



LIFE15 ENV/IT/000396 –LIFE BIOREST

LIFE Environment and Resource Efficiency

With the contribution of the LIFE Programme of the European Union



# LIFE BIOREST

Dissemination Plan

Deliverable: 30/09/2016

The Dissemination Plan is focused on integrated actions aimed at introducing innovation in the field of bioremediation, return to the city green space contamination free with reducing land use and disseminate sustainable good practices for biotech and remediation industry sector.



LIFE BIOREST  
Dissemination Plan

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LIFE BIOREST  
project  
partners and  
stakeholders  
organization  
are the  
primary target  
audience of  
this Plan



This document describes the Dissemination Plan to be adopted by LIFE BIOREST – a project co-funded by the LIFE Programme of the European Union.

Its purpose is to formalise all communication and dissemination actions planned in the framework of the project, to provide guidelines on the approach and to set out the key dates related to planned events and actions, to ensure that information is shared with appropriate audiences



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## 1. Introduction

This deliverable concerns the First Version of the Dissemination Plan of LIFE BIOREST. At the start of the project realisation basic communication tools have been gathered that allow to recognize the needs for dissemination, in order to ensure the wider stakeholder engagement. The main purpose of the document is to explain the strategy already agreed on within the LIFE BIOREST project for dissemination activities during the life-time of the project.

Thus the deliverable describes the already undertaken activities with a goal of project dissemination, and presents the planned further activities by the project partners.

The deliverable is structured as follows:

- *Short summary of the deliverable*
- *Project overview*: explain the context of the whole project in which the dissemination activities stand
- *Project Dissemination objectives*: explain the general communication messages and the specific target
- *Dissemination process overview*: description of the dissemination process in term of planning, execution, monitoring and evaluated the impact of communication activities
- *Definition of Strategy Plan*: description of main target groups for the dissemination work, Engagement framework and dissemination deliverables and milestones
- *LIFE Programme obligations*: description of the obligatory and recommended communication requirements by LIFE programme
- *Execution of Dissemination strategy*: description of dissemination tools and materials, which have already been developed or agreed to do
- *Dissemination timetable*: description of dissemination initiatives at local, national and European level

## 2. Project overview

*Bioremediation, Revegetation and Ecological Restoration of contaminated soils.  
The strategy to bring back green lands for the society.*

Soil degradation is a serious problem all around Europe. It is usually driven or exacerbated by human activities such as inadequate agricultural or forest practices, industrial activities, waste disposal, oil spills, urban and industrial proliferation and construction works. The main negative impacts of soil degradation are loss of fertility and biodiversity, reduced water holding capacities, impairments of biogeochemical cycles and a reduced resilience and buffer capacities. The most frequent soil contaminants in Europe are heavy metals, followed by mineral oils, polycyclic aromatic hydrocarbons (PAHs) and mixtures of benzene, toluene, ethylbenzene and xylene (BTEX).

The main aims of LIFE BIOREST are to implement and demonstrate the most important and innovative aspects of in situ bioremediation of polluted soils based on the bioaugmentation with autochthons ecologically-adapted bacteria and fungi. The project has to be considered at pre-industrial level since it aims at demonstrating the efficacy and cost efficiency of the approach in areas of limited dimensions located within a wider polluted site (Municipality of Fidenza, Italy).

LIFE BIOREST activities will result in further reductions of contaminant levels to allow residential/public use according to the current legislation.

**Project duration:** 36 months - From: 1/7/2016 To: 30/06/2019



### 3. Project Dissemination objectives

This document describes the Dissemination Plan – DP to be adopted by LIFE BIOREST, a project co-funded by the LIFE Programme of the European Union. The project is focused on integrated actions aimed at introducing innovation in the field of bioremediation, return to the city green space contamination free with reducing land use and disseminate sustainable good practices for biotech and remediation industry sector.

