



Project funded by the
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Intensive treatment of waste
effluents and conversion into
useful sustainable outputs: biogas,
nutrients and water.

STRATEGIC APPROACH TO THE COMMUNICATION PLAN

COMMUNICATION PLAN

September 2021



Communication Plan

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1. Starting point

LIFE INFUSION was born in 2020. The project is co-funded by the European Commission through the Life programme and led by the EURECAT foundation, in close collaboration with seven entities from different Member States: Àrea Metropolitana de Barcelona, Aqualia, COGERSA, EBESA and IRTA – Spain; Detricon – Belgium; AMIU – Italy. It will have a duration of four years.

The main aim of this European project is to test an innovative wastewater treatment system (using leachate from a controlled landfill and wastewater from municipal organic waste treatment) to obtain biogas, biofertilisers and regenerated water. With this system the intention is to increase the filtration of these effluents and contribute towards circular economy.

2. Analysis and diagnosis: SWOT

2.1. Strengths of LIFE INFUSION

- Sustainability is one of the priorities for governments and the EU itself. The advances made in the preservation of natural resources and circular economy raise great interest, which endows projects related to the environment with **visibility and public recognition**.
- LIFE INFUSION will represent a pilot test replicable in any area. Its innovative component aimed towards improving the treatment of wastewater to obtain energy and other resources furnishes the project with **social and human connotations**, since it directly contributes towards improving people's lives.
- LIFE INFUSION **has no direct competition** due to the fact that it is a demonstrative and pioneering project. These attributes give it potential to arouse interest among a wide range of objective public.
- The government agencies and partners involved in the project are both public and private entities with **proven experience in waste management, research and technological development**, which provides them with credibility and reputation.
- One of LIFE INFUSION's main strongest points is **the specialisation of its management teams and their innovation capacity** to convert the project into a referent within the field dedicated to



recovering wastewater from waste management, a serious problem at global level that continues to pose a challenge.

- The cross-cutting nature of the project formed by partners from three European countries **widens the range of media** where it can have an impact at local, national and international level.

2.2. Weaknesses of LIFE INFUSION

- LIFE INFUSION has **eight companies** under its umbrella, which could **weaken the visibility and external impact** of its members.
- LIFE INFUSION is a new brand that **still lacks exposure and recognition** by its target audiences.
- LIFE INFUSION is a **complex project that is not easily understood by non-specialised audiences**, meaning that it is essential to have **proprietary communication channels such as a website or social network profile** to directly transmit its story.
- The project will have a duration of four years; consequently, the final results will be deployed at **long term**, which could hinder visibility in its discourse and exposure.
- The fact that there is no communication plan or strategy to guide the **internal and external communication protocols** is a drawback for the project's public outcome. Infrequent posts on social networks, with hardly any own content, limited interaction and scope of the posts, as well as a lack of a unique hashtag to group the conversations together. There is room for improvement as regards the partners' participation on own channels.
- The **language used to communicate on social networks** is not defined.
- **The lack of a website and low activity on active digital channels** (or inactive like the case of YouTube) take strength away from project communications. The frequency with which **press releases are distributed** is very low.

2.3. Threats for LIFE INFUSION

- The presence of the own brands of all the partners that form part of the project could **create confusion** among the target audiences.
- Despite the fact that the project does not have direct competition as regards its essence, a **Communication Plan needs to be implemented** that is capable of organising the messages to be



communicated to diverse audiences via the media channel map, to prevent them from becoming diluted under the avalanche of sustainability-related information and other EU-funded projects.

- Due to the highly specialised content, **the tone and communicational narrative needs to be adapted** to give **relevance and exposure** among the recipients of the transmitted messages.

2.4. Opportunities for LIFE INFUSION

- The general interest for sustainability is valued as an opportunity to **attract interest** in the results of the LIFE INFUSION project.
- The differential and innovative values offered by LIFE INFUSION grant it with **potential exposure**.
- The fact that LIFE INFUSION has a **graphic image and specific budgeted actions for the different target audiences** will help boost the positioning of the new internal and external Communication Plan.
- The diversity of the stakeholders that make up the project consortium is an opportunity to **maximise its impact**, taking advantage of the path of each one's communication channels and coordinating them with those of the project.
- There is an opportunity to increase **visibility through the spokespersons** of the different entities that form part of the project.
- The creation of a story and communication claim can imply a boost from a creative perspective **to communicate the project's values and benefits that are of interest for a wide variety of target audiences**.
- The project's potential as a **referent within the field of circular economy**.

3. Communication objectives

1- VISIBILITY

Make the LIFE INFUSION project known among all the targeted public offices at local and international level.

Maximise the distribution of key messages, adapting the channels that are the most aligned with each audience.



2- POSITIONING

Define a narrative that identifies the innovation and creativity of the project, its benefits within the field of sustainability and the expertise of the partners and teams involved.

Create a claim that helps increase brand awareness and exposure.

3- LEADERSHIP

Convert LIFE INFUSION into a referent of the new water treatment system and make it become a prime example of circular economy in the area of waste management.

Specific objectives:

- Define a communication strategy in line with the project's objectives.
- Agree on a **positive communication tone adapted to each audience**, to make it easier to understand the project and transmit its credibility and future potential.
- Create news that **impact online and offline media** in local and national communication outlets.
- Create **information for specialised audiences**.
- Devise **special actions** designed to expose the project in the area of sustainability at local, national and international level.
- Consolidate and increase the **social network community** and the scope of the posts: define a social network strategy.
- Establish **synergy** with other similar European projects.
- Promote the project's presence in trade fairs and specialised congresses.

4. Strategy

4.1. Target audience map

INTERNAL AUDIENCES: technical teams and institutions/entities of the consortium

- **Technical teams:** professionals specialised in different disciplines who work in entities or companies that will execute or are linked to the project.



