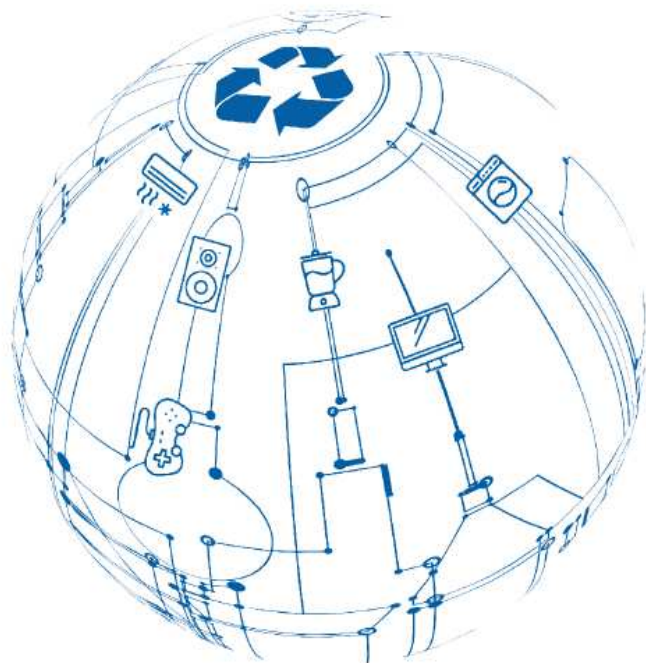


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Introduction

This document forms the Communication Plan of the LIFE WEEE Project (LIFE16GIE/IT/000645) presented as part of the 2016 call on the Environmental Governance and Information Pillar.

The Communication Plan has the main task of guiding all the communication activities necessary to achieve the objectives set by the project. It contains the description of the general communication strategy, the target groups of the project actions (and therefore the characteristics of these groups and how they are affected by the project actions), the fundamental messages that the project intends to promote and the channels that the Partners Consortium intends to use to communicate the results of the project activities.

The Communication Plan also describes the timing associated with each individual communication activity and the relative dedicated resources, as well as a set of indicators that will be specifically designed for monitoring communication activities.

The methods of construction of the plan are specifically dictated by the guidelines of the European Commission found in the specific document on communication activities and visibility¹, which identifies from the earliest stages of development the need to draft a document that follows a participatory approach within the Consortium of Partners, capable of including the different sensitivities and knowledge and skills on the topic possessed by each individual partner. To this regard, the Life WEEE communication plan (represented herein in its first draft) will be an inclusive, participatory and dynamic document, in the sense that it will be adapted as a result of monitoring activities, based on considerations of the effectiveness of communication actions and efficiency in the capacity to develop the actions of individual partners in terms of the planning of time and available resources within the project budget. This adaptation process began on 12 September 2017, on the occasion of the first inter-partner meeting, in which the general guidelines of the Plan proposal were presented, and an initial in-depth analysis of the

contents was performed at the first Steering Group meeting, held in Florence on 24 November 2017. ¹Communication and Visibility Manual for the European Union - External actions 2010






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2017.

In terms of general operation, the management of project communication and related products can be summarized as follows:

- a) the coordinating beneficiary (ANCI Toscana) is responsible for relations with the European Commission and for the consistency of activities (including project communication) with the Programme Rules; in other words, it ensures that the products comply with the rules of coordinated image and the timing with which they are prepared, as reported by the agreements and the standard project form;
- b) the image coordinator (Regione Toscana) ensures the coordination of communication activities, produces specific materials, manages the communication campaign of the project and provides support and assistance to individual partners in the management of communication;
- c) the partners produce specific products that need to be supported by project communication.

		
<p>LIFE WEEE Communication Campaign Coordinator</p> <ul style="list-style-type: none"> · Coordination of internal com · Coordination of external com · Development of tools · Development of WEB tools 	<p>LIFE WEEE Coordinating beneficiary</p> <p>Ex ante verification of the consistency of the communication with the project aims</p> <p>Updates to the commission on the state of the art of communication and dissemination of project activities</p>	<p>LIFE WEEE partners</p> <p>Development of specific communication tools</p>



1. Communication Strategy

1.1. Context

Electric and electronic devices have long been fundamental elements of the everyday scenario of European companies. The advent of the internet and digital technologies has profoundly changed and further extended the relationship that citizens have with electronic devices. A huge number of such devices are purchased and used every day in Europe. An equally huge number suffer failure, break or are simply no longer up to date with technological advances in software or merely in ease of use: every day, the industry experiments and puts on the market new, increasingly powerful, more flexible devices, more capable of interfacing with the network and managing specific applications that meet the multiple needs of users.

The production of these devices is subject to the rules of the global market: production sites, now strongly localized on the Asian stage, have been able to benefit from great economies of scale, unthinkable for European manufacturing, which led to the market entry of lower cost products. At the same time, this dynamic has triggered the phenomenon of the availability of not only low-cost devices but also, for certain specific sectors, low quality products with very short operational lives that are forming a veritable river of electrical and electronic waste.

The management of this phenomenon involves some well-defined keywords: awareness, change, attitude and behaviour. We need to understand first of all what is behind the production of such devices, the production chain starting from the raw materials. We need to change our approach, our tendency to dispose quickly of that which "no longer works", by creating new demands (including market demands) in terms of the possibility of "adjusting" what at that time appears to be no longer usable. Finally, we need to know what can be done to achieve proper and ethical disposal.

There is a strong need for change in our consumer behaviour, our natural inclination to preserve, reuse, repair, an attitude that a distorted view of the market has

led us to consider no longer relevant. This is included in the codes of practice established in





numerous documents of the European Commission (Reuse, Recover, Recycle) and it is here that we need to start for effective communication of information on the LIFE WEEE project.

