



# ECOPULPLAST

Local circular ECOmomy by an innovative  
approach for recycling paper industry PULper  
waste into new PLASTic pallets



LIFE14 ENV/IT/001050  
Co-funded by the LIFE 2014-2020  
Programme of the European Union

After LIFE – Dissemination Plan

Project reference: **LIFE14 ENV/IT/001050**

EU programme: LIFE 2014 - Environment and Resource Efficiency

Full title: Local circular ECONomy by an innovative approach for recycling paper industry PULper waste into new PLASTic pallets

Acronym: LIFE ECO-PULPLAST

Duration: 36 months

Start Date: 01-SEP-2015

End Date: 31-AUG -2018

Total budget: €1,244,978

EU Funding: € 746,986

Project web site: [www.life-ecopulplast.eu](http://www.life-ecopulplast.eu)

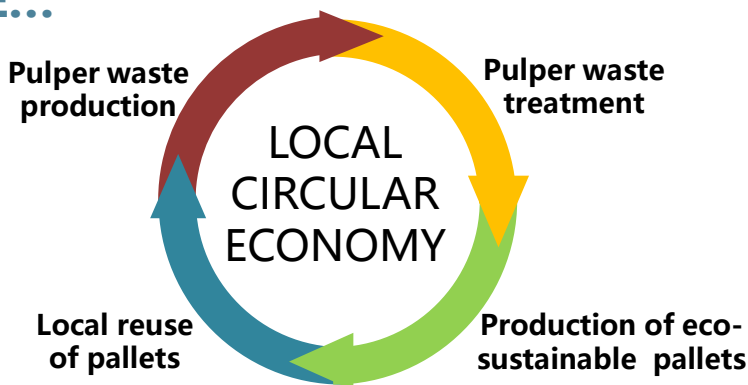
## The project and its main results

LIFE ECO-PULPLAST is a project about **circular economy** and industrial symbiosis that aims at demonstrating the possibility to recover and recycle mixed plastics from “pulper waste”, the industrial waste of paper mills that use paper for recycling.

The overall objectives of the ECO-PULPLAST project are:

- reduce the amount of pulper waste sent to incinerators and landfills;
- produce new materials and products, such as plastic pallets, starting from pulper waste, mixed with other recycled plastics;
- local reuse of new materials and products, both as pallets for the paper industry and as pellets for the plastics industry.

### FROM WASTE...

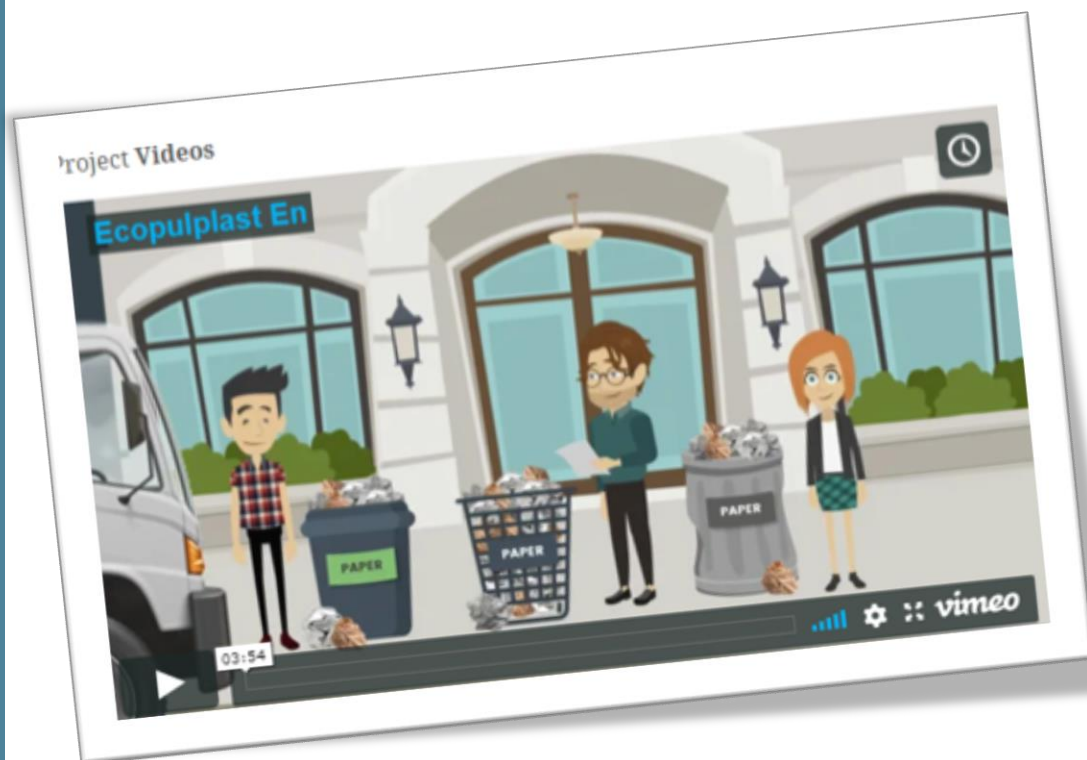


LIFE ECO-PULPLAST consortium worked hard to achieve the following results:

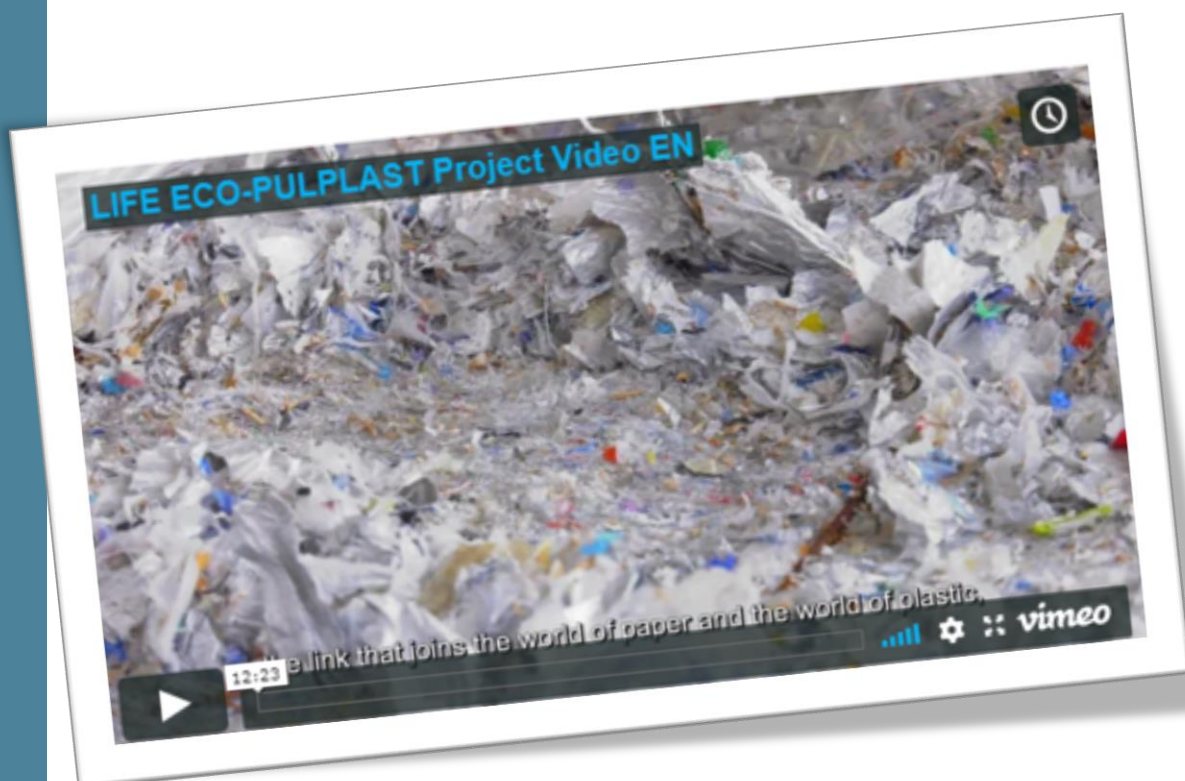
- to promote the importance and value of policies on pulper waste management and related technologies to the general public and to the relevant public and private stakeholders;
- to build the consensus on the new approach, technology and solutions within all target groups;
- to build the consensus among local stakeholders to facilitate the construction of an industrial plant in the Lucca area, for recycling pulper waste and produce new plastic euro-pallets for the local market;
- to facilitate the replicability and transferability to other areas without problems related to the achievement of consensus towards local target groups and the general public.

### ...TO RESOURCES

## The project main Communication Tools



[Link to the Project animated video](#)



[Link to the Project video](#)

# The project main communication tools



Notice Board



Roll-up



Brochures and gadgets



## After LIFE: the objectives

This After LIFE communication Plan aims at planning future dissemination and communication activities, in order to ensure the continuity of LIFE ECO-PULPLAST after its conclusion. This document contains the main strategic activities planned to:

- support the LIFE ECO-PULPLAST initiative on a permanent basis, after the pilot demonstration and the assessment phase of the LIFE project;
- communicate and disseminate the LIFE ECO-PULPLAST technology approach and solutions, as well as to foster its replicability and transferability at European scale;
- to build up and enhancing solid relations with other paper mills and research institutes addressing similar environmental problems;
- create a network of common knowledge and solutions to maximise the capabilities of delivering suitable responses to a common problem;
- increase the exchange of experiences and knowledge.



