

WASTECOSMART

"Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency"

D.2.1

Dissemination and Exploitation plan

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Start date	2013-09-01	Duration	36 months



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RE (Restricted to a group specified by the consortium including the Commission Services)	
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Summary

Communication and dissemination activities are a core part of the WASTECOSMART project, and will ensure that all project activities and results are communicated to relevant stakeholders in a clear and consistent manner. The main aim of Work Package 2 on *Dissemination and Exploitation of project results*, is to raise awareness and visibility of the project and its research-driven triple helix clusters as well as to increase the potential impact of the project by laying the groundwork for the use of results after the project has ended. This Dissemination and Exploitation plan plays a key role in the task by ensuring that information is reaching stakeholders in a clear and concise manner, focusing on the key messages and main exploitable results.

The plan summarises the dissemination activities planned by the WASTECOSMART partners. It provides an overview of key activities throughout the length of the project, and will be updated on an annual basis. This first version is a plan for the consortium and a guide for all partners when conducting dissemination activities. Each subsequent revision of the plan will contain more detail on future activities, and also provide an overview of the dissemination activities already undertaken by the consortium.

Activities resulting from this plan will be summarised in the final report on dissemination and exploitation activities (Deliverable 2.4), which will be prepared at the end of the project (due in Month 36). This plan also outlines the activities being undertaken to produce the project's Communication Materials (Deliverable 2.1).

This current strategic dissemination plan answers WHO (target audiences) will receive WHAT (key messages), HOW (communication channels) and WHEN (implementation and time planner).

The WASTECOSMART Dissemination and Exploitation plan contains the following elements:

- Project branding information;
- Identification and classification of main target audiences;
- Communication channels;
- Key messages;
- Roles and responsibilities of partners;
- Implementation plan and timeline.



1 Introduction

What is the WASTECOSMART project?

The WASTECOSMART project ('Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency') will strengthen and increase the innovation capacity of regional research-driven clusters in resource efficiency through cooperation, research and technological development within the waste sector.

The WASTECOSMART partners joined forces to:

- Foster and promote transnational cooperation of research-driven waste management clusters;
- Develop a Decision Support Framework supporting the formulation of waste management strategies;
- Assess regional research and innovation needs in the waste management sector;
- Elaborate a Joint Action Plan (JAP) and regional research agendas according to needs of each individual regional cluster;
- Set measures towards the implementation of the JAP in each region;
- Support less developed regions in waste management and unlock business opportunities in international markets.

The project is financed by the European Commission's 7th Framework Programme for research, technological development and demonstration.

Why are communication and dissemination activities important for the project?

Communication and dissemination are core parts of the project and are meant to ensure that information reaches the most relevant stakeholders in an effective manner, to deliver key messages and the main exploitable results.

The aim is to increase awareness of the project to boost long term impact of its results by ensuring that information is reaching relevant stakeholders in a concise and effective manner. This is especially important for the WASTECOSMART project, which is seeking to have a widespread impact throughout Europe.

This dissemination plan will outline WHO (target audiences) will receive WHAT (key messages), HOW (communication channels) and WHEN (implementation and time planner). It will also outline the roles of the consortium partners and ensuring proper exploitation of generated knowledge.

2 Target Audiences

Identifying the correct target audiences and contacts for the project was a crucial first step in the communication process. Following discussion with project partners during the kick-off meeting, the consortium has identified stakeholders from across the **public sector**, **academia** and **private sector** to be targeted with key messages and dissemination materials.

The following stakeholders have been identified as target audiences. The list gives examples of the specific stakeholders that the project partners have in mind, but is not exhaustive.



Policy makers & Public bodies

- The European Commission, European Parliament and national Governments (Council of the European Union);
- National government authorities, especially those responsible for policy development and implementation related to waste management and resource efficiency agenda;
- Regional and local authorities (Environmental Protection Agencies);
- Environmental associations at the European and regional level;
- Municipalities (Municipal Waste Europe);
- Financing institutions, investment companies and public banks in the relevant countries;
- The general public.

Academia

- Research and development community (universities);
- Research and innovation centres;
- Standardisation bodies (CEN/CENELEC, national technical standardisation committees);
- Laboratories;
- Testing institutes.

Economic operators

- Waste collection/sorting/recycling companies;
- National associations of recyclers;
- Waste-to Energy producers (ESWET - the European Suppliers of Waste to Energy Technology)
- European and national professional associations (FEAD - European Federation of Waste Management and Environmental Services, the Association of Cities and Regions for Recycling and sustainable Resource management ACR+, Packaging Recovery Organisation Europe, Plastics Europe).

