

Dissemination plan

Grant Agreement N°	642451	Acronym	PPI4Waste
Full Title	Promotion of Public Procurement of Innovation for Resource Efficiency and Waste Treatment		
Work Package (WP)	Work Package 5		
Authors	Françoise Bonnet, Gaëlle Colas, Philippe Micheaux Naudet		
Document Type	Deliverable 5.1		
Document Title	Dissemination Plan		
Dissemination Level (mark with an « X » in the column to the far right)	CO	Confidential, only for partners of the Consortium (including the Commission's Services)	
	PU	Public	X
	PP	Restricted to other programme participants (including the Commission Services)	
	RE	Restricted to a group specified by the Consortium (including the Commission Services)	



LIST OF ABBREVIATIONS

ACR+	Association of Cities and Regions for Recycling and Sustainable Resource Management
D	Deliverable
EU	The European Union
IAT	Andalusian Institute of Technology
ICLEI Europe	Local Governments for Sustainability - Europe
M	Month
MS	Milestone
SME	Small and medium enterprises
SP	Sveriges Tekniska Forskningsinstitut
PPI	Public Procurement of Innovation
PPI4Waste	Promotion of Public Procurement of Innovation for Resource Efficiency Waste Treatment
UNIZAR	University of Zaragoza – Observatorio de Contratación Pública
WP	Work Package
ZCH	Zagreb City Holding

CONTENTS

1. Context	4
1.1 The project	4
▶ Objectives of the project	4
▶ Consortium	4
▶ Communication objectives	5
1.2 Target groups	5
▶ Primary	5
▶ Secondary	6
2. Corporate image and presentation material.....	6
2.1 Logos	6
2.2 Graphical charter.....	7
2.3 Templates.....	7
2.4 Project brochure	7
2.5 Project roll-up banner	7
3. Communication channels.....	8
3.1 Website	8
3.2 Social media	9
3.3 Newsletter.....	9
3.4 Press releases	9
3.5 Events	9
3.6 Project related publications	9
4. Synergies and exploitation.....	10
4.1 Collaboration and capitalization with related European Initiatives-networks and projects 10	
4.2 Dissemination and exploitation strategy	10
Annex 1: Activities plan.....	11
Annex 2: Schedule of project related publications	12

The project Promotion of Public Procurement of Innovation for Resource Efficiency Waste Treatment (PPI4Waste) aims at promoting innovation in resource efficiency, waste prevention, reuse and recycling through innovative procurement strategies and supporting contracting authorities in undertaking procurement actions in the waste sector, with the goal of integrating waste prevention in public procurement of innovation.

This document describes, for the general public, the different aspects of the communication strategy covering the context of the project (its objectives, target groups, communication objectives, and key messages), the corporate image and presentation material as well as the different communication channels which will be used during the project.

1. CONTEXT

1.1 THE PROJECT

► Objectives of the project

The overall aim of PPI4Waste is to structure and coordinate networking, capacity building, dissemination and use of innovative procurement as a mechanism for achieving resource efficiency and waste management and prevention on a large scale across Europe. The project aims particularly at making know-how on procedures for innovation procurement widely available and making state-of-the-art solutions accessible to other procurers. This will in turn encourage a more rapid market uptake of such solutions and improve the quality and efficiency of services provided by public authorities.

To achieve this overall objective the project is divided into a series of work packages with the following objectives:

1. Establish a buyers' group of public procurers to overcome the fragmentation of demand, reinforce early deployment for uptake of innovative solutions and deploy PPI on waste at larger scale.
2. Build capacities and competences across partners through the process of preparation activities for cross-border PPI.
3. Improve public stakeholder's market knowledge on innovative waste solutions and define their targeted improvements.
4. Promote public-private partnership through collaboration actions towards innovation and technology development to accelerate final access to end-users.
5. Encourage collaboration through better access to best practice and knowledge.

► Consortium

The partnership (8 project partners) is composed of different areas of expertise, among others: public procurers from different countries as well as technical experts in waste and public procurement.