#### General objectives

The general objectives of LIFE BIOREST Dissemination Plan:

- formalise all communication actions planned in the project framework, to provide guidelines and to set out the key dates related to planned events and actions,
- ensure that information is shared with appropriate audiences on a timely basis and by the most effective means.
- better exploitation of project results. This will encourage the transfer of the lessons of the project to other users, other policies and maybe the European legislative process
- involve the beneficiary States of LIFE to a greater extent, by giving them an active role in the improvement of the communication on LIFE
- implement specific communication activities for the candidate countries, through greater participation of these countries in the LIFE instrument
- increase the institutional and general visibility of LIFE by projecting a positive overall image of the program, within the European Commission and other European institutions, beneficiary States, as well as to the general public

#### Specific objectives

The specific objective of the LIFE BIOREST Dissemination Plan are:

- establish and maintain mechanisms for effective and timely communication
- inform stakeholders of the progress of the development and encourage interactions between stakeholders
- coordinate all levels and types of communication in relation to the project

#### Responsibilities

The Consorzio Italbiotec – ITB, Coordinating Beneficiary of the project is the responsible for the Dissemination Plan planning and implementation, and also overseeing all dissemination and communication activities in the framework of the project.

During the Kick-off meeting is nominated the Dissemination Committee - DC chaired by Project Manager, composed by one representative of each Partner. The DC is the co-decision making of the project relation to dissemination activities.

#### Dissemination and communication levels

The dissemination plan is divided into three strategic focus areas, so that the focus is based on where and when the effort of the dissemination is most needed and effective.

The strategic focus areas are:

- Dissemination at Local level
- Dissemination at National level
- Dissemination at European level

## 4. Dissemination process overview

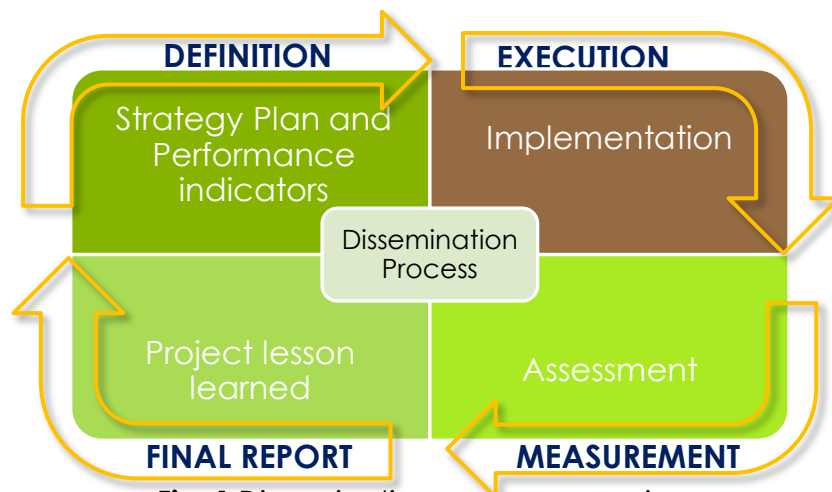
Coordination mechanisms between LIFE BIOREST dissemination activities and dissemination activities of European and other European supporting projects have been implemented. The Dissemination Committee held by ITB, project coordinator and associated beneficiary responsible of dissemination activities represents the project organism for the definition and coordination of the Dissemination Plan, communication materials implementation and the organization of public events.

A project website has been established by ITB including a cross-project calendar to which LIFE BIOREST members contribute actively.

The LIFE BIOREST dissemination process has structured in four parts:

1. Strategy and Project performance indicators Plan, includes the “Definition” of key elements of the project dissemination, such as: stakeholders and target audience identification, setting of messages and proper communication channels, the “Project Performance Indicators” Plan linked to expected impact and project results.
2. Implementation, includes the “Execution” of project activities related to the communication deliverables and milestone.
3. Assessment, covers the “Measurement” and tracking the progress of dissemination activities and the Dissemination Plan updating during the course of the project
4. Project Lesson learned, focused on bring together any insights gained during a project that can be usefully applied on future projects, is reported in the Final report.

The process is illustrated below (**Fig. 1**).



**Fig. 1** Dissemination process overview

This process is continually monitored, updated and reported upon during the course of the project. This monitoring is based on Performance indicators (**see chapter 8**).

## 5. LIFE Programme obligations

LIFE project beneficiaries have a number of obligatory and recommended communication requirements.

The following activities are obligatory:

**Website:** All LIFE projects are required to have a web presence (either a dedicated website, or part of an existing website). This should provide details of the project's objectives, actions, progress and results and it should feature the LIFE logo (and Natura 2000 logo for Nature and Biodiversity projects). The website needs to be online within six months of the start of the project and should be updated regularly. The beneficiary is obliged to keep the website online for five years after the project ends.

**Layman's report:** Towards the end of the LIFE project, beneficiaries are obliged to produce a short report that presents the project to a general audience. The Layman's report should include the project's objectives, actions and results in English and in the local language. It must be published in print and electronic format. The recommended length is 5-10 pages.

