

Detailed Dissemination Plan

D8.1



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FIGURE 1: INITIAL LIST OF IDENTIFIED EVENTS TO PROMOTE THE INTMET PROJECT PARTICIPATION

ABBREVIATIONS AND ACRONYMS

EIP	European Innovation Partnership on Raw Materials
ETP SMR	European Technology Platform on Sustainable Mineral Resources
Euromines	European Association of Mining Industries, Metal Ores & Industrial Minerals
IPR	Intellectual Property Rights
NGO	Non-Governmental Organisation
RMSG	Raw Materials Supply Group
RSS	Rich Site Summary (summary of website content)
SIP	Strategic Implementation Plan (of the EIP)
UNEP	United Nations Environment Programme

1. PURPOSE

The INTMET consortium is aware that dissemination and communication are essential to ensuring the sustainability of the results of the INTMET project. They improve the quality and increase the impact of the project, and the results can be used to influence or change current practice in the raw material sector.

This will be achieved by developing a detailed dissemination and communication strategy. It will be implemented through a combination of digital and traditional methods in line with modern practice. The project should therefore develop strong awareness and meaningful dialogue amongst stakeholders as well as target groups. INTMET should be recognised as an innovative research project with huge potential for the European economy and international mining industry.

Furthermore, all information distributed and every communication campaign will outline that the INTMET project is linked via the Horizon 2020 research initiative to the Strategic Implementation Plan (SIP) for the European Innovation Partnership (EIP) on Raw Materials.

All partners are committed to maximize the potential impact of the outputs of INTMET project in terms of its dissemination. In order to promote the project within the relevant mining and metal industry and to gain a further exploitation of the project results there will be carried out a comprehensive dissemination program. The Communication and Dissemination Plan is oriented to all stakeholders of the mine and metal lifecycle, especially to European mines, academy and research, metallurgical technology providers and investors. If patents or other intellectual property rights are result of this project the IPR management (IPR Plan) is also part of the dissemination program.

An effective and wide reaching information distribution campaign will be focused around the development of a project website, the production of an initial project brochure, a series of fact sheets/leaflets, a number of short stand-alone videos and/or slideshows and a poster series. All the material will be tailored to target the various stakeholder groups and be prepared to a common format and standard. A logo will be included to ensure distinctiveness and recognition of all project outputs. Furthermore, press conferences will be organized and press releases issued upon reaching project milestones. Other potential distributions channels will be explored as well.

This report presents the communication activities foreseen to implement the dissemination plan presented.

Particular dissemination and communication objectives are:

- ▶ Announce inception of project.
- ▶ Inform on action status and milestones.
- ▶ Raise awareness.
- ▶ Demonstrate impact.
- ▶ Evaluate results.
- ▶ Access potential end users.

2. HOW DISSEMINATION WORKS

2.1 COLLECTING INFORMATION TO BE DISSEMINATED

All partners are committed to maximize the potential impact of the outputs of INTMET project in terms of its dissemination. In order to promote the project within the relevant mining and metal industry and to gain a further exploitation of the project results, the project partners are obliged to provide any important information that serves the purpose of maximising INTMET impact. In collaboration with the relevant partners in the project, suitable dissemination activities will be discussed and fixed.

People responsible for the coordination of dissemination and exploitation activities will collect all related information on a regular basis. The sources of the information will be mainly the different reports that are drafted in the course of INTMET, which means that **information will be provided every 3 months through quarterly reports or reports covering a longer period retroactively**. Further to this, individual partners may be contacted directly and asked for more detailed and/or additional information.

The information provided and collected will be assessed regarding the initiation of further dissemination activities. Depending on the results of the assessments, targeted dissemination and/or exploitation activities will be initiated and discussed with the project partners involved. The information will also be used for common dissemination activities like a newsletter or the INTMET website.

2.2 IDENTIFICATION OF TARGET GROUPS

In the course of disseminating project results and other information, it is important to know who will be the addressee of such information. Therefore, INTMET partners need to identify relevant and interested stakeholders in order to raise particular awareness of INTMET work. Such target groups comprise e.g. other mines, companies, public bodies, investors and all mining and metal industry stakeholders, regulators and public in general.

Particular information may be addressed to only one group or some of the groups as well as even to all of them. This depends on the character of the information to be disseminated.

Each partner will be responsible for providing contacts that relate to the individual target groups. They should provide the contacts on request, so that a coordinated activity to identify the target groups can be realised. The request will be issued by MinPol as the leading partner in the field of dissemination and exploitation.

