

Communication Plan

of the Central Europe project

CERREC

Central Europe Repair and Re-use Centres and Networks

2.1.2

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1. INTRODUCTION

„Re-use“ is a core objective of the new Waste Framework Directive (WFD; Directive 2008/98/EC on waste, Nov. 2008). Preparation for re-use was introduced as a new form of waste treatment with the aim to produce second hand products out of waste. The challenge is to turn the re-use-sector to a core segment of waste management and to bring it on a broader mainstream to meet the goals of European environmental policies and regulations. Therefore CERREC activities will propose the Central Europe (CE) states to create and foster accredited repair and re-use-centres and networks as well as harmonise the differences in the waste management structures at transnational level.

The Communication Strategy and Plan at hand contains information and publicity activities of the European Territorial Cooperation project “CERREC - Central Europe Repair & Re-use Centres and Networks” and is drawn up by the responsible partner CZ Biom – Czech Biomass Association (CZ Biom, PP2) and involving these partners:

Municipal Waste Management Association Mid-Tyrol (ATM)

ARGE Waste Prevention, Resource Protection and Sustainable Development Ltd. (ARGE)

bag Arbeit e.V (bag Arbeit)

Bay Zoltán Foundation for Applied Research (Bay Zoltán)

Kujawsko-Pomorskie Voivodeship

LAMORO Development agency (LAMORO)

Province of Rimini

Slovak University of Technology in Bratislava (STU Bratislava)

The discussion of communication goals and activities started at a workshop in May 2011, the Communication Strategy and Plan was completed in September 2011 and will be adapted if the working progress requires it.

The Communication Plan comprises information of the following contents:

- The aims and target groups of the communication activities
- Strategy and content of information and publicity measures to be taken by the consortium of CERREC.

2. STRATEGIC OVERVIEW

The Communication Plan should ensure wide project promotion of outputs and results as well as give guidance for the project partner organisations cooperating within the project CERREC to plan and organise communication and dissemination activities and measures. The Communication plan of CERREC shall give basis for all project related non-media, media and internal communication strategies and help the project partners in finding the most effective way how to transfer the goals of CERREC.

Communication, knowledge management and dissemination are big challenges since they will influence and might alter the course of action during the project. Since the implementation of re-use requirements of the Waste Framework Directive is new to the general public as well as to

stakeholders and decision-makers, many target groups have to be addressed in specific ways and many obstacles might occur. To be prepared for all situations a flexible communication plan will be developed to serve all target groups according to their different needs and circumstances.

The main aim of the communication activities within the project CERREC is to get in touch with the key target groups, to inform them about the existing problems and to create a win-win situation for all parties involved by bringing the affected parties together in order to take part in a participatory process.

Communication activities within the project CERREC intend to promote 3 goals:

- an ambitious approach of implementation of re-use by decision-makers,
- increased demand of re-use products,
- an improvement of the image of these goods.

The benefit of the present Communication Plan is to give a basic structure for the staff in each project partner organisation for finding the most effective way to transfer the goals and contents of CERREC to the representatives of each target group. The Communication Plan serves also an effective and functioning internal communication within the consortium of CERREC (project partners, JTS).

3. ANALYSIS

Communicating the goals and the content of CERREC has to address the following challenges:

- The PPs have to find ways how to get in touch and to cooperate with the different key target groups: general public, private enterprises, regional and local authorities and organisations, producers, social enterprises.
- The PPs have to decide which communication channel is the most promising for each target group: Media communication activities promise a wide coverage, but they are difficult to achieve without big financial reserves and implicate wastage in content and target groups. Non-media communication as websites, leaflets, newsletters can be tailored to each different target group, but cannot deliver a general public discussion about problems.
- More than communication strategy is Communication Plan of CERREC a plan for promotion of the European re-use policy laid down in the WFD.
- The consortium of CERREC consists of 9 partners from 7 different countries of the Central Europe region. In each partner country the media landscape looks differently (number of media, level of absorbance) and the usage of non-media communication channels by the target groups is handled differently.

4. TARGET AUDIENCES

There will be two different circles of communication. The first one will be the project internal communication and the second, larger area, will be the external communication with all the groups of interest. Those groups are differing from each other in a major way, which brings the need for different strategies and different information that will be presented.

The main target groups of the project will be on one side the general public and further the stakeholders, i.e. waste management enterprises and authorities, social enterprises, decision makers, experts, officials, political representatives.

