



Transforming EU food systems with innovative strategies for sustainable packaging

WP7 – Dissemination, Communication and Exploitation

D7.1 – Initial Communication & Dissemination Plan

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 REA. Neither the European Union nor the granting authority can be held responsible for them. MAGNO project has received funding from Horizon Europe Research and Innovation Action programme under Grant Agreement n° 101135258.



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 Commission. Neither the European Union nor the granting authority can be held responsible for them.

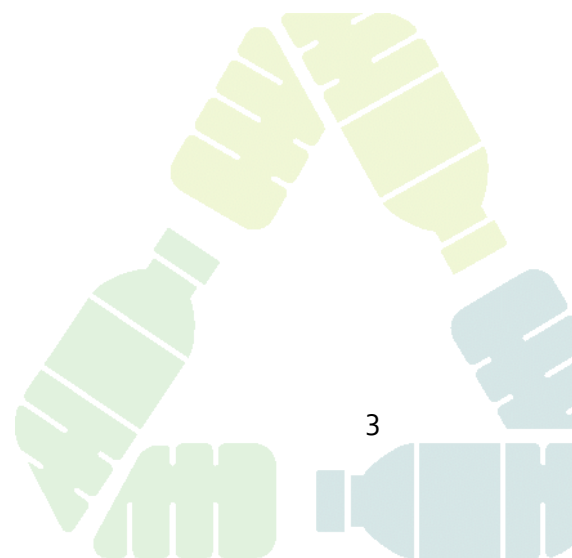


Deliverable Documentation	
Number	D7.1
Title	Initial Communication & Dissemination Plan
Related WP	WP7
Lead Beneficiary	Kveloce
Nature of Deliverable	DEC—Websites, patent filings, videos, etc
Dissemination Level	PU - Public
Submission Due Date	30/06/2024
Actual Submission Date	20/06/2024

Project Key Facts	
Project Acronym	MAGNO
Project Full Title	CONQUERING NEW STRATEGIES TO PREVENT AND REDUCE PACKAGING POLLUTION
Grant Agreement	101135258
Call Identifier	HORIZON-CL6-2023-ZEROPOLLUTION-01 (Clean environment and zero pollution)
Topic	HORIZON-CL6-2023-ZEROPOLLUTION-01-7 (Strategies to prevent and reduce plastic packaging pollution from the food system)
Funding Scheme	HORIZON-RIA HORIZON Research and Innovation Actions
Starting Date	01/01/2024
Project Duration	42 months
Consortium	12 organizations, 9 EU Member States, 1 Lebanese and 2 Tunisian
Model GA type	HORIZON Action Grant Budget-Based
Website	www.magno-project.eu

N°	Partner	Acronym	Country
1	Idener Research & Development Agrupacion De Interes Economico	IDE	ES
2	Holistic And Ontological Solutions For Sustainability	HOLOSS	PT
3	Fraunhofer Gesellschaft Zur Forderung Der Angewandten Forschung Ev	FHF	DE
4	Asociacion Empresarial De Investigacion Centro Tecnologico Del Calzado Y Del Plastico De La Region De Murcia	CETEC	ES
5	Dnv Business Assurance Italy Srl	DNV	IT
6	Senior Europa Sociedad Limitada (KVELOCE)	KVC	ES
7	European Plastics Converters Eupc Aisbl	EUPC	BE
7.1	Polymer Comply Europe	PCEU	BE
8	Iris Technology Solutions, Sociedad Limitada	IRIS	ES
9	University Of Balamand	UOB	LB
10	Institut National Des Sciences Et Technologies De La Mer	INSTM	TN
10.1	University Of Sousse	UOS	TN

Authors			
Name	Partner	Version	Date
Juan Antonio Pavón Losada	KVC	0.1	10/04/2024
Juan Antonio Pavón Losada	KVC	0.2	29/04/2024
Juan Antonio Pavón Losada	KVC	Final Version	20/05/2024
Laura Domínguez	KVC	Final Version	07/06/2024
Reviewers			
Name	Partner	Version	Date
Leonardo Gomes and Mariana Rodrigues	HLOSS	0.1	18/04/2024
Gaia Masoero	DNV	0.1	18/04/2024
Wael Hamd	UOB	0.2	10/05/2024



Executive Summary

The current document is the MAGNO Communication and Dissemination strategy corresponding to Task 7.1 and D7.1 on Communication and dissemination plan. This plan will be executed within T7.4 but will have further implications with all WPs and Tasks, especially with the ones related to the multistakeholder approach and exploitation activities and results, specially to scientific dissemination. It is drafted on the basis of the general description of the communication and dissemination strategy (Annex I of the MAGNO Grant Agreement, Part B) and the specific Tasks description in the Work Plan Table WP7 of Annex I "Description of Action" of the Grant Agreement (GA).

This document contains an objective-based, sound, comprehensive strategy that will coordinate the work within the project with target audiences, in order to grant visibility to the project features and work towards the ultimate achievement of project goals. Thus, the content described in this document is intended to ensure the good management of the overall communication, engagement and dissemination activities to be performed during the project length from M1 to M42. It outlines the key elements of the communication and dissemination strategies as well as engaging with the overall ecosystem and scientific dissemination, which includes: the targeted audiences (WHO), the key messages to address them (WHAT), the tools and channels employed (HOW), the timing of the planned activities (WHEN) and the geographical level (local, regional, national or European) (WHERE), hence providing a guide for the project and partners dissemination activities.

At M24, the Communication and Dissemination Plan will be subject of evaluation and update subsequently in the shape of D7.4 to enable a high degree of flexibility and adaption to the pace, results and ecosystem circumstances to maximize the overall performance as well as enabling a process of continuous tracking of activities, performance and C&D results. As core activities that will be central to this strategy can be count as the MAGNO multi-actor approach, starting with the MAGNO engagement form, the MAGNO ecosystem digital twin or the consumers acceptance and behavioural change campaigns.

This continuous evaluation will allow the partnership to develop contingency measures and objectives (if necessary). The final report on Dissemination and Communication (D6.3) to further evaluate the MAGNO performance, will be released by MAGNO on M42 in the shape of D7.3.

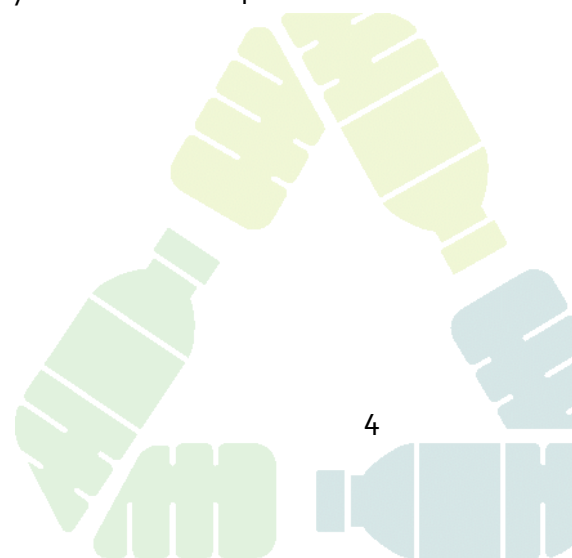
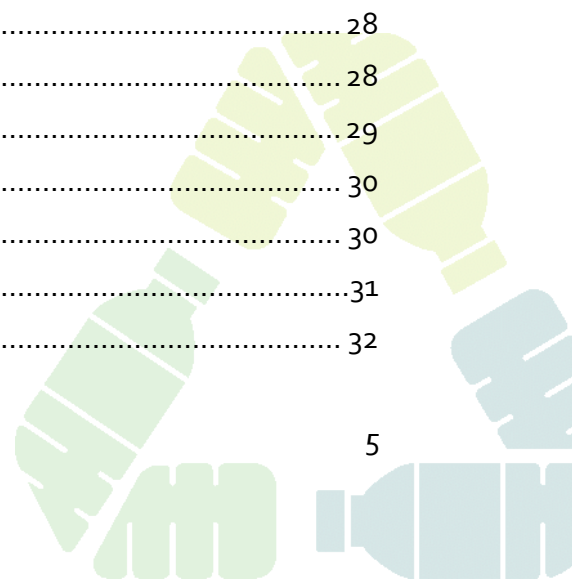
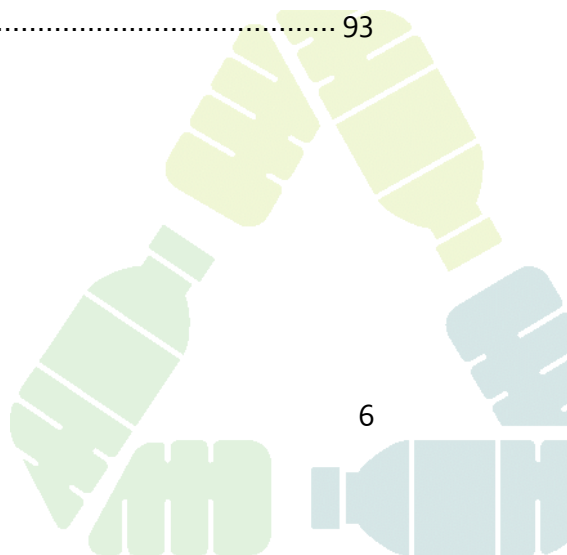


Table of contents

Executive Summary	4
Table of contents	5
List of figures	7
List of tables	8
Abbreviations	9
1. Introduction	10
2. MAGNO COMMUNICATION AND DISSEMINATION PLAN	13
2.1. Project Goals	13
2.2. Expected results	14
2.3. C&D Objectives	17
2.4. C&D Operative secondary objectives	17
2.5. Target audiences	18
2.6. Key messages	20
2.7. Phases	21
2.8. Alignment with RRI principles and practices	22
Ethics	23
Gender equality	24
Governance	24
Open Access	24
Public Engagement	25
3. Communication	27
3.1. Identity Creation and Branding	27
Logo	27
Visual Identity	28
3.2. Materials	28
Poster	29
Rollup	30
Flyer	30
Social media banner	31
Video	32

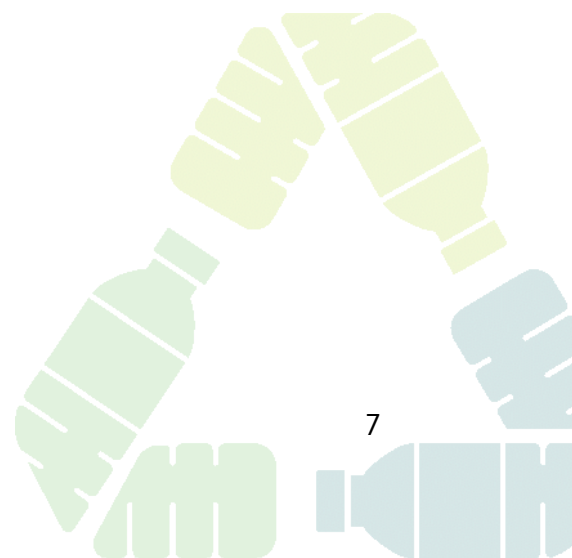


3.3.	Brand book.....	32
3.4.	Document templates	33
	EU disclaimer	34
3.5.	Channels: MAGNO Website: one-stop-shop against Plastic Pollution, Food Packaging and Waste Management.	35
3.6.	LEGAL TEXTS	40
3.7.	SOCIAL MEDIA CHANNELS.....	44
3.8.	Activities: Communication campaigns	45
3.9.	Communication Monthly Meetings and coordination	46
4.	DISSEMINATION	49
4.1.	Audiences.....	49
4.2.	Campaigns	50
4.3.	Channels for professional audiences	51
4.4.	Channels for Scientific Dissemination	54
5.	ALLIANCE BUILDING AND CLUSTERING.....	56
4.5.	Citizen Engagement.....	56
4.6.	Engagement campaigns for organisations	57
4.7.	Engagement campaigns for associations	59
4.8.	Clustering strategy.....	61
6.	EXPLOITATION	62
4.9.	Scalability and transferability.....	63
7.	KPIS AND DELIVERABLES.....	65
8.	Conclusions.....	66
	C&DPLAN ANNEX 1	67
	LOGOBOOK	67
	BRAND BOOK	77
	MAGNO PPT FILE	93



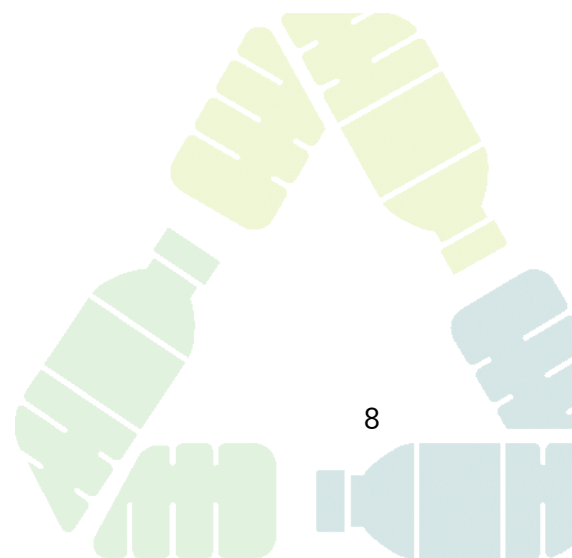
List of figures

Figure 1 - MAGNO C&D Flowchart.....	21
Figure 2 - MAGNO Logos.....	28
Figure 3 - MAGNO Variants	28
Figure 4 - MAGNO Poster	29
Figure 5 - MAGNO Rollup	30
Figure 6 - Magno Digital Flyer.....	31
Figure 7 - Social Media Banners	31
Figure 8 - Brandbook Cover	33
Figure 9 - Deliverable Word Template Captures	33
Figure 10 - Presentation initial slide	34
Figure 11 - Under construction page	35
Figure 12 - MAGNO website header	36
Figure 13 - Magno News and Updates section	39
Figure 14 - LinkedIn MAGNO profile.....	45



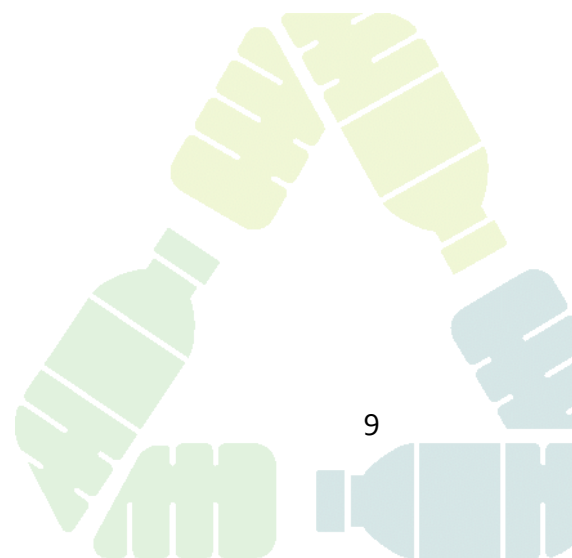
List of tables

Table 1 - Target audiences	19
Table 2 - Key messages relations with target audiences	46
Table 3 - Dissemination audience typology	49
Table 4 - Initial KPI setting	65



Abbreviations

C&D	Communication and Dissemination
GA	Grant Agreement
EC	European Commission
EU	European Union
KPIs	Key Performance Indicators
NGOs	Non-governmental Organisations
RTOs	Research and Technology Organisations
SO	Secondary Objective
WP	Work Package



1. Introduction

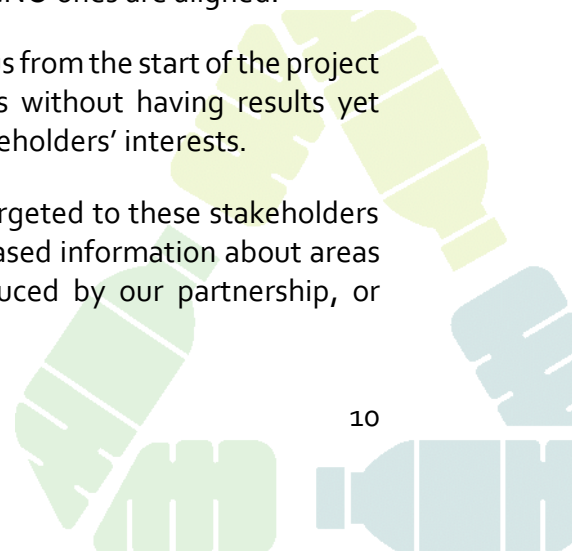
The communication strategy will spread general information related to the project fields to raise awareness, attract attention, and support the dissemination and exploitation strategies with the network built developed over engaging content, but the main objective will be to enhance Communication with possible service-users and potentially involved social and environmental professionals. On top of this, the dissemination strategy will be focused on spreading the project results and activities will be strictly related to the project itself, the aim of the Dissemination strategy is to spread the project concept and main outputs to a wide variety of target groups, using adequate sources and means for reaching optimal performance. Dissemination activities are closely linked to the project implementation and showcasing exploitable results. It implies the attraction of audiences that may find a benefit in the project, the clustering activity, and the direct dissemination of project outputs in a specific way to the target groups identified below.

Thus, the Communication and Dissemination Plan will identify key elements of the dissemination and communication strategy, including the audience targeted (WHO), the key messages (WHAT), tools and channels (HOW) and the timing of the activities (WHEN), geographical level (local, European, global) (WHERE) providing a guide for the project and partners' dissemination activities to maximise the impact. To ensure maximum outreach and engagement the project will also consider the national and local scope of each project partners to identify opportunities for the maximisation of project visibility around local communication opportunities, engagement, and dissemination activities, raising awareness, fostering citizens and stakeholders' acceptance and co-creation activities as well as for supporting the use, upscaling up and replication of the MAGNO solutions at local, regional, and national level.

Starting by building the foundations of the structure, a multi-actors project as MAGNO requires a robust engagement of communities, organisations, including individual or non-affiliated consumers (The vast range of stakeholders of the food packaging value chain, NGOs, associations, other projects, and authorities). The communication strategy will spread general information related to the project fields to raise awareness, positioning the project brand to support the dissemination and exploitation strategies, and to turn an ally for all stakeholders as long as both stakeholder objectives and MAGNO ones are aligned.

Thus, MAGNO should pay particular attention and a strong focus from the start of the project with engaging communication activities to attract audiences without having results yet developed, whilst positioning itself in the crossroads of all stakeholders' interests.

MAGNO Communication will cover a wide range of actions targeted to these stakeholders or target audiences and should also communicate evidence-based information about areas and content directly related with the project, directly produced by our partnership, or curated from sources by third parties.



It is recommended to involve communities and civil society organisations from the very beginning to improve the recruitment mechanisms, necessary for the development of results themselves. In this sense, also for the digital twin tool, the involvement of all ecosystem actors is critical for obtaining optimal results in order to increase the engagement and representativeness of the C&D activities and even of the project results.

