



A circular economy system for multi-source biomass conversion to added value products

Deliverable E.3.1: Communication and Visibility Strategy

Action E3: Informative Material, technical publications, media work

December 2019

Coordinating Beneficiary:



NATIONAL TECHNICAL
UNIVERSITY OF ATHENS (NTUA)

BENEFICIARIES



MUNICIPALITY
OF LAVREOTIKI



HELLENIC
PETROLEUM S.A.



ENVIRECO
CONSULTING S.A.



NEVIS - NOVEL
ENVIRONMENTAL
SOLUTIONS S.A.



FEDERATION
OF HELLENIC
FOOD
INDUSTRIES



UNIVERSITA DEGLI
STUDI DI VERONA



SATISTICA LTD.

LIFE Climate Action



LIFE18 CCM/GR/001180

Background

This document entitled: “Communication and Visibility Strategy”, was produced under co-finance of the European financial instrument for the Environment (LIFE programme). It is Deliverable E.3.1. of Action E3 “Informative Material, technical publications/presentations and media work” of “LIFE CIRCforBIO” project (LIFE18 CCM/GR/001180).

The document presents in detail the Communication and Visibility Strategy to be followed by all partners including all the means, tools and actions to be undertaken for the communication of the LIFE CIRCforBIO project activities and presentation of results.

Acknowledgements

LIFE CIRCforBIO team would like to acknowledge the European financial instrument for the Environment (LIFE programme) for the financial support.

Disclaimer

The information included herein is legal and true to the best possible knowledge of the authors, as it is the product of the utilization and synthesis of the referenced sources, for which the authors cannot be held accountable.

Table of Contents

Abbreviations and Acronyms	6
Executive Summary	7
1. INTRODUCTION	9
1.1 Scope and purpose.....	10
1.1.1 Key principles	10
1.1.2 Internal communication and role of partners	11
1.1.3 External communication: Connecting LIFE CIRCforBIO to the wider community	12
2. BACKGROUND	13
2.1 Main objectives.....	13
2.2 Individual objectives	13
3. PROJECT COMMUNICATION AND VISIBILITY INSTRUMENTS	15
3.1 Programme visual identity - EU-LIFE Programme publicity requirements	15
3.2 Project Dissemination Materials.....	16
3.2.1 The Project's Logo.....	16
3.2.2 Project Templates	17
3.2.3 Project Leaflet	17
3.2.4 Project Banners.....	18
3.2.5 Project Noticeboards	20
3.2.6 Project Posters	20
3.2.7 Project stickers.....	20
3.2.8 Video Clip	20
3.2.9 LIFE Programme website, EASME, DG ENV.....	21
3.2.10 Project Website.....	21
3.2.11 LIFE CIRCforBIO Online platform.....	22
3.2.12 Partner's websites.....	22
3.2.13 Newsletters and press releases	23
3.2.14 LIFE Programme, EASME, DG ENV & other related Social Media.....	23
3.2.15 LIFE CIRCforBIO Social Media.....	23
3.3 Communication & Dissemination activities or events	25
3.3.1 Internal project events or activities	25
3.3.2 Project outreach events or activities	25
3.4 Communications Matrix.....	25

4.	STAKEHOLDERS ENGAGEMENT.....	32
4.1	LAVRIO (Municipal) Feedstock Producers.....	33
4.1.1	Phase1: Information & Awareness Raising	35
4.1.1.1	Project Leaflet (2 nd)	36
4.1.1.2	Letters/mails	36
4.1.1.3	Press Release & press conference for the initiation of the program.....	37
4.1.2	Phase 2: Citizens engagement - guidance.....	37
4.1.2.1	Door to Door Contact.....	37
4.1.2.2	Biowaste source separation manual (poster)	38
4.1.2.3	Initiation of the collection system informing Letter	38
4.1.2.4	Media work - Press Release, Press article, announcements at radio and TV	39
4.1.3	Phase 3: Reminder - awareness	39
4.1.3.1	Letters/mails	39
4.1.3.2	Stickers	40
4.1.3.3	Media work - Press Releases, Press articles, announcements at radio	40
4.1.3.4	Open Demonstrating event.....	41
4.1.4	Timeline Implementation of Dissemination & Raising Awareness Campaigns	41
4.2	Industrial Feedstock Producers.....	43
4.3	Policy Makers – Decision Makers.....	43
4.4	Waste Biomass Bioconversion sector	45
4.5	End users of the products	45
4.6	Scientific Community	46
4.7	EU Funded Projects’ Community	47
4.8	General Public	47
5.	MONITORING	48
6.	CONCLUSIONS.....	51
	ANNEX I: GDPR PRIVACY STATEMENT	52
	ANNEX II: LIFE CIRCforBIO presentation template	54
	ANNEX III: LIFE CIRCforBIO deliverable template	56
	ANNEX IV: LIFE CIRCforBIO agenda template	60
	ANNEX V: LIFE CIRCforBIO attendance list template	62
	ANNEX VI: INDICATIVE LIST OF PROJECTS FOR NETWORKING ACTIVITIES	63