Whilst the project will specifically target European level actors, national level actors should, where possible, be targeted by individual project partners. Partners will be asked to report of the type of audience they reached or made contact with. Any sectors of the target audience not reached will receive special attention made to remediate the situation, whether at the national or European level. The above list will be updated on an annual basis.

3 Communication channels

In order to reach the key stakeholders, and raise general awareness, a variety of communication channels will be needed. The main communication channels identified so far are:

- The dedicated website, presenting the objective, partners and activities of the project;
- Presentations and participation at congresses, policy workshops, conferences and exhibition fairs;



- Visual dissemination materials, including the leaflet;
- Stakeholder focused project meetings, workshops and networking events;
- Presentations and participation at regional networking workshops;
- Publications in scientific literature and dedicated journals;
- Newsletters and websites of stakeholders present at the stakeholder meeting.

Other communication channels have been put forward by the WASTECOSMART partners, though their use will not be centrally managed:

- Partner websites and social media platforms;
- Regional newspapers and publications.

4 Project branding

WASTECOSMART communications materials have been designed to give a distinctive and recognisable visual identity that will catch peoples' attention.

Also, a written identity has been developed to provide a consistent and clear message to audiences and stakeholders outside of the project consortium.

Name

The name **WASTECOSMART** has been chosen as the branding name for the project, which has the full title: **Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency.**

The name, 'WASTECOSMART', when written, is always to be presented as one word, with capital letters. This ensures that correct pronunciation of the project name, but also highlights two aspects of the project; innovative waste management and regional development.

Logo

A logo has been developed for the WASTECOSMART project, which should be present on all WASTECOSMART materials in order to ensure a consistent visual identity. The logo has been kept simple, due to the complexity of the research-driven triple helix clusters, which could not be easily presented. The logo illustrates both a triple helix, but also gives an indication of cooperation between 3 clusters (business, public authorities and research) represented by a different color.



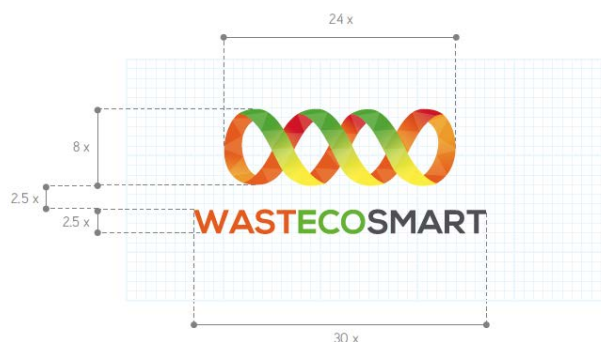
4-1 Project logo











WASTECOSMART stands for "Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency" and has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 319969.

The logo should always been shown in the correct dimensions, that is, it should not be stretched or manipulated in any way. The logo should always be displayed in a large enough size to ensure that the design remains clear and that the name can be read. It must never be displayed on its side, or at an angle.

Below are the graphical rules on correct use of the logo:



4-2 Elements positioning

							
CMYK 0-42-100-0	CMYK 0-70-100-0	CMYK 12-91-90-0	CMYK 0-0-100-0	CMYK 28-0-85-0	CMYK 70-0-100-0	CMYK 80-0-100-0	CMYK 0-0-0-80
RGB 244-159-0	RGB 236-100-0	RGB 215-49-30	RGB 255-237-0	RGB 204-215-60	RGB 96-175-32	RGB 55-168-41	RGB 80-79-83

4-3 Color palette

Only the following shadings and colour schemes may be used for the logo:



4-4 Original logo in colors (white background)



4-5 Reversed version (dark backgrounds)



4-6 Grayscale



4-7 Grayscale in black background



4-8 Logo in color backgrounds

Dimensions:



