

Taller "Jornadas Programa LIFE 2018", 9 de mayo, 2018 / Palencia

Aspectos clave: Comunicación Y Transferencia / Replicación

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COMUNICACIÓN





VENTAJAS DE COMUNICACIÓN

1. Ensure understanding of your project/aims.
2. Promote progress by sharing experiences and best practice.
3. Enable positive legislative change and improve the chances of concrete results.
4. Encourage future funding for environment projects.
5. Spread awareness of environmental goals.



OBLIGACIONES DE COMUNICACIÓN

- ✓ Hacer mención de la ayuda comunitaria en todos los documentos producidos. Incluir también la dirección de la página Web en todos los materiales de divulgación.
- ✓ Informar e invitar a la CE a todos los seminarios y eventos públicos que se organicen en el marco del proyecto.
- ✓ Instalar paneles informativos donde se ejecuta el proyecto, en lugares estratégicos accesibles y visibles.
- ✓ Crear y mantener un sitio Web. Publicitar también el LIFE en los sitios Web de los Beneficiarios Asociados.
- ✓ Incluir referencia del proyecto en toda correspondencia.
- ✓ Layman Report (informe divulgativo)- con el Informe Final.
- ✓ Plan de Comunicación “After LIFE”.



¿CON QUIÉN HAY QUE COMUNICARSE?

- Policy makers, including the EU institutions – Commission, Parliament, Council, EU Member State governments and local authorities
- Stakeholders and interest groups, particularly the potential beneficiaries of LIFE project innovations - businesses, local authorities, associations and NGOs - and educational and research institutions
- LIFE beneficiaries and other environmental actors.
- The general public and particularly local citizens – including by targeting the press, broadcasting companies and information centres.



!!! OBLIGATORIO !!!

Designing a LIFE Project website → A contractor's obligation (CP/SAP §13.4)

The internet is an unrivalled source of information and has become a very important channel for communication. At the click of a mouse, a gigantic library of information is available to a wide number of people at any time.

A well designed project website can be a key management tool, capable of raising the profile of any LIFE project and improve the dissemination of LIFE-funded activities to a wide range of stakeholders. These include experts and specialists, potential users of the technologies being developed, policy decision makers at all levels and public funding authorities, as well as the general public and local citizens. Recognising the importance of the internet for dissemination and networking purposes, the European Commission made it compulsory for LIFE+ coordinating beneficiaries to provide a dedicated project website. "The coordinating beneficiary shall create a project website or use an existing website for the dissemination of project activities, progress and results" (Art. 13.4 CP/SAP).

Key Steps

There are four key steps involved in producing a high quality and effective website for your LIFE project:

1. Understand the legal requirements;
2. Include a core set of content pages;
3. Design a successful layout structure; and
4. Generate adequate traffic on the website.

1. Understand the legal requirements

Before starting the preparation work for your website, make sure that you are fully aware of all legal contractual requirements that the website has to comply with. These obligations should be incorporated within the early design stages and all members of the website production team, including sub-contractors, should be aware of these important considerations.

Access to the project website

The coordinating beneficiary has to create an independent project website with a direct URL (e.g. <http://www.greendrachma.gr>) or within an existing website with a clearly indicated sub-link (e.g. the website of the NEMOS project was created within

the site of the coordinating beneficiary, the Provincia autonoma di Trento - <http://www.arsenoprotezione.provincia.tn.it/europe/nemos/index.html>)

Language

The site should be written in the beneficiary's language and also in English - if not in its entirety, then at least an exhaustive summary should be available in English. Where the project is cross-border or has associated beneficiaries from other countries, the website should preferably also be in the languages of these particular countries.

http://www.ecofoot.info

The ECOFOOT Project website (LIFE02 ENV/000241) is available in nine languages, including Arabic and receives more than 300,000 visits per year.



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→ A contractor's obligation (CP/SAP §12.2)

(CP/SAP §13.4)

!!! OBLIGATORIO !!!!

Factsheet

Producing a LIFE project Layman's report

Towards the end of a LIFE project, beneficiaries are obliged to produce a Layman's report in paper and electronic versions. This is a concise report, of 5 to 10 pages in length, in English and the coordinating beneficiaries' language, targeted at a non-specialist audience, including political decision-makers, and outlining the main results of the project. The Final report must contain the Layman's report in paper and electronic format. It should be conceived, along with the project website, as the main tool for disseminating information about the project. A well-written and well-designed report is a key marketing tool that will help to draw attention to the work of your project. Moreover, it is often the main source of information for journalists and other parties wishing to find out more about the project.

