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Preventing Recalcitrant Organic Mobile Industrial chemicals for Circular Economy in the soil-sediment-water System

Start date of the project: **1st November 2021**

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D6.4 – Communication, networking and information exchange report - Initial

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Executive Summary

The PROMISCES project, “Preventing Recalcitrant Organic Mobile Industrial chemicalS for Circular Economy in the Soil-sediment-water system” is funded by the European Commission under the Horizon 2020 Framework Programme. This “Communication, Networking and Information Exchange Report” (Deliverable 6.4) is part of Work Package 6 (WP6) Communication, Dissemination and Exploitation. It serves as an overview of the communication, networking, and information exchange activities within PROMISCES, outlining their significance for reaching and engaging stakeholders and, complemented by the “Strategic Communication Plan” and “Plan for Dissemination and Exploitation” ([Deliverable 6.1](#)), presents future communication and networking activities. The different activities covered in this report (D6.4) include i) participation at events and conferences, ii) development of a CEN Workshop Agreement (CWA, a reference document from the European Committee for Standardization), iii) organisation of various stakeholder workshops, as well as iv) various dissemination routes for conveying information.

- i) Various partners within the different technical work packages have already contributed to several conferences and events, sharing results from PROMISCES. Additional events that are relevant for the project are identified by WP6 through exchanging with the consortium, the External Advisory Board and the EU sister projects. A summary of past and future identified events is presented in this report.
- ii) In addition, WP6 is coordinating a CEN Workshop Agreement (CWA) on “Implementing Zero Pollution Solutions: Realising Circular Economy routes within a toxic free environment”. The CWA serves as an effective networking and information sharing tool by inviting external stakeholders to work together with standardization communities. By involving and connecting similar initiatives and external parties such as other EU projects, the CWA process can foster stakeholder engagement.
- iii) Another important channel to reach stakeholders are the workshops supported by WP6. PROMISCES plans to hold various workshops to engage with operators, authorities, industry and researchers, the objectives of which are to: 1) receive direct feedback from potential end-users of the Decision Support Framework (DSF), and 2) work with stakeholders to co-create system-wide strategies to support the implementation of the solutions being developed by the case studies.
- iv) Further communication, networking and information exchange tools of the project include technical and scientific publications, online webinars, the PROMISCES website and social media platforms. The PROMISCES website is a focal point for the project’s communication activities, supporting dissemination and exploitation activities by providing both technical and non-technical information. The website is linked with the project’s LinkedIn and Twitter accounts.

This report presents initial information and plans, depicting the status of networking activities at Month 18. It will be updated with final information on conducted activities towards the end of the project’s lifetime (M42).

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1 Introduction and Context of the Project

The PROMISCES project - Preventing Recalcitrant Organic Mobile Industrial chemicals for Circular Economy in the Soil-sediment-water system – is funded by the European Union under the Horizon 2020 Framework Programme to support Europe’s Green Deal. PROMISCES will identify how industrial pollution, specifically industrial persistent, mobile and potentially toxic (PM(T)) substances prevent the deployment of the circular economy and which strategies help overcome key bottlenecks. This will directly contribute to the targets of the Sustainable Chemicals Strategy and the Zero Pollution Action Plan.

Part of Work Package 6 is the “Communication, Networking and Information Exchange Report”, which outlines the activities that have been taken place so far and, complemented by the Strategic Communication Plan and the Plan for Exploitation and Dissemination, presents future communication and networking activities. It includes:

- reporting on participation of PROMISCES partners at conferences and events, whether past or planned
- outlining the information exchange with internal and external stakeholders
- explaining the role of the CEN Workshop Agreement (CWA) for networking and information-sharing activities
- reporting on planned Stakeholder and Co-Creation Workshops
- presenting the PROMISCES Website and Social Media Activities as focal communication tools for the project.

This is an initial Report and will be updated towards the end of the project (M42).

2 Participation of PROMISCES at conferences and events

2.1 PROMISCES contribution (past)

Face-to-face, online or hybrid events are an important communication channel to reach experts, raise visibility, and encourage technology providers, utilities, and decision-makers to trust, promote and use PROMISCES’ results. The partners of the PROMISCES consortium have already participated in several events for networking activities, giving presentations and distributing material. WP6 tracks partners’ contributions through a ‘Communication and Monitoring Table’, made available to all partners, where they record i) which events they attend and ii) their participation in terms of PROMISCES communication. A Summary is depicted in Table 1.

