



AGRISED – Project LIFE17 ENV/IT/000269

“Use of dredged sediments for creating innovative growing media and technosols for plant nursery and soil rehabilitation”

AGRISED Communication plan

Action D.1



UNIVERSITÀ
DEGLI STUDI
FIRENZE
DISPAA
DIPARTIMENTO DI SCIENZE DELLE
PRODUZIONE AGROALIMENTARI
E DELL'AMBIENTE



Consiglio Nazionale delle Ricerche
Istituto di Ricerca sugli Ecosistemi Terrestri



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1. Introduction

The purpose of the present document is to describe the Communication plan of the AGRISED project. The Communication plan is intended to describe the strategies to be followed for the dissemination of AGRISED results during the project.

This report should contain all AGRISED dissemination activities from the start of the project (01/10/2018) until the end of the project (3/09/2021).

In chapters 2, 3, 4 and 5 we have detailed the specific dissemination activities and material to be implemented and produced.

In the last chapter 6 we have defined a summary table where for each activity we have detailed the beneficiary responsible, the quantification of the activity/product, the period and the target group.

2. Logo

AGRIVIVAI created the following AGRISED project logo to be used in all the project documents.



3 Web site and Facebook page

During October 2018 the website www.lifeagrised.com and the project Facebook page have been published and their network-accessible. AGRIVIVAI was the responsible of the creation of the AGRISED web site and the project Facebook page, containing information about the AGRISED project development and results. The web site and the Facebook page created were clearly and visibly marked with Life logo. Moreover, the partners added information about the project to their corresponding corporate web sites and created a link to the web site created by AGRIVIVAI. The site and the Facebook page are periodically updated and it will ultimately contain all the documents produced during the project's activities:

- General project information
- Link to LIFE
- Link to each beneficiary website
- Technical results update
- News and events update
- Networking
- Dissemination material
- Visit counter

After 5 months of the project (28/02/2019) we had the following results.

- Website: 15,685
- Facebook page: 6 friends

4 Dissemination material.

4.1 Notice boards

During the first project month of the AGRISED project AGRIVIVAI created the structure of the project Notice Board and produced 12 AGRISED Notice Boards, which were sent to all partners and displayed in visible spots and accessible places to the public on the partners' premises. In addition GORINI and EPS will produce specific notice boards for the project demonstration sites.

4.2 Brochures

This activity will lead to the creation of specific 10.000 project brochures to be distributed during the events proposed in AGRISED.

The design of the AGRISED brochure will use a careful combination of colour, text and graphics with the aim to transmit the project information in a way that is easily understood. The AGRISED brochure will become one of the main face to face instruments used to promote the use of AGRISED technology and to facilitate the adoption of the new standard proposal. The AGRISED brochure describe the general and technical objectives of the project, the beneficiary and the LIFE logos and the coordinator contacts.

4.2 Posters

This activity will lead to the creation of specific 12 project posters related to project technical development to be shown in the project beneficiary premises and during the events proposed in AGRISED.

4.3 Gadgets

This activity will lead to the creation of a collection of specific 2.500 project gadgets to be used and distributed during the events proposed in AGRISED. All the material will be branded with clear and visible LIFE and partners' logos.

4.4 Articles

During the course of the project 15 technical and general articles will be drafted and published on general newspapers and specialized journals/magazines. This will involve the exploitation of the preexisting partners' communication channels. The technical articles will provide detailed information on the AGRISED methods and results and they will target a specialized

audience (research institutions, companies and other organizations working on related topics). AGRIVIVAI will be responsible for drawing up the paper while all the partners will revise it before the final submission.

The general articles will be published on regional, national and European newspapers, news websites and blogs. These publications will explain in a simple non-technical language the main objectives and accomplishments of AGRISED focusing on the positive socio-economic and environmental outcomes.

4.4 Layman's report

AGRIVIVAI will draft in the last six project months and deliver to the Commission a Layman's report. The report will be 5-10 pages long and will include a detailed description of the project's results and achievements. The format and the language will be reader-friendly and will be available in English. While a copy will be delivered directly to the Commission, an electronic version will be also available on the project website. A printed version will be distributed at all public exhibitions or other contact opportunities.

4.5 video

A project video will be produced explaining the most relevant characteristics of the project in a simple and direct language. The video length won't exceed the 15 minutes duration and will also be uploaded on the project's website and on YouTube and it will be broadcasted on large screens during all public final events. The video will be available in English, Italian and Czech. The production of the video will be subcontracted to a media company which will be in charge of shooting and selecting the scenes. The support given by the Community will be acknowledged using the LIFE logo provided by the Commission with an explicit and readable mention of the LIFE support.

5 Dissemination events

5.1 Workshops

The AGRISED project will be disseminated for project replicability and transferability by means the organisation of 4 informative workshops to be held in Italy and Cech Republic. 2 workshops will be organized by during the first half of the project, and 2 more during the second half.

All the partners will be active in organising the events where they will invite all the interested stakeholders, policy makers, environmental Institutions and Entities, Regulatory authorities in order to contribute to improve the EU environmental policy and legislation and to validate the proposed AGRISED technology as Best Available Technique. These informative workshops will be aimed at demonstrating and disseminating the AGRISED integrated system to the main stakeholders and potential beneficiaries as well as to the local communities.

All diffusion materials prepared will be clearly and visibly marked with Life logo.

We expect to reach around 250 of people in the sediment, green waste and soil sectors through the 4 project workshops.

Target groups will be defined in relation to the place and the event characteristics, always including sediment, soils and plant nursery experts and managers, people of the trade in the sectors involved, private companies and public bodies, RTD performers, technology transfer organizations, laboratories, policy makers and members of national and EU institutions, environmental professionals, general public.