The Layman's report by the MBR Varsovekd WWTP (wastewater treatment plant) - presents the benefits of this award-winning project's new membrane bioreactor. It includes a specially-commissioned artists' drawing of the plant, which clearly identifies each stage of the innovative treatment process.



Key Factors

There are four main factors that contribute to the planning and production of an effective Layman's report:

1. Content outlining the problem, objectives, methodology and results
2. Simple user-friendly format and attractive presentation
3. Professional translation
4. Respect for LIFE and Natura 2000 requirements (i.e. for LIFE Nature projects).

1. Content outlining the problem, objectives, methodology and results

The old adage 'less is best' is particularly pertinent for Layman's reports, which ideally should be only 5 to 10 pages in length. Aim to present your project in a concise way. Ideally, the reports should include:

- The problem, introducing one or two paragraphs on the background to the project, including, where relevant, the legal context

- Specific objectives of the project, including specific targets where appropriate
- The methodology used. This is of particular interest to your reader, as it explains how the project's objectives were achieved
- Results, including key data presented in an easily-understood format e.g. a simple table. Also, be sure to mention what didn't work as well as what did. This can provide useful lessons for other interested parties.
- Long-term environmental benefits and/or socio-economic impacts.

2. Simple, user-friendly format and attractive presentation

It is important to remember that this document is aimed at a non-technical audience. Although LIFE Nature projects are generally easier to illustrate, a well-designed report can present even the most technical LIFE Environment projects in an eye-catching way. This can also help to make the project's findings more easily understood by the layperson.



!!! OBLIGATORIO !!!!



→ A contractor's obligation (CP/SAP §13.5)

Designing on-site panels

On-site panels are large, highly visible boards situated on or by a project site that provide key information about the project and what it is doing. Using them is an excellent way of letting local people and visitors know about the activities of the LIFE programme in that area. A good panel will catch people's attention and allow them to understand quickly what is happening at that site.

Provisions

Article 13.5 of the Common Provisions states "The coordinating beneficiary and associated beneficiary shall erect and maintain notice boards describing the project at the locations where it is implemented, at strategic places accessible and visible to the public. The LIFE logo shall appear on them at all times". For LIFE+ Nature projects, the Natura 2000 logo, as well as a description of the project's importance in terms of establishing the Natura 2000 network, also needs to be included.

Content

A panel is designed to increase and complement a person's knowledge and understanding of the site that they are visiting. This can focus on different elements of the project's work, but will typically include a presentation of the situation that the project addresses, an explanation of the work carried out, its objectives and the expected results of these actions. It should set out who the associated beneficiaries of the project are and let people know where they can find more information.

Because of the mainly non-technical, non-expert nature of many of the local residents and visitors to the site, the panel should be written and presented in a way that is understandable to the lay reader. Images and other visual information can help to make the panel as clear as possible.

Format

Most panels are made up of a rectangular board attached to a frame which raises it to an easily readable level. Although it is not possible to say that one format or size is the best to use, it is important that the resulting panel should attract attention



and be visible from a certain distance. The layout should be clear with easily readable text and simple, understandable images of a good size.

Targets

The panels are primarily aimed at passers-by, although it is important to remember that the information should serve people who have different levels of knowledge about the site. Even people who know the area well may not know that a LIFE project is active there, what actions are being carried out and what results are sought. The panel should seek to increase all visitors' understanding of what is happening in a particular area or installation.

Some important considerations in designing on-site panels include:

1. Decide on the main objectives of the panel;
2. Put across a clear message;
3. Make the panel interesting;
4. Use plenty of visual information;
5. Provide information that is likely to be of interest to visitors;
6. Test the panel on friends

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!!! OBLIGATORIO !!!!



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iii IMPRESCINDIBLE !!!!

Communication Strategy LIFE III



ESTRATEGIA DE COMUNICACIÓN, TRANSFERENCIA Y REPLICACIÓN

EJEMPLO 1

E. Public awareness and dissemination of results:

- E1 Comunicación y divulgación general del proyecto.
- E2 Divulgación técnica del proyecto.
- E3 Plan de replicabilidad y transferibilidad.