As for the Dissemination strategy, it should be focused on spreading the project results and activities that will be strictly related to the project itself. The ultimate aim of the Dissemination strategy is to spread the project concept and main outputs, including the uptake of project results by the ecosystem, to a wide variety of target groups, using adequate sources and means for reaching optimal performance, targeting mainly professional and highly specialised audiences within the project ecosystems: researchers, environmental professionals, experts, as well as some civil society organisations.

Dissemination supports the scale-up and impact strategy, and also enhances the knowledge transfer between the members involved in the project and consumers, experts and institutions outside of the project working on complementary fields and/or all along the food packaging supply chain. However, this MAGNO strategy must integrate a flexible and scalable character– and easily modifiable – in first place to allow the intertwining of the dissemination and the communication in a comprehensive way, with exploitation and the concept of Public Engagement to be fully embedded in the existing networks. In second place, to have an adaptable approach towards the always changing situation and allow the acceptance of the project approach, methodology and result, and ultimately achieve the uptake of results and contribute to the sustainability of the project beyond its end.

Thus, this deliverable, with 360 communication approach, will be fully comprehensive, flexible and scalable as long as MAGNO Communication and Dissemination (C&D) Plan, as described in the grant agreement, is complemented with 3 blocks of activities, leading to the following three pillars overarching structure: i) Public Engagement, ii) Alliance-building and clustering, iii) targeted promotion of results and Scientific Dissemination.

Public Engagement merges Dissemination and Communication actions (Whole Society Strategy); it also includes knowledge sharing through professionally focused dissemination actions, attendance professional and transversal congresses for environmental, plastic or waste management, as well as other non-academic dissemination activities.

Alliance-building and clustering, a critical step in HE dissemination and communication strategic standpoint. The clustering with different EU-funded projects in the same or other calls will be essential. The targeted promotion will be focused on promoting and advocating for our objectives through direct engagement and networking, at local, national, and EU levels, ensuring visibility and support, including informal communities' leaderships and local civil society entities.

Scientific dissemination is supposed to share research findings and innovations through academic publications, conferences, and other platforms to maximize their impact and

As for dissemination activities aim to attain the following objectives:

- increase know-how and understanding of MAGNO 's results.
- enhance acceptance of innovation by developing contents tailored to the project's targets and building up relations.
- support uptake and replication of results.

This document will operationalize the strategy laid down in the GA developing on:

- Needs of the project into C&D goals
- The definition of the communication and dissemination phases of the project
- Audiences
- Channels
- Actions, timing, geographical specifications to provide a tailored strategy for each audience.
- Communication and dissemination thematic campaigns
- KPIs
- Evaluation, timing and procedures

C&D activities will be coordinated by KVELOCE (KVC) who will also elaborate Exploitation plan that will facilitate the coordination of both initial plans. All partners should be involved during the execution lifecycle to guarantee the appropriate engagement of all target group, execution of the activities planned, as well as share the responsibility for the final results.

2. MAGNO COMMUNICATION AND DISSEMINATION PLAN

The project sets up a structure of needs, results and measures that lay down the basis for articulating a solid strategy to achieve this. To offer a clear picture of the logic of this strategy there is a breakdown of each category:

2.1. Project Goals

To start defining the goals and means for the Communication and Dissemination plan, in this objective based strategy, the project overarching goals will lead the development of a structured that will accompany the project in the pursuit of its objectives. These objectives will lead all activities and will draft our campaigns. In this sense, the project aims to the following goals:

#1: Identify the effects and impacts of littered plastic food packaging [WP2, WP3, WP4, WP5]

SO1.1. Evaluate the effects of littered plastic food packaging on three main environments:

terrestrial, fresh water and marine.

SO1.2. Evaluate the impacts of alternative packaging design and bio-based feedstocks on the reduction of plastic packaging pollution of ecosystems

SO1.3. Understand and prevent the effects on climate change. Analysis of mitigation and/or adaption actions to current and future scenarios.

SO1.4. To increase the adoption of sustainable packaging by including circular models in the value chain.

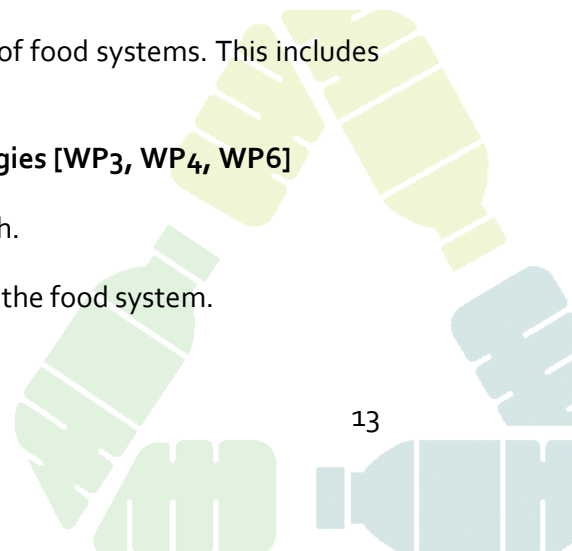
SO1.5. Generate a series of strategies to reduce the impacts of plastics on human health, especially those substances of very high.

SO1.6. To recognise the end-of-life strategies for the packaging of food systems. This includes the reuse and recycling of packaging.

#2: Develop and validate a series of innovative business strategies [WP3, WP4, WP6]

SO2.1. Create novel strategies to include the multi-actor approach.

SO2.2. To study and optimise the whole packaging value chain in the food system.



SO2.3. To include modern business approaches in the packaging food system.

SO2.4. To determine the best future design and production models. Promotion of effective and efficient packaging solutions.

SO2.5. Reduce the dependency on fossil-based materials.

SO2.6. Incorporate the circularity concept in new business models.

SO2.7. To identify best practices to prevent and reduce plastic food packaging waste.

#3: To include government and society (consumers) in the food packaging system loop [WP6, WP7]

SO3.1. To promote the EU climate action amongst all the multi-actors involved in the food system.

SO3.2. To obtain consumer acceptance of novel sustainable approaches with the possibility of reach non-use of packaging in the future.

SO3.3. Encourage the implementation of current and new legislation and directives regarding plastic usage.

2.2. Expected results

With these goals in mind, that can be further explored in the GA, the MAGNO project and, in a later stage, the exploitation plan proposes a series of Key Exploitable Results as core solutions to tackle the overall challenges and keep developing the strategy to solve the needs laid down in the previous section. These KERs will be breakdown in a series of individual results that will pave the road as contributions to MAGNO's goals ultimate achievement:

- **KER1: Ecosystem Digital twin.** Digital twins are the natural next step for evaluating the whole food packaging value chain (for raw materials, design, manufacture to end of life approaches) by integrating the world of numerical modelling in actual food systems.

The MAGNO Ecosystem digital twin created here will be able to replicate the entire food packaging value chain in terms of quality and quantity. In addition, this software can be used as a “What happens if” tool by providing accurate projections of the circularity and business status. MAGNO strategies will be tested, validated and approved using this tool. Ecosystem Digital twin will help to discard those strategies that may not work properly and to optimise those which show more promise. It will integrate machine learning (natural languages processing), automatic syntaxis analysis, key word search and data mining to create a database composed by selected knowledge automatically generated

from the World Wide Web. To increase the reach of the Ecosystem Digital twin, all the particular data generated by the detailed study of circular value chains of Packaging (explained in next subsections) will also be integrated. Finally, any possible gap not covered by the automatic and manual research will be covered by commercial datasets such as ZoomInfo or bright data.

The Ecosystem Digital twin will be programmed to replicate Europe as a whole. It will provide results based on the value chain, type of packaging and country-economy selected, covering a wide range of member states in Europe (Spain, Italy and Germany) and international countries such as Lebanon and Tunisia (among others). In the final version, MAGNO will show that with adequate databases any country can be replicated.

- **KER2: Detailed study of current and future of circular packing system.** MAGNO will provide a very detailed analysis of all the conventional (linear) and circular schemes, showing current tendencies and uncovering the best strategies to be adopted in the near future. By learning from our past, MAGNO will be able to shed light on the possibilities for a brighter future. Policy makers, EC projects, EU open databases, associations, food and packaging companies, universities, RTOs and consumers will be contacted by the MAGNO consortium to obtain real and up-to-date data.

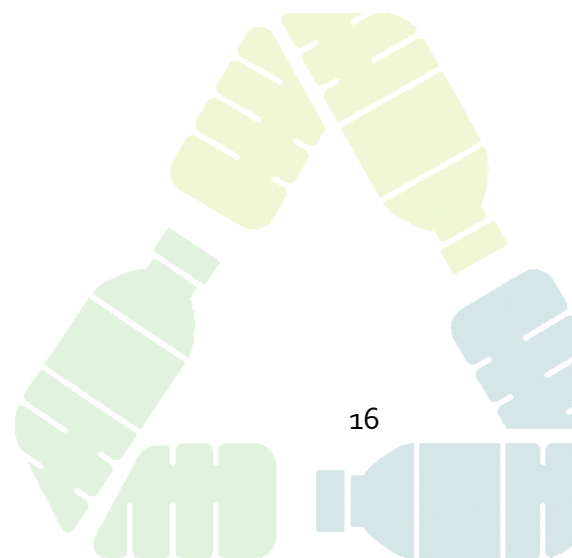
The project activities will cover four different loops in the value chain: i) Packaging manufacturing: in this loop the packaging design is studied, including the development of new materials, health and safety issues, the modification and implementation of alternative manufacturing routes and the availability of raw materials. ii) Waste management: this loop will examine the outcomes of the packaging design and production stages at a large scale (involving packers, warehouses, and retailers), analyse how waste production can be minimised and its impacts on the environment (e.g., energy consumption, greenhouse gas emissions) and ecosystems (litter).

This loop will also include analysis of packaging labelling. iii) Packaging usage: this loop will be assessed from the point of view of several actors involved during these stages, including food packers, warehouse owners, retailers, and consumers. The main aspects that will be evaluated are the transportation, storage, and conservation of packaging food items. iv) End of life: the way the circular value chain is closed by recycling the materials will be studied in this loop. Different types of collection and sorting systems, as well as baling and additional recycling processes (chemical or mechanical) will be investigated. Other usages for recycled materials in different industries and waste materials (reconverted to raw material) reintegration into the value chain are also included as well. These exhaustive studies will provide valuable knowledge regarding the current state of plastic food packaging and the move towards its more sustainable future. The findings will be incorporated into an Ecosystem Digital Twin to analyse a variety of future European scenarios and how different business strategies impact plastic food packaging.

- **KER3: Advanced circular business strategies.** MAGNO will research all the circular business paths existing in the food system packaging sector. The end point of this project

is to present those circular business strategies based on sustainability in order to promote the main subsectors of the packaging value chains such as raw materials, design, energy sources, production, distribution, and recycling. MAGNO will put all the pieces together to decrease environmental impacts and improve human health related to food packaging. At the same time, MAGNO will increase consumer acceptance and the implementation of EU legislation. In this context, new business strategies will be created and tested aided by an Ecosystem Digital Twin that will provide realistic scenarios to test all kinds of new approaches.

- **KER4: Health and environmental impacts.** One of the MAGNO priorities is to reduce the impacts on human health, environmental pollution, and ecosystem degradation from plastic packaging. As part of the packaging design and consumer acceptance studies, MAGNO will perform detailed evaluations of microplastic generation depending on the material and conditions of the packaging used. The investigation will be divided into two parts: i) involuntary human consumption of microplastic and how to avoid it. One of the immediate actions will be to promote Non-use packaging and reduce the unnecessary extra materials for product labelling, and ii) Environmental effects of microplastics and evaluation of ecosystems (soil, water, air). The study will be extended to understand the effects on agriculture, global temperature, urban pollution, waters systems and fauna.
- **KER5. MAGNO Consumer acceptance web platform.** MAGNO will create a web platform dedicated to increasing consumer acceptance, and integrating news, statistics and recommendations for best packaging practices. The main goals of implementing this consumer acceptance platform are: i) to demonstrate the potential reduction of plastic packaging pollution when multi-actor strategies are adopted by showcasing all project results, and ii) to create an environment in which innovation reaches society by incorporating the user in an engaging manner into the packaging value chain. The target audience of the platform is the general consumer, but it also will include information for different actors in the food packing sector. It will include a user-friendly interface which highlights the project outcomes (e.g., showing different packaging solutions and how they impact on the environment and human health, promoting non-use of packaging whenever possible). In addition, results and simulations pertaining to the implementation of sustainable packaging systems will also be presented in an appealing/friendly manner. Furthermore, the platform will also display the outcomes of any possible optimisation for different scenarios generated by the Ecosystem Digital Twin, contributing directly to the enhancement of the EU's standing.



2.3. C&D Objectives

Based on these project goals and results, the project is articulating articulate the following system of primary and secondary SMART¹ C&D objectives. The SMART in SMART goals stands for Specific, Measurable, Achievable, Relevant, and Time-Bound.

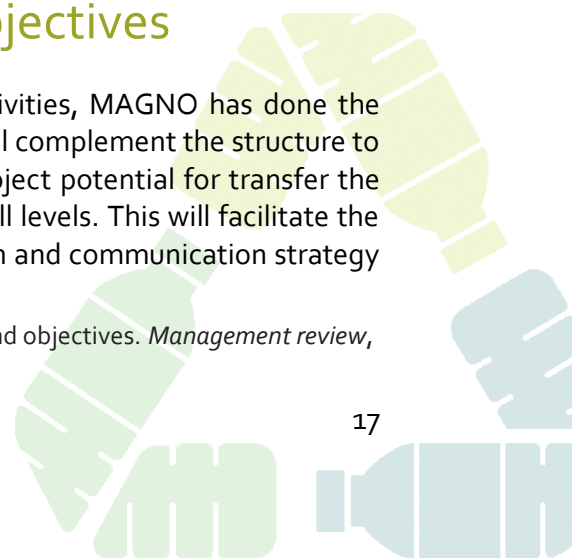
Linking these parameters, as they are submitted to MAGNO project goals, help us ensuring that the C&D objectives are attainable within a certain time frame. This approach eliminates generalities and guesswork, sets a clear timeline, and makes it easier to track progress. Thus, within this framework, the main objectives of the C&D Plan of MAGNO are:

- To achieve enough visibility, public support and engagement to leverage MAGNO activities results and the exploitations strategy to make the project cause a significant impact in its policy, scientific and social areas.
- To spread general knowledge and public awareness about the project fields including food packaging, environmental protection, plastic usage and others previously stated in the MAGNO goals and results.
- To empower citizens in their autonomy and control when participating of the food packaging value chain and with respect to environmental protection
- To engage peers, social and environment professionals, scientists, and authorities for a meaningful behavioural change.
- To deliver a sound scientific framework for autonomous learning and capacity building for environmental academics and professionals.
- To enhance the visibility and knowledge transfer of the MAGNO results and KERs and engage them with target audiences, contributing to the uptake of those results
- To support all partners in communicating/disseminating their results and to enhance the transferability potential of the project.
- Enable smooth internal communication and knowledge sharing among the consortium project partners.
- To implement evaluation actions to reach an optimal C&D performance, or to be able to periodically assess their implementation and capacity for raising awareness, acceptance and engage so the optimal level of visibility can be reached.

2.4. C&D Operative secondary objectives

To transform these overarching C&D goals into day-to-day activities, MAGNO has done the exercise of taking a second level of operational objectives that will complement the structure to grow from needs to actions, that will result in seizing all the project potential for transfer the knowledge and work executed to generate attraction power at all levels. This will facilitate the articulation and acceptance of a common and joint dissemination and communication strategy

¹ Doran, G. T. (1981). There's a SMART way to write managements' goals and objectives. *Management review*, 70(11).



for increasing the scientific and social impact of the project, as well as the international projection and replicability of MAGNO. These operational goals are:

- To inform the overall society of the relevance of taking food packaging into account with widespread information and evidence about food packaging modalities, waste management, plastic pollution and others and its relation to urban built environments
- To communicate about the specific challenges on minimizing waste and plastic pollution, specially related to food packaging
- To generate materials that are easy-to-read, cost effective, replicable and efficient when reaching the different audiences taking into account a co-creation process with the multi actors approach participants.
- To attract organisations and institutions that would help us breaking the horizon of outreach when communicating about MAGNO areas and disseminate on MAGNO results.
- To explain how MAGNO tackles the challenges that implementing a person-centred integrated care model entails for the institutions and administrations (whilst it is mainly scoped within the dissemination, networking and, at the end of the project, within the scale-up/sustainability strategy).
- To raise the awareness of food packaging and waste management professionals, , public administration officers and the whole society about the impact of environmental policies policies specifically targeted at vulnerable groups in urban environments,
- and how research and the digital twin significantly improves the environmental impact while reducing costs and budget burden to inefficient circular or non-circular models and, so, the whole society.
- To support the optimisation of the scaling-up strategy through disseminating the knowledge acquired and research results obtained in the project.

2.5. Target audiences

Audience segmentation is not only relevant for delivering target groups with the appropriate dissemination and communication campaigns, within a cost-effective framework. It also helps to distribute and measure efforts and means, as well as schedule materials to be communicated and disseminated, within the wide spreading of research and development outputs. This is especially important if we attend to the multi-actor approach that the project looks for. From these primary and secondary objectives, and following the GA design, the target audiences can be grouped in the categories below:

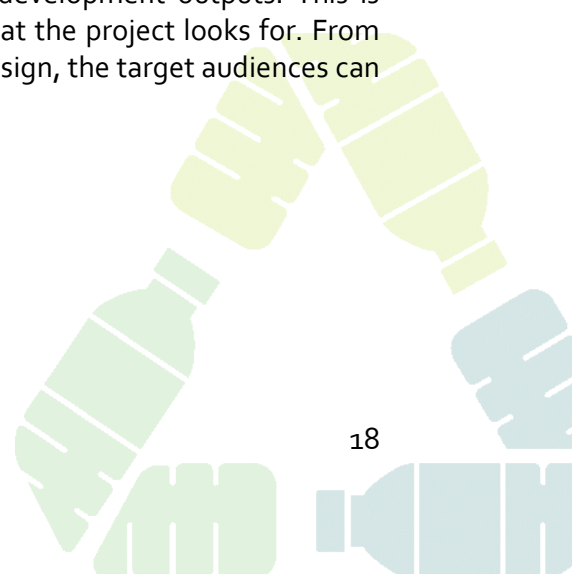


Table 1 - Target audiences

Group	Subgroups
Primary target groups	Consumers and Consumers organisations Environmental and food packaging professionals Food brand owners Producing and manufacturing industries Food packaging suppliers Recyclers Academics and R&D&I institutes Associations and NGOs working with food packaging, plastics, environmental or maritime issues Policy Makers
Secondary target groups	Press and specialised media Local authorities Environmental and business administrations (public administration and, if any, private entities involved) Consumers administration (public administration)
Tertiary target groups	Multipliers EU authorities Umbrella organisations

The multi-actor approach is not only important for bringing as many voices to create the best outcome through *Habermasian* debate². As stated in the GA the whole project will be supported by the active participation of food multi-actors (researchers, food business operators, food packaging producers, developers of sustainable packaging, packaging converters and recyclers, consumers, and local and regional authorities). Their contribution to the creation of results and validation of the final strategies will prevent and reduce plastic packaging pollution for the food and packaging sectors. These multi-actors are also important since many of the organisation will serve as MAGNO multipliers. These multipliers are also important C&D stakeholders since, with a high multiplying potential for accomplishing the project outcomes as well as the dissemination objectives, MAGNO will be ensuring the highest impact of the dissemination activities in-line with the implementation strategy of the MAGNO project. There may be some more additions to this list, but that depends on the feedback MAGNO receives during bilateral meetings. If this situation occurs, they will be included in later iterations of this deliverable.

