



## LIFE HYPOBRICK

Towards hypocarbonic economy.

Development of non-fired building materials based on wastes

### Action E.1. Dissemination action and execution



## DE 1.4 –Communication Plan

Version 3

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**Author(s):** Ms María Padilla, Ms Celia Rodríguez (ITC-AICE)

**Editor:** Ms María Padilla (ITC-AICE)

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### Explanations for Front page

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### LIFE HYPOBRICK Key Facts

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Consortium	Spain and Germany

### LIFE HYPOBRICK Consortium Partners

	Partner	Acronym	Country
1	ASOCIACIÓN DE INVESTIGACIÓN DE LAS INDUSTRIAS CERÁMICAS	ITC	Spain
2	LADRILLOS MORA, S.L.	MORA	Spain
3	RECYCLING, CONSULTING AND SERVICES, S.L.	RCS	Spain
4	SCHLAGMAN POROTON GMBH & Co.KG	SCH	Germany
5	TECHNISCHE HOCHSCHULE NUERNBERG GEORG SIMON OHM	THN	Germany

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## Executive Summary

Communication Plan is part of the action E.1 Dissemination planning and execution of Life Hypobrick. The main objective is to help us to carry out an effective awareness raising campaign and to achieve a high impact, reaching as many people as possible in the different markets/sectors, where industrial Project implementation such as legal adaptation by authorised organisations could be a success in the near future, i.e. short-middle term, not only during lifespan of Life Hypobrick but also beyond it, at least five years after the project's end.

These are the main objectives to be achieved at the end of the project:

- Communicate the feasibility of manufacturing waste-based building products (bricks and blocks, using an extremely low CO<sub>2</sub> emission process in order to accomplish the climate and environmental guidelines of the EU.
- Report the results not only to private sector but also general public and public entities.
- Awareness and sensitive on the need to fight climate change.
- Disclosure all actions involved, and results obtained in each of them.
- Replicate our model to other brick factories and other related industries

For carrying out the communication of the LIFE LIFEHYPOBRICK Project in an effective way, it is required to identify and plan the activities to be undertaken. These activities take in account the targeted public in each one.

These activities are included in the Communication Plan. This document summarizes the targeted public, channels and media communication, as well as the information requirements for complying with requirements laid down in the LIFE Program, which funds the project.

This document is approved by the Steering Committee of the LIFE HYPORBICK project.

## Table of Contents

Explanations for Front page .....	2
LIFE HYPOBRICK Key Facts.....	3
LIFE HYPOBRICK Consortium Partners.....	3
Executive Summary .....	4
Table of Contents .....	5
1 INTRODUCTION .....	7
2 TARGET AUDIENCE .....	7
3 OBJECTIVES .....	8
4 CHANNELS AND TOOLS .....	9
<b>4.1 Internal communication .....</b>	<b>10</b>
<b>4.1.1 Website repository .....</b>	<b>10</b>
<b>4.1.2 Meetings and reunions .....</b>	<b>10</b>
<b>4.1.3 Basic communication tools .....</b>	<b>11</b>
<b>4.1.4 Others .....</b>	<b>11</b>
<b>4.2 External communication .....</b>	<b>11</b>
<b>4.2.1 Media campaign.....</b>	<b>11</b>
<b>4.2.2 Exhibition marketing .....</b>	<b>14</b>
<b>4.2.3 Social marketing .....</b>	<b>16</b>
5 MESSAGES .....	19
<b>5.1 Types of message by target audience.....</b>	<b>19</b>
6 INSTRUCTIONS AND RECOMMENDATIONS.....	19
<b>6.1 Time Planning .....</b>	<b>19</b>
<b>6.2 MEDIA .....</b>	<b>19</b>
<b>6.3 LIFE HYPOBRICK Events .....</b>	<b>21</b>
<b>6.4 External Events.....</b>	<b>21</b>
<b>6.5 Social media.....</b>	<b>21</b>
<b>6.6 Corporate media .....</b>	<b>21</b>
<b>6.7 Networking .....</b>	<b>22</b>
<b>6.8 Dissemination of the results of the research.....</b>	<b>22</b>
<b>6.9 Sharing with the life communication team .....</b>	<b>22</b>
7 MANAGEMENT STRUCTURE.....	23
8 EVALUATION.....	25
<b>8.1 Evaluation of the website LIFE HYPOBRICK.....</b>	<b>25</b>
<b>8.2 Trade fairs and events .....</b>	<b>25</b>
<b>8.3 Evaluation of the project in the media.....</b>	<b>26</b>
<b>8.4 Social media.....</b>	<b>26</b>
<b>8.5 Website of the partners.....</b>	<b>26</b>
<b>8.6 Distributions of dissemination kit.....</b>	<b>26</b>
<b>8.7 Newsletter and distribution lists .....</b>	<b>26</b>
<b>8.8 Networking .....</b>	<b>27</b>
<b>8.9 Merchandising .....</b>	<b>27</b>

8.10	LAYMAN'S REPORT.....	27
9	LIFE HYPOBRICK INFORMATION AND ADVERTISING.....	27
9.1	<b>Legal basis</b> .....	27
9.2	<b>Visual elements</b> .....	28

## 1 INTRODUCTION

The actions contemplated in the LIFE HYPOBRICK project are structured in five groups of actions, being those of type "E" those that include the communication and dissemination actions of the project. The drafting of this Communication Plan corresponds to Action D1. This communication plan develops the other different actions of action E1 proposed in the LIFE HYPOBRICK project and includes all the basic tools to guarantee the wide dissemination of the project.

The Communication Plan, in addition to inform and disseminate, must serve to promote a more respectful conscience with the environment among the society. It is a basic tool for the implementation of the LIFE HYPOBRICK project itself and for the dissemination of the results generated in it. It is also necessary to dimension its importance at European level and to transmit a clear and institutional vision of the planned actions. The communication tools described in this Plan are necessary for the communication and promotion of the project, making its development known, in such a way that it generates a sense of belonging and integrates its partners, the actors involved, the population, the institutions and the socio-economic agents, favouring the creation of synergies and the achievement of the proposed objectives.



## 2 TARGET AUDIENCE

In this section we refer to the group of collectives, represented by entities with legal personality, which will be affected by the success or failure of the project. Consequently, we must define how each of these groups should be involved in our project, as their reaction may influence a positive or negative perception of the project.

We have divided this communication target into different groups, each with their own characteristics and interests and, therefore, different communication and awareness needs.

For each target group, it will be necessary to establish priorities, in order to carry out the communication actions, which will be developed in parallel.

### **Internal. Entities directly involved**

This group includes the workers linked to the institutions and organisations that participate in the project and who have, therefore, a professional level and dedication that enables them to fully understand each of the aspects of the activity. Communication with this group is essentially internal and must be fluid and constant with its own channels. The communication plan must ensure that every advance, event or project implementation is properly communicated to this sector, as well as important news. The main messages and the general philosophy of the project must also be shared and reviewed with this group.

