

Action E1.1 Dissemination plan and communication strategy

DELIVERABLE E1.D1

Dissemination and Communication Strategy

Beneficiary Responsible: MEEN, Beneficiaries involved: HRA, GRFU, TN, DAFNI, NECCA, ERS, HUA

Summary

The integrated LIFE project LIFE-IP CEI-Greece aims to contribute towards the implementation of the National Waste Management Plan, the National Waste Prevention Plan and the National Strategy for Circular Economy. A new concept for waste management emerges within this project; based on circular economy principles, promoting behavioral changes and supporting actions to increase product life cycle, convert waste into valuable resources and implement successfully the legislative framework for waste.

The project is designed so that it can maximize the input of all associated beneficiaries, in order to create added value. A central goal is to ensure the progress of the project strategy and actions, through timely and smooth communication between partners as well as accurate planning and monitoring of all activities and resources. The Ministry of Environment & Energy, as the coordinating beneficiary, will cooperate closely in the field of Communication with all other beneficiaries, in order to ensure the timely and successful completion of the project's goals, through effective coordination and interaction.

The proposed "Dissemination and Communication Strategy" of the deliverable E1.D1 aims to create strong awareness and commitment among LIFE-IP CEI-Greece target groups in Greece and the EU.

For the completion of this strategic plan, recent public opinion surveys on the broader subject of Waste Management and Recycling have been taken into consideration as an analysis of the current situation in Greece.

The strategy for communication and dissemination of results, outlines the framework and context of all communication activities, their role and goals within the project.



More specifically, the plan outlines the current situation, it defines the strategic communication and dissemination goals of LIFE-IP CEI-Greece, its target audience, the broader narrative and messages, branding parameters as well as an analysis of current strengths/ weaknesses and opportunities/threats (swot). A detailed description of online and offline media is included (i.e. website, social media, project leaflets, tv spots) with suggested ways to organize campaigns, info and public awareness events, conferences etc. The deliverable includes a networking methodology, a proposal for the registration and monitoring of communication progress and activities, the broader goals relating to the replication of project results, internal communication rules and tools for beneficiaries and all the relevant Communication deliverables and Key Performance Indicators (KPIs).

A dynamic annex is included in E1.D1 with a detailed communication plan for the insular and mountainous pilot areas of LIFE-IP CEI-Greece prepared by DAFNI network, a guide with the preparation steps required to broadcast social messages in mass media (radio, tv) free of charges and according to national regulations and finally information on the project's public opinion surveys, to be updated according to the progress of action E1.2 "Public opinion research and focus groups" during the course of the project.