



BREAD4PLA



After LIFE Communication Plan BREAD4PLA PROJECT

Demonstration plant project to produce Poly-Lactic Acid (PLA) biopolymer from waste products of bakery industry

*Reducing plastic waste through the obtaining of 100%
biodegradable and compostable plastic packaging for bakery sector.*

[2011-2014]

Associated Beneficiaries



Coordinating Beneficiary



AIMPLAS
INSTITUTO TECNOLÓGICO
DEL PLÁSTICO



Project Dissemination Strategy

A **broad dissemination of project results** and their **environmental benefits** in Europe, within the industry sector and in the society as a whole, has been a key factor to the satisfactory success of the project. In general terms, citizens have given a warm welcome to the BREAD4PLA project in the different events and dissemination tasks carried out along the project duration. To sum up, the following dissemination activities have been developed:

Project dissemination materials	<ul style="list-style-type: none">• 4 notice boards• 4 Newsletters (hard copy and electronic format)• Project web page (http://www.bread4pla-life.eu/)• More than 1500 leaflets distributed in English, Spanish and German• General project presentation• Project video on the website
Organizing and participating in dissemination events	More than 70 project presentations in: <ul style="list-style-type: none">• Conferences, seminars• Exhibitions, fairs• LIFE/Environmental workshops, info-days• 2 prize participations
Preparation of publications	<ul style="list-style-type: none">• Online press: more than 100 impacts• Press releases: more than 20 impacts• Technical articles: more than 10 impacts• Posters• Papers
Organizing 2 project workshops in ATB and BANGOR	
Interviews in press, radio (4) and television broadcasting (4)	
Continuous development of the networking activities: fostering contacts with target audience and relevant potential STAKEHOLDERS interested in the project results and future applications. All of them were duly informed on the produced dissemination materials.	



Future Dissemination Activities & Impact Indicators

As indicated in section B6 of the Technical Annex, the same main activities to be performed after the end of the project still remain attainable. These activities will be performed in a framework time of minimum 2 years after the completion of the project (i.e. From Oct2014 to Sep2016). All the evidences will be registered as done during the project duration.

The details on the list of the potential future dissemination activities (both at national and international level), altogether the planned deadlines, resources to be involved and supporting documents to be prepared/showed is given below. The planned goals to be achieved in each of those activities will represent the impact indicators to be measured.

1. Dissemination of the project's results:

- A. In **seminaries, workshops, trade fairs, congresses**: where project dissemination material will be showed / distributed.

Location	Event	Foreseen dates
Valencia, Spain	ECOFIRA	October 2014
Valencia, Spain	LIFE annual regional Workshop	Summer 2015
Madrid, Spain	LIFE annual national Workshop	Summer 2015
Barcelona, Spain	EQUIPLAST fair	September 2014
Valencia, Spain	International Seminar on Biopolymers and Sustainable Composites	March 2017
Sevilla, Spain	HISPACK	April 2015
Düsseldorf, Germany	Interpack	May 2017
Palencia, Spain	Training course of bread together with the prestigious Richemont Club	4-5 October 2014
Palencia, Spain	Bread Week & Workshop of the Handmade Bread	16th October 2014
Madrid, Spain	INTERSICOP	January 2015
Palencia, Spain	Workshop Club Richemont	End 2014

Resources	Technical personnel from each beneficiary, involved in the BREAD4PLA development
Supporting documents	Project brochure, project newsletters, Notice boards, power point presentations.
Planned goals	Participation in at least 4 of the events above listed



