

ECODHYBAT

*Demonstration of hygienic eco-design of
food processing equipment as Best
Available Technique*



LIFE+ 2012

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Dissemination and Communication Action Plan

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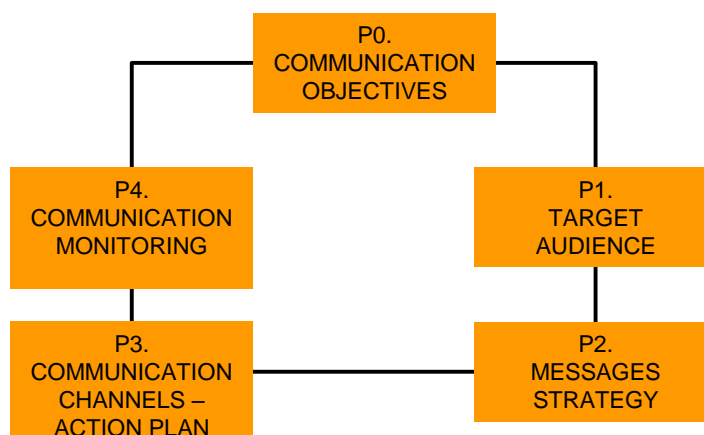
1 SUMMARY

The objective of the ECODHYBAT project is to demonstrate that “hygienic eco-design” is a horizontal preventive technique for significant reduction of the environmental impact during sanitation of equipment and installations on food processing equipment and that could be considered as candidate to Best Available Technique (BAT) for the updating of the BAT Reference Document (BREF) of the food sector.

This document is an output of the ACTION D1. Dissemination and Communication Action Plan (DCAP). It defines the actions of communication aimed at each stakeholder group identified, detailing objectives, outputs and calendar.

2 THE COMMUNICATION PLAN PROCESS

The communication Action Plan is the result of the communication strategy for ECODHYBAT. The plan includes four phases as defined below, stemming from the previous phase of definition of the Communication Objectives:



2.1 BASE-LINE: COMMUNICATION OBJECTIVES

The general objective of the communication strategy of ECODHYBAT is to define the communication bases to disseminate the results and best practices identified throughout the project and to highlight the added value of the European intervention within the LIFE programme to demonstrate its relevance in terms of support, mentoring, and promotion of cooperation networks.

The operational objectives are:

To define the communication target, message strategy, channels and action plan.

To design project image: logo and common materials for partners (templates and executive summary)

To define directions for a successful D&C plan execution, including monitoring.

2.2 TARGET AUDIENCE

The dissemination of the project has been planned in relation to the stakeholders involved and the interest for the general public. The different stakeholder groups in the project can be divided in the following groups and scopes of dissemination:

Target audience	Will appear as:	Scope
Industry: Food companies	FC	National /European
Industry: Equipment and machinery manufacturers	EMM	National /European
Industry associations	IA	National / European
Sector and technology platforms	TP	National /European
Standardisation committees	SC	National /European
Public authorities	PA	National /European
Specialized media	SM	National /European
Experts and prescribers	E&A	National /European
General public	GP	National /European
Internal actors - stakeholders	GP	National



2.3 MESSAGES STRATEGY

The message strategy is as follows:

TARGET AUDIENCE	ALL TARGETS	FC	EMM	IA	TP	SC	PA	SM	E&P	GP
GENERAL OF ECODHYBAT	<p>GLOBAL MESSAGE:</p> <p>WHAT IS ECODHYBAT? +LIFE FINANCIAL SUPPORT + LIFE LOGO + PROJECT LOGO</p> <p>All the messages will be written within the environmental awareness line stressing the environmental and economic benefits of the project under the "Innovation" priority.</p>									
SPECIFIC FOR EACH PART OF THE PROGRAMME	<p>GENERAL TARGET MESSAGE: Relevant messages for each target to demonstrate the benefits of the project.</p> <p>SPECIFIC BENEFITS FOR EACH TARGET</p>									
	<p>SPECIFIC MESSAGE: Relevant messages and a schedule for the information disclosure (typically, at the beginning and end of the project, and on achievement of milestones of relevance).</p>									

The GLOBAL MESSAGE will always appear, in all communication materials from the launching of the DCAP. It is the minimum communication message.

