

LIFE16 ENV/ES/000481 SUBproducts4LIFE

Innovative circular economy concepts by reusing
industrial subproducts and waste



SUBproducts4LIFE Communication and
Dissemination Plan

December 2017

CONTENTS

1. INTRODUCTION	5
1.1. SUBproducts4LIFE	5
1.2. LIFE COMMUNICATION AND DISSEMINATION	5
2. BENEFICIARIES AND CO-FINANCERS	7
2.1. BENEFICIARIES	7
2.2. CO-FINANCIERS	8
3. COMMUNICATION AND DISSEMINATION PLAN	9
3.1. COMMUNICATION AND DISSEMINATION GOALS	9
3.2. STAKEHOLDERS AND TARGET GROUPS	9
3.3. PROJECT KEY MESSAGES	11
3.4. COMMUNICATION AND DISSEMINATION CHANNELS	11
3.5. COOPERATION WITH OTHER PROEJCTS	12
4. COMMUNICATION AND DISSEMINATION PLAN IMPLEMENTATION	13
4.1. REACHING THE TARGET GROUPS	13
4.2. COMMUNICATION AND DISSEMINATION ACTIVITIES AND PRODUCTS	14
4.3. LIVE CENTRE	20
4.4. COMMUNICATION AND DISSEMINATION DELIVERABLES AND PERFORMANCE INDICATORS	21
4.5. COMMUNICATION AND DISSEMINATION PLAN TIME DISTRIBUTION	22
4.6. PROJECT BUDGET FOR COMMUNICATION AND DISSEMINATION	23
4.7. FUTURE COMMUNICATION	23

1. INTRODUCTION

SUBproducts4LIFE planned its communication and dissemination strategy during the first months of the project having in mind the indicators planned in the proposal stage of the project. One of the main objectives was to establish how to communicate the results, the relevant outcomes to public in general and to the different audiences.

According to the European Commission guidelines, the best practice for communication and dissemination activities is achieved when the communication strategy is carefully planned when establishing and identifying:

- Goals and specific activities to reach them.
- Target groups, audience, and how to reach them in different ways.
- Messages to communicate the project.
- Media, methods employed, communication and dissemination material to be used.

1.1. SUBproducts4LIFE

SUBproducts4LIFE proposes to demonstrate innovative circular economy concepts by the reuse of industrial subproducts and waste for the remediation of contaminated soils and brownfield areas. The main goal will be to promote the industrial symbiosis between active and abandoned industries (productive and unproductive areas), spanning through decontamination methodologies the value chain and ensure the (re-) use of secondary resources.

The project has into account the need of the communication and dissemination of the project and its results. From neighbours directly affected to different stakeholders and the public in general. The project partnership will use the knowledge exchange, the awareness and other communication and dissemination activities to ensure important objectives like the replicability, the use of best practices and the policy making parting from project results.

1.2. LIFE COMMUNICATION AND DISSEMINATION

Communication and dissemination of results is a contractual obligation of participation in research initiatives supported under the LIFE Programme. The specific aims are to promote the exchange of knowledge, greater public awareness, transparency, education and policy making parting from the project results.

The LIFE Programme has a series of communication and dissemination rules that SUBproducts4LIFE will follow.

- **LIFE logo:** The project partnership will publicize the project and its results using the LIFE logo and giving a clear explanation of the European Commission support and the LIFE Programme.
 - In every communication activity, the LIFE logo will be clearly visible and LIFE Programme will be mentioned.
 - The LIFE logo will be visible in every durable good and communication material.
- **Audio-visual material conditions:** Every audio-visual material will have a clearly audible and legible mention to LIFE Programme funding (e.g., With the contribution of the LIFE Programme of the European Community).
- **Project website:** A project website will be created and maintained until, at least, five years after the end of the project. The site will be available to the public and updated with the project progresses and results. It will be indicated in the project reports.
- **Information boards:** Information boards will be installed in strategic and visible places with the LIFE Logo.
- **Networking activities:** The project must contain a set of measures for networking activities that must include visits, meetings, exchange of information, and/or other such networking activities with other relevant LIFE and non-LIFE projects.