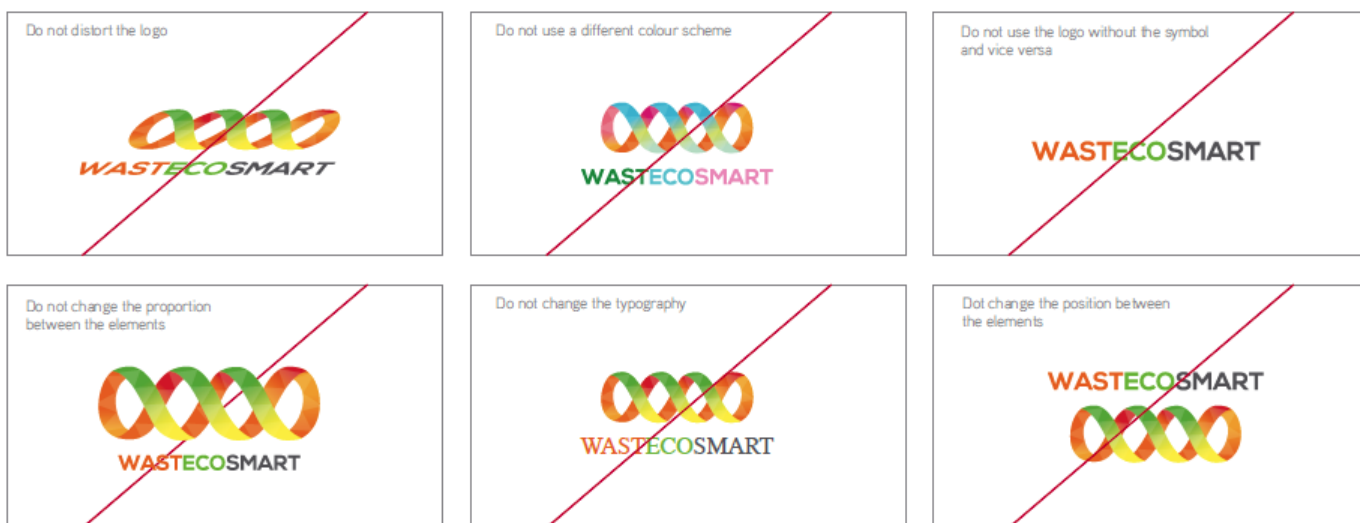
4-9 Minimum recommended widths¹

Exclusion zone:



4-10 Minimum recommended clear zone area

¹ Size in inch for print material and size in pixels for multimedia projects



4-11 Common mistakes to avoid

Example:



4-12 Correct use of logo over photographic backgrounds

Tagline

The tagline (one-sentence slogan) for the project is:

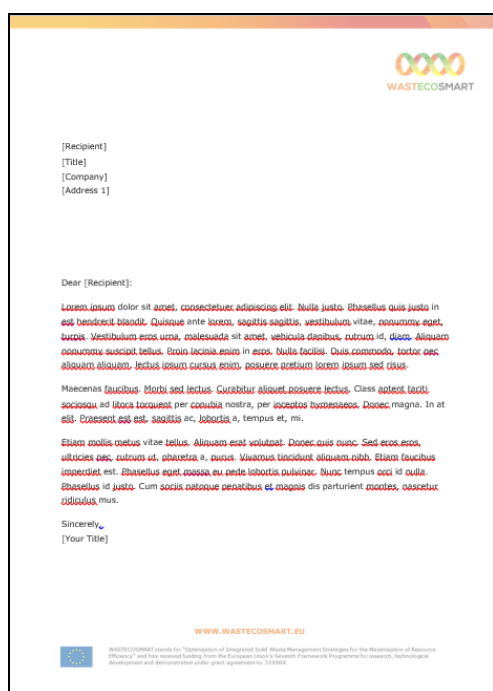
Innovative Solid Waste Management through Research and Innovation – Maximising resource efficiency in European regions

It should be presented on communications materials and publications, with the logo. Ideally, there should also be room elsewhere in the publication to also identify the full name of the project: **“Optimisation of Integrated Solis Waste Management Strategies for the Maximisation of Resource Efficiency.”**

Templates

Microsoft Word and PowerPoint templates have been designed to ensure that communications remain true to the common visual identity. Consistent visual and written style is important for ensuring project recognition and delivering a professional looking communications effort.

The templates use the logo and its colors. The style has been set to ensure consistency of use. The templates should be used to present all WASTECOSMART activities in order to ensure a consistent visual identity. A reference to the financial support from the EU 7th Framework Programme is made to each document.



4-13 Word template



4-14 Power Point template



5 Written identity

The written identity forms the backbone of other communications materials, and along with the leaflet and PowerPoint (see below), should be consulted by all partners before elaborating any description of the WASTECOSMART project. Whilst it can be adapted to different target audiences, the style and core information must remain the same.

One sentence

WASTECOSMART's overall objective is to strengthen and increase the innovation capacity of regional research-driven clusters in resource efficiency through cooperation, research and technological development within the waste sector.

Bullet points

The WASTECOSMART partners joined forces to:

- Foster and promote transnational cooperation of research-driven waste management clusters;
- Develop a Decision Support Framework supporting the formulation of waste management strategies;
- Assess regional research and innovation needs in the waste management sector;
- Elaborate a Joint Action Plan (JAP) and regional research agendas according to needs of each individual regional cluster;
- Set measures towards the implementation of the JAP in each region;
- Support less developed regions in waste management and unlock business opportunities in international markets.