It will have the following components:



WHAT IS ECODHYBAT + MENTION OF LIFE Financial support +LIFE LOGO + PROJECT LOGO

In English:

Operations of cleaning and disinfection of equipment and installations of the food industry are absolutely necessary in order to maintain an adequate level of hygiene and food safety in processed products. However, these actions have a large environmental impact: water consumption and waste water, energy, cleaning products, CO2 emissions...

The ECODHYBAT project aims to demonstrate that eco-hygienic design of equipment and installations is a preventive economically viable technique to reduce the environmental impact of cleaning and disinfection operations in food industry. Demonstration tests shall be done in two representative food sectors, dairy products and transformation of sea products.

ECODHYBAT is a project cofinanced by LIFE+, the EU's financial instrument for supporting environmental and nature conservation projects throughout the EU.

In Spanish:



Las operaciones de limpieza y desinfección de equipos e instalaciones en la industria alimentaria son absolutamente necesarias para mantener un adecuado nivel de higiene y seguridad alimentaria de los alimentos procesados, pero tienen un elevado impacto ambiental (consumo de agua, energía y productos de limpieza, aguas residuales, emisiones de CO2,..). El proyecto ECODHYBAT tiene como objetivo demostrar que el ecodiseño higiénico de los equipos e instalaciones de las industrias alimentarias permite reducir de forma significativa dicho impacto medioambiental. Las pruebas piloto se realizarán en dos sectores representativos: lácteo y productos transformados de pescado.

ECODHYBAT es un proyecto cofinanciado por el programa LIFE+, el instrumento financiero de la UE para apoyar .



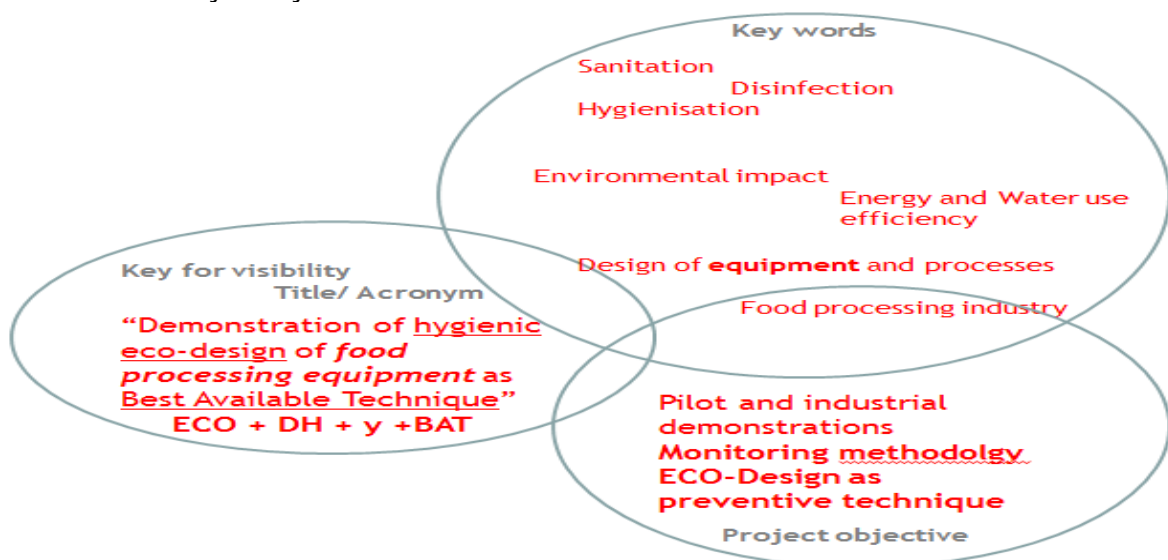
Depending on the stakeholder that is being addressed, a GENERAL TARGET MESSAGE will be added to the Global Message, incorporating the information on the specific benefits of the project for that particular stakeholder.

