

# DELIVERABLE

## D7.1: Dissemination and communication plan - v.1

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Deliverable name	Dissemination and communication plan - v.1
Work package	WP7
Lead partner	LIU
Contributing partners	RS, UHAM
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Date	29 November 2022



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## PROJECT INFORMATION

### Project summary

Circular economy aims at reducing value loss and avoiding waste, by circulating materials or product parts before they become waste. Today, lack of support for sharing data in a secure, quality assured, and automated way is one of the main obstacles that industry actors point to when creating new circular value networks. Together with using different terminologies and not having explicit definitions of the concepts that appear in data, this makes it very difficult to create new ecosystems of actors in Europe today. This project will address the core challenges of making decentralized data and information understandable and usable for humans as well as machines. The project will leverage open standards for semantic data interoperability in establishing a shared vocabulary (ontology network) for data documentation, as well as a decentralized digital platform that enables collaboration in a secure and privacy-preserving manner.

The project addresses a number of open research problems, including the development of ontologies that need to model a wide range of different materials and products, not only providing vertical interoperability but also horizontal interoperability, for cross-industry value networks. As well as transdisciplinary research on methods to find, analyse and assess new circular value chain configurations opened up by considering resource, information, value and energy flows as an integral part of the same complex system. Three industry use cases, from radically different industry domains, act as drivers for the research and development activities, as well as test beds and demonstrators for the cross-industry applicability of the results. The developed solutions will allow for automation of planning, management, and execution of circular value networks, at a European scale, and beyond. The project thereby supports acceleration of the digital and green transitions, automating the discovery and formation of new collaborations in the circular economy.

### Project start date and duration

1<sup>st</sup> of June 2022, 36 months

### Project consortium

No	Partner	Abbreviation	Country
1	Linköping University	LiU	Sweden
2	Interuniversitair Micro-Electronica Centrum	IMEC	Belgium
3	Concular Ug Haftungsbeschränkt	CON	Germany
4	+Impakt Luxembourg Sarl	POS	Luxembourg
5	Circularise Bv	CIRC	The Netherlands
6	Universitaet Hamburg	UHAM	Germany
7	Circular.Fashion Ug (Haftungsbeschränkt)	FAS	Germany
8	Lindner Group Kg	LIN	Germany
9	Ragn-Sells Recycling Ab	RS	Sweden
10	Texon Italia Srl	TEXON	Italy
11	Rare Earths Industry Association	REIA	Belgium



## Document reference

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## Document approval

Version	Date	Name	Role in the project	Beneficiary
0.3	21 Nov 2022	Charis Lüdtke	Internal reviewer	UHAM
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# LIST OF ABBREVIATIONS

<b>CA</b>	Consortium Agreement
<b>CEN</b>	European Committee for Standardization
<b>EA</b>	Ethical Advisor
<b>EC</b>	European Commission
<b>EEAB</b>	External Expert Advisory Board
<b>GA</b>	Grant Agreement
<b>ISO</b>	International Organization for Standardization
<b>OA</b>	Open Access
<b>PC</b>	Project Coordinator
<b>PM</b>	Project Manager
<b>PO</b>	Project Officer
<b>RIA</b>	Research and Innovation Action
<b>SME</b>	Small and Medium-sized Enterprise
<b>W3C</b>	World Wide Web Consortium
<b>WP</b>	Work Package



## 1. Summary

The Onto-DESIDE project is a Research and Innovation Action (RIA) under the Horizon Europe programme, Cluster 4 Digital, Industry and Space, from the European Health and Digital Executive Agency. The main goal of the project is to support circular economy by developing a technology for allowing secure decentralized data sharing about materials and products at a global scale, i.e. by developing a shared vocabulary, an open circularity platform and methods to analyse and assess new circular value chain configurations validated by 3 industrial use cases. The project is divided into eight work packages (WP):

- WP1: Project coordination
- WP2: Requirements, integration and standardisation
- WP3: Ontology modelling
- WP4: Ontology-based data sharing platform
- WP5: Multi flow circular value network design & development method
- WP6: Industry use cases
- WP7: Communication, dissemination, training and exploitation
- WP8: Ethics requirements

Dissemination and communication of project results and activities are an integral part of the European research and innovation funding and are an obligation for every beneficiary in projects funded by Horizon Europe (Article 17 of the Grant Agreement). Dissemination is the public disclosure of the **project results** in any medium (e.g. scientific peer-reviewed papers, reports) while communication means taking strategic and targeted measures to **promote the project activities** and its results to various audiences including media and public. As such, a plan for these activities is necessary to produce and maintain in the project. Therefore, a combined dissemination and communication plan is one of the key outputs of WP7.

WP7, Communication, dissemination, training and exploitation, is led by LiU with the aims to (i) establish communication channels and increase the awareness of the project, (ii) disseminate the project in various events, congresses, conferences, workshops, seminars etc., (iii) publish the project outcomes in high impact conferences and journals, (iv) define and update the data management plan, (v) design, create and deliver an online training package as a set of Onto-DESIDE e-learning modules and (vi) define and update the exploitation plan including IP and innovation. WP7 consists of four tasks related to communication (Task 7.1), dissemination (Task 7.2), training (Task 7.3) and exploitation (Task 7.4). The communication and dissemination tasks are led by LiU while training is led by UHAM and exploitation by RS.

The purpose of this initial Dissemination and communication plan (D7.1) is to define activities to be carried out in the project to inform about the project results in terms of scientific/technical knowledge and exploitable results, and to outline activities with different audiences (academic, industrial, society, etc.). Further, communication goals and strategies are described in detail. The plan will be updated once a year by the project coordinator and manager, and the final version will be delivered at the end of the project as a part of the final project reporting.

## 2. Introduction

Dissemination and communication are both requirements in Horizon Europe funded projects to ensure impact of the project results and activities on three levels, namely, scientific, economical, and societal. Therefore, the Dissemination and communication plan (D7.1) is one of the key outputs of the project dedicated to creating awareness and raising visibility of the project results, ensuring its sustainability, disseminating the accumulated knowledge to wider audience and preparing a ground for further exploitation of the results. These activities take a central part in the project and are conducted in WP7.

The present deliverable is prepared at M6 to have a clear dissemination and communication strategy from the start of the project. It will be implemented during the entire project lifetime and updated once a year by the project coordinator and manager with support from the partners.

### 2.1 Dissemination

Onto-DESIDE will pay particular attention to internal as well as external dissemination activities in order to ensure that all participants and relevant stakeholders, among others, are informed about the project activities and results in a timely manner. This will allow the project to obtain necessary feedback and visibility at national and European level, and beyond, and will support the concrete use and scientific reuse of the project results. This is especially important to increase the potential industrial take-up of the technologies developed in the project. Dissemination aims to inform about the project results and deliverables to encourage knowledge and technology transfer inside and outside the consortium as well as to raise and promote awareness of the project results' benefits to Europe and worldwide. As a part of the dissemination strategy, the consortium has identified target audiences, and is developing and utilising appropriate tools (e.g. website, publications in peer-reviewed journals, conferences) to reach the dissemination objectives.