Specifically, they make up this group:

- The project coordinator (ITC-ICE).
- The technicians and staff involved in the partner entities:
  - MORA
  - RCS
  - SCHLAGMANN
  - THN
- Responsible for the management and coordination of the LIFE programme (CINEA)
- The monitor of the project (NEEMO)
- LIFE Communication Team

## External. Stakeholders or groups of interest

- **Public administrations** (municipalities, Provincial Councils, regional governments...): Environmental authorities, as authorities which are involved in waste management or urban issues, since the new environmentally friendly product could be used for urban infrastructures.
- **Scientific and professionals related to the building sector**, as universities, professional colleges, technology platforms for promoting innovation projects, for their role in the development of good practices and knowledge
- **Professional Sector:** Energy-intensive industries as bricks and blocks manufacturers and the building sector in general, ceramic tile manufacturers (roof tiles, wall tiles, floor tiles and frits/glass) could be also beneficiaries of the low emissions process. Industries and waste management agents, bricks manufacturers, building supply dealers, thermal power stations, end of life vehicles treatment plants, WEEE treatment plants, architects and promoters, city planners...
- **Customers:** we consider two groups. There is a group which includes all private customers, user and potential users of the new environmentally friendly product (developers, builders, town councils, prescribers...) and another group which includes the companies which will implement the new sustainable process.
- **Entities linked to the environment and its protection**, which can have an important role for disseminating the message of the project and supporting initiatives which contribute to the sustainable development and climate change.

## General audience

Communication with society is necessary to promote social and economic response, the identification of issues and problems and the design of specific messages. The sustainability of the planet, the climate change and recycling and reuse of waste become a major concern for the public and efforts to facilitate access by the general public to the results of environmental projects.

This group is made up of those citizens who have the environment as an important value to protect and are concerned about sustainability and climate change. At the same time, however, they do not have extensive knowledge of what efficient resource and climate change and waste management entail. Their knowledge of climate change and waste recycling and reuse is very general.

Communication in this group should appeal to awareness and sensitivity and should primarily seek to convey basic knowledge about how projects can improve their lives. Combining the proximity and visibility of the dissemination campaigns becomes a positive impact in which the citizen is interested in the quality of life.

## Media.

The media can help to achieve the objectives of the project. But to make them partners, they must first be convinced, and therefore must also be a target audience for the sector, with specific approaches. For this project we will use all available means of communication, including

- *Television, Radio and Press, general and specialised.*
- *Press releases and Press Kits*
- *Channels specialized and technical-sectorials (specialised websites, conferences, trade fairs, congresses, specialized or technical magazines...).*
- *Direct Channels (invitations, meetings, interviews, direct contact with policy makers).*
- *Social Media.*

## 3 OBJECTIVES

This communication plan aims to organise and establish effective communication tools over the 3 years of the LIFE HYPOBRICK project. The scope of action is Spain and Germany, although the communication objective should not be limited to these two countries.

One aspect to highlight is the participation of European entities. From the point of view of communication, it has its advantages (multiplication of results) but also its disadvantages (language, follow-up, greater supervision and control...).

For this reason, one of the aspects we are going to develop is Internal Communication, with the aim of maximising the communication channels that all entities have. In addition, with this action we seek to ensure



that information flows between partners. Therefore, we will establish internal and external communication channels, which will allow us to "manage" the information, in time and form, according to each situation.

This communication plan aims to define the lines of action for the communication and promotion of the LIFE HYPOBRICK project, making its development known, in such a way that it generates a sense of belonging and integrates its partners, the actors involved, the population, the institutions and the socioeconomic agents, favouring the creation of synergies and the achievement of the objectives set out in this project, which are the following:

- To demonstrate the technical, economic and environmental feasibility of manufacturing waste-based building materials using a low CO<sub>2</sub> emission process (Alkaline Activation Process)
- Transition of energy intensive industries towards hypocarbonic model
- Reduction in natural raw materials (clays, marls, limestone, etc.) consumption.

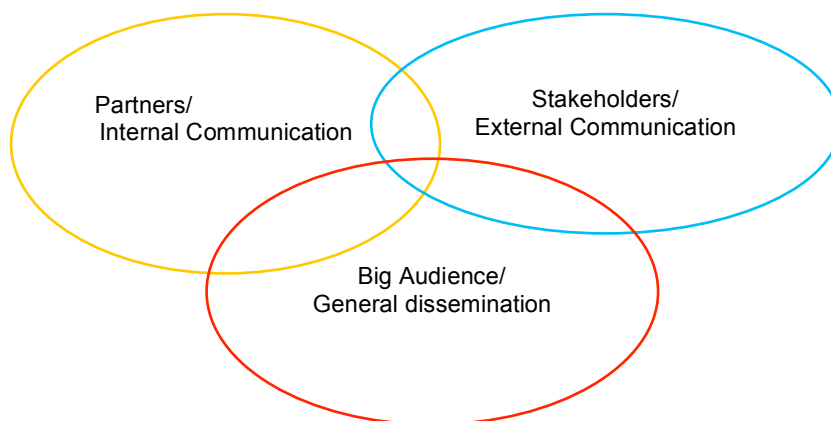
Communication is subordinated to the general objectives of the project. With this premise, the general and specific objectives of the proposed communication strategy have been established.

**General objectives of the Communication Plan**

1. Optimise the flow of information between the project partners and organise efficient communication between the institutions involved in the project and the stakeholders.
2. To make the project and its results known to the potential actors involved and the main beneficiaries.
3. To communicate effectively, transparently and understandably to the whole society about the project's issues, so that they understand its potential to contribute to climate change mitigation and reduce the environmental impact wastes (glass from CRT, fly ashes, C&D, CW, Mixed rubble, brick scraps...)
4. Disseminate new knowledge or reference material for policy makers at local, national and European level.
5. To contribute to the dissemination and visibility of the EU LIFE programme
6. Establish external and internal communication tools.
7. Establish clear, direct and up-to-date communication of the project.
8. Establish communication guidelines.
9. Establish tools for citizen participation.
10. To raise awareness and promote the solution proposed in the project in order to try to involve as many ceramic and egg-producing companies as possible and to raise awareness in society in general.

**4 CHANNELS AND TOOLS**

The selection of the channel through which we will launch the messages is a determining factor in achieving a good communicative process. Each medium has different characteristics, and its choice will depend on the message and the target audience. Because we have identified three target groups, the various actions and materials prepared for their dissemination will be grouped into **three lines of action**:



## 4.1 Internal communication

Internal Communication is a key factor for the optimization of the project and an allied to achieve its strategic objectives. The correct management of communication within the project between the entities involved reduces the possibility of uncontrolled information flows, thus reducing to a high degree the risk of contingencies and conflicts. Communication in this sense is considered a strategic tool for the management and control of the project aimed at transmitting the project's objectives, motivating the team and achieving a sense of belonging.

The channels selected will be aimed at facilitating communication between the entities involved (leader, partners and CINEA). It includes the dissemination of the official information of the programme and general internal documents (minutes, agreements, work programmes, reviews...).

The **channels** and supports proposed for internal communication in the LIFE HYPOBRICK project are set out below.

### 4.1.1 Website repository

**Cloud document repository:** It will facilitate the document management without the need to install applications in the partners' terminals and once the project's website is finished, the documentation will be uploaded to its Intranet.

#### Structure

Legal documentation:

- *LIFE Regulations*
- *Working Plan*
- *Basis of Call*

Agreements.

- *Grant Agreement.*
- *Consortium Agreement.*
- *Minutes.*
- *Others: contracts or agreements of collaboration*

Official Communications

- *Requirements.*
- *Notifications.*

Management Structure

- *Details of the people involved and their role in the Project.*

Technical documentation

- *Approved Memory.*
- *Working Plan.*
- *Reports delivered*

Financial Reports

- *Approved Budget.*
- *LIFE justification rules*
- *Delivered Reports*

Templates

- *Official Reports*
- *Deliverables*
- *Newsletter*

Products and Deliverables

- *WP 1*
- *WP 2*
- *Modifications and amendments*
- *Applications submitted.*

### 4.1.2 Meetings and reunions

There are several types of meetings and reunions:

- Management meetings:

- Annual meetings: reviewing technical and management aspects of the project done during the last year
- Monthly meetings: meetings held every month for checking the advance of the project
- Monitoring visits: called by the monitor from NEEMO. The monitor check technical and financial advances of the project on behalf of the Commission.
- Technical meetings: they are held every it is necessary for discussing technical issues of the project related to project actions. People called for attending these meetings are directly linked to the issues discussed.