**After-LIFE Plans:** There are different requirements for LIFE+ projects (2007-2013) and LIFE 2014-2020 projects. LIFE+ Environment projects are obliged to produce an After-LIFE Communication Plan that sets out how the beneficiary plans to continue disseminating and communicating results after the end of the project, and indicates what external support could be helpful. LIFE+ Nature projects are obliged to produce an After-LIFE Conservation Plan that sets out how conservation activities are planned to continue and to develop after the end of the project, and how the longer-term management of the site(s) will be assured. It should give details of what actions will be carried out, when, by whom, and using what sources of finance.

LIFE projects funded since 2014 are required to produce an "After-LIFE Plan" as a separate chapter of the final report. It shall be presented in the beneficiary's language and optionally in English, in paper and electronic format. For best practice projects, the After-LIFE Plan shall set out how the actions initiated in the LIFE project will be continued and developed in the years that follow the end of the project, and how the longer term management of the site(s)/ habitats/ species will be assured. For pilot and demonstration projects, the After-LIFE Plan shall in addition set out how the dissemination and communication of the results will continue after the end of the project. It should give details regarding what actions will be carried out, when, by whom, and using what sources of finance.

**Notice boards:** Also known as on-site panels or interpretation boards, noticeboards describing the project should be displayed at strategic places accessible to the public. The LIFE logo should always appear on them. For actions taking place in Natura 2000 sites or with the objective of improving the integrity of the Natura 2000 network, the Natura 2000 logo should also appear.

**Networking:** Projects are obliged to network with other LIFE and/or non-LIFE projects. Networking activities can include visits, meetings, exchange of information, and/or other such activities with an appropriate number of other relevant LIFE projects (ongoing or completed). It may also include similar exchanges with other non-LIFE projects and/or participation in information platforms related to the project objectives (including at international level where justified). Visit the examples of good communication page.



## LIFE BIOREST



*The production of publicity material:* including project videos, posters, leaflets etc, as well as technical articles in trade and specialist journals. Communication materials must clearly reference LIFE financial support and include the LIFE logo. For audio-visual material, the credits at the beginning or at the end shall include an explicit and readable mention of the LIFE support (e.g. *“With the contribution of the LIFE financial instrument of the European Community”*). This logo may not be referred to as a certified quality label or eco-label. The use of the LIFE logo shall be restricted to dissemination activities.



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## 6. Definition of Strategy Plan

### o Stakeholder and target audience

LIFE-BIOREST proposal is the product of a networking between several stakeholders involved in the issue of soil contamination by petroleum-related pollutants. A strong dissemination plan has been laid, covering the local communities (schools and citizens from the neighbouring areas), the national public and scientific community, and the European level by a transnational dissemination plan that foresees the participation at international conferences (technical and scientific) and the organization of an important workshop at the end of the project in Brussels.

The LIFE BIOREST Stakeholder and target audience interested groups are described as follows:

#### 1 - Public authorities and Policy makers

EU, national and local government authorities, especially the Fidenza Municipality, directly involved in the project testing area and supra-municipal authorities (i.e. town councils), as well as environmental authorities mainly because of its role in the management, planning and regulating the use of soil resources.

*The LIFE BIOREST engagement is focused on:*

- o Support soil protection initiatives and policy issues that contribute to sustainable development
- o Promote a dialogue about research funding policies integration
- o Invite to consider LIFE BIOREST method that contribute to pollution treatment, prevention and conservation of natural resources

#### 2 - Scientific Community and technician

Research and technology institute, universities and platforms related to the soil protection sector to promote entrepreneurs and innovative projects because of its institutional role in the development of guidelines for knowledge and best practices

*The LIFE BIOREST engagement is focused on:*

- o Disseminate the project experience and its results
- o Encourage further research regarding soil protection and bioremediation issues
- o Promote networking with other LIFE and non-LIFE projects

#### 3 - Industries owing the sites in need of remediation

Biotech firms active in microorganisms production for different applications and industries that are facing the issue of management, risk assessment and remediation of soil contaminated by mineral oil, PAHs and BTEX

*The LIFE BIOREST engagement is focused on:*

- o Support improvement of environmental responsibility
- o Promote knowledge exchange for the international protocol creation for the revegetation of contaminated soil
- o Encourage the industrial dialogue with bioremediation issues

#### 4 - Secondary and High Schools

Schools will be involved in education activities, testing site visits, seminars, laboratory experiences, production of dissemination materials by the students themselves.

