SWAP

Sustainable solid WAste management and Policies

TITLE OF THE REPORT

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Deliverable Lead	MJU
Type	Report
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Versions

Version	Date	Main Author	Summary of updates
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ABSTRACT

This WP aims to promote the project's existence, key messages, and activities to all target groups, including public authorities (at the local, regional, and national levels), private companies, international organisation, NGOs, entrepreneurs, and citizens. Here, we also aim to diffuse project output to the same target groups as well as the higher national and European authorities. All partners will carry out project promotion and dissemination by also exploiting their institutional channels and networks. Dissemination seeks to provide general information about the project (goals, territories, duration, activities, partners, etc.) and to support the exploitation of the results beyond the project lifetime. Expansion of the implemented Training Hubs to enable new areas of application and the future governance models and policies for sustainable management of solid waste in the region are some examples.

The sustainability of the project will be conceptualised into the "sustainability plan" that will ensure the sustainability of the project and its outcomes after the completion of the funding period. The EU programme country HEIs will use their extensive experience of identifying and targeting beneficiaries to ensure that the exploitation and dissemination activities are effective. The plan will identify the needs and means by which the SWAP activities and results can be enlarged or continued after the project closure. The Training Hubs and the Open Online Learning Management System are seen as key infrastructures for achieving this goal.

Moreover, the SWAP website will remain active after the end of the project, since it will be implemented on the own server platform of the leading organisation. All project deliverables and results will be published on the website. For continuous

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improvement of the Web portal, the hit rate on the Web portal will be monitored and evaluated if any boosting activities are required.

In this report, a dissemination plan, including all dissemination strategies, channels, and responsible person for each of them were listed. The tentative dissemination activities were planned based on an initial dissemination roadmap. The specific activities of the dissemination strategy included the development of the project website, design of social media, design of online materials, design of promotional materials, public events, activities for raising awareness for young generation, and sustainable implementation plan.

KEYWORDS

Dissemination plan

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1. Deliverable of Work package 6: Project Dissemination and sustainability; Task 6.1: Dissemination plan

1.1 Dissemination Goals

The communication goals of work package (WP) 6 align with the overall aims of Sustainable solid Waste management and Policies (SWAP). Dissemination includes the promotion of the project's existence, key messages, public events, and activities to all target groups - public authorities (at the local, regional, and national levels), private capacity building in the field of higher education, companies, international organisation, NGOs, entrepreneurs, and citizens.

1.2 Dissemination road map

The dissemination plan includes four pillars: aims and outputs, target audiences, dissemination actions, and tools. The initial communication and dissemination plan as set out in Deliverable Task 6.1 includes detailed information on the strategy that led to the creation of communication tools to reach out to the identified and appropriate target audiences using the most efficient channels available. The target groups are the young generation, public authorities (at the local, regional. and national levels), higher education, companies, international organisation, NGOs, entrepreneurs, and citizens. Further, the preparation of communication and activities for uncertain circumstances, such as the COVID-19 pandemic, is proposed and well handled. The rationale behind the communication strategy is to define an approach that maximises awareness of the SWAP project and its achievements to the targeted audiences and increases the understanding of the importance of sustainable solid waste management. Figure 1 shows the project dissemination road map from the year 2021 to 2024.

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The project dissemination milestones were divided into 3 phases from the year 2021-2024. Phase 1 (year 2021-2022) aims to establish and initiate activities for SWAP promotion. Phase 2 (year 2022-2023) focuses on the process, project and activity improvement, people development, and better communication. Phase 3 (year 2023-2024) aims ensure the project's sustainability, implementation of activities such as training hubs, future governance models and policies for sustainable management of solid waste in the region), and building and expansion of network and collaborations.