Table 1 Attended Events

Name of Event	Date	Venue	Format of Contribution (e.g. talk, poster, exhibition)	Partner ACRONYM	Activity/Title of Contribution
NORMAN General Assembly	01.12.2021	Remote meeting	Talk	BRGM	Project Overview
ANSES: Comité expert EAUX	11.01.2022	Remote meeting	Talk	BRGM	Project Overview
Pole DREAM: Café DREAM	03.03.2022	Remote meeting	Talk	BRGM	Project Overview

Name of Event	Date	Venue	Format of Contribution (e.g. talk, poster, exhibition)	Partner ACRONYM	Activity/Title of Contribution
FIPAV VOLLEY SCUOLA 2022	06.04.2022	Remote meeting	Talk	ACEA	Progetto Promisces
4. Kongress Spurenstoffe in der aquatischen Umwelt	04.-05.05.2022	Kursaal Bad Cannstatt, Stuttgart, Germany	Talk	KWB	Urbane Gebiete als Quelle von PFAS und anderen Industriechemikalien: Das Horizon 2020 Projekt PROMISCES
Viwa2020+ yearly report meeting	18.05.2022	Alte Schieberkammer, Wien, Austria	Talk	TU Wien	Project Overview
SETAC - PFAS Working Group	18.05.2022	Remote meeting	Talk	BRGM	Project Overview
Bodembreed forum: Startplaatsen: knelpunten & kansen	19.05.2022	Utrecht, the Netherlands	Talk	Deltares	Project Overview
EGU General Assembly 2022	23. – 27.05.2022	Vienna + Visio	Talk	BRGM	Establishing a zero-pollution circular economy: an overview of the H2020 project PROMISCES
EGU General Assembly 2022	23.05.-27.05.2022	Vienna, Austria	Talk	TU Wien	Sorption of Per- and Polyfluoroalkyl Substances (PFAS) by Porous Media in Saturated Zone: A Review Study
EGU General Assembly 2022	23.05.-27.05.2022	Vienna, Austria	Talk	EURECAT	Dealing with a PFAS-polluted aquifer: from modelling to in-situ remediation treatment
Fira Economia Verda i Circular	27.05.-29.05.2022	Granollers, Barcelona (Spain)	Exhibition booth	CBT	
35th International Exhibition for Fine and Speciality Chemicals	30.05.2022	Frankfurt, Germany	Talk	QSAR Lab	Cheminformatics in risk assessment: Progress and Challenges
IFAT 2022	30.05.-03.06.2022	Munich fair (Hall A3)	Exhibition booth	DECHEMA	Project slide in portfolio presentation on booth
EU Green Week: Water, Energy and Carbon Nexus management within circular territories and industries	03.06.2022	Remote meeting	Talk	BRGM	Risk-based approach for water-smart circular economy: the ZeroPM and PROMISCES projects
EU Green Week: Water, Energy and Carbon Nexus management within circular territories and industries	03.06.2022	Remote meeting	Talk	UNIVPM	Meeting Intro
International Workshop & Summer School on Plasma Physics	04.07.-10.07.2022	Kiten, Bulgaria	Presentation	UNISOFIA	treatment of landfill leachate with non-thermal plasma for detoxification of recalcitrant compounds
KNCV (Royal Dutch Chemists Society)	15.09.2022	Science Park, Amsterdam	Presentation	RIVM	PFAS risk assessment: modelling fate/exposure
Meeting of German speaking university institutes in the	19.09.-20.09.2022		Presentation	TU Wien	

