

D4.1. Communication, dissemination, exploitation, sustainability, and networking strategy plan for LIAISE COST Action

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Project Action Context

In the context of addressing climate change, industrial sectors play a significant role as major contributors to carbon dioxide emissions, energy consumption, and waste generation. To combat these challenges, adopting a Circular Economy strategy is imperative. The Circular Economy model diverges from the traditional linear approach by promoting sustainable production and consumption practices while considering societal, environmental, and economic factors in a balanced manner.

Industrial Symbiosis (IS) emerges as a practical solution within this framework. In IS, waste or by-products generated by one industry are repurposed as resources for another, presenting opportunities for environmental sustainability and economic efficiency. Despite its potential, many companies and industrial actors lack awareness of IS, and its development is hindered by various barriers, including environmental, economic, technical, regulatory, organizational, social, and cultural challenges.

To address these issues, the LIAISE COST Action seeks to foster an inclusive and holistic IS approach. By fostering synergies among stakeholders from diverse sectors and laying the groundwork for knowledge enhancement, LIAISE COST Action aims to bridge the gap between theory and practice. This initiative will involve developing a participatory approach to support cross-sector collaborations and establishing Key Performance Indicators (KPIs) for assessing the effectiveness of IS business models in industry.

The LIAISE COST Action represents a collective effort to make the Industrial Symbiosis a reality across Europe, fostering collaboration among researchers, practitioners, and policymakers. To achieve these objectives, LIAISE COST Action will leverage the expertise of four interdisciplinary Working Groups (WGs) and integrate their findings through a reference framework. This holistic approach aims to drive meaningful progress towards sustainable industrial practices and contribute to a more Circular Economy.



1. Introduction

The dissemination and communication plan outlined in this document, Deliverable 4.1 (D4.1), is a pivotal component of the LIAISE COST Action. As a collaborative initiative aimed at fostering Industrial Symbiosis across Europe, LIAISE COST Action recognises the critical importance of effectively communicating its objectives, activities, and outcomes to diverse stakeholders. This plan serves as a roadmap for engaging with stakeholders, sharing knowledge, and maximising the impact of LIAISE COST Action outcomes. Throughout the 4-year duration of the Action, dedicated materials will be created and distributed to raise awareness of the Action topic and generate interest.

The LIAISE COST Action is committed to promoting an inclusive and holistic approach to Industrial Symbiosis (IS), with the goal of generating synergies among stakeholders and advancing knowledge development. By sharing knowledge and insights generated through the working period, the Action aims to contribute to advancements in the field of Industrial Symbiosis. Additionally, it aims to highlight the benefits of IS principles and promote sustainable and circular industry practices, thereby contributing to a better society.

Active engagement with stakeholders from academia, industry, government, and civil society is another crucial aspect. By involving stakeholders in the Action activities and decision-making processes, the Action aims to foster a sense of ownership and commitment to its objectives. Activities will include disseminating research findings and outcomes to stakeholders and research communities.

The task of creating a communication, dissemination, exploitation, sustainability, and networking strategy plan for the LIAISE COST Action, falls under the scope of Working Group 4 (WG4): Dissemination and Exploitation.

2. Communication Goals

The communication and dissemination objectives of the LIAISE COST Action are designed to effectively connect with stakeholders and research communities, with a focus on sharing research results, stimulating new projects and synergies, and raising awareness of the Action topic. The communication goals are aligned with its overarching objectives, as outlined below:

- **Raise Awareness and Advocate for Industrial Symbiosis (IS):** The primary objective of the LIAISE COST Action is to ensure an inclusive and holistic approach to Industrial Symbiosis. Therefore, a key communication goal is to raise awareness of the value of re-used waste and by-products.
- **Share Knowledge and Promote Research Coordination:** A crucial aspect of the Action is research coordination, which involves improving existing knowledge on IS. Communication efforts will focus on developing a common understanding of IS principles and strategies for sustainable industry. Additionally, the Action aims to provide a collaborative platform for knowledge sharing and exchange among multidisciplinary IS-related communities.
- **Stimulate New Research Projects:** Encourage collaboration and knowledge exchange among stakeholders to stimulate the development of new research projects and synergies in the field of Industrial Symbiosis. By fostering innovation and creativity, the Action seeks to address emerging challenges and opportunities in sustainable industry practices.

- **Interact with Stakeholders and the Public:** An essential communication goal is to interact with a wide audience, including stakeholders from academia, industry, government, and civil society. Through various communication channels, such as the internet, promotional materials, and events, the Action aims to engage stakeholders and the public in discussions about IS and its potential impact on society and the environment.
- **Inform Key Stakeholders about Action Progress:** Keeping key stakeholders informed about Action progress and developments to promote IS knowledge amongst them. Regular updates and communications will be provided to stakeholders through newsletters, reports, and events, enabling them to stay informed and engaged throughout the Action duration.

The aim of the LIAISE COST Action Communication and Dissemination strategy is to demystify IS by explaining its concepts in simple terms and showcasing its profound impact on various facets of society. By effectively communicating the benefits of IS on industry systems, policy regulations, and societal well-being, we aim to increase understanding, awareness, and knowledge about IS among diverse stakeholders, including academia, businesses, policymakers, and the general public. Through tailored messaging, we seek to highlight the social, environmental, and economic advantages of IS, inspiring widespread adoption and fostering sustainable development.

3. Communication Strategy and Activities

3.1. Strategic Activities

In alignment with the communication goals, the LIAISE COST Action aims to carry out the following activities:

- Develop a comprehensive dissemination and communication plan.
- Set up a working group (WG4) to carry out the activities.
- Manage the internal and external communication network of the Action.
- Communicate Action activities and results through various channels.
- Participate in relevant scientific conferences, networking events, workshops, and meetings, including organising a Final Conference.
- Establish a dedicated website and social accounts for the Action and create visual identity tools.
- Ensure proper dissemination of information to stakeholders and the public through various promotional channels.
- Facilitate communication with other relevant organisations to promote knowledge sharing and collaboration.

By implementing these strategies and activities, the LIAISE COST Action will effectively communicate its objectives, engage stakeholders, and disseminate its findings to create awareness and drive positive change in the field of Industrial Symbiosis.

3.2. Key Dissemination

Develop and implement a robust dissemination strategy encompassing various communication channels and activities to ensure broad reach and engagement. This strategy includes targeted approaches to reach different stakeholder groups effectively.

Through targeted communication efforts, the Action aims to educate and inform the public about the importance of Industrial Symbiosis and its potential impact on society and the environment. By sharing knowledge and insights generated through the Action, stakeholders and research communities will gain a deeper understanding of the benefits and applications of Industrial Symbiosis, ultimately contributing to advancements in the field.