*The LIFE BIOREST engagement is focused on:*

- o Promote bioremediation knowledge
- o Spreading awareness about the proper use of natural resources, pollution prevention
- o Support improvement of environmental responsibility



## 5 – General public

The LIFE BIOREST engagement is focused on:

- Raise awareness about bioremediation activities
- Inform about the advantage of LIFE BIOREST method
- Promote public responsibility of soil protection and pollution prevention

### ○ Engagement framework

The project communication channel are planned according with project products (deliverables), in order to ensure the effective stakeholder and target audience engagement.

A summary of various activities envisage during the project is given below (**Fig. 2**).

Dissemination Level	Target audience	Actions	Communication means
Local, National, European	Public authorities and Policy Makers	<ul style="list-style-type: none"> <li>○ Kick-off meeting</li> <li>○ Fidenza (testing site) public event</li> <li>○ Technical bioremediation regional framework</li> <li>○ Final workshop</li> </ul>	<ul style="list-style-type: none"> <li>○ Offline communication materials: leaflet, notice board</li> <li>○ Online communication materials: newsletter</li> <li>○ Guideline for Urban Bioremediation Position Paper</li> </ul>
National, European	Scientific Community and technician	<ul style="list-style-type: none"> <li>○ Seminars</li> <li>○ International meetings poster</li> <li>○ Networking with other project</li> </ul>	<ul style="list-style-type: none"> <li>○ International Summer school</li> <li>○ Mid-term scientific workshop</li> <li>○ Networking webpage</li> <li>○ Publish results in scientific journals</li> </ul>
National, European	Industries	<ul style="list-style-type: none"> <li>○ Fidenza (testing site) public event</li> <li>○ Networking with other project</li> </ul>	<ul style="list-style-type: none"> <li>○ Networking webpage</li> <li>○ Publish results in technical magazines</li> <li>○ Public forum on "Open Innovation" platform</li> </ul>
Local	High School	<ul style="list-style-type: none"> <li>○ Educational visits to the testing site and lab premises</li> </ul>	<ul style="list-style-type: none"> <li>○ Online and Offline communication materials: newsletter, project videos, social network campaigns, Notice board</li> </ul>
Local	General public	<ul style="list-style-type: none"> <li>○ Website</li> <li>○ Press realises</li> <li>○ Social media</li> <li>○ Public presentation</li> </ul>	<ul style="list-style-type: none"> <li>○ Public survey</li> <li>○ Notice board</li> <li>○ Project videos</li> <li>○ Press realises in local and regional press</li> <li>○ Layman's report</li> </ul>

**Fig. 2** Engagement framework



## o Dissemination deliverables and milestones

Name of the deliverable	Associated Action	Deadline
Project Logo	D2	31/08/2016
International stakeholders list	D1	30/09/2016
Publication of communication events agenda on project website	D1	31/01/2017
Publication of Networking webpage	D1	31/03/2017
Project videos and social network promotion	D2	31/03/2017
1 discussion forum on LinkedIn and social network campaigns	D2	31/07/2017
Guideline for Urban Bioremediation Position Paper	D2	30/06/2019

Name of the milestone	Associated Action	Deadline
Website publication	D2	31/12/2016
Publication of Dissemination Plan on project website	D1	31/12/2016
Dissemination Commettee (DC) establishment	D1	31/07/2016
1st High school seminars held by UCSC. Participation ~ 400 students and researcher per event	D1	31/07/2017
Publication of survey on social network and website to built a partnership common knowledge about financing possibility of biotech investments	D2	28/02/2018
International Summer School. Participation ~ 30 local , national and EU researchers	D1	30/06/2018
Mid-term workshop in Turin	D1	31/07/2018
Public event in Fidenza	D1	31/03/2019

## 7. Execution of Dissemination strategy

### o Offline Communication tools

#### **Logo and graphical identity**

A graphical identity is composed of visual elements that aim to represent the main results of the project. The LIFE BIOREST graphical identity will include logo, fonts, colours and text. It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the project. Guidelines and templates will also save time and effort for the members of the consortium, since no further design work will be necessary. A model of the LIFE BIOREST logo has been proposed by the lead applicant.



#### **Project leaflet and Notice board**

The project leaflet (Factsheet) will contain the project logo and a summary of its goals and actions. It will be in Italian and English, 2 to 4 pages long and it will be distributed during the project events. The PDF version will be upload on the website, widespread through the social network and distributed through a monthly newsletter.