- **Institutions/entities of the consortium:** Eurecat, AMB, Aqualia, Ecoparc del Besòs SA (EBESA), COGERSA, IRTA, Detricon, AMIU Genova.
- EURECAT, Centre Tecnològic de Catalunya is a non-profit private foundation created with the objective to effectively contribute towards improving the competitiveness, and technological and sustainable development of companies, by providing specialised services and carrying out R&D and innovation projects. EURECAT has extensive experience and knowledge of the mechanisms involved in waste sorting technologies and biological treatments for water and wastewater. Its role in the project: coordinator.
- The AMB is the government agency of the Barcelona metropolitan area, with a large urban conurbation made up of 36 municipalities. The Directorate of Waste Prevention and Management Services is the department involved in the INFUSION project. It is in charge of municipal waste treatment and has 12 waste treatment plants with a total capacity for 1,040,000 tonnes of municipal solid waste and 466,000 tonnes of classified solid organic waste. It owns Ecoparc 2, a facility in which one of the INFUSION prototypes will be implemented. Furthermore, as the entity responsible for waste management in the Barcelona metropolitan area, AMB could replicate the innovation system developed by INFUSION in other urban waste treatment facilities in the territory. Its role in the project: process and manage permits, monitor and control the quality of the effluents and be responsible for dissemination activities.
- AQUALIA is the third largest private water management company in Europe and the seventh worldwide (Global Water Intelligence). It forms part of FCC Environmental Services, with presence on the five continents, and provides the group of public service infrastructures. It employs about 70,000 people in 52 countries. AQUALIA has solid experience in the treatment and management of water and wastewater, always focused on providing sustainable solutions to problems that arise in the water treatment field, thus enabling the technical department to design water treatment facilities with cutting-edge technology. Its role in the project: provide technology, engineering, support for optimising the implementation of technologies.



- Ecoparc del Besòs, SA (EBESA) is the current operator of Ecoparc 2, a mechanical-biological waste treatment plant with a capacity to process 300,000 tonnes a year from containers of landfill waste and the organic fraction of municipal solid waste (OFMSW). Accredited with the ISO 9001 and ISO 1400 Certifications, it has automatic pre-treatment processes, anaerobic digestion, composting tunnels, cogeneration engines, air treatment and biological leachate treatment plant with Biomembrat® technology. Its role in the project: implementation and operation of the prototype.
- COGERSA SAU is a public waste management company created in 1985 and based in Asturias. It is owned by a public consortium formed by the government of Asturias (20%) and its 78 local councils (80%). Accredited with the ISO 9001 and ISO 14001 Certifications (first landfill site in Spain) and OHSAS 18001, it is the operator of a unique waste management complex. Since 1989, the company produces electricity with landfill biogas (the first in Spain), it uses Biomembrat® technology for leachate purification (the first in Spain), laboratory, R&D activities, regional environmental campaigns (≈€1 m/year), a 1,000-m² visitors centre, pilot plant where microalgae are cultivated in order to recover CO₂ emissions from waste incineration (the first in the world). Its role in the project: implementation of the prototype, analytical monitoring, effluent characterisation, processing and management of permits, dissemination at local level.
- IRTA is a research institute owned by the government of Catalonia, attached to the Ministry of Climate Action, Food and Rural Agenda. It is regulated by Act 04/2009, approved by the Catalan Parliament on 15 April 2009, and is governed by a private regulation. It is made up of a network of 10 research centres and experimental stations, and three associated centres located all over Catalonia. Its mission is to contribute towards modernising, improving, boosting competitiveness and fostering sustainable development in the sectors of agriculture, food, agroforestry, aquaculture, and fishing, as well as in all areas of activity directly or indirectly related to the supply of healthy, high-quality foodstuffs to end consumers. Its role in the project: characterisation and reuse of recovered nutrients.



- Detricon is a technology and knowledge provider in the field of nutrient recovery based on streams of liquid waste. Nitrogen is recovered as ammonia and in a second step an acid is used to bind the ammonia to form marketable ammonium salts. Detricon technology is based on a precipitation process of liquid ammonium salts, which is technically efficient as regards energy. In Belgium, there is a pilot facility that treats three tonnes of manure and digestate per hour, and it is used as a test facility for innovations and other ammonia-rich input streams. There is a patent pending on Detricon's advanced stripping and scrubbing technology. Its role in the project: nutrient recovery from wastewater, support technology optimisation.
- AMIU Genova was founded in 1986, it became a public limited company in 2002 and is owned by the municipality of Genova. Located in the region of Liguria (Italy), AMIU is the main supplier of environmental services, waste management and circular economy. The company manages two abandoned landfills, an operational landfill, places where there are civic facilities and a plastic and metal recycling plant. Furthermore, AMIU promotes circular economy by providing services to reuse and repair furniture, and electrical and electronic equipment (EEE). AMIU has four affiliate companies. Its role in the project: communication and dissemination activities, evaluation of the INFUSION solution.

EXTERNAL AUDIENCES: 36 metropolitan municipalities in Barcelona, the municipality of Gijón (Asturias), government agencies, citizens, influencing bodies, the professional and business world, environmental agencies, the scientific field and universities, the media.

- **36 metropolitan municipalities in Barcelona.** Ecology and environment policymakers, and prominent technical teams. The professionals in the sector (politicians and technical experts) directly or indirectly related to the environmental management authorities of the 36 municipalities that make up the AMB are a priority audience for the project's dissemination, due to these people's influencing capacity and because they are the potential managers of the replica of the system developed by INFUSION in other MSW treatment facilities in the territory.



- **Municipality of Gijón (Asturias).** Ecology and environment policymakers, and leading technical teams. The professionals in the sector (politicians and technical experts) directly or indirectly related to environmental management authorities. It is also one of the locations used for the prototype, following the demonstration in Barcelona.
- **Local, state and European public authorities.** Government agencies with authority in the territories where the project will be developed will become spokespersons who will capitalise on the information and make it reach citizens and entities, as well as other audiences with similar interests.
- **Citizens (local, state, European).** The general public, at local, national and international level, as they will receive the benefits from energy recovery as fuel for vehicles and fertilisers for local farming, water suitable for irrigation and aquaculture, in addition to benefitting from the reduction of the environmental impact in general caused by MSW.
- **European bodies that mark criteria and trends.** Groups or people with the power to decide on waste management, wastewater treatment and the use of renewable energies are an important audience that must receive the results of the project and the benefits it will imply.
- **The professional and business world of the water treatment, waste treatment and agricultural sector.** Professionals and manufacturing companies or installers of technology for wastewater treatment, environmental management, fertilisers and renewable energies as audiences interested in knowing the advances that INFUSION will imply for the sector and as a public prescriber of the project's results.
- **Main stakeholders within the environmental sector.** Experts and professionals with the capacity to influence the field of sustainability, such as engineers, advisors, researchers, NGOs, individuals and business owners that become a transmission vector of relational knowledge.
- **The scientific field and universities related to wastewater treatment, municipal and agro-industrial waste management, and renewable energies.** Universities and research groups,



foundations, R&D centres, start-ups, technology innovation platforms as recipients of the conclusions and results of the pilot tests that will execute the project and act as opinion leaders.

- **Journalists, influencers and the media.** Local, national and international journalists who work on- and offline (newspapers, magazines, radio, TV, social networks) are the main audiences for disseminating the project and helping to optimise its socio-economic and environmental impact. Of special importance are those people who work in media specialised in scientific/environmental communication. As regards citizens, the participation of influencers could also help to disseminate the project's most human aspects, after adapting the message.