Additionally, the Action seeks to encourage collaboration and knowledge exchange among stakeholders of Industrial Symbiosis, this includes sharing published papers that the Action will produce, attending networking activities, and dissemination of findings at scientific conferences. By fostering innovation and creativity, the Action aims to address emerging challenges and opportunities in sustainable industry practices.

LIAISE COST Action will facilitate the exchange of ideas and best practices in the management of Industrial Symbiosis projects through workshops and meetings. This will create a platform for sharing experiences and lessons learned among practitioners in the field.

Providing policymakers with relevant research findings and recommendations is also a key focus. By engaging with policymakers and advocating for policy changes that support sustainable industry practices, the Action seeks to drive positive change at the policy level.

3.3. Communication Tools and Visual Identity

Create all necessary communication tools, such as logos, branding elements, and design templates, to give a visual identity to the Action. This identity will serve to create a unified and professional identity for the Action whilst also enhancing recognition and visibility. The development of promotional materials, including a general presentation and a visually appealing leaflet, is identified as crucial in effectively communicating the Action's goals and achievements.

ACTION LOGO

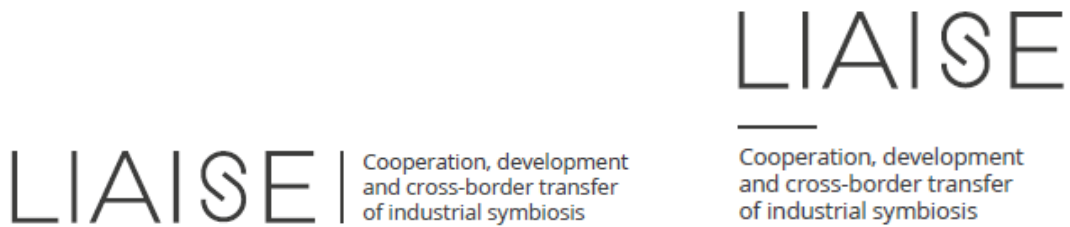
The LIAISE COST Action logo builds on a reflects the continuity and endless connection, as the infinity-like symbology would reflect.



In the context of Industrial Symbiosis, this symbol represents the circular and sustainable nature of collaborative processes. By adopting infinity, we emphasise the idea of closed cycles, where the by-products of one process become valuable resources for another, thus creating a continuous flow of shared benefits.

LIAISE

The logo is prepared without a claim (only the letters of the acronym) but also with a claim, placed to the right or below the acronym:



The logo can also be in black or white (depending on the background) as well as in the colours chosen for the Action, magenta and yellow (as before, with and without claim):



TEMPLATES

Consistency across all deliverables is ensured, fostering a unified and professional image that aligns with the Action's goals. Templates facilitate seamless collaboration, offering a shared design framework that enhances communication among team members. Their adaptability to various formats, from reports to meeting agendas, ensures the Action's visual identity remains intact across different communication mediums.

LIAISE | Cooperation, development and cross-border transfer of industrial symbiosis

PPT

Publications

Workshop Announcement

Press Release

Project official logo and title

Representative photo

Summary bullet points of remarkable aspects of the news

1-2 pages maximum content, carefully reviewed

Official mandatory AoK, including CA number

EUROPEAN COOPERATION IN SCIENCE & TECHNOLOGY

LEAFLET

A leaflet is a powerful and compact tool to communicate essential information about LIAISE COST Action. A leaflet has been designed to be visually appealing to quickly capture attention, and thus become an effective means of conveying key messages about the goals, objectives, and achievements of the Action. The template is in English, but partners that have desired it, have translated it to Lithuanian, Spanish, Albanian, etc.



INTERNAL COMMUNICATION

Establish efficient channels for internal communication among Action partners, such as regular meetings, email updates, and collaboration platforms, to facilitate effective collaboration and information sharing.

E-mail: For LIAISE COST Action members, e-mail will be the main communication channel. This will enable the registration and traceability of all relevant information. Official communication from WG4 Dissemination and Exploitation will be sent by the WG email address: liaise.wg4@gmail.com or from WG4 leaders. Email subjects may contain the following additional notes:

- **(Urgent)** - indicating that a quick response or a specific action is required.
- **(Action needed)** - specifying an activity in the email that necessitates immediate action.
- **(Save the date)** - informing the recipient of a scheduled Action meeting or event, and it is their responsibility to mark it on their calendar.

Contact Lists: The following contact lists will be used to help with internal and external communication. These lists can be updated as the Action progresses to ensure that all necessary contacts are included:

- **All Members:** the list consists of all e-mails used in the day-to-day Action communication to all LIAISE COST Action members. This list will be constantly monitored and updated. WG leaders are responsible for keeping this list up to date and informing WG4 leaders of any changes to their team.
- **Working Group Leaders:** This list will consist of WG leaders and the Chair of the Action. To ensure seamless interactions between the WG strategies, regular communication between the WG leaders, through the Chair of the Action, is encouraged. Topics of discussion include progress monitoring, advice, dissemination strategies, and interaction with other activities and external projects.
- **Working Group Members:** Each of the four WGs will have a separate contact list for member of their WG, which they are responsible for keeping up. This will make communication within the WG easier for members.
- **Newsletter contact list:** This list will consist of all e-mails of registered stakeholders wishing to engage with the LIAISE COST Action.

All e-mail lists will be managed according to the current GDPR provisions.

Working Group Meetings: To ensure effective communication and collaboration, official WG meetings will be organised and scheduled regularly by WG leaders. Members are required to attend these meetings either physically or virtually through video-conference tools. It is the responsibility of the WG leaders to schedule the meeting date well in advance, allowing members to book the time on their calendars and/or plan their trip accordingly. To minimise travel costs and carbon footprint, lower-level Action meetings should be held using video-conferencing tools. However, in-person meetings are also encouraged to promote networking, which is one of the aims of the COST action.

Event Reports: LIAISE COST Action has prepared an Event Report to facilitate the transfer of information about current, ongoing, or just concluded events. This form will help facilitate

communication between WGs, will be used in report and monitoring activities, and will be used to disseminate event information to external stakeholders.

How to use it?