The Communication and Dissemination activities details will be given in the project reports. The beneficiary and partners will also inform the Commission of all seminars and public conferences organized in the framework of the project at least three weeks in advance of the event.

- **After-Life plan** will be available in Spanish and English. The After-LIFE plan will establish how the beneficiaries plan to continue disseminating and communicating the project and its results after the end.
- **Layman Report:** 5-10 pages paper targeted at non-specialist audiences, produced towards the end of the project. It will be published in Spanish and English. It will be included in the SUBproducts4LIFE final report (30/11/2021)

2. BENEFICIARIES AND CO-FINANCERS

2.1. BENEFICIARIES



Universidad de Oviedo

UNIVERSIDAD DE OVIEDO

Universidad de Oviedo (UNIOVI) is the Coordinating Beneficiary. UNIOVI will lead the project Communication and Dissemination activities. UNIOVI is a public Higher Education and Research Institution located in Asturias (Spain). With around 18,000 undergraduate and 8,000 postgraduate students, and 2,000 research staff in over 30 faculties and engineering schools in three campuses it is the main Research Centre in the region.



BIOSFERA CONSULTORÍA MEDIOAMBIENTAL S.L

BIOSFERA is a specialized consultancy service which came up because of the growing demand and interest XXI Century society for Sustainable Development, conservation and better management of natural resources. They will be in charge of training, awareness and knowledge exchange activities.



ESCORIAS Y DERIVADOS S.A.

EDERSA belongs to the group Cementos Tudela Veguin, the first company in Spain to manufacture artificial Portland Cement. They will take part in exploitation of results, market opportunities and replicability.



HIDROELÉCTRICA DEL CANÁBRICO S.A.

EDP is a global energy leader and one of the main operators on the Iberian Peninsula. The EDP Group is present in Spain in the production, generation, transmission and marketing of electricity, gas and services. They are stakeholders directly interested exploitation of results and knowledge and training.



CUESTIONES ECONOMICAS S.L.

GSERVICE is made by partners from earth movements works and industrial facilities dismantling. GSERVICE has several project works, many of them linked to facilities with presence of dangerous pollutants.



INSTITUTO ASTURIANO DE PREVENCIÓN DE RIESGOS LABORALES

IAPRL regulates the organization and operation of this independent body which aims to manage policies on health, safety, environment and health work of the Principality of Asturias. They will be actively involved in the communication and dissemination actions at diverse scales. Best practices guides regarding occupational risks will be elaborated by IAPRL.



TECNOLOGÍA DEL MEDIO AMBIENTE Y MINERÍA S.L.

TECMIM is an engineering company specialized in the field of mining and the environment, offering a full service from consulting to monitoring. They will communicate the project and disseminate the project results to industrial stakeholders.

2.2. CO-FINANCERS



CO-FINANCIER: AYUNTAMIENTO DE LENA

AYTOLENA represents the local authority that manages activities of citizens regarding this territory. SUBproducts4LIFE project sites are located in the municipality. AYTOLENA will co finance communication and dissemination activities.

3. COMMUNICATION AND DISSEMINATION STRATEGY

SUBproducts4LIFE Communication and Dissemination Plan describe the activities that will be developed and implemented during the project period. It will provide details of the contents of the actions to be implemented by target groups at local, national and Community level within a timeframe. The project communication and dissemination strategy will:



3.1. COMMUNICATION AND DISSEMINATION GOALS

The project Communication and Dissemination Plan is elaborate to achieve a series of specific goals strongly related with other areas of the project:

- Ensure understanding and awareness of SUBproducts4LIFE actions and results at the largest possible number of target groups and stakeholders.
- Engage bodies that materialize the communication strategy to implement a compelling and continuous communicative plan.
- Promote progress by sharing experiences and best practices in different areas (soil remediation, civil engineering, waste management, research, occupational risks prevention, etc.)
- Enable positive legislative change by reaching policy makers at local, regional, national and EU levels.