Under the coordination and primary execution of KVC and supported by T2.3 leader DNV, all partners will be involved in the engagement with multi-actor approach. Project coordinator and DNV will give partners support when convenient based on the different hierarchy that stakeholder may own. This is a general principle of cooperation that will rule this and all the different activities within this plan.

² Habermas, J. (2015). *Between facts and norms: Contributions to a discourse theory of law and democracy*. John Wiley & Sons.

2.6. Key messages

Whilst these messages are introduced within the communication and dissemination pillars, these are also applicable to contribute to the exploitation campaigns and actions. Up to date, key messages are:

- As Europe shifts to a bio-based circular economy, a plethora of new packaging restrictions have emerged. What do they consist on?
- Food packaging business models analysis. The cost-effectiveness and cost-utility of forecast analysis and screening actions are demonstrated.
- MAGNO seeks to improve packaging effectiveness, sustainability, efficient usage, end-of-life (reuse and recycling), and innovative business practices in EU food systems through revolutionary strategies shaped for the ecological transition.
- MAGNO is contributing to the European Green Deal and EU 2030 climate target plan. What is the content of these strategies.
- These strategies will strengthen the EU food and packaging policy frameworks at a local and regional level. How?
- Plastic features and safety levels
- Do you know that plastic pollution and environmental damage is interrelated? How?!
- Environmental best practice promotion and plastic pollution prevention can reduce the costs and damaged associated with food packaging, as well as reduce the impact of food packaging in consumers and environmental health
- The food packaging design affects environmental, health, consumer behaviour and biology. Thus, a more circular model is necessary as well as a cost-effective and evidence-based methodology for fostering environmentally and socially friendly food packaging for people, especially for vulnerable groups.
- Social disparities also affect food packaging consumption: Contextual or system-level factors further exacerbate non environmentally friendly consumer behaviours.
- Targeting vulnerable or low-income communities, with access to poorly designed food packaging, contributes to preserve the environment.
- The project looks for improving social innovation, consumer participation and acceptance of new packaging designs and production models in cross-border food value chains through their main results: a web platform and a series of citizen science tools. How could these tools improve this situation? What are they about?
- Europe's ecosystems and value chains for different kinds of plastic packaging studies results
- MAGNO scientific results. Their transferability and scale up.
- Impacts and solutions in terms of health, environment, raw materials, and sustainability that will be developed to set the basis of an Ecosystem Digital Twin software.
- Final strategies will prevent and reduce plastic packaging pollution for the food and packaging sectors.
- This set of messages is not exhaustive and topics related to project objectives can be added as well as whenever results may be put forward also bringing new topics and new

messages to the project on an opportunity basis. This set will be modulated to reach different pertinent audiences.

2.7. Phases

Also, to keep structuring the delivery of different information in parallel to the project implementation, according to its specifications, and for the sake of effectiveness, the project results will be disseminated through different channels and tools according to each specific phase of development of the project. As we have mentioned above, the different phases of the communication and dissemination strategy should be defined considering the project implementation and must be adapted as the project advances within an iterative process:

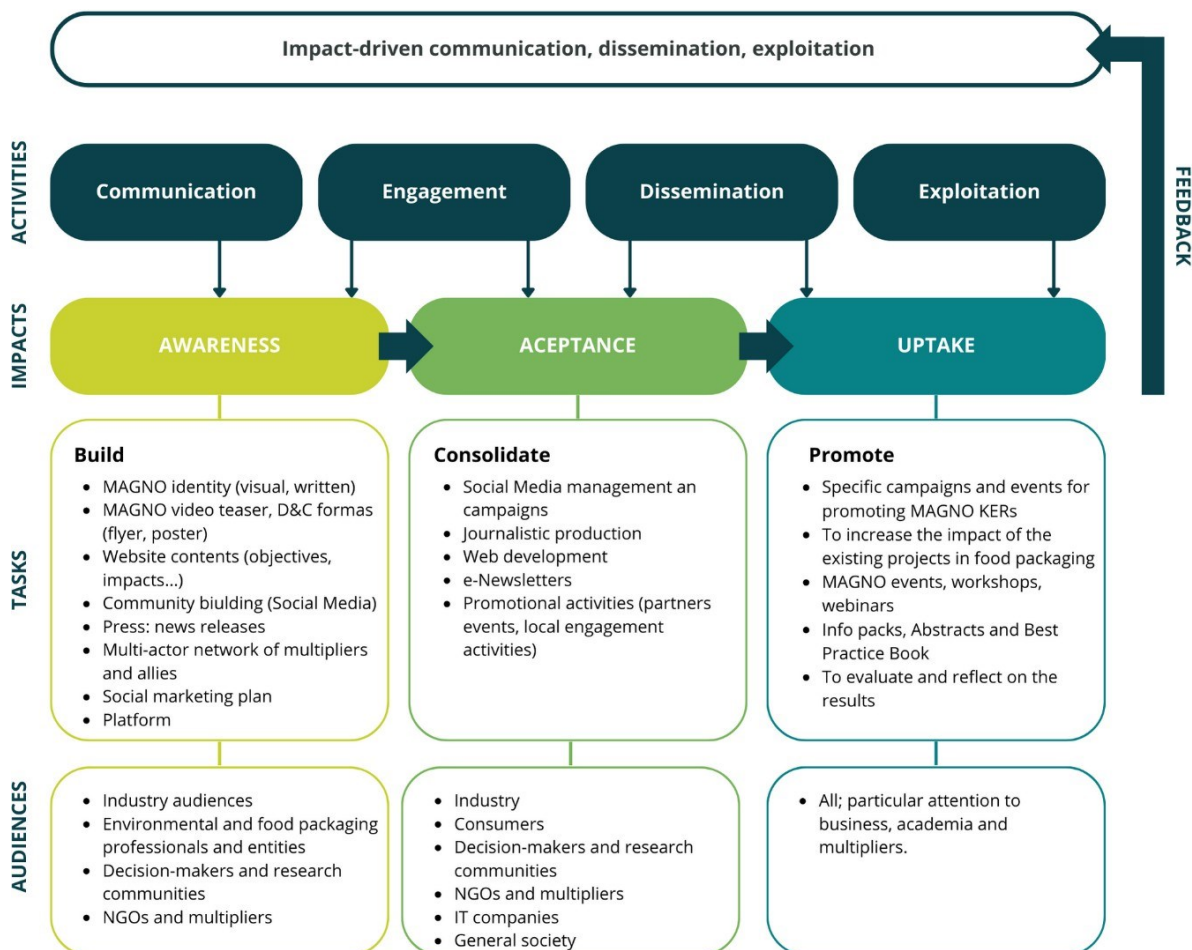


Figure 1 - MAGNO C&D Flowchart

M1-12: AWARENESS - Definition of the scope, research and launching of campaigns.

Objectives: To define the strategy for disseminating and communicating the project, defining the current barriers and facilitators (multipliers) and then, the structure of communication campaigns and most important dissemination activities;

Most important target groups: Industry audiences, Environmental and food packaging professionals and entities, decision-makers and research communities, NGOs and multipliers.

Key activities: Branding, design. Run of basic C&D infrastructures including web and social media profiles. Establishment of a multi-actor network of multipliers and allies; dissemination and communication plan; social marketing plan based on citizen science principles. Fine-tuning of the platform and user-friendly design.

M13-36: ACCEPTANCE - Implementation and awareness raising activities.

Objectives: To implement the MAGNO communication plan and periodically revise its performance whilst ensuring that social marketing strategy is well-adapted to the current context and stakeholders' readiness. Dissemination on project results and activities.

Most important target groups: Industry, consumers, decision-makers and research communities, NGOs and multipliers; IT companies, general society.

Key activities: Dissemination strategy aligned with the exploitation plan; evaluation of the D&C actions (M24); webinars, dissemination of resources generated by the project; dissemination of outcomes. Integration of news, and other project materials, industry-related and environmental insights. Other results. Iterative evaluation

M36-42: UPTAKE - Sustainability and closure.

Objectives: (i) To design specific campaigns and events for promoting MAGNO KERs whilst fostering the long-term adoption of outcomes and results developed during the project widening its adoption at EU level; (ii) To increase the impact of the existing projects in food packaging by enlarging the network of involved stakeholders, bringing together the knowledge and critical mass already developed during the project and the clustering strategy; (iii) to evaluate and reflect on the results.

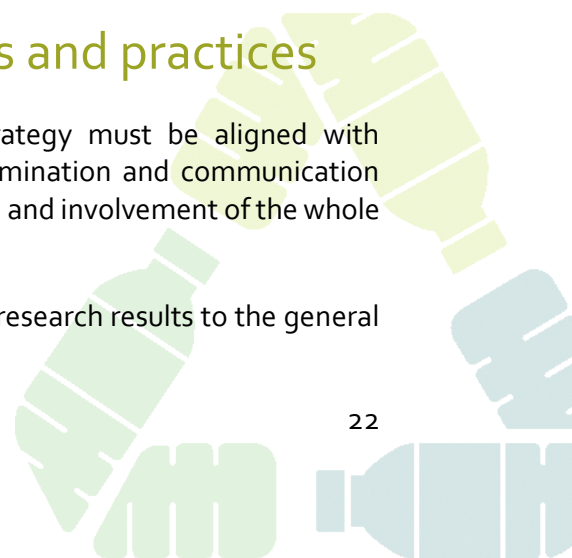
Most important target groups: All; particular attention to business, academia and multipliers.

Key activities: KERs dissemination, Exploitation outreach; organisation of events (face to face and online); analysis of the multiplying potential.

2.8. Alignment with RRI principles and practices

Good practices in the Communication and Dissemination strategy must be aligned with Responsible Research and Innovation (RRI) principles; so, dissemination and communication activities should address the public engagement, the participation and involvement of the whole society and the education of end-users.

Therefore, MAGNO will especially focus on the dissemination of research results to the general society, aiming to:



- Contribute to the informal education of the general citizenship with regards to the social dimensions of environment, food packaging, and packaging purchase behaviours.
- Engage the citizens in the research activities, assuring full transparency with regards to the use of public funds
- Establish mechanisms for involving the whole society in the policy-making process

In summary, multi-actor-focused communication will be an integral part of the MAGNO project, in-line with the RRI principles and coordinated with the Communication activities.

Ethics

- **How do you ensure the integrity of your Research and Innovation (R&I) practices?**
Open data; accurate data collection; peer reviewed publication of results. Also a sound data management plan and the multi-actor approach will play a key role in this.
- **Who is involved in ethics-related reflection and decision-making for your R&I practices, and how?**

The whole consortium. Most relevant actors in this regard are: Project Coordinator (PCo), Project Manager (PM) General Assembly (GA) Executive Board (EB) Data Protection Officer (DPO). All partners must be involved in ethics-related reflection and decision making.

In addition, the consortium will appoint an internal ethics mentor to advise the project participants on ethics issues and to keep a report on the activities performed on file, following the applicable roles and functions of ethics advisors and ethics advisory boards in EU-funded projects.

- **How do you provide for different values, interests and ideals?**
The MAGNO project will follow an intersectional approach, considering socio-cultural factors as well as sex and gender involved in food packaging.
- **How do you prevent potentially harmful impacts on the public or the environment?**
Participation of civil society organisations; public engagement; social impact assessment in an iterative manner.
- **What are possible strategies for preventing the negative implications of your R&I practices?**
Participation of stakeholders and communities; CBPR; civil society engagement and the multi-actor approach.
- **What are possible ethical considerations for your R&I practices?**
Being partial or disclosing information that companies or other organisations tagged as confidential. Data privacy and security.
- **Who should be responsible for the impacts of R&I?**
The whole consortium shares the responsibility.

- **How may your work benefit from incorporating ethics?**
To avoid research misconduct, to ensure confidentiality, data safety and security, to avoid deepening the stigmatization of vulnerable populations.

Gender equality

- **Does your organisation have a gender equality plan?**
Yes
- **How do you address gender stereotypes?**
Potentially stereotyping and stigmatising messages that the communication channels may involuntarily transmit to the whole society may be consciously avoided
- **How is gender in education, communication or training supported at your organisation?**
Gender is considered during the whole project lifecycle including the proposal phase and the dissemination and communication activity.
- **How is gender equality addressed in your R&I practices?**
A partner with expertise in gender equality (HOLOSS) ensures whether gender equality is taken into account throughout the project. In order to achieve actual gender equality, the gender dimension will give careful consideration to the integration of all genders, including male, female, non-binary, and others.

Governance

- **How does your project support the participation of vulnerable communities?**
Participation and communities' involvement are the foundational aim of the MAGNO project. Also, the project will include within the multi-actor approach organisation representing their interests who have the experience, the network, the expertise and sensitiveness to ensure the inclusion of their opinion respecting all previous considerations.

Open Access

- **How are open access policies integrated in your organisation?**
 - Publication of results (both scientific and grey literature)
 - Anonymised data sharing - Public deliverables
- **How transparent is the ownership of your work outcomes?**
Ownership is transparent and traceable.
 - Which parts of your work are open access?
 - Objectives, aims and goals
 - Methodologies
 - Anonymised Data

- Final results
- Uncertainties and
- Social Impact
- **With whom do you share the results of your work?**
Results are shared with all actors involved or affected as well as the general public.
- **What framework conditions are made transparent to actors involved?**
 - Overview of financial means and expenditures
 - Declaration of interests and affiliations of all actors
 - Objectives and research questions (which are not neutral and should be disclosed to the participants)
- **How are your communication activities made accessible to diverse stakeholders?**
Different audiences are being considered. By applying a 360 communication strategies with multimedia content MAGNO intend to circumvent possible sensorial diversity. Also, in terms of cultural divergence or language, MAGNO will act on a need basis. As soon as the need appears the different documents, multimedia production or results will be adapted to the reality needed.

Public Engagement

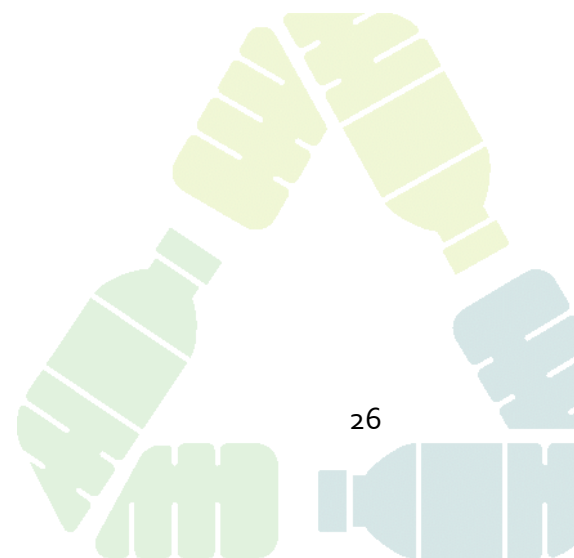
- **How do you involve stakeholders and the public in your work?**
Communities will be actively involved during the tasks and external actors and the entire project in-line with the project objectives.
- **At which stage of the R&I process is it most effective for you to engage stakeholders, and why?**
During all stages but, in particular, the data gathering phase for developing the digital twin since the project does not own the necessary data to run a realistic model. Also, in the uptake of results they will be very much needed to ensure widespread adoption of results.
- **What does public engagement in the decision-making process mean in your work or organisation?**
 - Encouraging co-decision by different stakeholders
 - Actively engaging civil society organisations
 - Legitimising the societal value of our research topics including stakeholders' views in order to make our actions more meaningful
- **What dimensions are usually discussed during your engagement activities?**
 - Values, needs and perceptions important to stakeholders
 - Possible impacts (ethical, legal, economic, social)
 - Public and individual responsibilities on environmental damage and purchase habit inequalities

- **How do you tailor R&I processes to include stakeholders with different genders, ethnicities, classes, ages, routines, experience, or levels of power?**
The abovementioned stakeholder qualities will be considered within the project design. These different group contexts are considered and the language and communication means will be adapted as well.
- **What measures would have a direct impact on your multi-stakeholder engagement activities?**
 - Public engagement activities
 - Communication activities aimed at fostering the public engagement
 - Political support for public engagement at a governance level
 - Public spaces for events

Researchers should be committed to delivering their research outcomes using multiple methods and channels. As previously mentioned, MAGNO aims at addressing food packaging and plastic pollution. Thus, the dissemination of the project should be responsible in this regard considering literacy and cultural differences (including academic cultures) and providing a comprehensive model for the dissemination and communication of the research with all typologies of consumers.

The planned Communication strategy enhances the dissemination objectives and contributes to the engagement of experts, civil society entities and researchers for ensuring long-term maintenance of the research outcomes through raising the sustainability and transferability potential.

However, it must be emphasised that the Communication and Engagement strategy will pursue a parallel aim and will be consistent with sound practices proposed for disseminating and disclosing research results to the whole society.



3. Communication

Communication activities will start as soon as the project also does it. It will aim to maximize the outreach potential of MAGNO through generating quality content, accessible and inclusive, addressing the public at large while enhancing awareness of project topic and areas and project's visibility itself. This objective is met through 3 different branches of action, as follows:

1. **Identity creation and branding** - including the design and the production of an original visual (logo, graphic elements, and infographics) and content identity (design of targeted key messages) and their coherent application onto dedicated materials (such as, brochures, posters, flyers, and short presentation videos) prioritising replicable and cost-effective solutions that would satisfy the need for green, and socially responsible, low carbon footprint solutions.
2. **Channels launch and management** - including user experience design web development, management and social media channels and strategy development, content calendar, set up and management, and community-building.
3. **Public communication activities** – including the production and distribution towards information multipliers and institutional media offices (such as journalistic articles, press and news releases, Video News Releases and web videos).

3.1. Identity Creation and Branding

MAGNO implements an integrated and impact-driven communication and dissemination approach with a multi-actors and multi-channel strategy. The communication tools were chosen to be the most effective to reach the project's target audience.

Logo

MAGNO logo and visual identity are based on the result of a brand personality exercise in which the coordinators of the project were actively involved. The aim of the brand personality exercise was to highlight the features, characteristics and elements that make MAGNO stand out as a European research and innovation project, circularity, food packaging, recycling, and plastic pollution.

