

LIFE B2E4SustWWTP (LIFE16 ENV/GR/000298)

New concept for energy self-sustainable wastewater treatment process and biosolids management

Deliverable: D 1.2.1 COMMUNICATION PLAN



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GENERAL INFORMATION

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1. INTRODUCTION

The LIFE B2E4sustainable-WWTP consortium will develop a Plan Dissemination and Communication to support the dissemination and knowledge by the audience of the project, increase the project's public awareness and generate a positive opinion of it. The Plan will be drawn up at the beginning of the project and will be updated every 6 months. It will include regional, national and European perspective involving policy makers, stakeholders, media, environmental associations, and general public.

The Plan will use a variety of communications platforms, channels and activities to spread developments and results. The dissemination and communication actions have been designed to complement and boost mutual reinforcement of channels, tools and materials while messages are tailored to reach specific audiences. On site and face to face communication actions will be combined with digital actions increasing the impact of both. It is what is called a 360 degrees marketing strategy.

According to the Article II.7 VISIBILITY OF UNION FUNDING, unless the Agency requests or agrees otherwise, any communication or publication related to the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters, presentations, websites, noticeboards, etc.) shall indicate that the project has received funding from the European Union and shall display the LIFE Programme logo:



For audiovisual material, the credits at the beginning and/or at the end shall include an explicit audible and readable mention to the LIFE financial support (e.g. "With the contribution of the LIFE Programme of the European Union"). When displayed in association with another logo, the LIFE Programme logo must have appropriate prominence.

2. TARGET GROUPS

In terms of communication, relevant target groups have been identified mainly according to their expected involvement in the project and to the interest that may arise for them.

The target audience will differ depending on the nature of the message to be communicated and appropriate tools will be used to reach and engage each audience. The target audience for each activity will comprise one or more of the following groups:

Audience	Objective	Message	Tools and actions
Water agencies and public authorities	1. Influence in their decisions. They are in charge of planning and regulate the quality of treated wastewater and sludge for agriculture.	1. Efficiency and cost savings 2. Compliance with European legislation Improving the environment and therefore standards of living for citizens	-Communications marketing material -LIFE B2E4sustainable-WWTP website: the central information hub -Social Media -Newsletter -Events focus on specific audiences -Scientific articles -Layman's report
Expert in wastewater management.	1. Recommendation of the system. 2. Marketing sales.	1. Effectiveness of prototype 2. Benefits of the system.	-Communications marketing material -LIFE B2E4sustainable-WWTP website: the central information hub -Social Media -Newsletter -Events focus on specific audiences -Scientific articles -Layman's report
Previously funded LIFE projects related to wastewater treatment and specialised EU networks	1. Boost the knowledge of the system. 2. Contribution to other research.	1. Environmental and economic improvements of the system.	- Communications marketing material - LIFE B2E4sustainable-WWTP website: the central information hub - Social Media - Newsletter - Public relations with Policy Makers and stakeholders - Scientific articles - Layman's report
Key institutional and professional stakeholders: regulators and authorities.	1. Influence their decisions to adopt and promote the system. 2. Raise awareness about the sustainable and energy efficiency wastewater treatment in WWTP facilities.	1. Cost savings and environmental benefits. 2. Other benefits for their professional activity.	- Communications marketing material - LIFE B2E4sustainable-WWTP website: the central information hub - Social Media - Newsletter - Events focus on specific audiences - Scientific articles - Layman's report
Universities and research centres	1. To exchange relevant results with other researcher groups carrying out similar activities. 2. To foster new research lines based on the	1. Potential of the developed system.	- Communications marketing material - LIFE B2E4sustainable-WWTP website: the central information hub - Social Media - Newsletter - Events focus on specific audiences