Notice board will be created and displayed at strategic points with public accessibility, it will explain the project objectives in a detailed way describing the concrete undertaken actions and expected results. The LIFE logo will be visible on these boards. They will be in size of 50X70 cm and in appropriate amounts placed

**Outcome measure:** Project leaflet (~500 copies printed and ~ 2000 sent by newsletter), notice board (printing ~5 copies).

#### **Press campaign**

During the project it will be publish at least one article on the main technical national magazines with the highest circulation in bioremediation sector. Media are always invited to all dissemination events in order to achieve maximum presence on news channels. The event information will be given priority using the communication channels of the partners. Maximum spread will be given through the website, newsletters and social media related to the project and regional portals of agriculture and the environment.

**Outcome measure:** number of press realise circulated, number of media communications issued, media interviews, geographical scope and range of publication, media used, size of distribution list.

#### **Publication in Scientific Journals and technical magazine**

The Project partners cements the impact of their dissemination activities by preparing and publishing formal reports and scientific articles in open access, peer-reviewed journals.



These ensure that LIFE BIOREST has a long-lasting impact beyond the project duration, particularly in relation to academic discourse of the area.

Life BIOREST has drawn up an initial list of journal relevant to the project topics. This list is not exhaustive, but is simply meant to convey the breath of publication to which LIFE BIOREST findings may relevant:

**Outcome measure:** number of journal report and scientific articles submitted and published, type of journal (industry, academic), journal impact factor (although these vary considerably by field) and circulation.

### **Project Manual**

The project partner ARPA is responsible of implementation and printing of technical publication focused on Defining success factors and barriers for bioremediation development and attracting resource. This investigation is undertake toward other project partners to create a basic knowledge base over the financing possibility for investment to reach 2020 targets. In this investigation forward interviews with local network partners will take place. Based on that ARPA, defines a "Guideline for Urban Bioremediation Position Paper", in order to support public-private partnership that can be presented to industries, public bodies and country governors. It will include measures for finance investments relying on the local expression of interests and on the established network platform created by the project, which could be enlarged to other cities in Europe.

**Outcome measure:** 500 paper copies, 2000 digital sent by newsletter, feedback received

### **Layman's report**

At the end of the project, beneficiaries should produce a Layman's report. This is targeted at a non-specialist audience and serves to inform decision makers and non-technical parties of the project objectives and results. It should be clear and concise. Although media coverage, for example at project closure, can have a high impact, this is often transitory. However, this printed report provides a permanent record of your project that can be filed for future reference.

**Outcome measure:** 100 paper copies, 2000 digital sent by newsletter, feedback received

## **o Online Communication tools**

### **Project website**

The website's primary function is to disseminate the information about the project activities and results, its achievements as well as scientific knowledge and list of publications. The website will contain LIFE logo, general information of the project (objectives, up-coming events (e.g. meetings, conferences, training seminars), photo gallery, videos, reports, information on the participants, links to correlated websites, the AFTER-LIFE project plan.

A part of the website will be reserved as internal workspace for the partners with the aim to share contacts, databases, reports and scientific materials. A public part will be open to the general public. Website will be in Italian and English and will include all communication materials (notice board, project leaflet, layman's report, seminars invitations etc...).

The user-friendly layout format will feature the project logo as to create a distinctive and recognisable identity for the publication. The site is also accessible via QR Code report on all materials produced by the project.