Half page

Today, the performance of the European economy relies heavily on the import of raw materials and resources from other parts of the world. Despite this, Europe loses 60% of its 3 billion tonnes of solid waste through landfilling and incineration each year. This current situation has a harmful impact upon both the climate and the environment. From an economic and environmental point of view, it is high time for a paradigm shift for resource efficiency.

With its 2011 Resource Efficient Europe flagship initiative, the European Union has laid out the political will to promote and implement innovative resource efficiency measures and to accelerate research and innovation in this area. In particular, Europe calls on regional stakeholders to act without delay and invest more and more effectively in sustainable growth with an emphasis on resource efficiency.¹ Innovative solid waste management is a key driver for resource efficiency, impacting not only the supply of raw materials and energy, but also the quality of water, soils and ecosystems.

For sustainable waste management to succeed at regional and local levels, a new wave of innovation will be required, ensuring "that residual waste is close to zero and that ecosystems have been restored". A number of European regions have already changed the paradigm and can lead the way in innovative waste management. The challenge is now to transfer innovative solid waste management strategies and best practices throughout Europe.

The WASTECOSMART consortium joins efforts to move waste management at the regional level up the waste hierarchy pyramid. Knowledge and expertise are shared amongst WASTECOSMART regional clusters, to define the most efficient solid waste management strategies that can help local and regional authorities to prevent waste generation.



6 Dissemination materials

Website

Following the creation of the WASTECOSMART visual identity, Greenovate! has developed a dedicated website for the project to a matching style and colour scheme. The domain name is www.wastecosmart.eu. The website is designed as a vehicle to inform research establishments, regions and municipalities as well as end-users of waste technologies and services. It will be updated regularly and will feature news updates, partner information and case studies of innovative, state-of-the-art waste treatment systems and technologies. The website presents the project and consortium in detail, and is arranged in the following sections:

Homepage – Presents the title and the main aim of the project. It provides direct access to all website sections, including the “News & Events” and the “Members platform” sections. The homepage outlines the financial support from the European Commission’s 7th Framework Programme.

News & Events – To be updated frequently, to ensure that the website content does not remain static. This should help to ensure that there is frequent traffic to the site. The section will provide general news that is of relevance to the project and project updates, as well as highlighting mentions of WASTECOSMART in external media and promoting WASTECOSMART’s involvement in external events.

Resource efficiency – Provides general information on resource efficiency issue, economic benefits and initiatives taken by the European Commission at EU level.

Waste management – Provides general information on the current situation regarding waste management in Europe and EU framework waste legislation, including a five-step waste management hierarchy pyramid.

Expert group – Presents information on the External Reference Group (ERG), its members and relevant expert meetings held. It will be updated frequently, to ensure up-to-date information to ERG members.

Project – Presents key information on the project, its partners and the expected results. This section outlines the main questions to be answered within the lifetime of the project.

Partners – Shows the project consortium as a list that provides further information and access to individual partner websites.

Cluster regions – Shows the six project cluster regions, firstly, as a map, which highlights geographic spread, and secondly as a list that provides further information and access to individual cluster region sections.