Name of Event	Date	Venue	Format of Contribution (e.g. talk, poster, exhibition)	Partner ACRONYM	Activity/Title of Contribution
field of water quality management					
REMTECH EXPO	21.09.- 23.09.2022	Ferrara (Italy)	Presentation	SIMAM / UNIVPM	H2020 promiscues – pfas e persistent mobile chemicals nella gestione dei sedimenti di dragaggio: il caso studio del progetto ecosedra
REMTECH EXPO	21.09.- 23.09.2022	Ferrara (Italy)	Presentation	ACEA	H2020 promiscues – pfas e persistent mobile chemicals nel trattamento e gestione circolare di acque e sedimenti. framework europeo e risultati preliminari del cluster italiano 21-23
ICPDR Pressures and Measures Expert Group	28.09.- 29.09.2022	Ferrara - Fiere	Presentation	TU Wien	
Sofia Science Festival	08.10.- 09.10.2022	Sofia Tech Park		UNISOFIA	The Plasma as Superhero
18th Annual Workshop On Emerging High-Resolution Mass Spectrometry (hrms) And Icms/ms applications in environmental analysis and food safety	11.10.2022	Barcelona, Spain	Presentation	IDAEA-CSIC	Evaluation of different sample pretreatment methods for suspect screening of pollutants present in treated wastewaters
SFSE conference "PFAS: International Congress on Poly- & Perfluoro Alkyl Substances"	20.10.2022	Paris	Presentation	BRGM/IN-ERIS	The EU Project PROMISCES to help establish a zero PFAS pollution circular economy
EUSO Stakeholders forum	26.10.2022	Online	Presentation	BRGM	an overview of the H2020 project PROMISCES
ECOMONDO	08.11.- 11.11.2022		Presentation	BRGM	Establishing a zero-pollution circular economy: an overview of the Horizon2020-Green Deal project PROMISCES
ECOMONDO	08.11.- 11.11.2022		Presentation	ACEA	PROMISCES: cost-effective PFAS analysis in complex matrices
ECOMONDO	08.11.- 11.11.2022		Presentation	UNIVPM	
Austrian Association of Wastewater Association (ÖWAV) - subgroup for groundwater protection	15.11.2022		Talk	TU Wien	
COP27	16.11.2022	Online	Presentation	UNIVPM	"Management and Valorization of Waste and Waters and Environmental Regeneration: the role played by Italy in the Mediterranean area"

Name of Event	Date	Venue	Format of Contribution (e.g. talk, poster, exhibition)	Partner ACRONYM	Activity/Title of Contribution
workshop ZeroPM	07.02.-08.02.2023	Gothenburg, Sweden		BRGM, RIVM, IN-ERIS	Attendance, Networking, Exchange on Collaboration
Science4Policy	15.02.2023		Attendance	RIVM	
Austrian Association of Wastewater Association (ÖWAV) and TU Wien seminar on reuse of treated wastewater	21.02.-22.02.2023	Vienna, Austria	Talk	TU Wien	Untersuchungen zur Herkunft der PFAS Belastung der oberen Donau und zu möglichen Auswirkungen auf die Gewinnung von Uferfiltrat
French congress of separate Sciences - SEP2023	18.03.-20.03.2023		Talk	BRGM	Analytical developments for PFAS in complex matrices

2.2 PROMISCES contribution (future)

As outlined in the PROMISCES' Strategic Communication Plan, events and conferences form an important part of the project's communication and networking activities. This chapter outlines how upcoming events that are relevant for the project are internally identified, how synergies with the EU sister projects are created, what is planned for events in the upcoming months and how these activities are coordinated and supported by WP6.

2.2.1 Internal tracking and planning

Beside the 'Communication and Monitoring Table', WP6 created a list to identify upcoming events that are relevant for the PROMISCES project. This was made available to all partners via Microsoft Teams and discussed in several WP and management meetings. This information forms an important basis for the planning of future events, which is part of the communication strategy (see the [Strategic Communication Plan](#)).

PROMISCES benefits from the advice of an External Advisory Board (EAB) composed of experts in areas relevant to the project. The EAB participates in PROMISCES Steering Committee meetings where they make propositions to the consortium and is also in exchange with the EAB Managing Team. On these occasions, the EAB members have pointed out the importance of engaging with stakeholders and have formulated suggestions for collaboration (e.g. with NICOLE working groups) and for events to participate in (e.g. REMTECH-2023 on 20-22 Sept 2023). Cooperation with these working groups is envisaged.

