

WASTECOSMART

"Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency"

D.2.3

Progress Report on Dissemination and Exploitation Activities

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Summary

The main aim of Work Package 2 on *Dissemination and Exploitation of project results* (WP2) is to raise awareness and visibility of the project and its research-driven triple helix clusters as well as to increase the potential impact of the project by laying the groundwork for the use of results after the project has ended.

This report presents the work that Greenovate! has carried out as a leader of Work Package 2 during the first 18 months of the project. It summarizes the various activities performed in order to disseminate and exploit acquired knowledge and obtained results during the implementation of the WASTECOSMART project so far.

The work of the Work Package 2 was organized in three sections covering the three main tasks planned under Work Package 2, namely Task 2.1 *Dissemination and Exploitation plan*, Task 2.2 *Communication material and website*, and Task 2.3 *General dissemination activities for all stakeholder groups*.

With regard to Task 2.1, a *Dissemination and exploitation plan* has been elaborated by Greenovate! during the first six months of the project (Deliverable 2.1). The plan provided guidelines for all partners regarding their communication and dissemination activities. It identified the target audiences, tailored key messages and established appropriate communication channels to reach the relevant stakeholders such as regional and local authorities as well as waste operators. The plan outlined as well the activities being undertaken to produce the project's *Communication materials* (Deliverable 2.2) and a dedicated *template* was also created to monitor the implementation of the plan.

With regard to Task 2.2, a visual and written identity was produced for the project. Based on the identity, WASTECOSMART communication materials have been designed, developed and produced by Greenovate! (Deliverable 2.2) including Word and PPT templates, a project leaflet in 6 languages (English, Greek, Hungarian, Italian, Spanish and Portuguese), a roll-up banner, two posters and a general PowerPoint presentation in English. A dedicated website (www.wastecosmart.eu) has been designed and is constantly updated with relevant news and event (25 news and 41 events in Months 18). The project website has been further enhanced by creating features about the six region clusters and 10 case studies on best available waste techniques in prevention, recycling and re-use. A Twitter box was also created to facilitate the communication and exchange of knowledge among project partners and other relevant audiences.

With regard to Task 2.3, the project partners presented the WASTECOSMART project at several workshops and conferences. The project leaflet, the poster and the roll-up banner were used as a supporting communication materials. An abstract about the WASTECOSMART project was accepted and was published in conference proceedings.

A preparatory work has been carried out by Greenovate! regarding the upcoming regional networking workshops. A structure with a draft agenda of the regional workshops was elaborated and was presented to the project partners at the 3rd project meeting (Liverpool, 30 September – 1 October 2014).

International networking workshops were carried out by the project coordinator SP Technical Research Institute of Sweden in November 2014 within the framework of the Zero Waste Week 2014 in Brazil.

It can be concluded that Task 2.1 '*Dissemination and exploitation plan*' and Task 2.2 '*Communication materials and website*' of Work Package 2 have been successfully completed. Their deliverables (D2.1 and D2.2) have been provided in time in month 6 (February 2014).



Introduction

The WASTECOSMART project aims at strengthening and increasing regional innovation capacities for resources efficiency and integrated waste management through cooperation, research and technological development. Six research-driven triple helix clusters (science, industry and public sector) have been formed in Paphos (Cyprus), Central Hungary, Piedmont (Italy), Amsterdam (Netherlands), Stockholm (Sweden) and Liverpool City Region (United Kingdom) joined efforts to meet this challenge. The WASTECOSMART team also collaborates with international partners to promote international collaboration and opportunities in waste management.

Communication and dissemination play a crucial role in creating awareness of the WASTECOSMART projects results ensuring that targeted information reaches the most relevant stakeholders in a concise and an effective manner. This is especially important for the WASTECOSMART project, which is seeking to have a widespread impact throughout Europe.

The dissemination and exploitation activities of the WASTECOSMART project focus on the following 5 objectives:

- To raise awareness and visibility of WASTECOSMART and its research-driven triple helix clusters;
- To promote the use of waste management Decision Support Framework (DSS) and the a Joint Action Plans (JAPS) towards regional stakeholders;
- To facilitate networking between European and international partners;
- To encourage the use of innovative waste management systems and technologies;
- To ensure take-up of project results by policy and market in the participating regions and beyond.