	application of the project results.		<ul style="list-style-type: none"> - Scientific articles - Layman´s report
Technology providers.	1. Influence their participation in the system.	1. Economic benefits.	<ul style="list-style-type: none"> - Communications marketing material - LIFE B2E4sustainable-WWTP website: the central information hub - Social Media - Newsletter - Events focus on specific audiences - Scientific articles - Layman´s report
Environmental groups.	1. Contribution to the dissemination and communication. 2. Performance as prescribers.	1. System benefits for the environment and the quality of life.	<ul style="list-style-type: none"> - Communications marketing material - LIFE B2E4sustainable-WWTP website: the central information hub - Social Media - Newsletter - Events focus on specific audiences - Scientific articles - Layman´s report
Civil society including Associations and simple Citizens interested in water quality and water optimization.	1. To provide information about the novel technology and the benefits for reducing energy consumption and reduction of sludge.	1. Benefits for the environment and efficiency in water use. 2. Improve of the quality of life.	<ul style="list-style-type: none"> - Communications marketing material - LIFE B2E4sustainable-WWTP website: the central information hub - Social Media - Newsletter - Events focus on specific audiences - Scientific articles - Layman´s report
Mass Media	1. Environmental problems and solutions 2. The benefits of the system to put solutions. 3. Progress and results of the project.	1. System Benefits for the environment and effective management of resources 2. Benefits for society.	<ul style="list-style-type: none"> - Communications marketing material - LIFE B2E4sustainable-WWTP website: the central information hub - Social Media - Newsletter - Public Relations with Mass Media - Events focus on specific audiences - Scientific articles - Layman´s report



3. LIST OF STACKEOLDERS AND PROJECTS

In order to create a network of contacts covering all sectors and profiles targeted in the project, the following table with interesting entities at national, European or international level has been described.

3.1 POSSIBLE STAKEHOLDERS

WATER AGENCIES AND AUTHORITIES

- **Public authorities.**
 - Special Secretariat of Water, at the Ministry of Environment (Greek), which is responsible for examining new norms and technologies for wastewater treatment.
 - Secretariat for Energy, at the Ministry of Environment (Greek) who is responsible for promoting low energy processes.
 - The Prefecture of Crete (Greece)
- **Expert in wastewater management.**
 - Hellenic Union of Municipal Enterprises for Water Supply and Sewerage (E.D.E.Y.A), which represents 117 municipal wastewater treatment companies in Greece. They have expressed its interest in this project through a letter of interest.
 - ESAMUR (Regional Agency for Operation and control of waste water treatment plant in the Region of Murcia) to promote LIFE B2E4sustainable-WWTP, which is responsible of 93 WWTP in Murcia Region (Spain). They have expressed its interest in this project through a letter of interest.
 - ACSM AGAM (Italy)
 - Regional Agency for Operation and control of waste water treatment plant in the Region of Varese (Italy)
 - EPSAR, Entitat Pública de Sanejament d'Aigües Residuals (Spain)
 - NILSA. Navarra de Infraestructuras Locales, S.A.(Spain)
 - ACA. Agencia Catalana del Agua (Spain)
 - IAA. Instituto Aragonés del Agua (Spain)
 - Entidad Pública de Infraestructuras de aguas de Castilla la Mancha (Spain)
 - Aguas de Galicia (Spain)
 - Canal de Isabel II (Madrid - Spain)
 - Junta de Saneamiento del Principado de Asturias (Spain)
 - Consorcio de Aguas de Bilbao (Spain)

PLATFORMS AND THEMATIC NETWORKS

- -Climate-Kic. EU main climate innovation initiative
- -NETWERCH2O. Network for Water in European Regions and Cities and the action group City Blueprints of the EIP on Water
- -Other action groups of EIP on Water connected to the project

- - AENOR, CEN-CENELEC (standardization of the technology)
- - BIOPLAT, Spanish Technological Platform for Biomass.
- - PLANETA, Spanish Technological Platform for Environmental Technologies
- - PTE-EE, Spanish Technological Platform for Energy Efficiency
- - WssTP ,European Water Supply & Sanitation Technology Platform,

3.2 POSSIBLE PROJECTS TO COLLABORATE

This sub-action will identify interesting related projects on the field of water pollution, wastewater and sludge management, renewable energy. Networking with the identified projects and organizing events with them will widen the audience of the LIFE B2E4sustainable-WWTP dissemination activities and will boost presentations and attendance to international seminars or congresses. TUC will coordinate this action ensuring a continuous feedback between the project and other related initiatives in Europe and worldwide.