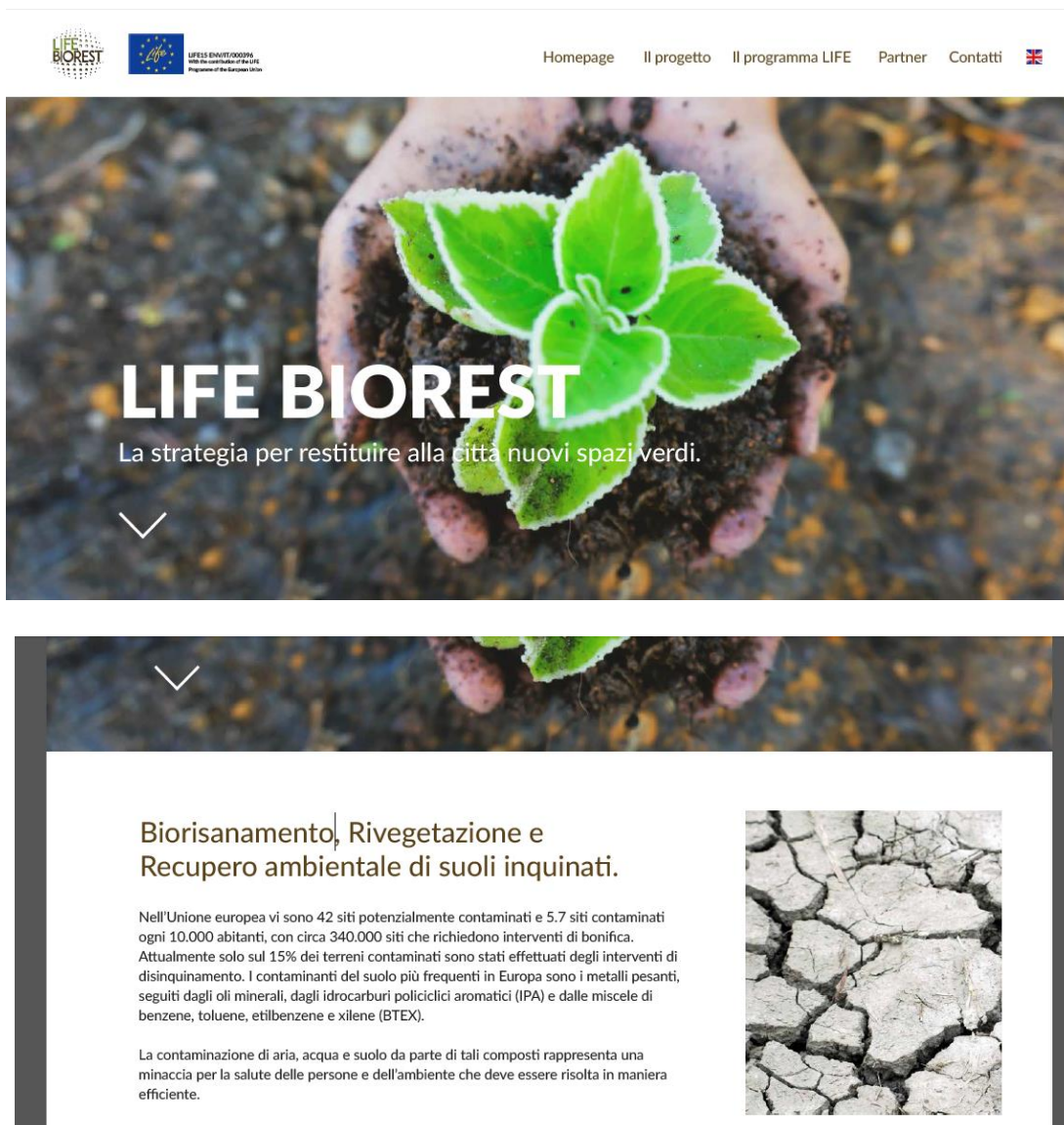


The project website will be online by the end of **October 2016**. It will be hosted and maintained by ITB, in its role as LIFE BIOREST implementation webmaster. A statistics analyser will be activated.

The sitemap has the following structure:

- **Homepage:** project challenge e general context
- **The project:** project overview
  - **Objectives:** specific project targets
  - **Actions:** description of implementation and monitoring Actions
  - **Results:** specific project achievements
- **LIFE Programme:** description of the European Programme
- **Partner:** logo and link to the project website
- **News & Project Materials:** media-gallery, promotion of events, news
- **Networking:** logo and link to other LIFE e non-LIFE projects
- **Contact**

**Outcome measure:** website hits, page views, deliverable/document downloads, comments received, request for information received



**Fig. 1** Homepage



**Fig. 2** Objectives page



**Fig. 3** LIFE Programme page

### Newsletter

ITB will developed a project newsletter, in order to disseminated information about the project (objectives, intermediate results, events), demonstration events and any information related to the topics covered by the project of national or worldwide). All newsletter produced will be freely downloadable from the website, even by non-registered users. The newsletter will have a corporate identity with the site of the project.

