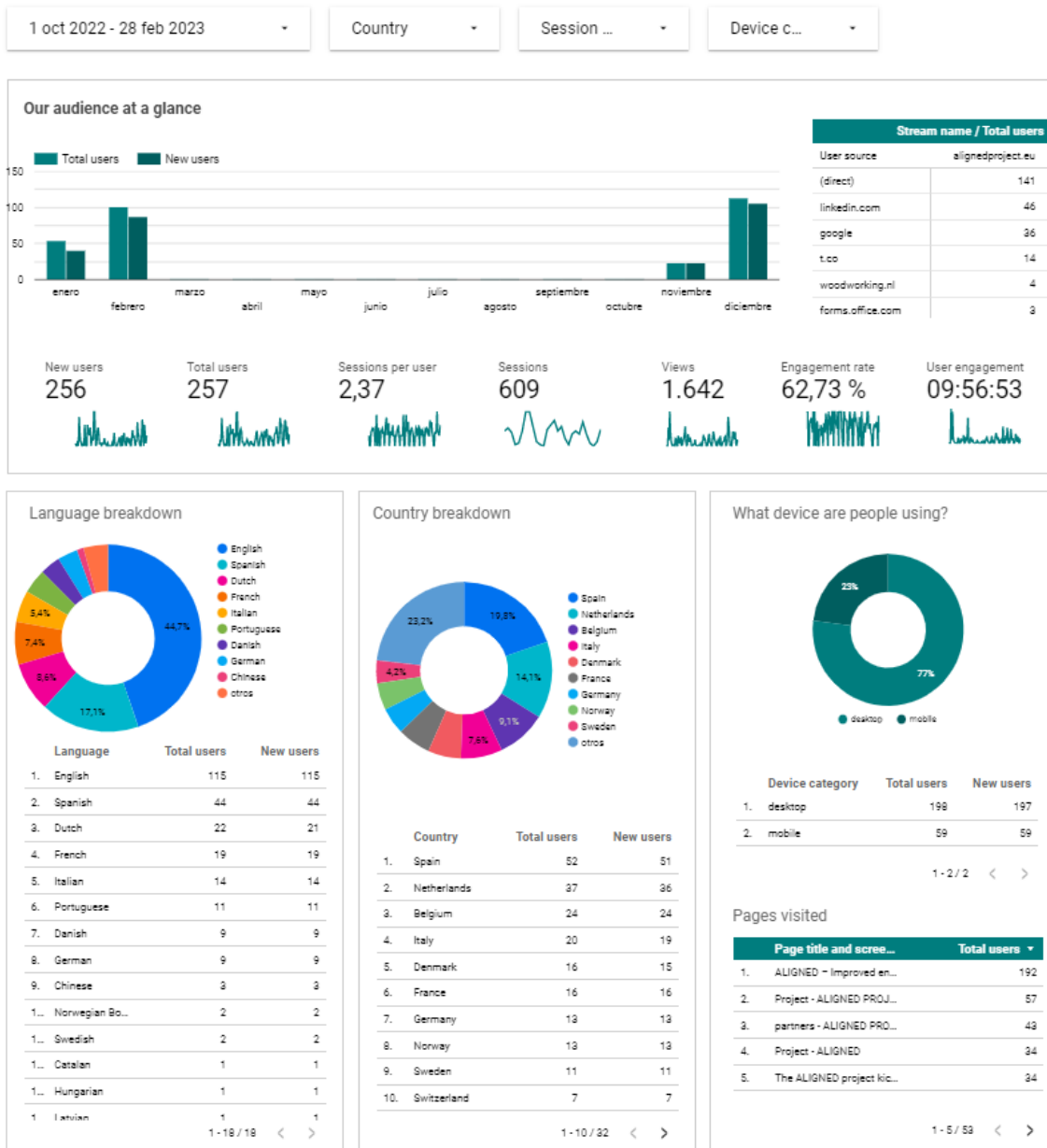
The website www.alignedproject.eu was launched during the second month with basic information about the project and will be frequently updated with updates on the project's progress and news from the project partners.