To address the problems related to the management of WEEE, the EU has developed specific legislation on the subject. The first WEEE Directive (2002/96/EC) came into force in February 2003 and required the creation of waste collection schemes through which consumers return their WEEE free of charge. These programmes were intended to promote the reuse and recycling of WEEE. In December 2008, the European Commission proposed a review of the directive to address the increase in this waste stream. The new directive (2012/19 / EU) entered into force on 14 February 2014.

"For WEEE from private households, Member States shall ensure that: [...] when supplying a new product, distributors are responsible for ensuring that such waste can be returned to the distributor at least free of charge on a one-to-one basis as long as the equipment is of equivalent type and has fulfilled the same functions as the supplied equipment. [...] distributors provide for the collection, at retail shops with sales areas relating to EEE of at least 400 m², or in their immediate proximity, of very small WEEE (no external dimension more than 25 cm) free of charge to end-users and with no obligation to buy EEE of an equivalent type, unless an assessment shows that alternative existing collection schemes are likely to be at least as effective. Such assessments shall be available to the public. WEEE collected shall be properly treated [...]." (Article 5 of Directive 2012/19/EU).

1.2. The LIFE WEEE project

The LIFE WEEE project aims to improve the performance of WEEE collection through the development and application of a new Governance Model based on the widespread involvement of small and medium-sized enterprises and activities to raise awareness among consumers. The activities will be developed both in Tuscany and in Andalusia.

The general objectives of the LIFE WEEE project are, in short:

a) to improve regional governance of the collection and management of WEEE, by encouraging virtuous behaviour between citizens and businesses and by improving the exchange of information





between the authorities involved

b) to create easily accessible collection points for citizens, involving businesses in the process, including the provision of information on the location of collection centres and to facilitate bureaucratic procedures

c) to raise awareness among institutional actors, businesses and citizens on the importance of the WEEE phenomenon.

These objectives are pursued through a series of actions that concern the governance of the process and the improvement of the exchange of information among players; the development of a range of IT services for citizens and businesses aimed at improving the localisation of collection centres and the simplification of the bureaucratic procedures for depositing WEEE; the implementation of an information campaign in *and* the transfer of results to Andalusia.

The development of the activities is expected to achieve the targets set out in Annex V of Directive 2012/19/EU, the involvement of at least 50% of Tuscan enterprises and 75% of those in Andalusia that are potentially interested in WEEE management, in order to increase the number of collection points; the involvement of at least 50% of the Tuscan Municipal Authorities and the dissemination of information on WEEE and the transfer and application of activities in Andalusia.

1.3. Communication Strategy

The communication strategy therefore involves the three pillars of correct and effective management: the world of institutions, businesses and citizens. What we want to communicate is, above all, involvement in a virtuous mechanism in which awareness and full understanding of the issue (and the resource that we want to manage) is the prerequisite for acting with conviction and putting into practice all forms of behaviour that

make for fully effective actions on every level.

The communication strategy is therefore based on the maximization of the key words mentioned in the previous paragraphs: AWARENESS - CHANGE OF ATTITUDE - CHANGE OF BEHAVIOUR. At the same time, what we intend to pursue is an approach that tends towards consistent and linear messages, favouring simple and intuitive approaches and developing a series



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of guidelines that can be applied to every communication tool.

The communication plan therefore intends to pursue this general strategy by, first of all, connecting the project objectives with the specific objectives of the plan, with the aim of optimizing the efforts made in the development of project actions in terms of maximum dissemination of results, involvement and empowerment of target groups and the engagement of the stakeholders foreseen by the project. The table below establishes the correlation between the specific objectives of the project and the objectives of the communication plan.

The communication plan also intends to make use of the opportunities offered by each individual partner in terms of:

a) amplification of the evidence of project activities and of results with respect to each individual target audience (for which there is the intended use of the institutional communication already developed by each partner as its institutional mission)

b) definition of any further and more effective communication channels, beyond the usual tools that will be used during the performance of project activities.

Moreover, as already mentioned, the development of the plan will take into account any evidence that emerged during the development of the so-called coordinated image, in the early stages of the project, which will form the reference for the standardization of both paper and digital communication products.

Objectives of the LIFE WEEE project	Objectives of the Communication Plan
Improve the regional governance of WEEE collection and management, encouraging virtuous behaviour between citizens and businesses and improving the exchange of information among the authorities involved	Disclose the results of the updating of governance process at every level of involvement and among target groups and stakeholders, with particular focus on the public institutions involved
Encourage the involvement of companies that install or distribute	Provide, in terms of dissemination of information, the maximum support possible for companies that



Electrical and Electronic Equipment (EEE), including large distribution chains (Article 14 of Directive 2012/19)	install or distribute EEE
Simplify administrative and bureaucratic procedures for the management of WEEE	Encourage the use of specific IT supports provided for by the development of project actions among citizens and businesses
Increase awareness among citizens, local institutions, stakeholders and companies through information campaigns	Disclose general context information, issues related to the improper management of WEEE, the regulatory obligations provided for by the Directive, the opportunities offered by institutions and the tools provided by the development of project actions
Experiment the governance model in other regions in the European Union and disseminate its application	Disseminate the information, good practices and application models deriving from the development of project actions

At a strictly operational level, it is essential that the communication and the tools used reflect the communication guidelines provided by the LIFE Programme itself; identification with this programme forms the basis of communication, including for the ultimate purpose of reporting, given that the costs incurred for the purchase of durable goods or for the production of communication material, including panels and websites, that do not bear the LIFE logo and do not comply with the other general indications included in the official Programme documents are inadmissible as project costs.

1.4. Target groups and their specific objectives

The target groups identified by the project are:

1. Small and medium-sized businesses
2. Citizens
3. Public institutions and individual representatives involved in the management of the WEEE flow.



SMEs are one of the main target groups of the project. The preliminary assessments performed during the drafting of the project proposal highlight the fairly large number of companies that are not adequately informed about existing legislation and what it requires in terms of WEEE management.

