

## **E. Public awareness and dissemination of results (obligatory)**

### **ACTION E.1: Information and awareness raising activities**

*Beneficiary responsible for implementation:* ERVET

*Description (what, how, where and when):*

The action aim is to promote and disseminate the results of each action at a local, national and international level. LIFE Logo shall always appear on all documents realized, on the website and on other project outcomes disseminated.

This aim will be pursued using different tools and methods, fitting different targets.

#### ***E.1.1 Website***

A project website will be set up within 6 months from the start of LIFE PREPAIR. It will be made in Italian and English with the main sections translated also in Slovenian language and will be kept and updated for at least 5 years after the end of project. The website will contain a description of the project and its aim and actions. All project deliverables and results will be published on the website; it will be updated periodically throughout the progress of PREPAIR, including all information related to communication events. The hit rate on the website will be monitored in order to see how well it is used.

In the home page it will be reported that PREPAIR project is co-funded by the European Commission.

The website is the most important tool for dissemination activities and will be structured with a friendly approach towards visitors. It's a communication tool aiming at reaching a large public, so technical language will be reduced as much as possible in order to make it more understandable.

At least 1000 visits to the website per year is the target of this sub-action.

Website will be elaborated by ERVET and will be the crossroad of official document's transmissions and communications.

#### ***E.1.2 Notice boards and communication material***

Notice boards describing PREPAIR project shall be displayed in strategic places accessible to the public (for examples they'll be showed in the offices of all partners involved in the project).

Notice boards will be written in English, Italian and Slovenian.

ERVET will work with the contribution of all partners to create the project logo and information material. Key dissemination materials at this stage will be the project's logotype, banner, leaflets and the roll-ups. Leaflets will describe the partnership, the objectives of the project and its main actions.

This promotional material will be used in dissemination activities will also be produced in this task. Leaflets will be distributed at projects meetings and conferences to participants and stakeholders.

Main important communication materials will be published in English, Italian and Slovenian language.

LIFE Logo will always appear on dissemination materials.

#### ***E.1.3 Public conferences and participation to thematic fairs***

During the PREPAIR project 4 conferences will be held:

- Initial Conference
- 2 middle term Conferences
- Final Conference

Initial Conference: the aim of this event is to present the project to different target groups: public authorities, companies, facilities and other organizations potentially interested in the PREPAIR issues. The event will be organized in Bologna by the Emilia-Romagna Region.

The two middle term conferences in Lombardy and Veneto to present the state of the art of project; they will be organized by Lombardy Region and Veneto Region.

The Final Conference in Piedmont to show the final results of the project; it will be organized by Piedmont Region. In this occasion the layman's report will be officially distributed.

In order to foster the participation of all stakeholders, it will be possible to follow the events also in streaming.

Moreover, project partners will set communication channels with Italian/Slovenian main networks potentially interested in PREPAIR issues.

The participation to at least two thematic fairs, coordinated by ERVET, will foster the project's visibility by displaying roll-ups and notice boards with the project logo in strategic locations and distributing promotional material.

#### ***E.1.4 Layman's Report***

The layman's report describing the activities and outcomes of the project will be prepared in Italian, English and Slovenian; it will be produced both on paper and electronic format at the end of the project and it will be available on the PREPAIR website. Layman's report will be published before the final conference and at least 200 copies for each partner will be printed. During the Final Conference partners will disseminate the Layman's report. Language of the document will be non-technical and clear.

#### ***E.1.5 Project communication campaign***

A project communication campaign on the Po basin will be organized in order to spread the message of PREPAIR to the whole area object of the project. The main risks connected to air pollution will be highlighted in order to catch people attention on the issue and raise awareness on what will be done to increase the air quality. The campaign will have a direct, communicative and straightforward language able to catch everybody's attention. The campaign will include the creation of a slogan, the production of an advertising spot for video/radio and other promotional materials and tools to display in urban areas (public corners) and on local media.

Communication activities are necessary for the whole project's development and enhancement thus they will be applied in the whole project area.

This communication activity will last for the whole duration of the project.

##### *Reasons why this action is necessary:*

Dissemination of project results is one of the most important actions of the project and will be carried out during and after the LIFE PREPAIR project duration. EU added value could be enhanced only through a systematic and constant communication activity throughout the project.

Dissemination activities will encourage the replicability of the project and will increase the interest on the LIFE PREPAIR topics. Indeed, dissemination will inform different target groups on the air quality condition of the Po basin and Slovenia and all the measures that will be implemented with the target of increasing it.

The website is an essential tool to make project's results available to all partners as well as any interested people in a simple and non-technical way.