#### 4.1.3 Basic communication tools

There are several tools that can be used to reinforce internal communication: e-mail, telephone, virtual meetings, newsletter, among others. The communication tools in the LIFE HYPOBRICK project have been selected according to the possibilities of use and objectives of the communication.

- **E-mail:** Useful, familiar and fast tool, low cost and easy to customize. It will be the main communication channel.
- **Fixed and mobile phones:** Tools that will reinforce e-mail.
- **Postal Mail:** When official communications with CINEA, notifications and requirements to the partners are required, sending wastes samples...
- **Video Calls:** (Skype, Teams, ZOOM...): For talks with partners to resolve doubts and consultations of a technical, financial nature...

#### 4.1.4 Others

We will reinforce the internal communication with tools that allow the partners to know the evolution of the project and its impact.

- **Newsletter:** With the aim of reporting on the evolution and progress of the project, good practices Life, other similar and complementary projects.
- **Distribution List:** The ACUMBA MAIL mass mailing programme will be used to track the shipment and consequently obtain immediate knowledge of its impact.
- **Press Clipping:** Monitoring of the project in the media and networks. The tools Hallon Platform and Google Alerts will be used

## 4.2 External communication

In the environment of a European project, external communication becomes extremely important, especially if the project, as in this case, directly affects the project's stakeholders.

External communication, in this sense, has the objective of facilitating the collaboration and cooperation with these publics interested and affected by the project, but which are outside the formal structure of the consortium.

The collaboration and cooperation of these actors is essential for the fulfilment of the objectives and success of the project. Therefore, the communication channels and messages selected will be very sensitive to the needs of these groups. In this sense, the external communication will be developed in a participatory way in order to promote this cooperation and collaboration. Accurate and reliable, clear and accessible sources, data and channels will be used.

### 4.2.1 Media campaign

#### 4.2.1.1 National Media Campaign

The importance of promoting and disseminating the LIFE HYPOBRICK project in the national media lies in the fact that the media, in addition to being tools for dissemination and social interaction, play an essential role in public opinion and social thought. In this sense, we are looking for the national projection of the LIFE HYPOBRICK project. The project will be presented to the following media and national programmes specialised in the environment:

- Specialized press and magazines: Técnica Cerámica, Ecoconstrucción, i-ambiente, RETEMA, CIC-Centro Informativo de la Construcción, Tecnipublicaciones, Construable, El Periódico del Azulejo, Interempresas

- General press: El Mundo, Levante, Mediterráneo, Castellón Plaza, Plaza Cerámica, Las Provincias, ABC, El País, La Razón
- Scientific media: Boletín de la Sociedad Española de Cerámica y Vidrio (SECV); different technical reviews and scientific Journals of the ELSEVIER Group
- Audiovisuals:
  - o Radio: La Brújula (ONDA CERO), COPE, CADENA SER À Punt (Corporación Valenciana de Medios de Comunicación), Radio Nacional de España (RNE) Radiotelevisión Española (RTVE)
- Other: [www.rquerre.es](http://www.rquerre.es), [www.encircular.es](http://www.encircular.es)
- Associations: HISPALYT newsletter, ATC, ASCER, ANFFECC, ASEBEC, ESPAITEC, HISPALIYT, QUALICER,
- Online and social media:
  - o Web LIFE HYPOBRICK
  - o Web ITC-AICE
  - o Web Observatorio Tecnológico del ITC-AICE
  - o Beneficiaries' websites
  - o Plataforma de Inteligencia Competitiva del ITC: VIGILANCER
  - o Social Media ITC: Twitter, Instagram y LinkedIn
  - o Social Media LIFE HYPOBRICK: Twitter, LinkedIn, Instagram
  - o Social Media

#### 4.2.1.2 Regional and local media campaigns:

The entire Autonomous Community will be covered. In order to strengthen the dissemination of events or news of interest, specific information (press releases, news, photographs, etc.) will also be prepared for the press offices of Valencia Provincial Council and the Valencia Regional Ministry of Agriculture, the Environment, Climate Change and Rural Development.

In this sense, the work will also be carried out with the communication channels of Jaume I University (Radio, Euroconexión Programme and UJI TV) and the channels of the Network of Valencian Universities for the promotion of R&D&I (Ruvid) and the Technological Institutes of the Valencian Community Network (REDIT) news programme will be used to disseminate the LIFE HYPOBRICK project.

- Specialized press and magazines: El Periódico del Azulejo,
- Newsletters and online press: Castellón Información, Castellón plaza, EL Mundo
- Scientific media: Universidad Jaume I, Red de Institutos Tecnológicos de la Comunidad Valenciana-REDIT, Red de Universidades RUVID, ATC, ASCER, ANFFECC, ASEBEC, ESPAITEC, Fundación F2e para la Eficiencia Energética, QUALICER, Sociedad Española de Cerámica y Vidrio (SECV)
- Audiovisuals:
  - o Radio: La Brújula (ONDACERO), COPE, SER
  - o TV: À Punt (regional TV)
- Other: [www.rquerre.es](http://www.rquerre.es), [www.encircular.es](http://www.encircular.es)
- Associations: HISPALYT newsletter, REDIT broadcast news,
- Online and social media:
  - o Web LIFE HYPOBRICK
  - o Web ITC-AICE
  - o Web Observatorio Tecnológico del ITC-AICE
  - o Beneficiaries' websites
  - o Plataforma de Inteligencia Competitiva del ITC: VIGILANCER
  - o Social Media ITC: Twitter, Instagram y LinkedIn
  - o Social Media LIFE HYPOBRICK: Twitter, LinkedIn, Instagram
  - o Social Media

#### Proposed Actions:

- **News Articles:** Opinion articles on waste management, the circular economy and industrial symbiosis will be sent to the media, coinciding as far as possible with important dates for the environment, for example the mentioned World Recycling Day (17 May) or The Ceramic Days organised by the CET, the European Association of Tile Manufacturers.
- **Scientific Communications:** The proposal is to write a technical communication with an assessment of the first two years of the project, to be sent to specialised magazines.

- **TV Programmes.** It is proposed to present the project to the regional TV managers in order to insert it as an example of good practice in programmes related to the management and reuse of waste and the circular economy. This proposal will be carried out provided that it does not involve a cost for the project.
- **Interviews:** Interviews will be managed in TV and radio programmes and newspapers, with the aim of presenting and disseminating the project.
- We propose to reinforce the dissemination of relevant events of the project through the Press Offices of the regional and provincial bodies that intervene directly or indirectly in the project.

#### 4.2.1.3 Media 3.0

Understood as an extension of communication 2.0, in which users, and in this case audiences, not only receive the information but also give their opinion about it. Any entity that joins or is already present in the network must take into account that users are asking for more and more participation, mobility and personalization, which requires a new way of communicating, a 3.0 communication.

To address this need for communication in the communication plan, the following supports are proposed:

#### Website LIFE HYPOBRICK

With the aim of bringing the information generated by the project closer to the different target audiences, a 3.0 website will be created that can grow in a scalable way, allowing the incorporation of new contents and services in the future, thus providing an effective and efficient response to new needs with increasingly higher quality parameters.