In fact, public institutions consist of three distinct target groups:

1. political decision makers
2. technical staff
3. municipal police

These three groups shall benefit from specific Capacity Building activities for capacity and efficiency in the collection of WEEE.

Citizens are the third major target group because a great deal of research in-depth analysis has highlighted a lack of awareness both on the importance of the WEEE phenomenon and on the capacity for action that is within the potential of the citizens themselves. The information deficit concerns both the knowledge of the possibility of handing in WEEE at collection centres and the awareness of possible environmental damage caused by the incorrect management of WEEE.

The general objective of the project (in short, the improvement of the WEEE collection system) is divided into specific objectives, calibrated to the target groups described above. The following table is a summary of the specific objectives for each target group.




Furthermore, a series of key messages have been outlined to better define the chosen communication tools, summarized in the table below.

Target group	Key message
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<p>Small and Medium Enterprises</p> 	<p>The legislation includes specific obligations for companies (distributors of electrical and electronic equipment) that constitute WEEE collection centres. Companies that dispose of obsolete equipment must know the appropriate steps for proper disposal.</p>
<p>Public Institutions and Institutions</p> 	<p>The legislation includes specific obligations for entities involved in direct management (Municipal Authorities), through the organization of the collection centres and the preparation of the necessary reports on the per capita collection figures obtained.</p> <p>The networking process between public bodies and institutions should be facilitated in order to improve the exchange of information, the distribution of good practices and the efficiency of the governance process.</p>
<p>Citizens</p> 	<p>The legislation allows the collection of WEEE at specific collection centres, using methods also defined according to the type of WEEE. The incorrect management of WEEE, in addition to being a waste of resources and recoverable materials, leads to significant risks for the environment and human health.</p>

Based on the key messages, specific communication objectives have been defined for each target group.

Target group	Specific objective
<p>1. SMEs (distribution companies)</p>	<p>CO.1.1 Increase operator awareness on the legal obligations and inform them on the benefits of the proper collection of WEEE CO.1.2 Extend the network of collection points in Tuscany and Andalusia</p>
<p>2. Public institutions</p>	<p>CO.2.1. Increase institutional capacity and the efficiency of Public Services in the collection of WEEE CO. 2.2 Improve the exchange of information among public institutions involved in the collection of WEEE</p>
<p>3. Citizens</p>	<p>CO. 3.1. Improving citizens' knowledge of</p>





	<p>WEEE</p> <p>CO. 3.2. Increase citizens' awareness of the environmental and health risks deriving from improper WEEE management</p> <p>CO. 3.3. elicit long-term change in citizens' behaviour towards the proper disposal of WEEE.</p>
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These three groups are the targets of the actions of the project that aim to achieve a change in the attitudes and behaviour of the communities. This aim is pursued at an institutional level, business level and on the level of individual citizens through a series of tools that will be explained in more detail in the following paragraphs.

1.5. Project stakeholders

The project stakeholders are mentioned and briefly described because in this case too these groups will be directly involved in broadcasting the details of the project;

- **Municipal Authorities**, responsible for the collection and disposal of urban waste, which is then managed by the ATO (Optimal Territorial Ambit). The municipal authorities also approve the regulatory frameworks for waste management and the rules and tariffs for the implementation of services
- **Professional associations**, referring to those operating in sectors of potential interest (EEE retailers, installers, and WEEE collectors, representatives of large-scale retail outlets). These provide support to their associates in the correct management of the WEEE supply chain and have a strong interest in the development of the project
- **ATO (Optimal Territorial Ambit)**, bodies representing all the municipal authorities belonging to the same geographical area, responsible for the coordination, collection and management of WEEE
- **Confservizi CISPEL Toscana**: represents the regional association of companies that provide public services of economic importance (gas, electricity, water and waste collection



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and management, for example)

- **UNIONCAMERE** (National Union of Chambers of Commerce) will support dissemination in order to increase the effectiveness of the impact of project actions at national level
- **ANCI (National Association Italian Municipalities)** will support dissemination in order to increase the effectiveness of the impact of project actions at national level

These last two stakeholders are particularly involved in relation to the results of the improvement of the regional governance of WEEE collection and management, in the involvement of SMEs in the collection process and in the implementation of Capacity Building of the public sector. They are also particularly important in relation to the dissemination and replication of best practices at European level.



2. Communication tools

The project communication tools are roughly divided into two basic categories:

- instruments specifically requested by the programme and classified as mandatory,
- instruments that are not mandatory but strongly recommended under the rules of the programme.

Obligatory activities

Website (+ social media)
Layman's Report
After LIFE Communication Plan
Noticeboards
Networking

Recommended activities

Community and experts engagement
Production of publicity materials
Public relations

The communication tools of the LIFE WEEE project are, from a general point of view, divided into two levels that identify a total of two different final destinations:

- an institutional project notice, which essentially aims to convey the project details in terms of objectives, actions and expected results. It is implemented, first of all, by means of conventional conventional tools: brochures, flyers, posters and roll-ups, together with the online resources that are now also mainstream and consolidated (project website) which, at least in part, must channel the technical and organizational details of the activities.

The purpose of this part of the communication activities is, on the one hand, to enable dialogue and exchange with the institutions involved in the activities (primarily the



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European Commission), with groups of "qualified" Stakeholders, such as trade associations, trade unions, the world of associations that are, to some extent, involved in the project issues; moreover, this part of the communication has the purpose, by no means secondary, of being one of the fundamental tools of network development: contacts and exchanges of experiences with other Consortia involved in similar projects (funded by LIFE and other), comparisons with Institutions that are in some way involved in WEEE management, application of innovative procedures and processes, approaches aimed at reducing waste at the source, at proper "cradle to grave" management, etc.

b) broader institutional communication, aimed instead at citizens, companies and institutions that will be involved in the application of results deriving from the development of project activities. In this sense, the tools, compared to the previous section, will be designed and implemented with greater focus on the dissemination of practical information for proper waste management and will be specifically target group focused: practical information for citizens advertising the collection mechanisms and options, broadcasting data relating to collection and recovery, providing information to increase awareness of the contents of current legislation, information on the options with regard to retailers and sales centres, etc.