Finally, depending on the phase of the project programme and the specific channel of communication used, a SPECIFIC MESSAGE will complement the two above. It shall be added at the beginning and end of the project and on achievement of relevant milestones.

A note on the development of logo/branding.

The following Key baseline concepts have been taken into consideration when proposing the logo:

- Project title and acronym
- Key words
- Project objective



No particular EU specifications are given on the logo.

2.4 COMMUNICATION CHANNELS

According to the objectives and target defined the channels selected are:

MEANS & CHANNELS	
PERSONAL CHANNEL	Events attended (EV)
	Workshops and events organized (WE)
	Presentations to stakeholders (PS)
	Contact and information exchange with the IPPC Bureau (CTI)
	Networking activities with other projects (NW)
NON PERSONAL CHANNEL	Press Conference (PC)
	Press releases (PR)
	Web-site (WB)
	Project materials for dissemination: FLYERS, BROCHURES (PM)
	Project Film (FLM)
	Technical articles (TA)
	Internal doc: templates, executive summary. (ID)
	Notice board (NB)
	Layman´s report (LR)
	Social networks/ media (SN)

Taking into consideration the target groups, each one will be targeted with specific channels, as shown in the following table:

Target audience	PERSONAL CHANNEL							NON PERSONAL CHANNEL							
	EV	W/E	PS	CTI	NW	PC	PR	WB	PM	FLM	TA	ID	NB	LR	SN
Industry: Food companies	X				X			X	X	X					X
Industry: Equipment and machinery manufacturers	X				X			X	X	X					X
Industry associations	X				X			X	X	X					X
Sector and technology platforms					X			X	X	X	X				X
Standardisation committees					X			X	X	X	X				X
Public authorities				X	X			X	X	X			X	X	X
Specialized media						X	X	X	X	X	X				X
Experts and prescribers								X	X	X	X				X
General public	X	X						X	X	X					X
Internal public - stakeholders			X					X	X	X	X	X			X



2.5 COMMUNICATION MONITORING

To control feedback and the results of the communication plan it is important to create a set of indicators related to the impact of the communication actions.

Communication indicators:

I1: companies / event

I2: participants/ presentation

I3: entries in the ECODHYBAT website

I4: entries in social networks ECODHYBAT

I5: companies that have seen the film

I6: impact press releases in technical media; their economical value

I7: articles in technical press

3 COMMUNICATION CHANNELS AND ACTION PLAN

3.1 BACKGROUND

There are a series of channels and instruments that the LIFE programme previews as requirements for the project's Communication Action Plan, these are considered here in detail and adapted to the ECODHYBAT's specifications.

The target audiences each channel impacts have been described in section 2.4. above. Although stakeholders share channels, it is via the General Target Message and the Specific Message that they will be specified.

The contribution of the partners is also specified for each channel.

Finally, the calendar planning, is presented at the end.

3.2 PROJECT WEBSITE (WP D.2.)

Objectives:

To develop an ad-hoc website for the project, in English and Spanish. Hosted for 4 years. Sections included:

- The project: description, objectives, activities, results foreseen
- The consortium: partners contact details

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- News: press releases, announcements, events
- Documents: downloads of executive summary, presentations, etc.
- Relevant links: other LIFE projects

Constraints/assumptions: None foreseen. Dissemination will be broadened if visitors/month indicator is not reached.