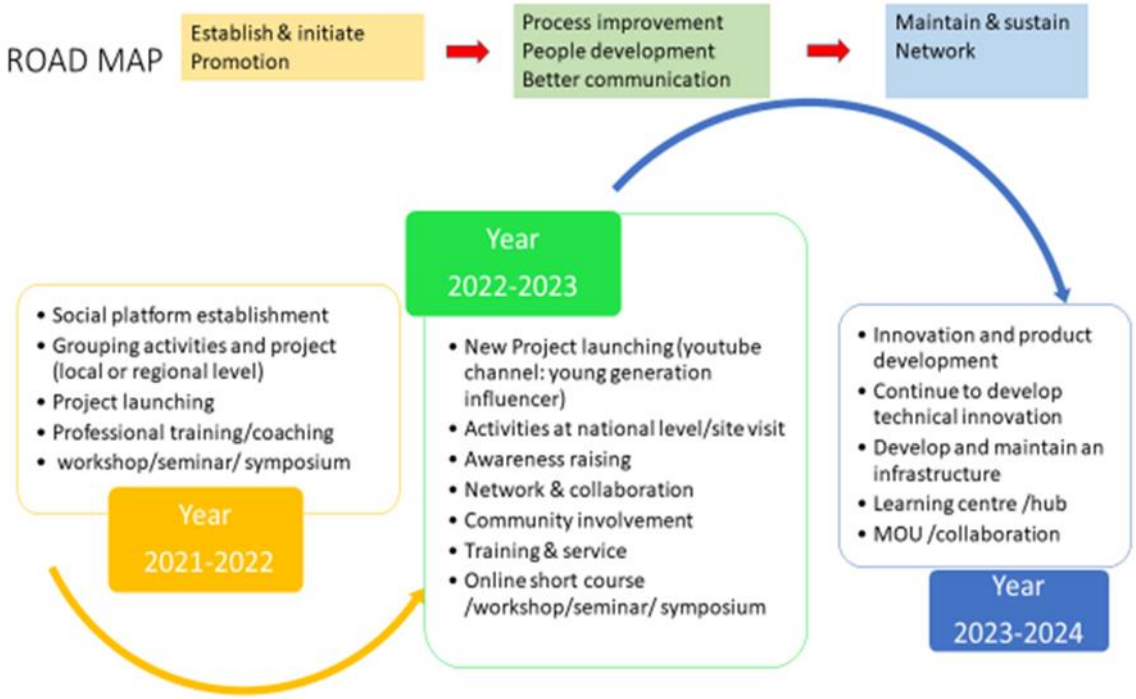

Figure 1: Dissemination Road Map from year 2021-2024

1.3 Strategies and tactics

Year 2021: The initial phase

The main objective is to achieve initial visibility. Such visibility will be accomplished through the project's website, social media (Facebook, Twitter,

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Instagram, LinkedIn, etc.). In the first action in year 1, the communication about the project's existence, activities, and information from all partners are gathered and grouped. In this first year, social platforms such as websites, multimedia, social media, local media, etc., need to be established. The website is published fully in English and is also translated into the partner countries' languages. As the young generation is one of focused targets, the development of suitable communication tools such as online social media and electronic materials, as well as the fast and direct interactive activities or channels, are also the priority to put in the lists. The effective project branding is crucial for effective dissemination; the project´s logo, dissemination materials, graphical templates, and layouts of the dissemination materials (leaflet, reports, design structure, etc.) will be subcontracted to a graphic designer. The first version of brochures and printed material are successfully designed.

All partners will contribute to the project promotion and dissemination by exploiting their institutional channels and networks. However, all activities from each partner are shared and linked to the main SWAP project website (http;//swap.designbits.de/), which will be developed for the launch in M6 (Task 6.2). Furthermore, the activities of all project partners will be regularly updated on online and social platforms. These activities are also shared and updated biweekly through the main SWAP social media, including the SWAP website and the official Facebook page, Instagram, and Twitter accounts with the #hashtag. The progress of communication activities is constantly reported at the meeting. In the middle of the year (year 1), some activities and projects at the regional level should be launched, followed by professional trainings/workshop/coaching from international organisation and agencies. During this phase, the dissemination of the first deliverables from each partner has started. The

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partners will disseminate the project results on the aforementioned social media, promote training events, and publish newsletters on the website.

To effectively reach our target audiences and gather relevant information to fulfil the communication aims, the editorial board is set up (Figure 2). This group is responsible for making a decision on the website and other channels development, acting as the administrators for updating information on the website and other channels, updating the upcoming events, keeping up all project activities, gathering photos or materials, and bringing back the feedback and language translation to the local targets in South-East Asian countries such as Thailand, Cambodia, and Vietnam.