The project partners are:

- Andalusian Institute of Technology | IAT (SPAIN)
- Local Governments for Sustainability Europe | ICLEI Europe (GERMANY)
- University of Zaragoza – Observatorio de Contratación Pública | UNIZAR (SPAIN)
- Association of Cities and Regions for Recycling and Sustainable Resource Management | ACR+ (BELGIUM)
- Mancomunidad de Municipios del Sur (SPAIN)
- Zagreb City Holding | ZCH (CROATIA)
- Sveriges Tekniska Forskningsinstitut | SP (Technical Research Institute of Sweden) (SWEDEN)
- Ministerie van Infrastructuur en Milieu (Ministry of Infrastructure and Environment Resource Efficiency) (THE NETHERLANDS)

The partners are committed to working together in a transnational project for sustainable development and to enriching this project with the diversity of their experiences.

All the project partners have experience in European funded projects and in using communication tools, disseminating information, and raising awareness amongst various target groups.

► **Communication objectives**

The dissemination plan of the PPI4Waste project includes the awareness raising and dissemination, sustainability and viability strategy. More specifically, the objectives of the dissemination plan are:

- Create awareness among target groups at regional, national and international level on the need to establish efficient actions so as to tackle waste sector issues in an efficient way
- Disseminate project generated results so to reach a maximum of local and regional authorities in Europe
- Boost the implementation of coordinated public procurement activities through the establishment of synergies and collaboration with other initiatives
- Increase awareness and knowledge of innovation procurement and sustainable waste solutions through pro-active communication and dissemination of the projects, its findings and outcomes

1.2 TARGET GROUPS

Project partners are not the target audience as such for the project's communication. The real target groups of the project are its external beneficiaries. They can be divided into primary and secondary target groups depending on the level of influence and impact the achieved outputs and information have on their operation as well as the possibility of their involvement in the project.

► **Primary**

PPI4Waste includes three main targets:

- The Buyers' group of public procurers / contracting authorities
- Suppliers (private sector, SMEs potential suppliers)
- Public authorities which can be or were actors of public procurements in the future and, although not in the Buyers' group, are interested by the project. They can then bring their expertise to the project, disseminate its outputs and results through their networks

By the end of the project, the primary target group will:

- Know the existence of the project, the good practices and know-how related to the implementation of PPI practices, specifically its application to the waste management
- Contribute to the enhancement of networking and to the promotion of public-private collaboration among stakeholders, through the establishment of the buyers' group, meet-the-market events, international workshops, Disseminate the outcomes of the project (roadmap and reports)

► **Secondary**

The secondary target groups reached by the PPI4Waste project are:

- Intermediate actors: Industry and Sector Association with responsibilities and roles in the area addressed by the topic
- Decision makers at European and national levels (e.g. the European Commission and the European Parliament)
- The media
- The European Commission, by its funding, its networks and information about public procurement
- NGOs that can have a valuable expertise in the field

The secondary target groups have a role of multipliers: they will – directly or indirectly – help in the dissemination of the project, and are likely to mainstream results of the project by influencing the legislation or facilitating the uptake of future public procurement of innovation.

2. CORPORATE IMAGE AND PRESENTATION MATERIAL

The corporate image is one of the first things to be developed (in particular the project logo and the graphical charter), because almost all the communication will have to rely on this branding in order to ensure consistency in the targets' mind.

All the communication materials will be published in English.

2.1 Logos

Two logos must be displayed on all communication supports and tools: the **PPI4Waste project logo** and the **EU emblem**.

The **PPI4Waste project logo**, developed by a sub-contractor, will be unique and simple (easy to remember). If possible it will represent the essential ideas and message of the project (eg. by including the acronym of the project). In general, the PPI4Waste logo will act as an official 'trademark' of the PPI4Waste project.

The use of the **EU emblem** will follow the guidelines elaborated by the European Commission concerning the use of the EU emblem by beneficiaries in the context of EU programmes. This document can be found online: http://ec.europa.eu/dgs/communication/services/visual_identity/

Additionally it is also **mandatory to include the mention "Project funded by the European Commission" on each communication tool and material**; in case this does not appear the cost linked to the project might not be covered.