Conclusions regarding target audiences:

- Diversity in the project's target audience requires adapting the content and tone of the communication, as well as the selection of key messages to be transmitted.
- The novelty and specificity of the project requires a making a special effort to appropriately communicate and transmit the message to internal audiences. This could help improve the promoters' positioning, both internally, making people feel proud to belong, and externally, in terms of exposure and reputation.
- Among both internal and external audiences, it will be necessary to identify the people who could become spokespersons or opinion leaders at some time. For these individuals, more opportunities for public visibility will be required in events, workshops, conferences and internal or external training sessions.
- As regards the media, LIFE INFUSION is facing a 'second launch' in order to achieve the desired public positioning. Consequently, the new Communication Plan will propose specific actions for these supports.
- The duration of the project requires long-term planning and, as a result, it will be a challenge to maintain the interest and communicative expectations of its diverse target audiences. The language used to reach the different audiences will also need to be taken into account, so as not to lose any potential impact.



- The communication strategy will contemplate the alliances between the external audiences that provide feedback on the project and help it position itself between the desired communicative approaches. For this reason, it will be necessary to open up to new audiences from the scientific field, the professional world linked to the sector or the private company with which the visibility strategy can be shared at certain times.

4.2. Identification of channels

INTERNAL CHANNELS AND SUPPORTS. Website; social network profiles: Twitter, LinkedIn and Instagram; email; newsletters; press kits and press releases; spokespersons from the companies that form part of the consortium; notice boards in the pilot plants; promotional material like leaflets; internal network of ambassadors that cascade important communications down to their teams.

EXTERNAL CHANNELS AND SUPPORT. Local; national and international on- and offline media; in-person or virtual meetings with stakeholders; congresses; workshops; local, national and international exhibitions; local, national and international spokespersons and opinion leaders.

Conclusions regarding target audiences:

- LIFE INFUSION does not have either **consolidated communication channels** or many followers on social networks.
- **Opening a website** would centralise communication and contribute towards disseminating the discourse to citizens and the rest of external audiences.
- It is advisable to **create an Instagram profile** to communicate more effectively with young audiences.
- The diversity of the project's target audiences, both internal and external, requires an accurate selection of the media channel map, selecting the messages to be transmitted and adapting the discourse to optimise comprehension.
- Given that the project consortium is made up of diverse entities that have their own communication channels, the AMB as the project dissemination coordinator will have to guarantee the **coherence and consistency of the messages**.
- The dissemination of LIFE INFUSION can be amplified by **selecting ambassadors**, both internal and external, who may speak about and recommend the project in their professional fields.



4.3. Project KPIs

The Communication Plan aims to achieve the following indicators defined in the project.

INFORMATION AND AWARENESS – GENERAL PUBLIC REACHED AND/ OR MADE AWARE			
KPI	Unit	Expected Impact (END OF PROJECT)	Expected Impact (AFTER-LIFE)
STAKEHOLDERS			
Private for profit	Num. Stakeholders involved	9	22
Public body	Num. Stakeholders involved	4	4
Others	Num. Stakeholders involved	2	4
OTHER TOOLS FOR REACHING/RAISING AWARENESS OF THE GENERAL PUBLIC			
Publications	Num. Scientific articles	2	2
	Num. Print media articles	5	5
Project reports	Num. Reports	23	24
Videos	Num. Videos produced	2	2
Leaflets	Num. leaflets printed	1000	1000
Displayed information (poster, information boards)	Num. Displayed info printed	9	9
LinkedIn	Num. Contacts	500	600
	Num. Posts	20	30
Twitter	Num. Followers	300	400
	Num. Tweets	300	350
Newsletter	Units done	10	10
	Num. Subscribers	500	500
Project Website	Visits/month (average)	100	100
Events/exhibitions/activites	Num. participation	5	7
PARTICIPANT NETWORK ACTIVITIES			
Professionals	Num. Professionals	100	150
Stakeholders/group of interest	Num. Stakeholders	15	20
General Public	Num. General public	10000	15000
Students	Num. Students	1900	2500
GENERAL SCOPE			
Scope of communication	Num. Population reached	50000	60000

4.4. Positioning

4.4.1. Context

Every year, the world generates 1.3 billion tonnes of municipal solid waste (MSW), a figure that is expected to rise by **2025**, when, according to forecasts, the volume could grow to **2.2 billion tonnes**.

In the European Union, 37% of MSW corresponds to organic matter and nearly a quarter ends up in controlled landfills where leachates are produced that are difficult to treat.

Although the current treatment of the organic fraction of municipal waste (OFMSW) is separated in origin and can be used to obtain renewable energy and nutrient-rich digestate, liquid waste still poses an **environmental challenge**.

The European project **LIFE INFUSION** has been created to provide a solution to this problem, looking at wastewater treatment from a perspective of **recovery and bio-circular economy**, demonstrating an innovative system that has been designed to create resources by transforming the leachate produced in controlled landfills and the liquid fraction of digestate obtained after the treatment of OFMSW.

4.4.2. Values and attributes



Figure 1. Values and attributes of LIFE INFUSION | Source: Both People & Comms, 2021.



4.4.3. Differentiation

Why is LIFE INFUSION unique?

- It is a pioneering and replicable project.
- It is a project that puts forward innovative solutions for wastewater obtained from municipal waste management, to recover products of high added value.
- It is a project that transforms waste into resources, thus fostering circular bioeconomy.
- It is a European project coordinated by EURECAT and made up of a transnational consortium of three Member States: Àrea Metropolitana de Barcelona, Aqualia, COGERSA, EBESA and IRTA, Spain; AMIU Genova, Italy; Detricon, Belgium.
- It is a project that will set a pilot plant in motion at industrial scale in two differentiated locations: Ecoparc 2 in Barcelona and COGERSA in Gijón.

Positioning of LIFE INFUSION

LIFE INFUSION is the leading pioneering project in a new system for treating wastewater obtained from municipal waste management that, through technological innovation, transforms/converts it into energy, nutrients and regenerated water, thus contributing to circular bioeconomy and the environmental balance.

4.5. Story

Any human activity can potentially produce waste. The evolution of the species, demographic growth, development and industrialisation have led to an **increase in the amount and variety of waste generated per inhabitant** especially in large urban areas.

The model for exploiting natural resources has entered into a crisis and the **ecosystems are showing clear symptoms of depletion** with harmful consequences for life on Earth.

Climate change is a reality and the only solution to mitigate its effects is to balance development with the exploitation of natural resources, reducing environmental degradation and avoiding pollution to **make evolutionary needs compatible with the environment** and not jeopardise the future of forthcoming generations.