The general public is relevant because the public opinion has to be favourable for re-use, especially in the regions with pilot actions. The group of stakeholders will be of major interest because this group is crucial for fulfilling the goals of the Waste Framework Directive (WFD) and highly interested in the results of the project.

Since the goals of the WFD are new to the general public as well as to stakeholders and decision makers, many target groups have to be addressed in specific ways. All information and activities will be oriented to this specific, project relevant target groups, which are addressed differently:

Internal communication

- Project partners
 - CERREC Secretary (Executive Team and Administrative staff)
 - Managing Committee (CERREC Secretary and Workpackage Leaders, assisted by the External Evaluator)
 - Steering Committee (representatives of each PP)
 - Expert Advisory Board (the transnational stakeholder group members)
- JTS

External communication

- General public (citizens/households, end users/consumers)
- Official stakeholders:
 - Private (and public private) waste management enterprises and companies (SMEs (Small and Medium Enterprise) in the fields of repair, second hand, (small) trade, waste collection and –treatment);
 - disposal and treatment companies (waste treatment centres)
 - social repair and re-use enterprises (with waste treatment licence)
 - National, regional and local (municipal) waste management authorities (decision makers, policy makers and leading officials - Ministries, federal governments, municipalities)
 - Waste Management Associations (Professional Associations/ NGOs – representing interest, lobbying)
 - other NGOs (environment, social, health and other organisations)
 - Producers (enterprises and companies that produce products)
 - Waste collection centres
 - Waste dump keepers (operators of landfill sites)

There will be basic information introducing to the topic for general public and special outcomes of the project with specific information for stakeholders, experts and authorities. The promotion material which will be used aims to reach the stakeholder and decision maker group as well as the general public.

For an effective partnership a structured and intensive internal communications is also essential.

4.1. Internal Communication

Project partners

The internal communication is necessary to reach all the goals set by the project draft. The management structure comprises different management bodies such as the CERREC Secretary, the Executive Team, the Managing Committee, the Steering Committee and the Expert Advisory Board.

The CERREC Secretary represents the Executive Team (i.e. the project coordinator, financial manager and communication manager) and administrative staff for the monitoring of project progress policies and strategies. The Managing Committee is the day-to-day and transnational project management body which consists of the CERREC Secretary and the Workpackage Leaders, assisted by the External Evaluator. The Steering Committee consists of one representative of each PP and represents superior operational control of the CERREC partnership. The Expert Advisory Board consists of the transnational stakeholder group members and of the associated partners and represents the bridge between the project and the surrounding environment.

JTS

The Joint Technical Secretariat (JTS) assists in the CE programmes management and will promote the benefits of the CERREC project. Internal communication with JTS within the project is arranged through the Leadpartner.

4.2. External Communication

General Public

The general public is a relevant target group because the public opinion has to be favourable for re-use, especially in the regions with pilot actions. However the general public – households as well as consumers - is the group with the highest heterogeneity but also with the least interest in the disseminated topics. The more heterogeneous the group is, the same heterogeneity will have to be used in the strategies or ways of dissemination and of communication in general.

For this group the information has to be clearly defined, easy to understand, presented in an attractive way and containing only general topics. Another point, which has to be considered, is the country specific information and the language. There is a different need for information in all of the PP countries. Furthermore, all the information have to be presented in the country specific languages.

In the regions of pilot actions, a special attention should be paid on active communication with the general public with emphasis on presenting specific information to citizens in the new role of donators as well customers. Specific information about a re-use centre should be provided (e.g. detailed information about the conditions and requirements of the centre) and targeted information and/or marketing campaigns prepared. Especially local media and stakeholders would help in this process considerably.

Stakeholders

The group of stakeholders is of major interest for the project because this group is crucial for fulfilling the goals of the Waste Framework Directive (WFD) and is specifically interested in the results and the general topic of the project.

The stakeholders cover many areas from waste management enterprises and associations, experts over authorities, producers to non-profit organizations in the fields of re-use, waste treatment and social affairs. Those stakeholders are as well active in regional, national and in international activities, which will require some specific ways of reaching them as well as different ways of cooperation.

The way of reaching stakeholders will be over direct contacts, special events and over the general as well expert media (list on media contacts should be provided by each project partner). Also there will be a web based partially interactive database with contact data of all relevant partners and stakeholders. This database will make it on one side possible to gather stakeholders for further networking activities and on the other side to provide a list of contacts for all the channels used for dissemination of this group.