2.2.2 Exchange with EU sister projects

PROMISCES aims to achieve a close collaboration with the Green Deal Health Cluster comprising the sister projects from calls 8.1 and 8.2 in order to maximise impact of the projects and provide added value to the addressed stakeholder.

Several meetings have taken place with coordinators and WP leaders of the six projects (PROMISCES, ZeroPM, SCENARIOS, ALTERNATIVE, LifeSaver and PANORAMIX) and an outline for cooperation has been jointly created.

DECHEMA, as responsible partner for PROMISCES, has taken over the lead on developing ideas for joint events and has organized a meeting with the communication contacts of the projects. Collaboration on stakeholder engagement activities between the sister projects has been initially discussed and synergies have been identified. Suitable existing conferences and events, as well as topics with potential for joint workshops or (online) seminars, are currently under investigation.

Within PROMISCES, liaising with the Green Deal Health Cluster by organising two cross-cutting workshops and collaboration on the preparation of a CEN Workshop Agreement (CWA) (see Chapter 3) is planned.

2.2.3 Identified relevant conferences and events for 2023

The upcoming activities and conferences where PROMISCES partners are planning to attend and/or have submitted abstracts are summarized in Table 2. An activity worth highlighting is PROMISCES participation at AquaConSoil (11.-15.09.2023) for which all the technical Work Packages have submitted abstracts for presentations (see Table 2). Work Package 5 applied to organize a Stakeholder Workshop as a free session (see chapter 4).

Table 2 Identified relevant events

Name of Event	Date	Venue	Format of Contribution (e.g. talk, poster, exhibition,...)	Partner ACRONYM	Title of Contribution/Potential Activity
EGU General Assembly 2023	23.04-28.04.2023	Vienna, Austria	presentation	TU Wien	Occurrence and Distribution of PFAS in the River and Groundwater at Two Danube Sites
EGU General Assembly 2023	23.04-28.04.2023	Vienna, Austria	presentation	TU Wien	Comparative assessment of PFAS concentrations in emission pathways, surface and groundwater in the upper Danube Basin
SETAC Europe 33rd Annual Meeting	30.04.-04.05.2023	Dublin, Ireland	Poster	CSIC	Influence of the sample pretreatment method on the suspect screening output of pollutants identified in treated wastewaters from an urban/industrial WWTP
Stockholm Roadshow workshop (Baltic Sea PFAS network)	05.05.2023	Stockholm, Sweden	Presentation	BRGM	The H2020 project PROMISCES to help establish a zero pollution circular economy ? Focus on soil and groundwater PFAS pollution
Wasser 2023 (Annual Meeting of German Water Chemistry Society)	15.05.-17.05.2023	Augsburg, Germany	Presentation	BWB	Adsorptive Entfernung per- und polyfluorierter Alkylsubstanzen aus Trinkwasser mit hohen Konzentrationen gelösten organischen Kohlenstoffes
Wasser 2023 (Annual Meeting of German Water Chemistry Society)	15.05.-17.05.2023	Augsburg, Germany	Presentation	EURECAT	Presentation of drinking water treatment work
2023- Characterization and Remediation of Per and Polyfluoroalkyl Substances (PFAS) and Other Emerging Contaminants	22.05.-25.05.2023	Göttingen, Germany		EURECAT	Abstract Submission