This document reports the progress of the WASTECOSMART dissemination and exploitation activities for the period from September 2013 to February 2015 (M1-M18). The corresponding Work Package 2 '*Dissemination and exploitation of project results*' is led by Greenovate! sprl with the support of all project partners and structured into three individual tasks:

- **Task 2.1** Dissemination and exploitation plan
- **Task 2.2** Communication material and website
- **Task 2.3** General dissemination activities for all stakeholder groups



1 Progress report

The current report describes the progress made in Work Package 2 '*Dissemination and Exploitation of project results*' during the first 18 months of the WASTECOSMART project development.

Deliverable 2.1. '*Dissemination and exploitation plan*' and Deliverable 2.2. '*Communication materials and website*' have been submitted in time in month 6 (February 2014).

All project partners have provided information to the communication leader Greenovate! about the awareness raising and dissemination activities they have undertaken to promote the WASTECOSMART project.

1.1 Dissemination and exploitation plan

At the beginning of the project, Greenovate! elaborated the *Dissemination and Exploitation Plan* (Deliverable 2.1) and submitted it after consultation of the project partners. The Plan provides a structure for the communication activities of the project, supports coordination with project partners and monitoring of progress.

The plan outlines WASTECOSMART target audiences, key messages, communication channels and a time schedule for the implementation of the different dissemination and exploitation tasks. It also specifies the roles of the consortium partners to ensure proper exploitation of generated knowledge at regional level.

Monitoring of communication and exploitation activities

In addition, Greenovate! developed a *monitoring template* which is circulated to all project partners on a bi-monthly basis. The collected information about current and planned dissemination activities is consolidated by Greenovate! and shared with the project partners via the project on-line platform.

Communication Activities

Month
2014

Past or Future event?	Name of event/conference or interview/article	Website	Date	Location	Subject	Comments	Attended as (participant, speaker or organiser?)	How was WASTECOSMART promoted?	Approximate number of audience reached/connections made

1-1 Monitoring template of dissemination and exploitation activities



1.2 Communication materials and website

A range of WASTECOSMART communications materials has been designed and produced by Greenovate! during the first six months of the project. All communication is based on the visual identity to provide a distinctive and recognisable look and feel for WASTECOSMART. Moreover, a written identity and key messages have been developed to provide a consistent and clear message to audiences and stakeholders outside of the project consortium.

Based on the visual and written identity, numerous dissemination deliverables have been developed under Task 2.2 including a project description leaflet in 6 languages, a general project PPT presentation, roll-up banner, a poster and a dedicated website (Deliverable 2.2).

1.2.1 Visual and written identity

A complete visual identity with logo and templates in Word and PowerPoint formats in line with the EU 7th Framework Programme visual guidelines was designed and produced by Greenovate!.

Logo

The WASTECOSMART logo is based on the idea of a triple helix (business, public authorities and research) and also gives an indication of the close cooperation between 6 clusters. Greenovate! has also produced visual identity guidelines that contain the basic graphical rules on the correct use of the logo, recommendations on different colour schemes and logo dimensions. The logo is placed on all WASTECOSMART materials in order to ensure a consistent visual identity.



1-2 Project logo

Name

The brand name **WASTECOSMART** can be accompanied by the full title: **Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency.**

Tagline

The tagline (one-sentence slogan) developed for the project is:

**Innovative Solid Waste Management through Research and Innovation –
Maximising resource efficiency in European regions**

The tagline and the full title are used consistently on online and offline communications materials.



WASTECOSMART stands for "Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency" and has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 319969.

Templates

Word and PowerPoint templates have been designed for the use of the project partners to ensure consistency of use in all communications including reports and deliverables. An acknowledgement sentence makes reference to the financial support from the EU 7th Framework Programme in all WASTECOSMART communication materials.



1-3 Word template



1-4 Power Point template

1.2.2 Leaflet

A six-page leaflet in English has been developed by Greenovate! presenting the WASTECOSMART project in detail.

The English version of the leaflet was translated into 5 languages (Greek, Italian, Hungarian, Portuguese and Spanish) to better promote the project within and outside Europe¹ and printed on recycled paper. They were distributed to the project partners for promotion and use in events (1500 copies in English, 200 copies in Greek, 500 copies in Italian, 500 copies in Hungarian, 200 copies in Spanish and 200 copies in Portuguese).