Influence - Interest Grid

Influence/Interest Grid (I/I Grid) shows at a glance which categories of target group demand priority attention in the project.

High influence / low interest	High influence / high interest
Private enterprises Citizens/households End users Producers	National authorities Regional authorities Waste Management Associations NGOs Advocacy groups Waste management enterprises Waste collection centres JTS Associated partners
Low influence / low interest	Low influence / high interest
Social enterprises	Project partners Local authorities NGOs Social enterprises

High priority for the project demands audiences, who have high influence as well as interest, so those in the upper-right quadrant. Stakeholders in the top-left quadrant (those who have considerable influence but not much interest in the project) need to be persuaded, stakeholders in lower-right quadrant (with a lot of interest in the project but little influence) need to be informed. Stakeholders with less influence and less interest need to be both persuaded and informed.

Familiarity - Favourable Grid

This chart helps define communication priorities of the Project. The Familiarity - Favourable grid shows how favourable the target groups are towards the project and how familiar they are with the topic.

Positive / unfamiliar	Positive / familiar
Project partners (associated partners)	Project partners (associated partners)
Local, regional and national authorities	Waste Management Associations
NGOs (environmental, social)	NGOs
Citizens/Households	JTS
Waste management enterprises	Relevant stakeholders
Decision makers, Politicians	Re-use experts
Ministries	Local decision makers, politicians
Social enterprises	End users (consumers)
Universities	Social enterprises
Negative / unfamiliar	Negative / familiar
Local, regional authorities	Waste dump keepers
Citizens/Households	Local decision makers, politicians
Advocacy groups	Producers

Stakeholders and general public with low familiarity need to be informed, stakeholders with low favourability need to be convinced.

5. OBJECTIVES

The overall objective of communication and dissemination measures of the CERREC project is to inform the main target groups about the goals, approaches and results of this Project in general and in particular.

CERREC aims at providing the tools, developing strategies and promoting ambitious implementation of re-use requirements of the Waste Framework Directive (WFD). The Project contributes to a quicker and more efficient and harmonised implementation of these requirements.

The project aims to develop tools (within a transnational stakeholder participation process) as well standards for re-use and repair networks and centres and thus also for re-use, repair- and refurbishment businesses and re-use products. This will help to develop equal quality levels for the re-use sector in the different CE countries, currently facing extreme differences in waste management systems and regional structures.

The target groups for implementation into practice are organisations in the sector of waste management as well as organisations from the social sector. While the national and regional authorities will set the legislative, financial and operative framework conditions, the regional and local authorities will carry out the practical tasks. Exactly these target groups are reflected in the CERREC partnership which consists of:

national bodies (ministries as associated partners with advisory status, national service and knowledge providers involved with waste management associations and SMEs),

regional bodies (waste management authorities, regional development agencies of the municipalities) and national associations of already existing re-use initiatives.

CERREC helps to cross-link all the individual stakeholder processes with each other on a transnational CE-wide basis to reach a common CE re-use policy and a harmonized transnational approach.

The core relevance is not so much reflected by the CERREC partners themselves, but much more by the relevant national and regional stakeholder participation process that will be coordinated and moderated by partners in each partner state, so that 7 Central Europe states are represented with their relevant stakeholders in CERREC. It is the communication processes within these stakeholder groups and between them on a transnational level that forms the core information flow within CERREC and will provide the best possible solutions for practical implementation of re-use.

Following objectives have been formulated:

Build up awareness of re-use in Central Europe

Re-use as a new form of waste treatment is mostly unknown and unexplored to the target groups: That's why the main target groups must be informed about the possibilities and importance of re-use and repair activities.

A generalised knowledge of re-use and its social, environmental and economic consequences among the different target groups on both general and expert level must be created. This will generate a basis for co-operations between different target groups for developing solutions.

Changing opinions of re-use bodies, public & decision makers (authorities)

Due to the fact that the circumstances and consequences of re-use are nearly unknown and unexplored it stands to a reason that there often exist prejudices and wrong assumptions about the process of re-use and repair in people's minds. There is missing knowledge of repair, refurbishing services and markets on expert level, know how, best practise examples, etc. By providing additional sufficient information about the re-use and repair options, strengths and weaknesses and offering clear argumentation a change of opinions of representatives of the main target groups can happen. Fulfilling the goals of the Waste Framework Directive is one of the main objectives of the Project as well challenge of the Communication Plan.