Name of Event	Date	Venue	Format of Contribution (e.g. talk, poster, exhibition,...)	Partner ACRONYM	Title of Contribution/Potential Activity
EXPOQUIMIA	30.05.- 02.06.2023	Barcelona, Spain	Presentation, attendance	CSIC	
QSAR 2023	05.- 09.06.2023	Copenhagen, Denmark	Presentation	QSARlab	Extending the applicability domain of QSPR models for PFAS
SIDISA	June 2023	Italy		UNIVPM, ACEA, SIMAM	Abstract and presentation of CS4 and/or CS5
UBA FB II Gespräch	14.06.2023	Dessau, Germany	Talk	UBA	EU-Projekt PROMISCES - Zwischenstand der ersten Ergebnisse zur toxikologischen Bewertung von PFAS/iPMT im Wasserkreislauf
2nd PFAS: International Congress on Poly- & Perfluoro Alkyl Substances	14.06.2023	Paris, France	Talk	BRGM	
6th IWA International Conference on eco-Technologies for Wastewater Treatment	26- 29.06.2023	Girona		EURECAT, UNIVPM, ACEA, SIMAM	Presentation, attendance (in principle not PROMISCES related) Abstract and presentation of CS4 and/or CS5
Goldschmidt	07.2023	Lyon, France	Presentation	BRGM	Towards a robust reactive transport model to simulate fate and transport of PFAS from surface to groundwater
Indo-German workshop on securing sustainable treatment for drinking water production and water recycling with focus on anorganic contaminants	20.07.- 22.07.2023	Hamburg, Germany	Talk	BWB	
Danube Conference	21.- 23.08.2023	Vienna, Austria	Presentation		Monitoring and Modelling of PFAS at a Bank filtration site of the Danube
Festival dell'Acqua	09.2023	Turin, Italy		UNIVPM, ACEA, SIMAM	Abstract and presentation of CS4 and/or CS5
EUROTOX 2023	10.09.- 13.09.2023	Ljubljana, Slovenia		QSARLab	Virtual screening of PFAS and their binding affinity to nuclear receptors – a structure-based approach
AquaconSoil	11.09.- 15.09.2023	Prague, Czech Republic	Abstract submission	BRGM, DELFLAND, TU DELFT	Improvement of the global quantification of PFAS through TF, AOF and EOF measurements: Application to complex environmental matrices (sludge and compost) from wastewater treatment plants
AquaconSoil	11.- 15.09.2023	Prague, Czech Republic	Abstract submission	BRGM TUWien EURECAT	Fate and mobility of PFAS in geomeia under saturated and unsaturated conditions: New insight on column experiments

Name of Event	Date	Venue	Format of Contribution (e.g. talk, poster, exhibition,...)	Partner ACRONYM	Title of Contribution/Potential Activity
AquaconSoil	11.- 15.09.2023	Prague, Czech Republic	Abstract submission	BRGM COLAS Environment Université Paris Cité, Institut de Physique du Globe de Paris	Mobilization of PFAS from heterogeneous soils: Desorption by ethanol/xanthan gum mixture
AquaconSoil	11.- 15.09.2023	Prague, Czech Republic	Abstract submission	EURECAT DAEA-CSIC ESOLVE	Applicability of different iron and persulfate-based oxidation processes for the elimination of PFAS compounds in groundwater.
AquaconSoil	11.- 15.09.2023	Prague, Czech Republic	Abstract submission	EURECAT IDAEA-CSIC CBT	Advanced industrially influenced wastewater treatment scheme for agricultural water reuse
AquaconSoil			Abstract submission	RIVM INERIS KWB BRGM EURECAT DECHEMA	Proposal for a free session Aqua-ConSoil 2023 Topic 3: Sustainable remediation, emerging contaminants and prevention towards zero pollution
Ecomondo	07.11.- 10.11.2023	Rimini, Italy		UNIVPM, ACEA, SIMAM	Abstract and presentation of CS4 and/or CS5
Sanierungstagung (Strategies for the remediation of Soil & Groundwater 2023)	27.11.- 28.11.2023	Frankfurt, Germany		DECHEMA	Potential for Satellite event (stakeholder workshop...)
Scenarios Project Summer School	Autumn 2023 (tbd.)	Tbd.			
Webinar. Models for Toxicology PART 2	Tbd.	online			
Water Project Europe	2023-2024	Brussels			Networking, presentation on various events
RemTech 2024 - Remediation Technologies	Sep 2024	Ferrara Fiere, Italy			Booth with sister projects/side event

3 CEN Workshop Agreement

In Task 6.5 the PROMISCES consortium is initiating a CEN Workshop Agreement (CWA), coordinated by DECHEMA. The CWA is a consensus process that results in a consensus document providing best practice specifications, guidance material, and information. It reflects a consensus agreement on a specific topic, usable in the entire market. CWAs are published by the European Committee for Standardisation (CEN). They are not an official standard but can be used for future standardization activities.