The project logo, a set of icons, graphic elements, images, infographics, social media GIFs and cards, templates for presentations and reporting will be designed to reflect the project's values, key messages, and characteristics.

Different options for the logo and the visual identity (available in Annex 1 on Logos book) were developed by KVELOCE, based on the results of the brand personality exercise. These options were presented to the project's coordinator to choose the final version of MAGNO logo:

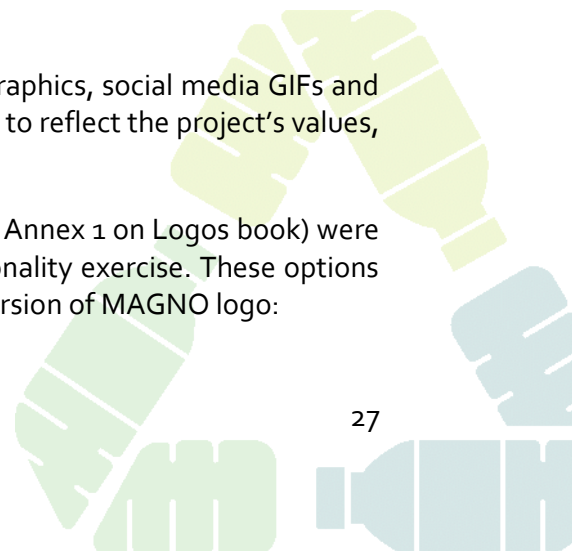




Figure 2 - MAGNO Logos

Visual Identity

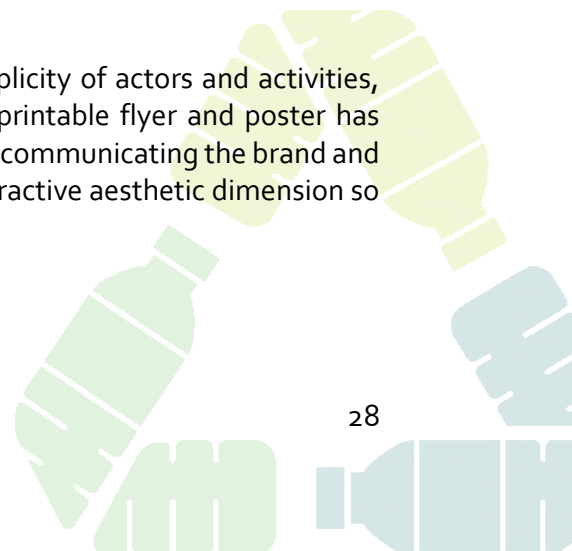
Based on this logo a different set of material has been set in order to complement the branding of the project as individual applications have been developed in order to push forward sub brands that would be adapted to the different graphic scenarios:



Figure 3 - MAGNO Variants

3.2. Materials

To attend to the need for presenting the project to a vast multiplicity of actors and activities, including professionals and service users, an online and offline/printable flyer and poster has been developed. It has been conceived as fully replicable tools for communicating the brand and disseminating basic features of the project, combined with an attractive aesthetic dimension so they can serve as attention grabbers for a wide range of publics.



These materials, in line with GA rules, will include EU flag, funding statement and opinion disclaimer. Also, as long as the item size allows will depict project partners logos as well as social media channels to facilitate its track and get audiences on board.

These materials will have a digital and printed version.

Poster



Figure 4 - MAGNO Poster

The poster showcases the information of all the stages of the value chain that will be subject of work within the MAGNO project. Also, express circularity in the circular shape of the picture. Also, depicts digitality referring to the binary code as well as to maritime environments and biology which relation with microplastics will also be part and subject of examination within MAGNO.

As well as other graphic materials, the MAGNO poster includes EU flag, funding statement and opinion disclaimer. Also, depicts the project partners logos as well as social media channels to facilitate its track and get audiences on board.

Rollup

The rollup will be used in physical events to announce our present, have a tool to facilitate the breakdown to the project to different audiences as well as for the uses previously stated.



Figure 5 - MAGNO Rollup

Flyer

The flyer will be used digitally and in its printable version to deliver a more comprehensive information whilst maintaining coherence with other materials. In its printable version it will be delivered in A5 format.

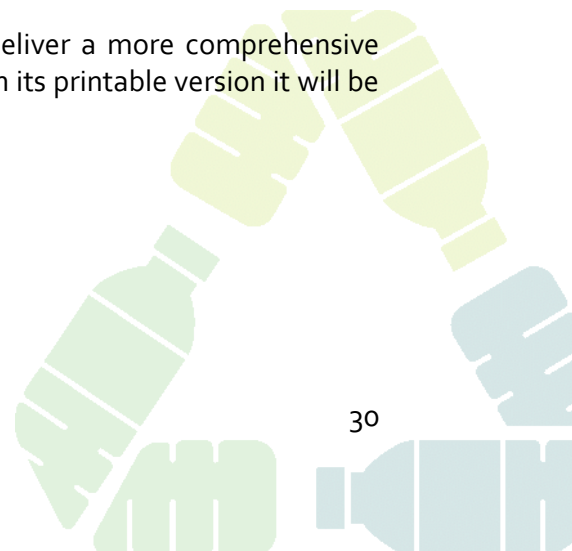




Figure 6 - Magno Digital Flyer

Social media banner

In order to adapt this multiplicity of topics, actions and locations an editable banner has been developed to be able to put this information in social media in an effective way, transforming each new announcement or post into an easily recognisable input coming from MAGNO.



Figure 7 - Social Media Banners



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 Commission. Neither the European Union nor the granting authority can be held responsible for them.

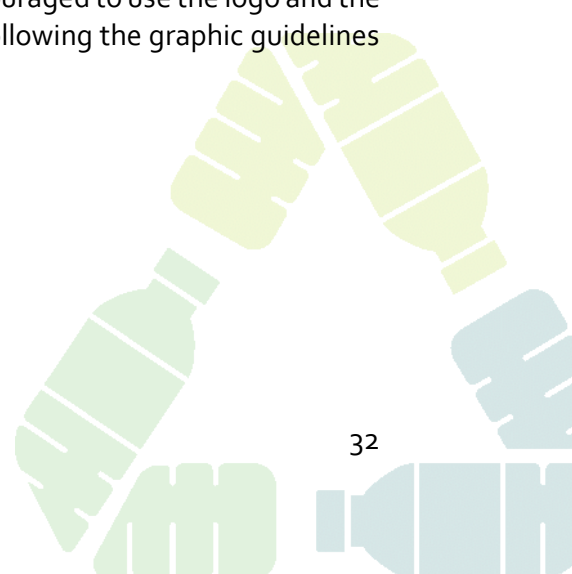
Video

MAGNO video is currently in the pipeline at the time of the submission of this deliverable. It will be based in the MAGNO graphic universe. The tentative script would be as follows:

- 0:00 Disclaimer screen – Logo + project title + Eu disclaimers + partners
- 0:10 State of play on waste management. Consequences of plastic pollution
- 0:20 Information on food packaging waste
- 0:30 MAGNO goals
- 0:40 MAGNO Plans
- 0:50 Digital Twin, scientific analysis y behavioural change
- 1:00 Multi-actor approach
- 1:10 Conclusion + one liner
- 1:20 Partners + logo + EU disclaimer

3.3. Brand book

All the previous information is integrated in a comprehensive document that will rule the visual identity of MAGNO during the length of the project. The official project brand book, available as annex 2, is the document listing all the guidelines on how to use the project logo and the visual identity material. It is a rulebook for everyone involved in the creation of communication and dissemination material for MAGNO. Partners are encouraged to follow the brand book guidelines when communicating MAGNO or presenting the project at events, training courses and workshops for stakeholders. The brand book will be published and released among the partners and will be available on the project website. Below, an example of visual identity guidelines from MAGNO brand book. All project partners are encouraged to use the logo and the rest of the brand materials under the supervision of KVELOCE, following the graphic guidelines provided in the brand book. It can be found as Annex 2.



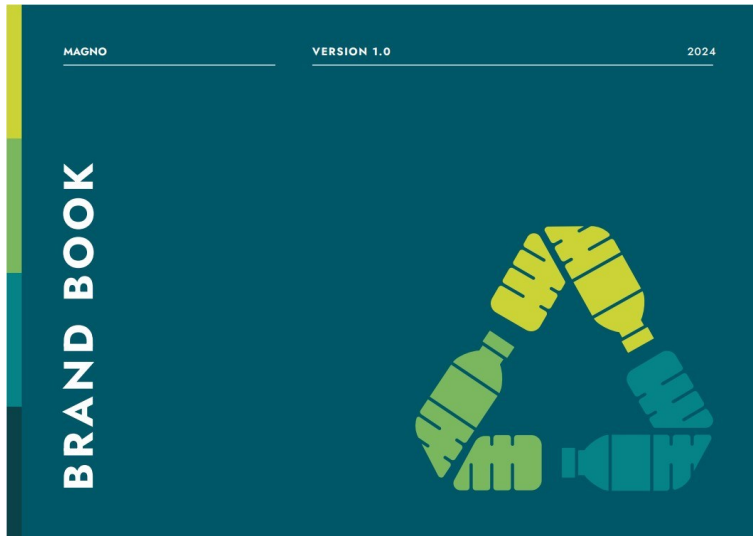


Figure 8 - Brandbook Cover

All project partners are encouraged to use the logo and the rest of the brand materials under the supervision of KVELOCE, following the graphic guidelines provided in the brand book.

3.4. Document templates

For internal documents and presentations two templates have been developed so MAGNO branding can be further reinforced within official documentation and event presentations.

As for the MAGNO Word Template can be checked within this deliverable.

WPX – WP name

DXX – Deliverable name

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 REA. Neither the European Union nor the granting authority can be held responsible for them. MAGNO project has received funding from Horizon Europe Research and Innovation Action programme under Grant Agreement n° 101135258.

Deliverable Documentation	
Number	DXX
Title	XXX
Related WP	WPX
Lead Beneficiary	XXX
Nature of Deliverable	R= Document, report / QMP = Data Management Plan / DcTA = datasets, microsets, etc / OTHER / DEM = Demonstrator, pilot, prototype / DEC = Website, patent filings, videos, etc
Dissemination Level	PU = Public or SEN = Sensitive
Submission Due Date	DDMMYY
Actual Submission Date	DDMMYY
Project Key Facts	
Project Acronym	MAGNO
Project Full Title	CONQUERING NEW STRATEGIES TO PREVENT AND REDUCE PACKAGING POLLUTION
Grant Agreement	101135258
Call Identifier	HORIZON-CL6-2023-ZEROPOLLUTION-01 (Clean environment and zero pollution)
Topic	HORIZON-CL6-2023-ZEROPOLLUTION-01-y (Strategies to prevent and reduce plastic packaging pollution from the food system)
Funding Scheme	HORIZON-RIA HORIZON Research and Innovation Actions
Starting Date	01/01/2024
Project Duration	24 months
Consortium	12 organizations, 9 EU Member States, 1 Lebanese and 2 Tunisian
Model GA type	HORIZON Action Grant Budget-Based
Website	www.magno-project.eu

Nº	Partner	Acrony	Country
1	Idelar Research & Development Aplicación De Interaj Economico	IDE	ES
2	Hollatic And Omological Solutions For Sustainability	HOLOSS	PT
3	Fraunhofer Gesellschaft Zur Förderung Der Angewanden Forschung Eri	FHF	DE
4	Asociación Empresarial De Investigación Centro Tecnológico Del Cazaio Y De Plástico De La Región De Murcia	CETEC	ES
5	Ony Business Assurance Italy Srl	ONV	IT
6	Senior Europa Sociedade Limitada	EVIC	ES
7	European Plastics Converters Europ Alabi	EUPE	BE
7.1	Polymer Complx Europe	PCEU	BE
8	Iris Technology Solutions, Sociedad Limitada	IRIS	ES
9	University Of Bealmand	UDB	LB

Figure 9 - Deliverable Word Template Captures

For the MAGNO Presentation Template, full version can be found in Annex 3.



Figure 10 - Presentation initial slide

EU disclaimer

Following the Grant Agreement, article 17.3 an EU Disclaimer indicating the following disclaimer (translated into local languages where appropriate) in all communication and dissemination materials:

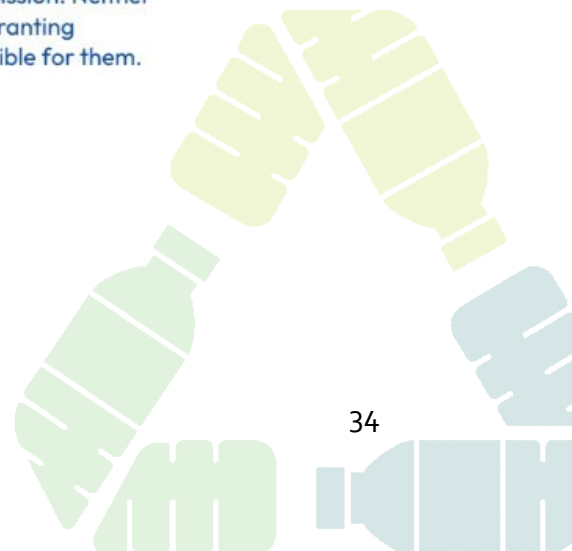
“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or Research Executive Agency. Neither the European Union nor the granting authority can be held responsible for them.”

Thus, as stated, all dissemination items and publications released by MAGNO, including the project website, as follows:



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 Commission. Neither the European Union nor the granting authority can be held responsible for them.



3.5. Channels: MAGNO Website: one-stop-shop against Plastic Pollution, Food Packaging and Waste Management.

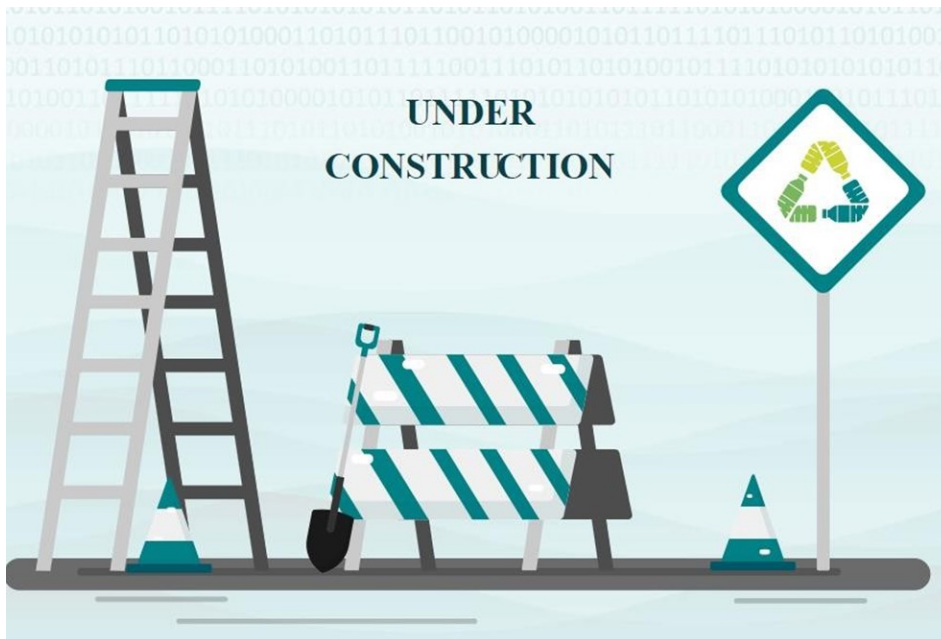
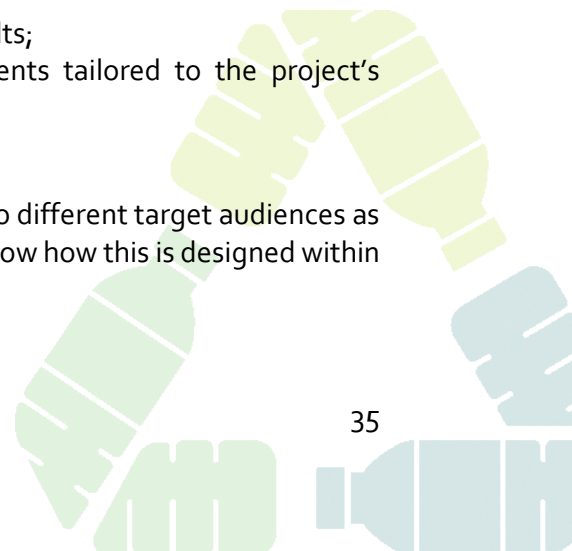


Figure 11 - Under construction page

On channels, the website is inevitably the starting point, closed link to almost all communication and dissemination activities and to the project implementation and its results. All the project information, communication campaigns and results will be published here as a centralized way. All information will be published with a view on supporting the Dissemination strategy understood as the spread of the project results and activities strictly related to the project itself and the communication strategy that will spread general information related to the project fields, to raise awareness and support the dissemination and exploitation strategies, and last but not least for the exploitations plans to be developed ahead in the project. These three pillars with these three overarching goals:

- 1) increase know-how and understanding of MAGNO 's results;
- 2) enhance acceptance of innovation by developing contents tailored to the project's targets and building up relations;
- 3) support uptake and replication of results.

The website segments all project related information according to different target audiences as well as showcase it in a non-restrictive way. The deliverable will show how this is designed within its structure.



The website will not be isolated in the world wide web but also will serve as feeder for social media channels with the goals of creating community, connect with other existing stakeholders, cross disseminate with other projects as well as engage generalist media.

All whilst open to the general public, showing engaging content and whilst being visually attractive.

However, the MAGNO web, as the overall MAGNO C&D strategy, must integrate a flexible and scalable – and easily modifiable – plan joining together the dissemination and the communication in a comprehensive way into the concept of public engagement.

With this in mind, this document will operationalize the strategic approaches that will be developed in D7.1 following this structure:

- Website goals
- Website structure
- Website features
- Social Media Support
- Legal texts
- Coordination

MAGNO Website: transforming EU food systems with innovative strategies for sustainable packaging

As first step towards building the whole MAGNO digital platforms structure the domain <https://magno-project.eu> was registered in January 2024. A temporary and simple “under construction” landing page was designed and released by KVC on the late Feb 2024 (M2) to show that despite being in development, the project was already active. The following image represents the landing page developed.



Figure 12 - MAGNO website header

The website is a flexible tool that will be constantly updated to meet MAGNO needs throughout the entire duration of the project whilst keeping all content navigable facilitating the access to targeted information without having to explore , or having to click excessively. To guarantee this flexibility, MAGNO website is designed in WordPress, with a tailor-made theme exclusive for MAGNO, with necessary Plugin Cache, SEO, Security, and cookies configurations and SSL certificate implementation.