Improvement of the image of re-use products

Within the working process the project partners will need to get support of the target groups on this topic to foster re-use activities and achieve best possible results, improve the image of re-use products and increase the demand of the re-use products. Therefore a specific objective of the communication is to build up a climate of trust between the target groups especially of end-users and local public, authorities and project partner organisations. Public opinion has to be favourable for re-use products, especially in the regions with pilot actions.

This goal can be achieved by a transparent and active but also sensible transfer of opinions and facts.

6. MESSAGES

Say nine things – they remember none

Say three things – they remember one

Say three things three times – they remember all three

The messages of CERREC should fulfil three basic conditions:

- Avoiding information overload: People are frequently faced with more information than they can handle.
- Follow objective limits: People can only take on a limited amount of information at once.
- Follow subjective limits: People only take on new information when they are interested and motivated.

This leads to following solutions. The key messages have to be:

Distinctive
Few (Maximum three messages in total repeated constantly)
Clear
Concise
Simple
Consistent
Interesting
Relevant
Personal

6.1. CERREC key message:

3 key messages of CERREC:

- CERREC promotes the establishment of repair and re-use centres and networks.
- Re-use has ecological, social and economic added values.
- Through the prolonging of the life-time of products we reduce emissions, consumption of resources and waste and we can create new, green jobs.

Specific messages to promote CERREC:

- Within CERREC we want to create tools and strategies for the best solutions to implement repair and re-use centres and networks together with experts from all over Central Europe.
- With CERREC we can implement pilot actions and support regional activities to support repair and re-use.
- With CERREC we foster quality management and accreditation systems in the re-use sector so to guarantee the consumers satisfaction with and trust in the re-use products.

Specific messages to selected target groups to promote re-use:

Messages for the general public (citizens and consumers):

- **Old but still usable goods don't belong in the waste bin!**

I can prolong the lifetime of my old products by donating and/or providing them for other people instead of throwing them away.

- Knowledge of delivery points / collection points
- Knowledge whether my product is still usable or not

- **Use and handle with care!**

Through careful handling and transportation I guarantee to maintain the re-usability of my old products and prevent damages.

- Knowledge careful handling

- **New purchase is not always necessary!**

I can also buy used affordable products with good quality in certain stores.

- Knowledge about shopping possibilities
- Knowledge of warranty and return rights

- **Repair rather than throw it away!**

With the repair of my products, I can not only save costs but also protect the environment and make my contribution to resource protection. In addition, I support the regional economy.

- Knowledge of repair options

Messages for producers:

- **Re-usability of my products = Corporate Social Responsibility (CSR)!**

- **Good quality and long product life is the best advertisement for my product!**

As a producer I am primarily responsible for enabling the re-usability of my products. While I support on the one hand high product quality and longevity of the products and on the other hand contribute to the reparability of products (through product design and providing product information to repair businesses) I take my social and environmental responsibility ("corporate social responsibility"). In addition, a high quality of the products is the best advertisement for my product!

- Production focuses on high product quality and durability
- Product design allows repair
- Product information for repair shops

6.2. CERREC slogan:

“Better than new: Repair & Re-Use”

Message - audience matrix:

Audience	Know now	Should know	Basic message	Proof
Citizens, households	Poor knowledge about re-use or repair as a form of waste treatment. Prejudice against re-use and its relevance.	Should know about re-use sector, relevance and availability of re-use and repair services and products (potential customers and providers of re-useable goods).	Environmental, financial and social advantages of re-use of waste. Existence of re-use & repair centres and network: - Where to find them? - Which waste products can be suitable?	Changing of public opinion and modify people’s behaviour. Built up awareness of re-use. Built up trust of re-use products. Increased the sales of re-use products. Improved access to re-use products
Consumers	Good knowledge about re-use or repair as a form of waste treatment. No prejudice about the quality of second hand products made of waste.	Should know about re-use, repair, refurbishment market. Should know about environmental, financial and social advantages of re-use of waste. Should know about the system of accreditation of these centres and set quality standards.	Want to buy high-quality household goods at a fair price, purchase repair services, trade re-usable products, donate re-usable products, dispose of re-use waste. Address local public of the regions through the pilot actions.	Built up trust of re-use products. Increased the sales of re-use products.
Re-use NGOs in the field of waste prevention and re-use and social enterprises	Know about environmental and/or social problems of waste treatment as well about the possibility of re-use of waste.	Should know the challenges in general. Should know about the objectives of CERREC (pilot actions, advantages, impact, treatments).	Establishment of regional and national networks in the field of re-use, repair, refurbishing, marketing, labelling spare parts exchange, logistics, sales.	Support of the project. Developed know how in running and certification of "accredited repair and re-use centres and networks" according to the WFD. Disseminated knowledge about re-use of waste other multipliers, “articles” in their communication channels. Establishment of an European umbrella network of re-use & repair centres and networks.
Other NGOs and advocacy groups	Know about environmental and/or social problems of waste treatment.	Should know about the objectives and the approach of CERREC, CE Programme, WFD and re-use (pilot actions, advantages, impact, treatment), specially conditioned for their target groups. Should know the challenges in general.	CERREC wants to create and foster accredited repair and re-use centres and networks at local levels (set up a pilot project)	Support of the project. Dissemination of knowledge about re-use of waste other multipliers, “articles” in their communication channels.

