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1 INTRODUCTION

The present deliverable (D.z.7) entitled “DC Plan” presents the dissemination and communication plan to be implemented within the STEP project (“Stone Technology for Eco – efficient production”). NTUA as the leader of the project’s dissemination activities is responsible for this deliverable.

In the present document, the objectives of the dissemination activities are initially set. In the next section, the necessity of identifying the potential recipients of these activities is addressed. Subsequently, the communication policies and dissemination strategies to be followed within the STEP project framework are reported. In the last section of the deliverable the basic dissemination – communication tools for the dissemination of the results are presented.

2 STEP PROJECT: DISSEMINATION AND COMMUNICATION OBJECTIVES

Dissemination and communication actions are focused on the efficient dissemination of the project results in order to enhance the social and technological impact of the project. Towards this direction, training and educational methods, as well as other types of communication, will be implemented.

The dissemination of the STEP project at local, national and international levels aims to raise awareness and demonstrate the effectiveness of the technical results, associated with the proposed innovative technology for the curing of the reinforcement resins in flat natural stone products. In addition, networking activities will foster exchange with other related projects and explore potentials for synergies.

The basic objectives of the dissemination and communication strategy are:

- a) To ensure that the new techniques and practices developed and identified during the execution of the project will be disseminated among the experts and institutions involved in the natural stone industry.
- b) To utilize all the information regarding the proposed curing technology and the formulated resins with respect to promoting a future implementation of the proposed concept in the natural stone sector. This will be considered as a step forward towards a greater sustainability for natural stone companies thanks to the improvements achieved compared to the conventional production line.

3 STEP PROJECT: DISSEMINATION AND COMMUNICATION STRATEGIES

3.1 GENERAL

The target of dissemination activities is to create awareness for the project and to promote collaboration between all the key players in the natural stone sector. The first step towards this direction is to identify and report the main target stakeholders who are active on relevant topics and would be interested on or benefited from the project outcome. The second step is to define strategies for the dissemination / communication of the project objectives and technical results. Throughout this process the most appropriate dissemination tools must be selected, activated and continuously updated – upgraded in the most effective in order to ensure that relevant information will be available, accessible and easily adaptable in order to reach audiences with different purposes and groups with various academic backgrounds.

3.2 IDENTIFICATION AND CLASSIFICATION OF TARGET STAKEHOLDERS TO BE ADDRESSED

Main target stakeholders to be addressed have been previously described as:

Natural Stone Companies

These industries are nowadays confronting important challenges due to the global economic situation and the environmental restrictions that they must fulfill in order to comply with European environmental laws.

Resin Providers and Curing Oven Manufacturers

Activities will be focused on the promotion of the new business opportunity. The applications of the new resin and the innovative curing technology in the Natural Stone industry open new opportunities for the partners involved.

Local, Regional and National Administration

These entities confront challenges associated with the sectors environmental problems.

Researchers

Results of the project also have a clear scientific interest for engineers, chemists, science material researchers etc. The participation of project partners to congresses and workshops will ensure the dissemination of results to this specialized audience.

AMI and AIDICO have identified and classified target stakeholders in Spain and Europe, supported by QMC. More than 6500 contacts have been identified. A rough categorization of the companies has been attempted with respect to their main activities. The basic activities in the natural stone sector taken into account are: extraction, cutting, elaboration, standardization and trade.

LASMAR and NTUA have concluded the identification and classification of natural stone companies in Greece. A working document has been created enlisting the names and contacts (with full postal addresses, telephone - fax numbers and e-mail addresses) of 107 Greek companies active in the natural stone – marble sector. These companies have also been categorized with respect to their main activities (extraction, cutting, elaboration, standardization and trade). Furthermore, a list of the national administration entities and organizations associated with the natural stone – marble sector in Greece is reported.