This communication platform is one of the most important aspects of the communication plan, so its design, usability and effectiveness must transmit the values of the LIFE HYPOBRICK project and will be designed and managed in accordance with the requirements and examples of good practice of the LIFE programme.

This 3.0 platform will always use user-friendly interfaces to meet the expectations and needs of the users of the project and the LIFE programme.

All partners will include a link to the project website within the own websites.

#### Distribution list

E-mail lists will be created to allow distribution among the multiple users and stakeholders of the LIFE HYPOBRICK project. News and information of interest will be sent. The Newsletter will be sent by this means, as well as being published on the project website. The mass mailing programme ACUMBA MAIL or similar will be used.

#### Social media

The aim is to undertake a digital marketing strategy that will bring the project closer to both the interest groups and the general public by involving them in the various activities and initiatives that will be carried out.

- **Linkedin**  
A LIFE HYPOBRICK profile will be created on LinkedIn in order to interact with professionals and companies in the sector that are more common on this social network.
- **Youtube**  
If necessary, recordings of events, conferences, interviews and media programmes will be broadcast on this social network. It will also be used to broadcast the LIFE HYPOBRICK video
- **Twitter**  
A Twitter profile will be created for LIFE HYPOBRICK where the members of the consortium, LIFE Programme, EASME, etc. can be labelled and where the messages and progress of the project can be widely disseminated

In addition to the networks used with its own entity, the social networks of some of the partners are made available to the LIFE HYPOBRICK project.

## 4.2.2 Exhibition marketing

### 4.2.2.1 Promotional material

- **Leaflets**

Leaflets will be produced with general information about the project and the LIFE programme. The idea is to bring the project closer to its target public by making it understandable. The Leaflet must be explanatory and very visual. The design and production is included, with the option of downloading from the website. Available in the languages of the participating countries and in English.

This material will be distributed through the Website LIFE HYPOBRICK, Distribution Lists (e-mailing campaign) and printed distribution in trade fairs and events of dissemination and transfer.

- **Posters and roll ups**

A distinction will be made between the posters designed to be exhibited inside MORA, in the prototype, the roll-up and mobile posters to be used in all public events related to the project, and the posters, which will be used in the headquarters of the partners and in the awareness days.

We will distinguish different channels:

- Large poster next to the prototype.
- Roll-up (6 units):
  - Transnational Meetings.
  - Congresses, Trade Fairs and conferences.
  - Languages: Spanish, English, German.
- Posters:
  - Partners Headquarters.
  - Trade Fairs.
  - Conferences.

- **Notice board**

This material describing the project should be displayed in strategic places accessible to the public, and in the partners' facilities.

- **Newsletter**

The intention is to disseminate the technical and general information produced by the project. At the same time, it is a two-level communication and dissemination tool: Internal, as a link between the network, and external, as a vehicle for expanding the evolution of the project's results. It is used to disseminate other projects and good practices in similar areas financed by LIFE and to maintain contact with these entities. Digital format. Annual periodicity.

The publications of the partners will be used to disseminate the main advances of the LIFE HYPOBRICK project.

This material will be distributed as follows:

- Repository in the LIFE HYPOBRICK website for downloads.
- Distribution Lists.
- Dissemination of the Project in the Newsletters of the partners in the cases when they have this tool:
- ITC-AICE has built the platform Ceramic Observatory from 2006, a big system of Competitive Intelligence formed by 3 platforms with their channels, websites, and social media: The Technological Observatory, the Market Observatory and the Observatory of the Habitat Trends. ITC-AICE can coordinate the communication of the LIFE HYPOBRICK Project through this platform.

- **Layman's report and After-LIFE Plan**

The Layman's Report and an "After-LIFE Plan" will be produced in paper and electronic format at the end of the project, with the aim of continuing to disseminate and communicate the results obtained. It will be produced in English and Spanish.



These documents will be distributed as follows:

- Digital Version:
  - Website LIFE HYPOBRICK
  - Website of the partners
  - Website of the LIFE
  - Social Media of LIFE HYPOBRICK
  - Social Media of the partners in the case of they have them.
  - Distribution List of the Stakeholders (e-mailing campaign)
- Layman’s Report Printed Version (500 copies):
  - Distribution among industrial associations.
  - Distribution among ceramic companies.
  - Distribution among policy makers regional and provincial
  - Clusters and professional associations national and regional.
  - Contacts, client companies
  - European Networks of interest.

**4.2.2.2 Promotional products**

• **Merchandising**

We propose some products where the image of the Project Will be incorporated. In the photos, we can see de products developed, depending on the targets.

These products will be distributed in Expert Groups, trade fairs, meetings, conferences or events

Pens: “425” units



Folders: “500” units



Notebooks: “1.000” units



Visit Cards: 1.000 units



• **Video**

Video documentary about the “making off” of the different stages of the Project and its implementation.

Duration: máximum 5’. Language: with subtitles in English.

This product will be distributed as follows:

- LIFE HYPOBRICK website
- Youtube.
- Linkedin.
- Twitter
- Ceramic Observatory of ITC-AICE
- TV local, TV universities.
- Platforms of the partners.

#### 4.2.3 Social marketing

Several activities will be developed considering different types of target audiences.

##### 4.2.3.1 Scientific and technical

- **Participation in congresses**

Partners of the consortium with scientist profiles (ITC-AICE and THN) will participate in several congresses previously identified. They will contribute to these congresses with several type o communications (posters, presentations...).

The consortium will participate in at least 3 congresses or scientific evens/ forums: QUALICER, VITROGEOWASTES, CONAMA

Target audience: Scientists, professionals related to the building sector, as universities, professional colleges, technology platforms

- **Publishing articles**

The consortium will publish project results in specialised magazines and journals. At least 3 articles with high impact will be published.

Target audience: Scientists, professionals related to the building sector, as universities, professional colleges, technology platforms

- **Guided visits**

To arouse the interest of the participants, showing in a clear and exemplary way the prototype for obtaining the new non-fired bricks. These visits will be organised along the following lines:

- There will be specific signalization.
- A calendar and programme of online visits will be established.
- The call and programme will be disseminated through the different distribution lists

##### 4.2.3.2 Potential customers

- **Sectorial fairs**

Partners will participate in at least 5 sectorial fairs where the project will be presented.

ITC-AICE will be present in international fair of the ceramic sector CEVISAMA with their own stand, where dissemination material will be exhibited.

Target audience: Manufacturers of bricks and urban pavement, Waste manager, Prescribers (architects, constructors, municipalities), Professional associations, Sustainable building certification entities

- **Technical workshops**

Two technical workshops will be organised within the framework of the project, 1 in Spain and 1 in Germany. These workshops will be addressed to professionals from public administrations, and companies. The aim is to put in contact experts and stakeholders of the projects for sharing their experiences and best practices in the field of the project, and to explain the project and advances of the project.

Target audience: Manufacturers of bricks, WEEE treatments plants, Thermal power stations, End life vehicles treatment plants, Public administrations with responsibilities in waste management.



This activity will be done considering the following points:

- There will be specific signalization.
- The call will be disseminated by the different regional, provincial and local media described, through the distribution lists, on the project website and through social media using the specific #Hashtag.
- The event will be announced on the websites of the partners and the participating entities. The NEEMO communication channel will also be used for the dissemination of the project's events.
- The results will be disseminated through the project's website.

- **Meetings with public administrations**

Since this group is the one that will promote the implementation of the project by eliminating legal barriers and acting as prescriber for future public tenders, regarding to building issues.