3.2. STAKEHOLDERS AND TARGET AUDIENCES

SUBproducts4LIFE involve several sectors: mine, industrial and environmental sectors, social and economic sectors and public entities. The success of its actions and the insurance of its replicability depend on the adequate dissemination of information specially targeted, both in form and content, at several stakeholders and target groups.

The professional sector whose main activity is the recovery of contaminated soils and/or dispose of sub-products and industrial waste which are suitable to be implemented in remediation activities.

- Professional associations.
- Energy, metallurgic and mining engineering SMEs and industries.
- Waste management, environmental, landscape, civil engineering services and companies
- Environmental consultancies.

The scientific community. The project will allow quick access and to share information among researches and professionals of both public research institutions and private corporations.

- Universities
- Other training entities.
- Research centres.

Public Authorities, not just the local/regional as project associated partners, also the Spanish central administration as the ultimate responsible for policy on resource efficiency, waste and subproducts reuse and contaminated soils, and in the final instance the EU authorities.

- Environment policy makers.
- Industry and waste management.

The general public and particularly local citizens, including residents closed to contaminated areas and centres/industries of production of subproducts, as well as other groups and associations related to the environment.

- Directly affected population
- Terrain owners
- NOGs
- Environmental Agencies/Organizations

EU areas and regions, similar to the Principality of Asturias (where SUBproducts4LIFE will be carried out), which have to manage industrial subproducts and waste and dispose of degraded areas due to soil contamination. In this sense, as already explained, the project aims to go beyond the geographic region of Asturias and will promote the circular economic concepts “subproduct to be reuse-area to be reclaimed” to be replicated.

3.3. PROJECT KEY MESSAGES

As well as the project actions and results will reach different target audiences, the key messages will change in form and content, focusing in the most important elements for each one.

- **To professionals:** The SUBproducts4LIFE key messages addressed to professionals will be different depending on the activity of those professional entities.
 - **To professionals linked to industry:** The key message will turn around the new techniques developed and demonstrated by SUBproducts4LIFE regarding waste management, civil engineering, etc. and job opportunities. Best practices regarding civil works and occupational risks prevention will be crucial.
 - **To professionals linked to environment:** The key message will treat landscaping, circular economy, soil remediation, new ways to stop contamination, green procurement, etc.
- **To the scientific community:** The message will be focused on the new research advances that SUBproducts4LIFE will allow to obtain (reinforced by scientific publications in the project scope and indirectly linked to it) as well as the new techniques developed, and the synergies obtained.
- **To public authorities:** Policy making regarding the project areas will be the key message of the project regarding public authorities. Waste management, energy and civil works policies will be communicated to improve its efficiency among public administrations.
- **To public in general and neighbours:** The key message will be the health improvement that the project will achieve in neighbours living near to hazardous wastes and the safety in areas near the contaminated soils treated by the project pilot sites.

3.4. COMMUNICATION AND DISSEMINATION CHANNELS

Several tools are used to reach the SUBproducts4LIFE communication and dissemination goals and perform the activities of the plan:

- Traditional communication channels (poster, brochures, notice boards, etc.).
- New technologies (project website, social networks, news in specialized websites, etc.).
- Explicit communication through media (press release and press conferences).
- Communication targeted to the stakeholders (newsletter).

To reduce the carbon footprint, one of the main objectives of LIFE Programme, the use of paper has been reduced and the priority has been given to digital tools.

Doing these activities, the most appropriate tools to assure message dissemination in connection to the importance and to the features of its content, will be employed, also through the use of information technology and computer tools.

SUBproducts4LIFE distinguishes between massive communication and interpersonal. It is considered that massive communication (like mass media) could reach bigger audiences, but the message will be far more effective in the interpersonal communication. It is expected that the communication deployed by the project communication and dissemination plan will generate more communication around it.