Every time a LIAISE COST Action member is attending or hosting an event related directly or thematically to the scope of the Action, they should fill in the form and report action to the COST Action Chair and WG4 Leaders. The Team will prepare and distribute the news through relevant media channels. {Attach as an Annex}

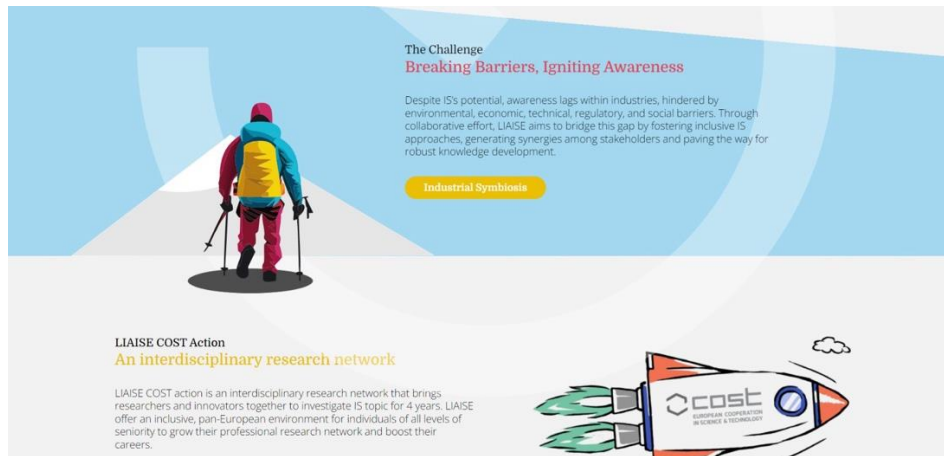
4. Dissemination Tools

4.1. Action website

LIAISE COST Action has developed and will maintain a dedicated website as the central hub for Action information such as objectives, WGs, and events. It will also be a platform for sharing Action results, deliverables, resources, publications, and updates. The website will be designed to align with the LIAISE COST Action visual identity, incorporating the Action's brand identity using its logo and colours ensuring a seamless brand experience. The website will be the main interface for all stakeholders interested in LIAISE COST Action, to access Action materials and stay informed about Action activities. It will serve as a platform for all Action-related information, including event details, newsletters, training schools, other activities organised by Action partners. Additionally, it will be the main contact point for experts who want to join the LIAISE COST Action.

Website Link: www.liaise-action.eu






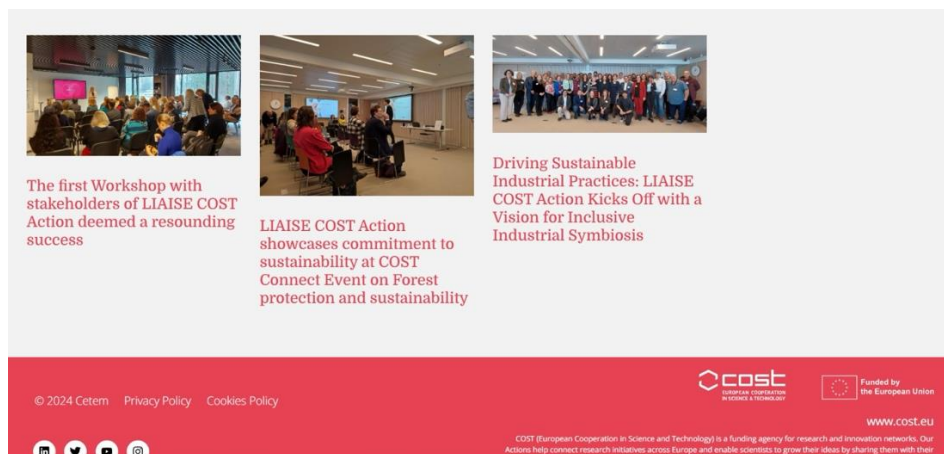
The Challenge
Breaking Barriers, Igniting Awareness

Despite IS's potential, awareness lags within industries, hindered by environmental, economic, technical, regulatory, and social barriers. Through collaborative effort, LIAISE aims to bridge this gap by fostering inclusive IS approaches, generating synergies among stakeholders and paving the way for robust knowledge development.

Industrial Symbiosis

LIAISE COST Action
An interdisciplinary research network

LIAISE COST action is an interdisciplinary research network that brings researchers and innovators together to investigate IS topic for 4 years. LIAISE offer an inclusive, pan-European environment for individuals of all levels of seniority to grow their professional research network and boost their careers.

The first Workshop with stakeholders of LIAISE COST Action deemed a resounding success

LIAISE COST Action showcases commitment to sustainability at COST Connect Event on Forest protection and sustainability

Driving Sustainable Industrial Practices: LIAISE COST Action Kicks Off with a Vision for Inclusive Industrial Symbiosis

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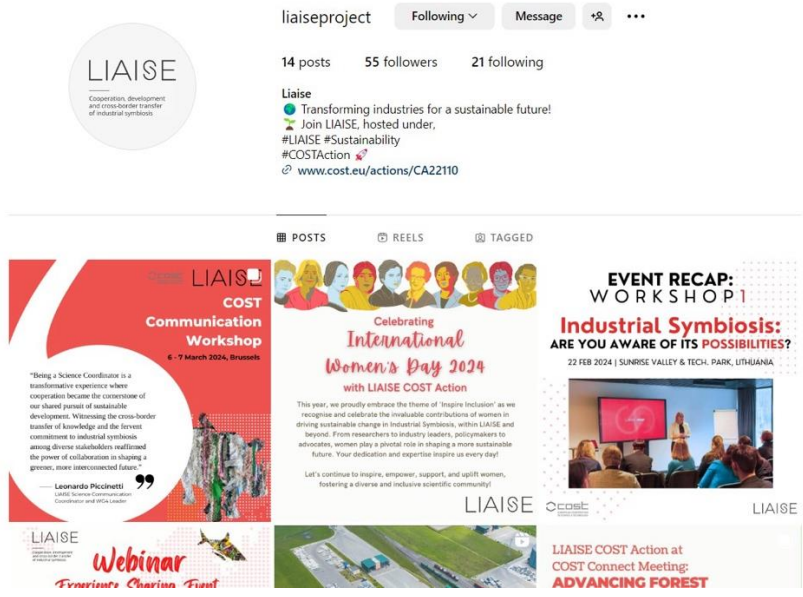
COST (European Cooperation in Science and Technology) is a funding agency for research and innovation networks. Our Actions help connect research initiatives across Europe and enable scientists to grow their ideas by sharing them with their

4.2. Social Networks

Utilise various social media platforms, including Instagram, X/Twitter, LinkedIn, and YouTube, to share Action updates and event invitations, to foster online discussions and engage with stakeholders, and to reach a wider audience. Social media will be used to amplify Action messages and promote engagement.

