



HORIZON-CL6-2021-CIRCBIO-01

Innovative solutions to over-packaging and single-use plastics, and related microplastic pollution (IA)

BUDDIE-PACK

Business-driven systemic solutions for sustainable plastic packaging reuse schemes in mass market applications

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= Deliverable: D8.2 = Communication material

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PU	Public	PU
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	



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Acronym description

EC	European Commission
GA	Grant Agreement
WP	Work Package
GDPR	General Data Protection Regulation

Executive Summary

The communication material of the BUDDIE-PACK project intends to provide a general overview of communication routes. It is a deliverable that contains several components: this document (which beyond a description is also a set of guidelines); Colours and font references; Templates; Logo; Website link and connected material; Social Media links and other useful EC tools. As the tools are digital they will all have images of their current look in Annexes.

Note: this is a live document therefore it can and will most likely be updated throughout the project duration. Therefore, BUDDIE-PACK members are invited to re-visit the document for any specific communication effort under planning with some regularity.

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1. Introduction

Communication materials, and digital communication tools in particular, are key as they allow any project to gain visibility in a relatively short period of time with mostly accessible resources. In today's world, digital tools are abundant and as such, directing energy to those where most impact can be achieved is essential. The tools that we have chosen for the BUDDIE-PACK project will allow for a wide range of stakeholders (and their peers) to be reached at different moments in the project and in multiple ways. In addition, they will allow project beneficiaries, associated partners and associated entities to gain some autonomy and have more control over their communication needs.

2. Digital communication material

Partners in BUDDIE-PACK will have different options tools/resources for communications at their disposal, which should be used adequately and reasonably. The following points will provide a structure the various ways in which they can be used. The online tools (website; Social Media; etc.) have been structured with the purpose to be used by all the partners.

It is important for there to be coherence with the project's image, despite the variety of partners. In this perspective, each partner shall follow, as much as possible, the colours and references associated to the BUDDIE-PACK's visual identity before starting any communication initiative and try to follow it as much as possible.

All tools are available through the BUDDIE-PACK web-based project management platform (as described in D9.2), accessible to partners.

As in any project, issues in BUDDIE-PACK'S communication might happen, such as typos, actual incorrect information, etc. All partners are encouraged to communicate these to the WP8 leader as soon as possible, as this is the only way to guarantee good quality educational and research material being shared.

2.1 Templates

Four different templates have been created for project documents and digital presentations (see Annex 2 – **Templates**):

- a MS Word template, for Deliverables (as for example this document)
- a MS Word template, for Minutes of the meetings
- a MS Word template, for other documents (i.e. letters)
- a MS PowerPoint template, for digital presentations

These templates can be found on the project web-based project management platform (SharePoint).

2.2 Logo

The logo has been developed taking into account the feedback of the partners and is available on the project web-based project management platform in .tif and .jpeg format. The vector format of the logo is available on request. (see Annex 1- **BUDDIE-PACK visual identity**).

2.3 The project leaflet

A project leaflet is under preparation in PDF format with a very general overview of the project. It will be available on the project web-based project management platform. This leaflet can be translated by partners if necessary.

2.4 The website

Currently www.buddie-pack.com contains a broad overview on the project. The homepage has a general introduction (the aim of the project, the partners, the key numbers, etc.), the connections to Social Media channels and a sign-up for BUDDIE-PACK's newsletter. Then there are specific pages: on objectives ("About"); on team ("Partners"); on the "Case studies" and collaboration with Sister Projects and "Clustering"; a section on "News and events", as well as a "contact" form (see Annex 3 – **Website**).

The long-term objective will be to keep updating BUDDIE-PACK's audience with news and events taking place throughout the project, but more importantly additional resources (material developed in the project in section "Resources") as well as training (or workshops) being organised (in "News & Events"). In this long-term perspective, it is also foreseen that the website shall provide opportunity for Case studies coordinators to disseminate key aspects of their specific case studies in a dedicated page of the site.

WP8 leaders will upload public deliverables on the website as soon as they are validated by the European Commission. Authors should present a short note to support this process.

Partners are encouraged to add information they feel will enrich the website. However, please note such requests might need some time to be implemented, not only due to tech/time aspects but also to re-arrangement of the information pipeline (i.e. information constantly being prepared to be added on the website gradually taking into account key moments in the project's development).

2.5 The social media

BUDDIE-PACK has chosen three Social Media channels with the following reasoning:

- **LinkedIn as it is** one of the most popular networks for European projects with short information posts and opportunities to reach researchers, policy makers and journalists
- **Twitter** which has a broader reach in terms of groups with heterogeneous social levels and backgrounds as well as various age groups (going from very young to the elderly)
- **Instagram**, which we believe will be more and more used as the project goes on especially with the growing importance of the case studies..