The first version of the **target group compositions** should be ready by project month 10, the final version is expected to be ready by month 12.

2.3 IDENTIFICATION OF BEST SUITABLE DISSEMINATION MEANS

This detailed dissemination and communication strategy will be implemented for identifying target groups and methods of reaching them appropriately.

An effective and **wide reaching information distribution campaign** will be focused around the development of a project website, the production of an initial project brochure, a series of fact sheets/leaflets, a number of short stand-alone videos and/or slideshows and a poster series. In addition to that a Newsletter will be published every six months. A logo will be included to ensure distinctiveness and recognition of all project outputs. Furthermore, press conferences will be organized and press releases issued upon reaching project milestones or other important project achievements.

All multimedia material produced will be **available for download on the project website**. We will explore other potential distributions channels as well. Communication material will be produced in plain English with the technology explained using straightforward terms and diagrams. More detailed technical information will be available on request or on the website. This two-level approach should provide all interested parties with the factual information in an intelligible style.

The **website** will be one of the main disseminations means of the project, and has been developed in the very first months of the project (visit here: <http://www.intmet.eu/>). This will be the main platform to present the initial concepts of INTMET and the ongoing results of the project, including up-to-date factual information on technologies and their use. It is intended to be up and running in project month 6 latest. The website may also act as support tool for management activities by including something like a 'voting tool', facilitating decision making in between general assemblies if necessary.

It will also be assessed to which extent the presence of the project in **social media** (e.g. *Twitter, Facebook, YouTube*) will be favourable to the project approach.

In order to achieve a wide dissemination of the INTMET concepts, progress and results, project partners will present about the project and its achievements at related **external events or conferences or at specific events**. The project has a high scientific relevance and it is basic to reach the main minerals producing communities. Depending on the external potential for this form of dissemination, the project may consider own workshop(s). All the material will be tailored to target, i.e. the various stakeholder groups and be prepared to a common format and standard. It should be ensured that disseminated information reaches the target group and is clear and understandable.

3. TARGET GROUPS

The following list of different stakeholder target groups is the results of a first evaluation. It is likely that the list will be extended in the further course of the project.

There is always a set of particular objectives associated with each group. This should indicate that each group might serve different purposes in the dissemination strategy. It should also give a first indication for project partners in their task to address the most suitable target for the dissemination of their individual information.

As already outlined in chapter 2.2, each partner will be responsible for providing contacts that relate to the individual target groups shown. They should provide the contacts on request, so that a coordinated activity to identify the target groups can be realised. The request will be issued by MinPol GMBH as the leading partner in the field of dissemination and exploitation.

The first version of the **target group compositions** should be ready by project month 10, the final version is expected to be ready by month 12.

3.1 PARTNERS AND COMPETITORS

Institutions included in this target group:

- ▶ European mining companies (junior and senior mining companies)
- ▶ Overseas mining houses
- ▶ Ore mines
- ▶ Companies from the metallurgical sector
- ▶ Mining investors and insurers

Particular objectives when reaching them:

- ▶ Inform and convince
- ▶ Win new customers
- ▶ Disseminate

3.2 RESEARCH AND ACADEMIA

Institutions included in this target group:

- ▶ Research facilities
- ▶ Universities

Particular objectives when reaching them:

- ▶ Disseminate scientific knowledge

- ▶ Continuous development
- ▶ Education and training

3.3 MULTIPLIERS, DISSEMINATORS

Institutions included in this target group:

- ▶ Industry associations (e.g. Euromines - European Association of Mining Industries, Metal Ores & Industrial Minerals)
- ▶ European Technology Platforms (e.g. ETP SMR, etc.)
- ▶ United Nations Economic Commission for Europe
- ▶ United Nations Environment Programme (UNEP)
- ▶ European Innovation Partnership on Raw Materials
- ▶ International Mineral Processing Congress
- ▶ Balkan Mineral processing Congress
- ▶ Consumer of metals

Particular objectives when reaching them:

- ▶ Win them as partners and disseminators / communicators
- ▶ Use their know-how
- ▶ Exchange information

3.4 PUBLIC BODIES AND AUTHORITIES

Institutions included in this target group:

- ▶ Mining authorities incl. regional and local ones
- ▶ Cities, towns, municipalities in potential mining regions
- ▶ European Commission
- ▶ European Parliament
- ▶ Raw Materials Supply Group (RMSG)

Particular objectives when reaching them:

- ▶ Win them as partners and disseminators / communicators
- ▶ Use their know-how
- ▶ Exchange information

3.5 PRESS

Institutions included in this target group:

- ▶ Dailies
- ▶ Periodicals
- ▶ Specialised journals
- ▶ TV
- ▶ Radio
- ▶ Internet

Particular objectives when reaching them:

- ▶ Disseminate general information
- ▶ Increase perception, raise awareness
- ▶ Build image

3.6 PUBLIC

Institutions included in this target group:

- ▶ Citizens
- ▶ Consumer organisations
- ▶ Trade unions
- ▶ NGOs

Particular objectives when reaching them:

- ▶ Disseminate general information
- ▶ Increase perception, raise awareness
- ▶ Build image
- ▶ Social licence to operate

4. COMMUNICATION AND DISSEMINATION TOOLS AND MEANS

4.1 WEBSITE

The website will be the main communication tool for the project, where all the dissemination materials will be published in a timely manner. A prompt and continuous flow and exchange of information between the participants of the project and key actors and target groups is one of the most important conditions for the functioning of the network with its several national and international components.

The website will present the initial concepts of INTMET and the ongoing results of the project including up-to-date factual information on technologies and their use. It has been developed at the very beginning of the project (visit here: <http://www.intmet.eu/>) to act as support to the other dissemination actions.

The web site may further act as support tool for management activities by including something like a 'voting tool', facilitating decision making in between general assemblies if necessary. It will also be investigated to which extent the presence of the project in social media (Twitter, Facebook, YouTube, etc.) will be favourable.

4.2 ACTIVITIES IN SOCIAL MEDIA

There are many possibilities how to use social media. Apart from a YouTube account, where short videos about particular project items can be publicised, INTMET results could also be disseminated in RSS such as through a twitter account, a LinkedIn profile, an open LinkedIn group for discussion about slags revalorisation or through research gate scientific network, amongst others.

The different social media channels will be assessed and discussed with the project partners in order to target the limited project resources best. The discussion with the partners will start latest at the beginning of the second project year. The basic conditions, advantages and potential disadvantages will be investigated on beforehand, starting after the launch of the project website (M6).

4.3 BASIC DISSEMINATION MATERIAL

The basic dissemination material will be developed in English first. Other languages may be considered if appropriate. A visual identity will be developed for the INTMET project comprising a logo and style in different formats, in line with the H2020 visual guidelines. Once the visual identity will be ready, the following dissemination tools will be produced:

- ▶ A project brochure (M06)
- ▶ Videos/slideshows (to be started at M06, finalised by M12)
- ▶ A standard presentation for EU and local project communication gathering key messages (M06)

- ▶ Project fact sheets (on request and when appropriate)
- ▶ Posters (on request)
- ▶ Banners (on request)
- ▶ Etc.

4.4 ARTICLES

Articles in specific scientific magazines will be published on occasion. As one objective, the consortium wants to publish several articles, e.g. minimum two per year starting in the second project year, when first results have been achieved. Examples of target publications are: Hydrometallurgy, Mineral Engineering, Mineral Processing and Engineering & Mining Journal.

4.5 EVENTS, WORKSHOPS, CONFERENCES

In order to achieve a wide dissemination of the INTMET concepts, progress and results, and to establish meaningful dialogue with all relevant groups, project partners will present about the project and its achievements at related external events or conferences or at specific events. The project has a high scientific relevance and it is basic to reach the main minerals producing communities by attending such events.

The following conferences and events have already been identified:

ALREADY IDENTIFIED EVENTS FOR INTMET PARTICIPATION			
Event	Description	Periodicity	Venue
Congress	BMPC – (Balkan mineral processing congress), 2017	2 years	Belgrade (Serbia)
Congress	IMPC – (International mineral processing congress) 2016	2 years	Quebec (Canada)
Conference	IOC-(International October Conference), 2016;2017 etc.	1 year	Bor (Serbia)
Conference	EMC - European Metallurgical Conference	1 – 2 years	Duesseldorf (Germany)
Conference	ALTA	Annual	Australia
Conference	Copper 2016	Annual	Chile
Conference	SME	Annual	USA
Conference	Hydrocopper	3 years	tbd

FIGURE 1: INITIAL LIST OF IDENTIFIED EVENTS TO PROMOTE THE INTMET PROJECT PARTICIPATION

The above list will be presented on the INTMET website as well. It is of course subject to regular revisions and amendments.