3.3 PUBLICATIONS

Technical results of the project will be published in specialized journals and announced in specialized conferences. All partners are invited to contribute in this subtask. NTUA will be responsible for gathering all published work, which must definitely acknowledge the STEP project and the ECO – INNOVATION platform.

Two reports on the work published within the framework of the STEP project are expected (D6.9). The first one is due on M16 of the project and the second one on M29, respectively.

3.4 ORGANIZATION OF TECHNICAL DAYS

According to Annex I, three technical days (congresses) must be organized during the STEP project lifetime focusing on the dissemination of its objective and results among stakeholders (D6.8). NTUA suggests that one technical day will take place in Thassos, Greece near the facilities of LASMAR, inviting natural stone companies from Northern Greece. Nevertheless Kavala, Drama and Thassos (in eastern Macedonia) are considered as the main marble producing areas of Greece. The technical day may coincide with a STEP project meeting to be held in Thassos (in M18 or M24 according to discussions made in the STEP kick – off meeting in Brussels), in order to also have the opportunity to visit the LASMAR facilities. Options for technical days in Spain will be discussed and decided.

3.5 PRESS RELEASES AND NEWSLETTERS

Newsletters will be prepared and be available at least two times, one in the middle and one towards the end of the project with respect to providing general information about the STEP project and also informing about emerging results, participation in events and organization of technical congresses. The newsletters will be uploaded in the STEP website and must be sent to all partners' mailing lists. Thus companies, universities and research centers interested in the project activities and potential end-users of the project results can be reached.

4 DISSEMINATION AND COMMUNICATION TOOLS

4.1 WEB SITE

The STEP website is one of the project's main dissemination tools. The address of the project web site is: <http://www.step-stone.eu>

The website was launched by AIDICO on M06 of the project and its context is presented in three different languages: English, Spanish and Greek. It will be regularly updated with news, links, events and public documentation – deliverables.

The current version of the website depicts a project overview, containing information associated with the technical background and issues addressed by STEP. This overview is followed by a brief description of the project and a presentation of its objectives. There are also specific – discrete sections for news, public documentation, publications, links to the EACI and the ECO – INNOVATION web pages, as well as a “contact page” where visitors may submit enquiries to the project consortium. The “public documentation” and “contact” sections ensure that not only passive information about the project is presented but also active interaction with potential stakeholders is feasible. Links to the project consortium partners' web pages, as well to the STEP social media web pages (facebook, twitter, linkedIn) are also provided.

Figures 1-3 present an overview of the STEP project at its current state.