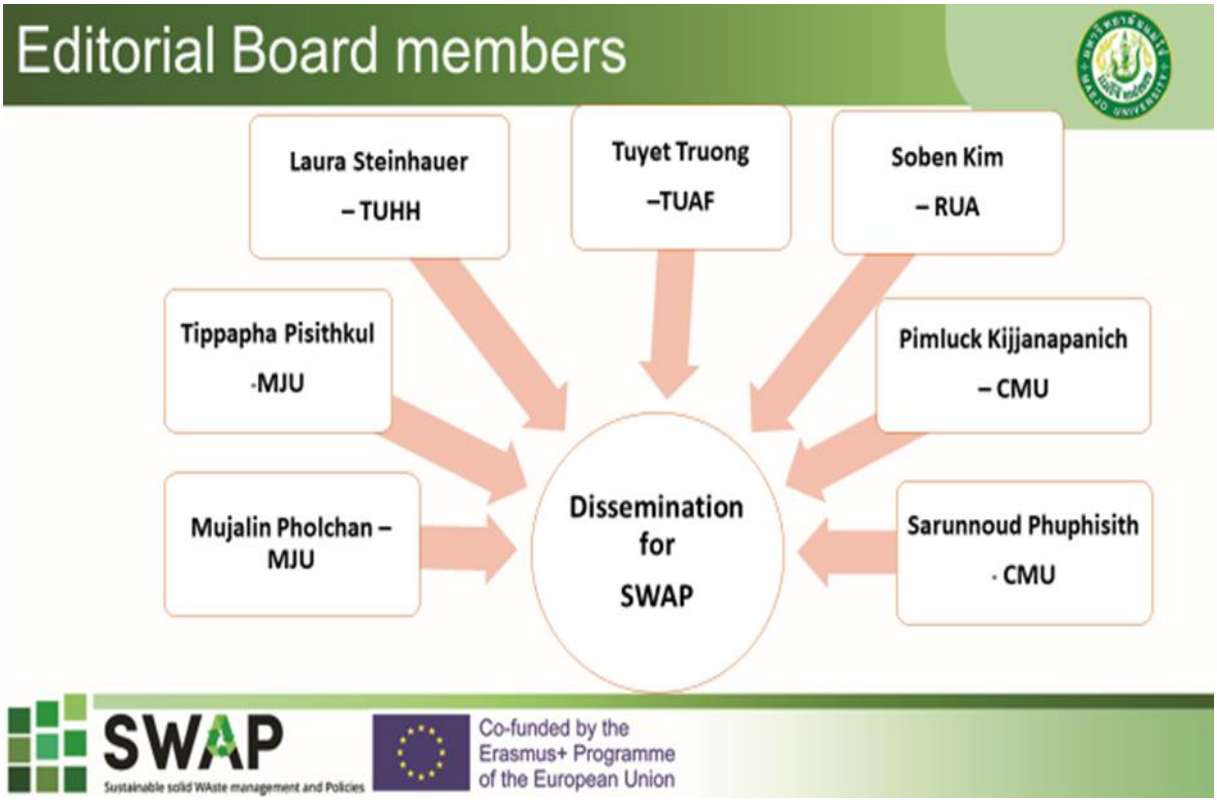

Figure 2 Editorial board members for SWAP dissemination project

The activity plan of dissemination project is shown below;

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Activity Plan in Year 1 (2021)	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
Social Platform establishment (Leaders: MJU CMU and TUHH)												
Survey and gather information (MJU and Partners)												
- Information of recent and future activities /projects /training hub from all partners (MJU and Partners)												
- Collect information from all partners (MJU and Partners)												
- Collect Information from stakeholders/sponsor/organisation (MJU and Partners)												
Design and launch website and social platforms (TUHH , MJU , admin team)												
- Website specification (TUHH and MJU)												
- Make decision on domain and sub-contractor for the design and implement, host, and maintenance (TUHH)												
- Website design template (TUHH)												
- Website launching (English version) (TUHH)												
- Website development (English version) (TUHH)												
- Website translation in other languages (TUHH and admin team)												
- Editorial board set up (MJU)												
- Develop other social platforms (MJU and admin team)												
Design and develop online materials and dissemination materials (CMU)												
- Graphical templates and layouts of the dissemination material (leaflets, reports, power point template, design structure, etc.) (CMU)												
Promote and booster (MJU and all partners)												
- Dissemination projects /and activities kick-off (MJU and partners)												

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Activity Plan in Year 1 (2021)	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
- Set up Social networks: FB, Twitter, Instagram, Linkedin (MJU and Partners)												
- Upload and share photos of activities, workshop/training/projects/public event (MJU and Partners)												
- SWAP campaign kick-off (MJU and Partners)												
Project Evaluation (MJU, CMU and TUHH)												
Evaluation report												

Year 2022: Expansion and future planning

During this phase, the dissemination of projects carried out by all partners will continue and be promoted on social media and the SWAP website. To further tailor the communication strategy to support the 2nd phase of the project, the new offshoot project, public events, and activities will be promoted. To accelerate and gain more attention from the young generation, influencers from both local and international levels should be involved in raising awareness and campaign launching. Communication on the website and social media (Instagram, twitter, LinkedIn) is still on the top list. Besides, this second year is a kick-off year for the activities at the international levels, such as participation in workshops, training and service, as well as site visits or conferences/symposia. New courses, upgraded courses, and vocational training courses will be deployed and implemented. Network and collaborations between stakeholders (public, private, communities) and partners will be in action. The activity plan of dissemination project is shown below;