There are currently new posts being added online every week since the channels were launched at M5, and partners are being tagged in these posts as much as possible (i.e. every time they are connected with a post). In these channels, information has to be re-formatted in a simple manner, not only due to the diverse audience targeted but also because the channels do not allow for lengthy posts. Posts always work best when associated to an image as these capture more the attention of the viewer (note that the intention is not only to achieve fast clicks but for the audience to read the posts). Suitable images can show many aspects of the work being done in the project: photos of reusable plastic packaging; photos of activities with stakeholders; illustrations of an experiment or scientific figures etc.

Partners should feel free to share these photos (as long as GDPR rules are respected) with WP8, and to re-share the posts within their own Social Media.

In addition, a timeline for social media posts has been prepared for 2023 and rolling responsibilities have been defined. This document is shared among partners on the project collaborative tool.

2.6 Collection of emails (for sharing news)

The chosen tool here is **Mailchimp**, as it is quite user friendly but also because it is widely the preferred tool in terms of Data Protection for many public and private institutions.

The tool will be crucial for the sharing of the project's newsletter.

MailChimp fulfills the criteria GDPR compliance imposed by the EC (see Annex 5 - **GDPR compliance Mailchimp**).

2.7 Newsletters

According to BUDDIE-PACK's DoA, the project should produce regular external newsletters. From the WP8 leaders' experience, collection of relevant information to share in the newsletter format is more efficient when it happens on a regular basis and not in bulk irregularly. Following this context, partners are invited to share their highlights (even if not yet research status worthy) once per month, so that this information can be edited in a micro-newsletter. This format of the newsletter is aimed to be a small version (a 1 to 2 page document) that would be shared on a regular bases in order to keep track of the projects updates.

2.8 Open repository and EC tools

All BUDDIE-PACK data and results will be stored on SharePoint.

The [Horizon Results Platform](#) is a place to publish results of the project and to discover the results of other EU-funded research results. This tool also allows contact between users.

[Open Research Europe](#) is the Commission's own Open Access publishing portal, which, among other benefits, allows for results to be submitted.


3. Annexes





















Annex 1 – BUDDIE-PACK visual identity


Font reference: the font reference is DINOT for titles and Calibri for text.

Colours references:

VISUAL IDENTITY BUDDIE-PACK COLORS



		70%	50%	30%
	C 80 J 0 M 0 V 174 J 24 B 192 N 0			
	C 30 R 190 M 0 V 230 J 100 B 0 N 0			
	C 80 R 58 M 45 V 121 J 20 B 162 N 0			
	C 0 R 255 M 72 V 104 J 37 B 116 N 0			
	C 0 R 252 M 25 V 193 J 80 B 63 N 0			



ACTIA

ACTIA / 25 november 2022

Logo:



Annex 2 – Templates

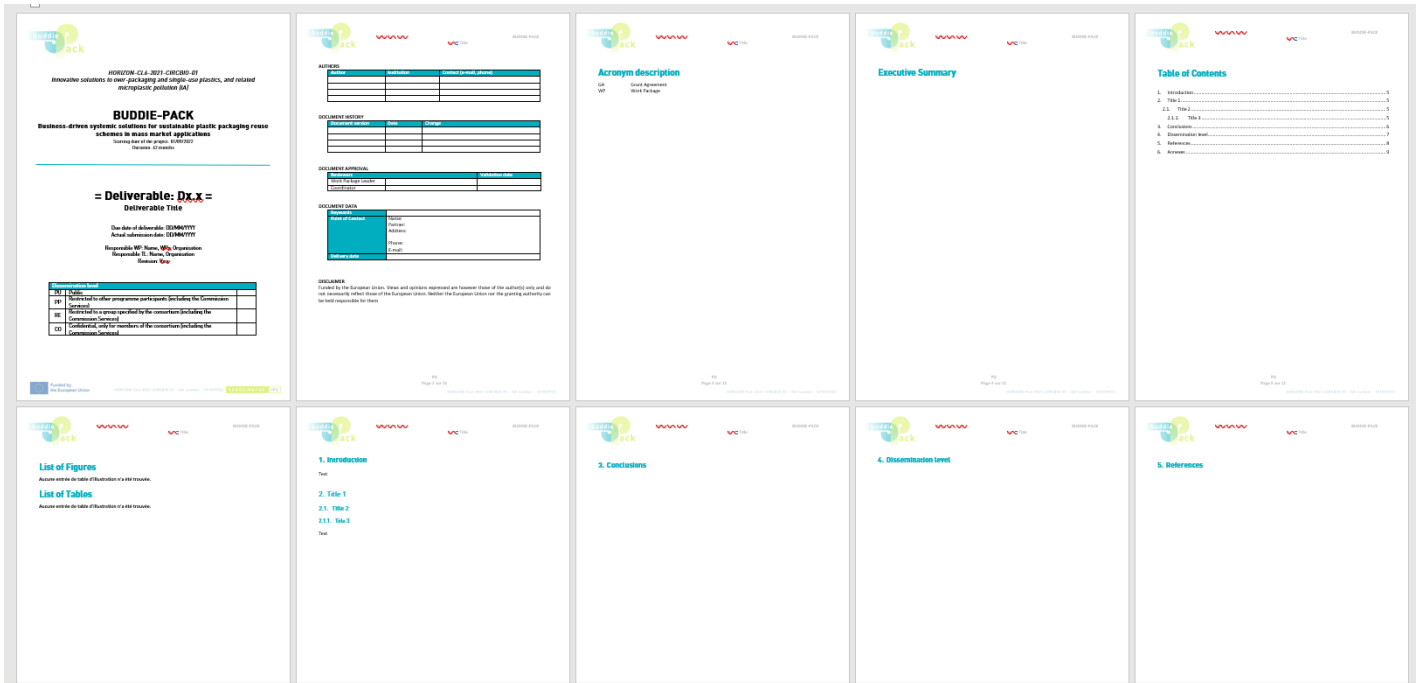


Figure 1: Word Template for deliverable



Figure 2: PowerPoint Template

Annex 3 – BUDDIE-PACK website

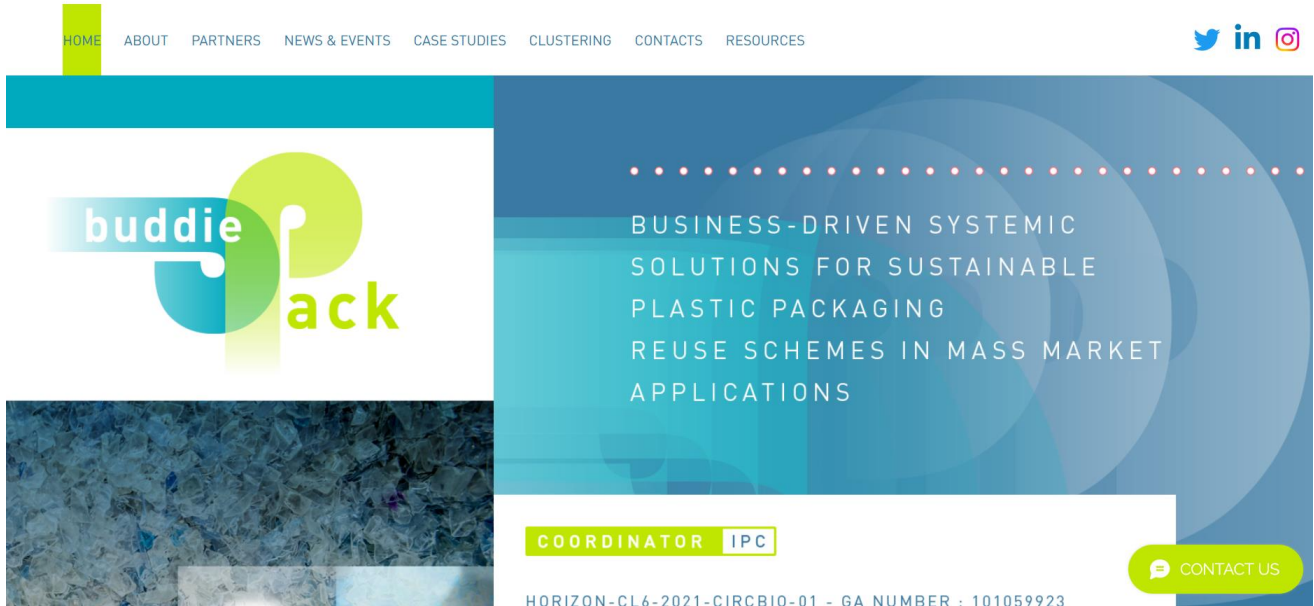


Figure 3: Extract of homepage



ABOUT

WP1 Specifications and design rules for RPP in the EU policy framework

What is BUDDIE-PACK aiming for ?

The European project BUDDIE-PACK, funded by the new Horizon Europe programme, was launched on 21 and 22 September in Oyonnax (France).