<p>National regional and local authorities</p>	<p>Know mostly only about recycling as a possibility of waste treatment and implicated financial or environmental problems.</p> <p>Don't know about WFD requirements in detail.</p>	<p>Should know about the objectives and the approach of CERREC.</p> <p>Should know re-use and repair as a new important form of waste treatment and all its strengths and weaknesses.</p> <p>Should know about the implementation of the re-use requirements of the WFD.</p> <p>Should know about existing problems in general and detail (facts & figures).</p>	<p>Implementation of related requirements of WFD successfully within all CE states.</p> <p>CERREC wants to reach operational re-use and repair centres and networks in CE and accreditation system for these centres and networks.</p>	<p>Support of the Project.</p> <p>Disseminating the knowledge about re-use and repair of waste, educate policy makers.</p> <p>Adopting structures and/or regulations.</p>
<p>CERREC Stakeholder workgroups</p>	<p>Very heterogeneous</p> <p>Part of them know the WFD requirements and tools for implementation of legal requirements in detail.</p> <p>To some extent know about the re-use as a possibility of waste treatment.</p>	<p>Should know the objectives and the approach of CERREC.</p> <p>Should know about the tasks of the WFD and tools how to reach them.</p>	<p>CERREC wants to reach communication between stakeholders on national and on transnational levels and thus to reach consensus about how to implement re-use according to the WFD at CE states.</p> <p>Make outputs of the Project (concepts and an accreditation system for regional re-use and repair centres and networks) available.</p> <p>Implement web-based transnational exchange platform for re-use and repair as a "market place" for exchange of specific repair knowledge, service capacities, re-usable wastes and re-use products.</p>	<p>Web-based transnational exchange platform for re-use and repair.</p> <p>Implementation of the project results - core outputs (concepts for regional re-use and repair centres and networks, an accreditation system for these centres and networks, etc.) concentrated in a tool box (available after the project).</p> <p>Knowledgeable policy makers.</p>
<p>Waste Management Associations, Waste collection Centres, Waste dump keepers</p>	<p>More or less know about waste treatment in general.</p> <p>Know about financial and environmental problems of waste utilisation.</p>	<p>Should know about technical and organisational aspects of separating re-usable goods within waste collection structures, about challenges in general.</p> <p>Should know that the problems can be solved.</p>	<p>CERREC wants to foster the dimension of re-use and repair centres and develop in a participatory process options to solve potential problems (e.g. set up a pilot project).</p>	<p>Know about technical and organisational aspects of separating re-usable goods within waste collection structures.</p>
<p>Private waste management enterprises</p>	<p>Know about waste treatment in general, but miss specific information and experience with re-</p>	<p>Should know the challenges of re-use and repair of waste and the knowhow.</p>	<p>Establishment of regional and national networks in the field of re-use, repair, refurbishing, marketing,</p>	<p>Participation and cooperation in CERREC.</p> <p>Promotion of re-use products.</p>

	use, repair products. Know about financial and environmental problems of waste utilisation.		labelling spare parts exchange, logistics, sales. Development of know how in running and certification of "accredited repair and re-use centres and networks" according to the WFD.	
Producers	Know about waste treatment and more or less about re-use and repair, miss experience with these products.	Should know the challenges of re-use and repair of waste and the knowhow.	CERREC wants to foster the dimension of re-use and repair centres and develop in a participatory process options to solve potential problems.	Promotion of re-use products. Increase the sales of re-use products.
Project partners	More or less know about waste collection or waste treatment, WFD and re-use in own specific way.	Should know about WFD and re-use (pilot actions, advantages, impact, treatment), specially conditioned for their target groups.). Know best practices, knowhow from CE states with highly sophisticated waste management system.	Implement the project successfully.	Provide optimal tools for implementation of WFD requirements. Make an European umbrella network of re-use and repair centres and networks possible.
JTS	Know about the objectives defined in the application.	Should know about the work done and the results and achievements gained.	The partnership of CERREC is doing their best to implement the project successfully.	Fulfilment of workplan according to the application. Mention of CE Programme in media.