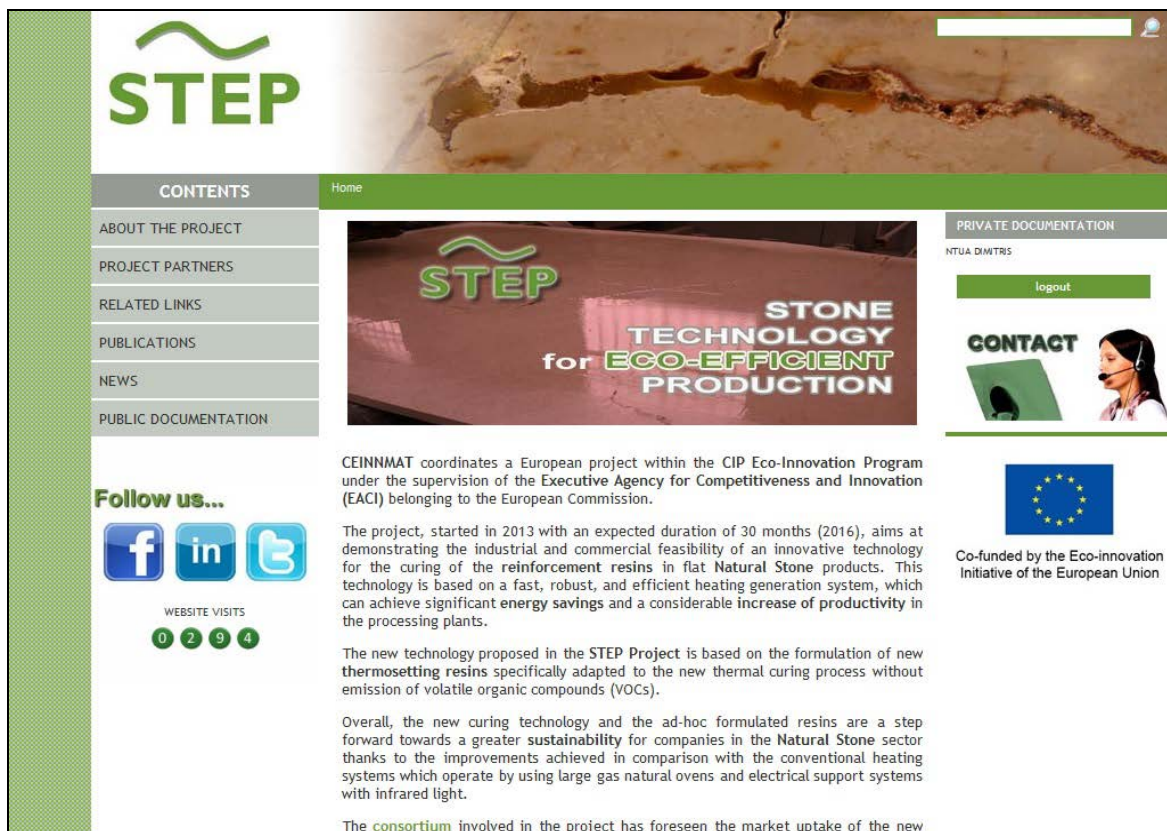


Figure 1. STEP project website front page

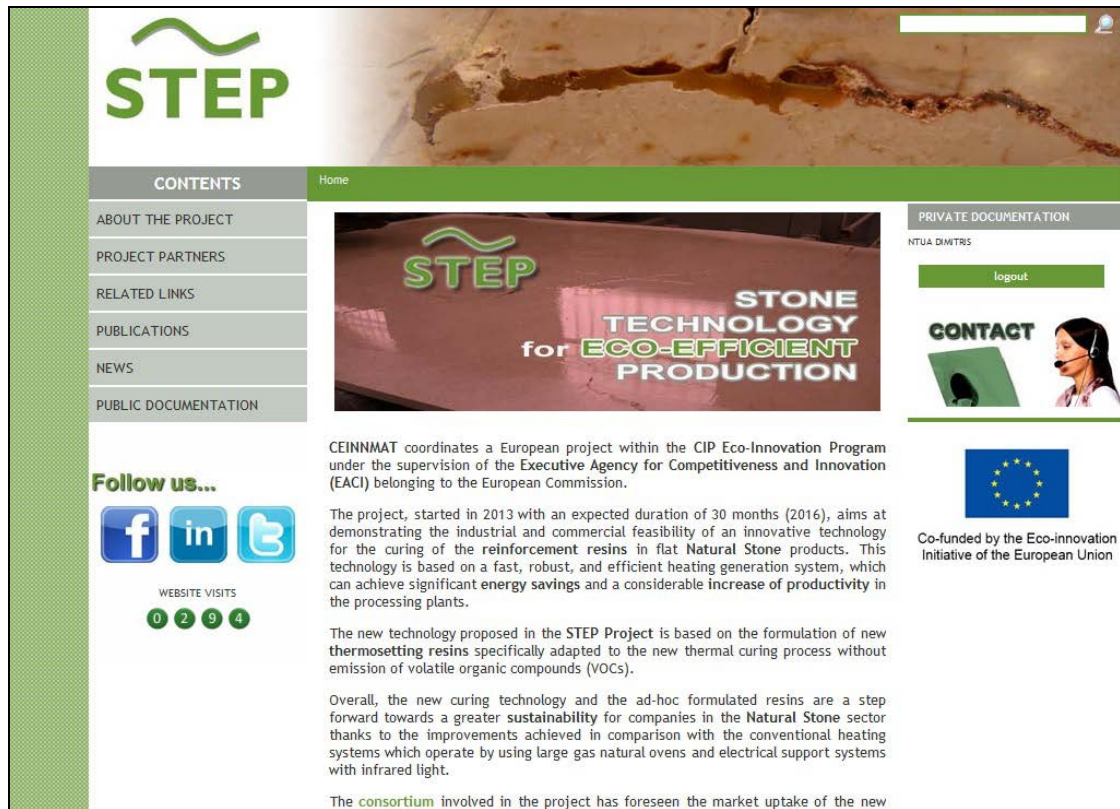


Figure 2. STEP project website contact page

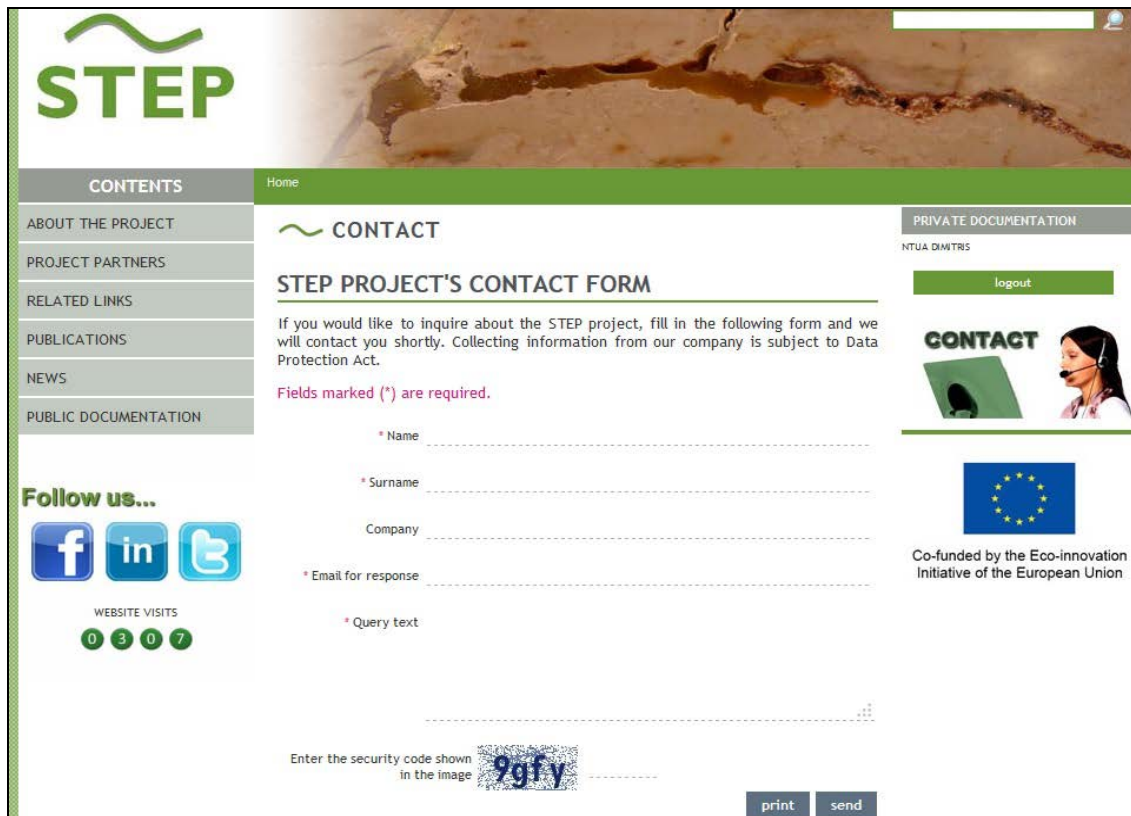


Figure 3. STEP project website project partners' page

4.2 LOGO

The logo is the main graphic identity element of the project. It is used in all documents and web - pages related to the project. All project partners were invited to contribute their ideas and designs for the project logo. After all the candidate logos were collected, partners were urged to vote and the design shown in Fig.4 (as conceived and proposed by TR) was selected as the official STEP logo. Given the fact that the innovative curing technology and the ad-hoc formulated resins proposed within the framework of the STEP project, are a step forward towards a greater sustainability for companies in the natural stone sector and are at the same time associated with the elimination of volatile organic compound (VOC) emissions, the green color was chosen as the most appropriate to stress the project's positive environmental impact.



Figure 4. STEP logo

4.3 SOCIAL MEDIA

STEP project profiles are created in social media (LinkedIn, Facebook, Twitter) and are also linked to the STEP project website. These profiles will be frequently updated with:

- (a) News and updates on STEP project meetings and events.
- (b) Notification and information regarding the participation of STEP partners in conferences, workshops and other events, in order to announce and communicate the project's technical results.
- (c) Notification and information regarding the participation of the STEP project to events (fairs, workshops, exhibitions etc) organized by the Eco – Innovation framework or by other EU - relevant programs.
