



# **D9.1 COMMUNICATION STRATEGY & VISUAL IDENTITY**

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# 1. INTRODUCTION

## 1.1. Purpose of this document

The HOOP project supports 8 lighthouse cities and regions in developing large-scale urban circular bioeconomy initiatives that will focus on recovering valuable resources from Organic Fraction of Municipal Solid Waste (OFMSW) and Urban Wastewater Sludge (UWS), henceforth referred to as urban biowaste and wastewater, to make bio-based products more sustainably. HOOP includes different aspects that will help accelerate the municipal transition to the circular economy that in turn will provide more jobs, better health for society, improved environmental standards, and replicable models for other cities to emulate. One such dimension of the HOOP project is the Urban Circular Bioeconomy Hub (WP7) that will create an online platform to foster knowledge exchange with other cities across Europe.

The purpose of this Communication Strategy is to give guidance in how to deploy the action plan to achieve the main objectives of the project and the more specific dissemination goals to be reached with the project partners. The action plan will be based on a solid quadruple-helix stakeholder analysis with WP6 (CSCP) including academia/research, policy/government, industry/business, and society (which for the purposes of more precise segmentation here includes a focus on local associations and media). The stakeholder groups will be engaged in regular webinars and activities (when possible) and the lists will be centralized via the quarterly newsletter and updated regularly.

The tactics employed in this strategy revolve around using and tapping into different communication tools, channels, events, activities and partnerships to achieve the key results. Media partnerships for example with different local outlets in the 8 lighthouse cities and regions will be a key component as getting the messaging into the respective languages and to broader segments of society. REVOLVE will use Meltwater software to track the media outreach. This Communication Strategy has been developed during the COVID-19 pandemic and given the current circumstances the planned in-person activities will be deferred until further notice and full consortium efforts will be made to come together around more digital and virtual means. Contingency plans are in place for using webinars and other online platforms for engaging our stakeholders more effectively.

The impact reporting of HOOP will occur on a quarterly basis, complemented by a monthly digital dashboard, provided to all the partners via the All-Star “HOOPERS” Communication Team. The impact reporting is an integral part of the 6-month communication planning and feeds into the official 18-month technical reporting that is to be submitted in the EC portal. The regularity of the quarterly impact report will provide greater oversight of the short-term milestones in order to achieve the longer-term results.

## 1.2. Communication activities in the HOOP project

Communication activities in the HOOP project are concentrated in Work Package 9 ‘Communication, dissemination and exploitation’. And more specifically in the following tasks:

- Task 9.2 Communication & Dissemination of the project results
- Task 9.3 Media engagement and community building

Communication actions are led by REVOLVE, third party to partner Greenovate! Europe, who are managing dissemination and are also leader of Work Package 9.

The main communication activities foreseen within these tasks are the following:

- Development of a **visual identity, key messaging and website**
- Creation of **communication materials for partners such** as flyers and banners
- **Branding the HOOP circularity label** (which is being developed in WP7)
- **Media kit** and engagement with journalists
- Creation of **press releases, blog articles, short videos, etc** to raise awareness of the project
- Management of project **social media** accounts

All activities will follow the strategy outlined in this document to ensure coherence and effectiveness.