At the beginning of the project, a detailed dissemination plan and targeted materials to be used in dissemination activities are defined and presented in this deliverable, D7.1 due on Month 6. This plan is maintained during the project lifetime, and it will be updated regularly during the project meetings as well as included in the mid-term and final project reports. The plan describes when and what actions the consortium will undertake to disseminate the knowledge and findings. It will also describe to whom the dissemination is directed and how it will be transmitted. The achievements regarding dissemination of the results by each participant will also be reviewed and updated regularly, and reported in the continuous reporting portal.

### 2.2. Communication

Communication concerns strategic measures to promote the project activities and their results in order to inform the target audiences about the project's contribution to European excellence in science, industrial competitiveness, and societal challenges. Further, the success of the project also depends on effective and efficient internal communication between the partners. Therefore, the communication activities are divided into two strategy

sections, namely for internal communication within the project consortium and for external communication towards interested stakeholders, third parties, end-users and general public.

The internal communication strategy objectives are to keep all the partners well informed about the actual status and activities of the project, for the project coordinator and manager to effectively communicate with all the partners on project related issues and for the project partners to actively communicate with the other project partners and the coordinator. The external communication strategy objectives are to effectively communicate with the stakeholders and wider audiences outside the project (i) to reinforce the research and innovation as the project results are to benefit researchers, companies and organisations that are active and involved in similar fields and (ii) to demonstrate how the project addresses the societal challenges.

### 3. Dissemination plan

#### 3.1 Dissemination strategy, aims and target groups

The project's dissemination strategy is divided into two levels focusing on internal and external dissemination activities, respectively. The internal dissemination aim is to enable effective exchange of knowledge and technology between the project partners, as results will build upon each other in the development of the project. The external dissemination focuses on informing and raising awareness about the project results outside the consortium, especially to the scientific community, organisations and industries. The goal is also to involve the relevant stakeholders and authorities to stimulate discussion about the results.

The dissemination activities target the following groups: (i) scientific communities, including technical as well as economic and sustainability research fields, and university students, (ii) large companies and SMEs both in the sectors of our use cases, along with technological companies with a specific focus on data sharing solutions, (iii) standardisation bodies (such as CEN and ISO) and specific work groups, (iv) related projects, (v) public authorities and policy makers, (vi) media, and (vii) the general public. The consortium will use several channels for the dissemination, which will be cost-effective and adapted to different audiences. For the general public non-printed channels will give the best coverage. For the above-mentioned targets we will use various information channels such as printed material, journal papers, conference presentations and conference papers, the project's website, press and interpersonal communication. Table 1 summarises the key stakeholder categories and why it is important to reach them:



**Table 1:** Target groups and relevance to Onto-DESIDE

Target group	Why
<b>Academic and research institutions:</b> (e.g. universities, research institutes, individual research groups, university students etc.)	<ul style="list-style-type: none"> <li>• To share the knowledge in the field and add to the overall body of scientific knowledge</li> <li>• To encourage further and common research in the field</li> <li>• To encourage discussion and feedback of the findings and recommendations from the project</li> <li>• To bridge the gap between academics and industry sectors</li> <li>• To increase the awareness of the potential contribution of technology to solve sustainability challenges</li> </ul>
<b>Industry:</b> <ul style="list-style-type: none"> <li>• Recycling companies and others specific to circular economy</li> <li>• Service providers of data sharing services</li> <li>• R&amp;D companies</li> <li>• Consultancy service companies in the circular economy and traceability area</li> <li>• All industry organisations with potential to be involved as stakeholders in the circular economy</li> </ul>	<ul style="list-style-type: none"> <li>• To inform about the project technologies developed and demonstrate their potential</li> <li>• To engage them to provide their views on the project findings and recommendations as the methods are being developed</li> <li>• To understand how they can utilise the results</li> <li>• To learn more from their experiences about the complexities of the circular economy to assess the priorities in the field</li> <li>• To encourage and show potential of cross-industry circular value networks and data sharing</li> <li>• To bridge the gap between academics and industry sectors</li> </ul>
<b>Standardisation bodies:</b> <ul style="list-style-type: none"> <li>• Standardisation bodies (e.g. ISO, W3C etc)</li> <li>• Technical committees</li> <li>• Providers of de-facto standards</li> </ul>	<ul style="list-style-type: none"> <li>• To engage them from the start in the development of vocabularies and technical solutions for potential standardization</li> <li>• To make sure the project consortium is aware of emerging standards, and receive feedback on how these influence our solutions and are integrated in the project results</li> <li>• To inform them of project results, for them to be able to consider recommendations made by the project in work on new and emerging standards</li> <li>• To develop a standardisation plan for project results beyond the project lifetime</li> </ul>

<b>Related projects:</b> <ul style="list-style-type: none"> <li>• Related EU-funded projects</li> <li>• National projects</li> <li>• National funding agencies</li> </ul>	<ul style="list-style-type: none"> <li>• To draw attention to other relevant projects at EU and international level</li> <li>• To exchange information, knowledge and practice with other project consortia</li> <li>• To leverage activities of other similar projects</li> </ul>
<b>Authorities and policy makers:</b> <ul style="list-style-type: none"> <li>• European Commission</li> <li>• National, regional and local authorities</li> </ul>	<ul style="list-style-type: none"> <li>• To raise awareness of the potential contribution of technology to the development of circular economy</li> <li>• To consider recommendations made by the consortium with regard to further research and development focus and potential strategies</li> </ul>
<b>Media:</b> <ul style="list-style-type: none"> <li>• Newspapers</li> <li>• TV, radio,</li> <li>• Social media (e.g. Twitter)</li> </ul>	<ul style="list-style-type: none"> <li>• To educate the media about the project and its results as the project progresses, and increase the chances of media reaching out to the project with questions</li> <li>• To influence the general public, and policy makers through disseminating our results in the media</li> <li>• Create a communication and dissemination platform to reach other stakeholders</li> </ul>
<b>General public:</b>	<ul style="list-style-type: none"> <li>• Education</li> <li>• Raise awareness of the potential of digitalisation and digital technologies for addressing sustainability challenges</li> <li>• To inform about the project and where/why EU funding is used</li> </ul>
<b>Internally between project partners:</b>	<ul style="list-style-type: none"> <li>• To make sure results are used and built on in the next steps of the project, and to allow everyone to have a shared view of where the project is going</li> <li>• To receive feedback from partners on result content</li> <li>• To enable partners to further disseminate results in their networks</li> </ul>

### 3.2 Main dissemination material and channels

The consortium will use several channels and materials for the dissemination as presented in Table 2.