¹ The consortium has considered more appropriate to produce a leaflet in Spanish and Portuguese (instead of Dutch and Swedish) that can also be used by the WASTECOSMART international partners.



1-5 Leaflet

1.2.3 PPT presentation and key messages

A general PowerPoint presentation, in English, has been elaborated by Greenovate! to present the project and its development at project meetings, events and conferences. This presentation can be adapted to different audiences, and has been translated into other languages as needed by the partners.

As part of its output, the WASTECOSMART project has developed key messages on the following themes:

- **Innovation and optimisation** - i.e. principle of improving integrated solid waste management through innovation;
- **Resource efficiency and environment**- i.e. principle of using the earth's limited resources in a sustainable manner while minimising impacts on the environment;
- **Economic aspects** – i.e. principle of creating economic benefits through innovative solid waste management.

These messages aimed to provide targeted information to different types of audience.



1.2.4 Roll-up stand

A roll-up stand has also been designed by Greenovate! for promotion of the project in events and conferences. During the first 18 months of the project, the roll-up was used at the following events:

- WASTECOSMART progress meeting and workshop, 30 September - 1 October 2014, Liverpool, UK;
- WP4 Workshop on “How can the city work with waste prevention?”, 16 September 2014, Stockholm, Sweden;
- 18th International Conference on Waste Recycling, 9-10 October 2014 Miskolc, Hungary – presented by the Central Hungarian region.

The roll-up presents a streamlined version of the information present in the leaflet, using the same colour scheme and visuals. It was printed by Greenovate! and was distributed to project partners for use at conferences.

In addition, a high-resolution PDF file of the stand was distributed to project partners to allow for local production.

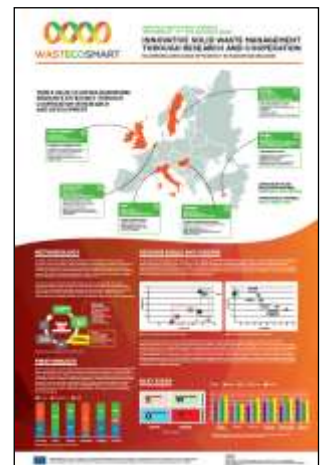


1-6 Roll-up stand

1.2.5 Poster

Two posters presenting the first WASTECOSMART results have been created to promote the project at the following events:

- ISWA Solid Waste World Congress, 8 – 11 September 2014, Sao Paulo, Brazil – presented by the Stockholm region;
- 18th International Conference on Waste Recycling, 9-10 October 2014 Miskolc, Hungary – presented by the Central Hungarian region.



1-7 Poster

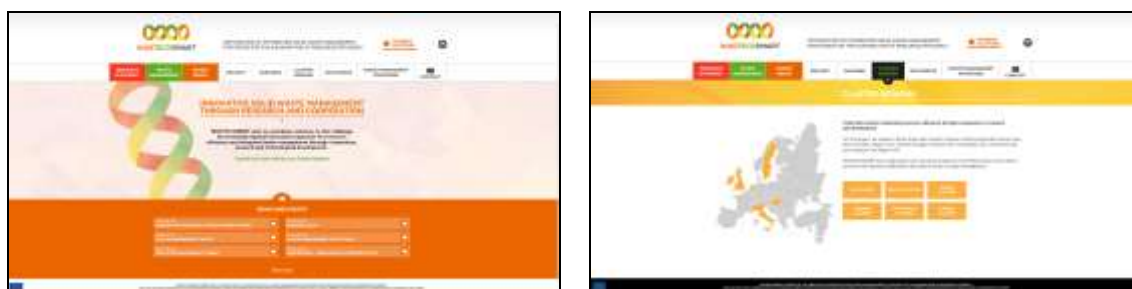
1.2.6 Website

In the first six months, Greenovate! has developed a dedicated website for the project. The contents of the web site can be viewed at www.wastecosmart.eu. The website was designed as a vehicle to inform research establishments, regions and municipalities as well as end-users of waste technologies and services (Deliverable 2.1).