MASSIVE COMMUNICATION ACTIONS	INTERPERSONAL COMMUNICATION ACTIONS
<ul style="list-style-type: none"> → Project Website → Social networks → Online newspapers, blogs and platforms → Television emissions → Radio communications → Newspapers and magazines → Videos → Press releases → Newsletters → Manuals → Brochures, flyers, etc. → Posters → Banners 	<ul style="list-style-type: none"> → Symposiums and conferences → Brokerage events → Info days → School visits and activities → LIVE Centre visits → Pilot cases visits → Round tables and meetings → Workshops and training sessions → Networking → Collaboration with other projects

Both ways of communicating the project is needed. Interpersonal communication has a smaller audience, but it has more effect, is interactive and provide feedback. It's more personalized and its costs are smaller. Otherwise, massive communication has sometimes more credibility and it reaches an audience far bigger.

3.5. COOPERATION WITH OTHER PROJECTS

The project will establish a cooperation among not only stakeholders and target groups but also with other LIFE and non-LIFE funded projects. The beneficiaries have regular contact with entities that are beneficiaries of other projects.

Other project beneficiaries have manifested their interest in cooperating with SUBproducts4LIFE.

4. COMMUNICATION AND DISSEMINATION PLAN IMPLEMENTATION

4.1. REACHING THE TARGET GROUPS

Different activities are planned to reach each target group with the correct form and content.

TARGET GROUP	ACTIONS
Professional sector	<ul style="list-style-type: none"> → Public presentation → Meetings → Project and beneficiaries' website visits → Conferences and other events → Visits to pilot cases → Workshops → Newsletters → On-site information panels
Scientific community	<ul style="list-style-type: none"> → Symposiums, info days and other events → Workshops → Meetings → Poster sessions → Scientific articles publication → Guided visits to the pilot cases → Newsletters → Online platforms → Scientific blogs
Public authorities	<ul style="list-style-type: none"> → Meetings with local, regional and national authorities → Presentation of project results → Presentation of current waste management strategies → Presentation of the best practices guidelines → Guided visits to the pilot cases
Public in general and neighbours	<ul style="list-style-type: none"> → Project website → Social networks → Online and physical newspapers → TV and radio emissions → Dissemination material → Press releases → School visits → Neighbour associations and NGOs meetings → LIVE Centre → Videos and documentaries
EU areas and regions	<ul style="list-style-type: none"> → Networking with other projects → Most of the communication and dissemination actions planned in this table will be replicable for other EU areas

4.2. COMMUNICATION AND DISSEMINATION ACTIVITIES AND PRODUCTS

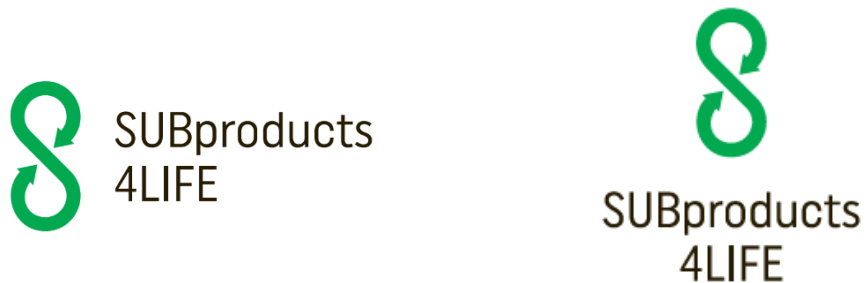
To achieve the communication and dissemination goals and reach the target objectives and stakeholders, a set of activities and products will be developed.