The key to survival is **sustainable development and one of the main challenges faced by the planet is the proper management and reuse of municipal solid waste**. What was once considered **refuse has now turned into a source of raw materials**, an opportunity we cannot let escape and that, thanks to European projects like **LIFE INFUSION**, can become a real and replicable solution within reach of wastewater treatment and waste management plants all over the world.

4.6. Claim



INNOVATIVE BIOREFINERY FOR CIRCULAR ECONOMY OF WASTE EFFLUENTS

MUNICIPAL SOLID WASTE FACILITIES AS BIOREFINERIES:
ENERGY, FERTILIZERS AND WATER PRODUCTION

INNOVATION FOR A NEW LIFE OF WASTE EFFLUENTS

CIRCULAR BIOECONOMY, FROM MUNICIPAL SOLID WASTE TO WATER AND NUTRIENTS FOR
AGRICULTURE

CIRCULAR ECONOMY FROM SECONDARY EFFLUENT OF MUNICIPAL SOLID WASTE

FROM WASTE TO RESOURCES

4.7. Key messages

WHY?

- The management of municipal solid waste (MSW) is a global concern: the amount of MSW is expected to reach 2.2 billion tonnes by 2025.
- The European Union (EU) is encouraging Member States to limit the disposal of waste as much as possible but dependence on controlled landfills is still high.
- In the EU, bio-waste (biodegradable matter from MSW), represented 34% of MSW (2020).



- In closed landfill, leachate with polluting components is still produced; its management costs need to be considered for 30 years.

WHAT IS LIFE INFUSION?

- LIFE INFUSION is a project of which 55% is co-funded by the LIFE programme, the EU's funding instrument created in 1992 for the environment and climate action.
- LIFE INFUSION has a duration of four years (2020-2024) and a budget of €3.1 m.
- LIFE INFUSION provides a solution to the problem of MSW from a recovery and bio-circular economy.
- LIFE INFUSION aims to demonstrate the technical, economic and environmental feasibility of an innovative wastewater treatment system, by way of two pilot tests in Spain.

WHO ARE THE PARTNERS?

- The consortium of the project comprises eight public and private entities from three Member States (Spain, Belgium and Italy).
- The partners are: Eurecat – Centre Tecnològic de Catalunya, Àrea Metropolitana de Barcelona (AMB), Aqualia, Ecoparc del Besòs SA (EBESA), Compañía para la Gestión de los Residuos Sólidos in Asturias (COGERSA), Institut d'Investigació i Tecnologies Agroalimentàries (IRTA), Detricon and AMIU Gènova.
- Eurecat is the project coordinator.
- It has a cross-cutting team made up of specialists who strive to provide innovative and forward-thinking solutions.

HOW IS IT DONE?

- LIFE INFUSION recovers and transforms the leachate generated in controlled landfills and coming from the liquid fraction of the digestate that remains after treating the organic fraction of municipal solid waste (OFMSW).
- The solution is based on the communication of highly efficient biological and physico-chemical separation technologies used to recover products of high added value.



- It will be tested at industrial scale in a pilot plant. It will first be installed in Ecoparc 2, in Barcelona, and later it will be moved to the COGERSA facilities in Gijón.

WHAT BENEFITS WILL IT BRING?

- Minimise the impact on wastewater treatment plants that treat leachates produced by MSW.
- Obtain biogas, nutrients and regenerated water.
- Reduce the environmental impact of the effluents under study their carbon footprint and lower the cost of their management.
- Develop a replicable model to transform municipal waste treatment facilities into biorefineries.

5. Communication Plan

- The Communication Plan will guide and coordinate the actions that will be carried out over the next few years during the LIFE INFUSION project to complement the defined strategic objectives.
- The inputs to be communicated will be based on the **progress made and successes in the implementation of the different phases of the project, placing emphasis on its economic and environmental sustainability as well as the benefits** that it will imply for each one of the project's target audiences.
- **The key messages will be adapted according to the type of audience**, in order to ensure they are relevant, of interest, rigorous, clear and understandable.
- The **communicational tone** will be modulated at different levels. **Scientific communication** will be chosen for the professional field (industrial, technology and business) and **social communication** will address citizens in a friendly and evocative language.
- **The strategy for each target audience** is specified below and the **type of actions for each audience** have been itemised.



Communication approach for internal audiences

Internal teams. Communication with the teams that will be involved in the project management must be continuous, highlighting the milestones achieved and the results, so as to maintain the coherency and motivation of the teams.

Institutions/entities of the consortium: All the stakeholders must be provided with detailed information on a continuous basis. They must be informed of the project's development and the achievement of its stages. Monthly status meetings will be scheduled and technical follow-up meetings will be held every two weeks. There is also a specific sharepoint for the project, for filing all the documentation that is generated.

Communication approach for external audiences

36 metropolitan municipalities: ecology and environment policymakers, and prominent technical teams. With a scientific tone, the messages will revolve around current issues (the more specific for each local council, the better) concerning waste management and the innovative solution provided by the project, as well as the features of its implementation and the results achieved in each phase.

Local, state and European government agencies (government of Catalonia, Diputació de Barcelona, Government of Spain, Autonomous Communities, the EU). The priority message is the need to implement the solution for MSW management from an innovative and sustainable perspective, the results of LIFE INFUSION and its replicable nature.

Citizens (local, state, European). Using a social and informational tone, the messages must transmit the existing environmental problem and the innovative solutions provided by LIFE INFUSION. It will be necessary to highlight the names of the entities that have developed the project.

European bodies that mark criteria and trends. This is a key audience for the transmission of technical messages related to the project's success, and the environmental and economic benefits of its implementation.

Professional and business world of the water treatment, waste treatment and agricultural sector. Using a scientific tone, it is necessary to make sure that this audience is informed of the key



performance indicators of the efficiency, sustainability and performance of the energy and regenerated water production processes, and their industrial and agricultural use.

Main stakeholders within the environmental sector. A scientific tone will be used to transmit the project's results as a success story in the sector and a referent of the new water treatment system and a prime example of circular economy.

Scientific field and universities related to the sector of wastewater treatment, municipal and agro-industrial waste treatment and renewable energies. A scientific tone will be used to describe the technologies and innovation applied, and the project's results. The information will be transmitted as a success story in the sector and a referent of the new water treatment system and a prime example of circular economy.

Journalists, opinion leaders and the media. The strategy used for the media resides in disseminating the results and achievements of the milestones of an innovative and leading project in the sector. Emphasis must be placed on the partners promoting the project and the environmental and socio-economic benefits for citizens.

