

ASTWOOD Project

“A strategy for the sustainable use of wood and its implementation as base for legislative measures on regional level”

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Dissemination Plan

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1. Purpose and scope

According to the well known definition of the term through the European Commissions departments, “dissemination” shall be defined as the distribution and supply of information regarding the ASTWOOD project in the broadest sense towards interested parties of the public.

While the Exploitation plans shall be targeted towards the commercial use of the results, the Dissemination plans shall “make the results and the involved parties known. Accordingly this preliminary dissemination plan comprises both: the jointly gathered and the individually obtained results. Obviously the jointly gathered results must be subject to coordinated actions which is the task of the Dissemination manager, Gerogi Simeonov from REAP.

Especially the dissemination towards the three regions of Spain, Portugal and Bulgaria shall be promoted by the Dissemination manager because the exploitation potential – at least in the long run – for the results of ASTWOOD are judged to be high in those regions, also due to the necessity for a redevelopment of the environmental situation and the related investments.

Taking into account the new opportunities for dissemination which frequently occur, the related strategy therefore has to be adapted from time to time. Hence, this document shall be regarded as a working paper which is subject to periodic revisions – preferably at project meetings. Accordingly this document is not set in stone and no “legally binding” statement, because it only details single paragraphs regarding dissemination in the contract with the European Commission, in the Consortium Agreement and in the Project Manual. Hence the preliminary Dissemination Plan is a working document and a management tool for the members of the consortium.

2. General dissemination strategy of the partnership regarding the ASTWOOD Project

Georgi Simeonov from REAP is assigned as Dissemination Manager (DM). His responsibilities will include co-ordination of dissemination actions, leading the periodic review of the Preliminary Dissemination Plan during the project, liaison with all partners during and after the end of the project and negotiation with third parties on matters such as directly regarding dissemination. In order to clarify the obligations of the Dissemination Manager it shall be mentioned that only jointly obtained results must be subject to his assignment of co-ordination. In the case of results which were solely gathered by only one partner it is obviously in the responsibility and right of the respective partner to disseminate them. However, the Dissemination Manager shall be informed of such activities. In general the Dissemination Manager shall help to eliminated redundancies in the dissemination activities and is therefore also a source of information besides the co-ordinator.

Due to Georgi's strategical position as staff of the international relations department of REAP he is best suited to disseminate the results of this project. Also REAP is the leader of the work package 6 concerning Communication and Dissemination and they design and upload the website of the project.

The Dissemination Manager has a key role in ASTWOOD – establishing which information is best suited for dissemination. Such proposals will be drafted in close collaboration with the Project Manager as neither dissemination nor exploitation can be separated from each other solely. However, the Project Co-ordination will have to finally decide on major dissemination issues and the proposals therefore.

As a basic rule the dissemination of jointly obtained information in the project will remain limited to the distribution of publishable abstracts such as contractually required for EC projects and information of generic nature resp. to information which was prior to the projects commencement public available. Except of that is obviously, as already mentioned the information which was solely obtained by one partner only. This is in order not to endanger the industrial interests of the industrial Partners who are facing strong competitive pressures.

Means of dissemination are articles in newspapers, press, active contributions to conferences such as papers, poster or presentation, trade journals, regular seminars at Universities or education Institutes. At least at the end of the project the results are presented to specialists in the related areas at conferences or fairs.

During the ASTWOOD project the focus of the dissemination activities shall be on the publication of articles and papers in magazines – both: about the objectives of the project and the results achieved – to make the project better known to the potential users and customers, outside the consortium and in order to facilitate future marketing of the results.

The Partners intend to disseminate general know-how obtained during the project on occasion in short seminars for professionals advancement. As regards the project it shall be mentioned again that specific information which was generated in the project will be disseminated in accordance with all partners which has to agree upon any publication as jointly obtained know-how is concerned.

3. Dissemination strategy and brief description of main ASTWOOD result for dissemination

Every project meeting will be a time to have a 3-4 hours seminar with farmer associations and regional institutions and other target groups, where valuable information is expected to be exchanged and results shown. The assistance to biomass/pellets conferences will be very important to spread the objectives and the status of the project. Other way of dissemination will be by means of Newsletters.

The three municipalities will make special effort to contact and visit the key politicians and institutional groups decision makers in order to present them the strategy to enhance the use of the technology proposed in this project. These key contacts are the representatives of the target groups (those mentioned under point 4 of this technical annex). This will enable to involve as many stakeholders as possible in the project, and to enhance the impact of the project in the regions.