**Table 2:** Dissemination material and channels

No.	What?	What for?	When?	Who?
1	Project logo and templates	Visual identity of the project	Finalised at M3 (Milestone M2)	LiU and RS
2	Project website	Source of information about the project objectives, contact information, public deliverables, updates, news, events organised	Finalised at M3 (Milestone M2) – continuously updated with content	LiU and RS
3	Project leaflets/flyer	To briefly inform about the project and its results	Initial flyer at M10, updated flyers with project results at M20	LiU
4	Project poster	To briefly inform about the project and its result, used in the partner institutions and in external events	Initial poster at M10, updated flyers with project results at M20	LiU
5	Project presentation	To inform about the project and its results at conferences and events	Initial presentation at M10, updated flyers with project results at M20	LiU
7	Project publications	To disseminate key results to the scientific community	During the project lifetime and beyond	All partners
9	Project news and press releases	To inform about the project progress and upcoming events, promotion of the project	During the project lifetime, first newsletter at M12	All partners
10	Social media (Twitter and LinkedIn)	Information about the project activities, publications, conferences, public deliverables, news, events, etc.	Start of the project and continuously	All partners

The website will provide information about the project, project objectives, partners, contact information, research results (public deliverables, public data, links to ontologies and source code) and activities. All dissemination activities will include a link to the website while the website will include links to all published papers, conferences, promotional materials and other relevant material related to EU projects. The consortium will receive statistics from the

website through <https://umami.molnifritt.nu/dashboard> on how many have visited the website, etc. to analyse the dissemination activities and react appropriately. The newsletters (to be started at M12 of the project) will feature the project progress and information about the major milestones/deliverables achieved, reports from conference attendance and project meetings, information about forthcoming events, etc. and will be published/updated every 6 months. Newsletters will target experts from the dissemination groups mentioned above and also our colleagues.

Leaflets and posters are also important dissemination and communication channels. It is good to note that in the first phase, activities will focus on creating awareness of the project by presenting the project ideas using flyers, leaflets, posters and web-based material, i.e. mostly communication, while later updates of these will more specifically target results, i.e. dissemination. A public leaflet, poster, and PowerPoint presentation describing the project will be published in M10 and will be used for the presentation of the project in main events. Professional templates have been produced at M3 (Milestone M2) to be used for all reporting and communication activities, which is the responsibility of LiU. Press releases for national and European press will be prepared by the partners and launched by the project coordinator in concurrence with major events and major result releases. Four press releases are planned, i.e. in the 1<sup>st</sup> year, 2<sup>nd</sup>, 3<sup>rd</sup> year and the end of the project. The public relations departments of the partners will be directly involved in the dissemination of the results, especially in the preparation of the press releases and liaising with the international technical press.

A facilitator for result dissemination is the open access publication of results. Not only will research publications be open access, but the project aims to publish the technical results (source code, ontologies, measurements and experimental results) as much as possible as open source and open data, in order to facilitate detailed dissemination, reproducibility and further reuse of project results.

Further, a clear visual reference to the European Union (EU) will be maintained on all graphical materials, with the presence of the EU flag and the specific statement that the project is funded by the EU. In textual material, a specific acknowledgement phrase will be used. The visual identity of the project has been established by creating logo, branding and templates which shall be deployed across all communications. More information can be found in Appendix A.

### 3.3 Internal dissemination

Dissemination between the project partners will be conducted by a variety of methods including workshops, face-to-face meetings, emails, reports, video and conference calls. These interactions will be performed both on a defined and ad-hoc basis depending on the nature of the communication. Table 3 presents the type of interactions, how and when, i.e. how often, they will be conducted between the project partners.

**Table 3:** Internal dissemination activities

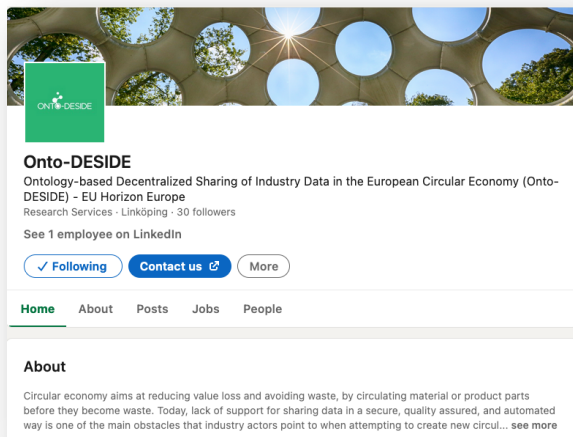
Type of interaction	How	When
<b>Internal workshops and meetings</b>	Several face-to-face meetings (e.g. consortium meetings) will be organised between all partners and also with EEAB and EA to share information and review progress. In addition, online meetings will be used as a complement.	General Assembly and consortium meetings every 6 months, complemented by monthly online meetings with all WP-leaders, and additional working meetings on an ad-hoc basis.
<b>Internal mailing lists</b>	Different mailing lists have been created by LiU for e.g. the whole consortium, WPs, WP leaders, administration, reporting, etc. One example is the list to the whole consortium: <a href="mailto:all-consortia@ontodeside.eu">all-consortia@ontodeside.eu</a>	Mailing lists to be updated every six months, or as needed. Communications on the mailing lists will be submitted at least every time a new result is published, e.g. deliverable, datasets etc.
<b>Repository for documents and files</b>	NextCloud at LiU has been set up and will be maintained by the PC and PM.	As needed. Up-to-date documents, data etc. are made available on NextCloud as soon as they are finalised and delivered.
<b>Conference calls</b>	By using video and phone to discuss the project progress, updates and any problems occurred/occurring.	Between the face-to-face meetings and as needed.

### 3.4 External dissemination

External dissemination of the project results will be carried out through the project website, publications in scientific journals and conference proceedings, conference presentations, organising and attending workshops and meetings, newsletters and postings, social media posts on LinkedIn (<https://www.linkedin.com/company/onto-deside/>) and Twitter (<https://twitter.com/OntoDESIDE>).

