

## SUMMARY

### DELIVERABLE D.1.1: COMMUNICATION AND DISSEMINATION PLAN

Delivery Date: 31/10/2017

Considering the high importance of the dissemination and communication of the obtained results to reach different groups of relevant stakeholders and to increase awareness of the environmental problem targeted in the DEMINE project, it is essential to define a clear communication and dissemination strategy. The purpose of this Deliverable is to properly define and plan the Communication and Dissemination activities described in the LIFE DEMINE proposal during the entire project.

The **main objectives** of the LIFE DEMINE Communication and Dissemination plan are the following:

- To identify the main stakeholders' types/categories.
- To communicate to all interested parties, the main project results in an effective way.
- To promote the performance and benefits of the innovative DEMINE technology.
- To increase awareness of the environmental damage that abandoned mine wastewaters cause and the benefits provided by the new technology proposed.
- To transfer the knowledge acquired in the project to key stakeholders and policy makers.
- To establish engagement with other funded EU projects and initiatives.
- To exploit the project results after the end of the project.

For the LIFE DEMINE project, **eight target groups of different stakeholders have been identified**. The target groups to be addressed are the following:

- a) Industrial sector (private companies and mining operators)
- b) Relevant clusters, networks and associations
- c) Scientific community (higher education and research centers)
- d) International authorities and policy makers
- e) Local, regional and national administration
- f) Other funded EU projects (LIFE, H2020, Interreg, etc.)

- g) NGOs
- h) General public

In order to have all the details of different stakeholders properly organized, an Excel file has been created at the beginning of the project acting as a “**stakeholder’s database**”.

The LIFE DEMINE has several **dissemination and communication activities** planned. The activities have been divided in 3 main groups:

i) Communication:

- The **Project logo** is one of the most important items to aid and promote instant public recognition.



*LIFE DEMINE project logo.*

- The **Project website** will serve to inform about the main aims of the project, the project partners, the main results obtained and also the main news arising from the project execution, among others. The LIFE DEMINE project website has the following address: [www.lifedemine.com](http://www.lifedemine.com).
- **Social Media Tools:** A LinkedIn group (<https://www.linkedin.com/groups/12078855>), Twitter account ([https://twitter.com/life\\_demine?lang=de](https://twitter.com/life_demine?lang=de)) and Research Gate group (<https://www.researchgate.net/project/Life-DEMINE-decreasing-the-impact-of-abandoned-mines-on-water-bodies>) have been created, and they will be maintain active during the whole project.
- **Promotional brochures** including general information about the project will be produced and distributed among relevant stakeholders.

ii) Dissemination:

- **LIFE information boards** including a brief description of the project to broadcast it among all visits at the partners’ facilities.
- **Broadcast in the local media** to reach the general public and let people know about the existence of LIFE DEMINE project.
- **Scientific publications** in scientific journals of the water management sector.
- **Project promotional video** summarizing the environmental problem targeted, the project objectives and the expected results.

- **DEMINE tool** to predict the environmental benefits that the use of the DEMINE technology
- **Attendance to international conferences and events.**
- **Layman's report** including information regarding objectives, actions, results, impacts and benefits for all the targeted publics and sustainability of the project.

iii) Project Events:

- **Organization of two Open Days**, one in Wales and the other in Germany, to demonstrate and show the performance of the DEMINE pilot plant.

The **strategy** followed to properly disseminate the project will follow different rules:

- **Building the LIFE DEMINE brand and identity** to ensure a wide visibility and identification of the project for its dissemination. In general, LIFE DEMINE branding will be based on these two colors, which are clearly relevant for the environmental problem targeted in the project.
- **Focusing/Adapting the different planned activities** to each target group to assure that the activities will be planned and developed in the optimal way.
- **Get into the mindset of the local media** to increase awareness of the project.
- **Key messages for each target group**
- **Continuous revision of the communication plan** during the whole project to improve the communication and dissemination impact.

**All partners** of the LIFE DEMINE project **will be active in most of the dissemination and communication activities** developed during the project.

Regarding the Communication and Dissemination actions planned **after the end of the project**, the following activities are foreseen to be continued: the project Website, networking activities, publication in scientific journals and conferences, the project promotional video on YouTube, electronic leaflets and brochures, social media accounts and publication of the LIFE DEMINE project final results in local media.