

DISSEMINATION, COMMUNICATION PLAN

DISSEMINATION ACTIVITIES

For the entire duration of the LIFE DRONE project, many dissemination activities are planned to be addressed to a scientific and non-scientific public, stakeholders and companies opening in the battery treatment sector in order to make the project known and progressively declare the main results achieved. The activities foreseen are described as follow:

- ❖ **Target groups mailing list:** newsletters describing the progress of project will be sent to members of the list two times per year at least.
- ❖ **Social media:** some social media has been selected to disseminate the project to a wide range of public both scientific and non-scientific:
 - A LinkedIn group with a specific discussion on Life DRONE Project;
 - A YouTube channel a specific discussion on Life DRONE Project to upload videos illustrating plant demonstration phases;
 - A Facebook page a specific discussion on Life DRONE Project;
 - A link to the project website and a project description in the partners's websites.

Expected results: Facebook page, YouTube channel, LinkedIn group.

- ❖ **Press releases:** prepared at the beginning of the project and at the achievement of important milestones like the start-up of the pilot plant. The releases target audience will be mainly collectors and companies involved in the battery treatment and in the development of recycling technologies.

Expected results: 2 press releases.

- ❖ **Project Leaflet:** containing compact description of project objectives will be prepared to be distributed at conferences, events and during the Final Conference.

Expected results: 500 leaflets distributed at conferences and events.

- ❖ **Conferences and exhibitions:** presentation of the project at European exhibitions and conferences to reach the scientific community, company specialized in battery collection and treatment, engineering companies involved in the development of recycling technologies.

Expected results: 3 oral presentations including a number of attendees not lower than 100.

- ❖ **Publications in journals** of the field to disseminate the project to a scientific public.

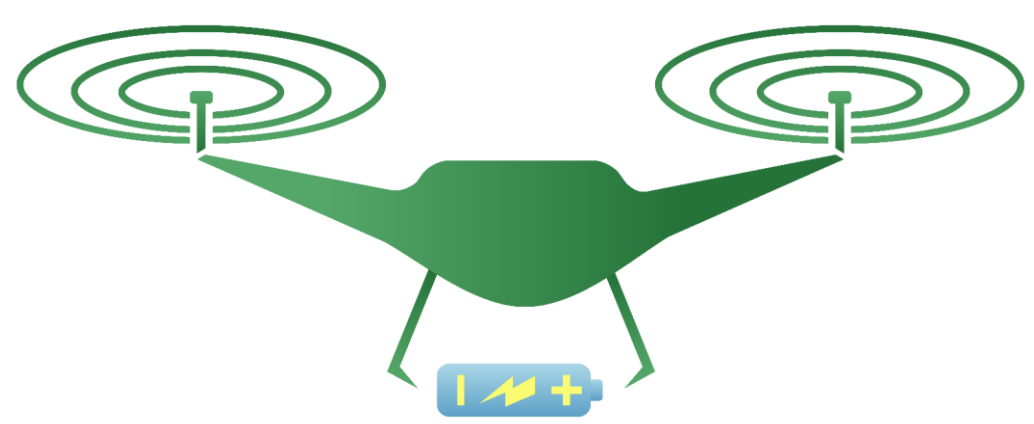
Expected results: 3 publications.

- ❖ **Open day:** following the end of prototypes demonstration phase Eco Recycling will organize a visit to the plants to show national and European stakeholders, specialists and citizens the results of the developed technology.

Expected results: number of stakeholders participating in the event not lower than 75.

- ❖ **Final Conference:** will be organized in an area close to the prototype.

Expected results: number of stakeholders participating in the event not lower than 75.



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MANDATORY DISSEMINATION ACTIVITY

- ❖ **Web site:** <https://www.lifedrone.eu/> and includes the project and EU logos, a general description of the project the presentation of the consortium, the results (expected and achieved) and media. The public section of the webpage will be periodically updated with news and events, including the public deliverables. The web site allows the subscription of users to permit direct mailing of news.

Expected results: number of contacts per month not lower than 50.

- ❖ **Notice Board:** a LIFE information board reporting a compact description of project objectives. The partners will place the notice boards with LIFE and project logos at the entrance of their offices and of the demonstration site (SEVAL, Eco Recycling) in order to communicate the central idea of the project to students and researchers, collectors and representatives of engineering companies.

Expected results: 7 notice boards. this is expected to communicate the central idea of the project to no lower than 50 persons per day.

- ❖ **Layman's report:** Shortly before the end of the project, a Layman's Report both in Italian and English languages will be prepared and published. The report will contain a description of the project objectives, the prototypes, the main technical results and conclusions and will give references of all partners and project website. Layman's report will be distributed at the Final Conference.

Expected results: a number of Layman's reports not lower than 100 will be printed and distributed during the final conference.

NETWORKING WITH OTHER PROJECTS

Networking with other EU projects allows for the establishment of synergies which can profitably be exploited to secure the achievement of targeted objectives. The coordination of the networking with other EU project is based at Eco Recycling offices. This sub-action aims at establishing a connection between the implemented project and activities concerning the battery treatment carried on, at national and European level, in the framework of LIFE and non-LIFE projects. Main objective is to create synergies which can profitably be exploited to secure the achievement of targeted objectives and to share the basins of contacted stakeholders. Partners of different projects will also be invited to join the main dissemination events or to come for an individual visit.

Expected results: networking with at least 2 EU-projects (including LIFE projects).