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Activity Plan in Year 2 (2022)	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
Public events (HUAF)												
Design, plan, and gather information (HUAF and partners)												
- Define target audiences and communication message and tools (HUAF)												
- Contact sponsor/organisation /agencies												
- Design graphical templates and layouts of the dissemination material (leaflets, online materials) (CMU)												
- Draft of public event structure (HUAF)												
Promote and booster (HUAF and partners)												
- Public events kick-off (HUAF and Partners)												
- Upload and share photos of public events (Partners)												
- Public events and campaign kick-off (HUAF and partners)												
- Feedback and evaluation (HUAF)												
Raising awareness in young generation (MJU and partners)												
- Define target audiences and communication message and tools (MJU)												
- Design strategic plan on cooperation level, project level, and local level (MJU)												
- Design graphical templates and layouts of the dissemination material (leaflets, online materials) (CMU)												
- Activities, public events and project kick-off (Partners)												
- Promote and share (Partners)												
SWAP website maintenance (TUHH and admin team)												
- update information of activities/public events/workshops/training and upcoming activities (TUHH and admin team)												

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Activity Plan in Year 2 (2022)	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
- Language translation (TUHH and admin team)												
Project evaluation (MJU TUHH and HUAF)												
Evaluation report												

Year 2023: Product launch and sustainability

In this phase, all partners should prepare the projects, training hub, and online courses for the post-project time. The main focus is to disseminate the final results and achieve contacts for exploitation after the end of the SWAP project. However, sustainability is a theme and also a challenge for the community strategy in the third year and is a big subject to be considered. Joint projects and collaboration should be maintained along with the training hubs and open online learning management system. Dissemination of projects from all partners, such as activities, projects, young generation awareness-raising activities, and public events, will still be continued and promoted on social media and the SWAP website. Further, the SWAP website will be maintained active after the end of the project. The activity plan of dissemination project is shown below;

Activity in Year 3 (2023)	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
Public events (HUAF and Partners)												
Design, plan and gather information (HUAF and CMU)												
- Define target audiences and communication message and tools (HUAF)												
- Contact sponsor/ organisation /agencies (HUAF)												

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Activity in Year 3 (2023)	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
- Design graphical templates and layouts of the dissemination material (leaflet, online materials) (CMU)												
- Draft of public event structure (HUAF)												
Promote and booster (HUAF and Partners)												
- Public events kick-off (HUAF and Partners)												
- Upload and share photos of public events (HUAF and Partners)												
- Public events and campaign kick off (HUAF and partners)												
- Feedback and evaluation												
SWAP website maintenance (TUHH and admin team)												
- update information of activities/public events/workshops/ training and upcoming activities (TUHH and admin team)												
- Language translation (TUHH and admin team)												
Raising awareness in young generation (MJU and Partners)												
- Define target audiences and communication message and tools (MJU)												
- Design strategic plan on cooperation level, project level and local level (MJU)												
- Activities, public events and project kick-off (MJU and Partners)												
- Promote and share (MJU and partners)												
Sustainability and exploitation (IFOA and Partners)												
- Identify what outcome does the overall SWAP want to sustain overtime (IFOA)												
- Identify what resources are required (talents, technology, training hub, online course) (IFOA and Partners)												

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Activity in Year 3 (2023)	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
-Identify target stakeholders and area (IFOA)												
- Highlight useful cases / best practice (IFOA and Partners)												
- Practices and action (IFOA and Partners)												
Project evaluation (IFOA and Partners)												
Evaluation report												

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1.4 Target audiences

The communication and dissemination target audiences from local, national, and European levels are defined as follows: acedemic communities, citizens, business/industry, cities.