7. TOOLS

7.1. Internal communication

The internal communication will be necessary to reach all the goals set by the project draft. In order to do so, the communication between all the project partners has to work well at all levels. The first level is the day to day communication, which will be the basic way of communication. The second level will be meetings and similar venues to discuss more complex topics. The third level will be the "trouble shooting" level, which will be used in cases of internal troubles within the project.

Day to day communication

The communication within the partnership is implemented foremost by using modern communication technologies as e-mail, Skype, chat, forums, etc. On the project website a members section for exchanging and storing internal information and documents is set up. This project management platform enables each partner access to all relevant information at the same time.

Nevertheless the personal contact between the partners is important and takes place at common workshops and project meetings as well as stakeholder meetings.

E-Mail / Mailing lists

For communicating within the partnership in addition to the partner meetings and Skype meetings all partners use email with variable mailing lists as the common instrument for internal communication. In order to simplify the communication via E-mail, there will be an account set at Google apps, where an account for each PP and each team member will be set. Those apps will be further on used for creating mailing lists for reaching either all PP, or the relevant group. The E-mail account created will be as well used by PP for external communication in those cases, when we want to indicate somebody as a project team member. The example of the E-mail address is name@cerrec.eu.

In the beginning of the project the Lead partner / coordinator provide a contact list with all persons involved in the project and their duties.

Website, database and discussion forum

As an internal member section of the CERREC website a project management platform was installed. This section consists of a file directory for compiling and making available all relevant documents within the whole partnership and a discussion forum for discussing special topics within the whole partnership (CERREC communication forum). The file directory as well as the forum can be adapted and extended according to the requirements of the project and the needs of communication. Every partner has access to these tools. Coordinator of the data directory is the LP ARGE, PP CZ Biom supports the partners in the usage of these communication tools and acts as the moderator of the communication forum.

For internal discussions a stakeholders and experts contact database and a discussion forum will be provided.

Skype

At a fixed day each month a partner meeting on Skype takes place for discussing the projects progress and actual questions of the project implementation. In these Skype meetings at least one person per partner has to attend. The Project coordinator, ARGE, acts as moderator of the meetings, an agenda and the minutes of the meetings are provided and sent out by them.

Every member of the partnership has generated his / her own Skype account and has got the necessary equipment to attend at those meetings.

Telephone calls

Telephone calls will be used in cases, when there is a need for a fast answer.

Meetings

Project partner meetings will occur on a regular basis (1 time each period). Those meetings will be set to discuss all the results, which have been reached during the last reporting period, as well as for planning the tasks and responsibilities for the next period. All the WP leaders will make an overview on the work progress in their work packages.

Trouble shooting

In case, there will be any problem in the communication between two PP, in case of a dispute or in cases when troubles might harm the successful implementation of the project, the lead partner will be contacted. The lead partner will either try to provide a solution, or will contact a JTS representative for help.

7.2. External communication

For external communication the following tools will be used. Those tools will be partially specific for different audience groups.

Media communication

In each partner country media representatives who may act as opinion leaders and disseminators have to be found. As an access to national and international media personal contacts of all partners will be activated. All partners investigate the media landscape in their countries and identify promising contacts to media representatives. Each partner prepares their own list of media representatives, the lists will be joined together for future press activities. The list has been updated within the project period. Each “national list” should differentiate the contacts (print media journalists, on-line journalists, waste management media journalists, TV reporters, environmental media, economics journalists etc.). Each partner should be in touch with selected journalists and offer them up to date news about the CERREC project. This is especially important regarding waste management and environmental media. Those will be interested in the progress of the project the most.

Tools of media communication

Packages for media communication

To achieve successful media coverage media-packages with information and promotion materials, suggestions for realising press releases, press conferences, textual tools and images will be prepared for each partner country.

Press releases

Press releases will cover topics from information about the project subject to information on major project outcomes.