The Communication Plan is divided into three stages that contemplate the following activity:

Launch:

- Kick-off press release
- Creation of Twitter and LinkedIn accounts
- Creation of Instagram account
- Launch website
- Select spokespersons

Implementation:

- Press kit
- Press releases
- Technical publications
- Interviews
- Official project video



- Creation of materials: newsletter, leaflet, notice boards, roll-ups...
- Website maintenance
- Relationship with the social network community and dissemination of achieved milestones
- Own or external events
- Visits to pilot plants
- Synergy with other projects
- Identification of Speaking Opportunities.

Completion/closure:

- Press release with the results and about the project's final event
- Compulsory LIFE project deliverables
- Website and social network maintenance for five years
- Technical closure workshop with the presence of local/national/International/generalist/specialist media
- Layman's report

The three general objectives will be supported by diverse actions included in the Communication Plan:

OBJECTIVE 1: VISIBILITY

Press office. Define and implement the strategy for relating with the media that will amplify the project's voice.

Publishing plan. Define the frequency and tone of the communications that will be distributed among the media.

Social networks. Define and implement the communication strategy in own digital channels to blend the messages and maximise their dissemination.

Newsletter. Create regular communications addressed to internal audiences to gain exposure and awaken interest in the project.

Specific communication actions. Creative actions derived from the input from the story, which will help to transmit the key messages among citizens.



OBJECTIVE 2: POSITIONING

Creation of the story. Define the values, the main strategic concepts and the key related messages that can be used to defend and support any action.

Identification of the map of internal and external audiences. Create a map to identify the main influencing audiences, at both internal and external level, to be able to design actions for relating to each one and thus increase the project's visibility and reputation.

Map of journalists and opinion leaders. Create a map to identify the main journalists and opinion leaders, at local, national and international level, to be able to design actions for relating to each one and increase the knowledge of the project through its increased presence in the media.

Identification of stakeholders. Create a map drawn up by each partner involved in the project. It must identify the main stakeholders (people and/or organisations, both public and private) with special interest on the performance of the project to be able to design actions for relating to each stakeholder.

OBJECTIVE 3: LEADERSHIP

Special actions in events. A series of communicative actions in internal and external, national and international professional events, such as conferences, exhibitions, workshops, etc.

Networking. Actions to link the project and its promoters with other entities or bodies that belong to the sectors involved, with the purpose of creating knowledge synergy.

Speaking opportunities. Identify strategic local, national and international events to enable the participation and involvement of LIFE INFUSION. Identify opportunities related to the latest news in different media.



		1 WHY?	2 WHAT IS IT?	3 WHO FORMS PART?	4 WHAT DOES IT DO?	5 BENEFITS
INTERNAL	TECHNICAL TEAMS				X	X
	CONSORTIUM				X	X
EXTERNAL	AMB MUNICIPALITIES AND GIJÓN	X			X	X
	GOVERNMENT AGENCIES	X	X	X	X	X
	CITIZENS	X	X	X	X	X
	INFLUENCING BODIES		X	X	X	X
	BUSINESS WORLD		X	X	X	X
	ENVIRONMENTAL STAKEHOLDERS	X	X	X	X	X
	SCIENTIFIC WORLD	X	X	X	X	X
	THE MEDIA	X	X	X	X	X

Figure 2. Definition of message according to audience | Source: Both People & Comms, 2021.

		PRESS OFFICE	PUBLISHING PLAN	NEWSLETTER	SPECIFIC ACTIONS	SOCIAL NETWORKS	SPECIAL ACTIONS	SPEAKING OPPS
INTERNAL	TECHNICAL TEAMS			X		X	X	X
	CONSORTIUM			X		X	X	X
EXTERNAL	AMB MUNICIPALITIES AND GIJÓN	x	X	X	x	X	X	X
	GOVERNMENT AGENCIES	X	X			X	X	X
	CITIZENS	X	X		X	X		
	INFLUENCING BODIES	x		X		X	X	X
	BUSINESS WORLD	X	X	X		X	X	X
	ENVIRONMENTAL STAKEHOLDERS	X	X	X		X	X	X
	SCIENTIFIC WORLD	X	X	X		x	X	X
	THE MEDIA	X	X		X		X	X

Figure 3. Definition of actions according to target audiences | Source: Both People & Comms, 2021.

6. Proposed actions

Below the actions have been itemised according to the overall objectives defined in the strategy.

6.1. Press office

Functions:

- Identify key messages
- Detect communication opportunities
- Send press releases/press calls
- Monitor press calls and publications by telephone
- Prepare and seek interviews
- Proactively research Speaking Opportunities for spokespersons



- Support the main actions with journalists or influencers
- Create and maintain the databases
- Take care of web and social network content
- Disseminate communicative actions

Materials:

- Corporate press dossier
- Press releases and press calls
- Q&A and argumentation
- Infographics
- Specialised publications
- Newsletter
- Official project video
- Written and digital press releases
- Periodical monitoring reports
- Communication calendar

Actions:

1. Create materials
2. Create final video
3. Publishing Plan
4. Media map
5. Press calls
6. Identify and train internal spokespersons in communication skills, key messages and personal branding strategy

1. Creation of materials for all public communication formats

- **Working in collaboration with the graphic services and following the project's corporate guidelines, design** and create a corporate press dossier as priority support material for the media (Catalan, Spanish, English and Italian).



- **Write press releases at the start and closure of the project**, as well as during its execution, identifying moments of interest in terms of communication so as to disseminate the different milestones and results and also the **coverage of events**; and **press calls** to invite the media to **press conferences or events**.
- Update of the criteria for writing press releases:
 - Clear and direct headlines and content
 - Content with a less technical focus, highlighting the environmental and socio-economic benefits for citizens
- **Generic and specific Q&As about the project** for interviews
- Design an **infographic** to understand all the steps of the project.
- Create an **informational leaflet** in English that will be printed and made available in both pilot plants, as well as in the partners' offices. A copy will also be published in PDF on the website and it will be handed out at in-person events.
- The content of the **notice boards** that will be placed in both of the pilot plants used for the project will be written in Catalan, Spanish and English.
- The content of the **totems** that will be placed in the offices of the different partners must be written in English.
- Write articles for **specialised publications** of the sector, such as FuturEnviro, FuturEnergy and RETEMA.
- Supervise the **newsletters** that will be sent to specialist audiences with the milestones and latest news of the project.
- **Content strategy** to feed the website and social networks.
- **Written and digital press releases** that will be shared with all the members of the consortium
- Draw up **periodical status reports** of the defined KPIs.