Notice boards and brochures are a necessary tool for communicating the project objectives and activities for they give synthetic information with a non-technical languages and they can reach any kind of public giving key information in an easy way.

Public conferences will be the occasion to present the project to different target groups and collect useful feedback.

The communication campaign will be a very useful tool for making people aware of the importance of the project's targets considering the air quality condition of the Po basin and the risks connected to pollution.

##### *Constraints and assumptions*

Risks of the dissemination activities are related to the following issues: low access rate to the website, scarce visibility of the notice boards, unclear language in the layman's report,

low participation to the conferences, difficulties in reaching national media for the communication campaign. These constraints, however, are quite low considering the partners experience in realizing information and dissemination campaigns.

To further reduce these risks, with reference to the main dissemination tools, it will be particularly paid attention to the following aspects:

The website, as it is a fundamental tool for enhancing the project visibility and for disseminating its results, will have an attractive layout and will be continuously updated. The structure will be immediate and user-friendly, considering the heterogeneity of the audience. Contents will be presented in an attractive way.

Notice boards will be synthetic, realized using a straight-forward language and placed in strategic locations. Moreover, attention will be paid to the material used for the print (waterproof, resistant etc.). Any logistical difficulties related to the installation of the panels will be avoided by "standard sizes", easily movable and easy to be placed also on pre-existing structures.

Layman's report: the difficulty to "condense" into a few pages such a complex project will be overcome by a selection of key contents, a good capacity of synthesis and the use of functional images.

The location of the conferences will be planned with geographical considerations and with the purpose of simplifying the participation to the target audience. All partners have great experiences in events organization and social networks will also be used for conferences calls.

The communication campaign will be very communicative, it will be able to attract people's attention with short yet very significant messages. The video that will be realized will be translated in English and will be displayed in strategic locations.

*Expected results (quantitative information when possible):*

- 1 website. At least 1,000 access per year
- 2 roll-ups per partner
- 100 notice boards per partner
- 2,000 leaflets disseminated
- 1 project's logo
- 1 project's banner
- 1 kick-off meeting (number of people expected 200 and more than 20,000 persons informed by invitation per e-mail)
- 1<sup>st</sup> middle term conference (number of people expected 200 and more than 20,000 persons informed by invitation per e-mail)
- 2<sup>nd</sup> middle term conference (number of people expected 200 and more than 20,000 persons informed by invitation per e-mail)
- 1 final conference (number of people expected 200 and more than 20,000 persons informed by invitation per e-mail)
- Participation to at least 2 thematic fairs
- 200 Layman's report per partner
- 1 project communication campaign.

*Cost estimation:*

Different methodologies have been used to estimate the costs, considering the different kind of outputs of this action.

For the website, the cost is connected to the external assistance for its construction and maintenance.

For the production of dissemination material (roll-ups, notice boards, leaflets, logo, banner and layman's report) the cost is related to the material costs and the costs of external services (design, printing).

For the organization of conferences and participation to fairs, involved personnel organizing each conference has been considered (average cost/day x n° days of involved personnel) plus consumables (catering, translators, etc.) and other costs.

The cost of the project communication campaign has been calculated including external assistance for the development of tools, personnel involved and other costs for the rent of public corners.

The costs for the translation of dissemination material in Slovenian are personnel costs.

*Deliverables:*

- Website (31/07/2017)
- Notice boards (31/07/2017)
- Project leaflets (31/07/2017)
- Roll ups (31/07/2017)
- Advertising spot for the project communication campaign (31/01/2019)
- Layman's report (31/12/2023).

*Milestones:*

- Launch of the website (31/07/2017)
- Launch of the project communication campaign (08/02/2019)
- Initial conference (31/07/2017)
- 1st Middle term conference (30/04/2019)
- 2nd Middle term conference (30/04/2021)
- Final conference (31/12/2023).

## **ACTION E.2: Development of communication actions in support of single actions**

*Beneficiary responsible for implementation:* ERVET

*Description (what, how, where and when):*

An integrated project requires a common approach on all communication activities, i.e. a common language and common messages. The following actions will be conducted with the aim of homogenizing all communication campaigns of all actions with a unique language and giving a unique project message:

- One conference on results of some relevant thematic actions;
- Survey on the people perception on the quality of air in the Po basin through the “Action Research” methodology conducted both before and after the development of the project actions;
- One international conference organized in Brussels;
- Support to some actions dissemination for homogenizing them through the following tools: e-learning platform for all capacity building, training initiatives and streaming service for all public events;
- Organization of site visits for some actions;
- Journalistic support to the project through press releases and cooperation with media
- Realization of one storytelling video for some actions;
- One educational publication focused on the air quality issues, specifically targeted to citizens of the Po Basin’s regions.