[CONTACT US](#)

Figure 4: Extract from the “ABOUT” page

Annex 4 – BUDDIE-PACK social media



The screenshot shows the LinkedIn profile page for BUDDIE-PACK. At the top, there is a banner with the text: "BUSINESS-DRIVEN SYSTEMIC SOLUTIONS FOR SUSTAINABLE PLASTIC PACKAGING REUSE SCHEMES IN MASS MARKET APPLICATIONS" and "COORDINATOR IPC". The BUDDIE-PACK logo is visible on the left and right of the banner. Below the banner, the profile name is "Buddie-Pack - contribution to the EU plastics strategy" with the subtitle "Horizon Europe BUDDIE-PACK project on reusable plastic packaging" and "Services de recherche · 58 abonnés". There are three buttons: "+ Suivre", "Consulter le site web" (with a link icon), and "Plus". Below this is a navigation menu with "Accueil" (underlined), "À propos", "Posts", "Emplois", and "Personnes". The "Infos" section contains the text: "The European project BUDDIE-PACK, funded by the new Horizon Europe programme, is coordinated by the French Industrial Technical Centre for Plastics and Composites (IPC). This project brings together 19 partners from 6 different countries and will take place over a period of three and a half years with a budget of nearly 7 million euros. ... voir plus". At the bottom of the "Infos" section is a link "Voir tous les détails".

Figure 5: Extract of BUDDIE-PACK's LinkedIn page



Figure 6: Extract of BUDDIE-PACK's Instagram page

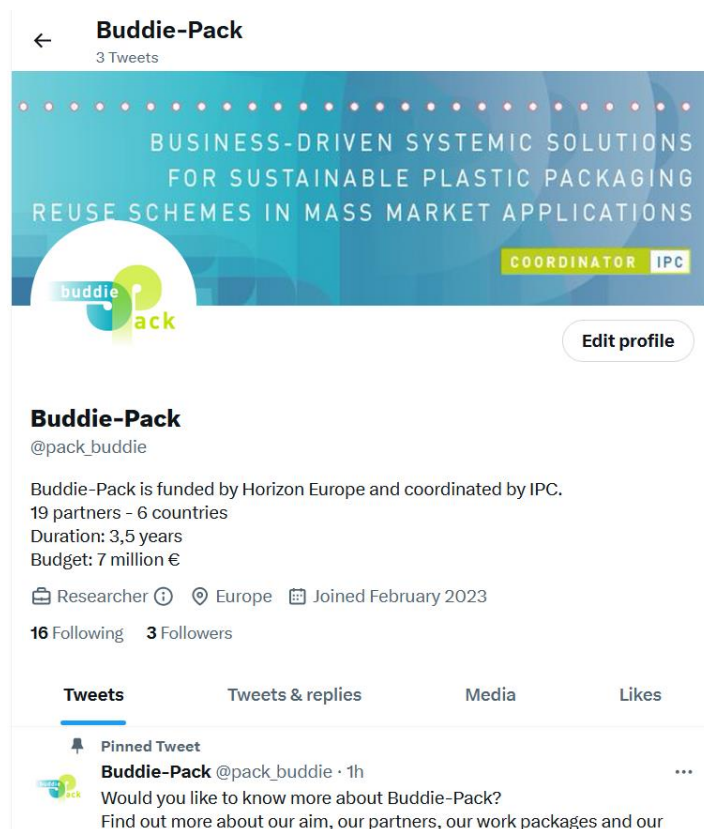


Figure 7: Extract of BUDDIE-PACK's Twitter page

Annex 5 – GDPR compliance Mailchimp



What does Mailchimp do to comply?

- Appointed a Data Protection Officer (DPO) to oversee our compliance program.
- Continuously review our **security measures** to ensure any personal data we collect and process on our systems is adequately protected.
- Ensure our **Global Privacy Statement** clearly explains Mailchimp's commitment to the GDPR, is transparent about how we use personal data, and gives individuals information about how they can exercise their data subject rights.
- Incorporate the EU's Standard Contractual Clauses in our **Data Processing Addendum** which automatically forms part of our Standard Terms of Use (our contract with you) and applies to customer data protected by EU laws.
- Provide our customers with GDPR-ready terms in our Data Processing Addendum and update our contracts with third party vendors to ensure they are GDPR-compliant.
- Maintain formal processes around data subject rights to ensure we can help customers fulfill requests they receive.
- Respond to and fulfill **data subject rights requests** in our role as a controller.
- Complete Data Protection Impact Assessments to identify and minimize any risks from our processing activities.
- Maintain accurate records of our processing activities, both as a processor and controller of personal data.
- Pay close attention to regulatory guidance around GDPR compliance and making changes to our product features and contracts when they're needed.
- Certify annually with the EU-U.S./Swiss-U.S. Privacy Shield Frameworks and continue to protect EEA, UK, and Swiss data in compliance with the Privacy Shield Principles. You can view our Privacy Shield certification [here](#).