When disseminating the results, the logos should be accompanied by the following: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement n° 642451”.

The partners’ logos will also appear at least on the website and possibly on other communication supports.

2.2 GRAPHICAL CHARTER

A graphical charter will be developed at the same time as the project logo. It is a document which gives details and rules of use about the different elements of the visual identity of the project. For example, it explains what the main colours to be used on all communication tools are, as well as the font for all written text. Other elements of the charter can be to set up the size and quality of the pictures and videos, or some background elements (a shape of some sort, which would be declined/adapted on the various supports). However, the graphical charter should not be too detailed either, so that the consortium can keep some flexibility for future communication tools.

The graphical charter must be implemented on all types of support (website, press releases, banners, posters, PPI4Waste documents, etc.).

2.3 TEMPLATES

Various formats of templates will be necessary (Word and PowerPoint) and will be developed in order to provide partners with “ready- to-be-used” documents that will comply with the corporate image.

They must be used by the partners whenever possible when the PPI4Waste project is presented, for instance for press releases or presentations related to the project during some events.

A font has been selected, to be used on all communication material: the font Calibri.

2.4 PROJECT BROCHURE

The creation of a PPI4Waste brochure is essential for the success of the dissemination of information and key messages of the project.

One brochure will be created carrying the main information about the PPI4Waste project (context, objectives, partners, events, support) in a concise but effective way. The electronic version of the brochure should be made available on the website for downloading and should also be disseminated by email to the project partners and other relevant target audience.

2.5 PROJECT ROLL-UP BANNER

A roll-up banner will be created to draw the attention of the audience on the PPI4Waste project during the different events. It is an effective way to display the project’s visual identity while making sure that the audience clearly knows who the organizer is/which project is behind the event.

The design of the roll-up will be developed by the sub-contractor working on the graphical charter and the visual identity of the project.

3. COMMUNICATION CHANNELS

Various communication channels can be identified, that aim for the establishment of a buyers group, the exchange of information and experiences on PPI, the dissemination of information on the project outputs.