The LIFE14 GIE/DE/000490 CLEAN HEAT project will be used for building up the communication activities in support of the action on biomass burning.

The E.2 action will take place in the whole area of the project and throughout its whole duration.

*Reasons why this action is necessary:*

All communication initiatives must be connected to the Po basin approach and its communication strategy in order to be an integrated project. The message coming out of the project must be unique, not only the realization of actions but also the communication of their outputs and of all different initiatives organized within PREPAIR must be tied together and connected between each other so to give to the project a single voice.

*Constraints and assumptions*

Communication campaigns might use different languages thus they might not be homogeneous, however they need to appear very similar instead, even though they treat different topics. The support to communication campaigns and the organization of conferences will overcome the risk of non-homogeneity. The national survey will be conducted on the whole Po basin and the difficulty of coordinating such an extended work will be handled by partners thanks to their experiences. Site visits will make stakeholders and interested people aware of what has been done and will help to spread the message of PREPAIR. The streaming of conferences will also allow the spread of PREPAIR messages on a larger scale and will reach all interested people who could not participate to conferences. Capacity building and training activities will be efficiently developed through the use of the e-learning platform.

*Expected results (quantitative information when possible):*

- 5 conferences on some actions results. In detail:
- 1 conference on results of Actions C.4 and C.5 (Emilia Romagna Region)
- 1 conference on results of Action C.16 (Province of Trento)
- 1 conference on results of Action C.17 (Province of Trento)
- 1 conference on results of Action E.3 (Lombardy Region)
- 1 conference on results of Action D.3 (ARPA Veneto)

- 5 storytelling videos. In detail:
- 1 video on Action C.11 Rationalization of short-range freight logistics in urban and extra-urban areas (Emilia-Romagna Region)
- 1 video on Action C.16 zero energy buildings (Province of Trento)
- 1 video on Action C.15 energy efficiency industries (Emilia Romagna Region)
- 1 video on Action E.3 to inform citizens on the proper use of biomass (FLA)
- 1 video on Action E.4 on electric mobility (Piedmont Region)
- 2 site visits:
- 1 site visit on Action C.16 during the conference (Province of Trento)
- 1 site visit on Action C.4 or C.5 (Emilia Romagna Region)
- 1 information campaign on results of Action C.10 (Piedmont Region)
- 2 national surveys (one before actions C and one after the end of the project)
- 1 international conference
- 1 e-learning platform
- 1 publication on air quality issues.

*Cost estimation:*

For the organization of conferences on results of some project's actions, involved personnel organizing each conference has been considered (average cost/day x n° days of involved personnel) plus consumables (catering, translators, etc.).

For the surveys on people perception costs refer to external assistance, costs of the personnel involved (average cost/day x n° days of involved personnel) and consumables for the printing service.

The costs for the conference in Brussels are related to personnel (average cost/day x n° days of involved personnel) plus travel, consumables and external assistance for interpreters.

The costs for the supporting tools to the conferences on actions results, such as the development of the e-learning platform, the journalistic support and the realization of storytelling videos are for the external assistance.

Costs for the educational publication are related to:

- staff (permanent and project's) dealing with the definition of technical and scientific contents and the publication's promotion strategy;
- external experts and services dealing with publication's graphic aspects and the implementation of international seminar in Brussels.

*Deliverables:*

- 2 reports on the results of the national surveys (30/04/2018 and 31/01/2023);
- 5 storytelling videos on results Action C11 (31/01/2021), C16 (31/08/2022), C15 (31/01/2021), E3 (31/01/2023), E4 (by 31/01/2023) 1 educational publication in digital version (31/01/2023);
- At least 11 press releases for 4 project conferences (31/07/2017, 30/04/2019, 30/04/2021, 30/04/2023) and for 5 conferences on actions results (E.3: 30/04/2018, C.16: 30/04/2018, C.4-5: 30/04/2020, D.3: 30/04/2021, C.17: 30/04/2021) plus kick off meeting (30/04/2017).

*Milestones:*

- Launch of the 1st survey on the people perception on the quality of air in the Po basin (31/05/2018);
- International conference in Brussels (during phase 3);
- Launch of the e-learning platform (28/02/2018);
- Launch of the 2ND survey on the people perception on the quality of air in the Po basin (28/02/2022);
- tender notice for a communication agency (for the press campaign) (30/04/2017).