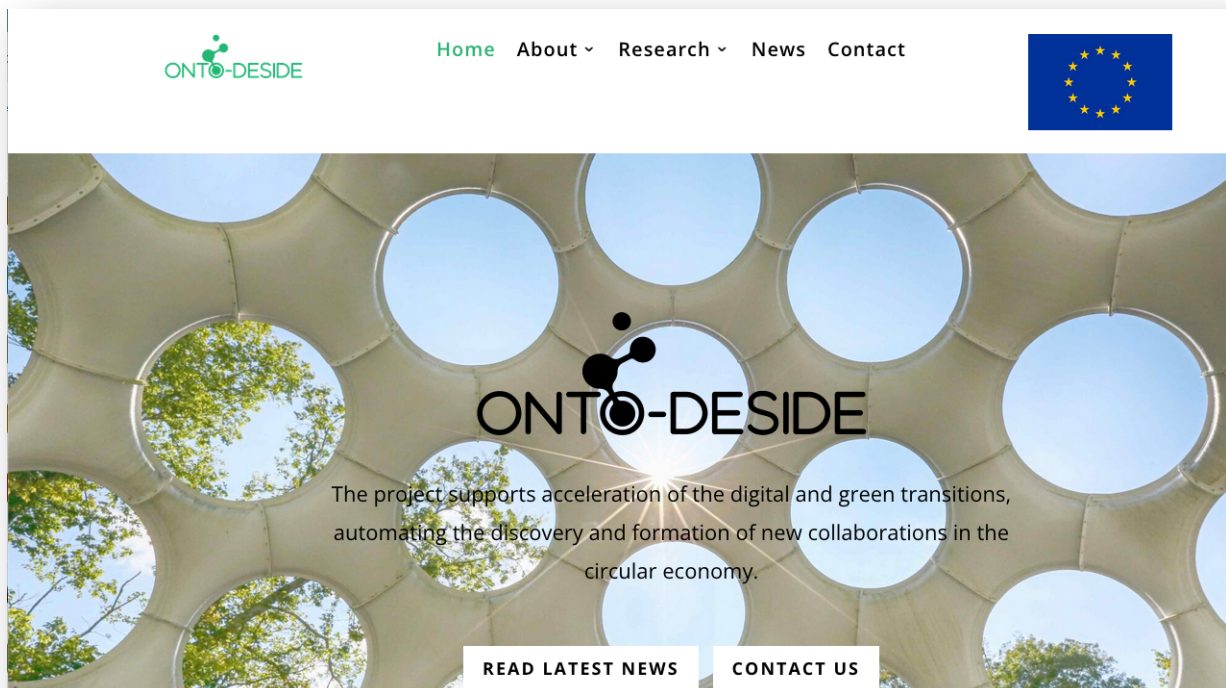


Examples of the LinkedIn and Twitter pages are shown below:



### 3.4.1 Project website

The website has been set up at <https://ontodeside.eu> (Figure 1) and includes a *home page* with the overview of the project, an *about* page with information about the project, financing and partners, a *research* page where deliverables and other results are being published as Open Access, *news* and *contact*. The news page is used for postings on new results and activities in the project. The home page also includes a Twitter flow, mirroring the social media activity of the project on the website.



**Figure 1:** Onto-DESIDE website home page

### 3.4.2 Publications and other postings

All important and relevant scientific results will be published (when this is in line with the IPR strategies) in international leading journals or leading conferences of the respective research fields. However, we will respect confidentiality, for example we will allow timely submission of publications for the approval by the industrial partners (as outlined in the Consortium Agreement (CA)) before submissions to a journal. It is worth noting that in the computer science field, research outlets are primarily conferences, and the corresponding conference proceedings, while in other research fields primary outlets are scientific journals. PhD students are involved in the research activities (e.g. in WPs 3-5) which will contribute to the further development of the expertise in Europe.

A table shared in NextCloud will be used for tracking dissemination in the form of scientific publishing, i.e. peer reviewed papers. Table 4 illustrates the structure of the table that will be filled in by all partners at least every 6 months, as the project progresses. Other postings will also be added into this table, which include books, blog posts, white papers, etc. Joint papers (also with the industry partners) will be strongly encouraged.

**Table 4:** Table to collect a list of published articles/papers and other postings

No.	Title	Authors	Title of the journal, etc.	Vol, number, year, date	Publisher	Peer review (y/n)	Main lead/ partner
1							
2							
3							
4							
5							

The choice of venues for publication will be made by the researchers involved. However, peer reviewed venues are required for dissemination of any significant research result. Other requirements include the possibility for Open Access. When possible, high-quality and high-impact journals and conferences should be preferred, to maximise the outreach of the dissemination activity, and predatory and low-quality venues have to be avoided. However, a priority should also be given to interdisciplinary publishing, i.e. to disseminate results across traditional research field boundaries. This is especially important in Onto-DESIDE due to the interdisciplinary nature of the research conducted, where technical results are applied in the area of circular economy and sustainability.

In Appendix B we present a list of relevant journals and conferences, where the project will publish its results. The list is not comprehensive, but merely an overview of the kinds of venues that will be targeted, and can act as an inspiration for the researchers when deciding on the right venue for each research result.

### 3.4.3 Conferences

We plan to present the project results at conferences, such as ISWC, ESWC, The Web Conference, ISIE, and IST (see longer list in Appendix B). The results may be also disclosed in major commercial oriented trade shows and fairs. However, we will respect confidentiality, for example, by allowing for timely submission of publications for the approval by the

industrial partners (as outlined in the CA) before submissions to a conference. All presentations from such events will be recorded in a table and updated at least every 6 months. Table 5 below shows the structure of the table to be filled in.

**Table 5:** Project presentations

No	Conference	Title of the presentation	Date/place	Size of audience	Who?
1					
2					
3					
4					
5					

### 3.4.4 Workshops and other events

Within the framework of the project, one workshop targeted at researchers in the intersection of Semantic Web and circular economy will be organised already in the first year of the project. We aim to repeat this workshop again in the 2<sup>nd</sup> and 3<sup>rd</sup> years of the project in conjunction with one of the major conferences in the field (e.g. ISWC, ESWC or The Web Conference). Whenever relevant, additional workshops at the relevant conferences and jointly with other ongoing projects may be organised.

We will also offer end training, such as conference tutorials, and online training material. However, training has its own task in the project and will be detailed and reported in separate deliverables, hence it is not targeted here. Nevertheless, we also hope that results and findings could contribute to both undergraduate and postgraduate modules at several universities, including LIU and UHAM, to further strengthen their reputation as leaders in the field.

Hackathons are another type of event that has potential of contributing to improvements and extensions to the software used and produced in the project. Internal project hackathons will be conducted within WP3 and WP4, and potentially in relation to the integration task in WP2. In addition, we will investigate the possibility of arranging hackathons with external collaborators, e.g. contributors to our open source software. However, this will be later on in the project once such software has been made available online.

The results will also be disseminated towards CEN, ISO, ASTM, W3C, and other standardisation bodies via participation of project partners in work groups at the national and international level. Several project partners are already involved in said work groups such as the W3C KG-Construct Community Group, the W3C Solid Community Group, and the ISO technical committee 323.

These as well as other dissemination activities (e.g. invited talks, seminars, etc.) will be added to a table in NextCloud, and updated at least every 6 months. The structure of the table is seen in Table 6.

**Table 6:** Other activities envisaged

No.	Type of activity	Target group	Date	Comments	Who?
1					
2					
3					
4					
5					

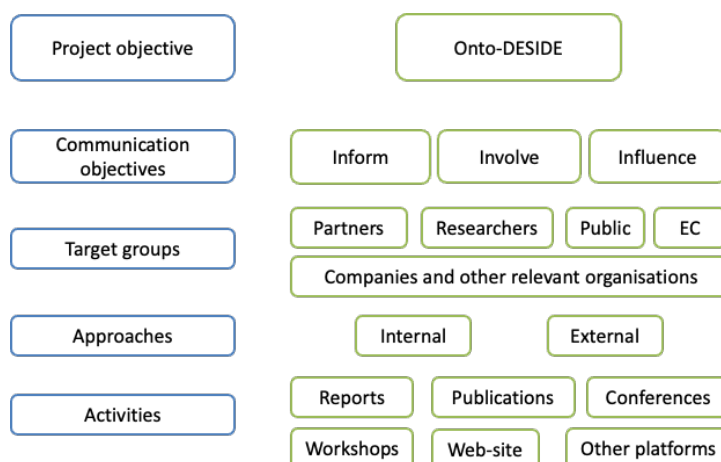
## 4. Communication plan

Communication concerns activities to reach target audiences with information about the project, its objectives and activities, by using the best available and most effective tools, because a project cannot operate without communication. While it can take various forms, it always involves transfer of information from one party to another. The communication activities in the project are divided into two sections that define the project's strategy for internal communication between the partners and for external communication towards different stakeholders outside the project.