In this case, the project envisages, in addition to the use of that provided on the website, the production of specific communication kits for the main players (local institutions and authorities, retailers and businesses, citizens), the production of specific training for the aforementioned stakeholder groups, the production of

specific audiovisual and online resources.

The project therefore envisages the use of a detailed list of tools, each characterized by its own functions and corresponding to specific timelines and targets:

a) Website (Sheet A)



The dedicated LIFE WEEE website is one of the main communication tools of the project and interpartner communication, to be constantly updated with news related to project events and networking activities. The site will be updated according to guidelines creating consistency of the proposed content. All online and offline communication activities carried out by the partners will use the website, in the same way that the website of each partner must give adequate visibility to the LIFE WEEE website and to the activities and initiatives performed directly on its pages.

b) Social networks (Sheet B)

A Facebook page and a Twitter account to be monitored daily: relaunch the news published on the website, promote stakeholder participation, give space to the personal user experiences. The social activity will be managed through the coordination of the project leader, ANCI Toscana. This activity will be amplified and enhanced by the social resources of the project partners that are already active.

c) Newsletters (Sheet C)

The newsletter is a direct channel of communication with the project target groups . It provides updates on the progress of works, provides information on scheduled events, announces and disseminates the publication of news, technical data sheets, documents and initiatives.

At least 5 digital newsletters will be sent, drafted according to the guidelines that will be highlighted in the following tables and featuring specific in-depth thematic analysis.

1	Launch of the WWW.LIFE WEEE.EU website with in-depth thematic analysis on: Regulatory framework and administrative procedures for WEEE collection	April 2018
2	LIFE WEEE App and Software	September 2018
3	Awareness campaign	March 2019
4	Marketing tools for SMEs	September 2019



5	Information on public LIFE WEEE events	March 2020
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This calendar may be subject to additions in the event of the production of other newsletters necessary at specific moments of particular interest of the project.

d) Press releases/press kits (Sheet D)

There will be press releases dedicated to the promotion of scheduled events, an updated press kit with journalist material for in-depth analysis on the theme of WEEE and relative recycling. The press kit, which also includes links to visual material, can be downloaded from the website. The production of press releases is linked to the broadcasting of relevant results and publications, the publication of events and any updates that the partnership considers relevant. For the compilation of press releases and the preparation of the press kits, we refer explicitly to the LIFE Project guidelines on communication.

e) Articles in national and local press, specialist publications, internet

A plan of releases in national, local, specialist press and online press, as foreseen by the project, which recommends the identification and involvement of a media partner, preferably local, that can be given previews of the details and follow the project story step by step. The releases will be carefully planned and separated according to the availability of significant project results (availability of survey data, launch of IT tools, training and moments of in-depth analysis with citizens). For the compilation of press releases and the preparation of the press kits, we refer explicitly to the LIFE Project guidelines on communication, to the collaboration with the Regione Toscana Government Body Information Agency and with the various partner press offices.

f) TV news, reports, radio services

A plan of releases on local and national TV with television reports and radio services devoted to the project. The releases must be carefully planned and separated





according to significant updates concerning the project activities. For the press office activities relating to the publication of the aforementioned TV news, reports and radio services, we refer explicitly to the LIFE Project guidelines on communication, to the collaboration with the Regione Toscana Government Body Information Agency and with the various partner press offices.

g) Information material and printed material

The design of the information material for broadcasting the project details began with the start of project activities, with the production of material for producing LIFE WEEE Basic Communication Tools, consisting of leaflets, posters and roll ups, folders with pad and pen and a first press kit produced for the KOM on 24 October 2017. Furthermore, there is the expected production of Notice Boards on the publication of online resources (Software and App).

The efforts made since the start of activities have focused on standardizing the graphics, style and content and writing guidelines for the production of all printed products, with the creation of a small coordinated image manual that will be updated and implemented in line with the progress of project activities, in parallel and consistent with this Communication Plan of which it is an integral part. The image manual will be the method instrument through which the different products, from the simplest written communication, to the various presentations prepared at different times during the project, will have a visual "LIFE WEEE" imprint.

In the final stage of the project, there will be the compilation of a Layman's Report, a paper and electronic tool that is fundamental for the dissemination of the project. In short, it is an information product for a non-specialist audience, whose purpose is mainly to inform decision-makers and non-technical actors on the characteristics, objectives, actions and results achieved by the project. The *Layman's Report* is typically clear and concise and the value of this type of report consists in the availability of a printed product for the closure of the project that will be available for checks, comparisons and for the capitalization of the LIFE WEEE results in future projects.



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There are no specific requirements regarding the contents of the report, which can thus be prepared according to a design shared between partners; in any case, the common and consolidated practice for producing the Layman's Report envisages that summarized in the following diagram.