In addition to the homepage, the website features the following sections:

- **Resource efficiency:** general information on resource efficiency policy;
- **Waste management:** general information on waste management and related legal requirements;
- **Expert group:** presentation of the External Reference Group (ERG), its members and meetings;
- **Project:** key information on the project, its partners and the expected results;
- **Partners:** list with logos and links to the members of the project consortium;
- **Cluster regions:** information on the waste management in the six project cluster regions;
- **Documents:** project deliverables and publications for download;
- **Case studies:** best practices from the triple helix cluster for waste prevention, re-use and recycling;
- **Contact:** presents the contact details;
- **Members' platform:** access to project partners only.



1-8 Project website

The website was regularly updated by Greenovate! with news and events on innovative waste management and policy developments. It was further enhanced to better promote the project achievements. The following improvements have been made:

Homepage

An interactive map of the cluster regions has been added to the homepage. It provides direct links to each cluster region status and relevant needs in the field of waste management.

A feature box has been introduced to the homepage to actively promote the partners activities and project results achieved. At month 18, features were developed for 6 cluster regions:

- Liverpool City Region, UK
- Paphos Region, Cyprus
- Piedmont region - Torino, Italy
- Central Hungarian Region, Hungary
- Stockholm Region, Sweden
- Amsterdam City Region, Netherlands



The feature box will be further updated with new outcomes and news during the project development once they become available.

Case studies

In month 14, a new page has been created on the project website to publish case studies of best practices in waste management classified under three sections: PREVENTION / RE-USE / RECYCLING.

A template has been developed to support partners in providing information on case studies in a format suitable for the website. Each case study is reviewed by Greenovate! for consistency and English. At the same time, the template can be used to prepare a publishable summary of the in-depth best practices that have been produced by the project partner under WP5. At the time of reporting, the following 10 case studies have been featured:

- Halen Môn - Anglesey, United Kingdom
- Les Petits Riens - Brussels, Belgium
- Bulky Bob's - Liverpool, United Kingdom
- E-Waste Race - Amsterdam, Netherlands
- SEPARATE - EU eco-innovation project
- Alelyckan Re-Use Park - Gothenburg, Sweden
- Sustainable tourism in Cyprus - Paphos, Cyprus
- Curb side separate collection - Lythrodontas, Cyprus
- The Lempa Art College - Paphos, Cyprus
- Hammarby Sjöstad underground waste transportation - Stockholm, Sweden



1-9 Project website – case studies



News & Events

Greenovate! frequently updates the *News and Events* section of the website. The section provides general news that is of relevance to the project and project updates.

In addition, a *template for communication of events and news* has been developed by Greenovate! to encourage partners to provide interesting information with partners about their project activities and/or relevant regional developments. This template can be used by partners to communicate about any project meetings, event presentations, conferences, deliverables and interesting facts and results stemming from the WASTECOSMART project.

A *list of upcoming events* has been prepared by Greenovate! and has been published on the project website. It provided information about upcoming events across and outside Europe relevant to the WASTECOSMART project development.

The website was updated with 25 news and 41 events in the waste and resource efficiency sector.

News (25):

- *Innovation in manufacturing* - The European Commission calls for renewed focus on innovation in manufacturing (28 January 2014)
- *Illegal shipments of waste* - Local and regional authorities call for tighter EU rules to clamp down on illegal shipments of waste (31 January 2014)
- *Generation Awake says Stop Wasting Waste! Generation Awake* - Your choices make a world of difference, is the EU campaign on resource efficiency (04 February 2014)
- *C&D waste targets could be missed – analysts* - Some countries may not meet the EU's 70% recycling target for construction and demolition (C&D) waste by 2020 (05 May 2014)
- *Germany seeks to reform green dot scheme* - The German government proposed to reform the country's packaging green dot scheme (06 May 2014)
- *MEP's plastic bag proposals win large backing* - MEPs clamp down on wasteful use of plastic carrier bags (07 May 2014)
- *Industry issues food policy recommendations* - European food policy should be more coherent and predictable (08 May 2014)
- *Scandinavia collects highest WEEE amounts* - Norway, Sweden and Denmark collected the highest amounts of WEEE in 2012 (09 May 2014)
- *EU must put an end to landfilling* - Director-General for Environment has called for a ban on landfilling in the EU (13 May 2014)
- *Upcoming European strategy on 'circular economy'* - A strategy to re-use resources is about to be unveiled (12 June 2014)
- *New recycling targets in Circular Economy package* - EU aims for zero-waste economy with higher recycling targets (02 July 2014)
- *Resource efficiency target* - Europe 2020 review may include resource efficiency target (22 July 2014)
- *UK and the circular economy* - British MPs encourage UK Government to support the circular economy (24 July 2014)
- *WASTECOSMART General Assembly* - Delegates discussed the future of global waste and resource management (09 October 2014)



