

DISSEMINATION PLAN (DP)

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Responsibility: Gresmalt - Coordinating Beneficiary

1.INTRODUCTION

The main objective of this Dissemination Plan (DP) is to provide an effective operational tool for the successful implementation of the project communication strategy. The DP summarizes the consortium's strategy and concrete actions to disseminate, exploit the acquired knowledge generated by the project and should serve as a guideline for the consortium for technology transfer. The dissemination of the project at national and international level aims to raise awareness and demonstrate the effectiveness of the results to implement the technological solution developed for the ceramic industry in other European countries and similar sectors such as brick.

2.PROJECT OVERVIEW

The project aims to integrate environmental (Life Cycle Assessment), economic (Life Cycle Costing) and social (Social Life Cycle Assessment) impact assessment tools in order to determine sustainability parameters in an innovative and comprehensive way. Thanks to this integration it will be possible to have at one's disposal an eco-design model able to analyze and predict sustainability indices defining alternative design scenarios.

Finally, on the production side, the model will be able to monitor the environmental, social and economic performance of the product, as well as prescribe corrective actions on the ceramic production process in the in case of deviations from the planned sustainability targets.

The project involves the dissemination of the environmental and socio-economic impact assessment model, through institutional associations, to the Italian and Spanish ceramic industry, and the Italian brick sector.

The running of the Project is led by Gruppo Ceramiche Gresmalt in Sassuolo (Gresmalt) and involves a consortium of 2 other partners: University of Modena and Reggio Emilia (Unimore) and Rey Juan Carlos University of Madrid (Urcj)

3.DISSEMINATION STRATEGY

We will have four dissemination strategies:

1. Stakeholder engagement;
2. Conferences, meetings and workshops;
3. Training courses;
4. Networking with other research projects.

The objective of these strategic lines is to increase the attention to the outputs and their benefits generated by the project.

The dissemination activities will be supported by the following communication tools:

1. Logo and corporative identity;
2. Website, and social networks (LinkedIn);
3. Leaflets and posters;
4. Guidance documents;
5. Scientific and informative papers.

3.1 Stakeholder engagement

For the identification of Stakeholder, we will use an adaptation of the tools contained in the guidelines of the AA1000 "Stakeholder Engagement Standard" (AA1000SES). These guidelines were published in 2015 and provide a framework for organizations to identify, respond and

prioritize their sustainability challenges. The AA1000 standard is a liability standard focused on ensuring the quality of social and ethical accounting, auditing and reporting.

3.2 Conferences, meetings and workshops

During the development of the program, the results obtained will be presented at various national and international congresses, conferences and seminars (both scientific and informative), trying to involve both the scientific community and a wider public.

3.3 Training courses

Through our university partners, we will organise training courses for both industrial operators and PhD students to teach them integrated environmental, social and economic impact assessment techniques.

3.4 Networking with other research projects

Networking activities are taken as direct meetings to present the project objectives and results to create synergies. Networking with other LIFE and Horizon 2020 projects in order to exchange experiences, contribute to their sustainability and improve the transferability of the results.

3.5 Logo and corporate identity

The Project logo, graphics template for deliverables, and PPT presentation has been designed and is used in all dissemination materials and is available in Project intranet.

3.6 Website, and social networks

A website www.forture-life.eu is being designed and will be updated regularly to provide public information on the project through its extranet. A LinkedIn page has been created as one dissemination instrument for reaching stakeholders and industry professionals.

3.7 Leaflets and posters

The main scope of the project leaflet is to provide our audiences with an attractive and written project overview and a summary of the main project objectives and characteristics. The leaflet presents the goals of the project and the main expected findings. The text is designed considering not only experts, but also an interested non-specialist. It introduces the main idea, the approach and the goals of the project. Furthermore, it includes the website address and provides basic information on Consortium. All partners' logos are also displayed.

3.8 Scientific and informative papers

Academic partners will strive to maximize use of high quality papers containing the best scientific achievements and oral and poster contributions to topical international and European conferences. Industrial partner regularly will participate in workshops and fairs where technical achievements and prototypes can be shown to stakeholders.

4.CONCLUSION AND OUTLOOK

Pending the achievement of tangible results, conceptual outputs were the basis for an intense dissemination plan already operational from the first month of activity. Now we have already participated in two seminars, written a scientific article, and prepared three abstracts that have been accepted for oral interventions at three international scientific congresses that will be held in Italy and Spain