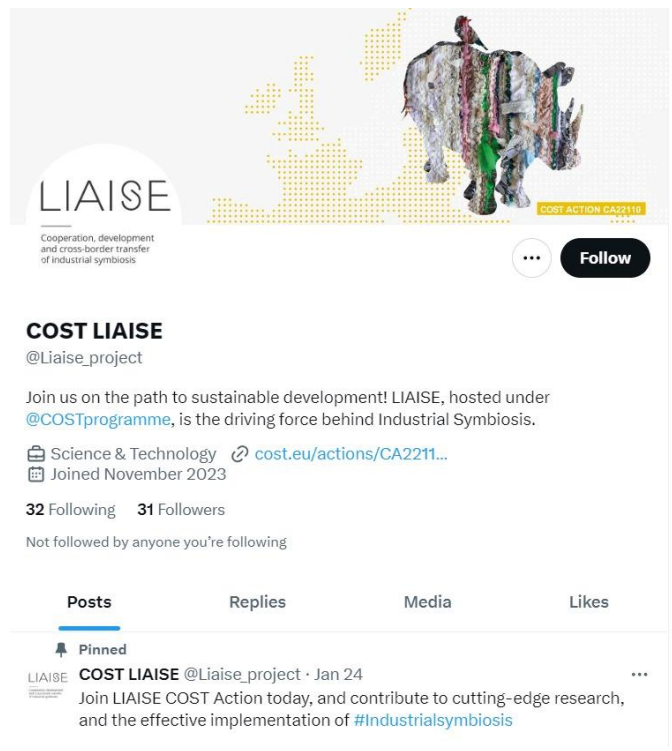
- **LIAISE COST Action Instagram:** To share visually engaging content, pictures from events hosted and attended by Action Members and highlight impactful moments whilst infusing LIAISE visual identity into Instagram posts, stories, highlights, and profile branding.

@liaseproject link: www.instagram.com/liaseproject/



- LIAISE COST Action X/Twitter: To provide real-time updates during events, engage in conversations, and encourage participation and discussions through relevant industry hashtags.

@Liaise_project link: www.twitter.com/Liaise_project



- **LIAISE COST Action LinkedIn:** To publish long-form content such as professional posts and articles, Action updates, event information and connect with industry professionals.

LIAISE COST ACTION EU link: www.linkedin.com/company/liaiseproject

LIAISE
Cooperation, development and cross-border transfer of industrial symbiosis

LIAISE COST ACTION EU
Transforming industries for a sustainable future! Join LIAISE, hosted under #LIAISE #COSTAction
Environmental Services · 190 followers · 2-10 employees

Sara & 5 other connections follow this page

Message Following

Home About Posts Jobs People

About

With the industrial sectors being one of the most responsible for carbon dioxide emissions, energy use and waste production, the implementation of a Circular Economy strategy is critical to combating climate change by steering away from the linear economy and its sustainable production and consumpt ... see more

- **LIAISE COST Action YouTube V-log:** To create a series of video logs capturing key events, interviews, and progress updates.

@liaiseproject link: www.youtube.com/@liaiseproject

COST LIAISE
@liaiseproject · 21 subscribers
Hosted under the COST Programme, LIAISE, which stands for "Linking Impact Assessment... >
cost.eu/actions/CA22110
Subscribe

Home

4.3. Interviews

Podcasts, radio, and TV interviews with experts, discussing IS concepts and highlighting success stories, will be created. LIAISE COST Action will aim to produce at least one interview every 6 months. The interviews will be promoted through social media channels, the website, and newsletters.

4.4. Promotional Kit

LIAISE COST Action will design promotional materials, including visually appealing brochures, flyers, posters, and infographics. These materials will be used to provide information on LIAISE COST Action, to raise awareness about the Action and its objectives, the Action results, as well as showcase the impact of Industrial Symbiosis.

These materials will be distributed at events, conferences, and workshops to increase visibility. The materials will feature QR codes linking to relevant online resources for deeper engagement.

4.5. E-Newsletter

Yearly e-newsletters will be launched to update on research and social activities to keep researchers, policymakers, industry members, and the public informed. It will include highlights from recent LIAISE COST Action activities, upcoming events, and links to new publications. Newsletters will be distributed via email and shared on the Action website and social media channels.

4.6. Press Releases

LIAISE COST Action will oversee the issuing of press releases for major milestones, new publications, and/or significant achievements. The press releases will highlight LIAISE COST Action's contributions to advancing knowledge in Industrial Symbiosis, influencing policies, and impacting industrial practices.

A press release will be released after each MC meeting, or when a technical/ scientific output will be obtained. Press releases will be distributed to relevant industry, scientific, traditional, and online media outlets to generate publicity, raise awareness about the Action, and reach a broader audience. Media coverage will help to increase visibility and attract attention to Action activities and achievements.

Kick-Off Meeting for LIAISE COST Action to Foster Sustainable Industrial Symbiosis Held in Brussels.



Brussels, October 23, 2023 – The Kick-Off Meeting for the LIAISE Cost Action was successfully held in Brussels, bringing together various stakeholders committed to promoting an inclusive and holistic approach to Industrial Symbiosis (IS). Hosted under the European Cooperation in Science and Technology (COST), the LIAISE Action aims to generate relevant synergies among different actors from the Q-helix model and lay foundations for increasing knowledge development and robust research and development.

LIAISE, which stands for "Linking Impact Assessment Instruments to Sustainability Expertise," is devoted to advancing economic and business sustainability through its expertise in the field. By focusing on areas such as technical Industrial Symbiosis synergies, Industrial Symbiosis business models, enhancing awareness and acceptance of Industrial Symbiosis, dissemination and exploitation, and management committee activities, LIAISE seeks to foster interdisciplinary collaboration and drive the adoption of sustainable practices across industries.

Industrial Symbiosis is a concept that promotes the interconnectedness and mutual benefit of industries by leveraging their waste, byproducts, and resources to create a circular and more sustainable economy. By harnessing the potential of Industrial Symbiosis, LIAISE aims to enhance resource efficiency, reduce waste generation, and stimulate economic growth while minimizing the environmental impact of industrial activities.

4.7. Articles and Papers

The following articles and papers will be written and disseminated throughout the Action's lifespan:

- Peer-Reviewed Journal Articles: Publish articles addressing the scientific community while highlighting policy and industry implications of IS.
- Newsprint and Online Journals: Disseminate Action insights through mainstream media with a focus on the interests of researchers, policymakers, and industry readers, framing the narrative within the context of IS.
- Professional Magazines: Collaborate with industry-focused magazines to showcase practical applications and benefits of IS for professionals.
- Conference Proceedings: Share conference proceedings with content tailored to researchers, policymakers, and industry stakeholders.

4.8. Scientific E-Book

At the end of the Action, LIAISE COST Action will aim to compile and publish at least one scientific book to give an overview of the most important contributions during the Actions' 4 years. This comprehensive e-book will consolidate Action results with contributions from all partners. The e-book will be accessible on the LIAISE COST Action's website and other relevant platforms. It will be

promoted as a comprehensive resource for stakeholders interested in Industrial Symbiosis, and promotion will be done through targeted email campaigns and social media, emphasising its value as a go-to resource.

Finally, it is important to remark that regarding intellectual property rights (IPR), LIAISE COST Action will follow the common rules set by European patent office as it will be defined in the IPR plan prepared at the beginning of the action (M3).