- (d) STEP flyers and posters

All partners will be kindly requested to link their personal or company profiles to the STEP social media pages. Furthermore the STEP social media pages will be linked to the respective Eco – Innovation pages as well as to other EU funded projects and/or stakeholder pages related to natural stones, in order to promote synergies.

A list of the STEP social media web page addresses (URLs) follows below:

- Facebook:
<https://www.facebook.com/Step.Project.EU>
- Twitter:
<https://twitter.com/StepProjectEU>
- LinkedIn:
A “STEP Project” group has been created in LinkedIn aiming to initiate and promote discussion on the project topics.

4.4 FLYERS – POSTER – MERCHANDIZE

A flyer to be distributed during conferences, workshops and during general project events will be prepared, providing a comprehensive overview of the project and including a brief summary of the main project objectives and characteristics.

Several information panels summarizing the activities of the projects will be developed. Those panels will be created following advices of the Eco-innovation program and logos will be utilized. They will also include: a brief description of the project, a list of the main technical objectives, as well as a complete list of the participating partners including their contacts. These posters will be used in workshops, conferences and other events as a presentation of the project.

Flyers and posters will be prepared by the end of the first year of the project.

Gadgets (pens, agendas) will be distributed in the events and dissemination activities organized by the project. Also some roll-ups will be produced in order to illustrate the seminars and work shops.

4.5 ECO – LABEL