Project logo and identity

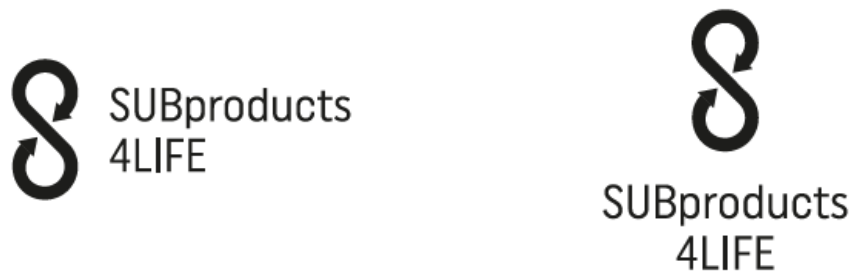
Although the LIFE logo will be visible in every communication material, the project will have an own logo and corporate identity to be clearly recognisable by itself. The project logo and its full identity have been developed by an expert designer's team in the SUBproducts4LIFE region.

The logo has been designed in three versions.

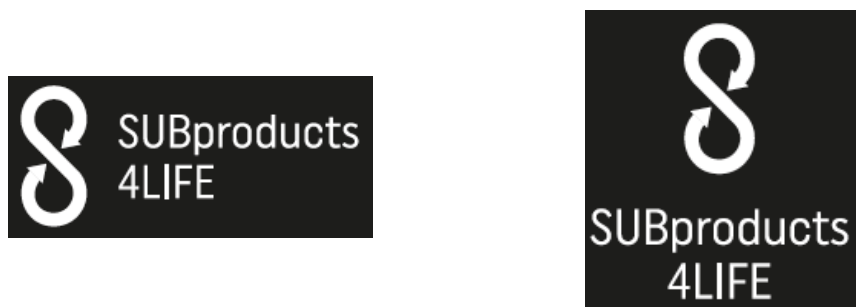
Colour:



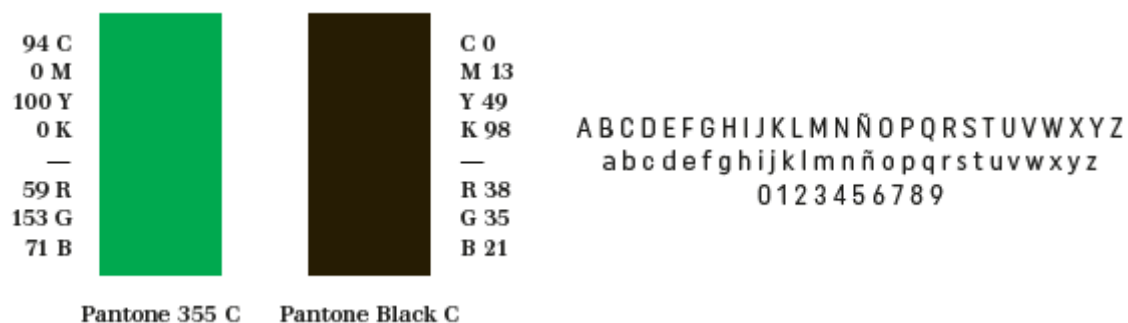
Black and white:



Black and white (reverse):



Alongside the project logo, a corporate identity has been developed. The colours used will be green and black and the font, Uniform Condensed Regular.



The project consortium has also established some different rules to make every communication material uniform and coherent.

Project website

The project website will be one of the most important communication utilities of the project offering comprehensive information about the project. It will reach the biggest amount of public. It will have scientific information about the project as well as dissemination material and basic information of the project activities, objectives, expected results and beneficiaries. Deliverables will be available to download and it will count the number of visits to monitor the impact of the site. News related to the project will be promoted.

The project website will have the following structure:

1. The Project
2. Pilot Cases
3. Beneficiaries
4. Actions
5. LIVE Centre
6. Press
7. Downloads

Official channels

The LIFE Programme has different channels to communicate and disseminate the project. Furthermore, some beneficiaries of the partnership have official channels that will be used for the project.

- LIFE official communication channel
- NEEMO-Idom communication channel
- Coordinating Beneficiary (Universidad de Oviedo) official communication channel
- Beneficiaries official communication channels

Social networks

In addition to the project website and the links in beneficiaries and stakeholders websites, the project will have an account in the most used social networks.