In addition to the other sections, the website includes a news section with 9 posts highlighting the project's kick-off, events involving the consortium partners, and related initiatives.

A dedicated section for the consultation rounds was also created and updated every two weeks for 2 months to make sure that relevant stakeholders participate and gave their necessary input.

For the time being, the following statistical data has been obtained, highlighting the achievement of 76% of the visits KPI (609 vs 800 per year) for first year during the M2 -M5 period:

ALIGNED Audience Overview



Language breakdown

Language	Total users	New users
1. English	115	115
2. Spanish	44	44
3. Dutch	22	21
4. French	19	19
5. Italian	14	14
6. Portuguese	11	11
7. Danish	9	9
8. German	9	9
9. Chinese	8	8
1... Norwegian Bo...	2	2
1... Swedish	2	2
1... Catalan	1	1
1... Hungarian	1	1
1... Latvian	1	1

Country breakdown

Country	Total users	New users
1. Spain	52	51
2. Netherlands	37	36
3. Belgium	24	24
4. Italy	20	19
5. Denmark	16	15
6. France	16	16
7. Germany	13	13
8. Norway	13	13
9. Sweden	11	11
10. Switzerland	7	7

What device are people using?

Device category	Total users	New users
1. desktop	198	197
2. mobile	59	59

Pages visited

Page title and scree...	Total users
1. ALIGNED - Improved en...	192
2. Project - ALIGNED PROJ...	57
3. partners - ALIGNED PROJ...	48
4. Project - ALIGNED	34
5. The ALIGNED project kic...	34

Figure 10. ALIGNED project website analytics (M2 -M5).

9.4. Social media

On the day of the project's kick-off meeting, social media accounts on LinkedIn and Twitter were launched. Since then, these accounts are updated regularly, with a goal of one post per week. At M6, a total of 63 social media publications have been posted on LinkedIn (21) and Twitter (21), reaching a total of 338 followers (167 on LinkedIn and 171 in Twitter), with more than 13.062 impressions on LinkedIn and 3064 on Twitter, reaching more than 16.126 users.