Requirements		Contents
length	5-10 pages	There are no specific contents but ideally it should include: the problem, the methods used to deal with it, the results, the long-term environmental benefits and/or socio-economic impact. For proper publicity, the following must be clearly mentioned: names of target groups and contributors, duration of the project, total cost and EU contribution, contacts.
languages	The languages of the target groups, plus English or French	
format	Printed and electronic	
NB	Use of the LIFE logo is mandatory	

3. Interpartner communication

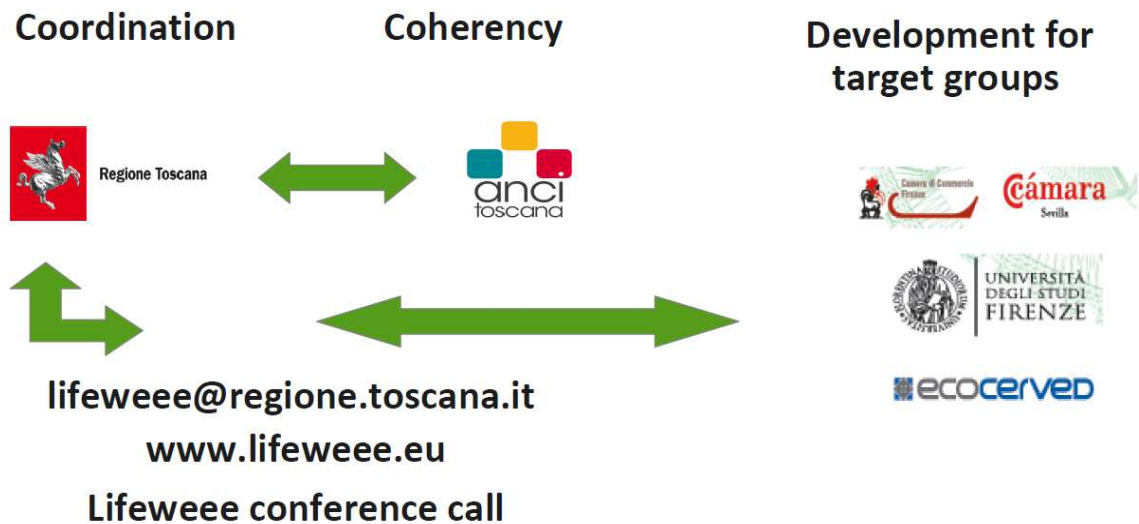
The creation of a shared workflow as well as moments of dialogue and places for internal communication is one of the elements of the Communication Plan. This need becomes even more evident if we consider the diversity of the partners' core businesses, and therefore of the sensitivities, the areas of action and the operating scenario in which the partners perform their specific activities every day. On the one hand, this creates a very considerable flow of information and, on the other hand, there are different communication needs based on the specific target groups of the partners. The first challenge to be overcome in this sense is to maintain a level of effectiveness and timeliness in the coordination of communication and to be constantly in line with what is expressly requested by the Commission in terms of minimum requirements of consistency with the communication of the Programme and with the requirements expressly designed for the implementation of project actions; this aspect involves continuous dialogue



LIFE WEEE Communication Plan



between the coordinator of communication and the target group coordinator, as well as the possibility of rapid exchange of information within the partnership whose operation is outlined in the figure below.



It is to be noted that, at least initially, there are two tools for developing interpartner communication:

- the email account lifeweee@regione.toscana.it which, without completely overlapping the official email account of the project, managed by ANCI, aims to allow the partners to interact directly with the project's communication coordinator (Regione Toscana) in order to receive prompt responses to queries, specific requirements and to permit the consistent management of all communication activities.
- the project website www.lifeweee.eu, which will have an area with restricted access that will allow partners to update the section dedicated to news and events, indicating those consistent with the project issues, and to add documents and deliverables.

In addition to these two tools, from January 2018, a project call will be organized every three months, where partners can, on the basis of a shared agenda, manage





activities both in terms of project management and in terms of the organization and production of events, activities and products. The three-month frequency can obviously be varied according to specific needs, just as specific calls can be organized for small groups to cover activities that are aimed at specific stakeholder groups, of which the participants have particularly in-depth knowledge/expertise. Basically, the coordination of the multiple communication activities will be managed by a special **Editorial Committee** composed of one representative for each operational partner, which will hold informal, fast and effective meetings on a regular basis (even virtually) with the task of deciding the contents of newsletters, sharing event participation, scheduling the agenda and updating the website, etc. For even faster decisions, decisions on appointment and meetings, it may be appropriate to create a WhatsApp group to communicate quickly, informally and effectively.

Furthermore, in addition to the communication system described above, the Consortium has at its disposal the Project Management and team communication tool, BaseCamp, which acts as a project document repository.

4. Stakeholder communication

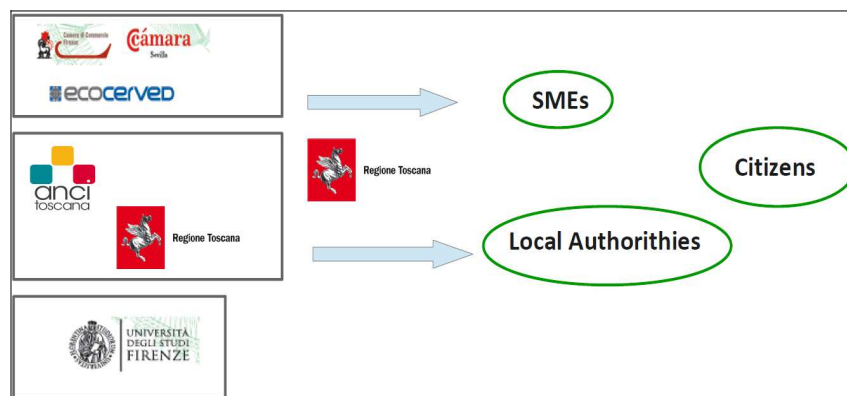
Stakeholder involvement is an all-important step in the project: the subjects indicated in par. 1.5 are multipliers through which changes in attitudes and behaviour can be promoted and encouraged and their multiplier effect is necessary to obtain significant results in the management of WEEE. Political decision makers and local institutions, on the one hand, and, on the other, retailers, companies involved in waste and recycling and trade associations for the long-term success of the project. Stakeholder engagement must be sought by all partners using the individual communication tools provided, such as: invitations to events, dedicated newsletters, specifically designed actions. The basic principles of stakeholder relationships are set out in the networking guidelines of the LIFE programme. .