- Facebook
- Twitter
- LinkedIn
- YouTube

The project account in those social networks will answer another users questions and doubts and will share notices, links, etc.

Promotional materials

To highlight the project thematic, objectives and results several divulgation materials will be designed and distributed. These materials provide basic information about project objectives, results and outcomes including the LIFE Programme and SUBproducts4LIFE logos. All the divulgation materials are written in Spanish and English.

- **Brochures.** Different series of brochures will be distributed in different events, placements and to target groups, stakeholders and main audiences.
 - At the beginning of the project, with general information of project objectives, expected results, scenarios, etc.
 - During the project, updating its information with the modifications that may occur and the results achieved.
 - Near the end of the project, with the final results and another valuable information.
- **Posters.** Technical and dissemination posters with SUBproducts4LIFE and LIFE logos will be deployed during the project lifetime (scientific events, conferences, press events, workshops and during networking activity events with other projects).

- **Notice boards.** Implementation of three LIFE notice boards in different places near/in the project sites will be realized. The SUBproducts4LIFE and LIFE logo will appear on it.
- **Trailers and documentaries.** Development and edition of several trailers of the different states of the project and project videos/documentaries will be carried out to inform target groups about activities that cannot reach in situ.
- **Other promotion material.** SUBproducts4LIFE will develop other promotion material like folders or other merchandising products. The amount and diversity of them will depend on the budget remaining.

Training materials and best practices guidelines

Training material will consist in documents and files containing the activities, main achievements and actions to undertake to sustain project results. A chapter will be dedicated to the comparison of results with projects dealing with the same topic. Training material will be used in every training event, workshop and/or course/subject, according to the kind of public that will attend.

Furthermore, best practice guidelines will be developed for professionals, stakeholders and target groups regarding methodologies developed by SUBproducts4LIFE. For example, the way of extending and/or compacting waste ashes and gypsum or the appropriate mixture of metal fixer with drainage material.

News

The project will generate results and other information that will be turned into different kind of news that will be written having in mind the public/target groups that will reach.

- Traditional news (written, TV, radio, etc.) oriented to the public in general
- News in the beneficiaries and stakeholders websites oriented to certain target groups
- Thematic websites where can be oriented to a single target group or stakeholders related to the theme of the website
- News in scientific websites oriented to the scientific community
- News in other websites

Scientific papers and notes

Scientific aspects will be published in order to inform the scientific community about project methodology and results.

- Scientific papers
- Scientific notes in specialized websites

Press releases, conferences and events

Several articles are intended to be published in press of different spectrum, where the project results and main actions will be collected, focusing not only in regard to areas where the project takes place, but also its use in other areas with similar problems.

Two press events will be celebrated per year during the project implementation and some other communication events are provided.

Meetings with target groups

During project implementation, meetings with different target groups will be held to communicate the project in a more direct way.

- Professional meetings
 - Professional agencies meetings
 - Meetings with stakeholders, technicians, companies, etc.
 - Meetings about prevention of occupational risks
- Environment agencies meetings
 - Meetings with NGOs
 - Meetings with environment policy makers
- Public in general meetings
 - Events in schools and high schools
 - Meetings with neighbour associations
 - Communication events

Professional and scientific associations' collaboration

Some professional and scientific associations have already showed their interest in SUBproducts4LIFE (forestal engineers, mining engineers, surveying engineers, agricultural engineers, etc.). They will communicate and disseminate the project by their habitual channels.

- Articles in the professional associations' publishing.
- Information and news in the official associations' newsletters, websites and events.
- Training for the professionals that are members of the associations.

The project partnership will have specific meetings with members of the professional associations.

Congresses and scientific meetings

The project will be presented in different events like congresses, conferences and seminars, both organized by the project partnership or by others. Every presentation of the project in an event will be available as a new in the project website.