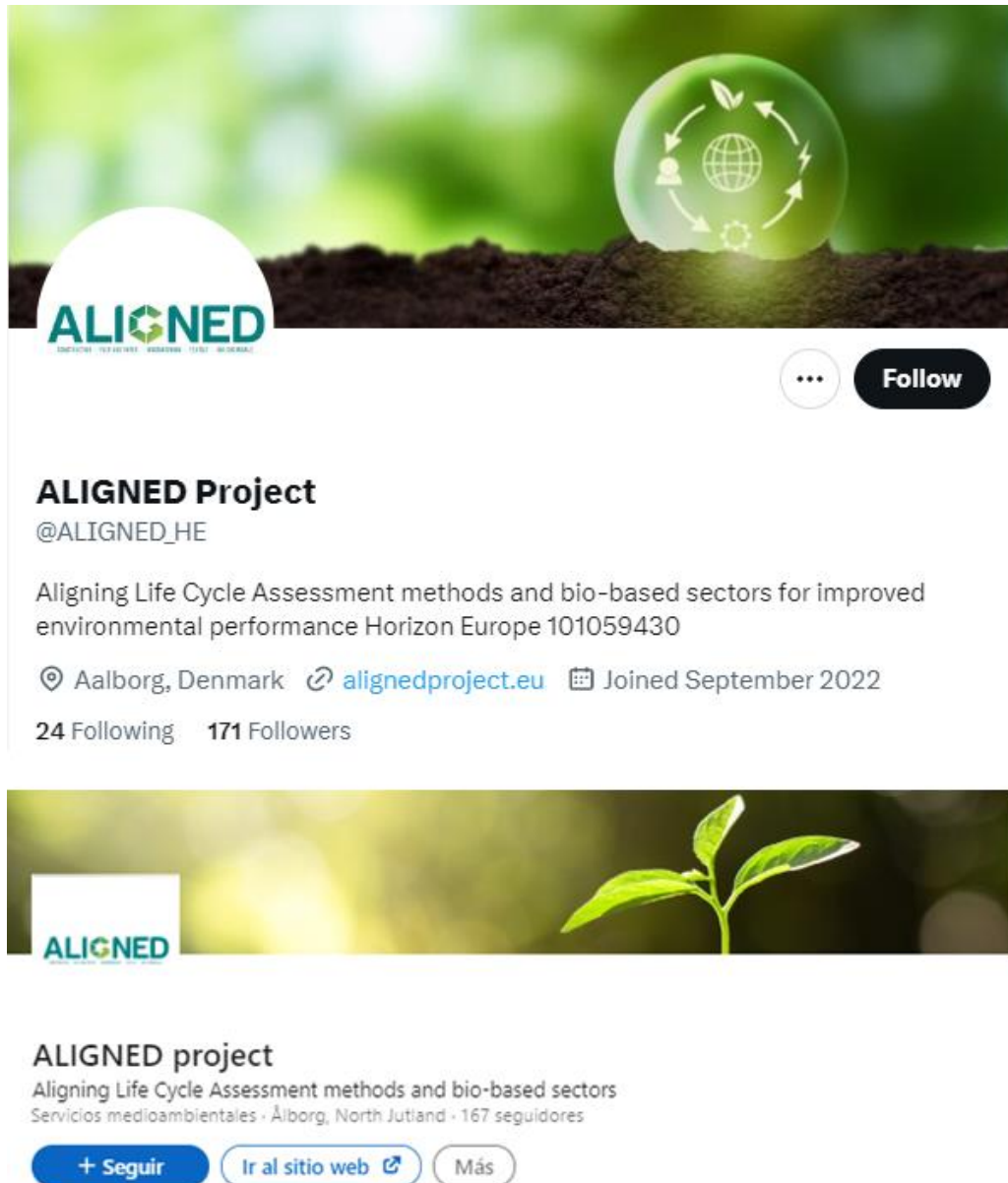


Figure 11. ALIGNED Project Social Media followers overview (March 2023).

9.5. Newsletter

The first Newsletter was sent in M6 including the general information of the project such as the concept, objectives, partners and the latest relevant news revolving around conferences, events, and activities with the stakeholders.

The first project newsletter was launched on M6, being shared with 182 recipients.



Newsletter 1 - March 2023

ALIGNED - Improve environmental assessment in multiple bio-based sectors



ALIGNED, a project funded under European Union's Horizon Europe Research and Innovation Programme, kicked off with a face-to-face meeting in Aalborg on October 26, 2022.

For 36 months, world-class researchers within Life Cycle Assessment (LCA) and system modelling, consultancies, technology and communication will join forces to advance the scientific field of LCA and collaborate with industries and representatives from five bio-based sectors: construction, woodworking, textile, pulp and paper, and bio-chemicals.

Press Release

Events & Conferences



ALIGNED has been connecting with other relevant stakeholders since its start on October 22, sharing the initiative in several events, conferences and workshops, among other activities, highlighting:

- [ALIGNED as speaker in SUSTRACK \(MML\) Workshop \(February 23\)](#)
Patrick Reummen, from BTG Group, was in charge of providing a short presentation of the ALIGNED project, including its objectives, expected outcomes, and sectors of interest.
- [ALIGNED is presented during an IDA LCA seminar \(February 23\)](#)
Massimo Pizzol, from the Aalborg University team and the project coordinator of the ALIGNED project, had the opportunity to give a seminar in the framework of "Prospective assessment and uncertainty in LCA for technology development", organized by The Danish Society of Engineers (IDA).
- [ALIGNED present in the Prospective LCA network \(November 22\)](#)
Massimo Pizzol, from the Aalborg University team and the project coordinator of the ALIGNED project introduced the ALIGNED project to more than 70 attendees during the seminar through "Prospective LCA network" initiative, and invited them to follow the project on social media channels.

Stay Tuned!