Expected results and related deliverables

- Website designed, published and hosted. Update calendar
- Collection of web-site statistics : **200 visitors/month (average) and to reach 1.000 visits by month 12**

Partners will contribute to:

- ✓ **Dissemination of the website through their contacts in platforms and associations.**
- ✓ **Contents of interest for stakeholders**

3.3 PROJECT MATERIALS FOR DISSEMINATION (WP D.3.)

Objectives:

To produce 3 types of materials in Spanish and English:

- General leaflet, to disseminate in mainstream and sector activities attended by the partners
- Technical leaflet, to be presented to authorities and scientific or technical stakeholders
- Poster with technical information for dissemination in congresses, trade fairs, other events as occasion arises

Constraints/assumptions: None foreseen. Most ecological printing option will be assessed.

Expected results and related deliverables: The 3 materials will be available. Results expected:

- **1.600 hard copies** and soft copies will be distributed.
- Also available for download
- **Two Posters visible in at least 3 national/European events**

Partners will be involved in :

- ✓ **Providing relevant information for contents of the materials**
- ✓ **Dissemination of both hard and soft copies**

3.4 PROJECT FILM (WP D.4.)

Objectives:



To produce a film explaining the project's contributions to potential Best Available Techniques. 2-5 mins long and with voice-over and subtitles in English and Spanish.

Constraints/assumptions: None foreseen. Service provider will be selected amongst at least 3 best offers.

Expected results and related deliverables:

- **Film available from Youtube and social networks** and promoted by partners
- **Impact** will be measured by number of downloads
- The expectation is to upload film on Youtube by Month 26
- Dissemination will continue After LIFE+ as well

Partners will contribute to provide relevant information for contents and filming sites. All partners will contribute to dissemination of the film.

3.5 NOTICE BOARD (WP D.5.)

Objectives:

To produce a notice board describing the project with visual and descriptive texts. To be displayed in AINIA pilot plant, in FRINOVA and in LECHE PASCUAL. In Spanish.

Constraints/assumptions: None foreseen.

Expected results and related deliverables:

- **Three notice boards** printed in colour and displayed → Photographic report
- The final display will also be disseminated by all the partners

The notice board is an additional element for the project's visibility, displayed close to where the technical improvements are taking place

3.6 LAYMAN'S REPORT (WP D.6.)

Objectives:

To make the projects objectives, actions and most importantly, RESULTS available/understandable to the general public by producing a Layman's report both in English and in Spanish, 5-10 pages.

To be produced at the end of the project.

Constraints/assumptions: None foreseen. All partners will disseminate this report among stakeholders.

Expected results and related deliverables:



- **2.000 electronic copies** will be distributed amongst stakeholders and general public
- Hard copies will also be made available

Dissemination of the Layman´s report will be done massively at the end of the project

3.7 TECHNICAL ARTICLES (WP D.7.)

Objectives:

To promote the use of environmentally friendly technology by producing and publishing 2 technical reporting articles explaining the technology demonstrated by the project as an example.

Constraints/assumptions: None foreseen. AINIA has a number of technical publications in journals and plenty of experience in technical and scientific publishing.

Expected results and related deliverables:

- **Two technical articles** produced and presented with their respective **impact reports**
- To measure impact, the journals where the articles are published will assess the number of readers reached
- **Published and available on-line**

- **Data collection for the technical article will be done throughout the project: LECHE PASCUAL and FRINOVA shall provide the relevant information.**
- **All partners will contribute to the dissemination of the article in specialised media.**

3.8 PRESS RELEASES (WP D.8.)

Objectives:

- To keep stakeholders updated on the project throughout the project´s lifetime, especially on its main milestones (Kick-off, Preliminary results and End of project).
- To raise awareness on the potentiality of the project´s results.
- In both English and Spanish.

Constraints/assumptions: None foreseen.