Being a consensus process, the elaboration of the CWA is open to the direct participation of anyone with a proven interest in the development of the CWA on a specific topic. The CWA in the PROMISCES project will be on “Implementing Zero Pollution Solutions: Realising Circular Economy routes within a toxic free environment”. This topic is narrowed down in close cooperation with the consortium. As a first step, a special workshop, dedicated to explaining the CWA process and agreeing on the topic of the CWA to be developed within PROMISCES was held during the Steering Committee meeting (03/2023).

Valid for 3 years, the CWA will then be i) confirmed for another 3 years, or ii) revised, or iii) withdrawn from the market. As outlined in the Plan for [Exploitation and Dissemination of Results](#), it maximizes the impact of project results beyond the project lifetime and will enhance the credibility and outreach of PROMISCES results.

Apart from this, the CWA serves as an effective networking and information sharing tool, on the one hand by inviting external Stakeholders (e.g. experts from the NICOLE PFAS working group) to join the panel of experts, on the other hand by working together with standardization communities. It fosters stakeholder engagement by involving and connecting similar initiatives and external parties, such as other EU projects (e.g. under the GD 8.1, 8.2), and ensures the exploitation, transferability and replication of results.

4 Stakeholder Workshops

As mentioned in Section 2.2.3, PROMISCES is aiming to organize a stakeholder workshop for the AquaConSoil conference in September 2023. The purpose of this interactive workshop session is to engage directly with operators, authorities, industry and researchers, the foreseen users of the Decision Support Framework (DSF). The DSF is meant to be utilized in real life to assess the risks associated with certain chemical substances, identify needs for regulation or monitoring, and provide solutions for the reduction of chemical pollution. Through the interactive workshop, stakeholders will test the DSF prototype and provide feedback to improve its usability, utility, and effectiveness. By involving stakeholders directly in the process of product development, PROMISCES can improve the uptake and impact of the DSF.

The DSF will not only include technical solutions but will also offer strategies to facilitate the implementation of these solutions. To develop these strategies, PROMISCES is organizing a series of co-creation workshops with external stakeholders. The six case studies in PROMISCES all aim to develop solutions to prevent chemical pollution in the environment, assess and manage risks posed by this chemical pollution and remove pollutants from soil and water resources. However, when developing these technical solutions, it is important to also consider the feasibility, effectiveness, and possible

barriers to their implementation. This is especially important for implementation at the local or regional level.

PROMISCES will select two case studies as the focus for these co-creation workshops. Working closely together with these case studies, PROMISCES will identify local, national, and international stakeholders who are relevant for the selected case studies. The identification process will include stakeholders already involved in the case studies, as well as those identified through additional stakeholder mapping. It is important to reach stakeholders from all points in the “pollution chain”, from industry to operators to users of water. Via an initial survey, selected stakeholders will provide information to better frame the problem statement. In a series of 2-3 workshops, depending on the scale of the problem statement, stakeholders from various sectors will discuss the problem from a system perspective (i.e. the entire PM(T) lifecycle and share their perceptions. Solutions for barriers will be identified via literature research and by the stakeholders themselves and formulated into a system-wide strategy at the end of the process. These strategies will be offered as part of the DSF in the form of a report, complementing the technical solutions. As part of task 6.3.2, WP6 will coordinate and support the conceptualization and organization of these stakeholder workshops.

PROMISCES is planning various workshops with further stakeholder groups.

5 Further Dissemination Activities

5.1 Technical and Scientific Publications

Technical and scientific publications are an important channel to raise awareness about the project, foster public acceptance and disseminate information for the uptake of solutions.

So far, two scientific publications have been published under the PROMISCES project.

1. Sosnowska A., Bulawska N., Kowalska D., Puzyn T., [Towards higher scientific validity and regulatory acceptance of predictive models for PFAS](#), *Green chemistry* 2023,25, 1261-1275
2. Kowalska D., Sosnowska A., Bulawska N., Stepnik M., Basselink H., Behnisch P., Puzyn T., [How the Structure of Per-and Polyfluoroalkyl Substances \(PFAS\) Influences Their Binding Potency to the Peroxisome Proliferator-Activated and Thyroid Hormone Receptors-An In Silico Screening Study](#), *Molecules*2023 Jan 4;28(2):479.