The attendance and its quantified data regarding individuals reached and the kind of target groups informed will be monitored and displayed in the project reports following the next template:

Title	Date	Location	Organizer	Beneficiary	Type of public	Attendants	Material employed
...

Workshops and guided visits

During the SUBproducts4LIFE implementation, at least 500 persons are expected to be trained and the workshops/project site visits is intended to attract the local, regional and external professionals and experts in the subject of the project.

Workshops and training will be different depending on the group of professionals that will attend:

- Thematic workshops devoted to experts and professional in the field to discuss about the project and its results as well as governmental agents interested in the area.
- International workshops between project partners and EU stakeholders organized by the project members.
- Subjects or lessons in university courses and degrees (unofficial masters, summer courses, official masters and degrees) or other training centres (vocational training, professional associations, etc.)

It will be possible (in certain moments during implementation phase) to visit the project sites and see in direct some of the implementation and civil engineering works, etc. It will allow disseminating outcomes and lessons learnt about best practices and demonstration cases, assure technical knowledge about the project topic.

Other possible materials and activities

As every project, SUBproducts4LIFE may suffer changes during its implementation. In the communication and dissemination part, it is expected that other materials and activities will be able to carry out. Project partnership is aware and will take every communication and dissemination opportunity that may appear.

4.3. LIVE CENTRE

Among its objectives, SUBproducts4LIFE aims to develop an innovative, dissemination and communication plan by the implementation of a “LIVE Centre for the Reuse of Industrial Subproducts”, open to stakeholders, policy makers and professionals to realize visits, trainings and knowledge exchange regarding the project topic.

The LIVE Centre will be created as a exhibition room in a public building near by the project sites, where stakeholders, target groups and the public in general, will have the possibility to inform directly about the stage of the project, the applied technologies, to look trailers/photos of the civil engineering works in the project sites, etc.

This “space” would avoid that these visitors during project activities during the implementation phase risk regarding their health and security. Trailers will be shown in the LIVE Centre, and workshops, training activities or press events will be carried out in its facilities.

4.4. COMMUNICATION AND DISSEMINATION DELIVERABLES AND PERFORMANCE INDICATORS

The amount of individuals that will be reached by the project has been estimated and put into the performance indicator table. This table will be updated in every project report (progress, midterm and final) with the data obtained during the communication plan being developed.

	Deliverable	Indicator description	Individuals reached at the end of the project	3 years after the project end
D1. Development and implementation of SUBproducts4LIFE communication and dissemination plan				
Target groups and key stakeholders identifying and communication	SUBproducts4LIFE communication and dissemination plan	Number of target groups and key stakeholders	40	40
Development and design of several divulgation materials and a project corporate identity		Number of created divulgation material		
Development and maintenance of project website and logo	Implementation of Project Website	Number of website visits and downloads	20 000	15 000
Preparation of news/contents for project divulgation and results		Number of created pdf files		
Development of a social network profile and maintenance with project contents		Number of visits	8 000	6 000
Development of the Layman's report	Layman's report	Number of downloads	500	
Installation of a LIFE Information Boards in situ	LIFE Information Boards installed	Number of distribution	300	
Knowledge exchange, networking and project dissemination at EU, national and regional level				
Participation in important European conferences/events of mine reclamation		Number of participants	160	120
Set up meetings and knowledge exchange with other reclamation project members		Number of participants	60	
Organisation of information events for governmental actors and affected residents		Number of participants	300	75
D2. Celebration of events/workshops regarding project activities and communication through different media channels				
Creation of a LIVE Centre for the Reuse of Industrial Subproducts and Waste near the project site	LIVE Centre opening	Number of visits	400	300
Development and edition of several trailers, posters, documentaries and other exhibition material		Trailers and divulgation materials produced		
Coordination and celebration of project thematic workshops		Number of visits	100	75
Organisation of international workshops with project beneficiaries and stakeholders	Minutes of the international workshop and assistance list	Number of participants	30	
Development and promotion of trainings/site visits among target groups and professionals	Training materials	Number of participants	225	225G
Communication through press events	Press releases	Number of readers	1 800 000	900 000
Communication through R&D platforms at EU and national level		Number of readers	300 000	300 000
Communication through development and distribution of promotion/documental videos	Project video/documentary	Number of viewers	100 000	50 000