Clustering Activities



[Ecosystem, a joint initiative to accelerate collaboration in textile sustainability](#)

We are glad to be part of ECOSYSTEM, an initiative of the European Commission's Research Executive Agency (REA), the European Health and Digital Executive Agency (HDCA) and the Circular-Biobased Europe Joint Undertaking to accelerate collaboration in textile sustainability.



[ALIGNED & CALIMERO to improve the LCA in 5 bio-based sectors](#)

ALIGNED and CALIMERO projects share several synergies, including the involvement of common stakeholders and the coordination of harmonization efforts. Both projects aim to reach industry, consultants, policymakers, and the European Commission and will collaborate on events to maximize outreach.



[European Bioeconomy Network welcomes ALIGNED](#)

ALIGNED has joined the European Bioeconomy Network (EbnNet) an alliance of more than 100 projects and initiatives dealing with bioeconomy promotion, communication and support. The main goal is to maximize the efforts, increasing knowledge sharing, networking, mutual learning, and coordination of joint activities and events.



[We joined GRETE Network!](#)

We have been invited by the GRETE project to join their Networking space. This project is focused on developing innovative technologies for the first part of the wood-to-textile value chain. As part of this network, stakeholders involved in textile and bio-based industries can be connected and share their expertise and experience from other similar initiatives.

[Read More About Clustering](#)

Stakeholders Corner

Consultation Rounds - We want your inputs!

Construction Woodworking Textile Pulp and Paper Bio-chemicals

These consultations are meant to gather information on the sector's perspectives regarding environmental impact assessment: **"What are the environmental impacts, how do we measure them and how can these assessment methods be improved?"**

It will take you about 10 minutes to fill in this survey, and your answer will help us gain further insight into those different sectors and their sustainability!

[Join Us!](#)

CONSORTIUM

[Meet Our Partners](#)



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101059430

[in](#)
[t](#)
[e](#)
[f](#)

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 [IF NOT ARCHIVE_PAGE] [LIST DESCRIPTION]

Our mailing address is: info@alignedproject.eu
 [HTML LIST ADDRESS HTML] [END IF]

Want to change how you receive these emails?
 You can [update your preferences](#) or [unsubscribe from this list](#).
 [IF REWARDS] [HTML REWARDS] [END IF]

Figure 12. ALIGNED first newsletter (March 2023).

9.6. Events attended

In the first project semester, consortium members have already attended a total of five events to disseminate the ALIGNED project:

- [“Prospective LCA network”](#) online seminar (Massimo Pizzol, Aalborg University). November 2022.
- [“Prospective assessment and uncertainty in LCA for technology development”](#) seminar at the Danish Society of Engineers (IDA) Conference Centre (Copenhagen, Denmark) (Massimo Pizzol, Aalborg University). February 2023.
- “Guest lecture at ANTW”. (Antwerp, Belgium) (Massimo Pizzol, Aalborg University). February 2023.
- [“Standardisation, certification, labelling and monitoring”](#) online seminar (Patrick Reumerman, BTG Group) with Sustrack Project and the European Bioeconomy Network (EuBioNet). February 2023.
- CALIMERO General Assembly online meeting (Massimo Pizzol, Aalborg University). March 2023.

9.7. Interaction with other EU initiatives

A first meeting was conducted in January 2023 to consider potential future activities to carry out jointly between ALIGNED and its sister project under the same call: CALIMERO. Apart from this, SIE also contacted the following related initiatives:

- LEX4BIO
- Model2bio
- GREENER
- Rustica
- LIGFLOW
- Grete project
- HEREWEAR
- CISUTAC
- TRICK
- New Cotton Project
- SCIRT
- React

Apart from CALIMERO, SIE also discussed with Model2BIO to evaluate the possibility to produce a joint white paper or to participate in joint events. Collaboration opportunities are also being explored with CISUTAC.

Additionally, the ALIGNED project has joined the European Bioeconomy Network, an alliance of more than 100 projects and initiatives dealing with Bioeconomy promotion, communication, and support. The main goal is to maximise the efforts, increasing knowledge sharing, networking, mutual learning, and coordination of joint activities and events.