**Outcome measure:** 1 publication every four month; ~ 2.000 signed up users, number of request to join mailing list after receiving if from third parties

### Project videos

During the project lifecycle are developed n. 10 project videos filmed mainly during the seminars and demonstration events. Video will be in English, include LIFE logo and a clear reference to the LIFE financial support (credits at the beginning or at the end include an explicit mention "With the contribution of the LIFE financial instrument of the European Community"), have a duration 5- 10 minutes, be in DVD format and adopt a user-friendly language, in order to explain the objectives, strategies and project impacts .Videos will be





available on project website and they will be disseminated through social network campaigns on LinkedIn, Facebook and Youtube.

*Outcome measure:* number of members/followers, network page views, page comments, mentions, blog posts, blog post views, feedback

### **Social networking promotion**

Online social networks are another potentially useful dissemination tool and channel. The LIFE BIOREST consortium believes this is a good means of outreach to the public. The project results may be disseminated through popular social networks such as LinkedIn or regional forum. The project will take advantage of the well-established social media channels of partners, e.g., "Open Innovation platform", a Lombardy region forum focused on supporting public-private dialogue in enabling technologies issues. The Open Innovation is a particularly useful way at engaging participants at events and in increasing the impact and visibility of such events. Blogs help to publicise project effort and results and may be particularly effective in reaching particular, industrial and academic sector.

*Outcome measure:* number of members/followers, network page views, page comments, mentions, blog posts, blog post views, feedback

## o **Demonstration initiative's**

### **Kick-off meeting**

It will be a public event open to LIFE BIOREST major stakeholders as Regional authority, relevant professional associations, researchers and general public. The event organized by ITB will take place in testing site,.

*Outcome measure:* involved ~50 participants and promoted by press realized.

### **Mid-term scientific workshop**

In order to support academia and industry collaboration will be organized a scientific conference by UNITO with the participation of the project's partners and stakeholders. Collaboration and exchange among young researchers will be encouraged in order to give them the chance to improve their skills, learn from senior scientists and share their work in an international context. The seminars will be free and open to the general public.

*Outcome measure:* participation ~30 young researchers from academic institutions, number of media communications issued, media interviews, feedback received

### **International Summer training school**

It will be organized by UNITO the International summer training schools dedicated to project promotion and training of young researchers involved, with particular attention to the techniques and methods application on field with strong involvement of SMEs partners. The International Summer School take place in Fidenza, with the collaboration of Municipality, will be held in English and will be articulated in 4 in-deepening training days.

The LIFE researchers have access to E-learning platform (owed by UNITO) and will explore themes and cross-cutting issues closely related to the LIFE project.

*Outcome measure:* participation ~30 young researchers from academic institutions, number of media communications issued, media interviews, feedback received

### **Educational seminars and technical visits school**

N. 4 High school and Secondary Educational seminars and Fidenza testing area visits. In order to improve and promote the project activities and bioremediation knowledge, 4 seminars will be organized at High Schools (held by UCSC) and Secondary Schools (held by



ARPA). The seminars will be accompanied by technical visits to UCSC laboratories, and at the end of the project will be integrated by a technical visits at Fidenza testing area.

*Outcome measure:* involve ~ 15 High schools and ~8 Secondary School (~ 600 students involved), see all support letters from schools attached.

***Public event at Fidenza testing area***

The public event in testing site, is planned in order to spreading knowledge among citizen and schools about the bioremediation activities and the project results.

*Outcome measure:* involved ~ 300 participants, ~ 500 students

***Final Worksop at Brussels***

The event contributes to objectives achievement through the sharing of dissemination and communication tools, amplifying the visibility of LIFE project. The event takes place in Emilia-Romagna Delegation office in order to reach a greater number of stakeholders and target groups and convey in a more efficient and sustainable project outcomes.

*Outcome measure:* involved ~ 100 participants

## 8. Dissemination timetable

### o Actions timetable

The project logo developed in the first two months of the project, is shown on all communication materials.

The online and offline communication tools are:



**Press realise** and technical national magazines publications with the highest circulation in bioremediation sector



**Newsletters** (~twice a year) **and social network promotion** such as LinkedIn or regional forum. The project will take advantage of the well-established social media channels of partners



**Project videos** filmed mainly during the seminars and demonstration events.



#### Dissemination initiative's – Public events

- o 05/09/2016: Kick-off meeting, take place in Fidenza Municipality premises
- o 15/07/2018: Mid-term workshop
- o 31/03/2019: Fidenza Public event
- o 30/06/2019: Final event