If it would be possible, as guided visit (on site or virtual) will be done within the framework of these meetings for arousing interest of the participants, and for showing in the clear way the new process.

These meetings will be onsite or virtual.

This activity will be done considering the following points:

- Recommended links to other projects of interest from the LIFE HYPOBRICK website.
- Invite these entities to participate in to open activities and events organised by LIFE HYPOBRICK (conferences, Newsletters).

- **Meetings with companies interested in replicating**

Based on the fact that these companies will be potential clients to implement the new process developed in the project

At least 3 meeting with manufacturing bricks companies will be held for explain the project and the project results with the aim to replicate the solution in their facilities.

If it would be possible, a guided visit (online or virtual) will be done within the framework of these meetings. These meetings will be organised by direct contact through email, and we will

This activity will be done considering the following points:

- direct contact through email.
- Invite other consortium projects to open activities and events organised by LIFE HYPOBRICK (conferences, Newsletters)

- **Meetings with professional associations**

Meetings with professional associations related to the field of the project, since this collective will promote the implementation of the project among their associated entities.

Ceramic sector associations: HISPALYT (Spanish Association of Brick and Clay Tile Manufacturer), ASCER (Spanish Ceramic Tile Manufacturer's Association), ZIEGEL (Federal Association of the German Brick and Tile Industry)

Wastes associations: FER (Spanish Federation of Recycling and Recovery), German Federal Association Secondary Raw Materials and Disposal, BDE (German Association of German Cycle and Resource Economy), VERE (Association for the take-back and recycling of WEEE in Germany)

This activity will be done considering the following points:

- Recommended links to other projects of interest from the LIFE HYPOBRICK website.
- Invite these entities to participate into open activities and events organised by LIFE HYPOBRICK (conferences, Newsletters).

- **Final project event**

The aim is to encourage and promote the implementation of the new manufacturing process and the new compositions developed for obtaining new non-fired bricks.

Active and participative event among the most relevant professionals, institutions, and companies at European level.

This event will be published and launched considering the following points:

- There will be specific signalization.
- Dissemination will be reinforced on the project website, on the LIFE Programme website (NEEMO) and on the websites of the European partners.
- The results will be disseminated through the project's website.
- The results Will be shared through the social media using the specific #Hashtag.

Target audience: Manufacturers of bricks and urban pavements, Waste managers, Prescribers (architects, constructors, municipalities), Professional associations, Sustainable building certification entities, Citizen's as end users of new bricks.

#### **4.2.3.3 Social marketing**

- **Infodays**

To raise awareness and sensitize the private sector, citizenry and the public sector about the need to reuse and recycle waste, as well as reduce the CO<sub>2</sub> emissions in industrial processes.

2 Conferences for the information of the citizenry (1 in Spain and 1 in Germany). Visits to the demonstrator (on site or virtual) will be organised when it would be possible.

This activity will be done considering the following points:

- There will be specific signalization.
- The call will be disseminated by the different regional, provincial and local media described, through a distribution list and on the project's website.
- The results will be disseminated through the project's website and social networks with a specific #Hashtag

Target audience: Manufacturers of bricks and urban pavements, Waste managers, Prescribers (architects, constructors, municipalities), Professional associations, Sustainable building certification entities, Citizen's as end users of new bricks.

#### **4.2.3.4 Transfer marketing**

- **Meetings with European projects**

The objective is to share and exchange experiences, results and knowledge with other entities promoting similar LIFE projects. The aim is to promote and encourage new joint projects

This activity will be done considering the following points:

- Recommended links to other projects of interest from the LIFE HYPOBRICK website.
- Invite other consortium projects to open activities and events organised by LIFE HYPOBRICK (conferences, Newsletters).
- Participate in meetings and events organised by other projects.
- 10 virtual meetings with another projects.

## 5 MESSAGES

The messages disseminated under the Communication Plan must be clear, concise, direct and related to the actions and objectives of the project. A type of message will be designed for each target audience.

These messages must be exclusively referred to the LIFE HYPOBRICK project, understanding in this point that they must not be mixed with others of a political nature that are difficult to accommodate in the project.

In this sense, the coordinating body of LIFE HYPOBRICK, always through the team coordinating the communication of the project, must promote the maintenance of a certain autonomy in the communication of the project, not only with the aim of separating it from institutional management but, above all, especially to facilitate the identification of the project with its own personality, regardless of whether more or less public and private institutions are involved in its management.

And finally, all messages must necessarily be identified with the image of the project, never exclusively with symbols, slogans or references to institutions or entities involved in it.

### 5.1 Types of message by target audience

Some key messages, which will be launched throughout the duration of the project and through the different channels enabled for this purpose, are, for example:

- *"LIFE HYPOBRICK, arrives to change the way we build our future"*
- *"Spain and Germany, with the support of the LIFE Programme, are daring to reduce drastically CO<sub>2</sub> emissions to manufacture bricks with LIFE HYPORBICK. Do you dare?"*
- *"LIFE HYPOBRICK: a firm commitment to the circular economy in construction materials."*
- *"Do you know that in LIFE HYPOBRICK we practice industrial symbiosis and climate change mitigation? Do you know that everybody wins, and the planet appreciates it? See how: (link to the website of the Project).*

## 6 INSTRUCTIONS AND RECOMMENDATIONS

### 6.1 Time Planning

A work planning per six-month period will be created in which activities, dates, resources and deliverables will be specified. This work plan will be made available to all partners.

### 6.2 MEDIA

- **Press Clipping**

The media will be provided with a dossier of the practical results of the project, explaining in concrete terms and not in an excessively technical way, but in a more informative way, the operational results, for example: What are its practical applications? What economic impact can it have on businesses? What kind of problems is it helping to solve?

In addition, an annual dossier will be created in which all the material related to the LIFE HYPOBRICK project will be compiled (written press, digital press, online portals...)

This information will be constantly updated.

**PRESS CLIPPING STRUCTURE**

- *Name of the project.*
- *Objectives.*
- *Partners.*
- *Working Lines*
- *Expected results*
- *Calendar*
- *Budget*

**INSTITUTIONAL INFORMATION**

- *Explicit mention of EU support*
- *"This project is financed by the LIFE Programme 2014-2020 of the European Union for the Environment and Climate Action under the project number LIFE18 CCM/ES/000121 /Este proyecto está financiado por el Programa LIFE 2014-2020 de Medio Ambiente y Acción por el Clima de la Unión Europea con referencia LIFE19 ENV/ES/001114"*

- **Organization Meetings**

In a project of this nature, it is necessary to organise communication with the media and establish an action plan to operate in this way. For example, we need to specify the type of text (news, reports, interviews, surveys...), the frequency of publications, delivery schedules.

In this sense, it would be advisable to organise a guided tour for the press, so that the media can see the project in practice, and if possible, hold a press conference on site, so that the media can obtain information from the experts in this research.

- **Media List**

The project's communications team coordinator of the project has a list of the media with which it has been working, so publications and their frequency will be monitored.

- **Tools for working with the media**

Below we identify a series of tools that facilitate media management:

- Action plan (means, formats, periodicity, calendar, activities, events)
- Press Kit providing information about the project and the LIFE Programme
- All relevant logotypes and EU advertising requirements.
- References from people who will participate in interviews, events, conferences ....
- Leaflets or another product of interests for the journalists (whatsapps and phone audios for the radios, video....)
- Project results dossier.
- Press releases.
- Media List with the identified contacts.
- Photos of the project, especially of the prototype (very good quality).
- Calendar of next events.
- System for archiving press coverage

- **Press Releases and Press Conferences**

They will be carried out only if there is news of interest or when there is multiple media interest in a specific aspect. The method of announcing details will not be abused as the effect can be negative.