The internal communication strategy aims at keeping all partners informed about the scientific, technical and financial status of the project. This transparency, as the decisive requirement for the synergy of the co-operation, will be obtained by spreading all information to all partners by the project coordinator and manager. The external communication strategy aims at an effective communication with stakeholders and a wider audience outside the project to reinforce research and innovation, as the project results are to benefit researchers, companies and organisations that are active and involved in the emergence of the circular economy, technical development, and standardisation activities. Further, to allow communication activities to be better focused, the following target groups have been identified:

- For internal communication activities:
  - WP leaders,
  - Project partners (including the coordinator),
  - EEAB members and
  - Ethical Advisor.
- For external communication activities:
  - EU project officers,
  - Related research projects (EU-funded and nationally funded) working on similar or related research problems,
  - Researchers at national and international level,
  - Companies, existing clusters and other stakeholders operating in similar sector at EU level,
  - Relevant organisations regarding standardisation (CEN, ISO, ASTM, etc.),
  - General public and society,
  - Funding agencies, and
  - Media.

A visual presentation of the communication strategy is shown below in Figure 2.



**Figure 2:** Communication strategy

Further, a clear visual reference to the EU will be maintained on all graphical materials, with the presence of the EU flag and the specific statement that the project is funded by the EU. On textual-only material, a specific acknowledgement phrase will be used. The visual identity of the project has been established by creating logo, branding and templates which shall be deployed across all communications. More information can be found in Appendix A.

#### 4.1 Internal communication

Internal communication flows are presented in Figure 3. Internal communication tools include project meetings, project reports, e-mail, phone, project file repository (NextCloud), website and video conferences such as Teams, Zoom and similar. Web-based tools will be also used for teleconferences and presentations. A website was also set up for an efficient means of communication both externally and internally (see description earlier in this report).

Project meetings (in person, via phone and video) are meetings where the project partners participate. There are several types of project meetings: the consortium meetings, project review meetings (including kick-off and final meeting), WP meetings, workshops and individual meetings. The meetings are to be initiated by the responsible partner and scheduled as shown in Table 7 (c.f. also D1.1). The strategic meetings (such as consortium and review meetings) are to be announced in due time, preferably 6 months in advance, by e-mail or other written form. Each strategic meeting must have a clear agenda, which will be prepared by the Project Coordinator and Manager. The agenda is to be sent to the consortium no later than 14 calendar days preceding an ordinary meeting, or 7 calendar days before an extraordinary meeting. Any Member may add an item to the original agenda by written notification to all of the other Members no later than 7 calendar days preceding the meeting. All necessary working documents will be circulated to the partners at least 7 calendar days before the strategic meeting. Minutes will be distributed to the partners within 10 calendar days. The minutes shall be considered as accepted if, within 15 calendar days from sending, no Member has sent an objection in writing to the chairperson with respect to the accuracy of the draft of the minutes. The minutes shall include a list of attendance. Templates are available for the minutes, see D1.1.



**Table 7:** Project meetings and their schedule

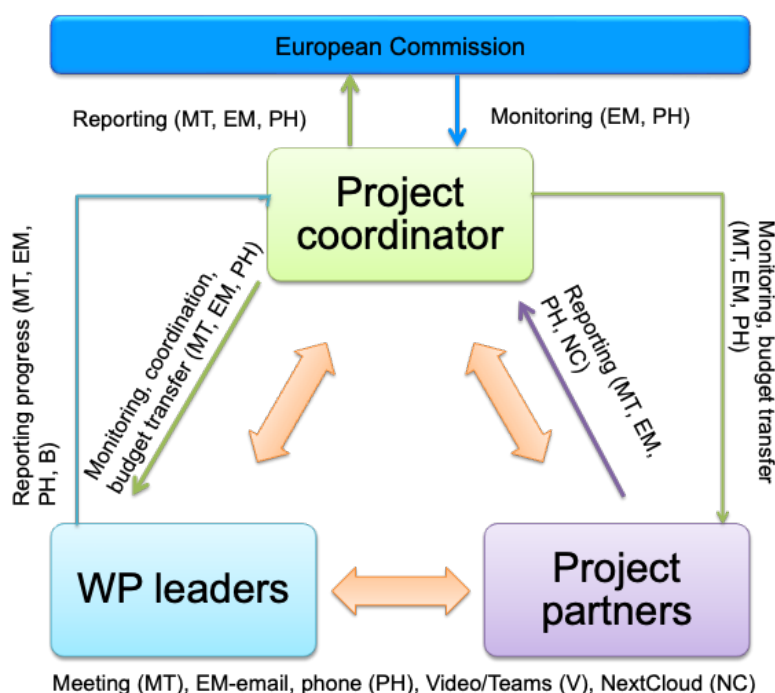
<b>Meeting</b>	<b>Description</b>	<b>Frequency</b>	<b>Responsible</b>	<b>Type</b>	<b>Comments</b>
<b>General Assembly</b>	General Assembly (1 representative of each partner)	At least twice a year and once with the EEAB	Project coordinator	Internal	Make strategic decisions, outline project strategies, assess risks.
<b>Consortium</b>	Project consortium meetings	At least once a year, preferably every 6 months (may coincide with GA meetings)	The project coordinator and manager	Internal	To communicate project progress and deliverable status, discuss strategic decisions, review results, etc.
<b>Project review</b>	Meetings with all partners and PO	As scheduled	The project coordinator and manager	Internal and external	To monitor and report the project progress
<b>WP</b>	WP-leader and work package meetings	Monthly with the WP-leaders and on demand within WPs	Project coordinator for WP-leader meetings, responsible partner (WP lead) for WP meetings	Internal	Discussion forum and monitoring project progress
<b>Workshops</b>	Discussion platforms	As scheduled	Responsible partner in the WP or task	Internal, external	To provide planned discussion platform, feedback and dissemination
<b>Individual meetings</b>	Between the partners	On demand	Responsible partner	Internal	To solve current problems and issues and agree on way forward
<b>EEAB and EA meeting</b>	Meeting with advisors	Once a year at the GA, advisors will also be invited to consortium meetings	Project coordinator and manager	Internal and external	To communicate project progress and results, and receive feedback and advice from the EEAB and EA

All partners meetings, workshops and individual meetings should have a clear agenda. Normally a draft agenda will be prepared by the responsible partner and circulated for acceptance by the invited parties 7 calendar days before the meeting. If participants want to add or modify an item on the agenda, they should suggest this at least 5 days prior to the meeting. All necessary working documents will be circulated to the meeting participants at least 5 calendar days before the meeting. For individual meetings and informal workshops, circulation and formal acceptance of the agenda is not necessary. Minutes will be taken for all WP-leader meetings and workshops, and is encouraged also for individual meetings. Minutes will be distributed to the participants for acceptance shortly after a meeting and no later than 10 calendar days. The minutes will be considered as accepted if no objections have been communicated to the rapporteur within 7 days after receiving the minutes (template available). For recording purposes, the minutes of all meetings and workshops shall include a list of attendance (template available).