The means of dissemination will be on different levels:

- via classical channels for technical papers in scientific journals, presentations, and demonstrations at conferences, workshops, and seminars specially those organized by the European Commission
- It is also envisaged to publish specialised papers in refereed journals and to present communications and posters at the main professional congress.
- However, the main dissemination will target local and regional administrations.

The tools used for dissemination will be:

- Web page, continuously updated by REAP,
- Brochures will be prepared for the presentation at the work shops and other conferences and events, as well as for sending out information to key players. Brochures are planned to be made on DINA4 paper, printed either with high quality printers (enabling in this way the constant availability of brochures). Or on high quality paper (done by specialized companies) (this mainly in the second half of the project). The municipalities will provide additional funding for this material if the projects budget is not enough.
- Special print outs, adapted to specific actions, enabling maximum flexibility,
- Work shops on high level inviting decision takes and key players: besides the mentioned workshops, specific workshops will be held with selected key actors in the three selected countries (and not necessarily on regional level). These workshops are thought to give the project an added value by dissemination the work and by taking into account suggestions from the target groups, especially experts in the different areas of the project and politicians on regional and national. We are planning to hold approx. 3 workshops in each of the three countries. We estimate the average number of attendants at approx. 10 – 15. These workshops will be held when deemed optimal. We however have following estimation: first sessions of workshops around month 6, second around month 15, and finally month 22.
- General work shops open to everybody
- Organise specific journeys to light house projects in central Europe.

The consortium sees the dissemination as essential for reaching a strong impact of the results, and will constantly test new methods for dissemination if seen as help.

Activities to spread out the developed strategy to other countries are to be divided in two categories: “Passive” activities during the whole duration of the project:

- Via conferences: presentations in oral or poster format
- Web page of the EC
- Project web page

Active activities during the second half of the project:

Active dissemination activities are those which target directly key persons and key players, organization or institutions in the different sectors related to the project, which are:

- (1) the raw material suppliers as e.g. farmers, wood and agro industries,
- (2) the raw material processors and associations representing them as e.g. pellet manufacturers, suppliers of wood and other fuels,
- (3) interested parties on domestic level (private persons),
- (4) political decision takers on regional and national level which are mayors, government representatives, governmental experts,
- (5) experts in general working in industry as well as researchers at universities and technological research centres.

In a first step, a data base containing the addresses of the most relevant institution on regional and national level as well as the individual key persons and key players (as mentioned above) of the participating countries, focussing especially on Spain, Bulgarian and Portugal. The consortium will send all of these contacts either a letter or email informing about the tool and its potential. Further, they will receive personalised invitations for the work shops. Some of them will be invited to hold a presentation. Further, a selection will be invited to participate at the regular project meetings in order to give them the opportunity to meet the project partners and to personally see the progress and aims of the project. This will also enable a more interactive working and will be an efficient dissemination tool. The contacts in the data base will receive on a regular monthly basis updates of the project and they will be given the possibility to make suggestions which will be considered in the Consortium. The set up of the contacts will be coordinated by BP, and will have a coordinator for each country: AMCB for Portugal, REAP for Bulgaria and BP for Spain. The set up of the data base will start immediately at the beginning of the project and should be preliminary finished within the 6 first project months. This data base will be constantly updated.

Within this task we expect to pinpoint other 8 regions in each of the three participating countries which are willing to test and implement the tool developed in the project.

4. Specific dissemination activities

4.1. *Presentations at conferences*

Regular presentations at conferences on the R&D progress and the perspectives of the ASTWOOD project could provide an important base for creating interest in and therefore attention to the results of the project. Experts and potential clients participating in high level conferences are often part of networks and can therefore function as multipliers. Due to the various different features of the ASTWOOD project, presentations at conferences with energy, agriculture, waste, and environment related topics can be recommended.

4.2. *Publications in journals and newspapers*

Depending on the type of selected journals and newspapers, publications can be used to inform experts and potential clients as well as the general public about features and applications of the ASTWOOD project. Both paths should be followed. Publications in specialized journals could be considered as supporting measures for presentations at conferences while informing the public might be important in order to prevent prejudices which could lead to resistance against future pellet technology implementations. The important criteria in this respect might be the willingness of the different newspapers to publish an article about the topic.

4.3. *Information stands at trade fairs*

A representation on trade fairs could be used to prepare for a future market introduction. Joint trade fair stands of companies involved in Pellets and wood chip industry could underline the evolving perspectives for the project. An example for a recommendable trade fair in which to participate would be the energy and renewable energy related "GENERA", which takes place each two years in Madrid (Spain). Further information can be obtained from the trade fair's homepage on <http://www.ifema.es/ferias/genera/default.html>.

5. ANNEX I: Contact details per partner

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