It will be established communication with coordinators of the following LIFE's projects:

- **LIFE STOR3:** LIFE14 ENV/ES/000150 - *Synergic TPAD and O3 process in WWTPs for Resource Efficient waste management* (www.lifesto3re.com)
- **LIFE SIAMEC:** LIFE14-ENV/ES/000849 - *Integrated anaerobic system for wastewater reclamation at ambient temperature in European climates* (<http://www.life-siamec.eu/>)
- **LIFE CELSIUS.** <http://www.lifecelsius.com/>

4. COMMUNICATIONS MARKETING MATERIAL

Implementation of the visual identity of the project itself including:

- The LIFE B2E4sustainable-WWTP image guide to be used along the project (Leaflets, PowerPoints, Newsletters, etc.). It includes:
 - A logo and a Corporate design with a graphic identity (fonts, colours and style).
 - Template documents.
- 10,000 Leaflets, 3 noticeboards and a project brochure with the key messages.

Regarding this activity, the personnel of CETENMA will prepare a brief description of its technical working in the frame of the project, for being included in the leaflets, brochures, etc., which TUC are going to prepare. They will also include pictures of CETENMA equipment and facilities which are going to be used in the project, for making these brochures more attractive.

- The project infographic.
- PowerPoint template with the logo on, the main description and key messages.
- A storytelling video (max. 5 minutes long) to demonstrate the development of the project. It will be included on the website and project's YouTube channel reaching stakeholders and general audience. It is going to be prepared a video with the whole process of construction of the plant and the operation to have quality audiovisual material in order to disseminate it.

5. PROJECT WEBSITE

The project website, in English, is the main communication tool. It has been set up during the first 5 months of the project and will be regularly updated. It contains:

- Overview of the concept, objectives, partnership and project proposed activities.
- Regular news and information of activities.
- Access to an Intranet.
- Link to Social Media.
- Responsive web design.

All the partners will provide the technical information regarding their actions, during project development in order to include the more interesting actions. Moreover, they will send to TUC a general description for being included in the webpage.

Link: www.biosolids2energy.eu

6. SOCIAL MEDIA

Social networks will be used to share project materials, to promote the website and boost the public relations with journalists, policy makers, as well as environmental and citizens' associations or NGOs and to report on the project events. The following social networks will be updated weekly:

- Twitter. Interact with policy makers, universities and research centers, journalists, citizens, environmental and related water sector associations and other LIFE projects.
- LinkedIn. Facilitate professional contacts and interested companies.
- Facebook. Reach general public and civil associations.
- YouTube. Disseminate project videos.

All the partners will use social networks tools (Facebook, Twitter, etc.) to report on the project events and to promote the website.

Twitter	Facebook	Linkedin
@LIFEB2E	https://www.facebook.com/LIFEB2E4SustWWTP/	https://www.linkedin.com/company/11674174
@CETENMA	https://www.facebook.com/cetenma/?filter=12	-
@GreeneWaste	https://www.facebook.com/greene.wastetoenergy	https://www.linkedin.com/company/greene_1214228
@tuc_chania	https://www.facebook.com/TUC.Chania	https://www.linkedin.com/company/technical-university-of-crete
-	https://www.facebook.com/DEVISE-Engineering-SA-440404706058038/	https://www.linkedin.com/company/devise-engineering-s-a-?trk=prof-following-company-logo

In addition, it has been created:

- Google+Page : <https://plus.google.com/u/0/b/102092888613702917295/102092888613702917295>
- YouTube : https://www.youtube.com/channel/Uct_dGySoUyvWMokM0t3utQ



7. PUBLIC RELATIONS WITH MASS MEDIA

To boost relations with media, the project will:

- Create a database of 500 specialized journalists in environment and energy at European, national and regional levels.
- Organize at least 2 press conferences to launch the project and present results.
- Write and send 6 press releases to database journalists coinciding with key milestones.
- Organize of a press breakfast and guided tour for at least 15 specialized European journalists to explain the project.
- Inform regularly the EU about the project of Science Journalists Association.