5. Networking Tools

One of the main aims of the LIAISE COST Action is to establish a unified, inclusive, and multidisciplinary network aimed at sharing knowledge, experiences, best practices, and benchmarks in Industrial Symbiosis. This network will bring together participants from diverse communities, backgrounds, and expertise, fostering openness, inclusivity, gender balance, and societal engagement. Serving as a platform for stakeholders to identify needs, requirements, and barriers across various sectors and perspectives using a bottom-up approach. This involves engaging society, industry representatives, user groups, businesses, clusters, academia, researchers, and policymakers. To realise this objective, LIAISE COST Action will organise a range of events, including conferences, workshops, webinars, training schools, and stakeholder meetings, to disseminate Action findings, facilitate knowledge exchange, and engage with stakeholders. Events will provide opportunities for networking, collaboration, and learning.



5.1. Knowledge Sharing Platforms

Establishing dedicated platforms for knowledge sharing is paramount to our mission. These platforms will serve as virtual spaces for stakeholders to exchange ideas, share best practices, and access Action-related resources and results. Examples include Google Workspace and Microsoft SharePoint. By providing a centralised hub for information dissemination, we aim to enhance collaboration and promote synergy among participants. This includes an Open-Access, online repository for Action-related materials, including reports, articles, and multimedia content.

5.2. Networking Events

Networking events and conferences serve as invaluable opportunities for LIAISE COST Action WG members and stakeholders to connect, network, and forge new partnerships. These events will bring together researchers, industry professionals, policymakers, and other stakeholders to exchange ideas, discuss key issues, share experiences, co-create solutions, and explore

collaboration opportunities. These events play crucial role in driving the Action's agenda forward. Below are some of the in-person events LIAISE COST Action will organise or participate in:

- Host MC meetings in different geographical areas, allowing periodic and proactive sharing of knowledge and strategies.
- LIAISE COST Action members will participate in various research and academic conferences, seminars, webinars, and policy events, acknowledged by the action, and disseminate its findings and outputs.
- WG-Topic Related Conferences will be organised to discuss the findings and to raise public and political awareness. Also, these conferences will result in publications or white papers.
- 2-day workshops will be organised in different geographical regions with stakeholders to present and discuss the ongoing work of the WGs.
- Thematic Workshops/ Stakeholders' Event: Design events with content customised for the knowledge needs of researchers, policymakers, and industry professionals, specifically focusing on Industrial Symbiosis, e.g. researchers' coffee events and research nights.
- An International Final Event will be hosted, focusing on LIAISE COST Action's scientific contributions, policy implications, and industry applications in the realm of Industrial Symbiosis.

5.3. Virtual Events and Webinars

The LIAISE COST Action is committed to organising a series of virtual events, webinars, and workshops to facilitate dialogue and knowledge exchange. These events will cover a wide range of topics related to Industrial Symbiosis, including research findings, best practices, and emerging trends. By leveraging digital platforms, we aim to overcome geographical barriers and ensure broad participation from stakeholders worldwide.

5.4. Public Awareness Events

The LIAISE COST Action plans to organise at least 1 virtual public awareness event per year, inviting community participation through webinars and Q&A sessions. The LIAISE COST Action website will feature accessible materials and resources for the general public. Social media will be used to create buzz around these events, reaching a broader audience.

5.5. Stakeholder Engagement initiatives

Stakeholder engagement initiatives are vital for ensuring that the Action's activities are aligned with the needs and priorities of our diverse stakeholder community. These initiatives may include surveys, focus groups, and consultation sessions aimed at soliciting feedback, gathering input, and fostering dialogue. By actively engaging stakeholders throughout the Action lifecycle, we aim to enhance transparency, accountability, and stakeholder ownership.

5.6. Online Discussion Forums

To facilitate ongoing dialogue and collaboration, online discussion forums will be established within the Action's digital infrastructure. These forums will provide stakeholders with a platform to ask questions, share insights, and engage in discussions related to Action activities. By fostering an open and inclusive exchange of ideas, we aim to harness the collective wisdom of our diverse community.

5.7. Capacity Building initiatives

Capacity building initiatives are essential for empowering Action members with the knowledge and skills needed to drive progress in the field of Industrial Symbiosis. These initiatives are designed to enhance participants' understanding of key concepts and methodologies. It encompasses a range of opportunities aimed at fostering collaboration, knowledge exchange, and capacity building within our consortium. By investing in capacity building, we aim to cultivate a community of informed and empowered consortium members capable of driving sustainable change.

LIAISE COST Action will organise capacity-building activities, including training schools, Short-Term Scientific Missions (STSMs), industry collaborations, skill-building workshops, and educational resources to enhance the knowledge and skills of WG members involved in IS and related fields. LIAISE COST Action will document and share outcomes of these initiatives schools through various channels, which includes creating video summaries, blog posts, and social media updates to illustrate the global impact of LIAISE COST ACTION's knowledge transfer initiatives. Participants will be encouraged to share their experiences and insights through guest blogs and interviews.

The LIAISE COST Action aims to establish a global interdisciplinary expert network dedicated to Industrial Symbiosis (IS). Emphasising knowledge creation and facilitating knowledge transfer, the Action employs diverse channels such as Short-Term Scientific Missions, ITC Conference Grants and Virtual Mobility Grants:

- **Short-Term Scientific Missions** provide an excellent opportunity for researchers to engage in collaborative activities, exchange expertise, and contribute to the advancement of our Action's objectives. These missions facilitate hands-on experience and promote cross-border cooperation, ultimately enriching our collective understanding of the subject matter.
- **ITC Conference Grants** offer financial support to enable our members to participate in conferences and events relevant to our Action's focus. By attending and presenting at such gatherings, our consortium members can showcase their research, expand their networks, and stay abreast of the latest developments in the field.
- **Virtual Mobility Grants** aim to facilitate collaboration and knowledge sharing through online platforms, ensuring that geographical barriers do not hinder our collective progress. These grants provide a valuable opportunity for remote engagement, allowing members to participate in research activities, training sessions, and discussions without the need for physical travel.

LIAISE COST Action members are encouraged to apply for these grants and actively participate in networking initiatives. Involvement in these initiatives is crucial for the success of the Action and the achievement of objectives. By leveraging these opportunities, we can strengthen our collaboration, share expertise, and collectively contribute to the advancement of Industrial Symbiosis.

6. Synergies

LIAISE COST Action will actively foster collaborations and synergies with other research projects, initiatives, and networks focusing on related topics. Emphasis will be placed on attending events such as the World Circular Economy Forum and other synergistic events. This collaborative approach aims to leverage expertise, resources, and networks to amplify the impact of the Action. LIAISE COST Action will seek opportunities to collaborate with industry associations, policymakers, international organisations, and other relevant stakeholders to promote Action objectives and facilitate knowledge exchange and dissemination.

A mapping exercise will be conducted to identify research projects and stakeholder with similar interests in Industrial Symbiosis or Circular Economy objectives across various European programmes, including COST, Horizon Europe, Interreg, and LIFE. This exercise will enable us to identify potential collaboration opportunities and strengthen our network within the broader research community.