Project reports comprise deliverables, progress reports and financial reports to report the progress of the project (internally). They are scheduled and will be submitted according to the project plan by the responsible partner. See also D1.1 for a description of the report approval process.

E-mail, phone and video are used as project communication tools for general project communication, administrative project communication and individual communication. All project partners are responsible to use these tools.

Decision making will be organised in the General Assembly, consortium, and WP-leader meetings that include the project coordinator, the project manager (PM) and the WP leaders. The PM will regularly perform evaluation and monitoring of the communication activities and in addition, this report will be updated every six months.



**Figure 3:** Internal Communication Project Flow (including with the EC)

The internal communication plan and activities are shown in Table 8 in more details.

**Table 8:** Internal communication plan

<b>Communication from</b>	<b>Communication to</b>	<b>Type of communication</b>	<b>Mechanisms of communication</b>
Project coordinator	Work package leaders	Coordination and monitoring of project progress, risk management	Reports, meetings, e-mail, video conferences
Work package leaders	Project coordinator	Reporting progress of work packages, deliverables, milestones and risks, participate in meetings	Reports, meetings, e-mail, video conferences
Project partners	Work package leaders	Reporting progress of work package tasks, deliverables and risks	Reports, meetings, e-mail, video conferences, NextCloud
Work package leaders	Project partners	Coordinate and monitor work package tasks, deliverables, milestones and any risks flagged up	Meetings, e-mail, video conferences, NextCloud
Project coordinator and manager	Project partners	Coordination and monitoring of project progress	Reports, meetings, email, video conferences
Project coordinator and manager	Project partners	Budget transfer	Meetings, email
Project partners	Project coordinator and manager	Reporting project progress	Project review meetings, email
Project coordinator	Project manager	Reporting project progress, risks and budget transfers	Reports, meetings, e-mail
Project coordinator	Project manager	Presenting proposals for decisions	Meetings, e-mail
Project coordinator	Project manager	Information about budget	Meetings, e-mail
Project manager	Project coordinator	Monitor project progress, support project reporting	Reports, meetings, e-mail, phone, video conferences, NextCloud
Project manager	Project coordinator	Taking strategic decisions for the project with the PC	Meetings, e-mail, video conferences, phone
Project manager	Project coordinator	Support project meetings	E-mail, phone

Partners	Project manager and coordinator	Data	E-mail, NextCloud
Project manager	Partners	NextCloud, data management, file management	E-mail
Work package leaders	Project manager	Update on project progress	Meetings, e-mail
Project manager	Work package leaders	Monitor project progress	Meetings, e-mail, phone

## 4.2 External communication

Onto-DESIDE works to enhance and promote the national and international visibility of the project, its results and participants. To be able to achieve these objectives, it is important to know our external target groups. At present the target audiences include ten potential ranges of audiences as shown in Table 9. In addition, types of information of interest to the stakeholders and means of distribution are also presented in the same table. The external communications are the responsibility of all project partners including the project manager, EEAB and EA.

**Table 9:** External target groups

<b>Audience</b>	<b>Interest</b>	<b>Type of information</b>	<b>Channel of distribution</b>
Large companies and SMEs	End users of results, as part of potential circular value networks	Project results, analysis of needs, methods, guidelines, models and ontologies	Website, conferences, workshops, visits, training
Circular economy-enabling companies, consultancies	Exploitation of results, inform about project aims, objectives and results, involve in needs and solutions discussions, influence methods and products	Project results, analysis of needs, methods, guidelines, models, open source software and ontologies	Website, conferences and trade fairs, workshops, visits, training, publications, social media
Technology companies	Inform about developed technologies and their potential, share open source results, influence new products	Project results, methods, open source software and ontologies	Website, GitHub, conferences, workshops, publications, social media
Scientific community	Inform about the project, involve in forming solutions and exchange ideas, influence research directions	Project aims, objectives, methods, results and outputs	Publications, conferences, website, social media

Related research projects	Inform about the project, involve and exchange ideas	Project aims, objectives, progress and results	Website, meetings, joint workshops, e-mails
National and international standardisation bodies	Inform about use of standards, influence planning and creation of new standards	Project progress and results	Conferences, meetings, external workshop, e-mails
Universities including research organisations	Inform about the project, influence courses and tutorials	Project results, training material	Website, workshops and tutorials, e-learning material, public media
European Commission and EU project officers	Inform about the project, reporting	Project results	Participant portal, conferences and events, emails
Funding agencies	Inform about the project, influence future calls for projects	Project aims and objectives, results	Website, publications, workshops, social media
Publishers	Inform about the project and its results, reach wider audience	Articles, presentations	Publications and conferences
Media	Inform about the project and its results, standardisation activities, reach wider audience	Project achievements, standardisation activities	Print and digital, social media
General public	Inform about the project	Project aims, objectives, progress and results	Website, project brochure, public media, social media

The scientific community mentioned in Table 9 also includes relevant research projects, initiatives and organisations covering thematic interests related to Onto-DESIDE such as:

- Industry Commons, <https://industrycommons.net/>  
Onto-DESIDE will reach out to the Industry Commons foundation to establish a dialog on the key concepts of Onto-DESIDE that relate to the foundation's principles. The ambition will be that through an open dialog both sides will gain greater insights, and new ideas will emerge, that will affect the project outcomes in a positive way.
- OntoCommons, <https://ontocommons.eu/>  
Onto-DESIDE will work closely with OntoCommons throughout the project to map out possible touchpoints in realising the OntoCommons strategic roadmap and possible synergies in extending the Ontology Commons EcoSystem (OCES). In particular, the project will investigate the reuse of OntoCommons core ontologies, and the potential of the OntoCommons demonstrator program.