Concerning the public relations of CETENMA with mass media:

- They will prepare a list with technical and scientific journals from Spain (energy and environment thematic) to be included in the journals database, which are going to be prepared by the partner.
- They attended an interview in the main regional TV channel (7RM), (7tvregiondemurcia.es). They spoke about the B2E4sustainable-WWTP LIFE project and they will provide TUC with the video of the interview.
- They have already participated with an article talking about the B2E4sustainable-WWTP LIFE project in LA VERDAD, which is the main newspaper of generalist press in the Region of Murcia. The article was included in a special related with water issues which was published on October, 29.

The personnel of GREENE have already participated with an article talking about the B2E4sustainable-WWTP LIFE project in a lot of newspapers of generalist press.

8. EVENTS FOCUS ON SPECIFIC AUDIENCES

To boost projects visibility and reach stakeholders, expected audiences, and relevant community. The project foresees the publication of journal articles, summary reports and contributions and/or collaborations with 2 workshops, a seminar and 6 conferences such as the SludgeTech, IWA conferences, WateReuse or the WssTP Water Innovation Europe's Annual Conference.

Additionally the following actions will be performed:

- Events aimed at policy makers:
 - Meetings with the most relevant authorities (national/regional level) on environment, energy and efficiency.
 - A Breakfast in the EP with influential MEP on the subject and representatives of environmental organizations and civil associations related to water and climate change.
 - Participate in European events: Green Week, Energy Week, etc.
- Events for the local community:
 - -About 20 open days and 30 open visits aimed at general public.
 - -15 meetings with interest groups.
- Events focus on stakeholders:
 - -2 Workshops aimed at researchers, technology providers, etc.
 - -A final project seminar presentation of results that include press conference and invitations to participate for experts and policy makers in Rethymno.

The partners will attend to the next congress and fairs

Congress/Fair	2018
Energy and Environment International Trade Fair, GENERA	June, 13-15, Madrid
Trade Fair for Water, Sewage, Waste and Raw Materials Management. IFAT	May, 14-18, Munich
XIV technical Seminars for sewage and water treatment, organized by ESAMUR	November, 2018, Murcia
International Fair for Environmental Solutions, ECOFIRA	November, 2018, Valencia
National Congress on the Environment, CONAMA	November, 2018

Concerning the contribution of CETENMA for the events focus in specific audiences:

- They have planned a technical workshop to be done in Murcia Region in the next 6 months. They are going to inform stakeholders about the project objectives and benefits.
- They intend to publish an article in, at least, one of the main technical journals in water and environment issues in Spain (TECNOAQUA, INFOENVIRO, AGUAS RESIDUALES, RETEMA). They have already make contact with these journals. Basically, they are going to explain the objectives of the project.

9. KEY PERFORMANCE INDICATORS

COMMUNICATIONS MARKETING MATERIAL	<ul style="list-style-type: none"> -1 logo and graphic identity manual -10.000 leaflets -3 noticeboards -2 posters -3 informative -1 video with at least 500 visits on the YouTube channel
PROJECT WEBSITE	<ul style="list-style-type: none"> -1000 visitors on the website -18 updates
SOCIAL MEDIA	<ul style="list-style-type: none"> -500 followers on Social Media
NEWSLETTER	<ul style="list-style-type: none"> -36 newsletters to an audience of 500 people
PUBLIC RELATIONS WITH MASS MEDIA	<ul style="list-style-type: none"> -5 impacts on Mass Media -Database of journalist with 500 registrations -2 press conferences -6 press releases -1 organized visit for journalists
EVENTS FOCUS ON SPECIFIC AUDIENCES	<ul style="list-style-type: none"> -Experts: 2 workshops, 1 seminar, 6 conferences, 2 summary reports, 3 journal articles -Policy makers: 2 meetings, Breakfast in the European Parliament -Local Community: 20 Open days, 30 Open visits, 15 Meetings with interest groups -Stakeholders: 2 workshops, 1 final event
SCIENTIFIC ARTICLES	<ul style="list-style-type: none"> -4 articles
LAYMAN'S REPORT	<ul style="list-style-type: none"> -50 downloads