Collaboration on future research projects can also lead to new joint activities and synergies with other ongoing Actions involving international partners since they will be promoted thus reinforcing the networking potential of the Action. By facilitating collaboration among researchers from diverse backgrounds and disciplines, we will generate new insights, advance knowledge, and address challenges in the field of Industrial Symbiosis. Through these projects, we aim to harness the collective expertise of our consortium to drive meaningful impact and contribute to the broader scientific community.

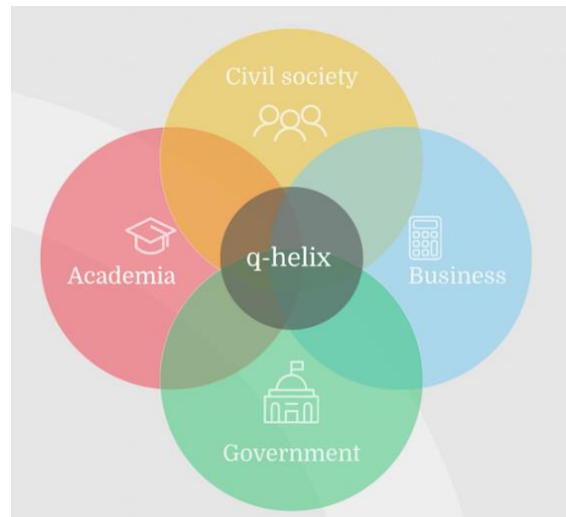
LIAISE COST Action members will actively participate in COST events to network, create synergies, and disseminate the findings of the Action to relevant stakeholders. By engaging with stakeholders at these events, we aim to create opportunities for further collaborations and synergies, ultimately enhancing the impact of the Action.

7. Target Audience

LIAISE COST Action brings together a network of specialists and stakeholders with a significant impact on IS. Obeying the COST rules, the Action will be open to any researchers, stakeholders and institutions with relevant expertise and experience on these areas, promoting gender balance and encouraging YRIs participation. Among all participating organisations, at least one member from either of the following groups has already confirmed their interest in joining the Action:

- Academia from different EU and International universities with considerable expertise (materials engineering, economic and business, civil engineering, etc.).
- Research institutes or other industry partners currently working on CE, IS and related topics.
- National, regional, and local authorities, policymakers, and regulators.
- Companies (mainly SMEs), mainly private and focused on different markets such as education, information and communication or technical activities.
- National associations, including clusters, development agencies, consultant organisations, etc.
- Teachers, lecturers, and students.
- Regulatory agencies, NGOs, or environmental organisations

This dissemination and communication plan ensures a systematic and targeted approach, aiming to reach each audience effectively. Its goals include fostering engagement, encouraging professional participation, and maximising the impact of the LIAISE COST Action. The primary target audience includes quadruple helix actors with an interest or influence in IS. This includes researchers, policymakers, industry members, and the general public. Dissemination activities aims to engage and bring the Action results to as many relevant q-helix stakeholders as possible, ensuring broad visibility and impact, and with a tailored message for each audience.



How the LIAISE COST Action will reach Target Audiences:

1. Researchers, Scientists, and Professionals

- Establish an active online presence through dedicated scientific platforms and social media channels.
- Regularly update the multidisciplinary Scientific Community on WGs meetings, workshops, STSMs, and other activities.
- Encourage participation in Short-Term Scientific Missions, industry collaborations, and training schools.
- Promote the production of peer-reviewed articles, reports, guidelines, and conference proceedings.
- Utilise newsletters and targeted emails to provide in-depth information on knowledge creation initiatives.

2. Policymakers

- Advocate for the adoption of concrete IS approaches by policymakers and local, regional, and national communities. This includes raising awareness about the adverse effects of the current linear economy model and involving policymakers in IS implementation efforts.
- Develop concise policy briefs outlining the societal impact and policy implications of Industrial Symbiosis.
- Tailor communication to policymakers through targeted briefings and policy-focused content within the IS framework.
- Organise exclusive briefings and seminars to address policymakers directly, emphasising actionable outcomes.
- Collaborate with relevant government bodies and agencies to integrate IS concepts into policy frameworks.
- Engage policymakers through social media, providing digestible content on the economic and environmental benefits of IS, as well as concise LIAISE COST Action updates and success stories.

3. Industry Members

- Tailor communication to address the practical applications of Industrial Symbiosis in various industries.
- Organise industry-specific webinars and workshops to demonstrate the tangible benefits of the LIAISE COST Action.
- Collaborate with industry associations and trade publications to feature success stories and case studies.
- Create visually appealing leaflets and posters highlighting the potential for innovation and cost savings through IS.

4. General Public

- Launch a public awareness campaign using social media platforms, focusing on the broader societal impact of IS.
- Develop engaging and accessible content, such as podcasts and infographics, to convey the relevance of the Action.
- Organise virtual events and public lectures to involve the community and address questions about the LIAISE COST Action.

8. Key Performance Indicators

LIAISE COST Action has developed and will monitor Key Performance Indicators (KPIs) to assess the effectiveness of communication efforts, including metrics related to stakeholder engagement, dissemination outputs, event participation, publication impact, and collaboration outcomes. This includes regularly evaluate and review KPIs to track progress, identify areas for improvement, and refine communication strategies accordingly. KPIs for Dissemination and Communication efforts are listed below:

Medium	Elements	Indicator	Target
Social Media	Instagram	Post/like/followers	520/300/300
	Twitter	Post/impressions/followers	578/1,000/200
	LinkedIn	Post/reactions/followers	520/500/300
	YouTube V-log	Viewers	8,000
Website	Project Site	Monthly Visitors	150
E-Newsletter	Including Target Group Items	Editions	4
Press Releases	Promoting the action and its results	Quantity	8
Leaflets/Posters	Promotion event, framework	Editions	4
Podcast	Showcasing insights and exchanges with other initiatives	Editions	6
Events	International Final events	Quantity - Attendants	1 - 100
	WG-topic related conference	Quantity - Attendants	3 - 50
	Participation in conferences/webinar	Quantity	16
	Virtual Mobility Grants	Quantity - Attendants	16 - 30
	Training School	Quantity - Attendants	3 - 30
	Thematic workshops/stakeholders' event	Quantity - Attendants	8 - 30
	STSMs	Quantity	70
	Interdisciplinary local or regional WG meetings	Quantity	8
Articles and papers	Peer-reviewed journal articles	Quantity	15
	Newsprint, online journal		10
	Professional Magazines		10
	Conference Proceedings		10
Action reports	Yearly Internal Evaluation Report	Quantity	4
	COST Policies Report		1
	Mid-Term Progress Report		1
	Final Assessment Report		1
Book	E-book with contributions of all partners	Quantity	1

Further KPIs: At least 8 workshops, 3 training schools and 12 Virtual Mobility Grants with 30 participants each will be organised. In addition, at least 70 Short-Term Scientific Missions (STSMs) will be organised during the whole Action. Also, at least two actions (e.g., cooperation projects, industry collaborations or PhD thesis) per year will be defined. At least 2 synergies per year identified.