- *FEAD strategy 2014-2020* - Private waste management sector's policy goals for 2014-2020 (16 October 2014)
- *Towards an end-of-waste criteria for plastic* - Unexpected end-of-waste criteria for plastics welcomed positively by industry (03 November 2014)
- *Ministers say 2030 recycling goals too high* - Member States raise concerns over 'early warning system' for recycling targets (07 November 2014)
- *Recycling compliance plan criticised* - Recycling targets for 2030 are too high for EU environment Ministers (07 November 2014)
- *Zero Waste Week Brazil 2014* - WASTECOSMART project presented at Brazilian Zero Waste Week 2014 (19 November 2014)
- *New money, old ideas* - Landfill and incinerators to be funded with EU money (19 December 2014)
- *European Parliament on the Circular Economy Package* - MEP's failed to pass a joint resolution to keep the Circular Economy Package (15 January 2015)
- *Italian Parliament bets on waste separation at source* - Italian Parliament bets on waste separation at source in new "zero waste" law (03 February 2015)
- *Combined Heat and Power production stalling in Europe* - The Combined Heat and Power (CHP) sector will need government support in a number of EU countries (10 February 2015)
- *Innovative ecolabel inspiring sustainable consumption* - The Miljönär ecolabel, unique in Europe to promote reuse and repair (13 February 2015)
- *Europe losing market share in global renewables market* - Asia has now overtaken Europe in solar energy capacity as austerity measures are implemented (16 February 2015)

Events (41):

- Green Week 2014 – "Circular economy – saving resources, creating jobs", 3 - 5 June 2014, Brussels, Belgium
- SRCR 2014, 12-13 June 2014, Falmouth, Cornwall, UK
- Recycling, Environmental Technologies and Waste, 12-13-14 June 2014, Istanbul, Turkey
- Water, Waste and Energy Management, 16-18 July 2014, Oporto, Portugal
- CRETE 2014, 2-5 September 2014, Chania, Crete, Greece
- ISWA 2014, 8-11 September 2014, Sao Paulo, Brazil
- RWM 2014, 16-18 September 2014, NEC Birmingham, UK
- SDEWES 2014, 20 - 27 September, 2014, Venice-Istanbul
- Waste XVIII Recycling, 9 - 10 October 2014, Miskolc, Hungary
- ERSCP 2014 – "17th European Roundtable on Sustainable Consumption and Production", 14-16 October 2014, Portoroz, Slovenia
- World Resources Forum 2014, 19-22 October 2014, Arequipa, Peru
- LCA 2014, 4-5 November 2014, Lille, France
- Total Food 2014, 11-13 November 2014, Norwich, UK
- VENICE 2014, 17-20 November 2014, Venice, Italy
- AGRO 2014, 24-26 November 2014, Kochi, Japan
- POLLUTEC 2014, 2 - 5 December 2014, Lyon Eurexpo, France