Promoting the eco-label among the different actors involved in the natural stone sectors will be an efficient tool to spread out project results. According to the project’s ANNEX I and D1.3, dissemination activities associated with the Eco – Label will take place from M10 (June 2014) until the end of the project (M30). AIDICO is responsible for this task, with support and extra information given by the partners directly or indirectly involved with various stages of the marble production line or have previous stages in eco - labelling (LASMAR, QMC, AMI) and NTUA.

4.6 LAYMAN’S REPORT

NTUA as the project dissemination activities is responsible for producing the layman’s report leader (D6.4), i.e a brochure (in English 5-10 pages long) which will summarize the STEP project objectives, actions and tangible results to a general public.

5 CONCLUSIONS

In this document, the overall dissemination plan to be applied for the STEP project is presented. This plan will be used as the basis, with respect to promoting the proposed innovative concept during the project's lifetime and also beyond its end. This plan will function as a guide for the consortium partners in order to coordinate their activities and at the same time enhance their participation in the dissemination of the project.

Dissemination and communication actions are focused on the efficient dissemination of the project results in order to highlight the social and technological impact of the project. The target of dissemination activities is to create awareness for the project and to promote collaboration between all the key players in the natural stone sector. Towards this direction, the baseline of the adopted dissemination and communication objectives, strategies and tools is set and reported in this work.