- B. **Scientific and technical publications** (articles, papers or press releases), **or more general media** (magazines, newspapers, TV, radio, etc.), addressed to different types of audience (general society, students, public organisms, private industry, etc.). Please find below all the possibilities that are available for the written publications. At the due time, the more suitable ones, will be selected to send an update on the final project results or to inform on any new advancement related to the project results.
- AIMPLASINFO electronic bulletin, web AIMPLAS (www.aimplas.es), international projects website (<http://oficinaproyectos.aimplas.es/>), and Technological Watch Service-Observatorio Tecnológico del Plástico (<http://www.observatoriodelplastico.com>); CETECE's website (www.cetece.org).
 - Memory activities of AIMPLAS 2014 & CETECE 2014.
 - Available press media where updated general press releases could be published in Spanish language (Spain), such as *Levante EMV, El Mundo, El País, La Razón, Publico, ABC, Norte de Castilla, El Carrión, Diario Palentino*.
 - Technical/sectorial media (at national/European /international scope), in the different fields where partners are experts:
 - **Packaging:** Alimarket, Industria alimentaria, IDE: Información del Envase y Embalaje, packaging international, PackMittel, EUWID Verpackung, etc.
 - **Plastics:** Revista Plásticos Modernos, Mundoplast, Bioplastics Magazine, Plastverarbeiter, etc.
 - **Environment:** Tecnoambiente, Infoenviro, Reciclado, etc.
 - **Bakery:** Panorama Panadero, Molinería y Panadería.

Resources	Technical, management and marketing personnel from each beneficiary, involved in the BREAD4PLA development
Supporting documents	Latest information generated, related to BREAD4PLA advancements/new approaches/future collaborations, etc.(always having BREAD4PLA as starting point).
Planned goals	Participation in at least 5 of the media sources above listed

2. **Maintenance of the project's website** for a minimum of 2 years after the end of the project, with the possibility of downloading the documents available in the open area.

Deadline	Periodically updates, depending on the advancements made, until September 2016 at the minimum.
Resources	AIMPLAS is in charge of keeping updated the project website for the 2-year period, via AIMPLAS project managers / DICES department
Supporting documents	Press releases, non-confidential presentations, etc, generated after the project's end.
Planned goals	To register more than 200 new visits to the project website, in at least 2 years after the project end.



3. **Permanent banner in each partner’s website**, linked to a summary of the project’s results and the Project’s website.

Deadline	As for the project website, for a minimum of 2 years after the end of the project (i.e. until September 2016 at the minimum)
Resources	Each beneficiary’s personnel
Supporting documents	-

4. **A following-up project under a new framework** which widen, improve or update the work done under this proposal will be taken into account, trying to involve at least part of the consortium members.

The consortium will continue looking for new options on similar food waste where the technology demonstrated at pilot plant level is worthy at industrial level, with the help of the stakeholders contacted during and after the project life. To that aim, the **contacts detailed in the networking Task Report** will become the starting point for that follow-up.

Every 6-month after the end of the project, the consortium will meet to review the calls and topics under LIFE & H2020 mainly, or any other funding scheme, to prolong the basis of the BREAD4PLA demonstration.

In addition, the project website will go on showing the latest on PLA and bakery waste topics and any news related to European legislation on this field from the environmental/technical point of view by keeping working the **‘Technological Watch Service’** in its front page.

Deadline	Periodically updates, depending on the advancements made, until September 2016 at the minimum.
Resources	Each beneficiary’s personnel
Supporting documents	Available project dissemination materials or new ones, if applicable.
Planned goals	To reach around 25 stakeholders of the new PLA film from bakery waste (waste management companies, authorities, raw materials manufacturers, bioplastic processors, etc.) within EU in at least 2 years after the project end.

Additionally, there are **some planned communication strategies to go on involving project stakeholders**. Apart from the already involved since the beginning (Panrico, Grupo Siro) and those informed during the project development (*see Task report 8.4.-Networking activities for more details*) potential new ones could be added as a result of the future dissemination activities listed. To that aim, each beneficiary will keep in mind to register and share with the other partners the information collected on a potential new stakeholder (potential investors, packaging manufacturers, waste managers of renewable resources) in every dissemination activity performed, by using the *Networking sheet template (under Task 8.4.)*.

Finally, the project partners, by involving any personnel in their organization, will use their own dissemination channels, magazines, data bases, seminars, etc., to ensure that the project continues being disseminated and promoted in *other areas where not directly related to the ones abovementioned*.

This European Project is funded by LIFE+ Programme, under grant agreement LIFE 10 ENV ES 479. This After LIFE Communication Plan reflects the consortium’s opinion and the European Community is not liable for the use of the information contained herein.