- Gaia-X, <https://gaia-x.eu/>  
The Onto-DESIDE partner IMEC is participating through its IDLab at the University of Ghent, which is a local member of the Gaia-X hub in Belgium. Through this membership Onto-DESIDE plans to engage with Gaia-X to share experiences and results during the project execution.
- CircThread, <https://cordis.europa.eu/project/id/958448>  
This H2020 innovation action is exploring how to enable circular data exchange in a product context. The mission statement, as to what is needed and why, correlates well with the needs seen by the Onto-DESIDE members. Where there is similar thinking, there are also differences. Onto-DESIDE will reach out to CircThread with the ambition to establish a communication and collaboration channel throughout the execution of both projects. We foresee great potential synergies in knowledge exchange between the two projects.
- ASHVIN, <https://cordis.europa.eu/project/id/958161>  
This H2020 research and innovation action is exploring the usage of digital twins within the construction industry. For the benefit of the construction industry use case of Onto-DESIDE we will reach out to ASHVIN with the ambition to setup a communication and collaboration channel related to digital twins.
- CIRC4Life, <https://cordis.europa.eu/project/id/776503/results>  
This H2020 innovation action funded project has been exploring how to develop and implement a circular economy approach for sustainable products and services through their value and supply chains. Three circular economy business models have been investigated; namely, co-creation of products and services, sustainable consumption, and collaborative recycling and reuse. We will reach out to the project to incorporate their findings as a starting point for the execution of the Onto-DESIDE project.
- DigiPrime, <https://www.digiprime.eu>  
The EU-funded DigiPrime project states they will develop the concept of a circular economy digital platform in order to create circular business models based on the data-enhanced recovery and reuse of functions and materials. Specifically, it will create and operate a federated model of digital platforms for cross-sector business in the circular economy. DigiPrime will be validated through several cross-sectoral pilots, in 20 use cases covering different industrial sectors (automotive, renewable energy, electronics, textile, construction), and by additional pilots in new sectors, funded through an open call mechanism. We will investigate how to collaborate with this effort, and potentially find synergies in the pilots.
- CIRPASS  
EU funded project defining requirements for the EU Digital Product Passport (DPP). The project is just starting up now. Collaboration will be established due to an overlap in partners, i.e. POS.

This group also includes PhD and Postdoc students working with similar topics at each partner university as well as outside.

Within the framework of the project, one workshop targeted at research and industry communities and the relevant stakeholders mentioned in Table 9 will be organised on the last year of the project. In addition to this workshop, the project team has identified a series of other conferences and events (under the dissemination chapter), which can provide a

forum to not only disseminate the project results, but also to attract relevant stakeholders and organisations, as well as related projects.

A project website has been established and is maintained by LiU and RS based on information provided by all partners. The website contains public information on the project including overview of the project, contact information, news, open access results, Twitter feed, and upcoming events. The management of the Twitter account is undertaken by the project coordinator and the plan is to publish one project related tweet per month. Similarly, news are regularly posted on LinkedIn. Besides the consortium communication, each partner will act as a national relay for communicating the results locally.

RS has designed the project logo while LiU has produced the templates and initial press releases at LiU. A project logo has been already created while other communication material such as poster and common project presentation is being designed. The logo has been approved by the consortium partners as the official logo for the project and will be used for any internal/external deliverable, report, communication and dissemination tool. In addition, project related information might be published in national and international magazines, newspapers, radio or TV programmes.

The project will seek to engage with the European Union and Commission as stakeholders and funders to demonstrate “good use of public money” and also to develop contacts with other similar initiatives.

## 5. Conclusion

The purpose of this initial dissemination and communication plan (D7.1) is to define activities to be carried out in the project to inform about the project and its results in terms of scientific/technical knowledge and exploitable results, and to outline different audiences (academic, industrial, society, etc.). Further, communication goals and strategies are also described in detail. The plan will be updated once a year by the project coordinator and manager, and the final version will be delivered at the end of the project as a part of the final project reporting.

In summary, regarding dissemination the current version of this plan outlines 8 target groups for dissemination, i.e. (i) scientific communities, including technical as well as economic and sustainability research fields, and university students, (ii) large companies and SMEs both in the sectors of our use cases, along with technological companies with a specific focus on data sharing solutions, (iii) standardisation bodies (such as CEN and ISO) and specific work groups, (iv) related projects, (v) public authorities and policy makers, (vi) media, (vii) the general public, and (viii) the project partners themselves. For each target group the aims of the dissemination was also discussed. Further, we've identified the means of dissemination, by listing dissemination material and channels to use, and distinguishing between project-internal and external dissemination. The most important external dissemination will be in the form of scientific publications in reputable journals and conference proceedings, as well as presentations at conferences and workshops. A set of high-quality venues, including both journals and conferences, were listed in an appendix.

Regarding communication, also this aspect was divided into internal and external communication. Where internal communication is already to some extent covered by the project management and quality assurance structures set up for the project, the external communication has been specifically targeted in this report. Similar as for dissemination, we have in this report provided a list of target groups, i.e. various types of organisations, for our external communication efforts, and expressed our aims for the communication in terms of why and how we would like to inform, involve or influence those organisations. Important means of external communication include our project website, and social media accounts, as well as presentations at conferences, workshops, and other meetings and events. For facilitating this we outline activities such as producing information material about the project, contacting related projects, proposing workshops, and continuously updating our website and social media.

Finally, it is important to notice that this is merely the first version of our communication and dissemination plans, and main focus has been on setting the stage for the first half of the project. In the next version of this deliverable, more details will be given regarding contacts with related projects and organisations, as well as publications strategies, presentations, and events etc. Also, related efforts are ongoing in WP2, regarding the creation of a standardisation plan for the project results, and in WP7, regarding the training material to be produced, which will be reported in separate deliverables.

## Appendix A

### Visual requirements

All project documents must have a clear reference to EU contribution by using relevant logos, titles and references (see Article 17.2 Visibility of EU funding of the GA).

#### *EU Logo*



#### *Acknowledgements and disclaimer*

All publications, information and other types of outputs from the projects must be clearly marked with the EU-emblem (EU-flag) and information about the funding mechanism. The acknowledgments consists of following:

#### *The European Union emblem:*



**Funded by  
the European Union**

The statement 'Funded by the European Union' must always be spelled out in full and placed next to the emblem. It should be translated into local languages, where appropriate. The font used is Arial bold. The other recommended fonts are Auto, Calibri, Garamond, Tahoma, Trebuchet, Ubuntu and Verdana. Minimum size of the EU emblem must be 1 cm. The EU emblem, in conjunction with the funding statement, must be prominently featured on all communication material, such as printed or digital products or websites and their mobile version, intended for the public or for participants. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

#### *Acknowledgement text:*

*This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement no. 101058682 (Onto-DESIDE).*

#### *Disclaimer clause:*

*"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 Health and Digital Executive Agency. Neither the European Union nor the granting authority can be held responsible for them."*

## Onto-DESIDE Logo

The project logo has been designed by RS based on the proposals from the project coordinator and has been agreed by all partners. The logo was designed to be easily recognisable and meaningful for the project and outside. There are different versions of the logo produced to be used with different media such as website, Twitter, etc. Few examples are shown below.

Web-transparent and for print



Web-black



LinkedIn and Twitter





Apple icon



### Communication templates

Templates of the Project documents (\*.doc), data sheets (\*.xls), presentations (\*.ppt) and other files requiring visual communication are presented here and are available to download from NextCloud. These include following templates:

- Project deliverable reports (done),
- Project meeting agenda with participant list (done),
- Project minutes (done),
- Project presentation, brochure and poster (end of January 2023),
- Project reporting templates (done),
- Project news (on-going), and
- Website (done).

## Appendix B

Appendix B lists peer-reviewed publishing venues for the scientific results of the project. Note that impact factors are merely included to indicate that these are active journals, but they should be treated with caution. Both due to the inherent biases in the measure itself, but also because the journals presented are from different fields with different citation traditions, yielding the values incomparable between the venues.