Press releases will be as well gathered at the project web site as well as at web sites of all the project partners. All Press releases will be provided in electronic version to reach a greater audience. Press releases will be presented throughout the whole project duration. In the beginning it will focus on general information to raise awareness. Towards the end of the project period press releases will contain major results and milestones of the project. Partial intention of press releases is to bring target groups to visit the main project web site, where all project specific data will be gathered. Press releases will be prepared in English and then translated to all the PP languages for publishing and

presenting in their countries. According to the circumstances the target groups and the type of media channel (general x expert media) must be individually chosen.

Commercial articles and expert articles

Another way, how to spread the news about the CERREC project and re-use is offering articles to the media. Either paid, or for free. The paid option – commercial articles is an option, that costs more, but guarantees, that the information you want to spread really gets to the wide public.

The other option is expert articles. It is important to get in touch with journalists from specialised media (environmental, waste management, life-style, social background), and keep on offering them articles about new information about the projects progress. Journalists would appreciate if they don't have to do all the work regarding writing and gathering the information themselves.

Press conferences

At least two press-conferences will be organised in each partner country. The press conferences will be held additionally at major events (expert conference, project final conference, stakeholder workshops) and will disseminate milestones of the project. For this purpose, the media database will be used for invitation of the media representatives.

During the press conferences the journalists should get pre-prepared press release about the topic covered by the press conference and the media package containing background information, statistics, analysis and photographs. After the press conference all this needs to be sent to all the journalists in PP's list, especially to those, that couldn't arrive to the press conference, but expressed interest.

It is key to keep track of the media the decide to come to the press conference and afterwards to stay in touch with the journalists, that cover the topic of re-use and provide them any new piece of information in the future.

The press conference will be presented not only throughout the media, but as well it will be uploaded for viewing at video web sites as well as for download at the project web sites. This way the maximum audience will be reached.

Tools of non-media communication

At the beginning of the project a common Corporate Design must be developed to communicate in a consistent way with all target groups. Based on a logo the design of the website, the newsletter, the information materials, a draft for power point presentations and the letter paper were created. Common project-info-folders in each partner language and in English will be developed.

For discussing the communication activities and foreseen milestones and for coordinating the corporate design with all partners a corporate design workshop will be organised.

CERREC web site

Approaches to reach the different groups will reach from web based information (www.cerrec.eu) which will include basic information on re-use of wastes (mostly targeted on the general public), further background and specific information and tools related to the WFD, which will be targeted more on stakeholders and experts. Parts of the website with open features for general public with basic information will be in national language and partly restricted separate features for experts and stakeholders will be mostly in English.

The Web site will as well include the “webbased communication platform”, an assembly of access and links to different applications:

Web based database which will gather information and documents of PPs in all work packages (document centre) and on relevant stakeholders from CE countries as well as a contact database of all relevant partners and a best practice database. The contact database will be partly interactive and have special features like excel-export, filtration of the contacts etc. and is restricted to authorized users only.

The document centre (file directory) of the database will contain most of the project outputs, relevant background documents and the project news.

Other tool based on the CERREC web site will be discussion forum as moderated internal discussion forum and thematic focused meetings for stakeholders and experts for exchange on specific re-use related topics.

Communication through web based social networks (Facebook, Twitter, etc.) and RSS will be used.

Tool-box

The Tool-box will be web based compilation containing documentation of core outputs, especially models for re-use centres and networks, quality standards, model accreditation process, documentation of stakeholder process outcomes, national re-use action plans, transnational stakeholder policy statement, good practice database (with feature for adding new good practices after the project) and further support links and contacts. The Tool-box contains working tools for all actors implementing re-use measures also after the project.

This and other features of the web-site which are of interest after the project will be transferred to the permanent structure of the web based transnational exchange platform for repair and re-use, operated by a non-profit EEIG (European Economic Interest Grouping).

Promotion materials

Newsletters

A newsletter will be produced and distributed via email at least 1 time each period so 7 times during the project runtime in all partner countries in English and all project partner languages. Individual issuing dates will be set in accordance with all partners. The newsletter will reach mainly stakeholders, using the stakeholder and experts contact database for generating the mailing list.

Other information materials

According to the design concept one basic leaflet with Czech, English, German, Hungarian, Italian, Polish and Slovakian translations, containing the goals, approaches and involved partners of CERREC will be produced. It will be available in printed as well as in digital form as download on the website. Further information material (as brochures, publications, posters, signs, films) will be produced according to demand of particular regions or as an output of operations. A standard presentation of the project containing the same information as in the basic leaflet will be prepared. It will be available as download on the website or printed (posters and brochures). The presentation will be developed further and kept up-to-date according to the needs of the project and the knowledge of the target groups.