Specific material will be produced and published on MAGNO website to raise general public interest and awareness on the project and its future outcomes whilst feeding the social media networks. Professionals will be addressed through dedicated dissemination products. The website aims to increase stakeholders' awareness, acceptance, uptake on MAGNO project and to attract the attention of potential stakeholders. All the website contents will be accessible to the viewers with no restrictions. To take into account all the aforementioned the structure and the rationale behind these sections are designed as follows:

Home - <https://magno-project.eu>

The home will be the main entry to all the site info. It will be composed by the following elements:

- Main pictogram encompassing all different concepts integrated in the project for a easy and visual communication of the project values and intentions.
- A main Mosaic with latest and features news so the site shows updated. This way we encourage visitors to enter from time to time and the project is being seen as an alive entity.
- Blocks for easy access to main project feature: Magno Digital Twin
- Basic description of the project and goals to give a preliminary idea of the project without having to explore the entire web.
- Main videos
- Partners logos and urls to their site
- Footer with European Unión disclaimers

The menu, accessible from the HOME page but any other, keeps the access to other pages and materials quite comfortable, including all main information. Also, Links toTwitter and linkedin profiles. It is automatically updated in case the existing page structure is modified.

- Meet MAGNO - <https://magno-project.eu/project-magno/>

Within this section different features of the project itself are showcased. It is envisaged as static content about what is the project about, however it can be easily update in case anything changes.

- Our challenges - <https://magno-project.eu/our-challenges/>

Within this page, it will be a serie of text blocks on problems of food plastic packaging with a view of reinforce the SEO search engines. It is very extensive and will be adapted



in parallel with the project run until 1) there is more content to be showcased and 2) some elements are defined and the awareness level on MAGNO features is higher.

- Project - <https://magno-project.eu/project-magno/>

This page includes basic information of the project rationale as well as information of the possible actions and some basic pictograms to help visitors understand the project at a single visit. As well as for other pages can be easily updated depending on the needs of the project.

- About us - <https://magno-project.eu/about-us/>

The section “about us” provides a general overview of the participants of the project and a general description. It includes individual Partners logos, partner individual descriptions and URLs. Also, it provides their location in terms of member state and location.

- MAGNO Management Bodies - <https://magno-project.eu/magno-management-bodies>

Assembly, Executive Board and Board of advisors will appear with pictures and contact information. At the moment of the release of this deliverable the information set is not readily available.

- Clustering: <https://magno-project.eu/clustering/>

MAGNO Digital Twin - <https://magno-project.eu/magno-digital-twin/>

In this section we will introduce the Digital Twin model and the Scientific articles.

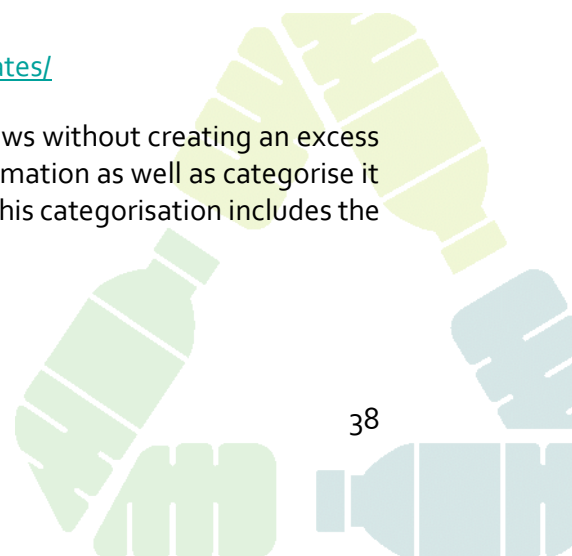
- Digital twin: <https://magno-project.eu/magno-digital-twin/> (under construction)
- Scientific Blog: <https://magno-project.eu/scientific-blog/> (under construction)

Consumer information – <https://magno-project.eu/useful-information-for-citizens/>

- MAGNO web tool: <https://magno-project.eu/magno-web-tool/> (under construction)
- Useful information for citizens: <https://magno-project.eu/useful-information-for-citizens/> (under construction)

News and Updates- <https://magno-project.eu/news-and-updates/>

This page is intended to centralise all different typology of news without creating an excess of pages, this way, audiences can have a central spot for information as well as categorise it depending on whatever they may be interested or targeted. This categorisation includes the following types of content:



- News: This category will include announcements, project side info, information about partners or networking and will be used also as a general category when content does not fit in a more accurate category.
- Research Blog: This category will include information pieces on the scientific developments, research decisions, best practices and anything that could be considered an intermediate result in the path towards achieving final scientific results.
- Press Releases: In this category audiences will be able to find formal announcements with supporting material to facilitate the dissemination of important pieces of information around the MAGNO project
- Project Materials: Any supporting documentation, image, flyer, booklet, video or any other comms and Dissemination materials will be able to be found within this category.

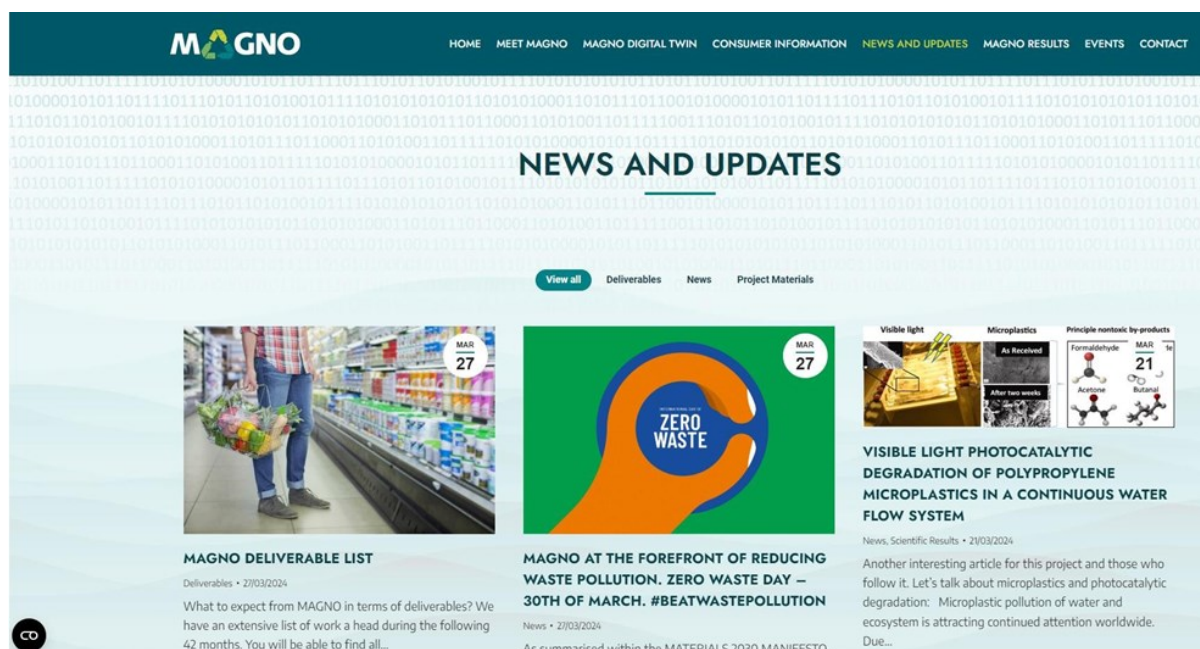


Figure 13 - Magno News and Updates section

Magno Results: <https://magno-project.eu/magno-results/>

This categorisation includes the following types of content related to all formal KER and other final exploitable results will be compiled:

- Deliverables results: Public MAGNO deliverable will be able to be found here.
- Reports and policy briefings: All results subject of be targeted to policy makers and other related target groups
- Scientific results: All results subject of be targeted to the scientific community as publications, presentations or others.

Events: <https://magno-project.eu/events/>

In order to 1) organise all events in which MAGNO partners will be participate, as well as relevant ones within the ecosystem, and also centralize the report of the results in all events participated, the website will count with an event repository where both programmed and executed events will be compiled.

The section will count with an event categorisation based on event ownership (MAGNO events, External events) and geographical scope (Local, regional, national, European, Global). No events is scheduled yet at the moment of the release of this deliverable.

Contact : <https://magno-project.eu/contact/> (under construction)

In order to fulfill data management obligations and GDPR rules, this page will not incorporate a contact form, but will display contact details of key project people and pilots so audiences can directly contact them. Still to be considered and will be subject of agreement between the the D&C leader, project coordinator and project staff.

3.6. LEGAL TEXTS

In order to fulfill with legal obligations, the following documents have been designed so web users are fully aware of their rights, information gathered from them and data managers.

Also, it is worth to mention that the website will work under a minimum viable cookies basis this way we can minimize the data gathered from users to optimize its performance. Only for the sake of reporting on communication and dissemination KPIs some analytical cookies may take places. Still to be decided by the project government bodies.

EU disclaimer

It is visible at the website footer in the following way:

Privacy policy: <https://magno-project.eu/politica-privacidad/>

Who we are:

Website: www.magno-project.eu

Magno has been funded by the Horizon Europe Program under Grant Agreement GA 101135258. The content of this website is the sole responsibility of Idener (Project Coordinator) and Kveloce. Senior Europa SL (Dissemination and Communication Manager) and does not necessarily reflect the opinion of the European Union.

Data Controller:

Magno – Idener

Early Ovington 24 – 8, La Rinconada, Seville, Spain (PC: 41300) (+34) 954 46 02 78

info@idener.ai

Purpose of Processing:

The data provided to us through this website will be processed for the purpose of managing your information request, responding to inquiries, and/or sending informational communications if selected.

Legal Basis for Processing:

The legal basis for processing your data is the consent you provide when using the contact form, subscribing to our newsletter, or directing your request directly to one of our email addresses.

Recipients of the Data:

Data will not be transferred to third parties except by legal obligation or with your prior consent.

Embedded Content from Other Websites:

Articles on this site may include embedded content (e.g., videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor had visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

User Rights:

You have the right to access, rectify, cancel, and object to the processing of your data, as well as other rights, as explained in the additional information. To exercise these rights, you can contact us via email at info@idener.ai

Cookies policy: <https://magno-project.eu/cookie-policy/>

ABOUT THIS COOKIE POLICY

This Cookie Policy explains what cookies are and how we use them, the types of cookies we use i.e, the information we collect using cookies and how that information is used, and how to control the cookie preferences. For further information on how we use, store, and keep your personal data secure, see our Privacy Policy.

You can at any time change or withdraw your consent from the Cookie Declaration on our website Learn more about who we are, how you can contact us, and how we process personal data in our Privacy Policy.

Your consent applies to the following domains: www.magno-project.eu

WHAT ARE COOKIES?

Cookies are small text files that are used to store small pieces of information. They are stored on your device when the website is loaded on your browser. These cookies help us make the website function properly, make it more secure, provide better user experience, and understand how the website performs and to analyze what works and where it needs improvement.

HOW DO WE USE COOKIES?

As most of the online services, our website uses first-party and third-party cookies for several purposes. First-party cookies are mostly necessary for the website to function the right way, and they do not collect any of your personally identifiable data.

The third-party cookies used on our website are mainly for understanding how the website performs, how you interact with our website, keeping our services secure, providing advertisements that are relevant to you, and all in all providing you with a better and improved user experience and help speed up your future interactions with our website.

WHAT TYPES OF COOKIES DO WE USE?

- **Essential:** Some cookies are essential for you to be able to experience the full functionality of our site. They allow us to maintain user sessions and prevent any security threats. They do not collect or store any personal information. For example, these cookies allow you to log-in to your account and add products to your basket, and checkout securely.
- **Statistics:** These cookies store information like the number of visitors to the website, the number of unique visitors, which pages of the website have been visited, the source of the visit, etc. These data help us understand and analyze how well the website performs and where it needs improvement.
- **Marketing:** Our website displays advertisements. These cookies are used to personalize the advertisements that we show to you so that they are meaningful to you. These cookies also help us keep track of the efficiency of these ad campaigns.
- The information stored in these cookies may also be used by the third-party ad providers to show you ads on other websites on the browser as well.
- **Functional:** These are the cookies that help certain non-essential functionalities on our website. These functionalities include embedding content like videos or sharing content of the website on social media platforms.
- **Preferences:** These cookies help us store your settings and browsing preferences like language preferences so that you have a better and efficient experience on future visits to the website.

The below list details the cookies used in our website.

COOKIE DESCRIPTION (see website)

HOW CAN I CONTROL THE COOKIE PREFERENCES?

Should you decide to change your preferences later through your browsing session, you can click on the "Privacy & Cookie Policy" tab on your screen. This will display the consent notice again enabling you to change your preferences or withdraw your consent entirely.

In addition to this, different browsers provide different methods to block and delete cookies used by websites. You can change the settings of your browser to block/delete the cookies. To find out more about how to manage and delete cookies, visit wikipedia.org, www.allaboutcookies.org.

Legal notice: <https://magno-project.eu/legal-notice/>

LEGAL ADVICE

Website Owner:

MAGNO

Pça. de la Reina, 19, escalera A, 1ºB, 46003 Valencia, Spain

+34 653 58 13 70

japavon@kveloce.com

Purpose:

This legal notice regulates the use of the website www.magno-project.eu, of the MAGNO project, developed within the framework of the European Horizon program under the Grant Agreement GA 101136516. The content of this website is the responsibility of Kveloce – Senior Europa SL. By browsing this website, you acquire the status of user and imply full and unreserved acceptance of each and every provision included in this Legal Notice, which may be subject to modifications.

Intellectual and Industrial Property:

The intellectual property rights of the content of this website, its graphic design, and its source codes are owned by Kveloce – Senior Europa SL, with the exclusive exercise of the exploitation rights. Its reproduction, distribution, public communication, and transformation, total or partial, are prohibited without the express authorization of Kveloce – Senior Europa SL.

Content and Links:

MAGNO and its partners are not responsible for the content of links to other websites that are not owned by them and, therefore, cannot be controlled by them.

Applicable Law and Jurisdiction:

This Legal Notice is governed in all its aspects by Spanish law. For any dispute that may arise in relation to the website or the activity carried out therein, the Courts and Tribunals of Valencia shall be competent, expressly waiving any other jurisdiction that may correspond to the user.

AVISO LEGAL

Responsable del Sitio Web:

MAGNO URBAN HEALTH

Pça. de la Reina, 19, escalera A, 1ºB, 46003 Valencia, Spain

+34 653 58 13 70

japavon@kveloce.com

Purpose:

This legal notice regulates the use of the website www.MAGNO-urbanhealth.eu, of the MAGNO project, developed within the framework of the European Horizon Programme under Grant Agreement GA101136516, the content of this website is the responsibility of Kveloce - Senior Europa SL. Browsing this website confers the condition of user of the same and implies full and

unreserved acceptance of each and every one of the provisions included in this Legal Notice, which may undergo modifications.

Intellectual and Industrial Property:

The intellectual property rights of the content of this website, its graphic design and source codes are owned by Kveloce - Senior Europa SL.

source codes, are the property of Kveloce - Senior Europa SL, and we have exclusive rights to exploit them. Their reproduction, distribution, public communication and transformation, in whole or in part, without the express authorisation of Kveloce - Senior Europa SL is prohibited.

Contents and Links:

MAGNO and its partners are not responsible for the content of links to other websites that are not owned and controlled by MAGNO and its partners.

Applicable Law and Jurisdiction:

This Legal Notice is governed in each and every one of its aspects by Spanish law. For any controversy that may arise in relation to the website or the activity carried out therein, the Courts and Tribunals of Valencia shall have jurisdiction, and the user expressly waives any other jurisdiction that may correspond to him/her.

3.7. SOCIAL MEDIA CHANNELS

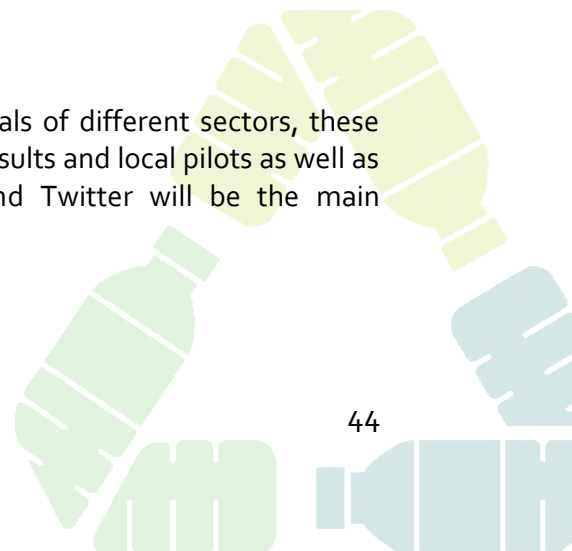
Using the website as one-stop-shop for all information related to MAGNO, everything there will be subject of communication and dissemination thru online channels, without prejudice of using offline physical channels when necessary. This strategy follows a no paper, zero waste policy but in adaptation to the different target groups, some of them vulnerable groups that may be lack of digital literacy skills materials can be printed. Anyhow, the following channels have been set to connect the website and all the information developed and all different MAGNO audiences defined in D7.1. These channels will be accessible from the website and all individual platforms.

Twitter: https://twitter.com/Magno_EUPro

This channel will be designed to attend the need to inform and communicate to the overall community and general public of important milestones, activities and bring external traffic to more specialised channels.

LinkedIn: <https://www.linkedin.com/company/magno-eu-project>

Since the project is a continuous structure aimed at professionals of different sectors, these channels will be fed with information relative to disseminating results and local pilots as well as target groups identification and recruiting. Both LinkedIn and Twitter will be the main Communication and Dissemination online channels.



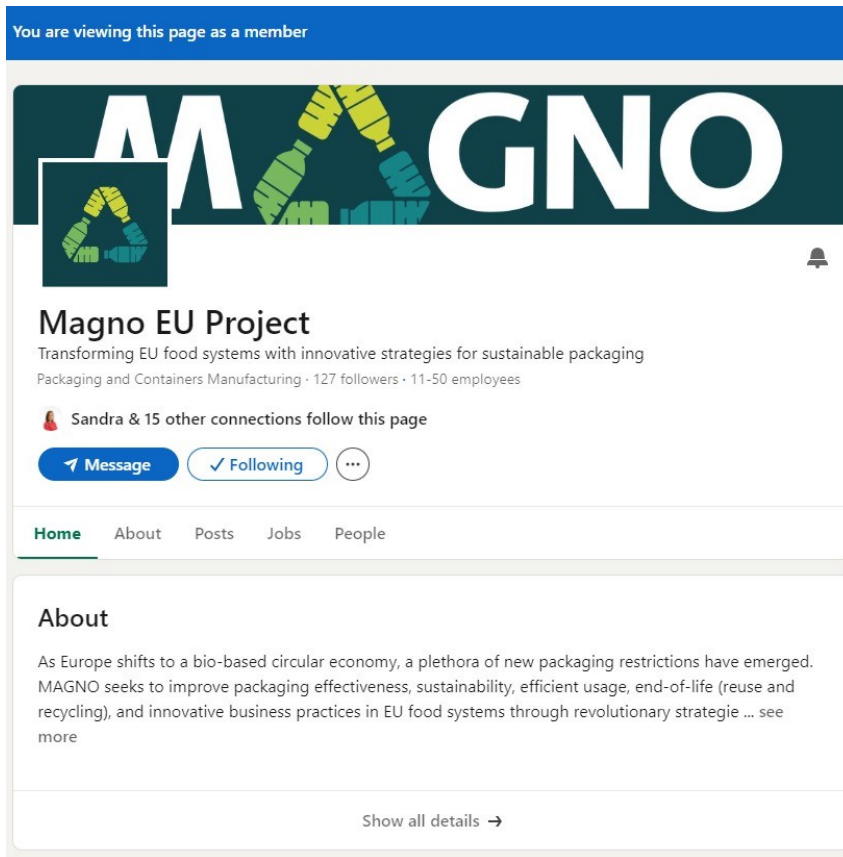


Figure 14 - LinkedIn MAGNO profile

Youtube: <https://www.youtube.com/@MAGNOEUProject>

Taking into account the heavy load of video materials to be displayed, Youtube will serve as a repository to organise these materials coming from the project and the three different pilots. These two last channels are set up but lacks of content by the time this deliverable is being built. They can be tracked as soon as some basic info is added.