## 6.3 LIFE HYPOBRICK Events

- **Public launch of the project**

Once the project was approved, and simultaneously with the Kick Off Meeting of LIFE HYPOBRICK, an initial press release was issued to the national, regional and local written and audiovisual press, and several radio and TV interviews were conducted by the project's main researcher (Mónica Vicent).

- **Working dynamics for the organization of events**

- Create a calendar of scheduled events.
- Invitations will be distributed one month in advance in order to anticipate the commitments of the target audience. Online registration will be used to track registrations.
- Following the recommendations of the programme for communication and dissemination activities of the projects, it is proposed to inform and invite the LIFE units to all public seminars and conferences (at least 3 weeks in advance). Invitations will be sent by e-mail, included NEEMO and CINEA.
- If it is possible, a satisfaction questionnaire will be passed at all events to find out the degree of acceptance and suggestions from the target audience.
- After the event, all the documents will be uploaded to the website in its public part (presentations, photographs...) and in its private part (possible completed questionnaires, attendance records...).

## 6.4 External Events

The idea of the communication team coordinator of the Project is to attend the external events provided with this Kit:

- Press Kit/ Digital and printed
- Leaflets /Digital and printed
- Pens and notebooks with the logotypes or the URL of the Project

At the time of the final review of this communication plan, the incidence of the SARS-CoV-2 pandemic is forcing the suspension or postponement of major international events, such as Cevisama in Spain or Cersaie in Italy, which are usually attended by around 100,000 people. We therefore plan to produce digital dissemination material as much as possible, and to vary the type of product according to the evolution of the pandemic.

In any case, the communication team of the Project Will be assured that in any of these tools of communication the name, logotype, the Life Programme, or the URL of the website, be specified.

At the same time, the participation in an event, on site or virtual, will generate a news linked to the Project.

## 6.5 Social media

Social Media have a different character to the traditional media management or websites management, since they generate and establish conversations with markets and target audiences, therefore they need a different treatment and language than these, which is also different in each social network. For this reason, they will be given their own treatment and their own "voice", whether it is Twitter, Linkedin or any other that is considered appropriate during the development of the project, always providing them with adequate updating and dynamization.

## 6.6 Corporate media

- **Paperwork**

Paperwork supplies (minutes, calls, Agenda items, List of attendees...). This material should include some essential data:

- LIFE Programme Logotype
- Project Logotype
- Code Number of the project
- Name of the project

- **Merchandising**

The project's promotional material must have a practical value.

A record will be kept of the output of the product by entity, events, visits...

In the case of very small material, at least the project's URL will be printed, which will also be included in all promotional items.

- **Leaflets**

A clear and informative content, avoiding excessive technicism, together with a good design and a good production, will help our message to reach our different audiences much better.

A record will be kept of the output of the product by entity, events, visits... In its digital version, the number of downloads must be recorded.

- **Video**

One of the most important trends in communication in recent times is the use of videos that visually explain the project in a didactic way and available to all citizenry. Their duration is very short, usually about 2-3 minutes, as it has been proven that this is the maximum time that users spend watching it. We maintain the idea of recording one or more videos about the actions of the project and about the project in general, because its repercussion is multiplied to an indefinite extent and because it is easy to share it on websites, social networks, both of the project consortium itself and of other interest groups, administrations, etc. It is a very powerful and wide-ranging instrument of communication.

- **Use of photographs**

"Homemade" or poor-quality photographs will be avoided. We propose to use a bank of free or paid photos, depending on the budget of the project. For certain photos, for example, of the functioning of the prototype, we can call upon a professional photographer or count on the collaboration of some of the local media.

## 6.7 Networking

In addition to the planned networking activities, it is recommended to use all planned events and activities to promote the project and expand the distribution lists. In this sense, the communication team should prepare informative documentation of the project and its media (website, subscriptions, registrations, visits, social networks...) in order to generate expectation and an increase in the project's followers.

## 6.8 Dissemination of the results of the research

The dissemination of the research results will be carried out through the Layman's Report, which will be written in a concise, interest-generating and easy-to-understand manner, using simple and friendly language. In addition, it will be supported by good quality photographs, graphics or infographics if necessary, to make it as easy to understand as possible. This report will be made available to all citizens through web publication, social networks, newsletters and platforms, both from the coordinating entity of LIFE HYPOBRICK, as well as from all participating members and all interest groups or entities related to the content of the project.

At the same time, press releases will be issued to all the media informing about the results and referring them to the Layman's Report for further information, thus trying to increase the traffic to the LIFE HYPOBRICK website.

## 6.9 Sharing with the life communication team

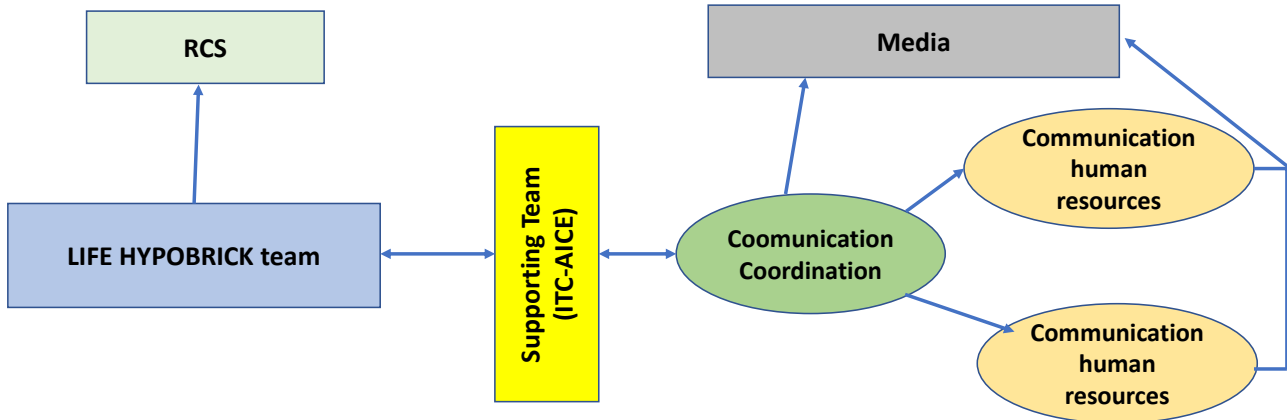
In order to disseminate news, events, photographs and videos of the project, the specifications established by the LIFE communication team will be taken into account in terms of deadlines, forms, etc.

<https://ec.europa.eu/easme/en/section/life/life-communication>

## 7 MANAGEMENT STRUCTURE

RCS is the entity responsible for managing communication in the LIFE HYPOBRICK project. Nevertheless, due to the particular circumstances of this partner derived from the COVID-19 pandemic, ITC-AICE will support to this partner in communication and dissemination issues.