5. Public communication

The goal of promoting a culture of WEEE recycling and their correct disposal when they become obsolete; information on the different ways of reusing and disposing of these objects; raising awareness on the theme of environmental impact and on the extent and importance of the contribution towards improvement of the individual citizen are the objectives of communication of the project to all citizens of all ages. To achieve this goal, the most appropriate tools for reaching and involving the general public will be used: specifically designed information kits, games, communication through print media and the production of videos for the dissemination of the technical tools included in the project. The objective of the

project is to use the different partner profiles and their respective "specializations" to put together effective messages directed towards the individual target groups. In this case too, action coordination and consistency will be essential.



6. Communication timeline

Communication of the LIFEWEEE project is divided schematically into four fundamental periods:

1. Basic communication

September - December 2017: initial period in which certain specific "basic" communication tools are organized, coinciding with the presentation of the project to stakeholders and to the public

2. Launch of the LIFEWEEE Communication Campaign

January - July 2018: launch of the communication campaign and scheduling of activities, transfer of results and lessons learned. This phase involves networking development, the dissemination of the communication tools produced and the development of dissemination events

3. Development of the Communication Campaign

July 2018 - March 2020 : development of the actual Communication Campaign, following the development of actions for SMEs

4. Final event and conclusion of the project

January - July 2020: fourth and final step: this is the conclusion of the project, sanctioned by a final event . It is preceded by the drafting and distribution of the Layman's Report, the document addressed to citizens, journalists and stakeholders, which reports the entire LIFEWEEE project in 5/10 pages.

From 2020 to 2025: the 5 years of AfterLife - At the end of the project, the five-year



LIFE WEEE Communication Plan



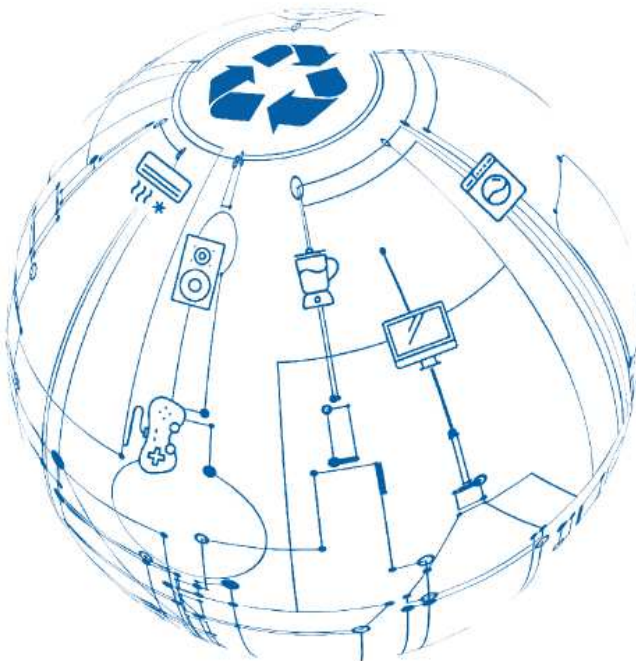
"AfterLife" period begins, in which the website continues to be the centre of updates and a new communication plan, the AfterLife Plan, approving and organizing future instruments and actions.



7. Indicators for monitoring the Communication Plan

nr	Tool	Indicator	Monitoring frequency
1	Website	Number of accesses	monthly
2	Project email	Number of emails	monthly
3	Social page	Number of insights	monthly
4	Social page	Number of followers	monthly
5	Social page	Number of posts	monthly
6	Twitter account	Number of followers	monthly
7	Twitter account	Number of tweets	monthly
8	YouTube page	Number of comments + Number of shares	monthly
9	Newsletters	Number sent	At the time of distribution
10	Newsletters	Increase in the number of recipients	At the time of distribution
11	Press releases	Number of articles in national and local press	quarterly
12	Info KIT	Number of kits distributed	At the time of distribution

A1 - Instrument summary sheets





SHEET A	LIFE WEEE WEBSITE
<p>General objectives</p>	<p>Lifeweee.eu is designed to be not only the container of all information, notices and materials related to the project, but also to act as a project management tool and to ensure a wider dissemination of related activities among citizens, experts, politicians, authorities and any others than can potentially be interested.</p> <p>The website is the visiting card of the project, targeting many different groups: from children to the actors directly involved in the initiative and institutions. For this reason, its content must communicate effectively at different levels and therefore be attractive to a wide range of users. In this sense, the website must be seen as a tool for networking around the project, in the first instance among partners who can use it to share both the activities performed and the progress made and the results obtained.</p> <p>The link to Lifeweee.eu must feature in all reports to the EU Commission; in this sense, it is essential that the website be updated regularly as the project is developed. The need for updates is also important in view of the fact that the LIFE guidelines require that the website remains active and continues to be maintained for 5 years after the conclusion of the project.</p> <p>With regard to the text, it is important to provide news and information that the target groups of the website find interesting and this must be done appropriately, using attractive language and formats that stimulate readers' curiosity. For this reason, it is essential that the message you wish to convey is clear, simple and precise. Text that is too long or poorly formatted will probably be ignored by the reader. Likewise, overly technical and complex texts will not be understood and will not attract the reader's interest in the content.</p>
<p>Specifications and general requirements</p>	<p>In order to use its full communication potential, in consideration of the frequency with which users browse using portable devices, the website must be responsive. With regard to the annexes and documents available for download, these must be named in an intelligible and unambiguous manner. It is always advisable to use a short descriptive text to accompany the (clickable) title of a downloadable document. The aforementioned guidelines must also apply to the content of the Reserved Area dedicated to Project Partners.</p> <p>As far as concerns the language, it is important that all the content is in the languages of the partnership, be it the direct content of the pages or downloadable documents. Where an extended translation of the page is not possible, the provision of at least an exhaustive summary is recommended.</p> <p>The use of images on the site (starting with the emotional image on the homepage) is not only recommended by the LIFE guidelines, but it is</p>