On January 2023, the GRETE project invited ALIGNED to join their [Networking space on LinkedIn](#). The former communications manager of the project, stated to interact and disseminate the project information in that space.

GRETE Networking Space
 Milena Vercillo • 1st
 1w • 

First of all, on behalf of GRETE, Happy New Year! I hope that 2023 has started well and that it continues to be a year of great achievements.

To start off on the right foot, I would like to draw your attention to a project that started a few months ago and has a very interesting line of work:

ALIGNED is a Research & Innovation Project that aims to deliver a modelling framework to assess and optimise the environmental and socio-economic performance of bio-based industries. Like GRETE will help in the transition towards a sustainable economy.

[Jeisel Goyanes](#) could you tell us the three main objectives of the project?



Figure 13. ALIGNED on the GRETE Networking Space.

Furthermore, the ALIGNED project website has a specific subsection within the About section called [“Related initiatives”](#) whereas other similar projects are listed. Also, the News section has a [“Clustering” category](#), where activities regarding the institutional relationships with other organisations and projects are highlighted.

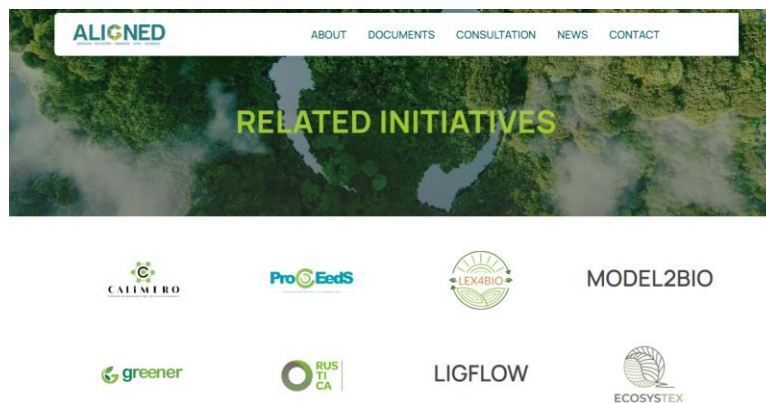


Figure 14. Related EU initiatives placed in ALIGNED project website.

Annex I – Impact on media outlets and other relevant websites

1. Aalborg University

Kick-Off Meeting – Aalborg University – Web post

<https://www.aau.dk/kick-off-for-the-european-project-aligned-n50895>

2. BTG

Kick-Off Meeting – BTG – Web post in Dutch

<https://www.btgworld.com/nieuws/posts/2022/november/btg-helpt-in-europa-lca-s-geschied-te-maken-voor-het-bedrijfsleven/>

Kick-Off Meeting – BTG – Web post in English

<https://www.btgworld.com/en/news/posts/2022/november/btg-contributes-to-enabling-lcas-for-industry/>

CONSULTATION ROUND – BTG – Web post in English

<https://www.btgworld.com/en/news/posts/2023/january/please-give-your-opinion-on-environmental-sustainability-in-the-construction-sector/>

CONSULTATION ROUND – BTG – Web post in Dutch

<https://www.btgworld.com/nieuws/posts/2023/january/graag-horen-wij-uw-mening-over-duurzaamheid-in-de-constructiesector/>

3. Just style

SIE participation PR coverage – Just Style News (Media outlet)

<https://www.just-style.com/news/sustainable-innovations-project-to-optimize-green-performance-of-bio-based-textile-industry/>

4. Renewable carbon News

ALIGNED Press Release Coverage – Renewable Carbon News (Media Outlet)

<https://renewable-carbon.eu/news/aligned-a-project-to-improve-environmental-assessment-in-multiple-bio-based-sectors/>

5. Sustainable Innovations

SIE participation Press Release – Sustainable Innovations – Web post in Spanish

<https://sustainableinnovations.eu/es/sustainable-innovations-participa-en-aligned/>

SIE participation Press Release – Sustainable Innovations – Web post in English

<https://sustainableinnovations.eu/sustainable-innovations-partner-of-aligned/>

Annex II – Dissemination Tables of ALIGNED project