#### Educational and technical visits

- o 15/03/2017
- o 15/11/2017
- o 15/05/2018
- o 15/01/2019



#### International Summer school

- o 30/06/2018

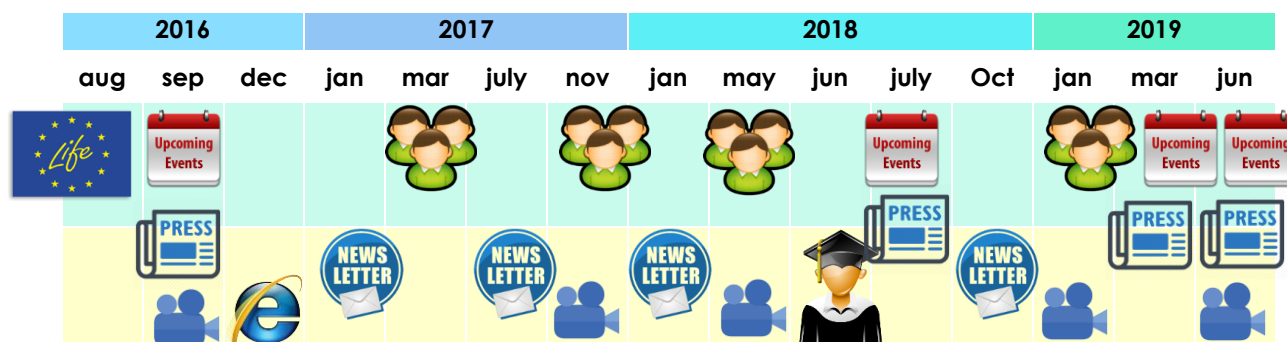


Fig. 3 Dissemination and communication timetable



## o Procedures

In order to enable the smooth running of the project and transparent monitoring of the project's progress, several management tools and procedures are to be put in place at the beginning of the project.

### **Extranet**

A secured extranet with access for the consortium members is to be created, accessible via the public website with personal logins and passwords. The extranet includes the possibility of file sharing and other co-working utilities.

### **Video-conference tools**

Video conferences play an important role in assuring the information flow within the project and enabling frequent Actions or cross Actions communication, while keeping costs low. Minutes of those conference meetings are to be uploaded to the extranet platform making them accessible for all consortium members.

### **Work plan follow-up**

For the monitoring of the project's progress and to anticipate any bottlenecks, the PM together with the Action Leaders set up a **Contingency plan** at the beginning of the project that will be revised on a regular basis. Special templates are to be set up to ease the collecting and compiling of the necessary information from each Action Leader.

A **Project Costs Outline** is also to be set up and updated at each reporting period (and whenever necessary) enabling a close follow-up of the overall budget of the project. This will enable anticipation any shortcomings of budget and provide a stable overview of the project's resources.

## 9. Assessment of dissemination activities

In order to monitor the dissemination activities two forms have been developed:

- one for the report on national workshops (including information on participants, content of the workshop, communication and dissemination and self-assessment).
- a second short form was created for LIFE BIOREST partners to report on events they participated in which are organised by other organisations.

These reports allow to evaluate the target groups reached, and help to draft recommendations where necessary.

Analysis of the reports on the dissemination events also allows to check whether planned schedules need to be adjusted or other types of activities are necessary.

The Dissemination Performance Indicators are set in order to assess the various dissemination tools outlined in relation to the stated objectives of the LIFE BIOREST dissemination strategy. For this, it employ the following criteria:

<i>Dissemination activity selection criteria</i>	
<i>Appropriate</i>	<i>Suitable for a particular stakeholder segment</i>
<i>Effective</i>	<i>Capable of eliciting a strong response or call to action from the particular stakeholder segment.</i>
<i>Targetable</i>	<i>Capable of direction to a stakeholder segment</i>
<i>Economical</i>	<i>Disseminating the deliverable efficiently both operationally and technically without burdensome aspect or cost.</i>
<i>Measurable</i>	<i>Disseminating the deliverable efficiently both operationally and technically without burdensome aspect or cost.</i>

Statistical analysis of the project website serves partners as guidance for further activities. In particular, the main indicators of interest are:

Page views: number of web pages requested and viewed by the user

Visits or sessions: number of visits to the LIFE BIOREST website made by users.

Unique visitors: number of single users that have visited the site, net of duplications.

Time spent: time spent in minutes and seconds while navigating or viewing the pages of the site or using a digital application.

The results are sent for analyses and reported to all the partners in order to monitor the users' interest for the contents provided by the LIFE BIOREST website.