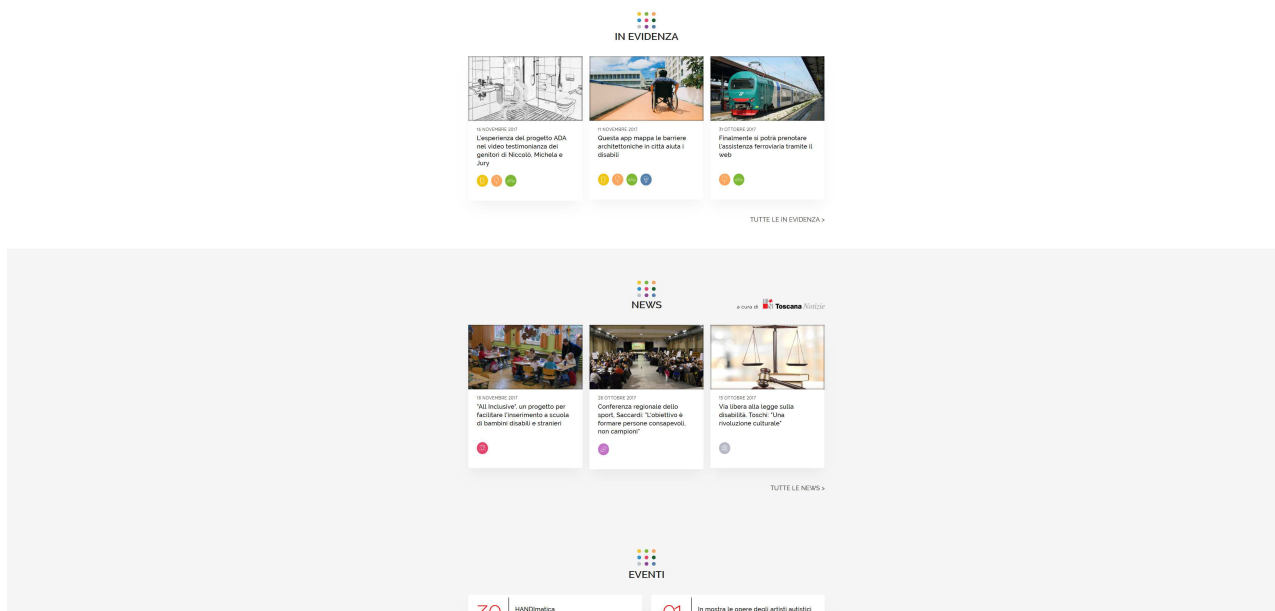
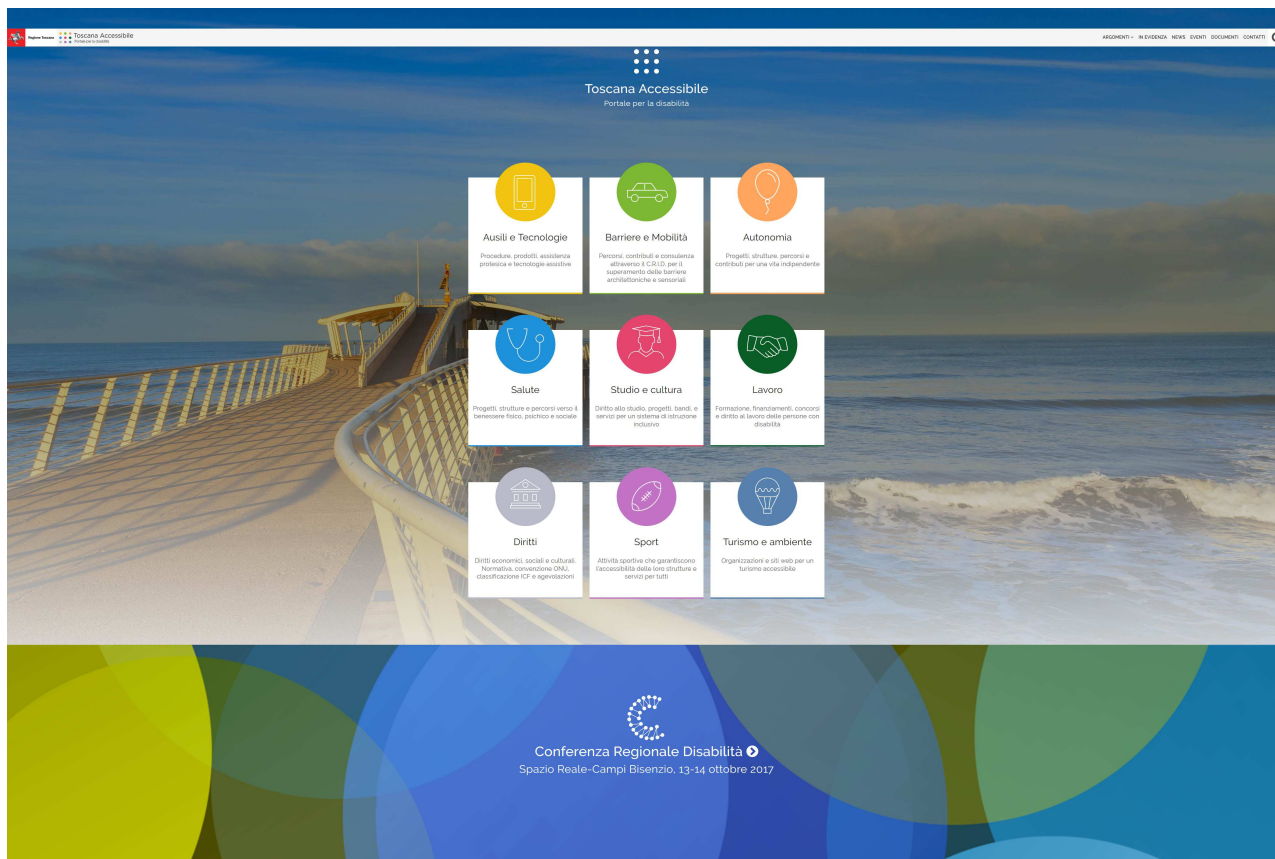