9. Monitoring process

A robust monitoring and evaluation process will be implemented to assess the impact of communication activities on Action objectives and outcomes. To execute quality control in the Action, feedback from stakeholders and consortium members will be used to evaluate the quality, relevance, and effectiveness of communication efforts.

These impact and quality control measures will inform decision-making, refine communication strategies, and ensure continuous improvement throughout the Action duration.

The LIAISE COST Action will also compile several Reports, including:

- Yearly Internal Evaluation Report: Share progress updates, achievements, and challenges in a comprehensive yearly report, showcasing the impact of LIAISE COST Action.
- COST Policies Report: Address compliance with COST policies and showcase adherence to ethical guidelines.
- Mid-Term Progress Report: Communicate mid-term achievements, lessons learned, and adjustments made.
- Final Assessment Report: Summarise the overall impact, outcomes, and future recommendations in a comprehensive report.

10. Conclusions

This deliverable is meticulously crafted to empower contributors to LIAISE COST Action WG4 - Dissemination and Exploitation with the knowledge and tools necessary to disseminate Action activities and results to a wide audience. D4.1, related to communication, dissemination, exploitation, sustainability, and networking, has been developed by the team at Sustainable Innovation Technology Services with inputs from the COST Action Chair, Science Communication Coordinator, and WG4 co-leaders.

This refined dissemination strategy ensures that the LIAISE COST Action effectively communicates its results and contributions to the field of Industrial Symbiosis, targeting researchers, policymakers, and industry professionals with tailored content under the Action name. By sharing research results, findings, best practices, and experiences, LIAISE COST Action aims to create a robust network of stakeholders dedicated to advancing the principles of Industrial Symbiosis and Circular Economy. Through these efforts, the Action aims to achieve dissemination objectives such as disseminating Action activities and results to a wide audience, distributing materials to raise awareness of the Action topic, and increasing awareness using informational and promotional materials in workshops, conferences and online through the website and social networks.

Through these strategic activities, the LIAISE COST Action seeks to foster collaboration, drive innovation, and promote sustainable practices in the field of Industrial Symbiosis, ultimately contributing to a more resilient and environmentally friendly industrial ecosystem.

11. Appendix

Leaflet

LIAISE
Unlocking the Power of Industrial Symbiosis

Join LIAISE COST Action for Sustainable Industry Transformation

Embrace Circular Economy, Combat Climate Change!

In the battle against carbon emissions, energy consumption and waste generation, the Circular Economy (CE) emerges as a pivotal strategy. LIAISE COST Action focuses on Industrial Symbiosis (IS), where one industry's waste becomes another's raw material, a crucial initiative for steering away from the linear economy, promoting sustainable production, and achieving a balance among society, environment, and the economy.

The Challenge: Breaking Barriers, Igniting Awareness

Despite IS's potential, awareness lags within industries, hindered by environmental, economic, technical, regulatory, and social barriers. Through a collaborative effort, LIAISE aims to bridge this gap by fostering inclusive IS approaches, generating synergies among stakeholders, and paving the way for robust knowledge development.

Areas of Expertise Needed
Join the Movement!

LIAISE invites you to contribute to reshaping the industrial landscape. Key areas include:

- Sustainability
- Economics
- Industrial Symbiosis
- Circular Economy
- Capacity Building
- Communication

Specific Objectives:
Shaping a Sustainable Future

LIAISE objectives are clear:

- **Research Coordination:** Update IS knowledge, address barriers, and define KPIs for widespread implementation.
- **Capacity Building:** Establish an interdisciplinary network, share knowledge, and encourage policy-makers towards IS adoption.
- **International Collaboration:** Foster global knowledge exchange, enhance success in future proposals, and promote internationalization.

Why Become a LIAISE Contributor

As a LIAISE contributor, you'll:

- Play a crucial role in advancing IS research and implementation.
- Join a diverse, gender-balanced network focused on sustainable practices.
- Contribute to reshaping policies for a IS, impacting local, regional, and national communities.

How to Get Involved: Be the Catalyst for Change!

- **Share Your Expertise:** Contribute to state-of-the-art research, addressing crucial aspects of IS implementation.
- **Engage in collaborative platforms and build networks:** Connect with diverse stakeholders, foster collaboration and knowledge sharing across disciplines. Develop new skill sets, approaches, and curricula.
- **Shape Policies:** Influence policymakers by identifying needs and barriers, advocating for concrete IS approaches.
- **Ignite Innovation:** Contribute to building an innovative IS community for sustainable industry practices.

Connect with LIAISE: Transforming Ideas into Action!

There are four working groups that you can be part of:

- **WG1. Industrial Symbiosis Technical Synergies**, which seeks to increase awareness of the value of reusing waste (material, water, energy and infrastructure flows) for a sustainable and circular industry.
- **WG2. Industrial Symbiosis Business Models**, which is focused on translating IS principles and business models into actionable strategies for sustainability and economy.
- **WG3. Enhance the awareness and acceptance of Industrial Symbiosis**, by implementing different actions such as training promotion, creation of communities, best practices identification, etc.
- **WG4. Dissemination and Exploitation**, to improve existing knowledge on a broad scale, fostering a coherent scientific overview and dialogue for designing IS synergies.

How can I participate?

- Visit the page of the Action: cost.eu/actions/CA22110/ and read the MOA.
- Contact the Chair of the Action: AhmedAliya.Muhsiz@munzr.com to express interest.
- Apply to join your Working Groups of Interest.