3.8. Activities: Communication campaigns

The MAGNO communication activity will be structured in campaigns. Some of them will be permanent, being active from M1 to M42. Without prejudice of adding more during the project length based on opportunity, activities and results, or scenario changes, these will be the permanent ones:

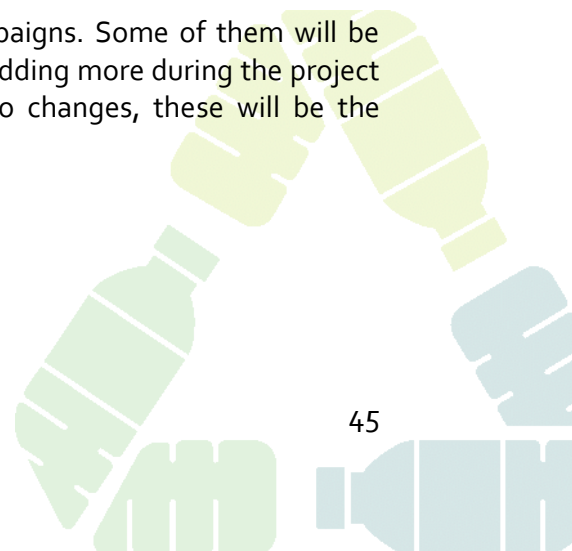


Table 2 - Key messages relations with target audiences

Key message groups	Stakeholder	Channels
Innovative designs, new materials and novel manufacture routes	Researchers, food and business operators	Workshops, materials, networking, communication
Improve of waste management, new technologies and business strategies	Food packaging producers, developers of sustainable packaging	materials, activities, webinars and website
Sustainable processes from collection, sorting and recycling (mechanical and chemical)	Packaging converters and recyclers	
Advances in food packaging, promotion of circular economy.	Policy Makers	EC events, networking activities
Reduction of environmental impact, safety process and products	General Public, consumers	Website and social media, communication materials

Beyond this, the C&D manager (KVC) has envisaged other campaigns that may reinforce the impact of the project as well as to help the project to generate an impact in audiences and the overall generalist media. These ad hoc campaigns will mainly rely on social media channels and web articles/SEO campaigns, to contribute to the overall positioning of the MAGNO project in online search engines. These campaigns may be:

- Project features
- World days
- Pollution determinants
- Existing environmental policy and developments
- Information and tips for Consumers
- Information and tips for Environmental NGOs
- Information and tips for Business and the value chain
- Information and tips on Non-use of packaging
- Information and tips on Action plans for correct discard

3.9. Communication Monthly Meetings and coordination

KVC will set up key monthly communication coordination and reporting meetings to achieve a twofold objective. On the one hand facilitate the partnership the coordination of the MAGNO materials, activities, results or work. On the other, to be able to report on activities as well as feed stakeholder mapping activities so the C&D activities run smoothly based on a bidirectional internal flow of information to feed the external actions efficiently.

In order to do coordinate this, first was sent a doodle, where WP leaders need to indicate us the person(s) that will participate to these meetings. WP leaders will be responsible for keeping WP staff attending these meetings updated based on the ongoing activities. The meetings will have a duration of approximately 60 minutes and representatives of the WPs will be asked to present one slide with the features ready to be communicated via web, social media and press releases. If there is nothing to communicate, its also a valid answer. Beyond these instructions, for the sake of facilitating partners to contribute to the communication strategy, the minutes will be public so everyone can follow up and support some results via their own social media channels. Depending on the working pace, we can have these meetings bimonthly.

This is essential since it is critical to keep an adequate flow of information on the website and social media. Normally, the slot selected to execute this meeting is the first Thursday of each month from 11 to 12. The structure of each meeting will be composed by each of these agenda points:

- Ongoing campaigns
- Next campaigns
- Social Media Results
- Other results
- Action points
- Minutes
- Attached slides

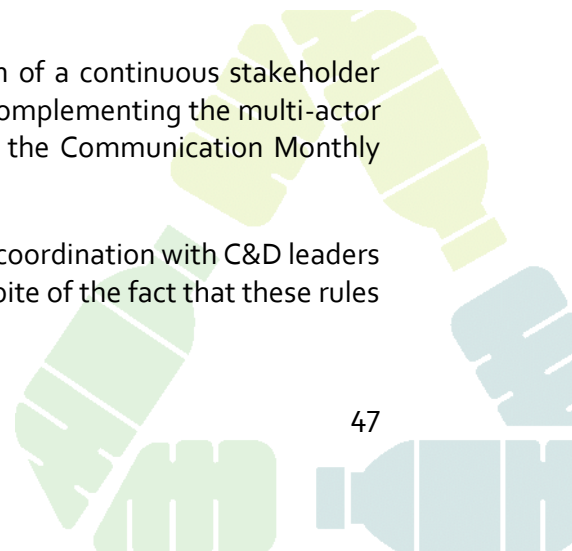
This communication meetings will be coordinated by KVC and will be open to all interested consortium members. However, to be efficient we need the regular presence of at least one person for each Work Package that will ensure the regular flow of information of what is happening within the WP to the communication team and vice versa will widespread the communication requests and plans within the own WP team.

MAGNO partners involvement

MAGNO will also support the needs of each partner in terms of engagement as well as for C&D. Thus, fluent communication will be established with all partners to be aware of their needs, expectations, and results as well as their ecosystems. Big opportunities from local stakeholders may appear and the project must be aware to opportunity-based activities to maximise dissemination and engagement.

For this, partners leaders will be crucial players in the execution of a continuous stakeholder mapping to feed the C&D&E engagement strategies as well for complementing the multi-actor approach. Thus, it is expected to become active participants in the Communication Monthly Meetings with basic orientation on each local ecosystem.

In this regard even though social media channels will be enabled, coordination with C&D leaders will be structured to ensure a homogenous and coordinated. Despite of the fact that these rules

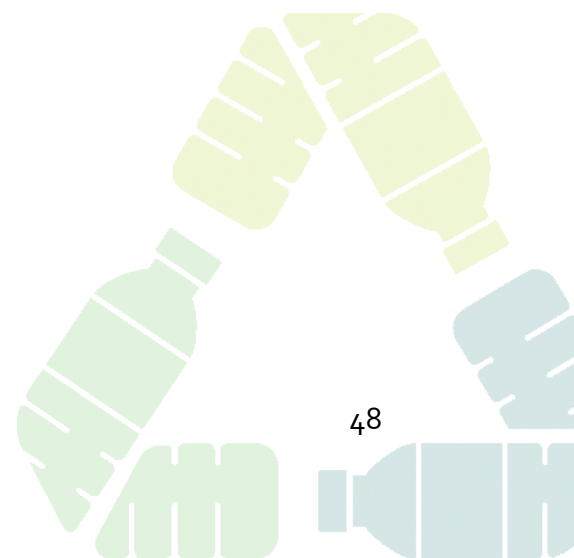


may be subject of addition, change or adaptation, some of the principle that may rule this coordination between pilots and C&D main structure are:

- Partners can repost each other material when convenient so impact can be maximised at all levels.
- As a general rule, if necessary, partners can post about MAGNO in their respective mother tongue to attend local audiences. Multi-actor recruitment materials could be published in English if needed also from main C&D MAGNO channels.
- Partners could contribute to reporting by keep track of their participation in MAGNO campaigns: followers, number of posts and impressions.
- Any material (banner, flyer, posted), as well as doubts or issues, should be coordinated together with C&D leaders.

Reporting

In order to coordinate and report C&D activities, a content calendar and a reporting file have been set up. Access for partners has been enabled to allow them actively participate on this. The input of these files will be coordinated by KVC as C&D leader, however, are partners are responsible for reporting the activities they undertake showcasing MAGNO features individually or at a local level on an ongoing and effective basis.



4. DISSEMINATION

4.1. Audiences

The MAGNO dissemination strategy plans a set of actions to reach specifically strategic target audience for achieving the goals of the project, to the extent that enabling knowledge transfer to those audiences may be considered a goal itself.

On the one hand, professional audiences are aimed to enable practitioners, the ones working closer with food packaging as well as with the overall value chain audiences, with the necessary tool to inform, guide and empower themselves, consumers, and the overall citizenship to provoke a significant behavioural change based on MAGNO results all over the value chain from design, thru raw materials and to consumers. On the other, the scientific ones, aim to foster discussion and acceptance of the findings make the results of the project be considered in the scientific domain and academia, provoking a long-term change based on moving the framework around food packaging manufacturing process, materials, and recycling towards a more sensitive position regarding environmental damage, pollution and effective manufacturing practices. The table below summarises the means to be used and the target groups identified:

Table 3 - Dissemination audience typology

Professional dissemination target groups:	Scientific dissemination target groups:
Consumers Food packaging professionals Environmental experts and institutions Other packaing value chain professionals Public administration, including the European Commission	Research entities and scientific community Public industry, food and environmental experts and institutions Environmental professionals and materials engineers also involved in research and innovation projects
Decision-makers, including CSOs	EU and Nationally-funded projects European Commission
Actions	Actions
Direct engagement Guidelines and knowledge transfer Identification and participation of potential multiplier entities Participation in multiplier events (Eg., fairs and congresses) Networking with private companies, including foundations. Networking with EU-funded projects	Journals Scientific events, seminars, conferences, congresses and workshops Social Media explicitly aimed at scientific dissemination Research Gate Guidelines and knowledge transfer

4.2. Campaigns

Supported by the previously stated communication Campaign to attract participants, Dissemination to these targets would entail different strategies including different channels and materials but it will be achieved mainly through media, including traditional and social media, Press Releases, Dissemination Toolkits all aimed to an open set of campaigns. These campaigns, without prejudice of completing the list on an opportunity base, are:

Project features and activities

This knowledge transfer campaign will aim to showcase the different activities, including urban labs, so ecosystem professionals, academia and also potential users that the project may need to recruit can engage with the different value propositions of MAGNO project.

MAGNO Digital twin

Along with intermediate publications on the tool the MAGNO digital twin will be showcased to ,1) aggregate all the value and knowledge created in the different stages of the development under the brand of MAGNO, to generate sufficient attraction potential, as well as 2) for reinforcing all specific campaigns within their individual outreach bubbles.

MAGNO consumer acceptance campaign

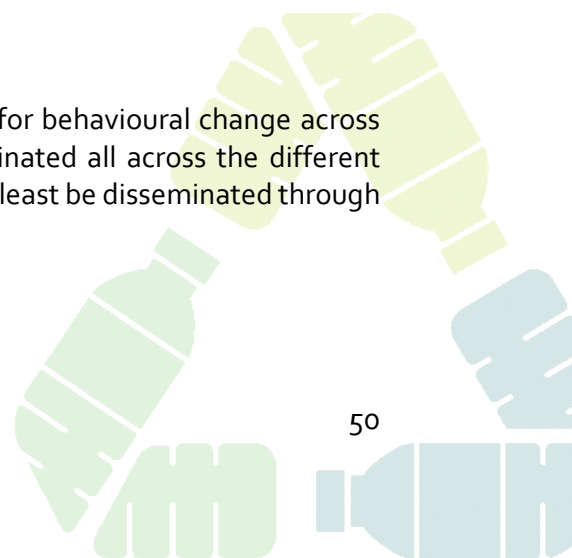
Related to Task 6.3, from M13-M36. an action plan that aims to increase consumer awareness and motivate behaviour change. The plan will cover topics such as the current packing situation and instructions on how to properly discard food packaging (including whether it can be recycled, composted or disposed as regular rubbish). In addition, wherever possible, the promotion of non-use of packaging will be encouraged as well as supporting the implementation of reusable packaging. Key aspects, such as how to present the information, incentives schemes, messages, campaigns and other elements will be defined together with a set of actions to foster accurate waste management behaviours.

Together with the MAGNO consumer platform, these elements will be widely disseminated to become useful resources. Thus, in order to generate enough acceptance and uptake, a specific dissemination campaign will need to support their launch with a view on the exploitation strategy.

Project Results

In order to transform the MAGNO project into a successful tool for behavioural change across society, the results generated within the project will be disseminated all across the different actors and channels to make them visible. These results should at least be disseminated through the following activities:

- Innovation Radar. At least 6 project results
- Horizon Results Platform. 6 results presented



- Horizon Impact Award. One application
- Practice abstracts

A final step for the MAGNO Multi-actor approach involves producing 10 practice abstract that will be presented in two batches. These will provide a concise summary or description of a particular practice or method used in the food packaging industry. The practice abstracts will include the essential features and characteristics of the food packaging practices, clear objectives, exhaustive details of the methods employed, and the expected outcomes from those methods applied in different sectors (e.g. recycling, manufacturing and storage).

4.3. Channels for professional audiences

Press Releases and News

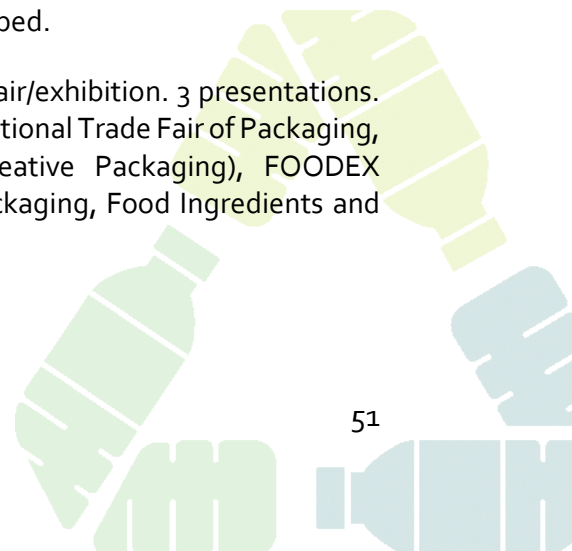
The Press Releases will focus on specific significant project results that could impact specialized or generalist media drawing stakeholder's and general public's attention towards MAGNO project.

As for their part, news will consider milestones, promoting project events and any progress that may interest the day-to-day ecosystem, to inform MAGNO audiences of the participation of some members of MAGNO consortium to external events and to present their latest project findings and achievements. Both the press releases and the news releases will be published on the project website. Especially relevant news will include a communication toolkit to enable engaged institutions to replicate information coming from MAGNO. All the press and news releases will also be available to partners for translation into local languages and distribution through their existing channels.

MAGNO Workshops

With the goal of promoting the EU climate action amongst all the multi-actors involved in the food system, MAGNO will organise 13 workshops (at least one per partner) to inform multi-actors about the latest developments and EU actions in packaging. The first event will be dedicated to raise awareness about the current situation and providing ways to improve. The following events will be focused on highlighting MAGNO's findings and results. A final event will be organised to present the Consumer acceptance platform, including its capabilities and features. A calendar will be provided along with the exploitation strategy to be developed.

Also, externally, MAGNO will participate in at least 3 Industrial Fair/exhibition. 3 presentations. Tentatively, these presentations will take place at EMBAX (International Trade Fair of Packaging, Printing and Reprography), COSMOPACK (Exhibition of Creative Packaging), FOODEX (International Exhibition for the Food and Drink Processing, Packaging, Food Ingredients and Logistics Industries).



Communication toolkits

Communication toolkits are information packages to facilitate the replication of information coming from MAGNO. Will be distributed by MAGNO C&D leader to the internal partner as well as external multiplier organisations with the goal of breaking the current project bubble bringing new traffic to our channels. Normally, these packages will include:

- PR/News text/Link to site
- Social media banner/picture
- Social media examples for individual posting
- Links to central MAGNO social media publications to facilitate further dissemination from partners and external multipliers
- FAQs

Newsletters (Video podcasts)

In order to keep all interested stakeholders informed on an ongoing basis, a newsletter in the shape of a podcast will be released biannually, and a final one, so a more attractive channel is produced to attract the attention from domain actors as well as opening an alternative channel not that used so far and that could help reach hard-to-reach audiences.

The project will be structured on 7 newsletters. Participants will be organised in the following months after these deliverables.

Videos, Short videos and reels

MAGNO will coordinate (KVC) a series of short interviews at events or *ad hoc* help partners to disseminate on their experience, innovation, and results closing the gap within project researchers and the audience. This will include interviews with project experts, stakeholders' representatives, decision-makers and users so the project can count with the input of direct stakeholders involved. The videos will be accessible via website, YouTube and distributed via social media, communication portals, platforms and events.

Dissemination Materials for engagement of users, food packagers and environmental professionals

The dissemination activities will also take into consideration the wide range of audiences and also demographics for our various target groups. In other words, this means that the dissemination material should be crafted in a way that can be easily understood by the whole society but, importantly by persons experiencing social vulnerability (i.e., poor communities, non-native speakers, migrants, people with low literacy, persons with disabilities, etc.). If required, visual materials will be adapted on demand.

Thus, additionally, other side communication *ad hoc* materials such as roll-ups, posters, banners etc. can be adapted on demand according to the partners' needs to support the dissemination strategy. All these materials will be printed and also available digitally for

distribution during the events, following to the maximum possible extent a zero-waste policy. More specifically, a series of Info-packs and/or factsheets providing an easy, and catchy description of the project's results, guidelines, exploitation strategy and policy recommendations can be developed and distributed upon availability. Ideally, they will be placed in time so all of the factsheets can be released in parallel to significant project milestones as well as ensuring each one has enough time to be disseminated.

Beyond this, on a on-demand basis, other Infographics and factsheets can be produced to support certain activities. They are meant to be easy to read and with an appealing graphic, targeting end-users, social and health experts, stakeholders and policy makers. They will be distributed via the project's online communication channels, external multipliers and direct engagement schemes.