Stakeholders and their promotion materials

In order to spread the news about the CERREC project and the re-use, it is important to cooperate with the stakeholders on their promotion materials and get the CERREC logo and the information about the project onto those materials. This can be positive for both sides. Project gets more publicity and the stakeholder shows, that he is part of the project with a great benefit to the society.

Events

Meetings and info days for stakeholders

Another tool for reaching general public and stakeholders will be expert meetings and info days especially in regions with pilot actions which will be organised and will be used for networking and for presenting information on the project and project relevant topics like best practice or technology and policy overview. It is important to send an invitation to both media and to the public and encourage them to participate at the event.

Events organised by the stakeholders and project partners

All the stakeholders and project partners should be encouraged to promote the CERREC project as much as possible at their own events such as seminars, conferences and conventions.

Final conference

A transnational final CERREC Conference with presentation of project results and an expert exchange market on future visions and developments for re-use; for stakeholders, experts, multipliers and project partners will be held in Prague near end of project.

The conference is aiming at being one of the top events of waste management of CE in 2014 with the objective of providing a public evaluation of the re-use requirements of the Waste Framework Directive.

8. EVALUATION

Evaluation will be based on the criteria given by the programme as followed:

Media

- national media lists of each PP
- media communication information package for each partner country
- 2 press conferences per partner country
- 4 press releases per partner country

Non-media

Web site

- Website updated within the last reporting period (y/n)

- No. of website visits
- No. of page views
- No. of links to the site
- Average time on site

This information will be provided by adding Google analytics to the project web sites. This will as well enable to receive feedback of several PR actions as we will have all the visit counts and other data in monthly periods.

No. of e-newsletters downloaded

No. of email addresses with e-newsletter subscription

Promotion material

- No. of newsletters distributed (at least 7 newsletters, 2 per year)
- No. of other information material published and/or printed out and handed out

Events

- No. of transnational events organized within the project partnership (one general transnational meeting per period, 5 meetings of Expert Advisory Board, etc.)
- No. of National stakeholders meetings (3 meetings/year/PP)
- No. of open transnational events organized (info days, workshops, etc.)
- No. of national /regional events organized
- No. of participants at the organized events
- No. of attendants at the final CERREC Conference (100 – 150 attendants)
- No. of visible participation at other events (presentation and/or stand)
- No. of journalists invited/participating
- No. of press reports on the event
- Quantitative evaluation of the relevant project events (evaluation of the participants feedback at the events by questionnaires or feedback sheets)

9. COMMUNICATION STRATEGIES

Communication channels that are likely to be most effective in CERREC:

Media

National quality newspapers, TV and radio

Local and regional newspapers

Specialised magazines (environmental, waste management, life-style, social background preferred)

Online–newspapers and -platforms

Information measures of the stakeholders (newspapers, newsletters, leaflets, etc.)

Non-media:

Website(s) – own project website, websites of co-operation partners

Newsletters - own project newsletter, newsletters of co-operation partners

Conferences

Personal contacts

Cooperation on advertisements with the stakeholders

10. COMMUNICATION WORK PLAN

	Task	No.	Deadline month	Language	Form printed/online	Responsible PP
Media	Media list	1	6 22 (update)	EN	O	CZ Biom, PP
	Media communication information package	1	7	EN	O	CZ Biom
	press conferences	2 /PP	18 (1st one), 40 (2nd)	EN	P, O	Respective PP
	press releases	4 /PP	9 (1st one), 40 (other 3)	EN, PP	P	Respective PP
Non - Media	Website	1	6 22 (update)	EN, PP	O	CZ Biom, PP
	Newsletters	2/year	ongoing (one a 6 month)	EN, PP	O	CZ Biom, PP
	Discussion forum (on website)	1	13	EN	O	CZ Biom, PP
	Document centre (on website)	1	10	EN	O	PP4, PP
	Stakeholder & experts contact database	1	18	EN	O	CZ Biom, PP
	promotion materials / roll-up-bins	2 /PP	6	EN and PP	P, O	CZ Biom, PP
	promotion materials / project folder	1 /PP	6	EN, PP	P	CZ Biom
	promotion materials / posters	30 /PP	8	EN and PP	P	CZ Biom
	brochures	1	12	EN, PP	P	CZ Biom
	Re-use tool box	1	40	EN	O	CZ Biom, PP
	Final Conference	1	39	EN		CZ Biom, PP