4.5. COMMUNICATION AND DISSEMINATION PLAN TIME DISTRIBUTION

The SUBproducts4LIFE partnership has developed a time planning of its communication and dissemination activities. Although some of them can be easily scheduled (dark green), there are tasks that will be constantly updated and run out when needed (light green).

	2017	2018	2019	2020	2021
D1. Development and implementation of SUBproducts4LIFE communication and dissemination plan					
Target groups and key stakeholders identifying and communication					
Development and design of several divulgation materials and a project corporate identity					
Development and maintenance of project website and logo					
Preparation of news/contents for project divulgation and results					
Development of a social network profile and maintenance with project contents					
Development of the Layman's report					
Installation of a LIFE Information Boards in situ					
Knowledge exchange, networking activities and project dissemination at EU, national and regional level					
Participation in important European conferences/events of mine reclamation (1 per year)					
Set up meetings and knowledge exchange with other reclamation project members (LIFE and non-LIFE)					
Organisation of information events for governmental actors and affected residents (1/year)					
D2. Events/workshops regarding project activities and communication through different media channels					
Creation of a LIVE Centre for the Reuse of Industrial Subproducts and Waste near the project site					
Development and edition of several trailers, posters, documentaries and other exhibition material					
Coordination and celebration of project thematic workshops/visits					
Organisation of international workshops with project beneficiaries and stakeholders					
Development and promotion of trainings/site visits among target groups and professionals					
Communication through press events					
Communication through R&D platforms at EU and national level					
Communication through development and distribution of promotion/documental videos					

4.6. PROJECT BUDGET FOR COMMUNICATION AND DISSEMINATION

SUBproducts4LIFE has estimated a budget for the Communication and Dissemination Actions (Actions D). The partnership has estimated an amount of personnel costs (465 Person Days) and travel costs related to conferences, workshops and other events to communicate and disseminate the project. The project also assigns costs to certain activities.

Type of cost	Beneficiary	Description
External assistance costs	UNIOVI	Development and maintenance of project website and logo
Other costs	UNIOVI	Development and design of several divulgation materials and a project corporate identity
	UNIOVI	Conference fees for 2 persons / 2 EU events
	UNIOVI	LIFE Information Boards in situ
	UNIOVI	Publication / press fees
	UNIOVI	Platform inscription fees
	UNIOVI	Travel and subsistence costs regarding external expert assistances in project events / meetings
	UNIOVI	Design, edition and impression of training materials and project documental video development
	IAPRL	Development of information documents for specialized outreach work company and development of demonstration trailers
	IAPRL	Subsistence and travel costs of external experts in prevention regarding knowledge exchange meetings
	IAPRL	Edition and impression of divulgation materials for specialized outreach work company and project trailers development
	IAPRL	Edition and impression of divulgation materials for celebration of several communication events
	IAPRL	Edition and impression of training materials and specific guides for the celebration of workshops/pilot area visits
	EDERSA	Edition, impression and development of information documents for specialized outreach work company
	TECMIM	Edition and impression of training materials and specific guides for the celebration of workshops/pilot area visits
EDP	Travel and subsistence costs from EDP Portugal member to participate in project events / meetings	

Furthermore, the co-financier, Ayuntamiento de Lena, will contribute to Communication and Dissemination actions. The Government of the Principality of Asturias also will provide material to disseminate the project.

4.7. FUTURE COMMUNICATION

The project communication and dissemination will not end at the end of the project. Some activities are planned to ensure the project durability years after its end:

- After-LIFE plan
- Layman's Report
- Other communication activities