Academic comminities	Citizens	Business	Cities
•Researchers •Acedemics •Teaching staff •Innovation centre and services	•Community •Young generation	•Industry •Agencies •Private and public organisation/NGOs	•Asian partners •European partners •Stakeholder / policy maker

1.5 Dissemination activities

This section provides an overview of the dissemination activities foreseen by the project partners and which significantly contributed in transmitting information about the project results. The dissemination activities are identified according to the following categories;

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Dissemination tools	
Social media platform	Website Social networking (Facebook, LinkedIn) Microblogging (Twitter) Photo sharing (Instagram) Video sharing (YouTube, Facebook Live)
Electronic materials	Teaching and learning materials (Template for PPT, report) Training materials (Flyer, Posters, Roll-ups, etc.) Newsletter Logos
Events	Exhibition Training Fair Conference
Communication campaign	Radio Video Film

The first step of the strategy, the unified and coherent communication approaches with an eye catching and impactful visual identity are created. Working with a sub-contract design agency, a promotional pack of communication for partners to be used during activities, events, workshop and presentations are developed (Task 6.2, TUHH and Task 6.3, CMU). This promotional pack of communication include;

- SWAP project logo

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- Visual identity and presentation templates (word, PPT, etc.,)
- Promotional brochure, flyer, posters, roll-ups
- Project presentation video
- Website

The project website *https://swap_eplus.org* will also be developed for launch in M6 for English version and M9 for other languages (Task 6.3, TUHH). Maximum visibility of the website will be insured by:

- Engaging design and user friendly navigation
- Information relevant to each communication targets; easy to find, clearly identified and easy for content updates.
- Search engine optimization; relevant keywords, external links to the website on local pages and partner projects
- Cross-link to other projects, partnerships, stakeholders, sponsors, agencies
- Interactive contents; project or event upcoming update or video clips

Event strategy

- Partner events and activities: The SWAP project will be highlighted at partner events and activities.
- Public events: Each partners will have to join to promote the project.
- Third-party events: Each partners will have to access to the promotional pack to present the project.

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- Sustainable waste management event: Seek opportunities for joint-presence with other SWM projects
- Event coordination: Update and share upcoming events on the common website.

1.6 Monitoring and evaluation

Dissemination assessment and related corrective actions aim at guaranteeing the effective implementation of communication, planned activities, and correspondence between dissemination state of play and target audiences. Assessment will be, therefore, carefully addressed in cooperation between the project coordinator, the quality management control, and the management board as required. Statistics from the website (number of visitors or accesses; number of monthly contents' updates) and document download history will reflect the most used items and help identify sub-optimal areas of the website. Social media statistics will shed light on the content that is most liked and shared. Good performance of the indicators will be measured by the continued growth of the follower. A short online survey will be sent out through the website, social media, and newsletters to gather feedback. Evaluation forms will be distributed following each activity, project, or workshop to get qualitative feedback on the activities organised. All partners will be asked to fill in a monitoring document of the projects and activities organised. Example of monitoring tools are in annex.

Such assessment aims at verifying:

1) Completion of dissemination activities with the overall dissemination plan guidelines as laid down during the project first year and following the annual updates.

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2) Modification of the dissemination strategy, approach, and implementation in line with updated requirements by the partners and stakeholders.

3) Impact of the carried-out dissemination activities.

Assessment tool includes (as indicated in WP 5):

1) Internal and external quality control of deliverable reports: QMB meeting minutes' form; peers evaluation form (investigating domains like performance, Innovation potential, sustainability, development potential, etc.); External evaluator evaluation forms.

2) Internal and external quality control of deliverable events: QMB meeting minutes' form; Event Agenda form; Attendance List form; Event Presentations Form; Event Minutes form; Participant Evaluation form (on the content and organisation of the event).

3) Internal and external quality control of deliverable online materials: QMB meeting minutes' form; Quarterly accesses form; Peers and stakeholders evaluation form (investigating domains like usability, user interface, robustness, completeness, future sustainability, etc.).

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2. Annexes

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2.1 Annex 6.1 –local monitoring tool

Table 1: Dissemination and communication report-Events or Activities

Partner name	Date	Location	Name of events	Types ofEvent*	Organise (O) Or Participate (P)	Target audience (number of attendances)							Satisfaction (Score 1-5)
						Academic	Citizen	Industry	Agency	Private organisation	Policy maker	Other	

* Type of events: (activity, workshop,Training, public event, young generation activity, etc.)

Date for submission: 1 month after the end of the events or activities

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Table 2: Dissemination and communication report- official SWAP website, official social media and partners' social media

Partner name	Type of social media	Duration*	URL	Target audience							No of members	No of Followers	No of comments
				Academic	Citizen	Industry /Bussiness	Agency	Private organisation /NGOs	Policy maker	Other			

*Duration: Trimonthly

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2.2 Annex 6.2 – Tentative dissemination activities

Table 3: Dissemination activities

Partner name	Descriptions	Timing	Type	Reference

Type: website, social media, participation to the conference/workshop/training/events, non-peered review publication, organization of conference/workshop/training/events, others

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