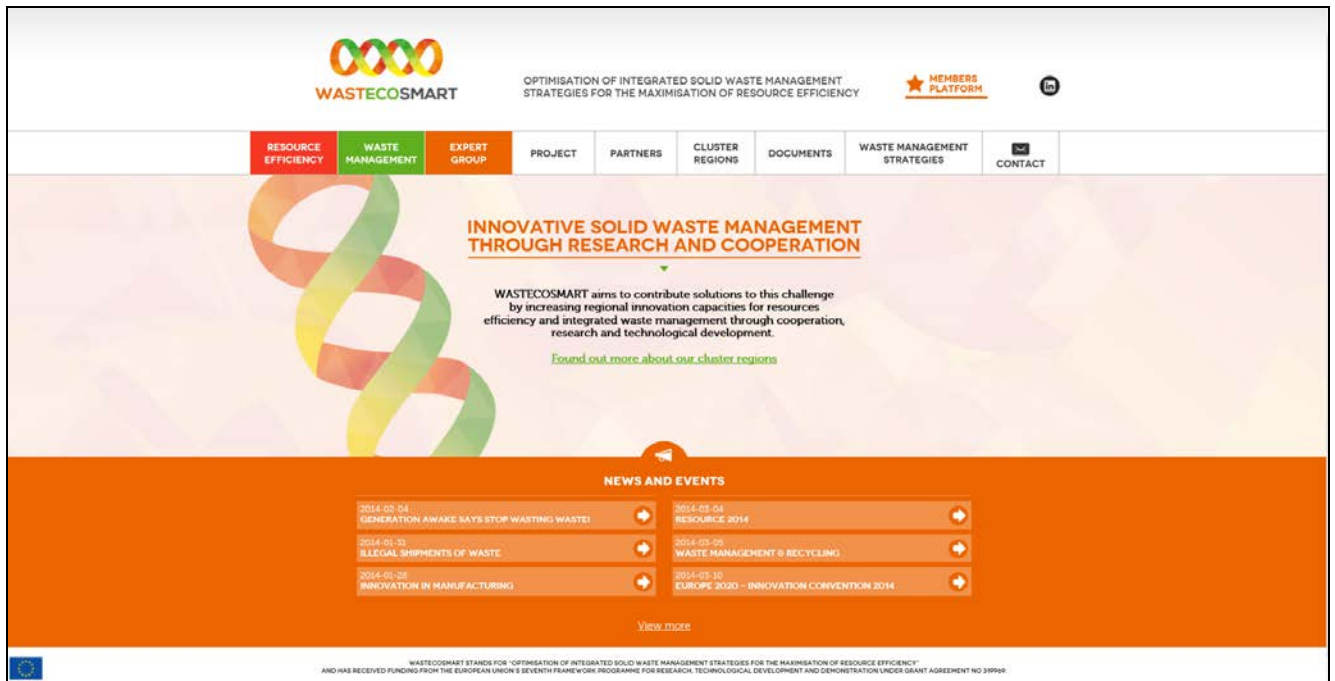
Documents – The subsections are: “Deliverables” and “Publications” under which the project leaflet is currently uploaded. This section will be further filled as the project progresses.

Waste management strategies – Currently empty, but will be filled as the project progresses. It will provide information on case studies and best available practices.

Contact – presents the contact details (e-mail and telephone number) of the project coordinator and the project partners.

Members’ platform – provides access to project partners only. It is used to share up-to-date information among projects partners on project progress, meetings, events, etc.





6-1 Project website

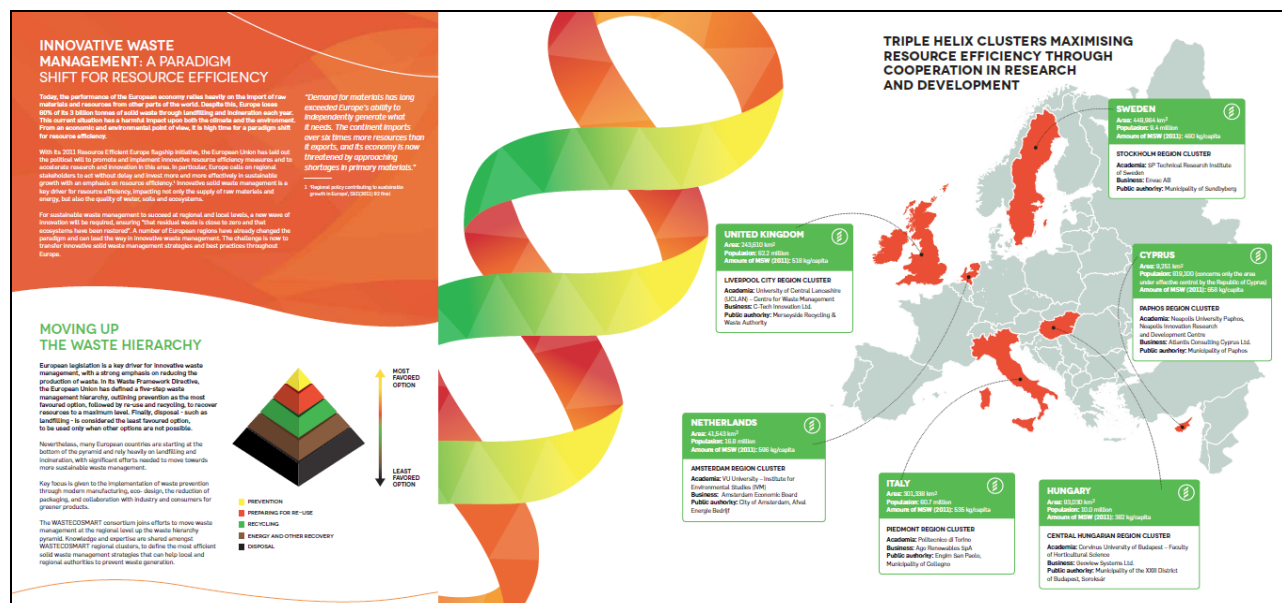


WASTECOSMART stands for "Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency" and has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 319969.