List of Tables

Table 1: Stakeholder group and desired outcome	7
Table 2: The LIFE CIRCforBIO Project Social Media Accounts Profiles.....	24
Table 3: The LIFE CIRCforBIO Project Communications Matrix	26
Table 4: KPI (Key Project Level Indicators)	48
Table 5: Project Progress Indicators	49

List of Figures

Figure 1: The European Union - LIFE Logo.....	15
Figure 2: The LIFE logo including the project’s reference number.....	16
Figure 3: The CIRCforBIO Project Log	17
Figure 4: The CIRCforBIO Project 1st Leaflet in Greek and English Language	18
Figure 5: The CIRCforBIO Project 1st Banner in Greek and English Language.....	19
Figure 6: CIRCforBIO website screenshot	22
Figure 7: Suggested Information – awareness raising campaign phases	35
Figure 8: Timeline of Dissemination & Raising Awareness Campaign.....	42

Abbreviations and Acronyms

EC	European Commission
EU	European Union
LIFE	LIFE Programme
PB	Project Beneficiary
CB	Coordinating Beneficiary
NTUA	National Technical University of Athens
ENVIRECO	Envireco Consulting S.A.
HELPE	HELLENIC PETROLEUM S.A.
LAVRIO	Municipality of Lavreotiki
NEVIS	NEVIS- NOVEL ENVIRONMENTAL SOLUTIONS S.A.
SEVT	Federation of Hellenic Food Industries
UNIVR	Universita Degli Studi di Verona
SC	Steering Committee
MC	Management Committee
TC	Technical Committee
CVS	Communication and Visibility Strategy

Executive Summary

The purpose of this document is to present the Communication and Visibility Strategy (CVS) for the LIFE CIRCforBIO project and to ensure maximum impact of the project during its LIFE and after LIFE span. This document details the activities to be carried out in the framework of a communication and dissemination strategy, the responsibilities to be undertaken by the project beneficiaries, the main dissemination instruments, the activities and the means foreseen and the monitoring as well as the ongoing evaluation of the progress and results of such activities.

The CVS aims also to help and support the project beneficiaries while planning or being involved in any kind of communication activities, especially those addressed to the project's priority target audiences.

CVS sets the guidelines for all the activities aiming to the stakeholders' engagement to the project and the project results. To this end stakeholders have been grouped, as shown in the table below, alongside the activities foreseen desired outcome.

Table 1: Stakeholder group and desired outcome

Stakeholder Group	Desired outcome
Biomass (feedstock) producers (i.e. industrial and municipal)	Maximise quality and quantity of feedstock
Local, Regional, National Authorities	Transfer and replicate the proposed concept
Policy makers – decision makers	Raise awareness and influence policy making and decisions
Waste Biomass Bioconversion Sector (e.g. AD industry, Technology providers, Operators)	Disseminate the project results and promote the proposed technology
End users of the products (e.g. biofuel and oil companies)	Disseminate the project results and promote the value-added products produced
Scientific Community	Inform about the project proposed innovative technology and cooperate in order to further elaborate on 2nd generation bio-fuels and other bio-based products
LIFE Programme Community	Inform about the project proposed innovative technology and elaborate on possible cooperation & synergies
General Public	Raise awareness on the project itself, the biobased products from waste and residues, the circular economy concept and climate change mitigation

As such the relevant stakeholder groups have been presented along-side with the respective beneficiaries involved and the means foreseen. In accordance to each activity special monitoring indicators are also foreseen to measure performance as well as impact of the project. Activities foreseen range during the whole period of project implementation as well as after its completion.

Green procurement practices will be followed to the extent of keeping the cost benefit ratio balanced within the project actions, as described and agreed per the relevant deliverable of LIFE CIRCforBIO project deliverable F.1.3. "Green practices procurement Guidelines".

The CVS is a working tool that reflects the approach and activities outlined in the project's proposal. It will be enriched by inputs and achievements of all project beneficiaries during the project as it is a living tool.

6. CONCLUSIONS

The report on the Communication and Visibility Strategy presents in detail all the communication tools and materials produced that directly connect the LIFE CIRCforBIO visual identity to the project activities and summarises the means and activities foreseen to be undertaken by all beneficiaries to promote and present the project itself as well as the project results effectively in accordance to the desired outcome. It presents in detail the role of each beneficiary in each and every mean or activity foreseen, it serves as a manual for the foreseen internal communication project meetings and also includes the communication principles and templates to be used in the project deliverables.

As the projects' successful implementation is greatly related to the active involvement and participation of the stakeholder groups previously identified by the project beneficiaries, the CVS analyses in detail the tailored activities and the means to the achievement of the various outcomes associated to each target audience.

The CVS successful implementation not only assumes its adherence by all beneficiaries but also requests their timely and active participation. The outcome of the plethora of means and activities foreseen is to be monitored by two sets of indicators (Key Project Level Indicators and Project Progress Indicators) during the project implementation period in order that each and every indicators' target value set is achieved.