- ICWMRE 2015 : “International Conference on Waste Management, Recycling and Environment”, 26 – 27 February 2015, Barcelona, Spain
- ‘Save the PLANET’ – “Waste Management, Recycling and Environment, 6th Conference & Exhibition for South-East Europe”, 11 – 13 March 2015, Sofia, Bulgaria
- ICWMEE 2015 : “XIII International Conference on Waste Management and Environmental Engineering”, 23 – 24 March, 2015, Prague, Czech Republic
- BioCycle West Coast Conference 2015 – “Composting, Anaerobic Digestion, Food Waste Recycling, Sustainable Infrastructure”, 13 - 16 April 2015, Portland, Oregon, USA
- Argus European Biomass Trading 2015, 14 -16 April 2015, London, UK
- 8th Annual International Biomass Conference & Expo 2015, 20 – 22 April 2015, Minneapolis, USA
- 3rd International Symposium on Organic Matter Management and Compost Use in Horticulture, 20 – 24 April 2015, Murcia, Spain
- World Waste to Energy City Summit 2015, 19 – 20 May 2015, London, UK
- EXPO 2015 MILANO, 1 May – 30 October 2015, Milano, Italy
- 4th Annual National Zero Waste Business Conference, 5 – 7 May 2015, Los Angeles, USA
- ICWEEM 2015 : “XIII International Conference on Water, Energy and Environmental Management”, 18 – 19 May 2015, Paris, France
- Waste & Recycling Expo, 22 – 24 May 2015, Athens, Greece
- WasteTech-2015: “International Trade Fair on Waste Management, Recycling, Environmental Technologies and Renewable Energy”, 26 - 28 May 2015, Moscow, Russia
- EUBCE 2015: “23rd European Biomass Conference and Exhibition”, 1 – 4 June 2015, Vienna, Austria
- CWM 2015: “XIII International Conference on Waste Management”, 11 – 12 June 2015, Copenhagen, Denmark
- ICWML 2015: “XIII International Conference on Waste Management and Landfilling”, 18 – 19 June, 2015, Istanbul, Turkey
- ISWM-TINOS 2015: “3rd International Conference on Sustainable Solid Waste Management”, 2 – 4 July 2015, Tinos Island, Greece
- International Conference on Coastal Cities and their Sustainable Future - Wessex Institute of Technology, 7 – 9 July 2015, Ashurst Lodge Southampton, UK
- ICWMEE 2015: “XIII International Conference on Waste Management and Environmental Engineering”, 13 – 14 July, 2015, Stockholm, Sweden
- ICEEWM 2015: “XIII International Conference on Environment, Energy and Waste Management”, 20 - 21 July 2015, Paris, France
- 10th EXPOSUCATA – “International Fair and Congress of Business Recycling Industry”, 18 - 20 August 2015, Sao Paulo, Brazil
- ISWA 2015 World Congress, 7 - 9 September 2015, Antwerp, Belgium
- RWM : Resource Efficiency and Waste Management Solutions, 15 - 17 September 2015, Birmingham, UK
- SDEWES Conference - “10th Conference on Sustainable Development of Energy, Water and Environment Systems”, September 27 - October 3 2015, Dubrovnik, Croatia
- SARDINIA 2015 – “15th International Waste Management and landfill symposium”, 5 – 9 October 2015, Sardinia, Italy





1-10 Project website - News & Events

Documents

The *Documents* section on the website has been populated with deliverables produced by the project partners so far. It contains also publications related to National waste management strategies and provide direct link to the project leaflet in 5 languages (English, Greek, Italian, Portuguese and Spanish). This section will be further updated on a regular basis (<http://www.wastecosmart.eu/en/documents>).

Twitter box

A Twitter account has been created as a valuable tool for disseminating news and events to a wide audience (<https://twitter.com/WASTECOSMART>). A direct link to the Twitter account is available via the WASTECOSMART website.



1-11 Project website – Twitter account link

Website Analytics

Website launch: 14 March 2014

Measuring range: 1 April 2014 – 28 February 2015 (11 months)

Since 1 April 2014, the website attracted 1,268 different users in 2,249 individual sessions resulting in 8,413 page views. According to the analytical data, 43 % of users come back to our website after their first visit. Users spend on average 4 minutes on it; this indicates that the content is met with interest and is actually read.

The geographical spread of users is indicative for the origin of the consortium members, with notable exceptions in Europe for Portugal and to a lesser extent France. Brazil is the 2nd most active visitor of our website with 15% of overall sessions originating from our Latin American partner country.

	Country	Sessions	% Sessions
1.	Belgium	447	19.88%
2.	Brazil	353	15.70%
3.	Sweden	202	8.98%
4.	Netherlands	192	8.54%
5.	Portugal	141	6.27%
6.	Italy	134	5.96%
7.	Cyprus	121	5.38%
8.	United Kingdom	112	4.98%
9.	Hungary	85	3.78%
10.	France	39	1.73%

The most popular individual page was the homepage, followed by the cluster regions page, the news and events page, and the documents and case studies pages.

The overwhelming majority of users come to our website from their desktop computers. Less than 5% use their mobile phone or tablets, as can be expected for a professional site. Women represent 45% of our users.

1.2.7 Partners' Websites

Many of the partners of the consortium have included pages on the WASTECOSMART project on their websites.