Policy briefs

In order to reach policy makers, policy briefs will also be a smart and cost-effective tool to be developed. It will be distributed following the MAGNO PR and News strategy and conveniently supported by online dissemination campaigns as well as used in direct engagement activities to put forward relevant messages on environment and food packaging value chain related issues. Can be used with multiple goals in mind:

Knowledge Dissemination: Policy briefings condense complex research findings into clear, accessible summaries. This allows researchers to communicate their work to policymakers, stakeholders, and the public efficiently. Brochures offer a visual and concise format to present key information about a project, its objectives, and its outcomes.

Influencing Policy and Decision-Making: EU-funded projects often aim to inform policy. Policy briefings provide an opportunity to translate research into actionable recommendations for policymakers, enabling them to make evidence-based decisions. Brochures distributed at policy events or workshops can enhance visibility and influence among decision-makers.

Stakeholder Engagement: Both policy briefings and brochures can engage a wide range of stakeholders, including industry partners, government agencies, NGOs, and the general public. This engagement fosters collaboration and support for the project's goals. These materials can also be used to attract additional funding or partnerships by highlighting the project's relevance and potential impact.

Public Awareness and Education: Brochures can be distributed at public events or shared online to raise awareness about the project's objectives and outcomes. This helps to educate the public and promote transparency. Policy briefings can inform the public about how research findings can affect their lives and encourage community involvement.

Final MAGNO publication: At the end of the project, a MAGNO Book will be produced, in both electronic and printable format. This document will contain the project's major achievements, project activities and content, also, compiling policy briefs and policy recommendation. It is expected to highlight the benefits for each identified target as well as for enabling all solutions,

guidelines and recommendations available for professionals after the project ends.

4.4. Channels for Scientific Dissemination

MAGNO is expected to generate scientific results to be disseminated in Scientific Conferences and Technical Journals sharing its findings and innovations through academic publications, conferences, and other platforms to maximise their impact and reach.

Scientific Articles

All results generated under the MAGNO scope will be part of the main elements of open access as defined by the European Commission: i) right to read, ii) download and print, and iii) right to copy, search, crawl, distribute, mine or link. All data generated in the project (WP3 to WP6), material design, circular optimisation, packaging production, standardisation, characterisation, and consumer acceptance results will be available (accessed, mined, exploited, reproduced and disseminated) free of charge for any user during and at the end of the project.

As part of the dissemination strategy, there are also actions aimed to enable knowledge transfer with the scientific community. This will be based on 10 scientific publications in journals. To conserve the environment, empowering citizens to make educated decisions based on research and evidence, also by moving the academic discussion framework in the direction of the MAGNO intention and results. At least 10 publications in one of the following (non-exhaustive) journals: Biomaterials, Polymers, Food Packaging and Shelf Life, Food chemistry, Business horizons, Journal of Business Research.

Beyond this list, it is expected that the project presents these articles in journal and events with sufficient widespread visibility around it. Further, each of the publications will be also supported by dissemination campaigns so we can reach the scientific community with MAGNO findings. Depending on whether these articles find a proper event to be released or not, MAGNO will organise webinars to put forward these articles to their immediate ecosystem.

In terms of Open Access in Scientific Publications, MAGNO is aware of its obligation of ensuring open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results via an OpenAIRE compliant repository (i.e. Zenodo) that facilitates the management of the project data according to the FAIR principle.

Conferences

MAGNO will also participate in at least 12 presentations in the following (non-exhaustive) international conferences: Emerging Food Packaging Technologies Conference (ICEFPT), Food Contact Materials and Risk Assessment Conference (ICFCMRA), Food Bioscience Conference (ICFB), Food Security and Stability Conference, Paris (ICFSS).



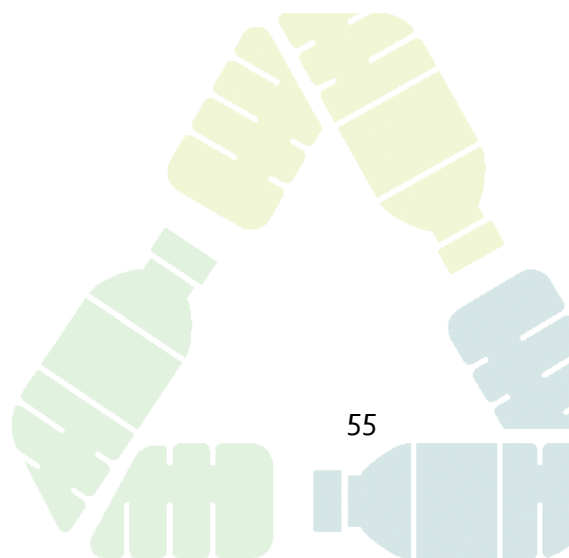
Other events

Besides, MAGNO will consider other adhoc events and materials, including internal or owned events, that could be local or webinars, to push forward specific actions with the scientific communities as well as minor participation in external events like technical/scientific/transversal fairs, congresses, conferences, joint webinars, roundtables, workshops.



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 Commission. Neither the European Union nor the granting authority can be held responsible for them.



5. ALLIANCE BUILDING AND CLUSTERING

Alliance building is envisaged following the citizen (aimed most specifically for institutions) and community engagement strategy (for physical people integrating a community) in order to reinforce what may happen in Task 6.3 or the multi-actor approach implemented during the project execution. Both combined are understood as a process of institutional and citizens' transformation, in which MAGNO ensures the participation of the quadruple helix of open innovation (encompassing administration, business, research and education and citizenship) plays a key role also in communicating, disseminating and exploiting the project features and results, whilst leveraging the impact of the project. Suitable resources and key actors from the quadruple helix will be selected to benefit from synergies, receive specific dissemination actions and to avoid an overlapping of measures or the overburden of the selected actors.

4.5. Citizen Engagement

On the one hand, the process of citizen engagement entails different levels of participation based on the Spectrum of Public Participation developed by the International Association of Public Participation (IAP2) as reflected in the figure below. The levels of participation range from the left of the Spectrum, with low participation (where stakeholders are simply informed about problems and solutions, i.e. through websites or social media) to the right of the spectrum with high participation degree (in which stakeholders are empowered to take decisions, i.e. referendums) These levels are discrete degrees and each of them will be appropriate depending on the context, the project stage and the target users.

Based on the different C&D activities planned in MAGNO, and in coordination with the rest of the partnership specially the project coordinator, the C&D leader (KVC) will analyse and select the level of participation according to the goals of the specific action, its complexity and sensitivity. To this end, partners involved (KVC, IDENER and All) will collect data from the partnership to make a first map of possible stakeholders, alliances, associations and clusters that may be useful for reaching a higher degree of engagement. Following this scheme different relations will be established with main MAGNO ecosystem stakeholders and targeted populations following to:

- **Inform:** These actions are aimed at providing the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions. Inform level is considered as transversal across the spectrum of processes, since effective engagement requires a strategic flow of information. Examples: Policy briefs, lectures and seminars in educational institutions

- **Consult:** These actions are aimed at obtaining public feedback on analysis, alternatives and/or decisions, but with little interaction. This level is appropriate when specific input is required by the public but early engagement is not possible. The targeted public is informed about how their feedback influenced the decision. Examples: consultation, interviews, surveys, and questionnaires on Urban Health behaviours.
- **Involve:** Actions at this level require working with the public to ensure that concerns and needs are understood and considered, by means of a two-way exchange of information and discussion and providing opportunities to influence the outcome. Decisions at this level are made by the administrations, although the issues raised should be considered. Examples: focus groups, users' recruitment for Urban local labs.
- **Collaborate:** actions in which the public is directly engaged in decision making and involved in the interactive process, often including an attempt to find consensus solutions. These actions require creating trust and ensuring a genuine engagement, being costly and time-consuming while implying risks that can damage future relationships with key stakeholders. Examples: Co-creation strategies, urban health governance desks, or cross dissemination schemes
- **Empower:** At this level, the public is given the opportunity to make decisions for themselves. A decision could be made by the community through a process that requires little interaction, such as a referendum or voting measure at local level. The level promises to implement what you decide. In the MAGNO framework, this level may correspond to users and vulnerable group associations, including representatives of organisations, civil society, NGOs, industrial companies, and associations which are relevant in the MAGNO' results uptake, such as social care or health professionals.

4.6. Engagement campaigns for organisations

As for the complementary Community Engagement, it is defined as "participatory strategies which stress the importance of community members' participation in improving health" (Crawford & Okigbo, 2014). In addition, the communication strategy pursues to support the dissemination and exploitation – understood as the intellectual exploitation conducted by the sustainability and scale-up potential of MAGNO – by sharing and curating contents closely related to the project fields. The communication strategy, focused on the CE, follows the methodology suggested by Crawford et al (2014), and merges bottom-up and top-to-down actions in order to cover all potential gaps.

Community engagement (CE) includes consumers, plastic producers, food packaging clients, workers of the value chain and other stakeholders participating in food packaging, environment innovation, development of services, policy agendas or research. It entails a long-term involvement (co-production) and alliance at the community level as a whole, implying a multistakeholder approach. These groups should be carefully defined to become an integral part of MAGNO activities.

The engagement potential appears closely linked to citizen empowerment in Citizen engagement strategy but also for the exploitation strategy: the potential for advocacy, group cohesion, and representativeness appeared as determinants for fostering the participants' retainment and involvement and the uptake of results. How culture and communities impact health literacy is well-reflected in the literature as well. Literature shows that peers and NGOs, such as associations are a valuable source of information.

The format of the information - graphics, charts, pictures and visual formats - is also essential and has been based in previous sections of this deliverable. Some patients may also expect additional written information. Thus, informational brochures and info-packs seem to have a substantial value within this strategy. On demand these documents may be adapted as resources to specific situations and health inequalities that users may suffer such as difficulty for navigating healthcare systems, culturally-tailored information access/delivery. Community settings are the critical frame in which analysing the integration of the views remains the most important. In any case, information will be provided considering its accessibility (information should be easy to find and readable, available and presented for different levels) and its experiential and practical nature.

The overarching goal of this strategy (primary objective) is to raise the engagement. Specific objectives are:

- a) to widespread evidence and information about food packaging value chain issues, innovation and environmental damage caused by plastic pollution;
- b) to communicate about the specific challenges that food packaging poses to the value chain, also innovation and environmentally speaking C) to explain how food packaging and plastic pollution is interlinked, and D) to explain how MAGNO tackles the challenges whilst implementing a multi-actor and consumer centred approach, taking messages towards institutions and administrations (linking dissemination, networking and, at the end of the project, within the scale-up/sustainability strategy).

As regards to the Community Engagement the types of campaigns, MAGNO will distinguish between an upstream and a downstream perspective.

Upstream campaigns are aimed to reach a group that has interpersonal influence and can create change, instead of directly targeting the users. In addition, these groups could be more likely to influence and can modify contextual factors. Personal networks of all partners involved will be used for engaging the community and fostering local awareness, promoting opportunities for unpaid media placement, and leveraging with opinion leaders. However, upstream initiatives might be necessary for downstream efforts to be effective.

Downstream campaigns directly approach General public including vulnerable groups (such as low-income communities, migrants and ethnic minorities), involving a significant effort in social marketing and public communication. Campaigns will be evidence-based, beneficiaries-centred, participatory, multichannel, advocacy related, sustainable, scalable and cost-effective.

Multipliers

In order to address these topics related to the twofold strategy, it is necessary to identify different stakeholders that besides their use for other purposes, such as policy making, users' recruitment or training, may serve as multipliers.

To this end collaborative research between all MAGNO partners is continuous stakeholder mapping exercise and compiling all relevant info for the different aspects laid down in this strategy. It is expected that MAGNO will identify users' and communities' needs, as well as EU projects organisations, public authorities involved or relevant private actors, offering live insight of relevant topics and a well-suited prioritisation and cost-effective approach of engagement aligned with the MAGNO research agenda and project schedule. Also, this exercise will serve in order to adjust campaigns and its upstream/downstream character.

Out of engagement activities aimed to populate the MAGNO multi-actor approach, as for the MAGNO engagement form (note that "Networking" is one of the answers that respondents can give within the Engagement Form for Question n.5, as the benefit they see in MAGNO), external stakeholders that could represent a multiplier factor in terms of outreach will be identified and contacted to facilitate overall MAGNO C&D activities. However, It is difficult to establish a preliminary list of multipliers before MAGNO processes all applications and attend bilateral meetings with the actors.

Besides this, coordinated by KVC, all MAGNO partners will implement a "multiplying" effort to identify and to engaging with stakeholders of the packaging value chain to ensure sufficient grip of the C&D activities with the different ecosystems around the project.

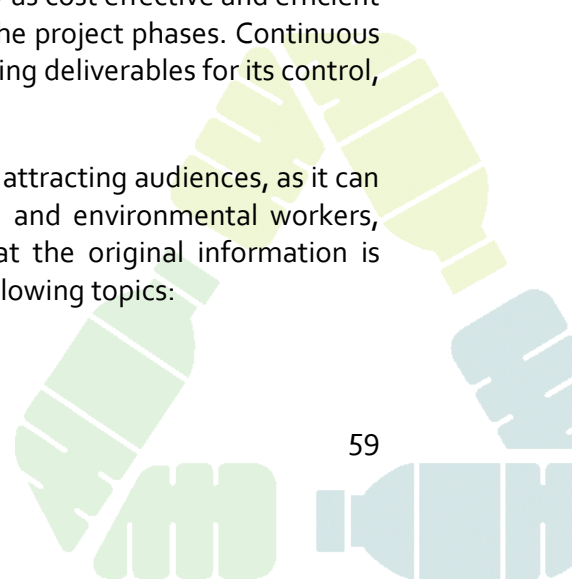
4.7. Engagement campaigns for associations

In order to make this twofold strategy converge with the previous "The Whole Society Strategy" leveraging the activity of Public Engagement and in combination with all material and activities, the project will attract associations working in the fields of the project and in parallel with the development of the project. This way, the project will start finding alliances with associations that could either reinforce the communication activities as well as help connecting with users.

The project will use previous C&D campaigns, laid down in previous sections, in order to seize the attraction and engagement potential, keeping the whole strategy as cost effective and efficient as possible when reaching the pertinent stakeholder in each of the project phases. Continuous track will be made, and this information will be available in reporting deliverables for its control, traceability and adaptation (if applicable)

When approaching stakeholders for engagement campaigns and attracting audiences, as it can be the case for public and private institutions, food packaging and environmental workers, journalists, and television reporters the project will ensure that the original information is accurate and respected, specially when communicating on the following topics:

- I. Food Packaging circular economy impact



- II. The environmental consequences of plastic pollution
- III. The social implications of plastic pollution
- IV. The role of all actors in the field
- V. The Plastic Safety in the EU

Project networking

One of the cornerstones of this strategy is the connection with other projects that may allow us to start disseminating on audiences around the multidisciplinary approach of MAGNO. A preliminary list of projects is the following, however, as stated before, MAGNO plans to incorporate other ongoing projects to maximise its impact and create synergies that may leverage the work done within the project.

This activity will last during the whole project to keep a continuous flow of network acquisition, to find synergies on an opportunity base. Please, find an initial list of project where this task could start, below:

STOPP: STOPP is pioneering as transformative initiative to revolutionize the way we approach food plastic packaging by embracing the “5 Rs”: Refuse, Reduce, Redesign, Reuse, and Recycle.

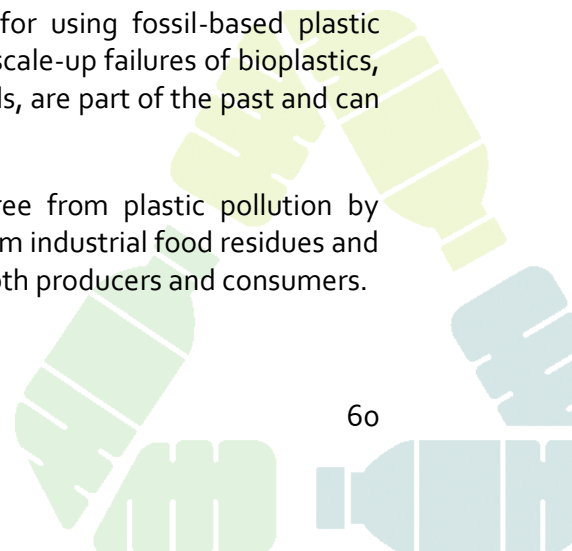
STOPP main aim is to drastically reduce the environmental impact caused by plastic waste in food packaging, aligning closely with the EU’s Packaging and Packaging Waste Directive. Our collaborative efforts encompass every facet of the food packaging value chain.

STOPP is set on creating circular strategies that not only appeal to plastic production and processing but also drive awareness through a multi-actor network. Their strategic actions include analysing plastic waste impact, monitoring current usage, designing sustainable business models, boosting recycling efforts, and understanding consumer attitudes through an in-depth study.

VISS: ViSS aims to improve and increase the production of a range of processable, safe, and cost-effective PHBV. This will be exclusively produced and processed from industrial organic residues. ViSS PHBV be formulated and compounded to be transformed into high-performance food packaging. It will also be mechanically recyclable and biodegradable in all environments, including marine, freshwater, soil, industrial, and home compost.

The project will demonstrate that the traditional arguments for using fossil-based plastic (especially, cost-competitiveness) and the barriers for industrial scale-up failures of bioplastics, mainly due to their recyclability and/or biodegradability potentials, are part of the past and can be overcome.

ViSS will make a concrete advancement towards breaking free from plastic pollution by demonstrating the feasibility of a circular value chain. It starts from industrial food residues and leads to new, bio-based food packaging, ensuring uptake from both producers and consumers.



Agro2Circular: A2C is EU project boosting the upcycling of agri-food wastes (from F&V and MPF) through innovative routes of valorisation, leading to high extraction yields, bioactives with the purity and stability required to be used for the production of new food, cosmetic and nutraceutical formulation.

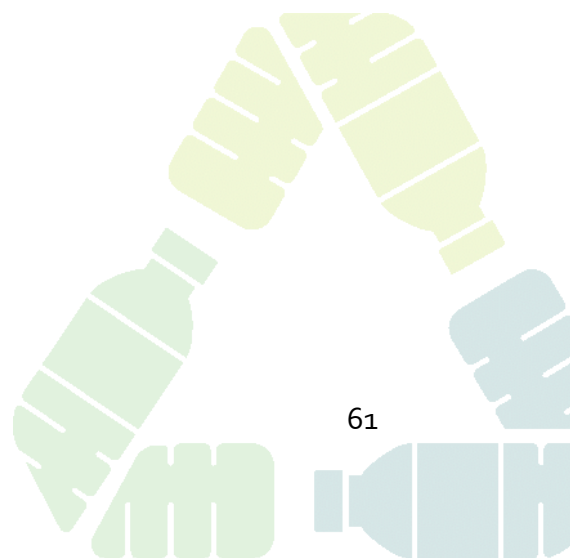
- MPF Recycling: a novel combination of sorting, physical delamination, enzymatic depolymerisation, decontamination and mechanical recycling.
- Upcycling of the recycled MPF, through biotransformation processes and extensional flow mix.