Starting from the scheme reproduced below:

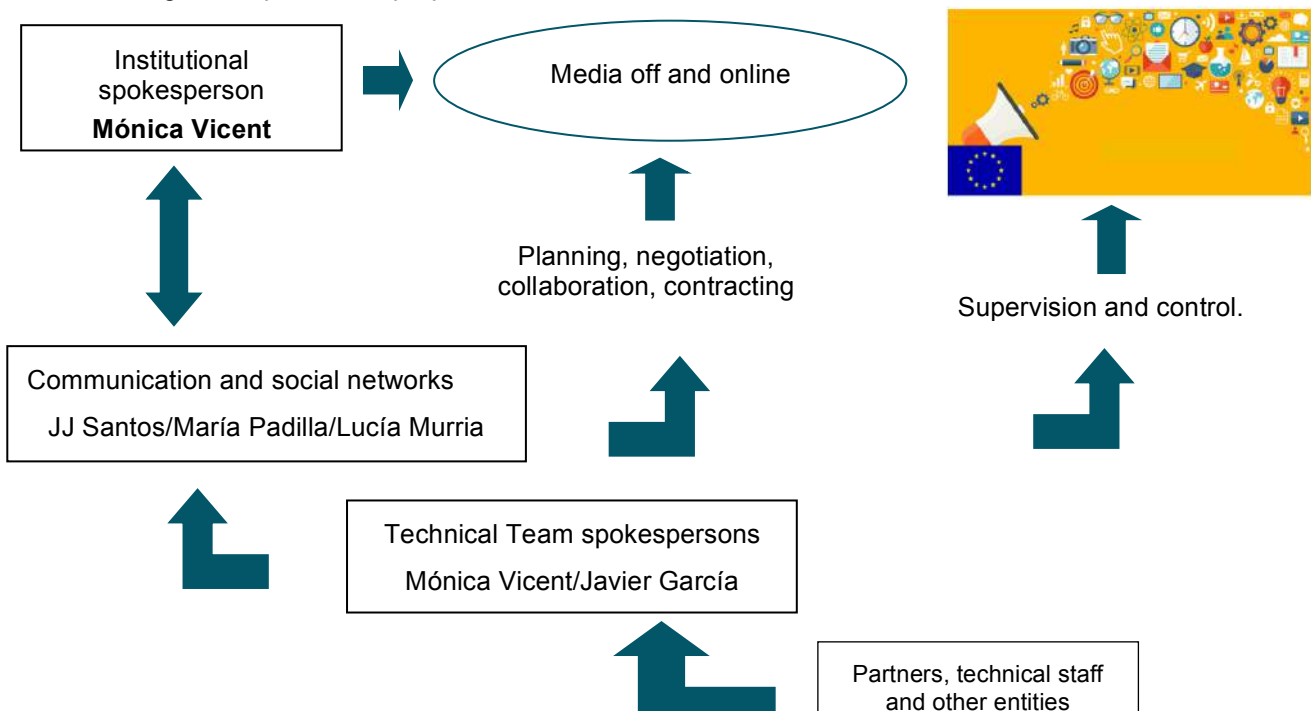


This scheme is showing us, first of all, that all the project's communication policy must be centralised in the communication coordination team, which within ITC-AICE corresponds to the Communication and Public Relations department. Thus, department will support to RCS for developing the communication and dissemination tasks.

What does this mean? RCS together with this department oversees coordinating any kind of information regarding the project's progress to the outside, understanding off and online media. The Communication and PR department will be able to communicate news about the progress and evolution of the LIFE HYPOBRICK project, although it will always do so through the Steering Committee, the project manager or directly by express delegation of the latter. Under no circumstances will the partners and bodies generated for the project or the heads of the different departments of ITC-AICE be authorised to make public statements, make assessments of the situation or generate documents or information about the project.

Any action to disseminate and publicise the contents of the actions carried out in LIFE HYPORBICK will have to be carried out in collaboration with RCS and ITC-AICE Communication and PR team, which will take on the role of communication coordinator in this project. They will be informed, at all times, of the progress of the Plan as well as of those aspects that may be relevant in order to have an overview of its overall technical evolution.

The following action protocol is proposed:





For its part, RCS and the ITC-AICE Communication and PR team will take great care to ensure that the work of collecting data does not coincide with the management interests of each of the actions and that, therefore, it does not interfere with their development.

In addition, to avoid unnecessary interference in the management of the project's communication plan, it is essential that the entities that make up the partnership and the technical teams involved in it do not refer to the project without the prior approval of the Steering Committee.

At this point, the Steering Committee will be embodied in the project leaders of the entities that make up the LIFE HYPOBRICK consortium, with the figure of Mónica Vicent, who assumes the role of head of this Committee.

### **Role of each body in communication policy**

- **Institutional representation**  
He/she will act as the official spokesperson, always with the technical assessment made by the team responsible for the project in collaboration with the Communication Coordinator.  
This function belongs to the project manager: Mónica Vicent.
- **Technical team spokespersons**
  - a. They will receive the information provided on the progress of the actions included in the project and they will feed and supervise the information and publicity actions on them.
  - b. They will encourage the members of the consortium to report regularly on the progress of the actions.
  - c. They will work with the Communication Team on the advertising and information actions that are considered appropriate and will inform the Communication Team of those aspects that need to be disseminated.
  - d. They will encourage the information arising from the project to be technical, avoiding, as far as possible, institutional interference in advertising messages.
  - e. They will maintain dialogue with partners and with the institutional, technical and management areas of ITC-AICE to channel the information messages that they wish to launch abroad.
  - f. This body will only act as an external voice for the project by delegation from the decision-making bodies.  
This role will be assumed by Mónica Vicent, as the project's main researcher, but also to the designated partners and staff of the ITC-AICE technical team that will be involved in the project.
- **Coordinator of the Communication of LIFE HYPOBRICK project:**
  - a. Sovereign and technically qualified body to manage, coordinate, assess and guide any communication and public dissemination actions to be carried out within the LIFE HYPOBRICK project.
  - b. The Communication team can never act autonomously and independently and must always have the support and approval of the project manager for any action relating to its competences.
  - c. This team will receive the official information concerning the project directly from the technical spokespersons of the project and will not consider as such data and information coming from any other body.
  - d. The Communication team will be responsible for initiating, feeding, consolidating and managing a documentary archive on aspects that, directly or indirectly, may be related to or of interest to the project managers. This archive will include graphic material as well as information collected in written, audiovisual and digital media. And it will serve to accredit the audit track in terms of publicity and visibility of the LIFE HYPOBRICK project.
  - e. The Communication team will prepare an annual digital report with all the information that has appeared about the project, as well as with the evaluations made through the media by people related or not to the project. This report must be sent to the technical



spokespersons. The information provided will serve as a basis for the completion of official reports in relation to communication and dissemination activities.

- f. The Communication team will collect and archive its own communications and news, as well as those from public and private entities that are related to the actions or progress of the project.
- g. The project communication team must always act on behalf of the LIFE HYPOBRICK project and in accordance with the principles set out in the project communication plan.

In relation to RCS as the entity responsible for project communication, RCS will ensure:

- A level of consistency in communications between all those involved
- That communication activities are carried out by all partners, in all their possibilities, in their respective environments, in accordance with this communication plan.
- That there is interaction with target audiences and sharing of good practices.
- That the activity reports are made following the indications of the programme and the project coordinator.

In turn, LIFE HYPOBRICK partners should, to the best of their possibilities and scope

- Translate, adapt and distribute information provided by the project coordinator to their target audiences.
- Inform their work teams and internal staff involved about the evolution of the project.
- Launch press releases and promote the project locally, as far as possible (presentations, talks, conferences...)
- Promote collaboration with local media.
- Monitor media in their country or region as much as they can
- Inform the project coordinator of the communication activities carried out.

## 8 EVALUATION

Evaluation of the communication is a very useful way to check whether the objectives are being met and to decide, if necessary, whether we need to modify the work plan. This evaluation will be done by the Communication and PR team of ITC-AICE using the indicators and tools at their disposal.