Leaflet

A six page leaflet has been developed presenting the WASTECOSMART project in more detail. It uses visually pleasing images and style to attract attention, and convey project aims.

1500 copies have been printed by Greenovate! sprl, the Dissemination WP leader, using recycled paper. They are to be distributed to the project partners to be used in events at which the project can be promoted.



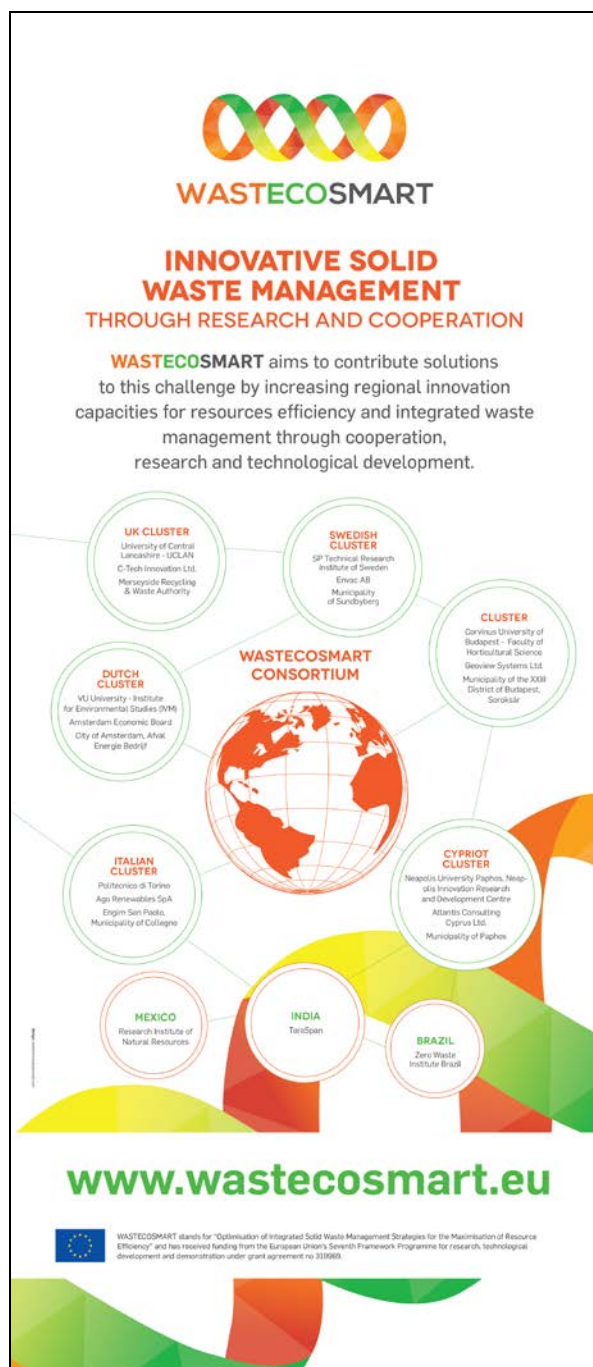
6-2 Leaflet



WASTECOSMART stands for "Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency" and has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 319969.

Roll-up stand

A roll-up stand has also been designed for promotion of the project. The poster presents a streamlined version of the information present in the leaflet, using the same colour scheme and visuals. It will be printed by Greenovate! sprl, for distribution to the project partners, upon request. The PDF file of the roll-up stand will be distributed to project partners to allow for the roll-up to be printed, should any partners require more copies. The roll-up stand should be printed in colour, in 85x200 cm size.



6-3 Roll-up stand



WASTECOSMART stands for "Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency" and has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 319969.

Power Point presentation

A general PowerPoint presentation, in English, has been created that is to be used to present the project at events and conferences. This presentation can be adapted to each audience, and can be translated into other languages as needed by the partners.

The aim is to ensure that basic information regarding the project is accessible by all partners and to ensure that the messages given by the project remain consistent. Consortium partners are free to add new slides for information relevant to their target audience. It is also allowable that a slide outlining the partner corporation and its role in the project be added at the end of the .ppt.

The first slide of the presentation should be tailored to show when and where the presentation is being given, and whom it is being given by. The last slide should give the website address, as well as the contact information of the presenter. If the presenter does not feel comfortable giving their contact information, then the details of the co-ordinator and dissemination leader can be given.