- Monitor and implement the **communication calendar working in coordination with the communication department.**

2. Creation of audio-visual materials

- Production of an **informational video** that will contain information about all the phases of the project. An animated infographic will be used to demonstrate the innovation, the applied solution and the specific beneficial impact of LIFE INFUSION.
- The video:
 - will have a shorter version for websites and social networks;
 - will be sent to the media as support material together with press releases and closing releases;
 - will be projected on the two pilot plants and during events where the project is disseminated;
 - must be in English with subtitles in the different official languages of the project.
 - All the partners will disseminate the video on their own communication channels.
- Furthermore, it would be advisable to ask the partners to conceptualise **specific sector-based video** to disseminate the project in the energy, water treatment and waste management sectors.

3. Publishing plan

COPYWRITERS	FORMATS	FREQUENCY	WHERE PUBLISHED	WHERE SHARED
Press office Profiles identified within the group of spokespersons . Other specific specialist profiles to be highlighted whenever required in a project or specific topic.	Press releases	1 per quarter	On the LIFE INFUSION website	The media
	Newsletter	1 per quarter	In generalist media, whenever the content has been sold by a specific medium and they are extracts framed	Technical teams, consortium
	Articles of reflection and/or analysis	1 per year		AMB municipalities and Gijón, government agencies, business world, environmental stakeholders

	In-depth specialised articles on the specific circumstances and solution provided by LIFE INFUSION	1 per year	within a current issue In media that specialises in the environmental field	AMB municipalities and Gijón, government agencies, business world, environmental stakeholders, scientific field
	Opinion articles. Highlighting the values of the innovation and the benefits it brings for the municipalities involved and citizens	1 every six months	In the regular bulletin On the author's own social networks	AMB municipalities and Gijón, business world, environmental stakeholders, citizens, the media
	Extracts. Contributions as experts in current issues	1 per quarter		AMB municipalities and Gijón, business world, environmental stakeholders, citizens

Figure 4. Table of specialised content for internal channels and external media | Source: Both People & Comms, 2021.

Each audience will be contacted with the following frequency:

- AMB municipalities: quarterly
- Government agencies: six-monthly
- Citizens: quarterly
- Business world: quarterly
- Environmental stakeholders: quarterly
- Scientific field: six-monthly
- Media: quarterly

In order to have newsworthy content throughout the entire project, three types of content are proposed:

- The **intrinsic topics of the project** that form the subject-matter of press releases, such as the start and closure, communication of results, visits to the plants, participation in workshops or own or third-party events.
- **Special stories** to indirectly highlight the **values and professionals involved** in the project. This content could be directly issued by the communication team or the proposal could be moved to a communication medium with similar interests, so it may write the story. Examples:



- Write a special story about female researchers, emphasising the fact that they are involved in LIFE INFUSION. This focus can be replicated by each partner's communication department.
 - Write a single-subject success story about improvements in waste management in diverse European cities.
 - Interviews with the spokespersons involved in the project.
- Take advantage of the **World Days to capitalise on the sensitivity of the media and citizens** to receive messages about similar topics:
- World Environmental Education Day. 26 January
 - World Engineering Day for Sustainable Development. 4 March
 - World Water Day. 22 March
 - World Meteorological Day. 23 March
 - International Mother Earth Day. 22 April
 - Europe Day. 9 May
 - Global Recycling Day. 18 May
 - World Environment Day. 5 June
 - World Sustainable Agriculture Day. 9 September
 - World EV Day. 9 September
 - World Energy Saving Day. 21 October
 - International Day of Climate Action. 24 October



4. Press map

Local Barcelona, Barcelonès Nord, Baix Llobregat, Vallès Occidental (where Ecoparc 2)

Press:, Diari de Sabadell, Diari de Terrassa, La Mira Magazin, Món Sant Cugat, Cerdanyola al Dia, Diari de Rubí, Èxit Vallès, L'Independent de Barberà, Línia Vallès, Malarrassa, Mollet a mà, Palau Informatiu, Revista de Ripollet, Sant Cugat Magazine, somMollet, Tot Caldes de Montbui, Tot Cerdanyola, Tot Sant Cugat. El Far del Llobregat, El Llobregat, La Premsa del Baix, elBaix.cat Línia Mar, La Voz de Castelldefels, 772.cat, lamarina.cat, Sant Boi Diari, Fet a Sant Feliu, L'opinió, 30º, Vilapress.cat, El Bruguers, Tot Molins, Viumolinsderei.com,

Lo mejor, Línia Nord Diari Badalona, Tot Badalona, La Clau, Diari de Santa Coloma, E IMirall.net, Sant Cugat Magazine, Línia Vallès ed. Cerdanyola, Tot Barcelona, Komunica Press

Television: Canal Terrassa Vallès, Mola TV, Sant Cugat TV.

Radio: Montcada Ràdio, Ràdio Barberà, Sant Cugat Ràdio, Ràdio Terrassa, Ràdio Sabadell.

Local-regional Gijón, Asturias (where COGERSA is located)

Press: La Nueva España, El Comercio, La Voz de Avilés, El Oriente de Asturias.

Television: Televisión del Principado de Asturias (TPA), Oviedo TV, TLG (Televisión local de Gijón), Canal 10 TV, Teleavilés, Teleasturias, Telecable.

Radio: Dial Asturias, Dial Eo-Navia, Radio Asturias, Radio Nalón, Ser Gijón.

Digital: Asturias Opinión, Asturias.com, Astulink.com, Asturnews.com, Colunga Digital, Infoasturies, Narcea Digital, LNE.es, El Comercio Digital, Teleasturias, El cien.es, El Nalón, Asturias.com radio, Radio Avilés Comarca.

Local-regional Barcelona, Catalonia

Press: El Periódico, La Vanguardia, Diari Ara, Nació Digital, El Punt Avui, El País Catalunya, La Razón Catalunya, 20 minutos.

News agencies: EFE, Europa Press, ACN.



Television: TV3, 25 TV, 8TV, Betevé, Fibracat TV, Frameaudiovisual TV, Teleb, TV 20, TV de l'Hospitalet, Xala!, XTVLocals.

Radio: RAC1, CatRàdio, SER Catalunya, Betevé, Ona de Sants, Radio Hostafranchs, Radio Tele Taxi, RNE Catalunya, La Marina FM, Fem Ràdio, Ràdio Bona Nova, Ràdio kanal, Ràdio Gràcia, Onda Cero, Cope Catalunya.

National

Press: El País, La Razón, ABC, El Mundo, El Confidencial, 20 minutos, Público.

Television: RTVE, Antena3, La Sexta, Cuatro, Telecinco, Trece TV.

Radio, RNE, Cadena SER, Cope, Onda Cero, Es Radio, Radio Intereconomía, Capital Radio.

News agencies: EFE, Europa Press.