The whole process and products will be traceable through an innovative ICT platform functioning as predictive tool for decision support (DIS – data integration system).

4.8. Clustering strategy

In order to aggregate the attraction potential of MAGNO, as well as participate in public debates and ad hoc events, MAGNO will also consider clustering with existing projects as well as with pertinent associations as it may be the STOPP.

Beyond a project cluster made adhoc, It may be useful to explore other existing alternatives. However, the intention is to focus our efforts in two or three clusters to maximise our contributions while establishing agreements with other projects to make this collaboration effective and well-articulated. This activity will be reported in WP7 deliverables on C&D results.



6. EXPLOITATION

Even though the exploitation strategy will be showcased in D6.1 it will be inevitably interlinked with the C&D activities. Also, it will be supported by many of the materials and results produced within this C&D overall strategy. In this sense, it is important to highlight the linkages with exploitable results in order to better understand how all structures will be integrated. As per our Grant Agreement, MAGNO exploitable results that can be identified are:

R1. Ecosystem Digital Twin

R2. MAGNO Detailed study of current and future of circular packing system

R3. Advanced circular business strategies

R4. Evaluations on Health and Environmental impacts of microplastics

R5. MAGNO Consumer acceptance web platform

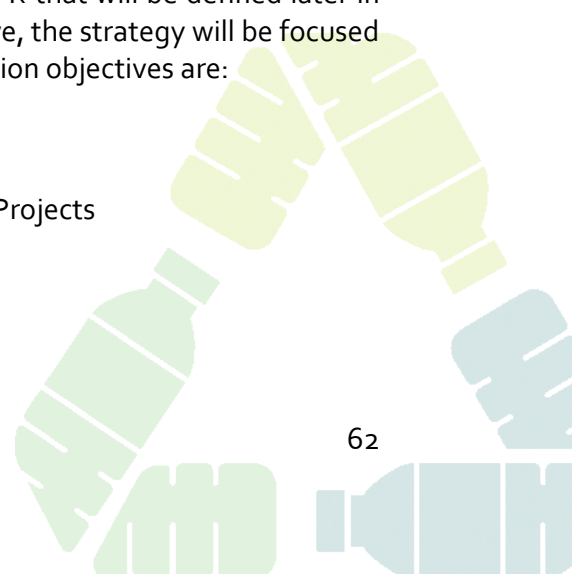
Taking these results into account, since the MAGNO exploitation is mainly based on the scientific dissemination of the results and the development of campaigns to produce a transversal behavioural change across the food packaging value chain, the strategy will be closely linked to the dissemination strategy itself and the alliance building one. These three plans will be highly integrated and feed each other to create mutual benefits throughout the different stages of project implementation, aiming to foster acceptance and uptake of the results as well as helping them exert a significant impact.

Exploitation actions that will be implemented in MAGNO will focus on capitalising the knowledge developed, the multi-actor approach and for the advancements of research utilised and bringing the value generated to both market (from the business perspective) and society (from the societal perspective). Thus, the Exploitation activities below are geared to: 1) ensure uptake and/or replication of project's results through a sound and solid strategy; 2) target all relevant stakeholders along the value chain.

This will be translated, along with other complementary strategies, into the publishing of articles, sharing best practices and guidelines with decision-makers and civil society organisations, and generating alliances and networks for continuing the research line at EU level in new projects publicly or privately funded. In addition, the strategy will be focused on scale-up the MAGNO results all over the project length. Also worth to mention that the exploitation of MAGNO results for C&D activities has to be done according to IPR that will be defined later in the project and agreed between partners. From a C&D perspective, the strategy will be focused on scale-up the MAGNO results. In this regard, our main exploitation objectives are:

In the short-term:

- Intellectual exploitation through the participation in new Projects
- To publish peer-reviewed articles



- To disseminate the results through the attendance and publications of proceedings, posters and papers in conferences, congresses, and other academic events
- To integrate the MAGNO outcomes into formal education programmes
- To integrate the MAGNO digital twin and the consumer acceptance tool into other innovations projects, public or private, as well as for institutional use
- To implement consultancy and training in the fields aimed at public administration, NGOs and civil society organisations, private entities at the international level, and other funded projects on the topics related to the main results.

In the long-term, the scale-up strategy will suppose:

- A transferability to other countries and regions
- The creation of ecosystems and platforms is needed for supporting its transferability; for instance, platforms for fostering the Communication between different players involved in the Plastic, food packaging value chain.

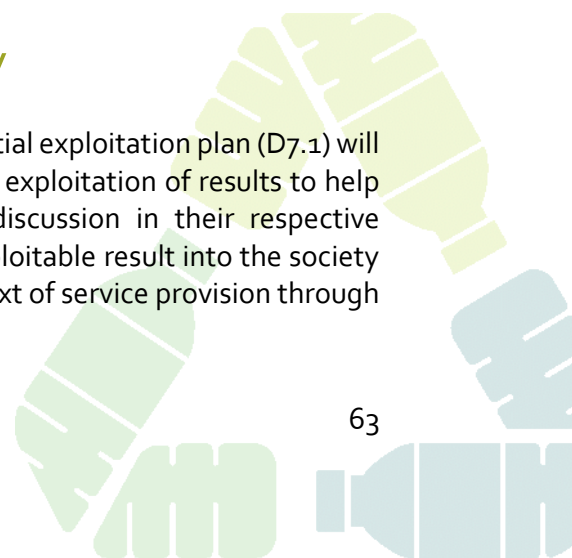
In order to achieve this, dissemination and scientific dissemination activities will take into account the type of audience on the following three audience clusters to adjust the result developed to each of the needs of each audience:

- Cluster I: Users, Professionals and practitioners
- Cluster II: EU project, Academia and scientific community
- Cluster III: Public administrations (local, regional, national and European)

For a successful implementation of this strategy, the mapping exercise foreseen in the previous sections as well as the fluent communication set in the preliminary exploitation plan (D7.1), to be submitted along this deliverable, will be key to deliver each result to each of the audiences to engage and solve their taking into account the scalability and transferability of results gathered during the project.

4.9. Scalability and transferability

The Scale up Strategy, which principles will be laid down in the initial exploitation plan (D7.1) will provide an overview of additional potential opportunities for the exploitation of results to help partners introduce the results developed, to held evidence discussion in their respective ecosystems and to support the uptake of any other potential exploitable result into the society that was not yet taken into account. MAGNO will study the context of service provision through



the analysis of the first three layers (macro-environment, sector, market and consumers), paying special attention to how it plans to create, deliver, and capture value propositions.

Ongoing comprehensive stakeholder analysis will define the wider target group in which potential scale-up stakeholders will be found. Their demand for the model as developed by the project and their interest in its adoption will be established. Combined with Communication, Dissemination and scientific dissemination strategies and activities to capture attention from the target group. Interest, demand, and requirements will be assessed along the project implementation. As stated below, their analysis will contribute to the development of target-group-specific exploitation and scaling up strategies, complementing the findings from the evaluation of impacts and benefits in all the activities.

It is intended that these initial plans will find evolution in a mid-term exploitation plan (M₂₄) and a final strategy for the exploitation (M₄₂) that will produce a roadmap for exploitation and scaling up on the knowledge and experience gathered during the project.

Within this final strategy, MAGNO will establish a common logic, composed of a set of tools, to develop a systematic analysis that each organisation should conduct before entering a new market enabling the possibility for partners of offering new services as the ones that partners used to build this project. It would allow partners to precisely diagnose the situation, and therefore, to be able to take a well-informed decision based on their own global strategy. The tools which will be discussed and provided as part of the Scaling up Strategy will be: PESTEL analysis, SWOT analysis, Porter Five Forces analysis, market size analysis, value creation ecosystem, canvas methodology, lean start-up, and financial analysis.

The final results of the project will be collaboratively discussed and validated by different value chain stakeholders, including stakeholders from all value chain phases, in order to prepare policy recommendations providing criteria for the effective design and planning of interventions in value chains, organisation and consumers aimed at achieving positive outcomes in the project fields.

It is worth to mention that MAGNO will ensure I.P. protection during and after the execution of the project. Every partner involved with I.P. protection will identify any necessary IPR during the project execution. Therefore, no result will be publicly

disseminated/communicated before being formally evaluated by each partner under the guidance of the DNV and Project Coordinator. During the General Assembly, results defined as more generic can be disseminated to the broader target groups and stakeholders. The idea is to make every possible effort to have the I.P. as 'clean' as possible.

In other words, the project aims at making the ownership clearly defined. From the beginning of the project, the DNV with the support of the consortium partners, will prepare a preliminary list of the results and partners involved as part of the exploitation strategies. Hereby, minimising later conflicts is the target from project inception. This list will be revised and updated throughout the project, including all the outcomes of the R&D activities. Furthermore, the exploitation of the results is available for each partner unless other conditions are agreed upon by all partners involved.

7. KPIS AND DELIVERABLES

In order to be able to track results of all the different campaigns as well as granting a minimum success rate, and following GA table 4, MAGNO consortium set up the previously mentioned reporting data sheets enabling a tracking system to follow evolution of performance of the different actions, channels and campaigns. This way, the project will have a live tool to evaluate the C&D performance and be able to correct, reinforce, stop or create new activities to ensure the achievement of all relevant goals of the C&D plan and the project itself.

In order to have a reference in terms of success, the following table gathers all minimum KPIs set by agreement so goals can be SMART (Specific, Measurable, Achievable, Relevant and Time Based).

Table 4 - Initial KPI setting

Project identity	Done	KPI linked	Dates
Logo	Done		M3
Flyer	Done		M3
Rollup	Done		M3
Presentation templates	Done		M3
Distribution list/newsletter???	Podcasts		
Website	Done		M3
Social media accounts	Done		
LinkedIn	Done		M5
Twitter	Done		M5
Brand book	Done		M3
Knowledge transfer	Done	KPI linked	Dates
PRs			1PR
"World Days" Social media campaigns		8 per year	
Scientific dissemination	Done	KPI linked	Dates
Scientific journals		10 publications	
Practice abstracts		10 practice abstracts	
Conferences		12 presentations	
Industrial Fair/exhibition		3 presentations	
Horizon Results Platform		6 results presented	
Horizon Impact Award		One application	
Workshops		13 workshops with food system multi-actors	SO3.1
Innovation Radar		At least 6 project results.	

8. Conclusions

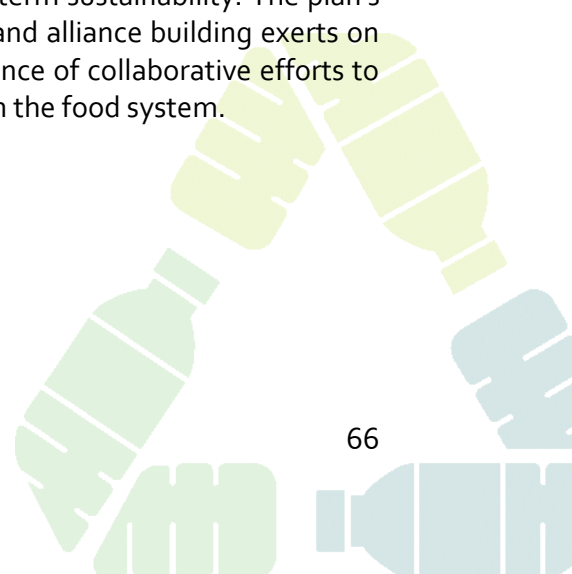
The plan covers a wide range of topics, from branding and identity creation to communication campaigns, dissemination strategies, building on a 360 communication and dissemination strategy, project KPIs, and being complemented with two innovative strategies as are alliance building, and stakeholder engagement. The plan also comprehended in this deliverable outline key performance indicators (KPIs) established in the project to track the success of communication and dissemination activities. It also discusses the need for a live tracking system to evaluate performance and make adjustments as needed.

It intends to propose a coordinated approach towards all project audiences, including professionals, the scientific community, and the general public. This ensures that all stakeholders are informed about the project's goals, activities, and results. These are pillars of any project that wants to succeed in a very populated communicative environment. The established brand identity also aims to provide a consistent visual image for the project, essential for effective communication and recognition for the diverse Communication Channels that will, ensures a broad outreach and allows the project to engage with different audiences effectively.

The plan outlines several communication campaigns to maintain momentum and awareness throughout the project's duration, with flexibility to adjust based on feedback and changing circumstances that the project may face. Given the project's focus on environmental issues, integrating sustainability practices into communication activities, such as using eco-friendly materials and reducing waste, could align with the project's goals and values. In addition, to ensure the success of the communication and dissemination strategy, the project will benefit from a robust system to report on activities and measure the impact of communication campaigns and adjust strategies accordingly.

Also, the focus on building alliances, clusters, and community engagement ensures that the project collaborates with relevant stakeholders, enhancing its impact and sustainability as it integrates the multi-actor approach in as much activities as possible.

The consortium thinks that the MAGNO project's Communication and Dissemination Plan provides a well-structured approach to achieving the project's objectives, laying a solid foundation for ensuring the project's visibility, impact, and long-term sustainability. The plan's emphasis on community engagement, scientific dissemination, and alliance building exerts on the deep understanding of the project's context and the importance of collaborative efforts to the ultimate project goal which is to reduce packaging pollution in the food system.





Transforming EU food systems with innovative strategies for sustainable packaging

C&DPLAN ANNEX 1

LOGOBOOK

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 REA. Neither the European Union nor the granting authority can be held responsible for them. MAGNO project has received funding from Horizon Europe Research and Innovation Action programme under Grant Agreement n° 101135258.



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 Commission. Neither the European Union nor the granting authority can be held responsible for them.



M  **GNO**

M  **GNO**

Transforming EU food systems with innovative
strategies for sustainable packaging

M  **AGNO**

MAGNO



MAGNO



Transforming EU food systems with innovative
strategies for sustainable packaging

MAGNO



Transforming EU food systems with innovative strategies for sustainable packaging





M  **AGNO**

MAGNO





Transforming EU food systems with innovative strategies for sustainable packaging

C&DPLAN ANNEX 2

BRAND BOOK

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 REA. Neither the European Union nor the granting authority can be held responsible for them. MAGNO project has received funding from Horizon Europe Research and Innovation Action programme under Grant Agreement n° 101135258.



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 Commission. Neither the European Union nor the granting authority can be held responsible for them.



BRAND BOOK



LOGOTYPE CONSTRUCTION



M  GNO

LOGOTYPE VERSION .01



PLACEMENT

LOGOTYPE



VERSION .02

LOGOTYPE



Transforming EU food systems with innovative strategies for sustainable packaging

LOGOTYPE
PLACEMENT



CLEAR SPACE

LOGOTYPE



ONE-COLOR

LOGOTYPE

MAGNO

The logo consists of the word "MAGNO" in a bold, sans-serif font. The letter "A" is replaced by a stylized recycling symbol, which is a triangle formed by three arrows pointing clockwise. The entire logo is rendered in a dark gray or black color.

Transforming EU food systems with innovative
strategies for sustainable packaging



Transforming EU food systems with innovative
strategies for sustainable packaging

PALETTE

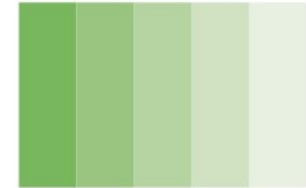
COLOR



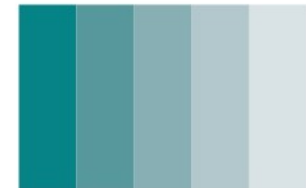
CMYK 28 / 2 / 88 / 0
RGB 203 / 211 / 54
#cbd336



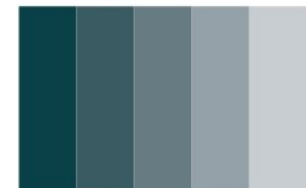
CMYK 58 / 4 / 77 / 0
RGB 122 / 211 / 54
#7ab75f



CMYK 83 / 26 / 44 / 10
RGB 6 / 131 / 135
#068387



CMYK 92 / 52 / 51 / 50
RGB 11 / 65 / 73
#0b4149



MAIN

JOST

Aa Bb Cc

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

FONT

Encode Sans Condensed _____

Aa Bb Cc

A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n ñ o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

PICTOGRAMS



COMPOSITION
PICTOGRAMS







Transforming EU food systems with innovative strategies for sustainable packaging

C&DPLAN ANNEX 3

MAGNO PPT FILE

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 REA. Neither the European Union nor the granting authority can be held responsible for them. MAGNO project has received funding from Horizon Europe Research and Innovation Action programme under Grant Agreement n° 101135258.



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 Commission. Neither the European Union nor the granting authority can be held responsible for them.





MAGNO

Transforming EU food systems with innovative strategies for sustainable packaging

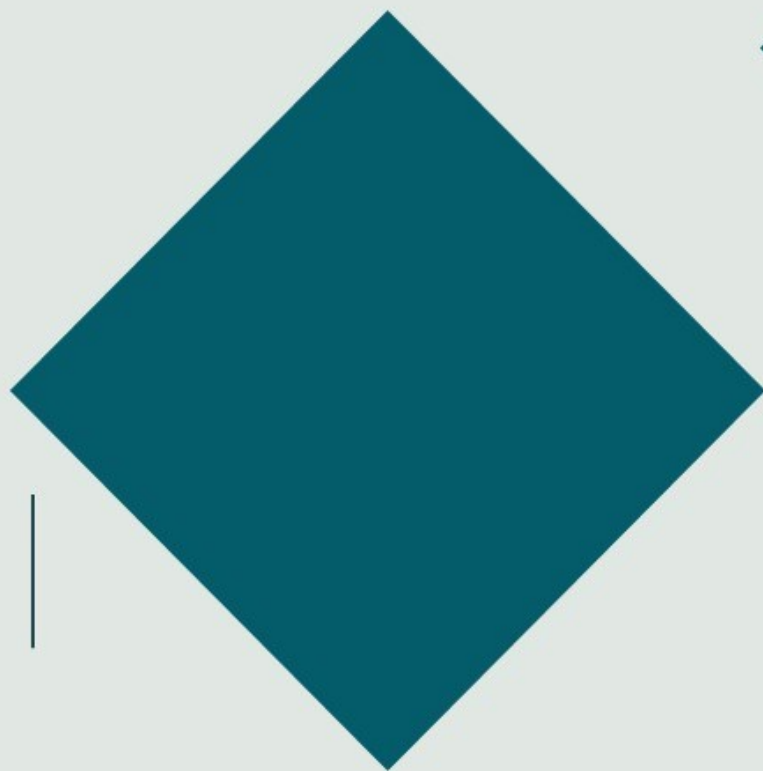


Funded by the
European Union.

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 Commission. Neither the European Union nor the granting authority can be held responsible for them.

MAGNO







MAGNO





MAGNO

MAGNO

Transforming EU food systems with innovative
strategies for sustainable packaging

www.magno-project.eu



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 Commission. Neither the European Union nor the granting authority can be held responsible for them.