7 Key Messages

As part of its output, the WASTECOSMART project has developed key messages on the following themes:

- **Innovation and optimisation** - i.e. principle of improving integrated solid waste management through innovation;
- **Resource efficiency and environment**- i.e. principle of using the Earth's limited resources in a sustainable manner while minimising impacts on the environment;
- **Economic aspects** – i.e. principle of creating economic benefits through innovative solid waste management.

These messages should provide targeted information to different types of audience.

Innovation and optimisation – The optimisation of integrated waste management requires the formulation of comprehensive waste management strategies, the assessment of research and innovation needs and informed decision-making with regard to the choice of policies, processes and technologies suitable for specific regional circumstances. WASTECOSMART aims to contribute solutions to this challenge by increasing regional innovation capacities for resources efficiency and integrated waste management through cooperation, research and technological development.

Resource efficiency and environment – The WASTECOSMART consortium joins efforts to move waste management at the regional level up the waste hierarchy pyramid.² Knowledge and expertise are shared amongst WASTECOSMART regional clusters, to define the most efficient solid waste management strategies that can help local and regional authorities to prevent waste generation.

Economic aspects – Through cross border and international cooperation as well as collaborative research activities between six regional research driven clusters and three international partners, WASTECOSMART will strengthen regional capacities for investment, research and technological development in the waste sector. It will help introduce innovation to the market in this sector and as a consequence support economic growth and regional development.

² [Waste hierarchy pyramid](#)



8 Publications and use of knowledge

Publication of project results is expected in international peer-reviewed journals, in order to make the project results available to a wider scientific community. The publications are expected later in the project, as they rely on project results.

Consortium partners are expected to take the lead in producing these works and ensuring their publication, based on their expertise and connections, which make them the best candidates to carry out these activities. The partners expected to produce the research are the research institutes and universities: UCLAN, IVM-VU, POLITECNICO DI TORINO, CORVINUS, NEAPOLIS and SP. These institutes are to collaborate with other consortium partners whenever deemed necessary.

Whilst publications are to bear the name of the author(s) and are to be published from the institute or university that the author(s) is based in, the abstract and introduction must mention the framework of the obtained results. In other words, the publication must mention the WASTECOSMART project, include its full name, and reference that the project is funded under the European Commission's 7th Framework Programme for research, technological development and demonstration. The following is an example:

This paper has been produced within the framework of the WASTECOSMART project (Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency). WASTECOSMART is co-financed by the European Commission's 7th Framework Programme for research, technological development and demonstration.

All scientific publications should be cleared with SP before publication. SP will inform the European Commission of publication within two months. Partners are also responsible for keeping Greenovate! sprl informed of their publication activities.

9 Events

Events form a core part of the WASTECOSMART dissemination strategy, as they present a valuable opportunity to engage stakeholders in an in depth manner with targeted messaging. As part of the project activities, WASTECOSMART will organise a variety of events specifically for raising awareness of the project and its results.

Events include:

- Regional networking workshops (Cyprus, Hungary, Italy, the Netherlands, Sweden, and the UK, 2015);
- International networking workshops (Brazil, India and Mexico, 2015-2016);
- On-site replication seminars (2016).

In order to ensure that as many stakeholders as possible are reached, the project partners have identified the following third-party events for potential WASTECOSMART presentations:

- RESOURCE - the first major event for the Circular Economy (UK, March 2014);



- South-East European conference on waste management and recycling (Bulgaria, March 2014);
- Innovation Convention 2014 (Belgium, March 2014);
- Africa sustainable waste management (Angola, April 2014);
- IFAT - World's Leading Trade Fair on Water, Sewage, Waste and Raw Materials Management (Germany, May 2014);
- REGATEC (Sweden, May 2014);
- 10th International Recycling, Environmental Technologies and Waste Management Trade Fair (Turkey, June 2014);
- RWM - Resource Efficiency and Waste Management Solutions (UK, September 2014).

Any involvement in events must be communicated to SP and Greenovate! sprl for approval before attendance.

Depending on the audience, the general PowerPoint can be used as is, or can be adapted. If presenting to a scientific or technical audience, the PowerPoint can be modified substantially, but should still contain the main information on the project background, aims and key messages (i.e., all presentations must acknowledge the WASTECOSMART project, and reference that the project is funded under the European Commission's 7th Framework Programme for research, technological development and demonstration).