PROYECTO DE RESTAURACIÓN
DE SUELOS

PROYECTO DE BIOPRODUCTOS
A PARTIR DE BIOMASA

EJEMPLO 2

E. Communication and dissemination of results:

- E1 Plan de Comunicación.
- E2 Comunicación y difusión de resultados.
- E3 Replicabilidad y transferibilidad de la tecnología.



ESTRATEGIA DE COMUNICACIÓN

E. Communication and dissemination of results:

E1 Plan de Comunicación (Fase 1).

E2 Comunicación y difusión de resultados (Fase 2).

- E2.1 Divulgación y diseminación de resultados.
- E2.2 Networking, establecimiento de relaciones con empresas del sector y otros proyectos europeos.

E3 Replicabilidad y transferibilidad de la tecnología.



ESTRATEGIA DE COMUNICACIÓN – FASE 1

Objetivo	Actividad	Descripción	Fecha de inicio - finalización	Resultados esperados
Generar una estrategia y un marco de actuación para las actividades de comunicación.	Elaboración del Plan de Comunicación.	Definición detallada de los objetivos de comunicación, medios, público objetivo en cada caso y estrategia a seguir.	03/09/2018 - 01/03/2019	Estrategia y planificación de comunicación.
Imagen definida del proyecto.	Diseño de la imagen corporativa del proyecto.	Diseño del logo del proyecto y las plantillas para los productos de comunicación.	03/09/2018 - 01/03/2019	Identificación visual del proyecto.
Visibilidad y divulgación en internet.	Diseño de la página Web y las redes sociales.	Creación del sitio Web oficial del proyecto y perfiles en redes sociales (Facebook, LinkedIn y Twitter).	03/09/2018 - 01/03/2019	Puesta en funcionamiento de la página Web y las redes sociales.
Visibilidad y divulgación.	Colocación de paneles informativos.		01/01/2019 - 02/09/2022 + after-LIFE	Número de paneles instalados: 15



ESTRATEGIA DE COMUNICACIÓN – FASE 2

- E2.1 Divulgación y disseminación de resultados.
- E2.2 Networking, establecimiento de relaciones con empresas del sector y otros proyectos europeos

Objetivo	Actividad
Visibilidad, divulgación y disseminación de resultados.	Organización de eventos.
Diseminación de resultados.	Asistencia a eventos.
Visibilidad y divulgación.	Dinamización de la página Web y redes sociales.

Visibilidad, comunicación y divulgación.	Presencia en medios de comunicación.
Diseminación de resultados.	Artículos en prensa especializada.
Diseminación de resultados.	Publicación de informes y guías de mejores prácticas.
Visibilidad, comunicación y divulgación	Informe Layman.

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TRANSFERENCIA Y REPLICACIÓN



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ESTRATEGIA DE COMUNICACIÓN, TRANSFERENCIA Y REPLICACIÓN

EJEMPLO 1

E. Public awareness and dissemination of results:

- E1 Comunicación y divulgación general del proyecto.
- E2 Divulgación técnica del proyecto.
- E3 Plan de replicabilidad y transferibilidad.

PROYECTO DE RESTAURACIÓN
DE SUELOS

PROYECTO DE BIOPRODUCTOS
A PARTIR DE BIOMASA

EJEMPLO 2

E. Communication and dissemination of results:

- E1 Plan de Comunicación.
- E2 Comunicación y difusión de resultados.
- E3 Replicabilidad y transferibilidad de la tecnología.



ESTRATEGIA DE TRANSFERENCIA Y REPLICACIÓN - Ejemplo 2

Acción E3: Replicabilidad y transferibilidad de la tecnología + C2M.

Sub-acción E3.1 Elaboración de la Estrategia de Replicabilidad y Transferibilidad:

- Análisis de mercado identificando las barreras y oportunidades en distintas zonas europeas;
- Estudio de la viabilidad técnico-económica de la producción a escala industrial;
- Elaboración del Plan de Negocio;
- Estrategia de negociación de acuerdos de licencia.

Sub-acción E3.2 Desarrollo de acuerdos para la transferencia y replicabilidad de la tecnología:



ESTRATEGIA DE TRANSFERENCIA Y REPLICACIÓN - Ejemplo 1

Acción E.3: Plan de replicabilidad y transferibilidad

E3.1 Incidencia legal.

E3.2 Cursos de formación y aplicación sobre el terreno.

E3.3 Edición de materiales técnicos para su aplicación sobre el terreno.

E3.4 Evaluación del Plan de replicabilidad y transferibilidad.



GRACIAS
POR
VUESTRA
ATENCIÓN