LinkedIn: LIAISE EU Project
YouTube: @liaiseproject
Twitter: @LIAISE_project
Instagram: @liaiseproject

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Roll up

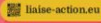
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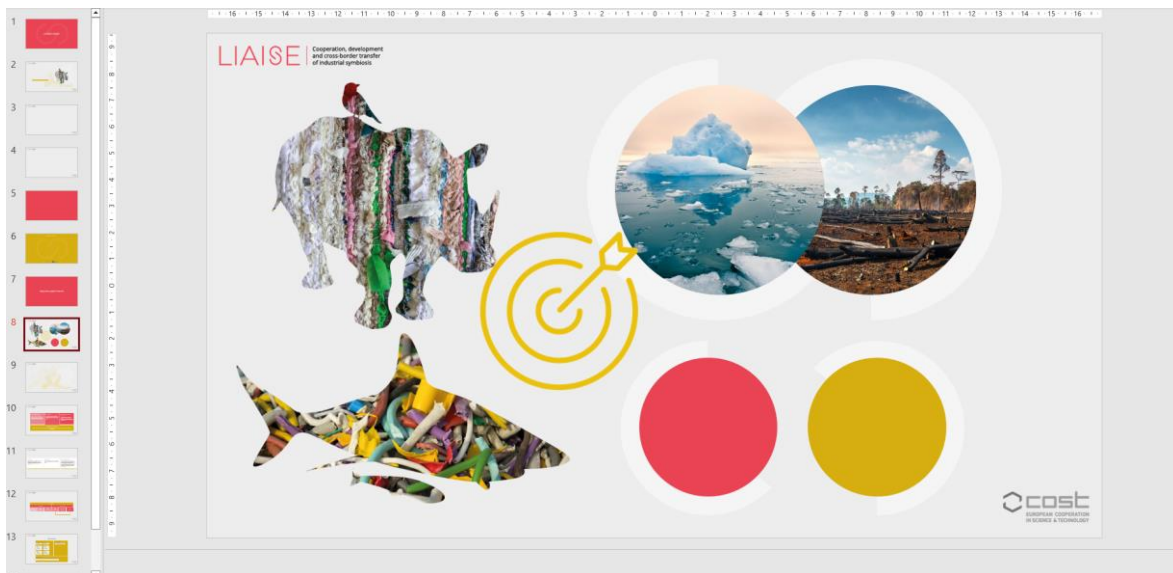
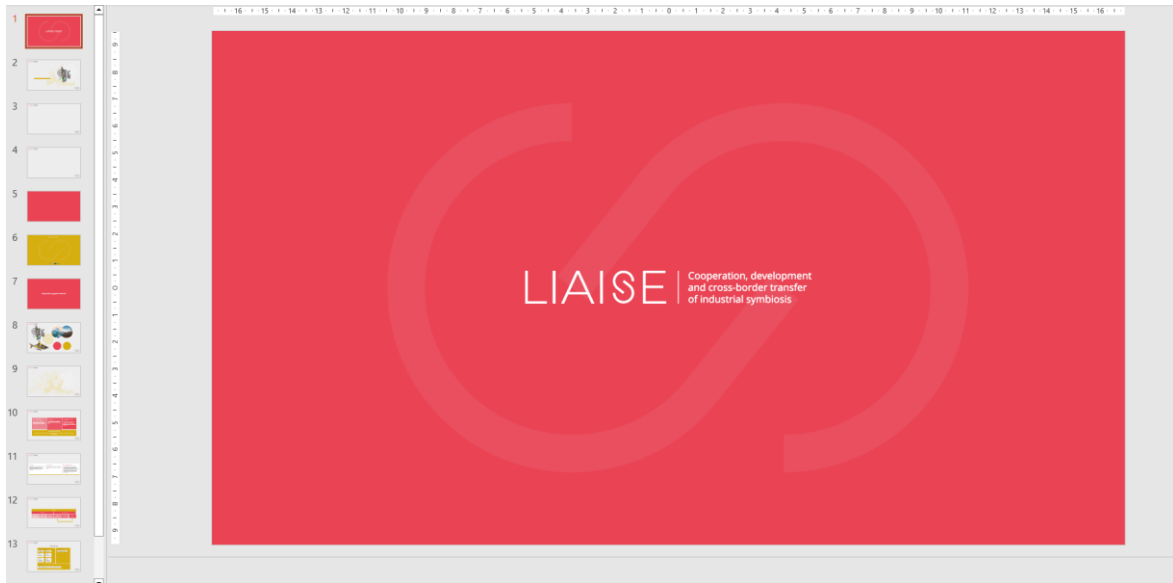
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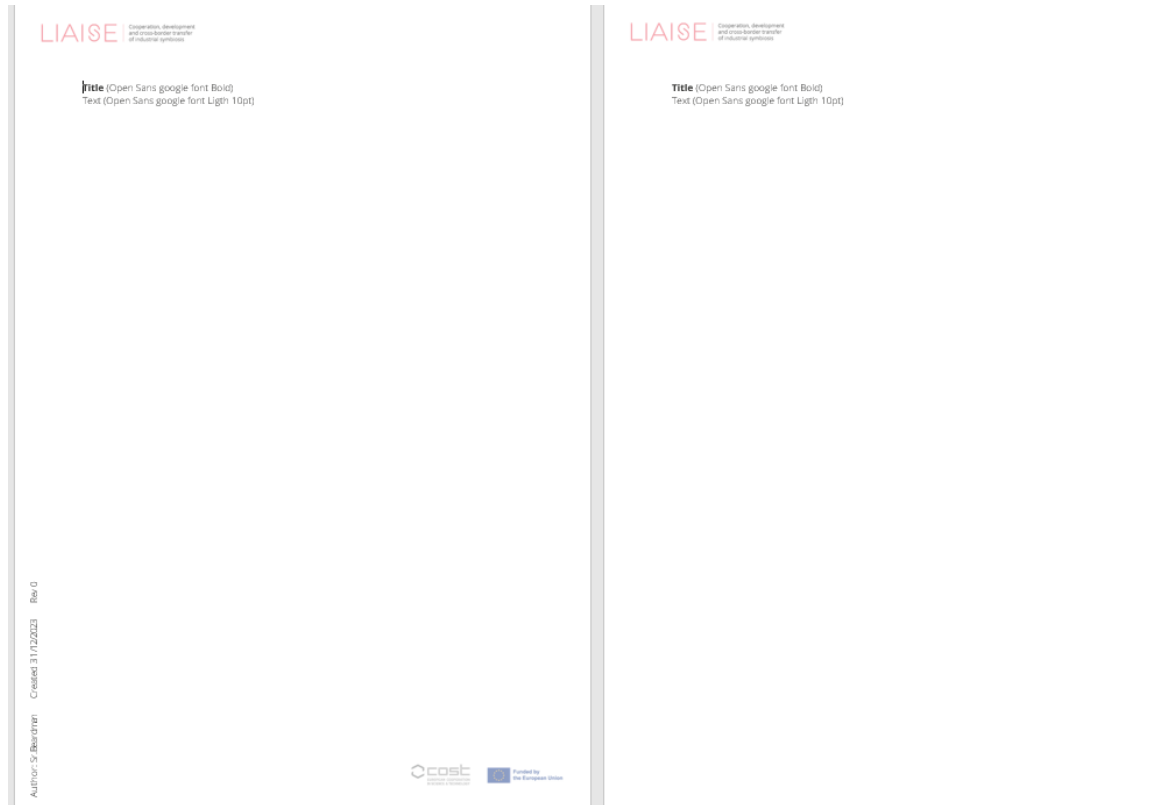


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of industrial symbiosis

1



**An European multidisciplinary
Industrial symbiosis community**
Environmental sustainability
and economic benefits

Author: S. Barotim Created 31/12/2023 Rev 0

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