10 Roles and responsibilities of partners

Online communication

Greenovate! sprl, the WP2 leader is responsible for the management of communication and awareness raising activities of the project. Greenovate! sprl will, with SP, deliver regular updates of the website to publish project updates, news and events. Partners are requested to promote press releases and other materials through their communication channels (websites, social media, newsletters) when prompted by G! or SP. Work package Leaders are required to keep Greenovate! sprl and SP informed of newsworthy developments within their work packages.

Dissemination materials

Greenovate! sprl is in charge of delivering communications materials to the partners. Partners must inform Greenovate! sprl of any need for communications materials at least three weeks before they are needed. Any materials produced by the partners for communication purposes must be cleared with Greenovate! sprl before use.

Events and publications

Partners are responsible for finding relevant events and conferences in their respective countries and abroad, participating in these events, and representing WASTECOSMART. Partners are expected to actively seek opportunities for presentation, to ensure that the project is represented widely at the European, national and local levels. Any involvement in events must be communication to SP and Greenovate! sprl for approval before attendance.



Partners are encouraged to take photographs during speeches and other types of event. The photographs can be used on the WASTECOSMART website, and for other awareness-raising activities. As outlined already, all scientific publications should be cleared with SP before publication. Partners are also responsible for keeping Greenovate! sprl informed of their publication activities, whether scientific or not.

WP leader and co-ordinator feedback-loop

The co-ordinator, SP, bears the same responsibilities as the rest of the partners, but will also be consulted and will be asked to provide feedback on certain communication material before finalisation (and printing, if relevant). This feedback will relate to the website, the key messages, the poster and the leaflet among others. The co-ordinator may in turn choose to consult some or all partners for feedback on specific points, as needed.

Monitoring

To facilitate their role as communications leader, Greenovate! sprl is to be informed of all communications actions by the project partners. All partners must provide relevant and up-to-date input whenever prompted by the WP2 leader and are responsible for reporting on the awareness raising and dissemination activities they undertake.

All partners will be required to contribute to the annual review and revision of this Dissemination plan.

11 Review and annual report

To ensure that communication is consistent and successful, a reporting and information sharing structure has been set up. The first stage of this process has already been completed.

Reporting structure of communication related activities is designed as follows:

- The WP2 leader will collect communication related information from all partners, by email, by sending a form for partners to fill in. The information collected will allow for monitoring of the communication activities;
- The template includes the following headers: past events attended and type of activity conducted there; upcoming events planned; any other networking activities undertaken; all publications and interviews given, press releases produced, distribution of materials. Audience reach by each event and through publications will also be requested, to be estimated as closely as possible, if not known directly.

The information collected on this basis will also be fed into the subsequent Awareness and Dissemination reports, where progress will be reported on. The WP2 leader will follow up with phone calls and personal contact where needed to ensure the quality and completeness of feedback.

Each version of the plan is to include a report on the actions that have already been implemented and present an overview of actions to be implemented over the next 12 months. This annual review will ensure that all target audiences identified are communicated with.

12 Planner

The next pages present a planner with an outline of activities for 2015 and 2016 to be updated in the next plans. It presents the three tasks of Work Package 2.



	Greenovation!	ALL Partners	START	END	2013												2014												2015												2016											
					1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36												
WP 2 - Dissemination & Exploitation of project results	Leader	Input	1	36																																																
	Task 2.1 - Dissemination & Exploitation plan	Leader	Input	1	6																																															
	2.1.1 - Strategy development	Leader	Input	1	6																																															
	2.1.2 - Exploitation plan	Leader	Input	1	6																																															
	Task 2.2 - Communication materials & website	Leader	Input	1	6																																															
	2.2.1 - Visual guidelines	Leader	Input	1	2																																															
	2.2.2 - Templates	Leader	Input	1	2																																															
	2.2.3 - Leaflet (English / translations)	Leader	Input	1	4																																															
	2.2.4 - Leaflet (translations)	Leader	Input	1	6																																															
	2.2.5 - Roll-up stand	Leader	Input	1	5																																															
2.2.6 - Website	Leader	Input	1	6																																																
Task 2.3 - General dissemination activities for all stakeholder groups	Leader	Input	30	36																																																
2.3.1 - Progress report on dissemination and exploitation activities	Leader	Input	18	18																																																
2.3.2 - Final report on dissemination and exploitation activities	Leader	Input	36	36																																																
2.3.3 - Conferences, exhibitions, posters (min 12)	Input		16	36																																																
2.3.4 - Regional networking workshops (6)	Input																																																			
2.3.5 - Onsite replication seminars (9)	Input																																																			
2.3.6 - International networking workshops (3)	Input																																																			