Specialist media in environmental matters

[FuturENVIRO](#): 10 printed/digital editions a year

[FuturEnergy](#): 10 printed/digital editions a year

[RETEMA](#): printed and digital/six monthly

[Waste Magazine](#)

[LaReserva.com](#)

[ecosistemas.net](#) quarterly

[Ambientum](#)

[Ecología Política](#): printed and digital/six monthly

[CompromisoRSE](#)

[EfeVerde](#)



5. Press calls

IN PILOT PLANTS:

- If allowed by the context of the pandemic, a **guided tour** of Ecoparc 2 in Barcelona **will be organised for local, regional and national media, and another will be offered to specialist media** to show the implementation of the solution during this first phase. Another tour will be offered around the **COGERSA plant** in Gijón.
- There will also be the possibility to **interview the spokespersons** appointed for this purpose.
- **Photographs of the visit** will be taken **and a press release will be sent** to all local, national and International media interested in the subject.

IN EVENTS:

- The **press will be called** so that it may cover events where LIFE INFUSION has a presence.
- There will be possibility to **interview the spokespersons** appointed for this purpose.
- A **press release** will subsequently be sent with photographs of the day.

6. Identification and training of internal spokespersons to teach them communication skills, key messages and personal branding strategy

- Selection of senior professional profiles with over five years' experience and:
 - technical knowledge of LIFE INFUSION;
 - overall knowledge of the diverse projects that are being carried out in the entities of the consortium;
 - good personal communication skills, both oral and written;
 - be willing to act as a spokesperson and participate in events in representation of the project;



- ideally have experience in the teaching field or as a guest in sector-based panel discussions;
- ideally with own communication channels on social networks where they may wish to share the activities in which they participate and mention the project;
- with a transparent personal and professional background, with no events that could question the person's reputation or that of the entities of the consortium;
- with no close connection to political or ideological groups that could conflict with the consortium.

6.2. Social Networks

The specific social network strategy includes details of the recommendations, although generally speaking, the proposed actions seek to increase the community and create ties with the target audience.

It is necessary to capitalise on the social networks' virality to make the project known and take advantage of its visibility to create knowledge of the corporate brand, in addition to increasing the memory of LIFE INFUSION's visual identity.

The publishing calendar will establish the tone and topics of the posts. It is advisable to take advantage of World Days to organise the posts and especially involve the other partners to maximise dissemination. The calendar for LIFE INFUSION publications must be coordinated with the calendar of each entity of the consortium in order to keep them aligned.

TWITTER. This network will play an informative role. It will be used to explain milestones and related events, besides raising awareness of the problem caused by MSW and the solution provided by LIFE INFUSION. It is recommended to publish five posts a week, always mention the project partners and tag #LIFEINFUSION and #LIFEProjectEU, as well as add tags related to the topic of each post.



ACTIONS:

- Questions and surveys. It is necessary to create conversation and collect opinions to know the audience.
- Include audio-visual content, mainly short explanatory or informational videos lasting between 6 and 15 seconds.
- Select content and connect by reTweeting or reposting. Interact with other organisations that provide information of interest for users.
- Tweets in real time about events organised to awaken users' interest.

LINKED-IN. This network will play a corporate role and will be used to create a tie with the professional community. It is recommended to publish three posts a week and always mention the project partners. At the same time, we propose tagging with #LIFEINFUSION and #LIFEProjectEU, as well as add other tags related to the specific topic of the post.

ACTIONS:

- Share PDFs or SlideShares of studies, surveys or news in the posts.
- If more videos than static images are used, the posts will be more efficient.
- Publish personalised images with not much text.
- Tag all the people and pages mentioned.
- Adhere to a frequency and a minimum of weekly posts.
- Remember that it is a network focused on work activity, professionalism and experiences.

INSTAGRAM. We propose creating an Instagram profile to get close to a young audience and visually transmit the benefits of the projects. It is recommended to publish seven posts a week, always mention the project partners and tag #LIFEINFUSION and #LIFEProjectEU, as well as add tags related to the topic of each post.

ACTIONS:

- Create a group of prominent stories, using the content pillars as a reference and update it with the daily 'Stories'.
- Increase the frequency of the Stories, posting at least one a day using tools such as the countdown, prominent hashtag, surveys and reaction bar.
- For Stories, videos and images, use the vertical format, not horizontal.
- Mention other accounts and people involved in each post in order to increase visibility.
- Increase the number of carousel posts and videos.

6.3. Communication actions

Towards the end of the project, it would be advisable to launch diverse actions to impact citizens and make them aware of the problem with MSW. These should be explained in a friendly and very evocative language and tone, using an appropriate style to make it easier to understand the solution being implemented by LIFE INFUSION and the benefits it will represent for society and the environment. Some examples:

1. Sensitization and awareness campaign

We propose launching a communication campaign addressed to citizens with the purpose of giving visibility to the problem of MSW management that government agencies face year after year, placing emphasis on the difficulty to regenerate and purify waste effluents.

- Creative concept. Perform a comparative analysis of the time it takes diverse waste to decompose in order to attract attention.

Centre the discourse on the accumulation of MSW, the difficulty of its management and the solution provided by LIFE INFUSION.

- Pieces of the campaign. A view of the campaign would be promoted on the project's social networks.
- Campaign dissemination. A press release would be sent to the media to inform them a citizen awareness campaign within the framework of LIFE INFUSION.



It would be recommendable to launch the campaign on the same day as Global Recycling Day (17 May).

2. Campaign to give visibility to female researchers

We propose launching a campaign addressed to citizens with the aim of placing the spotlight on the female researchers who form part of the LIFE INFUSION team.

- Creative concept. Meet the female scientists who convert wastewater obtained from MSW management into resources.
- Pieces of the campaign. A central creativity as the mother of the campaign and diverse creativities, one for each female scientist. These pieces would be promoted on the project's social network and in the event of having an Instagram channel, Capsule Stories could be created for each profile.
- Campaign dissemination. A press release would be sent to the media to inform them a visibility campaign within the framework of LIFE INFUSION. The professional profiles would be proposed to the media in order to achieve interviews.

It would be recommendable to launch the campaign on the same day as International Women's Day (8 March).

6.4. Newsletters

Newsletters are the main channel for transmitting information to internal audiences. The frequency needs to be established, which should be one newsletter every quarter.

VISUAL ASPECTS:

- The graphic image will be of LIFE INFUSION to make it easy to identify.
- It will include banners with logotypes of the project partners and social networks.



CONTENT:

- The newsletter will have a regular section with the news and progress of the project: results achievement of goals, opening of channels such as the website or Instagram, announcements of forthcoming actions or the presentation of campaigns.
- It will contain a section with a description of the next steps of the project.
- It will contain a section with the news that has been published in the media (the same as on the website).
- A section with news about the entities that form part of the consortium.
- Optionally, it could include an interview with one of the spokespersons.
- It is advisable to include videos or educational material, such as infographics.