3.1 WEBSITE

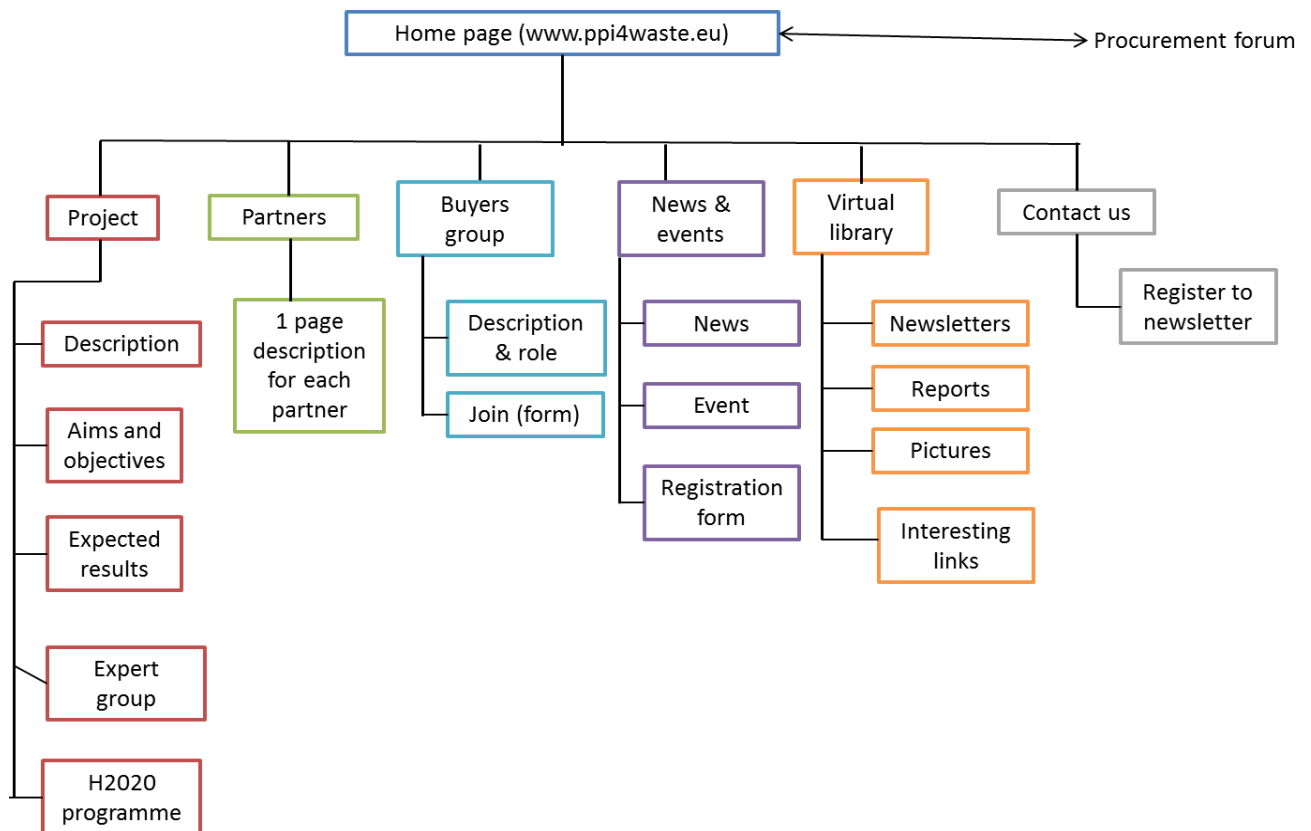
A dynamic project website will be created, in order to ensure a clear communication and wide dissemination of the project news, activities, outputs and results. This communication channel is of prime importance due to the expected impact it may have on the target audiences. It should provide them with a stable source of information. Thus, it will be created as a living space, with regular news and articles. The website will also provide a direct access to the Procurement Forum and will be of direct access from it.

The website will exist under the domain name www.ppi4waste.eu, and will remain at least 3 years after the end of the project.

The graphical design will have to be developed in line with the corporate image.

The website will be available only in English. As a translation might be needed in order to reach a wider audience, a translating option or tool will be used, for example “google translate” or similar.

The following diagram shows the proposed structure of the website, however it is not exhaustive and further amendments to the website will be ongoing during the whole lifetime of the project.



3.2 SOCIAL MEDIA

The partners will ensure their participation and the dissemination of the project activities in different social media, such as LinkedIn (through specific waste/environment or public procurement groups), Twitter, or the Procurement Forum discussion group. The aim will be to echo and spread news on the PPI4Waste project's developments. As such, no specific group or discussion will be initiated.

3.3 NEWSLETTER

4 newsletters will be sent throughout the duration of the project. With a simple lay-out, this newsletter will be developed in English and will be made available in HTML and PDF format.

Subscription to the newsletter is possible from the website and via the first edition which will be sent by the project partners to their databases, proposing them to subscribe (no spamming: the recipients need to have the choice to subscribe or not).

3.4 PRESS RELEASES

Press releases aim to present interesting news about the project, in order to drag the attention of journalists and encourage them to draft articles on the subject. They are often published before each big event. They have to be presented in a specific format and content (date, attractive headline, clear and strong first paragraph summarising the essential, other paragraphs to develop the issue, contact details for more information, logos, etc.). The content needs to be very concrete and often, an angle must be chosen.

Each PPI4Waste partner should publish at least 3 press releases, as much as possible in relation to the activities they carry on. Thus, at least 24 press releases should be sent during the whole duration of the project. They should be sent to journalists at a national, regional and local scale (even at European scale for the ACR+). They can also be published through free diffusion platforms.

3.5 EVENTS

Events are at the heart of the PPI4Waste projects as they will ensure the involvement of stakeholders.

All the events organized by PPI4Waste partners should follow a zero waste approach in coherence with the project theme: recycling facilities will be in place and the products will be chosen to ensure less CO2 emissions, and to promote sustainable resources (local, fair-trade or organic), with zero km approach as possible.