For further dissemination and information sharing, the scientific and journalistic publications are linked on the PROMISCES website.

5.2 Massive Open Online Course (MOOC)

Within PROMISCES, a Massive Open Online Course (MOOC) on the topic of "Persistent Micropollutants" is under development. The production will take place in cooperation with the TU Delft and thus be available to large stakeholder groups additional to those reached via other project channels and activities, thus multiplying the impact of PROMISCES during and after project lifetime. The MOOC will target water professionals in the broadest sense, including:

- Authorities dealing with permits, legislation, policy
- Engineers responsible for water and wastewater treatment
- Industrial professionals with a treatment objective / obligation
- Teachers and researchers involved in environmental engineering

5.3 PROMISCES Website

The PROMISCES website (www.promisces.eu) serves as a focal point for all the project's communication activities and targets both the general public and expert audiences. It is a public platform for visitors to learn about the added value of PROMISCES, supporting dissemination and exploitation activities by providing a broad range of information (technical and non-technical) related to the PROMISCES project and PFAS/PM(T) substances in general.

The homepage presents the most important information about the project in a clear structure and easy-to-understand way to enable the users to either find what they are looking for or to click through the pages. This makes it more likely that the target groups will perceive PROMISCES positively, want to follow the project further and visit the website more often to receive information and news. The appealing images also contribute to keeping visitors on the website longer. In this context, the contact field also has an important function: promoting communication. It makes it particularly easy for visitors to contact the project, for example if they have questions or want to be involved. The social media buttons that appear in various places on the website are also helpful for website visitors. If they are interested, they can go directly to the profile via the button links. Thus, the buttons contribute to the visibility of the channels and make it easier and more frequent for users to leave a "Follow" or a "Like" on the page.

The website is designed to appeal to different target groups and the individualized content has been prepared for specific target groups. For example, the explanation of the five circular economy routes is aimed at the target group "general public": terms are explained so that everyone can understand them. The presentation of the work packages, on the other hand, is aimed more at a scientific or technical target group who wants to delve deeper into the project.

The website also offers visitors various services. For example, relevant events for the project and its target groups are provided with links to the respective pages of the events. Furthermore, press releases and articles from and about PROMISCES and public deliverables of the project are linked. The PROMISCES blog provides a little entertainment with colourful news stories, including interviews with the project partners. Stakeholders can therefore use the website to engage not only with PROMISCES but also with the overarching topic of zero pollution.

5.4 Social Media

Social media is a crucial and powerful tool for reaching a wider audience and disseminating project updates and important events in an easy and creative way. PROMISCES has:

- a LinkedIn account (<https://www.linkedin.com/company/promisces/>)
- a Twitter account (https://twitter.com/Promisces_EU).

Different target groups are reached on LinkedIn including professionals, organisations, and the general public (538 followers as of 11 April 2023), while Twitter is primarily aimed at the general public (103 followers on Twitter as of 11 April 2023). Content is posted regularly via both accounts (2-3 times a week). In addition, PROMISCES interacts daily with other projects, organisations, or people via reposts/retweets and likes. There is close contact with the sister projects, informing each other about relevant posts from the own project to share and like. Due to the frequent posting and re-tweeting, both channels are active and offer added value to the target groups.

The posts are designed to offer as much variety as possible but still reflect the core messages of PROMISCES. To reach more people, a related picture is posted with each post whenever possible. Appropriate hashtags are also used in each post to increase the reach.

The social media accounts keep followers up to date, without them having to search on the Internet. There are also reports about events at which PROMISCES partners give a talk or exhibit a poster, for example. These events are announced before the date. In addition, as far as possible, a photo is posted after the event with a review. Postings of project meetings are also interesting for followers, because they give an insight into the project work. The people in the pictures of these posts create a greater closeness to the project and the people involved.

Events that are related to the topic but do not necessarily have PROMISCES involvement are also posted. This is to be seen as a service for the followers and shows that PROMISCES also thinks outside the box. Furthermore, studies, articles, and other publications related to the topic are also posted on both channels. This is helpful for the followers because they get information on the topic bundled in one place. On the other hand, it shows that PROMISCES has an overview of current developments.