The plan is basically a continuation of the most relevant and effective communication and dissemination activities carried out during the project.

## After LIFE: partners strategy

All beneficiaries are committed in achieving wide dissemination and transferability of the project innovative solutions, results and best practice at national and European level.

Each partner has its own strategic objective:

- ✓ **Selene:** industrial development of the technology and open new market opportunities;
- ✓ **Lucense:** promote technology transfer and sustainability to its reference market territory;
- ✓ **Serveco:** support the implementation of the demonstrated technologies to affiliated paper mills;
- ✓ **ZWE:** disseminate circular economy good practices to stakeholders and general public.



## After LIFE: planned activities

### Action 1: MAINTENANCE OF PROJECT WEBSITE

The project website ([www.life-ecopulplast.eu/en](http://www.life-ecopulplast.eu/en)) is a central communication tool and was produced in EN/IT. It will be maintained on line for 5 years and will be updated with the latest news on the project: technological aspects and solutions, environmental impact, social acceptance, economic sustainability, etc.

### Action 2: DISSEMINATION OF RESULTS AT INSTITUTIONAL LEVEL

Communication actions will also continue to disseminate the results at institutional level. Consensus building and stakeholders' involvement will continue after the project end, to facilitate industrial development and market uptake.

### Action 3: PRINTING AND DISTRIBUTION OF THE LAYMAN'S REPORT

Printing and distribution of ECO-PULPLAST Layman's Report, dissemination document intended for a non-specialist audience, both in electronic and paper version. The electronic version will be sent by to the LIFE ECOPUPLAST contact list. The paper version will be printed and distributed in the occasion of events, seminars, conference and exhibition attended by the beneficiaries.

The dissemination will be undertaken both in English and in Italian language

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## After LIFE: planned activities

### Action 4: PRESENTATION OF PROJECT RESULTS TO EXTERNAL EVENTS

Beneficiaries are expected to take part in events such as seminars, workshops, technical visits, in order to promote the approach and disseminate the results LIFE ECO-PULPLAST project.

Next events:

- Participation to ECOMONDO 2018 hosted at the EAME Stand.
- Participation to MIAC 2018 - the international exhibition of the paper industry, in Lucca, at LUCENSE booth.
- Participation to K-Trade and Fakuma Trade.

### Action 5: FOLLOW UP AT EUROPEAN LEVEL

Participation in official LIFE events. such as info-days on new LIFE programme and networking with other EU funded projects.

### Action 6: CONSENSUS BUILDING AND TRANSFERABILITY

Promotion of LIFE ECO-PULPLAST approach to public bodies and private stakeholders especially regarding the policies on pulper waste management.

Contacts with National entities in charge with the recycling of materials in order to see how to transfer the Life Eco-pulplast approach to other entities to increase the recycling rate of these materials.

## After LIFE: target and expected results

Target Group	Action	Dissemination material
Public institutions and stakeholder	<ul style="list-style-type: none"> <li>- Networking</li> <li>- Meetings and working groups</li> <li>- Concertation events</li> <li>- Policy actions</li> </ul>	<ul style="list-style-type: none"> <li>- Brochure</li> <li>- Participation to official Life events</li> <li>- Business plan</li> </ul>
Private stakeholders and enterprises	<ul style="list-style-type: none"> <li>- Workshops/technical events</li> <li>- Publications/reports on technical magazines</li> <li>- Participation to fair trade and exhibitions</li> </ul>	<ul style="list-style-type: none"> <li>- Technical brochure</li> <li>- Newsletter</li> <li>- Presentations</li> <li>- Videos</li> </ul>
General public, NGOs and associations	<ul style="list-style-type: none"> <li>- Dissemination events</li> <li>- Press releases</li> <li>- Articles on printed media</li> <li>- Communications on TV, radio, web, social.</li> </ul>	<ul style="list-style-type: none"> <li>- Layman's report</li> <li>- Brochure</li> <li>- Newsletter</li> <li>- Web site</li> <li>- Project videos</li> </ul>

### **EXPECTED RESULTS:**

The objectives of the after LIFE Communication plan in a 5 years timeframe are those indicated in the LIFE Key Project-level Indicators:

- Number of stakeholders involved due to the project: 20 Public bodies, 10 NGOs and 20 Other civil society organisations
- Project website: 250.000 No. of individuals, 15.000 No. Downloads and 150.000 No. of unique visits
- 13 Publications/reports
- 100 Print media articles
- 34 Events/exhibitions
- 18 Video/broadcast on TV and Radio
- 5.000 No. of individuals members of interest groups.



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*selene*

LUCENSE

Serveco