The different events planned are summarized in the Activities plan presented in Annex 1.

In the framework of the final international conference a specific brochure will be created, the International event brochure. It will summarize the context, objectives and partners of the PPI4waste project as the project brochure but will also take into account the first results or outcomes of the projects and a summary of the events which already took place.

3.6 PROJECT RELATED PUBLICATIONS

Several publications will be published in the framework of the project. The schedule of the project related publications can be found in Annex 2.

4. SYNERGIES AND EXPLOITATION

4.1 COLLABORATION AND CAPITALIZATION WITH RELATED EUROPEAN INITIATIVES-NETWORKS AND PROJECTS

The partnership will establish contact with key projects to foster mutually beneficial coordination synergies and favour mutual learning exercise so as to tackle lack of access to good practices, especially through the establishment of contact with PPI initiatives, which will enhance the dissemination of outcomes developed in the project.

This task will also provide a basis for cooperation with other European innovation procurement projects and platforms, for example attending project meetings to exchange thinking and best practice and sharing methodologies for feedback and review.

Potential networks:

- [Procura+ Exchange](#)
- [Procurement Forum](#)
- [PPI Platform](#)
- EEN Network
- SCR+ Platform
- Spanish Observatory of Public Procurement

Potential events:

- CEPPI peer learning workshop (energy project so depends if there is crossover) - October 2015
- PPI Award ceremony – Autumn 2015
- PPI training – November 2015
- Procura+ Seminar –November 2015
- EcoProcura 2017

4.2 DISSEMINATION AND EXPLOITATION STRATEGY

A dissemination and exploitation strategy will be developed to help partners take the appropriate steps to ensure the impact of project results beyond its completion. The dissemination and exploitation strategy will include a specific strategy for each Partner Country, as well as general provisions to ensure the future uptake of the project's results. The strategy of the PPI4WASTE project will analyse, among others, potential opportunities and measures for:

1. Mainstreaming of project results into regional, national innovation policies,
2. Introduction of project results into additional capacity building and training programmes;
3. Maintenance of the website by the consortium;
4. Enhancing networking among partners and stakeholders; as well as with existing initiatives
5. Applying project results in other sectors and countries

ANNEX 1: ACTIVITIES PLAN

	Target group	
January 2015	Start of PPI4Waste project	
May 2015	Project corporate image and communication material	<i>All public</i>
June 2015	Launch of the website www.ppi4waste.eu	<i>All public</i>
September 2015	Newsletter #1	<i>All public</i>
October 2015	Procurement foresight workshop	<i>Public Authorities, Public Purchasers, Innovation and R&I Agencies, regional national entities involved in waste sector, SMEs and private bodies</i>
March 2016	Newsletter #2	<i>All public</i>
April 2016	4 Meet-the -market events	<i>SMEs, procurers, industrial associations and waste sector experts</i>
May - June 2016	Transnational state-of-the-art workshop	<i>Public Authorities, Public Purchasers, Innovation and R&I Agencies, regional national entities involved in waste sector, SMEs and private bodies</i>
September 2016	Newsletter #3	<i>All public</i>
January 2017	Training sessions	<i>Public purchasers</i>
March 2017	Newsletter #4	<i>All public</i>
April 2017	International conference	<i>Public Authorities, Public Purchasers, Innovation and R&I Agencies, regional national entities involved in waste sector, SMEs, high-level governance bodies</i>
June 2017	End of PPI4Waste project	

ANNEX 2: SCHEDULE OF PROJECT RELATED PUBLICATIONS

January 2015	Start of PPI4Waste project
May 2015	Project corporate image and communication material
August 2015	Dissemination and exploitation strategy
October 2015	State of the Art of emerging solutions
March 2016	Report on capitalization and collaboration with related European initiative
April 2016	Report on Meet-the-market events
March 2017	Project International event brochure
	Consolidated report of lessons of PPI4Waste for contracting authorities
June 2017	End of PPI4Waste project