The partners active in organising workshops will be producing invitations, preparing the venue where the workshop will be held in, audiovisual media, as well as organising the exhibitions.

5.2 Fairs and international events

During the course of the project appointed project's representatives will attend at least 10 between international conferences and fairs on topics related to AGRISED. The participation to this events will be aimed at the dissemination of AGRISED objectives and results. A careful selection of events will ensure high visibility to the project in the international arena. All dissemination material produced and branded with the LIFE and project logos will be used during such events (PowerPoint presentation, brochures, posters, fliers, branded items etc). During the presentations a clear mention of the Community contribution to the project will be made.

Target groups (in relation to the place and the event characteristics): maximum dissemination of the project among European sediment, soil and plant nursery workers and managers, sediment, soil and plant nursery private companies and public bodies, RTD performers, technology transfer organizations, laboratories, policy makers and members of national and EU institutions, environmental professionals, and also general public.

5.2 Networking

This activity aims to leverage the existing knowledge and experiences in projects dealing with similar environmental and social issues by identifying synergies and complementary actions. Thus, we are contributing to maximize the human, material and financial resources of projects financed by Life Programme. In order to facilitate the spread of knowledge among people of the trade and initiate a positive feedback cycle of idea sharing and trust building, a network of LIFE and non-LIFE projects will be set up by means of frequent communication by phone, mails and face to face meetings.

This network activity will stimulate an international exchange of ideas among consortia that have been working in the past or present on similar topics. Several projects have been already identified in the preliminary phases of AGRISED which shared a common field of interest, similar goals and methodologies.

5.2 Dissemination to Institutions and policy makers

This activity will ensure an effective dissemination of the project to Institutions and environmental policy makers at all levels.

In order to improve the EU environmental policy and legislation all the partners will actively seek and select specific subjects in the involved countries (Ministries, state services in the regions, local and regional authorities, agencies) and European institutions (Directorate-Generals which have to integrate the environmental dimension in their respective policies, Members of Parliament and Committees and so on).

Individuals and offices will be directly contacted (in the most personalized way possible) by phone, post and e-mail. They will be constantly updated on the project's progress, in order to facilitate the transfer of the lessons of the AGRISED project to the advantage of community and national policies in terms of regional preservation and development, sediment, soil, plant nursery, infrastructures, health, research and enterprise. The action will generate awareness among institutions of the possibilities opened by the AGRISED integrated system in the field of sediment reuse for soil and plant nursery, which will have to be taken into consideration for

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the drafting of future policies and guidelines.

The diffusion of sound and consistent information will also encourage synergies between institutions and policy makers from different EU and National institutions

6 Summary of dissemination activities planned during the AGRISED project

Beneficiary responsible	Title	Date	Target groups
AGRIVIVAI	Website and Facebook profile page creation	M1	- 50 visits per month potential European users - 200 visits per month of All the general public
AGRIVIVAI	Website and Facebook profile page update	M1-M36	
ALL	A project's logo	M1-M36	- sediment, soil and plant nursery companies, Environmental Institutions, public authorities - general public
ALL	12 notice boards	M1-M36	• 100 partners' professional customers and professional/non-professional networks; • 1.000 locals and visitors of the regions where the pilot sites are located
ALL	12 Posters	M1-M36	- sediment, soil and plant nursery companies, Environmental Institutions, public authorities - general public
ALL	10,000 leaflets/brochures/factsheets	M1-M36	- sediment, soil and plant nursery companies, Environmental Institutions, public authorities - general public
ALL	2,500 various branded items	M1-M36	- sediment, soil and plant nursery companies, Environmental Institutions, public authorities - general public
AGRIVIVAI	1 roll-up	M1-M36	- sediment, soil and plant nursery companies, Environmental Institutions, public authorities - general public
ALL	15 articles	M1-M36	- sediment, soil and plant nursery companies,

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			Environmental Institutions, public authorities - general public
AGRIVIVAI	Layman's report	M30-M36	- sediment, soil and plant nursery companies, Environmental Institutions, public authorities - general public
AGRIVIVAI	1 project video	M30-M36	- sediment, soil and plant nursery companies, Environmental Institutions, public authorities - general public
AGRIVIVAI and GORINI	1 project workshop	M1-M18	65 people between sediment, soils and plant nursery experts and managers, people of the trade in the sectors involved, private companies and public bodies, RTD performers, technology transfer organizations, laboratories, policy makers and members of national and EU institutions, environmental professionals, general public.
EPS	1 project workshop	M1-M18	65 people between sediment, soils and plant nursery experts and managers, people of the trade in the sectors involved, private companies and public bodies, RTD performers, technology transfer organizations, laboratories, policy makers and members of national and EU institutions, environmental professionals, general public.
AGRIVIVAI and GORINI	1 project workshop	M18-M36	65 people between sediment, soils and plant nursery experts and managers, people of the trade in the sectors involved, private companies and public bodies, RTD performers, technology transfer organizations, laboratories, policy makers and members of national and EU institutions, environmental professionals, general public.
EPS	1 project workshop	M18-M36	65 people between sediment, soils and plant nursery experts and managers, people of the trade in the

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			sectors involved, private companies and public bodies, RTD performers, technology transfer organizations, laboratories, policy makers and members of national and EU institutions, environmental professionals, general public.
ALL	10 events between international conferences and fairs related to the project topics during the project lifetime	M1-M36	- sediment, soil and plant nursery companies, Environmental Institutions, public authorities - general public
AGRIVIVAI	Networking	M1-M36	10 coordinators of projects which has working and have worked in the past on topics related to the project's.
ALL	Contacts with policy makers	M1-M36	10 of people between institutions and policy makers from different EU and National institutions