### 8.1 Evaluation of the website LIFE HYPOBRICK

The basic evaluation of the website will be done, basically, by measuring visits with the Google Analytics tool. The calendar or editorial agenda will allow us to know if the increases and peaks of traffic to the website correspond with the interest generated by the programmed events. If another more efficient tool is detected, it will be used.

INDICATOR	Expected N°
Website visits	1.000
Increase in visits in the months when events are held.	30% +
Subscriptions.	100

### 8.2 Trade fairs and events

As for the events programmed throughout the project, control and monitoring will be carried out, both in the participation of LIFE HYPOBRICK in external events and in those promoted by the project.

Indicator	N° events	N° attendees	N° media
Participation in events and international trade fairs	5	Undefined	Undefined
Dissemination and information events organized	2	Undefined	Undefined
Technical and expert events organised.	2	Undefined	Undefined

### 8.3 Evaluation of the project in the media

The media will be systematically monitored at national, regional and local level. With regard to the media accessible online, this monitoring will be carried out through the Hallon Platform tools (a media auditing company paid by REDIT, the Network of Technology Institutes of the Valencian Community, of which ITC/AICE is a member) and Google Alerts, which will indicate any mention of the project. In addition:

- The main commercial publications will be located and archived.
- Project news will be searched on the web and archived in PDF.
- Press coverage will be monitored (no. of articles, no. of interviews...)

Indicator	Expected N°
Articles in the national specialised press.	30
Articles in the regional and local press.	40
Reports and interviews in regional and local audiovisual programmes.	5

### 8.4 Social media

All the coordinated activities in Social Media will be monitored

Indicator	Expected N°
Linkedin	40
Youtube video view	300
N° followers	70-100
N° Tweets and re-Tweets published	300

### 8.5 Website of the partners

Each partner will disseminate the project through its website. In this context, it will be monitored whether each website contains the banner and a link to the project page.

### 8.6 Distributions of dissemination kit

The dissemination of the project brochures will be monitored both online and on paper during the events.

Indicator	Expected N°
Downloads of the leaflet from the website	50
Leaflets disseminated in each event	50-60
Leaflets sent through the distribution lists	300

### 8.7 Newsletter and distribution lists

Information on the project's activities and upcoming events will be sent to all relevant stakeholders through the distribution lists. The monitoring of this activity will be supported by the statistics of the tool, ACUMBA MAIL which will indicate the impact of each mailing. In addition, the newsletters will be available for download on the project website.

Indicator	Expected N°
Contacts in the distribution lists	2.000
Newsletters sent	3
Expected downloaded of every Newsletter	1000
Downloads of every Newsletter from the website	50

## 8.8 Networking

Networking activities aim to raise awareness and promote new actions in line with the project.

Indicator	Expected N°
Contacts made at each fair and congress	50
No. of interested contacts at a later date	40
Partnership agreements signed	Undefined

## 8.9 Merchandising

Merchandising products will be distributed at expert groups, fairs, conferences and events of interest

Indicator	Expected N°
Products distributed in every group of experts	30
Products distributed in our own events	50-100
Products distributed in events organised by other entities	50
Products distributed in conferences, visits...	50
Others	Undefined

## 8.10 LAYMAN'S REPORT

The Layman's report will be available for download on the project website and downloads will be monitored.

Indicator	Expected N°
Layman's Report downloadst	75-100

# 9 LIFE HYPOBRICK INFORMATION AND ADVERTISING

## 9.1 Legal basis

The Grant Agreement specifies the measures to be taken by project beneficiaries to demonstrate that the project has been funded by the European Union, specifically by the Life Programme.

Other requirements of the programme are detailed in the document Guide for applicants and on the Life Programme website (Toolkit-Communication tools).

## 9.2 Visual elements

### LIFE Logotype



The logos in high resolution and in different file formats (colour or black and white) can be downloaded at:

<http://ec.europa.eu/environment/life/toolkit/comtools/resources/logos.htm>

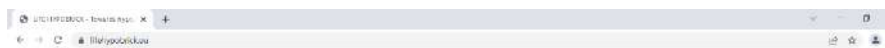
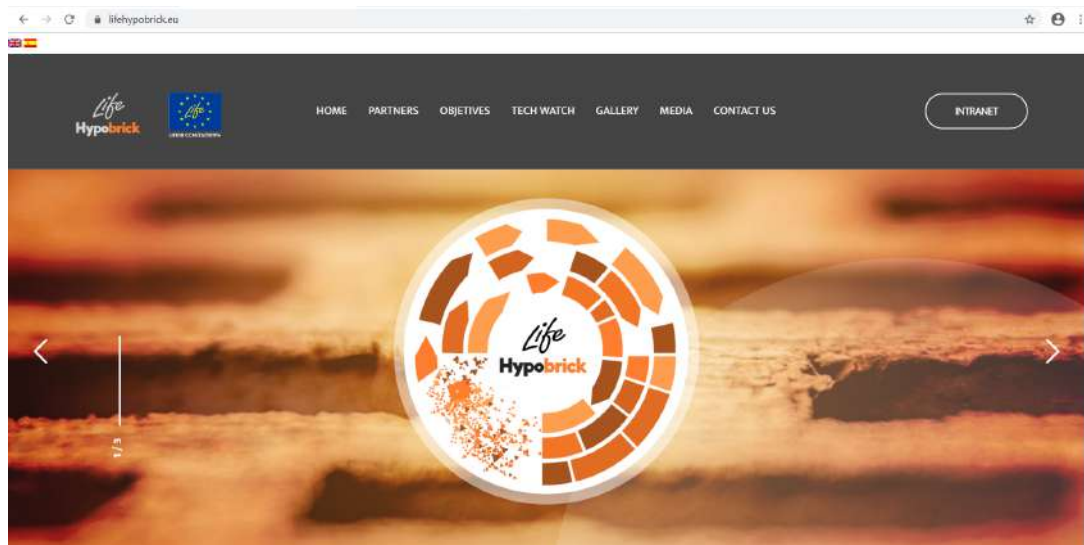
### Publications

This includes brochures, press releases, invitations to events, best practice guides, etc. The LIFE logo and project references should appear on the first page and in a prominent position on all printed publications.



### Website

- The LIFE logotype must appear at least on the home page of the website, on the first slide of any electronic presentation, on the first page of electronic newsletters and in a prominent position.
- The Life logotype will be linked to the Programme's website in the project's thematic area:
- <http://ec.europa.eu/environment/life/project/Projects/index.cfm?fuseaction=home.getProjects&strandID=3>
- In accordance with the requirements of the LIFE programme, a project website with a direct URL will be created. The project's web address will be indicated in all the reports produced (technical reports, Layman's reports, etc).



This project is financed by the LIFE Programme 2014-2020 of the European Union for the Environment and Climate Action under the project number LIFE18/CCM/ES/001114



Any communication or publication related to the project made by the beneficiaries, jointly or individually in any and using any means, reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains.



## Conferences, events and exhibitions

The following requirements will be taken into account:

- The LIFE flag will be placed in a prominent position at each meeting, conference, workshop or event.





- It is necessary to include in the documentation generated by the event (attendance sheets, certificates, questionnaires...) a statement of this type:

*This project is financed by the LIFE Programme 2014-2020 of the European Union for the Environment and Climate Action under the project number LIFE19 ENV/ES/000121 /Este proyecto está financiado por el Programa LIFE 2014-2020 de Medio Ambiente y Acción por el Clima de la Unión Europea con referencia LIFE19 ENV/ES/000121*

Communication elements that do not respect the guidelines on information and publicity will not be considered as eligible costs for the LIFE programme. If you have any questions, please contact the LIFE Communication team.