- Greenovate! srl have promoted the WASTECOSMART project through their own website, LinkedIn group and Twitter feed;
- C-Tech have published project one-page description on their corporate website;
- Atlantis Consulting have updated their website to include the WASTECOSMART leaflet and link to the project website;



- Merseyside Recycling and Waste Authority have issued a press release to promote the project on MRWA website;
- MRWA, C-Tech and UCLAN have produced a video describing their experiences to date developing and applying the Triple Helix approach and decision support tools;²
- Amsterdam Economic Board have produced a video to promote the WASTECOSMART project via YouTube.³

1.3 General dissemination activities

Regional networking workshops

Six regional networking workshops are planned to take place in 2015 Cyprus, Hungary, Italy, the Netherlands, Sweden and the UK. These workshops aim to promote the project results to regional stakeholders of relevance.

To facilitate the workshop organisation at regional level, Greenovate! has developed a structure with a draft agenda of the regional workshops that was presented and distributed to the project partners at the 3rd project meeting (Liverpool, 30 September – 1 October 2014).

Greenovate! has also identified and has presented a list of upcoming events in the six regions that could be combined with the regional workshops so that to get the most relevant target audience such as regional and municipal policy makers, waste operators technical centres.

Concrete dates and detailed agenda for the workshops in each of the six regions is planned to be determined in M19-M20.

International networking workshops

International networking workshops in the international partner countries are foreseen to take place to discuss waste strategies and available solutions.

The project coordinator SP Technical Research Institute of Sweden has animated workshops in five cities in the South of Brazil (Sao Paolo, Florianopolis, Porto Alegre, Curitiba and Joinville) within the framework of the Zero Waste Week 2014 that took place from 2-8 November 2014 in Brazil. The participants had the opportunity to learn about the WASTECOSMART project and the innovative waste management approach developed within the project.

International networking workshops in other partner countries are planned to be organised between October 2015 - July 2016.

On-site replication seminars

Nine on-site replication seminars are expected to take place over the next reporting period (M19-M34), possibly back-to back with key events. These seminars aim to attract regional/municipal bodies, waste operators / waste treatment facilities to present the project and its approach including the DSF, innovative waste management technologies and the JAPs for replication and uptake.

² <http://youtu.be/I350Pf752V0>

³ <http://youtu.be/IFyJI0ZgvQ>



2 Events and publications

Events

15 October 2013 – City Planning Board in Sundbyberg

On 15 October 2013 the Municipality of Sundbyberg presented the project at a meeting with the City Planning Board.



13 May 2014 - Meeting SÖRAB in Stockholm Region

Municipality of Sundbyberg presented the WATSECOSMART project to local experts on waste management in the Stockholm region, Sweden, on 13 May 2014. The project approach raised an interest among the participants. The meeting gave the opportunity to discuss the organisation of a WP4-workshop planned for June 2014 and was attended by 20 people.

14 May – 19 December 2014 - Local Cluster meetings in Italy

Politecnico di Torino organised local cluster meetings with the involvement of private sector and waste collector companies to present and discuss the 'Optimization of Integrated Solid Waste Management' under the WASTECOSMART project. Two meetings were held in Torino on 14 May 2014 and 20 June 2014 at the premises of Politecnico di Torino and were attended by 10 people. Similar meetings including 14 municipalities were organised on 20 November 2014 and 19 December 2014 at the premises of Comune di Collegno and were attended by 60 people.

11 May 2014 - SWOT analysis

The project coordinator SP Technical Research Institute of Sweden has presented the results of the project SWOT analysis on 11 May 2014 in Täby (Sweden) at an ordinary meeting with Sörab, a waste company of northern part of Stockholm region. Project presentation and leaflets were distributed to the participants.

5 June 2014 – Environmental techniques

Corvinus University of Budapest participated in the Professional Conference of the Cluster of Environmental Technique Producers and Developers held in Pécs, Hungary on 5 June 2014. It has been learnt about the most up-to-date Hungarian waste management technologies and current waste collection practices. More, there is a high degree of uncertainty in the field of financing and sustainability and the public service providers are in a difficult situation because of lack of money. More need to be done in term of waste re-use, prevention of negative environmental impacts and return of investments.



17 June 2014 - EU funding

C-Tech presented the project to an audience at the Merseyside Brussels Office – EU funding event in Liverpool (UK) on 17 June 2014. The theme of the event was waste and resource funding and was attended by 20 people.