Expected results and related deliverables:

- At least **5 press notes** will be produced, must recollect:
 - ✓ Project launching and expected results
 - ✓ First results and awareness raising on their potentiality



- ✓ Final results and highlights
- A report of their inclusion in the media will be provided

All partners will be involved in dissemination of the releases

3.9 PRESENTATIONS TO STAKEHOLDERS, EVENTS ATTENDED, CONTACT WITH TECHNOLOGICAL PLATFORMS (WP D.9.)

Objectives:

- To **raise awareness** on the environmental gain stemming from the best practices object of this project
- To **transfer preliminary results**
- To identify relevant stakeholders and **participants for activities in D.10**
- To set the basis for multiplication of the project 's results

By means of

- ❖ Carrying out **presentations in the framework of food industry sector events** :

→ Trade fairs in Spain and Germany

→ Sector platforms in which partners participate: Food for Life, EHEDG World

Congress

- ❖ Bilateral meetings will be arranged with Spanish authorities, universities and companies for setting the basis of multiplication of results

Constraints/assumptions: None foreseen. Material for the presentations will be prepared by AINIA and AMEC.

Expected results and related deliverables:

At least 4 presentations carried out in events or meetings, including Spanish and German Trade fairs

Partners will be involved in carrying out the presentations in events attended.

3.10 WORKSHOPS AND EVENTS ORGANISED (WP D.10.)

Objectives:

- To disseminate and transfer the project 's results
- To involve stakeholders towards adopting the results as Best Practices

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By means of organising 3 events:

- ❖ A **Press conference**, directed at specialised and general media
- ❖ A **Workshop**, directed at industry and university participants → may occur in the framework of sector exhibition or partner's headquarters
- ❖ A **Business Networking event** with food companies, equipment and manufacturers and designers, sector associations, Universities, RTD centers

Constraints/assumptions: None foreseen. A Communications Agency may be involved for the calling the press conference.

Expected results and related deliverables:

- The celebration of the 3 events with at least 5, 30 and 20 participants respectively.
- Deliverables are reports, photographic and technical, programmes, etc

All partners will be involved with the dissemination of the call to participate in each event by using their communication tools and contacts

3.11 CONTACT AND INFORMATION EXCHANGE WITH THE IPPC BUREAU (WP D.11.)

Objectives: To involve the IPPC in the project's dissemination by

- Presenting and make understandable to the IPPC the project results, environmental impact and the benefits for the stakeholders.
- Maintaining regular contact with its Bureau in Seville

Constraints/assumptions: None foreseen. AINIA will be the partner responsible of keeping contact with the IPPC Bureau as of meeting the representatives in Seville.

Expected results and related deliverables:

- The IPPC Bureau is updated on the projects results and extension possibilities. **Dissemination** of project results is thus **enhanced**.
- **Presentation** of the project and the partnership to the IPPC Bureau: Month 6 (On-line)
- **Reporting** to the IPPC: Months 25
- **Bilateral meeting** for discussion of project results: Month 26 (Seville)
- Deliverables: Report of data set and assessment and Communications report

Partners will contribute to:

- ✓ **Providing information for reports directed to the IPPC**



3.12 NETWORKING ACTIVITIES WITH OTHER PROJECTS (WP D.12.)

Objectives:

- To maximise **synergies of dissemination** of project results and LIFE+ programme
- To promote **exchange of information** between beneficiaries of LIFE+ projects and
- To identify and **promote synergies** in project implementation, where possible

Constraints/assumptions: None foreseen.

Expected results and related deliverables:

- **Two international face to face meetings** in Europe with **thematically linked projects**. Specific actions/meetings to be defined in coordination with with IPPC.

Partners will contribute to:

- ✓ **Identify synergies with other projects**
- ✓ **Attend thematic meetings if required**

3.13 COMMUNICATION IN SOCIAL MEDIA (WP D.13.)

Objectives:

- To attract interest of industry for the results of the project
- To make known best practices

Constraints/assumptions: None foreseen.

Expected results and related deliverables:

- Using the most popular social media/networks in Europe as linked-In, Twitter explaining the process going on of the project.

Create a group in social networks and dinamise it

Partners will contribute to:

- ✓ **Providing information for dissemination through the media**

3.14 TIMING

The DCAP´s timing is as shown in the following chart, updated to june 2014.



