

COMMUNICATION PLAN

AFTER FINISHING THE PROJECT
REALISED BY FU-WI SP. Z O. O. IN ELBLĄG:



„DEMONSTRATION INSTALLATION OF THERMAL UTILIZATION OF SEWAGE SLUDGE BY PYROLYSIS”



AFTER-LIFE COMMUNICATION PLAN

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BENEFICIARY OF THE PROJECT LIFE11/ENV/PL/000453:



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CO-FINANCING THE PROJECT LIFE11/ENV/PL/000453:

The project was funded by The European Union fund within LIFE+ Financial Instrument and National Fund for Environmental Protection and Water Management.



NFOŚiGW

National Fund for Environmental Protection and Water Management along with Provincial Funds – are a pillar of the Polish system of environmental protection financing.

<http://www.nfosigw.gov.pl/>



LIFE+

LIFE+ is the only financial instrument of the European Union focusing only on co-financing of the projects within the environmental protection field.

<http://ec.europa.eu/environment/life/funding/lifeplus.html>

The project covered the entire world, was dedicated for every country which has problems with sewage sludge utilization and management, and was realised during the period between **01.06.2012 – 31.12.2015**.

Budget amount to:

Grant from European Union amounted to 50% and grant from National Fund for Environmental Protection and Water Management amounted to 45% of eligible costs. Remaining part was financed by FU-WI Sp. Z o. o.



Introduction – the strategy conducted during project promotion and reaching the customer was realised in the following way, taking into consideration below guidelines.

Primary aims of project activities:

- Reaching certain target groups of receivers with clear and understandable information about project,
- Building positive image of project in local community,
- Building positive company image of FU-WI Sp. Z o. o. as an organisation which realises the project,
- Publicizing project results and achievements at the beginning of its duration, after finishing certain realisation stages and after finishing the entire project.

Main target groups of receivers of the project:

- **PROFESSIONALS** – *so-called active receiver* – group of people responsible for sewage management in boroughs and small towns, ruling local councils, design offices and construction companies which usually realise such projects.
- **SOCIETY** – *so-called passive receiver* – commonalty and non-specialists, who are not specialized in the area, but have the right to have information about project realisation.

Information provisions and promotional measures taken during the project realisation:

- promotion, communication and dissemination of results of the project during briefings, demonstrational visits, during participation in trade fairs, national and international conferences. Preparing media campaigns, publishing articles in local press, trade magazines, websites, promotion mailing which is sending out project promotional materials, preparing informational and promotional video about project;
- preparing smaller promotional supporting instruments, including creating and managing the project website, introducing informational marking during the first stage of the project, preparing informational-promotional brochures, leaflets, folders in three languages (Polish, English, Russian), promotional gadgets, display materials;



Project effects:

1. Realisation of technical targets and preparing full technical documentation for developed technology. In the preliminary stage of realisation of requests for the production of machinery and works, and choosing contractors and assemblers for prototype demonstrative line.



2. During the main stage of the project, providing demonstrative version of the system for sewage sludge utilization and conducting tests, and putting the system for sewage sludge utilization into full functional readiness.



3. Raising awareness and deepening the knowledge of the society and people responsible for sewage management, in the range of sewage sludge utilization through multiple promotional and informational measures.



More information and materials about project „Demonstration installation of thermal utilization of sewage sludge by pyrolysis” is available on the project website:

<http://www.fuwi-lifeplus.eu>



Plan for communication measures and recommendations, connected with benefited activity, after finishing the project, are intended for further promotion of measures and results of realised project.

Accordingly to project LIFE+ conditions, Beneficiary is obliged to non-commercial maintenance of the prototype demonstration installation for the period of 5 years since project end.

Targets and measures:

1. Moving demonstrative installation of thermal utilization of sewage sludge to a working sewage plant for further verification of capabilities and processes in real conditions;
2. Taking further informational and promotional measures for presenting demonstration installation and generally technology, through participation in seminars, conferences, trade fairs, organisation of briefings at the installation's working place;
3. Further project promotion through promotion mailing aimed at stakeholders, inter alia, in the near future, sending out information to Voivodship Fund for Environmental Protection and Water Management;
4. continuation and systematic update of the project website <http://fuwi-lifeplus.eu/>. The website will be maintained after finishing the project and all necessary costs will be covered by Beneficiary;
5. Project coordinators will be still informing about activities, which had been realised within the project, during various promotional events;
6. Informational and promotional materials, i.e. brochures, leaflets, folders and articles are available on the website and they can still be used for informational and promotional purposes. Using already printed promotional materials as long as their natural unserviceable state is not reached. Display materials produced for project promotion, such as roll-up or exhibition wall will be expose at various events, so the information will be still available for new receivers;
7. Informational videos about projects are available on Youtube account or can be accessed from the project website;
8. Information about the project will be reported in Beneficiated activities reports.

Beneficiary accordingly to above, planned continuation of the effects presentation and promotion of the project in below described forms:



1. Informational meetings, involving the active presence and presentation of the project effects on organised Seminars and Conferences by industry institutions, in which professionals participate – active receivers. Realisation is planned in quarter cycles. Beneficiary applied their participation in three industry Seminars, therein two organised by Gdansk Water Foundation and one by Water and Sewage Systems Company in Ruda Slaska, purposed to active presentation of the project effects along with informational brochures distribution:
 - a) January 2016 in Chmielno, “Optimization of wastewater management solutions for areas out of agglomerations”,
 - b) March 2016 in Gdansk, “Management of municipal sewage sludge in wastewater treatment plants – possibilities of final management”,
 - c) April 2016 in Brenna, “Sewage sludge – effective methods of problems solving”.

2. Demonstrational visits, involving the organisation of group or individual (representatives of one wastewater treatment plant) meetings in the place, where demonstration installation of thermal utilization of sludge is placed, in which professionals – active receivers, as well as society – passive receivers – will participate. Planned realisation in quarter cycles. Group, individual and personal invites were sent to the representatives of wastewater treatment plants, who were met during active participation on Seminars and Conferences organised in 2015. At the same time, invites were sent to representatives of the Voivodship Funds of Environmental Protection in country.
 - a) January 2016, visit in the project realisation place, agreed and planned by scientific representatives – educators from Lodz University of Technology, Department of Process Engineering and Environmental Protection.
 - b) February 2016, visit in the project realisation place, agreed and planned by Voivodship Fund of Environmental Protection from Olsztyn.
 - c) May 2016, visit in the project realisation place, planned with Voivodship Fund of Environmental Protection from Gdansk.

3. Ecological education, involving the group meetings organisation in demonstration installation of thermal utilization of sewage sludge location, in which students and school children will participate, as society – passive receivers. Planned realisation in



half-year cycles.

Group invitations sent to university, high school and gymnasium educators in the period of worldwide days of earth and ecology.

4. Project website, involving periodical updating, with realised by Beneficiary promotional actions along with sharing of all marketing and informational materials for download.
5. Electronic communication, involving the communication with professionals – active receivers, as well as society – passive receivers. At the same time distribution of promotional and marketing materials about realised project in electronic version.

Opracowanie:

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