	<p>also useful in order to make LIFEWEEE pages more attractive as well as to facilitate access and navigation. For this reason, it is important to select the images to be published carefully, ensuring that they meet the necessary requirements for online publication, or that they represent the message you wish to convey. The use of short explanatory captions is always recommended in order to help the visitor to understand what he is looking at. There will be the possibility of developing a photographic campaign and of acquiring a series of images to be used not only for online communication; the campaign will be coordinated by the Regione Toscana. Consistency of the aesthetics of the pages is also very important, even of different areas of the website.</p> <p>The photogalleries (in the Image Gallery section) must always include a link to the event/news to which it refers and likewise the event/news with images must include a link to the relative photogallery (in the Image Gallery section).</p>
Targets	Interpartner communication, target groups and Stakeholders.
Frequency	Continuously updated by the partnership.
Indicator of effectiveness	Monitoring the number of accesses.

At the time of drafting this version of the Communication Plan, the choice of the type of website to use as a model is oriented towards the "Toscana Accessible" website, whose homepage is shown in a screenshot on the following page. The website is scheduled to be online in February 2018. At the time of the project launch, a specific survey will be conducted among the partners in order to test whether all the functions and information included on the website actually fulfil the communication objectives and the project will be adapted according to the results of this survey. Partners will contribute continuously to the implementation of the website content and quality.



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SHEET B	SOCIAL NETWORKS
General	Social media channels are the leading tool for online interaction, therefore the



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objectives	<p>project specifically envisages the creation of:</p> <ul style="list-style-type: none"> - @LIFEWEEE Twitter account, - Facebook Page www.facebook.com/LIFEWEEE , - YouTube channel for video products. <p>The use of social media is useful and beneficial in terms of visibility of the initiative that you wish to promote and broadcast on these channels; however, as with all online initiatives, in this case too communication must be implemented appropriately, i.e. according to the rules of use and netiquette of the media in question. Activation without constant supervision, with the risk of alienating the public, is to be avoided, including in consideration of the considerable "background noise" that is currently recorded online in relation to this type of instrument.</p> <p>The process will start by exploiting the institutional pages of the project partners and, after publication of the website, the project accounts will be made fully operational.</p> <p>The social media pages will be used for sharing extracts of the website content and specifically created content: the intent is to engage the followers, to raise awareness on aspects related to WEEE management.</p> <p>In general, news/events/image galleries published on the site will be transformed into:</p> <ul style="list-style-type: none"> - Tweets with short description and link to the news on the website - Facebook posts with short written summary and link to the news on the website. <p>Particular care must be taken in managing the community; the moderator must, therefore, follow any online conversations that arise and intervene to give explanations or provide information, answer questions or simply to encourage dialogue on the issues of LIFEWEEE. The same type of monitoring will be implemented for comments made on the YouTube channel.</p>
Targets	Stakeholders, citizens and businesses.
Frequency	Continuously updated by the Community Manager.
Indicator of effectiveness	<p>Monitoring the number of followers and in general the insights on the FB page.</p> <p>Monitoring Twitter account followers.</p> <p>Monitoring comments and shares of the YouTube channel.</p>



SHEET C	THE NEWSLETTER
General objectives	<p>The newsletter is the tool for the direct dissemination of information to institutions, organizations and target groups in specific phases of the project. LIFEWEEE has chosen to prepare electronic newsletters to limit the use of printed material and for greater simplicity of management. On the occasion of specific events or information/news of particular importance, the option of preparing a limited number in paper edition and sending it to a qualified and selected group of recipients may be considered.</p> <p>Following the idea of a coordinated image, the creation of templates to be used for both the graphics and the layout of the content is recommended.</p>
Specifications and general requirements	<ul style="list-style-type: none"> - Publication based on key moments of the project or the need to convey specific details. - Simple format. - Attractive presentation. - Easy to read. - Appropriate editing and graphics in line with the coordinated image specifications. - Numbering and date. - Length limited to 1 - 2 pages. <p>The proposal for the contents could be:</p> <ul style="list-style-type: none"> - Opening/Topic: Detailed information sheet on one aspect of the project (with a link to the page of the website for further information). - Editorial: The opinion of partners or an expert on the opening topic (with a link to the page of the website including relevant materials). - Agenda : Calendar of the upcoming event (with a link to the page of the website where the event is highlighted). - Best Practice (if relevant to the topic): in a few lines, an example of a virtuous behaviour in the recovery/disposal/reuse of WEEE. <p>Project title with a link to the project website accompanied by the Claim with a brief description (always keep this section in the same position in the graphic layout of the newsletter).</p> <ul style="list-style-type: none"> - Contacts: clearly visible in the footer. - Unsubscribe : Link to unsubscribe from the newsletter.
Targets	Target groups and stakeholders
Frequency	According to the proposed calendar and to be finalized in agreement with the partnership.
Indicator of effectiveness	Number of newsletters sent and increase in the number of recipients.



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SHEET D	PRESS RELEASES/PRESS KIT
General objectives	<p>Press releases must be prepared on the occasion of the participation of the project partnership in specific events and exhibitions using the partner press offices.</p> <p>A press kit must be made available for specific project workshops and events.</p>
Specifications and general requirements	<ul style="list-style-type: none"> – essential references (logo, headed paper, etc.), – date, time and place of issue, – newsworthiness and brevity, – title and half-title, which precede and summarize the content, – the text must respect the Five Ws rule and the information must be clear, reliable and written in a journalistic style.
Targets	Press
Frequency	Update of the basic press kit and preparation of a press release for specific events or in the event of particularly significant results of the project.
Indicator of effectiveness	Number of articles in national and local press.