Title	ISSN	Publisher	Website	Im- pact	Field/ Topics
Journal of Industrial Ecology	1530-9290	Wiley	<a href="https://onlinelibrary.wiley.com/journal/15309290">https://onlinelibrary.wiley.com/journal/15309290</a>	7.202	Sustainability and circular economy
Journal of business research	0148-2963	Elsevier	<a href="https://www.sciencedirect.com/journal/journal-of-business-research">https://www.sciencedirect.com/journal/journal-of-business-research</a>	10.969	Applied business research
Journal of Cleaner Production	0959-6526	Elsevier	<a href="https://www.sciencedirect.com/journal/journal-of-cleaner-production">https://www.sciencedirect.com/journal/journal-of-cleaner-production</a>	11.072	Cleaner Production, Environmental, and Sustainability research
Resources, Conservation and Recycling	0921-3449	Elsevier	<a href="https://www.sciencedirect.com/journal/resources-conservation-and-recycling">https://www.sciencedirect.com/journal/resources-conservation-and-recycling</a>	13.716	Sustainable management and conservation of resources
Procedia CIRP	2212-8271	Elsevier	<a href="https://www.sciencedirect.com/journal/procedia-cirp">https://www.sciencedirect.com/journal/procedia-cirp</a>	N/A	Production Engineering
International Journal of Production Economics	0925-5273	Elsevier	<a href="https://www.sciencedirect.com/journal/international-journal-of-production-economics">https://www.sciencedirect.com/journal/international-journal-of-production-economics</a>	11.251	Interface between engineering and management
Conference on e-Business, e-Services and e-Society	N/A	Springer	<a href="https://ifip.informatik.uni-hamburg.de/ifip/tc/6/wg/11/i3e">https://ifip.informatik.uni-hamburg.de/ifip/tc/6/wg/11/i3e</a>	N/A	Communication Aspects of the E-World
Technological Forecasting and Social Change	0040-1625	Elsevier	<a href="https://www.sciencedirect.com/journal/technological-forecasting-and-social-change">https://www.sciencedirect.com/journal/technological-forecasting-and-social-change</a>	10.884	Technological forecasting and future studies
Global Sustainability	2059-4798	Cambridge Univ. Press	<a href="https://www.cambridge.org/core/journals/global-sustainability">https://www.cambridge.org/core/journals/global-sustainability</a>	1.727	Global sustainability
Proceedings of the Design Society: International Conference on Engineering Design	2732-527X	Cambridge Univ. Press	<a href="https://www.cambridge.org/core/journals/proceedings-of-the-design-society">https://www.cambridge.org/core/journals/proceedings-of-the-design-society</a>	N/A	Design research

Business Strategy and the Environment	1099-0836	Wiley	<a href="https://onlinelibrary.wiley.com/journal/10990836">https://onlinelibrary.wiley.com/journal/10990836</a>	10.801	Business Strategy & Environment
Circular economy and sustainability	2730-5988	Springer	<a href="https://www.springer.com/journal/43615">https://www.springer.com/journal/43615</a>	N/A	Circular economy and sustainability
Journal of Web Semantics	1570-8268	Elsevier	<a href="https://www.sciencedirect.com/journal/journal-of-web-semantics">https://www.sciencedirect.com/journal/journal-of-web-semantics</a>	2.77	Semantic Web
Semantic Web Journal	2210-4968	IOS Press	<a href="https://www.iospress.com/catalog/journals/semantic-web">https://www.iospress.com/catalog/journals/semantic-web</a>	3.105	Semantic Web
IEEE Transactions on Data and Knowledge engineering	1558-2191	IEEE	<a href="https://ieeexplore.ieee.org/xpl/aboutJournal.jsp?punumber=69">https://ieeexplore.ieee.org/xpl/aboutJournal.jsp?punumber=69</a>	9.235	Data and Knowledge Engineering
Applied Ontology	1875-8533	IOS Press	<a href="https://www.iospress.com/catalog/journals/applied-ontology">https://www.iospress.com/catalog/journals/applied-ontology</a>	1.367	Ontology
Environmental Innovation and Societal Transitions (EIST)	2210-4224	Elsevier	<a href="https://www.sciencedirect.com/journal/environmental-innovation-and-societal-transitions">https://www.sciencedirect.com/journal/environmental-innovation-and-societal-transitions</a>	9.377	Innovation/ socio-economic transitions
Sustainable Production and Consumption	2352-5509	Elsevier	<a href="https://www.sciencedirect.com/journal/sustainable-production-and-consumption">https://www.sciencedirect.com/journal/sustainable-production-and-consumption</a>	8.921	Life Cycle Thinking
Circular Economy	2773-1677	Elsevier	<a href="https://www.sciencedirect.com/journal/circular-economy">https://www.sciencedirect.com/journal/circular-economy</a>	N/A	Circular Economy
International Semantic Web Conference (ISWC)	N/A	Springer	<a href="https://swsa.semanticweb.org/content/international-semantic-web-conference-iswc">https://swsa.semanticweb.org/content/international-semantic-web-conference-iswc</a>	N/A	Semantic Web
European Semantic Web Conference (ESWC)	N/A	Springer	<a href="https://www.eswc-conferences.org/">https://www.eswc-conferences.org/</a>	N/A	Semantic Web
EKAU conference	N/A	Springer	<a href="https://ekaw.org/">https://ekaw.org/</a>	N/A	Knowledge engineering
K-CAP conference	N/A	ACM	<a href="https://www.k-cap.org/">https://www.k-cap.org/</a>	N/A	Knowledge engineering
The Web conference	N/A	Springer	<a href="https://www2022.thewebconf.org/the-web-conference/">https://www2022.thewebconf.org/the-web-conference/</a>	N/A	Web research
SEMANTiCS conference	N/A	Springer	<a href="https://2022-eu.semantics.cc/conference">https://2022-eu.semantics.cc/conference</a>	N/A	Semantic Web and semantic systems
International Society of Industrial Ecology (ISIE) Conference	N/A	ISIE	<a href="https://is4ie.org/">https://is4ie.org/</a>	N/A	Sustainability and Circular Economy
Gordon Research Conference on Industrial Ecology	N/A	GRC	<a href="https://www.grc.org/industrial-ecology-conference/">https://www.grc.org/industrial-ecology-conference/</a>	N/A	Industrial Ecology

International Sustainability Transitions Conference (IST)	N/A	STRN	<a href="https://transitionsnetwork.org/">https://transitionsnetwork.org/</a>	N/A	Sustainability transitions & innovation
International Society for Circular Economy (IS4CE) Conference	N/A	IS4CE	<a href="https://www.is4ce.org/en/">https://www.is4ce.org/en/</a>	N/A	Transdisciplinary Circular Economy Research
Systemic Design Conferences	N/A	IFSR	<a href="https://ifsr.org/systemic-design-association">https://ifsr.org/systemic-design-association</a>	N/A	Systemic Design
Symposium on Circular Economy and Sustainability	N/A	N/A	<a href="https://www.circulareconomy2050.eu">https://www.circulareconomy2050.eu</a>	N/A	Circular Economy and Sustainability