CHANNELS:

- There will be a section on the project's new website where all newsletter will be published.
- The website will include a short form to enable external audiences to sign up and receive the bulletin.
- All the partners will be responsible for amplifying the dissemination of the newsletter among its audiences. For example, the municipalities of the AMB.
- The AMB will be in charge of creating the newsletter, compiling the information it is sent regularly by the other partners, related to the entity and/or LIFE INFUSION.
- We suggest forwarding the newsletter to the stakeholder list drawn up by the partners of the project.

6.5. Special actions

Organisation of own workshops

Holding project-related workshops helps an organisation that wishes and is able to capitalise on a specific issue to reach a leading position. For this reason, we suggest several types, with different objectives and addressed to diverse audiences:

WEBINARS

In the case of specialised workshops, it is advisable to arrange webinars related to key topics of the project. We recommend holding at least one that focuses on a single subject accompanied by a technical workshop where the subject can be discussed with diverse specialists. As the body responsible for the project's communication actions, the acts will be moderated by the AMB.

WORKSHOPS

As occurred in July with the first workshop on the Life Cycle Analysis and Life Cycle Cost Analysis of the Infusion solution, we recommend promoting technical workshops such as forums, where discussions can be created between all the partners.

SEMINARS

It would be a good idea to organise a technical kick-off project seminar and another one at the end with the presentation of the results. These seminars could take place within the framework of the Workshops on Biomethanisation of MSW (BIOMETA) which gathers specialised audiences targeted by the project. All the partners of the project need to participate, as well as other external experts or European cities interested in the subject and targeted by LIFE INFUSION.

All the events mentioned can be held either virtually or in-person, depending on the context. Or even hybrid.

	CONTENT	PARTICIPANTS	ATTENDEES	COMMUNICATION AND DISSEMINATION	FREQUENCY
Webinars	Priority topic related to the technical objectives of LIFE INFUSION	<ul style="list-style-type: none"> - AMB - Members of LIFE INFUSION who have participated in the topic - External experts 	<ul style="list-style-type: none"> - The media - The AMB team - Audience from the sector - Political profiles 	<ul style="list-style-type: none"> - LIFE INFUSION website and those of the project partners - LIFE INFUSION's social networks and those of the partners - Press call - Dissemination of the post in the bulletin 	1-2 year

Workshops	Forum on different technical aspects of the project	<ul style="list-style-type: none"> - Members of LIFE INFUSION 	<ul style="list-style-type: none"> - Members of LIFE INFUSION 	<ul style="list-style-type: none"> - LIFE INFUSION website - LIFE INFUSION's social networks - Dissemination of the post in the bulletin and on the partners' social networks 	1-2 year
Seminars	Presentation /closure of the project	<ul style="list-style-type: none"> - Members of LIFE INFUSION - Guest cities - External experts 	<ul style="list-style-type: none"> - The AMB team - Government agencies - Related entities and bodies - External experts - The media 	<ul style="list-style-type: none"> - Press releases - LIFE INFUSION website and those of the project partners - LIFE INFUSION's social networks and those of the partners - Press call - Dissemination of the post in the newsletter 	1 at the start 1 at the end

Figure 5. Special actions in own events | Source: Both People & Comms, 2021.

Participation in external events

As regards the participation and Integration of LIFE INFUSION in external events, we recommend organising at least twice a year presentations in seminars and technical European workshops on wastewater treatment, municipal waste management, energy generation and sustainability, and circular economy.

Events that are worth considering include:

- European events: European Sustainable Energy Week, Green Week, Open Days in Brussels or events held by the European Cluster Collaboration Platform (ECCP).
- International events: IWA Anaerobic Specialist Conference, BIOMETA, RECUWATT and REINNOVA.
- Regional events: Energy Fairs-Expoenergètica, GENERA - International Fair of Energy and Environment, Energy Week, Biomass Fair of Catalonia, Bioenergy International Conference.
- Local events such as the workshops organised by the Associació Industrial per a la Producció Neta of Vall Baixa and the Delta del Llobregat (AIPN).



All the partners of the project will suggest which events they wish to participate in and the LIFE INFUSION spokespersons will be determined for each country.

When deciding whether to participate in these events, the following features will be born in mind:

- The thematic affinity of LIFE INFUSION
- The type of audience attending
- The size of the audience
- The impact on the media
- The potential to obtain meetings with specific return
- The investment versus the potential return that would be obtained

It is advisable to create a database with the references of the **organisations and institutions that hold workshops and events related to similar topics**, with the purpose of identifying events where it is possible to take part as leading experts.

At first, it will be necessary to offer to participate but LIFE INFUSION will gradually become well known and it will gain reputation until it reaches a point when its representatives are directly invited.

Profiles of organisations to follow: universities and research centres, professional associations, chambers of commerce, municipal and supra-municipal authorities, large companies that are leaders in their sector, consultants, associations of entities concerned with similar subjects.

Topics to follow: innovation, sustainability, waste regeneration, water treatment, renewable energies, ecology and circular economy.

Environmental education

To impact young audiences, we propose disseminating LIFE INFUSION in the ***Compartim un Futur* programme** (We Share a Future), driven by the AMB, and COGERSA's environmental education programme, which aims to raise awareness of climate change and offers free visits to MSW and wastewater treatment facilities for schoolchildren, adults, the general public and specialist



public. These visits complement those offered by companies and other government agencies and entities.

Once the LIFE INFUSION communication materials have been produced (explanatory leaflet and notice boards), a relevant boost can be given to the project's exposure to the public while they are visiting the pilot plants at Ecoparc 2 and COGERSA.

6.6. Networking

We suggest encouraging an own virtual networking session every six months to present LIFE INFUSION among the scientific community, transmitting the objectives and explaining the proposed solution that will be deployed throughout the duration of the project.

The purpose of these sessions is to create ties with technical audiences that work in similar fields, in order to generate synergies, now or in the future.

All the partners of the project will have to propose agents to invite to the session, who may be identified from among the other developed LIFE projects or from the list of stakeholders.

To strengthen ties with these agents, we recommend a communication protocol that includes:

- After obtaining their consent, sign them up to receive the project newsletter.
- Send them key information about their fields of work, such as the general results of the project or specific tested solutions.
- Maintain regular contact with them.
- Invite them to seminars or other own events.

In external in-person events where LIFE INFUSION has presence, it is recommended to always arrange meetings with the audiences in parallel to the official programme, so as to take advantage of the opportunity to strengthen the relationship with them.