16 September 2014 - Waste prevention

A Workshop on “How can the city work with waste prevention?” was organised by the Stockholm region in Sweden. The workshop aimed to develop and evaluate the Decision Support Framework developed in Amsterdam within the framework of WP4. The workshop was held on 16 September 2014 and was attended by 20 people.



2-1 Project partners discussing waste prevention strategies in Stockholm

2-8 November 2014 - Zero Waste Week 2014

The project coordinator SP Technical Research Institute of Sweden participated on behalf of WASTECOSMART consortium in the Brazilian Zero Waste Week 2014 (Semana Lixo Zero 2014⁴) to exchange experience and start a collaboration with Brazilian stakeholders.

The WASTECOSMART project and toolbox for innovative and resource efficient waste management was introduced and tested in interactive workshops in five cities in the South of Brazil (Sao Paulo, Florianopolis, Porto Alegre, Curitiba and Joinville). A video prepared by the UK triple helix cluster partners was used describing current approaches and future ambitions for resource efficiency and innovative waste management in the Liverpool City Region.⁵

The main objective was to promote WASTECOSMART, to inspire and to exchange experience and knowledge with Brazilian stakeholders to start sustainable cooperation. The participants were very satisfied with the workshops and re-invited WASTECOSMART to join national and regional events during 2015 to work further with optimisation of waste management.

⁴ <http://ilzb.org/site/?p=1157>

⁵ <http://youtu.be/l350Pf752V0>



There was a big interest in best practices and knowledge transfer from Europe. In total about 290 stakeholders participated in the workshops.



2-2 Project partners at Zero Waste Week 2014 in Brazil

Publications

9-10 October 2014

Municipality of the XXIII District of Budapest, Soroksár have produced a paper and gave a presentation based on the paper during the 18th International Conference on Waste Recycling in Miskolc, Hungary. Connections have been made with professors of the subject at the University of Miskolc in Hungary. The conference was attended by 70 people.



2-3 Abstract provided to the 18th International Conference on Waste Recycling in Miskolc, Hungary



WASTECOSMART stands for "Optimisation of Integrated Solid Waste Management Strategies for the Maximisation of Resource Efficiency" and has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no 319969.



2-4 Project partners at 18th International Conference on Waste Recycling in Miskolc, Hungary



3 Next steps in 18 months

In the next 18 months, the following dissemination and exploitation activities will be carried out.

Communication material (Task 2.2):

- **Project website update**
The website will further be updated with new project developments, features, case studies on best practices, news, events, deliverables, and publications on waste strategies and policy development.
- **Project presentations**
The project and its results will be presented at conferences, workshops and other relevant events. The project presentation will be translated into the working language, as necessary.
- **Project webcast**
The project webcast will be produced. It aims at communicating the technical and scientific details of the project activities to a wider non-scientific audience.

General dissemination activities for all stakeholder groups (Task 2.3):

- **Conference speeches, exhibitions and posters**
Greenovate! will work with the project partners to identify suitable opportunities to present the project at regional and national events being held across Europe. National and regional events may include but will not be limited to:
 - RWM (UK)
 - RECYCLING (Netherlands)
 - IFAT (Germany)
 - South-East European Conference (Bulgaria)
 - 19th Waste Recycling Conference (Hungary)
 - Conference of the Association of Environmental Enterprises (Hungary)
 - ECOMONDO (Italy)
 - XIII International Conference on Waste Management and Environmental Engineering (Sweden)
 - International Summer School on Sustainable University Campuses - Torino (Italy)
 - Regional event, Comune di Collegno (Italy)
- **Regional networking workshops**
Six regional networking workshops are planned to take place across Europe (Cyprus, Hungary, Italy, the Netherlands, Sweden, UK). The workshops aim to promote the project results to regional stakeholders of relevance.
- **International networking workshops**
Similar to the European workshops are planned to take place in international partner countries. The aim of these workshops is to discuss waste strategies and available solutions.
- **On-site replication seminars**
In addition to the national workshops, Greenovate! team will identify regions / municipalities for replication and prepare on-site seminars with regional public bodies and waste operators (9 seminars are expected to take place). The aim of the seminars is to present the WASTECOSMART and its approach including the DSF and its use, innovative waste treatment technologies and the JAPS for replication and uptake.

